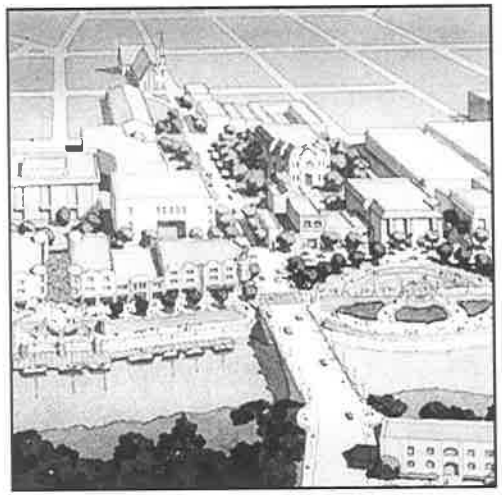
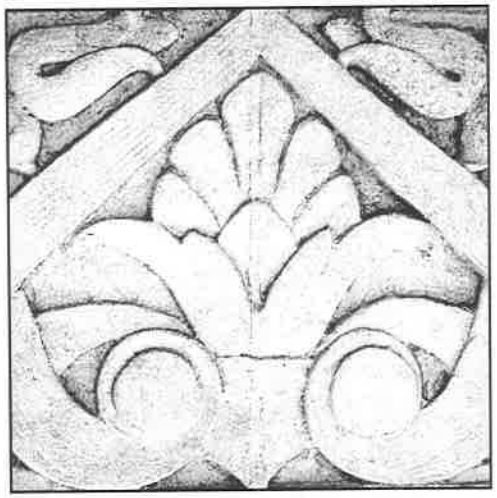
CITY OF NAPA

SOSCOL CORRIDOR / DOWNTOWN RIVERFRONT DEVELOPMENT & DESIGN GUIDELINES





Soscol Avenue ■ Silverado Trail ■ Oxbow District
Downtown Riverfront

PREFACE

These Guidelines are an important first step in addressing community concerns about the quality and type of development along our key corridors and critical areas of the urban waterfront. The development of the Guidelines has been a participatory and collaborative process between the community at large, the Napa Community Redevelopment Agency, the City Planning Department, and the Redevelopment Agency's Guidelines Advisory Team. Over the 18 months of their preparation, the Redevelopment Agency hosted five community workshops, a special workshop for the automobile dealers along Soscol Avenue, and two workshops with the Planning Commission and City Council. Community leaders and design professionals committed many volunteer hours providing input that would ensure that the Guidelines reflected the interests of property owners and residents, and would set a standard for the quality of development the community desires.

The general boundaries of the Guidelines study area were defined in the City's Development Agreement with the American Center for Wine, Food & the Arts. This area is experiencing a significant amount of pressure for change as a result of the incentives for new development and redevelopment provided by projects such as the American Center and the Napa River Flood Protection Project. As a proactive response, the City Council took the initiative to develop design guidelines and standards that would ensure that new investment in private development resulted in a cohesive, high quality built environment that would visually enhance and support the new vision for the downtown and gateway areas.

The City appreciates all those individuals who took the time to participate in the process. In addition, a special thanks is extended to the following individuals who participated on the Guidelines Advisory Team: Moira Johnston-Block, Vince DeDominico, Mike Fennell, Scott Jensen, Steve Kokotas, Bernhard Krevetz, Dorothy Lind, Mike McKaig, Craig Smith, Barbara Stafford, Scot Stewart, Phil vanderToolen, and Stewart Viets.

The following City staff played key roles in the creation of the Guidelines and the formulation of related zoning and administrative processes: Pat Thompson, John Yost, Deborah Faaborg, Jean Hasser, Scott Klingbeil, Cassandra Walker, Jennifer Louks, Robin Klingbeil, Larry Pollard, Bob Carlsen, and Lynda Millspaugh. Thanks also to urban design consultants Terry Bottomley and Kyo Tochikura of Bottomley Design & Planning.

SOSCOL CORRIDOR/DOWNTOWN RIVERFRONT DEVELOPMENT & DESIGN GUIDELINES

TABLE OF CONTENTS

I. INTRODUCTION 1

Background 1
Guidelines Goals 2
Urban Design Concepts 2
Subarea Boundaries and Objectives 4
Using the Guidelines 7
The Development Application and Review Process 8
Securing Professional Design Assistance 9

II. DEVELOPMENT GUIDELINES 10

South Soscol Avenue 10
Central Soscol Avenue 17
North Soscol Avenue 23
South Silverado Trail 28
Central Silverado Trail 33
North Silverado Trail 41
The Oxbow District 45
The Downtown Riverfront 55

III. DESIGN GUIDELINES 63

Commercial Development 63
Hotel Development 74
Multi-Unit Residential Development 76
Site Improvements & Landscaping 78
Signs Guidelines 83
Lighting Design 87

IV. CAPITAL IMPROVEMENTS GUIDELINES 89

The Riverfront Promenade 89
Soscol Avenue and Downtown Gateways 91
South Silverado Trail Enhancements 99
Silverado/Soscol Intersection 99

V. ADMINISTRATION 104

Introduction 104
Use of the Overlay District and Soscol Guidelines 104
Application Materials 105
Soscol Corridor: SC Overlay District Ordinance 105

SOSCOL CORRIDOR/DOWNTOWN RIVERFRONT DEVELOPMENT GUIDELINES

LIST OF FIGURES

Figure	Page
Soscol Avenue and Silverado Trail Urban Design Concept	3
Subareas Key Map	5
Subarea Map: South Soscol Avenue	11
South Soscol Subarea: Commercial Development - East Side	13
South Soscol Frontage Improvements (Illustration)	14
South Soscol Subarea: Auto Dealers	15
Subarea Map: Central Soscol Avenue	18
Soscol Avenue & Silverado Trail: Retail, Outlets, Health Clubs	20
Central Soscol Avenue: Retail Development	21
Subarea Map: North Soscol Avenue	24
Subarea Map: South Silverado Trail	29
South Silverado Subarea: Mixed Development Types	31
Subarea Map: Central Silverado Trail	34
Central Silverado Subarea: Mixed Village Center Development	36
Prototype Illustration: Auto Services, Retail	37
Subarea Map: North Silverado Trail	42
Subarea Map: Oxbow District	47
Oxbow District: Third Street (Illustration)	50
Oxbow District: Third Street (Plan)	51
Oxbow District: First Street (Plan)	53
Oxbow District: River Edge Condition	54
Subarea Map: The Downtown Riverfront	56
Downtown Riverfront: Guidelines Area Map	58
Downtown Riverfront: Development Guidelines (Illustration)	60
Prototype Illustration: One Story Retail:	67
Prototype Illustration: Office over Retail	69
Prototype Illustration: Riverfront Architectural Guidelines:	71
Downtown Riverfront Setbacks	90
Downtown Riverfront Promenade Plan	92
South Gateway Concept	94
Gateway Landmark Concepts (Illustration)	95
Landmark Tower (Illustration)	96
Landmark Panel (Illustration)	97
South Silverado Improvements	100
Silverado Trail Entrance Concepts - Options 1 and 2	101
Silverado Trail Entrance Concepts - Options 3 and 4	102
Soscol/Silverado Intersection Realignment Concept	103

Chapter I.

INTRODUCTION

I. INTRODUCTION

Background

The *Soscol Corridor/Downtown Riverfront Development & Design Guidelines* promote improvement in the physical character and image of four important, highly-visible areas:

1) *The Soscol Avenue Corridor*

2) *The Silverado Trail Corridor*

3) *The Oxbow District*

4) *The Downtown Riverfront*

Soscol Avenue and Silverado Trail are gateways to the City of Napa and the Napa Valley. The Oxbow District is the location of major visitor destinations such as the American Center for Wine, Food & the Arts, the Napa Valley Wine Train, the Napa Valley Expo, and also includes traditional neighborhood areas. The Downtown Riverfront is a critical city opportunity area, with major riverfront improvements planned as part of the Napa River Flood Protection Project.

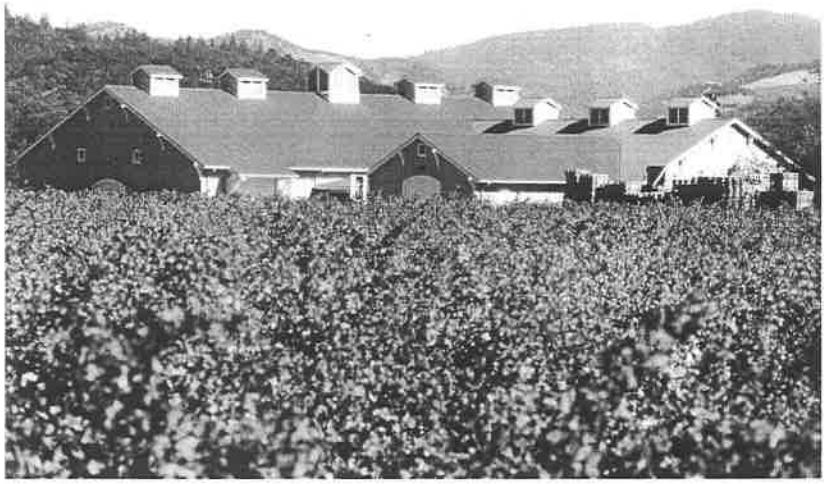
Napa's community image is most on display along Soscol Avenue. It provides the first impression many residents and visitors get of the city. Yet its hodge-podge appearance is at odds with the traditional charm of Napa's downtown, its neighborhoods, and the Napa Valley wine country that attracts millions of visitors every year. Land uses, building forms, and landscaping vary from one property to the next. The juxtaposition of old and new shopping centers, auto dealerships, parking lots, gas stations, residences, and office buildings is characteristic of commercial strip development in just about any city in the United States. Napa's citizens and public officials are not satisfied with the area's appearance, its potential deterring effect on investment in Downtown and visitor destinations, and related impact on general community livability and attractiveness.

The Napa River Flood Protection Project will have a dramatic impact on the physical character of Downtown Napa and its environs. The Project includes reconstruction of the river edge throughout the greater Downtown area, including the Downtown Riverfront, the Oxbow, and the central portion of Soscol Avenue. In addition to river widening, the project includes new downtown bridges, a river bypass channel, floodwalls, and related property acquisition. The Flood Protection Project will be the largest infusion of capital investment the city has seen since the early 1900's. Additionally, the City adopted a new General Plan in 1998, with a "mixed use" designation that provides a degree of latitude for future land uses in parts of the area.

Soscol Avenue today.

The *Development & Design Guidelines* are intended to address all these circumstances. Together with the General Plan, they set a new standard for development by promoting building and site improvements that express the qualities of the Napa Valley. The *Guidelines* envision Soscol Avenue and Silverado Trail as attractive, memorable gateways to the city and downtown and supportive environments for new investment. The *Guidelines* establish riverfront design guidelines to orient new development to the river, and promote activity-generating land uses in the Downtown Riverfront and Oxbow areas.

The *Development & Design Guidelines* dovetail with the *City of Napa General Plan* by providing additional guidance in terms of land uses and forms of development within the *General Plan's* designated "Mixed-Use" areas. They also help fulfill the *General Plan's* major goals for improving the visual character of Soscol Avenue, preserving the character of traditional residential neighborhood areas, and protecting the environmental, visual, and recreational resources of the Napa River.



The Napa Valley's agricultural buildings and landscape establish a general character for new development.

Guidelines Goals

1) *Create a Southern Gateway to the city along Soscol Avenue that reflects the qualities and character associated with the Napa Valley, while supporting fronting retail and auto sales businesses.*

2) *Reestablish Silverado Trail as a scenic corridor, with an attractive neighborhood-oriented village center between Third and First streets.*

3) *Unify the Oxbow Area as a visitor destination district that is integral to greater Downtown Napa, while maintaining the area's residential character and preserving the integrity of its existing neighborhood areas.*

4) *Provide a human scale, pedestrian-friendly environment that is inviting to residents and visitors, particularly in central subareas.*

5) *Encourage new development and renovations that maximize the potential for downtown activity offered by the Riverfront and capitalize upon the construction projects associated with the Napa River Flood Protection Project.*

6) *Improve the quality of new and renovated buildings, site improvements, and signage consistent with the traditions of quality found in the city of Napa and the Napa Valley.*

7) *Establish development and design guidelines that provide clear direction to property owners, development applicants, City of Napa officials, staff, and other review bodies.*

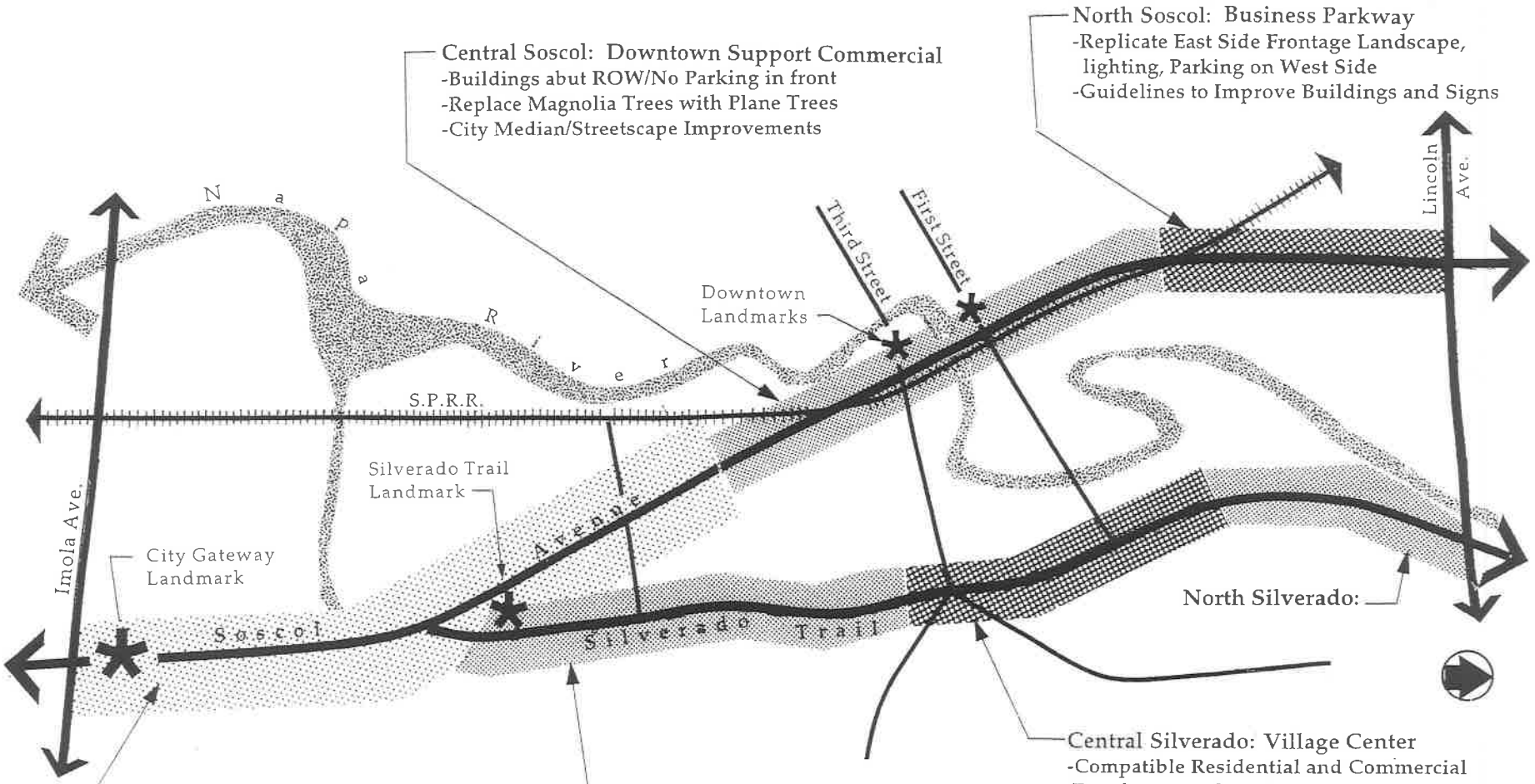
Urban Design Concepts

The urban design concepts described below provide the basis for the specific design criteria contained in the *Guidelines*. These concepts reflect input from public workshops conducted in fall, spring, and summer 1997/98 and the policies of the *City of Napa General Plan*. The Urban Design Concept diagram on the following page indicates the physical characteristics proposed within the *Guidelines* policy area.

A. **Napa Valley Character.** New buildings should generally have the peaked, gable roofs that typify the Napa Valley's wineries and related agricultural buildings. Prominent building entrances, stone walls and/or stone facade accents, and special architectural features that make buildings more visible and interesting are also recommended. All new development should provide frontage streetscape improvements that reflect the native forms and materials of the Napa Valley, and curbside plantings, walks, street trees and other frontage amenities should be installed throughout the Guidelines Area. Elements of the agricultural landscape that enhance pedestrian scale — e.g., "orchard" tree plantings, low rail fences, trellises and arbors — are encouraged.

B. **The South Gateway to City and County.** The southerly entrance to the city along Soscol Avenue is not in keeping with the image of the Napa Valley and the city of Napa. New buildings should be designed with pitched roofs, attractive facades and display windows, and should be located closer to the street, with major parking areas to the side or rear. Parking should be screened with attractive, low, vine-covered walls and fences to reduce visual impact. Consistent street trees in a rustic curbside parkway strip should line the roadway, and new and upgraded medians with streetscape improvements should be constructed north of the Imola Avenue intersection to create a grand gateway entrance to the city.

C. **Attractive, Active Downtown Riverfront.** Buildings along the Napa River are oriented away from the river today, and in a sense the river is cur-



SOSCOL AVENUE & SILVERADO TRAIL

URBAN DESIGN CONCEPT

rently Downtown's back door. The Flood Protection Project will reshape the river edge through Downtown and enhance its visibility from Soscol Avenue. The new public open spaces that result from the Flood Project will play an important role in achieving an attractive, active downtown riverfront and will be a venue for year round public gatherings, which may include ample audience spaces and performance stages. It is essential that private development in this area make an effective connection to these public spaces. New buildings and building renovations along the river should be designed to face the river and adjacent streets, creating a memorable new front door to Downtown. They should support and help to shape an active new riverfront promenade that attracts residents and visitors and reflects the architectural characteristics of historic Downtown Napa.

D. **Oxbow-Downtown Linkage.** The Oxbow district contains a mix of residential and commercial development, the Napa Expo on Third Street, the American Center for Wine, Food & the Arts on First Street, and vacant properties that are well-positioned for hotel development and other visitor related uses. Third Street and First Street link the Oxbow District to Downtown, and infill development and renovations of existing buildings and properties along these streets should contribute to linkage of the two districts. Both streets should be lined by a consistent frontage of attractive, street-facing buildings that promote pedestrian activity and movement between the two districts.

E. **Silverado Trail Scenic Corridor.** The southerly portion of Silverado Trail is a mix of agricultural lands and commercial, vacant, outdoor storage, and frontage residential properties. This portion of Silverado Trail should be improved over time to be a consistently attractive scenic corridor, with an expansive fronting landscape area that includes an informal mix of trees and shrubs and consistent street tree plantings. A walking path should be constructed along its frontages to link existing and future residential areas north to the Village Center subarea (see G, below).

F. **City Landmarks.** A city-scale landmark reflecting the history and materials of the Napa Valley should be located at the intersection of Imola and Soscol avenues, as part of the Gateway to the City. Smaller landmarks with a similar design theme should be located at the intersection/origin of Silverado Trail, and at the Third Street and First Street entrances to Downtown and the Oxbow District.

G. **Silverado Trail/East Side Village Center.** Vallergas Market and other businesses draw patrons from adjacent residential areas as well as visitors. However, the existing commercial area between Third and First streets is a hodge-podge of parking and building configurations that form a small-scale commercial strip. This area should be improved to look and function as an attractive village center that complements the scenic corridor character desired for Silverado Trail as a whole, and to facilitate pedestrian and bicycle movement.

H. **Subareas and Roles.** The Guidelines are organized according to eight geographic Subareas. The subareas differ in terms of location, buildings, streetscape, and overall character. Each has a role to play, consistent with the Urban Design Concepts outlined above; The Subareas Key Map on the following page illustrates the boundaries of these areas. Subareas and their roles are outlined below:

1) **South Soscol: Gateway Boulevard.**

2) **Central Soscol: Entrance to Downtown and Oxbow District.**

3) **North Soscol: Landscaped Business Parkway.**

4) **South Silverado: Scenic Corridor.**

5) **Central Silverado: Village Center.**

6) **North Silverado: Scenic Corridor.**

7) **Oxbow: Visitor Destination/Traditional Neighborhood/Mixed Use Area.**

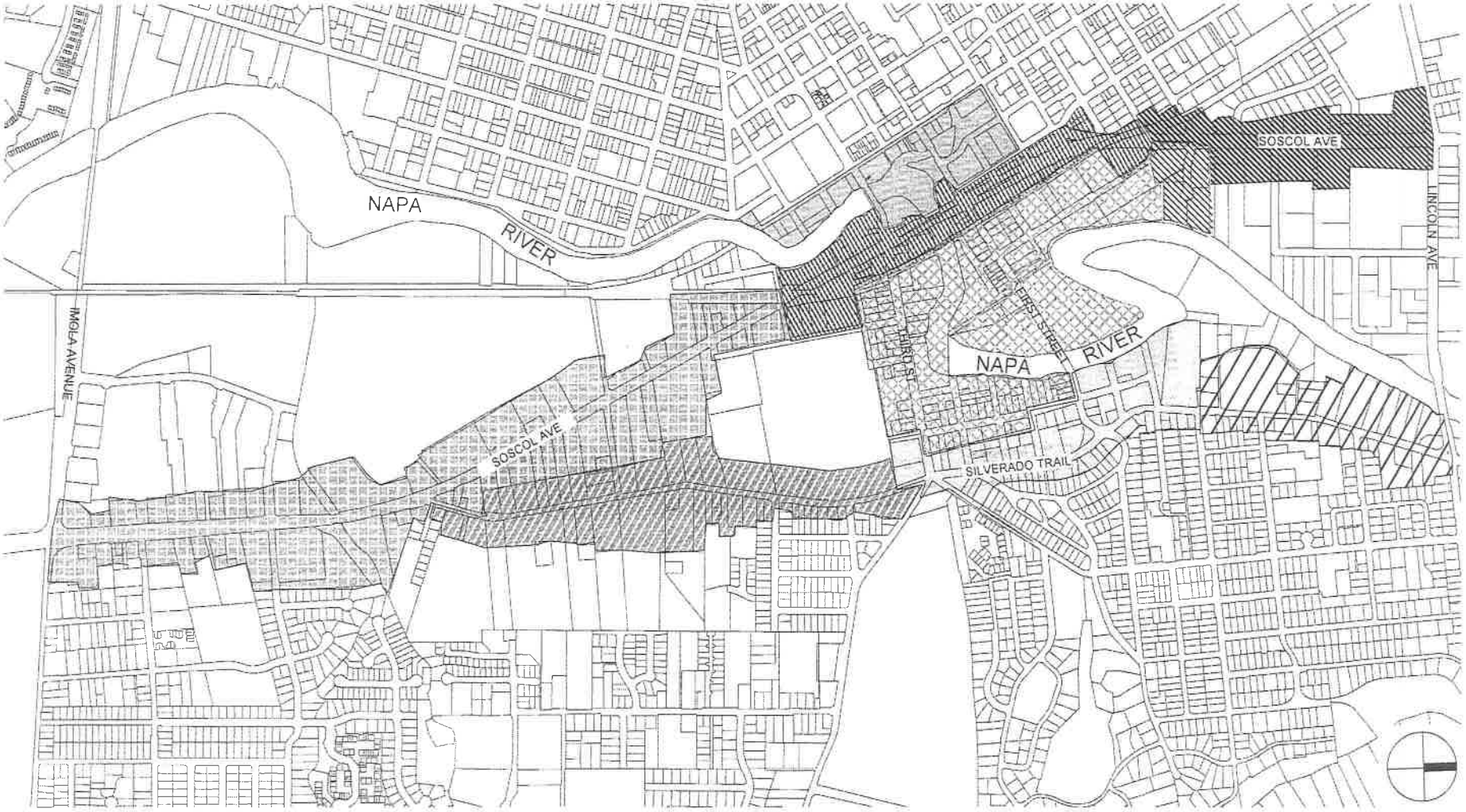
8) **The Downtown Riverfront**

Subarea Boundaries and Objectives

Eight subareas are established to promote development consistent with the vision for the *Guidelines* area. This section describes Subarea boundaries and design and development objectives. Chapter II contains a more detailed description of the Guidelines intent for each Subarea.

1) SOUTH SOSCOL AVENUE

Boundaries: The South Soscol Subarea extends from Imola Avenue on the south to Sixth Street on the North. It contains the city's major concentration of auto dealers as well as a variety of retail businesses and the South Napa Marketplace shopping center.



SOSCOL CORRIDOR / DOWNTOWN RIVERFRONT

SUBAREAS KEY MAP

Objective: *Create a memorable Gateway boulevard that projects a rustic yet elegant Napa Valley character, while continuing to support auto sales and other retail uses.*

2) CENTRAL SOSCOL AVENUE

Boundaries: The Central Soscol Subarea extends from Sixth Street to Napa Street on the north. It contains a mix of smaller-scale retail, auto service and sales businesses, and single-family homes. The Third Street and First Street intersections are the key entrances to Downtown and the Oxbow's visitor destinations. Planned Flood Protection Project improvements, which include channel widening and a new bypass channel, will reduce or change the configuration of many properties, particularly between Sixth Street and First Street.

Objective: *Strengthen the area's identity as the main entrance to Downtown and the Oxbow by encouraging new private investment to respond to Flood Protection Project-related changes with development that complements new streetscape and other proposed capital improvements in the area.*

3) NORTH SOSCOL AVENUE

Boundaries: The North Soscol Subarea extends from Napa and McKinstry streets on the south to Lincoln Avenue on the north. The area is currently developed as a suburban parkway, with fronting commercial businesses, office buildings and light industrial uses. Retail centers flank the Lincoln Avenue intersection.

Objective: *Provide for a consistent upgraded business parkway.*

4) SOUTH SILVERADO TRAIL

Boundaries: The South Silverado Subarea extends from Soscol Avenue to Third Street on the north. This area includes vacant lands, single- family homes and smaller scale commercial development, outdoor storage, and the eastern frontage of the Napa Valley Expo.

Objective: *Create a unified scenic corridor through a substantial, attractive and consistent frontage landscape and improved building design.*

Landscaped setbacks in the North Soscol subarea.

Vacant properties in the South Silverado subarea.

5) CENTRAL SILVERADO TRAIL

Boundaries: The Central Silverado Subarea extends from Third Street to Spring Street. The area includes single-family homes, fast food restaurants, commercial retail and service businesses including Vallergas Market, and auto sales and services.

Objectives: ***Improve the physical character of the area south of the First Street frontage so that it functions as a cohesive, attractive village center for area neighborhoods. North of First Street, provide for high quality new development that takes advantage of proximity to the River and Silverado Trail.***

6) NORTH SILVERADO TRAIL

Boundaries: The North Silverado Subarea extends from Spring Street to Lincoln Avenue on the north. It includes homes on large lots, vacant wooded properties, apartments and retail development near Lincoln Avenue.

Objective: ***Create a unified scenic corridor through a substantial, attractive and consistent frontage landscape and improved building design.***

7) THE OXBOW DISTRICT

Boundaries: The Oxbow District is bounded generally by Soscol Avenue on the west, the river and Juarez Street on the east, Randean Way properties on the north, and the Napa Expo/Third Street on the south. It includes the American Center for Wine, Food & the Arts, the Third Street frontage of the Expo, the Napa Valley Wine Train Depot, the Oxbow School, the County corporation yard, older residential neighborhood areas, and small-scale commercial businesses and professional offices. Larger vacant properties are located along McKinstry Street. Third and First streets provide east/west access from the Soscol/Silverado corridors to the Oxbow's visitor destinations and Downtown Napa.

Objective: ***Strengthen the Oxbow as a unique visitor destination center and improve the linkages with Downtown, while integrating a mix of uses and conserving the area's historic residential neighborhood character.***

8) THE DOWNTOWN RIVERFRONT

Boundaries: The Downtown Riverfront is bounded generally by Main Street on the west, the Napa River on the east and south, and Pearl Street on the north. The area includes various downtown commercial properties, the CineDome theater, the historic Napa Opera House, Veterans Park, and the Napa Mill hotel/retail complex. The Flood Protection Project bypass channel will reconfigure properties in the block between First and Pearl streets.

Objective: ***Create an exciting, active and attractive pedestrian-oriented Riverfront district – a showcase for Downtown and the Napa River restored as a lively waterway and a healthy living river.***

Using the Guidelines

The *Soscol Corridor/Downtown Riverfront Area* contains many properties, large and small, with many individual owners. This makes implementing an overall vision for the area more difficult than if there were a few large properties and a small number of property owners. The area will be re-developed and improved over time in the form of separate development projects. The *Development & Design Guidelines* coordinate property-by-property development in keeping with the general vision for the Area.

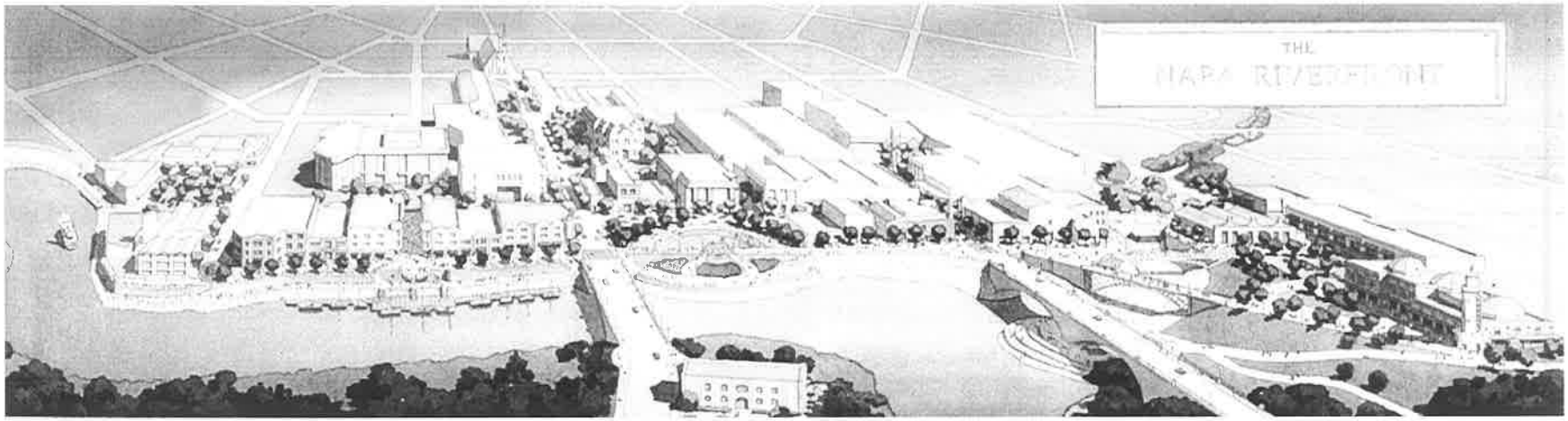
The *Guidelines* contain two levels of policy — one, the general goals, objectives, and urban design concepts contained in this chapter, and two, the development guidelines and design guidelines. Guidelines are strongly encouraged yet negotiable, with variations permitted provided they substantially aid in meeting the overall goals, objectives, and concepts of the *Development & Design Guidelines*. Development Guidelines and Design Guidelines have different levels of emphasis, as described below:

- ***Development Guidelines*** - address uses and the envelope of site development and building design – such as building height, setbacks, parking location and signage – that are recommended to improve the basic character of the area. These criteria are recommended where the intent of the *Guidelines* differs from zoning requirements, and they provide the opportunity for exceptions to zoning requirements.

- ***Design Guidelines*** - address more subjective considerations, such as the design and proportion of building facades and types of landscape materials, that affect the visual quality of the *Guidelines* Area. They serve as added design review criteria for City of Napa staff, the Planning Commission and City Council.

- ***Illustrative Development Prototypes*** - illustrate application of the *Guidelines* to create the forms of development desired by the City of Napa. New development is not required to look architecturally just like the Prototypes. In fact, the prototype illustrations reflect traditional building types, yet are not intended to discourage more modern treatments provided the Guidelines are adhered to. The Prototypes do, however, illus-

Riverfront Concept Rendering



The Riverfront will be a showcase and gateway to Downtown.

trate development that is consistent with the Guidelines and would generally be approved by the City.

The *Guidelines* apply to remodels and site renovations as well as new construction. In the case of historic buildings, the Guidelines are intended to support *The Secretary of the Interior's Standards for the Treatment of Historic Properties.*

To use the *Guidelines*:

1) Find the site in question and the subarea it is located within on the Subareas Map. Refer to the *Development Guidelines* section applicable to that subarea for desired land uses and other development program-related guidelines.

2) Refer to the *Design Guidelines* chapter for the type of building planned, as well as for landscaping, signs, and lighting.

Development Guidelines begin on the following pages:

South Soscol Avenue	10
Central Soscol Avenue	17
North Soscol Avenue	23
South Silverado Trail	28
Central Silverado Trail	33
North Silverado Trail	41
The Oxbow District	45
The Downtown Riverfront	55

Design Guidelines begin on the following pages:

Commercial Development	63
Hotel Development	74
Multi-Unit Residential	76
Site Improvements & Landscaping	78
Signs Guidelines	83
Lighting Design	87

The Development Application and Review Process

A Pre-Application meeting with the Planning Department is recommended for all proposals to develop or redevelop properties within the Soscol/Silverado Trail/Oxbow/Downtown Riverfront Area. The purpose for this meeting is to: 1) define the relationship of the *General Plan's* goals, policies, and programs to the proposed project; 2) to determine whether the *Development & Design*

Guidelines apply to the property and/or the proposed development project; 3) to review the *Guidelines* development and design criteria, and; 4) to outline the items that need to be submitted with a complete application.

A Soscol Corridor (SC) Guidelines Overlay Zoning District is proposed to be adopted for this area of the City. Within this area, the *General Plan* and *Zoning Ordinance* currently permit various uses by right. If the use is listed as a desired use in the *Guidelines*, that use would continue to be permitted by right. If the use is not listed as a desired use in the *Guidelines*, it still may be approved with a use permit, as long as the *General Plan* and *Zoning Ordinance* permit the use and it meets the objectives of the *Guidelines*.

Regardless of the use, the overlay district would require design review for new development and remodels (as defined in the ordinance), with *Zoning Ordinance* and *Guidelines* providing the review criteria. If the zoning requirements differ from the *Guidelines*, exceptions may be granted to meet the objectives of the *Guidelines*.

Additional information is contained in Chapter V, Administration.

Securing Professional Design Assistance

The assistance of qualified and experienced professionals is essential for well-designed buildings and site improvements. The *Development & Design Guidelines* are not a substitute for the services of a professional architect and/or site planner.

Property owners and developers should verify that design professionals are experienced in the type of project they propose. For example, architects typically are not generalists. They specialize in renovation, housing, office, retail and/or other types of buildings. The local chapter of the American Institute of Architects can provide assistance in selecting an architect. The local chapters of the American Planning Association and American Society of Landscape Architects can provide assistance in selecting a site planner.

Chapter II.

DEVELOPMENT GUIDELINES

Development Guidelines:
South Soscol Avenue

SOUTH SOSCOL AVENUE

Boundaries: The South Soscol Subarea extends from Imola Avenue on the south to Sixth Street on the north. It contains the city's major concentration of auto dealers as well as a variety of retail businesses and the South Napa Marketplace shopping center.

Objective: ***Create a memorable Gateway boulevard that projects a rustic yet elegant Napa Valley character, while continuing to support auto sales and other retail uses.***

Guidelines Intent: South Soscol Avenue will continue to accommodate a variety of different types of commercial development, such as auto sales and services, retail, restaurants, hotels and other uses that rely on this high visibility location. In addition, mixed residential/office/retail projects are recommended in General Plan-designated "Mixed-Use" areas.

These forms of development are relatively large in scale, typically consisting of freestanding buildings and expansive parking areas. New development should project the forms, materials, and general character of the Napa Valley's most archetypal form of development —wineries and their related agricultural buildings and landscape. Pitched roofs, stone as a building or building accent material, highly visible main building entrances, and a varied yet orderly landscape of agricultural origin are among the predominant features.

To reinforce the street edge and maintain visibility for auto dealers and other businesses, buildings should be located close to the street, with major parking areas to the side or rear. Parking area landscaping should consist of shade trees in an "orchard" grid or other non-typical/agricultural arrangement. Parking areas should be screened with attractive, low, vine-covered walls and fences. Existing pole-mounted signs should be removed and replaced by monument signs and/or building-mounted signs that reflect a traditional Napa Valley character. New development should install frontage streetscape improvements that fulfill the gateway boulevard image desired for the street. Elements include curbside planting strips, sidewalks, and consistent street trees.

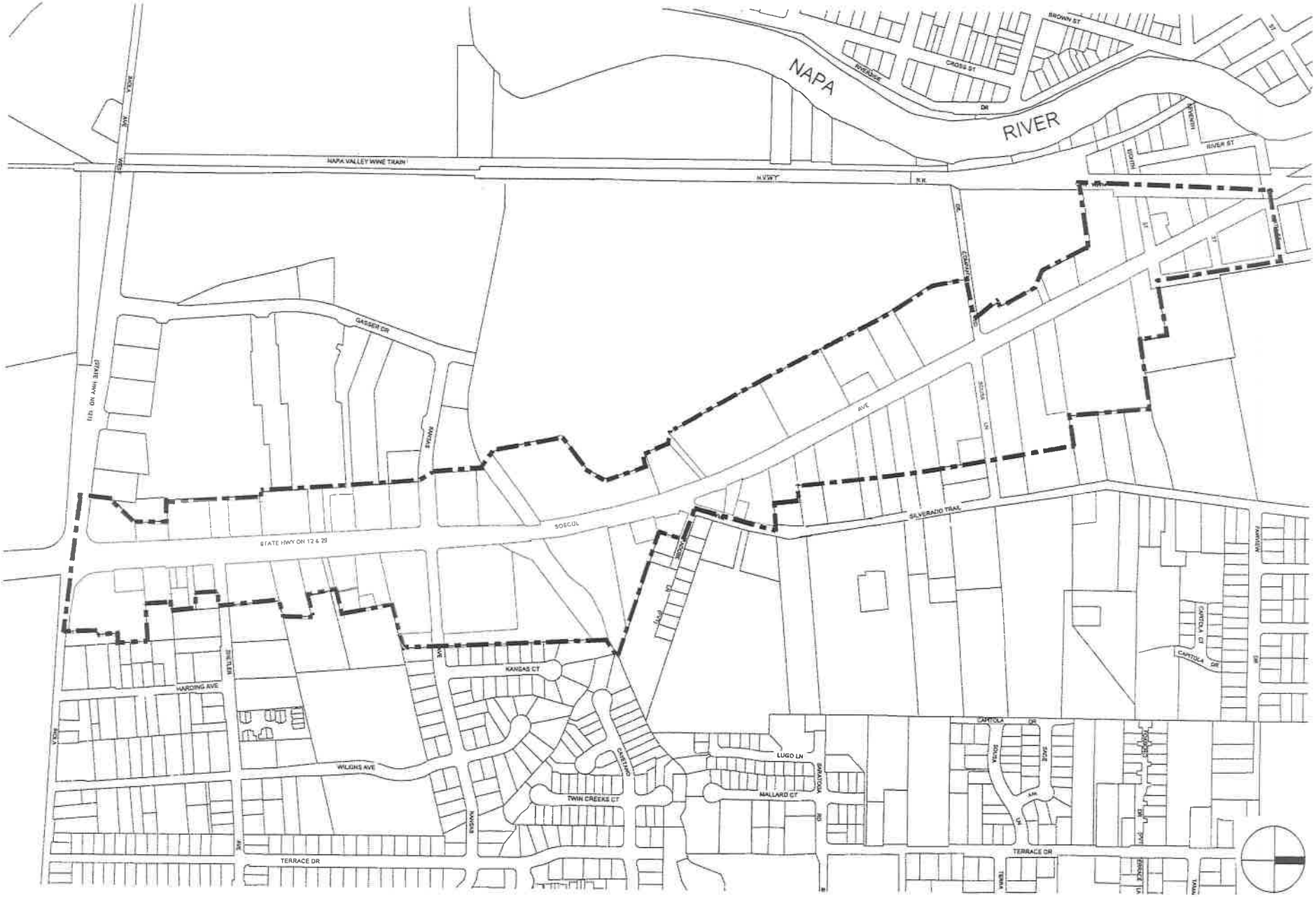
Property lines along the easterly frontage of Soscol Avenue are at an oblique angle to the roadway, resulting in facades that are turned away from motorists entering the City from the south. This is not a welcoming orientation, and is not conducive to business visibility. New development should provide facades that parallel the street right-of- way.

Buildings should be close to the street, with major parking areas to side and rear.

I. LAND USE

A. DESIRED USES - The following uses are desired as long as they are on property with the appropriate General Plan classification. The General Plan further refines where certain of these uses are allowed. If the use is not listed, it may still be acceptable if it is consistent with the General Plan and meets the objectives set forth above.

1. **Auto Sales and Service**
2. **Building Material Sales**
3. **Business Services**
4. **Health Clubs**
5. **Hotels**



SUBAREA MAP

SOUTH SOSCOL AVENUE

6. **Mixed Use: Retail/Office/Residential** -Ground floor frontage retail is recommended.

7. **Offices: administrative, business and professional**

8. **Personal Services**

9. **Restaurants**

10. **Retail Sales**

II. BUILDING HEIGHT & SETBACKS

Note: See Zoning regulations for height limits and zoning setbacks/yards. Special architectural features, such as towers and cupolas, are recommended and are not subject to height limits per the Zoning Ordinance.

A. HEIGHT EXCEPTIONS - to standard 40 foot height limits may be approved for the following:

1. **Above Subsurface Parking** - The maximum building height may be exceeded by up to 5 feet where subsurface parking is provided as long as subsurface structures extend no higher than 5 feet above finished grade.

2. **Pitched Roofs** - A height exception may be granted up to 48 feet where the added height is needed to provide and appropriate gable or other non-shed sloped roof.

B. MINIMUM BUILDING HEIGHT - A minimum height of 20 feet is recommended to help define the street edge.

C. FRONT SETBACKS - An intent of the *Guidelines* is to locate buildings closer to the street to help spatially define the streetscape.

1. **Minimum Setback** - should be 15 feet.

2. **Maximum Setback** - While Zoning requires a 15 foot *minimum* front setback, a *maximum* of 100 feet is also recommended in this area. This setback should only be exceeded where the building is part of a multi-tenant project with a consistent building frontage located within feet of the minimum front setback area.

3. **Corner Lots** - Front setback recommendations apply to *both* frontages; large corner parking lots are discouraged.

4. **Special Architectural Features** - such as entrance porches, porticoes, canopies, and/or other features are encouraged.

D. SIDE YARDS - should be significant enough to promote the freestanding building character desired for the South Soscol subarea.

III. SITE DEVELOPMENT & PARKING

A. BUILDING ORIENTATION - The main building entrance to all frontage buildings should be located on the front building facade or a fronting building corner.

B. ACCESS

1. **Pedestrian Access** - Direct pedestrian walkways should be provided from Soscol Avenue sidewalks to the main building entrance; i.e., pedestrian access to building entrances should not require walking in driveways and/or between parking spaces. If pedestrian access ways cannot be separated from parking bays and/or circulation aisles, they should be distinguished by a different paving material.

2. **Vehicular Access/Driveway Cuts:**

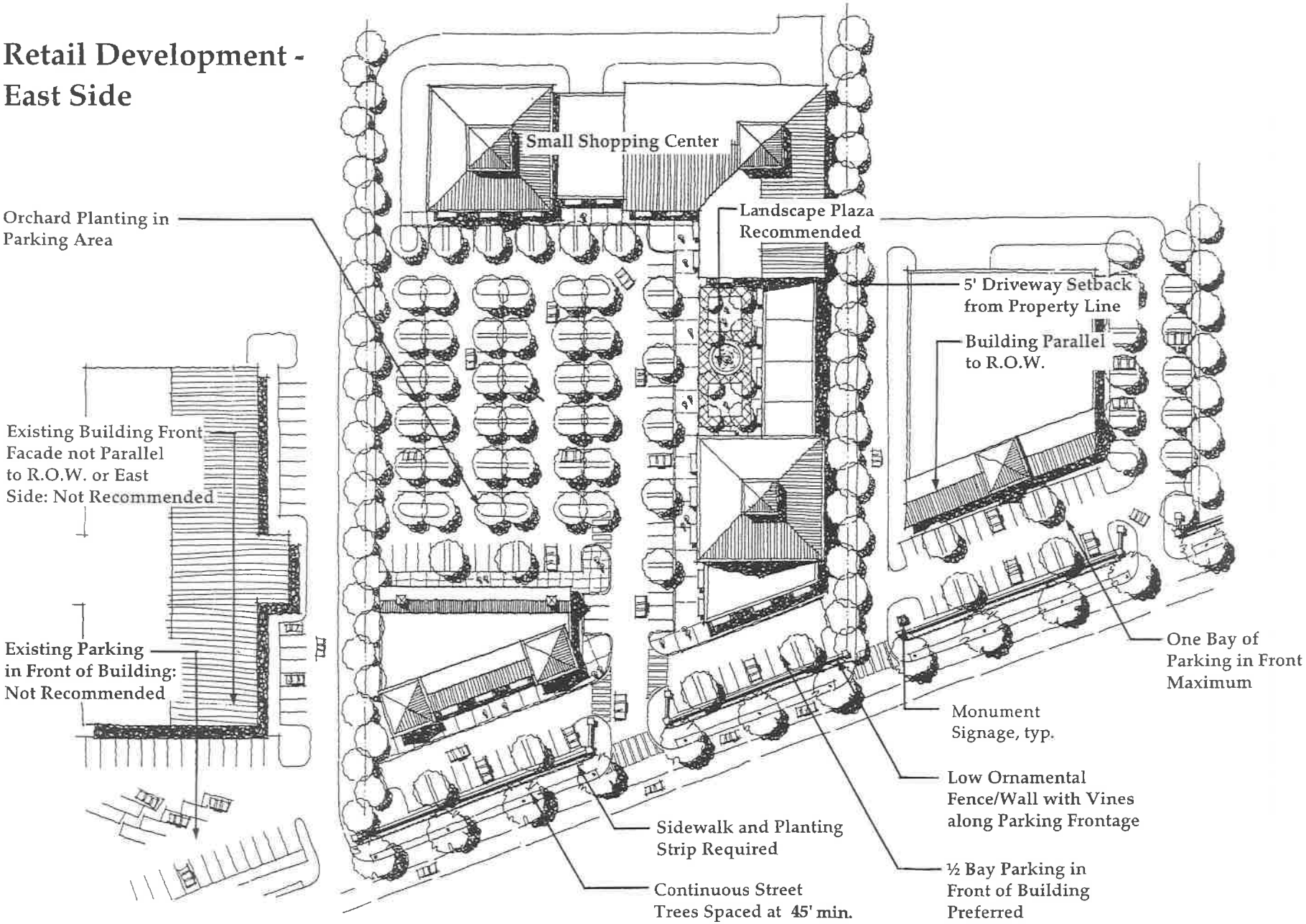
a. **Driveways Should be Shared** - where possible.

b. **Driveway Entrances Should be Minimized** - It is recommended that single-tenant buildings be limited to one two-way driveway cut or two one-way driveway cuts.

c. **Width** - Per City standards, minimum driveway cut widths are 15 feet for a one-way driveway and 25 feet for a two-way driveway; it is recommended that driveway cuts for auto dealerships may be up to 36 feet wide.

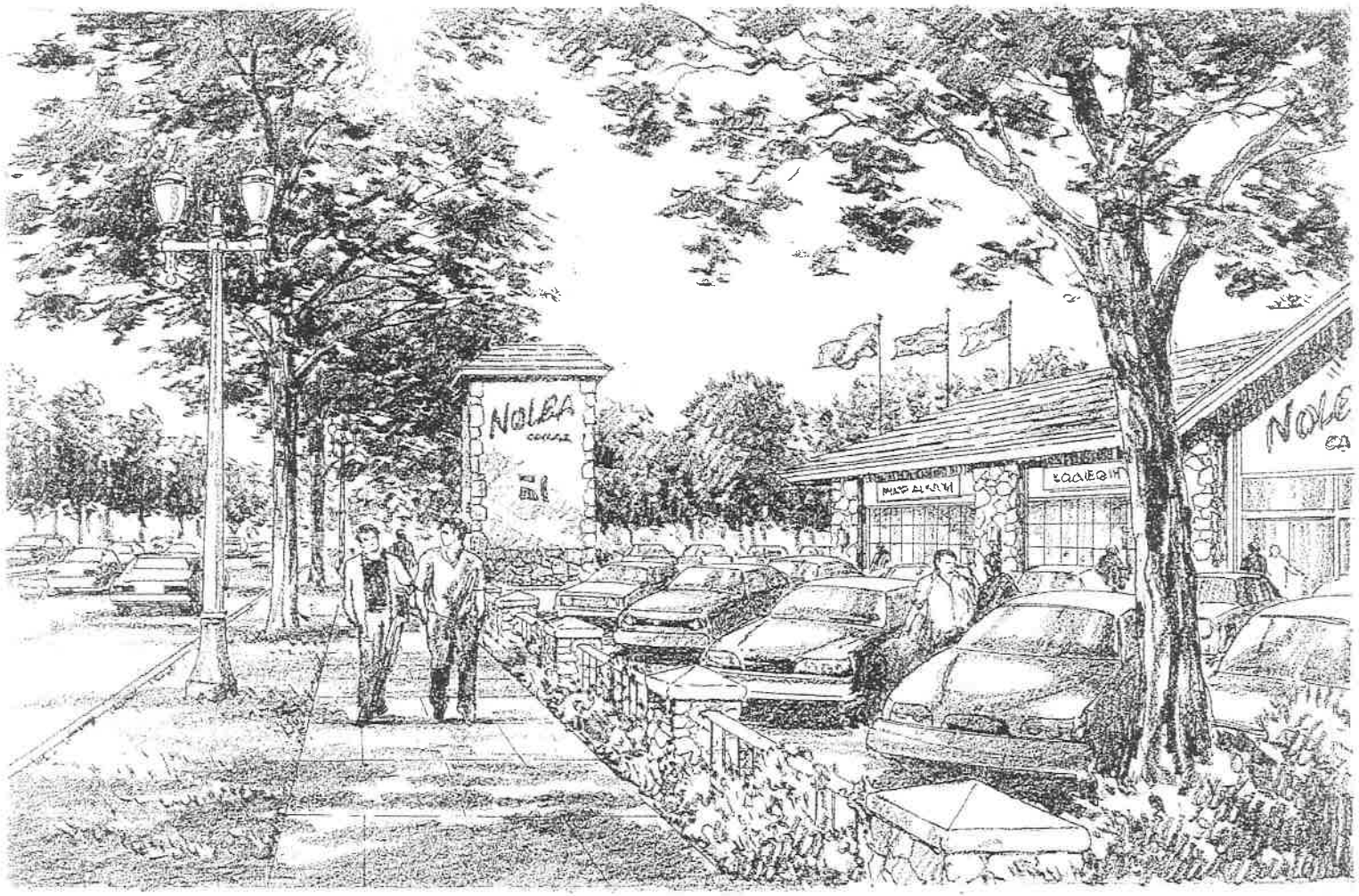
d. **Driveway Setbacks** - should be a minimum of 5 feet from adjoining properties.

Retail Development - East Side



PROTOTYPE ILLUSTRATION

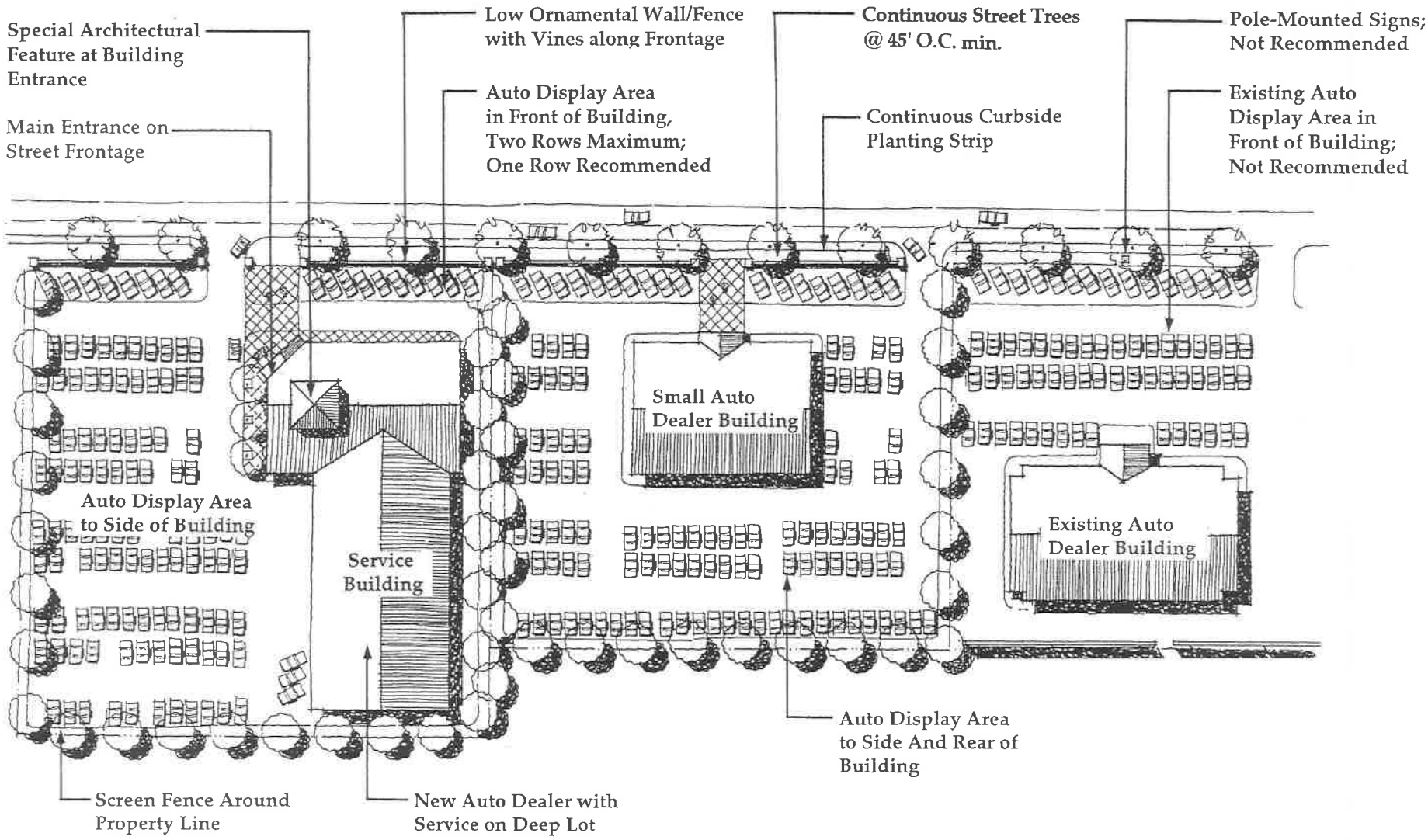
SOUTH SOSCOL SUBAREA



SOSCOL AVENUE

SOUTH SOSCOL FRONTAGE IMPROVEMENTS

Auto Dealers



PROTOTYPE ILLUSTRATION

SOUTH SOSCOL SUBAREA

e. **Drop-Off Driveways** - To support functional, street-fronting main building entrances, drop-off driveways should provide direct pedestrian access to this entrance as well as to secondary (e.g., parking side) building entries.

f. **Service Access** - should be from rear parking areas where possible.

C. PARKING - *Note: See Zoning regulations for parking requirements.*

1. **Location of Surface Lots** - parking lots generally should be to the side and/or rear of buildings. A single double-loaded bay of parking may be provided in front of buildings. Broad expanses of parking along the frontage are not consistent with the character desired for Soscol Avenue.

2. **Corner Parking Lots** - are discouraged.

3. **Screening** - The frontage of surface parking lots along Soscol Avenue should be screened with an attractive low wall or fence 24-36" in height. See *Site Improvements and Landscaping* section for wall, fence, pier, and pedestrian access design. Safe sight distances between streets and driveways must be maintained.

4. **Parking Areas Should be Planted** - with shade trees at a ratio of 1 tree for every 5 parking stalls; higher ratios of trees to parking stalls are desirable. "Orchard" or other non-typical/agricultural planting design approaches that express the agricultural character of the Napa Valley are encouraged. See "Site Improvements and Landscaping" Guidelines for design recommendations.

D. LANDSCAPING & SCREENING

1. **Frontage Improvements:**

a. **New Development/Redevelopment** - should install curbside planting strips and frontage sidewalks where they do not exist.

b. **Improvements Should Include** - a curbside planting strip 5 feet in width, a sidewalk 5 feet in width, and a back-of-walk planting area 2 feet in width. Planting strip areas should contain a decomposed granite surface and/or a drought-tolerant, low growing groundcover, and street trees at a maximum spacing of 45 feet on center.

c. **Utilities Conflicts** - If subsurface or overhead utilities conflict with recommended location of curbside frontage improvements, improvements should be provided at back-of-walk and the frontage designed to complement the recommended frontage appearance.

2. **Fences and Plant Materials** - See "Site Improvements and Landscaping" Guidelines section for fence types and materials and plant materials.

E. FREESTANDING SIGNS

1. **Number** - Limiting the number of signs is encouraged to reduce sign clutter while still providing adequate business identification. Sharing sign panels to advertise multiple tenants is strongly encouraged.

2. **Existing Pole Mounted Signs** - Tall, pole-mounted signs should be replaced with monument signs.

3. **Height** - of monument signs may be increased from 4 and 6 feet if necessary for automobile visibility in this subarea, subject to City review, provided signs are appropriately related to the principal building in terms of architectural style, materials, and proportion, and contribute to the gateway boulevard image desired for Soscol Avenue.

4. **Materials** - and landscaping should reflect the principal building; see "Signs" Guidelines section.

Development Guidelines:
Central Soscol Avenue

CENTRAL SOSCOL AVENUE

Boundaries: The Central Soscol Subarea extends from Sixth Street to Napa Street on the north. It contains a mix of smaller-scale retail, auto service and sales businesses, and single-family homes. The Third and First streets intersections are the key entrances to Downtown and the Oxbow's visitor destinations. Planned Flood Protection Project improvements, which include channel widening and a new bypass channel, will reduce or change the configuration of many properties, particularly between Sixth and First streets.

Objective: ***Strengthen the area's identity as the main entrance to Downtown and the Oxbow by encouraging new private investment to respond to Flood Protection Project-related changes with development that complements new streetscape and other proposed capital improvements in the area.***

Guidelines Intent: Similar to South Soscol, Central Soscol will continue to accommodate a variety of retail, service, and office uses, as well as mixed residential/office/retail projects as recommended in *General Plan*-designated "Mixed Use" areas. However, properties and development projects in this area will be smaller in scale, and the general character of development should be a transition between the freestanding building character of the South Soscol subarea and the closely-knit urban character of Downtown. Building forms should be hybrid in character, with a mix of pitched and parapet roof-type buildings.

Buildings should abut the right-of-way as they do in Downtown, with pedestrian-friendly facades and frontage sidewalks. However, new development will need to provide on-site parking similar to South Soscol, with parking to the side and rear of buildings. Parking area landscaping should consist of shade trees in an "orchard" grid or other non-typical/agricultural arrangement. Parking areas should be screened with attractive, low, vine-covered walls and fences. Existing pole-mounted signs should be removed and replaced by monument signs and/or building-mounted signs that reflect a traditional Napa Valley character. New development should install consistent street trees and sidewalks as needed to fulfill the gateway boulevard image desired for the street.

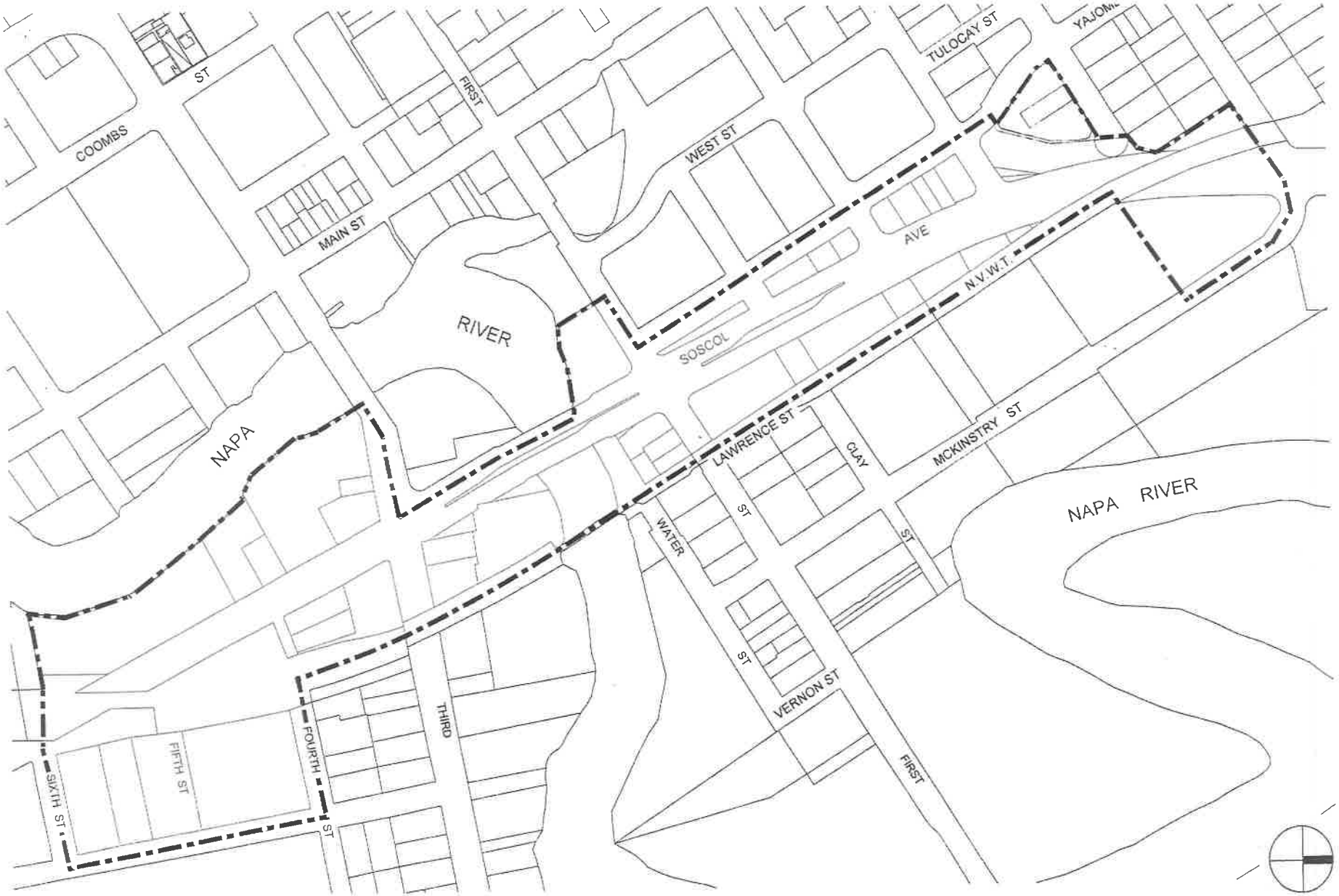
The Napa River Flood Protection Project will change the character of this area dramatically. All buildings between Sixth Street and the river along the westerly frontage, with the exception of the historic Borreo Building at Third, will be removed to accommodate widening of the river channel. Visually, properties along the easterly frontage will combine with new development along the western bank of the river in Downtown to frame the Downtown Riverfront. With Third and First streets functioning as main entrances to Downtown and the Oxbow District, Central Soscol will be a highly visible subarea and design quality is especially important. Private investment that will complement the level of capital improvements and new Downtown redevelopment is strongly encouraged.

Buildings in the Central Soscol subarea should abut the right of way with parking to the side or rear.

I. LAND USE

A. DESIRED USES - The following uses are desired as long as they are on property with the appropriate *General Plan* classification. The *General Plan* further refines where certain of these uses are allowed. If the use is not listed, it may still be permitted if it is consistent with the *General Plan* and meets the objectives set forth above.

1. **Business Services**
2. **Health Clubs**
3. **Hotels**



SUBAREA MAP

CENTRAL SOSCOL AVENUE

4. **Mixed Use: retail/office/residential** - Ground-floor frontage retail is recommended.

5. **Offices: administrative, business and professional**

6. **Personal Services**

7. **Restaurants**

8. **Retail Sales**

II. BUILDING HEIGHT & SETBACKS

Note: See Zoning regulations for height limits and zoning setbacks/yards. Special architectural features, such as towers and cupolas, are recommended and are not subject to height limits per the Zoning Ordinance.

A. HEIGHT EXCEPTIONS - to typical 40 foot height limits may be approved for the following:

1. **Above Subsurface Parking** - The maximum building height may be exceeded by up to 5 feet where subsurface parking is provided as long as subsurface structures extend no higher than 5 feet above finished grade.

2. **Pitched Roofs** - A height exception may be granted up to 48 feet where the added height is needed to provide an appropriate gable or other non-shed sloped roof.

B. MINIMUM BUILDING HEIGHT - A minimum height of 20 feet is recommended to help define the street edge.

C. FRONT SETBACKS - An intent of the *Guidelines* is to locate buildings closer to the street to help spatially define the streetscape.

1. **Minimum Setback** - should be 0 feet.

2. **Maximum Setback** - While Zoning typically requires a 15 foot *minimum* front setback, these Guidelines recommend that buildings be permitted up to the property line consistent with right of way requirements, and that *maximum* setbacks be no more than 15 feet, unless buildings are part of a multi tenant project with a building frontage in the 0-15 foot setback area. City standards for safe motorist visibility must be maintained at intersections.

3. **Mid-Block Buildings** - To provide a cohesive frontage, mid-block infill buildings should be considered in terms of their relationship to the setbacks of adjacent buildings.

4. **Corner Lots** - Front setback recommendations apply to *both* frontages; large corner parking lots are discouraged.

5. **Corner Buildings** - may be "cut back" up to 8 feet to create a diagonal at ground and/or upper levels for design purposes (e.g., recessed corner entrance) and to enhance visibility at intersections.

6. **Special Architectural Features** - such as entrance porches, porticoes, canopies, and/or other features are encouraged.

III. SITE DEVELOPMENT & PARKING

A. BUILDING ORIENTATION - The main building entrance to all frontage buildings should be located on the front building facade or a fronting building corner.

B. ACCESS

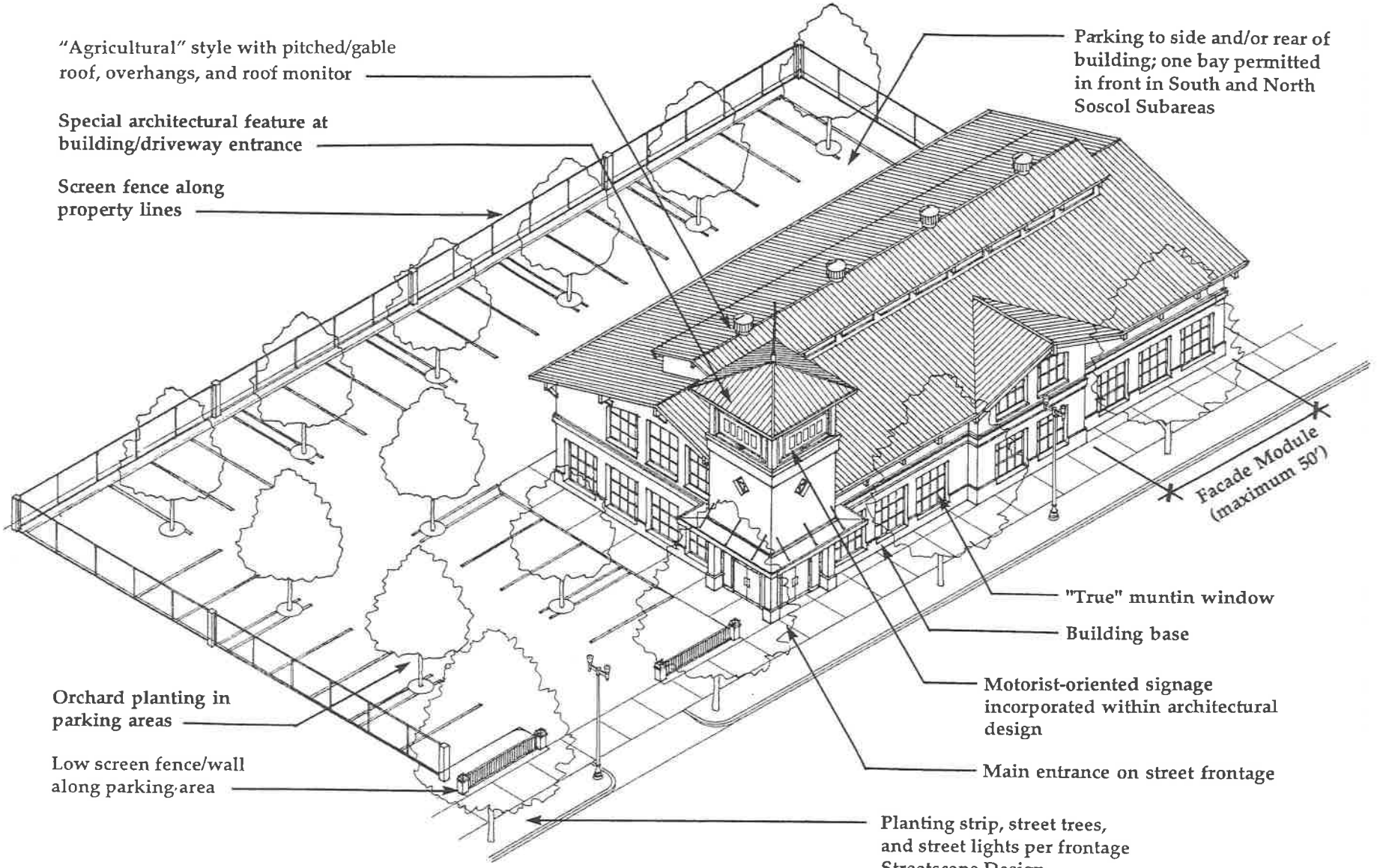
1. **Pedestrian Access** - Direct pedestrian walkways should be provided from Soscol Avenue sidewalks to the main building entrance; i.e., pedestrian access to building entrances should not require walking in driveways and/or between parking spaces. If pedestrian access ways cannot be separated from parking bays and/or circulation aisles, they should be distinguished by a different paving material.

2. **Vehicular Access/Driveway Cuts:**

a. **Driveways Should be Shared** - where possible.

b. **Driveway Entrances Should be Minimized** - Single-tenant buildings should be limited to 1 two-way driveway cut or 2 one-way driveway cuts.

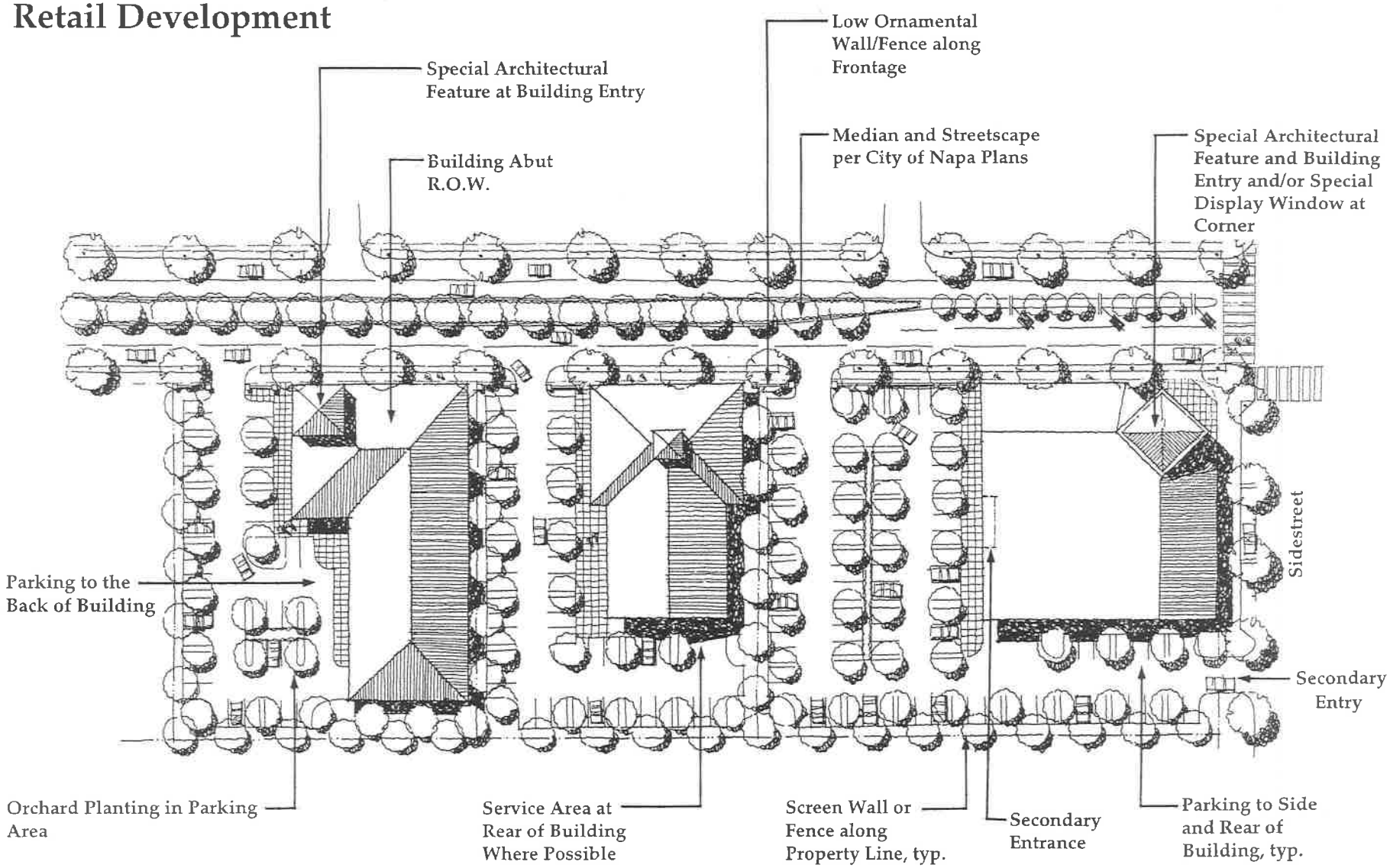
Development Guidelines - Retail, Outlets, Health Clubs



PROTOTYPE ILLUSTRATION - SOSCOL AVENUE & SILVERADO TRAIL

COMMERCIAL DEVELOPMENT

Retail Development



PROTOTYPE ILLUSTRATION

CENTRAL SOSCOL SUBAREA

c. **Width** - Per City standards, minimum curb cut widths are 15 feet for a one-way driveway and 25 feet for a two-way driveway; it is recommended that curb cuts for auto dealerships may be up to 36 feet wide.

d. **Driveway Setbacks** - should be a minimum of 5 feet from adjoining properties.

e. **Service Access** - should be from rear parking areas where possible.

C. PARKING - *Note: See Zoning regulations for parking requirements.*

1. **Location of Surface Lots** - Parking lots should be to the side and/or rear of buildings. Parking in front of buildings is not appropriate.

2. **Corner Parking Lots** - are not recommended.

3. **Screening** - The frontage of surface parking lots along Soscol Avenue should be screened with an attractive low wall or fence 24-36" in height. See "Site Improvements and Landscaping" section for wall, fence, pier, and pedestrian access design. Safe sight distances between streets and driveways must be maintained.

4. **Parking Areas Should be Planted** - with shade trees at a ratio of 1 tree for every 5 parking stalls; higher ratios of trees to parking stalls are desirable. "Orchard" and/or other non-typical planting design approaches that express the agricultural character of the Napa Valley are encouraged. See "Site Improvements and Landscaping" Guidelines for design recommendations.

D. LANDSCAPING & SCREENING

1. **Frontage Improvements:**

a. **New Development/Redevelopment** - should install curbside planting strips and frontage sidewalks where they do not exist.

b. **Improvements Should Include** - a curbside planting strip 4 feet in width, and a sidewalk 6 feet in width. Planting strip areas should contain a drought-tolerant, low growing groundcover, and street trees at a maximum spacing of 45 feet on center.

2. **Fences and Plant Materials** - See "Site Improvements and Landscaping" Guidelines section for fence types and materials and plant materials.

E. FREESTANDING SIGNS

1. **Number** - Limiting the number of signs is encouraged to reduce sign clutter while still providing adequate business identification. Sharing sign panels to advertise multiple tenants is strongly encouraged.

2. **Existing Pole Mounted Signs** - should be replaced with monument signs.

3. **Materials** - and landscaping should reflect the principal building; see "Signs" Guidelines section.

Non-typical planting design approaches that express the character of the Napa Valley are encouraged.

Development Guidelines:
North Soscol Avenue

NORTH SOSCOL AVENUE

Boundaries: The North Soscol Subarea extends from Napa Street on the south to Lincoln Avenue on the north. The area is currently developed as a suburban parkway, with fronting commercial businesses, office buildings and light industrial uses. Retail centers flank the Lincoln Avenue intersection.

Objective: ***Provide for a consistent upgraded business parkway.***

Guidelines Intent: The area is almost completely developed, and dramatic change is not anticipated except for development on vacant Randean Way parcels. It will continue to accommodate a mix of office buildings and commercial businesses, including hotels, with nonconforming industrial uses phased out by new development as it occurs. Freestanding buildings and relatively expansive sites are typical, similar to South Soscol. However, the area reflects the City's more recent development and landscape standards, especially along the east side of the street, where frontages are consistently orderly and attractive with a generously- landscaped parkway character. New infill development on the remaining vacant sites on the westerly frontage should have similar setbacks and landscaping to complete the development pattern, as should sites that are upgrading.

The quality and visual interest of buildings can be improved, however. Guidelines for massing and facade composition should be followed for new development and re-development or renovations. Pitched roofs, stone or stone accents, and highly visible main building entrances should be provided in new commercial and office development.

Major parking areas should continue to be to the side or rear, as they are currently for most office developments in the area. Parking area landscaping should consist of shade trees in an "orchard" grid or other non-typical/agricultural arrangement, however, similar to the other *Guidelines* subareas. Parking areas should be screened with attractive, low shrub hedges, as they are today, and/or the vine-covered walls and fences recommended for other subareas. Existing pole-mounted signs should be removed and replaced by monument signs and/or building-mounted signs that reflect the form and materials of the principal building.

Landscaped front setbacks and minimal frontage parking areas typify the North Soscol subarea.

I. LAND USE

A. DESIRED USES - The following uses are desired as long as they are on property with the appropriate *General Plan* classification. The *General Plan* further refines where certain of these uses are allowed. If the use is not listed, it may still be permitted if it is consistent with the *General Plan* and meets the objectives set forth above.

1. **Auto Sales**
2. **Building Material Sales**
3. **Business Services**
4. **Health Clubs**
5. **Hotels**
6. **Mixed Use: retail/office/residential** - Ground floor frontage retail is recommended.

SUBAREA MAP

NORTH SOSCOL AVENUE

7. **Offices: administrative, business and professional**
8. **Personal Services**
9. **Restaurants**
10. **Retail Sales**

II. BUILDING HEIGHT & SETBACKS

Note: See Zoning regulations for height limits and zoning setbacks/yards. Special architectural features, such as towers and cupolas, are recommended and are not subject to height limits per the Zoning Ordinance. Potential impacts to surrounding properties should be evaluated when considering whether exceptions to building height and setbacks are appropriate.

A. HEIGHT EXCEPTIONS - to typical 40 foot height limits may be approved for the following:

1. **Above Subsurface Parking** - The maximum building height may be exceeded by up to 5 feet where subsurface parking is provided as long as subsurface structures extend no higher than 5 feet above finished grade.

2. **Pitched Roofs** - A height exception may be granted up to 48 feet where the added height is needed to provide and appropriate gable or other non-shed sloped roof.

B. MINIMUM BUILDING HEIGHT - A minimum height of 20 feet is recommended to help define the street edge.

C. FRONT SETBACKS - An intent of the *Guidelines* is to create a consistent landscaped parkway streetscape.

1. **Minimum Setback** - While Zoning requires a 15 foot minimum front setback, these Guidelines recommend that buildings and parking lots be set back 20 feet where possible to match existing frontage landscaping.

2. **Corner Lots** - Front setback recommendations apply to *both* frontages; large corner parking lots are discouraged.

Pitched roofs, stone or stone accents, and highly visible main entrances should be provided in new development.

Hotels are a desired use in the North Soscol subarea.

3. **Special Architectural Features** - such as entrance porches, porticoes, canopies, and or other features are encouraged.

D. SIDE YARDS - should be significant enough to promote the freestanding building character desired for the North Soscol subarea.

III. SITE DEVELOPMENT & PARKING

A. BUILDING ORIENTATION - The main building entrance to all frontage buildings should be located on the front building facade or a fronting building corner.

B. ACCESS

1. **Pedestrian Access** - Direct pedestrian walkways should be provided from Soscol Avenue sidewalks to the main building entrance; i.e., pedestrian access to building entrances should not require walking in driveways and/or between parking spaces. If pedestrian access ways cannot be separated from parking bays and/or circulation aisles, they should be distinguished by a different paving material.

2. **Vehicular Access/Driveway Cuts:**

   a. **Driveways Should be Shared** - where possible.

   b. **Driveway Entrances Should be Minimized** - It is recommended that single tenant buildings be limited to 1 two-way curb cut or 2 one-way curb cuts.

   c. **Width** - Per City standards, minimum curb cut widths are 15 feet for a one-way driveway and 25 feet for a two-way driveway.

   d. **Driveway Setbacks** - should be a minimum of 5 feet from adjoining properties.

   e. **Drop-Off Driveways** - To support functional, street fronting main building entrances, drop-off driveways should provide direct pedestrian access to the main entrance as well as to secondary (e.g., parking side) building entries.

   f. **Service Access** - should be from rear parking areas where possible.

C. PARKING - *Note: See Zoning regulations for parking requirements.*

1. **Location of Surface Lots** - parking lots generally should be to the side and/or rear of buildings. A single double-loaded bay of parking may be provided in front of buildings. Broad expanses of parking along the frontage are not consistent with the character desired for Soscol Avenue.

2. **Corner Parking Lots** - are not recommended.

3. **Screening** - The frontage of surface parking lots along Soscol Avenue should be screened with an attractive low wall or fence 24-36" in height. See "Site Improvements and Landscaping" section for wall, fence, pier, and pedestrian access design. Safe sight distances between streets and driveways must be maintained.

4. **Parking Areas Should be Planted** - with shade trees at a ratio of 1 tree for every 5 parking stalls; higher ratios of trees to parking stalls are desirable. "Orchard" and/or other non-typical planting design approaches that express the agricultural character of the Napa Valley are encouraged. See "Site Improvements and Landscaping" Guidelines for design recommendations.

D. LANDSCAPING & SCREENING

1. **Frontage Improvements:**

   a. **New Development/Redevelopment** - should install curbside planting strips and frontage sidewalks where they do not exist.

   b. **Improvements Should Include** - a curbside planting strip 6 feet in width, a sidewalk 6 feet in width, and a back of walk planting area 15 feet in width. Planting strip areas should contain grass or a low-growing ornamental groundcover, and street trees at a maximum spacing of 35 feet on center. Back of walk planting areas should consist of a combin-ation of grass and shrub planting beds.

2. **Fences and Plant Materials** - See "Site Improvements and Landscaping" Guidelines section for fence types and materials and plant materials.

E. FREESTANDING SIGNS

1. **Number** - Limiting the number of signs is encouraged to reduce sign clutter while still providing adequate business identification. Sharing sign panels to advertise multiple tenants is strongly encouraged.

2. **Existing Pole Mounted Signs** - should be replaced with monument signs.

3. **Height** - of monument signs may be increased from 4 and 6 feet if necessary for automobile visibility in this subarea, subject to City review, provided signs are appropriately related to the principal building in terms of architectural style, materials, and proportion, and contribute to the gateway boulevard image desired for Soscol Avenue.

4. **Materials** - and landscaping should reflect the principal building; see "Signs" Guidelines section.

IV. RIVER EDGE DESIGN

River edge conditions within the North Soscol subarea vary, from natural banks to levees and engineered rip rap. Over the next decade, the Napa River Flood Protection Project will transform the riverfront into a major open space and recreational asset. In particular, the Project will incorporate a Napa River Recreational Trail extending throughout the North Soscol subarea. As the Flood Project is developed, the City recognizes the importance of strengthening this asset through development which reinforces and enhances riverfront features.

A. BUILDING ORIENTATION AND DESIGN - The rear, river-facing side of buildings should be attractive and comparable in level of design attention to the front, and provide direct pedestrian access to the river. Building massing and blank wall limits applicable to street frontages also apply to river frontages.

Buildings should be massed and sited so as not to "wall in" the river. Specifically, building masses should be oriented perpendicular rather than parallel to the river; i.e., floor plans should be configured as a "U" or "H", rather than an "I", with courtyard areas located on the river side of the building.

B. PARKING - Surface parking lots are strongly discouraged between buildings and the river edge. Parking lots should be perpendicular to and to the side of buildings. Parking may extend into river edge setback areas if adequate landscape screening is provided and pedestrian access to the river trail segments is not diminished.

C. SERVICE ACCESS - and service areas should not be located on the river side of any property.

D. SETBACKS - Building setback requirements along the river edge vary, according to the bank stabilization approach employed by the Napa River Flood Protection Project. Setbacks will be determined by the City of Napa and the Napa County Flood Control & Water Conservation District on a case by case basis.

In general, however, it is recommended that setbacks from floodwalls be a minimum of 20 feet for single family residential properties to maintain usable and attractive rear yard areas. Commercial buildings, including lodgings, should be set back from floodwalls or from "theoretical top of bank" per the Flood Protection Project, whichever is the operational criteria, a minimum of 25 feet to allow space for landscaping and emergency vehicle access.

The River City restaurant provides an attractive riverside terrace.

Development Guidelines:
South Silverado Trail

SOUTH SILVERADO TRAIL

Boundaries: The South Silverado Subarea extends from Soscol Avenue to Third Street on the north. This area includes vacant lands, single- family homes and smaller scale commercial development, outdoor storage, and the eastern frontage of the Napa Valley Expo.

Objective: ***Create a unified scenic corridor through a substantial, attractive and consistent frontage landscape and improved building design.***

Guidelines Intent: Though it contains some unsightly light industrial and storage uses, this subarea also includes attractive wooded sites, vacant fields with expansive views, and consistent rows of sycamore trees along the frontage of the Napa Expo and nearby residential properties. These features reflect the more scenic areas of Silverado Trail to the north as it extends up the Napa Valley, and they should be extended throughout the Subarea.

Current *General Plan* land uses for this area will be retained. However, the Guidelines recommend that light industrial uses, which are a possible use in the "Mixed Use" category and use designation, are not appropriate in this area given proximity to residential uses and the Expo, as well as the City's design goals. Buildings and parking areas should be set back behind a relatively wide landscaped area that accommodates continuous street side plantings of sycamore/plane trees, similar to the Expo frontage. Additional background plant materials should be provided to create a scenic character, as well as consistent frontage walks and pathways that connect new development (particularly residents in new residential development areas) to the Central Silverado "village center" subarea.

Pitched roofs, stone building accents, and highly visible main building entrances should be elements of new commercial development. Parking areas should be to the side or rear of buildings, and landscaping should consist of shade trees in an "orchard" grid arrangement, similar to other *Guidelines* subareas. Parking areas should be screened with attractive, low shrub hedges and/or the vine-covered walls and fences. Existing pole-mounted signs should be removed and replaced by monument signs and/or building-mounted signs that reflect the form and materials of the principal building.

Existing frontage trees and landscaping should be extended to create a scenic corridor.

I. LAND USE

Note: See General Plan.

II. BUILDING HEIGHT & SETBACKS

Note: See Zoning regulations for height limits and zoning setbacks/yards. Special architectural features, such as towers and cupolas, are recommended and are not subject to height limits per the Zoning Ordinance.

A. HEIGHT EXCEPTIONS - to underlying zoning standards which range from 30-40 feet may be approved for the following:

1. **Pitched Roofs** - A height exception may be granted up to 40 feet where the added height is needed to provide and appropriate gable or other non-shed sloped roof.

SUBAREA MAP

SOUTH SILVERADO TRAIL

B. FRONT SETBACKS - for buildings, parking lots, and other structural elements (e.g., fences) are intended to provide for scenic corridor landscaping.

1. **Minimum Setback on East Side of Silverado Trail** - should be 25 feet.

2. **Minimum Setback on West Side of Silverado Trail** - should be 30 feet.

3. **Special Architectural Features** - such as entrance porches, porticoes, canopies, and/or other features are encouraged.

C. SIDE YARDS - should be significant enough to promote the freestanding building character desired for the South Silverado subarea.

III. SITE DEVELOPMENT & PARKING

A. BUILDING ORIENTATION - The main building entrance to all frontage buildings should be located on the front building facade or a fronting building corner.

B. ACCESS

1. **Pedestrian Access** - Direct pedestrian walkways should be provided from Silverado Trail sidewalks to the main building entrance; i.e., pedestrian access to building entrances should not require walking in driveways and/or between parking spaces. If pedestrian access ways cannot be separated from parking bays and/or circulation aisles, they should be distinguished by a different paving material.

2. **Vehicular Access/Driveway Cuts**:

a. **Driveways Should be Shared** - where possible.

b. **Driveway Entrances Should be Minimized** - It is recommended that single-tenant buildings be limited to 1 two-way driveway cut or 2 one-way driveway cuts.

c. **Non Residential Driveways** - Per City standards, minimum driveway cut widths are 15 feet for a one-way driveway and 25 feet for a two-way driveway.

Minimum setback on the east side of Silverado Trail should be 25'.

d. **Residential Driveways** - Maximum width of driveway cuts for individual homes on Silverado Trail should be 12 feet; driveways to a two-car garage may flare to accommodate two cars. The site layout should provide for vehicle forward entry and exit whenever feasible.

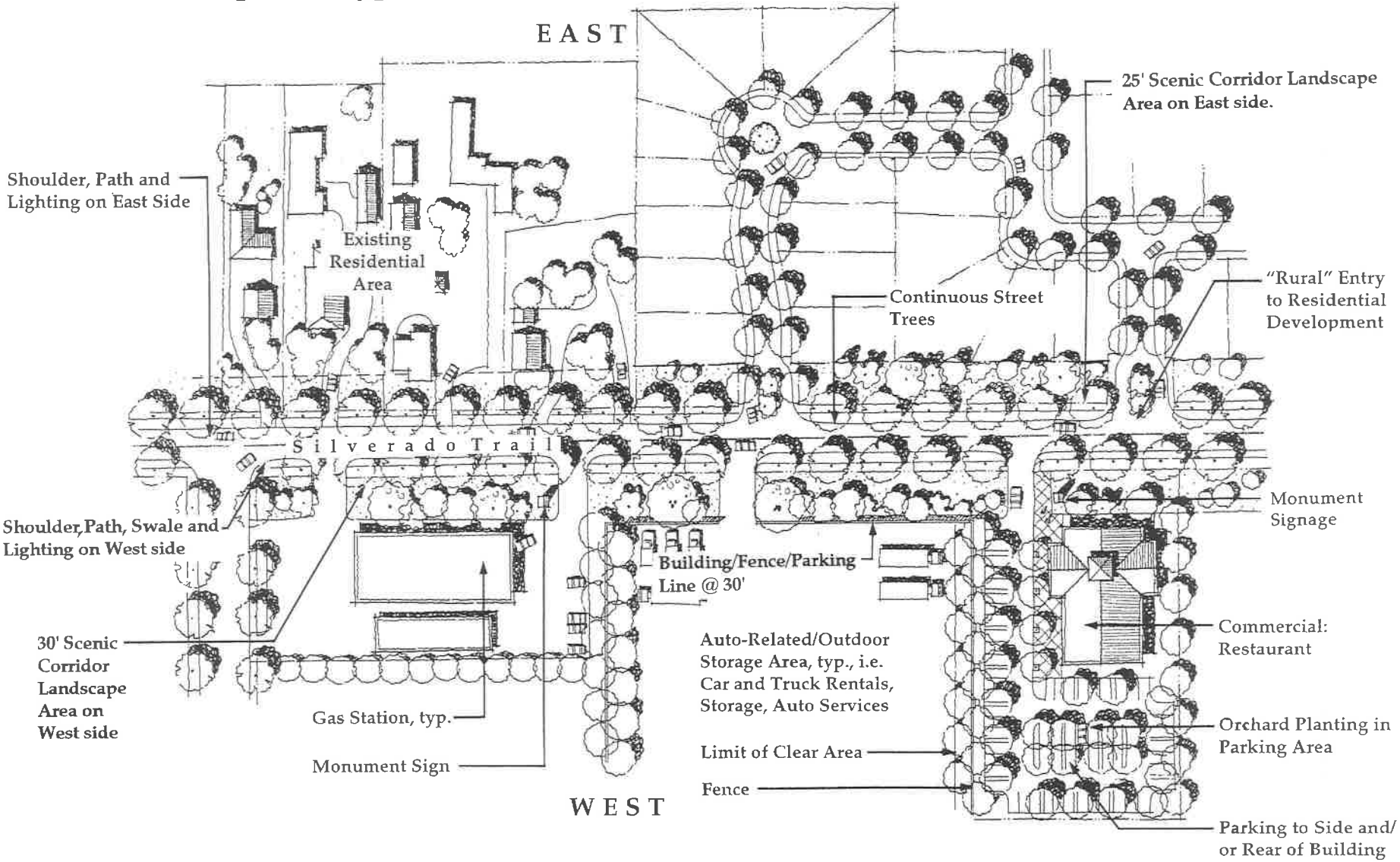
e. **Driveway Setbacks** - should be a minimum of 5 feet from adjoining properties.

f. **Drop-Off Driveways** - To support functional, street-fronting main building entrances, drop-off driveways should provide direct pedestrian access to the main entrance as well as to secondary (e.g., parking side) building entries.

g. **Service Access** - should be from rear parking areas where possible.

C. PARKING - *Note: See Zoning regulations for parking requirements. The following guidelines refer to non-residential development.*

Mixed Development Types



PROTOTYPE ILLUSTRATION

SOUTH SILVERADO SUBAREA

1. **Location of Surface Lots** - Parking lots should be to the side and/or rear of buildings. Parking in front of buildings is not consistent with the character desired for Silverado Trail.

2. **Corner Parking Lots** - are discouraged.

3. **Screening** - The frontage of surface parking lots should be screened with an attractive low wall or fence 24-36" in height. See Site Improvements and Landscaping section for wall, fence, pier, and pedestrian access design. Safe sight distances between streets and driveways must be maintained.

4. **Parking Areas Should be Planted** - with shade trees at a ratio of 1 tree for every 5 parking stalls; higher ratios of trees to parking stalls are desirable. "Orchard" or other non-typical planting design approaches that express the agricultural character of the Napa Valley are encouraged. See "Site Improvements and Landscaping" Guidelines for design recommendations.

For residential development:

5. **Garages** - should be located to the side and/or rear of buildings.

6. **Street-Facing Garages** - should not exceed a standard two-car width (typically 20 feet).

D. LANDSCAPING & SCREENING

1. **Frontage Improvements:**

   a. **New Development/Redevelopment** - should install curbside planting strips and frontage sidewalks where they do not exist.

   b. **Improvements Should Include** subject to Caltrans review and approval, streetlights at a spacing of approximately 140 feet on center, a walking path a minimum of 4 feet in width and a curbside planting strip a minimum of 6 feet in width. On the east frontage the planting strip should include groundcover planting(s) and deciduous street trees at a maximum spacing of 45 feet on center; along the westerly Expo frontage, a wider planting strip should be provided to accommodate the existing Sycamore trees and drainage swale.

2. **Fences and Plant Materials** - See "Site Improvements and Landscaping" Guidelines section for fence types and materials and plant materials.

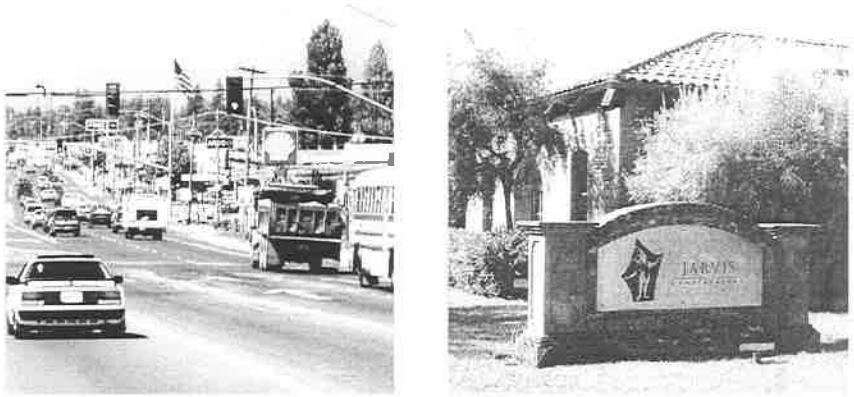
E. FREESTANDING SIGNS

1. **Number** - Limiting the number of signs is encouraged to reduce sign clutter while still providing adequate business identification. Sharing sign panels to advertise multiple tenants is strongly encouraged.

2. **Existing Pole Mounted Signs** - Tall, pole-mounted signs should be replaced with monument signs.

3. **Height** - of monument signs may be increased from 4 and 6 feet if necessary for automobile visibility in this subarea, subject to City review, provided signs are appropriately related to the principal building in terms of architectural style, materials, and proportion, and contribute to the scenic corridor image desired for Silverado Trail.

4. **Materials** - and landscaping should reflect the principal building; see "Signs" Guidelines section.



Pole mounted signs should be replaced by monument signs.

Chapter III.

DESIGN GUIDELINES

III. DESIGN GUIDELINES

Design Guidelines dovetail with the Development Guidelines to improve the physical character and quality of development within the Soscol Corridor/ Downtown Riverfront area. The Development Guidelines are organized by *location* according to geographic subarea. However, because the Design Guidelines address the details of building and site design, they are organized by *type* of development — e.g., commercial, retail or office buildings.

Where appropriate, Design Guidelines may also apply to a specific Subarea or specific location. The Design Guidelines are organized according to their level of detail. For example, Design Guidelines for overall building massing are first; Design Guidelines for trim paint colors are last.

The *Guidelines* are intended to apply to remodels of non-historic buildings, including facade upgrades, as well as to new construction. In the case of historic buildings, the *Guidelines* are intended to support *The Secretary of the Interior's Standards for the Treatment of Historic Properties.*

COMMERCIAL DEVELOPMENT GUIDELINES

Description. Commercial retail buildings should be located in close proximity to street frontages. Entrance drives and main building entrances should be identified by taller architectural forms, which are preferred locations for mounting auto-visible signage.

Commercial office buildings should not employ the typical formula of long, anonymous building masses and ribbon windows. Main building entrances should be located on the front building facade or adjacent to a fronting building corner. Buildings should incorporate breaks in building mass that reflect the typical sizes of parcels that occur along streets. Windows should be in the form of individual recessed openings and/or window groupings or bays.

Building styles characteristic of the Napa Valley's attractive older buildings are generally encouraged. Modern buildings and forms may be employed, but should reflect all applicable Guidelines. "Postmodern" and/or other "ironic" architectural approaches that make a pastiche of traditional building styles are not recommended.

A. BUILDING MASSING - The overall form of a quality building is created by its three-dimensional characteristics, or massing. Different combinations of building mass should be used to compose a building. Building masses may be singular, like a tall or projecting mass located in the center

Corner buildings should provide prominent corner entrances.

to mark a main entrance. They may be symmetrical, for example towers placed on either side of the main entry. Or they may be repeated in a slightly different way in another building location.

To promote a traditional scale of building, building mass and/or facade composition should vary in modules of 50 feet or less for smaller-scale buildings, and 100 feet or less for larger-scale buildings (e.g., offices, big box retail). This module may be created in a number of ways: changes in roof line and window groupings, projecting or recessing wall surfaces, and/or placement of piers and columns.

B. MASSIVE SINGLE BUILDING PROJECTS - are not recommended. Projects that group a number of smaller buildings should be developed instead; see C, below.

C. MULTIPLE BUILDING PROJECTS - Groupings of retail, lodging, multi-unit residential, and/or office buildings should combine to shape distinct and memorable open space(s) in between, as is common on campuses. Squares, malls, crescents, and other clearly defined spaces are recommended for large green areas; courtyards, paseos, and plazas are recommended for smaller paved areas. Special building forms (e.g., towers) and site improvements (fountains, sculpture) should help to organize

Door and window openings should be vertically aligned and composed.

Storefronts should be approximately 25 feet in width.

and accent spaces by framing entrances, terminating axial views, highlighting central focal points, etc.

D. GROUND-LEVEL FACADE - Facade building bays and/or storefronts should be approximately 25 feet in width. Buildings with a longer frontage should have a vertical architectural feature - column, pier, etc. - approximately every 25 to 30 feet to reflect the structural bay spacing. The smallest feasible spacing of doors, windows, piers, and other features are recommended.

E. SPECIAL ARCHITECTURAL FEATURES - such as gables, turrets, towers, and loggias should be used to accent buildings at major street corners, at the terminus of a street corridor, lane, or pedestrian way, at driveway entrances, and/or at other highly-visible building locations.

F. FACADE COMPOSITION - Every building should have a defined base, a clear pattern of openings and surface features, a recognizable entry, and an interesting roofline.

1. **Building Base** - This may be as simple as a small projection of the wall surface and/or a different material or color, such as a tile panel for a storefront building. It may be created by a heavier or thicker design treatment of the entire ground floor for a building of two or more floors, or by a setback of the upper floors.

2. **Pattern of Windows, Doors, and Surface Features** - Windows, doors, wall panels, pilasters, building bays, and storefronts should be based on a module derived from the building's structural bay spacing. Features based on this module should be carried across windowless walls to relieve blank, uninteresting surfaces.

   Door and window openings should be aligned and composed vertically to create an interesting and attractive facade. In general, first-floor window openings should be larger, with upper-floor window openings smaller and somewhat different, yet complementary, in form.

3. **Building Entrances** - should be prominent and easy to identify:

   a. **Main building entrances** - should be easily identifiable. At least one of the following treatments is recommended:

      (i) The entrance should be marked by a taller mass above, such as a tower, and/or within a volume that protrudes or is re-

cessed from the rest of the building surface;

(ii) The entrance should be located in the center of the facade, as part of a symmetrical overall composition;

(iii) The entrance should be accented by architectural elements, such as columns, overhanging roofs, awnings, and ornamental light fixtures;

(iv) The entrance should be marked or accented by a change in the roofline or change in the roof type.

b. **Along commercial frontages** - entries to shops or lobbies should be a maximum of 50 feet apart.

c. **Corner buildings** - should provide prominent corner entrances for shops or lobbies and other activity-generating uses.

d. **Arched door openings** - are typical of many of the Napa Valley's attractive structures, especially larger freestanding buildings associated with the Valley's wineries. Arched forms are recommended for buildings in the *Guidelines* area, particularly for main building entrances.

4. **Roofs and Rooflines** - should provide visual interest and should complement the overall facade composition. Peaked, gable-end roofs are generally recommended as typical for the *Guidelines*. However, flat roofs are acceptable, particularly in the *Central Soscol, Central Silverado, Oxbow,* and *Downtown Riverfront* subareas, if a strong, attractively detailed cornice and/or parapet wall is provided. In such areas, roofs of historic commercial buildings should be used as an inspiration for new designs.

a. **Parapet walls** - are recommended; they should have a distinct shape or profile, e.g., a peak, arc, or raised center.

b. **"Commercial mansards"** - i.e., wraparound roofing panels that do not enclose a habitable floor, should not be used.

c. **Accent elements** - such as cut-out openings, grilles and latticework, reliefs, or ornamental medallions are recommended.

d. **Mechanical equipment** - on rooftops should be screened, preferably behind a section of pitched or parapet roof. Latticework, louvered panels, and other architectural treatments that are compatible with the building's architecture may also be appropriate. Elevator cores visible on the building exterior should not appear added on and should be incorporated into the architectural composition of the facade.

G. STOREFRONTS - should be like small buildings with their own base, roofline, and pattern of window and door openings.

1. **Base** - a panel of tile or other special material is recommended below display windows. Materials other than wood recommended for walls in Section J., below, are generally suitable. Base materials should be the same or "heavier" materials visually than walls. Ceramic tile is frequently used as a storefront base. Dark tile with light stucco is an effective combination. Different colors and sizes of tile may be used for decorative effect.

2. **Display Windows** - Large pane windows encompassing a minimum of 66% of the storefront surface area are recommended. Where privacy is desired for restaurants, professional services, etc., windows should be divided into smaller panes.

3. **Transom Windows** - are horizontal panels of glass above the storefront and/or between the first and second floors. They are a traditional element of "main street" buildings, and are recommended for new and renovated storefronts. Transom windows can be good locations for neon, painted-window, and other relatively non-obtrusive types of signs.

4. **Recessed Entries** - are recommended as another traditional element of the storefront. Recommended treatments include:

a. **Special paving materials** - such as ceramic tile;

b. **Ornamental ceilings** - such as coffering;

c. **Decorative light fixtures.**

5. **Doors** - should be substantial and well-detailed. They are the one part of the storefront that patrons will invariably touch and feel. They should match the materials, design and character of the display window framing. "Narrow line" aluminum frame doors are not recommended.

6. **Ornamental/Architectural Lighting** - is recommended. See *Lighting Design Guidelines*, particularly "Building Mounted Lighting."

H. SIDE AND REAR BUILDING FACADES - should have a level of trim and finish compatible with the front facade, particularly if they are visible from streets, adjacent parking areas or residential buildings.

I. BLANK WALL AREAS - Surface relief should be provided consistent with the Ground-Level Facade, Building Massing, and Facade Composition guidelines. Decorative vines, trellises, architectural murals, and/or other surface enhancements should also be considered.

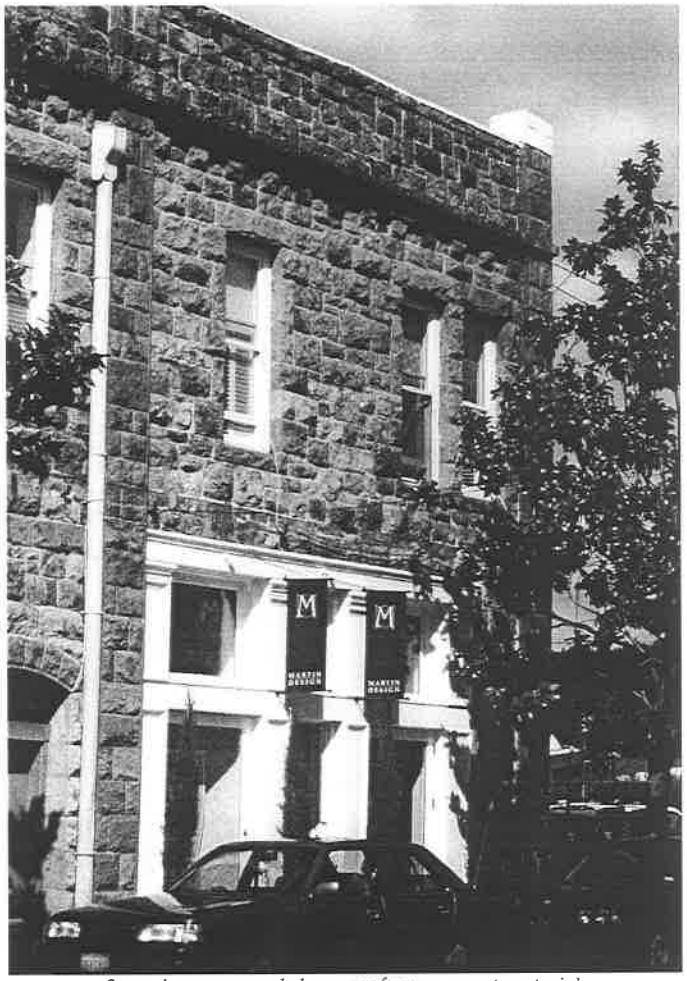
J. WALL SURFACE MATERIALS - If the building mass and pattern of windows and doors is complex, simple wall surfaces are preferable (e.g., stucco); if the building volume and the pattern of wall openings is simple, additional wall texture and articulation should be employed (e.g., bricks or blocks, rusticated stucco, ornamental reliefs). In both cases, pilasters, columns, and cornices should be used to add visual interest and pedestrian scale.

The palette of wall materials should be kept to a minimum, preferably a maximum of two (e.g., stucco and tile, brick and concrete). Using the same wall materials as attractive adjacent or nearby buildings helps strengthen district character.

1. **Wood Shingles, Clapboard, and Batten Board** - are appropriate in the *Central Silverado, Oxbow District,* and *North Soscol* and *South Soscol* subareas. All wood wall and trim surfaces should be painted, in keeping with the level of finish and quality desired for the *Guidelines* area; natural and/or stained wood surfaces are appropriate for less developed, more rural areas.

2. **Stone and Stone Veneers** - are reccomended as a basic building material or as a special material for walls, columns, sills, or base. Stone surfaces should reflect the irregular grey/silver/gold granite stones and blocks used throughout the Napa Valley. Stone veneers should be formed and/or detailed to reflect traditional stone-setting techniques; e.g., "stones" or "blocks" should appear structural and load-bearing.

3. **Stucco** - and/or painted stucco may be used in order to reduce maintenance; elastomeric type coatings should be used for painted surfaces. Highly textured stucco should not be used. All stucco surfaces should be smooth to prevent the collection of dirt and surface pollutants, and the deterioration of painted surfaces.



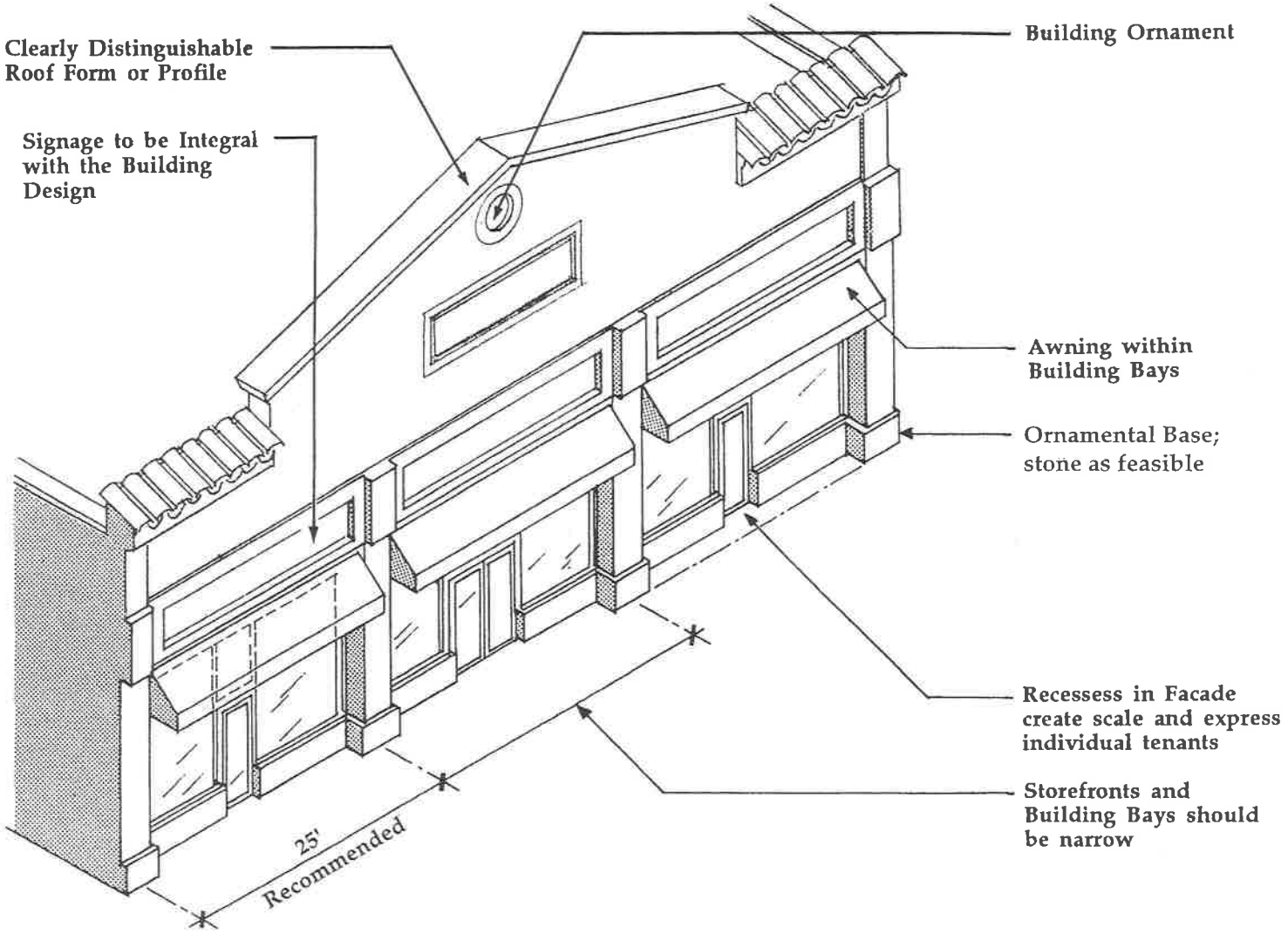
Stone is recommended as a surface or accent material.

4. **Precast Concrete** - options in terms of form work, pigments, and aggregates should be explored to create rich surfaces. Accents such as ceramic tile or stone are recommended for decorative effect.

5. **Ceramic Tile** - is recommended as an accent material.

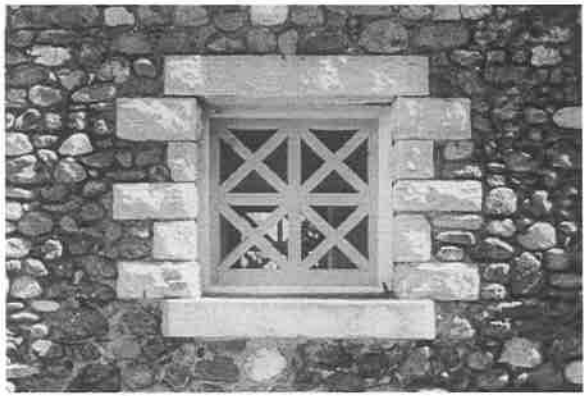
6. **Note on Parapet and Cornice Cap Flashings**: Sheet metal parapet cap flashings should be painted to match wall or trim color. Select a

One Story Retail Building



PROTOTYPE ILLUSTRATION - SOSCOL AVENUE

COMMERCIAL DEVELOPMENT



Windows should reflect those of Napa's attractive older structures.

Gable roofs are recommended for freestanding buildings.

Windows should be inset to add relief to wall surfaces, transoms should be exposed, and awnings should be centered within building bays.

minimum to avoid "oil canning" distortion in the metal as follows: 24 gauge (galvanized steel); 26 gauge (stainless steel); 0.232" (aluminum); 16 ounce (copper).

7. **Not Appropriate:**

   a. **Plywood siding**.

   b. **Concrete block** - unless used for side or rear elevations not visible from adjacent streets or buildings.

K. WINDOWS - are an important element of building composition and an indicator of overall building quality. Windows and window openings should reflect forms that typify the Napa Valley's attractive older buildings.

1. **Window-to-Wall Proportion** - In general, upper stories should have a window-to-wall area proportion (typically 30 - 50%) that is smaller than that of ground-floor spaces and/or storefronts.

2. **Window Openings** - should generally be vertical (i.e., higher than they are wide) in orientation, or square; if square, window panes should be square or vertical in shape. Strongly horizontal "ribbon windows" (significantly wider than high) are not consistent with the character desired for the *Guidelines* area.

   Arched or arced window (and door) openings are typical of many of the Napa Valley's attractive structures, especially larger freestanding buildings associated with the Valley's wineries. These forms are recommended for buildings in the *Guidelines* area, particularly for large first-floor window openings and main building entrances.

3. **Window Inset** - Glass should be inset a minimum of 3 inches from the exterior wall or frame surface to add relief to the wall surface; this is especially important for stucco buildings.

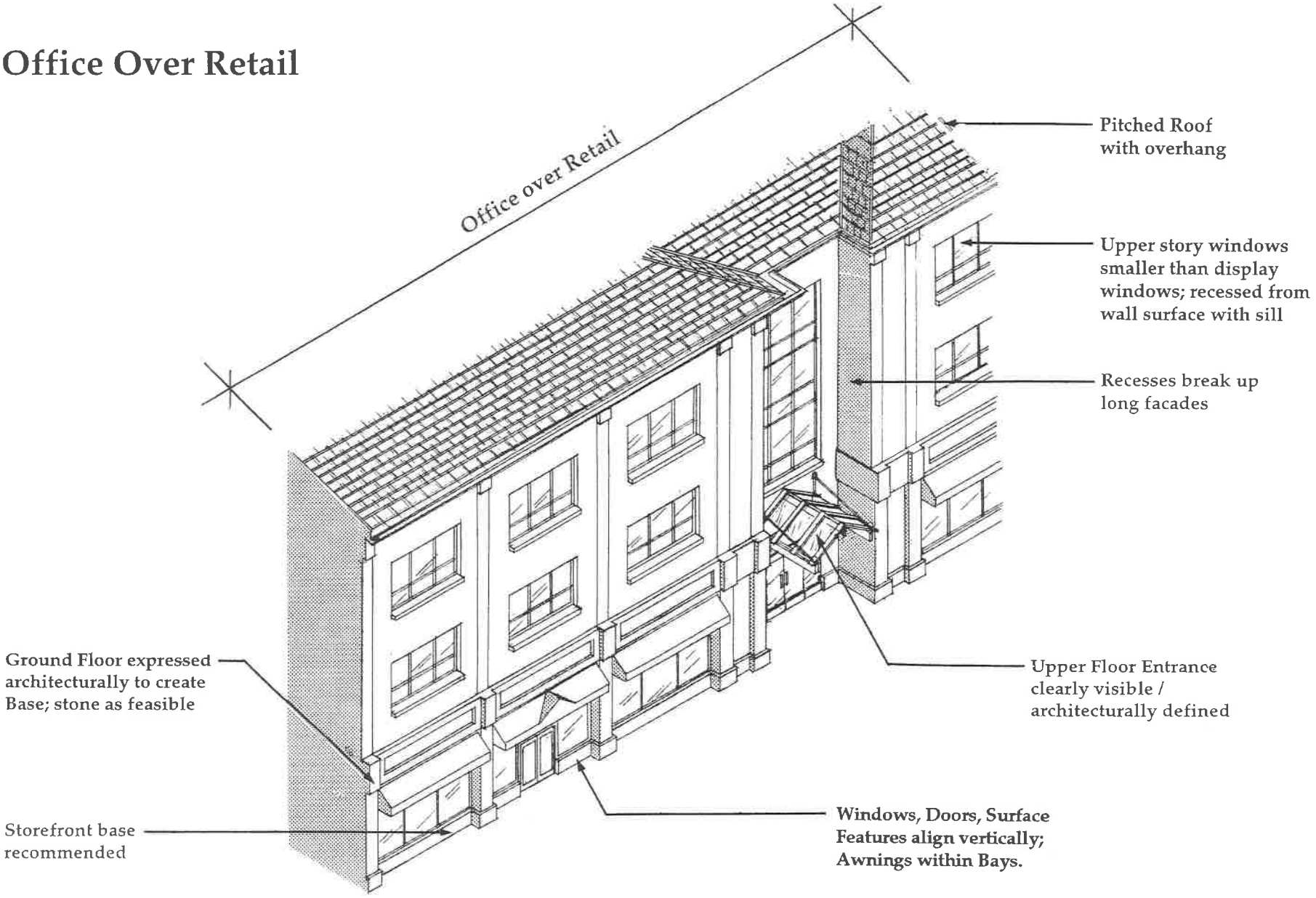
4. **Shaped Frames and Sills** - should be used to enhance openings and add additional relief. They should be proportional to the glass area framed; e.g., a larger window should have thicker framing members.

5. **Mullions and Muntins** - are recommended to create subdivided window openings and multi-pane windows. "Snap-in" grilles or muntins should not be used. Multi-pane windows are especially recommended for highly visible locations such as the main building entrance, first floor windows, and projecting building masses.

6. **Glazing** - Clear glazing is strongly recommended. Reflective glazing should not be used. If tinted glazing is used, the tint should be kept as light as possible; green, grey, and blue are recommended.

7. **Replacement/Renovation** - Wood windows should be replaced with wood windows of the same operating type (e.g., double-hung, casement, etc.; vinyl-covered wood windows are available for lower main-

Office Over Retail



PROTOTYPE ILLUSTRATION - SOSCOL AVENUE

COMMERCIAL DEVELOPMENT

tenance). If aluminum replacement windows or doors are used, they should be:

a. **Same operating type and orientation** - as the original windows (e.g., do not replace a double hung window with a horizontal sliding window).

b. **Factory painted** - or fluorocoated to match the original; color anodized is also acceptable.

c. **Similar in size** - and thickness to the original frame and mullions.

L. ROOF DESIGN - Roofs should match the principal building in terms of style, detailing and materials. They should contribute expressive and interesting forms that add to the overall character of the Soscol Corridor/ Downtown Riverfront and are attractive when viewed from surrounding areas.

Gable, hip, or other multi-slope roofs are generally recommended for freestanding buildings in the *South Soscol, North Soscol, South Silverado, North Silverado, and Oxbow* subareas. Parapet roofs are generally recommended for contiguous storefront buildings in the *Central Soscol, Central Silverado,* and *Downtown Riverfront* subareas. Combinations of slope and parapet roofs may also be appropriate. Experimental, severe, and/or non-traditional rooflines generally should not be used.

1. **Roof Slopes** - should be between 30° and 60°.

2. **Roofs Should Extend** - across a minimum of 75% of office and residential building frontages to ensure the roof contributes significantly to the character of the building.

3. **Roof Ridges** - should be aligned to be parallel and/or perpendicular to the street frontage.

4. **Roof Overhangs** - are strongly recommended. Overhangs should be a minimum of three (3) feet, with additional articulation in the form of support struts, gutter fascia, and/or exposed beams/rafter ends.

5. **Minimum Depth** - of sloped roofs should be 30 feet for two-slope roof segments, and 15 feet for one-slope false/screen roofs.

Mullions are recommended to subdivide large windows.

Main entrances should be accented by columns, overhangs, and other architectural features.

6. **Fascia Panels** - should be substantial in dimension, in proportion to the roof they trim.

7. **Materials:**

a. **Metal Seam Roofing** - should be anodized, fluorocoated or painted. Copper and lead roofs should be natural or oxidized.

b. **Clay, Ceramic or Concrete Tile** - is recommended for decorative roof shapes, such as parapets, domes, and turrets.

c. **Tar and Gravel, Composition, or Elastomeric Roofs** - should be screened by parapets or false-front sections of sloping roofs.

d. **Asphalt or Wood Shingles** - are generally recommended only for residential buildings. However, some small-scale retail or office buildings may have a residential appearance, and in such cases asphalt or wood shingles may be appropriate.

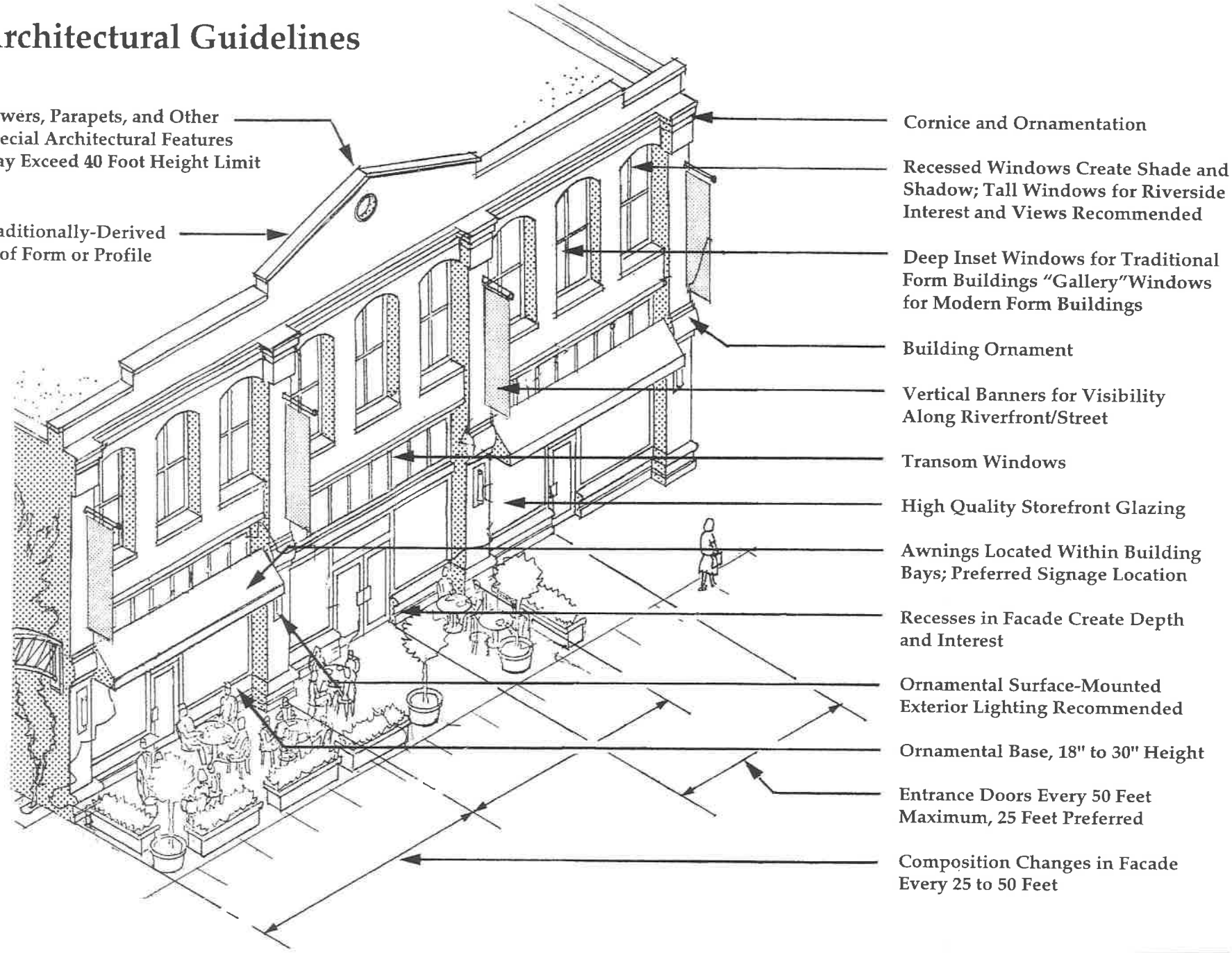
M. PORCHES, BALCONIES, LOGGIAS, AWNINGS, TRELLISES, CANOPIES, AND ACCESSORIES

1. **Open Porches and Balconies** - are recommended for hotels, as well as for residential development. Porches and balconies should have attractive bulkhead walls or balustrade/picket railings.

2. **Loggias** - Large and/or shared balcony areas should be designed as loggia/arcades, with attractive columns and other framing members.

3. **Awnings** - are recommended for retail buildings. They should be a

Architectural Guidelines



PROTOTYPE ILLUSTRATION

RIVERFRONT DEVELOPMENT

Towers and other special architectural features should be used at highly visible locations.

Attractive framing should be provided on balconies and loggias.

A tile panel or other special surfacing material should be used to create a base for storefronts.

colorful fabric mounted over a metal structural frame that is attractive in design. Backlit awnings that function primarily as signs should not be used. Metal awnings are discouraged.

4. **Trellises and Canopies** - Materials, colors, and form should be derived from the building architecture. Continuous canopies should provide brackets, structural struts, and/or other forms of detailing to reflect individual storefronts and/or building bays. Canopies should contain glazing to allow views to upper facade areas.

5. **Height and Projection** - Balconies, trellises, canopies and awnings should be a minimum of 8 feet above the sidewalk, and project no more than 7 feet out from the building wall provided 2 feet of clearance is maintained between the awning and curbline.

4. **Placement** - of trellises, canopies and awnings should be above retail display windows and below the storefront cornice, sign panel, and transom window. Individual awnings or canopies for each storefront or building bay provide more visual interest than one continuous awning. Awnings should not obscure piers, pilasters, transom windows or other notable architectural facade elements.

5. **Accessories** - Ornamental brackets and poles add visual interest. Hanging flower or plant baskets suspended from ornamental brackets of metal or wood are recommended for storefronts in the *Central Soscol*, *Central Silverado, Oxbow*, and *Downtown Riverfront* subareas.

N. COLOR - The Napa Valley contains a number of different building styles and associated color palettes: dark red or green or yellow agricultural buildings with light trim; pale/pastel Mediterranean inspired stucco in newer wineries and restaurants; and the ornate detailing in trim color common to Victorian homes and Italianate storefronts.

There are no specific color requirements for the *Soscol Corridor/ Downtown Riverfront*, except that color should be appropriate for a particular building style. Color for trim, awnings, and other accessories should accent and contrast wall color; for example, neutral or light wall colors combined with darker, saturated hues for awnings and trim.

1. **Bright Colors** - should be used sparingly. Typical applications are fabric awnings, banners, window frames, or special architectural details. A restrained use of bright colors allows display windows and merchandise to catch the eye and stand out in the visual field.

2. **Related Secondary Color(s)** - can be used to give additional emphasis to architectural features such as building bases, columns, cornices, capitals, and trim bands.

3. **"Earth Tones"** - should not be used alone; e.g. tan or brown wall surfaces combined with tan or brown trim. In general, earth tone wall colors should be combined with white or color trim.

Trellises can be used to accent entrances and frame outdoor spaces.

Transom windows are recommended for storefronts.

Arched openings are typical of the Napa Valley's freestanding buildings.

Ornamental brackets, railings, and other accessories add interest to plain wall surfaces.

HOTEL DEVELOPMENT GUIDELINES

Description. Hotels typically are large-volume, freestanding buildings. Similar to commercial buildings anticipated in the *North Soscol* and *South Soscol* subareas, hotels should reflect forms common to the Napa Valley's many attractive buildings of this type. Commercial Development Guidelines for massing, roofs, and other elements apply to hotels unless otherwise indicated.

Hotels are a special development type, however, combining elements of residential and commercial buildings. First-floor spaces often include restaurants, lobbies, meeting rooms, and other facilities common to commercial buildings. Upper floors are dedicated primarily to lodging, and have parameters similar to multi-unit residential development in terms of massing, window placement, balconies, porches and other elements.

Hotels are also an essential ingredient in the City's downtown revitalization strategy, and have a special role to play within the development pattern of the greater downtown area. Hotel guests must be encouraged to venture out on foot to patronize area businesses and facilities. The *Guidelines* encourage street-facing buildings, attractive main entrances, and direct connections to frontage sidewalks for all buildings in all subareas. These guidelines are especially important for hotels. If guests are not encouraged to patronize area businesses, the full economic potential of new hotel development will not be realized.

Lastly, hotels are the facilities guests are guaranteed to see and experience when they visit Napa. The overall level of design quality for hotels should therefore be higher than for other building types in the *Guidelines* area. Hotels should be highly visible, with architectural forms and details characteristic of "grand hotels" as feasible.

A. MASSIVE SINGLE BUILDING HOTEL PROJECTS - are not recommended. Projects that group a number of smaller buildings, or that mass a large building to appear as a grouping of smaller buildings, are encouraged; see B, below.

B. MULTIPLE BUILDING HOTEL PROJECTS - Groupings of smaller hotel/lodging buildings should create distinct and memorable open space(s) in between, as is common on campuses. Squares, malls, crescents, and other clearly defined spaces are recommended for large green areas; courtyards, paseos, and plazas are recommended for smaller paved areas. Special building forms (e.g., towers) and site improvements (fountains, sculpture) should help to organize and accent spaces by framing entrances, terminating axial views, highlighting central focal points, etc.

Architectural features that add human scale, such as loggias, bay windows, and picket and/or balustrade railings are recommended.

C. GENERAL BUILDING DESIGN

1. **Architectural Features** - Peaked roofs, towers, built-in balconies and decks, and grand entrance porticoes and doorways are strongly encouraged. Features that add human scale, such as loggias, bay windows, and picket and/or balustrade railings are recommended.

2. **Massing and Facade Composition** - Buildings should be designed to express vertical modules of units. Facades should be divided into segments a maximum of 100 feet in length, with wings rather than long linear facades recommended. Modules should be defined by recessed or projecting masses and variation of architectural elements (e.g., window types, roof profile).

3. **Architectural Styles** - characteristic of the Napa Valley's attractive freestanding buildings and hotels are encouraged. Many of these styles are also characteristic of local residential development. Modern buildings and forms may be employed, but should reflect all applicable Guidelines. "Postmodern" and/or other "ironic" architectural approaches that make

a pastiche of traditional building styles are not recommended. Appropriate local styles include the following:

1. **Victorian** - tall, box-like building shape, window bays form room volumes, prominent gable, hip, or flat roofs, vertical window proportions, ornamental entrances, balustrades, trim moldings, cornices.

2. **Transitional Pyramid/Four Square** - square/cube building shape, high hipped or pyramidal roof, multiple dormer windows, moderate entrance porch, turned porch posts, palladian vents.

3. **Craftsman** - wide-gable roofline, deep eaves, prominent roof rafters/knee braces, large front porch, tapering porch columns, multi-pane windows, dormer windows, shingle, clapboard or stucco siding, porch arbors/trellises.

4. **Colonial Revival** - symmetrical front facade with main entrance in center, moderate entrance porch, shuttered windows, hipped or pedimented gable roof, porticos/arbors for walks/porches.

D. HOTEL ENTRANCES - should be part of a clear entry sequence, extending from the public sidewalk to the main hotel entrance. The following design elements are recommended:

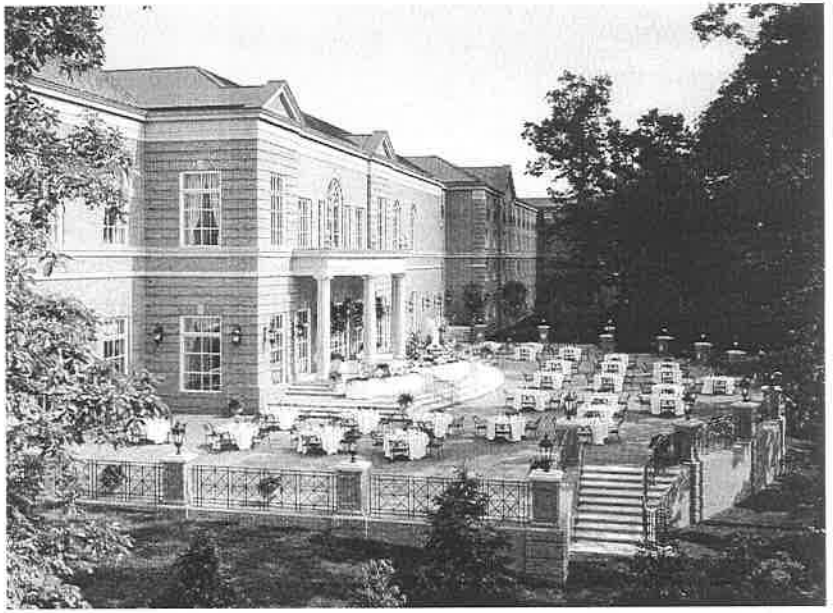
1. **Grand Entrances** - clearly visible from adjacent streets and/or access drives are strongly recommended. Entrances porches and porticoes should be gracious in dimension and welcoming in form. Staircases should be boxed and framed by attractive stepped bulkhead walls or balustrade railings. Bullnose treads are recommended; open or "floating" exterior stairs generally should not be used.

2. **Ornamental Lighting** - of entrance walks, porches and porticoes is strongly encouraged.

3. **Freestanding Landscape Elements** - such as trellises, arbors, and special landscape materials that add character to open spaces and/or accent the entrance sequence are encouraged.

E. OUTBUILDINGS - should have architectural features – e.g., surface materials, trim, fenestration, roof materials, and color — derived from the main building.

Peaked roofs, towers and built-in balconies are encouraged.



Facades should be divided into segments a maximum of 100 feet in length.

MULTI-UNIT RESIDENTIAL DEVELOPMENT GUIDELINES

Guidelines for multi-unit residential development (e.g., apartments, condominiums, townhouses) promote buildings that reflect the characteristics of Napa's attractive older residential neighborhood areas. The *Design Guidelines for the Napa Abajo/Fuller Park Historic District* section entitled "Rehabilitation Guidelines for Historic Properties" should be referenced for single-family development and for additional information related to architectural characteristics that may be appropriate for multi-unit development.

In general, the *Guidelines* promote multi-unit buildings that reflect the individual units within them. Architectural features such as peaked roofs, built-in decks, and porches and stoops are strongly encouraged to enhance residential character.

A. GENERAL BUILDING DESIGN - Buildings should be compatible in form with single-family houses, yet have a high-quality, boulevard residential character. Building materials and design shall be long-lasting in order to create a living environment that holds its value over time.

   1. **Architectural Features** - that add human scale, such as porches, balconies, trellises and bay windows, are recommended. Features that relieve flatness of facades, such as recessed windows with authentic muntins, architectural trim with substantial depth and detail, window boxes, dormers, entry porches, etc., are recommended.

   2. **Facade Module** - Building facades should be designed to express each vertical module of units. Long facades should be divided into shorter segments a maximum of 50 feet in width. In projects with frontages of over 100 feet, modules should be defined by features such as a deep notch between the modules; variation of architectural elements (e.g., window color, roof shape, window shape, stoop detail, railing type); and/or the color of individual modules within a harmonious palette of colors.

B. BUILDING ENTRANCES - should be part of a clear entry sequence, extending from the public sidewalk to the private front door. The following design elements are recommended:

   1. **Stoops and/or Open Porches** - should be provided at regular intervals. The stoops shall be wide enough for people to sit on and to make entries inviting. Open porches should have attractive bulkheads or balustrade railings and a roof that complements the pitch and materials of the main roof.

Pitched roofs, built-in decks, porches and stoops are encouraged; exceptions to height limit may be considered to accommodate peaked roofs, and/or subsurface parking.

   2. **Stairs** - should be boxed and framed by attractive stepped bulkhead walls or balustrade railings. Bullnose treads are recommended. Open or "floating" exterior stairs should not be used.

   3. **Low Hedges, Fences and/or Entry Gates** - should be used to define the edge between the public street and private property.

   4. **Ornamental Lighting** - of porches and walks to highlight entrances and add security is encouraged.

   5. **Freestanding Landscape Elements** - such as trellises, arbors, and special landscape materials that add character to yard spaces and/or accent the entry sequence are encouraged.

C. COMMON OPEN SPACE - Recreation areas should contain both landscape/ garden areas and hardscape areas that encourage social interaction.

D. BUILDING MATERIALS - Building materials shall be high-quality, long-lasting, and durable. Examples include stucco or clapboard for siding; tile or asphalt shingles for roofs.

E. WINDOWS - are an important element of facade composition and an indicator of overall building quality.

1. **Composition** - All windows within a building, large or small, should be related in operating type, proportions, or trim. Unifying architectural elements should be used, such as common sill or header lines.

2. **Framing and Window Inset** - Built-up sills and trim should be used to frame openings. Glass should be inset a minimum of 3" from the exterior wall and/or frame surface to add relief to the wall surface; this is especially important for stucco buildings.

3. **Special Windows** - such as bays or dormers should be used to add interest and a domestic character to the facade.

F. ARCHITECTURAL STYLES - Historic styles characteristic of Napa's older neighborhoods are encouraged. These styles include:

1. **Victorian** - tall, box-like building shape, window bays form room volumes, prominent gable, hip, or flat roofs, vertical window proportions, ornamental porches, balustrades, trim moldings, cornices.

2. **Transitional Pyramid/Four Square** - square/cube building shape, high hipped or pyramidal roof, multiple dormer windows, moderate sized front porch, turned porch posts, palladian vents.

3. **Craftsman/Bungalow** - wide-gable roofline, deep eaves, prominent roof rafters/knee braces, large front porch, tapering porch columns, multi-pane windows, dormer windows, shingle, clapboard or stucco siding, porch arbors/trellises.

4. **Colonial Revival** - symmetrical front facade with main entrance in center, small to moderate front porch, shuttered windows, hipped or pedimented gable roof, portico/arbors for walks/porches.

5. **Mission/Spanish Revival** - tile roof with low pitch, divided arched windows, stucco walls with surface relief, small to large front porch, wrought iron railings, arched vents.

Long facades should be subdivided into shorter vertically-oriented segments.

H. OUTBUILDINGS

1. **General** - Outbuildings should have architectural features – surface materials, trim, fenestration, roof materials, and color — derived from the main building.

2. **Freestanding Garages** - should be unobtrusive, preferably located at the rear of properties to minimize visual impact.

   a. **Single-car garage doors** - are strongly recommended, with windows, surface panels, and other forms of architectural detailing to reduce their impact and scale.

   b. **A maximum of five garage doors** - may be lined up consecutively; a space of 5 feet shall be provided between each garage or group of doors.

I. PLANT MATERIALS - See *Site Improvements and Landscaping* Guidelines.

SITE IMPROVEMENTS & LANDSCAPING GUIDELINES

Description. The following Design Guidelines for Site Improvements and Landscaping apply to all *Soscol Corridor/Downtown Riverfront* Subareas unless otherwise indicated.

A. PAVING MATERIALS - recommended for pedestrian surfaces are listed below; all paving materials must meet Federal Americans with Disabilities Act (ADA) and State of California Title 24 requirements. In general, a maximum of two materials should be combined in a single application:

1. **Stone** - such as slate or granite.

2. **Brick pavers.**

3. **Concrete unit pavers.**

4. **Poured-in-place concrete** - with any of the following treatments: integral pigment color; special aggregate; special scoring pattern; ornamental insets, such as tile; pattern stamped. All concrete walks should be tinted to reduce glare.

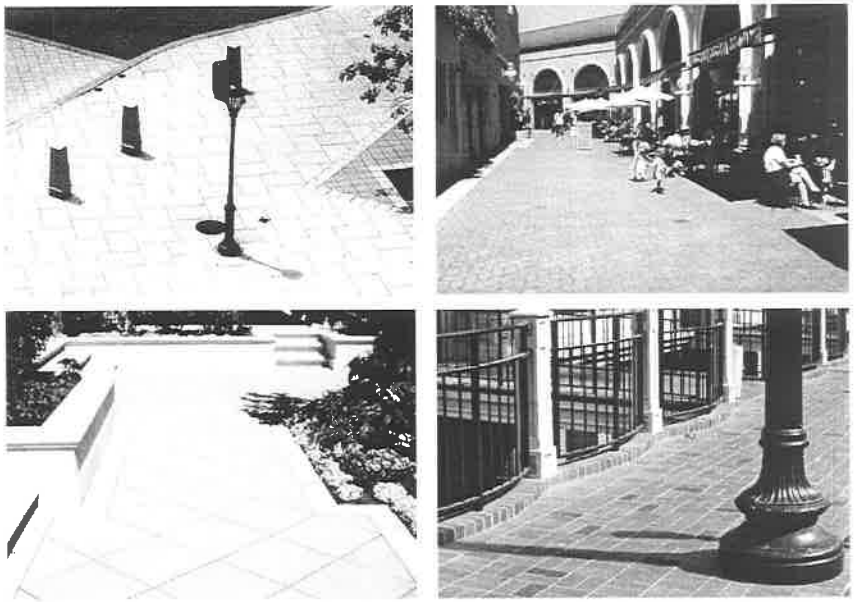
B. WALLS, FENCES, AND PIERS - should be used to define public and private boundaries and/or spaces and to screen parking areas.

1. **Design** - Walls, fences, and piers should be designed to reflect the architectural style and materials of the principal building(s).

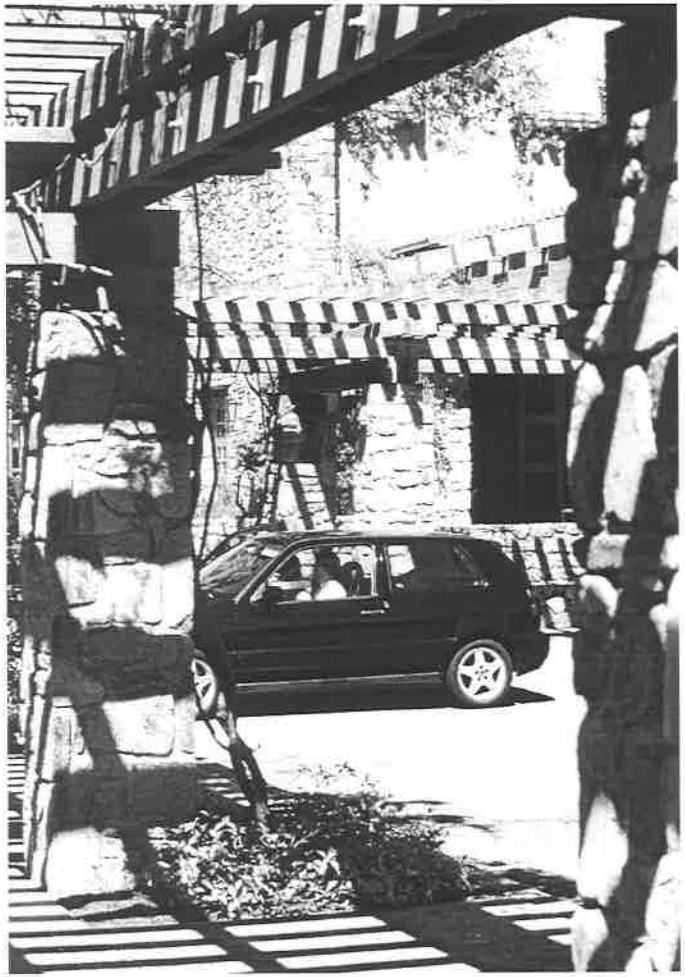
   a. **Along commercial frontages** - Where fences are used, fences should be low and/or open to maintain an open character and retain visibility. Fences should have rails or pickets to enhance visibility of commercial frontages and reflect the Napa Valley character established for the corridor. Maximum height for wall and fence panels should be 42 inches. Minimum height should be 24 inches. Maximum height for columns and piers may be higher than 42 inches provided they contribute to the architectural design quality of the frontage.

   b. **A combination of thick and thin structural elements** - should be used, with thicker elements for supports and/or panel divisions. Fenceposts and/or support columns may be built up with additional trim, cornices, and/or moldings for this purpose.

Fountains are recommended in hardscape open spaces.



Recommended paving materials include scored concrete and unit pavers; a trim/edge band of a different material can create an attractive accent.



Trellises and other architectural features are recommended to screen parking.

c. **Walls and piers** - should have a base and coping.

d. **Piers** - A row of freestanding piers can be effective as an open screen between parking areas and streets or walks. A continuous chain or open metal fence between piers can be an attractive device for creating a stronger separation.

(I) **Spacing**: In general, piers should be no more than 10 feet on center.

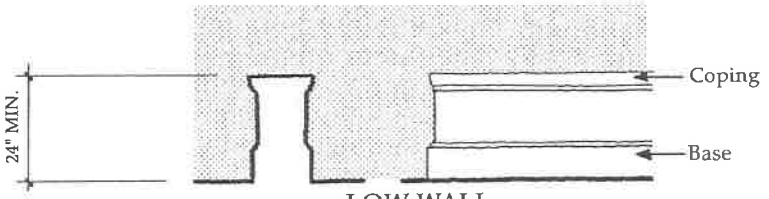
(ii) **Thickness**: should be at least 18 inches per side or diameter.

(iii) **Height**: at least 36 inches and no taller than 54 inches.

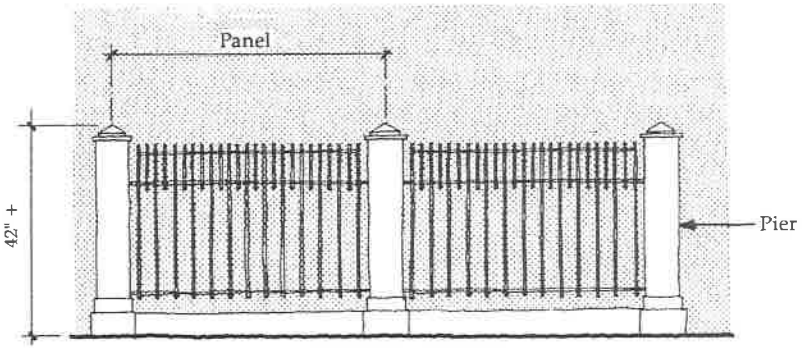
2. **Materials** - should be the same as or compatible with those of the principal building(s). Support post or pier materials may differ from fence materials; e.g., metal fence panels combined with masonry piers.

a. **Fences** - Recommended materials are wrought iron, cast iron, and welded steel for commercial applications. Metal fences may be mounted on a low masonry wall, and/or span between masonry piers. Wood fences are appropriate in residential areas only and for hotels that have wood siding. Wood fences should be substantial in design and painted, preferably a light color, to reflect the high level of visibility and finish recommended for the *Guidelines* area.

b. **Walls and piers** - Traditional Napa Valley stonework — i.e., silver/warm grey/gold granite — is recommended for frontage



LOW WALL



SCREEN FENCE

Flowering shrubs and trees should be used adjacent to walks and open space areas.

walls and piers. Other recommended materials are precast concrete, stucco-faced concrete or brick. Stone and masonry materials should be designed to have a structural appearance and not appear added on.

c. **Rustic wood fences** - are recommended only along residential or designated residential property lines.

d. **Not recommended**:

(I) **Chain link fences**.

(ii) **Unfinished or unsurfaced concrete block walls** - are strongly discouraged. Block walls should be coated with cement stucco or similar surface. Split-face block walls may be appropriate along side or rear property lines only.

3. **Service Areas and Access Drives** - should be centralized and screened wherever possible. Service area facilities, including dumpsters and other refuse enclosures, should be screened by attractive architectural walls, fences, and/or planting as appropriate. Walls are strongly recommended for areas with pedestrian activity and/or that are visible from streets and parking areas. Walls should be of the same materials and design as the principal building.

C. PLANT MATERIALS AND LANDSCAPE TREATMENTS - on properties adjacent to the right-of-way should reflect the following guidelines:

1. **Plant Materials Along Soscol Avenue** - should create an attractive and harmonious character, in keeping with the orchard/grove streetscape theme.

a. **Deciduous trees with open branching structures** - should generally be used. London Plane trees are recommended along the Soscol Avenue frontage; however the location and species of tree planting may be modified to respond to utility locations using the City's *Guidelines* for street landscaping under utility lines.

b. **Planting/landscaped areas** - should have a simple palette of plant species.

c. **Complex planting schemes** - should not be used in front yard/setback areas.

d. **Plant materials that exhibit annual or seasonal color** - are recommended to highlight special locations, such as main building entrances and entrance walks.

2. **Plant Materials in Other Locations** - should be selected and placed to reflect both ornamental and functional characteristics.

a. **Deciduous trees** - should be the predominant large plant material used. They should be used as street trees and located adjacent to buildings and within parking areas to provide shade in summer and allow sun in winter. Species should be selected to provide fall color, and to minimize litter and other maintenance problems.

b. **Evergreen shrubs and trees** - should be used as a screening device along rear property lines (not directly adjacent to residences), around mechanical appurtenances, and to obscure grillwork and fencing associated with subsurface parking garages.

"Orchard" tree arrangements are encouraged, such as this parking area at Napa Valley College, Upper Valley Campus.

c. **Flowering shrubs and trees** - should be used where they can be most appreciated, adjacent to walks and open space areas, or as a frame for building entrances, stairs, and walks.

d. **Flowers with annual or seasonal color** - are recommended to highlight special locations, such as courtyards, building entrances, or access drives. Planter boxes and pots are encouraged in the *Downtown Riverfront* and *Oxbow* subareas.

3. **Fountains** - are recommended in hardscape open spaces to provide cooling in hot weather. The design and materials should be related to the principal building(s) and/or palette of on-site furnishings.

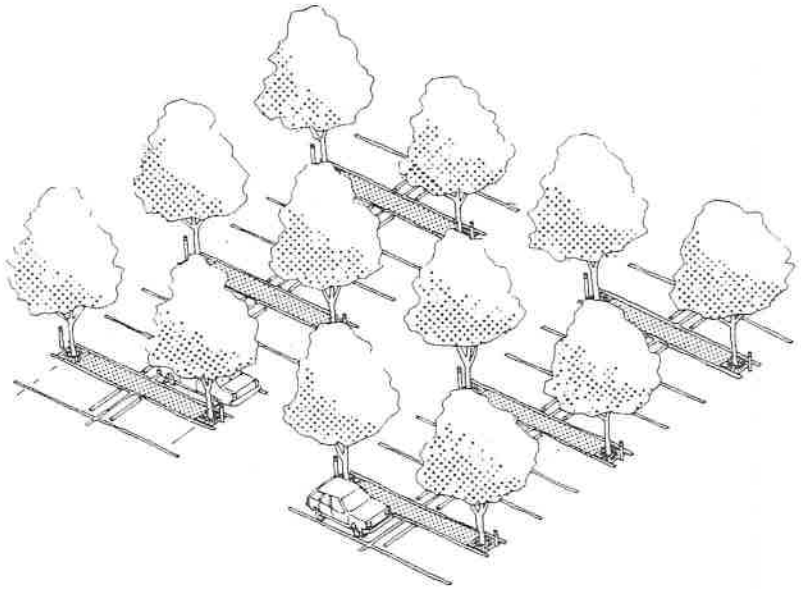
4. **Landscaping in Surface Parking Lots** - should utilize a significant amount of site area and should be designed as an integral feature of the overall site development plan. As noted, "orchard" and/or other non-typical planting design approaches that express the agricultural character of the Napa Valley are encouraged.

   a. **Parking areas should be planted** - with shade trees at a minimum ratio of 1 tree for every 5 parking stalls; higher ratios of trees to parking stalls are desirable.

   b. **"Orchard" tree arrangement** - In general, shade trees should be distributed evenly throughout parking lots to provide shade, enhance visual appearance, particularly as seen from adjacent streets, and screen views from nearby buildings. An "orchard" arrangement – i.e., regularly spaced grid – of trees is encouraged as a Napa Valley landscape approach.

      As illustrated by the diagram on the following page, trees planted toward the rear of parking stalls create a grid rather than rows. This arrangement provides more even distribution of vegetation and shade throughout the parking area.

   c. **Other non-typical planting approaches** - could utilize trellises, columns, walls, and/or arbors with vines, hedgerows, wind rows, or other elements that reflect landscape features of the Napa Valley and reduce the scale and visual impact of parking areas. These elements should be consistent in design and materials with principal building(s) and other site features, and complementary with parking area lighting.



Orchard Planting Diagram

D. SURFACE GRADING - should be minimized to maintain a traditional Napa Valley character of development throughout the Soscol Avenue Corridor. The following guidelines are strongly recommended:

1. **Sheet Drainage** - is recommended from buildings to parking areas and perimeter roadways.

2. **Cross Slopes Should not Exceed 2%** - for walk areas. Slopes for paved areas should be minimized.

3. **Mounding earth** - or "berming" is not recommended. Terracing should be used as an alternative to or in combination with sloped earth areas.

4. **Accessibility Standards** - New development should comply with rules and regulations associated with the federal *American with Disabilities Act,* and with the *California State Accessibility Standards* (Title 24).

SIGNS GUIDELINES

Signs should be more than a way to relay information. They should enhance and project the character of the buildings and businesses they represent. The objective of the signs guidelines is therefore not uniformity. Rather, the guidelines are basic parameters for effective signs that will project the character and quality desired for the Soscol Avenue Corridor and Downtown Riverfront.

A. DESIGN OBJECTIVES

Standards and guidelines for commercial signs reflect the following objectives:

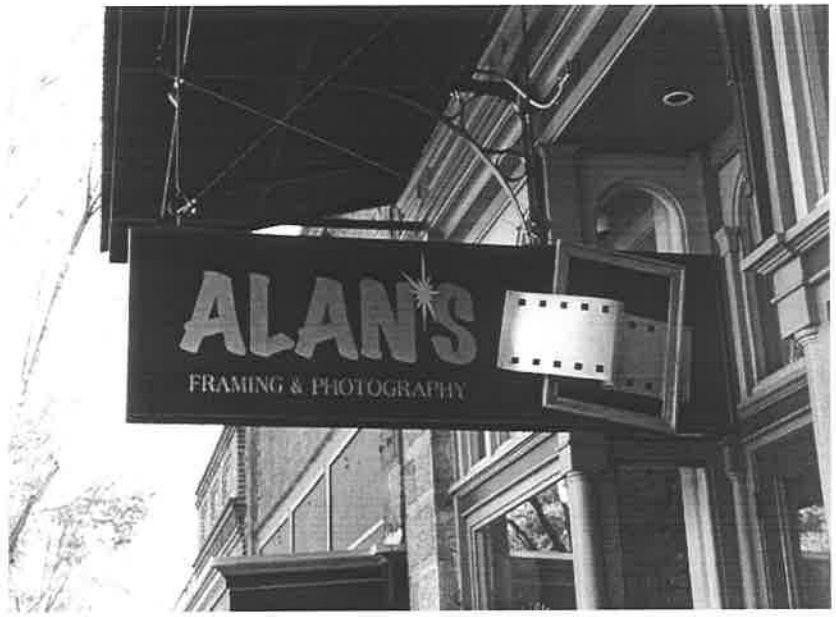
1) **In General, Signs Should be Located on Buildings.** Signs should be mounted on a visible architectural element that relates to an individual business. Lower-level signs should be provided for pedestrians. Signs should be mounted on functional aspects of the building; e.g., a tower may be provided primarily for the purpose of raising signage for visibility, but it should enclose a useable volume, like an atrium.

2) **Signs Should be Proportional to the Size of the Building They Identify.** Signs should be clear and easy to read, but clearly subordinate to buildings. While sign ordinance standards may permit larger wall signs, it is recommended that the sum total of building mounted signs used to identify an individual use not exceed one square foot for each linear foot of business frontage.

3) **Signs Should Be Located on a Building in a Place That is Designed for Them.** Windows are often good for small neon signs, but larger signs should be mounted on recessed wall areas and other architectural features. Wall-mounted signs should not crowd surrounding architectural details, such as windows, pilasters, or trim.

4) **Custom-Lit Signage is Fine, but Internally Illuminated "Canned" Signs Should Not Be Used.** Canned signs look and often are mass-produced, creating a generic appearance. In contrast, neon signs are usually custom made to suit an individual business and lend a sense of character and energy to a retail environment; they are appropriate in the *Downtown Riverfront* area. Non-neon custom-lit signs are recommended for all other subareas, as well as the *Downtown Riverfront*.

5) **Pole-Mounted Signs Should be Removed and Replaced by Architectural Signs.** Pole-mounted signs typically include canned signs, often with designs based on a national marketing image. As described under B.4, below, these signs should be replaced by monument/ architectural signs that reflect the form and materials of the principal building. This will help signs to communicate the City of Napa's design goals and the character of local businesses. Landscaping and architectural lighting should be provided at the base of signs as appropriate.



Figurative signs and symbols are encouraged.

B. RECOMMENDED SIGN TYPES

1. **Flush-Mounted or Painted Wall Signs.**

2. **Projecting Signs** - provided:

   a. **Subareas** - signs are on a pedestrian-oriented street in the *Downtown Riverfront, Oxbow, Central Soscol, or Central Silverado* subareas.

   b. **Clearance** - signs are no less than 8 feet above a pedestrian right of way.

   c. **Location** - signs are not mounted above the first floor.

3. **Awning and Canopy Signs** - Letters and graphics are limited to front-facing surfaces. Lettering sizes and coverage are per the City Sign Ordinance.

4. **Free-Standing Signs** - New pole-mounted signs, canned signs and/or other forms of freestanding signs except for monument signs should not be permitted. Existing pole signs should be removed and replaced by monument signs.

    a. **Monument Signs** - are defined as having a structural base and cap which appears to be as much an architectural feature as a sign. Monument signs should have the same and/or complementary materials and details as the principal building.

    b. **Architectural/Landmark Monument Signs** - may be considered for large, multiple tenant buildings or complexes, provided the sign contains identification for tenants and no additional free-standing signs are located along frontages.

5. **Window Signs** - to a maximum of 20 percent of each window area, provided the signs convey only the business name or logo, are understated and attractive in terms of graphic design and materials (e.g., gilded letters). Bold designs oriented to autos and bright, "day-glow" colors should not be used.

6. **Other:**

    a. **Directory signs or kiosks** - are recommended for private arcades or buildings and should be located in publicly-accessible courts, access ways, or passages.

    b. **Portable signs** - such as menu boards for restaurants, are recommended only in the *Downtown Riverfront* subarea, subject to City of Napa review (and to the restrictions for such signs found in NMC § 15.56.090 B), and are prohibited outside of the Central Business District. Maximum one per business.

C. ARCHITECTURAL COMPATIBILITY - A building's architectural style and overall proportions should guide the design of signs. Building mounted signs should be located on wall areas or architectural features specifically designed for them; these may include recessed wall areas, towers, turrets, or parapets. Free-standing signs should be designed as architectural landmarks that express the design qualities of the building(s) they represent.

Painted window signs should be understated and attractive.

D. DESIGN RECOMMENDATIONS:

1. **Flush-Mounted and Painted Wall Signs** - should align with major architectural elements, such as doors and windows. Ornamental elements, such as moldings, pilasters, arches, transom windows, roof eaves, and/or cornice lines should be used as a frame.

2. **Projecting Signs**

   a. **Proportion** - Projecting signs with vertically-oriented messages should be slender in appearance, with a proportion of at least 3:1, height to width. Projecting signs with horizontally-oriented messages may be rectangular or square in proportion. Signs located below an awning or canopy as a hanging "blade" sign should also be slender, proportioned roughly 3:1 width to height.

   b. **Structural support** - should be an attractive addition to the overall design of the sign and/or building. Ornamental metal is recommended. Wooden supports are appropriate if designed to complement the sign; undetailed, standard-size lumber should not be used.

3. **Awning and Canopy Signs:**

   a. **Length** - Awnings should reflect building bays/storefronts and should not extend more than 50 linear feet without a break.

   b. **Color** - combinations for awning or canopy signs should be simple. Lettering color and background color should contrast for legibility. Bands of color are appropriate for awnings; more complex patterns or textures should generally not be used.

   c. **Location of messages on awnings** - Awnings are primarily for shade and secondarily a location for information. Lettering may appear on the sloped or curved portion, but should not dominate; ancillary information may be located on the valance (front vertical portion).

   d. **Location of message on canopies** - Signs on canopies should be in the form of letters or signboards integrated with the canopy fascia.

4. **Figurative signs** - shaped to reflect the silhouette of a particular object (e.g., a key, a coffee cup) are encouraged. These may be wall-mounted or projecting, but should reflect guidelines for the specific type of sign as listed above.

5. **Architectural Signs** - should generally reflect the form and materials of the principal building(s). However, unique sculptural signs may be considered provided they reflect the materials and/or architectural forms that typify the Napa Valley. Landscaping should be provided around the base of architectural signs as feasible.

6. **Banner Signs** - An exception to City sign standards may be considered for projecting vertical banner signs where it is determined they provide a thematic design element for Downtown Riverfront or Oxbow District buildings. Banner signs should be located above the ground floor, project a maximum of 4 feet, and be a minimum of 8 feet in length to appear as and/or be an extension of building pilasters.

   Ornamental mounting brackets should be provided at the top and bottom of banners; i.e., banners should not swing freely in the wind. Banner signs should have a high level of graphic design and be made of sturdy fabric (e.g., woven canvas or nylon); plastic banners should not be used.

7. **Not Appropriate:**

   a. **"Canned" signs** - are internally illuminated plastic panels in a sheet metal box enclosure. Canned signs use a limited range of colors and lettering types, and tend to have no relationship to the architectural character of the building.

   b. **Illuminated "balloon" awning signs** - are typical for commercial strip areas and should not be used.

   c. **Banner signs** - not consistent with D.6, above.

E. MATERIALS - Recommendations are:

1. **Signboards** - of wood or metal, with painted or engraved letters, or mounted letters of wood or metal.

2. **Silhouette or Figurative Signs** - three-dimensional letters, symbols, and/or ornamental figures made of wood or metal.

3. **Custom Neon** - exterior-mounted on a sign panel or metal support frame, enclosure, or parapet, or interior-mounted behind transom or display windows.

4. **Fabric Awnings** - such as canvas or nylon, with painted or applied lettering; plastic or metal awnings should not be used.

5. **Not Appropriate** - highly-reflective materials or foils.

F. LIGHTING - Recommendations are:

1. **Backlit** - with lighting inside and behind freestanding lettering and/or figurative elements; this does not accommodate illuminated awning signs.

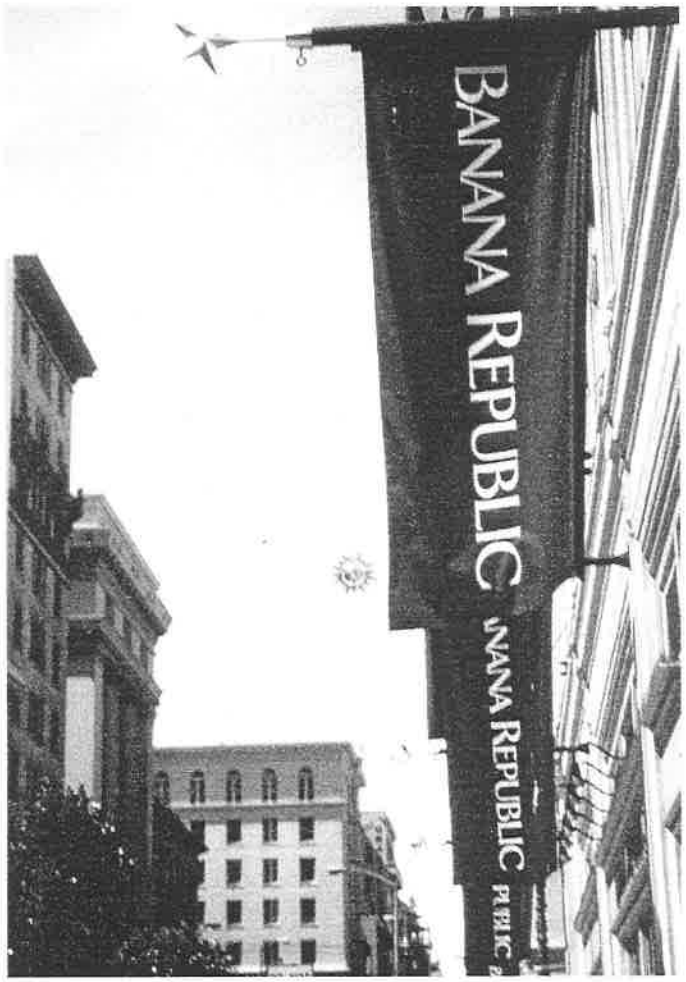
2. **Top or Bottom Lit** - with single or multiple spotlights.

3. **See Lighting Guidelines** - for recommendations on lamp color.

G. SIGN MAINTENANCE - Because signs are meant to be seen, maintenance is especially important.

1. **Paint** - Signs shall be retained in good condition, with touch-up or repainting as needed. Peeling paint should be replaced promptly.

Flush-mounted signs should align with doors and windows.



Banner signs will be considered along the Riverfront.

2. **Repair** - Damaged signs and poles shall be repaired promptly.

3. **Illumination** - Bulbs and fixtures shall be replaced promptly if they burn out or are broken.

4. **Awnings** - Awnings that are damaged and/or faded shall be repaired or replaced promptly.

LIGHTING DESIGN GUIDELINES

A. AREA LIGHTING - Sources for illuminating sidewalks, passageways, parking and rear and side yard areas:

1. **Should be Shielded** - from casting light higher than 15 degrees below the horizontal plane as measured from the light source. They shall not cast light directly into adjacent residential windows; a translucent or optical lens diffuser globe or shield is recommended.

2. **Maximum Mounting Height** - of light sources for pedestrian surfaces should be 14 feet, measured from the finished grade of the area to be lit.

B. ORNAMENTAL FIXTURES - Fixtures not used as primary area lighting mounted with visible light sources:

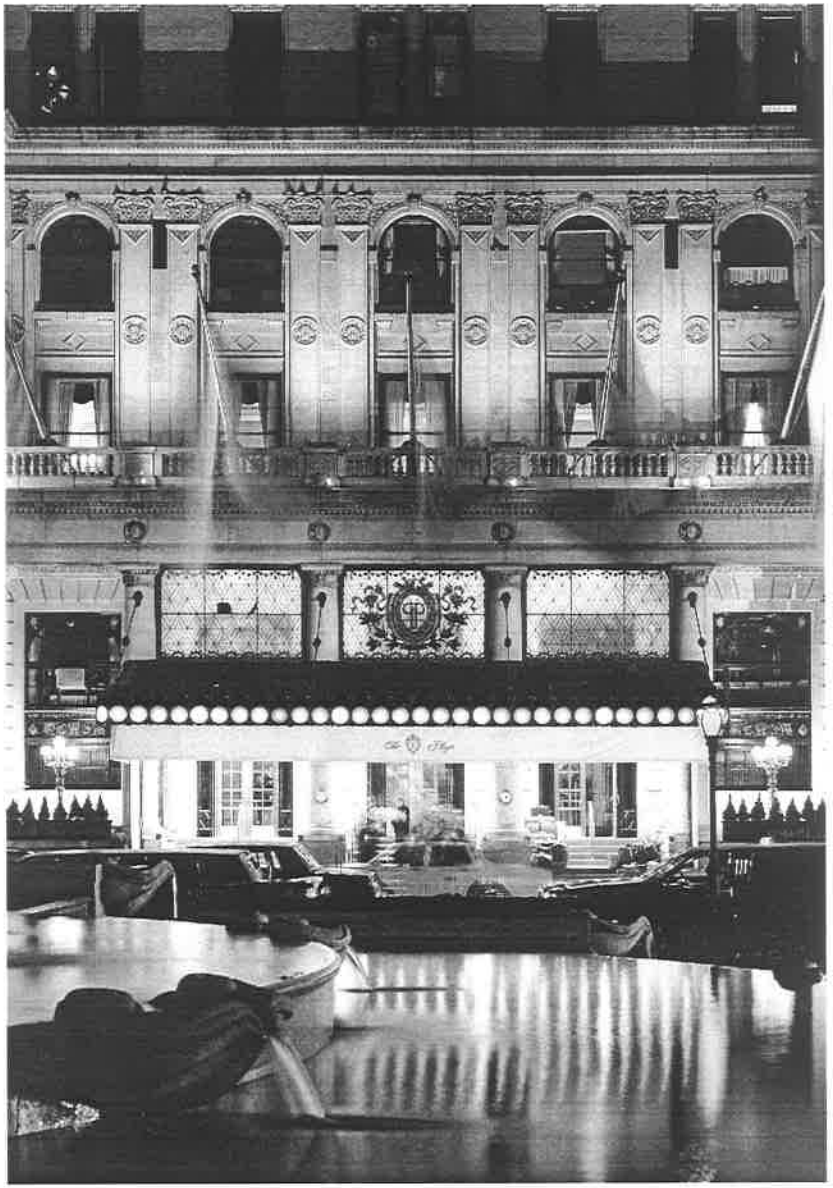
1. **With Clear or No Diffuser** - individual lamp wattage should not exceed 60 watts incandescent, 20 watts fluorescent, or 40 watts high intensity discharge (H.I.D., such as metal halide, high pressure sodium, or mercury vapor lamps).

2. **With Frosted or Optical (fresnel type) Diffuser** - individual lamp wattage should not exceed 100 watts incandescent, 40 watts fluorescent, or 70 watts H.I.D.

C. DESIGN AND MATERIALS - The following recommendations are intended to promote an attractive nighttime environment.

1. **Specialized Professional Assistance** - A good lighting design can make both tenant businesses and buildings highly recognizable and attractive by night, and contribute to the distinctiveness of the district as a whole. The services of a lighting designer are highly recommended, especially for pedestrian oriented and/or high visibility locations.

2. **General Lighting Levels** - Use the minimum brightness for the illumination of large areas. Use brighter light to punctuate and accent important areas such as building entries and special architectural features.



Building lighting should highlight main entrances and accent pilasters, reliefs, and other architectural features.

3. **Recommended Lamp Color/Types** - color-corrected ("white") high pressure sodium (HPS), color-corrected fluorescent, low temperature metal halide (2800 - 3000K), incandescent.

4. **Lamps not Appropriate** - standard ("peach") high pressure sodium, low pressure sodium, standard mercury vapor, cool white fluorescent.

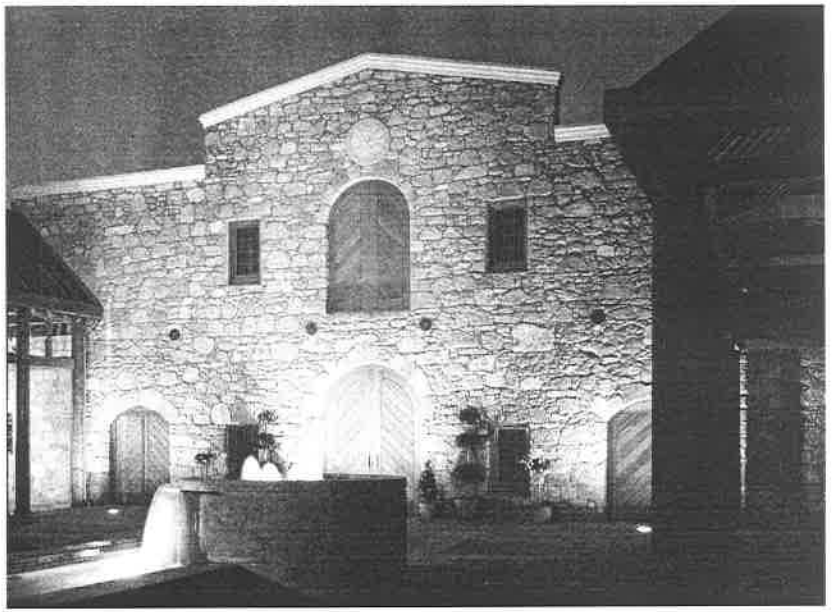
5. **Metalwork** - should be architecturally related to the building architecture. Color and finish of lighting metalwork should harmonize with building metalwork, if any.

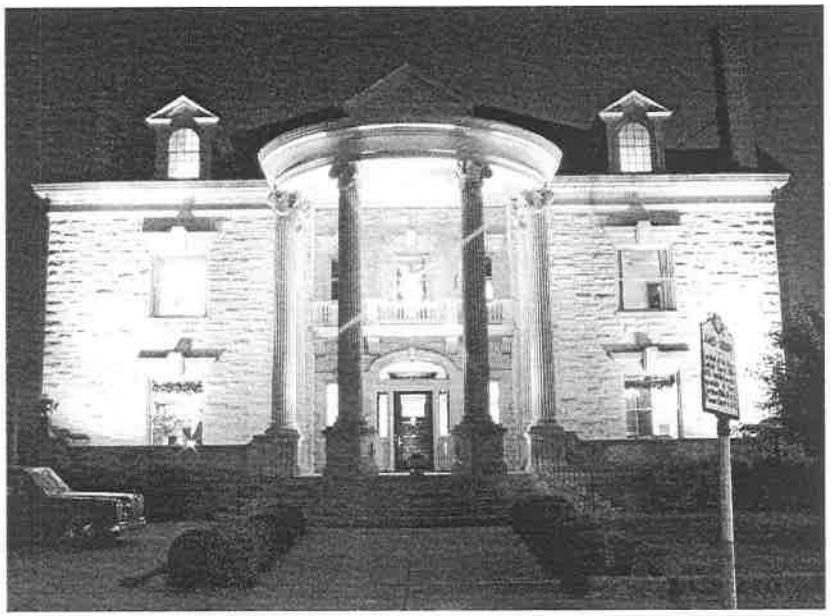
6. **Recommended Globes/Lenses** - clear borosilicate glass globes, clear acrylic globes with optical diffusing (fresnel) patterns, translucent clear (frosted) or white acrylic globes.

7. **Globe Types not Appropriate** - Tinted globes/lenses are not recommended. Polycarbonate globes are subject to yellowing or browning and are generally not recommended.

D. BUILDING MOUNTED LIGHTING - is recommended, particularly in pedestrian oriented and high visibility areas. Building mounted lighting should be designed and placed to accent the building's architectural characteristics. Examples include sconces to flank building entries and/or uplight pilasters, "little whites" to outline awnings or canopies, and floodlights to wash wall areas that contain interesting architectural details and/or relief.

E. PARKING AREAS / AUTO SALES LOTS - Lighting in these areas should reflect the *Lighting Design Guidelines* above and the design objectives for the overall *Guidelines* area. In general, light poles should be relatively short to concentrate rather than diffuse light, and be consistent with A, above. Fixtures should be attractive in design, in character with the principal building/facility, and located to accommodate parking lot landscaping.





Floodlights should be used to wash wall areas that have interesting surface relief.

Chapter IV.

CAPITAL IMPROVEMENT GUIDELINES

IV. CAPITAL IMPROVEMENTS GUIDELINES

A number of capital improvement projects are recommended. These projects will enhance the image of the Soscol Corridor and the Downtown Riverfront, supporting the new investment in buildings and properties that the *Development Guidelines* are intended to shape. Four basic projects are recommended:

1) *Downtown Riverfront Promenade*

2) *Soscol Avenue and Downtown Gateways*

3) *South Silverado Trail Street Enhancements*

4) *Soscol/Silverado Intersection Reconfiguration*

Some of the projects are near term, intended to occur as part of already-planned efforts in the area. The South Silverado Trail Street Enhancements, for example, are intended to be coupled with a future Caltrans repaving project. The Downtown Riverfront Promenade would be incorporated with the Napa River Flood Protection Project. The Soscol/Silverado Intersection Reconfiguration, on the other hand, has been identified as a future project by Caltrans but is not scheduled. The Soscol Avenue Gateway project would need to be scheduled and funded by the City and coordinated with Caltrans. Some portions of the Soscol Avenue improvements near downtown can and should be coordinated with the Flood Protection Project

I. DOWNTOWN RIVERFRONT PROMENADE

The Downtown Riverfront Promenade should be developed as part of the Napa River Flood Protection Project. In conjunction with the Napa River Conceptual Plan and the Army Corps General Design Memorandum, the *Guidelines* provided below are intended to clarify the City's design intentions as the Flood Protection Project proceeds. The City has established an Urban Design Team (UDT) of staff and citizens to coordinate design elements and retained an urban designer to assist with schematic design for several of the components addressed below.

A. RIVERFRONT FLOOD WALLS AND RETAINING WALLS - These walls will be highly visible from the river edges, new bridges, and adjacent buildings. They should be designed as attractive architectural elements. Traditional approaches to detailing should be employed to reflect the design characteristics of Downtown's attractive older buildings.

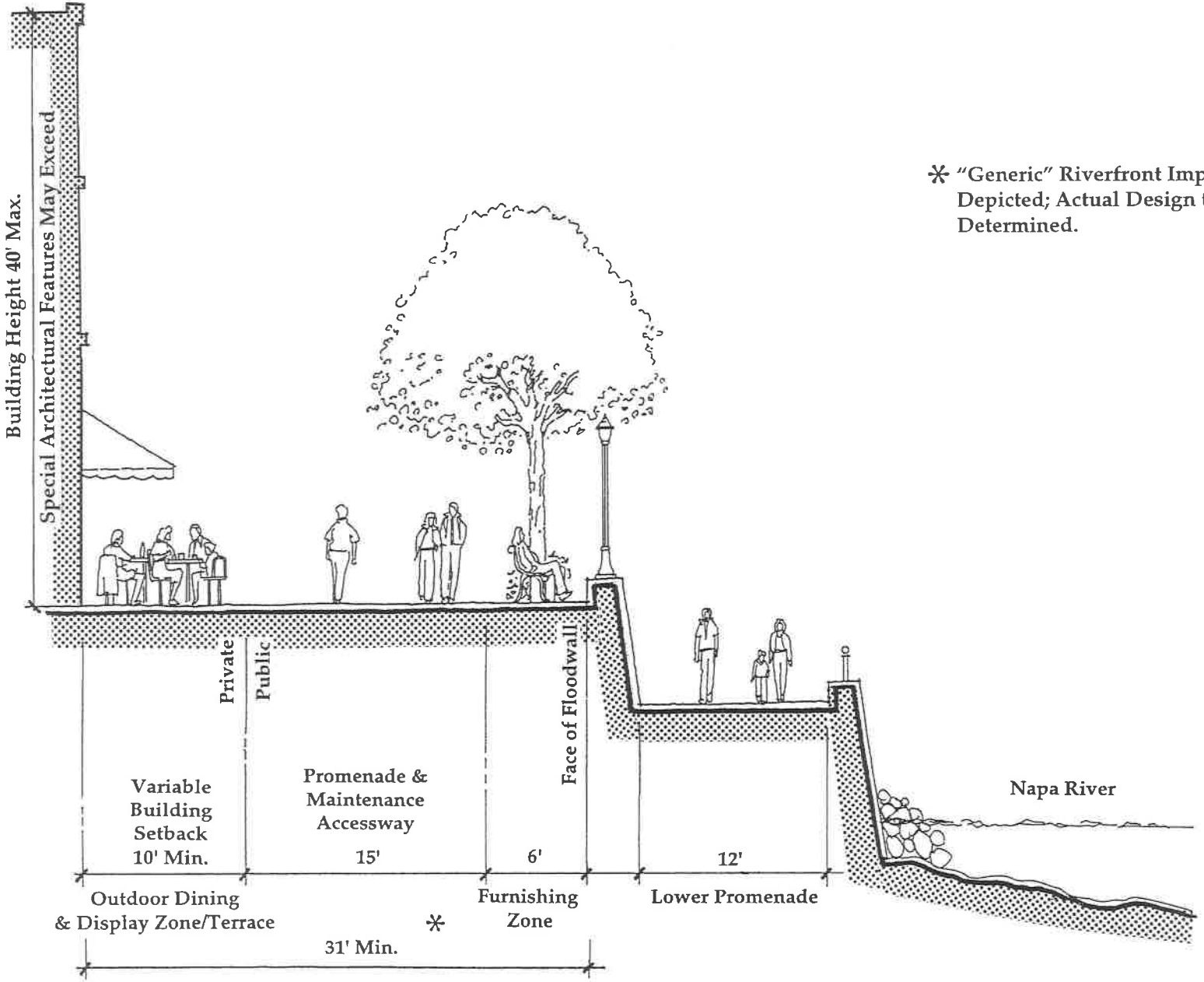
The promenade should include a clear area a minimum of 15' in width, for strolling, low speed bicycling, and special event and emergency vehicle access.

1. **Promenade Edge Fence/Wall** - The top of the flood walls should provide an attractive edge, incorporate integral pedestrian lighting, and masonry and ornamental metal fencing to create a substantial edge that allows views through to the river.

B. PROMENADE PAVING AND FURNISHINGS - The promenade should serve a variety of different purposes — shopping, strolling, outdoor dining, low-speed bicycling, as well as just sitting in the sun. It should be a publicly owned and accessible area that showcases the Napa River and adjacent buildings to best effect, and it should accommodate special events and/or emergency access vehicles as needed.

A design that is simple, flexible, and elegant should be established to complement Downtown Napa's rich architectural heritage. The elements listed below should be included as part of the Promenade design:

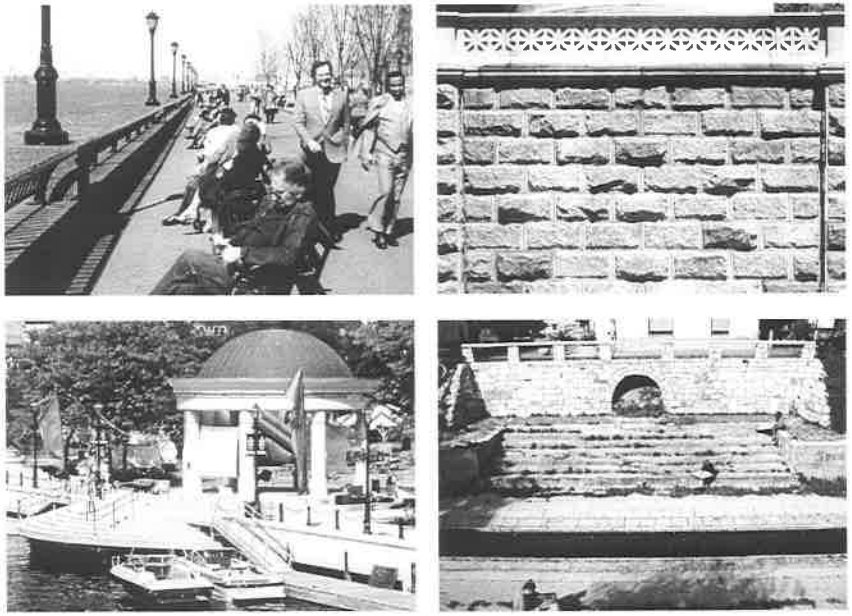
1. **Cross-Section** - A minimum width of 21 feet measured from the back of flood wall is recommended. As noted in the Development Stan-



DOWNTOWN RIVERFRONT

PROMENADE SETBACKS

Deciduous shade trees and pedestrian scale lighting should be installed along the promenade.



In addition to the Promenade, the Napa River Flood Project will incorporate a variety of river related elements. These include new floodwalls, boat docks and river-edge terraces.

dards for the *Downtown Riverfront District*, this area should incorporate the functions listed below and illustrated by the Design Options on the following pages.

a. **Central Promenade** - A clear area a minimum of 15 feet in width should be reserved for strolling, low-speed bicycling, and special event and emergency vehicle access.

b. **Furnishings Zone** - An area a minimum of 6 feet in width should be reserved for shade trees, benches, trash receptacles, and/or other furnishings.

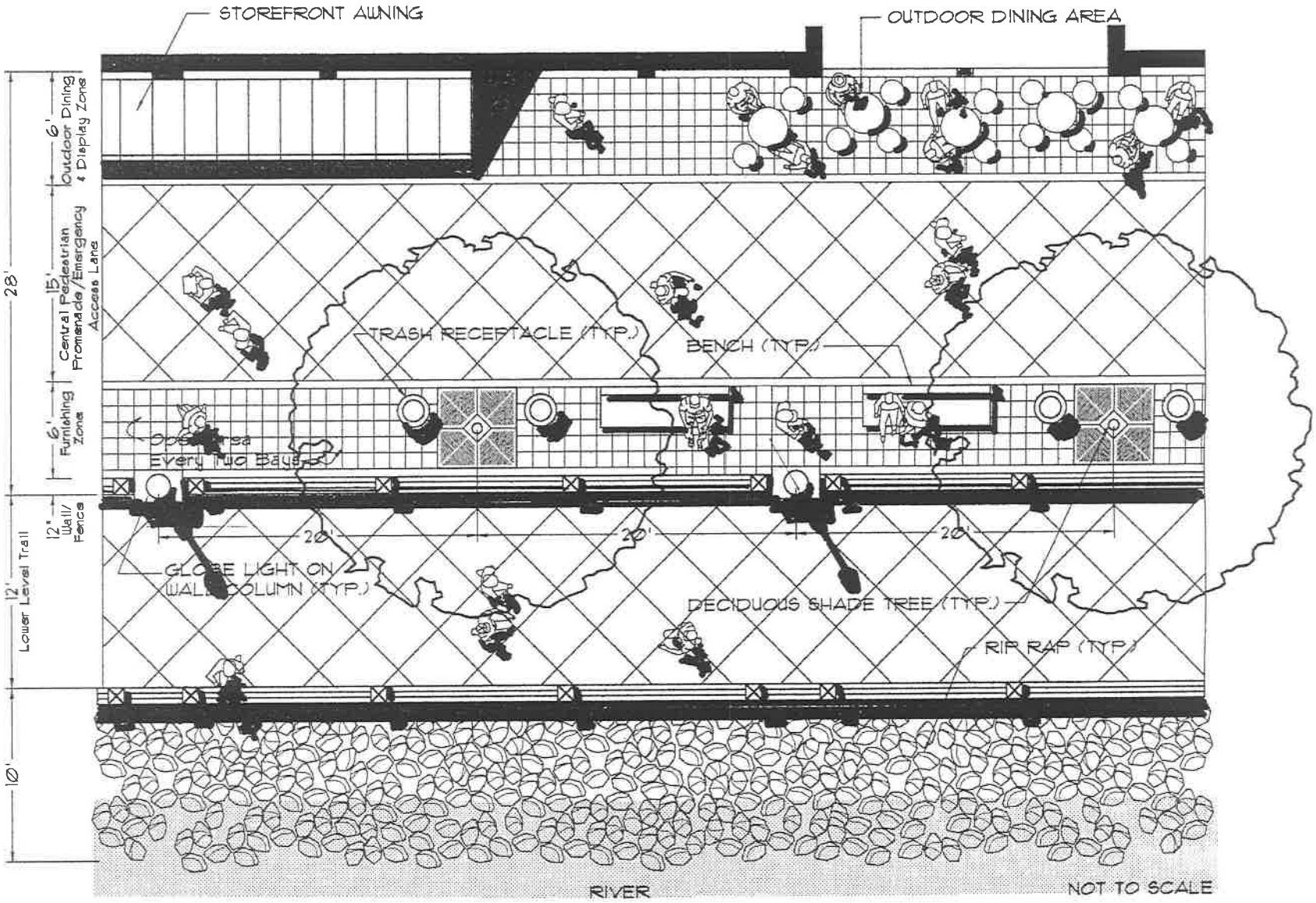
2. **Paving Patterns and Materials** - Paving patterns should be formal and materials simple; a maximum of three materials should be used in combination. Patterns and materials should reflect the two functional areas described above. A large-scale yet subtle pattern is recommended for the Central Promenade; a smaller-scale border pattern and/or material is recommended for use in the furnishings zone.

3. **Furnishings** - Furnishings should be civic in appearance, heavy-duty in construction, and arranged to reflect the relatively formal qualities desired for the promenade. Benches, trash receptacles, lighting and trees, should be arranged to create a series of defined sitting or gathering areas. Open, unfurnished areas should be created at regular intervals to allow groups to stand adjacent to the river edge for setup of special exhibits and displays, and/or to provide maneuvering room for vehicles.

4. **Trees and Lighting** - Deciduous shade trees and pedestrian-scale lighting should be installed at generally regular intervals to define the promenade. Trees should be installed at a relatively wide spacing to maintain views of the river and adjacent buildings. Lights should be installed at a relatively narrow spacing to create a well-illuminated nighttime environment. It is recommended that trees and lights alternate approximately every 25 feet; i.e., trees and lights would be located at 50 feet on center, respectively.

II. SOSCOL AVENUE AND DOWNTOWN GATEWAYS

Soscol Avenue is planned to have a greater role in bringing visitors and residents to Downtown. It is the most direct route into Napa from the East Bay and the Central Valley, and Imola Avenue provides access from Route 29 for



Note: Generic design depicted; actual Riverfront design to be determined.

DOWNTOWN RIVERFRONT

PROMENADE PLAN CONCEPT

Soscol Avenue today.

Medians along Soscol Avenue should be lengthened and widened as feasible, with additional trees and landscaping to create an attractive city gateway.

travelers originating in San Francisco, Marin, and Sonoma Counties. The Napa Valley Expo, the American Center for Wine, Food & the Arts, the Napa Valley Wine Train, and the Downtown Napa commercial district all may be accessed easily from Soscol Avenue.

As noted in the *Introduction*, however, the street today does not create a cohesive, positive impression as an entrance to the city or the Napa Valley. The following design recommendations are intended to create a dramatic entrance to the city, and, combined with the Development Guidelines contained herein, to promote major improvement in the overall character of the street. Design recommendations are illustrated by the sketches on subsequent pages.

A. GATEWAY LANDMARKS - Major architectural and/or sculptural landmarks should be installed adjacent to the intersection of Soscol Avenue and Imola Avenue, and at the intersection of Silverado Trail and Soscol Avenue. Conceptual design options for the Landmarks are provided on the following pages.

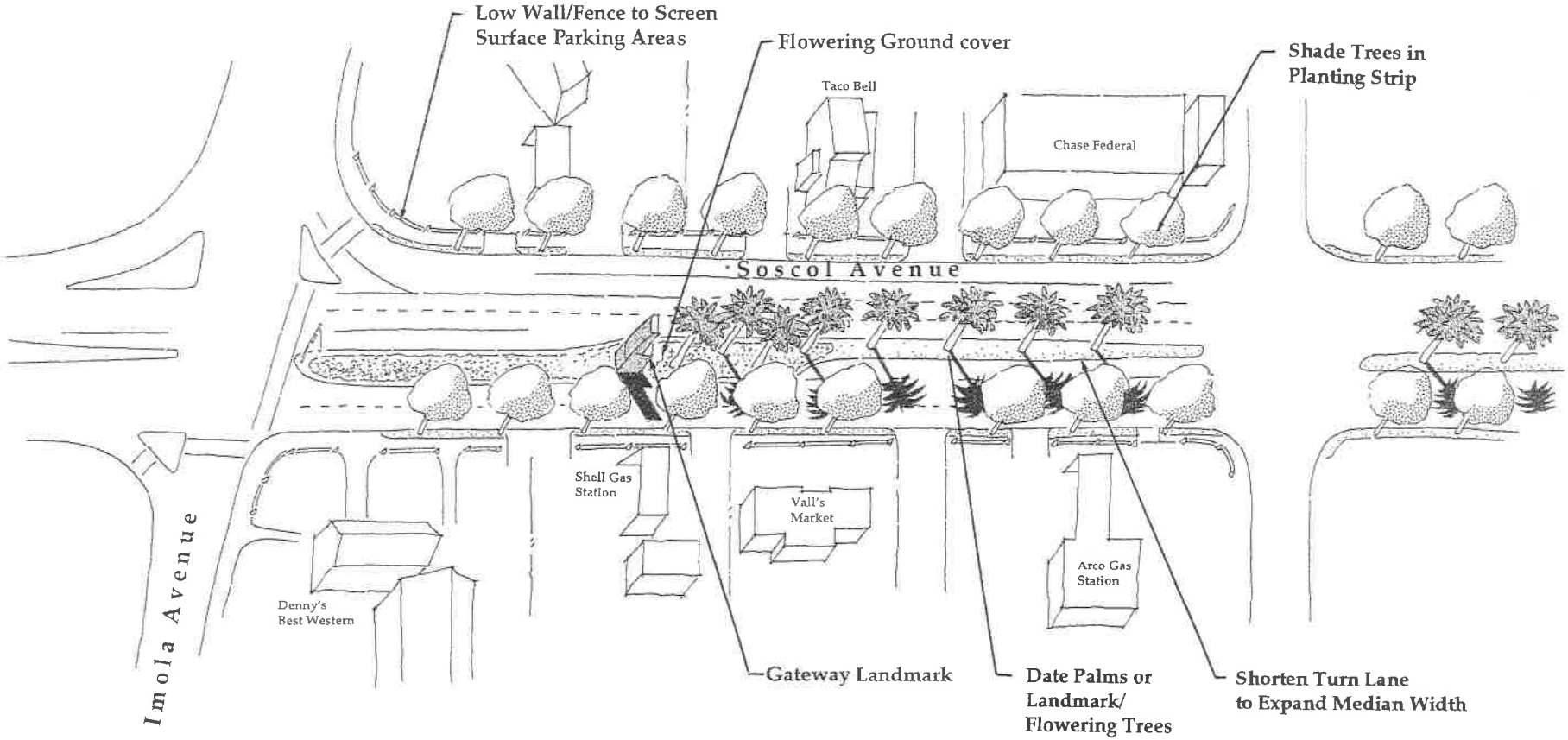
Note: Gateway Landmarks are intended to support the City's directional signage and orientation program, and are not in lieu of signs at described locations.

1. **City Gateway @ Imola** - This landmark should function both as an entrance to the city and an entrance to the Napa Valley. It should incorporate a large pictorial artwork that expresses characteristic Napa Valley activities and/or landscape(s). The artwork should be provided on at least two sides of the landmark so it is visible entering and leaving the city, and could be in the form of bas reliefs of mosaics; painted murals require more frequent maintenance and are not recommended. "City of Napa" lettering should be prominent.

   The size of the gateway should be large enough for it to be clearly visible and dramatic. A height of from 25 to 40 feet and a width of from 10 to 15 feet is recommended, pending Caltrans approval.

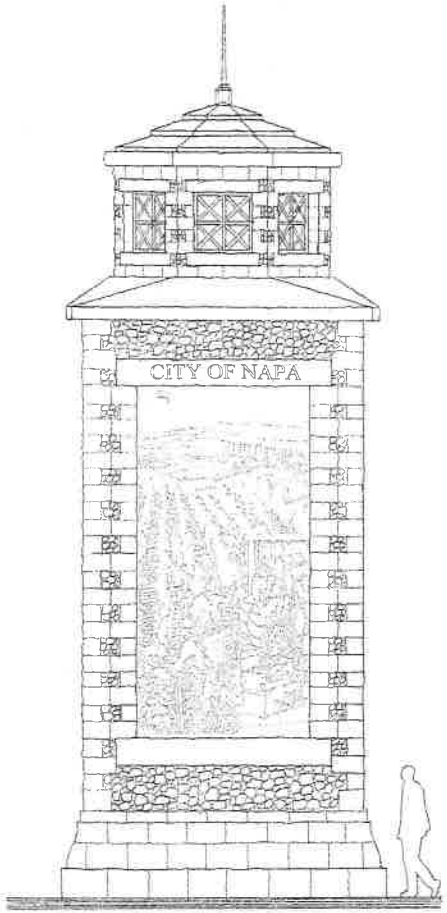
2. **Silverado Trail Marker** - This marker should highlight the terminus of Silverado Trail, the historic highway leading north through the Napa Valley and a major visitor route and destination in its own right. The marker should defer in size and content to the city gateway at Imola, and incorporate directional information; e.g. "to Calistoga."

3. **Downtown/Oxbow District Gateways -** Stone markers, comparable in design yet smaller than the Silverado Trail marker, should be installed at the east and west sides of the Third and First street intersections, with directional information to guide visitors to the Down-

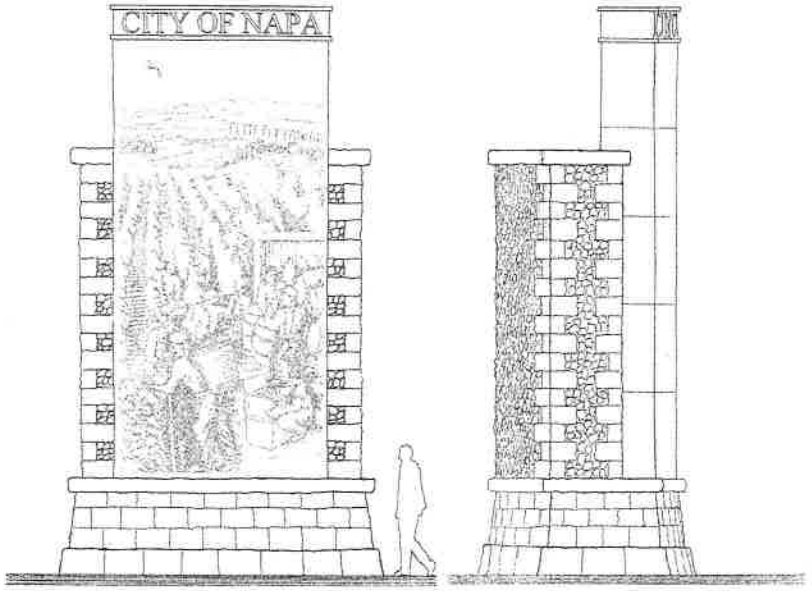


SOSCOL AVENUE

SOUTH GATEWAY CONCEPT

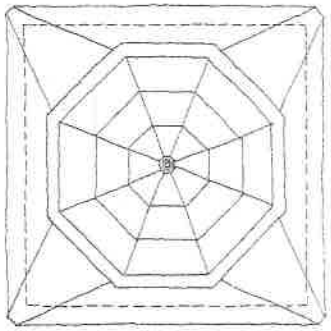


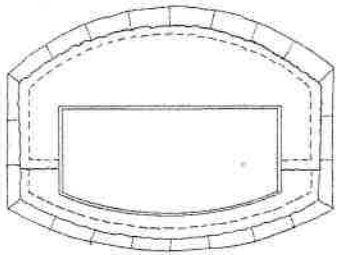
City Gateway w/Relief - Tower

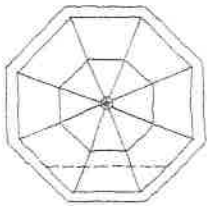


City Gateway w/Relief - Panel

Silverado Trail Landmark



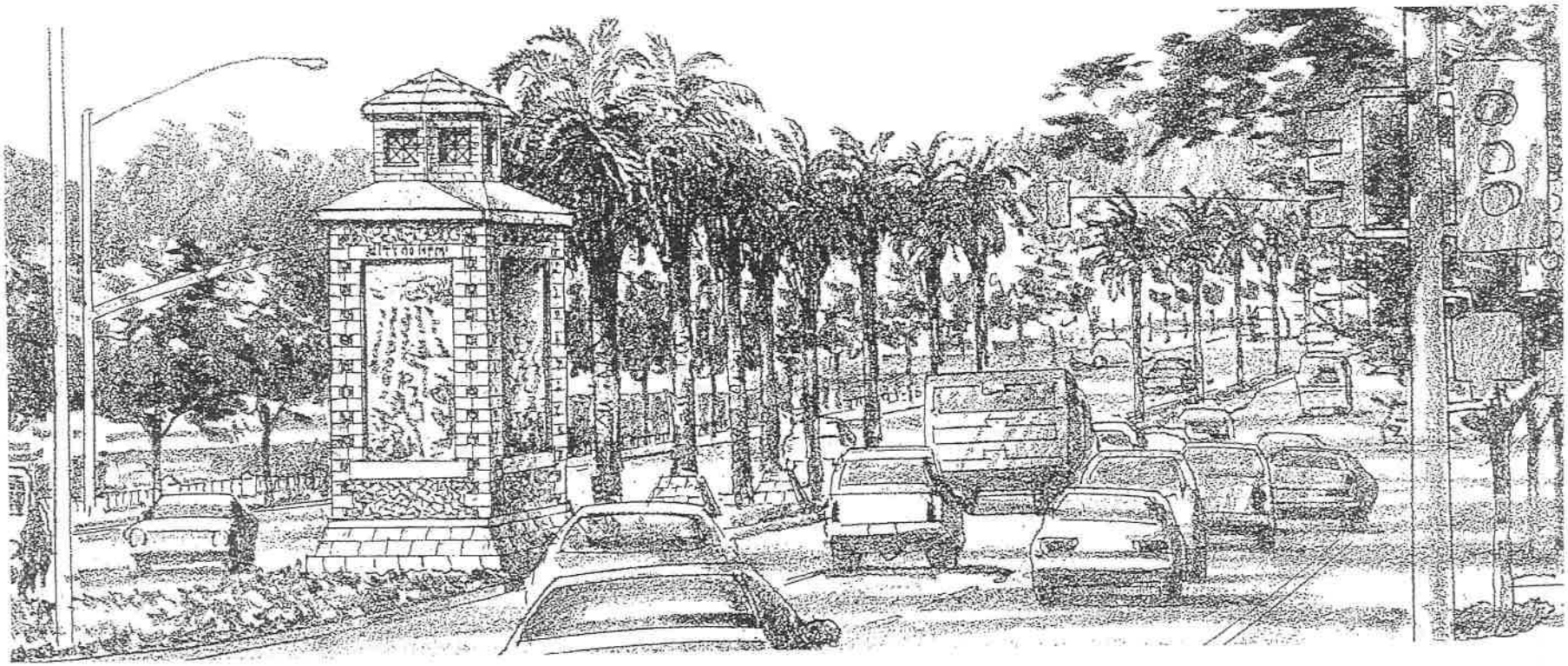




SOSCOL AVENUE & SILVERADO TRAIL

GATEWAY LANDMARK CONCEPTS

Landmark Tower, Date Palms, Stone Cairns



View North from Imola Avenue

SOSCOL AVENUE

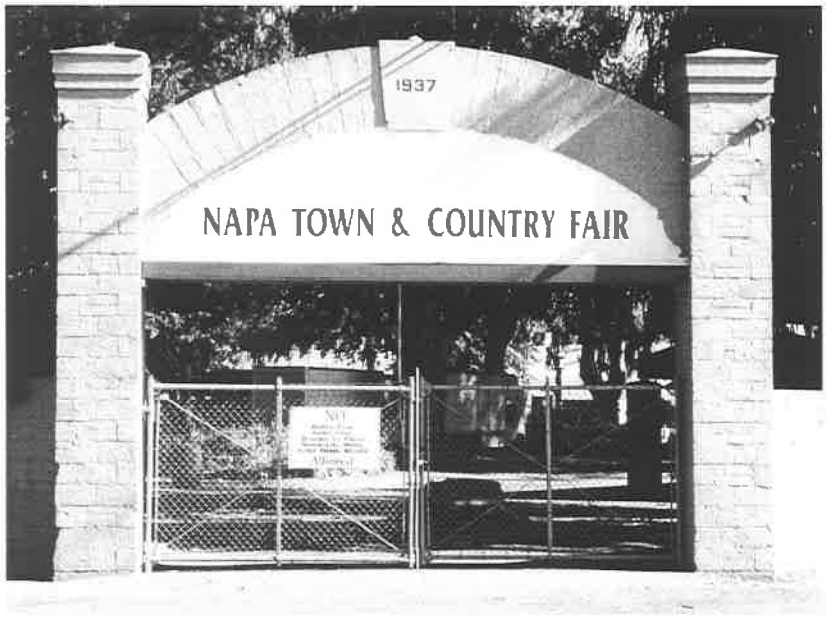
LANDMARK TOWER ILLUSTRATION

Landmark Panel, Shade Trees, Stone Cairns

View North from Imola Avenue

SOSCOL AVENUE

LANDMARK PANEL ILLUSTRATION



Architectural gateways are a traditional design element.

town Napa commercial district, the Napa Valley Expo, the American Center for Wine, Food and the Arts, and the Napa Valley Wine Train.

4. **Materials** - Stone should be the predominant material used for landmarks, consistent with Napa Valley building traditions. Most importantly, stone should appear to be structural, rather than an aesthetic accent.

5. **Lighting** - Wherever feasible, landmarks should have dramatic lighting for overall illumination and to highlight artwork and/or lettering.

6. **Location** - The city gateway should be located within the median adjacent to the Imola Avenue intersection; this location is shown in the "South Gateway Concept" on the second following page. The Silverado Trail marker should be located adjacent to the Silverado Trail intersection.

B. MEDIAN IMPROVEMENTS - Existing medians on Soscol Avenue should be reconfigured to accommodate the city gateway and more extensive and noticeable landscaping.

1. **Lengthening and Widening of Existing Medians** - Existing left turn lanes should be studied by the City of Napa. If they are longer than necessary, as they currently appear, excess area should be incorporated into existing medians to provide more area for planting. Existing paint striped areas, particularly adjacent to the Imola intersection, should be incorporated into existing medians.

2. **New Median(s)** - New medians should be installed along Soscol Avenue. The median should be located within the boundaries of the existing center left turn lane, and be a minimum of 10 feet in width where possible.

3. **Landscape Materials** - should contribute to a dramatic gateway image, yet be simple and reflect the rustic elegance of much of the Napa Valley. Irrigation systems should be installed as part of any new landscape improvements.

   a. **Groundcover/Shrubs** - Native-appearing, flowering groundcovers and/or low-growing shrubs should be installed to replace existing Gazania plantings.

   b. **Median Trees** - A dramatic and traditional "welcoming" tree should be used. Date Palms were historically used to define the entrances to wineries, farms, and residences and are prominent throughout the Napa Valley. However, palms are a controversial tree, often considered to be characteristic of southern rather than northern California. If a different tree is preferred, it should be high-branching and deciduous to allow visibility of adjacent commercial frontages, and consistent with City of Napa "Recommended Tree Species."

   c. **Decomposed Granite Surfacing** - is recommended for frontage planting strips and in select median areas to project a rustic character.

C. STREET FRONTAGES - Broad-headed deciduous shade trees — e.g., London Plane trees — are recommended for street frontages. Trees should be planted at approximately 50 feet on center.

III. SOUTH SILVERADO TRAIL ENHANCEMENTS

CalTrans has plans to pave gravel shoulders and stripe left turn lanes along Silverado Trail. The City has an opportunity to coordinate additional improvements with the Caltrans effort and/or accomplished as part of private development projects. Recommended improvements are described below and illustrated by sketches on the following pages.

A. WALKING PATH - The southerly portion of Silverado Trail lacks continuous sidewalks along either frontage. The westerly frontage includes the Napa Valley Expo and a mixture of commercial and auto-related service and/or storage businesses, and has no walks.

   The easterly frontage has a number of residentially-developed properties with frontage walks, and a number of vacant properties planned for new residential development. A walking path along the easterly frontage is recommended to tie into existing walks and connect new and existing residential areas to the Central Silverado "Village Center" subarea. A walking path is also recommended along the westerly frontage that would link to the Napa Expo site. Paths should be a minimum of 5 feet in width and grade-separated from the adjacent roadway. The material could be asphalt or concrete per Caltrans and City of Napa standards.

B. STREET TREES - Broad-headed deciduous shade trees — London Plane trees — line curbside planting strips in front of residences on the east and the drainage swale along the Expo frontage on the west. Additional trees of the same species should be installed along frontages where they do not exist as part of private sector development and/or public sector roadway improvement projects. These additional trees will provide continuity and help to screen a number of unattractive properties in the area. Trees should be planted at approximately fifty (50) feet on center.

C. LIGHTING - Though residential frontages currently have street lights mounted on utility poles, current lighting levels are low, and area residents have noted that the lack of walks and lighting make the street dangerous for pedestrians and bicyclists at night. Additional lighting should be provided along the east side of the roadway, in conjunction with the walking path. Lights should be installed a approximately 150 feet on center.

Consistent frontage trees are typical of scenic roadways in the Napa Valley.

D. BIKE LANES - CalTrans plans to pave existing gravel shoulders offer an opportunity to establish bike lanes along this popular biking route. Paved shoulders are proposed to be eight feet in width. This is wide enough to accommodate striped bike lanes at a width of 5 feet, the minimum for a Class II bikeway. These lanes should be designated and striped as part of the CalTrans improvement project.

IV. SILVERADO/SOSCOL INTERSECTION RECONFIGURATION

In addition to paving and striping along Silverado Trail, CalTrans is considering reconfiguration of the Soscol Avenue/Silverado Trail intersection. The goal is to eliminate the oblique three-way intersection that exists today and create a four-way intersection that incorporates the extension of Gasser Drive. Existing frontage properties, driveways, and Old Adobe Lane would all be affected by the reconfiguration.