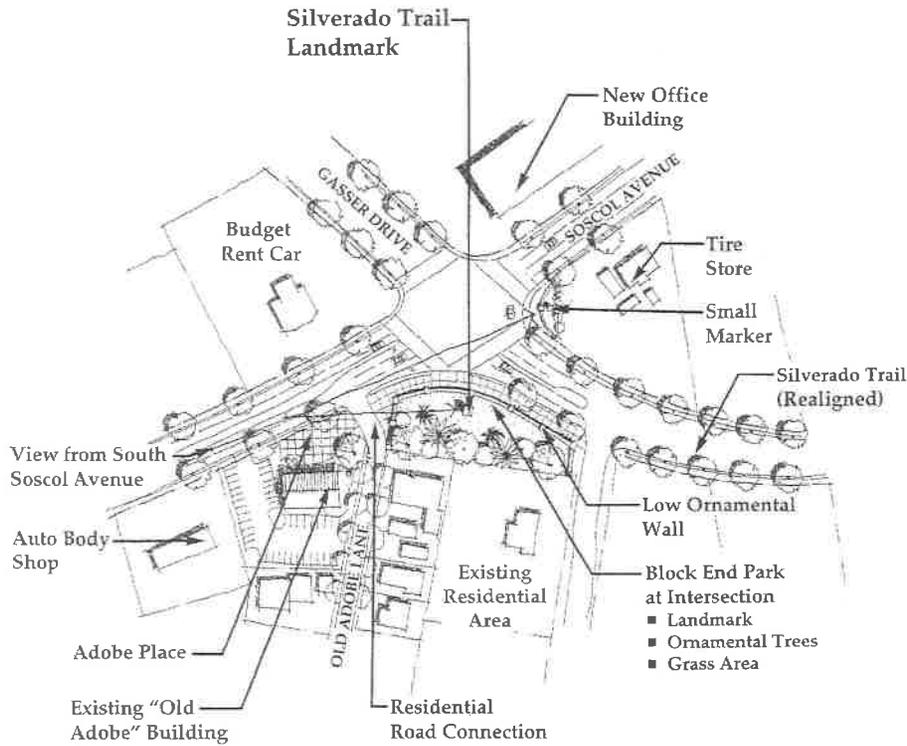


SILVERADO TRAIL

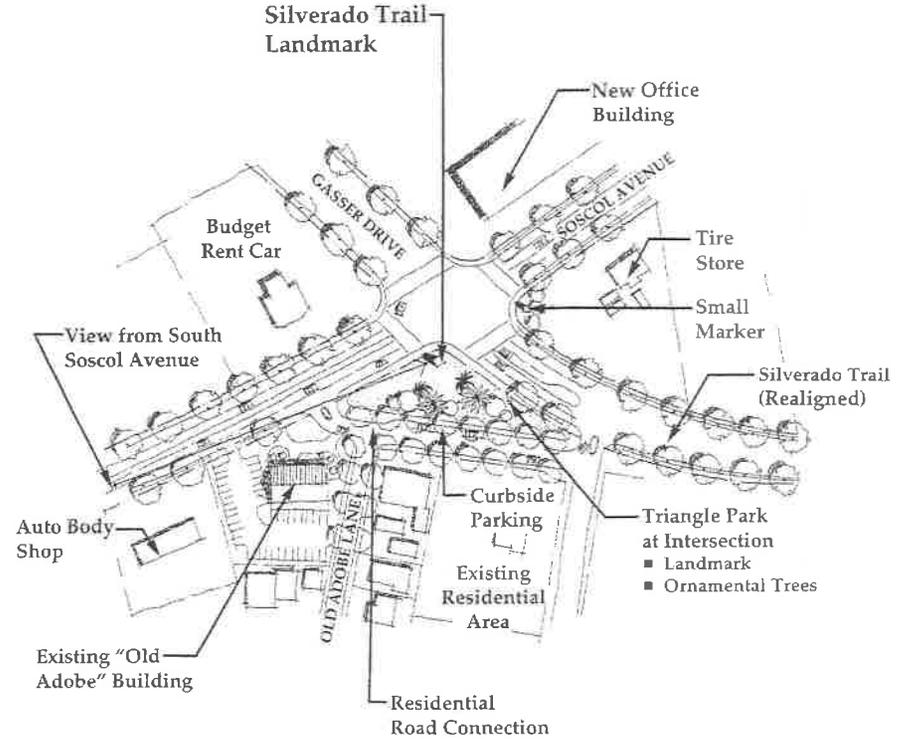
SOUTH SILVERADO IMPROVEMENTS



1. Block End Park

Design options and recommendations are described below. Existing conditions and reconfiguration sketch plan options are illustrated on the following pages. Each option illustrates a different approach to disposition of the excess land that would be created at the southeast corner of the intersection, as well as location of the proposed Silverado Trail Marker. Design Option 2 was preferred by public workshop participants and is recommended.

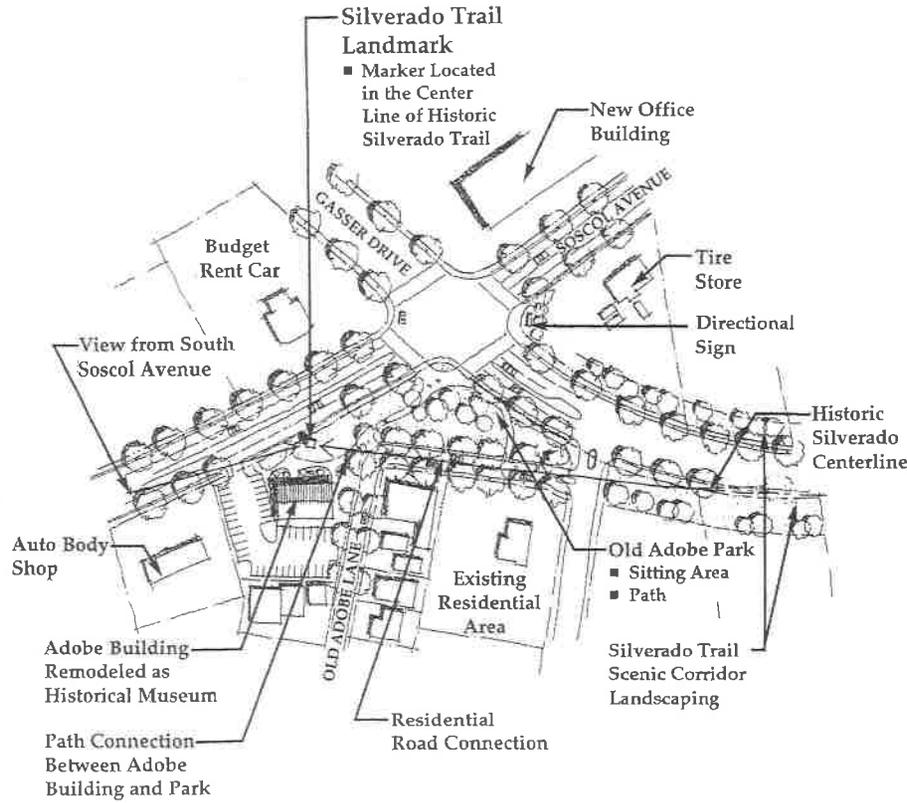
- A. **BLOCK END PARK** - Excess land area remains contiguous with the adjacent residential block. A park is created containing the Silverado Trail Landmark, ornamental trees, and grass, bordered by a low perimeter



2. Triangle Park

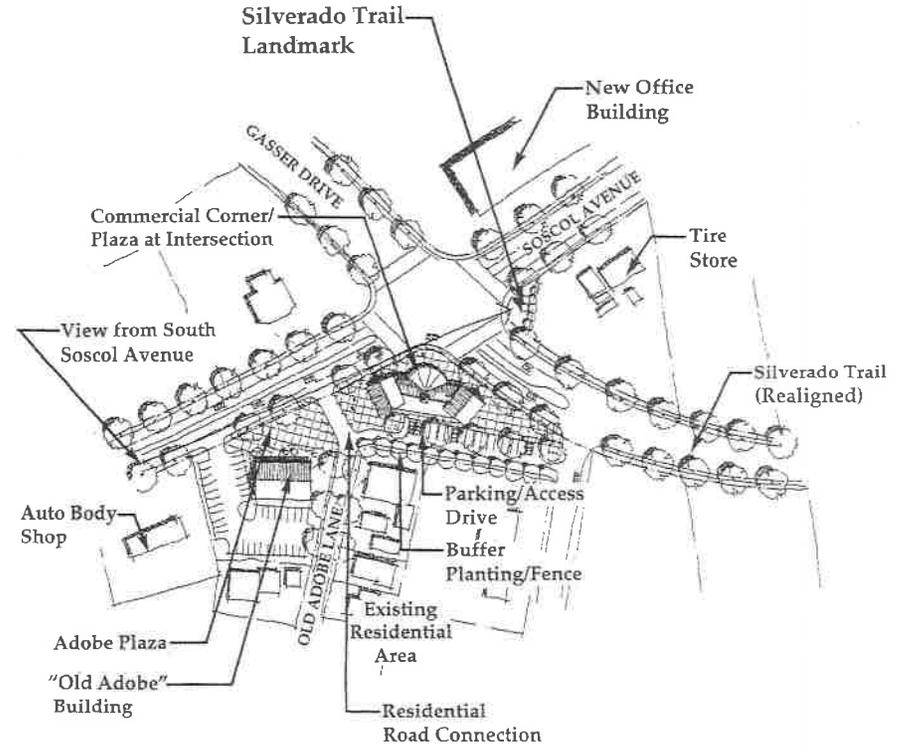
wall. A large corner radius encourages turns from Soscol Avenue to Silverado Trail. The outlet of Old Adobe Lane is shifted from Silverado Trail to Soscol Avenue.

- B. **TRIANGLE PARK** - Excess land area is separated from adjacent residential block by an access road. A freestanding island/park is created, containing the Landmark, ornamental trees, and low native plants. A tight corner radius is provide that creates a more typical intersection configuration than A, above, and allows the Landmark to be closer to the Soscol corner and more visible. The outlet of Old Adobe Lane connects to the access road and both Silverado Trail and Soscol Avenue.



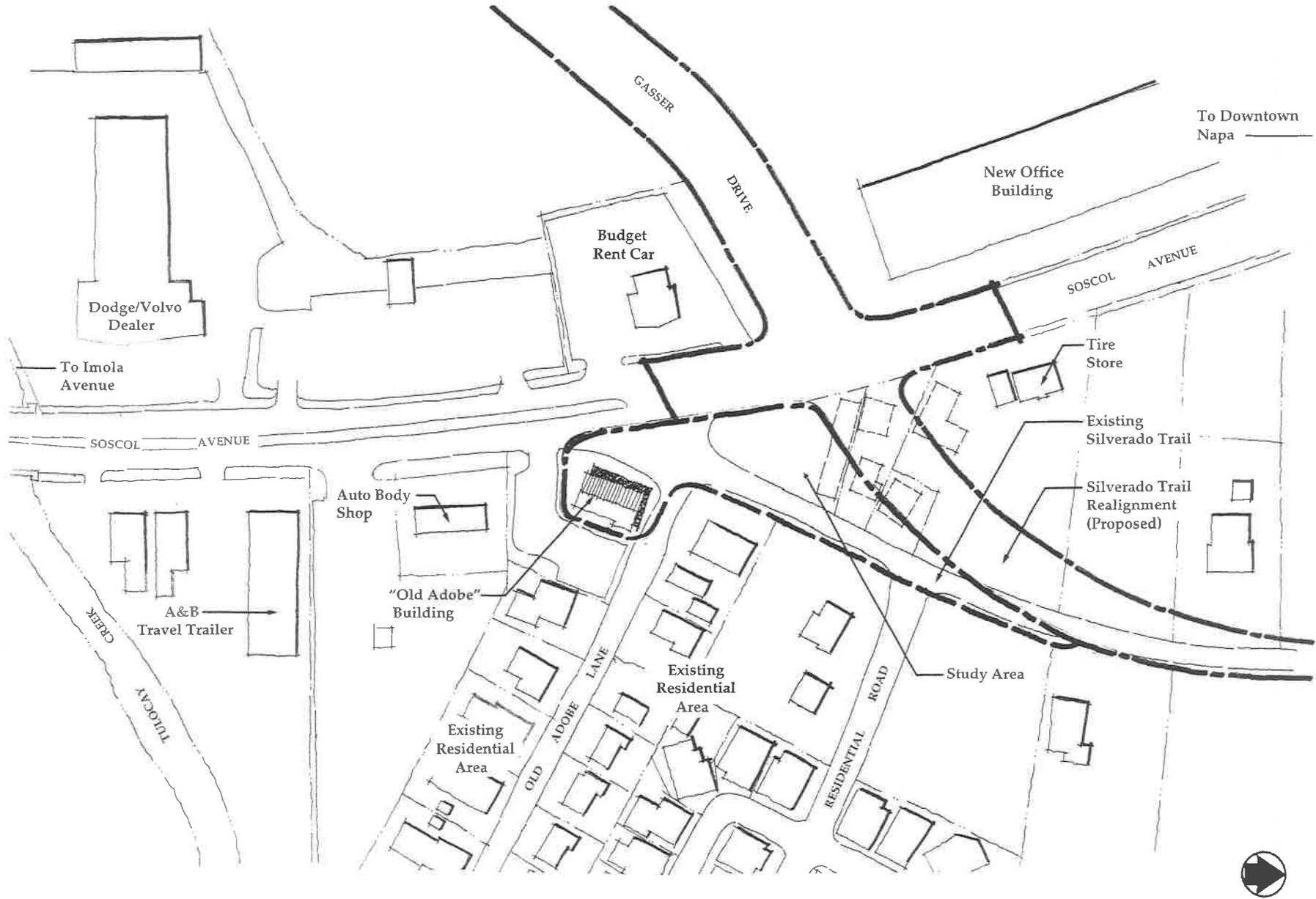
3. Old Adobe Park/Museum

- C. OLD ADOBE PARK/MUSEUM - Excess land area is added to the adjacent Old Adobe property, which is separated from the adjacent residential block by an access road. This option assumes the Old Adobe is redeveloped as a historical site/museum. The Silverado Trail Landmark is located adjacent to the Old Adobe. The outlet of Old Adobe Lane connects to Silverado Trail only.



4. Commercial Corner

- D. COMMERCIAL CORNER - Excess land area remains contiguous with the adjacent residential block. The corner site is developed for commercial/retail use, with parking behind a new commercial building. The Landmark located at the northeast corner of the intersection. The outlet of Old Adobe Lane connects to Soscol Avenue. Parking access is from Soscol Avenue via Old Adobe Lane, and directly from Silverado Trail.



SILVERADO/SOSCOL INTERSECTION
INTERSECTION ALIGNMENT CONCEPT

Chapter V.

ADMINISTRATION

V. ADMINISTRATION

Introduction

The purposes of the *Soscol Corridor/Downtown Riverfront Development and Design Guidelines* (hereinafter called the “*Soscol Guidelines*”) described in more detail in the Introduction chapter include:

- To implement *General Plan* policy which calls for establishment of gateway and scenic corridor design guidelines for public and private development to ensure attractive entrances to the city;
- To take advantage of and plan for land uses and design opportunities created by the Napa River Flood Protection Project;
- To support other city historic preservation and downtown redevelopment efforts; and
- To promote major improvements in the physical character and image of this gateway corridor.

The *Soscol Guidelines* will be applied through an overlay zoning district entitled the “:SC Soscol Corridor Overlay District” The Overlay District will be applied to all properties identified in the *Soscol Guidelines*. The new Overlay District *establishes additional city review opportunities* to assure that new development will provide high-quality design and desirable land uses in the area over time. The Overlay District also provides *greater flexibility* in certain zoning standards, such as zoning height limits and setbacks, to promote the desired design appearance. Compliance with the *Soscol Guidelines* is strongly encouraged; variations will be permitted as long as they aid in meeting the overall goals, objectives, concepts and intent of the document.

Use of the Overlay District and Soscol Guidelines:

Before project planning and design begins, an applicant is urged to meet with City Planning staff to clarify whether and how the *Soscol Guidelines* apply to the property and/or proposed project and to review items that must be submitted for a complete application.

An applicant should first identify whether the project site is covered by the :SC Overlay District, which will be noted on the Zoning Map. If it is, the applicant should refer to the *Soscol Guidelines* and the applicable Subarea section in the Development Guidelines chapter for information on “desired land

uses” and other development program guidelines, such as setbacks, height limits and parking treatment. Next, an applicant should review the Design Guidelines chapter for information related to the type of building planned, as well as for landscaping, sign design, and lighting.

Land Uses

The *Soscol Guidelines* provides a coordinated overview of types of uses that are desired in this gateway area. The Overlay District establishes how these “desired uses” will be reviewed. It should be noted that the area covered by the *Soscol Guidelines* and :SC Overlay District contains several General Plan land use categories and Zoning Districts with different emphases. In some cases, the existing lists of uses in these Zoning Districts will be updated to more closely reflect the 1998 General Plan land uses.

As a general rule: for the site in question, an applicant should review the list of “desired uses” in the applicable Subarea section of the Development Guidelines chapter. Staff should be consulted if there is any question as to the applicable *General Plan* and Zoning designation. If the intended use is listed as a “desired use”, and this use is permitted by the General Plan land use designation and the underlying zoning, then no Use Permit is required.

- If the use is listed as a “desired use”, and is permitted by the *General Plan*, but requires a Use Permit by the underlying zoning, the use will continue to require a Use Permit.
- In the unlikely event the *Soscol Guidelines* lists the use as a “desired use” but it is not permitted by the underlying zoning, City staff will facilitate needed zone changes to accommodate that use.
- If the use is not listed as a “desired use” in the *Soscol Guidelines* but the use is permitted by the General Plan and the underlying zoning, a Use Permit is required to assure that the proposed use will further the goals, objectives and intent of the *Soscol Guidelines*.

Design

- *Architectural Review*: The Soscol Corridor Overlay District provides that a Final Architectural Review Permit will be required for nearly *all* new buildings and project remodels and expansions to facilitate improvement of the area’s design character. (The only exemptions are projects not visible from the street which also involve expansions less than 120 square feet in size). The *Soscol Guidelines* provide the criteria for evaluation of a Final Architectural Review Permit.

To provide this review expeditiously, design review will typically be handled by staff. The Overlay District states that the Planning Director has authority to approve Final Architectural Review of new single-family homes on a lot of record, and residential and non-residential remodels/expansions where the proposed project provides design excellence is consistent with the *Soscol Guidelines*. If consistency is uncertain, or if a "Site Development Plan" is required by another Section of the Zoning Ordinance, the Director would refer the permit to the Planning Commission. There may be other instances where the Director would refer the permit to the Commission at his discretion.

- *Signs:* The :SC Overlay District also extends Sign Permit review to any sign alteration, including changes in sign faces, to improve area signage. Signs which can be approved by staff under Sign Ordinance provisions can continue to be approved at staff level, and signs which require Planning Commission review would continue to require Planning Commission approval. The *Soscol Guidelines* Development and Design Guidelines chapters would provide criteria for review of Sign Permits, in addition to City Sign Code standards.
- *Exceptions to Zoning Regulations:* The *Soscol Guidelines* Development Guidelines chapter contains several specific recommendations to promote improvements to the appearance of this important gateway area. Some of these recommendations require specific exceptions to current zoning standards. For example, exceptions are proposed to permit higher heights in order to encourage gable roofs; and to reduce setbacks to improve/reinforce the appearance of the "street edge". These exceptions provide greater flexibility in order to achieve design objectives. Napa's Zoning Ordinance has long contained certain standards which may be reduced with an Architectural Review Permit. Overlay District exceptions recommended by the *Soscol Guidelines* would also be reviewed as part of the project's Final Architectural Review Permit to assure that they are considered as an integral part of the project review.

Application Materials

Application forms and submittal requirements for Use Permits, Final Architectural Review Permits, Sign Permits and Sign Program Use Permits are available at the City Planning Department office, 1600 First Street, Napa. They can be mailed upon request.

Soscol Corridor: SC Overlay District Ordinance

17.56.010 Purpose

It is the purpose of the :SC Overlay District to encourage land uses and high-quality, creative design which promote major improvements in the physical character and image of this gateway corridor consistent with the goals, objectives, concepts and intent of the *Soscol Corridor/Downtown Riverfront Development and Design Guidelines*, hereinafter referred to as the *Soscol Guidelines*.

17.56.020 Designation.

The :SC Overlay District shall apply to all properties within the area covered by the *Soscol Guidelines*. It may be combined with any principal zoning district used within the *Guidelines* area. Regulations established by the :SC Overlay District shall be in addition to the regulations of the underlying principal zoning district with which it is combined. In the event of a conflict with the regulations of the underlying district, the provisions of the :SC Overlay District shall apply. The :SC Overlay District shall be adopted in accordance with the provisions of Chapter 17.86. The :SC Overlay District shall be shown on the zoning map along with the zoning district with which it is combined and shall be indicated by the ":SC" suffix.

17.56.030 Uses and/or Development within the :SC Overlay District.

A. Uses

To achieve the purposes of the *Soscol Guidelines* and the :SC Overlay District, uses in the :SC Overlay District shall be permitted or require a Use Permit subject to the following rules:

1. Uses which are consistent with the *General Plan* designation, listed as "permitted" in the underlying zone, and which are listed as "desired uses" in the *Soscol Guidelines* shall continue to be permitted uses.
2. Uses which are consistent with the *General Plan* designation and are permitted in the underlying zone, but which are not listed as "desired uses" in the *Soscol Guidelines* shall require a Use Permit.
3. Uses which are consistent with the *General Plan* and are a conditional use in the underlying zone, but which are listed as a "desired use" in the *Soscol Guidelines*, shall continue to require a Use Permit.

4. In approving a Use Permit, in addition to standard Use Permit findings required by Chapter 17.88, the Planning Commission must make the following special finding:

The proposed use helps achieve the goals, objectives, concepts and intent of the *Soscol Guidelines*.

B. Zoning Regulation Exceptions

1. Projects shall satisfy the standard zoning development regulations of the district in which they are located. However, when the goals, objectives, concepts and intent of the *Soscol Guidelines* are better achieved by an alternative standard, an exception to underlying zoning district height and setback regulations may be permitted by the decision-making body. The development standards which may qualify for such exceptions are specifically identified in the *Soscol Guidelines*, Chapter II Development Guidelines.
2. To approve an exception to the underlying zoning district development regulations, the decision making body must make the following findings:
 - a) The exception is necessary and appropriate to achieve the goals, objectives, concepts and intent of the *Soscol Guidelines*; and
 - b) The height, setback or banner exception is consistent with recommendations of the *Soscol Guidelines*; and
 - c) The added building height is needed to provide an appropriate gable or other non-shed sloped roof or above-subsurface parking; or the reduced setback helps reinforce the street edge and improve the appearance of the streetscape; or the banner signs provide an attractive thematic design element for Downtown Riverfront or Oxbow buildings; or the added column or pier height contributes to the architectural design quality of the frontage.

C. Architectural Review

1. All new buildings, structures, and subdivisions shall require Final Architectural Review, including single family dwellings on a lot of record.

2. Project expansions and exterior remodels shall require Final Architectural Review. The only exemption to this review is where the expansion/remodel is not visible from the street or the Napa River and any expansion is no greater than 120 square feet in size.
3. In approving a Final Architectural Review (FAR) permit, in addition to those findings required by Chapter 15.32, the decision-making body must make the following finding:

The proposed building, structure and/or site improvements promote the goals, objectives, concepts and intent of the *Soscol Guidelines*

D. Signs

1. It shall be unlawful for any person to erect, alter (including any alteration of the sign face), or relocate a sign within the :SC Overlay District without first obtaining a permit as required by Chapter 15.56 (Signs).
2. The establishment of a Sign Program in the :SC Area approved by a Planning Commission Use Permit shall provide an alternative to the sign standards contained in Chapter 15.56. Signs within such a Sign Program may be permitted although not conforming to all requirements of Chapter 15.56 in order to achieve aesthetic compatibility of signs within a project, and to allow design creativity consistent with the *Soscol Guidelines*. The Sign Program may allow flexibility in number, type, size and placement of signs.
3. In approving a Sign Permit or a Sign Program Use Permit, in addition to considering the criteria contained in Section 15.56.170, the decision-making body must make the following finding:

The proposed sign or sign program furthers the intent of the sign recommendations in the *Soscol Guidelines*.

17.56.040 Application Required

An application on forms provided by the Planning Director shall be required for a Use Permit, Final Architectural Review and/or Sign Permit.

17.56.050 Permit Procedure

1. Use Permits shall be processed by the Planning Commission as provided in Chapter 17.06 (Administration) and 17.88 (Use Permits).

2. Exceptions shall be processed as part of the Architectural Review Permit or Sign Program Use Permit to assure they are considered as an integral part of the project review.
3. Architectural Review Permits shall be processed as provided in Chapter 15.32 (Architectural Review) and in accordance with the following provisions:
 - a) The City Council delegates to the Planning Director approval of Final Architectural Review Permits including any exceptions related thereto for new single family homes on a lot of record, and project expansions and remodels where the proposed project provides design excellence consistent with the purpose of the :SC Overlay District and the goals, objectives, concepts and intent of the *Soscol Guidelines*. Notice of the Planning Director's action shall be published in a newspaper of general circulation and provided to owners of adjacent properties and to the Planning Commission.
 - b) The Planning Director may refer any Final Architectural Review Permit to the Planning Commission for review and determination.
 - c) The City Council delegates to the Planning Commission approval of Final Architectural Review Permits, including any exceptions related thereto, for new structures, buildings and subdivisions, except development that requires a noticed public hearing by the City Council.
 - d) Any decision may be appealed to the City Council pursuant to Sections 15.32 or 17.06 of the Municipal Code.
4. Sign Permits or Sign Program Use Permits shall be processed as provided in 15.56 (Signs) as clarified by Section 15.56.030. D of this Chapter.

ACKNOWLEDGMENTS

Napa City Council

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Harry Martin, Vice Mayor
Joann Busenbark
Jill Techel
Ray Sercu

Napa Planning Commission

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James Krider, Vice Chair
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**In addition to the individuals noted above, thanks to all
Public Workshop participants.**

**Development Guidelines:
Central Silverado Trail**

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.*

Guidelines Intent: Given this subarea's central location relative to surrounding residential areas, its proximity to First Street and Downtown, and its existing mix of development, Central Silverado should be a pedestrian-oriented village center that complements the scenic corridor character desired for Silverado Trail as whole. A variety of smaller scale retail, service, office and residential uses are encouraged. Buildings should be close to and face the street and have a pedestrian orientation, with parking to the side and rear.

A mix of pitched and parapet roofs, stone building accents, and highly visible street-facing main building entrances are recommended for all buildings. Parking should be 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 along streets, and more thoroughly as needed adjacent to residential uses. Existing pole-mounted signs should be removed and replaced by monument signs and/or building-mounted signs that reflect a traditional Napa Valley character.

Significant new development is anticipated on vacant properties north of First Street. Projects there should be of a distinctly high design quality, capitalizing upon the adjacent river and historic character of Silverado Trail. Attractive pedestrian and auto connections to First Street should be provided. New hotels, retail, residential, and other development forms compatible with that nearby or which provide continuity and an economic anchor for the area are encouraged.



Central Silverado should be a pedestrian oriented village center.

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.



SUBAREA MAP

CENTRAL SILVERADO TRAIL

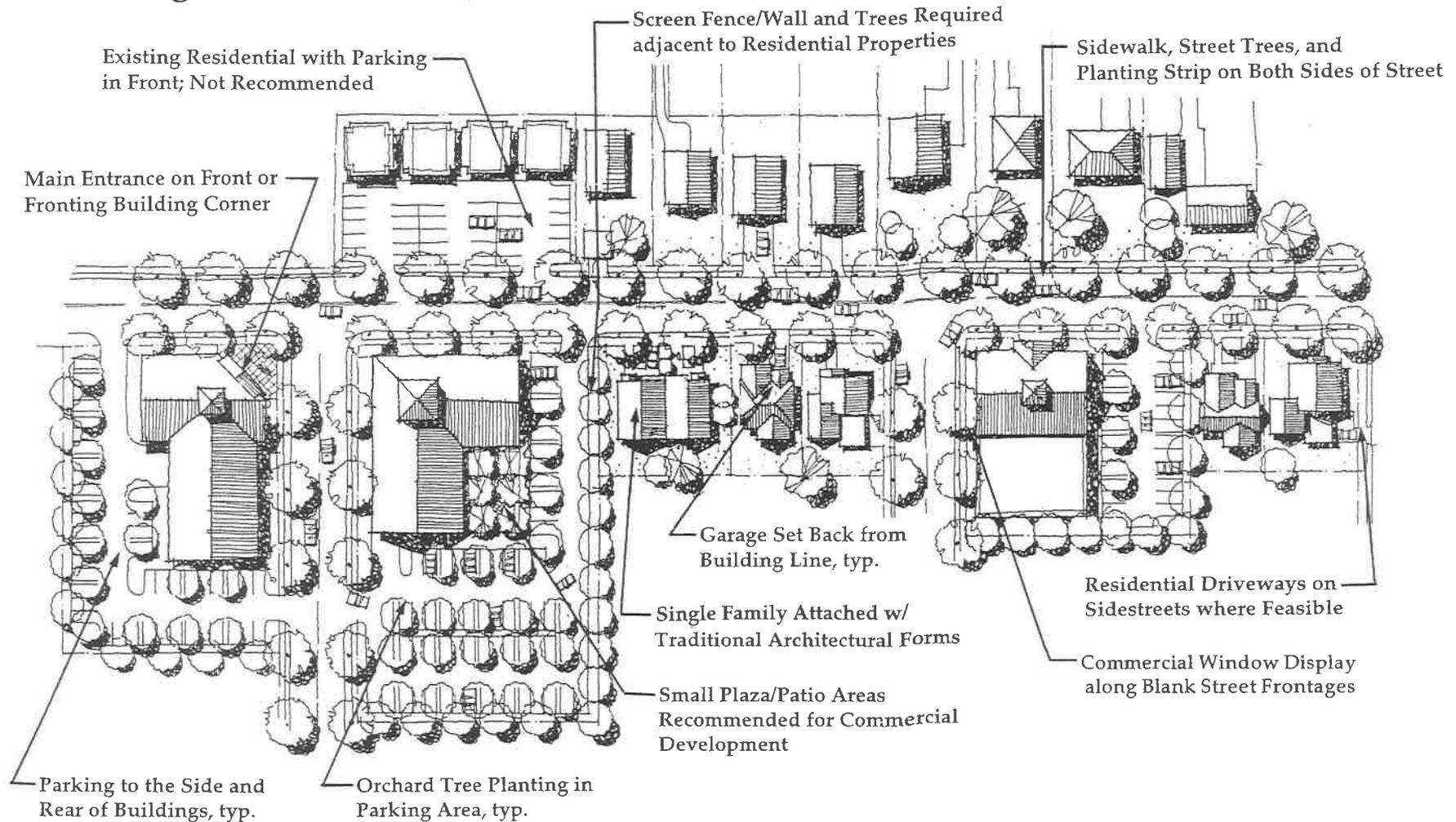
1. **Business Services**
2. **Building Materials Sales (indoor)**
3. **Health Clubs**
4. **Hotels and Bed and Breakfasts**
5. **Mixed Use: Retail/Office/Residential** - Ground floor frontage retail is recommended.
6. **Offices: administrative, business, and professional**
7. **Offices: medical, dental**
8. **Personal Services**
9. **Residential**
10. **Restaurants**
11. **Retail Sales** - especially uses such as food stores, specialty food stores, drugstores, apparel stores, as well as hardware stores and other building materials as listed above.

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 underlying zoning standards (typically 30 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.
 2. **North of Clay Street** - buildings taller than two stories (up to 40 feet) may be appropriate to take advantage of the river frontage and the larger vacant properties in the area.
- B. **MINIMUM BUILDING HEIGHT** - A minimum height of 20 feet is recommended to help define the street edge.
- C. **FRONT SETBACKS: NONRESIDENTIAL** - and including mixed use projects. An intent of the *Guidelines* is to locate buildings closer to the street to help spatially define the streetscape.
 1. **Minimum Setback** - Zoning requires a 15 foot minimum front setback, however the *Guidelines* encourage reduced setbacks to 0 feet to promote a pedestrian-oriented village streetscape, except along the west Silverado Trail frontage where a 24 foot setback is required as a Caltrans reserve for future widening.
 2. **Maximum Setback** - Maximum setbacks should be no more than 15 (or 24) feet, unless buildings are part of a multi tenant project with a building frontage within 5 feet of the recommended setback area.
 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** - Projects with frontages on two streets should treat *both* street frontages as front setbacks. Safe driving visibility in accordance with City standards must be maintained at intersections.
 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.
- D. **FRONT SETBACKS: RESIDENTIAL**
 1. **Typical Zoning Setbacks** - of 20 feet should be maintained to provide adequate clearance from heavy traffic.
 2. **Special Architectural Features** - such as entrance porches, porticoes, canopies, and/or other features are encouraged.
 3. **Minimum Landscaping Area** - 60% of the front setback area should be retained for landscaping; i.e., not dedicated to automobile driveways or parking.

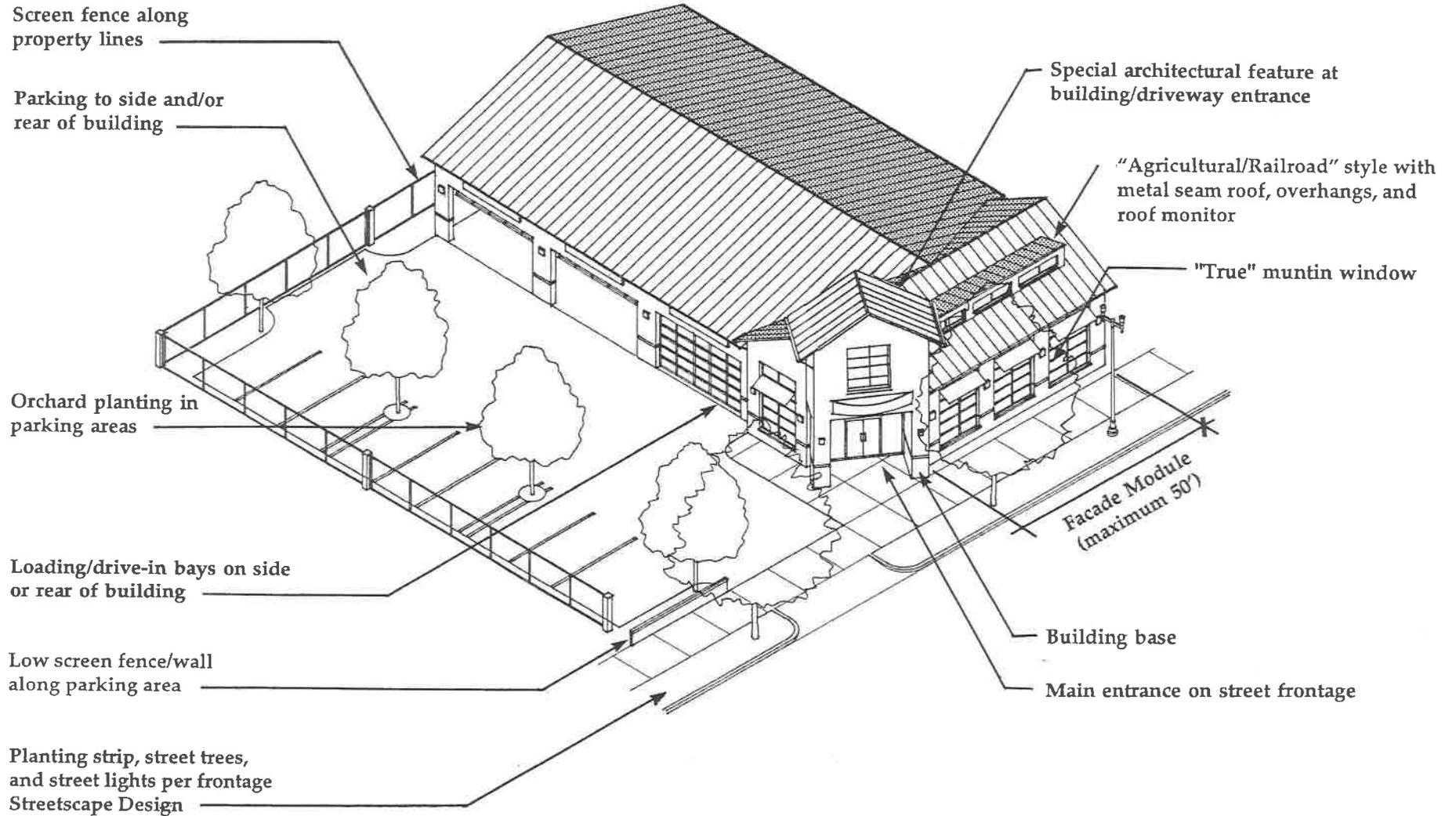
Mixed Village Center Development



PROTOTYPE ILLUSTRATION

CENTRAL SILVERADO SUBAREA

Development Guidelines - Auto Services, Retail



PROTOTYPE ILLUSTRATION - SOSCOL AVENUE & SILVERADO TRAIL

COMMERCIAL DEVELOPMENT

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 frontage and/or sidewalks to the main building entrance; i.e., pedestrian access to building entrances should not require walking in driveways and/or between parking spaces.
 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 curb cut widths are 15 feet for a one-way driveway and 25 feet for a two-way driveway.
 - 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 five (5) feet from adjoining properties.
 - f. **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.*
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 not recommended.
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. FRONTAGE IMPROVEMENTS

1. **New Development/Redevelopment** - should install curbside planting strips and frontage sidewalks where they do not exist.
2. **Improvements Should Include** - A curbside planting strip 5 feet in width and sidewalks (conforming to existing sidewalks where they have been installed) should be provided. Deciduous street trees should be planted in the strip at a maximum spacing of 30 feet on center.
3. **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.



Attractive porches, porticoes, canopies and other special architectural features are encouraged for residential buildings.



Surface parking lots should be screened with an attractive low wall or fence.

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

IV. BUILDING DESIGN

- A. **NEW BUILDINGS** - in this subarea should meet Objectives as described, and the Design Guidelines for the type of building proposed.
- B. **RESIDENTIAL ADDITIONS** - to historic homes should be designed to be architecturally compatible with the original structure. The *Design Guidelines for the Napa Abajo/Fuller Park Historic District*, April 1998, contains design standards entitled "Rehabilitation Guidelines for Historic Properties" that should be referenced. New residential buildings and remodels in the vicinity of historically significant buildings should also be compatible with their historic character and scale. Duplex structures should be designed to appear to be single-family homes.

V. RIVER EDGE DESIGN

River edge conditions within the Central Silverado subarea typically include a band of riparian vegetation. Over the next decade, the Napa River Flood Protection Project will construct a floodwall along this edge. 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 for landscaping and emergency vehicle access.

- E. SPECIAL PROPERTY FEATURES - Assessor’s Parcel Numbers 45-090-13 and 45-100-01 (Giovannoni property) are currently in the floodway. The property was redesignated from residential to visitor commercial in the late 1980’s as part of an areawide rezoning to keep residential out of the floodway. It was annexed to the City in 1990. There is no direct access to the site. The Napa River Flood Protection Plan identifies this property as one of several which would not receive 100-year flood protection. Because of the special conditions associated with this parcel it has not been included in the Design Guidelines area. However, should a development application be submitted which includes this parcel, consideration should be given to incorporating the intent of the Design Guidelines in design of a project and river edge treatments.



The rear, river-facing side of buildings should be attractive, and provide direct pedestrian access to the river.

**Development Guidelines:
North Silverado Trail**

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.*

Guidelines Intent: This subarea is significantly less visibly developed than South Silverado, and the wooded frontage and scenic corridor qualities desired are more intact. Buildings and parking areas should be set back behind relatively wide landscaped or preserved wooded areas. Continuous street side plantings of London Plane trees, similar to the Expo frontage, should be provided as well. If feasible, continuous frontage walks and pathways should be provided to connect new development (particularly residents in new residential development projects) to the Central Silverado “village center” and Lincoln Avenue commercial center.

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 or other non-typical/ agricultural 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.

I. LAND USE

Note: See General Plan.

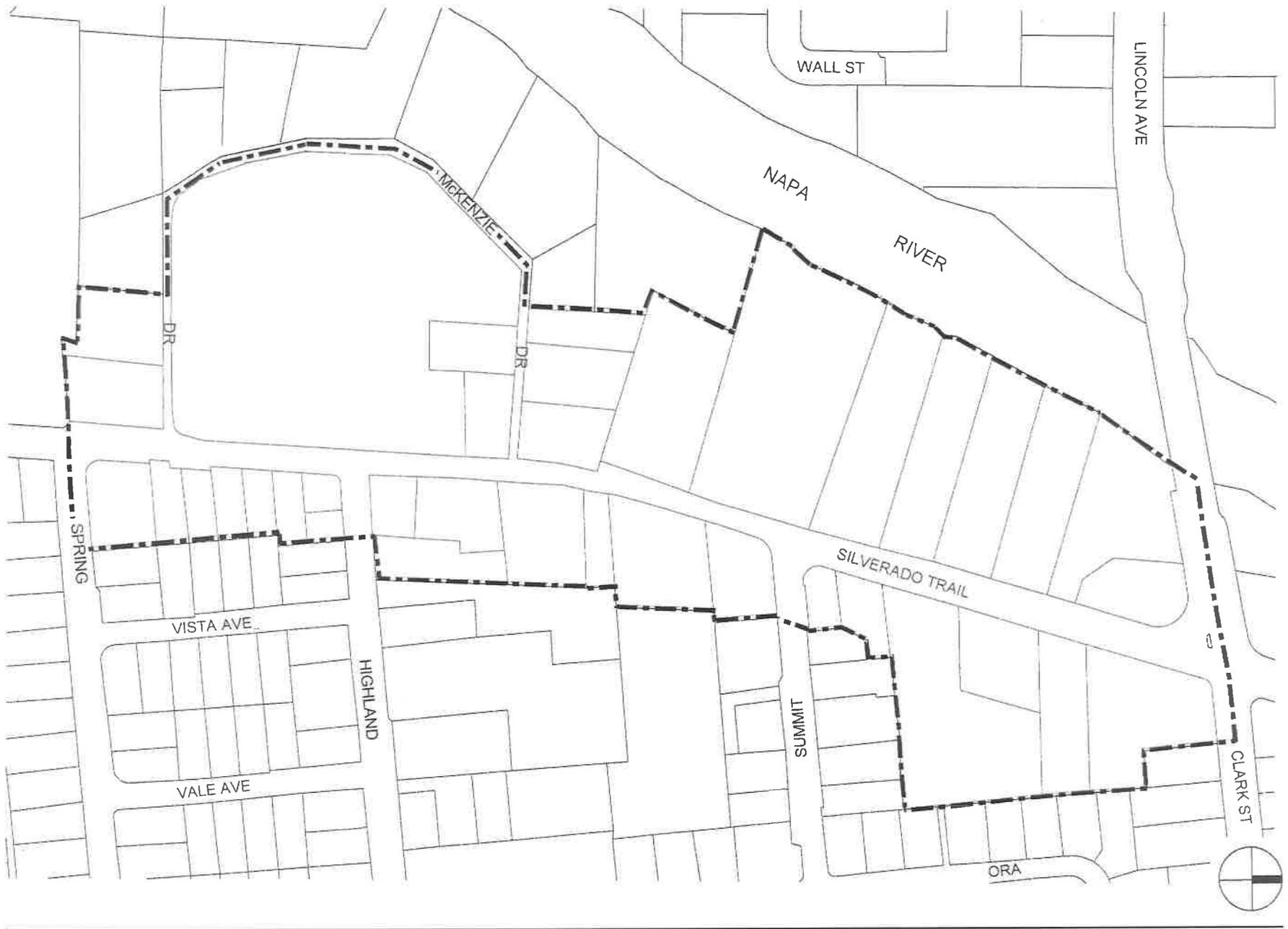
II. BUILDING HEIGHT & SETBACKS

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.



The Napa River in the North Silverado subarea.

- A. HEIGHT EXCEPTIONS - to underlying zoning standards which range from 30-35 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 an appropriate gable or other non-shed sloped roof.
- 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** - should be 30 feet.
 - 2. **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 North Silverado subarea. Along developed or designated residential properties minimum side yards and setbacks shall be per Zoning standards.



SUBAREA MAP

NORTH SILVERADO TRAIL

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 curb cut widths are 15 feet for a one-way driveway and 25 feet for a two-way driveway.
 - 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 this 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.*
1. **Location of Surface 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** - Along the easterly frontage, streetlights should be installed a spacing of approximately 140 feet on center, a walking path 4 feet in width and a curbside planting strip 6 feet in width should be provided. The planting strip should include groundcover planting(s) and deciduous

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** - Tall, pole-mounted signs should be replaced with monument signs, as implicit in the City's Sign Code.
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.

IV. RIVER EDGE DESIGN

River edge conditions within the North Silverado subarea typically include a band of riparian vegetation. Over the next decade, the Napa River Flood Protection Project will affect portions of this edge. As the Flood Project is developed, the City recognizes the importance of strengthening this asset through development which reinforces and enhances riverfront features.

Six of the seven river-fronting parcels in this subarea are residential, and no new development is anticipated there. However, any new development that occurs on these parcels as well as on the commercial property at Silverado Trail and Lincoln must be sensitive to and respect the riverfront and any existing riparian edge.

- 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 ap-

ply 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.

**Development Guidelines:
The Oxbow District**

THE OXBOW DISTRICT

Boundaries: The Oxbow District is bounded generally by Soscol Avenue on the west, the river and Juarez Street on the east, Randeau 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 Napa Valley 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 and south of Water 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 neighborhood character.*

Guidelines Intent: In order to support and strengthen the area's role as a destination, recommended uses along McKinstry Street and south of Water Street include special visitor- and resident-serving facilities, such as entertainment venues and museums, as well as activity-generating commercial uses, such as hotels and storefront retail. Important linkages to Downtown along First and Third streets should be improved with attractive, pedestrian-oriented design.

Commercial development and renovations along First Street, and infill commercial and residential development/renovations along Third Street, should maintain current small-scale building patterns, with buildings close and oriented to the street. Traditional post-top street lights and consistent street tree plantings should be provided along both streets. Walks along First Street should be broad and attractively-detailed to reflect the street's commercial focus; Third Street should maintain and extend existing curbside planting strips, consistent with the street's more residential character.

McKinstry Street and the area between Water Street and the river contain larger properties than found elsewhere in the district, and these areas should incorporate larger buildings and a larger scale of development generally. Elsewhere, the existing, smaller scale historic neighborhood character should be retained and enhanced. New development along the Napa River should incorporate features such as courtyards and decks that take advantage of the river location, and building facades should be designed to a similar level of quality as street-fronting facades.



Infill development along Third Street should maintain small scale building patterns.

A mix of pitched and parapet roofs, highly-visible street-facing main building entrances, stone and/or other facade accents are recommended for all buildings. Parking should be to the side and rear of buildings, and parking areas and driveways should be shared where possible. Larger parking areas should consist of shade trees in an "orchard" grid or other non-typical/agricultural arrangement to minimize the visual impact of cars along street and river frontages. All parking areas should be screened with attractive, low, vine-covered walls and fences along streets, and more thoroughly as needed adjacent to residential uses. Monument signs and/or building-mounted signs that reflect a traditional Napa Valley character should be used.

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.

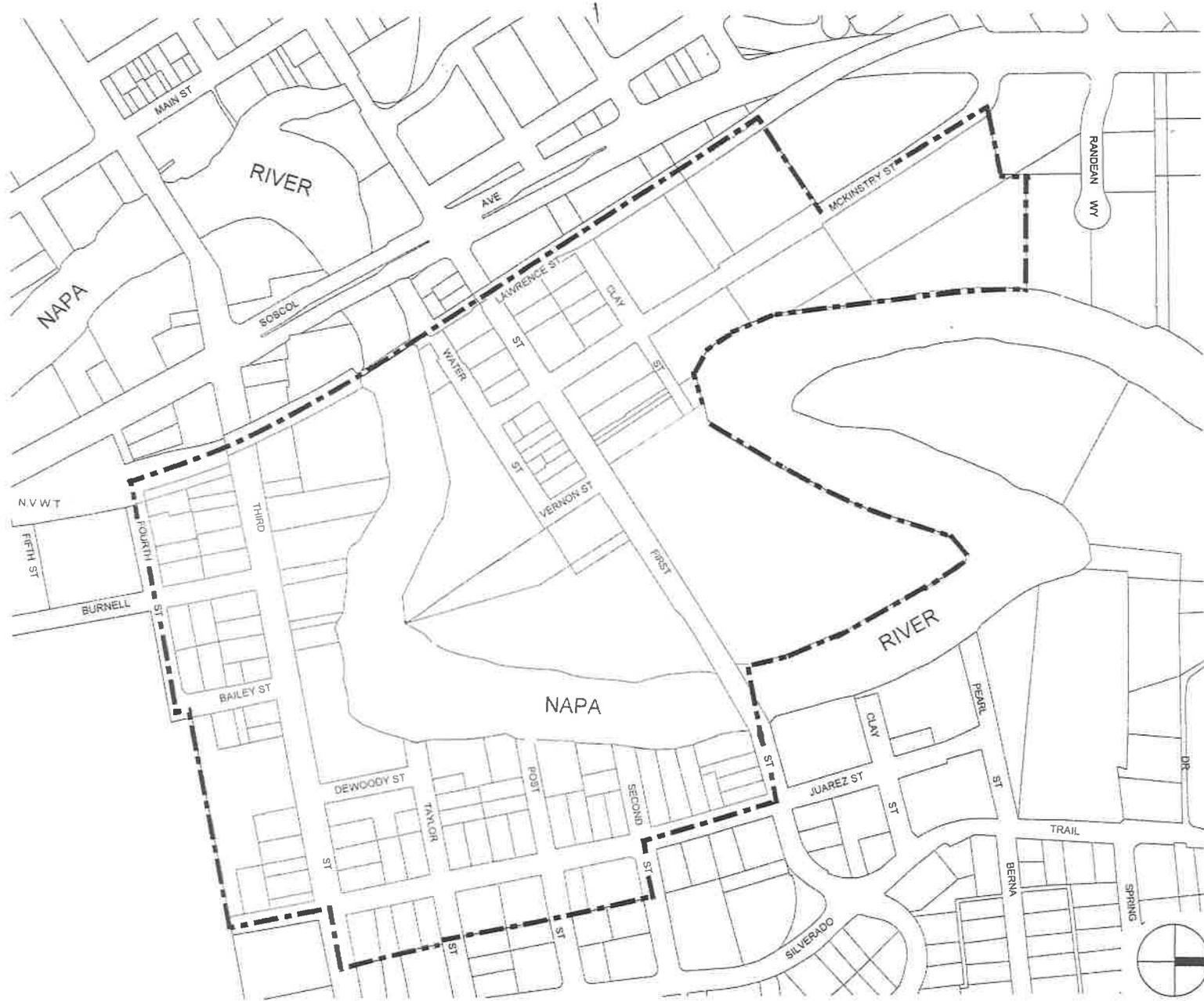
1. **Arts and Craft Studios** - with onsite sales

2. **Business Services**
3. **Hotels**
4. **Offices: administrative, business, and professional**
5. **Performing Arts Theaters, Museums, Cultural Facilities, Auditoriums**
6. **Residential**
7. **Restaurants** - except that drive through uses are not permitted.
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 zoning height limits, which are 30 feet south of the river and 40 feet north and west of the river, may be approved as follows:
 1. **North and West of the River** - 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 40 feet south and east of the river and 48 feet north and west of the River, where the added height is needed to provide an appropriate gable or other non-shed sloped roof.
- B. **FIRST STREET MINIMUM BUILDING HEIGHT** - A minimum height of 20 feet is recommended to help define the street edge along First Street.
- C. **FRONT SETBACKS** - An intent of these *Guidelines* is to locate buildings closer to the street to help reinforce the street edge. While zoning setbacks range from 15 to 30 feet throughout the Oxbow, reduced setbacks are encouraged along the First Street frontage to permit retail storefronts up to the sidewalk; and in other areas to provide greater design flexibility consistent with the historic residential character.
 1. **First Street:**
 - a. **Minimum Setback** - 0 feet is recommended.
 - b. **Maximum Setback** - 8 feet is recommended.
 - c. **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.
 - d. **Corner Lots** - Projects with frontages on two streets should treat *both* street fronts as front setbacks. Safe driving visibility in accordance with City standards must be maintained at intersections.
 - e. **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.
 - f. **Special Architectural Features** - such as entrance porches, porticoes, canopies, and or other features are encouraged.
 2. **Other Oxbow District Areas:** (*Note: also see Section V, River Edge Design*)
 - a. **Minimum Setback** - reduced setbacks to 10 feet may be approved to allow greater design flexibility consistent with the historic residential character. Residential garages must maintain 20 foot setbacks.
 - b. **Maximum Setback** - of 15 feet is recommended.
 - c. **Infill Buildings** - relationships to adjacent existing buildings should be considered in order to provide a cohesive pattern of development.
 - d. **Corner Lots** - Projects with frontages on two streets should treat *both* street fronts as front setbacks. Safe driving visibility in accordance with City standards must be maintained at intersections.



SUBAREA MAP

THE OXBOW DISTRICT

- e. **Special Architectural Features** - such as entrance porches, porticoes, canopies, and or other features are encouraged.
- f. **Residential: Minimum Landscaping Area** - 60% of residential front setbacks should be retained for landscaping; i.e., not dedicated to automobile driveways or parking.

III. SITE DEVELOPMENT & PARKING

- A. **BUILDING ORIENTATION** - Buildings should be designed to be parallel with and orient to the street. Every building should have its main entrance on a public street.
- B. **ACCESS**
 - 1. **Pedestrian Access** - Direct pedestrian access should be provided from every building to the street and to the riverfront, where applicable.
 - 2. **Vehicular Access/Driveway Cuts - Non Residential:**
 - 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. **Width** - Per City standards, minimum driveway 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. **Service Access** - should be from rear parking areas where possible.
 - 3. **Vehicular Access/Driveway Cuts - Residential:**
 - a. **Maximum Width** - of driveway cuts for individual homes on Silverado Trail should be 11 feet; driveways to a two-car garage may flare to approximately 18 feet *behind* the front setback.



Storefront retail buildings are encouraged along First Street, similar to this pattern on Pearl Street.

The following guidelines refer to non-residential development.

- 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 appropriate.
- 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" (see 5, below) 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.



Frontage improvements recommended for First and Third streets include consistent plantings of deciduous street trees.

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).

C. FRONTAGE IMPROVEMENTS

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

2. Improvements Should Include:

- a. **Third Street** - improvements should include a curbside planting strip 5 feet in width, sidewalks (conforming to existing sidewalks where they have been installed), and deciduous street trees planted at a maximum spacing of 30 feet on center depending on site conditions and as needed.
 - b. **First Street** - improvements should include sidewalks (conforming to existing sidewalks where they have been installed), and deciduous street trees planted in tree wells containing an attractive grate or other pedestrian-oriented surface at a maximum spacing of 30 feet on center, depending on site conditions and as needed.
3. **Fences and Plant Materials** - See "Site Improvements and Landscaping" guidelines section for fence types and materials and plant materials.

D. 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.

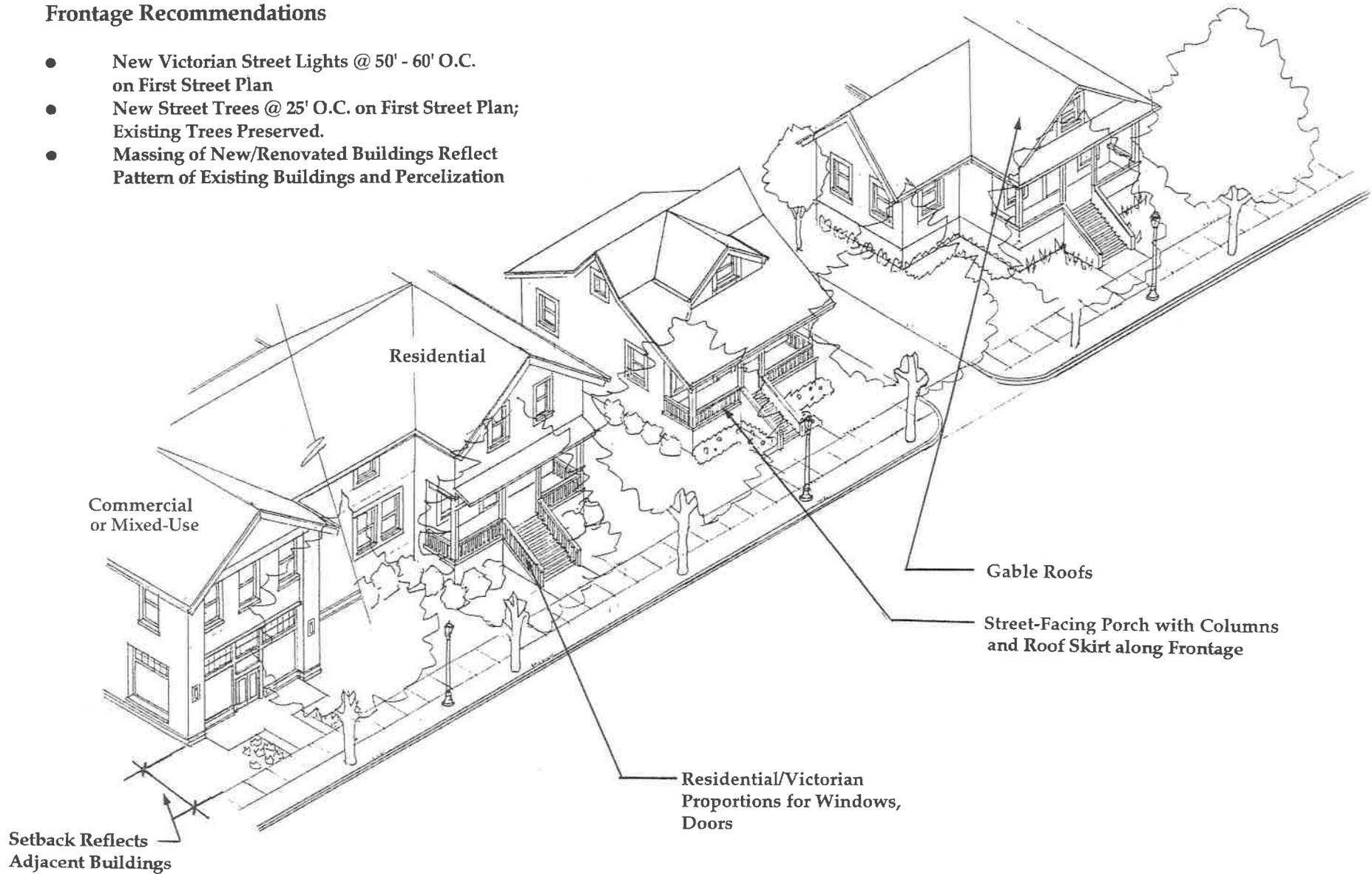
IV. GENERAL BUILDING DESIGN

Buildings in this subarea should meet the Oxbow District Objective as described, and the Design Guidelines for the type of building proposed.

- A. **ROOFS** - Double pitched roofs, mansard or gambrel roofs are acceptable while single pitched "shed" roofs are not appropriate and are discouraged. Rooftop structures should be integrated into the overall building design and/or screened by a parapet or a pitched roof.

Frontage Recommendations

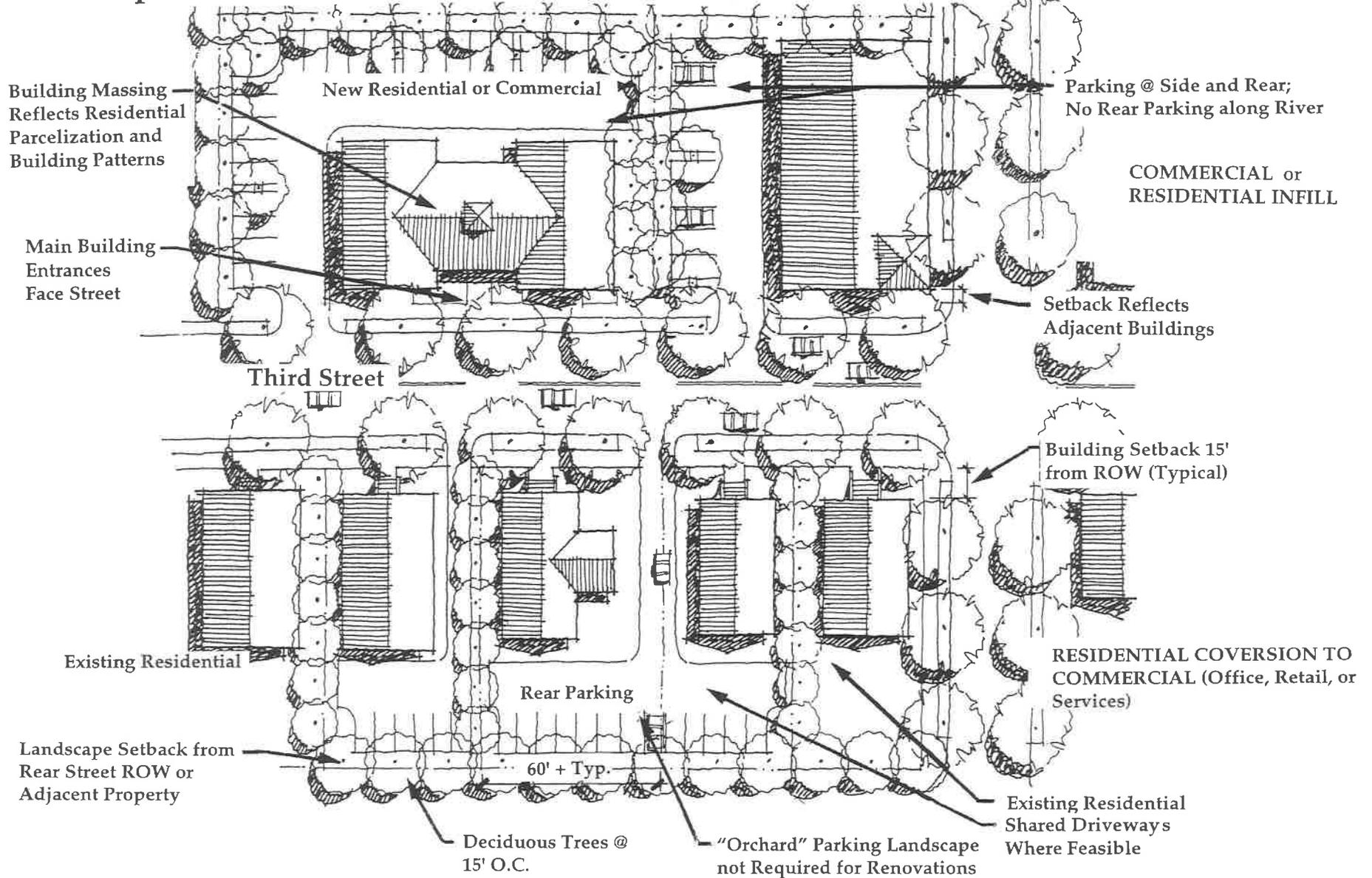
- New Victorian Street Lights @ 50' - 60' O.C. on First Street Plan
- New Street Trees @ 25' O.C. on First Street Plan; Existing Trees Preserved.
- Massing of New/Renovated Buildings Reflect Pattern of Existing Buildings and Parcelization



OXBOW DISTRICT

THIRD STREET

Development Guidelines - Infill Commercial, Residential



OXBOW DISTRICT

THIRD STREET

- B. **BUILDING MASSING** - Building masses should be broken at regular intervals to provide variety and scale. Flat wall panels should not be longer than 50' on average and may be broken up by major notches, projections (including balconies) or similar architectural treatment, or "steps" in the building wall itself.
- C. **BLANK WALLS LIMITED** - To promote pedestrian interest, at least half of the width of a new or reconstructed street-facing ground floor should be devoted to pedestrian entrances and/or windows, atria, or other similar treatment. On First Street frontages, at least 2/3 of the width of a ground floor should be devoted to pedestrian entrances, display windows, and/or windows affording views into retail, office, restaurant, or lobby spaces.
- D. **RESIDENTIAL ADDITIONS TO AND/OR COMMERCIAL CONVERSIONS OF HISTORIC HOUSES** - should be designed to be architecturally compatible with the original structure. The *Design Guidelines for the Napa Abajo/Fuller Park Historic District*, April 1998, contains design standards entitled "Rehabilitation Guidelines for Historic Properties" that should be referenced. New residential buildings and major remodels in the vicinity of historically significant buildings should be compatible with their historic character and scale. Duplex structures should be designed to appear to be single-family homes.

V. RIVER EDGE DESIGN

River edge conditions within the Oxbow District 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 Oxbow. 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.

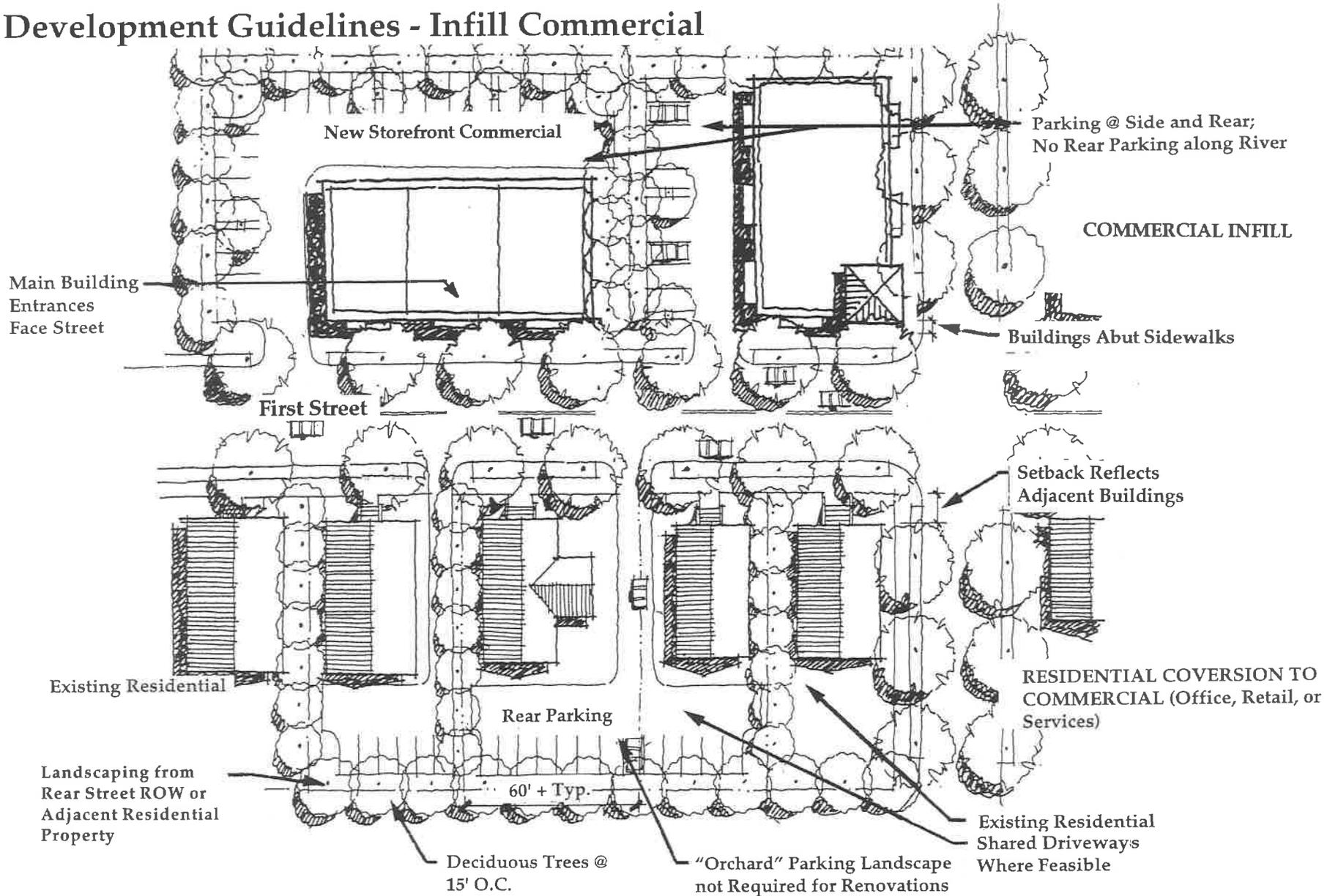
- B. **PARKING** - Surface parking lots are strongly discouraged between buildings and the river edge. Parking lots should be perpendicular to and to the side of buildings. Parking may extend into river edge setback areas if adequate landscape screening is provided and pedestrian access to the river 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.



Buildings should not "wall in" the river. Floor plans should be a "U" or "H" with a courtyard on the river side.

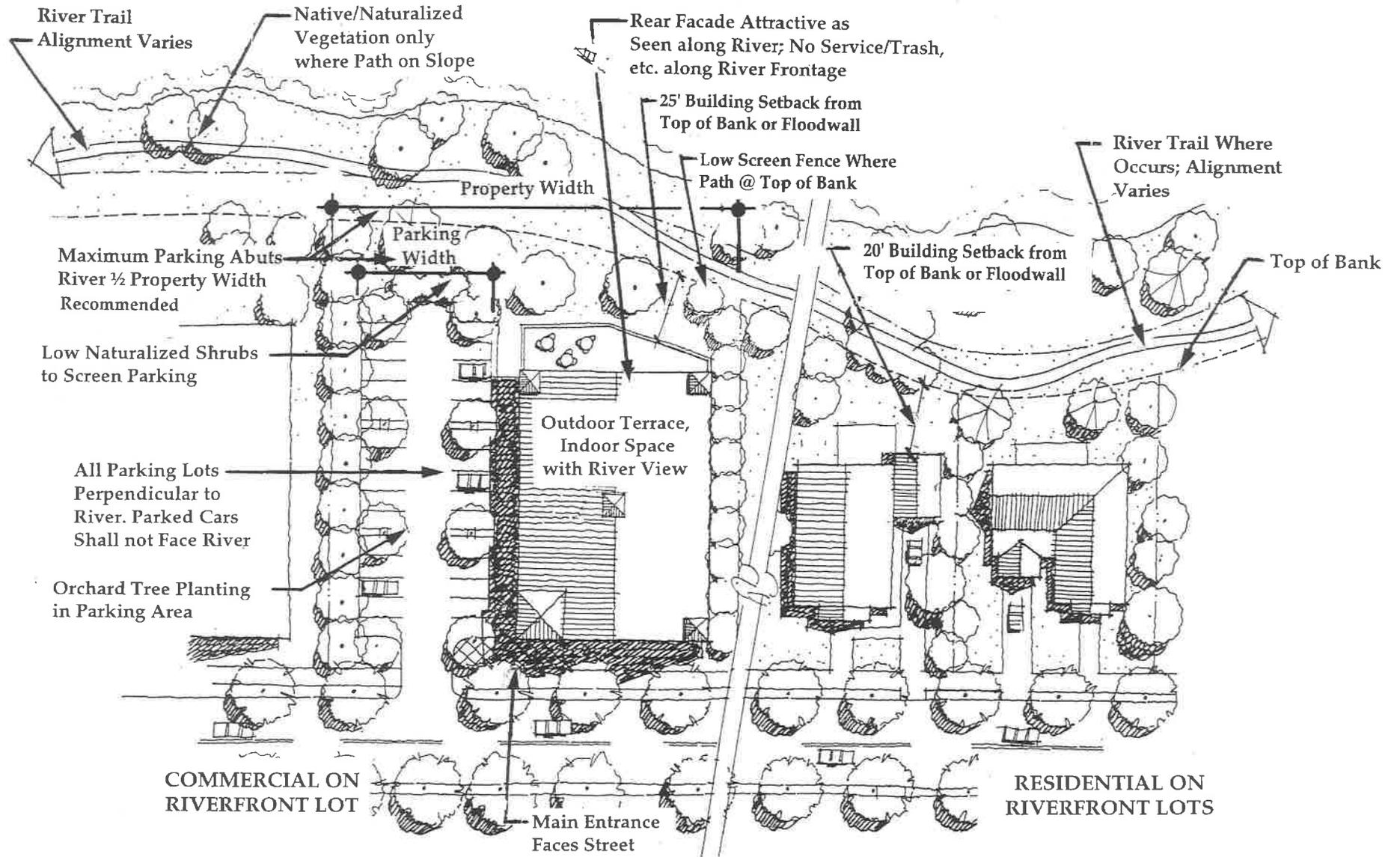
Development Guidelines - Infill Commercial



OXBOW DISTRICT

FIRST STREET

Development Guidelines - Commercial, Residential



OXBOW DISTRICT

RIVER EDGE CONDITION

**Development Guidelines:
The Downtown Riverfront**

THE DOWNTOWN RIVERFRONT

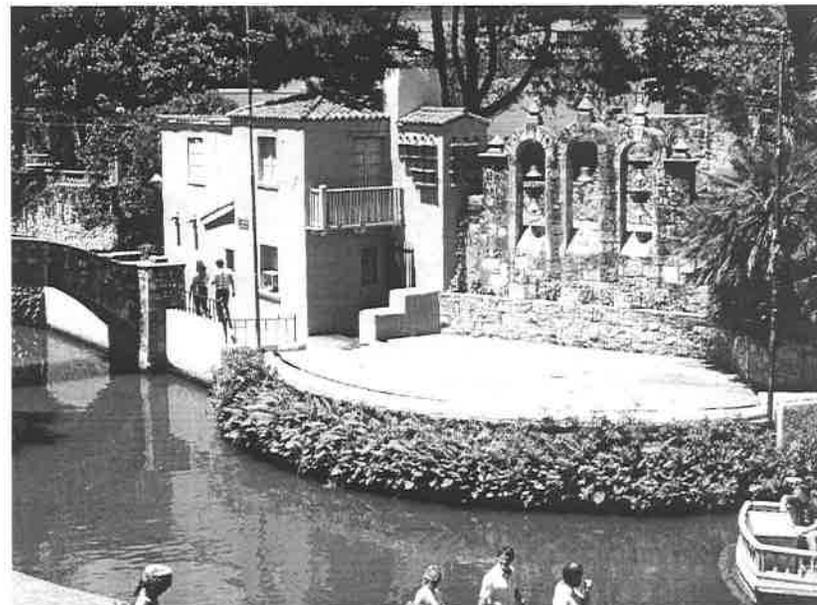
Boundaries: The Downtown Riverfront is bound generally by Main Street on the west, the Napa River on the east and south, and Pearl Street on the north. The area includes various Downtown commercial properties, the CineDome theater, the historic Napa Opera House, Veterans Park, and the Napa Mill hotel/retail 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.*

Guidelines Intent: The Downtown Riverfront will be one of the most unique areas in the city, and has the potential to be one of Northern California's most memorable public places. In this reach, especially, the river itself should be viewed as an integral part of the dynamic urban fabric. Private developers should work with the City and appropriate agencies to develop opportunities for docks, kayak and canoe launches, and small shuttle boats. Also, visual impacts of new development should be evaluated from the river, as well as from the land. Active ground floor uses are highly recommended throughout the area, including but not limited to retail and restaurant uses, night-clubs, hotels, cultural facilities, and public gathering places. New buildings and building renovations along the river should orient to the river and create a gracious urban riverfront that projects the best qualities of historic Downtown Napa. Preservation of existing historic buildings is strongly encouraged.

New projects should help define the Riverfront Promenade with adjacent pedestrian-oriented spaces for outdoor cafes, public art, and informal events that attract residents and visitors to Downtown. All ground-floor uses should be directly accessible from adjacent sidewalks and/or the Riverfront Promenade. To enhance the pedestrian environment, through-block pedestrian connections are encouraged, and new surface parking is strongly discouraged within the Downtown Riverfront. The Downtown Parking District should be expanded to include all of this subarea west of the River.

Building forms should be distinctly urban, creating continuous building frontages, incorporating an interesting mix of parapet and pitched roofs, stone and/or other facade accents, and highly visible and attractive storefronts and main building entrances. Promenade-facing facades should exhibit the same level of design quality as street-facing facades. Elements of Downtown Napa's impressive architectural heritage should be used as a reference in new construction. Signs in the Downtown Riverfront should generally be smaller than in other subareas, building-mounted, and should reflect a high quality



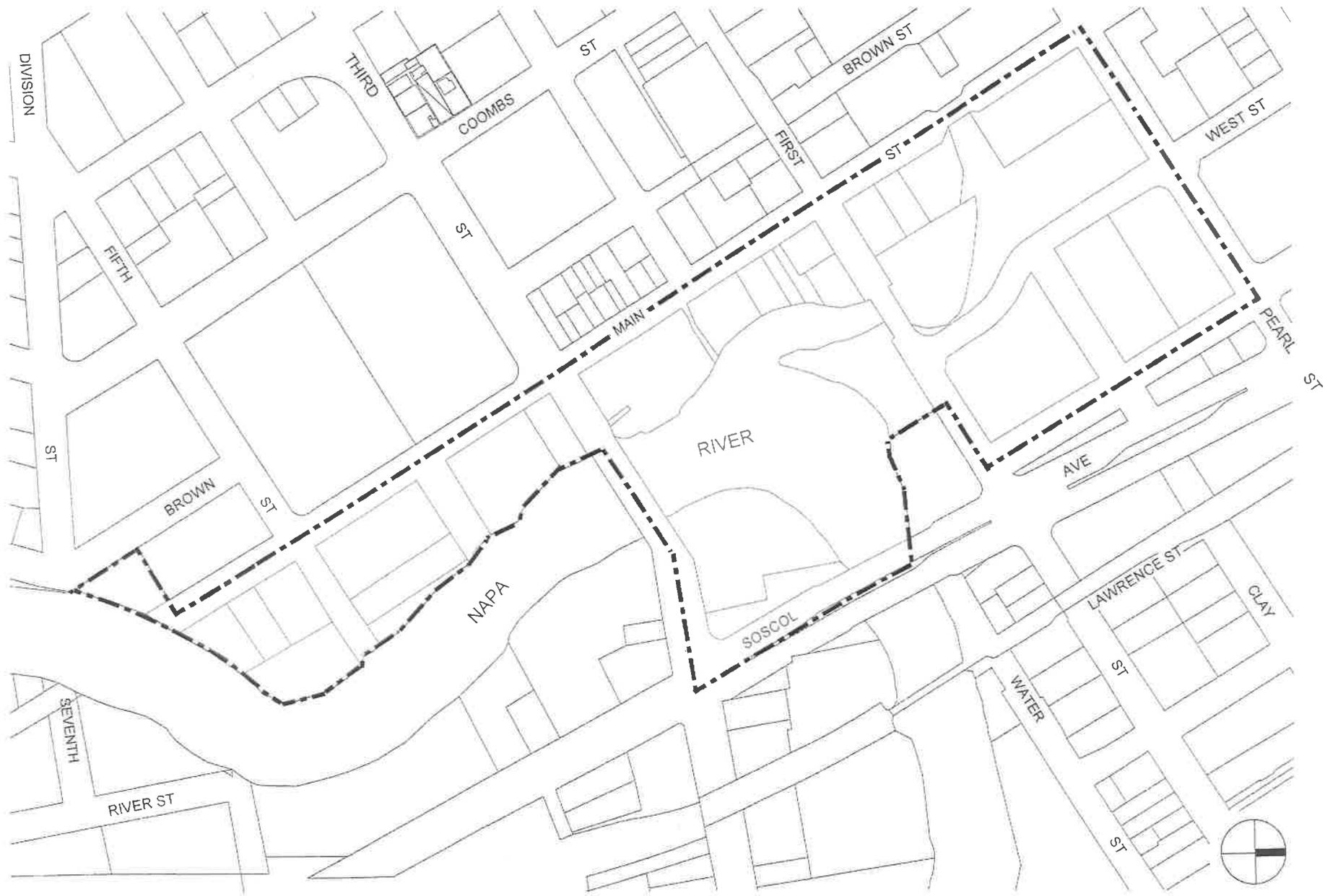
Pedestrian-oriented spaces that attract residents and visitors to Downtown should be provided.

of design, materials, and detailing in keeping with the district's pedestrian orientation.

The vacant land that occurs along the Riverfront between the Hatt Building and the Third Street Bridge is of critical importance as it will be a visually prominent feature of the downtown when the Flood Protection Project is completed and the signature showcase of the City of Napa's urban riverfront. Site planning for private development in this location will need to be coordinated to ensure that the objectives of the *Guidelines* and a cohesive design statement is achieved. Although not a part of the *Guidelines* area, projects on the west side of Main Street and along the north side of Pearl Street should be reviewed with consideration for their relationship and compatibility with the development along the Riverfront.

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

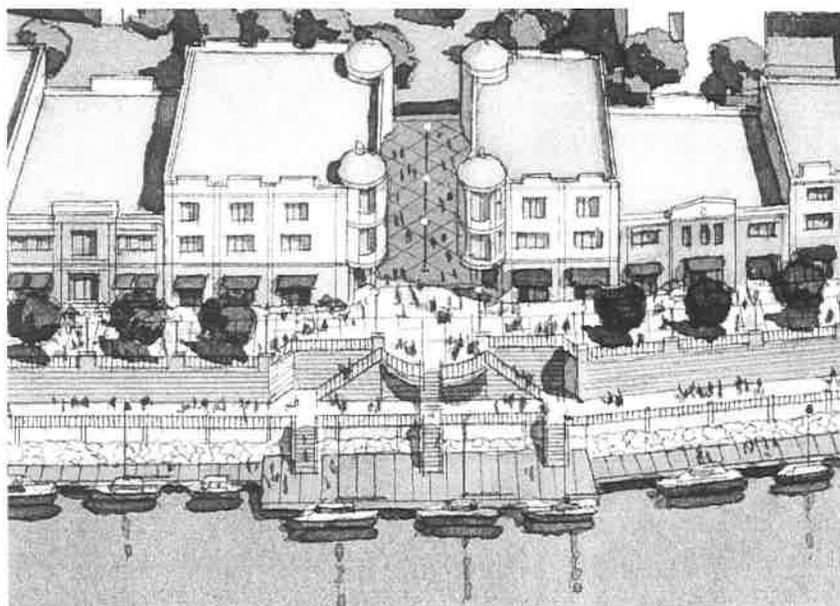


SUBAREA MAP

THE DOWNTOWN RIVERFRONT



New buildings should project the best qualities of historic Downtown Napa.



Through-block pedestrian connections are encouraged.

not listed, it may still be permitted if it is consistent with the *General Plan* and meets the objectives set forth above.

Ground Floor Uses

1. **Hotels**
2. **Nightclubs**
3. **Performing Arts Theaters, Museums, Cultural Facilities, Auditoriums**
4. **Public Gathering Places**
6. **Restaurants**
7. **Retail Sales**
8. **River-related Accessory Uses (kayaks, canoe rentals, eg.)**

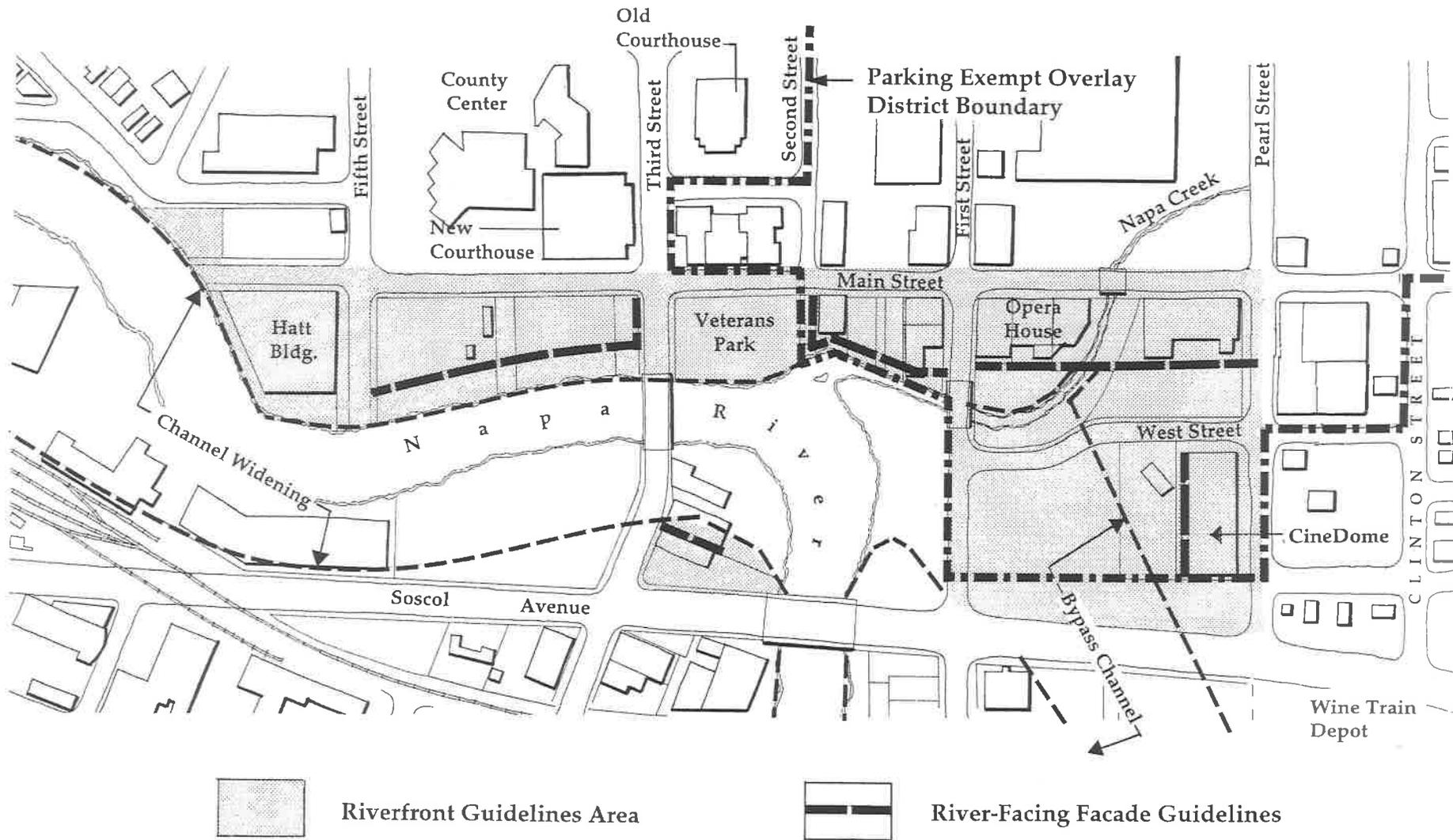
Upper Floor Uses

9. **All Principal First Floor Uses Listed Above**
10. **Offices**
11. **Residential**

II. BUILDING HEIGHT & SETBACKS

Note: See Zoning regulations for height limits and zoning setbacks/yards. Special architectural features, such as towers, monitors and cupolas, are recommended and are not subject to height limits per the Zoning Ordinance. Additionally, the height of buildings in this subarea's underlying CB Central Business District may be increased from 40 feet to 50 feet with architectural review.

- A. **MINIMUM BUILDING HEIGHT** - A minimum height of 20 feet should be provided along Downtown street frontages. Along the Riverfront Promenade the minimum height should be 25 feet to provide a strong sense of enclosure and to encourage buildings of two stories or more that can take advantage of views of the river.



DOWNTOWN RIVERFRONT
GUIDELINES AREA MAP

B. **FRONT SETBACKS FROM DOWNTOWN STREETS** - An intent of the *Guidelines* is to locate buildings closer to the street to help reinforce the street edge. While zoning front setbacks range from 5 to 15 feet in this area, reduced setbacks are recommended to encourage retail storefronts up to the sidewalk.

1. **Minimum Setback** - zero (0) feet is recommended.
2. **Corner Lots** - Projects with frontages on two streets should treat *both* street fronts as front setbacks. Safe driving visibility in accordance with City standards must be maintained at intersections.
3. **Corner Buildings** - may be "cut back" up to eight (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.

C. **SETBACKS ALONG THE RIVERFRONT**

1. **Along the Riverfront Promenade** - Setbacks from the edge of the Flood Protection Project and Riverfront Promenade are recommended to allow for private outdoor dining, café, and/or outdoor display areas. Because riverfront edge conditions vary, setbacks along the Promenade will be evaluated by the City on a project-by-project basis. A minimum of 10 feet is recommended to provide for a usable, functional area.
2. **Special Architectural Features** - such as entrance porches, porticoes, canopies, trellises and/or other features are encouraged.



Setbacks are recommended for outdoor dining along the promenade.

III. SITE DEVELOPMENT & PARKING

A. **BUILDING ORIENTATION** - Buildings should be designed to be parallel with and orient to the street. Every building should have its main entrance on a public street.

B. **ACCESS**

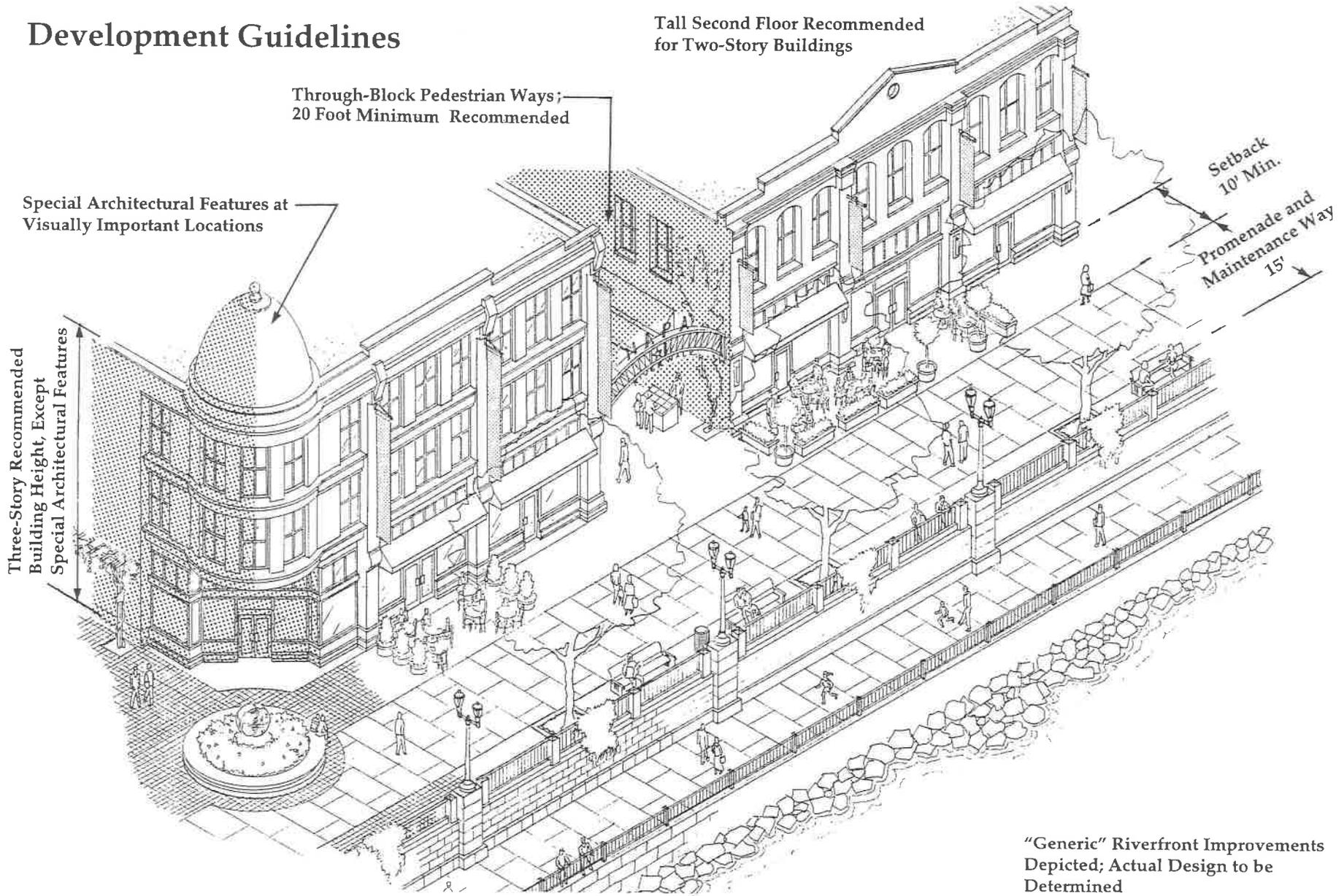
1. **Pedestrian Access** - Every building and/or shop should provide a main, direct pedestrian access from every building to the adjacent public street and to the Riverfront Promenade, where applicable.
2. **Vehicular Access/Driveway Cuts**

- a. **Driveways Should be Minimized** - Shared lanes, access drives and parking arrangements are encouraged to reduce the need for new driveway cuts.
- b. **Driveway Width** - Where new driveway cuts are necessary, per City standards, minimum driveway 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. **Service Areas and Access Drives** - should be centralized wherever possible. Service areas, including dumpsters, and similar facilities should be screened by attractive architectural walls, fences, and/or planting as appropriate.

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

1. **Surface Parking Lots** - are strongly discouraged anywhere within

Development Guidelines



PROTOTYPE ILLUSTRATION

RIVERFRONT DEVELOPMENT

the Riverfront District. If surface lots are permitted, or if existing lots are renovated:

- a. **Location** - Surface parking lots are strongly discouraged between buildings and streets and between buildings and the river. Instead, they should be located to the side of buildings. Parking bays should be oriented perpendicular to streets and to the river.
- b. **Corner Parking Lots** - are strongly discouraged.
- c. **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.
- d. **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" (see 5, below) 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. FRONTAGE IMPROVEMENTS

1. **New Development/Redevelopment** - should install deciduous curbside street trees and frontage sidewalks where they do not exist and where appropriate. Street trees should be planted in tree wells containing an attractive grate or other pedestrian-oriented surface at a maximum spacing of 50 feet on center, depending on site conditions and as needed.
2. **Street Trees** - Deciduous shade trees planted at curbside at a spacing of approximately 25-30 feet on center, depending on site conditions.
3. **Street Lights** - Ornamental post-top lights should be installed at spacing necessary to meet City lighting standards.



Mid-block breaks between buildings should be improved as pedestrian-oriented spaces.

IV. GENERAL BUILDING DESIGN

Buildings in this subarea should meet Downtown Riverfront Objective as described, and the Design Guidelines for the type of building proposed.

- A. **ALONG THE PROMENADE** - A continuous building frontage is desired along the Promenade. If mid-block breaks between buildings are pro-

vided, they should be improved as pedestrian-oriented spaces, such as plazas, paseos or courtyards.

- B. BUILDING MASSING - Building masses should be broken at regular intervals to provide variety and scale. Flat wall panels should not be longer than 50 feet on average and should be broken up by major notches, projections (including balconies) or similar architectural treatment; or “steps” in the building wall itself.
- C. BLANK WALLS LIMITED - To promote pedestrian interest, most of the width of a new or reconstructed street-facing ground floor should be devoted to pedestrian entrances and/or windows, atria, or other similar treatment.

V. SIGNS

- A. SIZE AND DESIGN QUALITY - The Downtown Riverfront is a pedestrian-oriented district, and signs should generally be smaller and reflect a more crafted, high-quality, detailed design approach than, for example, signs along Soscol Avenue.
- B. ARCHITECTURAL STYLE - Sign shapes, type styles, and color combinations should complement building styles. Buildings are recommended to have a generally formal character and signs should be complementary. This is particularly important for historic buildings. Highly artistic and/or whimsical sign designs should be considered provided they express some form of design relationship to the principal building.
- C. SIGN TYPES - Desired sign types are painted-wall and other types of flush-mounted signs that defer to the architectural design and details of buildings, and under canopy blade/projecting signs oriented to pedestrians.
- D. 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 Riverfront Promenade-facing 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.

VI. LIGHTING

The *Downtown Riverfront* is a pedestrian-oriented district, with an emphasis on evening-oriented dining and entertainment. Architectural lighting should receive special attention throughout the district, and especially along the Riverfront Promenade. Guidelines in the *Lighting* section apply to both public and private installations.