



MEMORANDUM

to Downtown Steering Committee Members
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from Anchi Mei, Project Manager, MIG

re Downtown Steering Committee Meeting #2 Summary

date August 14, 2009

I. INTRODUCTION

The Downtown Napa Specific Plan (the "Plan") will guide the City of Napa in its planning efforts to create a more inclusive and vibrant Downtown Napa. The purpose of the Plan is to develop a community vision for the Downtown and create tools and strategies to implement the vision through recommendations for public and private development. The Plan will include detailed policies, design guidelines and development standards that work toward a holistic vision of Downtown. Building from the input gathered during a comprehensive community engagement process, the Plan will help lead the City towards a more sustainable, pedestrian-friendly and attractive Downtown.

To help guide the process as the Plan develops, the Downtown Steering Committee (DSC) has been established and will provide feedback and serve as a liaison between the planning team and the community at large. The DSC includes Downtown residents, property and business owners, and community members. It is a diverse group with a breadth and depth of knowledge and interests for all aspects of the Downtown, and above all else, a passion for bringing positive change to Napa. The charge of the DSC is to help shape and refine community concepts and recommend a draft Downtown Napa Specific Plan to the City Council. A total of seven DSC meetings are scheduled to take place throughout the planning process. Meetings will typically be held from 6 p.m. to 9 p.m. on Wednesday evenings.

II. MEETING FORMAT

On Wednesday, August 5, 2009, the City held its second DSC meeting. The meeting was held at the Napa River Inn in Downtown Napa from 6:00 p.m. to 9:00 p.m. Approximately 40 members of the public attended this meeting.

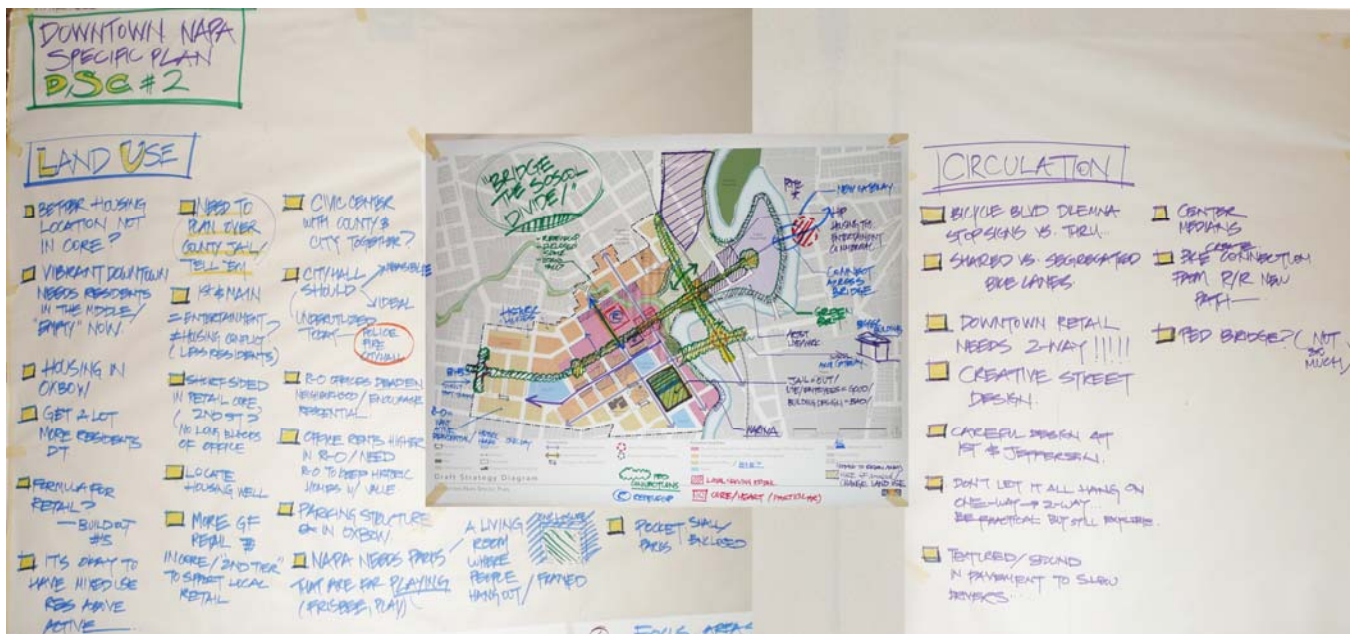
The meeting commenced with an introduction from Tambri Heyden, the Community Development Director for the City of Napa. Following the introductions, Chris Beynon, principal from the lead consultant team MIG, Inc., gave a presentation and facilitated discussion on the emerging strategy for Downtown Napa focusing on land uses and circulation improvements. Two public comment periods were held during the meeting.

III. COMMENTS

The following is a summary of comments gathered from community members during the facilitated discussion on the emerging strategy framework for Downtown Napa.

Land Use Comments:

- Bring new residents to create a vibrant Downtown.
- Work with Napa County to find solutions for jail – move or improve aesthetics.
- Seek best locations for housing.
- Include housing and artist live-work in the Oxbow District.
- Promote mixed-use residential development -- housing above active ground floor retail.
- What is the formula for the optimum amount of retail Downtown?
- Promote more ground floor retail within Downtown core.
- Consider a “2nd tier” of retail to support local-serving businesses.
- Place emphasis on entertainment use and less emphasis on residential development 1st and Main Streets (to avoid conflict of uses).
- Create a list of entertainment uses within the entertainment district overlay.
- Establish entertainment uses before residential uses.
- Avoid long blocks of office uses on 2nd Street.
- Look into consolidating both County and City offices – group all civic uses.
- Analyze feasible and ideal solutions for the location of a new, consolidated City Hall.
- There was significant discussion about Residential-Office (R-O) land use areas:
 - encourage more residential uses in R-O land use areas because office uses do not enliven Downtown and neighborhoods
 - office rents are higher in historical houses that allow office use
 - R-O uses help to preserve the historical character



- Create a parking structure in the Oxbow District
- Build more active parks in Downtown that become “living rooms” for people to hang out and play.
- Create small enclosed parks – pocket parks.
- Construct a green belt along the River and around the Oxbow District.
- Build a marina along the River close to Napa Mill.
- Promote big moves at the following locations and make Downtown the heart of the community:
 - Town Center
 - Carrithers Bldg: relocate, re-use, redo
 - County Building
- Encourage quality architecture and materials.
- Invite visitors to Downtown not just Oxbow District – all areas in the planning area should all be integrated.
- Consider expanding boundaries of plan area to east side of river; at least include the river and/or consider providing added context outside the plan area.

Additional uses to consider for the Napa Town Center Focus Area

- Follow Hillsborough and Petaluma as models.
- Consider opening Coombs and Randolph to through traffic
- Use Coombs as a “shared street” for cars, bikes and pedestrians
- Some saw Corte Madera as a model; others did not see it apply to Napa because it has easy parking.
- Increase activity at night.
- Include a movie theater.
- Encourage conversations with property owners.
- Consider including housing to enliven the Center at night and through the day.
- Increase development density by adding housing.
- Bring unique retail tenants.
- Improve access from street.

Additional uses to consider for the Cinedome Focus Area

- Create a youth district (karaoke, skate park).
 - Study other cities with youth districts such as Philadelphia, Baltimore, Boston and Copenhagen.
- Explore keeping and rehabilitating the existing cinema.

Additional uses to consider for the Copia Focus Area:

- Explore ideas for a performance space, hotel, docks, community gardens and greenbelt around Oxbow District.

Circulation Comments

- Consider another gateway on 1st on east side of Napa River.
- Solve issues around bike planning:
 - Stop signs vs. through lanes,
 - Shared vs. segregated bike lanes.
 - There should be at least one north/south and one east/west street with bike lanes
 - Need a connected system
- Create a bike connection along railroad.

- Transform one-way streets into two-way streets.
 - Explore alternatives but be practical.
- Craft a creative street design.
- Produce a careful design for 1st and Jefferson.
- Look for solutions to slow traffic like textured paving.
- Create center medians. (3rd Street)
- Create better pedestrian/bike connections across Soscol.
- Place higher buildings on Soscol to reduce sense of “freeway”

Public Comment

- Create a healthy mix of economic uses
- Allow multi-family housing in Residential-Office area.
- Promote diversity by building an inclusive range of housing types for all ages and incomes.
- Protect historic buildings.
- Seek more opportunities and activities to include youth.
- Include a plaza/place of refuge and gathering on east side of the Napa Town Center.
- Study Petaluma’s smart code.
- Expand, do not confine entertainment district.
- Ensure sustainable principles.
- Enforce traffic calming in neighborhoods – “slow it down” media campaign.
- Do not allow any more conversions of Residences to Office uses, and conversion of historic homes to multi family are problematic in terms of Secretary of Interior standards.
- Keep commercial uses in the core.
- Docks are not feasible in Copia area.
- Think and plan for both sides of the River.
- Build a kayak launching pier.
- Improve the sense of arrival to Downtown.
- Offer better signage for visitors.
- Create a unique Napa by re-creating ourselves and not imitating others.
- Allow riverboat cruises.
- Reduce restrictive regulations to facilitate entertainment uses.
- Street circulation changes would:
 - change General Plan Circulation Element
 - create EIR impacts
 - need to analyze impact of two-way streets outside planning area
- Add three planned parks to the base map.

IV. Next Steps

The next DSC meeting will be held on Wednesday, September 30, 2009 at the Napa River Inn in Hatt Hall located at 500 Main Street (this will remain the location for all DSC meetings going forward). Agenda topics for the next meeting will discuss the Draft Vision Framework, review a Revised Strategy Diagram, and present/discuss analysis and potential directions for the three focus areas.

Please visit the project website for meeting materials and project updates – www.downtownnapaspecificplan.org.