



DRAFT VISION STATEMENT

Downtown Napa is where dynamic & healthy urban life reflects the warm Napa Valley lifestyle.

Welcome to Downtown Napa in 2025 and experience the beautiful green urban gem of Napa Valley! Enjoy Downtown's **landscape** where restored historic and renowned new buildings come together in a rich collection of inviting public gathering spaces, attractive streets, entertainment venues, public art, and an array of housing. A **diverse community enlivens the fabric of our Downtown**. As the **distinctive heart of Napa**, Downtown is a welcoming, fun and intimate city center – a place with history, charm and livability.

Transformed Physical Landscape

- People work in Downtown in restored historic buildings and new offices that embody the best of sustainable design and provide a rich, unique blend of structures.
- The city is a wonderful, inviting, friendly place to live, with a wide range of high quality housing choices accessible to community members from all economic levels and backgrounds.
- The beautifully restored Napa Creek and Napa River beckon with views, trails, promenades, outdoor dining and fun special events and activities.
- Getting to and around Downtown is easy, intuitive and is enabled by river, trail, bus and shuttle access.
- Traffic moves slowly in both directions and people enjoy walking on tree-shaded sidewalks with lush landscaping
- All ages can bicycle along the River, through Downtown and beyond on a connected network.
- Streets and plazas create a sense of place reflecting the quality of architecture and Napa's beautiful surroundings.
- The river and other local watersheds are protected and embraced.

Diversity of People and Activities

- Workers create a prosperous hub of finance, government, hotels, restaurants, shopping, and community services.
- Residents can walk out the door of their home and grab a cup of coffee around the corner.
- Pedestrians pass by distinctive public art, check out the art galleries, visit local museums and wine tasting rooms.
- All ages embrace Napa's healthy outdoor lifestyle by walking or bicycling along the promenade, around town and beyond and through Oxbow Commons or kayaking on the Napa River.
- Visitors enjoy staying at world class hotels and riding the Wine Train.
- Residents shop for local produce at the Farmers or Chef's Markets and have convenient choices for groceries, hardware, drug stores and local services.
- Everyone savors the variety of excellent restaurants and opportunities to dine outdoors.
- People enjoy evenings at the theatre, a live music concert or dancing the night away in Downtown Napa's active nightlife "scene".
- Strolling along its lively streets, people can meet others of all ages and backgrounds living, working or playing Downtown.
- Residents, visitors and workers shop for clothing, housewares, unique gifts and locally made art.
- Workers and residents alike are drawn to Downtown for its ability to engage in all activities without the use of a car.

- Downtown Napa is renowned for being an early and often cited example of a world class sustainable city; supporting pedestrian and bike paths, local merchants, renewable energy and building, land and water conservation – Downtown Napa remains a beautiful bellwether of good living at its best.

Distinctive Heart of Napa

- A fun and creative spirit permeates Downtown with live music, entertainment, dancing, art shows, and special events.
- The world-renowned Napa Valley wine culture, agricultural heritage, progressive environmental attitude and temperate climate define the Napa experience.
- The Napa River and Creek provide a year round amenity and central defining natural feature.
- Lovingly cared for historic buildings remind residents and visitors of Napa's rich history.
- Community members are engaged in decisions that affect them and collectively help care for the river, our public realm, and each other.