



Focus Area Vision and Planning Overview

FOCUS AREAS DESCRIPTION

The project team has identified three Focus Areas in the Planning Area that require additional analysis as part of the Downtown Napa Specific Plan (the “Plan”) process. These Focus Areas represent places with catalytic development opportunities and/or long term importance due to their strategic locations and current utilization. The three sites share in common an important role in shaping the future character and economic vitality of their respective location within the Planning Area as well as the entire Downtown.

The three Focus Areas are:

- Focus Area A: Town Center
- Focus Area B: Cinedome
- Focus Area C: Copia

Figure 1 illustrates the location of these three Focus Areas. Note that each Focus Area is comprised of a combination of parcels and includes properties in addition to its “namesake” parcel.

The three Focus Areas differ in terms of existing land uses, location within the Downtown, ownership structures, and surrounding land uses. Therefore, the specific economic analysis and tools for each Focus Area differ based on these factors.

Figure 1 Downtown Napa Focus Areas



EXISTING CONDITIONS ANALYSIS

In the spring of this year, the project team presented an Existing Conditions Analysis Report for the Planning Area. Various assets, issues and opportunities for improving Downtown were analyzed in this report. Planning for the Focus Areas seeks to build upon Downtown's existing assets and address current issues. Many aspects of the land use and urban design analysis are particularly relevant as we look at the Focus Areas. The adjacent list highlights assets and issues excerpted from the Land Use and Urban Design chapter of the Existing Conditions Analysis Report. (The Existing Conditions Analysis Report is also available on the project website: www.downtownnapaspecificplan.org)

Land Use

- There is currently a limited amount of housing, about 125 units, within the Planning Area composed primarily of single family homes and small apartments distributed throughout the area.
- The City's Housing Element identifies a number of Downtown sites for future housing or mixed use housing.

Urban Design

- Many Downtown surface parking lots create "holes" in the urban fabric, breaking up the pedestrian experience and resulting in an inconsistent urban form.
- There is a lack of cohesion in the buildings Downtown, with great variation in architectural character, building heights and maintenance conditions.

Character

- Historic buildings and natural amenities, such as Napa Creek and River, are strong assets in Downtown.
- Planned flood control improvements will protect adjacent lands from flooding, widen the creek, landscape and revegetate the creek banks, and provide more creek-oriented development opportunities Downtown.

Public Space

- The City currently has several public parks and natural open space areas generally concentrated along Main Street, First Street and the Napa River.
- Dwight Murray Plaza currently lacks sufficient uses and connections to make it active and vibrant. Additionally, its "recessed" plaza design is dated and is currently not a popular gathering place within Downtown Napa.
- In addition to Downtown's formal public spaces, the City closes First Street periodically for public events such as the Chef's Market, auto shows, wine and art fair events. As such, First Street serves as an informal important community gathering place.

OVERALL DOWNTOWN VISIONING AND STRATEGIES

In addition to the existing conditions analysis, our current work on the Downtown vision and the strategy framework also provides an important planning and design context. These Focus Areas should not be viewed in a vacuum but rather evaluated with the emerging strategy framework in mind (see Figure 2 below).

The following list identifies a few key themes from our past few meetings that should be taken into consideration regarding the Focus Areas:

- Ensure economic viability of new development;
- Include an appropriate mix of uses that support the Downtown vision;
- Orient development to the Napa Creek and River;
- Foster and bolster pedestrian and bicycle connectivity;
- Cultivate a distinctive Downtown Napa identity; and
- Make it easier and more intuitive to get around.

Figure 2 Strategy Diagram

