

# Entertainment District

I Really Like It!

I Like It But With Some Changes

Neutral

I Don't Like It. Needs Improvement - How?

I Really Don't Like It - Why?

## ENTERTAINMENT DISTRICT AND USES

The Downtown Specific Plan Steering Committee initiated interest in creating an Entertainment District in Downtown Napa in conjunction with the Downtown Specific Plan, but no consensus was reached regarding how big the area should be; more information was requested. Staff researched other cities with entertainment districts and reviewed the City's current entertainment regulations to come up with a tiered approach.

This tiered approach would provide:

- 1) A small geographic Entertainment District shown on the draft Strategy Diagram where entertainment uses are encouraged to concentrate, where future housing is cautioned about the potential conflict of uses, and where entertainment marketing can be targeted. In this area, entertainment uses would be encouraged through a simplified administrative permit process if they meet certain performance standards.
- 2) Outside of the Entertainment District, entertainment uses would still be encouraged in the downtown commercial areas, but would require a use permit and need to address potential conflicts with nearby uses.
- 3) A third component of the approach is that minor and incidental entertainment uses meeting certain standards would simply be allowed as accessory uses.

