



## WORKSHOP SUMMARY

Community Workshop #2: Emerging Downtown Vision and Strategy  
November 18, 2009



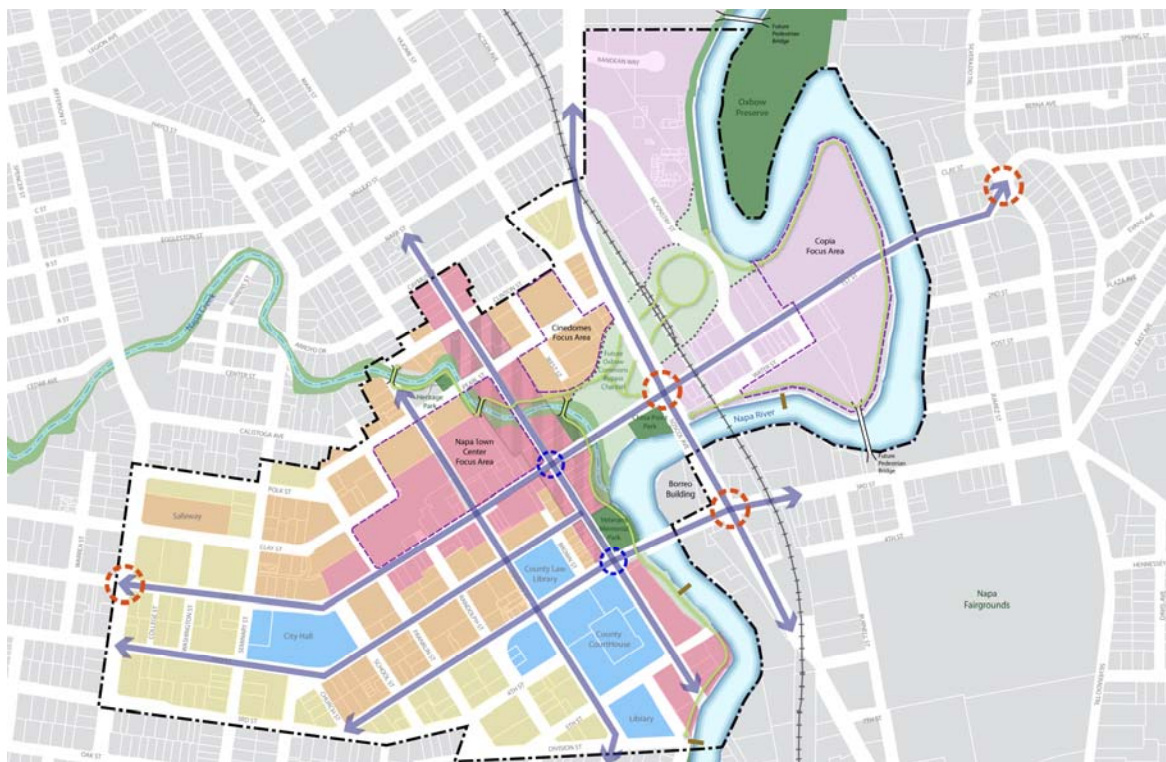
Prepared by:



# 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.

The Downtown Napa Specific Plan is currently in the “plan concepts strategies” phase of the planning process. This phase is focused on developing three potential plan scenarios, gathering and synthesizing input from the community through stakeholder focus group roundtable discussions, conducting ongoing meetings with the Downtown Napa Steering Committee, and hosting community workshops. Additional information and materials can be found on the project website, as well as information on current and upcoming project events: [www.downtownnapaspecificplan.org](http://www.downtownnapaspecificplan.org).



## II. MEETING FORMAT

On Wednesday, November 18, 2009, the City held the second of three public workshops. The workshop was held at the Native Sons of the Golden West hall in Downtown Napa from 6:30 p.m. to 8:30 p.m. This session provided an opportunity for Napers to learn about the emerging vision and strategy framework for improving Downtown Napa and provide their feedback. Approximately 90 community members attended the workshop, including residents, employees, community organization leaders, business owners and property owners from Napa.

The workshop commenced with an introduction from Tambri Heyden, the Planning Director for the City of Napa. The workshop was comprised of three parts: First, Chris Beynon, principal from the lead consultant team, MIG, Inc., presented the project's background and process, as well as the emerging vision and strategy framework for enhancing Downtown Napa.



After the presentation, participants had the opportunity to view seven different stations representing core features of the plan, and provide their input. Participants received a stack of sticky notes to provide written comments at each station. They also received sticky dots (eight) to place them on a grading scale at each station. These scales "measured" how much participants supported or not the concepts proposed at each individual station. The vision poster was the only one that did not have a grading scale and participants just provided written comments. The stations addressed the following themes: emerging vision, land use, downtown focus areas (Town Center, Cinedome and Copia), entertainment district, circulation, pedestrian and bicycle plan, and building heights. Each station was facilitated by a representative from MIG or the city, who helped to answer questions and provide additional information.



In the third segment of the workshop, facilitators from each station reported back to the larger group, sharing main ideas and trends. Written comments made by the participants during the event were transcribed and then synthesized into the following report.

### III. COMMUNITY COMMENTS

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The following are comments gathered from community members at each of the nine stations held during the community workshop. Community members were asked to provide feedback to nine different topic areas: Vision, Land Use, Town Center Focus Area, Cinedome Focus Area, Copia Focus Area, Entertainment District, Auto Circulation, Pedestrian and Bicycle Plan, and Building Heights.

**Bolded comments** represent a synthesis of observations or ideas that were repeated multiple times by community participants.

#### A. VISION

*The following comments are from notes left by community members at the Downtown Napa Vision station. The Draft Vision Statement was shaped by the input received from community members during Community Workshop #1 and refined by Downtown Steering Committee (DSC) members. Comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities.*

##### Assets

- Preserve historic structures.
- Provide programs and funding for building owners restore and retrofit historic buildings. There is no financing at present time.
- The plan should take into consideration the diversity of cultures, age groups, and host affordable and accessible businesses to fit the whole community's needs.
- Preserve Napa the way it is.
- Protect Napa's unique history and wine industry character. Limit new development. Do not copy other places.
- Place the River at the heart of the community and make it a central amenity.

##### Opportunities and Challenges

- Make Napa the regional vibrant hub that it originally was, a dense Downtown core with housing and commerce.
- Create a City dock and Hatt dock.
- Make the Downtown nice for people who pay taxes.
- **Provide more open space park with art.**
- Promote "art" not just entertainment, but art that reaches deeply into the public spirit should be evident in all of these phases.
- Provide opportunities for performance art in public and street vendors such as artists and food.
- Consider public art, galleries and affordable work shop space the essential element.
- Supply more art for public.


- Build a community arts center! Offering artist work space and rehearsal space!
- Include “live music” within the entertainment district in addition to night clubs. Yes to night life!
- Shape a distinctive heart of the city to attract visitors to Napa.
- Provide lodging options for travelers of all income levels including hostels for international and national visitors.
- Encourage uniform façade treatment to avoid hodge-podge of different styles of buildings.
- Attract to Downtown some well known retail that will service our visitors and help carry out the vision. Overall great vision statement. Feels vibrant.
- Be cautious with potential increase in heavy downtown traffic. Consider pedestrian only zones.
- Foresee quantitative and qualitative impacts of this project for project if large scale development from other neighborhoods also feeds into the downtown.
- Encourage owners to go solar!
- I like the vision except drop the “world class” because: we aren’t there; it tends to promote tourism over locals. Tourism is necessary to generate income, but it shouldn’t get priority over the local community interests.
- Rethink and rework the vision’s language.
  - The word “lifestyle” will be dated in 10 years – be more creative!
  - Take out or describe “beautiful”; take out “urban” use “town”; no exclamation points.
  - Remove hackneyed language.

## Draft Vision Statement

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

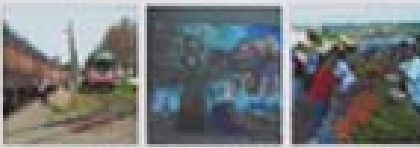
Welcome to Downtown Napa in 2020 and experience the beautiful, green urban gem of Napa Valley! Enjoy Downtown's landscape where restored historic and renovated new buildings come together at each collection of exciting public gathering spaces, attractive streets, entertainment venues, public art, and an array of housing. A diverse community enjoys the fabric of our Downtown. At the distinctive heart of Napa, Downtown is a welcoming, fun and vibrant city center - a place with history, charm and led by...

### Transformed Physical Landscape



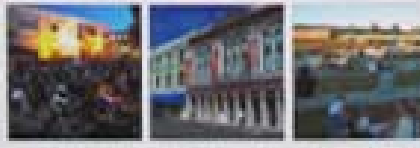
- Napa's water frontage is restored to its original beauty and character while enhancing the look of Downtown's design and providing a unique blend of activities.
- New public spaces, including family play areas, will provide opportunities for gathering, recreation, and community events.
- The historically important Napa Creek will flow through Downtown with green, multi-use trails, providing a link to the surrounding area.
- Streetscape and overall Downtown design includes a mix of public art and historic architecture.
- Public transit options will be enhanced and expanded to include a variety of transit modes.
- All public transit options will be enhanced and expanded to include a variety of transit modes.
- Streets and public spaces will be enhanced to improve the quality of public life and provide a sense of place.
- The use of other materials will be encouraged and encouraged.

### Diversity of People and Activities



- Downtown Napa is a diverse mix of people, government, public institutions, shopping, and cultural activities.
- Residents can walk and bike along the water and enjoy the view of the Napa River.
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### Distinctive Heart of Napa



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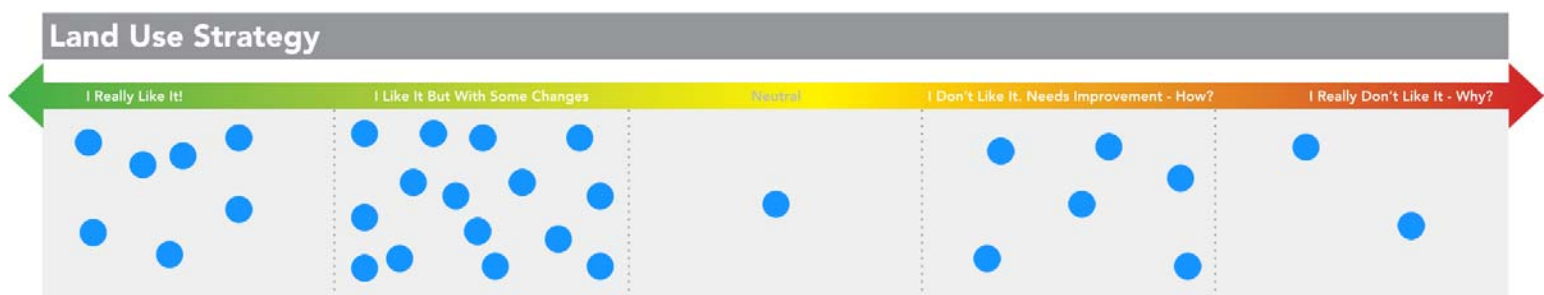
### Please Provide Your Comments!

Handwritten notes and sticky notes on a whiteboard. One note says "PLAGE, STONY KID".

Downtown Napa Specific Plan, Community Workshop #2

## B. LAND USE

The following comments are from notes left by community members at the Land Use station. The Land Use map showed proposed land uses for the Downtown Napa Specific Plan area with complementary images that exemplified the different uses. Comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities. In addition to the following comments, participants were asked to place a sticky dot below a scale bar that measured how much participants supported or not the concepts presented at this station. A total of 31 participants placed dots at this station. For the most part participants were supportive of the concepts with 22 sticky dots endorsing the land use strategy. There was one neutral vote, and eight dots were showing disagreement with the concepts presented. Below is the scale bar showing results.



### Assets

- Preserve Napa the way it is.
- Keep Cinedome theater Downtown.
- Protect all historic existing buildings from conversion to office.
- Emphasize a river district and the bypass channel.

### Opportunities and Challenges

- Move City Hall to the public district. Current City Hall location could contain a flex space to be used as a performance space for example.
- Redesign current county parking lot into a big central green space, a park for festivals, and daily enjoyment!
- Create a centrally located open space park area in a revitalized area not at the edges of the River. A central square like Sonoma where community gathers and with merchants surrounding it.
- **Build more green spaces, pocket parks, green corners and gardens.**
- Ensure that new development and housing is balanced with new open space to create an attractive population center.
- Provide appropriate open spaces for youth and kids.
- Maintain a skate park Downtown!
- Promote more recreational activities like biking, running, water access and enjoyment.

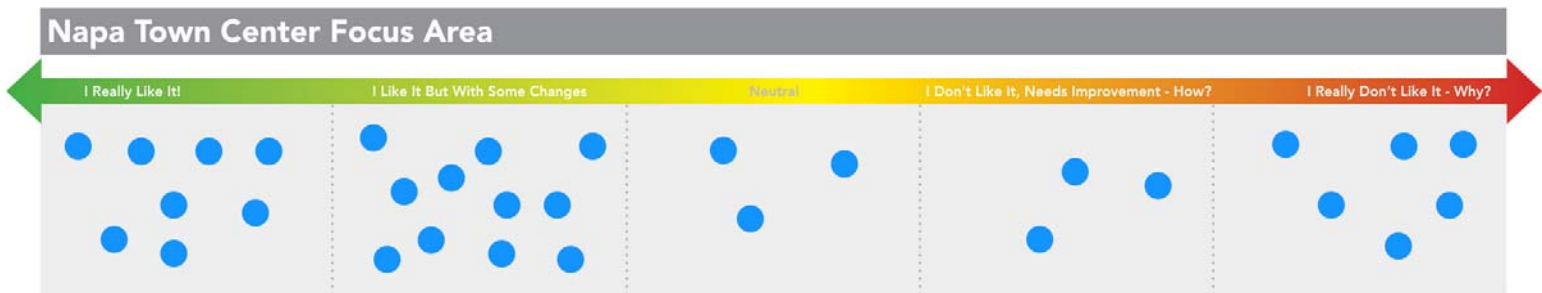
- Designs should have open space along river rather than strictly commercial.
- Create a defined River District with docks, residences, commercial opportunities, and public uses.
- Consider creating an Oxbow District as well.
- **Promote public art by providing more space for art making and showing.**
- Add some public art on the side of the prism facing Main Street.
- Include cultural centers, historic societies, art communities and educational facilities into planning and the community will more strongly feel the benefits and begin to see Downtown as a hub.
- Allow live/work spaces for artists and small, new tech businesses.
- Integrate residential uses in all areas of Downtown.
- Include lower income housing. Low-income families need places to live in Napa.
- Allow higher density residential with affordable housing Downtown.
- Design mixed-use buildings with housing.
- **Build more affordable housing as it is crucial to support vibrant local community.**
- Land use should incorporate mixed use and consider the economic make-up of the local citizens (i.e. student, artist and affordable rent spaces).
- Create a mix of uses with businesses, offices and residences linked in by pedestrian passages and courtyards.
- Blend office and commercial uses to create energy and activity. Add housing to the mix to put people on the street. Density is not a bad thing when done well.
- Create mixed-use developments that fit in with the community --no high-rise glass and metal structures.
- Include basic services for people who live downtown --like grocery stores and drugstores.
- Create a grocery store near Copia so we don't have to drive.
- Allow Downtown activities for citizens who live here: dancing, entertainment, concerts, art, outdoor.
- **Make more space for music.**
- Include more studio spaces for musicians to perform and practice.
- Create areas where street performers are encouraged.
- Endorse original architecture – not so many replicas of packaged styling from elsewhere.
- Don't stylize the buildings so much that they look dated in ten years.
- Create original architecture locally inspired. Do not copy styles from other places.
- **Create incentives to fill up empty stores.**

- Deed restricted affordable housing.
- Do not mix residential and office uses. Create residential-only areas.
- Do not convert any more historic houses into offices.
  - Stop dividing our old town neighborhoods.
  - Reverse properties to residences when possible.
  - Stop the commercial v. housing economic divide.
- Place focus in areas that visitors consider important.
- Provide support to businesses to avoid “revolving door” retail stores.



## C. TOWN CENTER FOCUS AREA

The following comments are from notes left by community members at the Town Center Focus Area station. The Town Center Focus Area poster showed existing amenities as well as proposed urban design features for the site. Complementary images exemplified some of the proposed urban design features. Comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities. In addition to the following comments, a total of 31 participants voted in the sticky dot exercise at this station. A majority of votes were in favor of the urban design elements proposed (19 dots). There were three neutral votes and nine dots were showing disagreement with the proposed concepts. Below is the scale bar showing results.



### Assets

- Preserve historic buildings.
- Respect the historic facades as a first principle.
- Get rid of Kohl's building.
- Restore and re-use Merrills/Gordon building.
- Keep original and historic First Street facades.
- Honor and feature Napa's architectural history.
- Create cultural tourism emphasis Downtown!
- Preserve Napa the way it is.

### Opportunities and Challenges

- **Make room for arts.**
- Provide arts space for local artists that are affordable.
- **Allow artists to use vacant spaces until rented.**
- **Create space for art and artists of all kinds! Studios, rehearsal, performance space!**
- Encourage "home-grown" smaller businesses.
- **Encourage local art, music and entertainment.**

- Allow night life in the Town Center to provide eyes on the street at night and increase safety.
- Study examples from other cities:
  - Use Boulder, CO as an example of possibilities.
  - Consider Santana Row concept with outdoor restaurants.
- Improve center with sidewalk cafes and sidewalk life.
- Promote pedestrian activity along Coombs with restaurants, outdoor cafes, bookstores, trees and outdoor seating!
- Enhance streetscaping with public art, planting.
- Focus improvements on incorporating culture and public common space rather than new developments.
- Create small-scale pocket parks, intimate open spaces.
- Redesign Dwight Murray Plaza/Ralph Trowder with more garden planting areas.
- Create gathering places that consider all ages of the community from children to grandparents.
- Reinvigorate retail, allow entertainment and provide gathering spaces and residents will have a reason to come to Downtown. The streets are not the problem.
- Make Downtown attractive to Latino community by including affordable retail, and bilingual signage.
- Promote businesses that are stylish, diverse, desirable and of good quality.
- Incorporate historic walks with kiosks at Town Center and Downtown area.
- **Consider tearing down the Town Center and integrating with core commercial area.**
  - Town Center is a tight maze, disconnected, empty stores, ugly parking structures, inconsistent architecture.
  - Kohl's is a terrible building. Should be knocked down to create a community square.
  - Town Center should cater to local small merchants. Start over reboot.
- **Improve facades to achieve a consistent look.**
  - Replace ugly glass fronts.
- Do not improve the facades.
  - The city needs bold design ideas, not façade changes.
  - I hope public money doesn't go to land owners for this purpose.
  - What good is fixing the facades? It is like lipstick on a pig.
- Get the property owners to fill the vacancies in their property within a certain time limit or face a fine.
- Encourage landlords to offer affordable rents to fill up vacant storefronts.

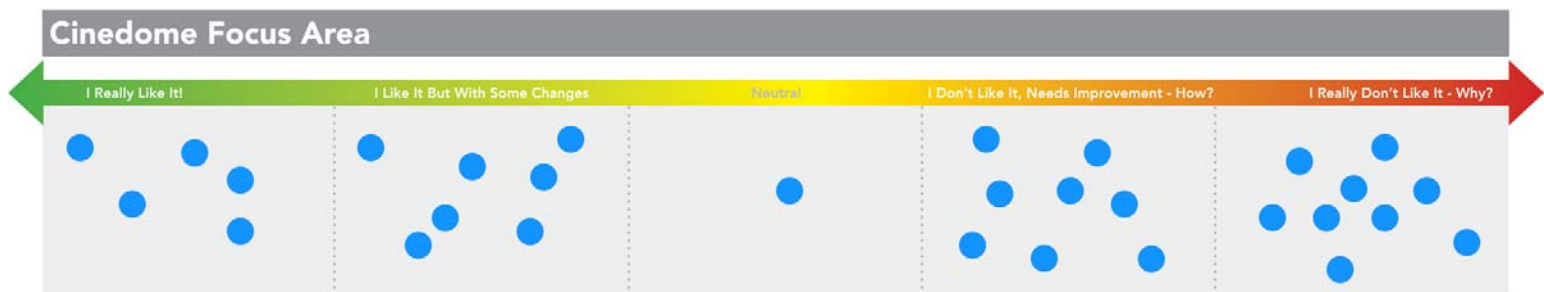
- Remove and replace County building. It is an eyesore and brutally unfriendly to pedestrians.
- Get rid of Carithers or redesign to make it more street-level friendly.
- Remove Carithers Building! Create office and retail uses.
- Remove Randolph building.
- Leave Brown Street corridor open alongside Kohl's.
- Preserve China Light and old landmark bank building.
- Change the circulation so people can get around.
- Limit the amount of circulating cars in our downtown area – like in downtown areas in Europe where cars must park on the periphery. Have bike racks and drinking fountains.
- Create a bike and pedestrian only district.
- Preserve current connection on Coombs that does not allow cars.
- Reconstruct street grid in Downtown area
- Provide smaller spaces for retail with a diverse mixture of local and quality chain stores.
  - Divide retail lease space into smaller spaces.
  - Smaller spaces (100-200 square feet) are likely to be rented out.
- Allow higher building densities.
- Maximize opportunities for increased densities Downtown.
  - Upper story setbacks and overlooks
  - Housing above retail
  - Mixed-use Downtown
- Create affordable housing to bring people Downtown and support the local economy.
- Create mixed-use buildings with residential uses over retail for a more walkable and less car-oriented area.
- Do not include residences Downtown. Support commercial uses and fill up vacancies.
- Allow timeshare downtown. Good timeshare is the best active bed base for Downtown next to hotels but more economical.
- Create parking relief or flexibility for Downtown residential.
- Provide parking relief for affordable housing.
- Keep new buildings to four floors max.
  - Five stories is too tall.
- Refine the urban design concepts for this area to create a successful plan.

- Free space for use by the community such as for workshops. Consider how educational projects can be incorporated.



## D. CINEDOME FOCUS AREA

The following comments are from notes left by community members at the Cinedome Focus Area station. The Cinedome Focus Area poster showed existing amenities as well as proposed urban design features for the site. Complementary images exemplified some of the proposed urban design features. The comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities. In addition to the following comments, a total of 30 participants voted in the sticky dot exercise at this station. With just 12 dots, a minority of votes were in favor of the urban design elements proposed. There was one neutral vote, and the majority (17 dots) of votes were showing disagreement with the proposed concepts. Bellow is the scale bar showing results.



### Assets

- **Keep the theater downtown!!**
  - I really loved having a movie theater downtown. I live in the historic area and during the summer we walk downtown, go out to dinner and then hit the movies. It would not be enjoyable to have dinner then drive down to Target/Soscol area for a movie. Could a theater be part of the entertainment area?
  - We need the theater downtown – my teenager walks to the movies.
  - Tear down and build a better theater.
  - Work with theater owner to maintain Downtown presence.
- **Preserve the skate park since it is a well-used amenity by local kids and teens.**
  - Please keep the skate park somewhere nearby!
- Preserve Napa the way it is.

### Opportunities and Challenges

- Utilize the Cinedome area for recreational and family uses due to its unique location at the intersection where River, Creek and bypass converge.
- Design buildings to be no more than four stories along Soscol Ave.
  - Keep human, neighborhood scale.
- Locate businesses along Soscol Ave.

- Include an art movie house.
- Provide better detailing to the access to the Oxbow bypass.
- Reviewed the Oxbow bypass as a critical part of the park and pedestrian traffic plans.
- Include a skate park and sand volleyball in the Oxbow bypass.
  - Demolish skate park.
- Promote increased pedestrian and bike circulation and work to decrease vehicular traffic.
- Place emphasis on historic Chinatown-China Point and promote outdoor activities.
- **Include visible art space, music and entertainment.**
- **Use this area for a cultural, musical and artistic epicenter of the Napa Downtown.**
  - Build a theater or community center.
  - Create a public serving community and arts center at Cinedome. River Center (Prop 84 grants).
  - No residential here.
- Take away the skate park and build a parking garage.
- **Do not build a parking garage.** You need stuff to do before places to park.
  - Plenty of parking with the garage next to jail!
- Provide appropriate buffer between parking/mixed-use building and 1-2 story houses.
- Incorporate parking structures with retail ground floor.
- Incorporate parking structure with a movie theater.
- Keep movie theater downtown. Locate housing development in other areas of Downtown like county office block at 3rd and 4th, Coombs and Randolph.
- Create a hotel since this is the best site for it in Napa Valley. Promote tourist industry.
- Allow mixed-use and consider greater heights to accomplish ground level pedestrian amenities like pocket parks and outdoor dining.
- Include lower income in any house plans.
- **Create an office or residential development and provide more parking for it.**
- Discourage tall buildings that further impede access/use of Oxbow. Try to tie Cinedome and Oxbow together.
- Do not allow bulk buildings like Riverfront along the river.
  - Don't ruin views.

### Cinedome Focus Area

**I Really Like It** | **I Like It But With Some Changes** | **I Don't Like It** | **How?** | **I Really Don't Like It - Why?**

**GOALS**  
The following list reflects some of the observations for the Cinedome Focus Area and requested for the community and members of the Downtown Steering Committee through the outreach process.

- 1. Preserve historical, office or residential uses
- 2. Improve pedestrian and bicycle circulation
- 3. Take advantage of location on Stearns Community and Creek
- 4. Create outdoor plaza area
- 5. Increase green
- 6. Increase outdoor seating areas
- 7. Mixed-use development
- 8. Improve streetscape

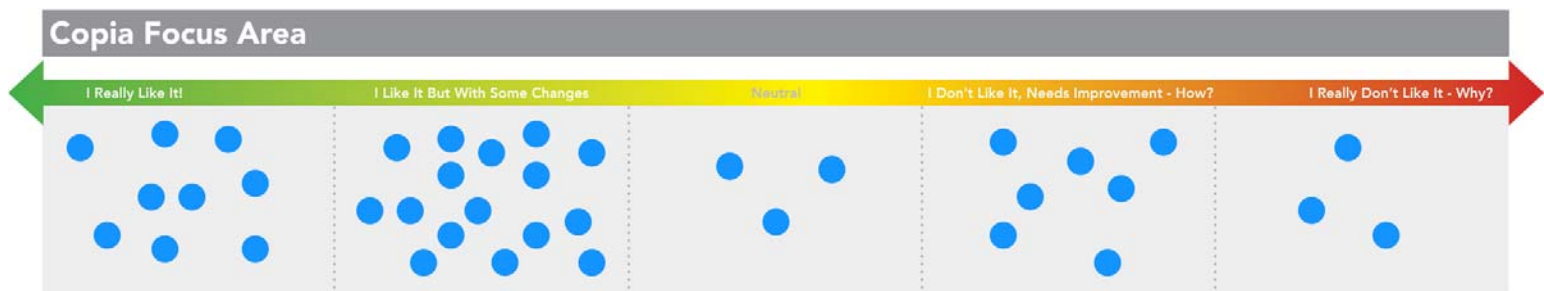
**Legend:**

- Green: Pedestrian/Bicycle Circulation
- Orange: Outdoor Plaza Area
- Purple: Increase Green
- Red: Increase Outdoor Seating Areas
- Blue: Mixed-Use Development
- Yellow: Improve Streetscape
- Black: Other

Downtown Napa Specific Plan Community Workshop #2

## E. COPIA FOCUS AREA

The following comments are from notes left by community members at the Copia Focus Area station. The Copia Focus Area poster showed existing amenities as well as proposed urban design features for the site. Complementary images exemplified some of the proposed urban design features. The comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities. In addition to the following comments, a total of 38 participants voted in the sticky dot exercise at this station. For the most part, votes were supportive of the urban design elements proposed with 25 votes casted in favor. There were three neutral votes and 10 votes were showing disagreement with the proposed concepts. Below is the scale bar showing results.



### Assets

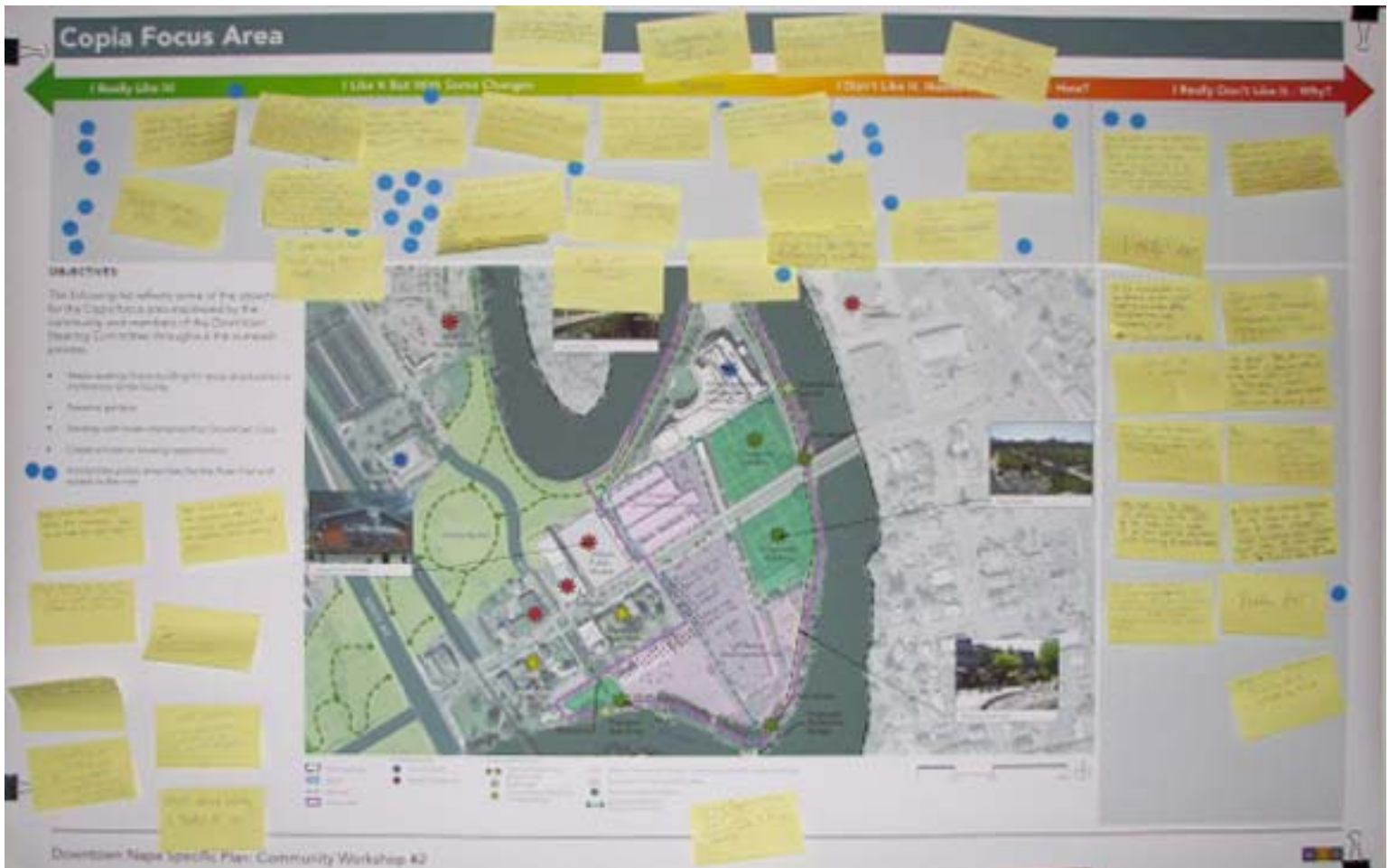
- Preserve Napa the way it is. Consider including more public art.
- Save the gardens! Open it up to the entire community.
- Integrate existing Copia building/gardens with future planning.
- Preserve its relaxed, open space feel.
- The Oxbow Market is already the best place in town.

### Opportunities and Challenges

- Include public art.
- Incorporate parks and art.
- Promote different types of outdoor recreational activities like biking and running trails, a pool and fitness center with ramps to access the river for kayaks and picnic spots.
- Keep this area safe.
- Expand the Copia gardens.
- Redesign County Corporation Yard to make it river friendly.
- Create more public gardens and generate a program to maintain them.
- Develop a conference facility or community center.

- Conference center would draw more people to downtown and impact positively restaurants, stores, current hotel occupancy.
  - Trade shows.
  - Attract shows, events, automotive concourse, other activities that bring visitors.
- Consider other desirable complementary uses adjacent to a conference center like hospitality and retail.
- Redesign Copia to make it attractive to locals.
- **Give Copia a cultural focus with community-serving uses such as a gathering, cultural space.**
  - Good for arts or community center, theater.
  - Copia building can also serve as a facility for art venues and cultural programming (theater, dance, music, etc.)
  - Copia should have diverse use, not one business.
  - Use part of Copia for community activities.
- Expand Copia activities away from just food and wine. Explore foreign films, concerts, and dancing.
- Keep Copia ownership in the community and with community involvement with the gardens, arts, cooking and wine.
  - Light wine tasting/food.
- **Consider using Copia as an educational facility.**
  - Design to be a “wise” environment.
  - Use gardens to educate and serve restaurants and local families or charities.
  - A tribute to our farming and vineyard history.
  - Consider bringing CIA (Culinary Institute) to this location.
- Make southern Copia gardens a development area. Copia may need more density immediately adjacent to be successful.
- **Do not create another hotel at Copia.**
  - Wait to see if Ritz materializes.
  - Do not build a hotel in the Oxbow. It already has the Westin and the approval of the Ritz. Make it a real part of downtown with housing and entertainment.
- **Consider creating a theater at Copia.**
  - Move the movie theater to the parking lot between Copia and Oxbow market. Keep entertainment downtown. Don’t draw off more energy to outlying shopping malls. Downtown needs life.
- Promote retail lining the streets.
  - Cafes, street activity, a lively Europe feeling.
- Integrate some artist studios live/work spaces and imaginative housing too. Y

- Use Copia as new transportation hub instead of 4th and Soscol. Good parking, good train access, nice river view, plenty of tourist center space.
- **Consider parking needs as area develops and increases in density.**
- Limit building heights to two stories with a few three story exceptions depending on impact on the neighborhood (shadows, blocked views, etc.)
- Don't let Copia sit empty while all the plans are developed.
- Include stakeholders and individuals with special knowledge in this area in the planning process.
  - The local group that assembled in the attempt to purchase the site has put a lot of time and effort in the redevelopment of this. Seek their insights.
- Preserve some of Mr. Mondavi's vision for this site.
- A long-term viable plan for this area should wait until other relevant projects currently underway are finished.
  - Ritz Carleton Hotel
  - Oxbow bypass



## F. ENTERTAINMENT DISTRICT

The following comments are from notes left by community members at the Entertainment District station. The Entertainment District map showed the proposed boundary for the district along Main St between Clinton St and 3<sup>rd</sup> St. Comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities. In addition to the following comments, votes casted at the sticky dot exercise revealed a positive response to the Entertainment District with 39 votes in favor. Three votes were neutral and there were only two votes showing disagreement. A total 44 participants voted at this station. Below is the scale bar showing results.



### Assets

- Preserve Napa the way it is. Consider including more public art.

### Opportunities and Challenges

- Allow more entertainment downtown.
- The Entertainment district is a good idea.
- Make it an entertainment and art district.
- Entertainments licenses should be permitted on a case-by-case basis. The district approach sounds more complicated than helpful.
  - Make it easier to obtain an entertainment permit.
- Award permits depending on use.
  - Some uses should require a liaison contact for such issues as noise
  - Possible fine/fee if police or city personnel are required to intervene.
- Keep Downtown outdoor venues family friendly. This area is too small and houses are too close. Keep amplified music indoors after 9 pm.
- Stop the entertainment zone at Pearl St.
- Make entertainment community focus – don't make just for tourists.
  - Create a shared community art center that can also be used for entertainment. Balance traditional entertainment
  - Napa Valley Opera House not quite right for this purpose.

- Catering to our precious youth.
- Address ordinances that restrict community activities within this proposed entertainment district.
- Do not allow residential in entertainment district at all. Allow dancing in entire district.
- Include performance venues for local musicians; Napa Valley and Bay Area.
- Craft a tasteful district with upscale venues and dancing night clubs.
- Do not designate an entertainment district boundary.
  - Allow entertainment in all parts of the City. Keep creativity open and available everywhere.
  - Don't single out one area. It closes doors, blocks options, makes complicated for outside artists and performers.
  - Be flexible – some venues may fall outside these boundaries.
- Consider a larger district since this area is too small for ambitions, variety and quantity of venues.
  - Enlarge entertainment district to accommodate larger venues. Consider expanding onto 1st and 2nd Streets. Encourage multi-plex within this district by easing approval process.
  - Expand south down to the River to include Napa Mill and docks.
  - Not enough potential for various venues – too small!
- Expand district to Oxbow area.
  - Use Copia for more diverse entertainment. Intersperse some entertainment outside of core area on Main.
  - Consider allowing/including some entertainment in the Oxbow/Copia district.
- Extend toward existing shopping centers and restaurants including affordable business and exhibition spaces for arts and locals.
- **Include art space within the district.**
- **Address youth entertainment needs.**
- **Locate a place for an art community center with programs for artists and youth.**
  - An art community center with exhibits, workshops, music and poetry.
  - A space for an arts academy.
  - A place that serves the community and invites tourists.
  - Inclusive for low income people/students.
- Include art galleries in this area; a good daytime complement to the nighttime entertainment.
- Balance entertaining activities for people of different age groups.
- Provide entertainment for the Latino community.

- Limit use of neon lights for nightlife energy and night lighting.
- Consider parking for events so businesses and residences are not impacted.
- Allow street closures to traffic and exclusively for pedestrians.
- Provide bicycle racks.



## G.AUTO CIRCULATION

The following comments are from notes left by community members at the Entertainment District station. The Entertainment District map showed the proposed boundary for the district along Main St between Clinton St and 3<sup>rd</sup> St. In addition to the following comments, votes at the sticky dot exercise revealed a large majority of votes in favor of the ideas proposed at the Auto Circulation station. Out of 65 votes, 40 were favorable, seven were neutral and eighteen were in disagreement with proposed ideas. Below is the scale bar showing results.



### Opportunities and Challenges

- Limit resources for studying traffic and circulation impacts and look to other solutions for solving the downtown economic issues.
- **Allow for two-way travel on Coombs between 1st and Clay and along Franklin between 1st and Clay.**
- Restrict Coombs, Pearl and Jefferson streets from increased traffic through Old town.
- **Avoid increased traffic on Coombs.**
- Encourage an outdoor plaza along Coombs.
- **Keep Coombs closed between Town Center and Kohl's.**
- Reduce speed to 25 and maintain parking on 1st & 2nd.
- Avoid the need to incorporate turn lanes, changing turning radius, or rechanneling traffic.
- Consider the 1994 traffic report for input from residents.
- Consider closing select downtown streets to auto traffic and create pedestrian and bicycle streets.
- Avoid the use of two-way streets downtown.
- Maintain one-way travel on First and Second Streets.
- Improve the intersection of California and Hwy 29: exit right onto 2nd. Make 3<sup>rd</sup> and 4th two-way.
- Improve transitions at Division Street.

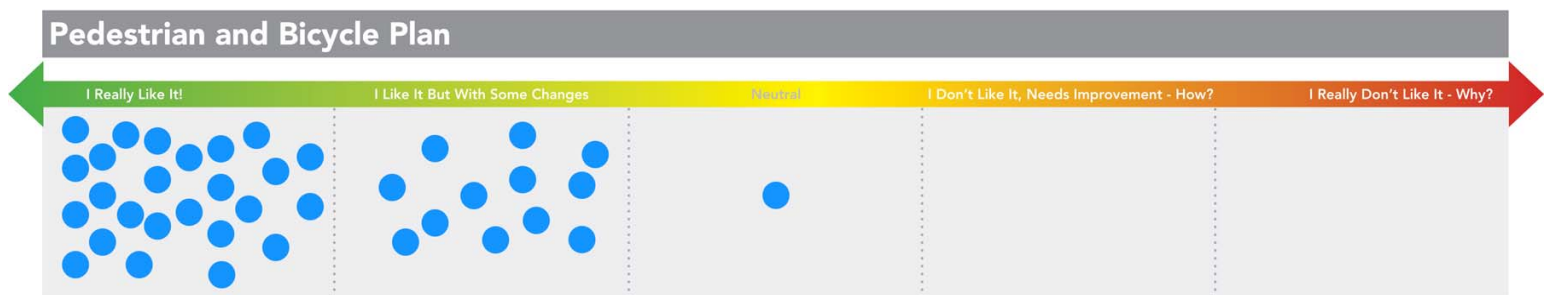
- Avoid losing parking downtown for the gain of two-way streets.
- **Reverse First and Second Streets.**
- Create a one-way street into downtown.
- Keep circulation as is.
- Make 1st Street inbound. Remove road blocks and one-way streets.
- Improve traffic backup at 29 and 1st.
- Look at off ramps and on ramps at hwy 29.
- City should buy parcels at California and 1st and create an entrance to downtown.  
Two-way on all streets.
- Connect entrance and exit routes to parking in a way that minimizes internal car travel. Make the center of town very pedestrian friendly.
- **Change one-way streets into two-way on 1st and 2nd. If not possible, reverse the direction: 1st is in from Hwy 29, and 2nd becomes an exit to Hwy 29.**
- **Remove one-way directions.**
- Reconfigure street circulation and patterns to create a logical and more intuitive configuration.
- Avoid ending two-way traffic at Jefferson.
- Extend two-way on 1st and 2nd Streets down to California Street.
- **Allow 1st & 2nd become two-way for better flow and to slow down traffic.**
- **Increase exposure to business with two-way traffic.**
- Utilize two-way streets to slow down traffic, make downtown circulation more intuitive and bring in circulation from hwy 29.
- Consider bringing traffic into downtown from Hwy 29 on Third Street (new off ramp at freeway). Third Street connects across town to Coombsville Road.
- Preserve sidewalks if streets are converted to two-way traffic.
- Avoid widening South Jefferson Street.
- Increase size of pedestrian and bicycle right-of-way designated areas.
- Create opportunities for green (electric?) shuttles – open air in good weather to reduce single autos.
- Consider shuttle services to downtown core to promote a more pedestrian environment.
- Preserve and protect street trees.
- Provide more parking with garages.
- Provide various forms of screening for downtown parking
- Include paid parking in the downtown parking strategy.

- Provide further analysis for the intersections of Division and Coombs and for Division and Randolph.
- Consider traffic calming roundabouts at Randolph and Division Streets.



## H. PEDESTRIAN AND BICYCLE PLAN

The following comments are from notes left by community members at the Pedestrian and Bicycle Plan station. The map showed the proposed pedestrian and bicycle paths within the Downtown area and in adjacent neighborhoods. Four different types of bike routes were differentiated, mapped and represented with complementary images. Comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities. In addition to the following comments, votes casted at the sticky dot exercise revealed a large majority of votes in favor of the improvements proposed for pedestrians and bikers. A total of 38 participants voted at this station, with 37 votes in favor, one neutral vote and no votes were casted opposing proposed ideas. Below is the scale bar showing results.



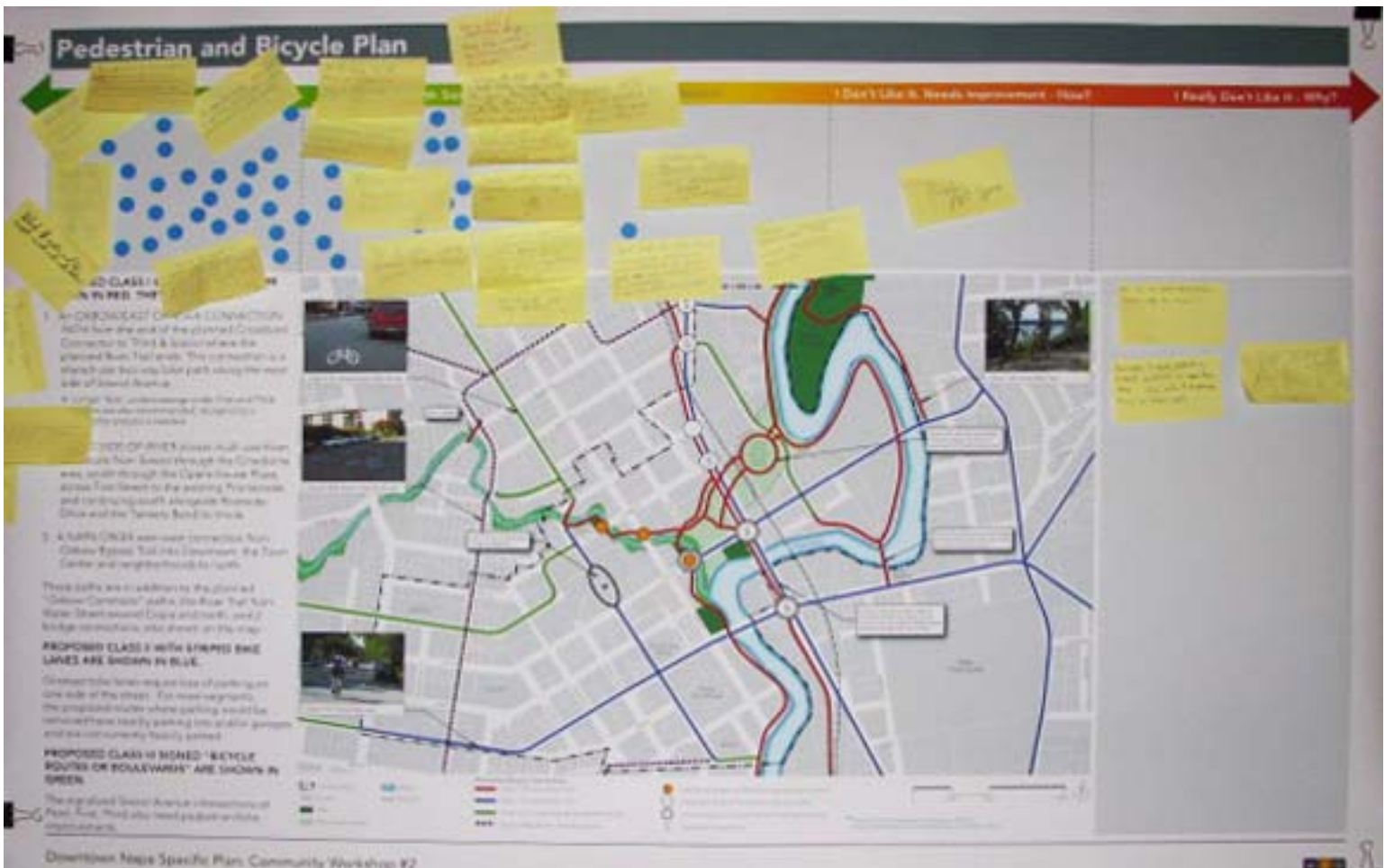
### Assets

- Centralize the pedestrian and bicycle network around the Napa river to allow for exploration, walking and biking

### Opportunities and Challenges

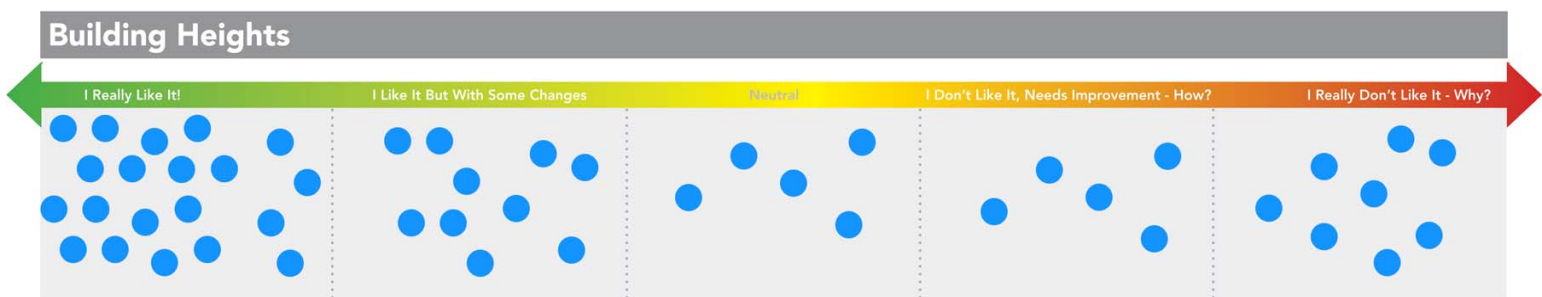
- **Expand the existing bicycle and pedestrian network downtown.**
- Encourage a pedestrian downtown core with a mix of shops, entertainment and restaurants
- Enhance the downtown for a pedestrian environment with design elements such as large awnings over sidewalks.
- Consider periphery parking with shuttle service to downtown core.
- Make Oxbow Commons bypass channel a reality.
- Improve bicycle accessibility to arts district.
- Incorporate bicycle racks in streetscape design to provide for bicycle parking.
- **Provide adequate lighting along pedestrian pathways.**
- **Provide dedicated bike lanes.**
- Provide dedicated pedestrian lanes.
- **Implement a bicycle boulevards system.**

- Provide traffic calming by encouraging bicyclists and pedestrian access in the downtown core.
- Create parking separated on-street bike lanes.
- Expand pedestrian greenways.
- Encourage bicycle touring!
- Connect downtown with bike paths to old town district.
- **Provide a hierarchy of bikeways to accommodate the commuter and sport cyclist.**
- Incorporate commuter bike ways with public transit.
- Consider Soscol to allow for pedestrian and bicycle pathways as main street and causeway for the community. The more paths the better.
- Provide drinking fountains and seating along bicycle and pedestrian paths.
- Consider speed limits for the Class 1 bike paths to promote safety.
- Consider other forms of transportation such as skateboards.
- Enforce City laws against skateboarders on city streets.



## I. BUILDING HEIGHTS

The following comments are from notes left by community members at the Building Heights station. The building heights poster showed proposed building heights in different areas of the Downtown Napa Specific Plan planning. In Addition to the map, this poster had information to educate about different considerations relating to building heights. Comments have been sorted into two groups: existing assets, and existing challenges and potential opportunities. A total of 48 participants voted at this station. Most of the votes were in favor of proposed ideas relating to building heights: 30 votes were in favor, 5 votes were neutral and 13 were opposed to proposed ideas. Bellow is the scale bar showing results.



### Assets

- Strengthen the Riverfront as a heart of the new downtown Napa.
- Create a River District as a linear connection from Oxbow/Copia to Main Street to the riverfront.
  - Include docks, silent, electric shuttles, plazas, and patios, to attract people.
- Celebrate Napa's unique character as a river city.
- Preserve Napa as it is today.

### Opportunities and Challenges

- Reconsider whether bigger buildings rather than the existing empty downtown commercial is the best solution for reviving Napa's downtown.
- **Increase setbacks to allow for shared semi-public plaza's /spaces between adjoining artist studios, offices and retail as combined, aesthetically inviting spaces.**
- Minimize building height increases.
- Encourage higher densities and heights to get greater pedestrian-level amenities.
  - Provide outdoor dining, pocket parks, other public space...
- **Encourage height variation**
  - **Consider a building height ratio.**

- **Encourage affordable housing through increased height limit incentives.**
- Allow for increased building heights for mixed use residential.
- Encourage housing types that will energize downtown.
- **Consider all design aspects with potential building heights.**
  - sun angle
  - adjacent uses
  - pedestrian comfort
  - green space
  - views
- **Respect historic neighborhoods with appropriate adjacent building heights.**
  - Avoid dwarfing of historic buildings with higher adjacent development.
- Allow for an open forum to decide on building heights.
- **Maintain existing building height limits.**
  - Allow for visual space.
  - Allow for more sun along the street.
  - Maintain existing views to the hills of the valley
- **Encourage Step-backs on upper stories.**
  - **Provides for rooftop restaurants**
  - Increase density while minimizing building height impacts
  - Provide for rooftop gardens
- Use design, setbacks and materials to avoid dark corridors and wind tunnels.
- Incorporate urban design ideas to maximize densities while respecting Napa's existing character and small town feel.
- **Consider the Avia hotel as a height limit benchmark for all downtown buildings.**
- Use the "Main Street" design clues from other regional towns in the Napa valley to help foster tourism and commerce in Downtown Napa.
- **Set a three-story height limit without setbacks.**
- **Provide a massing study to show what height variations with existing might look like.**
- Create a 40' height limit downtown with exceptions up to 50' with the use of step backs.
- Create a four-story maximum on height limits
- **Require each development to undergo a thorough design review that is context based and considers building heights**
- **Maintain the village feel and human scale of buildings.**

- Limit building heights to 50 feet.
- Increase building height limits to 60 feet in downtown.
- Utilize varied setbacks to deter monolithic facades along the river.
- Trust professional guidance to determine height limits and design solutions.
- Limit building heights between Cinedome and city owned property
- Limit building heights at Cinedome to existing heights.
- Determine building heights in association with specific land uses.
- Foster well established retail businesses to invest in Downtown.



## IV. DOT EXERCISE

The following table shows the results from the dot exercise. Participants received eight sticky dots to be placed on a grading scale at each station. The grading scale is represented at the top of the table with the signs "+ +", "+", neutral, "-" and "- -". The scale "measured" how much participants supported or not the concepts proposed at each individual station. The vision poster was the only one that did not have a grading scale and participants just provided written comments.

<b>Results of "Dot" Exercise</b>						
	<b>+ +</b>	<b>+</b>	<b>neutral</b>	<b>-</b>	<b>- -</b>	<b>TOTAL</b>
Land Use	7	15	1	6	2	31
Town Center	8	11	3	3	6	31
Cinedome	5	7	1	8	9	30
Copia	9	16	3	7	3	38
Height	20	10	5	5	8	48
Circulation	31	9	7	4	14	65
Bike/Pedestrian	25	12	1	0	0	38
Entertainment	17	22	3	1	1	44