



## Decision Points for DSC # 5 Meeting

The following concepts have been derived from input received through the stakeholder, community outreach, and DSC meetings. These specific decision points have come up consistently throughout the process and resolution of these decision points will be incorporated into the broader specific plan strategy. These are not depicted in any particular order. Each is broken up into three components; first is the objective for each topic, next is a compilation of community comments from Community Workshop #2, and finally there is a list of questions to provide food for thought and guide the direction we are seeking from the members of the DSC.

### 1. Theater Strategy

A lease has been finalized for a new theater complex on the Gasser property behind the South Napa Marketplace. In the unlikely event that this new theater does not move forward or in the event that a different type of movie theater (independent films or art films etc.) were to be proposed downtown, it would be useful to have some guidelines established as to the appropriate location and other considerations for such a theater.

**Objective:** Draft policies that provide direction on the size and location of a theater in the Downtown area, in the event a theater is not constructed on the Gasser site.

#### *Comments from Community Workshop # 2:*

- Keep the theatre downtown.
- Incorporate a parking structure with a movie theater.
- Consider creating a theater at Copia.

#### *Questions for the DSC to consider:*

In the event that the movie theater plan for the Gasser site does not move forward,

1. Should the movie theatre be located in downtown?
2. If it is located downtown, where should it be located? OR What criteria would help determine the ideal location for the theatre? Proximity to parking? Proximity to restaurants/retail? Centrally located?
3. How much of a presence should the movie theater be to the street frontage? Should the entrance be ground floor with the theatre on upper floors?

## 2. Skate Park

The Skate Park is currently located on the Napa Sanitation District block north of Pearl Street between West and Yajome Streets. With future development on the Napa Sanitation District site, the Skate Park will be relocated. At this time, the new location of the Skate Park is part of the Parks Master Plan. There has been public input about the need to retain a Skate Park in or near Downtown, located at Kennedy Park in proximity to other recreational uses or other locations in the City.

**Objective:** Determine if the appropriate location is in or near the Downtown area and if so, draft policies to support. Policies should ensure that the skate park does not conflict with surrounding uses.

### *Comments from Community Workshop # 2:*

- Maintain a skate park Downtown!
- Preserve the skate park since it is a well-used amenity by local kids and teens.
- Include a skate park and sand volleyball in the Oxbow bypass.
- Take away the skate park and build a parking garage at Cinedome.

### *Questions for the DSC to consider:*

1. What is the appropriate location for a skate park? Is it near or within Downtown? Has the Downtown benefitted from having the skatepark downtown? Have skateboard parks caused conflict in other downtown locations?
2. What is the appropriate scale of the skate park?
3. Should the location and scale of the skate park be left up to Parks and Recreation through the Parks and Recreation Master Plan that is currently in process?

### 3. Flexibility for (Pink) Ground Floor Retail Space

With the slowing economy and the number of vacancies in the Downtown retail area, an economic recovery isn't likely to fill all of the vacancies at one time. Therefore, it may be useful to focus on filling vacancies at specific nodes in Downtown to create a critical mass that can be expanded over time. To achieve this, perhaps some flexibility in requiring ground floor retail in the areas mapped "pink" would allow certain areas to fill vacancies with non-retail uses in the short term. Then as the economy rebounds, those non-retail uses would be replaced by retail uses based on the increasing demand for retail space.

**Objective:** Determine whether to provide flexibility in ground floor uses in the pink area of the map along First Street and Main Street, considering the current economic reality and the potential that recovery will be slow.

#### *Questions for the DSC to consider:*

1. With the timing of the economic recovery uncertain, should efforts be made to fill vacant retail spaces with other uses until the vacancy level is reduced?
2. If such a strategy were to be utilized, what criteria should be used in determining types of other uses allowed, considering that those uses may remain in place for some time until they can eventually be replaced by retail uses?
3. Considering the significant amount of vacant retail space, with much of it concentrated in one geographical area, the City's retail advisor recommends focusing retail attraction efforts in one or two key "nodes." Once those are filled, the areas in between will fill in over time. This would require defining an appropriate mix for the specific area(s), and a simultaneous recruitment of desired retailers. This effort would require coordination among City Economic Development staff and local brokers. How does this concept resonate?

## 4. Promoting the Arts

The concept of incorporating art into Downtown has come up throughout the community outreach process. The art community has a desire not only for public art and visual art being a part of Downtown, but also has voiced a need for performance space, studio space, gallery space and live/work space. Many of these types of spaces exist downtown already. In response to these comments, the Steering Committee is tasked with providing some policy direction as to how and where art should be reflected in the Downtown strategy.

**Objective:** Determine if and how visual and performing arts should be incorporated in the Downtown. Consider what role art plays and to what extent we want to encourage it in the Downtown area.

### *Comments from Community Workshop # 2:*

- 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. Allow live/work spaces for artists and small, new tech businesses. Allow artists to use vacant spaces until rented.
- Build a community arts center. Offering artist work space and rehearsal space.
- 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.
- Create space for art and artists of all kinds. Studios, rehearsal, performance space.
- Use Cinedome for a cultural, musical and artistic epicenter of Downtown.

### *Questions for the DSC to consider:*

1. How should art be incorporated into downtown? Public art? Where?
2. What is the appropriate scale and venue for the art? How is art defined? Public art? Performing arts? Art in plazas? Galleries? Studio space?
3. What type of art, art spaces or art venues do we want to encourage? What is the economic viability of providing art space in downtown? Where would the subsidy come from? How can art be encouraged or supported?
4. Is there a zoning approach that could be utilized to encourage art? Allow by right? Discouraging other uses? Aligning with the new art ordinance? Other mechanisms?

## 5. Waterway Policies

For many years, Downtown turned its back or ignored the water features that run through it. Now, the City is embracing and connecting to the water through the Flood Project and other recent parks, plazas and trails along the Napa River. Many plans such as the River Parkway Master Plan and Downtown Riverfront Urban Design Plan provide the initial planning for incorporating passive and active use along the waterways. Water features such as the Napa River, Napa Creek and the Bypass Channel are amenities to Downtown. It is important to further articulate how these features and development adjacent to them should be designed to make the most of these waterways.

**Objective:** Draft policies and design guidelines that provide direction for development along the river, creek, and other waterways to ensure those amenities are integrated into building and site design.

### *Comments from Community Workshop # 2:*

- Place the river at the heart of the community and make it a central amenity.
- Emphasize a River District and the bypass channel.
- Designs should have open space along river rather than strictly commercial.
- Create a defined River District with docks, residences, commercial opportunities, and public uses.
- Do not allow bulk buildings like Riverfront along the river.

### *Questions for the DSC to consider:*

1. What design features should be incorporated in development adjacent to the waterways?
2. What are the priorities for design when buildings are adjacent to a waterway? What type of guidelines should we pursue?

## 6. Coombs Street Circulation

Auto circulation on Coombs Street has been discussed with the Steering Committee regarding whether it should be allowed, and if so, one way or two way. To date, the Steering Committee has not made a recommendation on future use. Community input has raised this issue of opening Coombs Street to allow traffic as well. There have been discussions of allowing cars to utilize Coombs Street in conjunction with pedestrians and bikes as a multi-modal "slow" street. Opening Coombs to vehicular traffic has the benefit of providing better downtown cross connectivity and access to the Pearl Street garage without the need for drivers to go down to Franklin or Seminary to come back to it. The Steering Committee should consider this in conjunction with the discussion below about maintaining Brown Street as pedestrian and bike only.

**Objective:** Provide concepts and criteria to provide guidance to work toward a preferred concept for Coombs Street between First and Pearl streets.

### *Comments from Community Workshop # 2:*

- Promote pedestrian activity along Coombs with restaurants, outdoor cafes, bookstores, trees and outdoor seating!
- Preserve current connection on Coombs that does not allow cars.
- 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.

### *Questions for the DSC to consider:*

1. Should Coombs Street become a multi-modal connection that allows both automobile and bike and pedestrian traffic?
2. The project team recommends a phased approach that allows one-way traffic northbound through the area on a trial basis, retaining the ability to close off the street for events?

## 7. Brown Street Pedestrian /Bike Way

Brown Street south of Pearl Street to Second Street is accessible only to pedestrians and bikes (with the exception of the vehicular access to the Second Street parking garage. Although it is currently not heavily utilized, it could become a popular pedestrian plaza and pathway in the future if it is enhanced as a walking/biking path without vehicular access. Additionally, policies could be drafted to ensure that new development fronting on Brown Street does not turn its back on it but rather incorporates Brown Street as street frontage. Further improvements creating a bike and pedestrian friendly area and linkage along the Napa Creek north to Pearl Street and Sough through the County Superblock to the Riverfront should be explored.

**Objective:** Preserve and amplify utilization of Brown Street between Pearl and Second Street (or Third Street or to the Riverfront) into Downtown's circulation system for pedestrian/bike use. Look at opportunities to include Brown Street as a plaza/community gathering space.

### *Comments from Community Workshop # 2:*

- Leave Brown Street corridor open alongside Kohl's.
- Reconstruct street grid in Downtown area.

### *Questions for the DSC to consider:*

1. Should Brown Street be incorporated into the Bike/Ped Plan as an amenity (e.g. plaza/community gathering space)
2. Should vehicular access be limited to accessing the 2nd Street garage from Brown Street so that vehicular traffic is eliminated between 2nd and 3rd Streets on Brown? Should it become ped/bike only (closed to vehicles)?
3. Should development fronting on Brown Street require storefronts facing Brown Street, rather than fronting Main with the back/loading area on Brown? Or should Brown Street be utilized as access for loading/garbage etc?
4. If Brown Street is not identified as a ped/bike way, it leaves it open to be developed in the future. Should Brown Street be built over?