

Napa RiverLine

Take Me to the River

Strategic Plan

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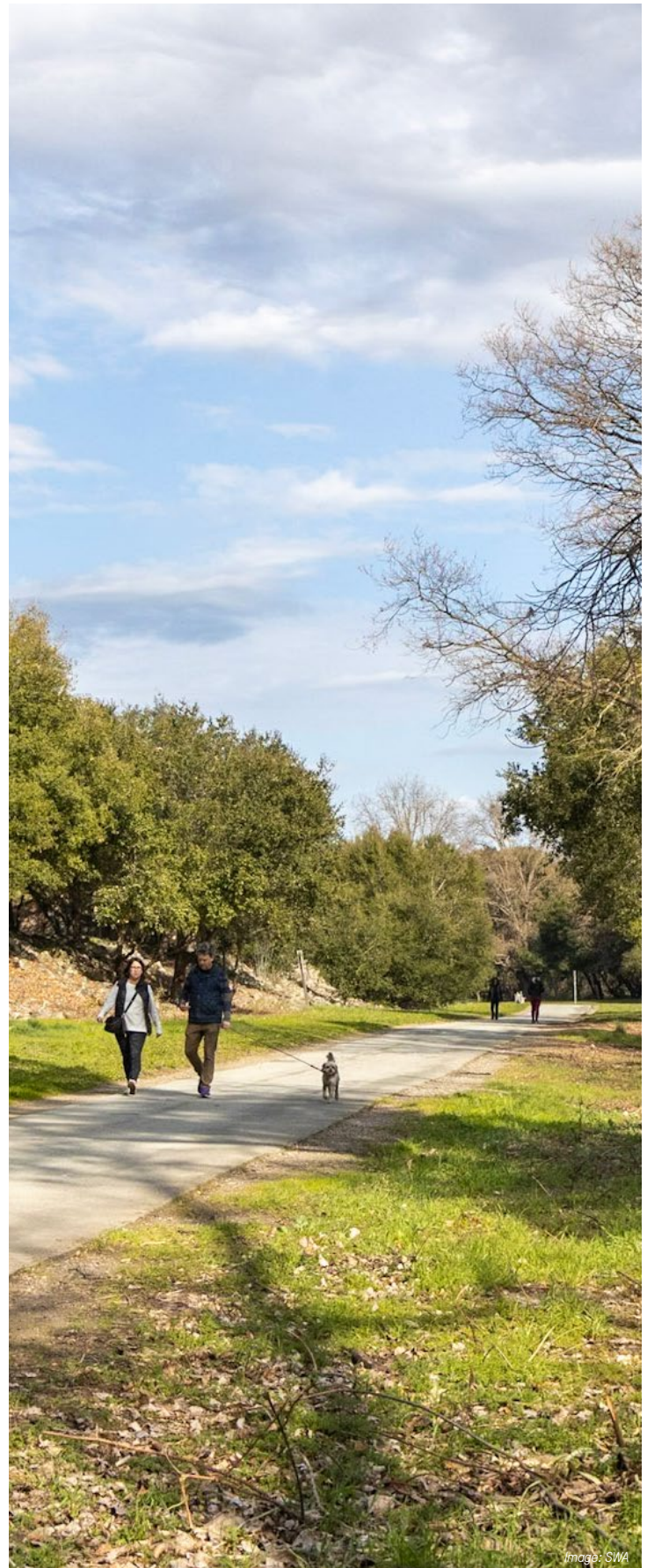


Image: SWA

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Executive Summary

The RiverLine is a comprehensive waterfront trail system planned along the Napa River to enhance connectivity, recreation, and public access. This Strategic Plan provides a visionary framework grounded in strong community-led advocacy, offering clear design direction and an actionable roadmap for implementation.

The planning process builds on past planning efforts and outlines the next steps to bring the RiverLine vision to life. Guided by strong community and stakeholder support, the design identifies key trail features, connection opportunities, strategically placed amenities, and broader activation potential. These elements are detailed in the following chapters of the Strategic Plan:

- RiverLine Experience:** Trail design guidelines outline how the RiverLine should respond to its surrounding context while maintaining a consistent experience throughout the system. Additionally, trail connection guidelines highlight the importance of linking Downtown to The Oxbow and ensuring strong integration of the RiverLine with the river and future development.
- RiverLine Highlights:** A series of strategic interventions are described at key locations along the RiverLine to provide new amenities, destinations, and crossings for users.
- RiverLine Activation:** Opportunities are identified for activating the RiverLine through a wide range of programming focused on health & wellness, art & commemoration, nature & education, and special events & programming.

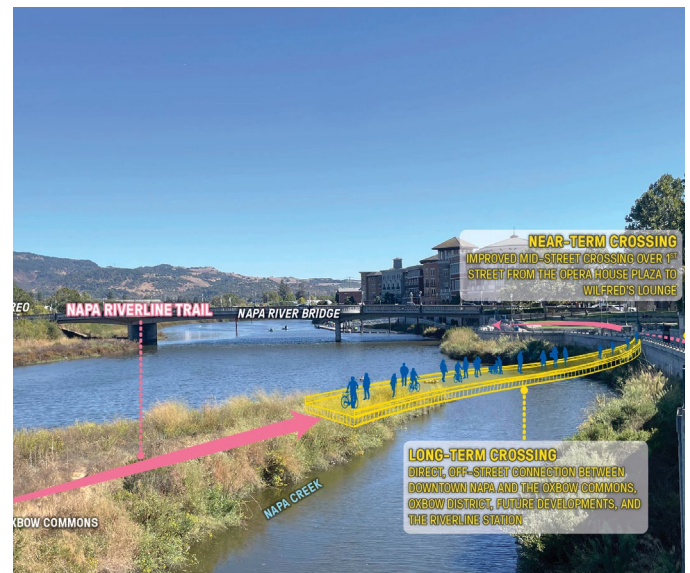
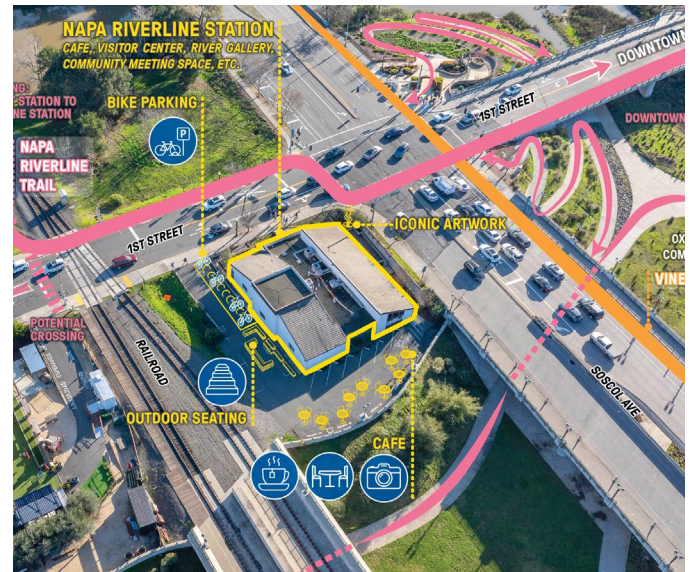


The remainder of the Strategic Plan delves into the potential for economic growth as a result of the RiverLine project and the specific actions that will guide its implementation.

- **RiverLine Economic Opportunities:** A summary of planned and future development projects within the RiverLine benefit zones demonstrate the potential positive impacts for both existing and future residents. The plan describes a clear set of equitable outcomes to prioritize within the catalytic growth opportunities as well.
- **RiverLine Implementation Blueprint:** The implementation of the RiverLine is built on a cooperative governance model with roles and responsibilities shared between the City of Napa and the private RiverLine nonprofit entity. This ties into a multi-pronged funding strategy that leverages a wide range of potential sources for the specific actions outlined in the plan, each identified as a near, mid, or long term priority.

The Strategic Plan aims to deliver early, tangible wins for the project by prioritizing the most impactful elements while maintaining flexibility to evolve alongside the growing Napa community.

Anchored by a strong identity, the RiverLine will become an integral part of the city's fabric—a destination in its own right and a celebration of the Napa River.



Introduction



Following up on the findings of the TAP, a consultant team led by Cultivate Studio re-engaged with The Oxbow stakeholders to produce a [Current Conditions Analysis](#) in 2021 that highlights a series of recommendations based on the feedback received.

Napa County Bicycle Plan

The [plan](#) is a collaboration between the Napa Valley Transportation Authority (NVTa) and local jurisdictions of Napa County. Most recently updated in 2019, the plan seeks to “improve bicycling environment for all residents and visitors by identifying key infrastructure, programs, and policies.” The goal of the plan is to expand bike access to a larger portion of the community, with improvements such as the RiverLine that can offer a safe bicycle environment separate from traffic.

The Oxbow Taskforce & RiverLine Project

Convened in 2022, The Oxbow Task Force consisted of property owners and stakeholders. Working with the FONR, a sub committee of the group developed the “RiverLine” concept and prepared a [brochure](#) with high level vision and goals that became the basis for this project.

Napa 2040 General Plan

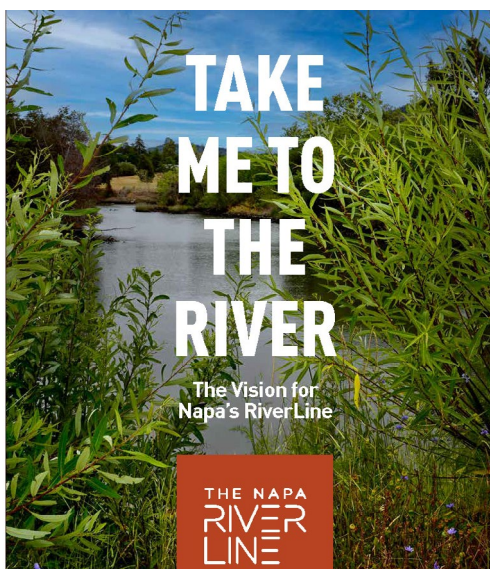
Adopted in 2022, [the General Plan](#) supports enhanced connection to the Napa River and encourages development of an expanded trail system. The RiverLine vision aligns with many of the General Plan goals.

UC Berkeley Studio

During Spring 2023, an urban planning and design studio at UC Berkeley focused on the RiverLine and Oxbow. The resulting [student projects](#) explored a range of ideas and concepts.

Flood Control Project

Led by the Napa County Flood Control & Water Conservation District, the flood control project is separate from the RiverLine effort. The proposed flood control wall construction to the north and south, however, also includes a trail in the flood control easement. This trail, as constructed by the County, is the baseline condition and the RiverLine strategic vision expands far beyond this work.



Source: The Napa RiverLine brochure



Source: UC Berkeley Studio

Existing Conditions

In conjunction with past planning efforts, a wide range of existing condition factors have been considered in the planning, design, and development of the Napa RiverLine Strategic Plan.

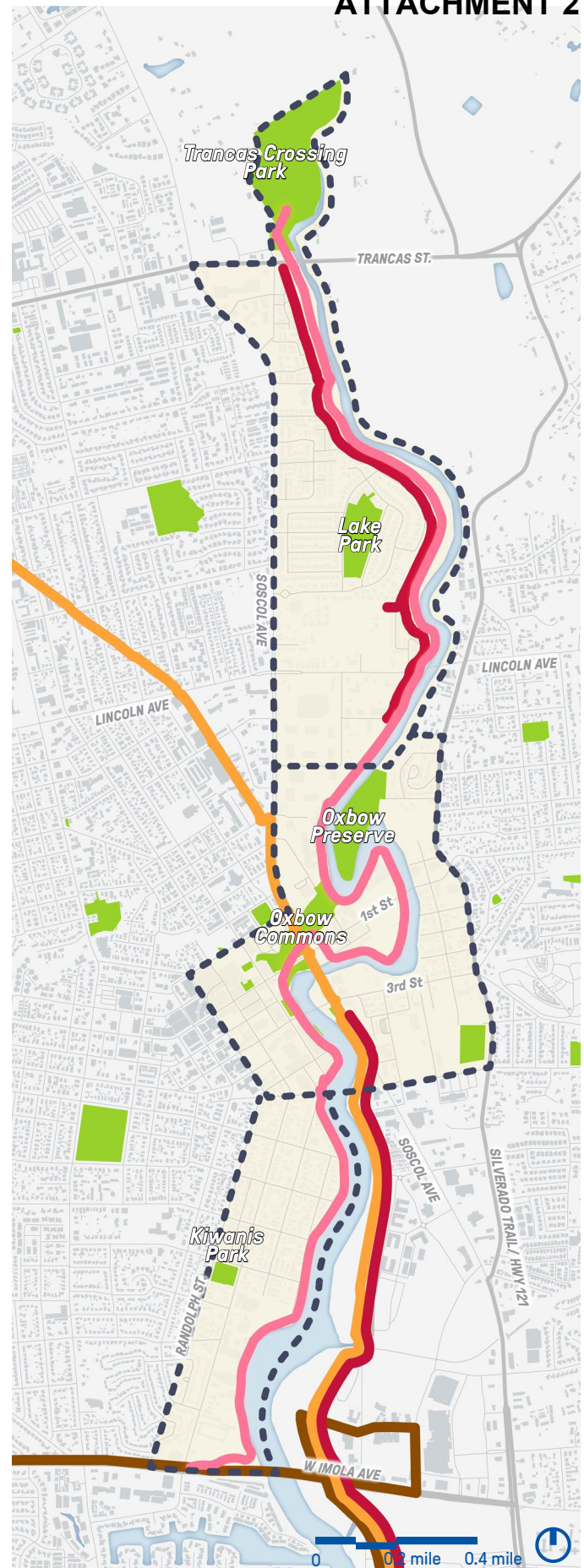
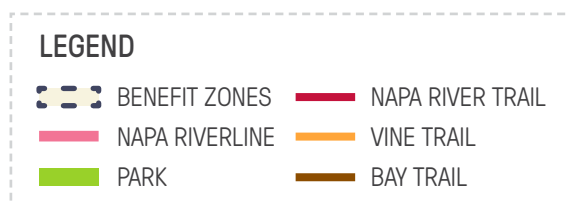
Refer to the [Existing Conditions & Environmental Considerations Summary](#) in the appendix for a comprehensive breakdown of key elements within the following categories:

Open Space & Circulation

The RiverLine will to become a central open space spine for the City of Napa. The RiverLine system aims to connect existing parks and expand upon established circulation routes – both on land and along the river itself.

The trail itself will provide missing links between existing path segments, while expanding the system to connect to two major regional trails: the Vine Trail and the Bay Trail. Intended to provide an alternate north-south bike and pedestrian circulation route, access to the RiverLine from adjacent neighborhoods will rely upon the city-wide street, bike, and transit networks.

Enhanced access across and to the river itself also builds on the existing bridge and boat launch locations. The RiverLine responds to these existing features, while identifying additional locations for new crossings and access points as well.



Source: The Metropolitan Transportation Commission Open Data Catalog, 2024

Ecology & Hydrology Considerations

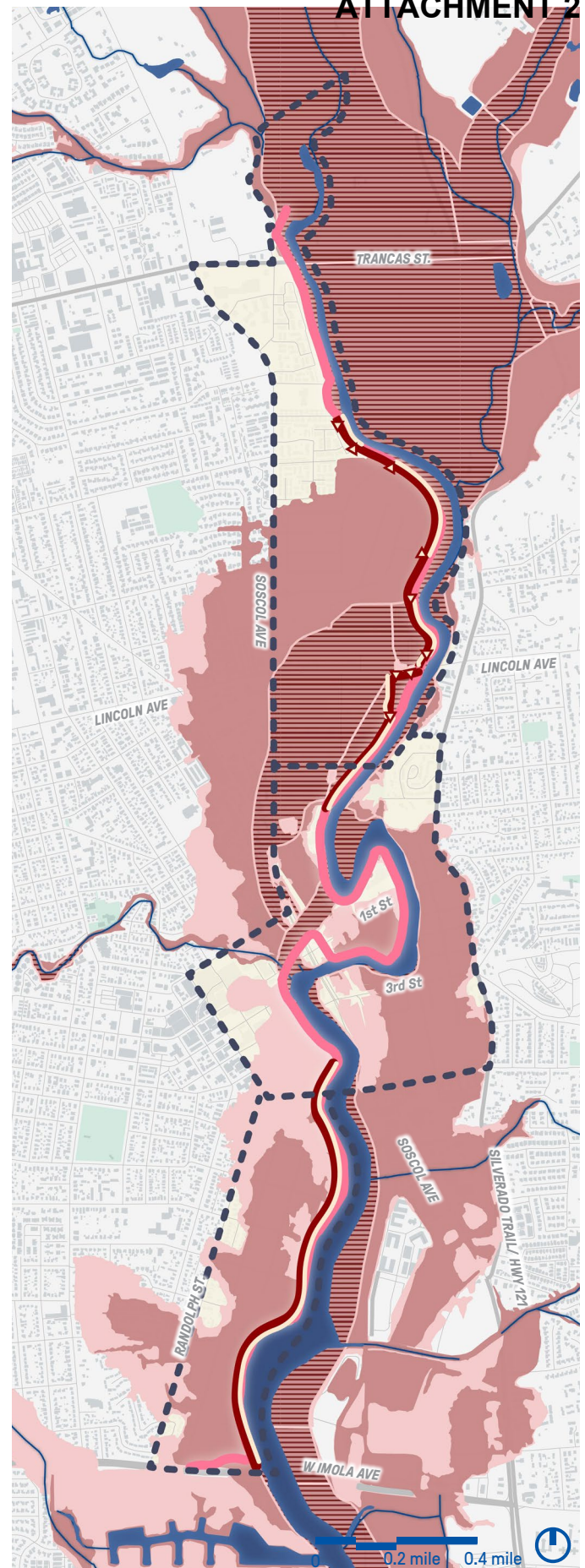
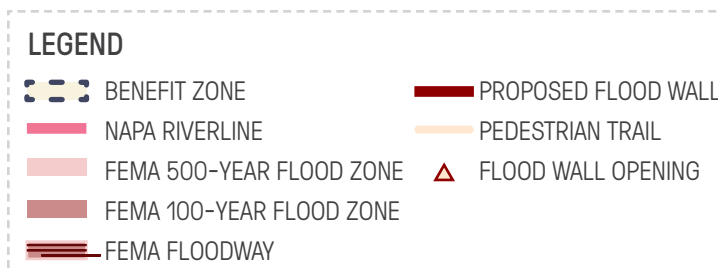
The Napa River is influenced by both seasonal rainfall changes and daily tidal fluctuations from the San Pablo Bay. The combination of the two results in a complex set of hydrological conditions for the RiverLine to respond to.

The plan is closely coordinated with Napa County Flood Control District to accommodate the existing and proposed flood control infrastructure. The proposed expansion of flood walls to the north and south will significantly reduce the flood risk in neighborhoods adjacent to the RiverLine, providing new opportunities within these Benefit Zones which are currently within FEMA flood zones with no walls.

In addition to the flood control engineering projects, there are also areas along the RiverLine with existing riparian habitat that provide ecological benefits and further flood management. The RiverLine interacts with these conditions to ensure habitat protection, while introducing potential educational and recreation opportunities.

Land Use & Development Considerations

The RiverLine passes through a wide range of neighborhoods with different land uses—residential, commercial, mixed-use, and open space. Each of the three identified Benefit Zones within the Plan respond to their predominant land use designation, with a much more residential character to the north and south as compared to the mixed-use core.



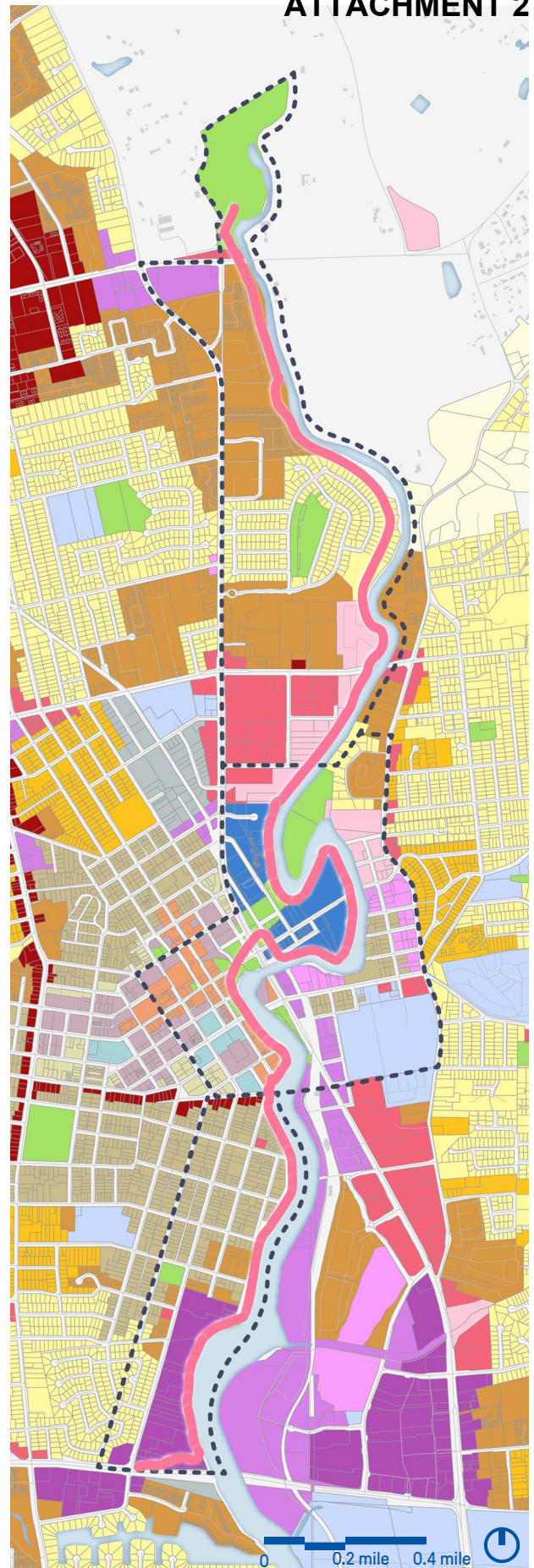
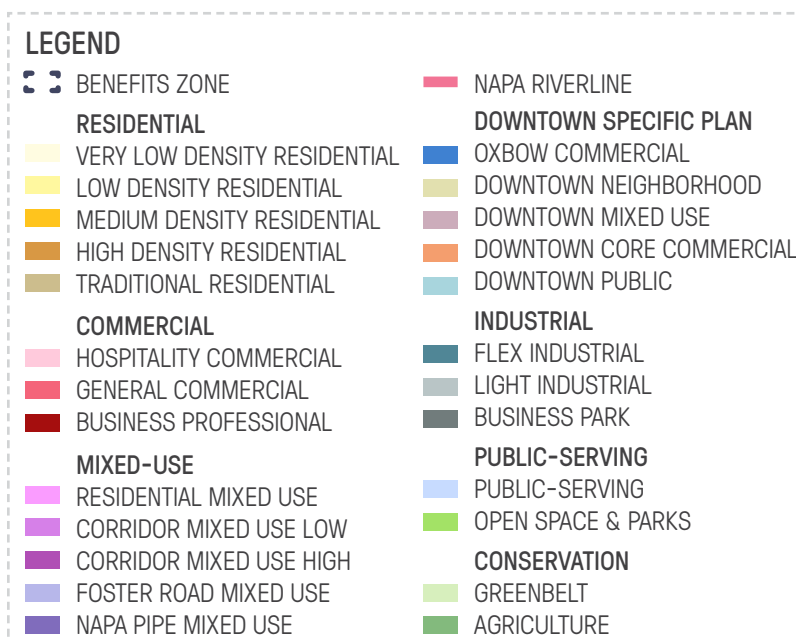
Source: FEMA Flood Layers, City of Napa, 2022

The median household income also varies between the RiverLine benefit zones. To the south, the Napa Abajo neighborhood has been identified as an “Opportunity Zone” census tract. This lower-income area has heightened exposure to environmental pollutants and will experience significant health and wellness benefits from access to the RiverLine.

Considerations for development reflect the needs of existing residents as well as future residents. Given the tourism economy in Napa, commercial and hospitality development considerations are also key as the RiverLine serves residents and visitors alike.

Financing & Governance

As described further in the [RiverLine Implementation Blueprint](#), financing the RiverLine will require a range of different funding sources and strategies. An inventory of existing potential sources serves as the basis for the recommendations. This includes a review of existing financing districts within the City and an understanding of City-owned assets and established organizational structures upon which to build the governance for the RiverLine.



Source: Napa 2040 General Plan, City of Napa, 2022

Community & Stakeholder Engagement

The Napa RiverLine vision is based on a long history of community engagement and the Strategic Plan development process built on that foundation.

In order to reach a broad audience, the following range of engagement methods were utilized by the project and city team:

Project Website (<https://napariverline.org/>)

Updated with relevant project information throughout the process, the Napa RiverLine website served as the primary place to find information on events, project schedule, surveys, and draft materials.

Online Surveys

Throughout the process, online surveys were conducted to solicit feedback from the community:

- Survey #1 asked a short series of questions about how community members currently interact with the Napa River and what ideas they have for improvement (74 responses).
- Survey #2 utilized the same content shared at the Open House, and asked for feedback on the specific RiverLine highlights (17 responses).
- Survey #3, issued with the Public Draft, requests feedback on prioritization of the plan elements.

Community Workshops:

The RiverLine Open House, held at CIA Copia on January 25, 2025, was the primary in-person engagement activity. Open to the general public, the Saturday workshop attracted a range of community members interested in learning more about the



Image: SWA



Image: SWA



Image: SWA



project. A complete summary of workshop materials and detailed community feedback from this event can be found in the [Post-Open House Summary](#) in the appendix ([page 160](#)). The final RiverLine Strategic Plan has been refined based on this input, with specific community feedback and preferences highlighted throughout the document.

In addition to the Open House, in March 2025, the City also partnered with the Napa County Hispanic Chamber of Commerce for a hands-on workshop led by the Place It! engagement team. This targeted outreach included a model-building exercise to unearth core values and creative ideas to guide the RiverLine process as it moves forward. The [write-up](#) from this workshop is also included in the appendix ([page 184](#)).

Napa RiverLine Advisory Committee

To provide more consistent input, the Napa RiverLine Advisory Committee is a private group of project

champions from the community—local business owners, artists, nonprofit and government leaders, each with direct involvement in the RiverLine or demonstrated experience with advancing similar community-led projects such as the Vine Trail.

The City and project team hosted a workshop with the Advisory Committee to kick off the project, and met monthly to continue sharing updates and receiving feedback throughout the project.

Technical Advisory Committee (TAC)

Regular meetings were also held with the City of Napa, NVTa, and Napa County Flood Control representatives that comprised the TAC. This group provided a wide range of technical expertise for the project, including parks and recreation, public works, transportation, community development, and planning. The feedback received by this group ensures the RiverLine project aligns to the operation and regulatory expectations of the City as well.

Strategic Plan Goals

At the beginning of the strategic planning process, a series of goals were identified to guide the project development and deliverables. The primary goal of the Strategic Plan was to create ***A Clear, Compelling, and Catalytic Vision and Framework for the Napa RiverLine.***

The following supporting goals reinforce this goal and guided the RiverLine vision and implementation strategy outlined in this document.

1 Center the Napa River as the Heart of the City and the Valley.

The Napa River is a defining spine connecting through the city to the broader Napa Valley. Historically, before the initial bypass flood control project, development along the river was avoided due to the risk of flooding. Therefore as the area grew, it wasn't oriented to maximize the potential of this incredible resource. A fundamental goal of this Plan is for the RiverLine project to re-center the Napa River where it belongs; in the heart of the City.

2 Develop a Concept that is Equitably and Economically Beneficial.

The 26,000 residents living along the proposed RiverLine and the other residents of Napa form a diverse community with varying needs. Through the development potential created by the RiverLine, the project offers an opportunity to address these needs through enhanced recreation, economic opportunities, environmental stewardship, and improved connectivity.

Leveraging this new growth in a manner that is equitably and economically beneficial to the residents of Napa City and County will be key to the RiverLine's success.

3 Create an Identity that is Authentically Napa.

The RiverLine is first and foremost a community asset for local residents, however it is also envisioned as a destination for visitors. Napa is a world renowned tourism destination and has a distinct brand. It is important for the RiverLine to establish a strong identity of its own, while weaving into the existing culture of the city with characteristics that feel authentic to the greater Napa valley context.

4 Respect and Celebrate the Diversity of the Napa River Ecology.

Recognition and celebration of the Napa River's ecological benefits is key to the success of the RiverLine project. The river is an important habitat corridor for the region, with a diversity of unique hydrological conditions along its length. The RiverLine integrates with this natural system and respects its important ecological role in the region.

These fundamental planning goals are apparent throughout this document and should continue to drive decision-making during the implementation of the RiverLine Vision.



Image: SWA

RiverLine Vision



Take Me to the River

Napa RiverLine

The Napa Riverline is borne out of a community-led vision to enhance access to and enjoyment of the Napa River. The big idea for this project is therefore quite simple: ***“Take Me to the River.”***

This vision for the RiverLine begins with the creation of a world class waterfront trail experience; the anchor for a system that provides environmental, recreational, social, historic, and economic benefits to the Napa community and region. This broader RiverLine vision is articulated through the following layers: the trail itself, three distinct benefit zones, specific highlight projects, and broader impacts through activation and economic development.

The trail is 4.3 miles in length, spanning from Trancas Crossing Park in the north to Imola Bridge in the south. Primarily located along the western bank of the Napa River, the trail connects a number of different neighborhoods and passes through several distinct river conditions from the natural to the urban. The trail is envisioned to have a strong, unifying brand that offers a consistent experience for users as they are on the RiverLine.

While continuity within the RiverLine system is key to its success, the trail is informed by the surrounding context. **Three distinct benefit zones** – North, Core, and South—each have unique neighborhood characteristics, river conditions, and development considerations that the RiverLine responds to.

At strategic locations throughout the system, the RiverLine vision includes a series of amenities and crossings. These **highlight projects** are primarily concentrated within the Core zone to maximize the activation potential with the adjacencies to Downtown and The Oxbow. The projects are designed to encourage users to connect to the RiverLine and enhance the trail experience itself.

Beyond the specific projects and trail design, the RiverLine vision is broadly encompassing of a range of additional **activation** opportunities within the system. These programming elements should complement the vision of the RiverLine and expand engagement with the trail.

Similarly, the RiverLine has the potential to catalyze new **economic development** opportunities within the plan area—from housing to commercial and hospitality. The RiverLine vision is for existing residents, future residents, and visitors alike to all share in the benefits from increased investment in the district surrounding the project.

The RiverLine vision is comprehensive and reflects the potential for this project to have broader impacts on the city and region. At its core, however, it all comes back to the simple goal of taking people to the Napa River.



RiverLine North Trail (1.6 MI)

— Future Floodwall

SILVERADO TRAIL

Silver
Gard
Apartm

Sosc Gateway
North
Neighborhood

LINCOLN AVE

SOSCOT AVE

Vine Trail

LINCOLN AVE

JEFFERSON ST

TRANCAS ST

TRANCAS ST

Trancas
Crossing Park

1

SALVADOR CREEK

Retail
Center

Stonehouse
Neighborhood

RiverLine North Benefit Zone

Benefit Zone

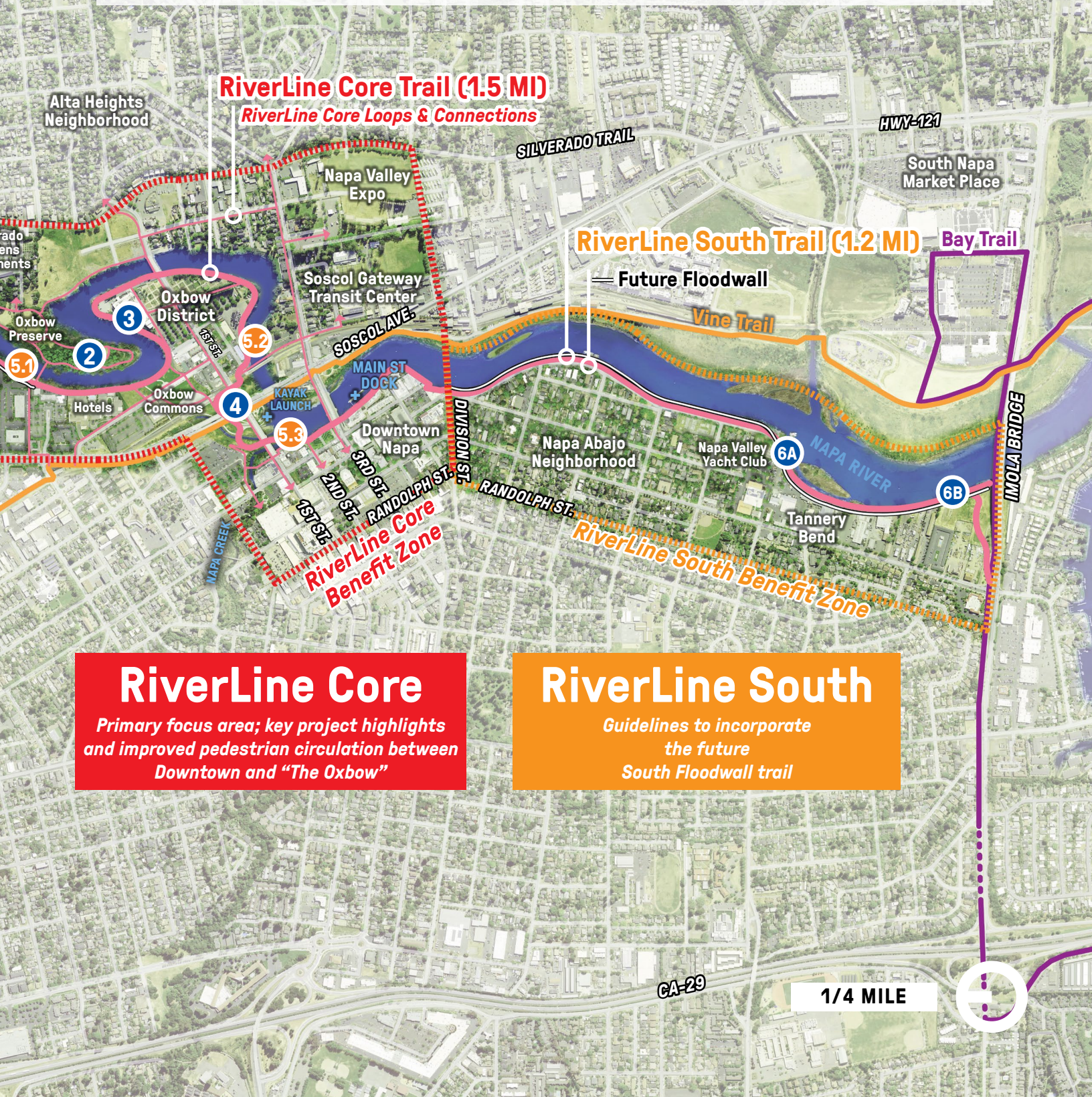
Areas that may benefit from the Napa
RiverLine by proximity, connections,
and economic development

RiverLine North

*Subsumes the River Trail; guidelines to
incorporate the construction-ready
North Floodwall trail*

RIVERLINE HIGHLIGHTS

- | | |
|----------------------|--|
| 1 Trancas Confluence | 5.1 Crossing: Hotels to Oxbow Preserve |
| 2 Preserve Overlook | 5.2 Crossing: RiverLine Station to Transit |
| 3 Oxbow Riverfront | 5.3 Crossing: Downtown Napa to Oxbow Commons |
| 4 RiverLine Station | 6A River House (Recommended Site) |
| | 6B River House (Alternate Site Considered) |



RiverLine Experience



The Napa RiverLine as a system is experienced through the trail itself and is deeply influenced by the connections to the river and the surrounding city. Ultimately the goal of the RiverLine Strategic Plan is to provide consistent and regular access to this community amenity, with a continuity of design treatments across its length.

System-wide guidelines provide a basis for this overall experience. Within benefit zones, however, the trail may take on specific characteristics that respond to the surrounding neighborhood context and jurisdictional parameters. This section is described through a series of design guidelines (DG) that provide high-level aspirations for the trail, beyond the typical conditions of the Flood Control baseline—subject to agency review and approval.

The RiverLine system as it exists today, includes some built segments, planned segments with construction scheduled in the near-term, and segments that will require future design for upgrades and implementation. As such, this chapter highlights both near term tactical urbanism ideas that can enhance existing segments, as well as long-term guidelines that are intended to inform the upgrades and future build out of the system.

Other jurisdictional bodies will determine design approvals of this trail system as well. The Napa County Flood Control and Water Conservation District retains an easement along the majority of the RiverLine and any work within it will be subject to review by that agency. Proposed upgrades to the RiverLine in the benefit zone sections shall still accommodate flood control management requirements.

The Napa General Plan 2040 should also be referenced with its key strategy on connection to the Napa River, and support through several specific design goals and policies such as:

- **LUCD-3:** Enhance Napa’s community character by promoting walkability, inclusivity, and connections between neighborhoods, key centers, and the Napa River.
- **TE-3:** Promote active transportation, support active lifestyles, and encourage physical activity by providing safe pedestrian and bicycle infrastructure citywide.
- **CSPR-13:** Support trail connections to natural areas and the Napa River in order to improve community health, support a high quality of life, and an active lifestyle.
- **NRC-1:** Manage natural resources, including riparian corridors, wetlands, and open space areas in and around the city to preserve and enhance plant and wildlife habitats.

The following design guidelines incorporate these and other goals of the General Plan (GP) to reinforce the RiverLine vision.

Additionally, for development adjacent to the RiverLine, the guidelines at the end of this chapter can guide future private projects in the planning and review process.

Typical Trail Conditions

Flood Control Baseline

The baseline conditions for the trail are set forth by the Napa County Flood Control District through the maintenance easement that extends throughout the system. This typical section includes:

Paving Surfaces

The configuration of the trail adjusts to respond to specific site conditions, and the width itself can vary, however when possible, it should typically be a 10'-0" wide asphalt path with 2'-0" compacted aggregate zones on either side (refer to the typical section below).

Walls

Typical flood walls, where required, shall be engineered and installed by the Flood Control District. Height and configuration may vary in relationship to trail - sometimes on the river side and sometimes on the neighborhood side.

Access points through the wall are identified at key intersections with specific flood protection systems in place.

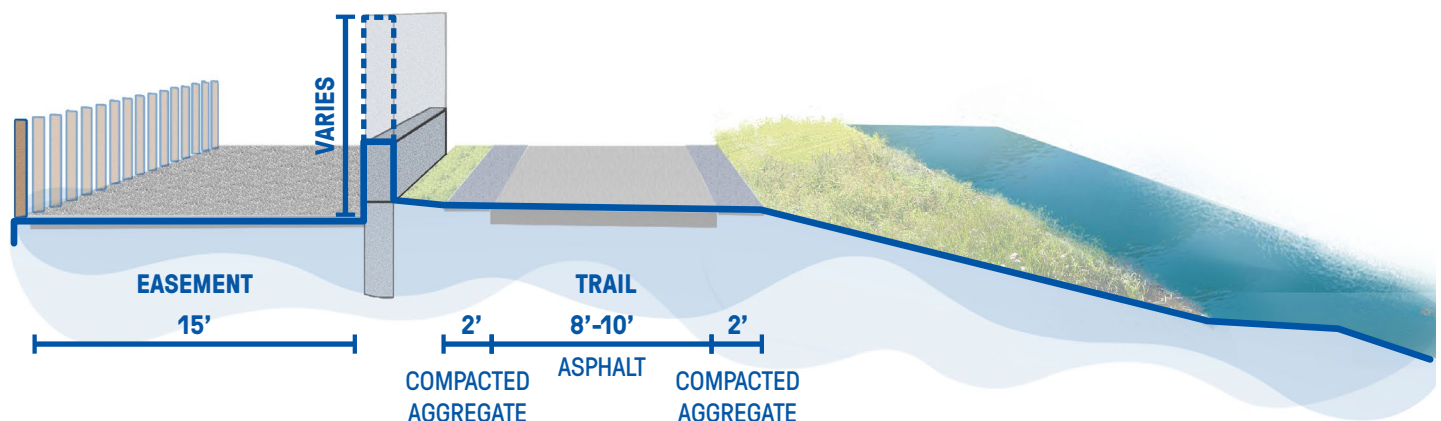
The typical trail conditions also reflect the general parameters of a Class I Bikeway as described by Caltrans and NACTO:

Class I Bikeway (Bike Path). Generally, bike paths should be used to serve corridors not served by streets and highways or where wide right of way exists...They can either provide a recreational opportunity...[and] common applications are along rivers, ocean fronts, canals, [etc.]

- Caltrans 1000-4 Highway Design Manual

Bikeway design should be proactive and aim to serve a large and diverse community of people on bikes, cargo bikes...kick scooters, skateboards, and other devices with small wheels. Bikeways should allow for side-by-side riding, accommodate people moving at different speeds, and respond to different abilities...

- NACTO Designing Bikeways for All Ages and Abilities



Typical River Conditions

Variable Channel Character

The character of Napa River and its bank conditions shift as it flows across the three benefit zones. In the North Zone, the river is narrow with steep banks and dense vegetation, bordered by residential uses on one or both sides. Public access is limited, but the natural edge provides strong ecological value.

The Core Zone features a wider channel and gentler banks, making it more integrated into the urban fabric. The river has hotels and commercial buildings on both sides, with improved public access and active use, though vegetation is less prominent.

In the South Zone, the river reaches its widest span with low, accessible banks. One side features residential areas, while the other transitions into wetlands and tidal marshes.

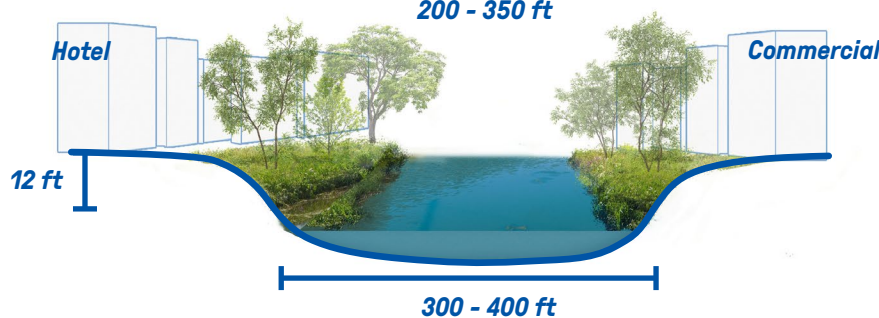
While maintaining a consistent trail identity, the RiverLine design should respond to the river's transitioning character—creating a trail experience that highlights the unique qualities of the river.

The trail design guidelines that follow align with the proposed flood control measures while suggesting upgrades beyond the typical baseline condition.

NORTH ZONE



CORE ZONE



SOUTH ZONE



Trail Design Guidelines

System-Wide Consistency

The RiverLine will provide a unique experience for Napa residents and visitors alike. To maximize trail usage and ensure equitable access to this community amenity, the following considerations should be addressed throughout the system.

Users

The RiverLine is for a wide range of users—runners, bikers, dog walkers, wheelchair users and others with unique mobility needs (see *GP Goal TE 3-3*).

DG-1: To ensure the safety of all users, clear signage and wayfinding should be utilized to designate specific bike and pedestrian use criteria. Any specific restrictions should align to local policy/ordinance for Class I multi-use pathways.

DG-2: In the RiverLine North and South zones, there is anticipated to be lower traffic overall. Whereas in the Core zone, there may be areas expected to have a higher volume of traffic that would require bicyclists to adhere to ‘Slow Zones.’

Accessibility

DG-3: The RiverLine design should incorporate the principles of universal design and ensure ADA compliance is met for all segments of the trail.

DG-4: Minimal grade change is recommended, with sloped walkways (max 5%) preferred over ramps (5%-8%) when possible.

DG-5: Surface treatment, obstacles, and transitions should all be considered to create a safe and accessible trail experience for all users. Textured or slip resistant surfaces should be utilized to avoid inadvertent safety hazards for users.

Safety and Security

In addition to the surface treatments of the trail, safety considerations should also include visibility.

DG-6: Maintain clear sight lines to ensure a safe experience for trail users by providing an open view of the trail ahead (avoid sharp turns, hidden areas).

DG-7: Consider other Crime Prevention Through Environmental Design (CPTED) strategies as well – perhaps in coordination with study for the Vine Trail.

Visibility

Maintaining visibility along the RiverLine is two-fold.

DG-8: The trail itself should be visible from surrounding neighborhoods to encourage access and promote safety for trail users. Visibility can be enhanced with lighting and wayfinding.

DG-9: Clear sight lines should also be maintained to the river from the trail, to retain that connection to the water. Wall height and vegetation should be taken into account accordingly.

Lighting

Consistency in light levels and quality is key to improving the safety of the RiverLine experience, while responding to trail use and adjacencies.

DG-10: As part of the Flood Control South project, conduit should be included during construction to accommodate future light fixtures mounted on walls. Within the Core, lighting may also be mounted on walls where trail is in the floodway.

DG-11: Outside of the floodway, in both South and Core zones, a consistent family of fixtures (poles, bollards) should also be added at regular intervals.

Wayfinding and Signage

Consistent wayfinding along the RiverLine is one of the single most impactful system-wide improvements to create a cohesive trail experience.

DG-12: A signage program for the trail should be developed to select standard colors, branding, and signage types for different conditions.

DG-13: Signage should include trail branding, distance markers, and educational information. Dedicated signs should be installed at all entries and within the surrounding area if the access point is not clearly visible from primary circulation routes. This orientation signage may also include directional information to nearby destinations to facilitate wayfinding throughout the broader RiverLine system.

DG-14: Wayfinding should also be supported through near-term and long-term specialty paving surfaces with distinct patterns and markers throughout the system and to highlight key priority moments. See the following guidelines for surface material options.

Public Art

DG-15: Public art should be featured at regular intervals along the RiverLine trail— particularly at key intersections and access points, connecting into the [Rails Arts District](#). Refer to the Art & Commemoration Opportunities for more.

Trail Access

DG-16: There should be frequent and clear access points to the RiverLine that foster connections to the surrounding communities and active transportation corridors (*see GP Goal CSPR-13*).

DG-17: In the zones with the proposed flood control wall, breaks should be designed to offer regular

access intervals with entry points at convenient locations such as street ends, intersections, and existing neighborhood amenities.

DG-18: Where provided, river access improvements should utilize materials that reflect the natural environment.

Parking

The connections created through the RiverLine system encourage a park once approach.

DG-19: Parking for the RiverLine may be supported by existing public parking lots, garages, and street parking where available (refer to map on [page 37](#)).

DG-20: Dedicated RiverLine parking spots may be included in future development or expansion of parking facilities.

DG-21: Signage should indicate dedicated parking zones, and provide direction for users to the trail.

Intersections and Crossings

Throughout the majority of the system, the RiverLine will be able to provide an uninterrupted experience for pedestrians and bicyclists. However, there are locations along the trail where it will intersect roadways and other transitions.

DG-22: At intersections, signage (for trail users and drivers) will play an important role in providing navigational guidance for both. Enhanced paving surfaces may be considered, while adhering to the safety requirements of crosswalk placement.

DG-23: Design considerations at crossings should be based on specific roadway context, but may include Rectangular Rapid Flashing Beacons (RRFBs), HAWK signals, raised crosswalks, etc.

Trail Design Guidelines

Near-Term Tactical Urbanism

The RiverLine system extends 4.3 miles from north to south with a range of varying conditions at different segments along its length. In order to quickly establish a cohesive and easily-recognizable identity for the RiverLine, a range of strategic enhancements may be employed along existing trail segments. These tactical urbanism strategies can have a big impact early on, without the significant investment required for more permanent upgrades.

Wayfinding and Signage

An early action will be to develop a cohesive wayfinding and branding strategy for the RiverLine.

DG-24: Begin with installing new RiverLine signage along the existing trail segments, locating signage at entries, intersections, and decision points.

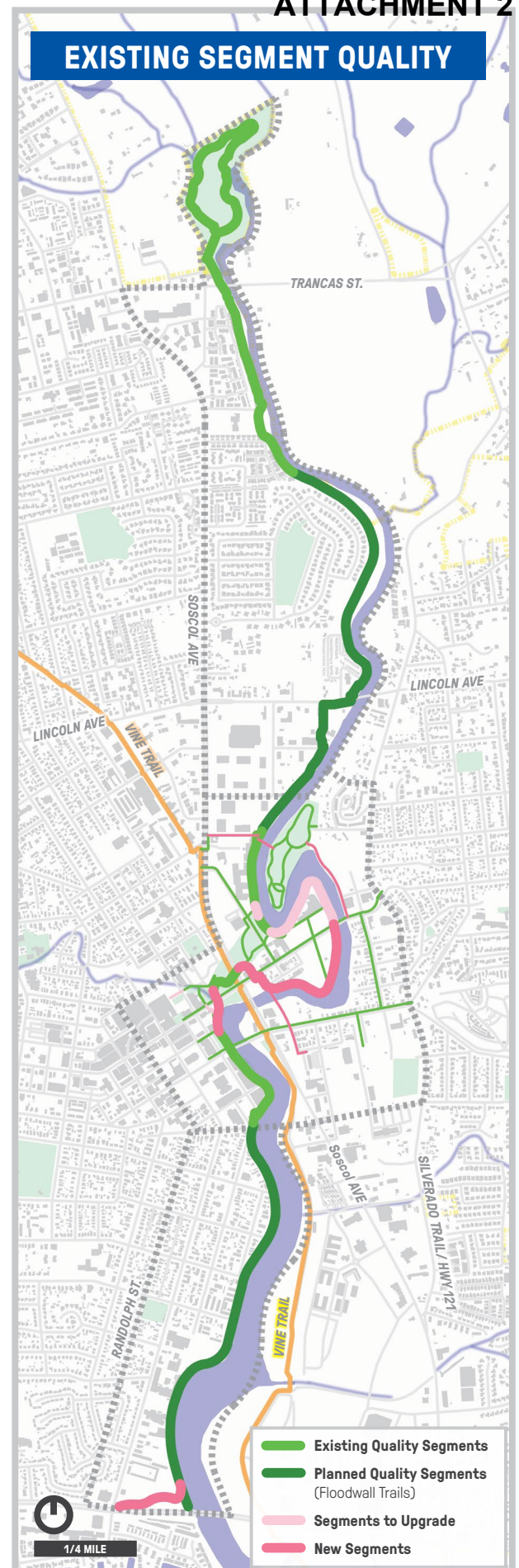
Surface Enhancements

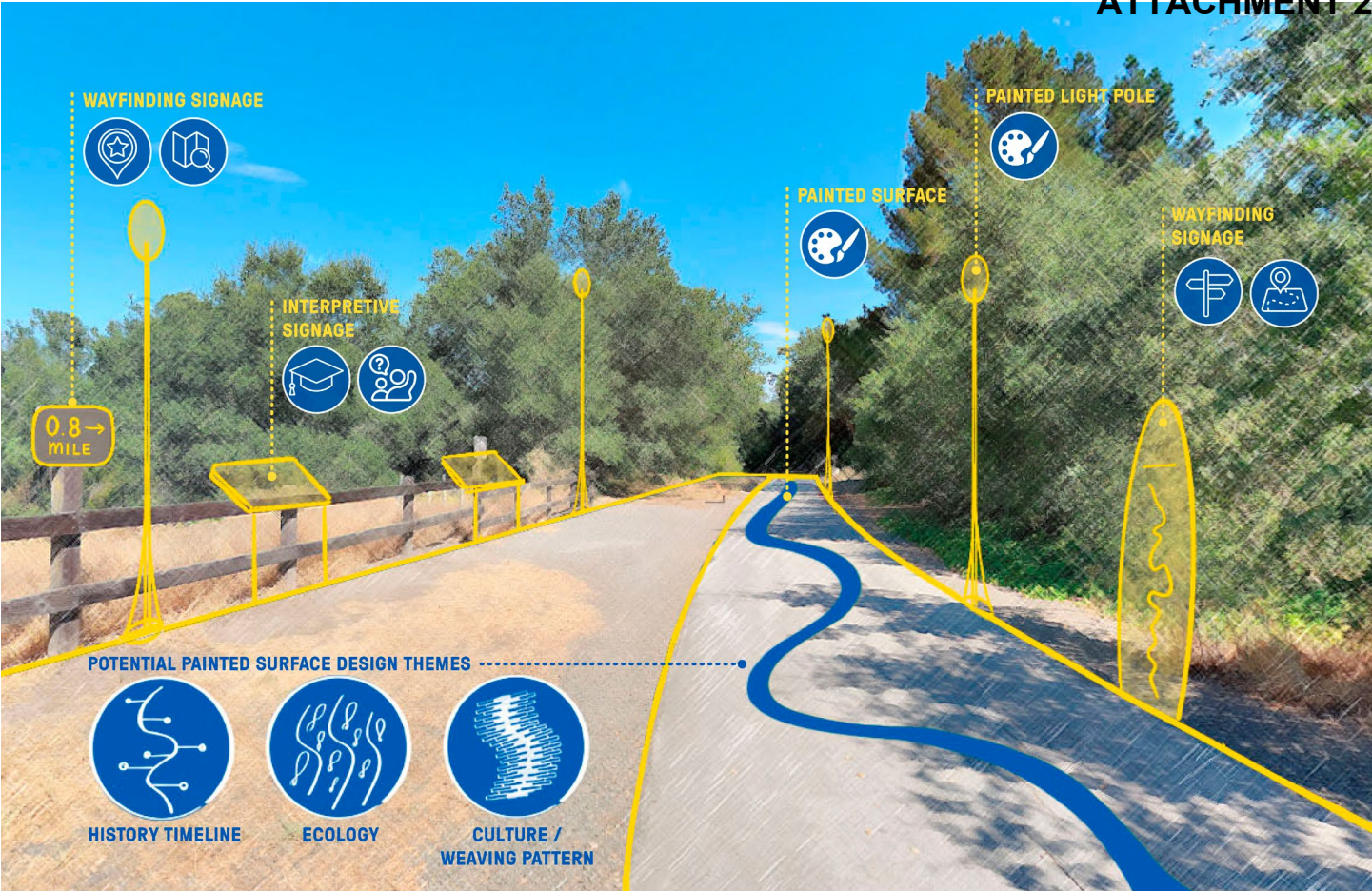
Establishing the RiverLine brand in the near-term can be further supported through low cost surface treatments to the existing path and trail fixtures.

DG-25: Consider utilizing paint (flexible and easy to install) and/or thermoplastic markers (more durable but less flexible in application) to create distinctive patterns along existing trail paving surfaces.

Future trail upgrades and construction of new segments can expand on this paving pattern language to develop a consistent graphic identity along the full length of the RiverLine.

DG-26: Existing site fixtures such as signage or light poles could also be painted in the RiverLine colors to complement the trail paving enhancements.





Wayfinding and Signage Examples

 Community Preferred



Surface Enhancement Examples



Other Tactical Urbanism Examples



Trail Design Guidelines

RiverLine North & South Zones

The northernmost section of the RiverLine is largely existing and is a primarily neighborhood serving trail, with a more passive and natural character. North of Elks Way, this area is also outside of the Flood Control Project that extends from Elks Way to the River Terrace Inn. This will be the first segment to be completed and will include flood control walls, bank stabilization, and the typical trail conditions.

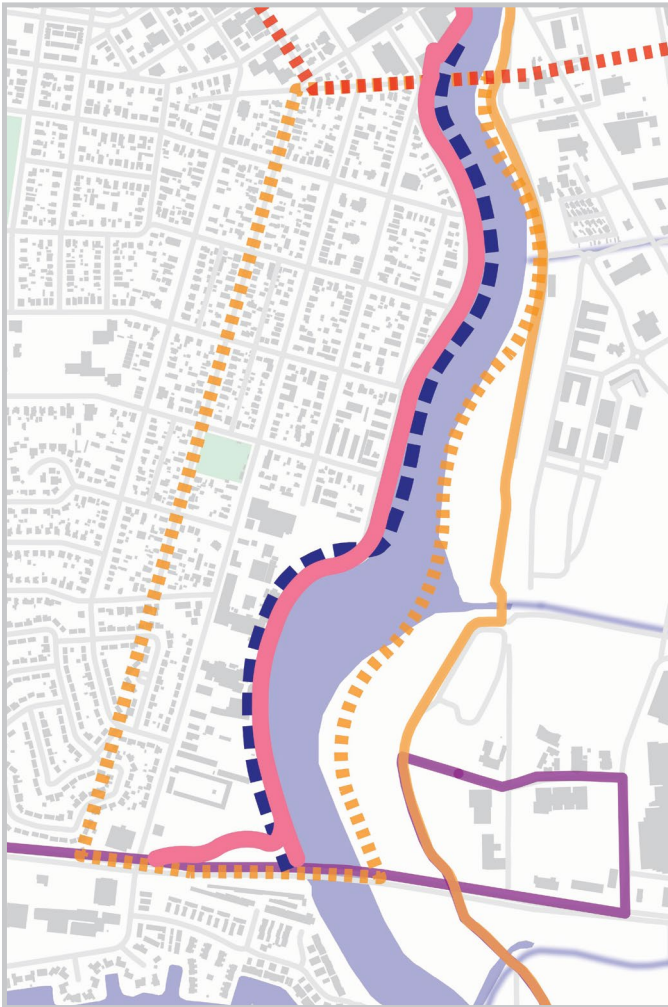
Similar to the North Benefit Zone, the character of RiverLine South Zone should be more neighborhood serving with enhanced connections (physical and visual) to the river itself. The southern Flood Control Project will extend from Division Street to Imola Avenue. North of the Yacht Club, the trail will be alongside Riverside Drive (possibly reduced to one way) with a low wall on the river side, whereas south of the Napa Valley Yacht Club, the trail will be on the river side of the new flood wall.

As these new construction projects proceed and other upgrades or replacement of existing segments occur, the following improvements should be considered for the full realization of the RiverLine:

RiverLine North Zone



RiverLine South Zone



LEGEND

- RIVERLINE NORTH BENEFIT ZONE
- RIVERLINE SOUTH BENEFIT ZONE
- RIVERLINE TRAIL
- VINE TRAIL
- BAY TRAIL
- PROPOSED FLOOD WALL

Paving Surfaces

DG-27: To support the overall RiverLine branding and wayfinding strategy, the typical asphalt trail condition should be evaluated to consider the use of specialty paving materials (concrete, unit pavers) and/or permanent markings (paint, thermoplastics).

Enhancing permeability and ease of replacement are other considerations of using concrete unit pavers.

DG-28: Enhanced paving materials should be prioritized at access points, intersections, overlooks, and other key RiverLine moments. These moments can serve to unify the broader system where a range of baseline trail materials may exist.

Furnishing

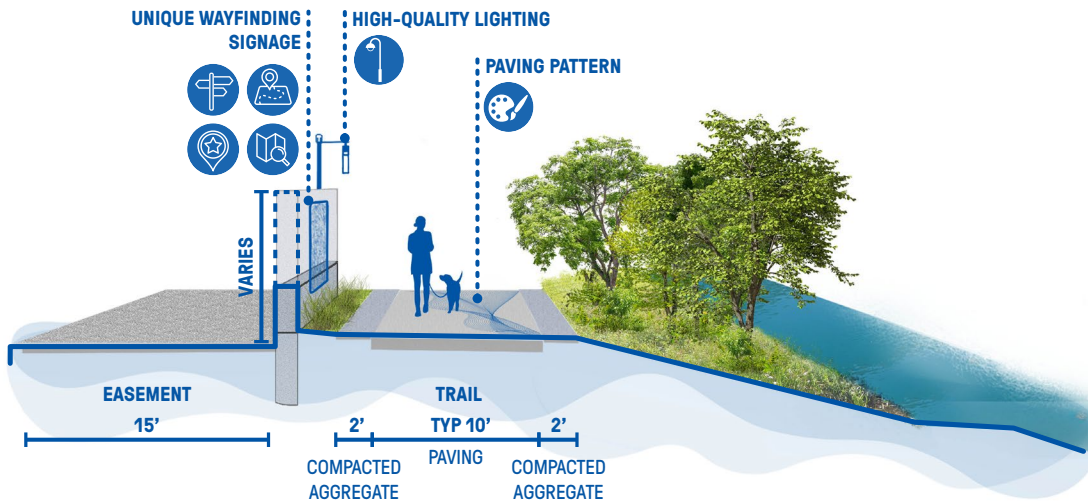
DG-29: Select furnishing, including benches and trash receptacles should be located at every entry point and at least once within every quarter mile.

Planting

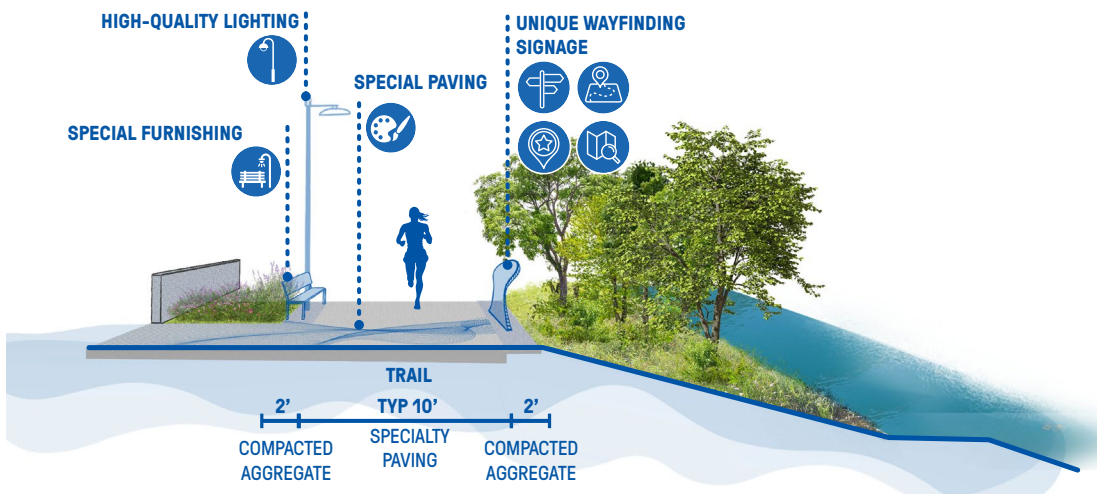
DG-30: Native riparian planting areas should be implemented alongside trail where there is sufficient width. Plant selection should maintain sight lines.

DG-31: Where wall height exceeds 4'-0", vines should be planted as buffer.

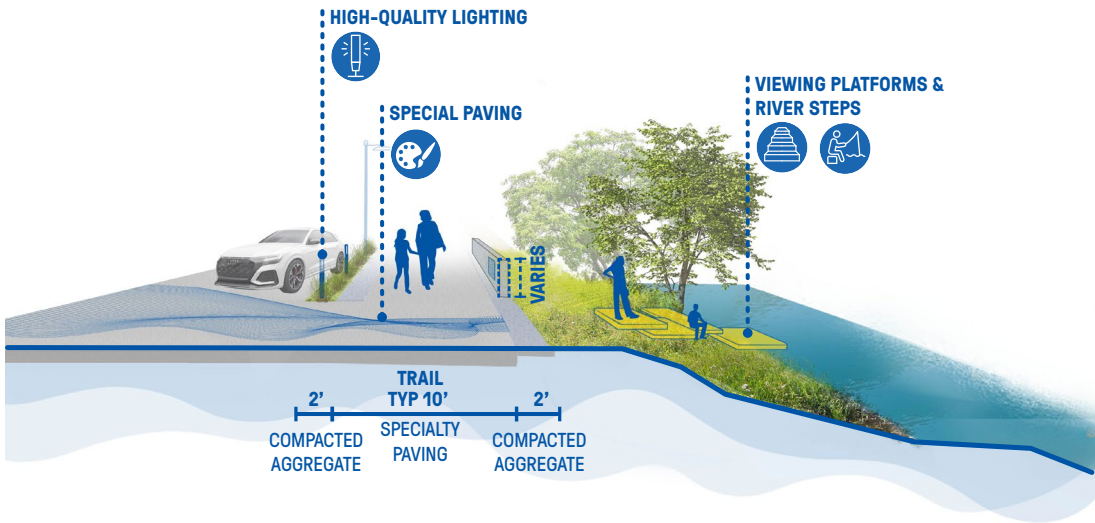
Typical RiverLine



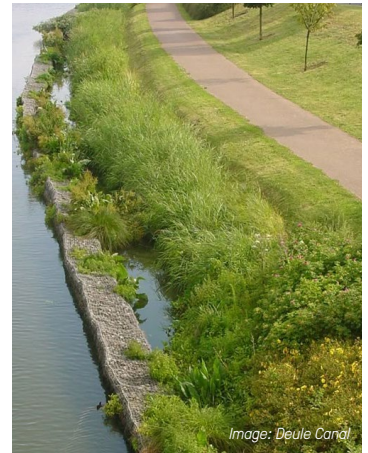
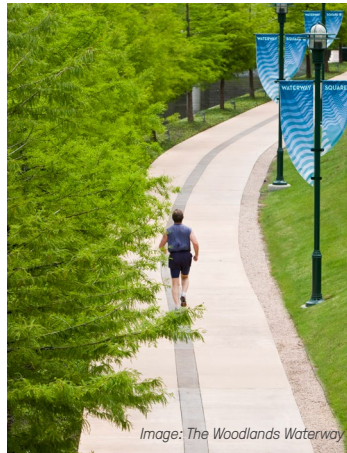
Key Moments Along the RiverLine



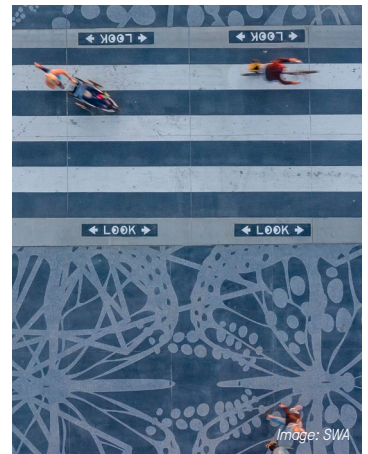
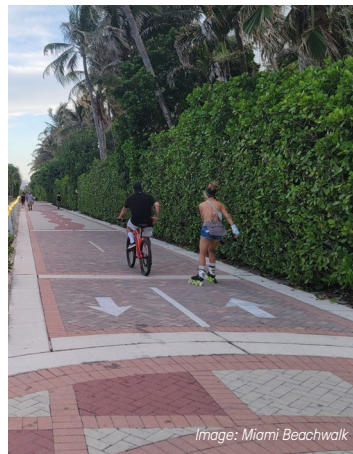
Access Along the RiverLine



Typical Trail Character Imagery



Enhanced Material & Wayfinding Character Imagery



River Access Character Imagery



Trail Design Guidelines

RiverLine Core Zone

The Core Benefit Zone is the most active area within the RiverLine system. As such, the trail design should anticipate a higher volume and variety of users and feature enhanced materials and furnishings that align to the more urban context, as follows:

Paving Surfaces

DG-32: To emphasize the significance of the Core zone, the typical asphalt trail condition in this segment in particular should be evaluated for upgrades to specialty paving materials (concrete, unit pavers).

Enhancing permeability and ease of replacement are other considerations of using concrete unit pavers.

DG-33: The trail should be unified to the extent possible with materials selected to connect to the North and South zones as well as the existing riverfront promenade.

DG-34: In addition to enhanced paving materials, wayfinding through permanent markings (paint, thermoplastics) should be prioritized at access points, intersections, overlooks, and other key RiverLine moments. These moments can serve to unify the broader system where a range of baseline trail materials may exist.

DG-35: Where additional width is available, expanded paving areas should be considered for activation and furnishing on either side of the trail.

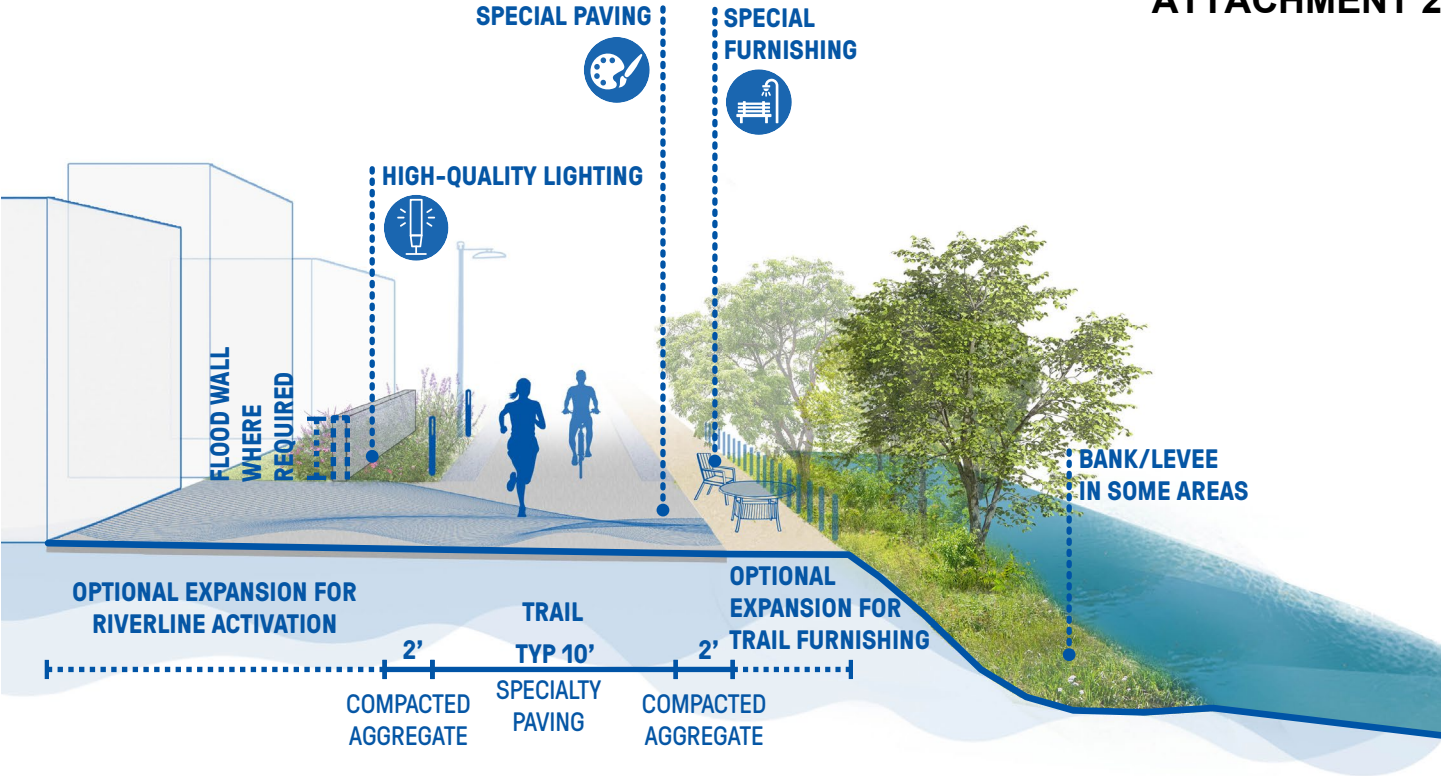
Furnishing, Lighting, and Public Art

DG-36: Within the Core zone, the family of furnishing elements should be expanded to reflect the more urban context, in addition to typical RiverLine benches, tables and chairs, bike racks, and trash receptacles

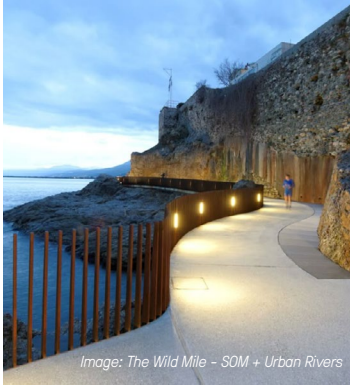
DG-37: Select furnishing elements should also be installed at a higher density to accommodate the increased number of users in the Core. Locations should be evenly distributed with elements at every entry point, specific destinations and key moments or at least every 500 feet.

DG-38: Light levels should be higher in the Core, while following system-wide guidelines for regularity.

DG-39: Within the Core zone, public art features should be considered at a higher density, with specific sites selected for their visibility from the trail and surrounding loops (see map on [page 37](#)).



Trail Character Imagery



Trail Connection Guidelines

Downtown to The Oxbow

The Core RiverLine experience is primarily about connecting users between Downtown to The Oxbow. The potential for these enhanced connections goes beyond the trail itself to create a broader circulation network in this area and add another layer of richness to the overall system-wide experience.

Creation of Loops

DG-40: Enhancing connections to surrounding neighborhoods and circulation networks can suggest routes of variable lengths for trail users to explore - offering differing lengths and levels of commitment.

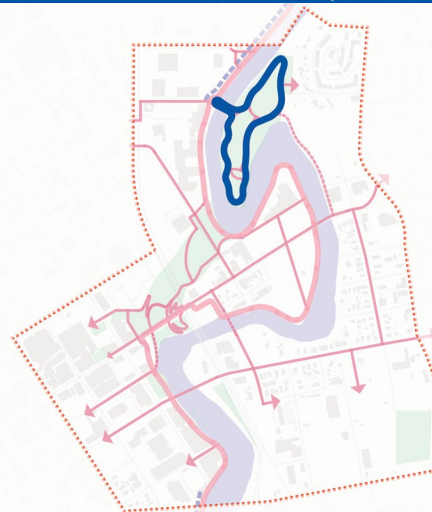
DG-41: To support these loops through The Oxbow and into the Downtown, secondary trail segments should be considered for on the northeast side of the river to engage with the Oxbow Preserve and future development sites as well as from the bypass to the riverfront promenade.

DG-42: Supplemental wayfinding and signage can also be used to guide users along these routes or to other nearby destinations.

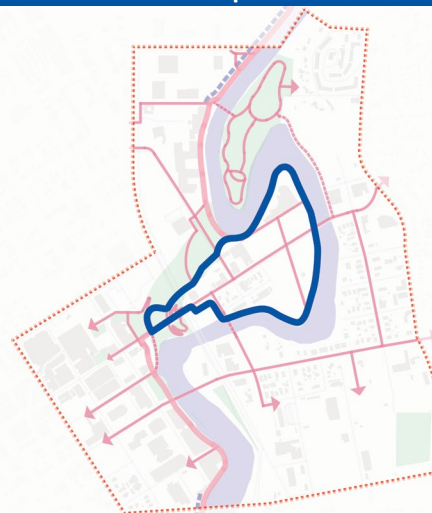
LEGEND

- RIVERLINE CORE ZONE
- RIVERLINE TRAIL - MAIN
- RIVERLINE TRAIL - CONNECTIONS
- RIVERLINE LOOPS
- VINE TRAIL
- RIVERLINE TRAIN MAIN CONNECTION AREA
- PROPOSED FLOOD WALL
- EXISTING PUBLIC PARKING LOT
- EXISTING PRIVATE PARKING LOT
- ≡≡≡ EXISTING PARKING GARAGE

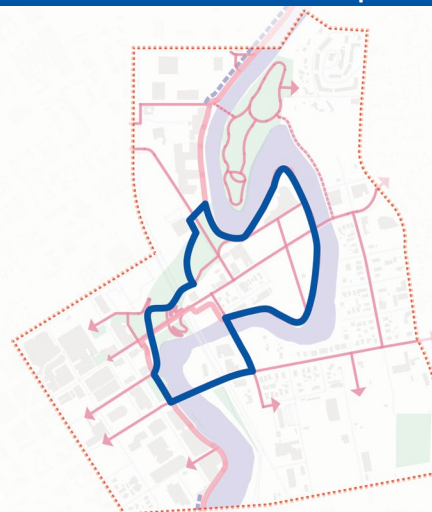
Oxbow Preserve 0.5 mile loop



Oxbow Core 1 mile loop

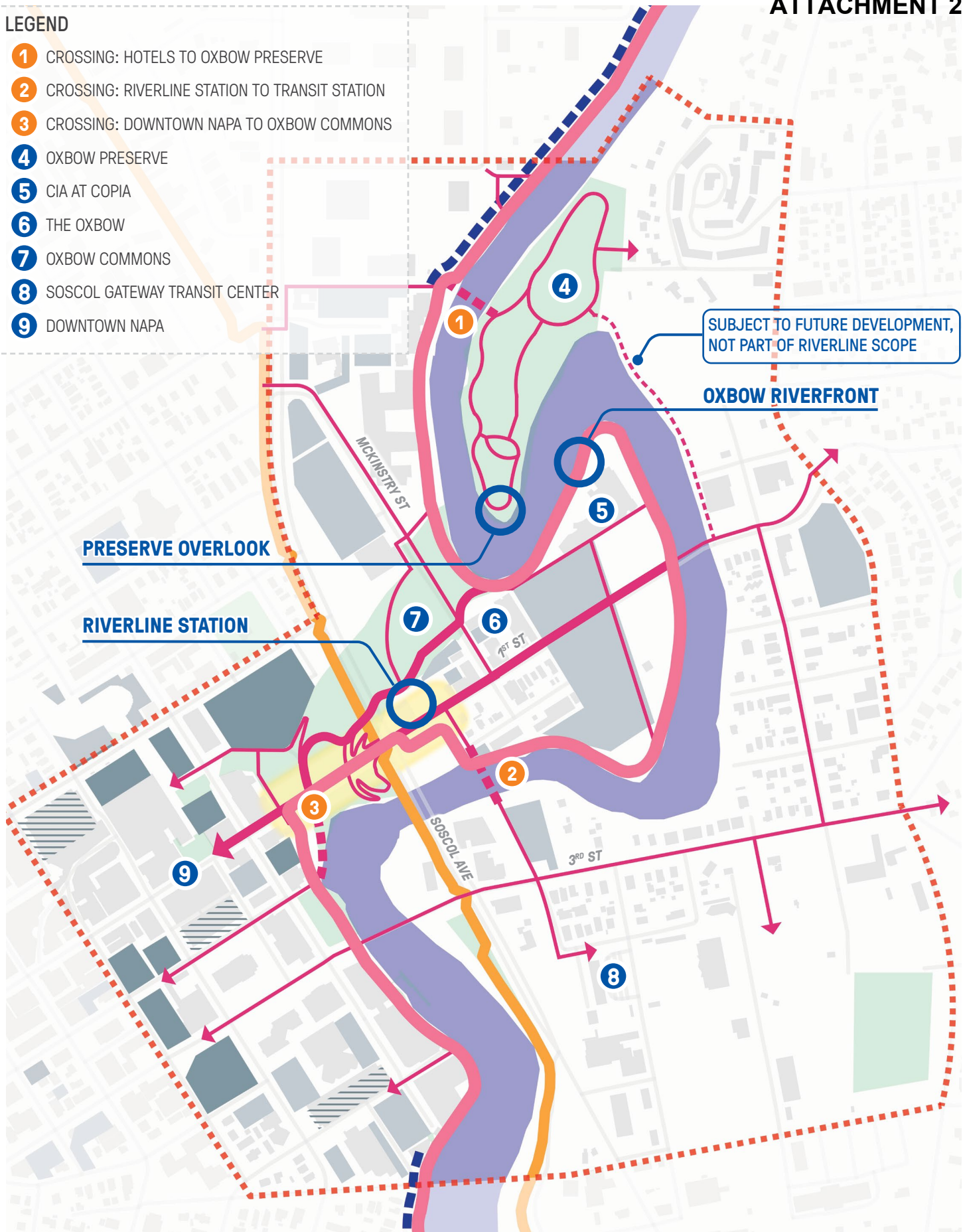


Oxbow-Downtown 1.5 mile loop



LEGEND

- 1 CROSSING: HOTELS TO OXBOW PRESERVE
- 2 CROSSING: RIVERLINE STATION TO TRANSIT STATION
- 3 CROSSING: DOWNTOWN NAPA TO OXBOW COMMONS
- 4 OXBOW PRESERVE
- 5 CIA AT COPIA
- 6 THE OXBOW
- 7 OXBOW COMMONS
- 8 SOSCOL GATEWAY TRANSIT CENTER
- 9 DOWNTOWN NAPA



Trail Connection Guidelines

Engage with the River

A key aspect of the RiverLine experience is the connection to the water itself—*take me to the river*.

Docks, Launches, and Steps

DG-43: Building on the several existing dock locations, a network of additional access points along the RiverLine should be considered—particularly in the Core and South benefit zones—within the context of past planning studies and river riparian conditions (see *GP Goals NRC 1-5, NRC 3-4*).

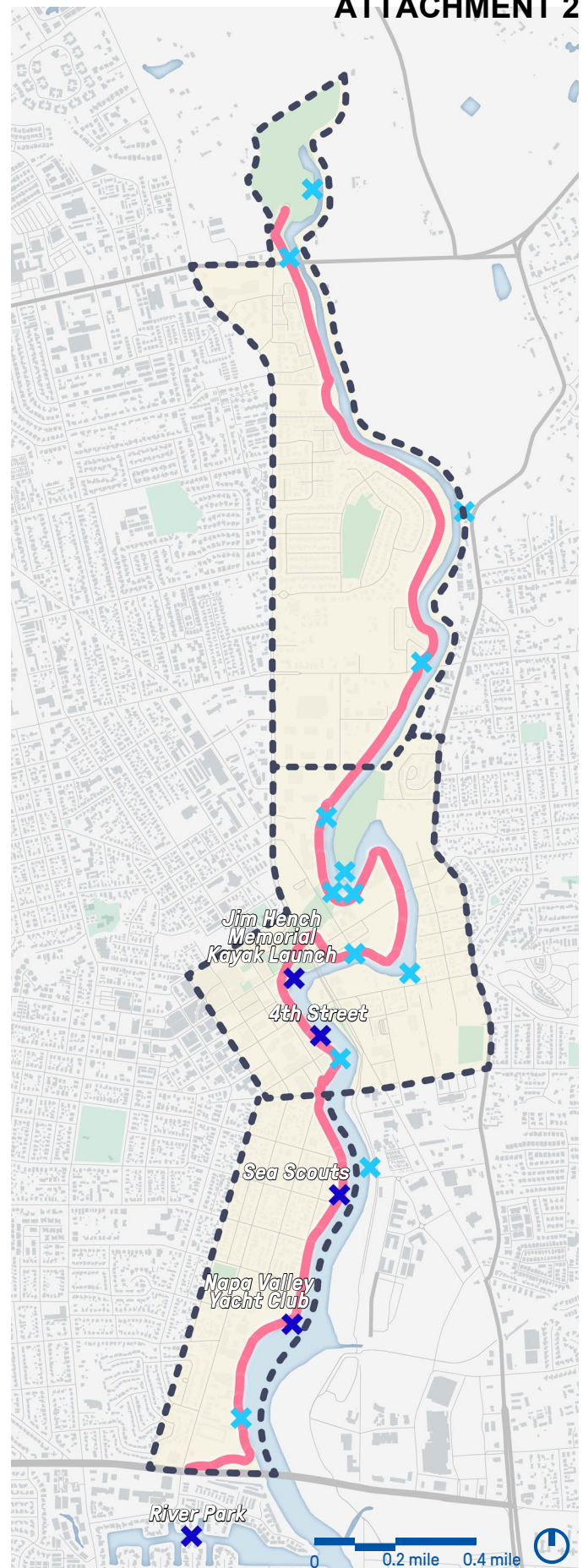
DG-44: This system-wide approach to river access should also consider the distance between points, the accessibility of each location, and the type of uses that can be supported. Within the series of docks, launches, and steps, these spaces should allow for a variety of experiences, from fishing and kayak launches to picnics by the water and quiet appreciation of the tidal flows.

Riparian Restoration and Preservation

DG-45: In addition to active river uses, passive connection to the Napa River should also be considered through a emphasis on the natural ecology of the riparian system. In the North zone, as well as around the Oxbow Preserve, there are many environmental education opportunities to highlight the unique riparian conditions along the RiverLine. Additional areas of restoration and preservation may be informed by the Flood Control District and should also be connected into the RiverLine experience (see *GP Goal NRC 1-1*).

LEGEND

- BENEFIT ZONES
- NAPA RIVERLINE
- X EXISTING DOCK
- X PROPOSED DOCK/2005 STUDY



Source: Dock Coalition History and Statement of Citizen Aims and Goals October 2005

Docks, Launches, and Steps Character

Riparian Character

ATTACHMENT 2
Community Preferred



Trail Connection Guidelines

Enhance Future Development

The implementation of flood control projects will create new opportunities for development along the Napa River. The expansion of the RiverLine itself further enhances the value of projects located along the trail. As such, any new proposals should seek to optimize the trail experience and ensure a pattern of development that respects and reinforces connections to the water and the RiverLine.

The following are important considerations for the way in which future buildings interface with the trail:

Active Uses

DG-46: New development along the RiverLine should include activating uses, ideally with ground floor public access, to enhance the experience of the trail as a community amenity. All building uses must be consistent with zoning.

DG-47: In lieu of an active use within the building, a project should consider an activated outdoor space that is open to the public and engages directly with the trail (*see GP Goal LUCD 3-2*).

Building Orientation

DG-48: New buildings connected to the RiverLine should include at least one pedestrian entrance that provides convenient access to/from the trail. This may be a public or private entrance depending on the building use.

DG-49: Building security measures should be designed to avoid visual barriers between the trail and entry to the extent feasible. Fencing should be low and/or transparent to maintain visual access to the River.

DG-50: Loading and service entries should not be located along the trail side of a development.

Building Form

DG-51: New buildings that front the RiverLine should avoid blank facades at ground level and above.

DG-52: Facades when adjacent to the RiverLine should maximize transparency with windows, doors, and openings. Ground floor facades should target a minimum 60% transparency.

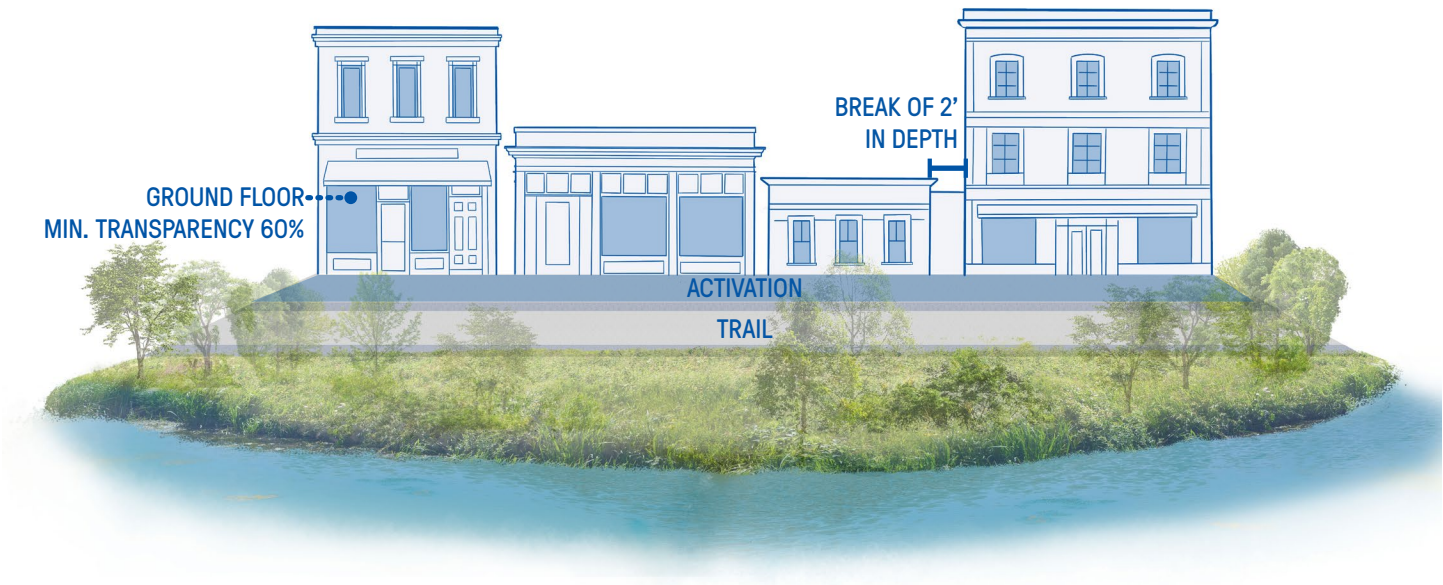
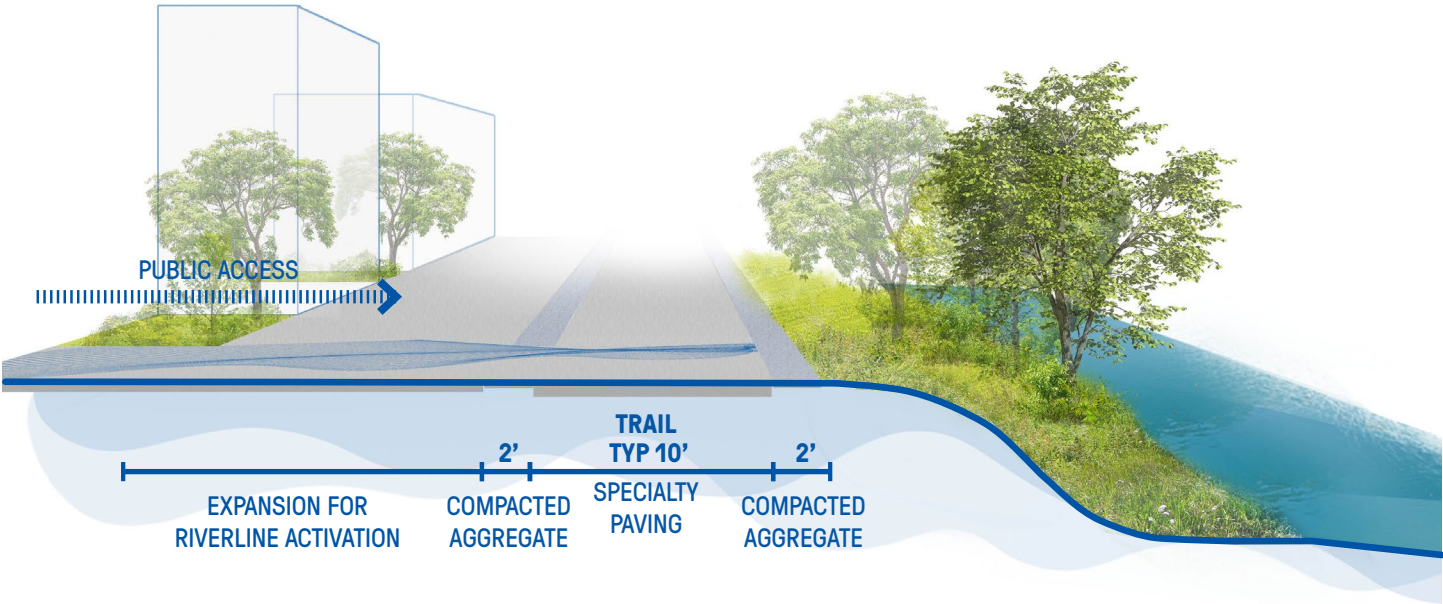
DG-53: Facades of buildings and structures facing public plazas and promenades should not exceed 30 feet of uninterrupted length. Facades greater than this length should be interrupted by breaks in the facade plane not less than two feet in depth.

Building Setbacks and Trail Access

DG-54: Building placement within a proposed development site should not obstruct sight lines from adjacent circulation routes (roads, pathways) to the RiverLine trail.

DG-55: Public access to the trail should be provided every 500 feet through the proposed development if the parcel(s) extend greater than 1,000 feet of frontage along the trail.

DG-56: Public access routes to the trail should be paved and include planting, lighting, wayfinding, and site furnishing to be consistent with the design of the adjacent RiverLine condition itself.



Summary Matrix

Trail Design Guidelines

Item	Design Guideline
System-Wide Consistency	
DG-1	To ensure the safety of all users, clear signage and wayfinding should be utilized to designate specific bike and pedestrian use criteria. Any specific restrictions should align to local policy/ordinance for Class I multi-use pathways.
DG-2	In the RiverLine North and South zones, there is anticipated to be lower traffic overall. Whereas in the Core zone, there may be areas expected to have a higher volume of traffic that would require bicyclists to adhere to ‘Slow Zones.’
DG-3	The RiverLine design should incorporate the principles of universal design and ensure ADA compliance is met for all segments of the trail.
DG-4	Minimal grade change is recommended, with sloped walkways (max 5%) preferred over ramps (5%-8%) when possible.
DG-5	Surface treatment, obstacles, and transitions should all be considered to create a safe and accessible trail experience for all users. Textured or slip resistant surfaces should be utilized to avoid inadvertent safety hazards for users.
DG-6	Maintain clear sight lines to ensure a safe experience for trail users by providing an open view of the trail ahead (avoid sharp turns, hidden areas).
DG-7	Consider other Crime Prevention Through Environmental Design (CPTED) strategies as well - perhaps in coordination with study for the Vine Trail.
DG-8	The trail itself should be visible from surrounding neighborhoods to encourage access and promote safety for trail users. Visibility can be enhanced with lighting and wayfinding.
DG-9	Clear sight lines should also be maintained to the river from the trail, to retain that connection to the water. Wall height and vegetation should taken into account accordingly.
DG-10	As part of the Flood Control South project, conduit should be included during construction to accommodate future light fixtures mounted on walls. Within the Core, lighting may also be mounted on walls where trail is in the floodway.
DG-11	Outside of the floodway, in both South and Core zones, a consistent family of fixtures (poles, bollards) should also be added at regular intervals.
DG-12	A signage program for the trail should be developed to select standard colors, branding, and signage types for different conditions.
DG-13	Signage should include trail branding, distance markers, and educational information. Dedicated signs should be installed at all entries and within the surrounding area if the access point is not clearly visible from primary circulation routes. This orientation signage may also include directional information to nearby destinations to facilitate wayfinding throughout the broader RiverLine system.
DG-14	Wayfinding should also be supported through near-term and long-term specialty paving surfaces with distinct patterns and markers throughout the system and to highlight key priority moments. See the following guidelines for surface material options.
DG-15	Public art should be featured at regular intervals along the RiverLine trail— particularly at key intersections and access points, connecting into the Rails Arts District . Refer to the Art & Commemoration Opportunities for more.
DG-16	There should be frequent and clear access points to the RiverLine that foster connections to the surrounding communities and active transportation corridors (see <i>GP Goal CSPR-13</i>).
DG-17	In the zones with the proposed flood control wall, breaks should be designed to offer regular access intervals with entry points at convenient locations such as street ends, intersections, and existing neighborhood amenities.
DG-18	Where provided, river access improvements should utilize materials that reflect the natural environment.
DG-19	Parking for the RiverLine may be supported by existing public parking lots, garages, and street parking where available.

- DG-20** Dedicated RiverLine parking spots may be included in future development or expansion of parking facilities.
- DG-21** Signage should indicate dedicated parking zones, and provide direction for users to the trail.
- DG-22** At intersections, signage (for trail users and drivers) will play an important role in providing navigational guidance for both. Enhanced paving surfaces may be considered, while adhering to the safety requirements of crosswalk placement.
- DG-23** Design considerations at crossings should be based on specific roadway context, but may include Rectangular Rapid Flashing Beacons (RRFBs), HAWK signals, raised crosswalks, etc.

Near-term Tactical Urbanism

- DG-24** Begin with installing new RiverLine signage along the existing trail segments, locating signage at entries, intersections, and decision points.
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- DG-26** Existing site fixtures such as signage or light poles could also be painted in the RiverLine colors to complement the trail paving enhancements.

RiverLine North & South Zones

- DG-27** To support the overall RiverLine branding and wayfinding strategy, the typical asphalt trail condition should be evaluated to consider the use of specialty paving materials (concrete, unit pavers) and/or permanent markings (paint, thermoplastics). Enhancing permeability and ease of replacement are other considerations of using concrete unit pavers.
- DG-28** Enhanced paving materials should be prioritized at access points, intersections, overlooks, and other key RiverLine moments. These moments can serve to unify the broader system where a range of baseline trail materials may exist.
- DG-29** Select furnishing, including benches and trash receptacles should be located at every entry point and at least once within every quarter mile.
- DG-30** Native riparian planting areas should be implemented alongside trail where there is sufficient width. Plant selection should maintain sight lines.
- DG-31** Where wall height exceeds 4'-0", vines should be planted as buffer.

RiverLine Core Zone

- DG-32** To emphasize the significance of the Core zone, the typical asphalt trail condition in this segment in particular should be evaluated for upgrades to specialty paving materials (concrete, unit pavers).
- Enhancing permeability and ease of replacement are other considerations of using concrete unit pavers.
- DG-33** The trail should be unified to the extent possible with materials selected to connect to the North and South zones as well as the existing riverfront promenade.
- DG-34** In addition to enhanced paving materials, wayfinding through permanent markings (paint, thermoplastics) should be prioritized at access points, intersections, overlooks, and other key RiverLine moments. These moments can serve to unify the broader system where a range of baseline trail materials may exist.
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- DG-38** Light levels should be higher in the Core, while following system-wide guidelines for regularity.
- DG-39** Within the Core zone, public art features should be considered at a higher density, with specific sites selected for their visibility from the trail and surrounding loops.

Summary Matrix

Trail Connection Guidelines

Item No. Design Guidelines

Downtown to The Oxbow

- | | |
|--------------|---|
| DG-40 | Enhancing connections to surrounding neighborhoods and circulation networks can suggest routes of variable lengths for trail users to explore – offering differing lengths and levels of commitment. |
| DG-41 | To support these loops through The Oxbow and into the Downtown, secondary trail segments should be considered for on the northeast side of the river to engage with the Oxbow Preserve and future development sites as well as from the bypass to the riverfront promenade. |
| DG-42 | Supplemental wayfinding and signage can also be used to guide users along these routes or to other nearby destinations. |

Engage with the River

- | | |
|--------------|---|
| DG-43 | Building on the several existing dock locations, a network of additional access points along the RiverLine should be considered—particularly in the Core and South benefit zones—within the context of past planning studies and river riparian conditions (<i>see GP Goals NRC 1-5, NRC 3-4</i>). |
| DG-44 | This system-wide approach to river access should also consider the distance between points, the accessibility of each location, and the type of uses that can be supported. Within the series of docks, launches, and steps, these spaces should allow for a variety of experiences, from fishing and kayak launches to picnics by the water and quiet appreciation of the tidal flows. |
| DG-45 | In addition to active river uses, passive connection to the Napa River should also be considered through a emphasis on the natural ecology of the riparian system. In the North zone, as well as around the Oxbow Preserve, there are many environmental education opportunities to highlight the unique riparian conditions along the RiverLine. Additional areas of restoration and preservation may be informed by the Flood Control District and should also be connected into the RiverLine experience (<i>see GP Goal NRC 1-1</i>). |

Enhance Future Development

DG-46	New development along the RiverLine should include activating uses, ideally with ground floor public access, to enhance the experience of the trail as a community amenity. All building uses must be consistent with zoning.
DG-47	In lieu of an active use within the building, a project may consider an activated outdoor space that is open to the public and engages directly with the trail (<i>see GP Goal LUCD 3-2</i>).
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DG-50	Loading and service entries should not be located along the trail side of a development.
DG-51	New buildings that front the RiverLine should avoid blank facades at ground level and above.
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DG-53	Facades of buildings and structures facing public plazas and promenades should not exceed 30 feet of uninterrupted length. Facades greater than this length should be interrupted by breaks in the facade plane not less than two feet in depth.
DG-54	Building placement within a proposed development site should not obstruct sight lines from adjacent circulation routes (roads, pathways) to the RiverLine trail.
DG-55	Public access to the trail should be provided every 500 feet through the proposed development if the parcel(s) extend greater than 1,000 feet of frontage along the trail.
DG-56	Public access routes to the trail should be paved and include planting, lighting, wayfinding, and site furnishing to be consistent with the design of the adjacent RiverLine condition itself.

RiverLine Highlights

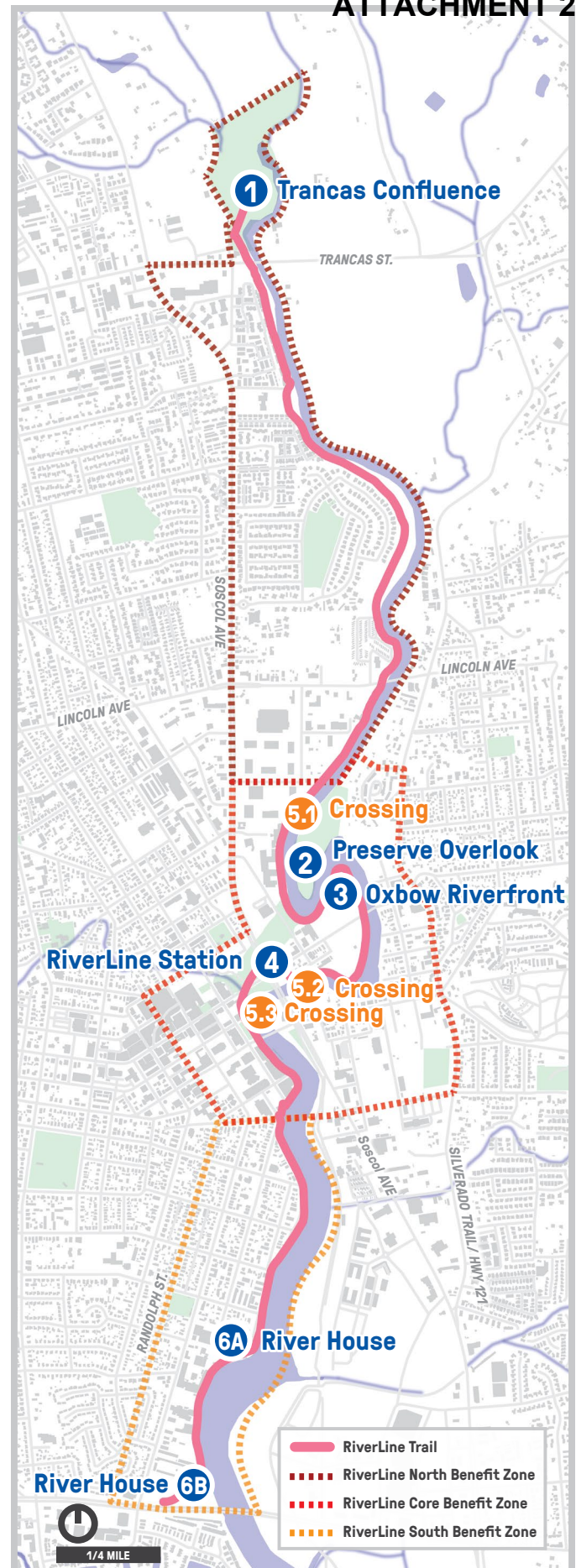


The vision for the RiverLine system as a whole is to create a cohesive network with a range of unique programmatic offerings along the length of the trail. These “highlights” include specific destinations, dedicated activation improvements, and critical crossing locations as follows:

- 1 Trancas Confluence
- 2 Preserve Overlook
- 3 Oxbow Riverfront
- 4 RiverLine Station
- 5.1 Crossing: Hotels to Oxbow Preserve
- 5.2 Crossing: RiverLine Station to Transit
- 5.3 Crossing: Downtown Napa to Oxbow Commons
- 6A River House (Recommended Site)
- 6B River House (Alternate Site Considered)

Each of the proposed interventions highlight an important trail intersection or enhance connections to adjacent existing and proposed community amenities. They are distributed throughout the three benefit zones, with a higher concentration within the more heavily activated Core zone. The RiverLine trail itself provides the connectivity of the system, while these projects provide places of interest.

The ideas in this chapter are visionary in nature, and each of these concepts will require further design refinement, engineering, and identification of funding sources to make possible. Additionally, this future planning will need to be factored into existing CIP projects. Projects that would potentially impact or change existing park spaces should align with the City’s typical process for park planning.



① Trancas Confluence

Trancas Crossing Park carries a storied history based on its key ecological attributes. Marking the discernible and shallow inland reach of Napa River's tidal flows, it has functioned as the crossing point for travelers across time, from indigenous tribes to the Mexican cattle ranchers.

The Trancas Confluence concept could expand upon current park features by celebrating the meeting of water flows and histories through art and educational installations. Beyond the extents of the flood control wall system, elements should be resilient to inundation during high water events.

As the northern terminus of the RiverLine, the park can draw visitors to the quieter and more nature-filled stretches of the riverfront. With an existing parking area, this passive walking loop could be a destination on its own, or serve as a graceful turnaround for users taking the trail from neighborhoods to the south.

Potential Key Elements

Park Elements

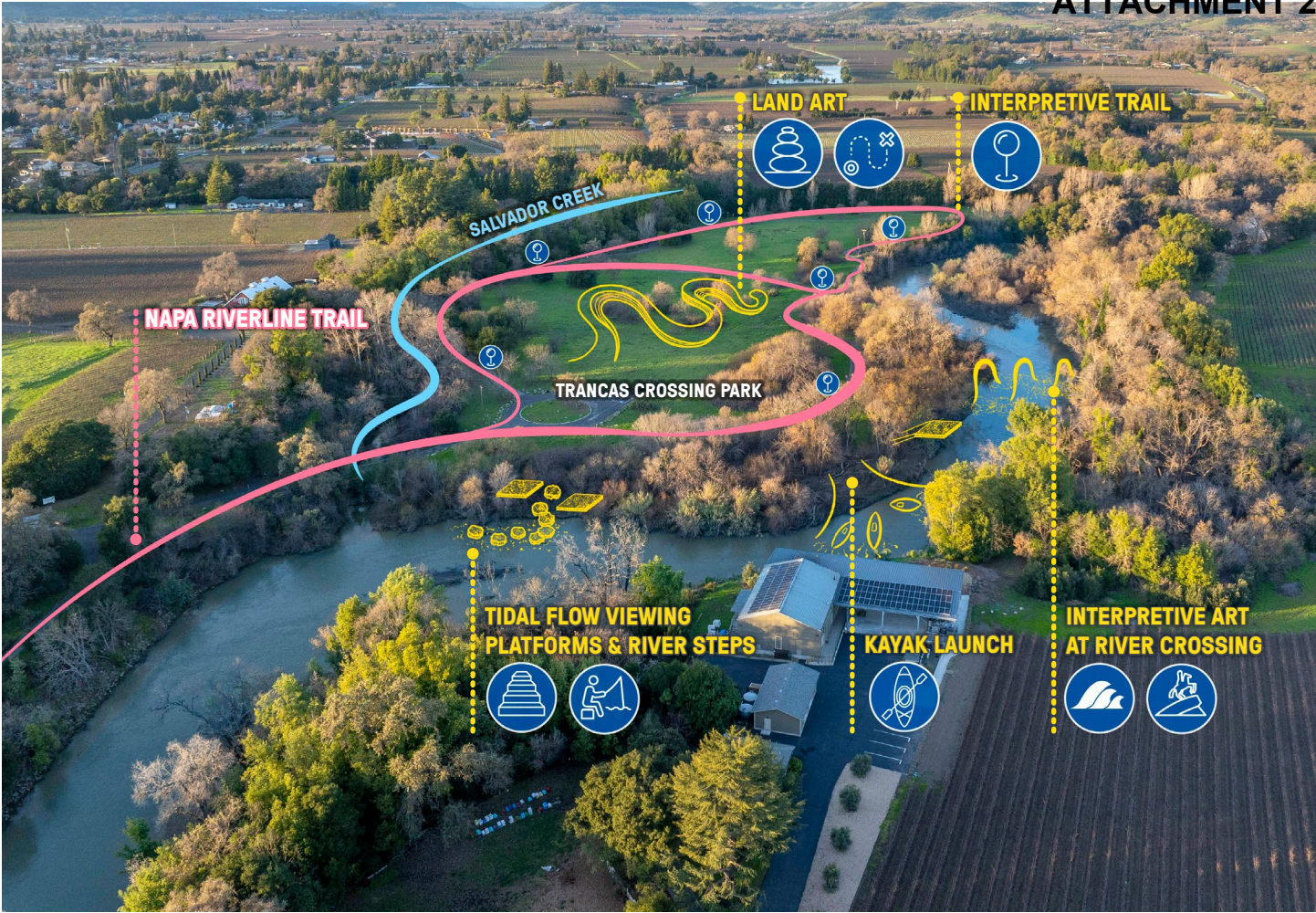
- ☐ Land Art
- ☐ Educational Trail
- ☐ Interpretive Art at River Crossing
- ☐ Kayak Launch
- ☐ Tidal Flow Viewing Platform & River Steps

Key Connections

- ☐ Napa RiverLine
- ☐ Wineries

Community Feedback

- **History Integration:** Suggest incorporating historical elements to educate park visitors and enhance the crossing at Trancas.
- **Space for Art:** The area is ideal for land art and outdoor sculptures.
- **ADA Access:** Desire for chairs and concrete trails that can be used in all weather conditions, with more access for fishing.
- **Water Access Issues:** The river's low draft limits water access, with concerns about canoing. Dredging may be necessary for better access. Concern about too many kayak launch areas, which could overwhelm the river. Suggest leaving some areas for wildlife.
- **Parking and Access:** Ample parking available, easily accessible for users.



Key Element Examples

 Community Preferred



② Preserve Overlook

The Oxbow Preserve is a valued ecological sanctuary at the heart of the City of Napa, protecting and celebrating the diversity of local riparian ecosystems. This site offers a uniquely natural experience, in juxtaposition to The Oxbow's more urbanized condition across the river.

Designed to accommodate high water events, a light-touch, overlook moment at “the point” of the Preserve would protect the existing waterfront edge while offering memorable views of the river bow, Oxbow Commons, Oxbow Riverfront, and beyond.

While the primary RiverLine follows the south bank, enhanced access through one of the proposed bridge crossings would provide direct access to the Preserve, encouraging visitors to explore its existing looping trail system. Continuing the trail along the Future Development site on the northern bank would create a connection back to First Street and from the existing Preserve parking lot, an improved launch for small craft at the lower marsh could also be considered.

Potential Key Elements

Preserve Elements

- Simply-designed overlook
- Improved launch

Key Connections

- Napa RiverLine
- Crossing: Hotels to Preserve
- Silverado Garden Apartments
- Alta Heights Neighborhood
- Future Developments

Community Feedback

• **Concerns About Overlook Structures:**

Community members strongly opposed large, overly engineered overlook structures at the Oxbow Preserve. If proposed, they should be small, unobtrusive, and blend into nature.

• **Preserving the Natural Environment:**

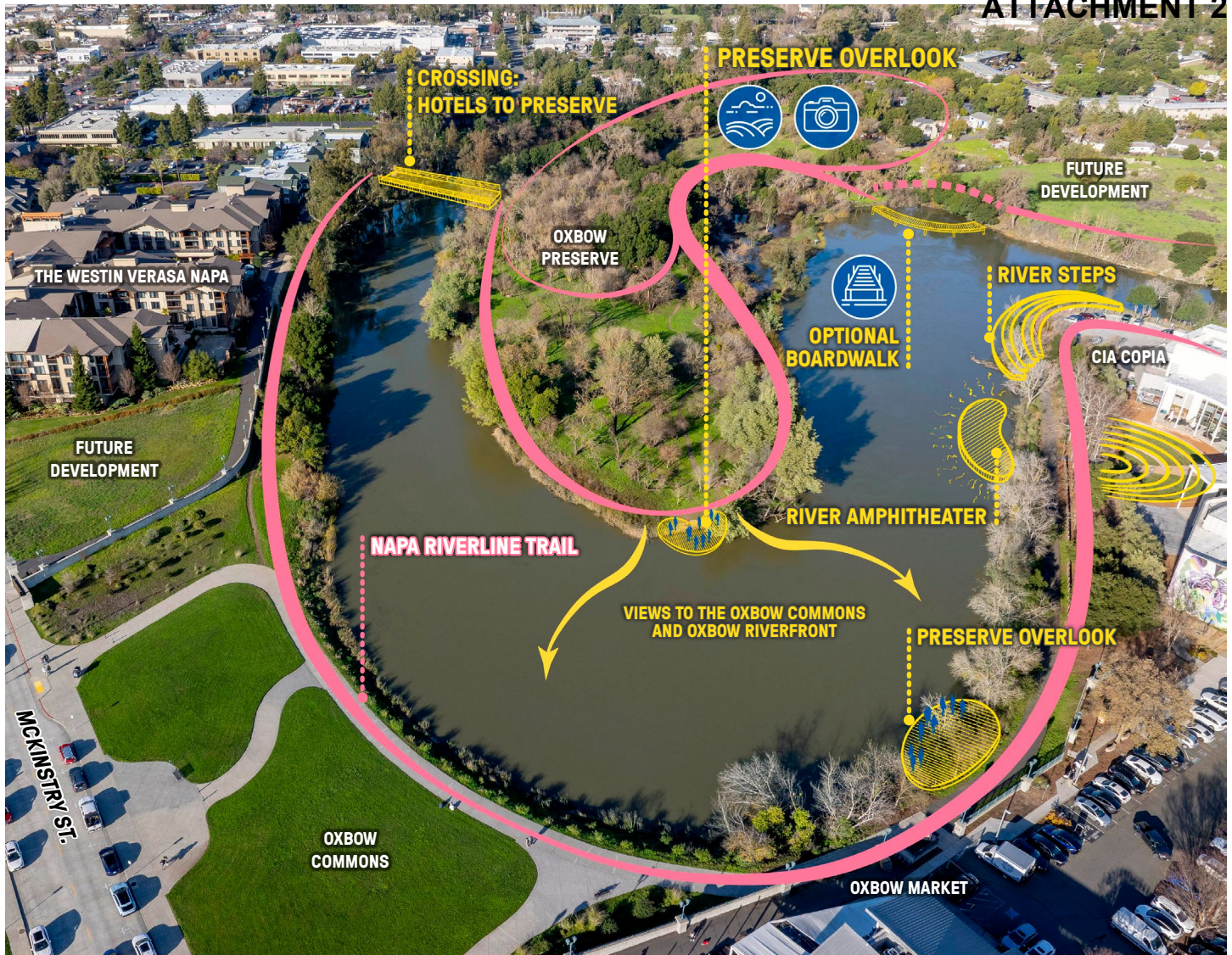
There is a strong preference to protect Oxbow Preserve. Some believe nature should remain undisturbed, especially in flood-prone areas, with the focus on stabilizing existing riverbank walkways near Oxbow Market and CIA Copia instead.

• **Alternative Approaches to River Access:**

Rather than large observation structures, the community favors improved river access, such as the boat launch. More spaces for residents to enjoy the water with shaded seating for elderly visitors were also suggested.

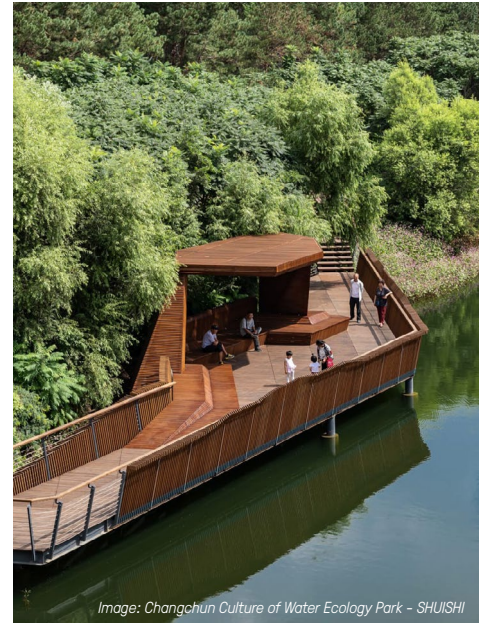
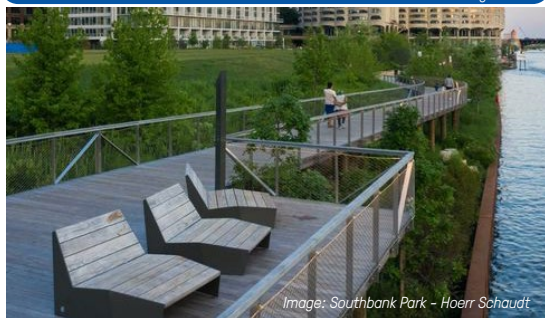
• **Safety and Connectivity Considerations:**

A river crossing closer to Oxbow Commons may be better for visibility and safety. Improving existing foot and bike paths should be prioritized before adding new bypass elements.



Overlook Examples

 Community Preferred



③ Oxbow Riverfront

The Oxbow Riverfront celebrates connection to the Napa RiverLine through a variety of experiences along the north shore of The Oxbow. These improvements aim to further orient this iconic Napa destination towards the water, strengthening the relationship between the community and the Napa River.

The adjacencies to CIA Copia and the Oxbow Market are opportunities for RiverLine activation through a public private partnership. Specifically, the River Amphitheater could expand and enhance the event experience at this privately-owned venue. The River Steps could also provide expanded seating for visitors to the Oxbow Public Market.

Improvements to the RiverLine trail in this area should address recent washouts and consider a trail realignment that will be more resilient to future winter storm events. Meanwhile, summer only pop ups could be considered to provide seasonal launch access along the Riverfront or at the Bypass.

Potential Key Elements

Preserve Elements

- ☐ River Amphitheater
- ☐ River Steps
- ☐ Temporary Launch Access (summer only)

Key Connections

- ☐ Napa RiverLine
- ☐ CIA Copia
- ☐ Oxbow Public Market

Community Partners

CIA Copia
Oxbow Public Market

Community Feedback

- **Preserving Natural Landscape:** Community emphasized the importance of highlighting natural landscape with minimal structures.
- **Enhancing Shade and Seating:** There is a strong need for shade structures, additional trees, and seating areas, particularly those accessible for wheelchairs.
- **Pet-Friendly Considerations:** If the area allows dogs, waste and water stations should be installed to accommodate pet owners.
- **Cultural and Entertainment Uses:** An entertainment venue was highly supported, with suggestions for an amphitheater to host a variety of events.
- **River Access and Recreation:** More access to the river is welcomed. However, concerns were raised about feasibility due to tidal changes and silty water.
- **Parking and Infrastructure Needs:** Public parking near launch sites is necessary to support increased river access.



Key Element Examples

 Community Preferred



④ RiverLine Station

The RiverLine Station is the primary meeting point for visitors along the trail. Situated at multiple junctures, between The Oxbow and Downtown Napa; Soscol Avenue and First Street; the RiverLine and Vine Trail; and two Riverline crossings, it will create a welcoming hub for the Napa Community.

Currently the site of the County Flood Control District building, the RiverLine Station may adapt the existing structure or upgrade as necessary to serve as a visitor center with community amenities such as meeting space, cafe, outdoor gathering, river gallery, and more.

The Station's prominent location makes it an important wayfinding moment along the RiverLine. Iconic public art and monument signage should be placed to attract and orient a variety of users, with clear connections to the adjacent trail systems and other nearby community amenities. The design of the RiverLine should also study opportunities to connect directly from grade at First Street to the Oxbow Commons path via stairs, ramps, or both.

Potential Key Elements

Main RiverLine Station Building

- ☐ Cafe
- ☐ Visitor's Center
- ☐ River Gallery
- ☐ Community Meeting Space

RiverLine Station Grounds

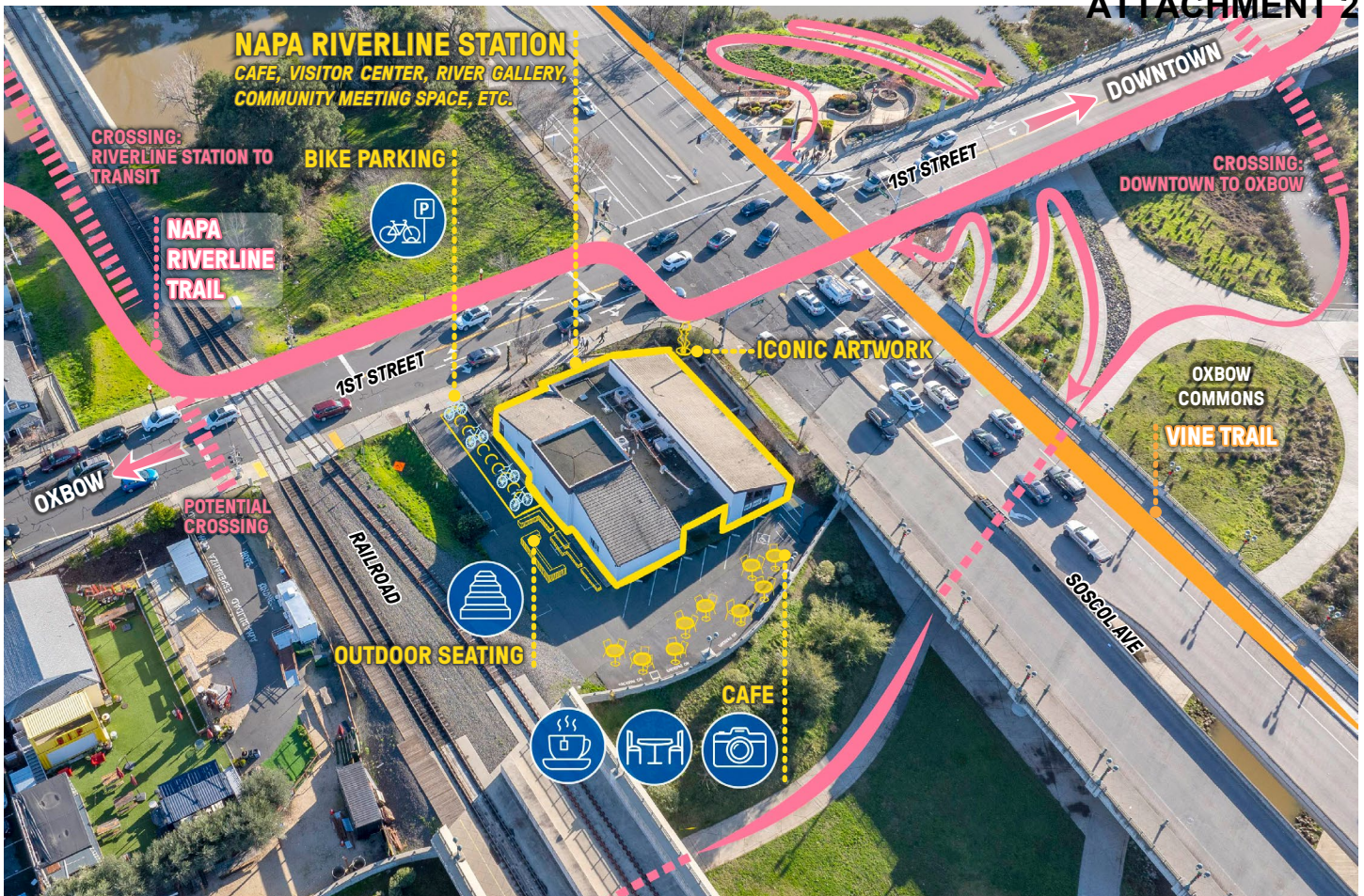
- ☐ Iconic Artwork
- ☐ Bike Parking
- ☐ Outdoor Seating
- ☐ Terrace Seating/
Steps to Oxbow Commons

Key Connections

- ☐ Napa RiverLine
- ☐ Vine Trail
- ☐ The Oxbow & Downtown Napa
- ☐ Crossing: RiverLine Station to Transit
- ☐ Crossing: Downtown to Oxbow
- ☐ Oxbow Commons

Community Feedback

- **Improving Wayfinding and Connectivity:** Clear signage and wayfinding are needed. Dedicated bike paths, secure bike parking (including e-bikes and cargo bikes), kayak storage, and scooter rentals would improve accessibility.
- **Balancing Open Space and Amenities:** Add shaded seating, especially for elderly visitors. Some support a café, while others prioritize restrooms, storage lockers, and picnic tables.
- **Honoring Napa's Historic Chinatown:** The site's design should better integrate the history of Napa's historic Chinatown beyond the existing Moon Gate and plaque.
- **Sustainability and Design Features:** A green roof could enhance sustainability. A small, partially covered facility is preferred to keep the space open and welcoming.
- **Parking and Accessibility:** Need for adequate parking and easy watercraft access for kayaks and paddle boards.



Main Building Examples

 Community Preferred



⑤ River Crossings

The series of proposed RiverLine crossings are intended to create a robust system of connections to critical points of interest throughout the City of Napa and beyond. Located within the Core Benefit Zone, they particularly improve circulation between Downtown Napa and The Oxbow.

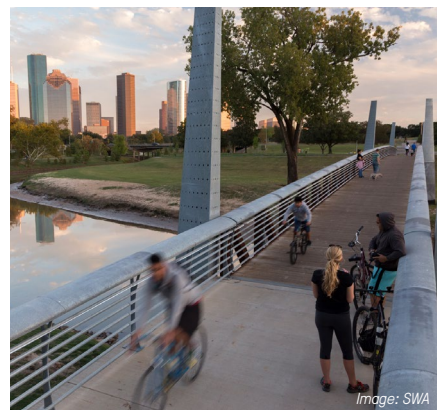
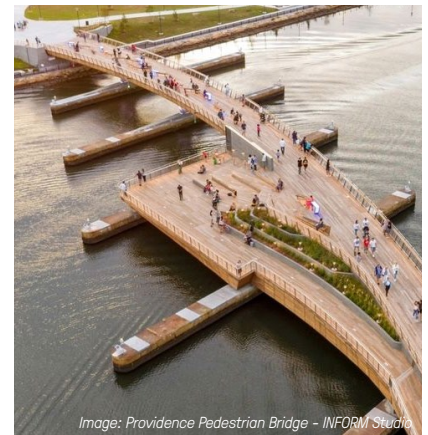
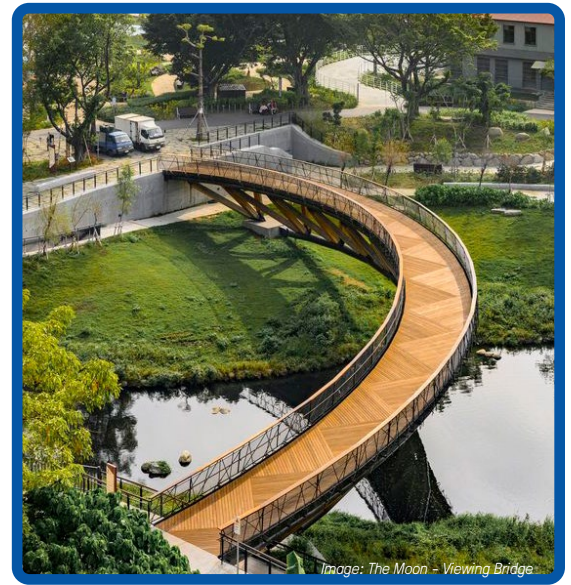
Each of the three crossings identified have the potential to be designed with distinct features and styles, offering a variety of overlook experiences along the river. The opportunity for the crossings to become iconic moments within the RiverLine system should be considered as well, for leveraging dedicated philanthropic investment.

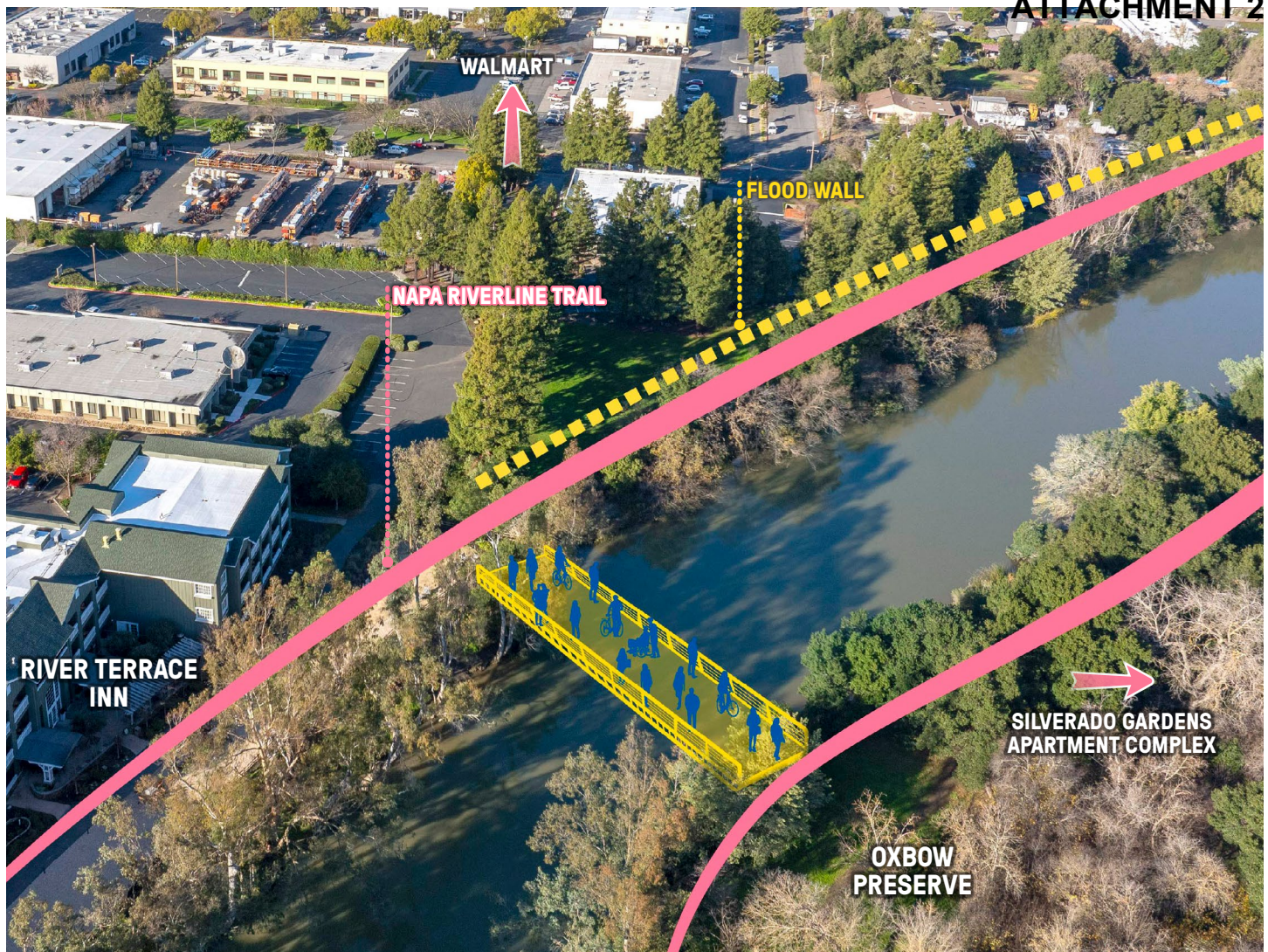
Potential Key Elements

- Dual pedestrian/bicycle use (non-vehicular)
- Overlooks and rest stops
- Iconic, Napa-style design



River Crossing Examples





5.1 River Crossing: Hotels to Oxbow Preserve

The Oxbow Preserve is a hidden gem in many ways—visible from across the river but without direct access from the Downtown Napa, Oxbow Commons, and The Oxbow.

This river crossing aims to address the disconnect by proposing a new bridge at the northern edge of the River Terrace Inn and southern edge of the new flood wall. The bridge would provide a quiet overlook of the Napa River as it narrows and becomes lined with a rich grove of riparian trees and vegetation. It will be particularly beneficial for nearby apartment residents and RiverLine users to connect to the Oxbow Preserve trails and proposed Overlook.

Site 5.1 Community Feedback

- **Support for the Crossing:** A simple, maintainable design is preferred.
- **Concerns About Feasibility and Safety:** Some question the practicality of building a costly bridge on the flood-prone Preserve side, suggesting that stabilizing existing pathways would be a better investment.
- **Accessibility and Amenities:** Benches and wheelchair access should be included to ensure the bridge is comfortable and usable for all visitors.



5.2 River Crossing: RiverLine Station to Transit Station

The second river crossing provides a direct connection from the Soscol Gateway Transit Center to the RiverLine and proposed RiverLine Station. Conceptual planning for this pedestrian/bicycle crossing parallel to the railroad bridge is already underway and will encourage increased transit use to access to The Oxbow and RiverLine highlights.

This crossing location may also benefit future hotel guests and residents from potential future projects proposed within the south side of The Oxbow.

Site 5.2 Community Feedback

- **Support for Improved Connectivity:** Encouraging walking and biking between Soscol Gateway Transit Center and RiverLine Station instead of driving is a key benefit.
- **Concerns About Cost and Necessity:** Some question whether this bridge is worth the investment, given the high cost of bridge construction.

Community Partners

Napa Valley Transportation Authority



5.3 River Crossing: Downtown Napa to The Oxbow

A strong connection between Downtown Napa and The Oxbow is critical to the creation of a cohesive RiverLine system. Today, there are existing sidewalks and trails that currently provide access, but they require either roundabout routes or circulation along exposed street corridors.

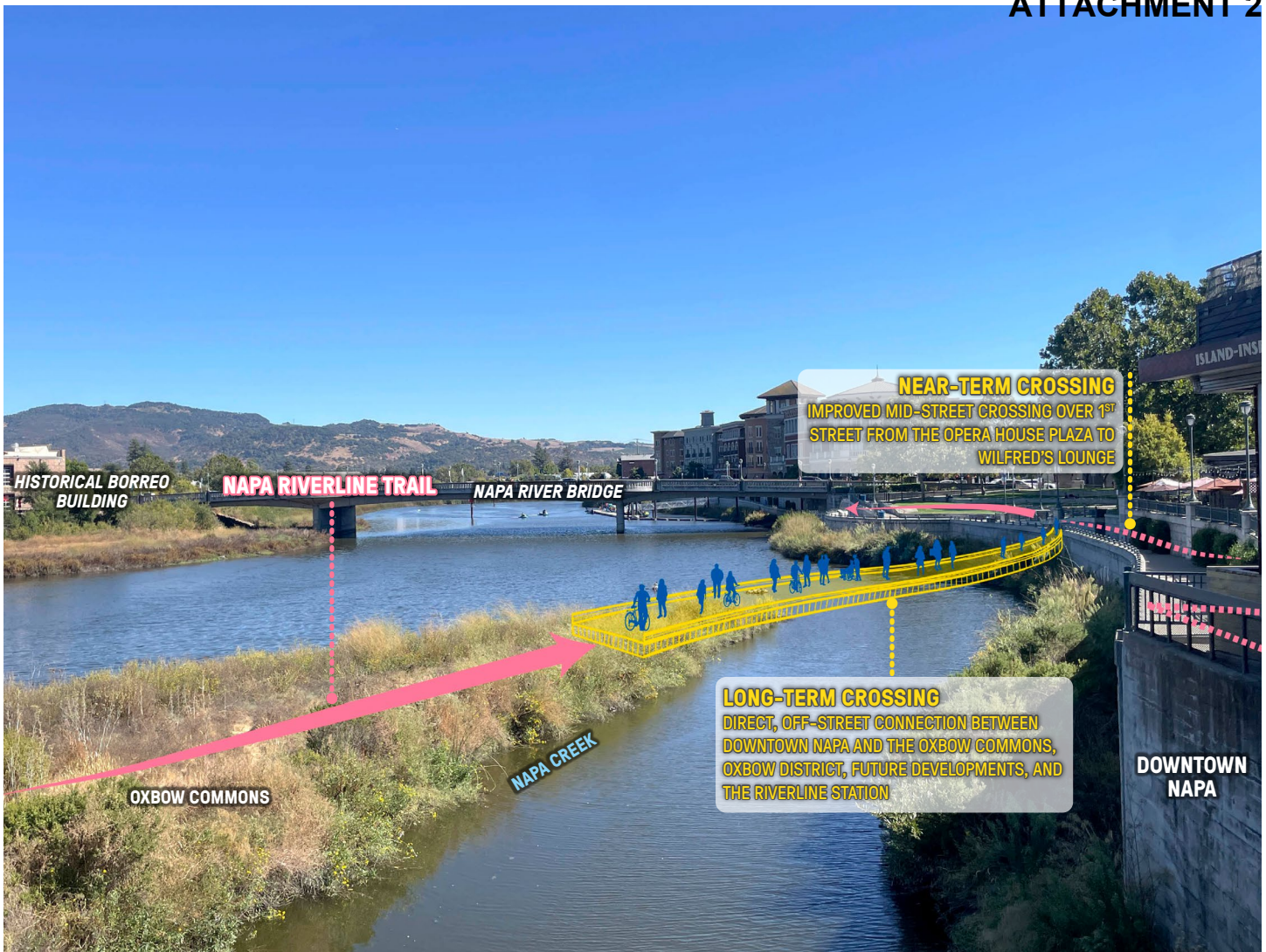
Enhanced connection in this location could take a variety of forms. Improvements to existing routes in the near-term can greatly enhance the First Street crossing, meanwhile, long-term creative solutions may include new infrastructure, such as a direct connection from the Oxbow Commons to the Downtown riverwalk – pending feasibility studies.

Near-Term: Existing Street Level Enhancements

Street level improvements on First Street can improve and clarify the RiverLine connections in this location. These could include wayfinding, public art, shade elements, and enhanced site furnishing along the bridge itself as well as an improved mid-block crossing between the Opera House Plaza and Wilfred's Lounge for users traversing from back up from the Bypass. These improvements will improve the pedestrian experience at this existing crossing.

Long-Term: New Off-Street Connection

The proposed long-term crossing would offer a direct, off-street connection between Downtown



Napa to the Oxbow Commons, The Oxbow, future developments, and the RiverLine Station. This would support a continuous trail experience by offering passage underneath First Street to a short bridge segment across Napa Creek and up to the existing riverwalk promenade at Second Street.

This long-term project will require detailed review to study the hydrologics in this portion of the Bypass and ensure that there are no negative flood control impacts from the structured portion of the crossing. This extension of at-grade paths within the Bypass would follow the same criteria as other circulation routes elsewhere in this zone of RiverLine.

Site 5.3 Community Feedback

- **Support for the Crossing:** A key connection that improves pedestrian safety and accessibility without using busy roadways.
- **Concerns About Flooding and Environmental Impact:** Some question how the crossing will withstand flooding and whether the hydrological impact assessment will justify the cost and effort.

Community Partners

Napa County Flood Control District

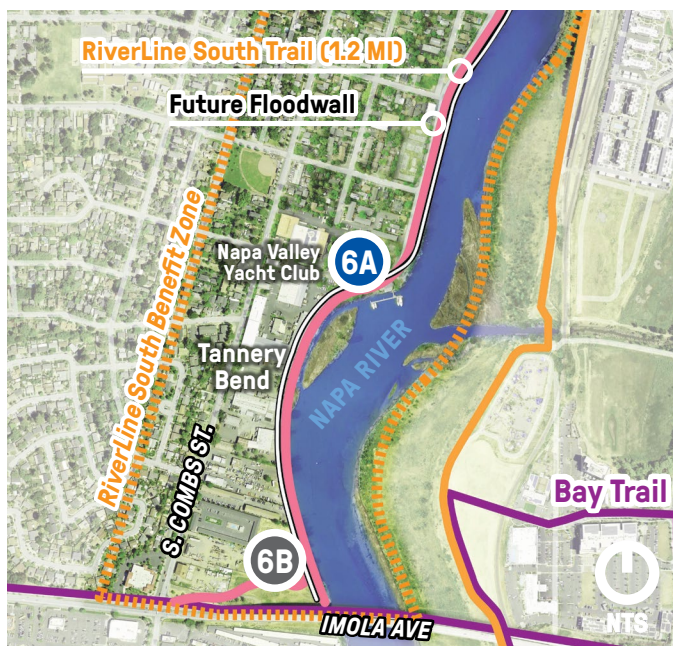
⑥ River House

The River House embodies the vision concept of “Take Me to the River” and provides a unique community and recreation hub right on the water. The building itself can engage directly with the river and encourage users to do the same. Located within the RiverLine South Benefit Zone, the River House will provide the primary activation along this portion of the trail. It should serve as a destination for visitors from Napa and beyond, while specifically offering community amenities for the Tannery Bend and Napa Abajo neighborhoods.

Two potential site options for the River House were considered, with the recommendation of the Plan to pursue the Napa Valley Yacht Club location. Any future development of the River House will be in coordination with key community partners.

Community Partners

Napa Valley Yacht Club
OhSana Wa’a Outrigger Canoe Club
Aquatic Recreation Operators



Potential Key Elements

Main River House Building

- ☐ Cafe
- ☐ Community Space
- ☐ Recreation Rooms
- ☐ Sauna

River House Grounds

- ☐ Dock
- ☐ Fishing Pier
- ☐ Kayak/Boat Launch
- ☐ River Swimming
- ☐ River Lounge (hammocks, picnic tables, and lawns)
- ☐ Riparian Edge Improvement
- ☐ Floodwall Integration
- ☐ Adjacent Park
- ☐ Parking

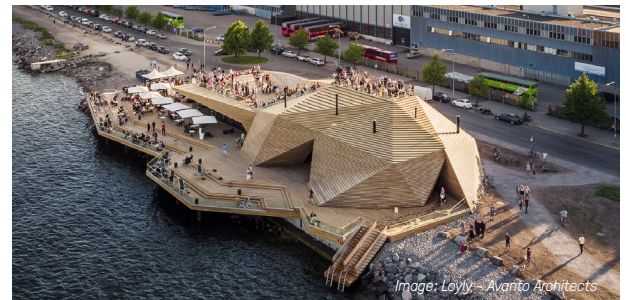
Key Connections

- ☐ Napa RiverLine
- ☐ Bay Trail
- ☐ Tannery Bend
- ☐ Napa Abajo Neighborhood

General Community Feedback

- **Enhancing River Access & Connectivity:** If possible, include a crossing at the River House location with wildlife viewing overlooks. Provide bike parking at gathering points to reduce car dependency.
- **Concerns About Water Quality:** Public swimming is debated, with some concerns about whether the river is clean enough.
- **Other Considerations:** Desire to protect natural habitats, restore historic river docks, and repair the kayak launch.

River House Examples



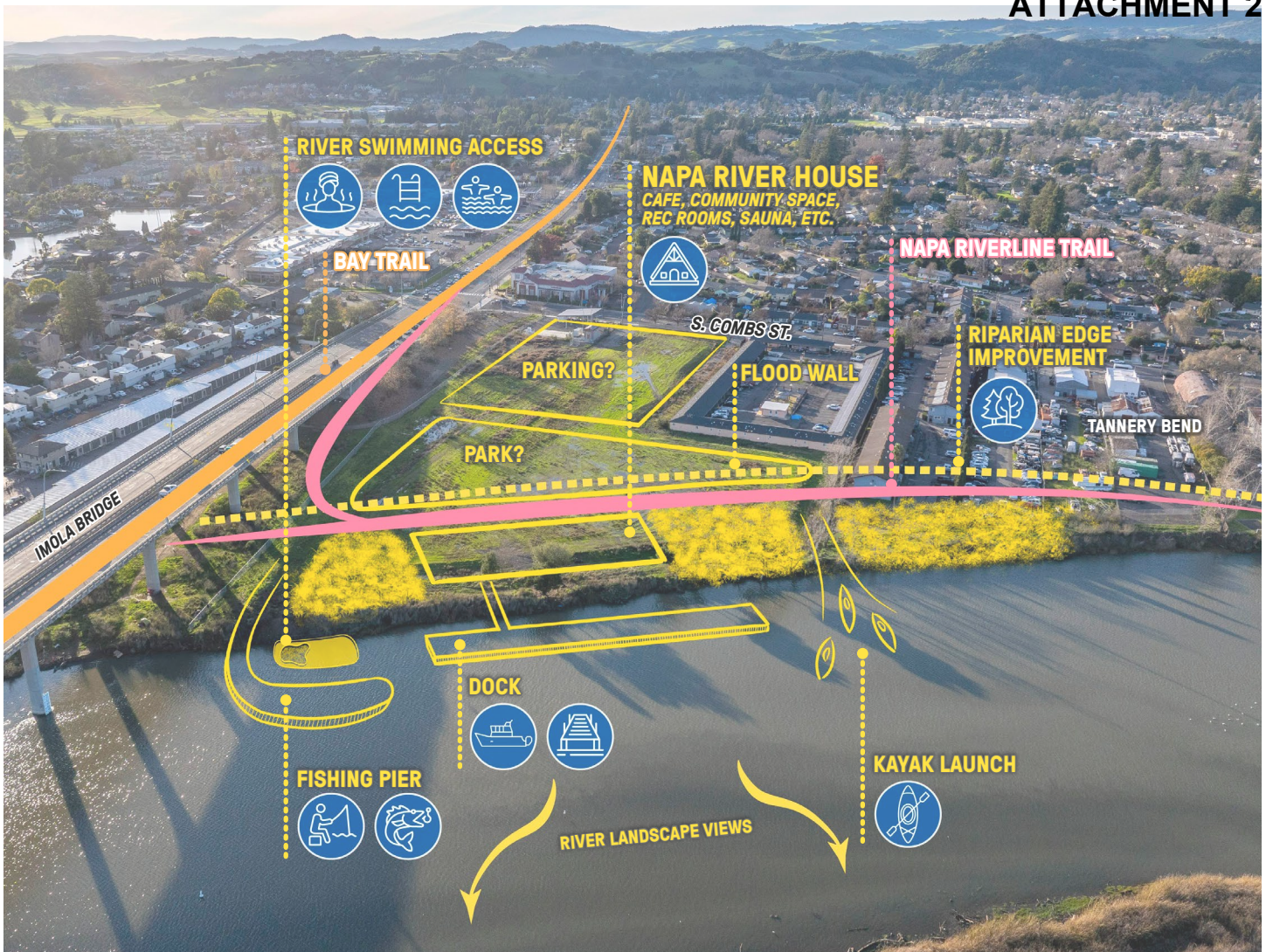


6A River House / Recommended Site

As the preferred concept, this site would be re-envisioned as the "River House" in collaboration with the Napa Valley Yacht Club. Expanding on existing uses, programming would aim to engage a broader community of users. The functionality of the building and dock would be maintained, with upgrades for better launch infrastructure and the incorporation of additional features, such as river swimming access, dining, recreation, and other community uses. The RiverLine trail and flood control wall will follow the alignment of Riverside Drive, however there is potential for connecting to the adjacent parcel to create a park or offer parking for the River House.

Site A Community Feedback

- **Option A** is favored for its quieter and more scenic setting, as well as its downtown proximity and existing role as a community gathering space. The chosen site should maximize community use and accessibility.
- **Infrastructure and Accessibility Needs:** Improvements needed for NVYC access, kayak parking, shaded seating, and better bike parking to reduce traffic impacts.



6B River House / Alternate Site Considered

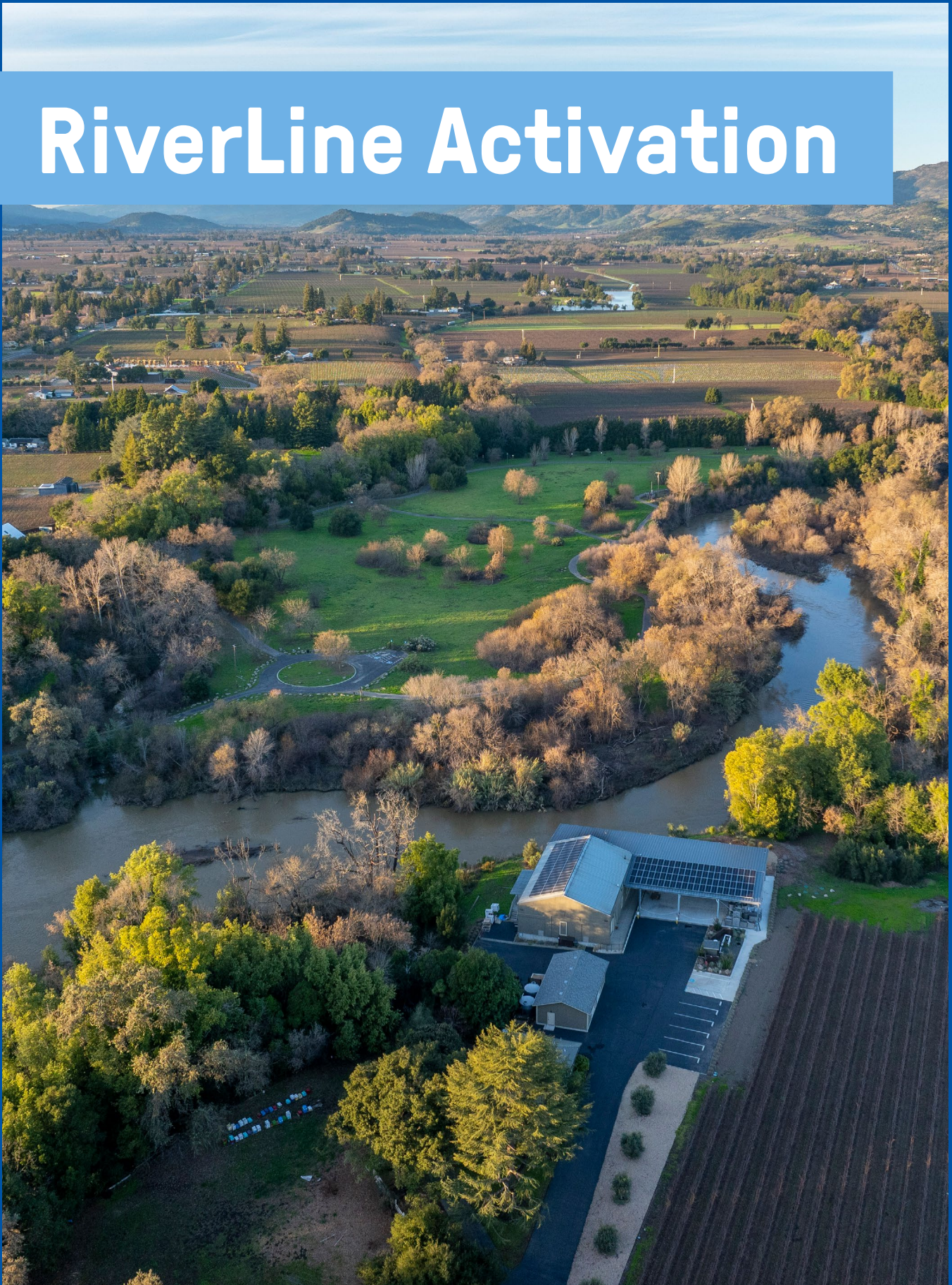
The alternate site considered would utilize a vacant property adjacent to the Imola Bridge. Under this scenario, the existing Yacht Club would remain as it is and the new River House site would support distinct community programming, such as river swimming, river lounge, and auxiliary launch.

While this option would provide a true southern terminus of the RiverLine and connect to the Bay Trail, the separation of river-based activation and increased distance from Downtown Napa makes it a less desirable location for the River House overall.

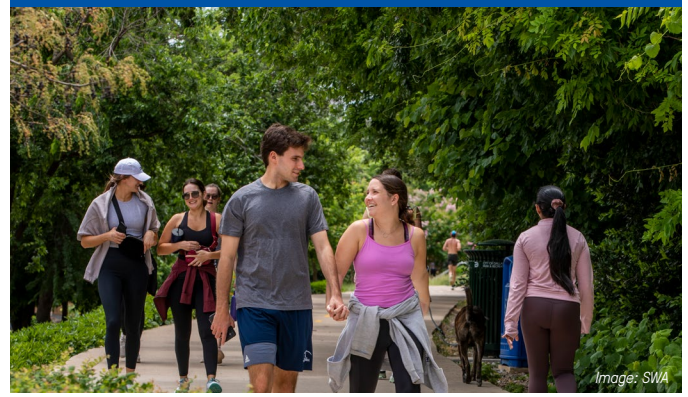
Site B Community Feedback

- **Environmental and Noise Considerations:** Traffic noise concerns due to its location under the Imola Bridge. Wind exposure is also a factor in usability.
- **Connection to Trails and Infrastructure:** Site B connects well to bike routes and the Imola Bridge, potentially increasing positive traffic. Permanent improvements to the Bay Trail are needed for better connectivity.

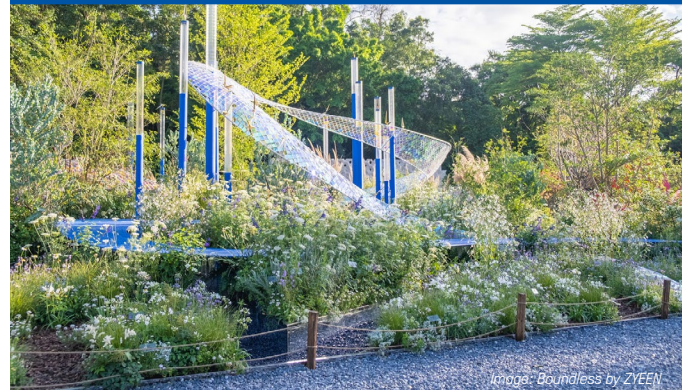
RiverLine Activation



Health & Wellness



Art & Commemoration



Nature & Education



Special Events & Programs



This Strategic Plan provides a framework for the Napa RiverLine to evolve and expand over time.

The trail itself serves as the backbone with targeted interventions at key locations to catalyze further investment in the system. It is also important, however, to maintain an expanded perspective on the secondary opportunities that might be created through the RiverLine project.

This chapter emphasizes opportunities for additional programming, amenities, and activation that may be considered within the RiverLine system to support:

- **Health & Wellness**
- **Art & Commemoration**
- **Nature & Education**
- **Special Events & Programs**

These activation overlays will increase the richness of the overall RiverLine experience, and provide unique ways for the Napa community to engage. Some elements may be appropriate along the RiverLine trail itself, while others may be considered as adjacent uses.

The opportunities suggested here are to serve as a starting point, with specific interventions that address the specific needs of the Napa community.

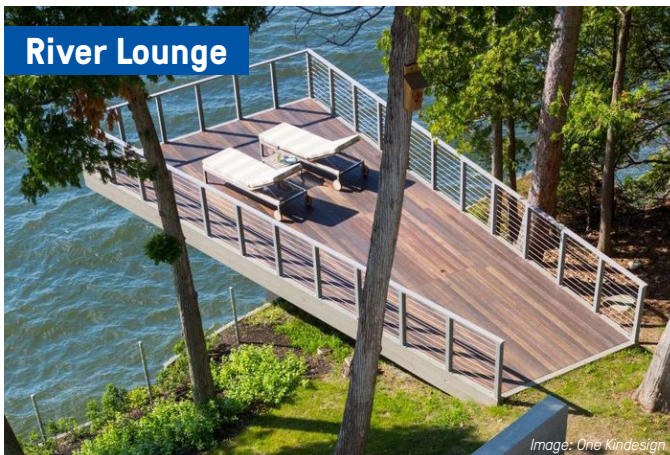
Health & Wellness Opportunities

The health and wellness benefits of a community amenity such as the RiverLine cannot be overstated. The improved walkability and connectivity throughout the system will provide active recreation and transportation opportunities to the surrounding community members and RiverLine visitors.

Specific activation strategies can provide moments of respite for trail users, as well as

introduce additional elements for fitness and wellness programming. These interventions can be considered as space allows, and where the RiverLine intersects with other public realm spaces.

The following suggest some potential opportunities that could support the overall RiverLine vision and user experience.



Typical trail furnishing can be complemented with areas of lounge seating to encourage lingering along the river.



Passive wellness uses such as meditation may be considered in addition to more active recreation uses.



Temporary activation can provide a unique and varied experience along the RiverLine.



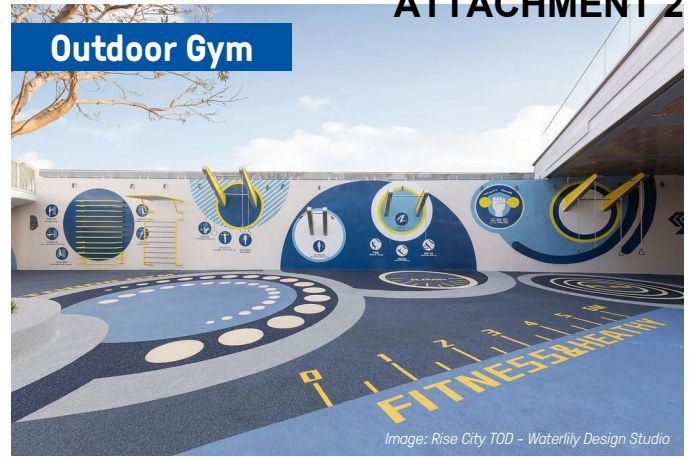
Flexible spaces such as decks and larger docks along the RiverLine may be used for informal wellness programming.

Exercise Station



Fitness equipment can be incorporated in the RiverLine system to provide a circuit of distributed exercise options for users.

Outdoor Gym



Where larger space allows, concentrated exercise equipment in the form of an outdoor 'gym' may also be considered.

Mileage Markers



Along the 4.5 mile length of the RiverLine, mileage markers should be included with trail wayfinding program for users to track distance completed.

Play Elements



Small-scale play elements distributed throughout the RiverLine system would expand health benefits for users of all ages.

Community Gardening



Beyond trail-specific uses, wellness opportunities may include an amenity like a community garden.

Family Picnic



Places for families to gather and enjoy the outdoors is another way to expand upon community health benefits.

Art & Commemoration Opportunities

The RiverLine system presents tremendous opportunities for incorporating public art throughout the system. Art can take a wide variety of forms, from temporary installations to permanent commissioned pieces. The RiverLine system will serve both local Napa residents and visitors from afar. As such, public art within the system may draw from local as well as international artists. In particular, a public art program should emphasize

the importance of local history, and representation of site-specific storytelling from the region's indigenous community. The selection and placement should be in collaboration with the [Rails Arts District](#).

These commemorative elements may be structures, educational signage, or spaces to gather and share collective cultural values.

Temporary Art Installations



Temporary art is an excellent early activation strategy to highlight existing aspects of the RiverLine system while awaiting further investment and permanent structures.

Interactive Public Art



Programming through interactive art is another pop-up strategy that may be considered to engage the community.

Light Installations



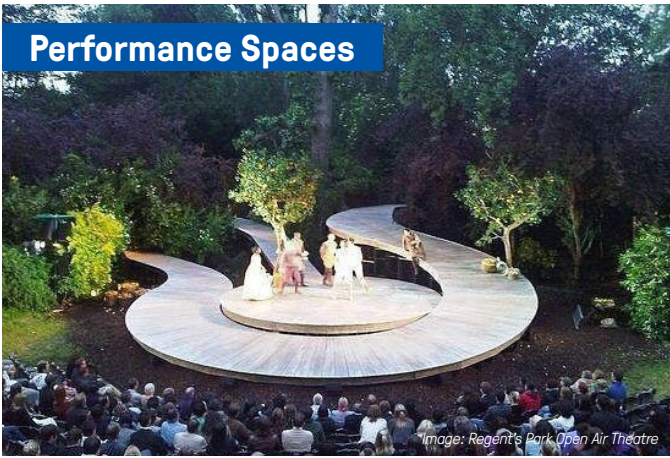
Artistic light installations creates visual interest at night, while enhancing the safety of the RiverLine experience.

Environmental Art



Art may take cues from the river context, blending environmental education opportunities with the art itself.

Performance Spaces



Public art activation can also include performance space, for formal events or pop ups. This is a particular consideration at CIA Copia.

Murals



Existing and new buildings along the RiverLine may present opportunities for mural art along the trail.

Cultural Memorials



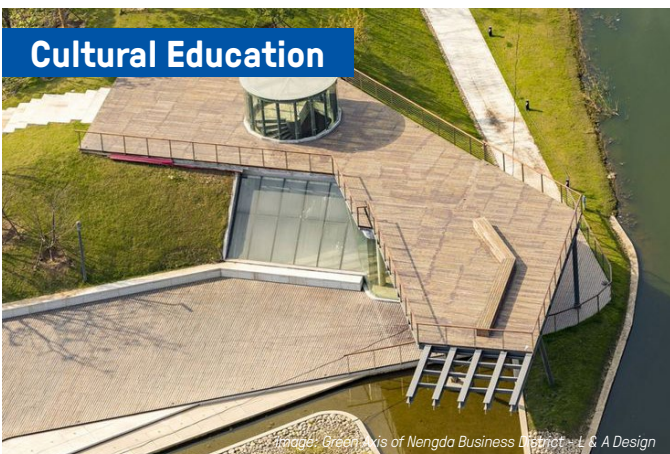
Monumentation and memorials along the trail can highlight the cultural richness of the Napa River region.

Indigenous Monuments



Specific acknowledgment of the indigenous stories from the community should be expressed as part of the RiverLine story, in coordination with tribal representatives.

Cultural Education



More active education programming may complement the built elements within the system.

River History



Specific historical events that relate to the Napa River may be commemorated within the trail system as well, for example the history of the Trancas Confluence site.

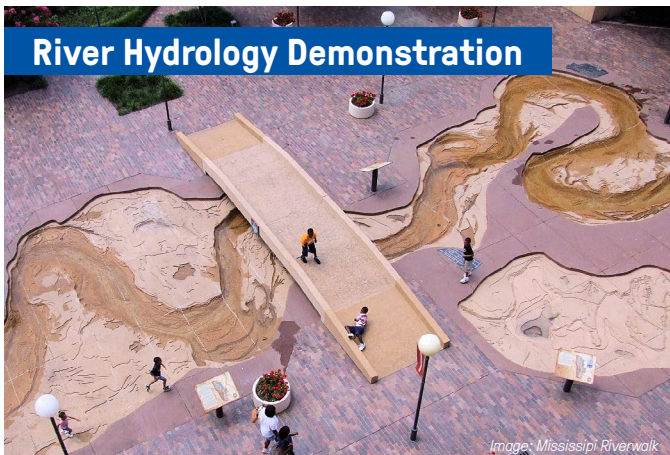
Nature & Education Opportunities

Integrated with the Napa River itself, there are many ways for the RiverLine to support environmental education and opportunities for interaction directly with its natural systems.

There are many fascinating layers to highlight, from river hydrology to the range of different riparian ecosystems along the length of the system.

Interpretive signage throughout the system should be complemented with additional passive recreation opportunities in key locations along the trail.

These may include expanded environmental educational opportunities, restoration areas and habitat creation, and amenities for wildlife observation and birding activities along the corridor.



The unique hydrological conditions of the Napa River could be highlighted through interaction demonstrations.



Expanded river education could occur in the RiverLine Station, for example, to describe the function of the bypass and floor control measures on the Napa River.



As a tidal system with substantial variability in water elevation throughout the day, creative markers can connect RiverLine users with this natural fluctuation.



Similarly, over time, sensors on the river could indicate larger climate-related system changes.



Interpretive signage should be incorporated throughout the RiverLine wayfinding program to highlight environmental education opportunities.



Playful elements can also take inspiration from nature, and encourage engagement by the youth community.



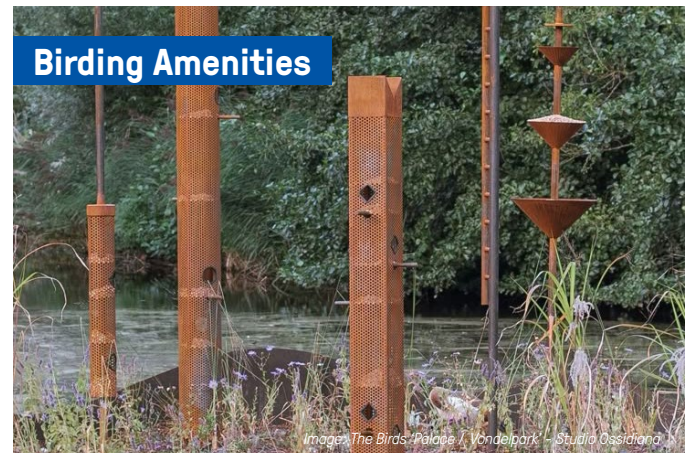
Existing and proposed riparian restoration efforts along the RiverLine should be celebrated as educational opportunities.



Specific furnishing products can provide playful ways to introduce additional habitat features to the more urban portions of the RiverLine system.



Where appropriate, larger amenities for wildlife observation may be considered, for example the Preserve Overlook.



Birding is another form of passive recreation that encourages users to appreciate the natural ecosystem along the river.

Special Event & Program Opportunities

Providing a variety of special events and general programming throughout the year will help activate the RiverLine and encourage people to come back to again and again. This programming should attract both locals and visitors to the river, bring additional economic benefit to local businesses, and help celebrate and educate on the Napa River ecology.

There may be opportunities for temporary activation as well as events ranging from small to large scale.



Expanding on active recreation opportunities, kayak or boat tours are a great way to celebrate the river's ecology.

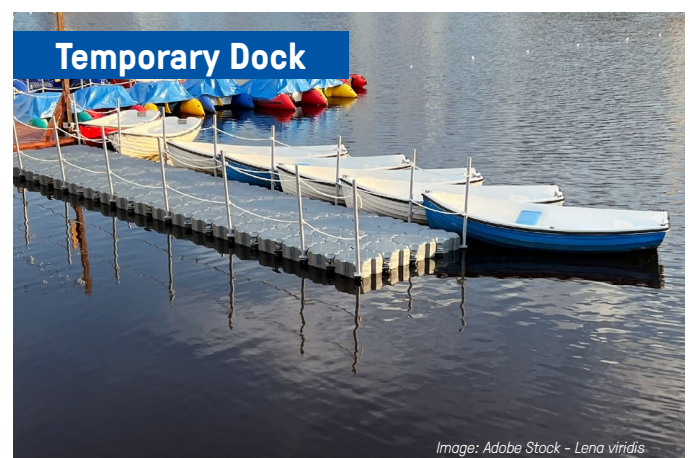
Events will mostly be focused in the Core and South zones and will require multi-faceted coordination with a variety of public entities, including the City of Napa and Napa County Flood Control District, and private businesses and stakeholders, including the Downtown Napa Association and the RiverLine nonprofit. Programming and activities should generally be consistent with the character of the RiverLine and be oriented to the river, such as the following:



To highlight the enhanced active transportation potential of the system, bike tours could utilize the RiverLine.



Community gathering around the RiverLine could be supported through organized river floats, during times of year when this is a safe activity for families to enjoy.



Similarly, programming associated with temporary dock could enhance seasonal access to different parts of the river.



Regularly scheduled programming, such as yoga sessions, can offer consistent activation and offer benefits to local residents.



Programming such as painting by the river offers opportunities to gather and engage with the river in a more passive manner.



Family-friendly pop up events along the RiverLine could showcase art, local artists, and locally made goods.



There are opportunities for existing live music events such as a Festival Napa Valley at CIA Copia and Friday night concerts at Veteran's Park, to better engage with the RiverLine itself.



Seasonal events like Earth Day in Oxbow Commons, Napa Lighted Art Festival along the promenade, and the NV Yacht Club 4th July Boat Parade can also activate the RiverLine.



Festivals should celebrate the City's ethnic and cultural diversity, including the Latino and Native American communities, weaving in the significance of the Napa river.

RiverLine

Economic Opportunities



Catalyzing Economic Development

The City is a thriving commercial center for the Napa Valley. The RiverLine offers significant potential to support existing development while also catalyzing new residential and commercial growth, contributing to the City's economic vitality and long-term fiscal sustainability.

By enhancing connectivity, accessibility, and public amenities, the project can attract new investment and encourage strategic infill development. The economic benefits of the RiverLine will extend across multiple sectors, including housing, retail, hospitality, and business activity, strengthening the local tax base.

The RiverLine will also support the actions proposed in the City's Economic Plan through targeted investments and strategic planning, the RiverLine can serve as a foundation for sustainable growth, ensuring a thriving, resilient urban environment. The following economic development strategies will support catalytic change along the RiverLine and throughout the City.

Business

ED-1: Prioritize RiverLine investments that support local business creation, entrepreneurship and workforce development.

- Align Riverline infrastructure with local small business and community economic development needs, including in adjacent disadvantaged or underserved neighborhoods. Encourage businesses to leverage the RiverLine as a community asset and a destination to augment their branding.

- Invest in public amenities, landscaping, wayfinding and circulation improvements that both enhance the area's accessibility to residents and visitors alike.

ED-2: Partner with individual merchants and merchants associations to develop a unified branding strategy for the RiverLine that can be incorporated into business marketing and customer attraction efforts.

ED-3: Implement business attraction and retention strategies that build on the unique environmental qualities of the Napa River in Downtown Napa, including active recreation and water-oriented uses.

ED-4: Building on the existing strength of food- and beverage related businesses in and around the Riverline, continue to invest in business development and marketing activities that position the Riverline as a world class destination for food and wine.

Funding

ED-5: Leverage existing funding sources (e.g. EIFDs) and explore new funding sources to generate revenues for community-serving infrastructure and economic development activities.

Education

ED-6: Partner with K-12, community college and other educational institutions to develop a tailored curriculum around the history and ecology of the Napa River and implement ongoing educational training activities to spur interest in and knowledge of the Napa River and surrounding area.

Residential Development

Between 2022 and 2031, the City of Napa has committed to building almost 2,700 new housing units to meet State housing goals as indicated in the City's Housing Element. These new housing units will include a range of affordability levels through both rent-restricted affordable housing and market rate housing. The Housing Element also identifies a number of potential housing sites that would be directly served by the new green space, with more than 30 sites within a half-mile of the proposed RiverLine. Numerous academic studies of communities in North America over the past four decades have shown that well-maintained parks, trails, and open space positively contribute to residential property values, on average between eight and ten percent.²

Three housing element sites would be directly served by and benefit from the Riverline: the proposed 16-unit Bridgeview Apartments Addition, the proposed 55-unit Wine Train Housing, and the recently completed 55-unit Valley Lodge. There is also one proposed project along the RiverLine in The Oxbow: the Oxbow South development, which would include for-sale residential units and is zoned to include commercial uses.

New residential development within the City's Enhanced Infrastructure Financing District (EIFD) will contribute to increased EIFD revenues, potentially providing additional funding for RiverLine improvements. See [page 157](#) for more on the EIFD.

Sources: CoStar and City of Napa

² See: Crompton, John L., and Nicholls, Sarah, *Impact on property values of distance to parks and open spaces: An update of U.S. studies in the new millennium*, *Journal of Leisure Research*, 2019.



Commercial Development

While new retail and office development in Downtown Napa has been limited over the past decade, the hotel sector is experiencing renewed momentum as tourism rebounds from the pandemic downturn. This reflects the City's role as the gateway to Napa Valley and the hospitality industry's significant impact on the local economy.

Downtown Napa remains a highly sought-after lodging destination, with one new hotel completed in the past ten years and several others in various stages of planning: The 123-room First and Oxbow Gateway Hotel, approved in 2024. An 11-acre development site across the river from the Oxbow is progressing as a 351-room hotel (formerly to be branded as a Ritz Carlton). Additionally, the future 6.7-acre Oxbow South development in the Oxbow Commercial zoning district could include hotel uses as well as other community and visitor-serving commercial uses. These three projects will help complete the RiverLine, either through the construction of pathways or the provision of easements.

Another commercial opportunity is the proposed RiverLine Station at the First and Soscol County Flood Control site, which could feature a café, visitor center, and retail space. As a key connection point where the RiverLine and Vine Trail intersect, the RiverLine Station will reinforce Downtown Napa and The Oxbow as gateways to these regional attractions, drawing both local and non-local visitors.

Sources: CoStar, City of Napa, Napa Valley Register.



Prioritizing Equitable Outcomes

The Napa RiverLine will be an inclusive recreational and environmental resource, delivering social, economic, and mobility benefits to residents and businesses across Napa and the surrounding region. In RiverLine South, improvements will expand river access for Napa Abajo residents, providing new opportunities for recreation, transportation, and economic activity. Key benefits include:

Public Health & Well-Being

The RiverLine trail will advance the Parks and Recreation Department's social equity goals by expanding access to outdoor recreation and promoting active and passive activities essential for health and wellness. Residents will be able to enjoy walking, jogging, cycling, kayaking, paddle boarding, canoing, and observing wildlife, contributing to an overall healthier community.

Expanded Mobility Options

By providing connected trails between neighborhoods, Downtown, The Oxbow, and commercial centers, the RiverLine will offer alternative transportation options. Residents will be able to access jobs, schools, and services using walking, biking, scooters, and other micro-mobility devices instead of cars.

Advancing Environmental Justice

The RiverLine will ensure equitable access to Napa's riverfront by bringing recreational and environmental improvements to Napa Abajo, a historically underserved community. Additionally, planned flood wall improvements will help protect homes and reduce displacement risks due to flooding.

Small Business and Entrepreneurship Opportunities

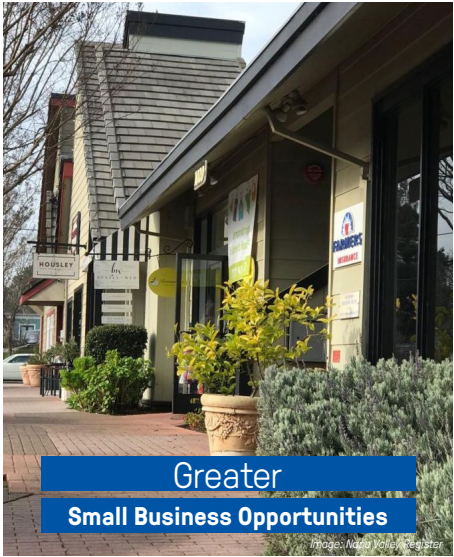
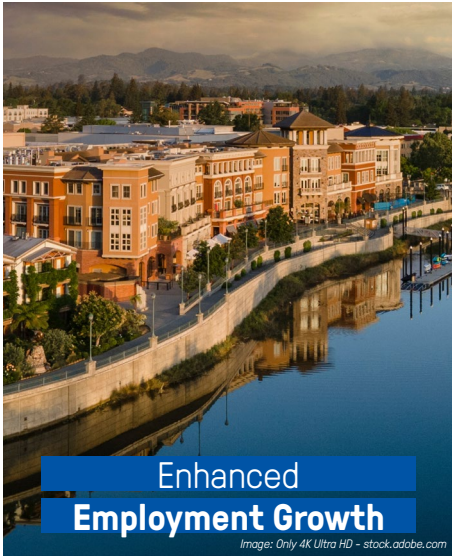
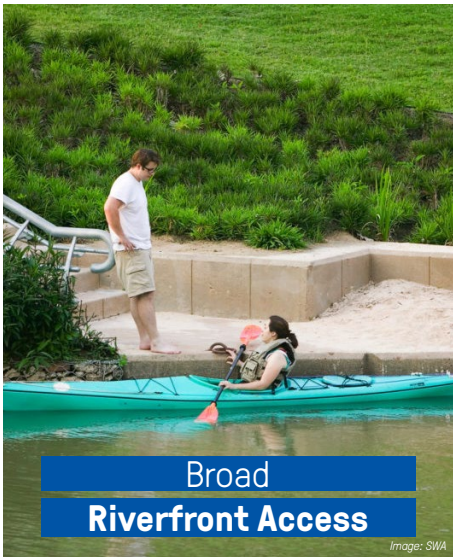
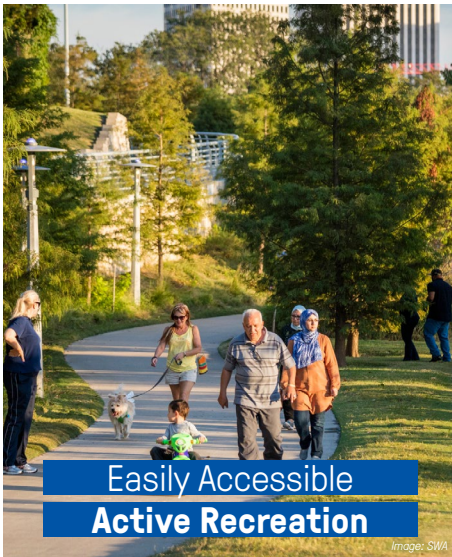
The RiverLine will include a River Station, River House, public art installations, and locations for kiosks, outdoor vending, and small-scale events, all of which will create new business opportunities for small enterprises, advancing the City's economic development goals as expressed in its 2040 General Plan Economic Development Element, 2019 Economic Development Action Strategy, and 2021 Creative Space and Local Manufacturing Action Plan. Additionally, the multiple phases of RiverLine development will generate well-paying construction jobs, further supporting Napa's local economy.

Enhancing the City's Fiscal Sustainability

The RiverLine represents a strategic investment that is expected to deliver a strong return for the City. By catalyzing reinvestment in existing properties and supporting new residential and commercial development, the project will generate increased property, sales, and other tax revenues. A substantial body of economic literature demonstrates that parks and open space improve nearby property values, encourage private investment, and attract visitors—all of which contribute to a stronger local economy. As a result, the RiverLine will not only enhance the City's quality of life but also contribute to its long-term fiscal sustainability.

By integrating recreation, mobility, environmental justice, and economic development, the Napa RiverLine will serve as a catalyst for inclusive growth, ensuring a healthier, more connected, and economically vibrant future for the community.

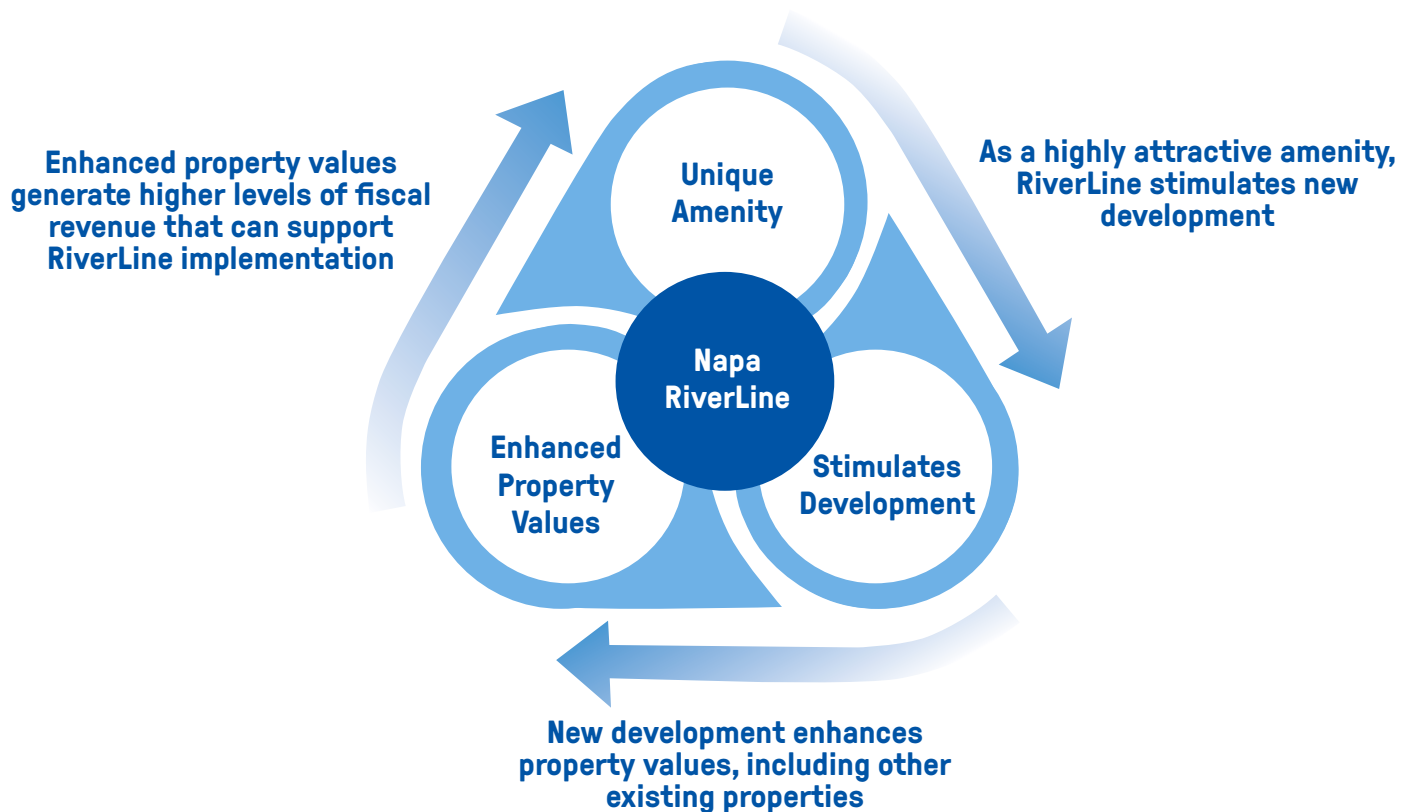
Key Equitable Outcomes

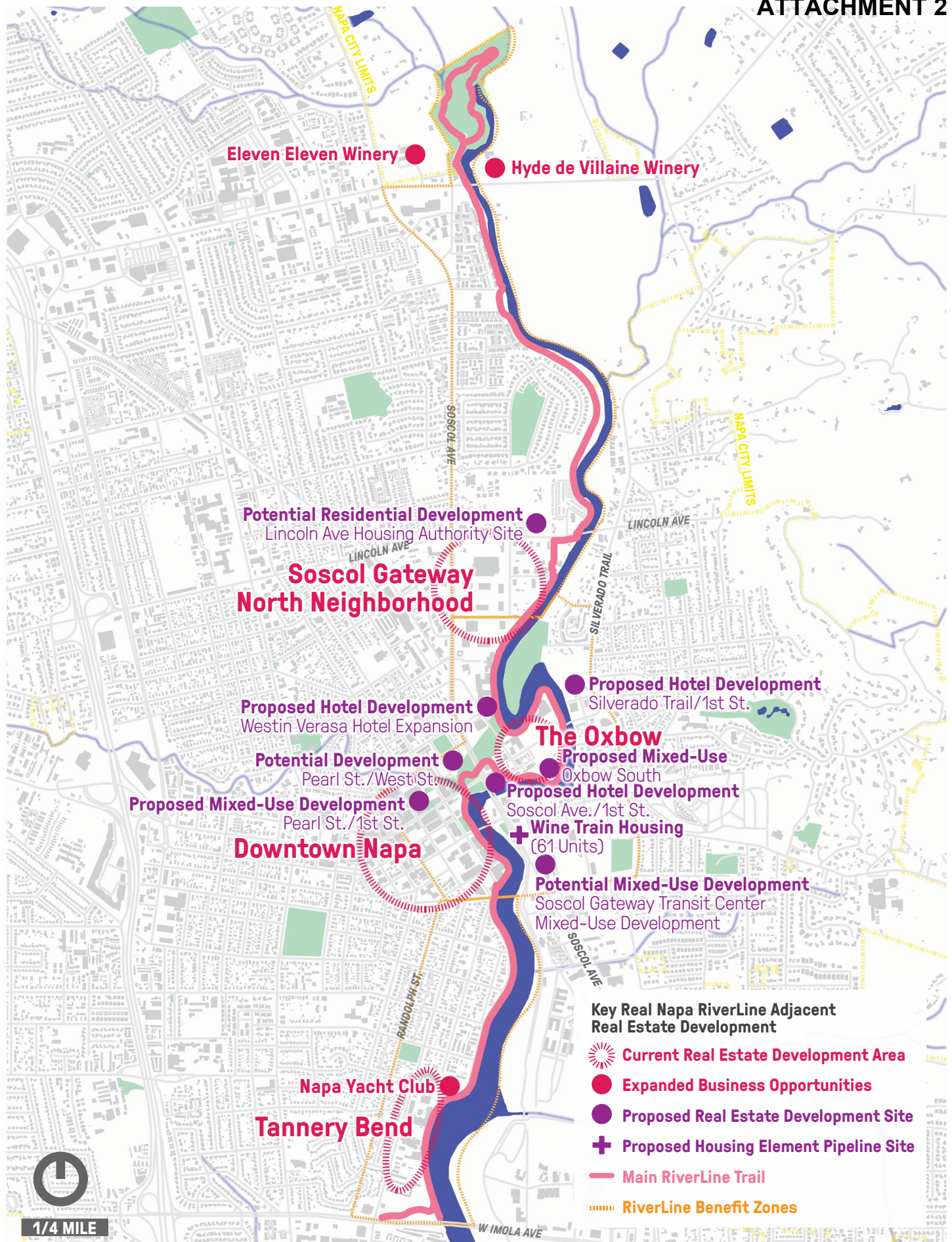


Enhancing Real Estate Development

The Napa RiverLine will serve as a powerful catalyst for real estate investment in the City of Napa, offering a distinctive community amenity that can stimulate new development and enhance the value of both existing and future commercial and residential properties. The RiverLine's impact will be cyclical and compounding: as an attractive public asset, it will encourage new development, which will in turn boost property values citywide. Increased property values can generate additional fiscal revenue to support the RiverLine's ongoing development, programming, and maintenance, creating a sustainable cycle of reinvestment and long-term vitality.

The next section outlines the RiverLine's potential benefits to neighborhoods and properties within its North, South, and Core Benefit Zones. However, its positive impact is expected to extend beyond these areas, benefiting the broader Napa community. As a unique destination and through its connections to the City's extensive bike and trail network, the RiverLine will enhance the marketability of new development throughout the city.





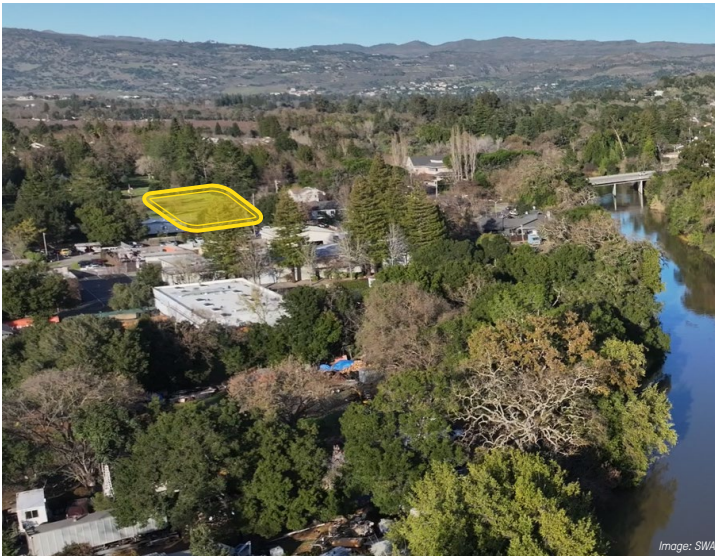
North Benefit Zone

Real Estate Opportunities



Commercial/Existing **Eleven Eleven Winery & Hyde de Villaine Winery**

Eleven Eleven Winery and Hyde de Villaine Winery are at the north end of the proposed RiverLine, and will likely see additional visitors from the enhanced pedestrian and bicycle access. The wineries will be less than two miles from The Oxbow along the new path, potentially drawing visitors up the RiverLine and serving as an anchor for the northern end of the trail.



Residential/Potential Development Site **Lincoln Avenue Housing Authority Site**

Owned by the City of Napa Housing Authority, this vacant 5.5 acre property has the potential to be developed with residential units. The RiverLine would be an attractive recreational and transportation amenity for new residents.



Area **Soscol Gateway North Neighborhood**

Just north of The Oxbow, the Soscol Gateway North Neighborhood is home to a retail and office park, as well as several residential properties. The RiverLine has the potential to both increase visitation to the commercial spaces and raise the profile of the properties, attracting new businesses.

South Benefit Zone

Real Estate Opportunities



Commercial/Existing **Napa Valley Yacht Club**

Situated on a city-owned site, the Napa Valley Yacht Club provides a 185' dock, power hookups, a small craft launch ramp, restroom facilities, outdoor BBQ grill, and bocce ball court. Working with the Yacht Club, there are opportunities to expand the public open space and river-related recreational activities, likely bringing new business to the Yacht Club. The Yacht Club would anchor the southern end of the new trail, and could potentially serve as a "reception area" or River House for those coming to Downtown Napa by boat.

Area **Tannery Bend**

Tannery Bend is a mixed-use district with strong potential for revitalization through new construction or adaptive reuse. Opportunities include live-work units, office space, artisan studios, small-scale food and beverage production, maker space/on-site fabrication, and boutique lodging. In 2004, the City adopted the [Tannery Bend Development and Design Guidelines](#) for the area that align with anticipated RiverLine improvements to support thoughtful, coordinated growth.



Core Benefit Zone

Real Estate Opportunities



Commercial/Proposed **Westin Verasa Hotel Expansion**

The Westin Verasa Napa Hotel has approvals to construct a 32-guest room expansion at 1274 McKinstry Street, half-acre lot that has frontage on an existing Napa RiverLine segment and overlooks the Oxbow Commons. The project will feature a full service spa, roof-top restaurant, and additional parking in an underground garage.



Mixed-Use/Proposed **Pearl Street/1st Street Development**

The development of a new hotel and condominium project is moving forward on the site of the former Kohl's department store and Dwight Murray Plaza in Downtown Napa. The mixed-use project will include 161 hotel rooms, 78 condominiums, and ground floor retail space.



Commercial/Proposed **Silverado Trail/1st Street Napa River Resort**

Across the river from the Oxbow, a hotel development site (formerly to be branded as a Ritz Carlton) has approvals for 351 hotel rooms, a restaurant, bar, retail, spa, and banquet and conference rooms. The project site is approximately 11 acres with extensive frontage on the Napa River.

Core Benefit Zone

Real Estate Opportunities



Commercial/Proposed **Soscol Avenue/1st Street Hotel Development**

Revised plans for a new hotel at First Street and Soscol Avenue were approved in 2024 for a four-story, 123-room hotel with approximately 3,400 square feet of public space and parking. This hotel fronts on the Napa River and provides for potential Napa RiverLine activation.



Residential/Proposed **Wine Train Housing (Housing Element Site)**

The proposed housing development will include 61 units, ranging in size from SROs to three bedroom units, with several rent-restricted units. The project will include ground floor commercial and retail space. Residents will have easy access to the Riverline from the east side of the river on Soscol Avenue.



Mixed-Use/Proposed **Oxbow South**

The proposed Oxbow South development will be directly adjacent to the RiverLine, and create design opportunities for connection to the trail. The development site is in the Oxbow Commercial zone, and could incorporate both residential and commercial uses (hotel, recreational facilities, community and visitor-serving retail, restaurants, and more).

Core Benefit Zone

Real Estate Opportunities



Mixed-Use/Potential Development Site **Soscol Gateway Transit Center** **Mixed-Use Development**

The creation of a new mixed-use development next to the Soscol Gateway Transit Center, on the east side of the Napa River, is under consideration by NVT. If developed, residents will have direct access to the RiverLine via the Third Street and Soscol Avenue bridges



Potential Development Site **Pearl Street and West Street**

Formerly the site of the Cinedome movie theater, the property at Pearl Street and West Street is being considered for the development of a parking structure as well as potential residential and commercial uses. The property sits just above Oxbow Commons, and would serve as a launching point for visitors to the RiverLine and city as a whole.



Area **The Oxbow**

The RiverLine will wrap around The Oxbow, enhancing the already-popular destination. This extension of pedestrian and bicycle activity will both allow visitors to explore more of the city and create new connections for residents to The Oxbow.



Area
Downtown Napa

Like The Oxbow, Downtown Napa will benefit from increased visitors to the RiverLine and improved access from other areas of the city. The RiverLine has the potential to be a driver of new retail, hospitality, and office development.

RiverLine

Implementation Blueprint



The RiverLine implementation will require a complex public-private partnership to guide ongoing collaboration among the City, government agencies, community organizations, grant makers, developers, and other stakeholders.

For the project to succeed, it must establish clear goals, a shared vision, and a well-defined governance structure that assigns roles and responsibilities for capital improvements, programming, community engagement, maintenance, and fundraising.

This Implementation Blueprint provides a structured governance framework, outlining specific roles for the City and its partners, along with funding strategies to ensure long-term sustainability. It follows the logical project phases outlined in this Strategic Plan and presents a prioritized project matrix for implementation.



Governance

Effective governance—clearly defining responsibilities for RiverLine project components—is critical to successful implementation. Given the project’s complexity and phased development, strong leadership will be essential to securing funding and ensuring long-term success.

While the City will likely take a larger role in the implementation of some projects, it will be in collaboration with other entities and key partners. This section incorporates City and stakeholder feedback, and presents a recommended cooperative framework to guide the project forward.

RiverLine Nonprofit Entity

To implement this approach, the RiverLine Advisory Committee will need to form a dedicated nonprofit organization to ensure strong leadership and sustained progress for the RiverLine. This newly formed entity will focus on the following priorities:

- **Continuous:** Build a continuous path from Trancas to Imola (utilize existing flood control segments and those that are funded for construction, both north and south).
- **Connected:** Enhance the “Core” zone of the path with connections to the Preserve and Downtown.
- **Inviting:** Plan and construct path amenities such as the Riverline Station; host public events, performances, and programs with Vine Trail / RAD, etc.
- **Sustainable:** Design and implement a parking plan for visitors to the Riverline.

Once formed, the nonprofit would need to enter into a series of agreements with the City regarding maintenance and operations as well as project-specific funding and construction agreements.

Cooperative Governance Model

This cooperative structure provides a balanced approach, combining independent leadership with public-sector collaboration to ensure long-term viability within these six implementation areas.

1. Implement Strategic Plan

Implementing this Strategic Plan will require coordination between the nonprofit RiverLine entity, the City of Napa, and the various supporting entities (including the County Flood Control District, Friends of the Napa River, and the Napa Valley Transportation Authority (NVTa)). Collaboration with public and private organizations will be essential in advancing goals related to environmental sustainability, education, equitable economic development, and health and wellness.

2. Capital Improvements

The City will oversee the phasing and planning of capital improvements, construction, easements, and rights-of-way, with planning and funding support from the nonprofit. For complex projects involving both public and private properties, such as crossings and trail extensions in the Oxbow Preserve, the City’s expertise will be critical. Coordination with the County Flood Control District and other supporting entities will be necessary for certain projects, such as trail construction along flood control improvements.

Proposed **Cooperative Governance Model**

With this governance model, the implementation efforts are cooperatively shared between the City of Napa, the private RiverLine Nonprofit Entity, and Supporting Entities to allow flexibility for various future improvements. The proportions of each implementation component in the graphic below indicate the general effort by each entity.



3. Maintenance

Consistently high maintenance standards will be crucial to keeping the RiverLine safe, welcoming, and visually appealing. RiverLine improvements—including public art, docks, launches, steps, and more—should have maintenance and lease agreements between the nonprofit, City, and supporting entities on a project-by-project basis to ensure visual and safety standards are met. The Vine Trail maintenance agreement between the City and the Napa Valley Vine Trail Coalition serves as a successful local model for cost-sharing and service coordination, ensuring both routine and non-routine maintenance needs are met.

4. Public Safety and Ongoing Operations

Since the RiverLine is entirely within City boundaries, public safety services will be provided by the City of Napa. Ensuring a safe and secure environment is essential for a publicly accessible river trail, as it encourages greater use, fosters a sense of community trust, and enhances the overall visitor experience for residents and tourists alike. And as the agency with land use and permitting authority, the City will issue permits for construction, events, and vending activities. Additional operational support from the nonprofit and other supporting entities may be required for certain project elements.

5. Community Outreach

Consistent community engagement and programming are key to the RiverLine's success. Ongoing communication with residents and businesses will build public support and encourage trail use, ensuring the RiverLine becomes a valued community asset. Regular programming and activations will enliven the RiverLine, and will include

RiverLine Station and River House operations, visitor services, special events, environmental education programs, outdoor vending, and facilities reservations. The community outreach and programming should be a joint effort between the nonprofit, City, and supporting agencies, with varying lead entities based on programming type.

6. Funding

Effective fundraising for various components of the RiverLine will require long-term, coordinated efforts between the nonprofit and the City. As a 501(c)(3) tax-exempt organization, the nonprofit is best positioned to lead some fundraising efforts, launching campaigns to secure capital and operational funding through grants, private donations, and public sources.

Many funding opportunities will require joint efforts between the nonprofit and the City, with some grants requiring a public agency applicant or a local funding match. Yet other funding sources, particularly development agreements under which a developer commits to construct and maintain or construct and dedicate RiverLine segments as part of their development, will require the City as the lead to secure these in-kind contributions. As needed, other supporting entities may assist in project-specific fundraising efforts.

Alternative Governance Models

Two alternative approaches to RiverLine governance were also evaluated: a City-only governance model, and a private entity-only governance model. The structure and pros and cons of these models are described in the appendix ([page 120](#)).

Funding

Both the City, its private entity partner, and other supporting entities must work closely to develop and execute a comprehensive funding strategy for both operations and capital improvements. Successfully funding the development and long-term maintenance of the Napa RiverLine will require a diverse mix of local, state, federal, and private funding sources. These sources will need to be pursued concurrently and strategically combined to fully realize the project's vision.

This Strategic Plan serves as a guiding framework for funders, outlining the overall vision for the RiverLine and identifying key capital improvements that have been prioritized. The following section provides an initial list of potential funding sources, detailing eligibility criteria, available funding amounts, timelines for application, and the appropriate entities to lead each funding effort. For City of Napa funding sources, any capital investments will need to take into account existing Capital Improvement Plan (CIP) and community projects, and take into consideration the various needs and priorities of other City projects.





There are several existing local, county, and regional funding sources available for the RiverLine, including for capital projects, ongoing maintenance, and public programming.

Name	Agency	Description	Amount Available	Timeline	Who Can Apply?
Downtown Napa Property-Based Business Improvement District (PBID)	City of Napa	The funds can be used for economic revitalization and maintenance programs, including beautification programs, maintenance and infrastructure programs, ambassador and safekeeping programs, and related advocacy and administration.	Determined in annual budget	Annual budget process	N/A
Enhanced Infrastructure Financing District (EIFD)	City of Napa	The EIFD can fund projects including streets and transit -supportive infrastructure; parking facilities; bicycle and pedestrian facilities; flood control and storm drainage facilities; parks, recreational facilities, public plazas, landscaping, and open space.	Determined in annual budget	Annual budget process	N/A
Napa Valley Tourism Improvement District	Napa County	The overall mission of the district is to promote the City's lodging and hospitality businesses and increase both occupancy and revenue. Eligible expenditures include marketing and promotion, operation of visitor centers, community cultural and arts programming (such as the annual Lighted Arts Festival), tourism-related streetscape enhancement and maintenance, and trail, pedestrian path, signage, and bike path installation and maintenance	Determined in annual budget	Annual budget process	N/A
Assessment-Based Revenue Bond	City of Napa	Can fund parks and open space projects.	Determined by City and its assessment engineer	N/A	City

ATTACHMENT 2

Community Facilities District (CFD)	City of Napa	A CFD is a flexible funding and financing tool available to California local government agencies. CFD funds can be used for a variety of services including public safety, recreation, and maintenance of public spaces. CFD funds can also be used to finance capital improvement projects.	Determined by the City.	Municipal election calendar.	N/A
Parcel Tax	City of Napa	Can provide ongoing funding for both capital projects and maintenance	Determined by City (or citizens) in consultation with nonprofit and stakeholders	Municipal election calendar	66% voter approval if placed on ballot by Council as special tax; 50%+1 approval if placed on ballot by citizen initiative
Active Transportation Program (ATP)	Metropolitan Transportation Commission and Caltrans	Provides funding for projects that expand walking and biking infrastructure, as well as other active transportation-related projects. 25 percent of grant funds awarded must go to disadvantaged communities, which includes several Census tracts along the RiverLine.	\$49M available in 2024 for the Bay Area, \$320M annually statewide. Requires at least an 11.47% match.	Previous round closed in June 2024, 2025 round has not yet been announced.	Public agencies are eligible to apply. Nonprofit organizations cannot apply.
Priority Conservation Area (PCA) Grants	Metropolitan Transportation Commission	PCA grants support the protection, restoration, enhancement of open space, creation/improvement of pedestrian and bike facilities, and urban greening projects within priority areas. The RiverLine is within the Napa River Corridor PCA.	\$8M projected in 2025	The 2025 application has not been announced.	Public agencies and nonprofits in PCAs are eligible to apply.
Climate Program Implementation Grants	Metropolitan Transportation Commission	MTC offers grant funding to support active transportation capital design technical assistance for projects in the Active Transportation Network. The grant is focused on projects that incorporate All Ages and Abilities design principles. The southern portion of the RiverLine is in the Active Transportation Network.	\$2M total in 2024. \$100K-\$300K per project in 2024.	The next round of funding has not yet been announced.	Public agencies are eligible to apply. Nonprofit organizations cannot apply.

Regional Measure 3 Safe Routes to Transit and Bay Trail	Metropolitan Transportation Commission	Funded by Regional Measure 3, MTC has allocated funding for bicycle and pedestrian access improvements on and in the vicinity of the state-owned toll bridges connecting to rail transit stations and ferry terminals, with consideration given to Equity Priority Communities.	\$150M total, \$75M per cycle. Of the \$75M per cycle, \$25M is allocated for a “transformative active transportation project” that holds the potential to dramatically enhance the active transportation built environment and increase active transportation use within the Bay Area.	The second funding cycle is expected to open Summer 2026.	Public agencies are eligible to apply. Nonprofit organizations cannot apply.
Transportation Development Act Article 3 (TDA-3)	Napa Valley Transportation Authority	Funded by a portion of countywide sales tax revenue, Napa’s TDA-3 program is administered by NVTa to fund pedestrian and bicycle projects and programs, with an emphasis on quick-build projects.	Approximately \$470,000 available for fiscal years 2025/26 and 2026/27. Approximately \$165,000 in revenues are allocated annually towards the program.	Applications for fiscal years 2025/26 and 2026/27 are due July 2025. Future rounds of funding are expected but have not been announced.	Public agencies are eligible to apply. Nonprofit organizations cannot apply.
Transportation Fund for Clean Air (TFCA)	Napa Valley Transportation Authority and Bay Area Air Quality Management District	Funded by AB 434, NVTa administers Napa County’s TFCA funds for projects that are beneficial to air quality and are cost effective. The TFCA program is overseen by BAAQMD.	Approximately \$235,000 was awarded countywide in fiscal year 2023/24.	The next round of funding has not yet been announced.	Public agencies are eligible to apply. Nonprofit organizations cannot apply.



California state agencies and federal agencies administer a number of competitive grant programs that the RiverLine would be eligible for, with qualifying projects ranging from trails, boat launches, and active recreation facilities to climate resiliency.

Name	Agency	Description	Amount Available	Timeline	Who Can Apply?
Outdoor Recreation Legacy Partnership (ORLP)	California State Parks and the National Parks Service	Funding for communities with limited access to outdoor recreation opportunities in urban areas.	\$90M annually nationwide, \$450M over the next five years. \$300K - \$15M per project Requires a 50% match from requesting agency	2025 applications due March 2025, however there will be funds available until 2029	Public agencies are eligible to apply. Nonprofit organizations cannot apply
The Land and Water Conservation Fund	National Parks Service	Funding for site acquisition or development of new parks for outdoor recreation.	\$35M available for California grants, up to \$6M per project. Requires a 50% match from requesting agency.	Next round of applications due in August 2025. Generally administered on an annual basis.	Public agencies and special districts are eligible to apply. Nonprofit organizations cannot apply.
Infrastructure State Revolving Fund (ISRF)	California Infrastructure and Economic Development Bank	The ISRF program provides low interest rate loans (4-5% in 2024) for infrastructure projects including parks/recreational facilities and environmental mitigation measures.	\$1M - \$65M loan per project	Accepted on a rolling basis	Public agencies and special districts are eligible to apply. Nonprofit organizations cannot apply.

Recreational Trails Program (RTP) Non-Motorized	California State Parks and the Federal Highway Administration	The Recreational Trails Program provides funds annually to develop non-motorized recreational trails and trails-related facilities.	\$28.4M awarded nationally in 2024, funding for future rounds TBD No minimum or maximum per project Requires a 12% match from requesting agency	Next round of funding anticipated in 2026/2027	Public agencies and nonprofit organizations with management responsibilities over public lands are eligible to apply.
Division of Boating and Waterways Grant Programs	California State Parks	The Division of Boating and Waterways administers several grant programs for projects including the development/repair of public boat launches for both motorized and non-motorized boats, as well as shore protection and other related projects.	\$50K-\$1M per project, depending on the grant program. Does not require a match from the requesting agency.	Several grant applications are open through early 2026.	Public agencies and special districts are eligible to apply. Nonprofit organizations cannot apply.
Restoration and Public Access Grant Program	California Wildlife Conservation Board	Provides grant funding for public access and habitat restoration projects. The funding can be used for planning, implementation, acquisition, scientific studies, and technical assistance.	\$3M total.	Rolling applications.	Public agencies and nonprofits are eligible to apply.
Proposition 4 Funding	Various California state agencies.	Various California state agencies. In November 2024, California voters approved Proposition 4 which authorized \$10B in general obligation bonds for a variety of climate resilience, water, park, and natural resource management programs.	TBD	Beginning summer 2025.	Will depend on the granting agency.
Better Utilizing Investments to Leverage Development (BUILD) Grant Program	United States Department of Transportation	BUILD grants provide funding for planning and construction of surface transportation infrastructure projects, including for active transportation and multi-modal projects.	\$1.5B was available for 2025 applications.	Next round of funding has not yet been announced. Future appropriations will depend on congressional approval.	Public agencies and special districts are eligible to apply. Nonprofit organizations cannot apply.

North American Wetlands Conservation Act (NAWCA) Grant Programs	U.S. Fish and Wildlife Service	The NAWCA Grant programs provide funding for projects that work towards the protection and restoration of wetlands and wildlife habitats in both rural and urban areas.	Small Grants Program provides up to \$250K per project.	<p>The next round of funding for the Small Grants Program has not yet been announced, but is administered on an annual basis.</p> <p>For the Standard Grants Program, there are two rounds for 2026, with the first deadline in July 2025 and the second deadline in February 2026.</p>	he Standard Grants Program provides funding to public-private partnerships.
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There are a variety of local, regional, state and national philanthropic organizations that offer competitive grant programs and direct discretionary grant funding for initiatives like the RiverLine, with focuses ranging from public art programming to environmental justice and resiliency.

Name	Description	Amount Available	Timeline	Who Can Apply?
Arts in California Parks Grants Program	The Arts in California Parks Grants Program invests in revitalizing local parks across the state, supporting a variety of art and cultural activities.	\$2.6M for 2025-2026 Up to \$50,000 for planning and development grants, up to \$100,000 for implementation grants.	Next round of funding will be available in Spring 2026.	Public agencies and nonprofits are eligible to apply.
Trust for Public Land	Provides Bay Area residents with the opportunity to enjoy the outdoors by creating easy access to local parks and natural areas.	Discretionary.	Open	Public agency or nonprofit
Gordon and Betty Moore Foundation	Local program that focuses on maintaining and increasing the biodiversity, ecosystem services and nature-based recreation opportunities of the Bay Area.	Discretionary.	Open	Nonprofit
David and Lucile Packard Foundation	The David and Lucille Packard Foundation invests in projects that advance environmental, social, and racial justice across the globe, with a special focus on California communities.	Discretionary.	Open	Nonprofit
Napa Valley Community Foundation (NVCF)	For the future safety of the entire Napa community, NVCF makes Valley-wide investments focused on disaster prevention and resiliency.	Discretionary. NVCF administers both competitive grant programs and donor-recommended grants for specific projects.	Open	Nonprofit
William and Flora Hewlett Foundation	Based in the Bay Area, the Hewlett Foundation provides grant funding for projects ranging from conservation and climate resiliency to education and housing.	Based in the Bay Area, the Hewlett Foundation provides grant funding for projects ranging from conservation and climate resiliency to education and housing.	Open	Nonprofit



There are numerous private sources for the City and nonprofit to leverage for the RiverLine, including healthcare nonprofit funding, corporate sponsorships, funding from private donors, and other private sponsorship opportunities.

Name	Description	Amount Available	Timeline	Who Can Apply?
Private Nonprofit Hospital Funding	In order to obtain and maintain tax-exempt status, private nonprofit hospitals within California must provide charitable care and other benefits to their communities. Projects can include parks, playgrounds, and other health-related facilities.	Discretionary.	Triannual Community Health Needs Assessment & Community Benefit Plan	Local agency or nonprofit can provide input and request benefits
Corporate Sponsors	Corporate sponsors could include the wine and tourism sector, healthcare providers, and other major employers in the Napa Valley.	Discretionary.	Rolling	Local agency or nonprofit
Private Donors	Private donors could include high net worth residents of Napa, fundraising events and campaigns, and other private giving.	Discretionary.	Rolling	Nonprofit
Other Sponsorship Opportunities	Sponsorship opportunities could include naming rights for pieces of the Riverline, event sponsorship, and expanding the City's existing Plant-A-Tree/ Memorial Bench Program.	Ranges based on sponsorship opportunity.	Rolling	Nonprofit

Project Prioritization & Phasing

The Napa RiverLine Strategic Plan identifies a number of key properties and improvements related to implementation of the RiverLine to improve public access to and enjoyment of the Napa River.

These concepts represent opportunities that will be pursued as individual projects, upon availability of funds and other resources, in coordination with applicable property owners, community organizations, City departments, and partner jurisdictions when as determined for each project.

The City will pursue grants and other potential funding sources for acquisition, design, and construction of facilities identified in this Plan. In some instances, facilities may be provided on private properties as they develop or redevelop, and provision of those facilities could become conditions of approval imposed by the City.

The following implementation matrix is for guidance only; it is envisioned that the Plan's implementation will take many years to complete and depend on available funding and priorities.

Early Wins

While efforts are underway to pursue the longer range implementation actions, it is important to leverage the momentum from this strategic plan and demonstrate “early wins” to the community that reinforce the vision of the RiverLine.

These interim actions may include the following:

- **Support formation of the RiverLine nonprofit.** Create trail maintenance and funding agreement to support governance approach.
- **Identify opportunities to collaborate with community partners** on events and programming already that may already be occurring along the RiverLine.
- **Develop RiverLine branding** as a key initiative for the City that will lead into broader wayfinding design and implementation.
- **Celebrate the Flood Control project** when it breaks ground. This early phase construction demonstrates progress toward the expanding RiverLine system.

Project Implementation Action Items

Action Item #	Name	Description	Cost	Potential Funding Sources	Timeframe*
A. Trail Development and RiverLine Experience Chapter					
A-1	North Flood Wall and Trail Construction	The Napa County Flood Control District is leading this project. This project forms the base trail for the RiverLine.	-	[FUNDED] Federal and County	Near Term (est. 2026/27)
A-2	South Flood Wall and Trail Construction	The Napa County Flood Control District is leading this project. This project forms the base trail for the RiverLine.	-	[FUNDED] Federal and County	Near Term (est. 2029/30)
A-3	Coordinate with New Development Proposals	Coordinate with developers when projects are adjacent to the RiverLine so that new development ties into and is consistent with the RiverLine vision.	-	Developer community benefits negotiated through Development Agreements	Ongoing
A-4	Implementation of Wayfinding / Tactical Urbanism	Develop short-term, low-cost improvements to kick-start the RiverLine. Contingent on trail development as part of the Flood Wall.	\$-\$	BID and Tourism Fund, City General Fund, philanthropic/grants	Near Term
A-5	Enhanced Existing Crossing: Downtown Napa to Oxbow Commons	Explore and implement placemaking opportunities to better connect the RiverLine between The Oxbow and Downtown Napa over First Street.	\$	BID and Tourism Fund, grants	Near Term
A-6	Integrate Critical Loops in the Core Zone	As RiverLine highlights are implemented and new development occurs, enhance wayfinding and branding opportunities to better connect the core RiverLine to minor loops for pedestrians, bicyclists, and parking facilities.	\$	Developer Agreements, Tourism Fund, BID, Philanthropic/Grants	Near Term
A-7	Improve Baseline Trail Conditions	Improve upon baseline trail conditions as per RiverLine trail guidelines, starting with the Core Zone before moving to the South and North Zones.	\$\$\$	Developer Agreements, Tourism Fund, BID, Philanthropic/Grants	Mid Term
B. RiverLine Highlights Chapter					
B-1	Trail Repair and Additional Amenities of Oxbow Riverfront	Work with the property owners at the Oxbow Public Market and the Culinary Institute of America (CIA)-Copia on repairing the washed-out trail and riverbank.	\$\$\$	Local sources, private funding, federal or State disaster relief grants	Near Term
B-2	Design and Construct Crossing Between RiverLine Station to Soscol Gateway Transit Center(5.2)	Partner with NVTa to design and construct the crossing from First Street to the Soscol Gateway Transit Center/Third Street parking lot, adjacent to the existing railroad bridge. This project already has feasibility studies and grant requests out for construction.	\$\$\$	Federal (BUILD grant), State (CA Active Transportation), corporate sponsorships, and local/regional sources	Near Term

*Timeframe outlines general priorities and is dependent on funding availability.

Project Implementation Action Items

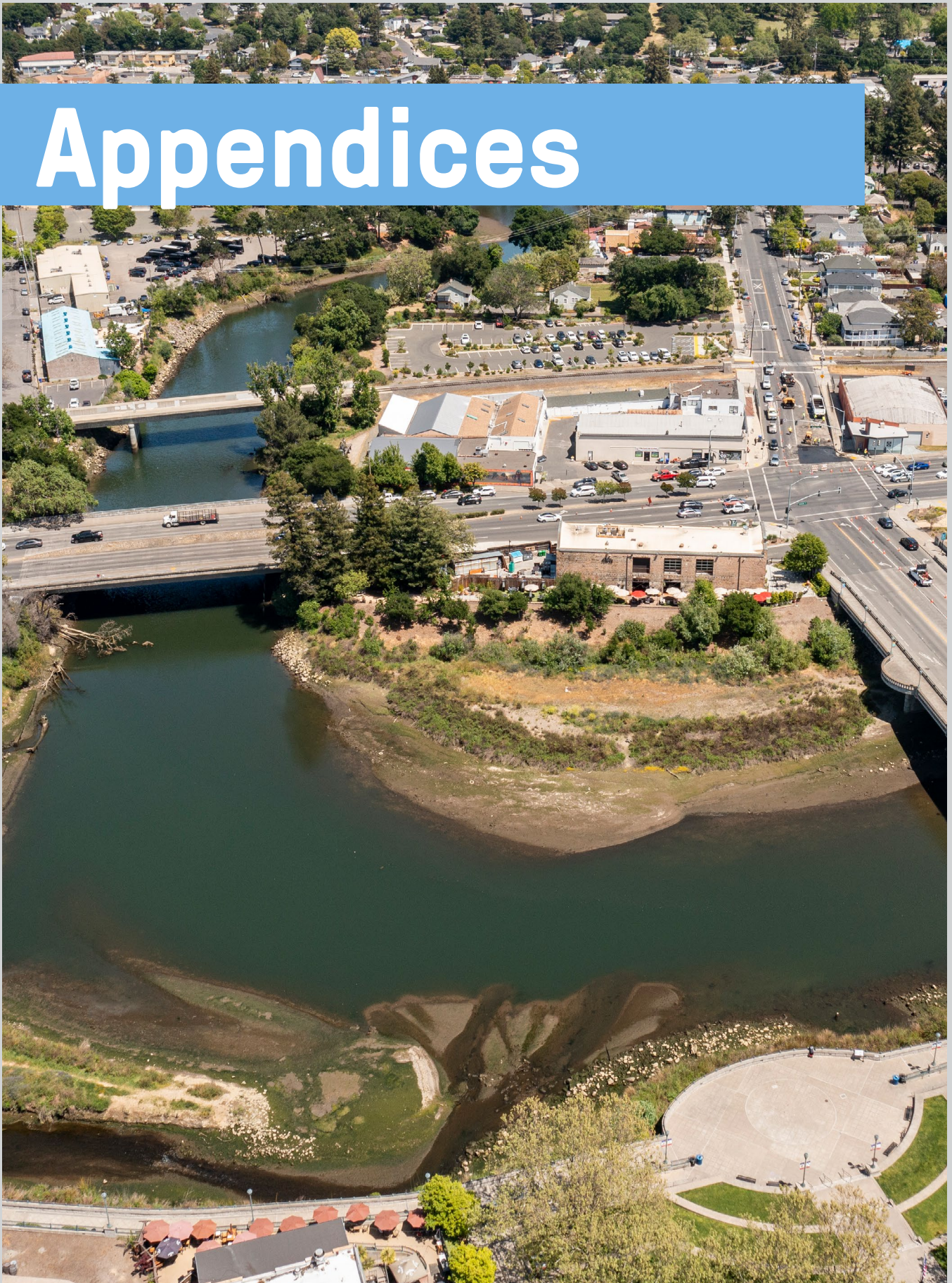
Action Item #	Name	Description	Cost	Potential Funding Sources	Timeframe*
B-3	Assess New Boat Launch Locations and Improvements to Existing Boat Launches	Assess opportunities to improve existing boat ramps along the RiverLine, including the Yacht Club ramp and Oxbow Preserve, and assess opportunities for new boat launches along the river. Partner with Friends of the Napa River.	\$\$\$	State Boating and Waterways grant, State Fish and Wildlife grant, Tourism Fund, EIFD, Philanthropy;	Mid term
B-4	Assess Improvements to Oxbow Preserve	Assess park improvements to the Oxbow Preserve as a way to better connect users of the RiverLine to the natural preserve. Improvements should be aligned with the City's Parks and Recreation planning efforts.	\$-\$\$\$	Federal (BUILD grant), State, and local sources for parks and open space grants	Mid Term
B-5	Assess Improvements to Trancas Crossing Park	Assess park improvements to Trancas Crossing Park as the north-end destination of the RiverLine. Improvements should be aligned with the City's Parks and Recreation planning efforts.		Federal (BUILD grant), State, and local sources for parks and open space grants	Long Term
B-6	Support River House Development and Improvements	For Site 6A, seek opportunities to improve upon City-owned land and public water amenities. This could include improving access to the boat ramp, review acquiring additional parcels to expand public parking, and enhance existing and new facilities. Partner with the Napa Valley Yacht Club and associated maritime and aquatic recreation partners. For Site 6B, if/when the site is sold by the Flood District and redeveloped, seek opportunities to include public boating facilities and water access into new development when feasible.	\$\$\$\$	Philanthropy, Bonding, Loans, EIFD, boating and recreation grants	Long Term
B-7	Assess, Plan, Design, and Construct the RiverLine Station	When the Flood Control District vacates the property at 804 First Street, assess opportunities to purchase the property to design and build the RiverLine Station.	\$\$\$\$	Federal, state, philanthropy, corporate sponsorships, EIFD, and local funding	Mid Term
B-8	Assess, Plan, Design and Construct Crossing to Oxbow Preserve (5.1)	As a first step, start the planning and feasibility study for the crossing to Oxbow Preserve from the River Terrace Inn. After feasibility is completed, seek funding sources for design and construction.	\$\$\$	Federal (BUILD grant), State (CA Active Transportation), corporate sponsorships, CIP, and local/regional sources	Mid/Long Term
B-9	Assess and Plan Crossing between Downtown Napa to Oxbow Commons (5.3)	Review opportunities to better connect the existing Riverfront Promenade at Veterans Memorial Park to the Oxbow Commons. If the crossing is feasible, then can evaluate design and construction.	\$\$\$\$	Local, philanthropy, state grants, CIP, EIFD, corporate sponsorships.	Long Term

*Timeframe outlines general priorities and is dependent on funding availability.

Action Item #	Name	Description	Cost	Potential Funding Sources	Timeframe*
C. RiverLine Activation Chapter					
C-1	Detailed Design Studies	As part of implementing the design vision, develop detailed design studies that may include the following: a wayfinding program, lighting study, public art approach (in coordination with the City's Public Art Master Plan), Crime Prevention Through Environmental Design (CPTED) strategy, and trail connections and loops within the Core Zone.	\$	BID and Tourism Fund, City General Fund, EIFD, Philanthropy, Regional and State Funding, Grants	Mid Term
C-2	Special Events and Programming	In partnership with the RiverLine nonprofit and other entities, assist with coordinating special events along the river and RiverLine.	\$	BID and Tourism Fund, Visit Napa Valley, Private Sponsors	Ongoing
D. Operations and Finance					
D-1	Assess Existing and Potential Funding Districts	Assess opportunities to leverage or expand existing funding districts (e.g., the EIFD) or establish new districts (e.g., Community Facility District) to fund improvements and maintenance.	\$	Local sources	Near Term
D-2	Develop Agreements Between Partners	Create funding, ownership, and maintenance agreements for RiverLine improvements between the City, RiverLine Nonprofit, and supporting partners when required.	\$	Local sources	Ongoing
D-3	Foster Relationships and Community Outreach	Continue to foster relationships with organizations, community groups, nonprofits, government agencies, and Napa residents as part of the ongoing vision and implementation of the RiverLine.	-	Staff time	Ongoing

*Timeframe outlines general priorities and is dependent on funding availability.

Appendices



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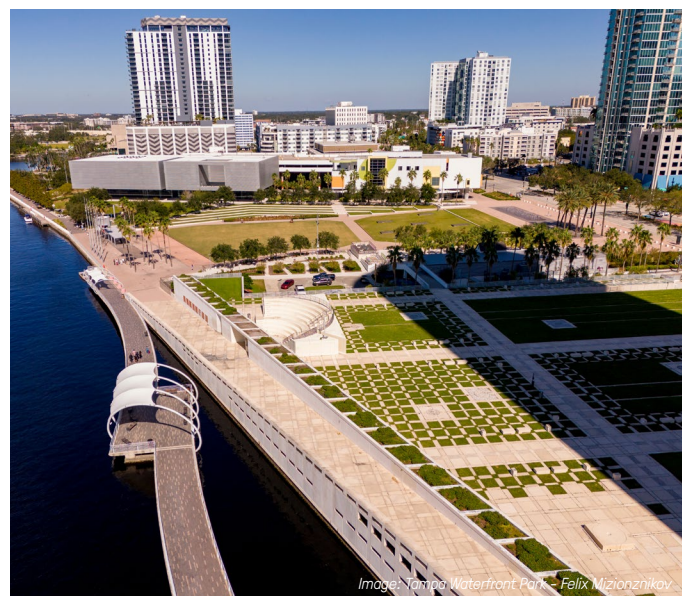
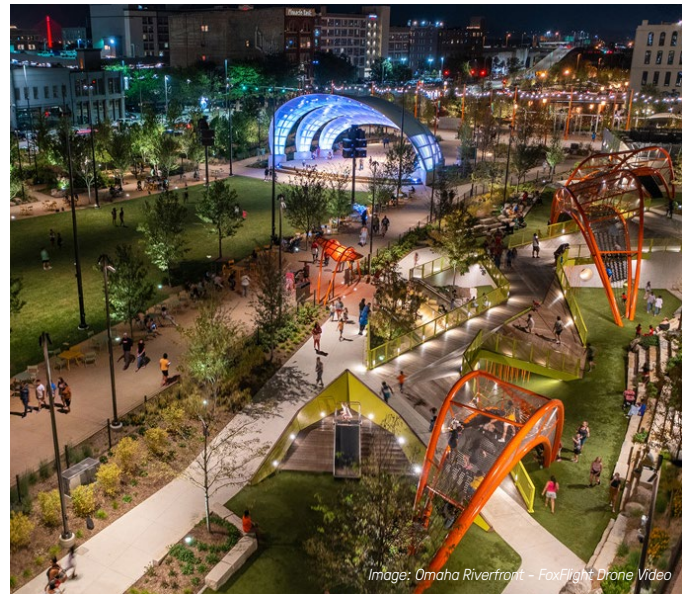
Case Study Review



Urban riverfront revitalization is a proven strategy utilized by communities across the United States to promote inclusive economic development, and provide enhanced access to park and open space amenities and new multi-modal mobility options for both residents and visitors. These multi-phase waterfront projects typically take decades to plan and implement and require significant public and private investment. Successful riverfront projects call for a guiding vision and a champion organization to steward the project from fundraising to construction to operations.

This study includes three successful riverfront revitalization case studies from across the United States: Houston's Buffalo Bayou Park, the Omaha RiverFront, and the Tampa Riverwalk. Each case study presents information on the project's planning process, fundraising, design and construction, and operations structure.

These case studies informed the visioning, planning, and development process for the proposed Napa RiverLine.



Buffalo Bayou Park

Houston's Buffalo Bayou was once a neglected drainage basin under several highways in the heart of the city, but has been transformed into a vital 160-acre green space that draws visitors from across Houston. Buffalo Bayou Park includes hiking and biking trails, public art, picnic spaces, and year-round public programming. The bayou is prone to flooding, and as such has an emphasis on resilient design: the park is floodable, with structures and some paths at a higher grade. The park even withstood Hurricane Harvey in 2017, primarily requiring clean up rather than reconstruction. Buffalo Bayou Park has been an economic catalyst for downtown Houston, with over \$2 billion in development adjacent to the park since its inception.

The creation of the park was championed by the Buffalo Bayou Partnership (BBP), which was formed from the downtown civic organization Central Houston Inc. After several early capital projects, BBP led the complex visioning and planning processes for Buffalo Bayou Park, working with the City, County, Flood Control District, Army Corps of Engineers, and donors. The Partnership raised almost \$90 million for the design and construction of the park, two-thirds of which came from private sources of funding. Much of the City funding came from the downtown Houston Tax Increment Reinvestment Zone (TIRZ), a financing tool for infrastructure projects. The ongoing stewardship, operations, and programming for the park are led by BBP, while the TIRZ funds ongoing maintenance costs.





Image: SWA

Project Champions

- Buffalo Bayou Partnership (BBP)

Project Financing

Total Financing: \$88,200,000

- City of Houston: \$21,000,000
 - Tax Increment Reinvestment Zone: \$15,000,000
- Harris County Flood District: \$7,200,000
- Private Funding: \$60,000,000
 - Kinder Foundation: \$30,000,000

Operations

- The ongoing stewardship, operations, and programming for the park are led by BBP.

Project Timeline

- **Nonprofit Formation:** In 1986, BBP formed to focus on capital improvement projects.
- **Early Projects:** In the 1980s and 1990s, several proof-of-concept projects were completed, whetting donors' appetites for larger projects.
- **Visioning/Plan:** In 2002, the City and BBP led a 20-year master planning process. In 2011, after the success of the first few projects and completion of the master plan, BBP worked with the City of Houston, Harris County, the Flood Control District, the Army Corps of Engineers, and other local agencies to commission a plan for Buffalo Bayou Park. BBP led the capital campaign for the project.
- **Design/Construction:** The process was led by BBP, the City, the State, and the Flood Control District. BBP built the park, while the public agencies led the flood control measures and building of the pedestrian bridges.

Omaha RiverFront

The Omaha RiverFront, finished in 2023, connected and modernized three existing parks on the Missouri River in Downtown Omaha. The 72-acre park restored pedestrian access between the city's waterfront and urban core and brought activity back to the parks through robust programming. The RiverFront has already spurred a wave of commercial and residential development in the urban core.

The RiverFront project was made possible through a public-private partnership, with \$285M in philanthropic funding and \$57M in funding from the City of Omaha. A nonprofit organization, the Downtown RiverFront Trust, was formed for the fundraising process. The majority of the philanthropic funding came from local civically-minded family foundations focused on urban core revitalization. While the City owns the land, the Metropolitan Entertainment & Convention Authority (MECA) (a 501(c)(3) nonprofit) oversaw the design and construction process. MECA also manages the day-to-day operations, programming, and security in the RiverFront.

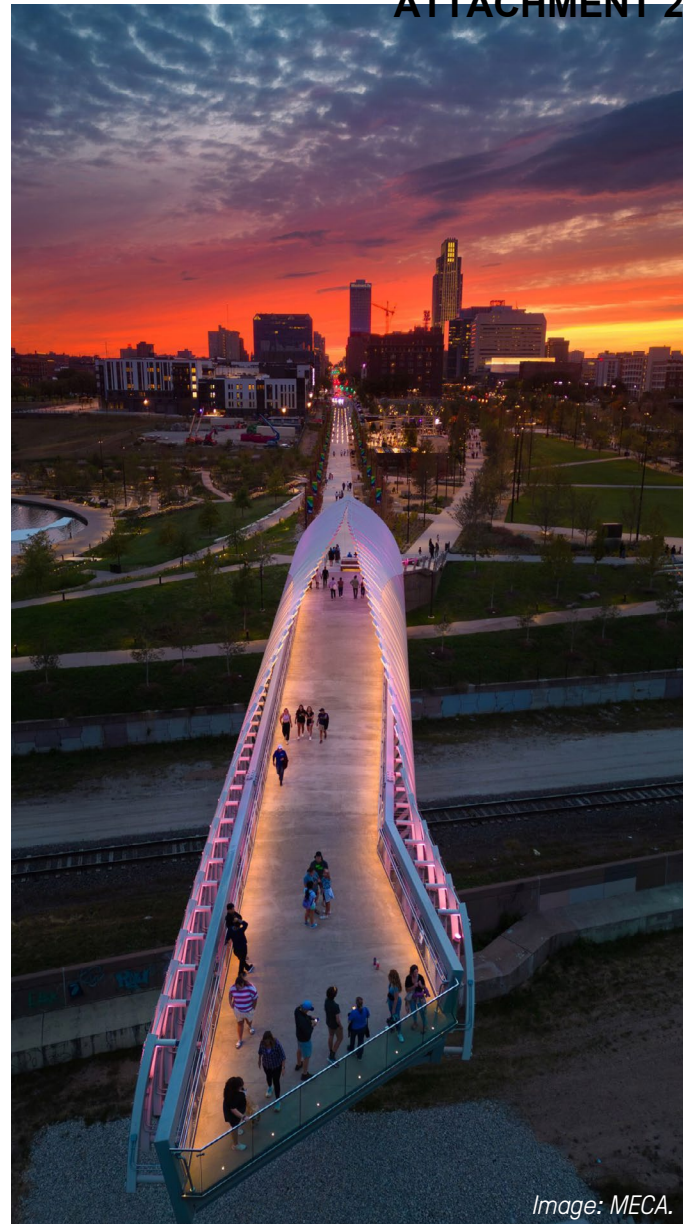




Image: MECA.

Project Champions

- Metropolitan Entertainment & Convention Authority (MECA) (design and construction, operations)
- Downtown Riverfront Trust (fundraising)
- City of Omaha

Project Financing

Total Financing: \$342,000,000

- City of Omaha: \$57,000,000
- Philanthropic Funding: \$285,000,000

Operations

- While the City owns the land, nonprofit MECA leads the day-to-day operations. MECA also operates Omaha's convention center and sports arena.

Project Timeline

- **Visioning/Plan:** In the mid-2010s, local business leaders propose a public private partnership to the Mayor to connect three existing parks along the waterfront. City commits \$57M to joint redevelopment project, and a local nonprofit is formed for philanthropic fundraising.
- **Design + Construction:** In 2018, local, national, and international architects and urban designers were engaged in the design and construction process, overseen by MECA. The final segment was completed in 2023.

Tampa Riverwalk

The Tampa Riverwalk spans 2.6 miles of the city's riverfront in the urban core, connecting many of Tampa's parks, museums, and businesses. The Riverwalk emphasizes active recreation and mobility, and hosts robust public programming throughout the year. Since the inception of the Riverwalk, there has been over \$1B in investment along Tampa's riverfront.

While the project was first conceived of in the 1970s, the Riverwalk took shape in 2005 with the founding of the nonprofit Friends of the Tampa Riverwalk and the vision of then-mayor Pam Iorio. After a master planning process in 2006, the project was funded and completed in over 20 segments between 2006 and 2020. For many years, the City had a senior staff person whose role was to oversee the Riverwalk development. The project was largely publicly funded, including multiple Federal Department of Transportation grants as well as through City and County funding. Some segments were funded and built by private entities along the waterfront, including a Marriott hotel on the Tampa River.

The Friends of the Tampa Riverwalk are charged with the annual programming and marketing of the Riverwalk, while the ongoing maintenance and operations is led by the City of Tampa's Parks and Recreation Department. The visioning of future development is led in partnership by the Friends of the Tampa Riverwalk and the City.

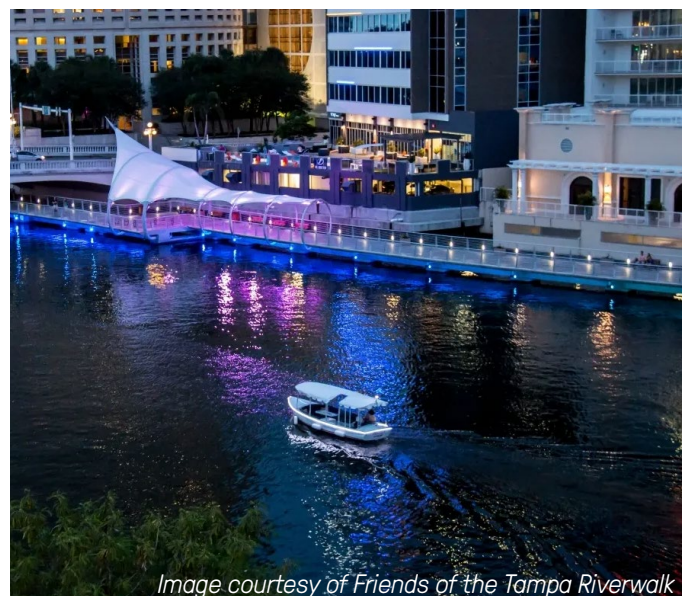




Image courtesy of Friends of the Tampa Riverwalk

Project Champions

- City of Tampa
- Friends of the Tampa Riverwalk

Project Financing

Total Financing: At least \$81,600,000

- Public Funding: At least \$66,800,000
 - Federal Department of Transportation: \$34,000,000
 - City of Tampa: At least \$32,800,000
- Private Funding: At least \$14,800,000
 - Developers: At least \$12,000,000
 - Friends of the Tampa Riverwalk: \$2.8 million raised, \$1.35 million transferred directly to City to fund construction

Operations

- City of Tampa Parks and Recreation oversees maintenance
- Friends of the Tampa Riverwalk oversee programming and marketing

Project Timeline

1970s - Present

- **Beginnings:** First conceived by the city's mayor in the 1970s, a small section of the Riverwalk was opened but did lack sufficient funding to maintain.
- **Visioning/Plan:** In 2005 in partnership with Mayor lorio, Friends of the Tampa Riverwalk led a master planning process for the updated waterfront.
- **Design + Construction:** Between 2006 and 2020, the Riverwalk was completed in over 20 segments using city, state, and federal funds as well as capital from developers and donations.
- **Future Plans:** The City is planning an expansion of the Riverwalk, with \$24M in FDOT BUILD grants, and \$32.8M in City funding as of July 2024.

	Buffalo Bayou Park	Omaha RiverFront	
Project Champions	Buffalo Bayou Partnership	Metropolitan Entertainment & Convention Authority (MECA) Downtown Riverfront Trust (fundraising) City of Omaha	City of Tampa Friends of the Tampa Riverwalk
Project Costs	Total: \$88.2M ▪ City of Houston: \$21M ▪ TIRZ: \$15M ▪ Harris County Flood District: \$7.2M ▪ Private Funding: \$60M ▪ Kinder Foundation: \$30M	Total: \$342M ▪ City of Omaha: \$57M ▪ Private: \$285M	Total: At least \$81.6M ▪ Public Funds: At least \$66.8M ▪ Private: At least \$14.8M
Phasing	1986: Buffalo Bayou Partnership founded 2002: Bayou master plan completed 2011: Plan for Buffalo Bayou Park 2012-2015: Construction	Mid-2010s: Public Private Partnership Proposed 2018-2023: Design and Construction	2005: Friends of Tampa Riverwalk founded 2006: Master Plan Process 2006 - 2020: Design and Construction of multiple segments Ongoing: Expansion of Riverwalk
Operations	Nonprofit Buffalo Bayou Partnership operates and maintains the park	MECA operates, programs, and maintains the RiverFront	City of Tampa Dept. of Parks and Recreation operates and maintains the Riverwalk. Friends of the Tampa Riverwalk leads programming and marketing.

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Alternative Governance Models



In addition to the cooperative governance model presented in the Implementation Blueprint chapter, three alternative approaches to RiverLine governance were also evaluated: a City-only governance model, a private entity-only governance model, and a mixed governance model. The structure and pros and cons of each are described below..

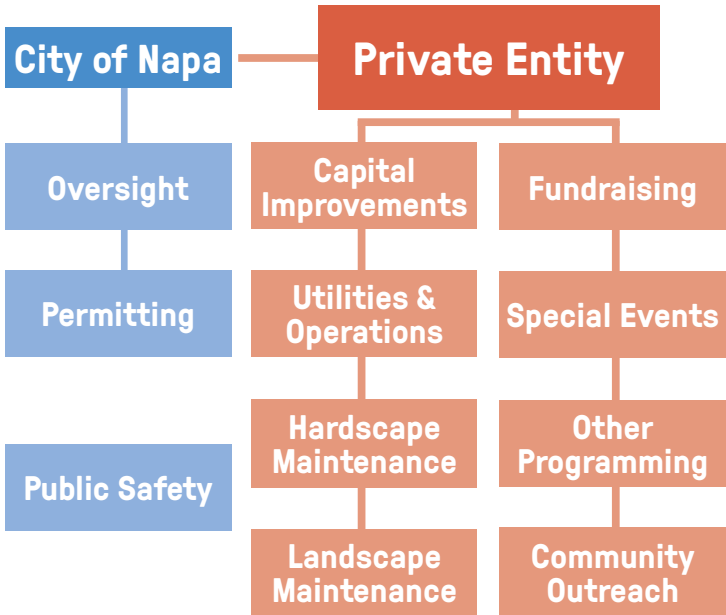
City Only Governance Model

With this governance model, the City of Napa would be solely responsible for the management and upkeep of the RiverLine.



Private Entity-Only Governance Model

With this governance model, a private nonprofit organization would lead the management and upkeep of the park, with oversight from the City.



City-Only Governance Model

This governance model expands the City's existing role in managing and operating the RiverLine.

Under this approach, the City would assume full responsibility for planning, funding, and executing capital improvements, as well as delivering all services and programs through a mix of City staff and contracted providers.

Maintenance and operations would adhere to City policies, standards, and procedures to ensure consistency and quality. The Parks and Recreation Department would oversee key functions, either through City personnel or private contractors, including wayfinding, environmental education, facility management, and special event coordination.

Pros and Cons: Advantages of this governance model include the City's already established community relationships and track record of parks and open space stewardship. Both the Parks

and Recreation Department and Public Works Department have maintenance and operational experience with trail and public infrastructure improvements. Under City leadership there would be no additional administrative costs associated with a third-party partner. Finally, under the City-Only model, there would be a high level of public accountability and transparency.

Offsetting these advantages is the prospect of less focus on RiverLine since it would be one of many City programs competing for staff and financial resources. While the City has a track record in maintaining public assets, maintenance activity is often reactive due to competing priorities. Similarly, limited resources in the Parks and Recreation Department may constrain its ability to offer robust programming on the RiverLine. Finally, funding for RiverLine would be dependent on the availability of funds allocated as part of the City's annual budgeting process.



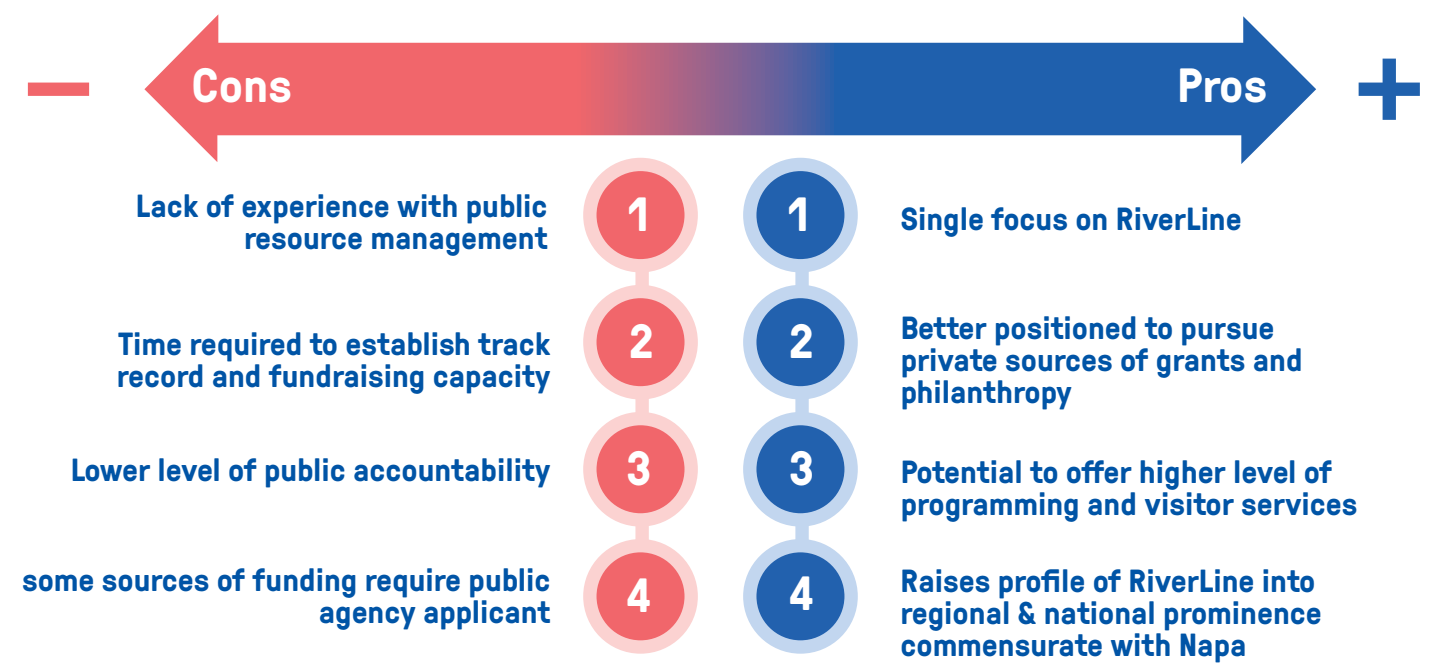
Private Entity-Only Governance Model

Under this model, a private nonprofit organization would assume full responsibility for operating and managing the RiverLine under an agreement with the City. The nonprofit would oversee planning, funding, and construction of capital improvements, as well as landscape and hardscape maintenance and all programming activities. The City’s role would be limited to oversight, permitting, and public safety, ensuring compliance with regulations while allowing the nonprofit to focus on daily operations and long-term development. Dedicated staff within the nonprofit would actively manage and program events, activities, and community engagement along the RiverLine.

Any revenue generated could be used to offset operating costs or reinvested in capital improvements, enhancing the sustainability of the project.

Pros and Cons: The pros of this governance model include its ensuring a single focus on implementing the RiverLine Strategic Plan and being well-positioned to pursue private sources of grants and philanthropy as well as many sources of public funding. With its focus, the private entity could potentially provide a higher overall level of programming than under the City-only model. Importantly, the private entity has the potential to raise the profile of RiverLine to regional and national prominence in line with the awareness of Napa and Napa Valley which could and needs to support fundraising.

However, the private entity would start out without a track record, however, which could constrain early fundraising efforts and without the experience with public infrastructure management, which could be mitigated by hiring contracted services. This model provides a lower level of transparency and public accountability since it is private. Finally, it may not be qualified to pursue funding from sources that require a public agency applicant.

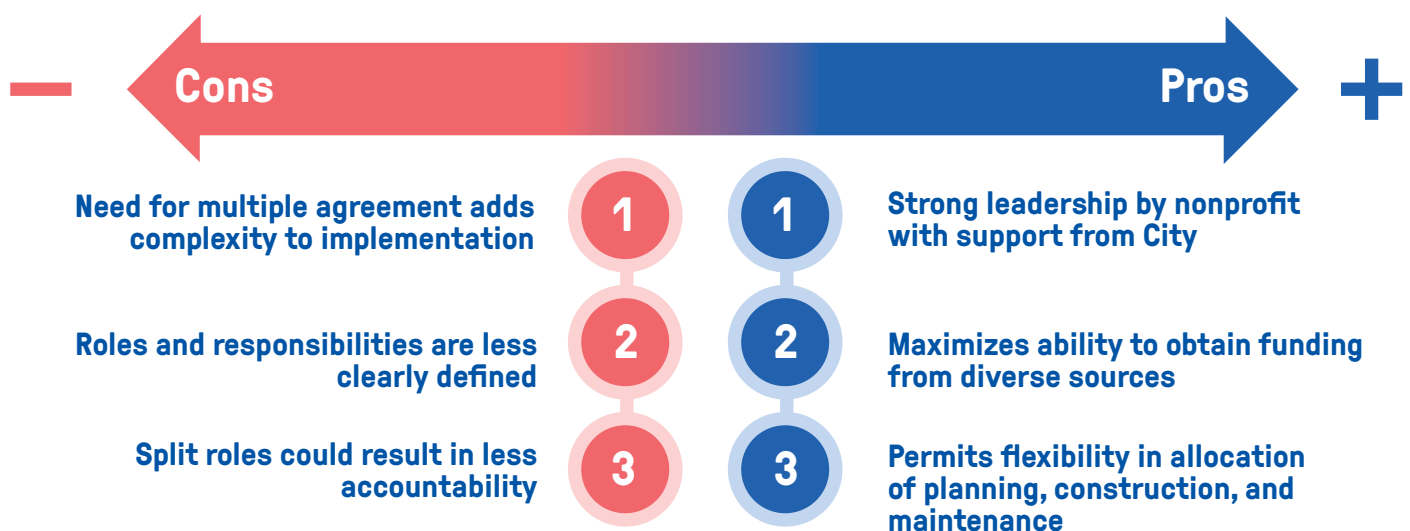


Mixed Governance Model

Under this model, the City, a private nonprofit organization, and other supporting entities would share the planning, programming, and maintenance responsibilities for the RiverLine. This governance model allows for more flexibility than the City-only and nonprofit-only models, with each entity able to operate within their areas of expertise. The nonprofit organization would lead the RiverLine implementation, including planning and owning capital improvements, fundraising, ongoing programming and special events, community outreach, and landscape/hardscape maintenance. The City of Napa would primarily be responsible for overseeing permitting, the construction of capital improvements, public safety and security, providing maintenance services, and supporting the nonprofit with fundraising where needed. Supporting organizations and agencies would assist with implementation and programming as needed. This model is similar to the cooperative governance model presented in the Implementation Blueprint

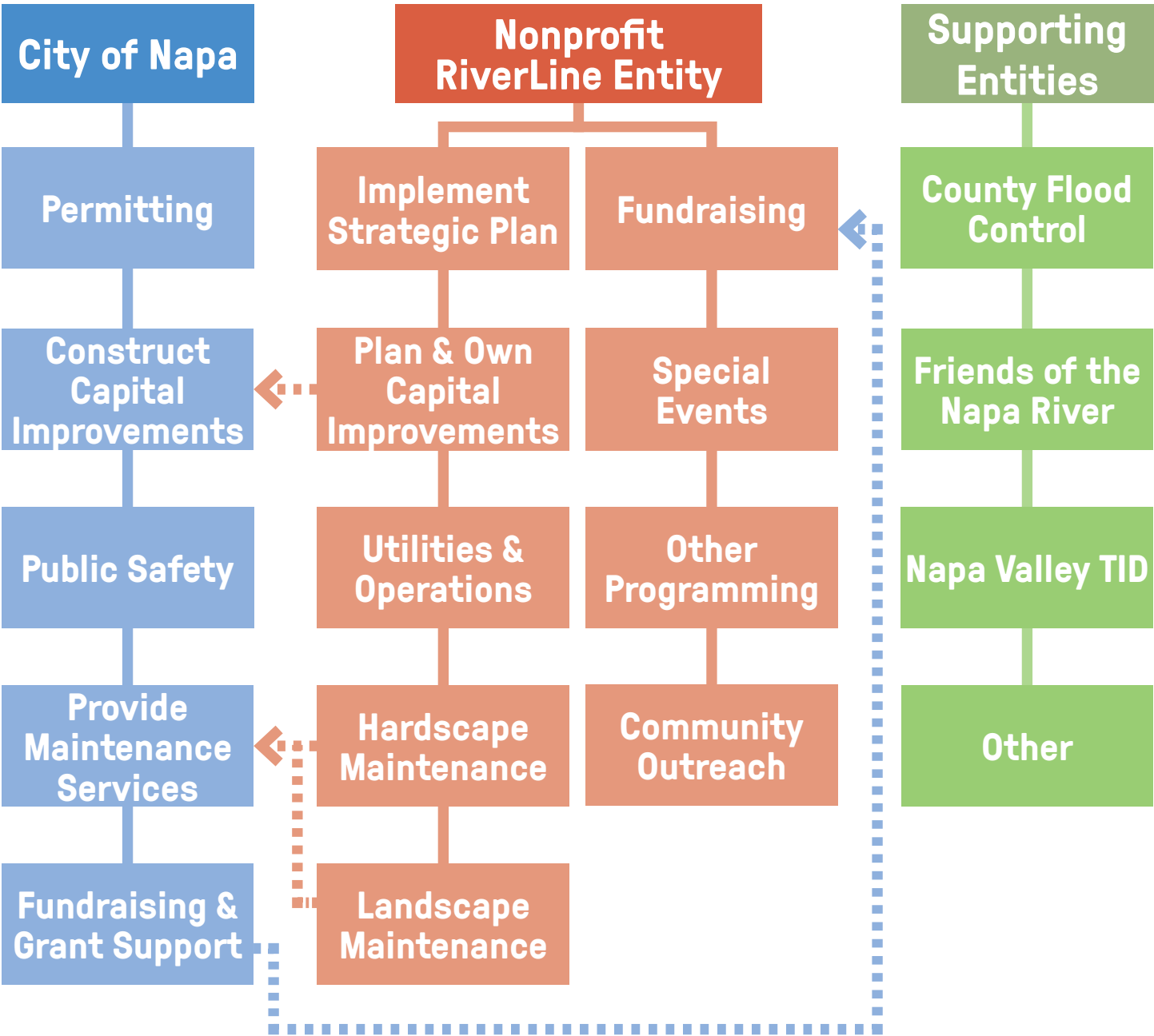
chapter, but with more rigidly defined roles and responsibilities for the City and nonprofit.

Pros and Cons: One pro of this governance model is that it allows for the nonprofit entity to take a strong leadership and visioning role, with support from the City as needed. The model also maximizes the fundraising capacity for the RiverLine, with the nonprofit leading most of the efforts with support from the City and supporting agencies for funding sources that require a public agency applicant. The model also allows the City and nonprofit to share planning, construction and maintenance responsibilities. However, a mixed-governance model adds some complexity to the implementation process, with multiple agreements needed for capital improvements. The model also requires more active coordination between the City, nonprofit, and supporting entities to define the roles and responsibilities and could result in less accountability.



Proposed
Mixed Governance Model

With this governance model, a private RiverLine entity leads implementation with active and ongoing support from the City



Existing Conditions & Environmental Considerations Summary



The Existing Conditions & Environmental Considerations Summary report is intended to provide an overview of the key elements that will be considered in the planning, design, and development of the Napa RiverLine. Each section will provide a summary of the element followed by a brief description of the implications for the Napa RiverLine project.

Key existing condition elements covered in this chapter include:

- Open Space
- Paths & Trails
- Transportation
- Docks & Launches
- Hydrology & Flooding
- Riparian Habitat
- Land Use
- Community Profile
- Pollution Exposure
- Health & Wellness
- Residential Development
- Commercial Development
- Tourism & Hospitality
- Financing Tools & Districts
- City-Owned Land Base



Open Space

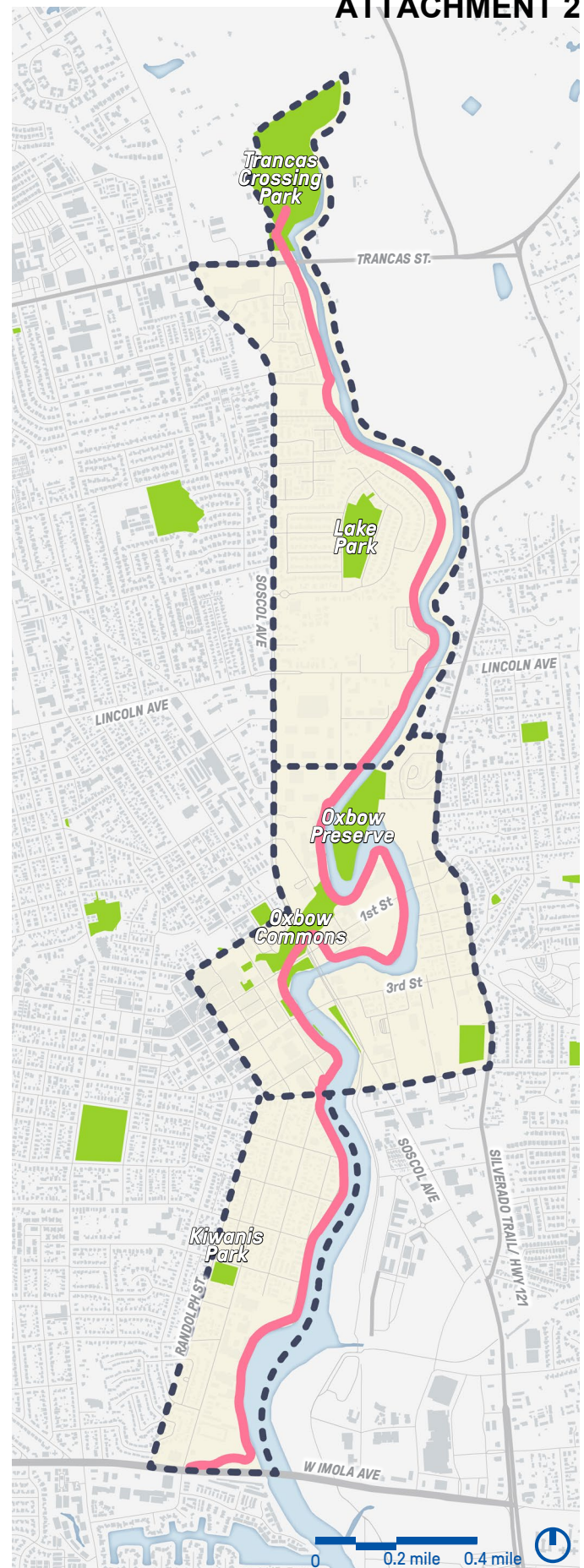
The open space along the Napa River is characterized by a network of pocket areas that enhance public access while preserving the natural environment. At the heart of the site, Oxbow Commons and Oxbow Preserve serve as key ecological and recreational hubs, providing a balance between habitat conservation and community engagement.

At the northern end of the project, Trancas Crossing Park stands as a prominent green space, complemented by a series of smaller pocket green areas. These open spaces not only offer scenic riverfront access but also provide opportunities for public art installations, seamlessly integrating with the artistic elements along the streetscape.

Strategically positioned along the river's bends, water access points and existing and proposed docking locations enhance connectivity, supporting both recreational and functional interactions with the river. This integrated approach—blending nature, art, and accessibility—creates a dynamic and engaging public environment along the Napa River.

Significance for the Napa RiverLine

The open space within the project serves as a vital resource for public health, recreation, and cultural enrichment. With its diverse natural landscapes and accessible public areas, it encourages outdoor activities that promote physical and mental well-being while fostering a stronger connection with nature and the community.



Source: Park GIS Layers, City of Napa

Paths & Trails

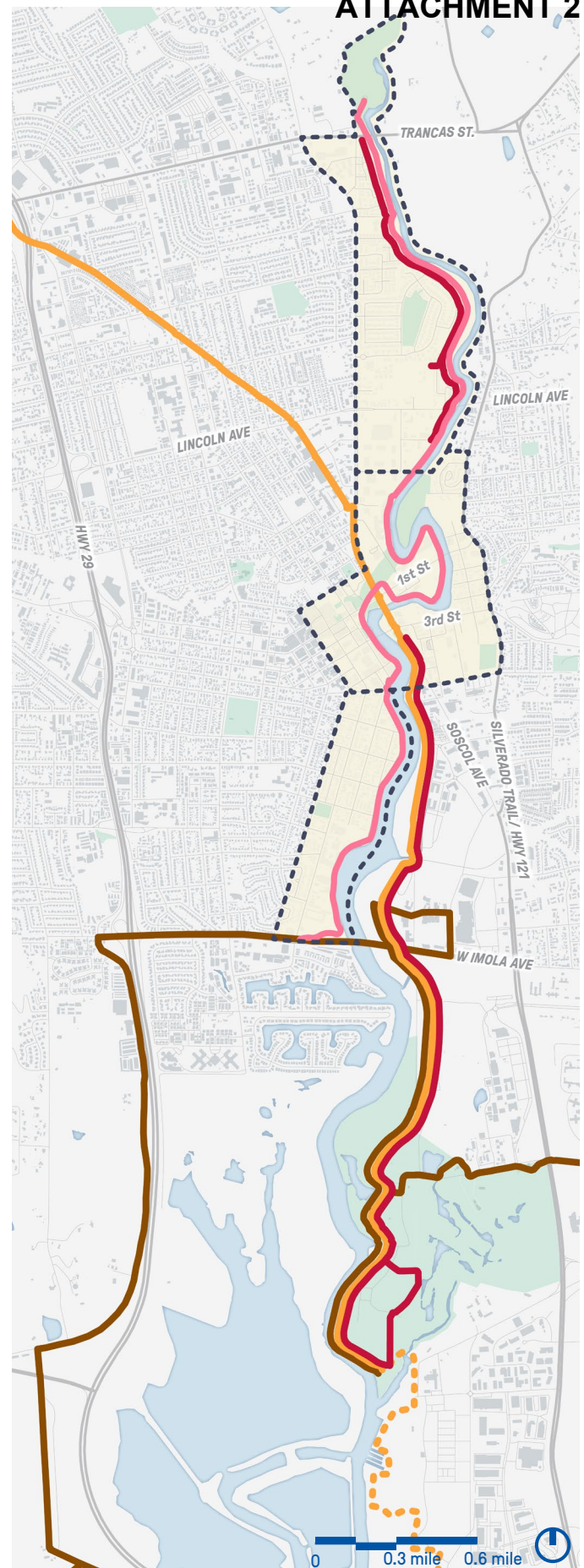
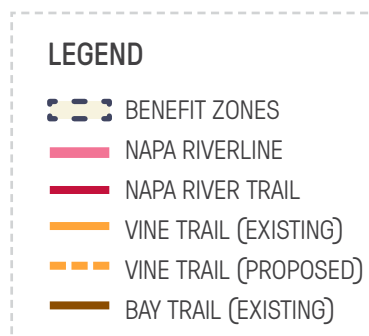
The City of Napa benefits from a diverse network of trails and paths to serve a variety of users, from walkers and runners to hikers and bicyclists.

The River Trail is an 4.3 mile system that primarily follows the west side of the Napa River north of the Oxbow Area. As the trail moves further south, the system is divided between various segments on both sides of the River. As the system is more segmented and local, it is more pedestrian-focused.

The Vine Trail is an extensive 47 mile regional system that runs the length of the Napa Valley from Calistoga in the north to Vallejo in the south, with various existing and proposed segments. As the trail moves south through the City of Napa it aligns with the Napa Valley Railroad and Soscol Avenue corridor on the northwest side of the river, before crossing the river and traversing open spaces directly adjacent to the River.

Significance for the Napa RiverLine

The Napa RiverLine connects the two major trail systems—the Napa Valley Vine Trail and the River Trail—creating a stronger link between regional and local routes. By incorporating and upgrading segments of the existing River Trail, the project transforms it into a more cohesive, accessible, and continuous corridor along the Napa River.



Source: The Metropolitan Transportation Commission Open Data Catalog, 2024

Transportation

Streets and Bridges

The RiverLine corridor is framed by several major streets and bridge crossings that define circulation and access across the city. Key arterial roads such as Trancas Street, Lincoln Avenue, and Imola Avenue connect neighborhoods east and west of the Napa River, while a series of vehicular and pedestrian bridges provide essential cross-river links. These transportation corridors influence how the trail can connect with surrounding communities and present opportunities to enhance multimodal access, particularly for pedestrians and cyclists.

In the Core Zone, the street network is more compact and walkable, with key routes like Main Street, Soscol Avenue, and First to Third Streets serving as major connectors between downtown destinations and the riverfront. Bridges at Lincoln, First, and Third Streets play a vital role in linking the east and west sides of the city, supporting both local access and trail integration.



Source: Napa Road Center Lines GIS Layers, Napa County, 2024

Transportation

Streets and Bridges

Significance for the Napa RiverLine

The transportation network plays a key role in how people access the trail and connect to key destinations along the corridor. By integrating the trail with Napa’s existing streets and bridges, the project can improve connectivity, safety, and accessibility, while promoting sustainable and active transportation options throughout the city.



Source: Napa Road Center Lines GIS Layers, Napa County, 2024

Transportation

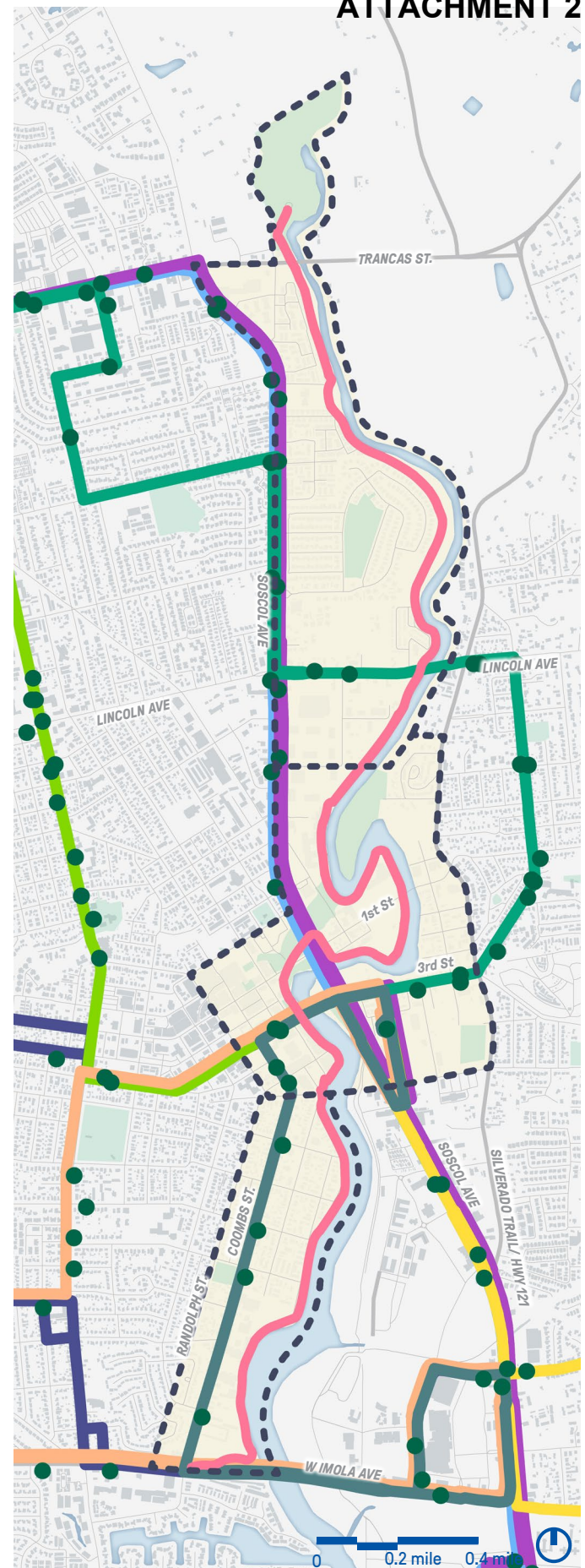
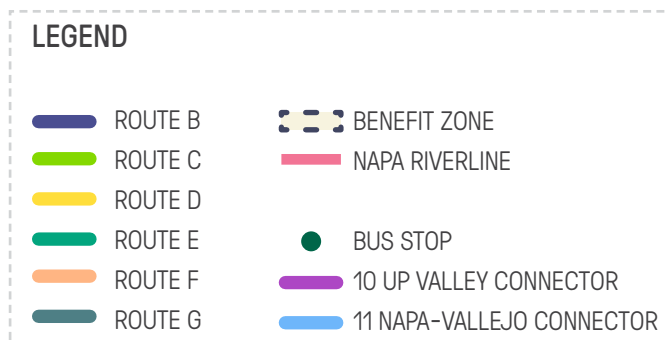
Transit

Public transit in Napa is primarily served by Vine Transit, which provides local, regional, and express bus service throughout the City of Napa and surrounding areas in Napa County. Key routes connect neighborhoods to downtown Napa, major commercial centers, schools, and medical facilities. The Soscol Gateway Transit Center, located near downtown, acts as a central hub for transfers between local routes and regional connections to Vallejo, Fairfield, and BART stations.

As Napa continues to grow, enhancing transit access near the RiverLine corridor will be important for promoting equitable trail access, reducing car dependence, and supporting active transportation connections to the riverfront.

Significance for the Napa RiverLine

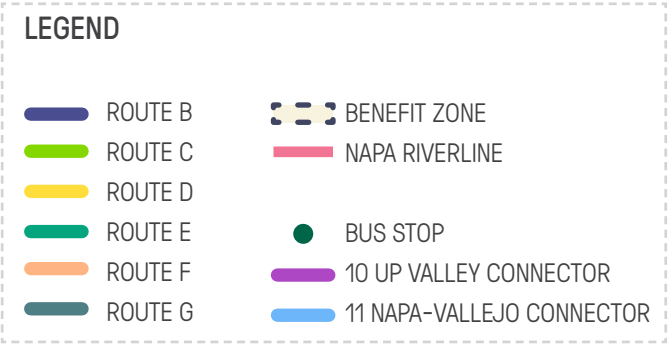
As Napa continues to grow, enhancing transit access near the RiverLine corridor will be important for promoting equitable trail access, reducing car dependence, and supporting active transportation connections to the riverfront.



Source: Bus Routes & Bus Stops GIS Layers, Napa County, 2024

Transportation

Transit



Source: Bus Routes & Bus Stops GIS Layers, Napa County, 2024

Transportation

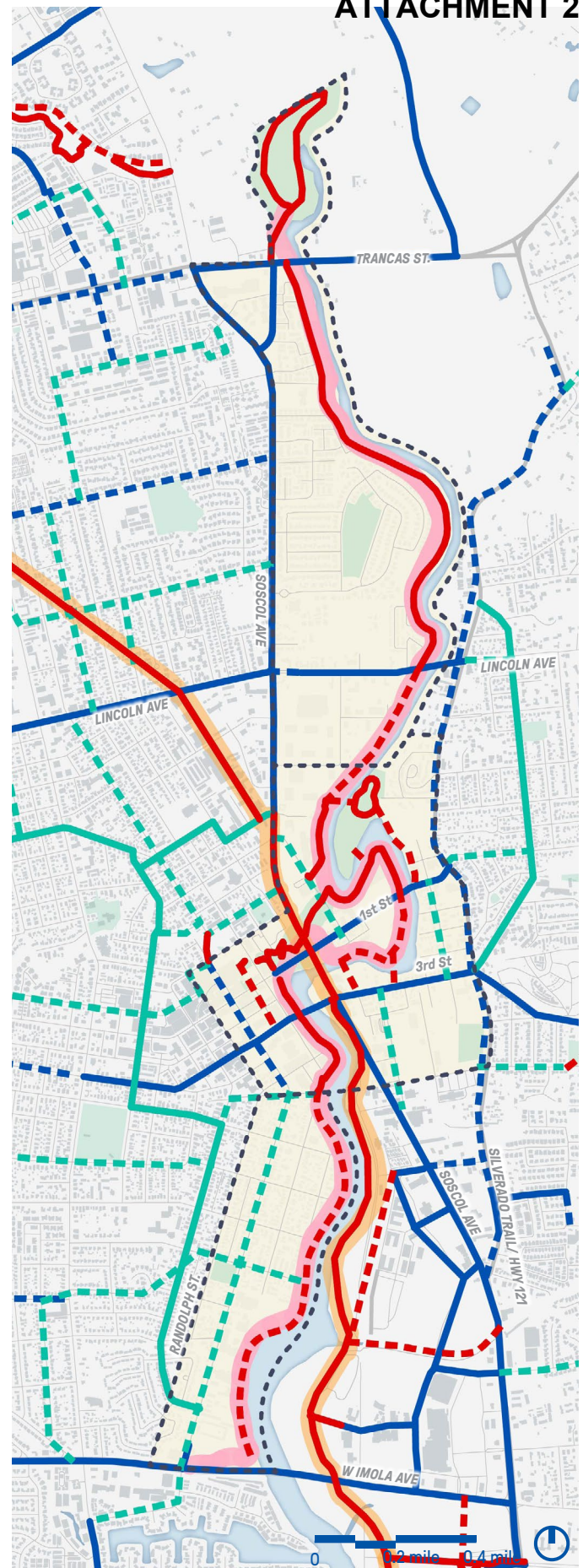
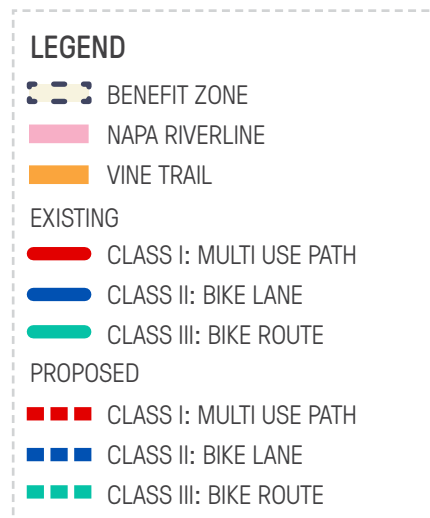
Bicycling Network

The City of Napa's bicycle network features a combination of existing and planned Class I Path, Class II Lane and Class III Route distributed across the three benefit zones. While coverage differs by area, the City is prioritizing a connected, citywide system that supports both recreation and commuting. The Napa Valley Vine Trail serves as a key north-south spine, linking neighborhoods, parks, schools, and job centers.

Within the Core Zone, the bike network is more concentrated, with a Class I multi-use path running along the Napa River and Class II bike lanes on key corridors like Soscol Avenue, 1st Street, and 3rd Street. Planned improvements aim to close connectivity gaps and strengthen access to downtown, transit, and community destinations.

Key Reference Documents

- Napa 2040 General Plan



Source: Napa 2040 General Plan, City of Napa, 2022

Transportation

Bicycling Network

Significance for the Napa RiverLine

The bike network is essential to the Napa RiverLine, offering safe, connected routes that promote active transportation throughout the city. By linking to existing and planned facilities, the RiverLine enhances access to key nodes and destinations, improves mobility for all users, and helps connect under served areas to the city's core.

LEGEND

 BENEFIT ZONE

 NAPA RIVERLINE

 VINE TRAIL

EXISTING

 CLASS I: MULTI USE PATH


 CLASS II: BIKE LANE

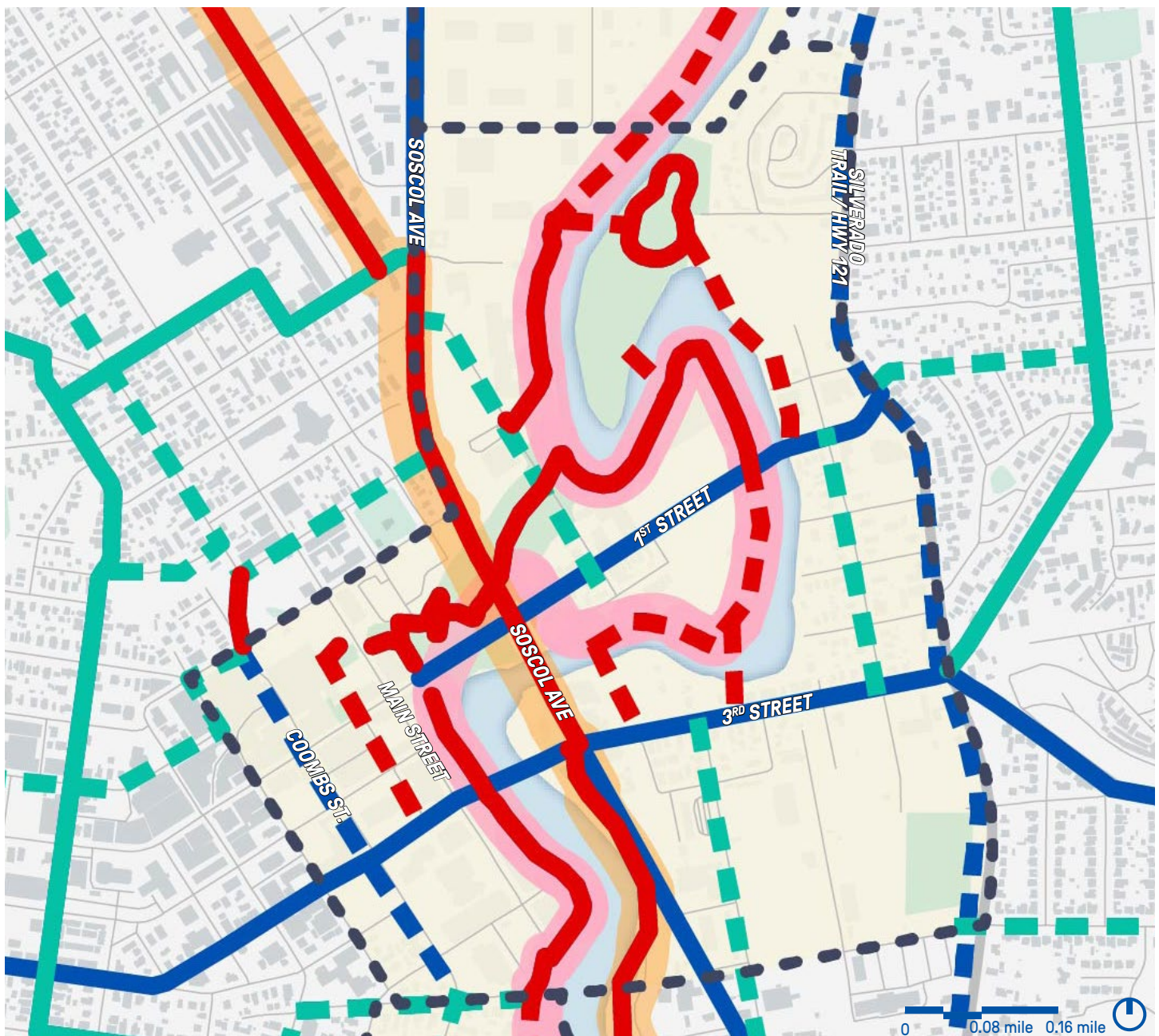
 CLASS III: BIKE ROUTE

PROPOSED

 CLASS I: MULTI USE PATH

 CLASS II: BIKE LANE

 CLASS III: BIKE ROUTE



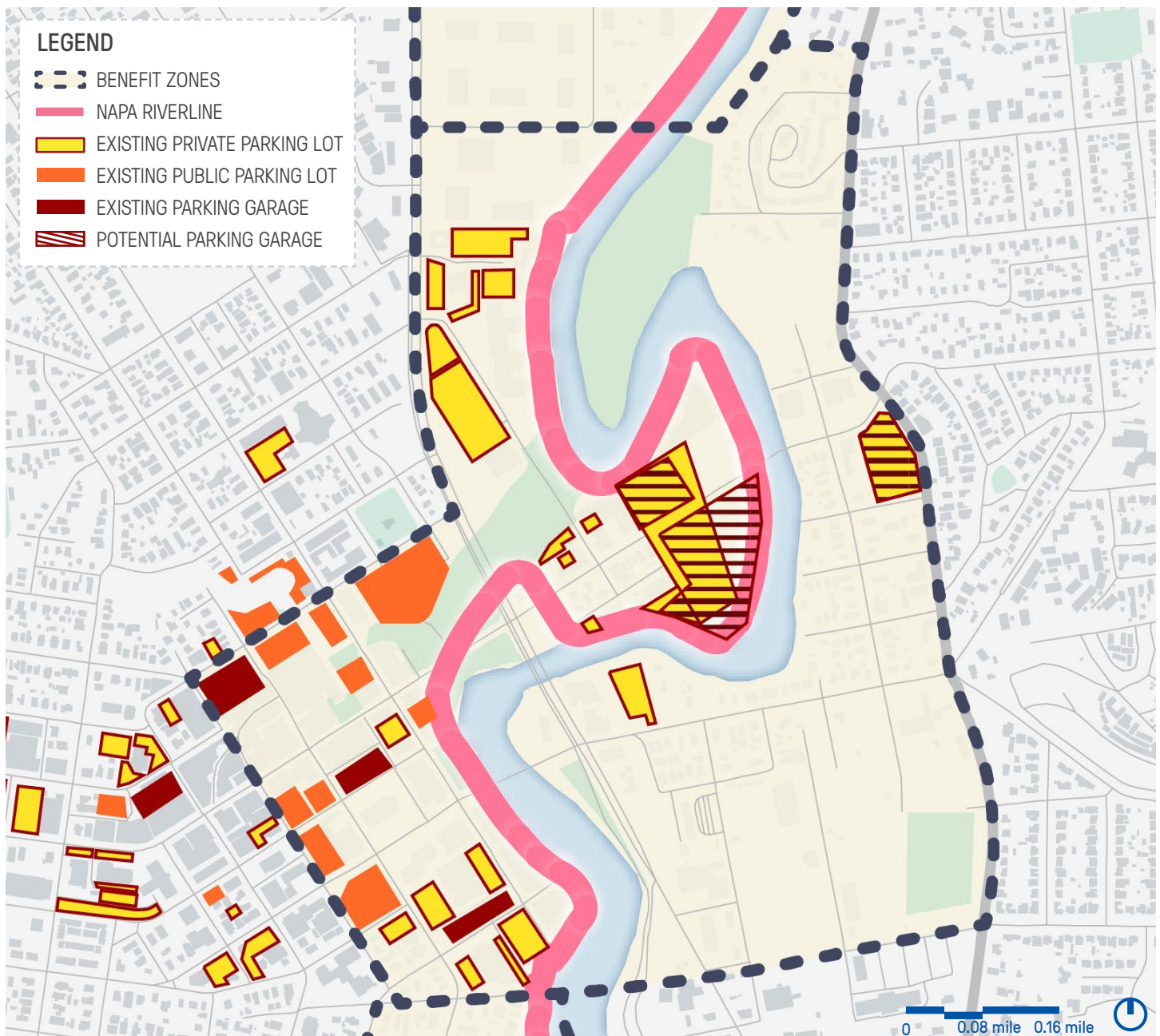
Source: Napa 2040 General Plan, City of Napa, 2022

Transportation

Parking

The City of Napa is seeing increased demand for parking, driven by both residents and a growing number of visitors. To meet this need, the City provides a variety of parking options downtown, including public garages, surface lots, and on-street spaces—strategically located near shops,

restaurants, and cultural attractions. In response to ongoing demand, Napa is considering the development of new parking structures. These proposed facilities would expand parking capacity and support future downtown growth. Overall, the City's parking infrastructure is designed to balance the needs of residents, businesses, and visitors, reinforcing accessibility and economic vitality in the downtown core.



Source: Downtown Napa Public Parking Map, City of Napa, 2016

Transportation

Parking

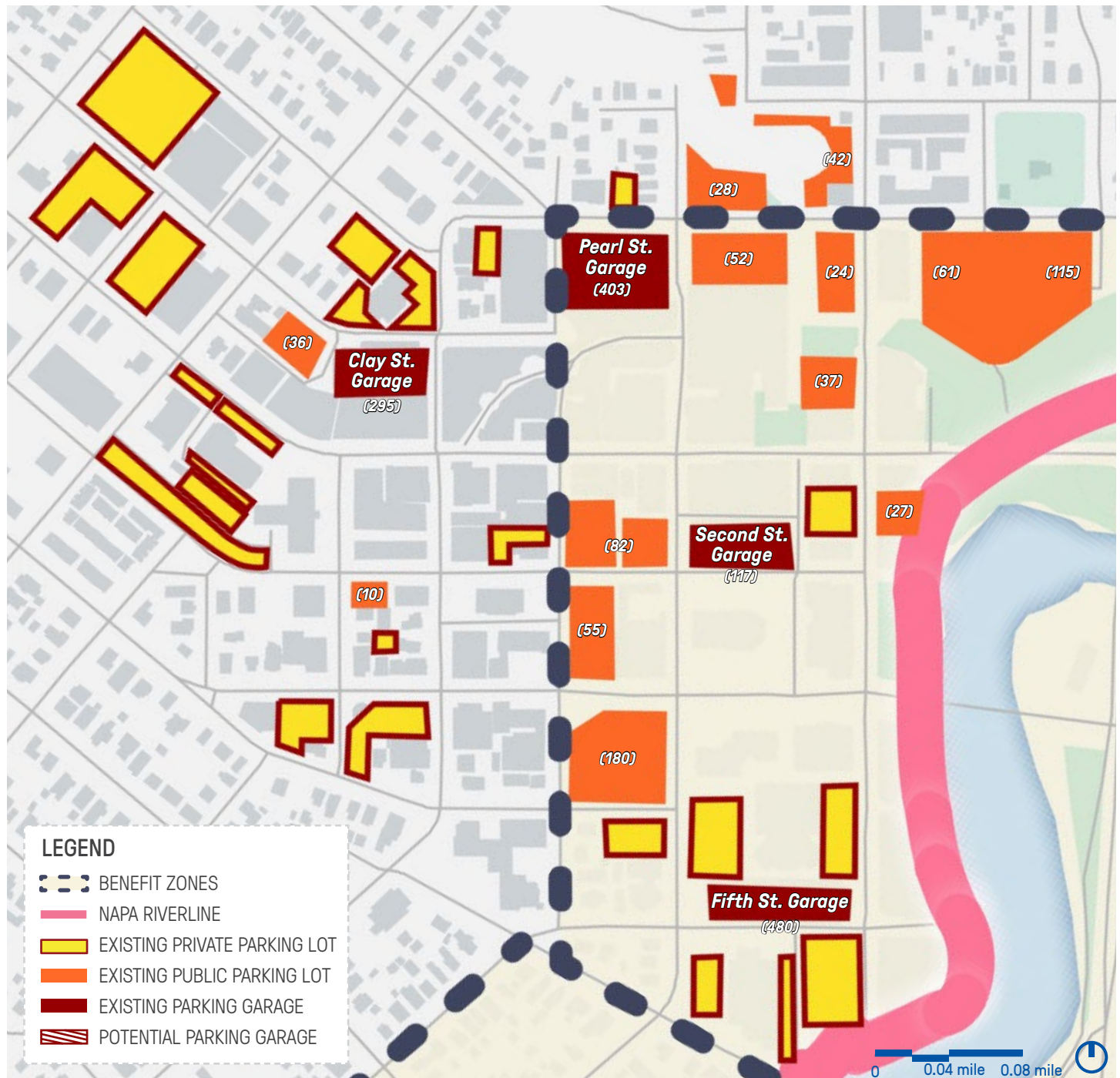
Significance for the Napa RiverLine

Parking is essential to downtown Napa's accessibility and economic vitality. As demand grows, a well-managed system supports local businesses, reduces

congestion, and ensures convenient access for residents and visitors. The development of new parking garage could help address the "park twice" issue by providing more centralized, long-term parking options. Strategic planning will be key to supporting mobility and continued downtown growth.

Key Reference Documents

- Downtown Napa Public Parking Map



Source: Downtown Napa Public Parking Map, City of Napa, 2016

Dock & Launch Access

The Napa River Water Trail is a network of docks and launch sites designed to enhance public access and recreational use along the river while preserving its ecological integrity. The system is structured around a combination of existing and proposed docking facilities that cater to a variety of watercraft.

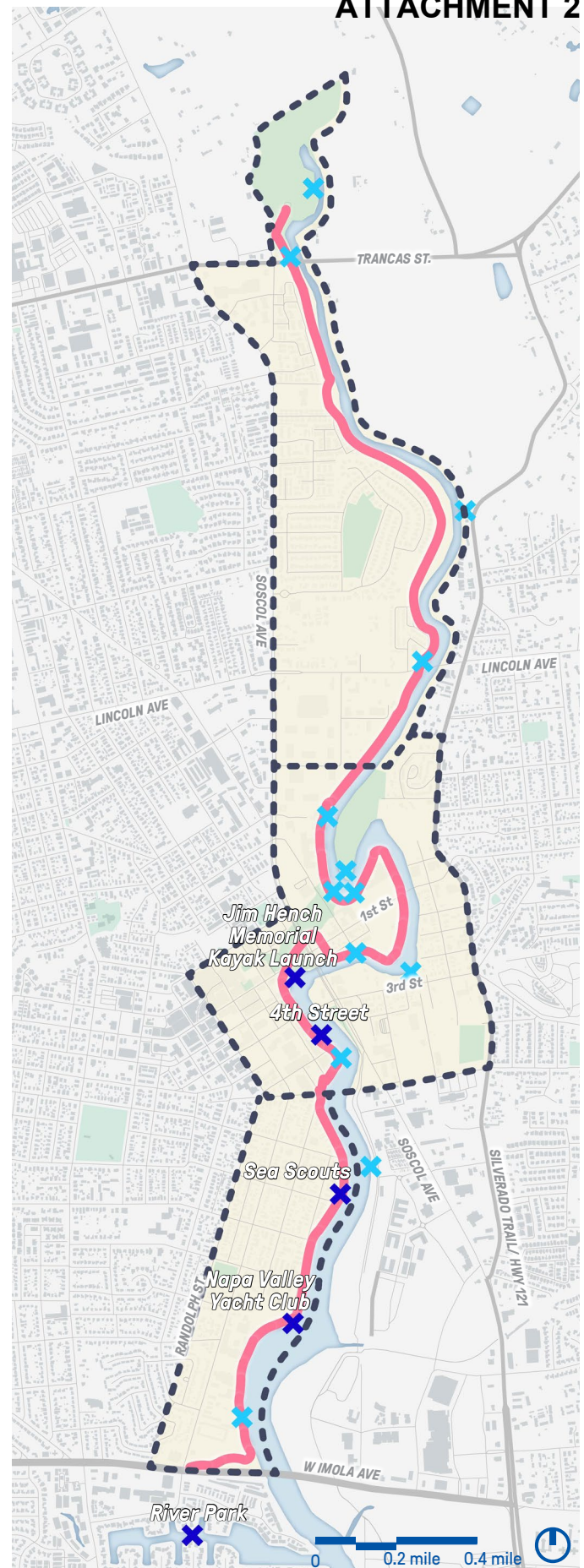
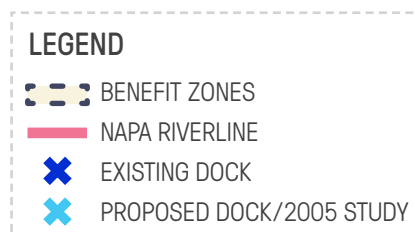
The North Zone, stretching from Trancas Crossing Park to Lincoln Street Bridge, offers informal access points primarily for kayaks and other hand-powered boats. The Core Zone features a mix of existing and planned docks, including key locations such as Oxbow Preserve, Water Street, and the Fourth Street main dock, which serve as vital access points for both public recreation and commercial activities. In the South Zone, facilities at Kennedy Park and the Napa Yacht Club accommodate larger vessels, offering amenities for overnight berthing, further enhancing connectivity along the Napa River.

Significance for the Napa RiverLine

The dock and launch access system plays a crucial role in connecting Napa's riverfront areas, providing recreational, transportation, and economic benefits. The Napa River Water Trail vision promotes a seamless experience along the river, enhancing public engagement while upholding environmental sustainability.

Key Reference Documents

- Dock Coalition History and Statement of Citizen Aims and Goals October 2005

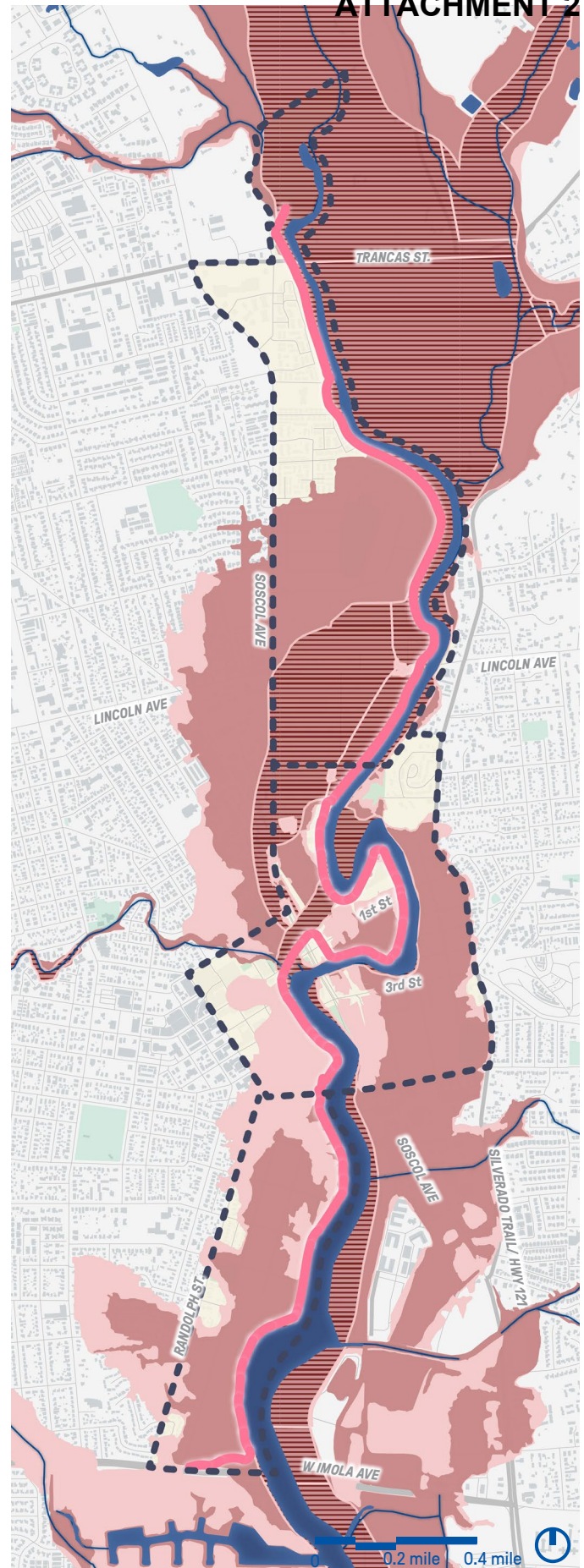
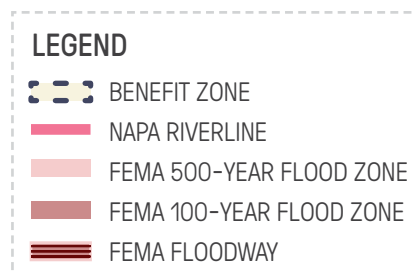


Source: Dock Coalition History and Statement of Citizen Aims and Goals October 2005

Hydrology & Flooding

The Napa River is influenced by both seasonal rainfall-driven flooding and tidal fluctuations from San Pablo Bay, creating complex hydrological challenges across the region. The interplay between these two forces affects flood risk, riverbank stability, and infrastructure resilience in each of Napa RiverLine's benefit zones.

Downtown Napa has historically been one of the most flood-prone areas along the river. FEMA flood layers show a high risk of inundation, particularly in low-lying commercial and residential areas. Before the Napa River Flood Protection Project, this zone frequently experienced severe flooding, damaging businesses and infrastructure. The completion of bypass channels, floodwalls, and improved drainage systems has significantly reduced flood risk, particularly in areas like Oxbow Commons, which now serves as a floodplain storage area. However, during extreme storm events, localized flooding can still occur along Water Street, 4th Street, and Soscol Avenue, especially if river levels exceed designed flood capacity.



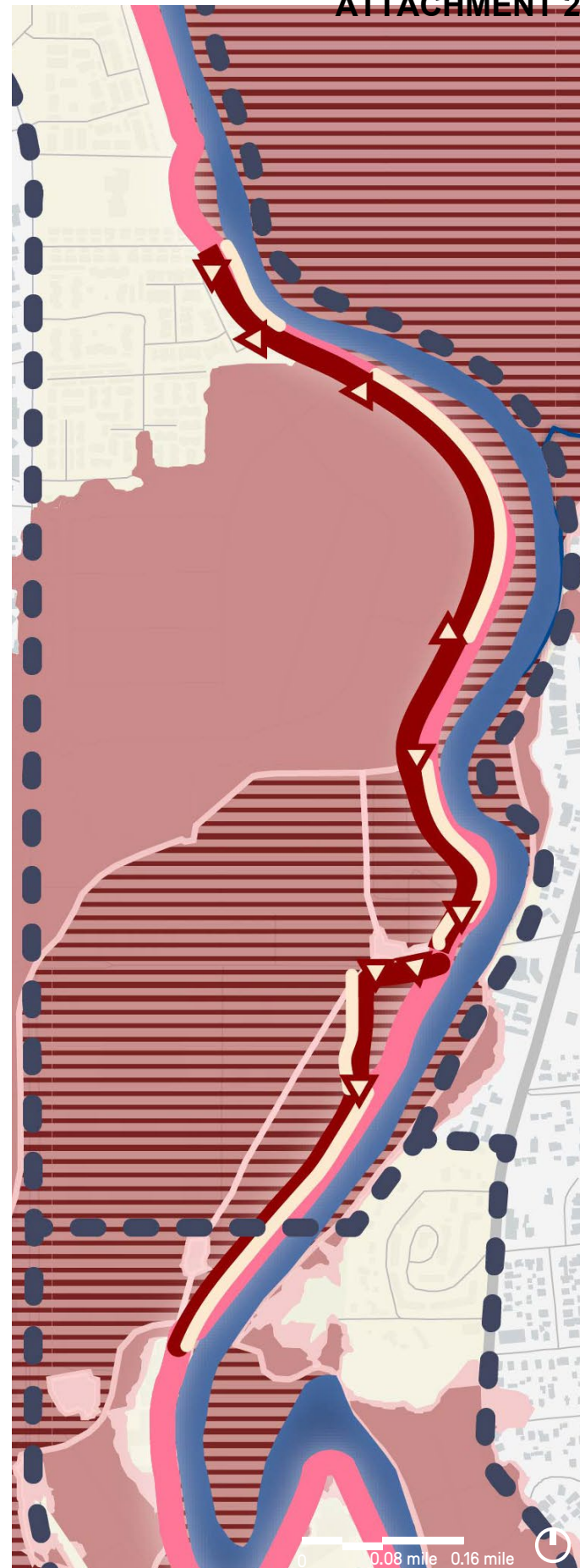
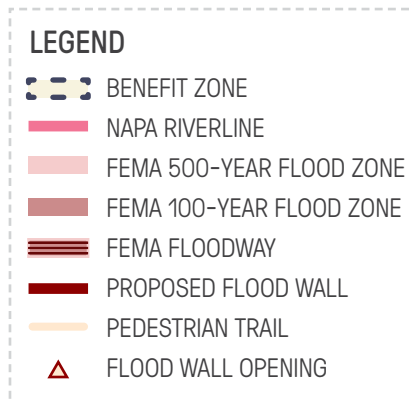
Source: FEMA Flood Layers, City of Napa, 2022

Hydrology & Flooding

North Benefit Zone

(Trancas Crossing Park to Lincoln Avenue)

This upper reach of the Napa River is more constrained in width, with steeper banks and a relatively shallow riverbed, which affects flood dynamics. The FEMA flood maps indicate moderate to high flood risks in this zone, particularly in areas near Trancas Crossing Park and Milliken Creek, where water levels rise significantly during storm events. Hydrological challenges include stormwater runoff from urbanized areas, which increases peak flows during heavy rainfall. Some floodplain expansion occurs near Lincoln Avenue, where lower-lying areas may experience temporary inundation, especially during extreme weather events.

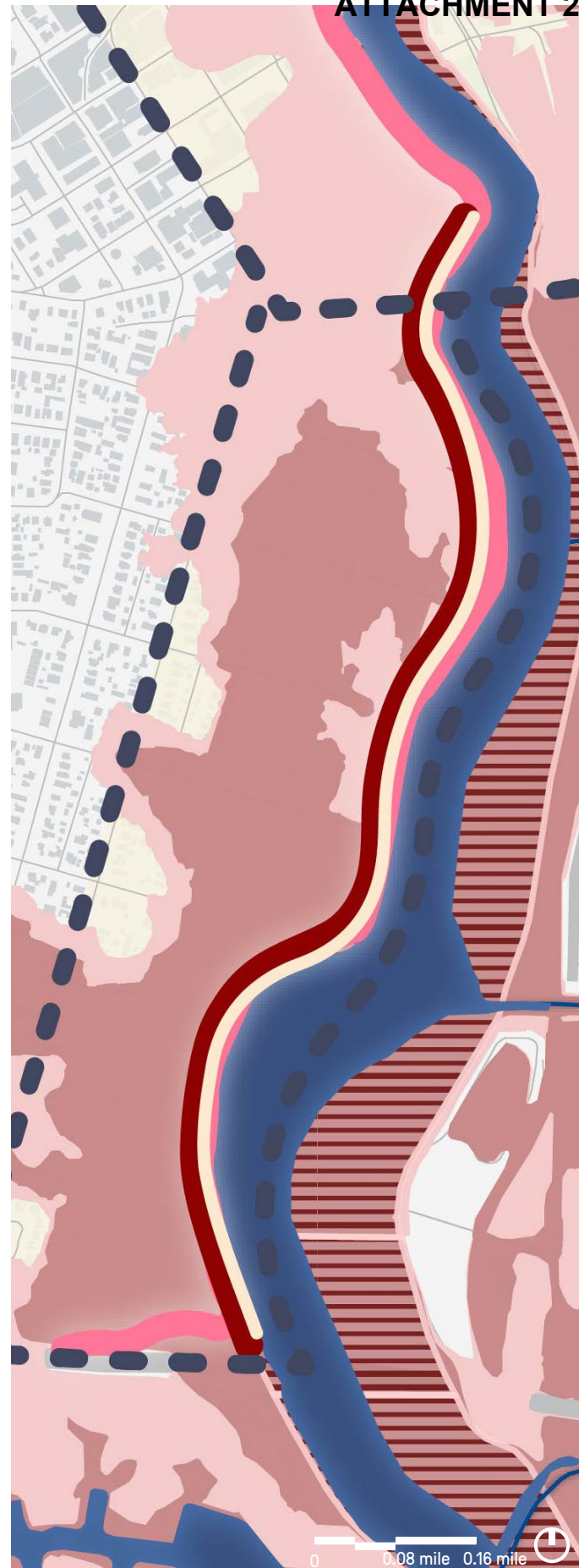


Source: FEMA Flood Layers, City of Napa, 2022

Hydrology & Flooding

South Benefit Zone
(3rd Street to Imola Avenue)

This segment of the river features wider floodplains and accommodates much of the overflow capacity during high-water events. FEMA maps indicate that Imola Avenue, Kennedy Park, and the areas surrounding the Napa Yacht Club remain vulnerable to periodic flooding, particularly during extreme storm surges or prolonged heavy rains. This zone is also influenced by tidal backflow from San Pablo Bay, which can exacerbate flooding risks during high tides. Flood mitigation efforts, including levees and wetlands restoration, help manage water levels, but certain low-lying areas near Kennedy Park and the Napa Pipe site remain susceptible to standing water and temporary flood conditions.



Source: FEMA Flood Layers, City of Napa, 2022

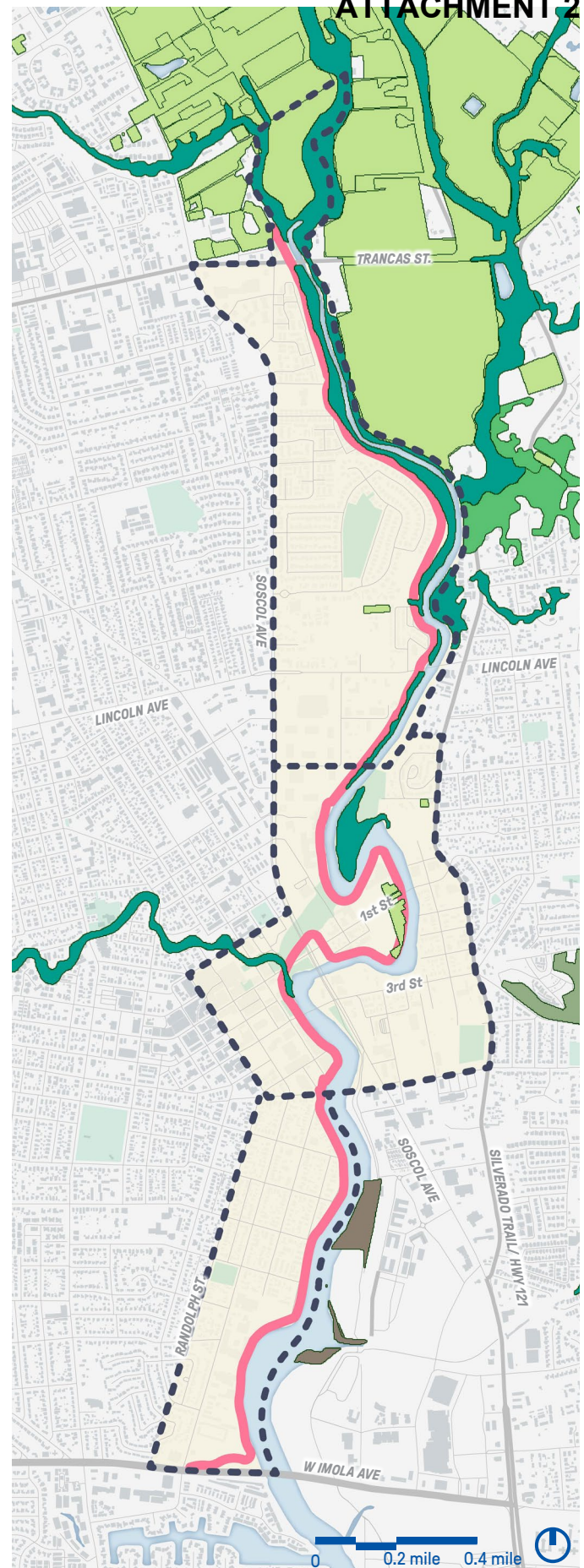
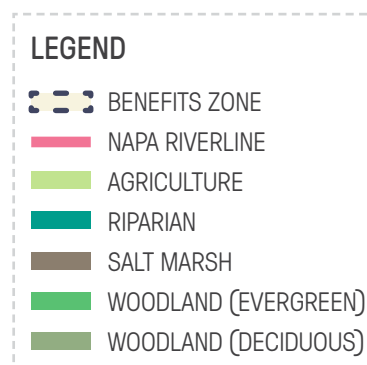
Riparian Habitat

The ecological landscape along the Napa River corridor is shaped by a rich mosaic of agricultural lands, riparian zones, salt marsh and woodlands, each contributing to the region’s biodiversity, flood resilience, and water quality.

Agriculture—particularly vineyards and orchards—borders the river in the northern zone, contributing to Napa’s economy and identity, while also presenting challenges such as runoff, erosion, and habitat fragmentation. The riparian corridor, lined with native species such as willow, cottonwood, and sycamore, is essential for bank stabilization, water quality, and fish habitat. Its condition varies by zone, from fragmented vegetation in the north to Oxbow Preserve supporting wildlife in the core area. As the river flows south, it transitions into salt marsh. These habitats are crucial for flood mitigation, carbon storage, and endangered species habitat, with ongoing restoration efforts focused on enhancing ecological function through native plantings and wetland regeneration.

Significance for the Napa RiverLine

The ecology and riparian habitat along the Napa River are vital to the RiverLine trail, providing natural flood protection, water quality benefits, and essential wildlife habitat.



Source: Vegetation GIS Layers, Napa County, 2024

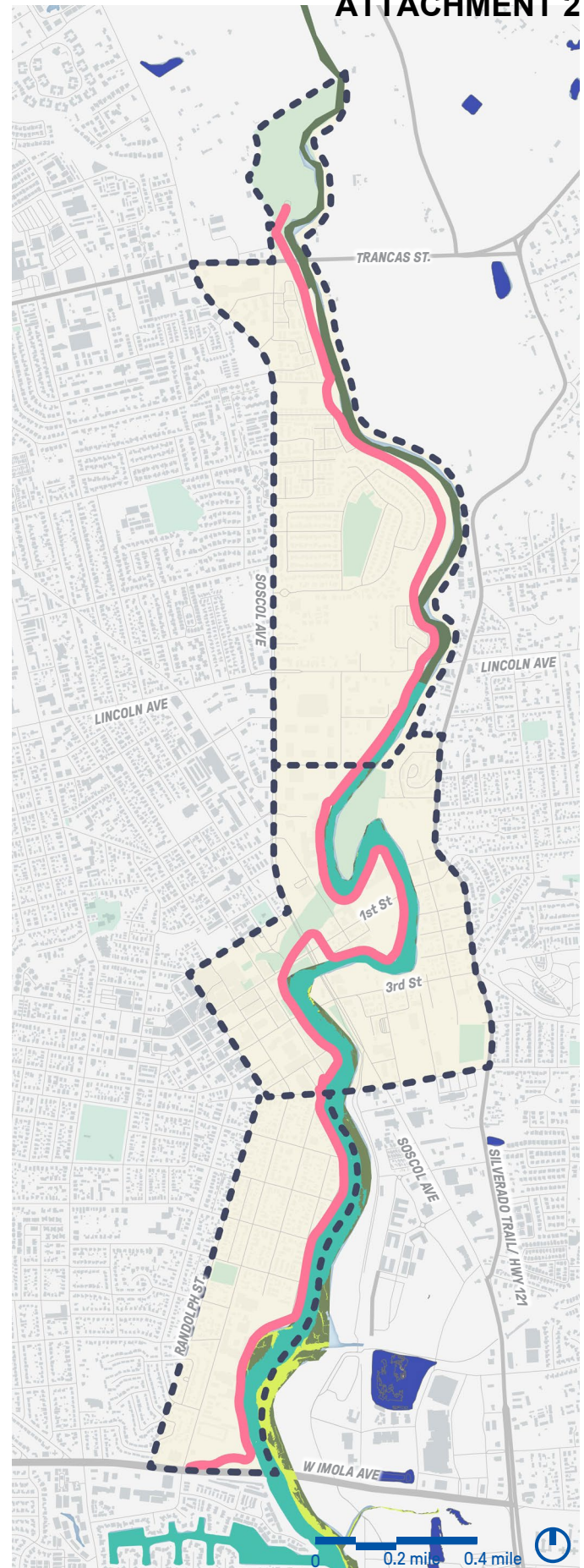
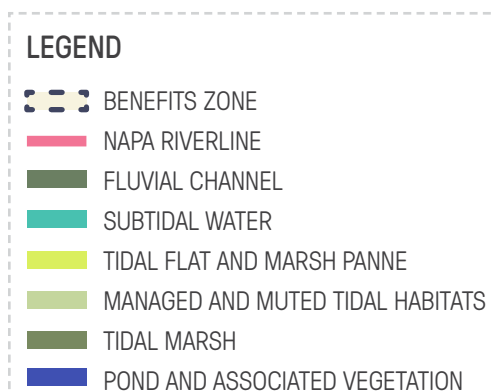
Riparian Habitat

The riparian corridor along the Napa River, includes a mix of fluvial and tidal habitats. The main river channel and subtidal waters serve as key pathways for native fish and sediment flow, influenced by both freshwater and tidal forces.

In the North Zone, the riparian corridor is defined primarily by the fluvial channel and adjacent subtidal waters. These areas support fish passage, sediment transport, and limited riparian vegetation due to narrower banks and nearby development.

The Core Zone is mainly tidal marshes, especially near Oxbow Preserve. While tidal influence begins to appear, some areas have muted tidal flow due to flood infrastructure.

In the South Zone, the river opens into broader tidal marshes, ponds, and marsh pannes. These habitats are rich in native vegetation, providing vital support for birds, fish, and other wildlife. The tidal flats and wetlands also serve as flood storage areas, help filter runoff, and play a key role in climate resilience through carbon sequestration.



Source: California Aquatic Resource Inventory (CARI) Layers, 2024

Land Use

The RiverLine corridor follows a diverse mix of land uses as defined in the City of Napa's General Plan, transitioning through residential, commercial, mixed-use, and open space areas across the three zones.

In the North Zone, starting at Trancas Crossing Park, the land is primarily residential, gradually shifting to commercial and mixed-use closer to downtown. The Core Zone, centered around Downtown Napa and Oxbow Preserve, is mainly commercial and mixed-use, with active retail, hospitality, and civic spaces.

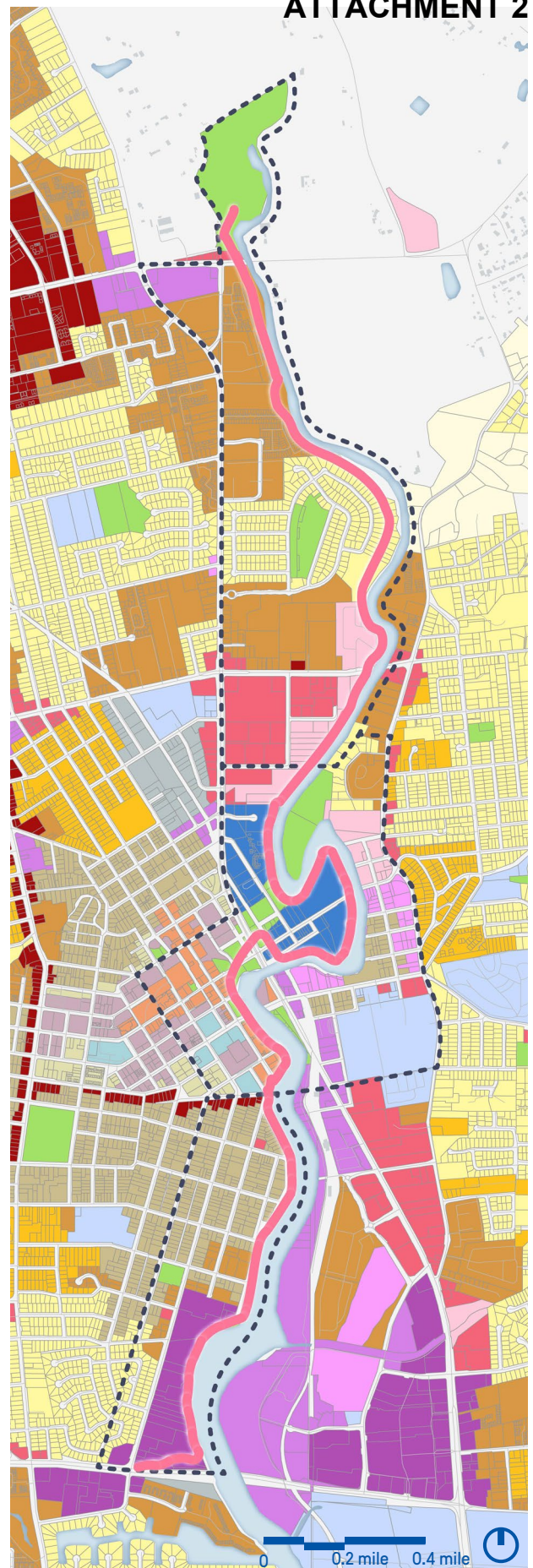
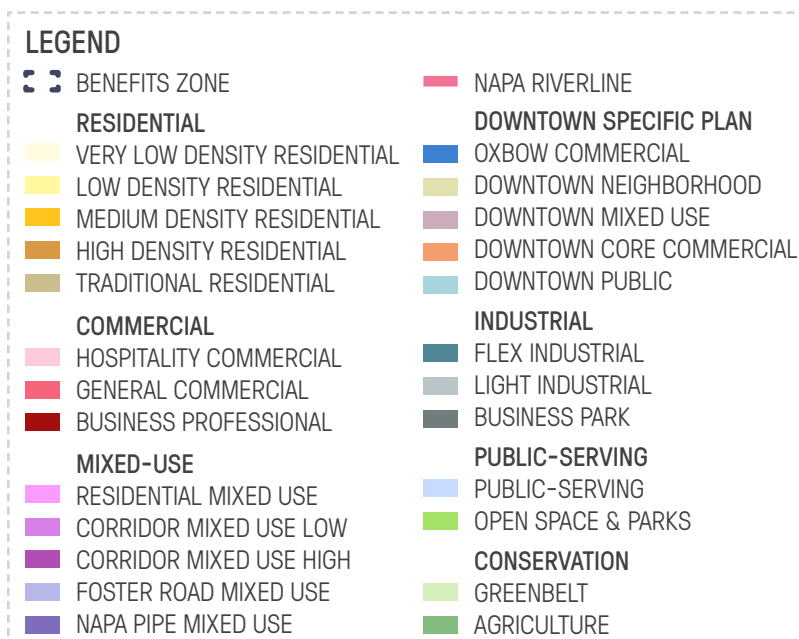
The South Zone, from Third Street to Imola Avenue, transitions to traditional residential neighborhoods with corridor mixed-use along key streets.

Significance for the Napa RiverLine

The land use conditions across the RiverLine zones shape how the trail connects to surrounding neighborhoods, guide programming, and ensure access aligns with community needs and character.

Key Reference Documents

- Napa 2040 General Plan



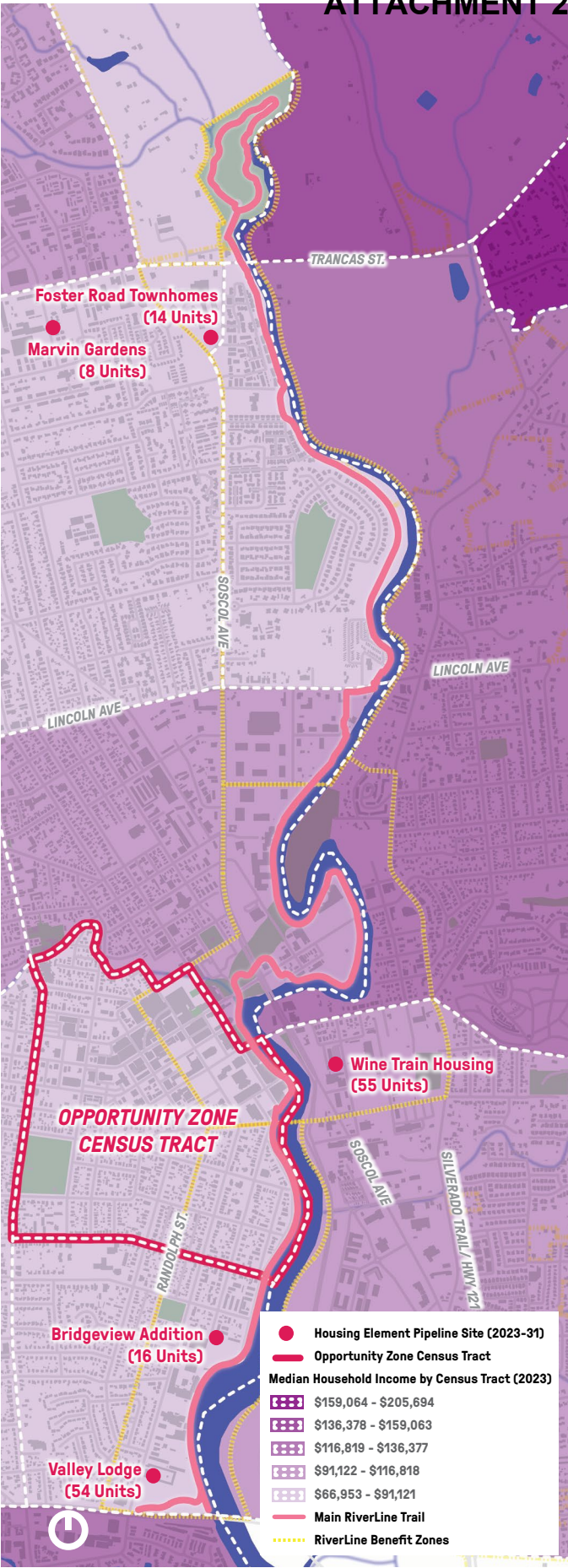
Source: Napa 2040 General Plan, City of Napa, 2022

Community Profile

The RiverLine corridor directly serves a community of approximately 26,000 residents across 9,800 households. The median household income in this area is \$93,300, which is \$8,000 below the citywide median and \$13,000 below the countywide median. However, income levels vary significantly by neighborhood. In Napa Abajo, south of Downtown Napa, median incomes are as low as \$65,000, while in Alta Heights, northeast of the city, median household income exceeds \$120,000. This economic diversity highlights the varying needs and potential benefits the RiverLine can provide to different segments of the community.

Between 2010 and 2024, the City of Napa has experienced minimal population growth, including in the areas directly served by the RiverLine. During this period, the median age of residents in both the city and county has increased by four to five years, exceeding regional and national aging trends. Sustained population growth, particularly attracting young families and working-age residents, is essential for maintaining a vibrant community and a stable economy. By enhancing livability and recreational opportunities, the RiverLine has the potential to attract new residents and support Napa’s long-term vitality.

The community surrounding the proposed RiverLine, as well as the broader City and County of Napa, has a large and growing Hispanic/Latino population. As of 2024, Hispanic/Latino residents (of any race) account for 45 percent of the total population, while Non-Hispanic white residents make up another 45 percent, according to Esri Business Analyst estimates. Additionally, more than one-third of



Source: Esri Business Analyst; BAE, 2024

residents over the age of five in the RiverLine area speak Spanish as their primary language at home. This highlights the importance of multilingual outreach, engagement, and programming to ensure the RiverLine is inclusive and accessible to the entire community.

There is a significant population of residents in the communities along the RiverLine who could potentially use the new pedestrian and bike infrastructure as a commute route to work or school. As of 2022, there are almost 1,900 employed Napa residents who live and work in the area along the RiverLine. There are also 4,000 community residents over the age of three who are enrolled in school (preschool through 12th grade), many of whom may attend one of the several schools within walking distance of the RiverLine.

Significance for the Napa RiverLine

The Napa RiverLine’s recreational and infrastructural improvements on the west side of the river present an opportunity to provide new and enhanced access for existing residents, particularly the lower-income residents living south of Downtown Napa. The access points serving the Napa Abajo neighborhood would promote health and wellness, open the river to residents, and help the City meet its environmental justice goals. The RiverLine could also help to attract new residents and young families to the City of Napa, who see the project as a family-friendly recreational amenity. There are also opportunities to engage the sizable Spanish-speaking population in the design and programming of the RiverLine. Additionally, the RiverLine can offer new economic opportunities to advance social equity.

Demographic Overview, 2024

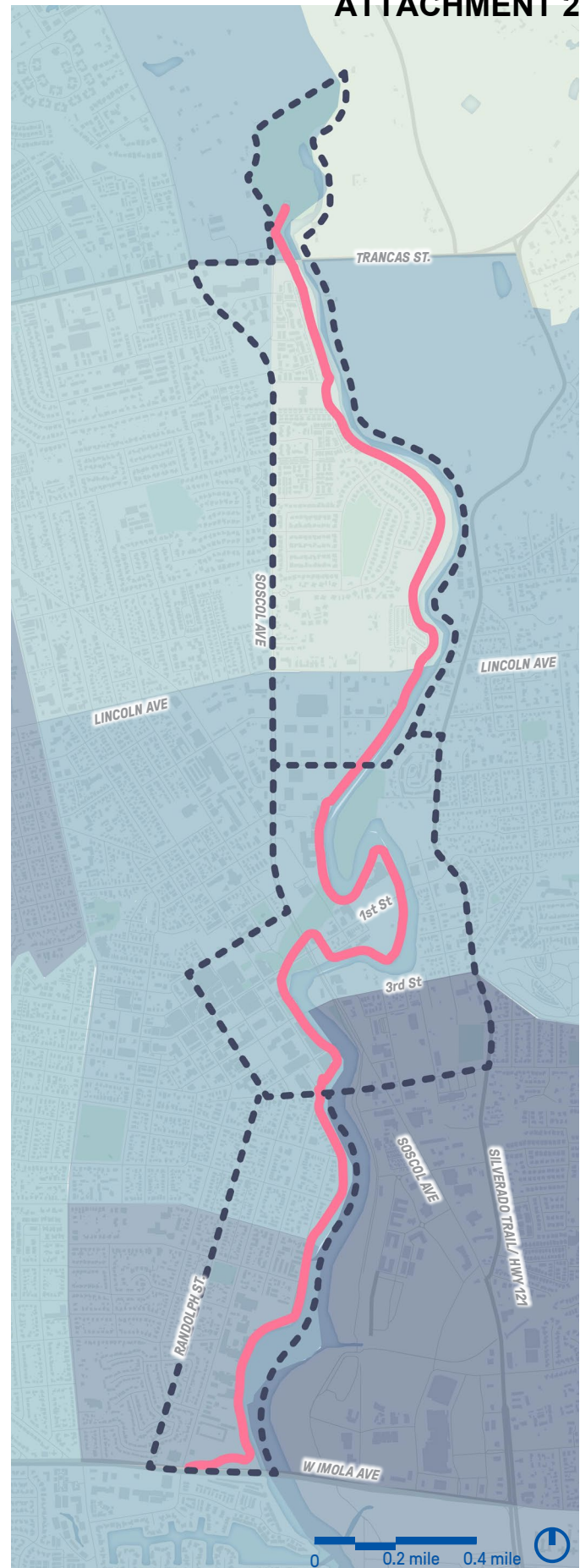
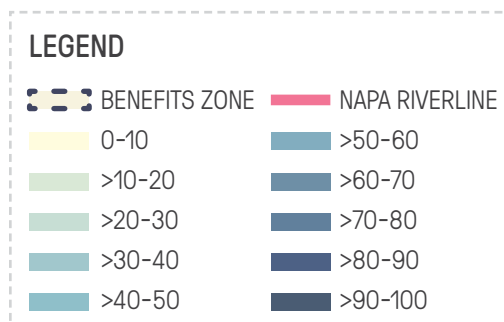
	RiverLine Study Area (a)		City of Napa		Napa County	
	2010	2024	2010	2024	2010	2024
Population and Households						
Total Population	24,726	25,904	77,110	77,500	136,334	135,533
Households	9,111	9,759	28,245	9,759	48,836	49,267
Avg. Household Size	2.62	2.49	2.69	2.58	2.69	2.65
Age Distribution						
Median Age	34.6	39.8	37.4	41.8	39.7	43.6
Population Under Age 18	23.8%	18.4%	24.5%	19.1%	23.1%	18.4%
Population 65 and Older	10.9%	16.6%	13.6%	19.8%	15.1%	22.3%
Race and Ethnicity						
Hispanic	42.9%	45.4%	37.6%	42.1%	32.2%	37.1%
Non-Hispanic White	51.7%	44.8%	57.2%	49.3%	56.4%	47.4%
All Other Races and Ethnicities	5.4%	9.8%	5.2%	8.6%	11.3%	15.4%
Income						
Median Household Income	-	\$93,253	-	\$101,296	-	\$106,244
Per Capita Income	-	\$47,957	-	\$50,605	-	\$52,712
Educational Attainment						
Population Age 25+ High School Graduate incl. Equivalency (%)	-	83.9%	-	84.9%	-	86.2%
Population Age 25+ with Bachelor's Degree or Higher (%)	-	37.9%	-	39.1%	-	41.2%
School Enrollment						
Enrolled in Preschool - 12th Grade	-	4,006	-	13,748	-	22,640
Language Spoken at Home (b)						
English Only	-	60.6%	-	65.1%	-	66.2%
Spanish	-	33.8%	-	30.9%	-	26.3%
Other	-	5.6%	-	4.0%	-	7.5%

Source: Esri Business Analyst; BAE, 2024

Pollution Exposure

The California Office of Environmental Health Hazard Assessment (OEHHA) offers an online tool (Cal EnviroScreen 4.0) to help communities identify areas that are disproportionately affected by multiple sources of pollution. This tool also provides a summary of socioeconomic population characteristics to identify disadvantaged communities at heightened risk of exposure to pollution sources. According to Cal EnviroScreen, the census tracts comprising the area around the Napa River fall generally around the 50th percentile of California census tracts in terms of overall exposure to pollution sources and socioeconomic risk factors.

However, the tracts all show significantly heightened exposure to groundwater threats, and in terms of socioeconomic risk factors the tracts include a high percentage of housing cost burdened households.



Source: CalEnviroScreen 4.0, OEHHA, 2023

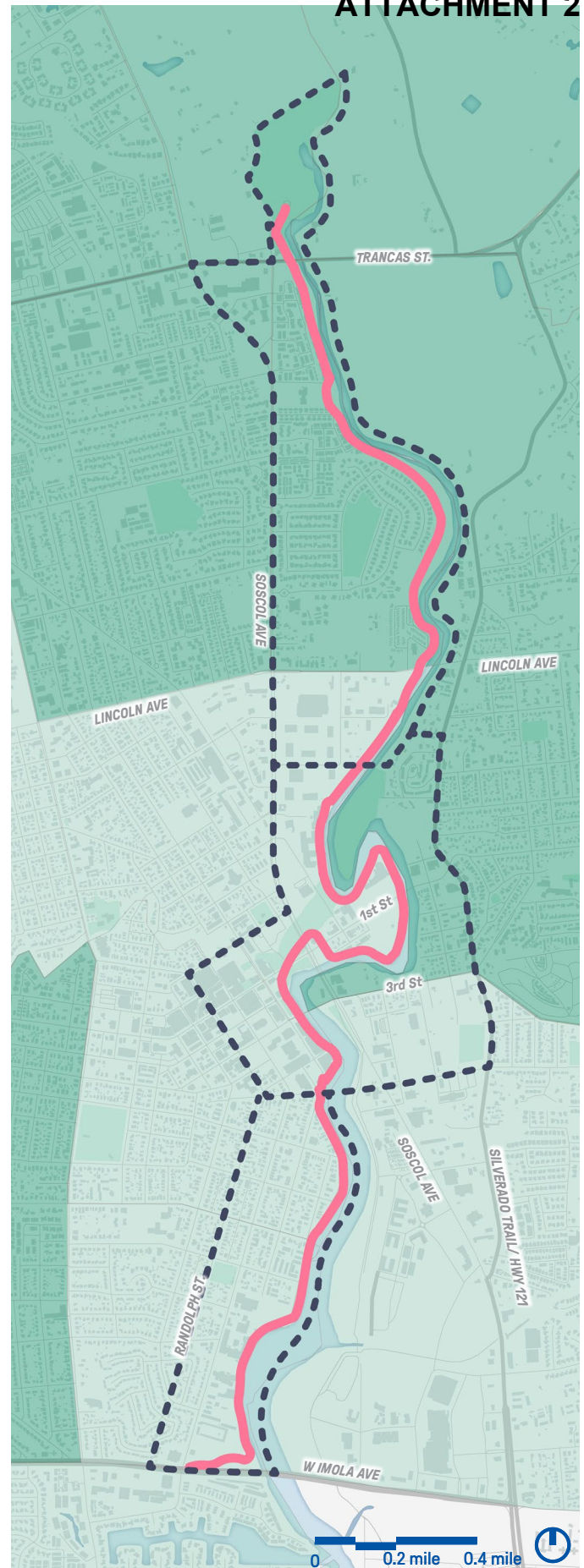
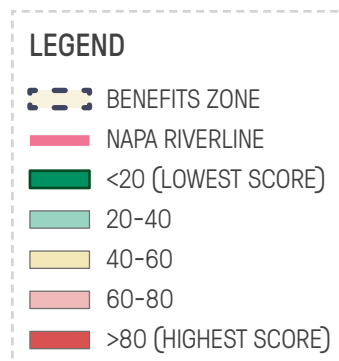
Health & Wellness

Significance for the Napa RiverLine

The Napa RiverLine offers a potentially transformative opportunity to enhance recreation, connectivity, and economic opportunity while addressing the diverse needs of existing and future residents. By improving pedestrian and bike infrastructure, it will expand access to jobs, schools, and services for local workers and students in the area.

The project will promote health and well-being, particularly for lower-income residents in Napa Abajo, while also attracting new residents and supporting housing development. As a catalyst for social, economic, and environmental progress, the RiverLine will help create a more connected, equitable, and vibrant community.

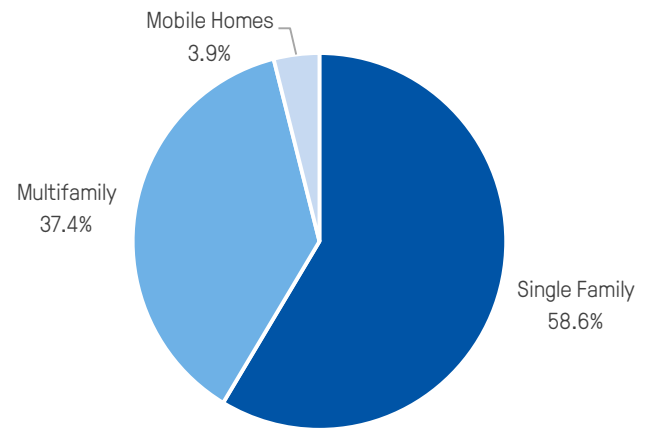
Riverline improvements can also be integrated into related efforts addressing existing environmental conditions such as groundwater threats. A variety of public and private funding sources are available to support such efforts and will be further explored in the implementation action plan for this effort.



Source: CalEnviroScreen 4.0, OEHHA, 2023

Residential Development

Outside of Downtown Napa, the RiverLine will run through a variety of residential neighborhoods with different characteristics. According to the most recent U.S. Census estimates, approximately 59 percent of the housing units in the RiverLine corridor are single-family, 37 percent are multifamily, and four percent are mobile homes. The households in the area around the RiverLine are primarily renters, with just 44 percent of households owning their homes. This is well below the homeownership rate in the City and County, at 57 percent and 62 percent respectively. Renter-occupied households in Napa are more likely to experience a housing cost burden (spending more than 30 percent of their income on housing) or a severe housing cost burden (spending more than 50 percent of their income on housing) than owner-occupied households, leading to higher levels of financial stress and greater risk of displacement. Nearly half of renting households around the RiverLine are considered cost burdened, with a quarter of renter households experiencing severe cost burden.



Sources: ACS 2018-2022 5-Year Estimates; BAE, 2024.

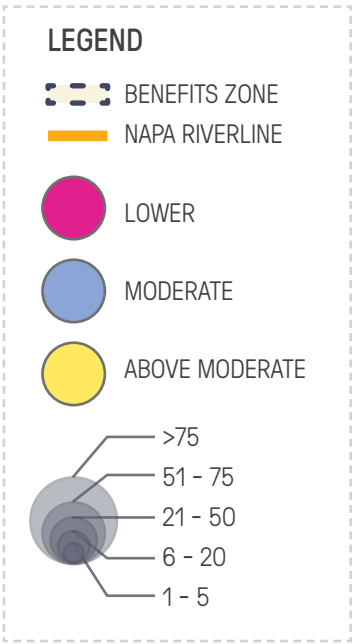
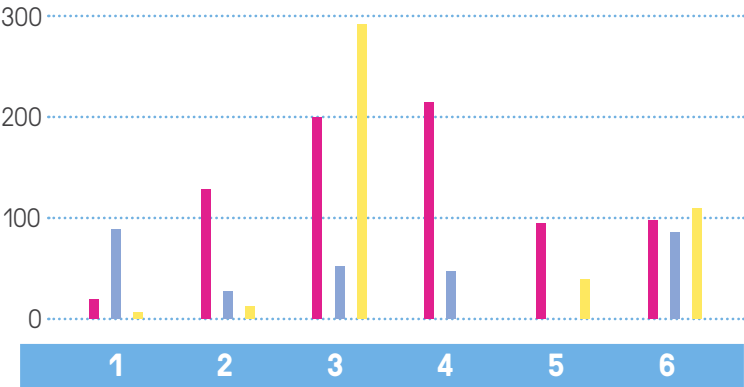
The RiverLine will be an additional open space amenity for new City residents, both those living near the project site and elsewhere in the City. The recently adopted City of Napa 2023-2031 Housing Element shows that the City of Napa will add at least 2,669 housing units to meet its Regional Housing Needs Assessment (RHNA) requirement. At an average City household size of 2.58 people (per 2024 Esri Business Analyst estimates), the new units would accommodate an additional estimated 6,886 Napa residents.

Housing Cost Burden, 2018-2022 Five-Year Estimates

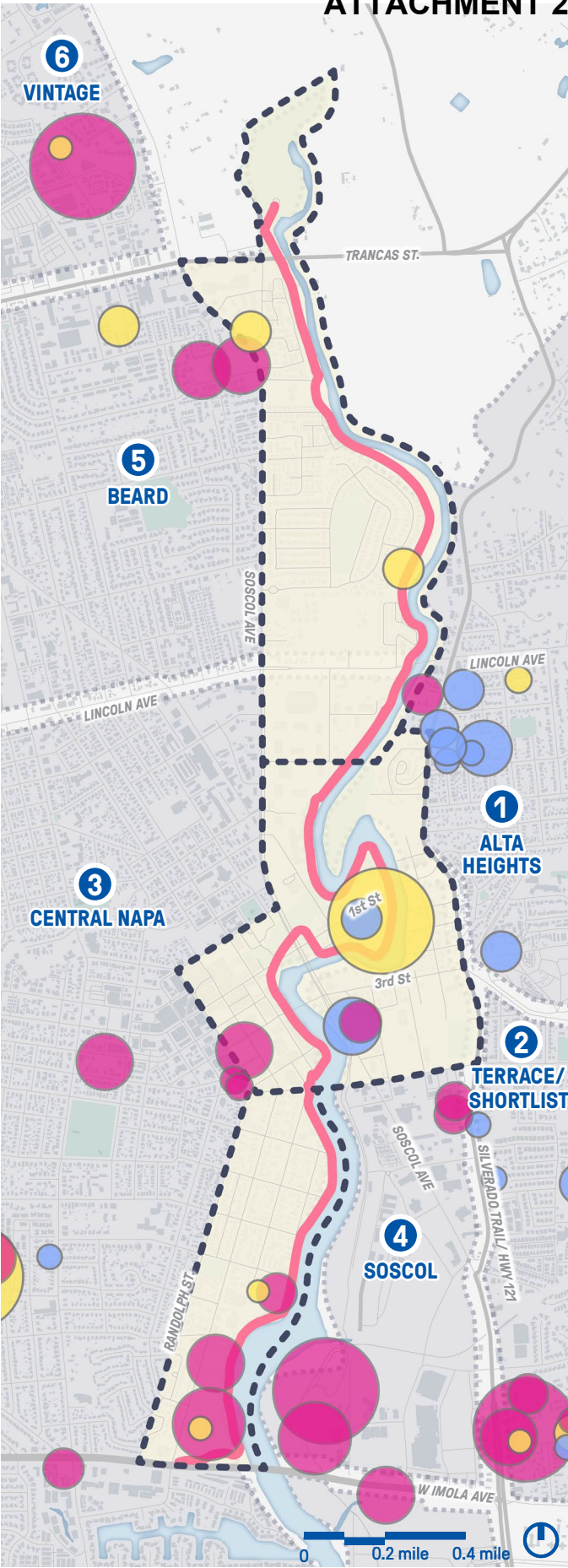
	RiverLine Study Area (a)	City of Napa	Napa County
Overall Housing Cost Burden			
Over 30% (including over 50%)	37.0%	36.6%	35.9%
Over 50%	18.3%	16.6%	16.7%
Renter-Occupied Housing Cost Burden			
Over 30% (including over 50%)	48.0%	49.9%	48.5%
Over 50%	23.1%	23.2%	23.0%
Owner-Occupied Housing Cost Burden			
Over 30% (including over 50%)	24.8%	27.3%	29.2%
Over 50%	12.9%	12.0%	13.4%

Significance for the Napa RiverLine

The RiverLine’s development can serve as a critical amenity for both existing and future residents, particularly lower-income renters who lack access to open space and recreational opportunities. It has the potential to enhance livability, attract new residents, and support sustainable growth by integrating green space and active transportation options into expanding neighborhoods.



ATTACHMENT 2



Source: 2023–2031 Housing Element, City of Napa, 2023

Commercial Development

Retail

The shopping and restaurants in Downtown Napa draw local, regional, and international visitors, adding to the vibrancy of the City and vitality of the economy. The retail market in Downtown Napa is currently quite robust, with a sizable inventory of spaces commanding high asking rents with relatively low vacancy rates.

According to available data, as of the third quarter of 2024 Downtown Napa has just over 900,000 square feet of retail space, representing 14 percent of the total retail inventory in Napa County. Asking rents downtown have hovered around \$4.00 per square foot per month for several years, well above the County average of approximately \$2.25 per square foot.

As of Q3 2024, Downtown Napa's retail vacancy rate stood at 3.8 percent, well below the 8.4 percent average recorded since early 2019. The downtown has been an increasingly prominent driver of Napa's tourism-driven economy. Maintaining and expanding distinctive retail offerings is crucial to keeping Downtown vibrant and appealing to both visitors and residents.



Image credit: Flickr

Retail Market Summary, Q3 2024

Retail Market Summary, Q3 2024	Downtown Napa	Napa County
Inventory (sf), Q3 2024	910,426	6,439,841
Inventory (% of County)	14.1%	100.0%
Vacancy Rate	3.8%	4.2%
Avg. Direct NNN Asking Rents		
Avg. Asking Rent (psf), Q3 2023	\$4.13	\$2.28
Avg. Asking Rent (psf), Q3 2024	\$3.82	\$2.47
% Change Q2 2023 - Q3 2024	-7.5%	8.3%
Net Absorption		
10-Year Net Absorption (sf), Q4 2014 - Q3 2024	62,502	419,740
Annual Net Absorption (sf), Q4 2023 - Q3 2024	34,417	72,987
New Deliveries (sf), Q4 2014 - Q3 2024	21,559	547,196
New Deliveries (% of County)	3.9%	100.0%
Under Construction (sf), Q3 2024	-	29,531
Under Construction (% of County)	0.0%	100.0%
Sources: CoStar; BAE, 2025.		

Significance for the Napa RiverLine

The new Napa RiverLine would draw additional visitors to the city, and create connections for the existing residents along the river to reach Downtown’s retail district. This activation could greatly benefit the existing businesses and shop owners Downtown and along the Napa River. The proposed River House would be particularly well-sited for retail visitors traveling by car, bike, and by foot. The RiverLine will also create new opportunities for local entrepreneurs, with spaces for food and beverage offerings at key nodes along the river outside of the City’s downtown core.

Office

Reflecting national and regional trends, today’s office tenants prioritize high-quality amenities, and the RiverLine could serve as a valuable asset for marketing both new and existing office space. While the demand for new office space in the RiverLine area remains limited, Napa continues to command the highest office asking rates in the Napa/Solano region, according to Colliers (Q1 2024).

As of Q3 2024, Downtown Napa contains approximately 727,000 square feet of office space, accounting for one-fifth of the county’s total office inventory, according to CoStar. The average asking rent stands at \$3.31 per square foot per month, remaining relatively stable in recent years. The overall office vacancy rate is currently 9.7 percent, reflecting a slight decline from the pandemic-era peak.

Significance for the Napa RiverLine **ATTACHMENT 2**

Well located, highly-amenitized office space in Downtown Napa and potentially elsewhere along the river could be another market feasible use that would benefit from proximity to the RiverLine, particularly for office occupiers in the tourism, food and wine sectors.

Office Market Summary, Q3 2024

Office Market Summary, Q3 2024	Downtown Napa	Napa County
Inventory (sf), Q3 2024	727,216	3,629,114
Inventory (% of County)	20.0%	100.0%
Vacancy Rate	9.7%	6.5%
Avg. Gross Direct Asking Rents		
Avg. Asking Rent (psf), Q3 2023	\$3.17	\$2.90
Avg. Asking Rent (psf), Q3 2024	\$3.31	\$3.04
% Change Q3 2023 - Q3 2024	4.4%	4.8%
Net Absorption		
10-Year Net Absorption (sf), Q4 2014 - Q3 2024	(33,900)	6,165
Annual Net Absorption (sf), Q4 2023 - Q3 2024	(20,855)	27,480
New Deliveries (sf), Q4 2014 - Q3 2024	20,000	30,508
New Deliveries (% of County)	65.6%	100.0%
Under Construction (sf), Q3 2024	0	0
Under Construction (% of County)	-	-

Sources: CoStar; BAE, 2025.

Tourism & Hospitality

Tourism

Napa Valley is a leisure tourism destination for visitors from the Bay Area, California, and beyond. The tourism spending, particularly at retail shops, restaurants, and hotels supports jobs and businesses in the City and across Napa Valley. According to the 2023 Economic Impact Report from Visit Napa Valley, the valley saw a total of 3.7 million visitors who spent \$2.5 billion at local businesses, or an average of \$281 per visitor per day. Almost 70 percent of the revenue generated from visitors was spent on lodging, with the average visitor spending two days in Napa Valley. In 2023, tourism spending generated \$107.5 million in tax revenue for local resident services, an increase of 26 percent from 2018.

Visits to wineries and tasting rooms are a primary draw for tourists, with 79 percent of visitors reporting wine-related attractions as their top activity according to the 2023 Economic Impact Report. However, wine consumption is declining both nationally and internationally, according to a 2024 State of the Wine Industry Report by Silicon Valley Bank. To continue to attract visitors, and maintain the economic benefits of tourism in Napa, it is essential to diversify the City's leisure and recreational offerings.

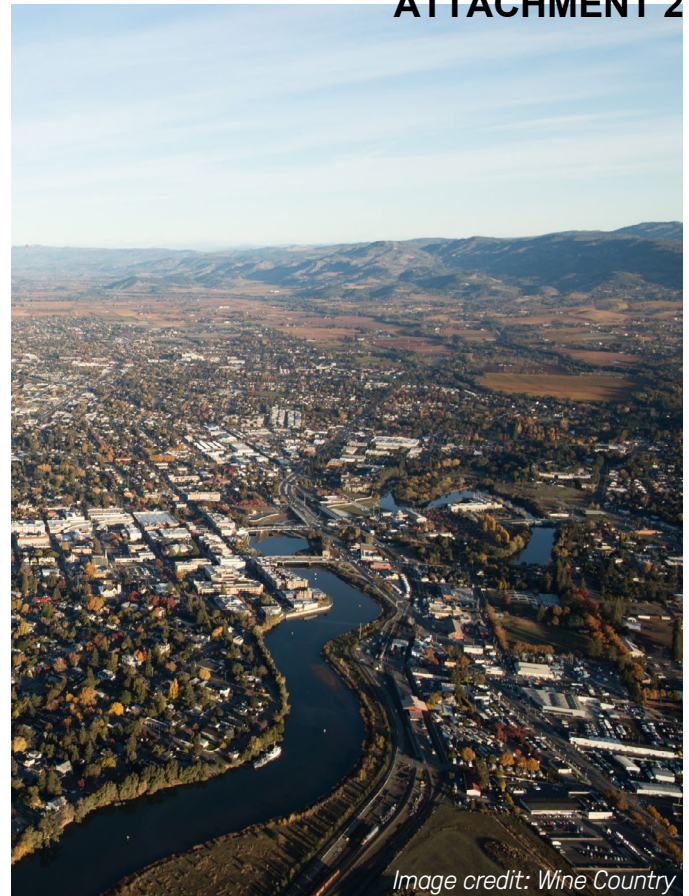


Image credit: Wine Country

Hospitality

Visitors to Napa are generally seeking out an amenity-rich, high-end travel experience. According to a 2024 Forbes hospitality trends report, luxury travelers are often focused on health and wellness, experiences, and local character. Downtown Napa’s historic charm and authenticity, walkability, and rich offerings in food and beverages appeal to these travelers, and the RiverLine will only add to the attractiveness of the neighborhood.

The hotels in Downtown Napa, and Napa County as a whole, are primarily independent and luxury/upscale hotels. As of September 2024, there are seven hotels downtown with 737 rooms, five of which are independent and two of which are luxury/upscale. As of the fall of 2024, the 12-month average daily rate for downtown hotels was \$438 per night, with an average occupancy rate of 60 percent. While travel was slow to recover from the COVID-19 pandemic, by 2022 the daily annual revenue-per-available-room (a key industry metric) had surpassed pre-pandemic

levels and occupancy rates had largely bounced back. The trends in occupancy and revenue-per-available-room and occupancy trends for downtown hotels largely follow countywide and regional trends.

Significance for the Napa RiverLine

The RiverLine would provide an outstanding active recreational amenity that the City and local hotels could leverage both for programming and for marketing. As national hotel trends shift towards a focus on health and wellness, the RiverLine has the potential to draw new visitors to the hotels on the river and throughout the City.

Downtown Napa Hotel Properties

Property Name	Scale	Year Built	Rooms
Napa River Inn	Independent	1890	66
Blackbird Inn	Independent	1930	8
Napa Valley Hotel & Suites	Independent	1963	45
River Terrace Inn Napa	Independent	2003	114
Westin Verasa Napa	Upper Upscale	2008	180
Andaz Napa	Luxury	2009	141
Archer Hotel Napa	Independent	2017	183

Sources: CoStar, BAE, 2025.

Financing Tools & Districts

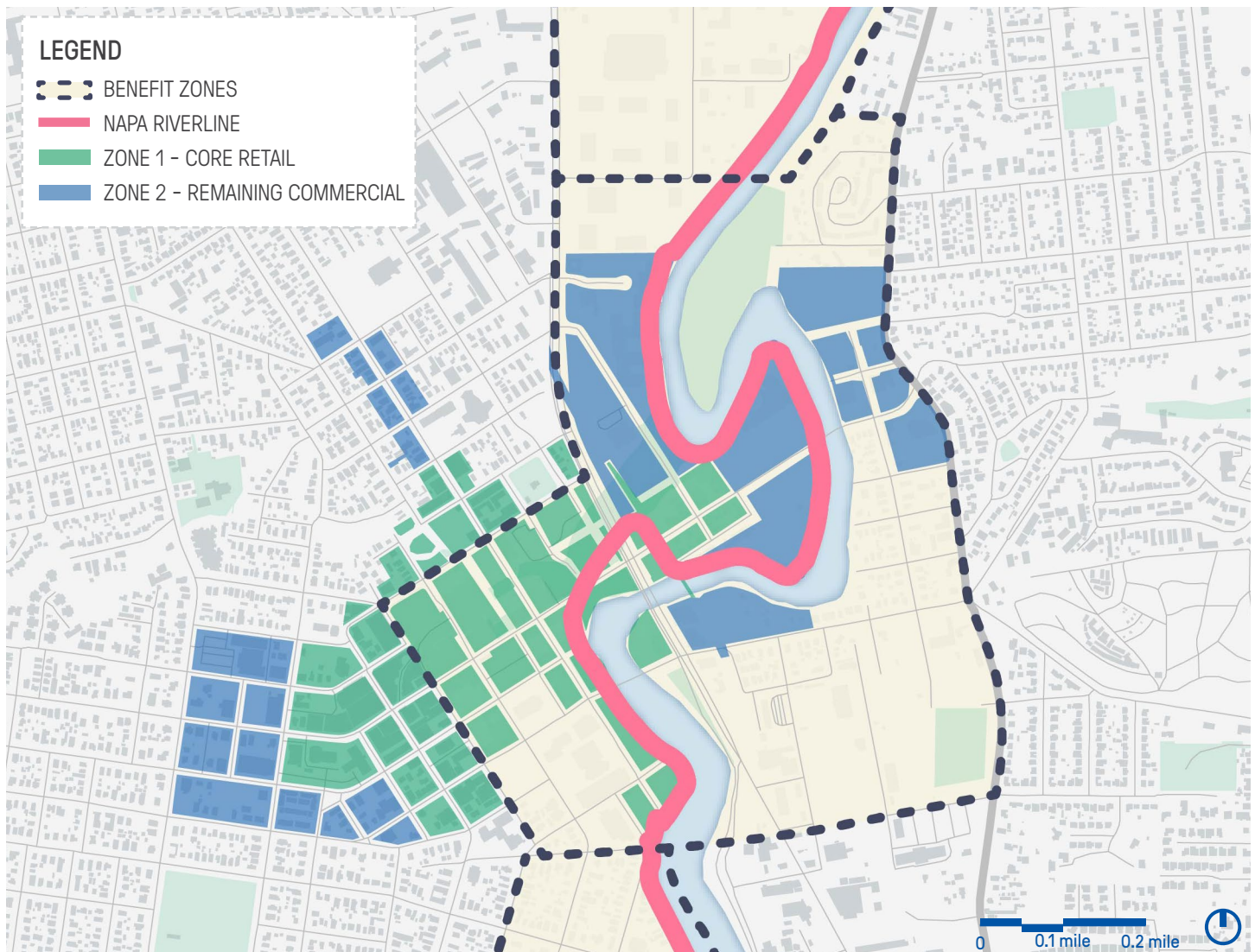
The City already has several tools at its disposal to fund capital projects and operations related to RiverLine. These existing tools would be considered alongside additional funding mechanisms and sources to fully realize the RiverLine vision.

City General Fund

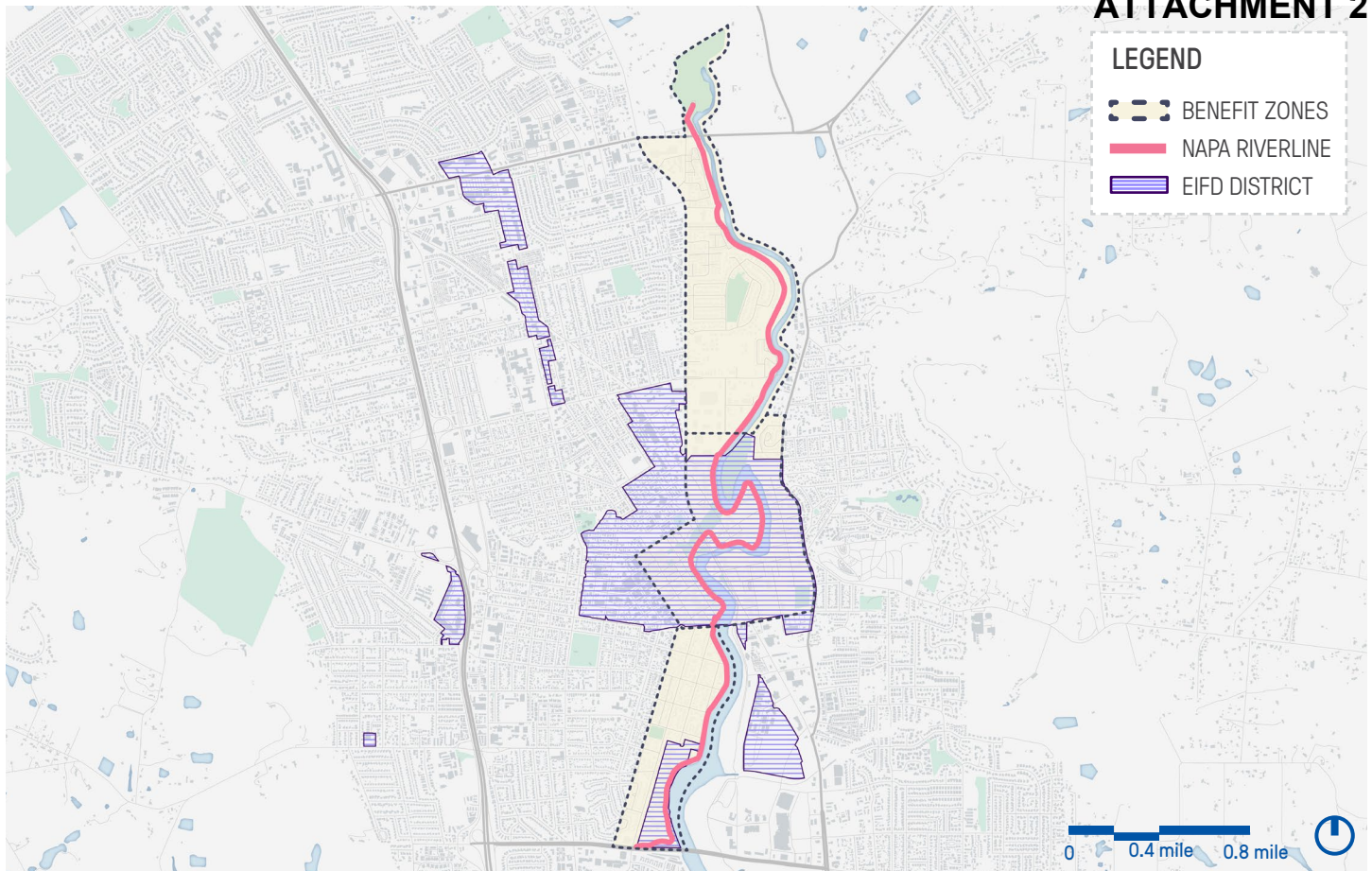
At its discretion, the City may allocate general fund revenues to support one-time or ongoing expenditures for capital projects or program operations. The City's 2024-2025 Mid-Cycle general fund budget is approximately \$130 million for 2025.

Downtown Napa Property-Based Business Improvement District

The City in partnership with property owners in downtown Napa formed a property-based business improvement district which renewed in 2020 and now has a 2025 budget of [\$476,900 FY2021]. Funds may be utilized for economic revitalization and maintenance programs, including beautification programs, maintenance and infrastructure programs, ambassador and safekeeping programs, and related advocacy and administration.



Source: Downtown Napa PBID Map, City of Napa, 2020



Source: EIFD Parcels, City of Napa

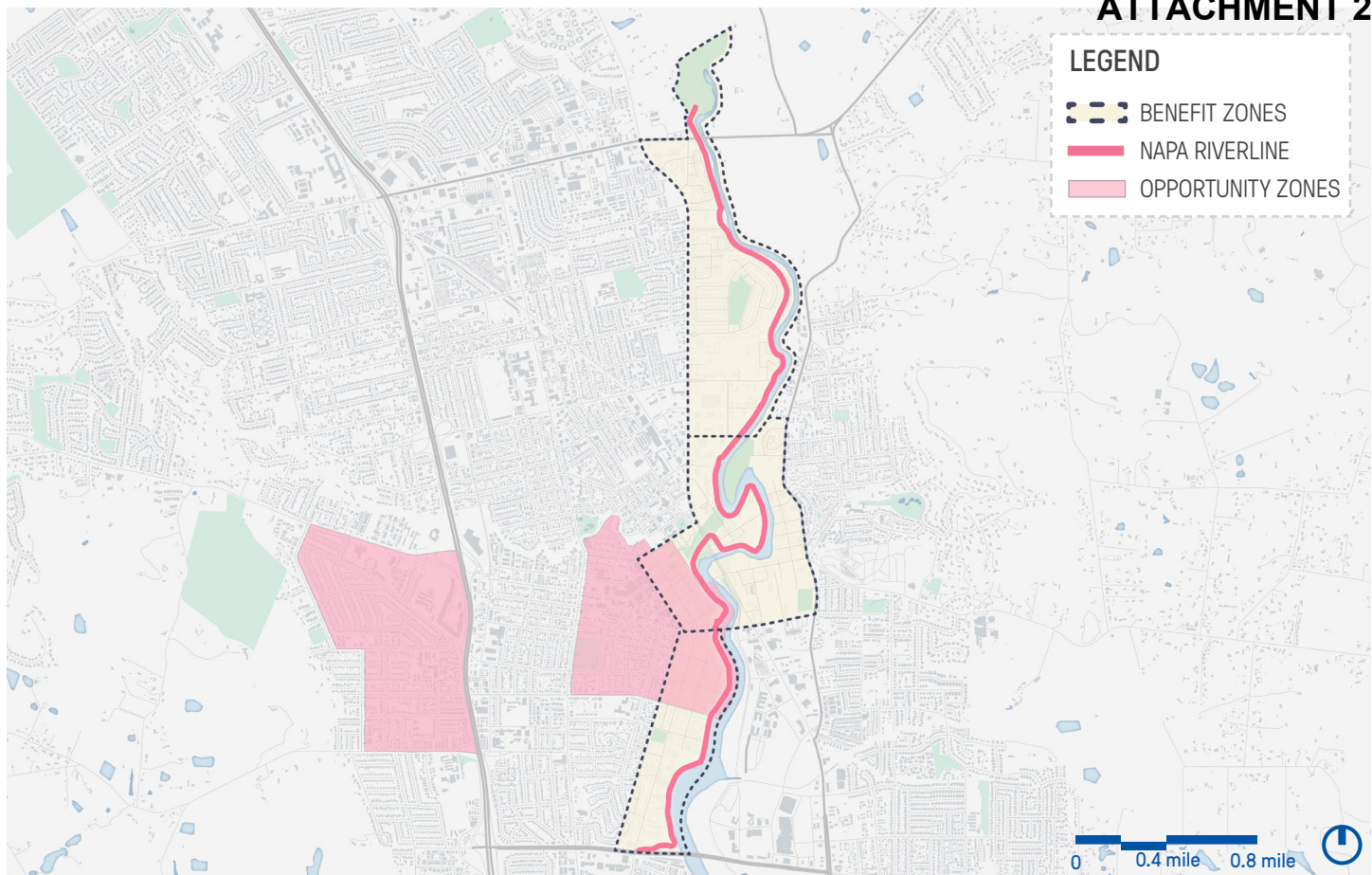
Napa Valley Tourism Improvement District

The City manages its share of the Napa Valley Tourism Improvement District which was formed in 2010 and collects a 2% levy on short-term stay room rentals. The overall mission of the district is to promote the City's lodging and hospitality businesses and increase both occupancy and revenue. The City fund balance for 2025 is approximately \$671,000. Eligible expenditures include marketing and promotion, operation of visitor centers, community cultural and arts programming, such as the annual Lighted Arts Festival, tourism-related streetscape enhancement and maintenance, and trail, pedestrian path, signage, and bike path installation and maintenance.

Enhanced Infrastructure Financing District

The City established an Enhanced Infrastructure Financing District ("EIFD") in 2021 that includes large portions of the Study Area as well as areas to the north and south where new development is anticipated to occur.

The kinds of infrastructure projects that can be funded include but are not limited to: streets and transit -supportive infrastructure; parking facilities; bicycle and pedestrian facilities; flood control and storm drainage facilities; parks, recreational facilities, public plazas, landscaping, and open space; City/administrative building construction or rehabilitation; and other public facilities. Of note, the EIFD can be used for either new construction or ongoing maintenance costs. The City's EIFD has a balance of approximately \$621,000 in the 2025 budget.



Source: California Opportunity Zones, State of California

Opportunity Zone

H.R. 1, signed into law on December 22, 2017, created a new tool for community development, designed to provide tax incentives to help unlock investor capital to fund businesses in under served communities.

The law allows investors to defer (up to 9 years) paying tax on gains if those gains are invested in Qualified Opportunity Funds that in turn invest in economically distressed communities designated by the governor. To qualify, the gain must be invested in the Qualified Opportunity Fund during a 180-day period that begins on the date of the sale or exchange that generated the gain. The deferral is temporary, the gain must be recognized on the earlier of Dec. 31, 2026, or the date the investment in the Opportunity Fund is sold or exchanged. The amount of gain includable is the lesser of the

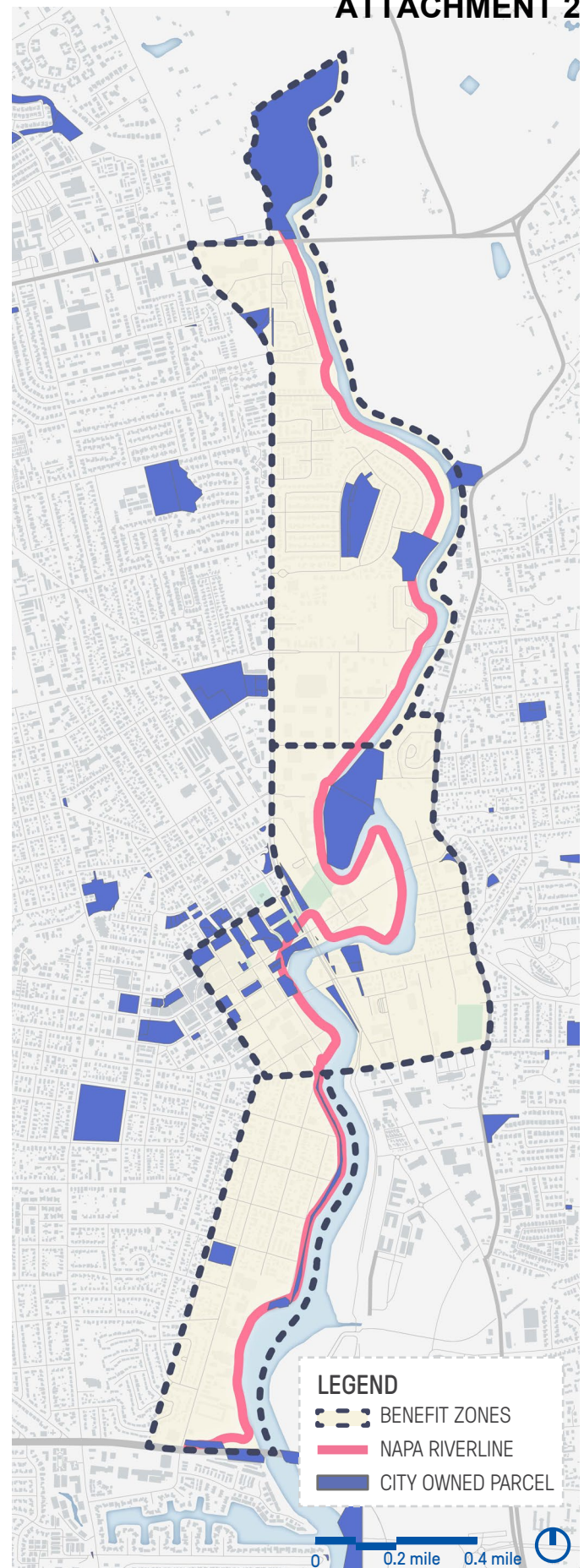
amount of gain originally deferred, or the excess of the fair market value of the investment over the taxpayer's basis in the investment.

City-Owned Land Base

City-owned parcels are primarily concentrated in the downtown area, forming a strong backbone for the Napa RiverLine within the Core Zone. These properties provide critical opportunities for trail access, public amenities, and riverfront activation. Beyond downtown, additional City-owned open spaces—such as Trancas Crossing Park and the Oxbow Preserve—anchor the northern end of the Benefit Zone and Core Zone. These sites not only support recreational use but also serve as gateways to natural and restored riparian areas, reinforcing the trail's connection to the river and its surrounding landscape.

Significance for the Napa RiverLine

City-owned land along the Napa River corridor offers a unique opportunity to bring the Napa RiverLine vision to life. It enables seamless integration of public amenities, recreational access, and ecological enhancements, all while reducing the need for complex land acquisition. The strategic use of these publicly held parcels increases the project's feasibility and supports long-term stewardship of the riverfront.



Source: City Owned Parcels GIS Layers, City of Napa

Post-Open House Summary



The RiverLine Open House was held in January 2025 at CIA Copia.

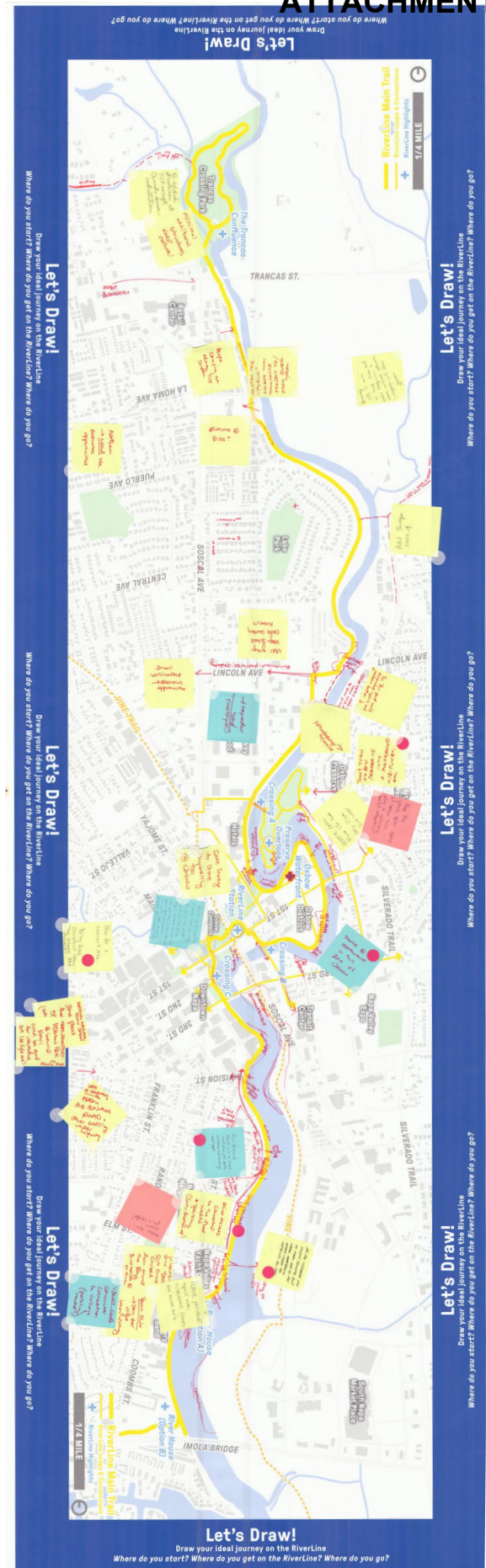
The event included a brief presentation and several stations with boards that covered different aspects of the RiverLine Strategic Plan. Attendees were invited to participate through sticky notes written comments, dots to indicate preference, and drawing directly onto a map of the project area. Facilitate by members of the project team, stakeholders, and City of Napa; the following report out summarizes the input received from the community.



Image: SWA

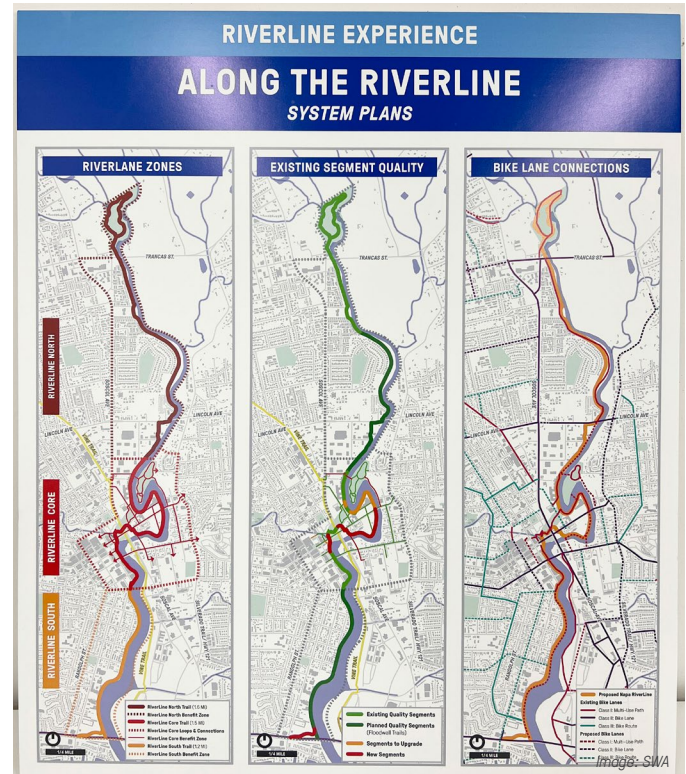


Image: SWA



RiverLine Experience Station

The route layout of the trail received positive feedback, with many community members appreciating its connectivity to key Napa locations. Respondents also expressed support for the variety of loops and connections throughout the trail. However, several concerns were raised, particularly regarding safety in certain areas, with suggestions for additional lighting and security measures. There were also calls for ensuring seamless integration with existing bike and pedestrian networks. Additionally, some respondents pointed out the need for clearer wayfinding elements, such as improved signage, to help with navigation.



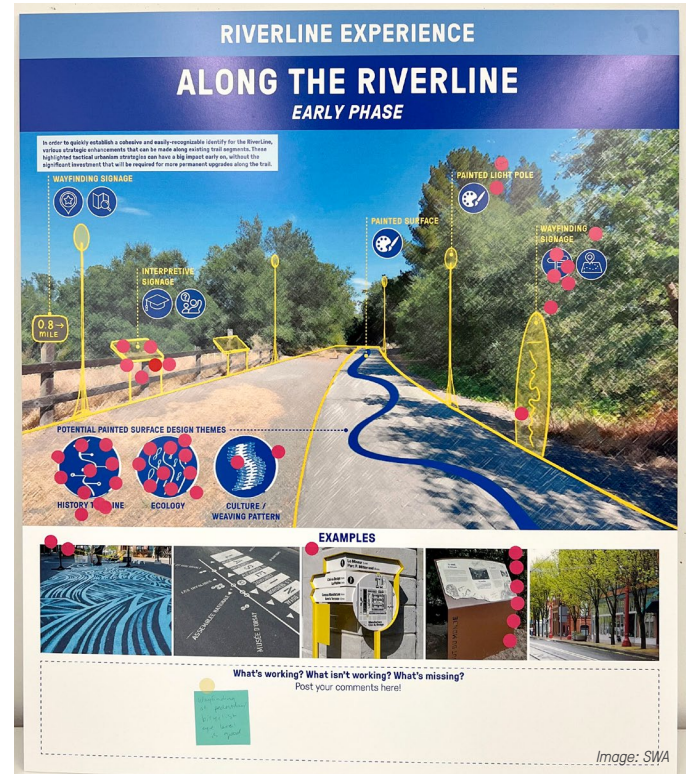
Several key points emerged from the community survey responses regarding the trail design project. Safety was a primary concern, with suggestions for a stoplight at the crosswalk on Lincoln Avenue to facilitate safe pedestrian and bicycle crossings. The design of the trail received positive feedback, especially the flowing graphics that highlight the river, as well as the overall concept which was described as interactive. A focus on “dark sky” lighting was emphasized to reduce light pollution and preserve the night sky, along with the need for low-maintenance surface materials and landscaping to keep costs manageable over time. Additionally, safety features such as wide trails, adequate lighting, and shaded benches at rest stops were highlighted, with requests for drinking fountains, bike maintenance stations, and high-resolution security cameras. There was concern that excessive

lighting could disturb local wildlife, with a suggestion to use lower or motion-activated lighting at night. Finally, incorporating benches and seating was seen as a crucial element to encourage users to relax and enjoy the natural surroundings.



Early Phase

The early phase of the RiverLine trail experience has included several effective improvements, with the community responding positively to surface painting elements that incorporate a historical timeline and highlight local ecology. The continuous surface graphics throughout the trail enhance branding, and residents have appreciated the wayfinding elements and signage. High-quality trail amenities, such as benches, trash receptacles, and distinctive lighting, have also received positive feedback. However, concerns were raised about the lack of shade structures and tree coverage, as well as maintenance issues. Additionally, there was an emphasis on ensuring the durability of lighting and amenities to resist vandalism. Some residents also suggested incorporating public art or cultural elements along the trail to reflect Napa's heritage.



Community Feedback

Comments

- Wayfinding at pedestrian/bicyclist eye level is good

Dot Count

Feature

- History Timeline PV pattern: 11
- Ecology PV pattern: 10
- Culture PV pattern: 2
- Interpretive Signage: 6
- Wayfinding Signage: 6
- Painted Light Pole: 2

Example Images

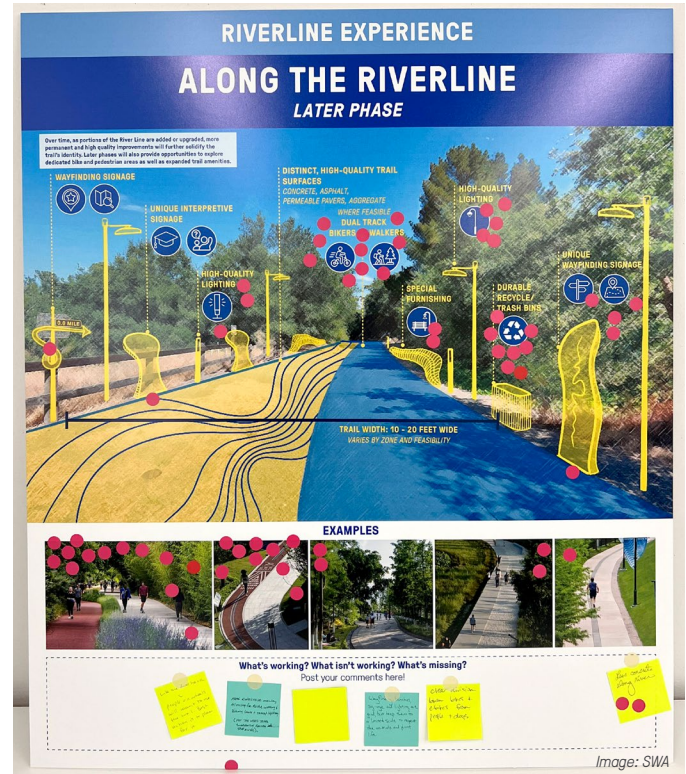
- Image D: 6
- Image A: 2
- Image C: 1

Community Preferred



Later Phase

For the long-term phase, it was suggested that the trail design accommodate both pedestrians and cyclists, with a focus on creating dual tracks for people on wheels. There were also recommendations to make Riverside Drive one-way, which would improve walking and biking lanes while adding trees and lighting, particularly replacing the current, deteriorating trees. The community emphasized the importance of wayfinding, benches, signage, and lighting but recommended that these elements be kept minimal to preserve local wildlife and plant life. Additionally, there was a call for clear separation between bikes, e-bikes, pedestrians, and dogs to ensure safety. Finally, many expressed a desire to reduce the amount of concrete along the river in order to maintain a more natural environment.



Community Feedback

Comments

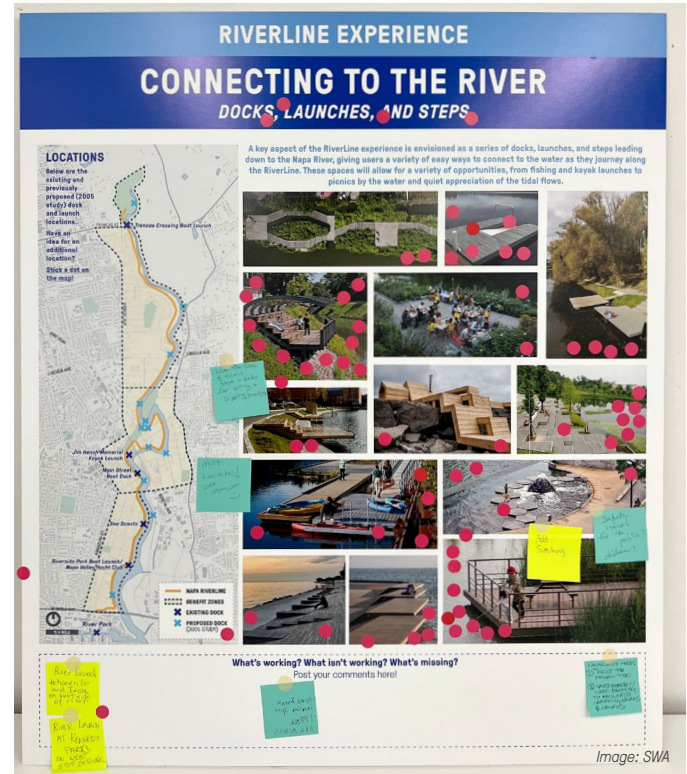
- Like the dual track, people on wheels will want to use the trail. Best action is to plan for it
- Make riverside drive one way allowing for better walking & biking lanes + trees & lighting. (Not the weed trees currently falling into the river)
- Wayfinding, benches, signage and lighting are good, but keep them to a limited scale to respect the animals and plant life
- Clear division between bikes + e-bikes from people + dogs
- Less concrete along river (Agree +2)

Community Preferred



Connecting to the River

There was strong support for waterfront access points, particularly for fishing, kayaking, and picnicking by the river, with many expressing enthusiasm for the idea of tiered steps and docks for sitting, and engaging with the water. Concerns were raised about tidal changes and silt buildup potentially affecting the usability of docks and launches. Residents suggested more kayak launch spots, as well as the addition of restrooms and nearby parking to facilitate access for kayakers and canoeists. Some highlighted the need for launches that float with the tide and recommended including ADA-compliant features for accessibility. Specific locations mentioned for river launches included between 1st and Imola on the west side of the river and at Kennedy Park. Safety, especially for children, was also a key consideration, with calls to expand seating areas and ensure proper safety measures are in place.

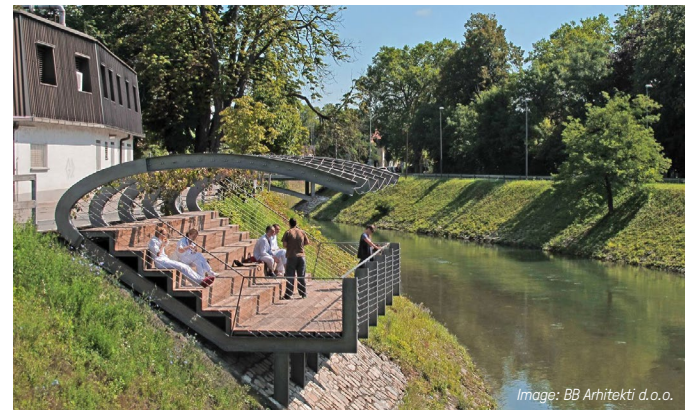


Community Feedback

Comments

- More launches! With restrooms
- Love the idea of tiered steps & docks for sitting & sipping /snacking
- Add seating
- Launches need:
 - 1. To float to follow tide
 - 2. Have nearby/close parking to facilitate carrying kayaks & canoes
- River launch between 1st and Imola on westside of river
- Safety issues for the public? Children?
- More Kayak launches spots, fishing, ADA access
- RIVER Launch at Kennedy Park & on west side of river

Community Preferred



RiverLine Highlights Station

The river station proposal received positive feedback, particularly regarding the idea of improving signage and wayfinding to increase awareness of the amenities available. There was strong support for bike paths along First Street, secure bike parking options for e-bikes and non-traditional bikes like cargo bikes, and the inclusion of kayak storage and rental options. The proposed location was seen as ideal for a small, partially covered outdoor facility, with many suggesting the addition of shade, trees, seating, and picnic spaces. Restrooms and storage lockers were also considered essential for the site. However, some

expressed concerns about overcrowding in one area, with suggestions for ample parking and easy access to the river for small craft like kayaks and stand-up paddle boards (SUPs). Several people noted the historical significance of the site, as it was once Napa's historic Chinatown, and expressed a desire to integrate that history more into the design, especially with regard to the Moon Gate and the recently installed commemorative plaque. While some appreciated the idea of a café or coffee shop, others felt that restrooms, picnic areas, and places to sit in the shade were more important. There was also discussion around the business model for such a café, with some questioning whether it would be self-sustaining. Additionally, there was a strong desire to ensure the space is accessible, inviting to locals, and used throughout the week to ensure its long-term success.

The RiverLine Station

Community Feedback

Comments

- Signage/wayfinding so people know all these great things are here
- 100% need bike paths all along first street
- Kayak storage? Bike parking + scooter rentals?
- Location is ideal, outdoor (small bldg) facility partially covered seems appropriate for this site.
- Need long-term, all-day secure bike parking too for tourists and employees.
- Secure bike parking options for e-bikes + bikes that aren't traditional like cargo bikes



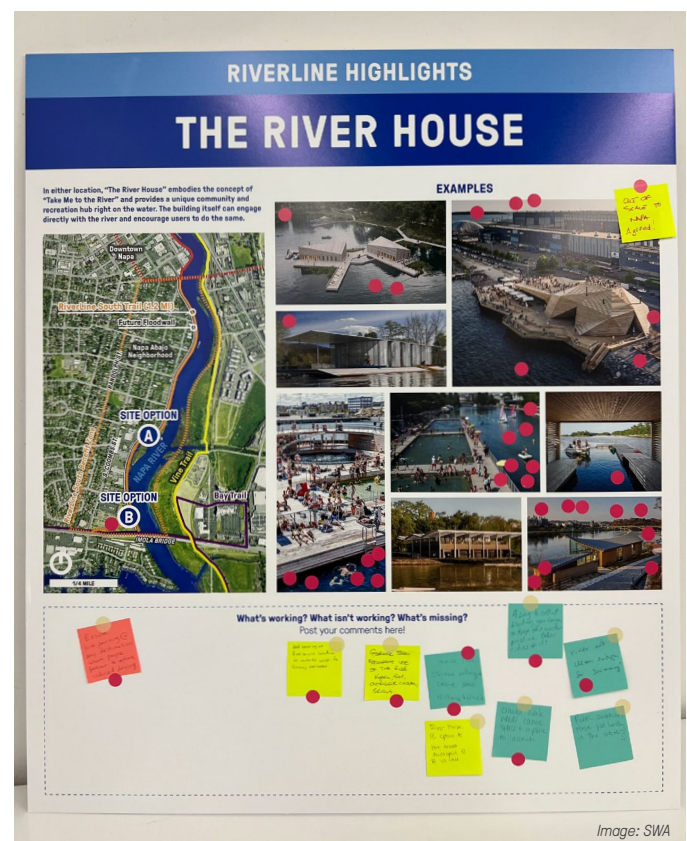
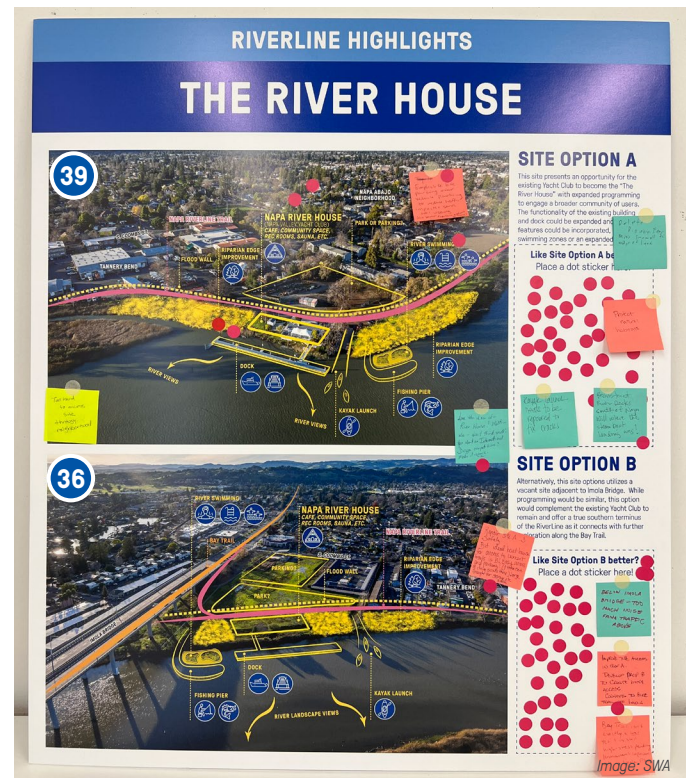


The River House

The River House embodies the concept of “Take Me to the River” and provides a unique community and recreation hub right on the water. The building itself can engage directly with the river and encourage users to do the same. Potential elements include an expanded, distinctly-designed River House with a cafe, community space, sauna and rec rooms; new docks and fishing piers; outdoor river swimming; and kayak/boat launches. Two location options were presented to the community, and feedback is summarized below:

Option A is the preferred location for the River House due to its scenic, quieter environment and long-standing role as a community hub. Despite concerns about its small size and dead-end location, the site has supported local groups involved in river conservation. Respondents suggested making the River House a multi-use, iconic space with improved accessibility for kayaks and bikes, as well as bike parking, shade, seating, and picnic areas for families, including the elderly. While the viability of a café was questioned due to nearby competition, the site’s peaceful atmosphere was seen as an asset. Improving the kayak launch and providing storage were also key suggestions.

Option B was favored for its accessibility and proximity to the Napa Valley Yacht Club (NVYC), with more space for storage, boat launches, and easy access to the river trail. However, concerns about encampments under the bridge and traffic noise were noted. The site was seen as ideal for a high-traffic, inclusive gathering space, though some suggested the Yacht Club should remain operational if this option is selected.



Community Feedback

Comments - OPTION A (39 VOTES)

- Protect natural habitats
- Reconstruct river docks south of Napa Mill where the steam boat landing was!
- Kayak launch needs to be re poured to fix cracks
- Love the idea of a River House! Multi-use - don't think small! How about an International Design competition? Make it iconic!
- Too hard to access site through neighborhood
- Emphasize bike parking over vehicle parking to reduce traffic impacts + serve trail users (also better experience outdoor @ House) (Agree +1)
- Delete Riparian edges, move seawall to edge of land

Community Feedback

Comments - OPTION B (36 VOTES)

- Bay trail isn't exactly a trail yet & is still high-stress pending permanent improvements in Imola Plan
- Repair site A.. =)
- Safety
- But Ideal boat house for access to current trails is B! Easy access and parking! (& take care of drug issues there) Large enough for storage boats etc.
- Below Imola bridge - too much noise from traffic above
- Improve the access in prop A
- Develop prop B to create more access
- Connects to bike trail off Imola

Comments

- Ohana Wa'a needs canoe space & a place to launch
- River house @ option A but access developed @ B as well
- Make sure Ohana outrigger canoe space is maintained
- Storage will encourage use of the river, kayaks, slip, outrigger canoes, sculls
- Add crossing at River House location to include wildlife viewing overlooks
- Ensure bike parking @ any destination where people gather to reduce induced driving
- Public swimming? Have you been in the water? =(
- River not clean enough for swimming! (Agree +1)
- A way to collect floating garbage to keep the water pristine. Other cities do it!

Community Preferred



The Crossings

Community shows strong support for new river connections, with Crossing C: Downtown to Oxbow receiving the most votes. Participants emphasized the need for simple, maintainable designs that prioritize accessibility, safety, and natural integration.

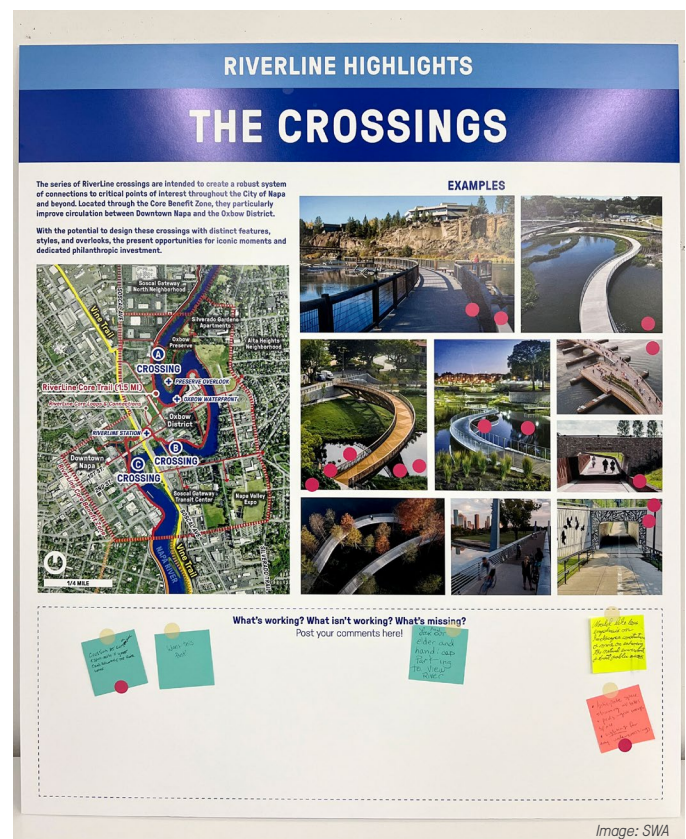
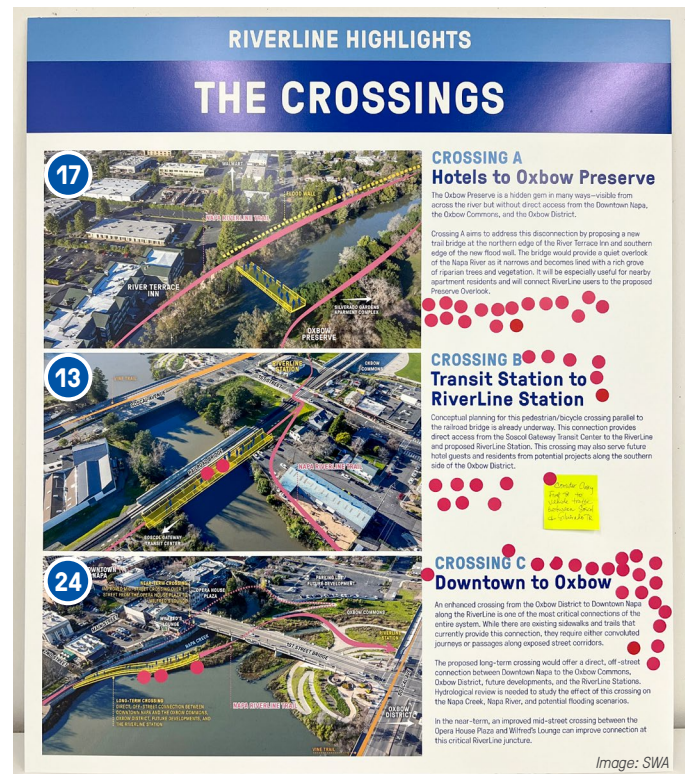
Comments highlighted the need for shared pedestrian and bike space, lighting, benches, and features for elderly and disabled users.

While many supported new crossings, some raised concerns about flooding, safety, and unstable riverbanks, suggesting improvements to existing paths might be more effective in certain areas. Overall, the community values crossings that are functional, inclusive, and connected to the trail experience.

Community Feedback

Comments

- Comment - Consider Closing First St. to vehicle traffic between Soscol & Silverado Drive
- Would like less emphasis on hardscape construction & more on emphasizing the natural environment & direct public access
- Need lookout elder and handicap parking to view river
- Want this first!
- Crossing at Elm or Pine especially if Yacht club becomes the river house
- Anticipate space sharing with bikes + peds - give enough space
- Lighting for any under crossings



The Oxbow Riverfront

The community strongly supports improving access to the Napa River and strengthening the connection between residents and the water. There is appreciation for the inclusion of more seating, wheelchair access, shaded areas, and bike parking. However, some concerns were raised about the feasibility of a beach launch at Copia's service entrance due to tidal changes and silty waters, which could make boating difficult without dredging. Suggestions include prioritizing accessible entertainment venues, such as music events and plays, while minimizing hardscape and structures to better highlight Napa's natural landscape. The community also emphasized the need for improved public parking and access points for activities like canoe launching and swimming.



Community Feedback

Comments

- Emphasize on Napa natural landscape
- Eliminate overlook raised structure, too many structures!
- Need some shade structures, more trees?
- Unique place for music events
- Access to launch canoes @ oxbow
- Need public parking at launch sites
- Public swimming!!
- Don't need this hardscape

Community Preferred



The Trancas Confluence

The concept for Trancas Crossing Park is well-received, especially for its focus on celebrating the history and ecology of the area. Many appreciate the effort to create a space that will appeal to locals and provide more access to the river, particularly with the inclusion of land art, outdoor sculptures, and educational installations. However, there are concerns about over development, particularly the abundance of kayak launch areas, which could impact wildlife. Additionally, some respondents noted that water access could be challenging due to low water levels and the need for dredging, as well as limited parking for the kayak launches. There is also support for improving the historical focus and the crossing at Trancas, though access and safety are still considerations for many.



Community Feedback

Comments

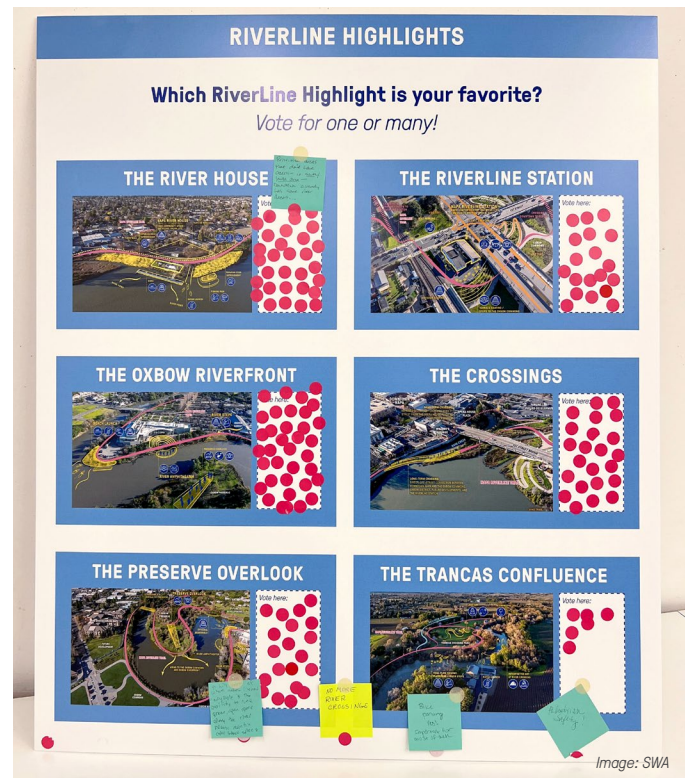
- Kayak Launches are a great idea but we need ample parking within easy access to them
- Incorporate history to educate park users + improve crossing @ Trancas

Community Preferred



Which RiverLine Highlight is your favorite? ATTACHMENT 2

Based on the community vote, the top priority for development along the RiverLine is the Oxbow Riverfront, which received the highest number of votes. Community members expressed strong interest in enhancing this area to enjoy scenic river views and create more opportunities for water access and interaction. The second favorite was the River House, envisioned as a community hub for gatherings and activities. The community also showed strong support for The Crossings, reflecting a clear desire for improved connectivity across the river and between neighborhoods. This highlights the importance of creating safe, accessible links that unite different parts of the city and enhance the overall experience of the RiverLine trail.



Community Feedback

Comments

- Emphasize on Napa natural landscape
- Eliminate overlook raised structure, too many structures!
- Need some shade structures, more trees?
- Unique place for music events
- Access to launch canoes @ oxbow
- Need public parking at launch sites
- Public swimming!!
- Don't need this hardscape



The Oxbow Riverfront



The River House



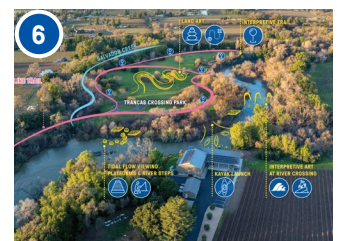
The Crossings



The Preserve Overlook



The RiverLine Station

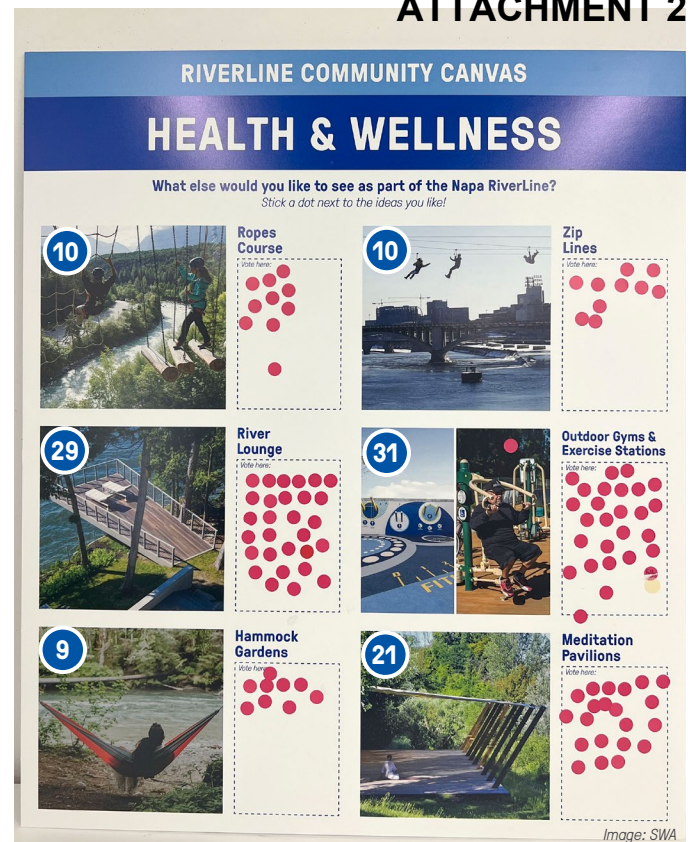


The Trancas Confluence



RiverLine Community Canvas Station

The community emphasized the importance of focusing health and wellness activities at Kennedy Park, especially given Napa's aging population, with many advocating for an enhanced senior center. There was strong support for maintaining the natural, quiet atmosphere of the river's preserve, with several residents expressing that activities like a zipline would be inappropriate for the area. Additionally, there was interest in incorporating nature-based health practices, such as forest bathing, which is gaining recognition for its positive effects on health. These suggestions highlight a desire to balance outdoor wellness opportunities with the preservation of Napa's natural spaces.



Community Feedback

Comments

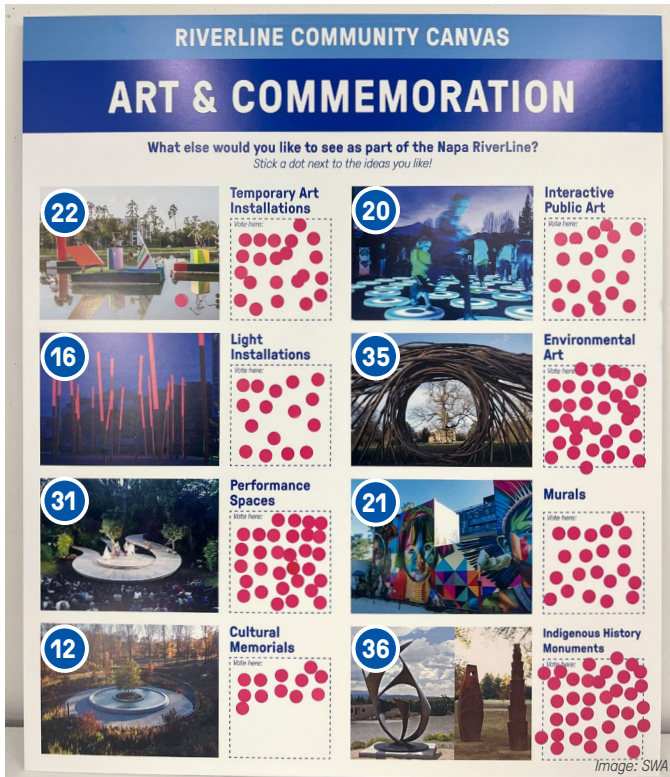
- All outdoor health & wellness should be at Kennedy Park
- Napa is old, average age 50+. Need an awesome Sr. center! (Agree +4)
- Keep the preserve as a quiet zone - No zipline
- For any activity that can be done away from the river, move it away from the river.
- Not landing at the preserve, keep the preserve as wild as possible (Agree +1)
- Zipline from Downtown to the preserve & bridge to Copia & zipline back
- =((to zipline)

Community Feedback

Comments

- Forest Bathing (Research that begins in Japan). (Nature Therapy - English translation only!) Nature connection Research being done on the effects of Nature on Health. A hugely growing field worldwide. Research growing A.N.F.T.* (Resource: Amos Clifford Founded one of the first International Programs for guide training for this field. (This field-Forest Bathing) * A.N.F.T.: Association for Nature and Forest Therapy

Art & Commemoration



Community Feedback

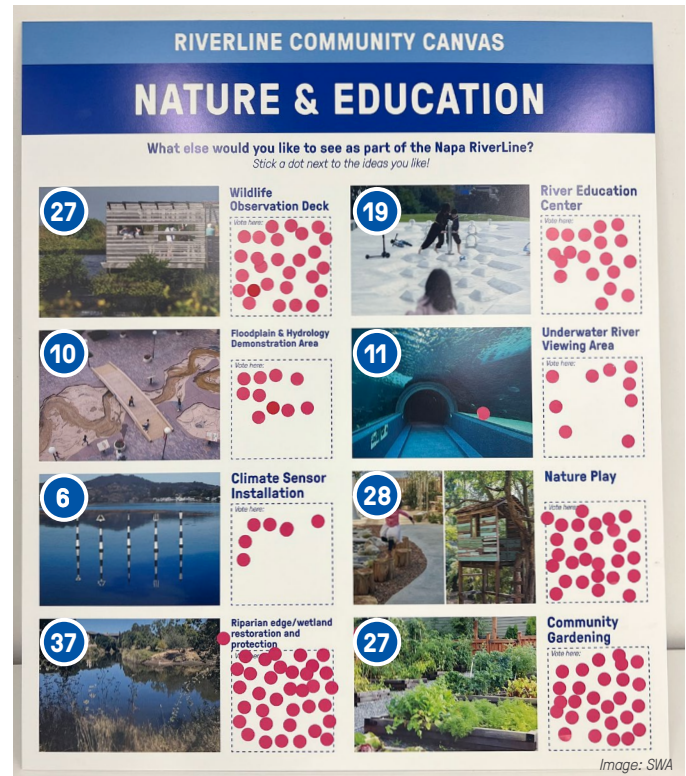
Comments

- Consider light's impact on wildlife as you go
- Fashion Island-esque water play fountains for kids/pets



Nature & Education

The community expressed strong support for the nature and education elements of the RiverLine project, particularly the ideas related to ecology, riparian restoration, and the creation of an educational center. Many appreciated the concept of integrating wildlife viewing overlooks and a pedestrian crossing at the River House-Yacht Club location, which would enhance the overall experience. There was enthusiasm for the proposed observation area at Kennedy Park, though some reservations were expressed about the structure of the viewing deck. Respondents emphasized the importance of focusing on experiential environmental education, minimizing unnecessary structures, and ensuring that elements like river education and floodplain hydrology are closely tied. Several community members suggested making the east side of the river exclusively for riparian habitat and incorporating nature parks or play areas, such as those at Garfield Park. There was also a call for summer cooling spaces for children and pets, similar to water play features found at Alamo parks, and for regenerative farming gardens and community garden spaces, particularly at Kennedy and the north end.



Community Feedback

Comments

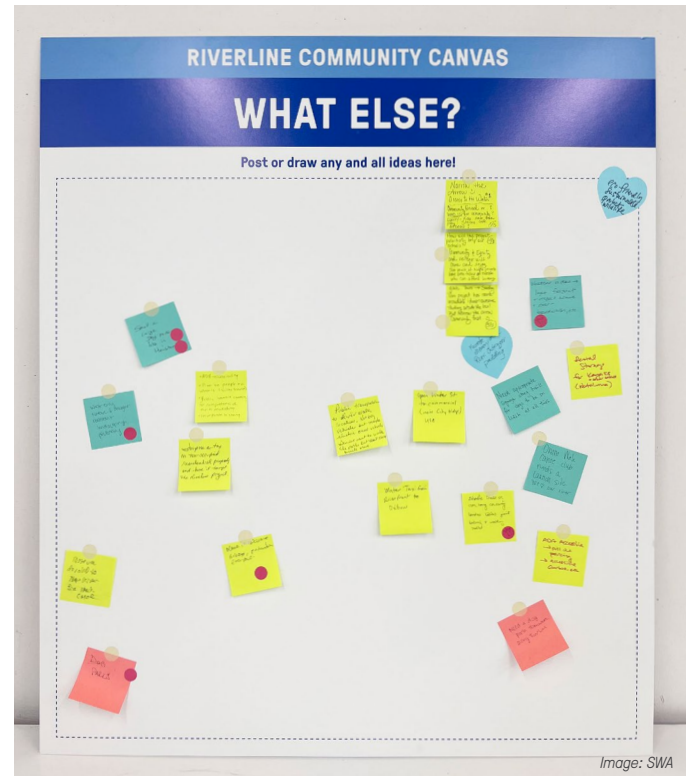
- Including a crossing (pedestrian) at the “River House” – Yacht club location. Would also allow for wildlife viewing overlooks
- Observation (enclosure) at Kennedy Park
- :((to the viewing deck structure)
- Take all my dots!! (for water tunnel)
- Need to redirect the focus to experiential environmental education. Minimize structures
- Bad picture regarding education
- River education and floodplain hydrology area all the same (or goes together)
- Eastside of river only for riparian habitat
- Nature park/play at Garfield Park
- Need a summer place for kids & pets to cool down like Alamo water play feature parks!!! (Agree +5)
- Make sure these are Regenerative Farming Gardens
- Community Garden at Kennedy and North end

What Else?

Community Feedback

Comments

- Eco-friendly, sustainable, protect wildlife
- #1 Narrow the arrow => access to the Water
- Community focused ...or...? WHO IS our community?
- EQUITY-Kids...safe, fun play! Seniors.. Safe access?
- How will the project potentially help out schools?
- Community & Equity and visitors will come and enjoy. So much of Napa projects have been focused on those who can afford luxury goods. Thurs → Sunday
- This project has some incredible ideas = awesome thinking outside the box! But narrow the arrow, community first...=)
- Whatever is done → light footprint + respect nature + river - boardwalks, etc. (Agree +1)
- Rental storage for kayaks + other boats (Petaluma)
- Need appropriate signage along trails for dogs to be on leash at all times
- Ohana Wa'a canoe club needs a launch site. We love our river
- Open Water St. to commercial (now City bldgs) use
- Public transportation to riverwalk locations. Not big vehicles but maybe electric small vehicles. Seniors want to walk the paths but can't always bicycle there.
- Water Taxi from Riverfront to Oxbow
- Shade trees or overhang covering benches, tables. Joint biking and walking paths (Agree +1)
- ADA accessible → pull out parking → accessible overlook, etc.
- Need a dog park somewhere along riverline



Community Feedback

Comments

- Make it inclusive. Bikers, pedestrians, everyone.
- Dog parks
- Museum developed to Napa River, Some bench canoe
- Want only Native & Drought resistant landscaping preferably (Agree +1)
- Small & Large dog park like in Houston (Agree +2)
- Impose a tax on non-occupied residential property and have it target the RiverLine project.
- ADA-accessibility
- Plan on people on wheels (bikes scooters)
- Public transit connections for comprehensive multi modality
- Incorporate history

RiverLine Inclusive Growth Station

Catalyzing Economic Development

The Napa RiverLine could become a significant driver of economic development not only within the immediate vicinity of the trail (the Benefit Zones), but also more broadly across the City of Napa and the wider region. This includes potential advantages across key sectors, including retail, office, and tourism.

The open house attendees appreciated the renewed liveliness of Downtown Napa, and wanted to see it extended to the RiverLine. Several attendees mentioned wanting additional coffee and food options along the RiverLine, as well as opportunities for small businesses or pop-ups. Attendees also expressed the importance of tourism in the city, and thought that the RiverLine could be a good attraction for visitors.

RIVERLINE INCLUSIVE GROWTH
CATALYZING ECONOMIC DEVELOPMENT



The Napa RiverLine could become a significant driver of economic development not only within the immediate vicinity of the trail (the Benefit Zones), but also more broadly across the City of Napa and the wider region. This includes potential advantages across key sectors, including retail, office, and tourism.

RETAIL

The Napa RiverLine could draw visitors to the city and create connections for the existing residents along the river to reach Downtown's retail district as well as the Silverado District. This activation could greatly benefit the existing businesses and shop owners within these areas along with areas up and down the Napa River. The RiverLine could also create new opportunities for local entrepreneurs, potentially with spaces for food and beverage offerings at key points along the trail system.

OFFICE

The RiverLine could enhance opportunities for existing office spaces while also attracting new high-quality office space and businesses to Downtown Napa and elsewhere along the river, particularly for companies in the tourism, food, and wine sectors.

TOURISM

As national tourism trends shift towards a focus on health and wellness, the RiverLine could strengthen the City of Napa's standing as a major attraction within the valley that enhances and provides new offerings to the overall visitor experience of the Napa Valley region. The RiverLine can provide an outstanding active recreational amenity that local businesses and hotels could leverage both for activities and marketing.

What's working? What isn't working? What's missing?

Post your comments here!

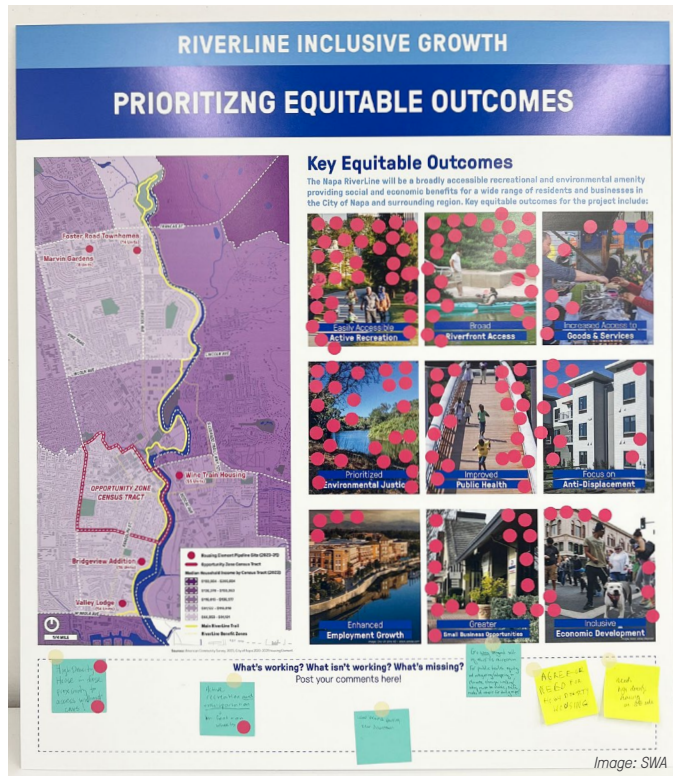
Image: SWA

Community Feedback

Comments

- Yes to wellness + health + mindful eco-tourism
- Gondola ride is great if cheaper for a group
- Housing in the downtown case. Workers living where they work would enliven + support business
- High density mixed use. Fronting river to activate!
- Trying not to sound harsh. Please try and avoid the future low-income housing projects near the river. These projects are important! However, River-front areas are sensitive and very desirable for market level housing.

Prioritizing Equitable Outcomes



X Vote Counts



Easily Accessible Active Recreation



Broad Riverfront Access



Prioritized Environmental Justice



Improved Public Health



Greater Small Business Opportunities



Focus on Anti-Displacement



Inclusive Economic Development



Increased Access to Goods & Service



Enhanced Employment Growth

Community Feedback

Comments

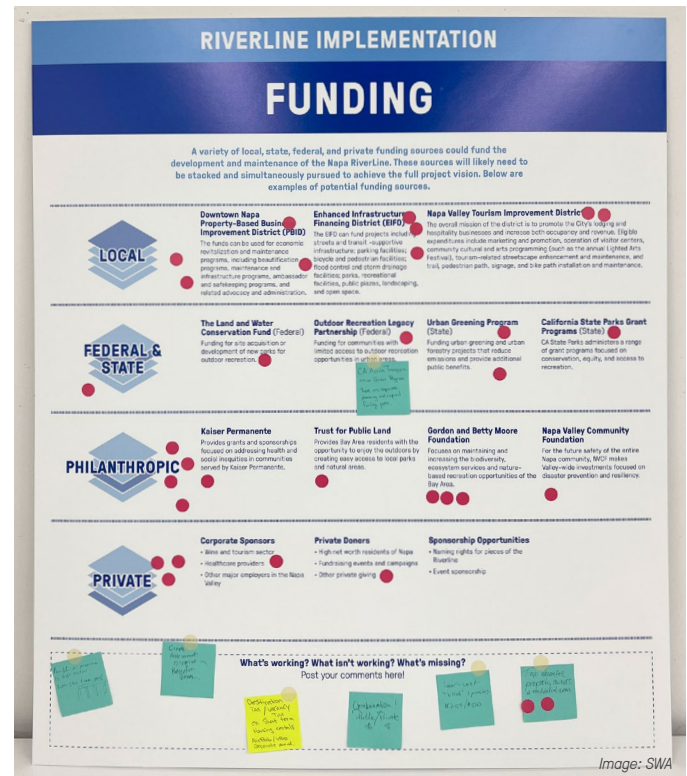
- High density houses in close proximity to access without cars! (Agree +2)
- Active recreation and transportation → on foot + on wheels (Agree +1)
- Low income housing near downtown
- Go way beyond selling this as recreation. For public health, equity, and mitigating/adapting to climate change walking/biking must be viable, safe modes of transit for daily trips!
- Agree on need for high density housing
- Needs high density housing on the SE side.

RiverLine Implementation Station

Funding

A variety of local, state, federal, and private funding sources could fund the development and maintenance of the Napa RiverLine. These sources will likely need to be stacked and simultaneously pursued to achieve the full project vision.

Open house attendees reviewed funding sources and one participant added a regional source that has been included in the funding sources section of the Strategic Plan.



Community Feedback

Comments

- CA Active Transportation Grant Program
- There are separate planning and capital funding pots
- Build a marina to host visitors 300-350 linear feet
- Create assessment district in benefit zones
- Destination Tax/Vacancy tax on short term housing rentals airbnb
- Combination! Public/Private \$\$
- Lower-cost "brick" sponsors \$250/\$500
- Tax absentee property owners at residential areas. (Agree +2)




Case Studies

To inform the visioning, planning, and development process for the RiverLine, three case studies were presented: Houston's Buffalo Bayou Park, the Omaha RiverFront, and the Tampa Riverwalk. Each case study presents information on the project's planning process, fundraising, design and construction, and operations structure.

Open house attendees preferred Houston's Buffalo Bayou Park, noting the importance of the natural river habitat and keeping the RiverLine green. Several attendees also expressed that they appreciated the floodable design of the park.

RIVERLINE IMPLEMENTATION CASE STUDIES



Buffalo Bayou Park
Houston, TX

Houston's Buffalo Bayou Park was once a neglected drainage basin through the heart of the city, but has been transformed into an 180-acre green space with flood-resistant design features, bike and walking trails, public art, picnic spaces, and year-round public programming. The park has been an economic catalyst for the City, with over \$2 billion in development adjacent to the park since its inception.


Key Project Facts

Project Champions
Buffalo Bayou Partnership

Project Costs
Total: \$68.2M
City of Houston: \$2M
MRC: \$15M

Phasing
1980: Buffalo Bayou Partnership founded
2000: River master plan completed
2010: Plan for Buffalo Bayou Park
2010-2015: Construction

Operations
Non-profit Buffalo Bayou Partnership operates and maintains the park



Omaha RiverFront
Omaha, NE

The 22-acre RiverFront restored pedestrian access between Omaha's waterfront and urban core and brought activity back to the parks through robust programming. The RiverFront has already generated a wave of commercial and residential development in the urban core. The RiverFront project was made possible through a public-private partnership, with the majority of funding coming from private philanthropic organizations.


Key Project Facts

Project Champions
Metropolitan Entertainment & Convention Authority (MECA)
Downtown Riverfront Trust (fundraising)
City of Omaha

Project Costs
Total: \$34M
City of Omaha: \$2M
Private: \$32M

Phasing
Mid-2010s: Public Private Partnership Proposed
2016-2022: Design and Construction

Operations
MECA operates, programs, and maintains the Riverfront



Tampa Riverwalk
Tampa, FL

The Tampa Riverwalk spans 3.8 miles of the city's riverfront in the urban core, connecting many of Tampa's parks, museums, and businesses. The Riverwalk amplifies active recreation and mobility, and hosts robust public programming throughout the year. Since the inception of the Riverwalk, there has been over \$1 billion in investment along Tampa's Riverfront.

Key Project Facts

Project Champions
City of Tampa
Friends of the Tampa Riverwalk

Project Costs
Total: At least \$35.5M
Initial Capital: At least \$18.5M

Phasing
2005: Friends of Tampa Riverwalk founded
2006: Master Plan Process
2006-2020: Design and Construction of multiple segments
Ongoing: Expansion of Riverwalk

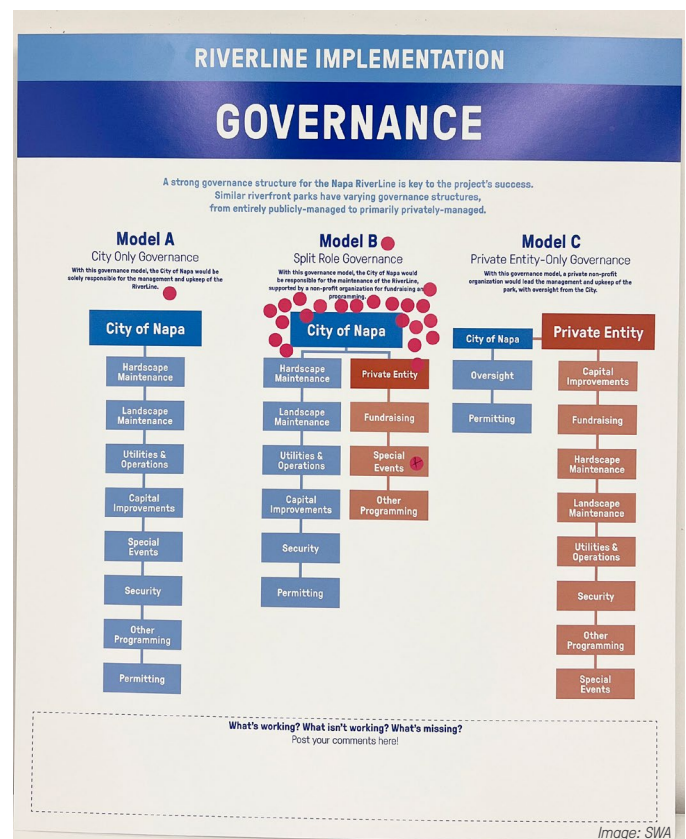
Operations
City of Tampa Dept. of Parks and Recreation operates and maintains the Riverwalk. Friends of the Tampa Riverwalk leads programming and marketing.

Image: SWA

Governance

A strong governance structure for the Napa RiverLine is key to the project's success. Similar riverfront parks have varying governance structures, from entirely publicly-managed to primarily privately-managed.

Open house attendees strongly preferred the mixed-governance model where the City and a private nonprofit entity share responsibilities but with the private entity taking the lead on programming, fundraising, and special events.



Community Feedback

Comments

- I vote for Model B. It allows flexible fund-raising but ensures strong public oversight.

Hispanic Chamber Workshop Write-Up

Docks

Bridges

New
Motorized
Boats

Restaurants

Sacred
Wappo
sites

Sacred
Wappo sites

Wetlands

Boat access
and
kayak

native
plants
in
m

Oxbow Channels
Natural
Art

River

DAM
Flood
Wall

Fishing Docks
Boat Access

Flood
Wall

-Sandy
Area
-Bridge
-Paddle Board
Access Docks

Art Installations
along the
river
Ps: No Cacti

Activity
Opportunity

seating
and
contemplation

Lots of
access
points

Following the RiverLine Open House, outreach efforts pivoted to focus on targeted engagement with community members that may be less likely to participate in the traditional engagement events.

The City partnered with the Napa County Hispanic Chamber of Commerce for the workshop, led by Place It! to engage with the Latino community and businesses.

The hands-on model-building workshop held on March 15 at the Napa Senior Center, encouraged participants to tap into their own creativity regarding the future of the RiverLine. The sensory-based engagement activities Place It! led were the ideal way to set a positive and aspirational tone for the project while unearthing core values and creative ideas that can guide the Riverline process as it moves forward.

The following memo summarizes participant feedback from the event and formulates key takeaways to be considered in the RiverLine plan.

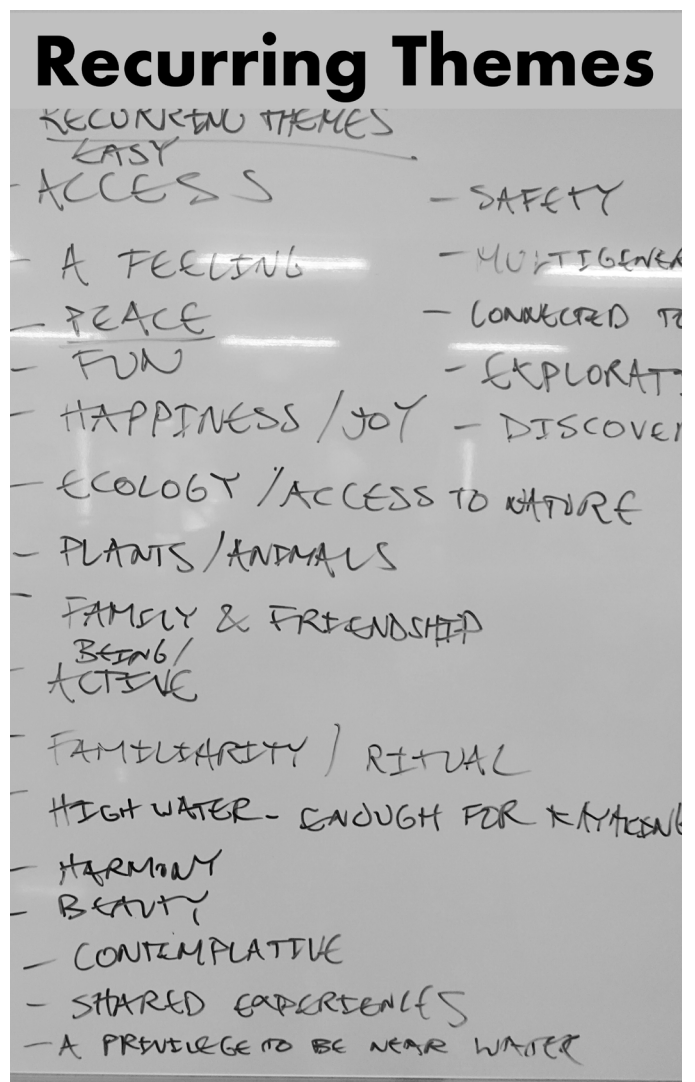


Image: City of Napa



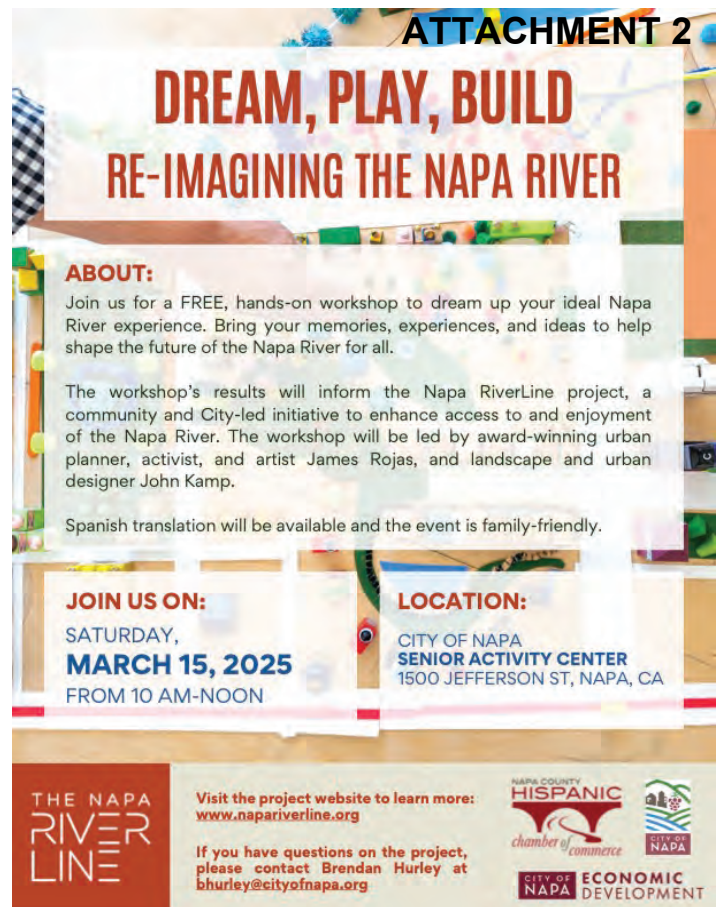
DREAM PLAY BUILD
REIMAGINING THE NAPA RIVER
A HANDS-ON MODEL-BUILDING
WORKSHOP
MARCH 15, 2025

1. OVERVIEW AND BACKGROUND

The Napa RiverLine is a comprehensive vision for the Napa River that seeks to create a scenic, water-focused walkway that extends north and south through the city. The project has its origins in 2005, when the City of Napa in cooperation with the Napa Community Redevelopment Agency developed the Napa River Parkway Plan. Since then, the project has evolved to become a broader blueprint and vision for the region, combining ecological, recreational, cultural, economic, accessibility, and flood-management and -mitigation goals.

In January of 2024, the City's Economic Development Division received a grant from the U.S. Economic Development Administration to strengthen economic resilience along the Napa River, which is regularly prone to flooding. The RiverLine concept serves as the vehicle for tackling this challenge while serving as an opportunity to leverage all of the other aforementioned goals.

After a competitive bidding process in July of 2024, the City selected a consulting team (SWA) to lead the overall concept and design work. In the winter of 2025, the project was then able to shift into its community engagement and outreach phase. Starting with an open house in 2025, which drew well over 100 participants, the outreach next pivoted to engaging with community members less likely to come to the more traditional city-government-organized open house. This pivot involved tapping into residents' own creativity regarding the future of the RiverLine. To these ends, hands-on engagement firm Place It! led residents in a hands-on model-building workshop on March 15 at the Napa Senior Center. The City partnered with the Napa County Hispanic



FLYER FOR THE DREAM PLAY BUILD WORKSHOP, HELD AT THE NAPA SENIOR ACTIVITY CENTER. ABOUT 30 RESIDENTS FROM A DIVERSE RANGE OF BACKGROUNDS AND AGES ATTENDED.

Chamber of Commerce for the workshop to engage with the Latino community and Latino businesses. The hands-on and sensory-based engagement activities Place It! led were the ideal way to set a positive and aspirational tone for the project while unearthing core values and creative ideas that can guide the Riverline process as it moves forward.

This document summarizes participant feedback from the March 15th event and provides key takeaways to be considered in the creation of the RiverLine plan.

2. THE MODEL-BUILDING WORKSHOP

As we wanted to mine people's core values and generate truly creative ideas for the Riverline, we centered the March 15 engagement



PARTICIPANTS BUILDING MODELS OF THEIR FAVORITE MEMORY OF WATER USING COLORFUL FOUND OBJECTS PROVIDED. THIS FIRST MODEL-BUILDING PROMPT SERVED TO TAKE ALL PARTICIPANTS TO A TIME WHEN THEY FELT A SENSE OF JOY AND WONDER AROUND WATER AND ALLOWED THEM TO GIVE THAT MEMORY A TANGIBLE FORM.

activities on the hands and the senses. To these ends, we led the participants through two model-building activities. For the first activity, participants worked on their own to build models of a strong personal memory of water (i.e. playing along a river, learning how to swim, playing in a sprinkler, etc.). For the second activity, participants worked with their tablemates to build their ideal Napa River experience.

We started with a memory-focused activity in order to take participants to a time when they felt a sense of joy, belonging, wonder, and/or possibility. People can come to community meetings with lots of frustrations, stress, and worry. This activity effectively serves to give the participants a mood reset and get them into a creative headspace in which ideas can flow forth. The activity is equally an opportunity for participants to see how much

WHY ENGAGE PEOPLE THROUGH THE HANDS AND SENSES?

It can be quite difficult for people to articulate nuance, creative ideas, and core values through language alone. Much of this simply has to do with brain activity. In a typical community meeting setting and format in which participants are given a few minutes to speak their minds, it is generally the prefrontal cortex of their brains that is fired up. This is the part of our brains that keeps us focused on ourselves and survival; it



is not the part of our brains that allows us to be aspirational, creative, and think outside the box. This simple reality of brain activity and psychology is why participants of standard community engagement meetings that center on talking and language will oftentimes say the same things—we want more parking, less traffic, and no density. However, if we engage those same participants through their hands and senses, a completely different part of their brains is fired up. They can suddenly access creative and sensory knowledge they have while also thinking outside the box and being more positive and aspirational.

It is important to note that we did not ask people to draw their ideas but instead to use simple found objects Place It! had provided to build their models. While drawing as a medium is by its nature creative, it can also be quite stressful for people and cause them to close up rather than be expansive with their thinking. By using found objects instead and placing no premium on perfection, the participants were able to be much freer in their thinking, building, and exploration of what their ideal future of the Napa River should look like and, most importantly, how it should feel. Additionally, as the model-building method does not require any formal training in design or architecture, anyone can participate, thereby leveling the entire playing field in the process.

they have in common. When participants share their memories and what they have built, it becomes quite clear that despite being from different places, perhaps speaking different languages, our lived experiences have a lot of overlap.

Having established this common ground, it is then much easier to move into a collaborative activity, which we did through the second

prompt, in which people worked with their tablemates to build models of their ideal Napa River experience.

Model-Building Activity 1: Build Your Favorite Memory of Water

With about 25 participants in attendance, we had enough time for each participant to share with the larger group what they had built for their favorite memory of water. A summary of



A PARTICIPANT SHARING OUT HER MODEL OF HER FAVORITE MEMORY OF WATER.

each of these memories is as follows:

- The Napa River in Yountville; would go with dad to skip rocks on the water; felt safe; the area was lush and green
- Spent a lot of time on and around different bodies of water—the ocean, rivers—once went from Blackpoint to Oakland on a jetski
- Learning how to fish, and learning how to flyfish, with dad in Montana
- The Susquehanna River, would take a boat up to a maintenance platform, and would jump in the river with friends

- Would go to a bridge over the Russian River with siblings and then jump off of it
- Being a raft guide in Colorado
- Kayaking on the Russian River between Healdsburg and Cloverdale, would pass old cars holding up a river bank and plants growing up through the cars
- Camping all summer long along Lake Pillsbury and hiking/fishing along the Eel River, seeing all the animals
- The Oxbow Preserve and sitting among the oak trees, seeing the ducks and amphibians, kayaking, which makes her think of the traditional tule boats of the Wappo Tribe
- The Napa Crossroads footbridge, would wash out ever so often, and they would rebuild it; friends decorated the rebuilt bridge with birthday balloons and streamers for participant's birthday
- Tubing down the river and swinging on a rope swing
- Being near the ocean and enjoying the river
- Spent early years in Africa, remembers the colors of the sky, sun, and sea; a space for contemplation; would see walrus and algae in the water
- Grew up near a lake in Mexico, remembers being underneath trees and looking at the foliage
- Grew up on the Gulf Coast and bayous of Louisiana, would go fishing in the ocean, remembers being with the family dog, also



A GROUP WORKING ON BUILDING THEIR SECOND MODEL, THEIR IDEAL NAPA RIVERLINE.

remembers going crabbing

- Growing up in Stockton along the San Joaquin Delta, hearing the mourning doves at sunrise
- Green Lake, north of downtown, would ride bikes or rent paddleboats

After the participants had shared out these memories, we led them through a reflective activity in which they pulled out the recurring themes of the memories. It is important to note that while we facilitated this process, we did not tell the participants what the recurring themes were that we saw. We wanted the participants to make these connections on their own, and, in the process, start to see how much they have in common with each other.

The recurring themes they pulled out included:

easy access | feelings of peace, happiness, and joy | fun | ecology and access to nature | plants and animals | family and friendship | being active | familiarity and ritual | high water – enough for kayaking/boating | harmony | beauty | contemplative | experiences that were shared with others | a privilege to be near water | sense of safety | multigenerational | connected to history and culture | exploration | discovery | respect for water | connection

Model-Building Activity 2: Build Your Ideal Napa RiverLine

For this activity, participants worked with their tablemates to build their ideal Napa RiverLine



A GROUP NEGOTIATES THEIR DESIGN FOR THEIR IDEAL NAPA RIVERLINE.

experience. As this design challenge was more complicated than the first, we gave the participants more time — about 15 minutes — and then made sure that each table was able to report back and share out what they had built. They were able to use the same materials from the first exercise but also could gather more objects from the tables in the front of the room to add to their new models. The following summarizes main concepts from each group:

Group 1

Easy access to the river; seating along the sides; a centerpiece – central gathering area; art installations throughout; a long walking trail like the Vine trail; trees and other elements that cool the space.

Group 2

Easily accessible to visitors and residents; workshops on how to back in to a boat launch; a design that indicates to visitors that the river is there (many currently don't know the river is there); preserving history (sea scouts); access points – improving existing ones, but adding more – not just for boating but also just for people interested in seeing the river, accessing the trails, and fishing.

Group 3

In harmony with nature; public access; space for people and pets; inclusive of all ages; access to napa farmers' market – northern park; green downtown/Oxbow area; beaches; boat launches; fishing; art along the way;



ANOTHER GROUP WORKS ON BUILDING THEIR MODEL OF THEIR IDEAL NAPA RIVER LINE.

stopping points in the style of French “guinguettes” where people can stop and have some wine while overlooking the river

Group 4

Southern end: more access for motorboats; northern end: more for non-motorized uses; arts, culture, and greenery throughout; restaurants; games; more docks and access points; more accessible

Group 5

Trails going outside of the 35-foot riparian area; restored riparian zone; protect sacred sites that are undisturbed; protected wetlands; projects like the Cradlebasket where you have art made out of natural materials; fish, frogs, wildlife; oak trees; salmon; access points for kayaking

As in the first activity, we then led the

participants through a reflective exercise in which they pulled out the recurring themes of all the models. These themes included:

walking paths | access | preserving the river | art | education | showcasing the history and ecology of the river | multisensory | music and culture | range of activities – play, kayaking, boating, walking, etc. | healthy relationships with the river | clean | habitat | green | plants and wildlife

We then discussed how these recurring themes can serve as core guiding values and principles for guiding the RiverLine project forward.

3. CONCLUSION AND KEY TAKEAWAYS

The less conventional approach to engagement ultimately ended up fulfilling many of the goals set out at the beginning of the RiverLine process. Participants were able to dive into what their true core values are surrounding water, the City of Napa, and how they want to experience the river. They were able to be positive, aspirational, and collaborative, creating models of an ideal RiverLine that were visionary and full of ideas that were both simple and fantastical with everything in between.

What became clear through the activities was that people shared quite a bit in terms of the kinds of elements they would like to see woven into the ultimate RiverLine design and project. These key takeaways include the following:

Access

One of the core recurring themes of both model-building activities was accessibility to



A GROUP SHARES OUT THEIR MODEL AND IDEAS FOR THE NAPA RIVER LINE.



A PARTICIPANT POINTS OUT THE KEY ELEMENTS IN THEIR MODEL FOR THEIR IDEAL NAPA RIVERLINE.

water and to the river. People's memories involved easily accessing waterways, and they wanted to make sure that there were multiple ways of accessing the river by way of the RiverLine design. This idea of access also took on multiple forms: access for pedestrians, access for boats and kayaks, and access by way of soft nature trails as well as the more hardscaped access points toward the center of the project area. Additionally, people wanted to make sure the ultimate design and wayfinding of the RiverLine made those access points easy to find and easy to navigate.

Nature throughout

The groups built models that contained a range of experiences and activities that one could wander, stroll, paddle, or boat through, but a throughline for all of them was ensuring that nature, greenery, trees, and wildlife were a constant throughout the RiverLine experience.

Events great and small along the way

The models participants built contained a range of stopping points or events along the length of their ideal RiverLine. Some of these

points consisted of art pieces, others were simply seating areas, while others consisted of a spot with a good view for having a drink or something to eat, while still others would be of some kind of historical significance.

An evolving experience for the senses

Participants' models tended to be organized around the idea of one's experience along the Riverline changing from one end to the other and that these experiences would be multisensory. In other words, some stretches might be quite wild and full of large swaths of greenery, trees, and little in the way of hardscape, while others might contain more hardscape elements that allow for boat access, seating, and gathering. Either way, the idea was that one could travel from end to end and go through a variety of multisensory environments and go on a kind of adventure of discovery along the way.

