

SUPPLEMENTAL REPORTS & COMMUNICATIONS II
Office of the City Clerk

City Council of the City of Napa
Regular Meeting
January 15, 2019

FOR THE CITY COUNCIL OF THE CITY OF NAPA:

AFTERNOON SESSION:

5. ADMINISTRATIVE REPORTS:

5.B. Oxbow District Place Branding Report prepared by the Urban Land Institute Technical Assistance Panel

- Written communication from Francie Winnen received January 15, 2019.
- Email from Charles Shinnamon dated January 15, 2019.

Good afternoon Mayor Techel and Council Members,

We are here to thank the City Council for this Oxbow District Branding effort. As representatives of Friends of the Napa River we applaud and agree on the findings and recommendations in this report.

Prioritizing the elements that make this district unique- its pedestrian friendly, visually pleasing, mixture of entertaining, housing, educational, architectural, and natural features make it a magnet for locals and visitors alike. This report gives excellent recommendations as to future improvements that would increase the connectivity with downtown, encouragement of more physical and visual interface with the Napa River, and what issues should be addressed with land use development in this area. We would also suggest including improved hand boat launching opportunities.

As a participant stakeholder I was impressed by the passion of the attendees in wanting to have this district retain and improve on its success as a vibrant focal point of our community.

FONR has one concern- this Oxbow District as mapped is too small. To have the district designated as the internal side of the river to Soscol seems to be incomplete. On page 24 an enlarged proposed map of the district is illustrated.

We suggest that the Oxbow District should be from River Terrace Dr, south nearly to 8th Street- from Soscol east to Silverado Trail. Including the area south of third street seems to make land use sense. The report's recommendations would be very appropriate for this wider area. We are aware that "Branding" is not land use zoning but it can be an excellent planning tool for the City.

In summary- The City's technical Advisor Panel and the Urban Land Institute has done excellent work on this effort and please consider enlarging the district to its natural and land use development along with improved hand boat launching sites.

Thank you,

Francie Winnen & Bernhard Krevet

Friends of the Napa River Board Members

From: Charles Shinnamon <[REDACTED]>
To: Jill Techel <jtechel@cityofnapa.org>; Scott Sedgley <SSedgley@cityofnapa.org>; Doris Gentry <[REDACTED]>; Mary Luros <[REDACTED]>; Liz Alessio <[REDACTED]>
Cc: Bernhard Krevet <[REDACTED]>; Charles W. Shinnamon <[REDACTED]>; Francie Winnen <FPtiner@aol.com>
Subject: Oxbow
Date: Tue, Jan 15, 2019 9:54 am

Mayor Techel and Council Members,

I will miss your afternoon discussion regarding the Oxbow and wanted to share my thoughts.

Years ago, a group of us from LNV Class One started Renaissance Napa, which was our effort to focus the community's attention on downtown Napa and what is now known as the Oxbow Area. After a lot of community dialogue, sponsored Downtown walking tours, and two well-attended workshops, this is the result:

The jewel in the crown of Downtown and of the Napa community is the river.

We are now seeing some of the positive results of that effort: completed portions of the Living River flood project, which includes Oxbow Common; the Riverfront development with its restaurants, shops, and homes; CIA/Copia; miles of bike and pedestrian trails; twenty performances of the Symphony on the River; the Oxbow Market; and others.

I was thrilled to read the report prepared by the ULI team and its emphasis that the Oxbow Area Branding efforts should strongly revolve around the river. We need to make sure that the community will have increased visual and physical access to our river.

As you and your staff consider future development proposals for the large area south of First Street and the former County Corporation Yard, it will be vital to keep those tenets in mind. Human-scale buildings and structures, trails, open spaces along the river that protect habitat and visual corridors, and similar criteria will be needed.

Please ensure that these concepts are included in the Oxbow Branding Plan.

Thank you for your consideration

Chuck Shinnamon

Sent from my iPhone.

Chuck Shinnamon