
Appendix C:

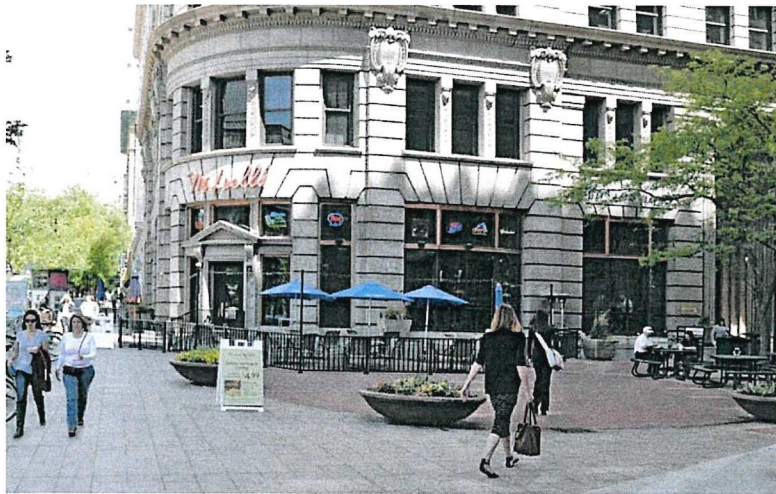
Franklin Station Hotel Design Guidelines

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ATTACHMENT 1 OF EXHIBIT A

Design Guidelines - Franklin Station Hotel & Mixed-Use Building

These design guidelines are intended to be additive to the guidelines of the Downtown Napa Specific Plan, Appendix G, and to the site-specific guidelines developed for the Franklin Station Hotel and Mixed-Use Building.



- ❖ *The hotel building should relate to the street and surrounding neighborhood with design elements and activate the street and provide a pleasant pedestrian experience.*
- ❖ Select building materials, architectural details and finishes that convey a sense of permanence. Quality materials should be used to withstand the test of time regardless of architectural style.

- ❖ *Approach character-defining details in a manner that is true to a style of architecture or common theme.*



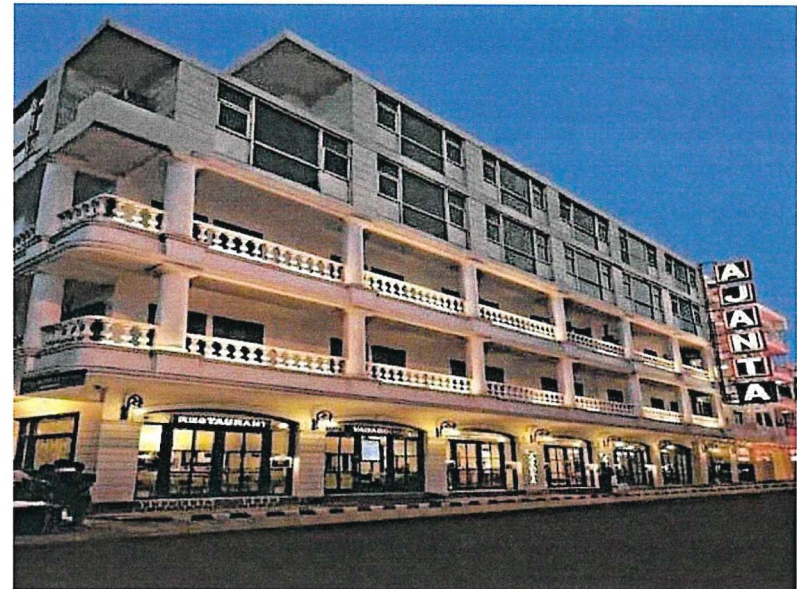
- ❖ *Activate upper-story step back areas of the hotel building with balconies, roof gardens or similar features.*
- ❖ Non-historic elevations of the hotel building shall provide high quality, durable materials and attention to detail. Buildings shall provide a human scale and facilitate pedestrian activity. Pedestrian oriented features, such as outdoor seating, are encouraged to enliven the public realm.
- ❖ Entries should be substantial and well-detailed. Doors should match the high-quality materials and character of the window design.

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- ❖ *The hotel building shall be enhanced with architectural elements such as porches, stoops, bay windows, balconies, eaves, brise-soleil, or massing articulation at non-historic building corners. Facade materials shall turn the corner to employ the same vocabulary of materials.*
- ❖ Corner buildings shall have consistent material treatments on front and exposed side facades.
- ❖ Frame south-facing and southwest-facing windows with protruding vertical or horizontal shading devices such as lintels, sills and awnings to provide adequate protection from glare. Windows and doors with real mullions are required to create shade and shadow (i.e., no inserts or mullions set inside glass).

- ❖ Break up the mass of the hotel building with articulation in form, architectural details, and changes in materials and colors.
- ❖ Incorporate architectural elements and details, such as adding notches, grouping window, adding loggias and dormers, varying cornices and rooflines.
- ❖ Vary materials and colors to enhance key components of a building's facade, such as with window trim, entries and projecting elements.

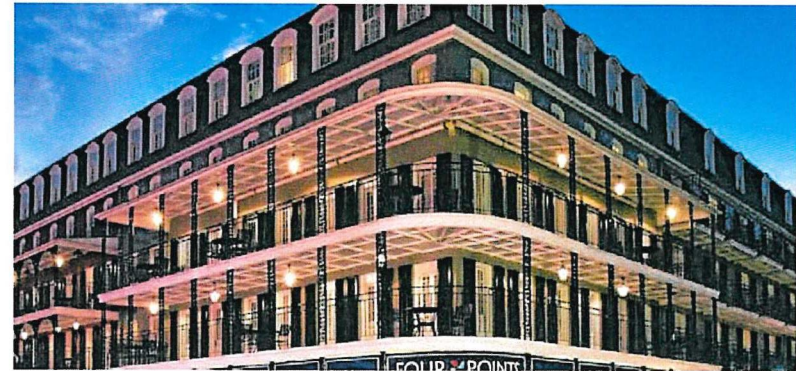


Use articulation in form including changes in wall planes, upper-story building step backs an/or projecting or recessed elements.

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- ❖ *The hotel building shall provide entrances and entry approaches from Second Street that can accommodate persons of all mobility levels.*
- ❖ *Service and maintenance areas should be accessed from interior drives or corridors, but where necessary fronting on a public street they shall be set back and screened from public view to provide a quality pedestrian experience.*

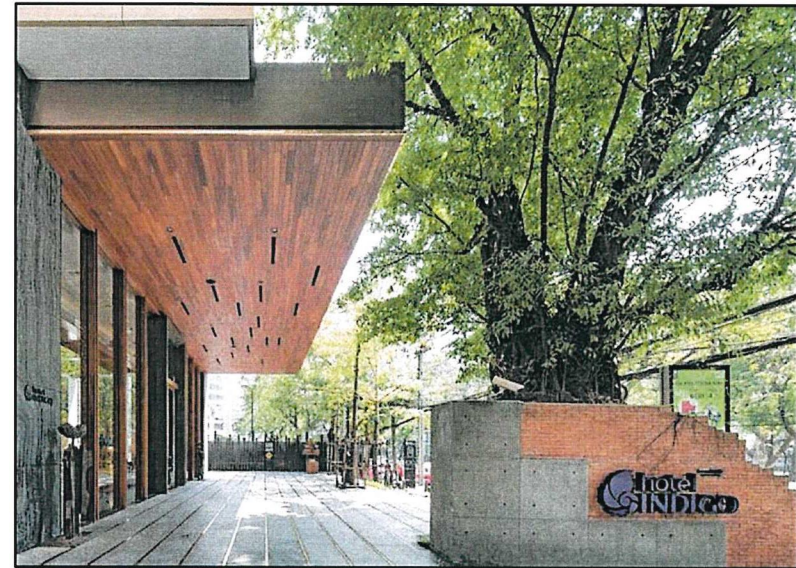


- ❖ *Balconies and decks should be well detailed with high quality, durable materials and attention to the method of joinery.*
- ❖ *Special attention should be paid to the first three floors of the hotel building to maximize opportunities to engage the pedestrian and enable an active and vibrant street front.*
- ❖ *Hotel balconies up to six feet in depth are encouraged and can be either recessed or protruding. Where Juliet balconies are proposed, the windows behind the balcony shall be full length to convey appearances of doors.*

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- ❖ *The hotel building should not be designed with large uninterrupted expanses of wall surface. Where 15 feet or more of windowless wall is found to be unavoidable, eye-level displays, a contrast in wall treatment, outdoor seating, and/or planting shall be used to enhance visual interest and pedestrian area vitality.*
- ❖ Awnings are recommended along street frontages, particularly where there are doorways.
- ❖ The hotel building shall utilize architectural elements such as cornices, lintels, sills, balconies and awnings to enhance building facades.



- ❖ The shape, size, color, and material of projections for shade protection should be consistent with the architectural style/character of the building. The minimum dimensions of awnings should be consistent with the width of the glazing.

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Mixed-Use Building Design Guidelines

Development Intensity and Neighborhood Compatibility

The Mixed-Use guidelines are intended to be additive to the guidelines contained in the Downtown Napa Specific Plan, and to the site-specific guidelines developed for the Franklin Station Mixed-Use Building.



The Mixed-Use building should relate to the street and surrounding neighborhood with design elements that activate the street and provide a pleasant pedestrian experience.

- ❖ The Mixed-Use facades should be complimentary to nearby buildings by incorporating architectural elements (e.g., window and door design, varied building materials, decorative treatments, etc.) to provide visual interest.

- ❖ *Buildings shall provide a human scale and facilitate pedestrian activity.*



- ❖ *Pedestrian oriented features, such as outdoor seating are encouraged to enliven the public realm.*
- ❖ Break up the mass of the mixed-use building with articulation in form, architectural details, and changes in materials and colors.
- ❖ The mixed-use building should be designated without large uninterrupted expanses of wall surface. Where 15 feet or more of windowless wall is found to be unavoidable, eye level displays, a contrasting wall treatment, and/or planting shall be used to enhance visual interest and pedestrian area vitality.

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Quality of Materials



- ❖ Select building materials, architectural details and finishes should convey a sense of permanence. Quality materials should be used to withstand the test of time regardless of architectural style.
- ❖ Mixed-Use building elevations shall provide high quality, durable materials, and attention to detail.
- ❖ Entries should be substantial and well-detailed. Doors should complement the high-quality materials and character of the window design.
- ❖ The building shall have consistent material treatments on front and exposed side facades.

- ❖ Vary materials and colors to enhance key compliments of the building's façade, such as with window trim, entries, and projecting elements.
- ❖ Windows and doors with real mullions are required to create shade and shadows (i.e., no inserts or mullions set inside the glass).
- ❖ Balconies and decks should be well detailed with high quality durable materials and attention to the method of joinery.



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Design Character



- ❖ Awnings are encouraged along street frontages, particularly where there are doorways or vehicle entrances.
- ❖ *Horizontal and vertical building sides should vary to break up massing.*
- ❖ *Retail space in the mixed-use building shall incorporate either recessed entries and/or shaded overhangs at entrance.*
- ❖ *The mixed-use building shall be enhanced with architectural elements such balconies, eaves, brise-soleil, or massing articulation.*
- ❖ *Frame south-facing and southwest-facing windows with protruding vertical or horizontal shading devised such as lintels, sills, and awnings to provide adequate protection from glare.*
- ❖ *Incorporate architectural elements and details, such as adding notches, grouping windows, adding loggias and dormers, varying cornices, and rooflines.*



- ❖ The mixed-use building shall utilize architectural elements such as concise, lintels, sills, balconies, and awnings to enhance building facades.
- ❖ Mixed-Use balconies at least six feet in depths are encouraged and can be either recessed or protruding. Where Juliet balconies are proposed the windows behind the balcony shall be full length to convey appearance of doors.
- ❖ Use articulation in form including changes in wall planes, upper-story building and/or projecting or recessed elements.
- ❖ *Approach character-defining details in a manner that is true to a style of architecture or comment theme.*

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Design Functionality



- ❖ The mixed-use building shall provide entrance and entry approaches from Second Street that can accommodate persons of all mobility levels.
- ❖ Service and maintenance areas should be accessible from interior drives or corridors, but where necessary fronting on a public street they shall be discrete and provide a quality pedestrian experience.
- ❖ Locate ground-floor commercial uses on street corners at key intersections. (City of Napa Design Guidelines).



- ❖ The shape, size, color, and material of projections for shade protection should be consistent with the architectural style/character of the building. The minimum dimensions of awnings should be consistent with the width of the glazing.