



# Draft Vision and Guiding Principles

The Vision reflects the community's aspirations for Napa's future. It is a summary of the shared goals to be achieved by the General Plan. The Guiding Principles elaborate upon the Vision and will provide guidance to detailed policies. The Vision statement and Guiding Principles are based on input from the community, gained through community workshops and pop-up outreach, an online community survey, stakeholder interviews, General Plan Advisory Committee meetings, and a focused joint City Council and Planning Commission workshop.

## VISION

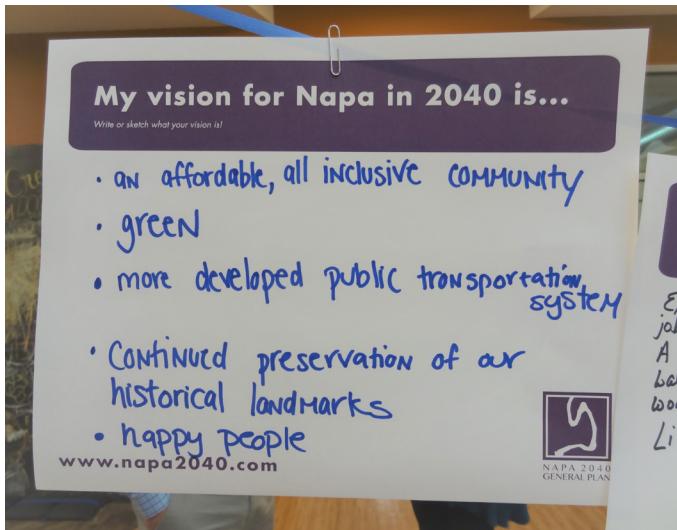
*The Napa community envisions that, in the year 2040, the city will improve the needs of residents first while achieving a sustainable future for all. Enhance Napa's defining attributes – its blend of small-town character, historic neighborhoods, and picturesque setting along Napa River, fused with vibrancy as a global destination in the heart of a premier wine-producing region. Ensure that the community is inclusive, family-friendly, balanced, sustainable, and flexible to adapt to changing future circumstances.*

Napa is a signature Bay Area city, at once both a small town and a global destination at the heart of Napa Valley's wine tourism. The city is endowed with a scenic setting in the valley with views extending to vineyards and proximate hills, a connected open space system integrated with Napa River, and an identifiable downtown resplendent with historic resources. As Napa Valley's largest city and a booming center of visitation and economic diversity, the city needs to make concerted efforts to balance the needs of tourists and locals, maintain and enhance Napa's defining characteristics and quality of life, and ensure that the community remains attainable and inclusive, family-friendly, and appealing to an increasingly diverse population.



ATTACHMENT 1

# GUIDING PRINCIPLES



**1** Foster Napa as a community of connected neighborhoods, with vibrant, walkable districts, and revitalized corridors.

Achieve sustainable development patterns by limiting development to within the existing Rural Urban Line to preserve surrounding open space and agricultural land – a concept pioneered in California decades ago in Napa County. Accommodate growth through strategic infill while fostering development of “complete neighborhoods” with a range of everyday amenities within easy distances, and an array of activities and uses in all parts of the city. Encourage mixed-use development patterns—including flexible office space, retail, neighborhood grocery stores, coffee shops, dining and other compatible uses mixed with housing—to foster vibrant, walkable, 21st century environments.

Incorporate housing and mixed-use development along key corridors such as Jefferson and Trancas streets and Soscol Avenue, to foster their revitalization and evolution into distinctive, vibrant, tree-lined community spines, with enhanced pedestrian environments, and bikeway connections. Designate land use intensities that stimulate investment, while ensuring that development scale and building heights are appropriate to context and setting.

## 2

*Increase travel options through enhanced walking, bicycling, and public transportation systems, and promote mobility through increased connectivity and intelligent transportation management.*

Improve Napa's future transportation network with safe and connected walking and biking facilities; efficient public transit; and intelligent traffic management systems that move people efficiently to their destinations. Prioritize convenient, comfortable, and safe walking and biking access to schools, employment centers, commercial areas, parks, and medical services. Embrace and safely integrate emerging transportation choices and technologies.

Where feasible, new paths will enhance connectivity. Key streets will be retrofitted to safely accommodate a variety of transportation modes, with shade trees to provide comfort for pedestrians and bicyclists, and gaps in sidewalks closed, for example along Jefferson Street, and Imola and Soscol avenues. Additional impacts on safety, like intersection design, speeding, removal of traffic lights, and 2-way street changes will be analyzed for continued safety improvements throughout the city, for example along Second Street.

## 3

*Balance local and tourist needs.*

While the city has always been the job center of Napa Valley, the past decade has seen a surge in hotels and restaurants in Napa, with jobs in the accommodations and food sector alone comprising half the jobs created. While this growth has bolstered the local economy, it has also created tensions between local and tourism needs, as key community-gathering districts—especially Downtown and the Oxbow District—increasingly cater to tourists. Additional job growth in other industries—including agriculture, health care, and arts, entertainment, and recreation—provide a diverse range of economic opportunities that bolster the Napa economy.

The General Plan will increase different types of economic development to ensure that Downtown has amenities and activities that draw and meet the needs of local residents and workers. The plan will establish linkages between economic growth and community development and quality of life.



ATTACHMENT 1

# GUIDING PRINCIPLES



# 4

*Promote housing and support a diverse array of housing types to meet the needs of all segments of the population.*

The need for housing in general, and workforce housing in particular, in Napa is pressing, especially given the escalating home values in the Bay Area, and the growth in service jobs, which are filled by workers priced out of the Napa market, resulting in long commutes that adds to congestion and handicaps businesses that struggle to retain and attract workers.

Napa will meet its need for new housing to support future population growth and ensure that housing is attainable for all. The General Plan will encourage development of a mix of housing types that provide current and future Napa residents with access to a full range of housing opportunities. Housing will be available across generations so that new residents, aging residents, workers, students, families, and children who grow up in Napa can have access to quality and affordable housing. Promote housing in a diversity of locations – along corridors, in existing neighborhoods, and in Downtown for those desirous of living in integrated mixed-use environments. Shelter should be provided to those without housing as adequate housing is built over the next few years.



# 5

## *Foster connections to nature and open space.*

Napa is endowed with a beautiful setting surrounded by agricultural land and open spaces, with the Napa River providing an open space and ecological corridor that traverses the city. Respondents to the community priorities survey conducted for the General Plan rated preserving the community's natural environment and open spaces as the highest priority for City action. The recently-completed Oxbow Commons—a multi-functional open space designed for flood control, offers a park-like environment and cultural events—is a significant amenity in the heart of the community. The General Plan envisions continued expansion of integrated flooding/open space solutions, increased access to regional open spaces, and strategic additions, including smaller parks accessible from neighborhoods, to the city's open space system.

# 6

## *Emphasize environmental sustainability.*

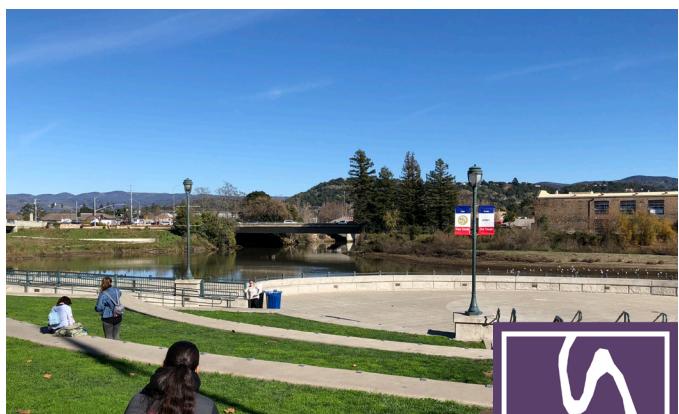
Napa will be a leader in sustainability and combating climate change. The 2017 Atlas Peak fire served as a grim reminder of the imminent threat of extreme weather and climate change the community faces. The city will strive toward a zero-carbon footprint, reduce greenhouse gas emissions from energy use and transportation, and minimize urban heat islands by planting and maintaining more trees throughout the city, creating an urban forest while maintaining views

of vineyards and hillsides, and encouraging high-reflectance buildings and public infrastructure all with an effort to achieve carbon neutrality. The General Plan will decrease reliance on automobile use through increasing access to public and active transportation, and support infrastructure improvements that allow for bicycles, autonomous vehicles, and zero-emissions vehicles.

# 7

## *Achieve a healthy and safe community for all.*

The General Plan will address both the social and physical determinants of health and safety. Promote public health through ensuring access to housing, shelter, education, and jobs. Support development patterns that promote active living – walking and biking, connected paths and open space networks, and walking access to amenities and services. Improve access to fresh, local healthy food by supporting farmers markets and community gardens to enable community members to grow fresh food. Support public safety improvements and effective emergency responsiveness, including police, fire, and medical response, and plan for adaptation and resiliency in the face of increased risks for wildfires and flooding.



ATTACHMENT 1

# GUIDING PRINCIPLES



## 8

*Promote continued Downtown revitalization.*

Napa has an enviable Downtown that combines the old and the new, and has undergone a reinvention with completion of flood-control projects, with new hotels and restaurants, tasting rooms, performance art venues and art galleries, and reorientation to the river with the completion of Oxbow Commons and riverwalk improvements.

The General Plan will continue to build on Downtown's successes, while increasing its attractiveness to locals, with affordable dining options, a grocery and/or drugstore, community-oriented events, and family-friendly attractions, such as play fountains, activities for kids of all ages, and improved safety. Public realm improvements—more street trees, continued sidewalk and bikeway improvements—will continue to be emphasized for all streets. More housing in downtown will enable those preferring urban lifestyles, as well as hospitality workers, to live closer to work.

## 9

*Celebrate Culture, Arts, and History.*

Napa has a rich legacy of historic homes and commercial buildings, neighborhoods, and landscapes. The City will make continued efforts to protect its heritage and cultural resources, and promote preservation and rehabilitation combined with adaptive reuse to enable continued productive use and economic viability of Napa's historic and cultural resources.

The city is a culinary center that builds on the community's agricultural heritage, and home to institutions such as the Culinary Institute of America. The Railroad Art District and the Art Walk are examples of connecting the arts with the built environment which both enhance Napa's quality of life and support tourism. In recent years, several new performing arts venues have sprouted in Downtown, such as Blue Note Napa and Uptown Theatre. In addition, Napa has a variety of smaller arts and performance spaces, including the Lucky Penny Community Arts Center, the annual Napa Lighted Art Festival, and a variety of local art exhibitions, that are crucial for enhancing and supporting the quality of life for Napa's local residents. Some of the Napa's most important events, such as the annual BottleRock festival which have over 120,000 people and

the locally oriented Porchfest, increase the sense of place and enhance quality of life.

Napa will continue to emphasize the arts by promoting a multitude of events and productions year-round, cutting-edge venues to host world-class performances, and an even greater variety of arts and cultural activities that cater to residents and tourists alike and celebrate community diversity and promote inclusivity. Incorporating public art into main entry points into Napa can help distinguish the city and help reinforce a sense of place and arrival.

## 10

*Achieve an economically diverse and resilient community.*

As a fast-growing hub of wine-country visitation, tourism is one the growing segments of the economy along with a variety of other job sectors. While furthering continuing tourism growth with existing businesses, the General Plan will promote greater economic diversity, new industries, small businesses, and entrepreneurship to make the city more resilient to changing economic conditions and promote economic opportunities for residents. To assist with workforce development, the General Plan will encourage partnerships with local educational institutions and businesses and promote daycare and pre-schools to grow and facilitate workforce participation.



# NEXT STEPS

These are intended to remain as "draft" until the Preferred Plan and the General Plan policies are developed and will be finalized and included in the General Plan.

## **Ongoing Community Participation**

Ongoing community participation is essential as alternative strategies and trade-offs are evaluated and policies to accomplish the Draft Guiding Principles are developed. Please continue to visit the website **www.Napa2040.com** for news and further participation and feedback opportunities.

Updated April 2020.



**N A P A 2 0 4 0  
GENERAL PLAN**

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