

First Street Napa Phase II Redevelopment Design Guidelines

*Town Center Focus Area:
Reactivating the Heart of the City*



“Welcome to Downtown Napa in 2030. Enjoy Downtown’s unique environment where the community comes together to enjoy a vibrant collection of inviting public spaces, attractive streets, distinctive shops and eateries, exciting entertainment venues, creative public art, historic buildings, sustainable new buildings and an array of housing options.”

“As the distinctive heart of Napa, Downtown is a welcoming, fun and intimate city center – a place where history, charm, neighborhood and economic vitality come together along the Napa River.”

– Vision for Downtown Napa, Chapter 3, Downtown Specific Plan



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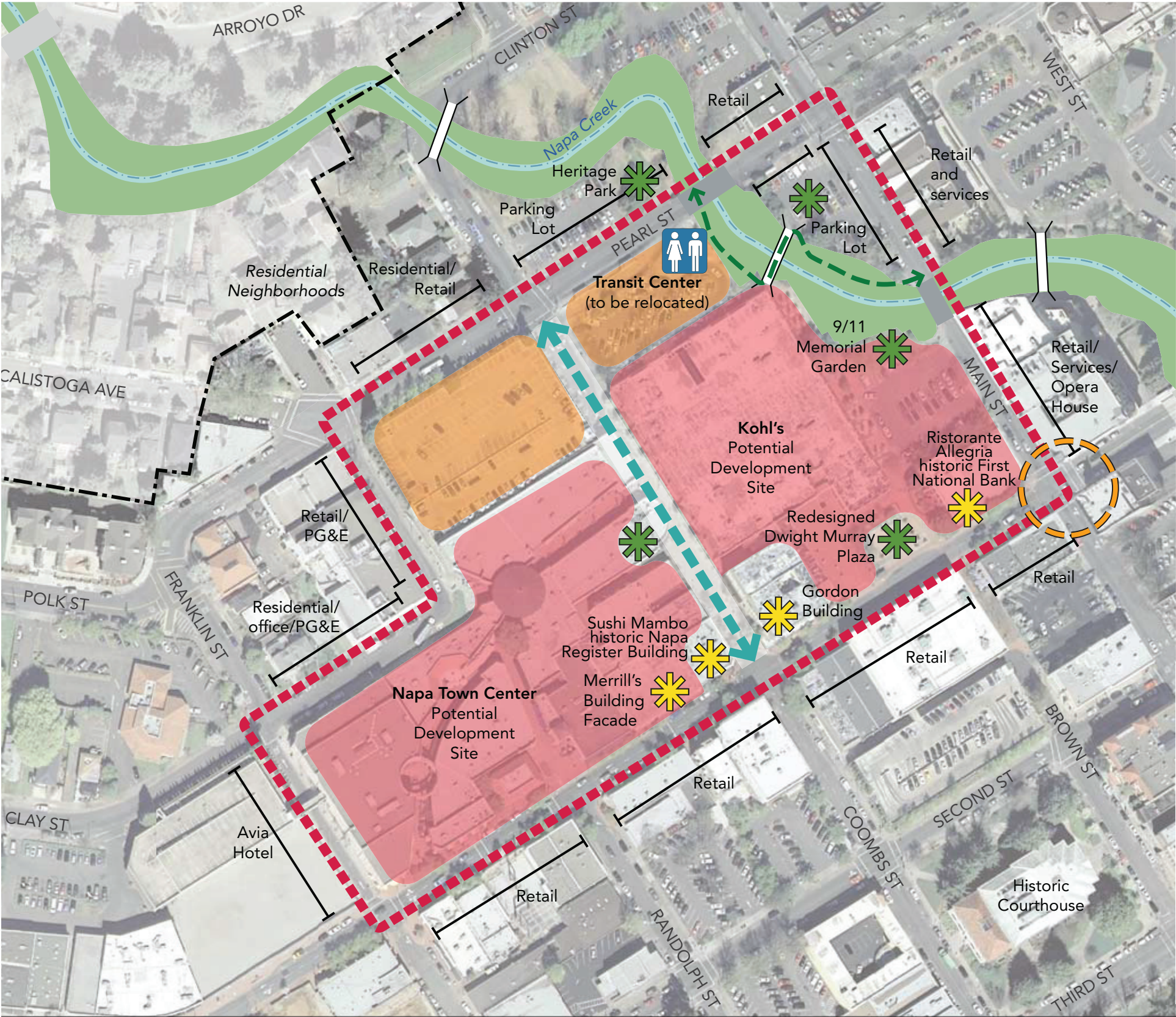
1. FIRST STREET NAPA - PHASE II REDEVELOPMENT DESIGN GUIDELINES OVERVIEW

The First Street Napa Phase II Redevelopment Project (“Project”), a mixed use project primarily consisting of 78 units of for sale market rate branded residential multifamily housing units, a 6-story, Upper Upscale hotel with 161 rooms with accessory retail and related amenities, and up to 30,000 sf of ground floor and second floor retail, and public realm improvements, is located within the Downtown Napa Specific Plan Town Center Focus Area.

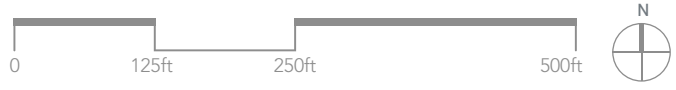
The Project will be developed through a Planned Development Overlay District. The PD provides the applicable regulations to implement the Project.

The PD also establishes these First Street Napa Phase II Redevelopment Design Guidelines (“Guidelines”). These Project specific Guidelines supersede the Downtown Napa Specific Plan Design Guidelines, Chapter 5. The Guidelines are intended to guide and define the character of the Project within PD Overlay District and to implement the vision and goals of the Specific Plan Focus Area and the PD.

In connection with its review of any Design Review Permit or other Project applications, the City will review the Project consistent with the standards and objectives set forth in these Guidelines.



- Downtown Area
- Focus Area
- Proposed/Planned
 - Pedestrian/Bicycle Trails
 - Auto/Bicycle/Pedestrian Connection
 - Downtown Core Commercial
 - Downtown Mixed-Use
 - Gathering Space
 - Historic Resource
 - Gateway
 - Public Restroom



2. SITE HISTORY

The First Street Napa Phase II Redevelopment will connect and respect the historical street patterns and architectural heritage of downtown Napa.

The Historic Map (see top right) demonstrates the previously integrated street patterns, particularly along Clay and Brown Street, with more permeable and smaller block patterns. The redevelopment of downtown Napa and the site in the 1970’s significantly altered this historic configuration. This project will aim to reconnect these key corridors.

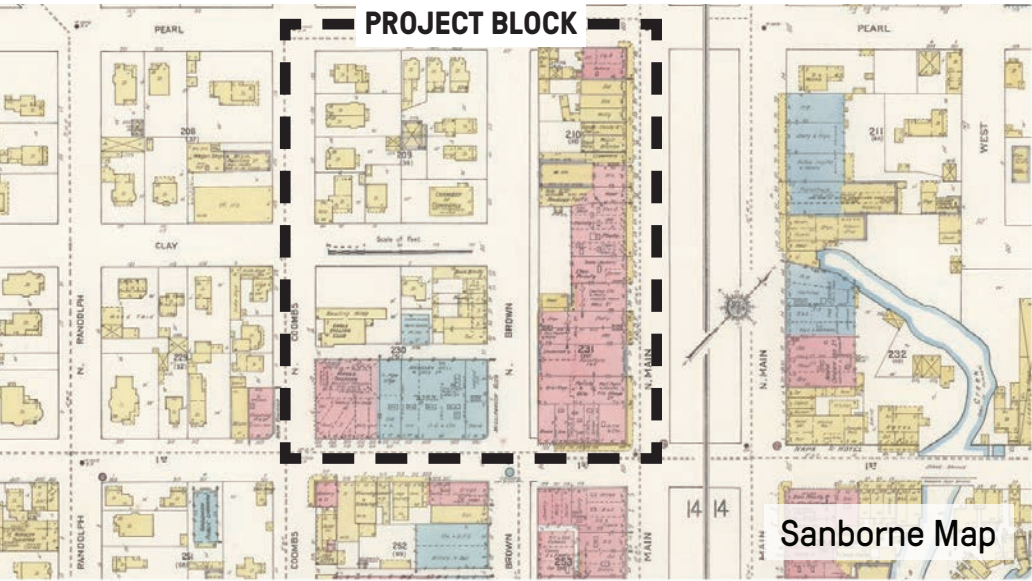
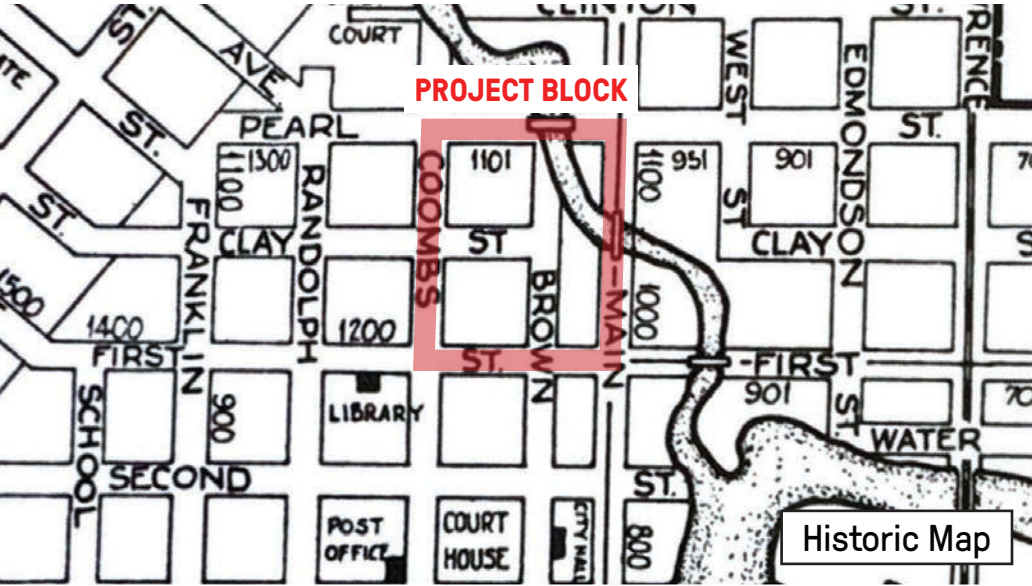
The area has also historically included various two to three story buildings with highly detailed facade frontages. The Sanborne Map (see middle right) demonstrates that the site’s original buildings typically fronted the street. The project will aim to reintroduce this pattern of denser and activated buildings with facades aligned to the street frontage.

“Another prominent Turton-Newman building was the Migliavacca Building, constructed in 1904 at the corner of Brown and First streets for wine industry pioneer G. Migliavacca. The two-story stone building housed a number of different shops and department stores until it was demolished by the Napa Community Redevelopment Agency in 1973.”

“In 1969, the City Council established a separate redevelopment agency, with its own bylaws and appointed officers. Some citizens were displeased with the Agency and its Urban Redevelopment Plan for the Parkway Plaza Redevelopment Project (adopted December 15, 1969), so they filed a referendum petition which ultimately did not get enough signatures and failed.”

“In 1970, the City of Napa’s application for the Neighborhood Development Program was approved and funded by the U.S. Department of Urban Development, setting the wheels in motion for the first major phase of redevelopment, which included the First Street beautification project, Brown Street Mall, another new downtown shopping mall, parking garages, new department stores (Mervyns and Carithers), and a one-time public art program. This effort led to the demise of some historic downtown commercial buildings, including the construction of a controversial clock tower and plaza on First Street to replace the Migliavacca Building (1905, demolished 1973), and the demolition of the Behlow Building (1900, demolished 1977) to make way for a new parking garage. Building permits from the 1970s are also on record for the demolition of a handful of buildings on Pearl Street to make way for a parking lot.”

*All quotes from: Heritage Napa, Downtown Napa Historic Context Statement & Survey Report Final



3. SITE CONTEXT



3. EXISTING SITE
CONDITIONS AND OPPORTUNITIES

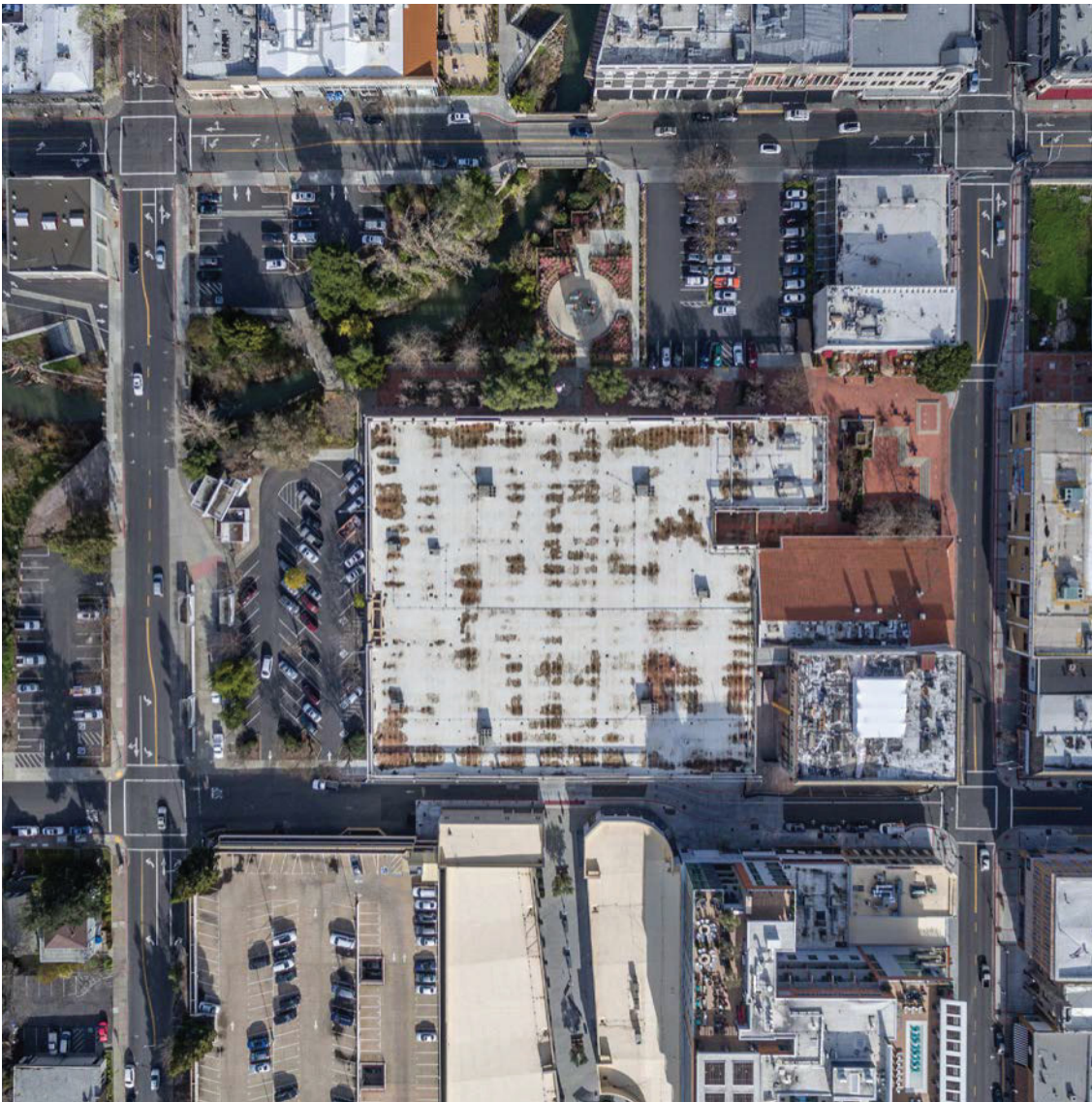
Various areas remain unactivated and even hostile to pedestrians within the existing site context. Certain passages are dominated by asphalt and paving—clearly intended to service vehicles rather than people. In multiple locations pedestrians remain exposed to the elements, with extremely limited landscaping and trees along many street segments and limited opportunities for respite (i.e. benches, tables, and alcoves). Various street frontages remain dominated by blank walls, fences, parking lots, and parking structure entries.

The site includes various elements to expand upon in creating an enhanced downtown Napa environment. Dwight Murray Plaza on First Street is a medium-sized urban plaza in a central location. It currently lacks sufficient uses and connections to make it active and vibrant. Additionally, its “sunken” plaza design is dated and is currently not a popular gathering place in Downtown.

Adjacent to Dwight Murray Plaza is the Brown Street Plaza. Brown Street south of Pearl Street to the mid-block south of First Street is closed to vehicular traffic. This area has the potential to become a prominent community gathering place if designed and programmed correctly.

PLANNING CONTEXT

- Characterizing Downtown as a place of social, entertainment, art, cultural, retail, residential, administrative and government uses;
- Enhancing Downtown gateways;
- Studying access and circulation to and within the Downtown area;
- Supporting creative parking solutions;
- Creating incentive programs and regulatory ordinances that stimulate public and private investment;
- Encouraging specialty retail businesses catering to visitors and residents, and discouraging discount stores with high square footage and parking requirements; and
- Promoting hotel and conference facilities, 24-hour activity, art and cultural activities.
- Emphasizing pedestrian orientation with active streets and open spaces;
- Promoting mixed-use projects as a means to reduce the need for automobile use and to support Downtown businesses;
- Encouraging rehabilitation and re-use of historic structures;
- Promoting the historic urban form of Downtown with new buildings compatible with the heights, street faces and building massing of older buildings;
- Enhancing public access to Downtown, including strong linkages to adjacent residential neighborhoods;



4. EMBRACING THE DOWNTOWN FABRIC

The immediate vicinity of the First Street Napa Phase II Redevelopment offers a vibrant downtown setting with an array of hotels, restaurants, businesses, and public plazas. The Archer Hotel and Andaz Hotel both provide a high-quality boutique hotel experience for business travelers and Napa Valley tourists. A wide range of cuisines can be experienced in the many restaurants accessed along First Street, including within the First Street Napa Mall. Both small businesses and major corporations have offices located in buildings such as Spaces Napa Valley and Napa Square that compliment the First Street Mall retail storefronts and various other service oriented commercial spaces. The project intends to both complement and expand these opportunities to attract both residents and visitors to Downtown Napa.



Archer Hotel



First Street



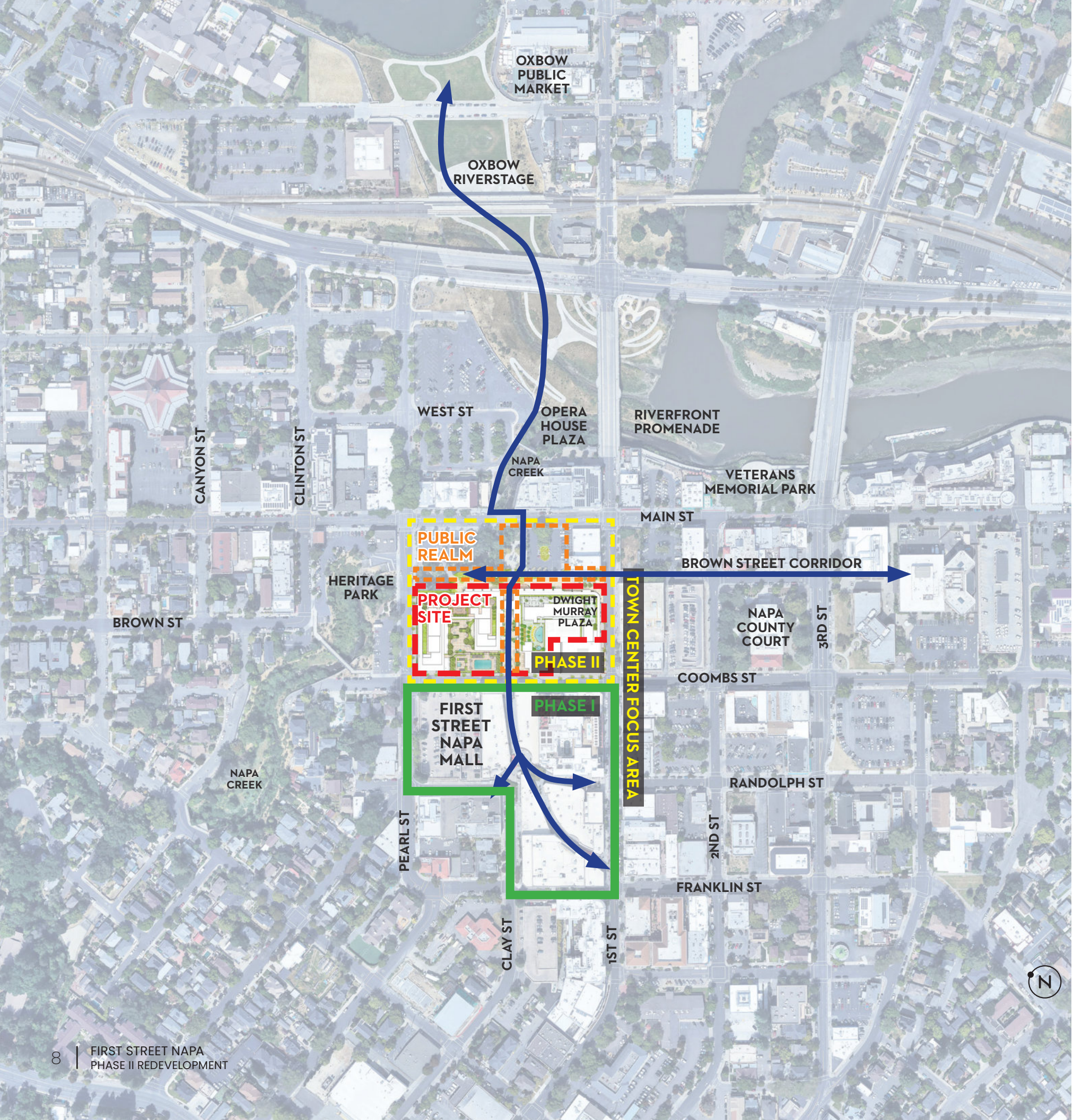
First Street Napa Mall



4. EMBRACING THE DOWNTOWN FABRIC

The First Street Napa Phase II Redevelopment’s creative blend of dense residential and commercial uses, plazas and promenades, and natural areas will advance some of the key goals of the Downtown Napa Specific Plan:

- **Create a Downtown Napa Civic Center:** The project’s key goals will help to “make Downtown Napa an inviting and friendly place to live, work and visit” (52) and “promote the role of Downtown as the primary place where civic buildings are concentrated and where people come together to enjoy public art and culture, open spaces, and public facilities” (52).
- **Develop an Active, Connected, and Safe Public Realm:** The project is committed to balancing building development with “a human-scale, pedestrian-friendly environment that is inviting to residents and visitors” (52). This will be accomplished by “[creating] linkages to and between public gathering places, parks and the Napa River for people to explore Downtown” (53), including connections to Oxbow Commons, Riverstage, and Public Market; developing “public improvements further the goal of a safe and inviting Downtown” (91); designing a “larger developments that [groups] retail, hotel, multi-unit residential and/or office buildings to shape distinct and memorable open space(s), that are accessible to the public” (97); and incorporating “special building forms (i.e., towers) and site improvements (i.e., fountains or sculpture) . . . to help organize and accent spaces by framing entrances, terminating views and highlighting central focal points” (97).
- **Integrate Mixed Use Development:** The project’s buildings will create opportunities for a mix of residential, commercial, and hotel uses. This range of uses will “promote Downtown Napa as an opportunity area for mixed-use development, including a range of housing options and densities” (52) and concentrate “activity-generating uses in the core area of Downtown, including retail shops, offices, commercial services, restaurants and entertainment venues” (53).
- **Promote Quality Design:** Buildings and open spaces throughout the First Street Development will be designed to the highest quality and “[developed with] unique structures that complement their surroundings, orienting buildings and entrances to streets and public gathering places” (53).



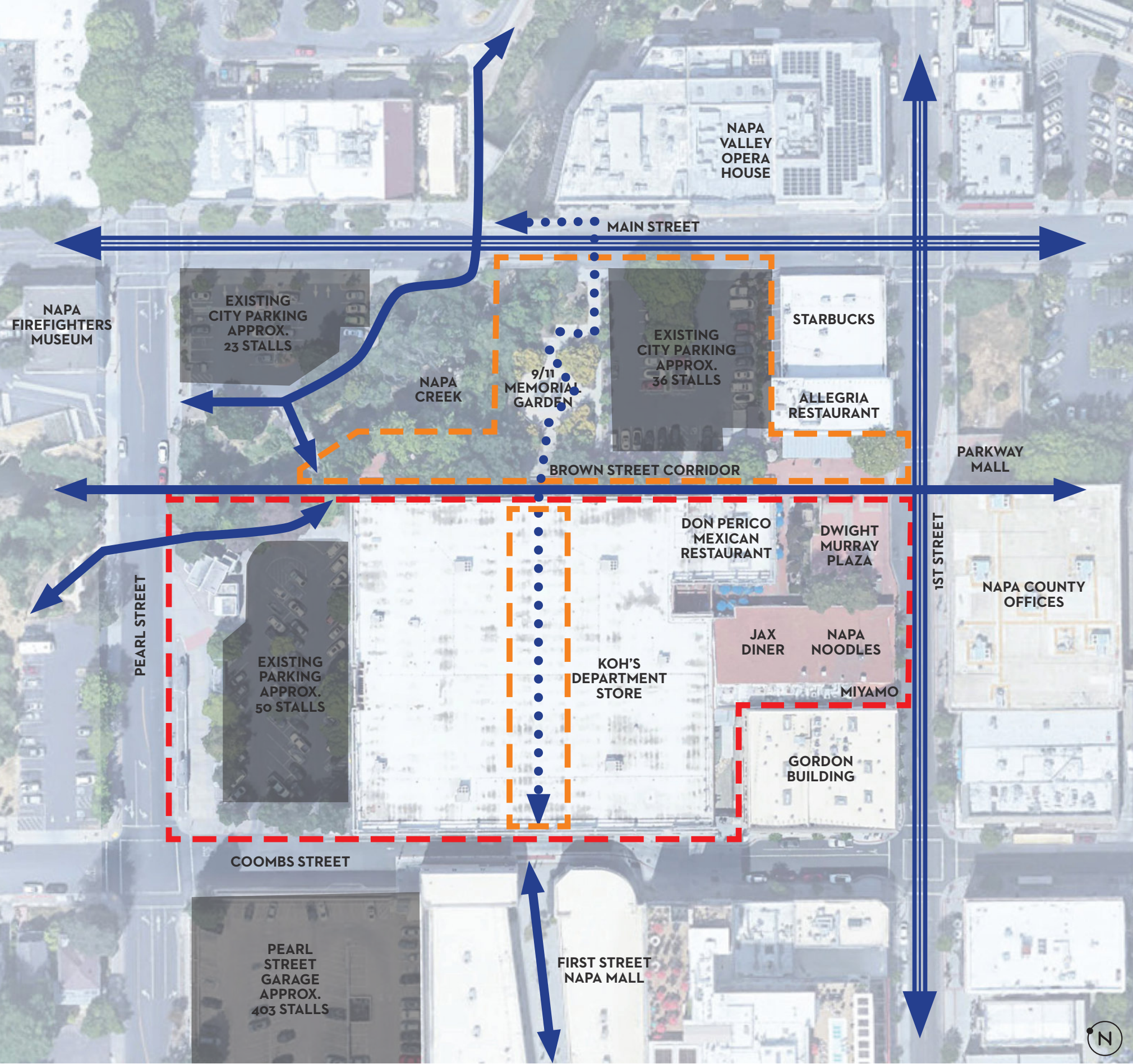
LEGEND

 PEDESTRIAN CORRIDORS

EMBRACING THE DOWNTOWN FABRIC

Key Elements:

- **Kohl’s Department Store:** The large-scale Kohl’s Department Store is the primary building dominating the site. This building will be demolished and replaced with new structures as a key project redevelopment strategy.
- **Gordon Building:** This historic downtown building on the corner of Coombs and First Street offers a prominent street frontage.
- **Restaurants & Cafes:** The area includes various dining opportunities, including three restaurants fronting Dwight Murray Plaza (Don Perico Mexican Restaurant, Jax Diner, and Napa Noodles), Allegría Restaurant along the Brown Street Corridor, and Starbucks on the corner of Main and First Streets.
- **Dwight Murray Plaza:** The plaza is outdated and ill-designed for the urban fabric of downtown, but was intended to be a prominent gathering area.
- **Brown Street Corridor & Parkway Mall:** Connected to the Dwight Murray Plaza is the Brown Street Corridor and Parkway Mall, which include amenities such as mature shade trees and outdoor dining areas. These mid-block passages increase urban fabric permeability and pedestrian access opportunities.
- **9/11 Memorial Garden:** The memorial garden and sculpture offers a peaceful area for reflection.
- **Napa Creek:** The Napa Creek corridor transects the northern corner of the site and offers green space connection to areas such as Heritage Park, Napa Riverfront Promenade, and the Oxbow Riverstage.
- **Parking Lots & Garages:** The proposed project area includes over 100 parking stalls in 3 surface parking lots. The nearby Pearl Street Garage offers additional parking opportunities to visitors.
- **Nearby Amenities:** Other nearby amenities include Napa institutions—such as the Napa Valley Opera House as well as shopping stores within the First Street Mall and along nearby streets.



LEGEND

- PROPOSED PROJECT SITE
- PROPOSED PROJECT PUBLIC REALM
- PROPOSED ENHANCED PEDESTRIAN CONNECTIONS

- EXTG MAIN VEHICULAR THOROUGHFARES
- EXTG PEDESTRIAN CORRIDORS
- EXTG PARKING AREAS

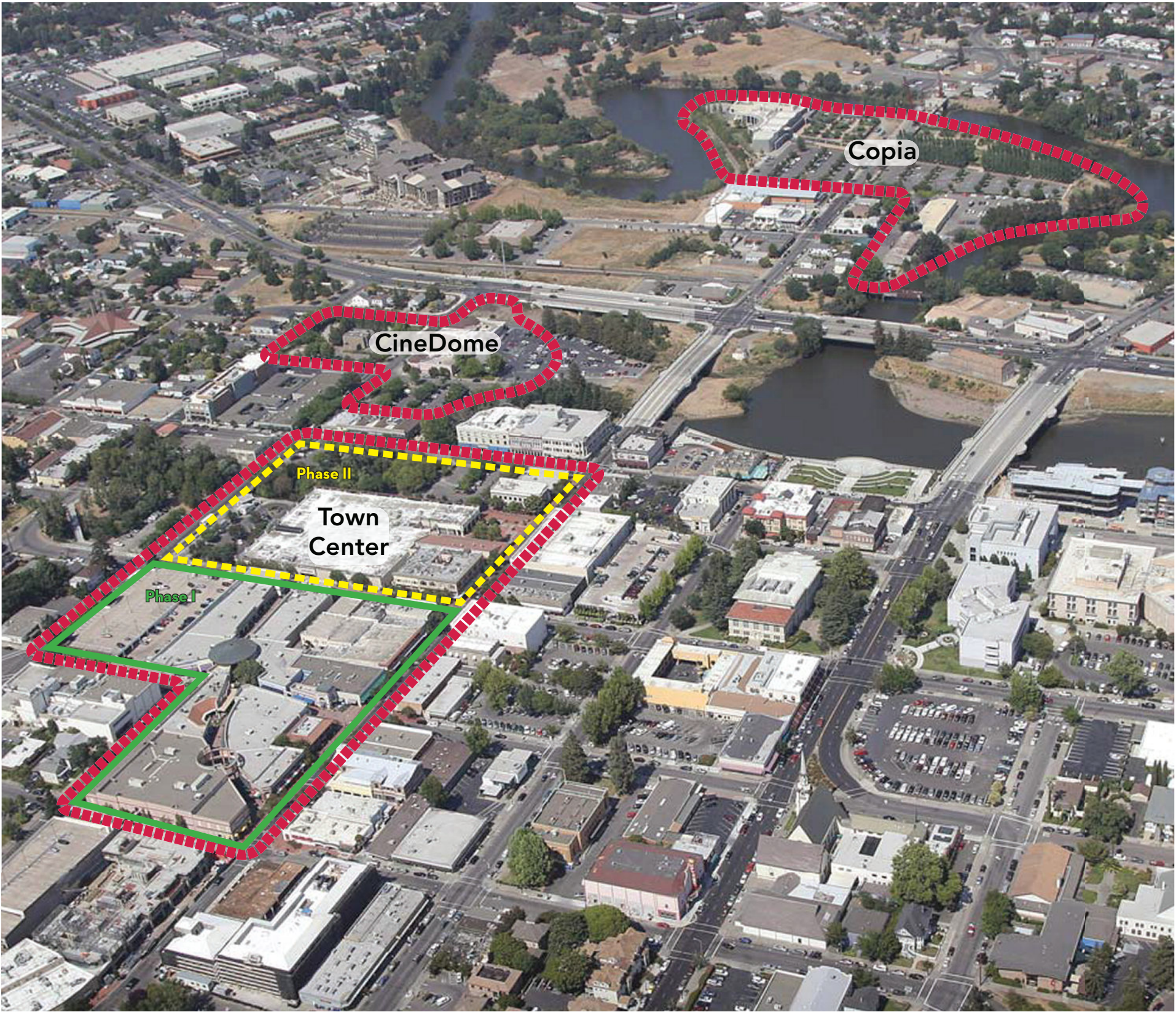
5. SPECIFIC PLAN
TOWN CENTER FOCUS AREA

The First Street Napa Phase II Redevelopment is located with the Downtown Napa Specific Plan’s Town Center Focus Area. This focus area supports achieving one of the key goals of the Specific Plan, which is to “designate the Downtown core as the location for Downtown’s retail activities, supported by retail, service, office and residential opportunities bordering the core in a mixed-use designation” (53).

The approximately 14-acre Town Center Focus Area is located near the center of Downtown. It is the commercial “heart” of the city, bounded to the east by Main Street, to the south by First Street, to the west by Franklin Street and to the north by Clay and Pearl streets (see Figure 4.5: Town Center Focus Area). The majority of the area is composed of the Napa Town Center and the Kohl’s development, a shopping mall located on several consolidated blocks. The area also includes commercial uses, surface and structured parking, two public plazas, surrounding street frontages, and a portion of Napa Creek. All of these uses can be addressed and reconfigured to reactivate downtown.

This project aims to achieve a number of the specific objectives for this Town Center Focus Area, which in turn achieve the vision of the Specific Plan, including:

- “[Improving] pedestrian, bicycle and auto circulation through the design of streets, pathways and passageways” (82).
- “[Promoting] mixed-use development throughout the area, with retail emphasis on ground floors to activate building edges and housing and/or office above. This site represents the best opportunity for density and height in Downtown” (82).
- “[Encouraging] gathering places such as plazas and outdoor seating areas in public spaces as well as private development projects” (82).
- “[Reactivating] Brown Street as public space that supports pedestrian and bicycle activity” (82).
- “[Providing improved] space for a 9-11 memorial” (82).



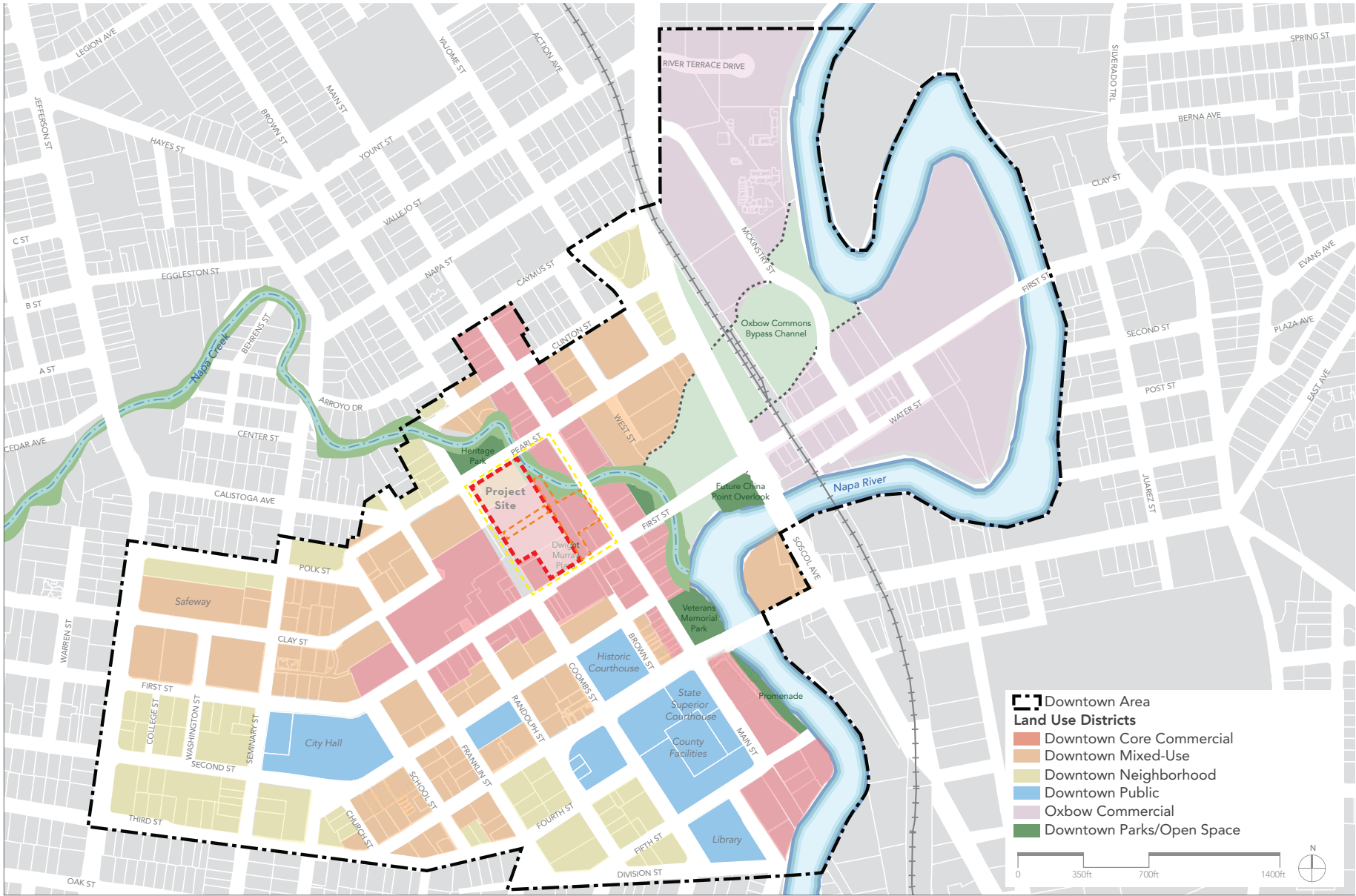
DOWNTOWN AREAS OF FOCUS

PHASE 1 - EXISTING CITY BLOCK

PHASE 2 - PROJECT CITY BLOCK

5. SPECIFIC PLAN LAND USE DISTRICTS AND
PLANNED DEVELOPMENT OVERLAY

FIGURE 4.1: Land Use Designations and Zoning Districts Map



PHASE 2 - CITY BLOCK
PROJECT SITE
(PLANNED DEVELOPMENT OVERLAY)
PUBLIC REALM

The First Street Napa Phase II Redevelopment primarily is located in the Downtown Commercial Core Land Use District and partially within the Downtown Mixed Use District. The underlying land use districts will be combined with the Planned Development Overlay District (PD).

The PD Overlay, which incorporates these guidelines, is intended to encourage high quality, innovative and creative development design and allow for varied or mixed uses by providing flexibility in underlying zoning standards and provide a mechanism for preservation and enhancement of site features while continuing to permit efficient use of land. The PD requires the project’s design to incorporate the distinct mixed-used development and public realm objectives into a seamless development integrated into the “Focus Area” as envisioned in the Specific Plan.

The following pages will describe the project design elements in greater detail, particularly in relationship to implementing the Downtown Napa Specific Plan.



6. DESIGN & STANDARDS

The First Street Napa Phase II Redevelopment project will develop an integrated, active, and inviting expansion of downtown Napa with both private and public realms of development.

Key Private Realm Elements:

- **Hotel Uses:** The hotel will be an STR-rated upper-upscale facility with up to 161 rooms. The Hotel will also include amenities such as a restaurant on the ground floor and a rooftop patio and bar, a spa and event space. These amenities may be operated as independent retail and commercial uses from the hotel.
- **Residential Uses:** 78 market-rate for sale branded condominium units that will be serviced by the Hotel and may be made available for short-term transient rental in connection with the Hotel.
- **Retail Uses:** Up to 15,000 sf of stand-alone retail space in the ground floors of two buildings, along with up to 15,000 sf of hotel and residential accessory commercial space in the ground and second floors of two buildings.

Key Public Realm Elements:

- **Outdoor and Public Spaces:** The outdoor and public spaces will include both raised and atgrade spaces facilitating a myriad of public and private uses. This will include spaces designed for active engagement and connections for pedestrians on adjacent public property on First Street and the former Brown Street. Programming includes the potential for public gatherings, food and beverage sales, and for organized public and private events.
- The Project will develop a new public plaza (the “New Plaza”) of a size equal to or greater than the Dwight Murray Plaza (approximately 0.18 acres) and in a location roughly aligned with the former Clay Street right-of-way (to create visual connections for pedestrians from Coombs Street to the 9/11 Memorial Garden and the Opera House). The New Plaza will be a pedestrian-oriented ADA-compliant space with design elements for retail activation complimentary to First Street and public gathering opportunities that will include a public concourse running between the hotel and residential buildings that will lead from the First Street Napa mall to the Brown Street Corridor.
- The former Brown Street corridor will be restored and is intended to be designed to meaningfully engage the adjacent public rights-of-way between the Project site, new hotel drop-off, the 9/11 Memorial Garden, Main Street, Napa Creek and the surrounding downtown areas and Oxbow district. This will transform the currently underutilized spaces adjacent to the Creek into an extension of the project’s spaces for public and private uses.
- A new pedestrian crossing extending from the existing sidewalk and aligning with the mid-block bridge across the Napa Creek will further connect the project to the Oxbow district to the east.

Use	Area (SF)	Units / Keys
Hotel & BOH	Approx. 190,000	161
Residential	Approx. 178,000	78
Retail / Spa / Amenity	Approx. 30,000	-
TOTAL	Approx. 398,000	239

(Not including MEP and Parking)



EXHIBIT B

6. EXISTING SITE & PARCEL CONFIGURATION

Existing site conditions showing the extent of various parcels, current ownership and extents of public realm adjacent to the project.

The Project will be developed on the 1.94-acre parcels that includes the Kohl’s Department Store and other users located at 1106, 1116 and 1118 First Street, Napa, California, designated as Assessor’s Parcel Nos. 003-166-010, 003-166-013, 003-116-015, 003-166-016 (“CS Parcel”); the approximately 0.7-acre property and the surface parking lot located at 1151 Pearl Street in Napa, California, designated as Assessor’s Parcel Nos. 003-166-008 & 003-166-011 (“Parking Lot Parcel”) and the approximately 0.19 acre property on First Street adjacent to the CS Parcel known as the Dwight Murray Plaza, designated as Assessor’s Parcel Nos 003-166-017 (“Dwight Murray Parcel”).

The Dwight Murray Parcel, the Parking Lot Parcel and the CS Parcel all together comprise approximately 2.83 acres of land and are referred to herein collectively as the “Property”. Other Project improvements will occur within the Brown Street right-of-way adjacent to the Property. The existing configuration does not implement the vision of the Downtown Napa Specific Plan or Focus Area.

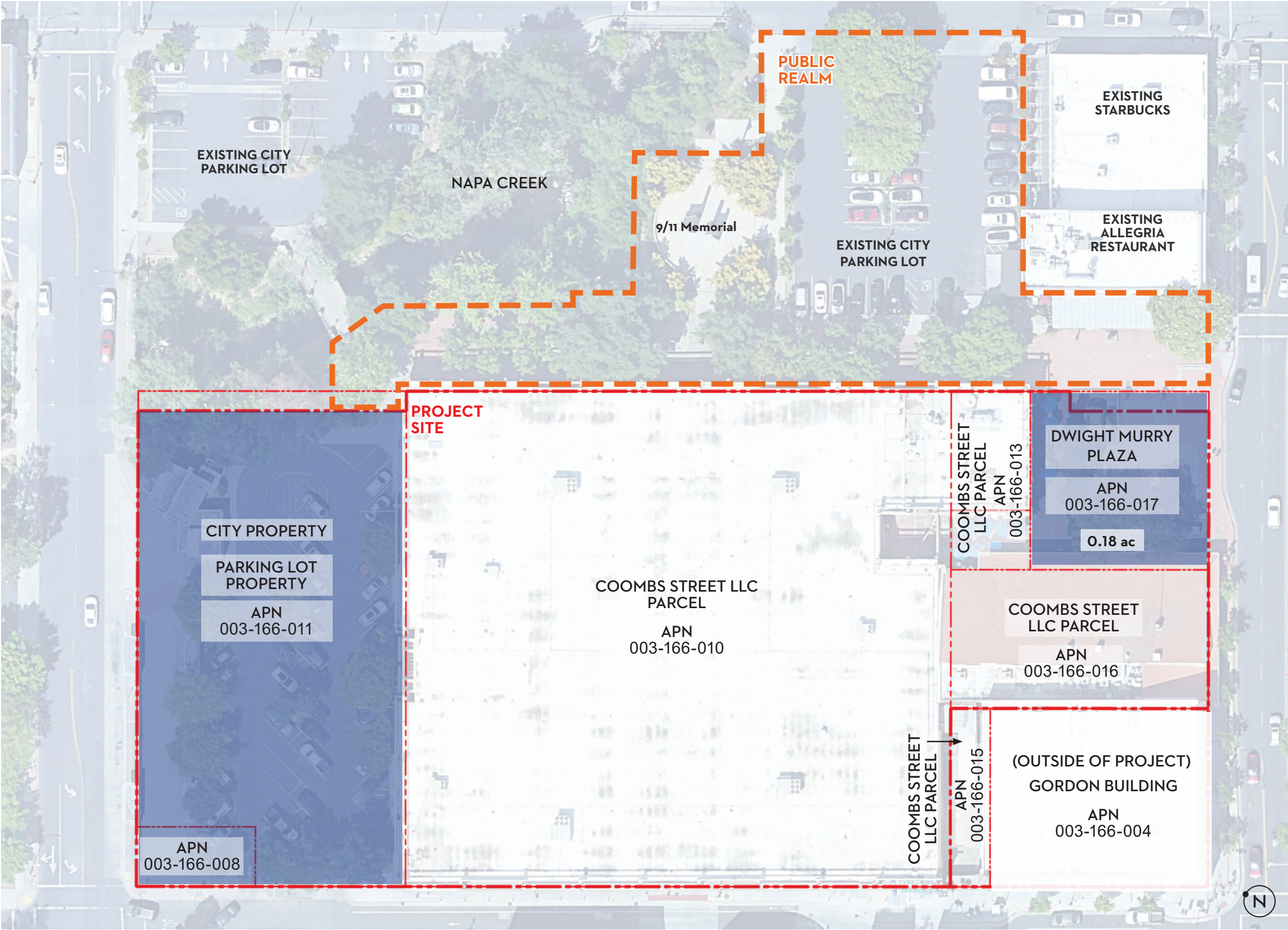


EXHIBIT B

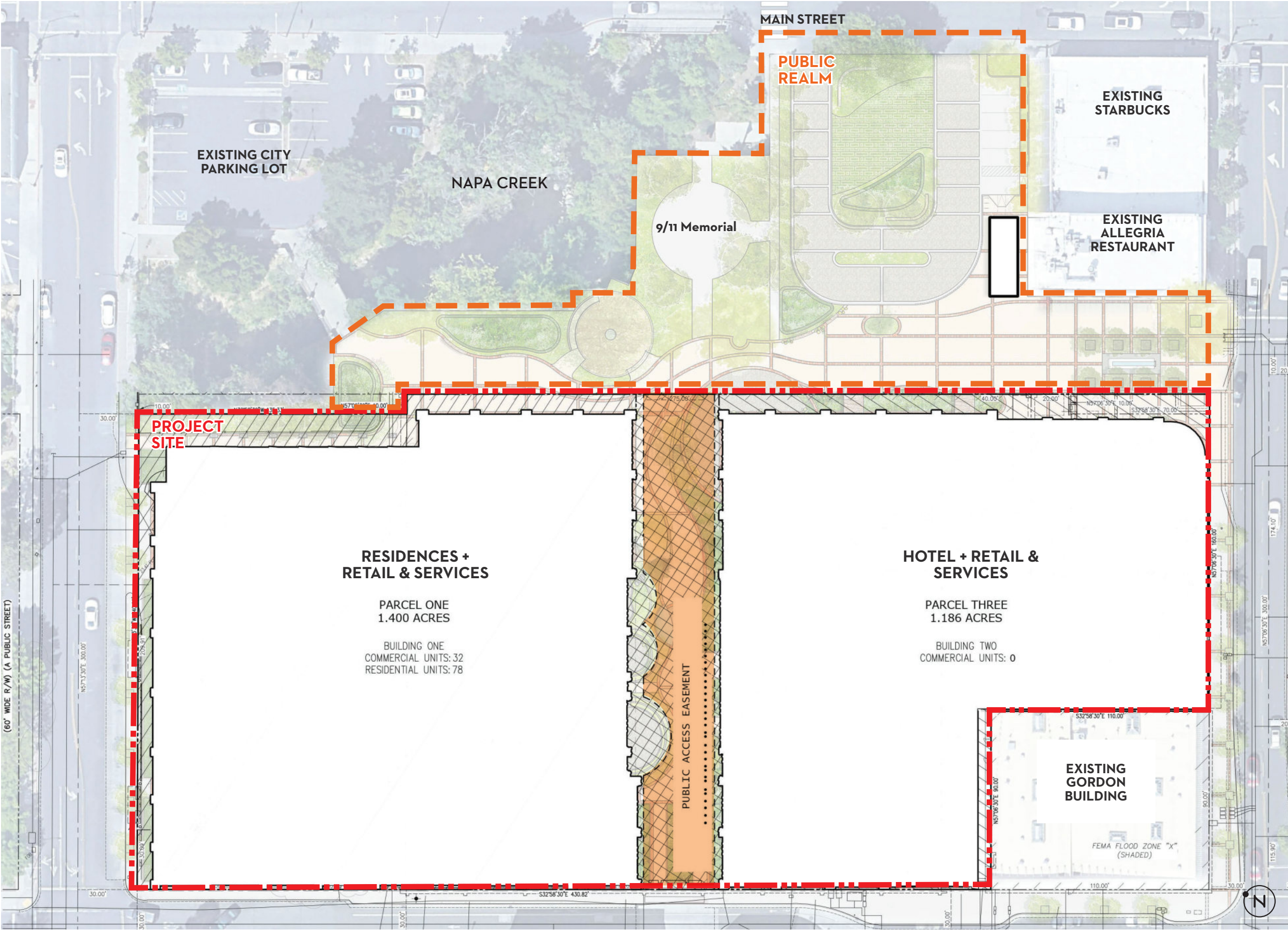
6. PROJECT SITE AND
PARCEL CONFIGURATION

The proposed site configuration, relocating the new plaza and pedestrian corridor extension from the Napa First Street mall up to the 9-11 Memorial and Brown Street public realm.

Project includes a new common arrival to replace existing parking lot.

The 7 existing parcels will be reconfigured into 3 fee parcels, 1 condominium airspace parcel and 1 airspace parcel for a total of 5 parcels for financing, ownership and condominium property division purposes. The condominium airspace parcel will consist of 78 Residential Units and 32 Commercial Units for financing, ownership and condominium subdivision purposes.

The new parcel configuration will activate downtown and implement the vision of the Specific Plan.



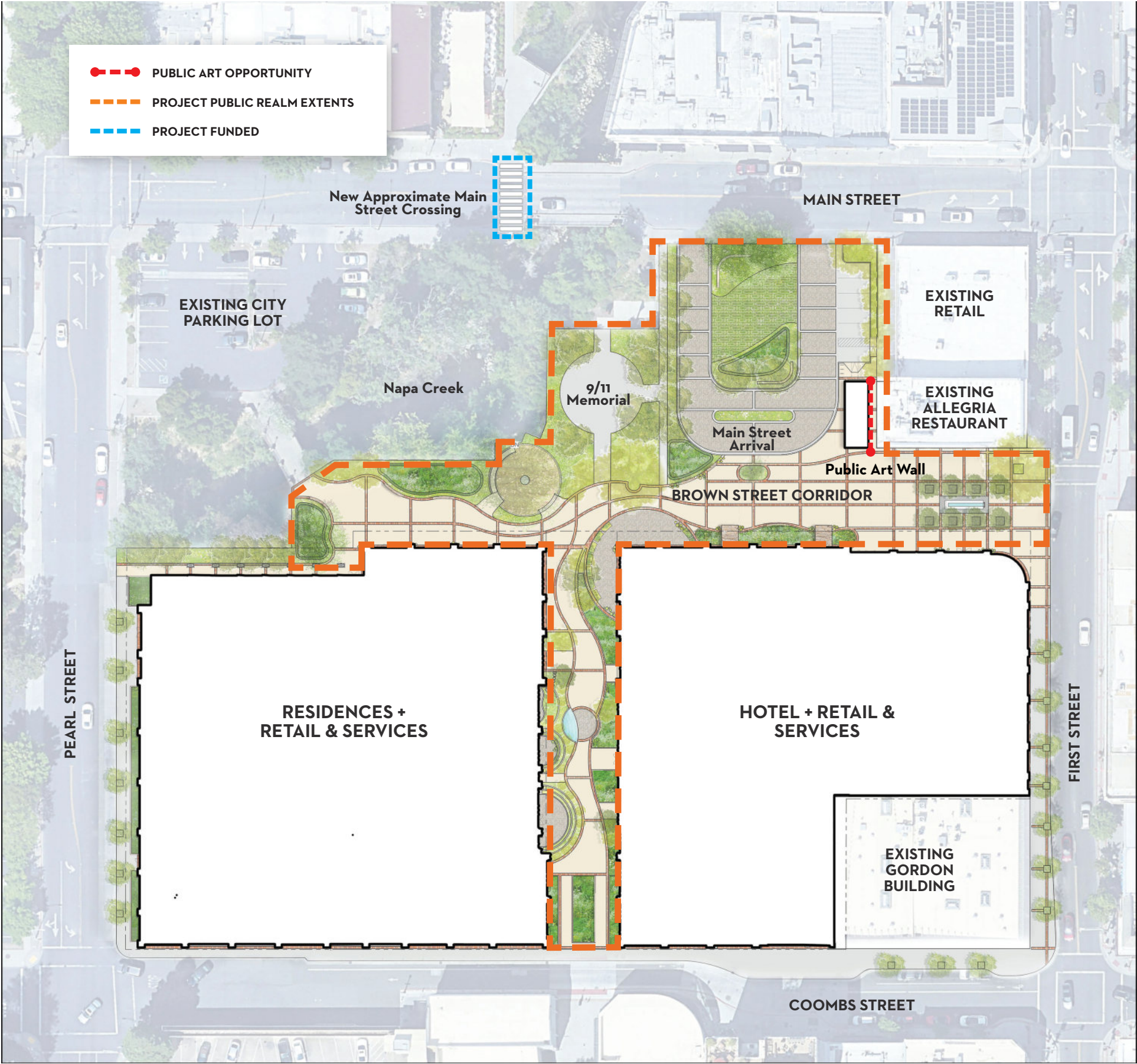
- AN IRREVOCABLE OFFER TO DEDICATE A PUBLIC ACCESS AND USE EASEMENT OF APPROXIMATELY 8,310SF, RELOCATING DWIGHT MURRAY PLAZA
- PROJECT SITE BOUNDARY
- PUBLIC REALM

6. LAYOUTS AND IMPROVEMENTS
PUBLIC REALM

The project’s public realm will create “attractive and inviting public realm” (109) with “tree-lined, pedestrian-oriented walking streets and outdoor plazas with numerous gathering spaces, outdoor cafes and seating areas, and unique design elements” (109). The site design will emphasize a careful balance between buildings and the public realm with “open spaces, walkways and alleys to break up building mass, allow access through developments and create visual breaks” (95).

Key Elements:

- **Renovated Brown Street Pedestrian Corridor:** The Brown Street Pedestrian Corridor will be renovated with an improved hardscape and landscape design, seating areas, and vendor areas. This aligns the Downtown Napa Specific Plan goal of “[enhancing] and [maintaining] the North and South Brown Street Plazas as part of the overall pedestrian and bicycle circulation system” and creating an area “to serve as a plaza/community gathering space in conjunction with Dwight Murray Plaza” (125).
- **Interior Pedestrian Corridor:** The Interior Pedestrian Corridor will bisect the interior part of the project site and provide multiple access points to buildings, a direct pedestrian walkway from the First Street Napa Mall, and more general pedestrian connection route through downtown. This corridor will feature hardscape and landscape design, seating areas, and vendor areas integrated into the Brown Street Pedestrian Corridor.
- **Main Street Crossing:** A new pedestrian crossing at approximately the mid-block location to align with the existing sidewalk connecting the 9-11 Memorial will be funded by the project.
- **Main Street Arrival:** The existing city parking lot will be improved and redesigned to provide a dedicated drop off at the Brown Street corridor.
- **Public Art:** The project will incorporate public art at key locations as identified in the City of Napa Public Art Master Plan. The site plan recognizes that “public art is an important component in creating a unique downtown experience [and] . . . may function as gateway identifiers” (120).
- These key elements will create a human scale, pedestrian-friendly linkage through downtown, the project site, Brown Street, the 9-11 Memorial, Main Street, Napa Creek, and the Oxbow.

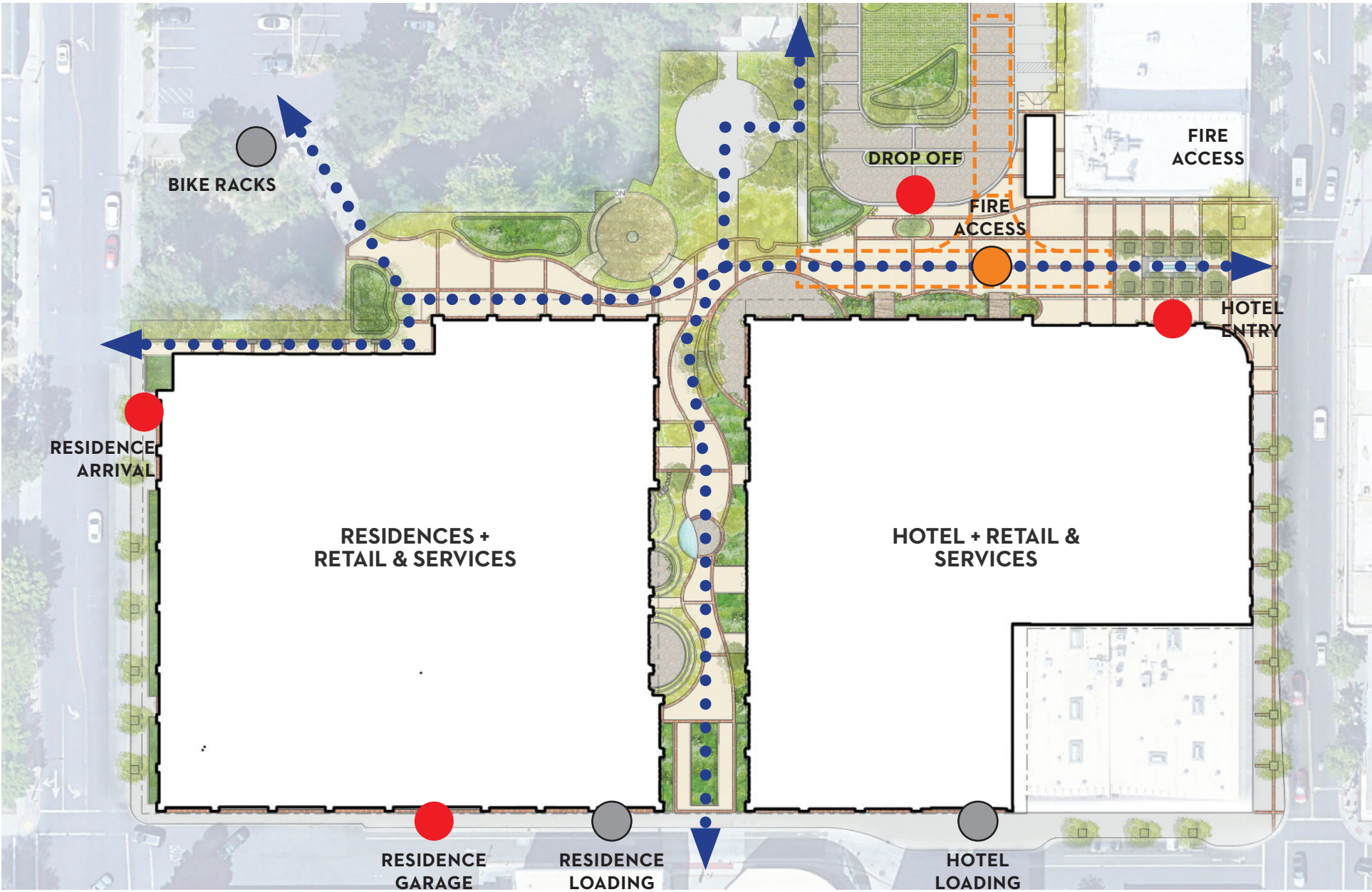


6. SITE LAYOUT
ACCESS AND CIRCULATION

The project will address many of the key objectives of the Downtown Napa Specific Plan’s Streetscape Plan (see Figure 5.3). This includes creating improved pedestrian plazas along Coombs Street and Brown Street; enhancing design features along three streets: Main Street (Core Street), First Street (Core Street), and Pearl Street (Secondary Street); and improving the experience at the Pearl and Main Street Secondary Gateway.

Key Elements:

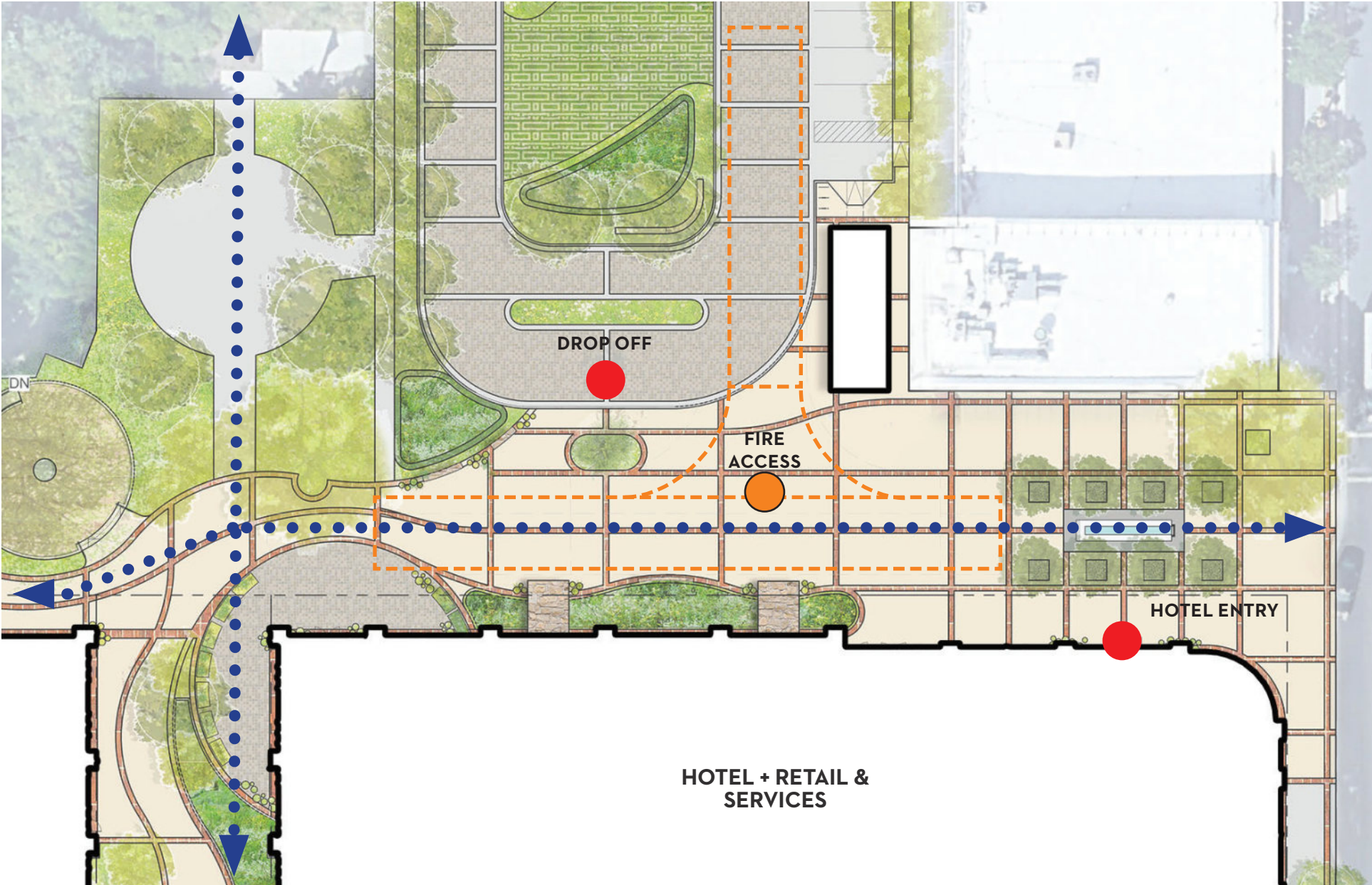
- Pedestrian Circulation:** Pedestrians will have a variety of routes to circulate through the project site. This includes the primary Brown Street and Interior Pedestrian Corridors as well as pathway connections through Napa Creek. The design will “provide a human-scale, pedestrian-friendly environment that is inviting to residents and visitors” (52) and foster “linkages to and between public gathering places, parks and the Napa River for people to explore Downtown” (53). Mid-block pedestrian passages, particularly across Coombs and Main Street, will encourage improved pedestrian circulation within the site and more generally through downtown; these mid-block crossings will “consider [using] in-pavement flashers, and crosswalk signage that flashes to alert drivers of a crossing” (111). Buildings will also be oriented towards walkways in order to “foster a pedestrian environment” (91).
- Bicycle Circulation & Parking:** Bicyclists will be directed to travel along the mid-block corridors and through the potential improved Napa Creek corridor. This plan will ensure a “a clear path of travel for...bicyclists through new development, and particularly through parking lots and open spaces” (128). Bicyclists will be provided with “bicycle parking [that] is conveniently located and accessed” (128) and “route and wayfinding signage along bike pathways for orientation and to encourage long-distance use” (128).
- Vehicular Access:** The project will also incorporate a variety of drop-off areas, particularly along Coombs, within the existing City Parking Lot adjacent to the Brown Street Corridor and 9/11 Memorial Garden. Fire truck access will be integrated into the site plan.
- Residence Parking:** The residences have dedicated parking in a two level garage structure, integrated into the podium of the residence building. A minimum ratio of 1 parking space per residence unit is provided with additional spaces that are valet operated in a tandem configuration.
- Building Loading Areas:** To the extent possible, new loading areas will be located “within the building footprint or within private parcel, where possible, to minimize adverse traffic impacts and street activities” (128).



6. SITE LAYOUT
PARKING AND LOADING

Key Elements:

- **Existing Parking Lot Location:** Visitors to the First Street Napa Phase II Redevelopment will be able to arrive at a renovated drop off with parking adjacent to the Starbucks and Allegrria Restaurant and accessed on Main Street making Main Street a key downtown access point. This lot location is designed “to make parking easy to locate and access” (126), places parking “strategically where demand is highest” (126), and avoids “entrances or exits of parking facilities on residential streets” (126). This also allows for limiting impact along First Street by eliminating the existing lay-by lane on First Street, pushing all vehicular drop off into the new arrival.
- **Pedestrian Interaction:** The parking lot design strategically accommodates pedestrian circulation by locating access on a “side [street] . . . rather than from [a] pedestrian-oriented [street]” (126) and “[ensures] parking is as unobtrusive as possible and does not detract from the pedestrian orientation of Downtown” (126).
- **Safety & Visibility:** The parking lot will incorporate “safe walkways and visual connections to parking lots and structures, and provide ample lighting in and around parking lots and structures to enhance safety” (126).
- **Signage:** The parking lot will include “attractive signage to clearly direct drivers into and out of . . . surface parking entrances” (126).
- **Technology & Charging Stations:** The parking lot design will potentially “[incorporate] other technologies, such as charging stations for electric vehicles, into parking” (126).
- **Valet Parking:** To support the Hotel and Residences, valet parking is provided at the new Brown Street Corridor drop off.



LEGEND

- PRIMARY ARRIVAL POINTS
- FIRE ACCESS
- LOADING & SERVICE
- ● PROPOSED ENHANCED PEDESTRIAN CONNECTIONS

6. INTEGRATION OF HISTORIC DOWNTOWN DEVELOPMENT PATTERNS

Given the project’s proximity to nearby downtown Napa historic landmarks and buildings, the First Street Napa Phase II Redevelopment project will incorporate various features to acknowledge this historic relationship.

Key Elements:

- **Historic Patterns:** The project will restore the historic urban grain, aligning the street frontage with the existing historic resources while bringing back the implied building mass from the Migliavacca buildings past and extension of urban grid through the new pedestrian paseo.
- **Height, Setbacks, and Stepbacks:** The buildings will “reinforce the historic pattern with heights, setbacks and upper-level stepbacks oriented to the many existing two- and three-story buildings” (98). Proposed buildings near historic commercial buildings abut walls and aim to “create a solid block face” (108).
- **Style and Materials:** Selected styles and materials will complement the character of the existing historic buildings (108).
- **Building Setbacks:** Along first street, consistent setbacks with adjacent existing Gordon Building, continuation of historic zero lot line and building face along First Street. Other property boundaries hold no requirements, consistent with the zero lot line within the Downtown specific plan.



Napa Valley Opera House



Gordon Building



First National Bank Building



Winship-Smernes Building



6. ADJACENT INTEGRATION OF HISTORIC DOWNTOWN GORDON BUILDING

Given the project’s proximity to nearby downtown Napa historic landmarks and buildings, the First Street Napa Phase II Redevelopment project will incorporate various features to subtly acknowledge this relationship.

Key Elements:

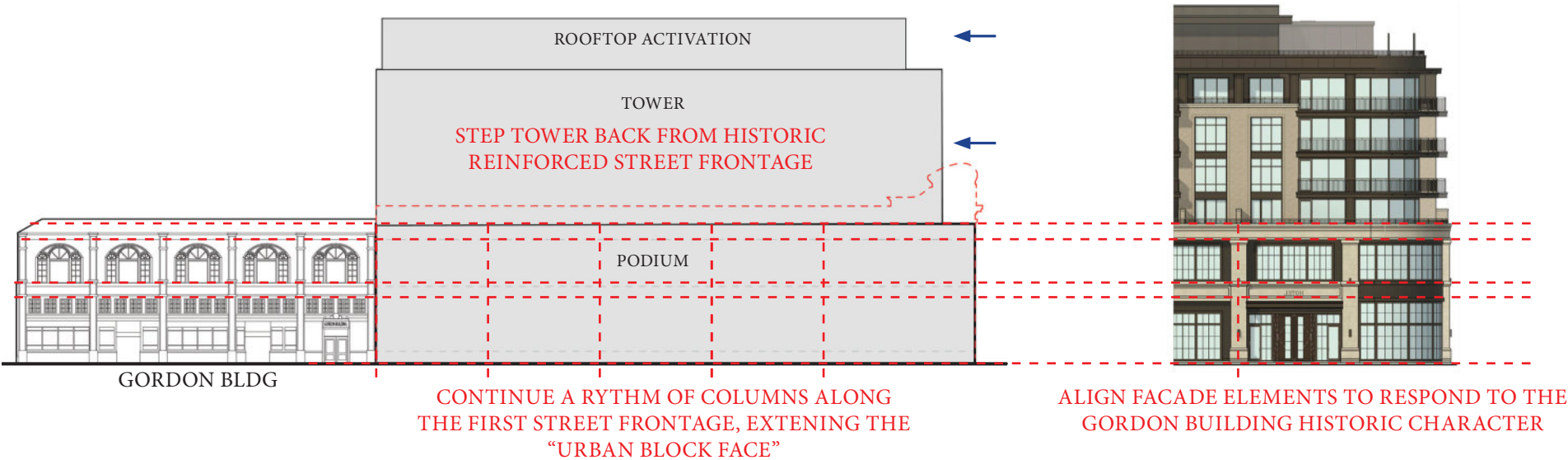
- **Incentives for Preservation:** The Downtown Napa Historic Resources Design Guidelines document prepared by Page + Turnbull (Appendix G) specifically identifies historic structures and provides guidelines for new development to ensure they are designed to complement and protect these existing structures. Chapter 8 – Implementation also includes federal, state, and local measures and incentives for the preservation of historic resources.
- **Design Guidelines for Historic Resources:** These guidelines must be consulted for any project involving a property listed on the inventory or that is adjacent to a significant historic property as defined in the Downtown Napa Historic Resources Design Guidelines.
- **New Construction & Historic Resources:** For new development that is adjacent or within close proximity to historic resources:
 1. Consider how the style, massing, rhythm, setbacks and materials of new construction may affect the character of adjacent historic resources.
 2. Near historic residential properties, set new construction back from the street and preserve the open space and rhythm between residences.
 3. Near historic commercial buildings, abut adjacent buildings with new construction to create a solid block face, unless otherwise specified.
 4. If an addition or new construction is under consideration, reference the information for adjacent historic resources to verify that the proposed change is compatible with both the subject property and the adjacent historic resources.
 5. Consult the building code and zoning code in addition to the Downtown Napa Historic Resources Design Guidelines, as it is not a regulatory document.
- **Gordon Building - Additions & Adjacent New Construction:** Opportunities for adjacent new development may exist at the rear of the Gordon Building, currently a service alley and non-historic department store. The Gordon Building has a strong street presence, and therefore there are no height limitations relative to historic resources on adjacent new construction, except as otherwise prescribed by the DSPDevelopment Standards.



- Tiled pent roof parapet
- Decorative terra cotta and brick facade
- Palladian windows
- Multi-light mezzanine windows with terra cotta details
- Remove non-historic metal canopy
- Non-historic storefronts separated by terra cotta pilasters
- Decorative tiled base

Secretary of Interior Standards for Treatment of Historic Properties: Items 9 & 10 from the Secretary of Interior Standards:

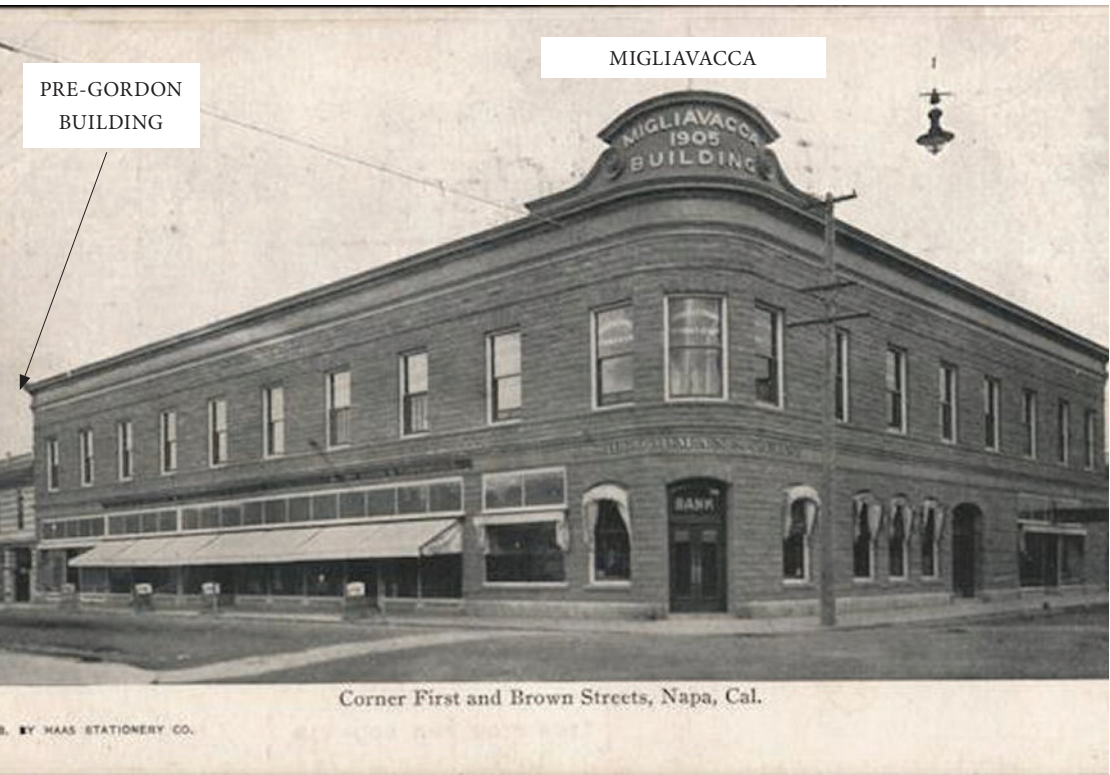
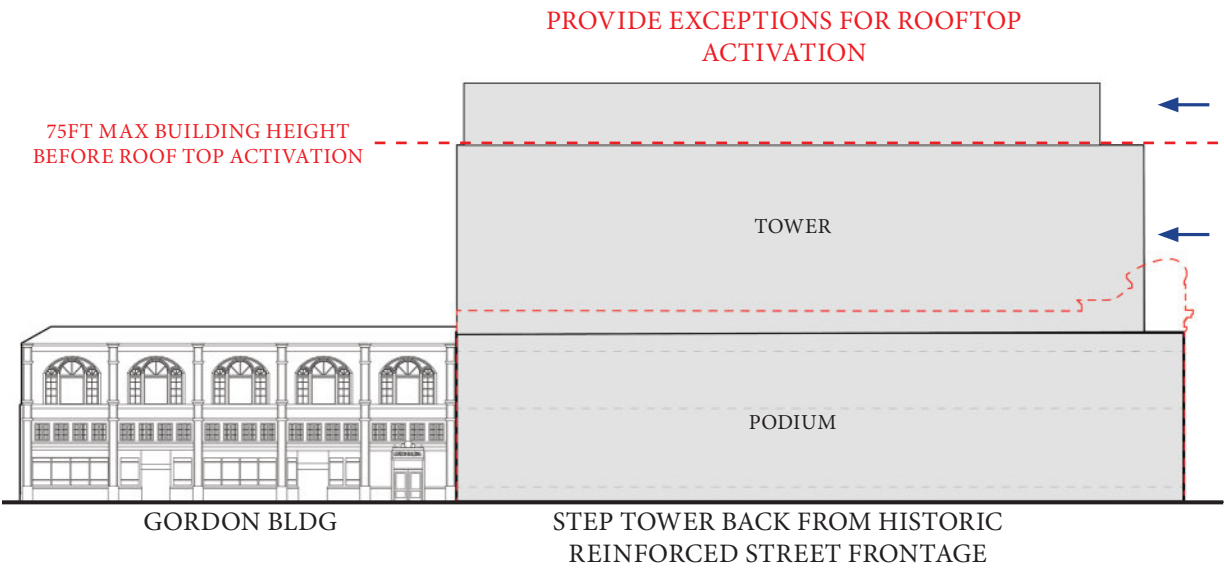
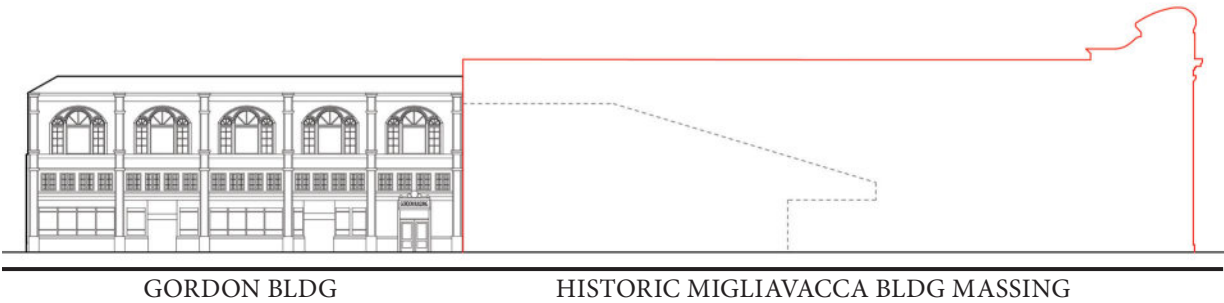
- 9. New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion and massing to protect the integrity of the property and its environment.
- 10. New additions and adjacent or related new construction will be undertaken in a such a manner that, if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.



6. BUILDING ORIENTATION & SCALE

Key Elements:

- **Primary Facades & Entries:** The project site design prioritizes “[orienting] buildings so that primary façades and key pedestrian entries face major streets or plazas” (93).
- **Corners:** The buildings will incorporate “corners... [with] accentuated with height, articulation and unique roof silhouettes to emphasize their presence” (93). The project will aim to “locate ground-floor commercial uses on street corners at key intersections” (93).
- **First Floor Height:** The buildings’ first floor height will be a minimum of 14 feet, which is in alignment with the Downtown Napa Specific Plan’s Ground Floor Height Guideline Area (95); this height requirement will “distinguish that area as the retail core of Downtown” (95).
- **Upper Story Stepbacks:** Buildings will incorporate upper story stepbacks in order to “retain [a] pedestrian scale” (98) setting; these setbacks will include “balconies or roof gardens” (98).



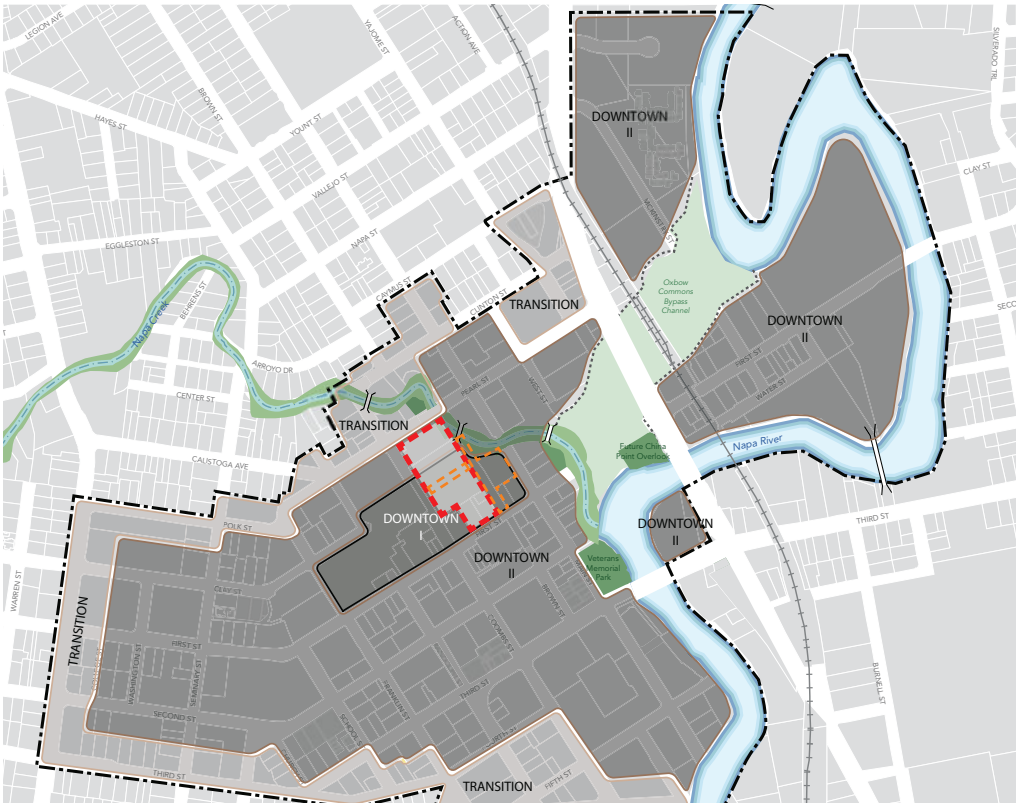
6. DEVELOPMENT STANDARDS

Key Elements:

Standards: The project generally will conform to the Building Form Standards for the Downtown I Zone, which “allows the most intensive development at the very center of the Planning Area, tapering down where necessary to address historic resources and provide a transition to the Downtown II zone. Building form is intended to provide sufficient height, floor area and density to accommodate mixed-use development with residential uses above active storefronts” (74). This includes the following standards:

Building Form Standards	Downtown Zone
Floor Area Ratio (FAR)	5.0 for the Hotel and Retail components of the Mixed Use Development
Residential Density (dwelling units/acre or du/ac)	A total of 78 residential units if associated with the Mixed Use Development.
Building Height (ft)	Max 75’, subject to PD Rooftop Features
Front Setback	First Street setback shall be consistent with the existing Gordon Building front setback and the building face may maintain the historic zero lot line along First Street.
Pearl Street	no requirement
Side Setback	no requirement
Rear Setback	no requirement
Stepbacks	Per Project Guidelines
Minimum Lot Area (sq. ft)	no requirement
Lot Width (feet) at front set-back line	no requirement
Lot Frontage (feet) at front property line)	no requirement

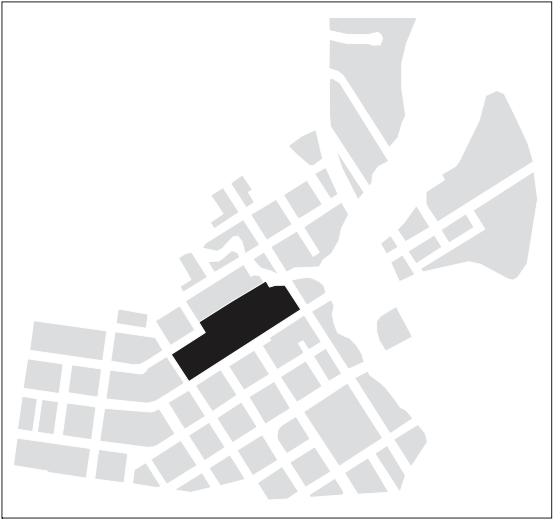
Rooftop Features : In addition to those height limit exclusions listed in Section 17.52.220, the Project height limits specified in Title 17 may be exceeded for rooftop patios with conditioned space that are for food and bar service with restrooms and food and bar service structures provided that such features are accessory to the Project on the site and are setback, screened or otherwise designed to minimize visibility from First and Main Streets adjacent to the site, further provided that portions of structures providing rooftop and building fire access are not required to minimize visibility from Main Street.



6. MASS AND FORM STANDARDS

Key Elements:

- **Primary Facades & Entries:** The project site design prioritizes “[orienting] buildings so that primary façades and key pedestrian entries face major streets or plazas” (93).
- **Corners:** The buildings will incorporate “corners... [with] accentuated with height, articulation and unique roof silhouettes to emphasize their presence” (93). The project will aim to “locate ground-floor commercial uses on street corners at key intersections” (93).
- **First Floor Height:** The buildings’ first floor height will be a minimum of 14 feet, which is in alignment with the Downtown Napa Specific Plan’s Ground Floor Height Guideline Area (95); this height requirement will “distinguish that area as the retail core of Downtown” (95).
- **Upper Story Stepbacks:** Buildings will incorporate upper story stepbacks at the roof top in order to “retain [a] pedestrian scale” (98) setting; these setbacks will include “balconies or roof gardens” (98). Additionally the upper penthouse level of hotel keys and residences step back from the primary facade for additional massing articulation.
- **Shade:** Building design considers the “potential shading impacts on surroundings” (98). Building height, mass, setbacks, and arrangement “respond to potential shading issues, minimizing shading impacts where they would be undesirable or maximizing shading where it is desired” (98).
- **Building Setbacks:** Along first street, consistent with adjacent existing Gordon Building, the front setback shall maintain the historic zero lot line and building face along First Street. Other property boundaries hold no requirements, consistent with the zero lot line within the Downtown specific plan.
- **Height Exceptions:** In addition to those height limit exclusions listed in Section 17.52.220, the Project height limits specified in Title 17 may be exceeded for rooftop patios with conditioned space that are for food and bar service with restrooms and food and bar service structures provided that such features are accessory to the Project on the site and are setback, screened or otherwise designed to minimize visibility from First and Main Streets adjacent to the site, further provided that portions of structures providing rooftop and building fire access are not required to minimize visibility from Main Street.



DOWNTOWN I

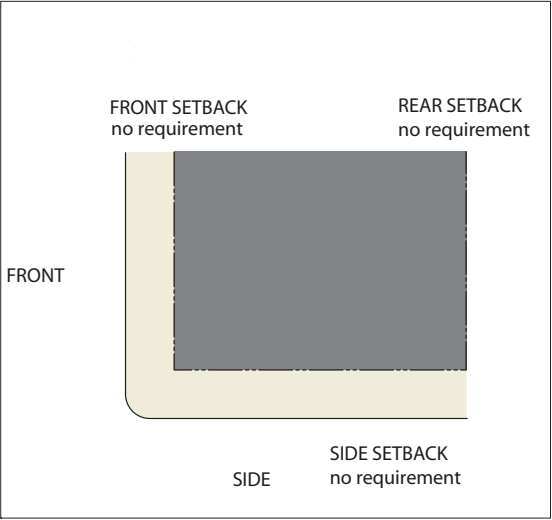
The Downtown I zone allows the most intensive development at the very center of the Planning Area, tapering down where necessary to address historic resources and provide a transition to the Downtown II zone. Building form is intended to provide sufficient height, floor area and density to accommodate mixed-use development with residential uses above active storefronts.

Floor Area Ratio (FAR) Standard

- Up to 5.0 FAR

Residential Density Standard

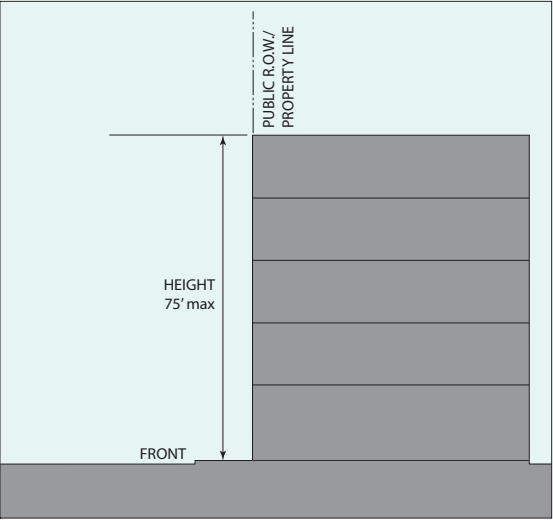
- Per Planned Development Overlay



Setback Standards

There are no required front, side or rear setbacks. This pattern is consistent with a traditional downtown where buildings are built up to the property line and sit side-by-side. The guidelines in Chapter 5 – Design Guidelines provide guidance for designing buildings to have an active street presence.

Front Setback	no requirement
Side Setback	no requirement
Rear Setback	no requirement



Building Height Standard

- 75' Maximum¹

Lot Development Standards

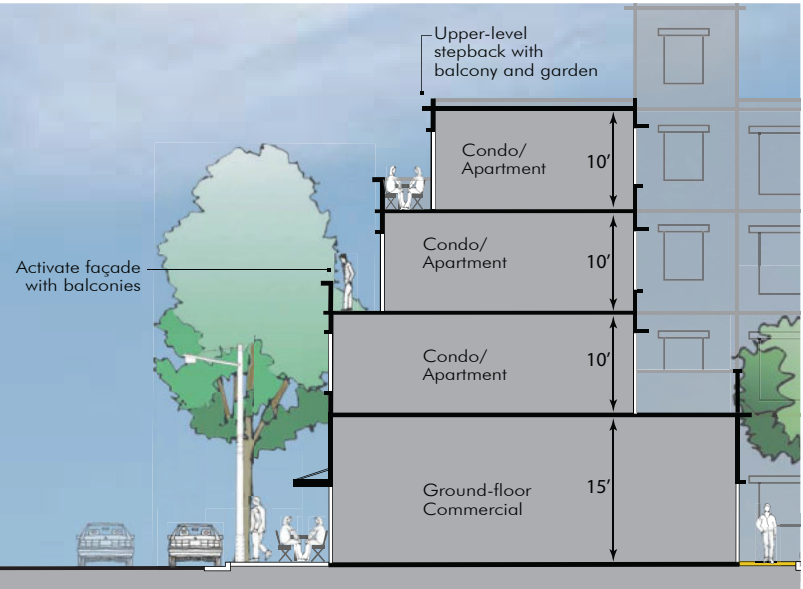
Minimum lot area (sq. ft)	no requirement
Lot Width at front setback line	no requirement
Lot Frontage at front property line	no requirement

C. BUILDING HEIGHTS AND STEPBACKS

While the height limits allowed in the center of Downtown range from 60- to 75-feet, many existing buildings (particularly buildings with historic character) have façades of a smaller scale. New buildings and building additions should reinforce the historic pattern with heights, setbacks and upper-level stepbacks oriented to the many existing two- and three-story buildings.

Building Heights and Stepbacks Guidelines:

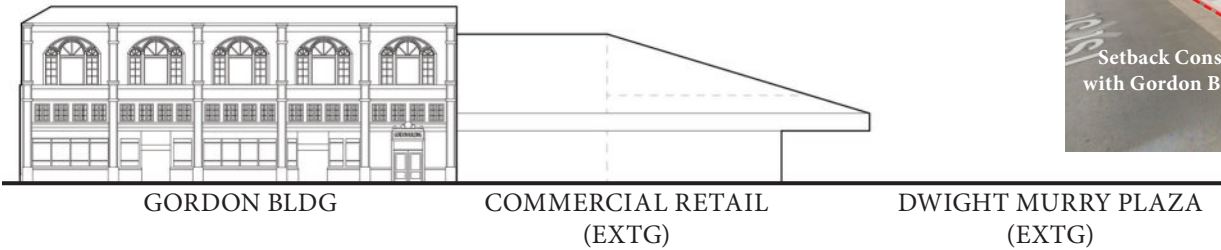
1. Retain pedestrian scale with design strategies such as upper-story stepbacks.
2. Activate upper-story stepback areas with balconies or roof gardens.
3. Give consideration to the potential shading impacts on surroundings. Heights, massing and site plans should respond to potential shading issues, minimizing shading impacts where they would be undesirable or maximizing shading where it is desired.



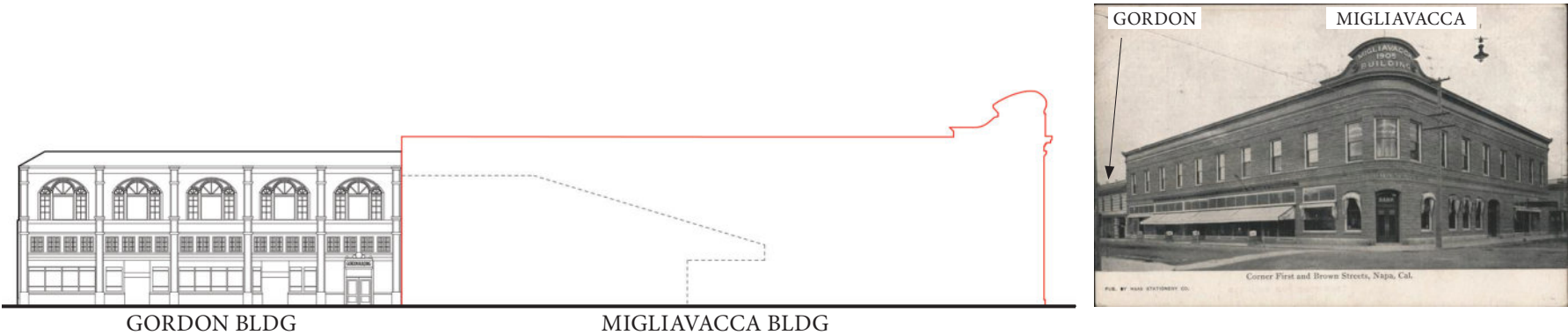
6. BUILDING MASSING & SETBACKS
ALONG FIRST STREET RELATIVE TO THE GORDON BUILDING

EXISTING & HISTORIC REFERENCE

EXISTING CONDITION:
Elevation of existing retail and restaurants at Dwight Murry Plaza

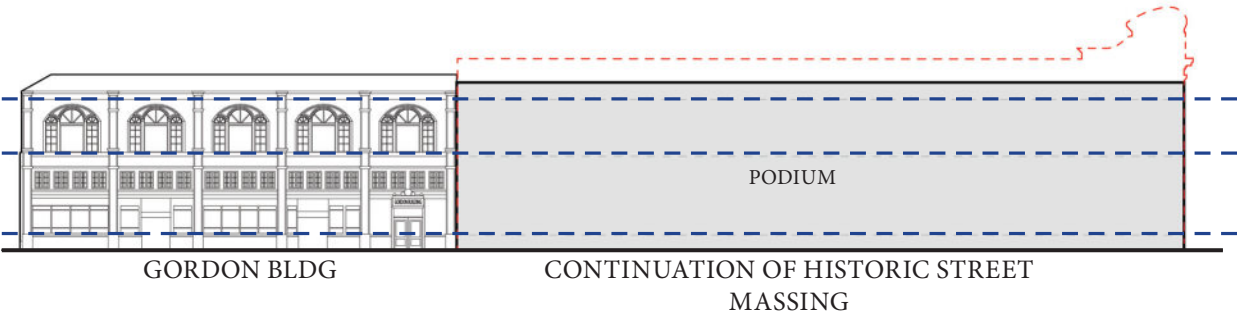


OLD HISTORIC BUILDING
Relation to the extents of the historic Migliavacca Building and its relationship to the Gordon building

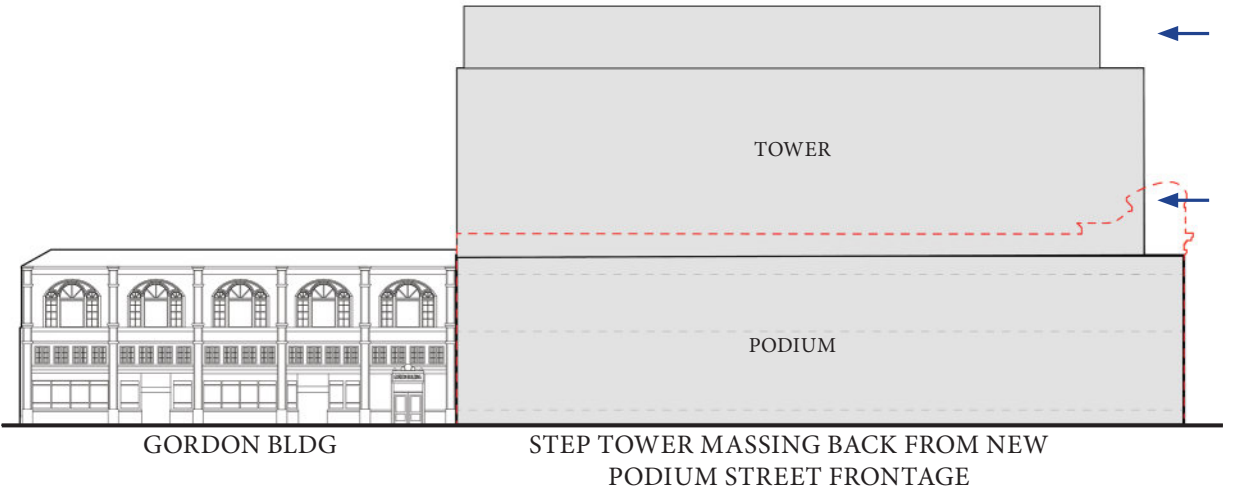


BUILDING SETBACK & STEPBACK APPROACH

DESIGN OF THE PODIUM:
The first two levels of the redevelopment shall align with the Gordon and references back to the historic Migliavacca Building proportions



DESIGN OF THE TOWER
The tower above shall step back from the edge of the podium level by approximately 3 feet to maintain the 2-story proportions along First Street and Brown street when adjacent to the public space adjacent to the 9/11 memorial. This reinforces the historic pattern of zero setbacks on interior block lot lines.



6. BUILDING FACADE ARTICULATION

Key Elements:

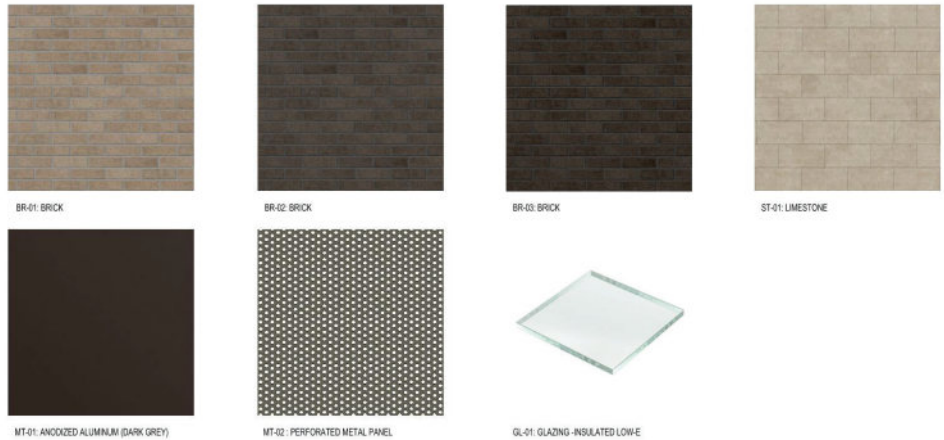
- Overall Façade Design:** The buildings will create a “human scale” environment and “avoid large uninterrupted expanses of wall surfaces” (100) by enlivening facades with “projecting elements such as entrance porches, porticoes, canopies, awnings and trellises” (100); recessed entries to develop small alcoves (101); complete commercial storefronts with details including “doors, display windows, bulkheads, signage areas and awnings” (101); expressive elements such as “cornices, lintels, sills, balconies” (101); and well-designed upper level features such as “balconies and bay windows” (102). While it will be important to create dynamic facades, designs will prioritize features and details “that have purpose rather than being applied or strictly decorative” (100).
- Rear & Side Facades:** The site design—with mid-block pedestrian passages—will create a context with most building facades being visible to the public realm. Building designs will accommodate this layout by develop rear and side facades that will “still be pleasant and inviting” and “have the same level of trim and finish as the front facade” (101).
- Windows:** Building design will “maximize transparent windows on all sides of building” and create unobstructed views into interior spaces (102). Ground-floor commercial areas will feature “display windows to enliven the street and provide pedestrian views into the interior of the storefront” (101); to the extent possible, these areas will have “floor to ceiling windows” (102). Window design will prioritize “clear or lightly tinted glass on ground floor building façades that preserves transparency” and avoid “opaque, reflective or dark tinted glass” (103).



6. BUILDING MATERIALS

Key Elements, continued:

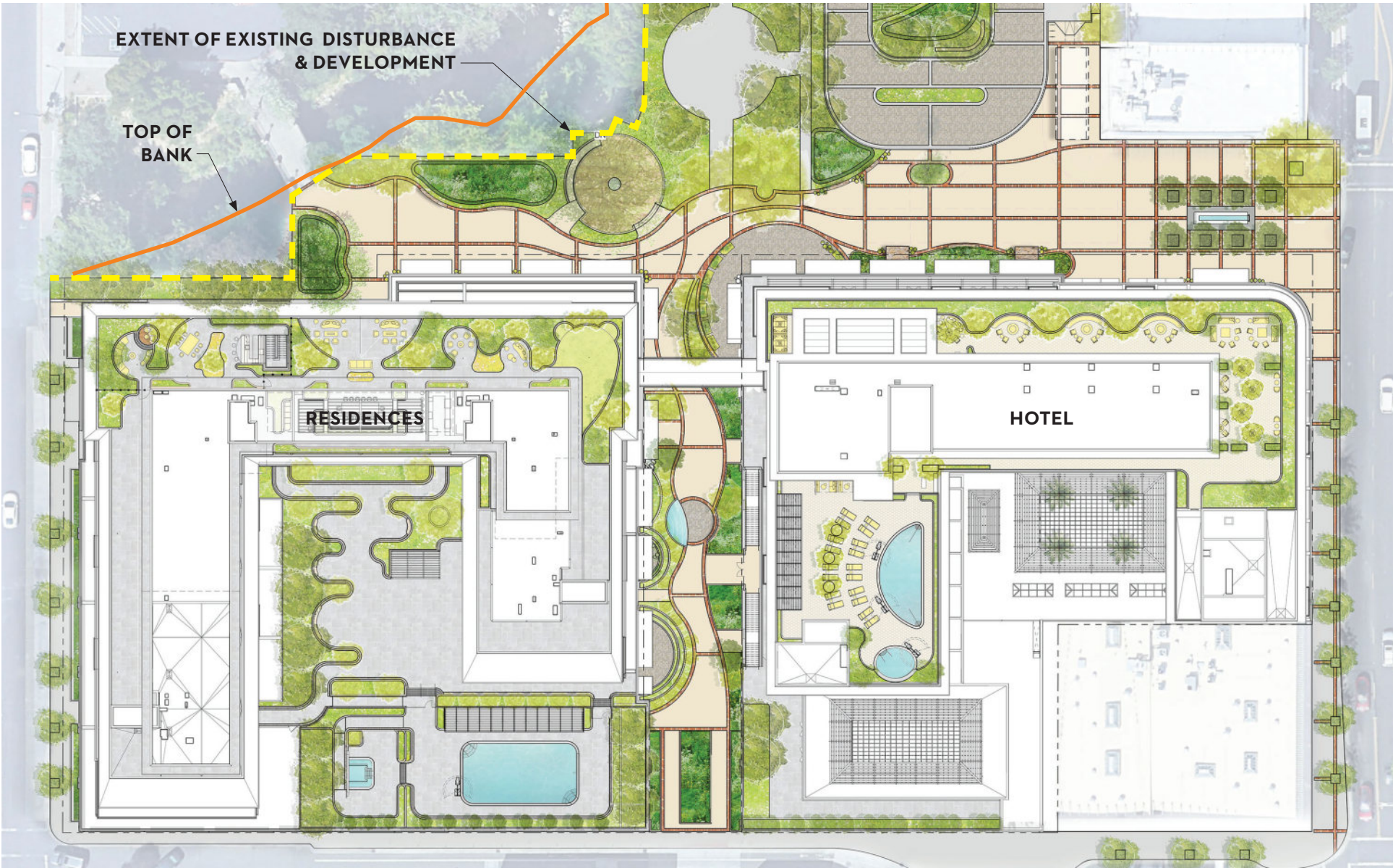
- **Overall Material Quality:** Selected building materials will be of high-quality, provide visual interest, and “suggest durability and permanence to last into the future” (103). Building “trim and metalwork [will] be related to the building architecture” (103).
- **Balconies:** Upper level balconies will incorporate “transparent or semi-transparent railings to enhance natural lighting and maximize “eyes on the street” (102).
- **Awnings, Lintels, Sills, Overhangs, and Arcades:** Facades—particularly on south or southeast facing fronts—will feature “protruding vertical or horizontal shading devices” (101) such as awnings, lintels, sills, overhangs, and arcades to provide sun and weather protection and create spaces where pedestrians can comfortably walk, shop, eat, and sit. These design features will be decorative and “complementary to the overall façade design” (106) and will also help to highlight entrances and assist in wayfinding (106). Awnings will be in scale with the building, be “regularly maintained and cleaned” (106), and may incorporate signage “on the street facing side of the valance with a subtle design reflecting the business name or service” (106). Design of awnings will avoid features which “inhibit pedestrian movement or views” (106); “[cover] transom windows or architectural elements such as belt courses, decorative trim or other notable architectural façade elements” (106); “cover building piers” (106); or include “signage on the sloping portion of the awning” (106).



6. LANDSCAPE

Key Elements:

- **Overall Landscaping Strategy:** The site’s landscaping will create a verdant, calming, pedestrian-scaled, and shaded public realm. The landscaping will “be planned and scaled to complement the existing adjacent landscaping and building forms” (99). Various landscape treatment strategies will be created for different sections of the site. For example, the pedestrian corridors are likely to feature a more organized landscape with allées of trees and shrubs within planter boxes, whereas the Napa Creek corridor will feature a more naturalistic landscape.
- **Plant Selection:** Selected plant species will prioritize durable, drought-resistant, and native vegetation, including trees, shrubs, perennials, grasses, and groundcovers.
- **Street and Pedestrian Corridor Trees:** The site design will incorporate trees species similar or complementary to the existing species found throughout the site and in the nearby vicinity. Trees will be planted along streets with a design and species selection “consistent with the streetscape” (99).
- **Napa Creek:** Except for certain minimal improvements, the Project & Public Realm Improvements will not be located closer to Napa Creek’s top of bank or levees than the existing or previous extent of urbanized development or areas of physical disturbance.



6. PUBLIC REALM - LANDSCAPE

Key Elements, continued:

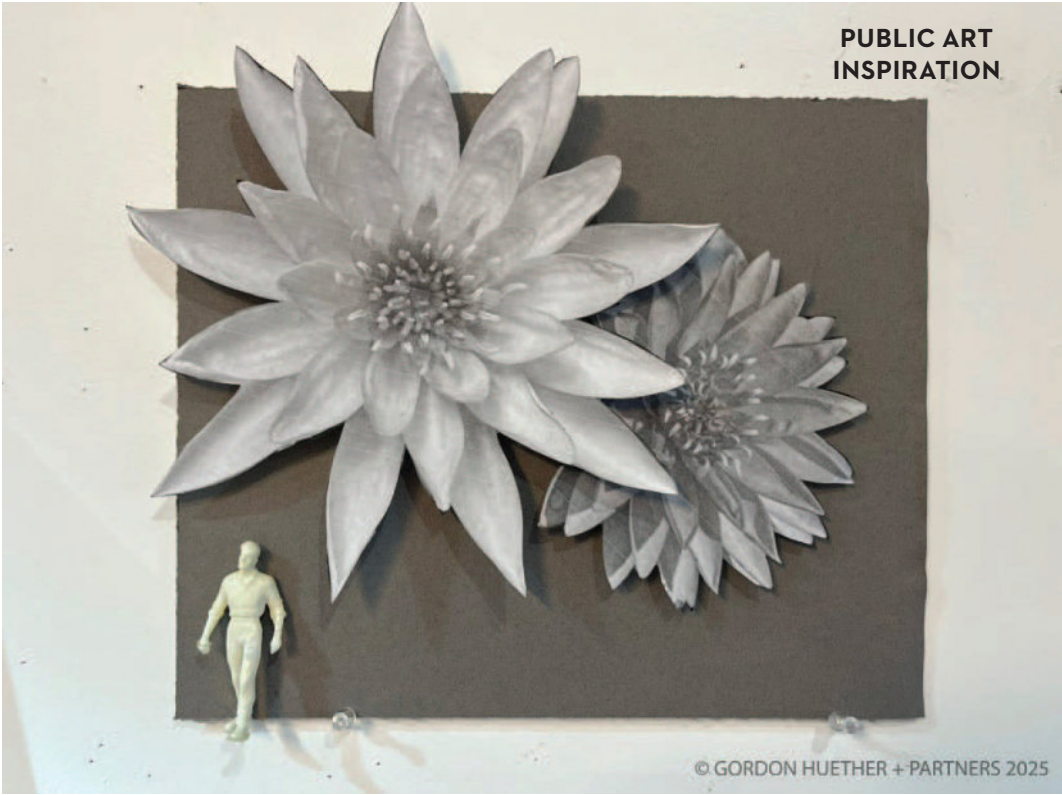
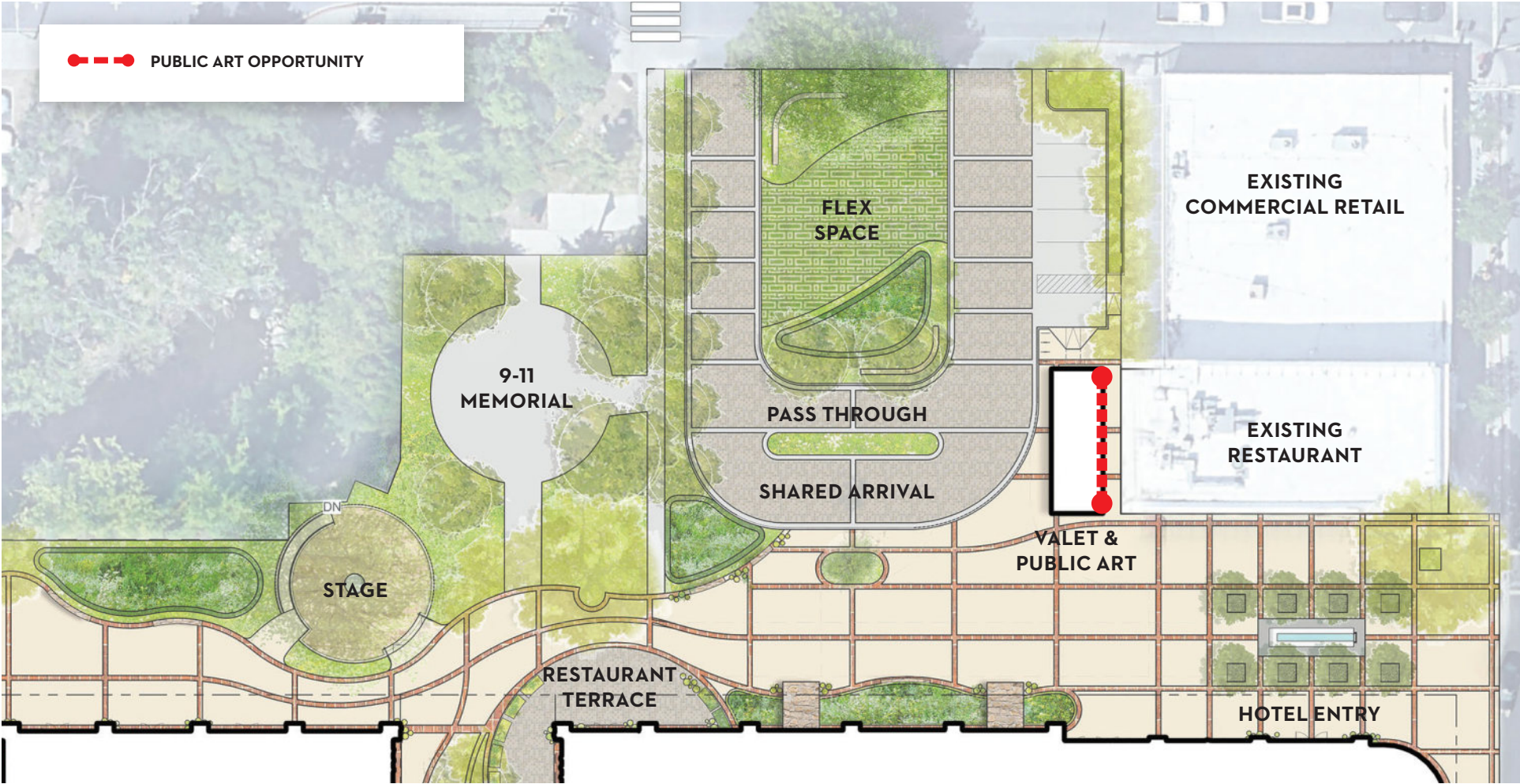
- **Integrated Existing 9/11 Memorial:** The 9/11 Memorial sculpture will be better integrated into the proposed public realm by improving access from the surrounding plazas and pedestrian corridors.
- **Seating in Alcoves, Arcades, Setbacks, and Edge Areas:** Building alcoves, arcades, and setbacks as well as public realm edge areas will be activated with seating and furniture to create a lively public realm. These areas will offer “a range of seating area options, allowing for both large group socializing and more intimate, quiet contemplation” (125). The seating areas will be balanced with “adequate space for pedestrian movement and activity” (99), specifically “a clear pedestrian zone of at least five feet, unobstructed by seating, displays or activity areas” (112).
- **Hardscape and Landscape Materials:** Throughout the public realm hardscapes will incorporate “special paving materials such as pavers, scored concrete, stone or other accent materials” (125) and be complemented with landscaping that “[creates] character and provide pedestrian scale” (125) with “trees and landscaping to provide shade and visual relief” (125).
- **Main Street Crossing:** A new pedestrian crossing at approximately the mid-block location to align with the existing sidewalk connecting the 9-11 Memorial will be funded by the project.



6. PUBLIC REALM - BROWN STREET

Key Elements:

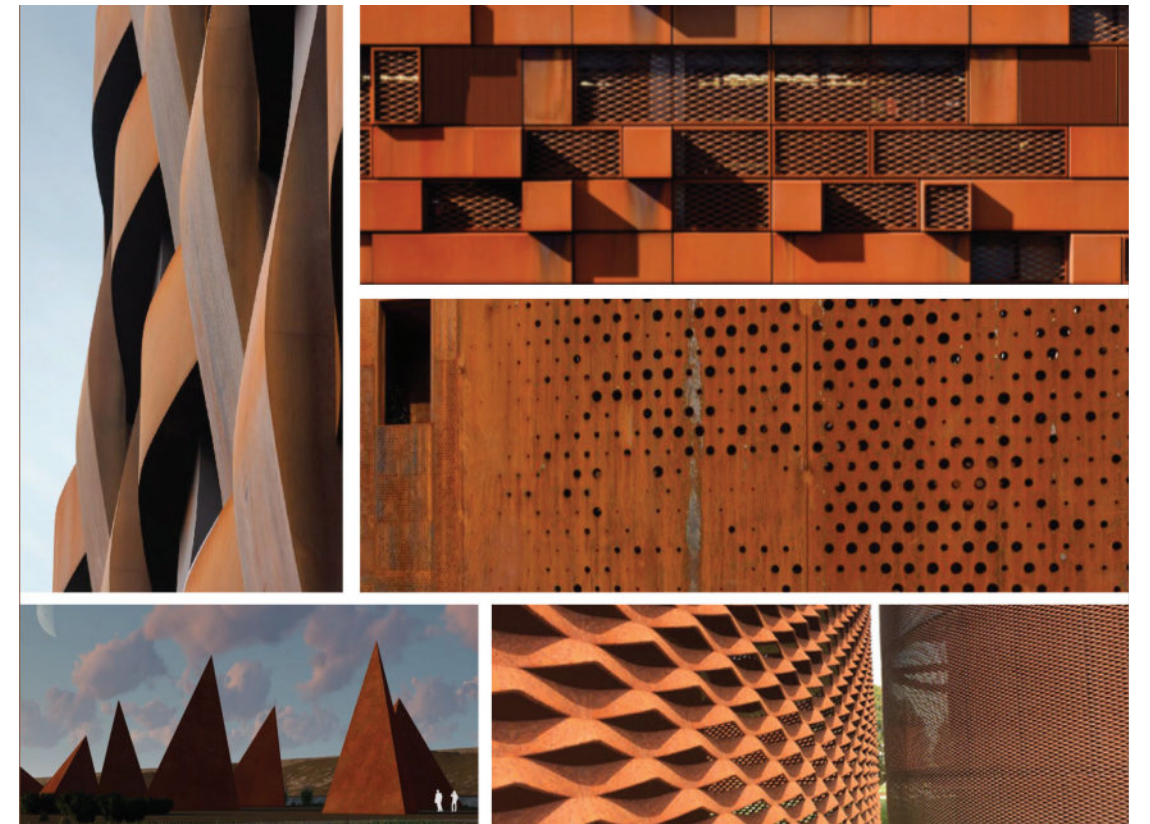
- **Shared Arrival:** A new shared arrival, replacing the existing city parking lot, will provide a convenient location for both hotel guests and visitors to downtown Napa to be dropped off or valet their vehicle.
- **Public Art:** Anchoring the arrival experience and integrating into a new valet support building is an opportunity to provide a public art opportunity.
- **Existing Trash Enclosure Removal:** The trash enclosure on the existing City Parking Lot will be removed. Trash operations that this enclosure served can be reduced with the reductions of the existing tenants anchoring Dwight Murray Plaza
- **Ground Floor Activation:** Along the Brown Street Corridor, the public realm will be activated through primary entries to the Hotel, Restaurant, Upscale Commercial Tenant space along with the new central vehicular arrival, valet service and 9-11 Memorial.



6. PUBLIC REALM - PUBLIC ART

Key Elements, continued:

- **Public Art:** The project will incorporate public art at key locations as identified in the City of Napa's Public Art Master Plan. This is included pursuant to the City's Public Art Requirement for private development, and is in substantial conformity to the Master Plan, citing that "...public art is an important component in creating a unique downtown experience [and] ... may function as gateway identifiers." (O2O10 4, 4/6/10; O2O11 5, 11/15/11) (120).
- The space in front of the north wall of the Allegría building has been identified as a prime location for the public art installation. This location offers viewers a sense of arrival to the property, serving as a visual screen for the large "behind a building" wall.
- The installation will face the 9/11 Memorial Garden, establishing a visual dialogue between the two artworks.
- Creative themes may include history and nature in context with the surrounding architecture and landscape.
- Suggested materials include weathering steel, stainless steel, glass and mixed-media, all of which require little to no maintenance.



6. SUSTAINABLE STRATEGIES

Key Elements:

- **Green & Cool Roofs:** The project will include the use of “green and/or ‘cool’ roofs to reduce the heat-island effect” (129). Green roofs will incorporate “water collection devices such as cisterns and rain barrels” and cool roofs will use “materials that effectively reflect the sun’s energy” (129).
- **Building Materials:** Project buildings will “utilize materials and finishes that are durable and long-lasting” (129) to prolong architectural integrity and longevity.
- **Window Light Shelves:** Project buildings may include “light-shelves on south-facing windows and entries to maximize natural lighting” (129).
- **Non-Vehicular Access:** The project will incorporate numerous features to “allow for easy pedestrian, bicycle and transit access” (129).
- **Landscaping, Shade, and Water Use:** The project’s landscape design will prioritize “[creating] comfortable micro-climates and [reducing the] heat-island effect” with strategies such as “[incorporating] sun angle and shade/shadow studies to maximize energy efficiency” and “[encouraging] large tree canopies in the setbacks of private development and in parking lots, greenways, parks and plazas” (129). To the extent possible, “native or drought-tolerant, low maintenance plant species” will be used to create a landscape with limited watering and improvement needs (130).
- **Hardscape & Landscape Surfaces:** The site design will “minimize impervious surfaces that have large thermal gain” and instead prioritize “[planting] groundcovers and [using] mulch to prevent ground reflection and keep the surface soil cooler” (129).
- **Stormwater & Landscaping:** Strategies such naturally-drained “sidewalk planters and planter strips (i.e., in landscaped bulbouts and along sidewalk edges)” will be used to the extent possible to collect stormwater run-off. This approach will help to create an environment of natural percolation and replace piped percolation where possible (130). Throughout the site, “new open spaces [will be explored] as opportunities for stormwater detention and infiltration” (130).
- **Stormwater & Permeable Surfaces:** The project will prioritize “[using] permeable pavers around tree wells instead of impervious materials in order to increase the infiltration of stormwater run-off” (130).
- **Stormwater & Education:** The site design will “consider the use of permeable pavers and stormwater planters as opportunities for interpretive or educational signage” (130).



6. LIGHTING, SIGNAGE, AND FURNITURE

Key Elements:

- **Lighting Intent:** The site’s lighting design is intended to “enhance the best qualities of that building [and] not to become a ‘beacon,’[by incorporating] light levels . . . appropriate for the amount of illumination intended” (105). The overall lighting strategy will “enhance the ambiance and safety of Downtown through the use of strategically placed lighting elements” (91).
- **Lighting Design:** The site design will primarily rely upon “building-mounted lighting . . . particularly in pedestrian-oriented and high-visibility areas, and [will] be designed and placed to accent the building’s architectural characteristics” (104). This strategy of “architectural lighting [will] enhance a building during twilight and night time hours” (104), “ensure building entrances are well-lit with appropriately-scaled light fixtures that complement the architectural style of the building” (104), incorporate “light fixtures and poles [that] are architecturally compatible with the building’s architectural style” (104), and include a “color and finish of lighting metalwork [that will] harmonize with building metalwork, if applicable” (104). Additional opportunities for light posts along the Brown Street Corridor will be identified and located to be complimentary to the architectural lighting along the public realm.
- **Signage Intent:** The site design’s pedestrian corridors will incorporate “Secondary Gateways [that] include pedestrian-scaled wayfinding signage and/or directional kiosks” (123). These “Secondary Gateways are located within Downtown and are scaled to pedestrians rather than vehicles” (123). Signage located on buildings will be “on wall areas or architectural features specifically designed for them such as recessed wall areas, towers, turrets or parapets” (105).
- **Signage Design:** Signage will “reflect a crafted, high-quality, detailed design approach” (105); “ensure sign shapes, type styles and color combinations complement building styles and reflect the business they represent” (105); and incorporate “the uses they represent in creative and fun, as well as functional, ways” (105).
- **Furniture:** A variety of public furniture—including benches, tables, chairs, umbrellas, bollards, waste receptacles, and bicycle racks—will be used to create an inviting public realm scaled to the pedestrian experience. These furnishings are intended to “provide convenience to pedestrians and enhance the historic setting of Downtown” (120).

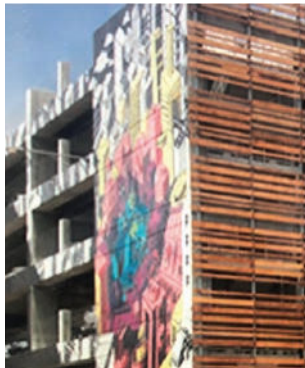


EXHIBIT B

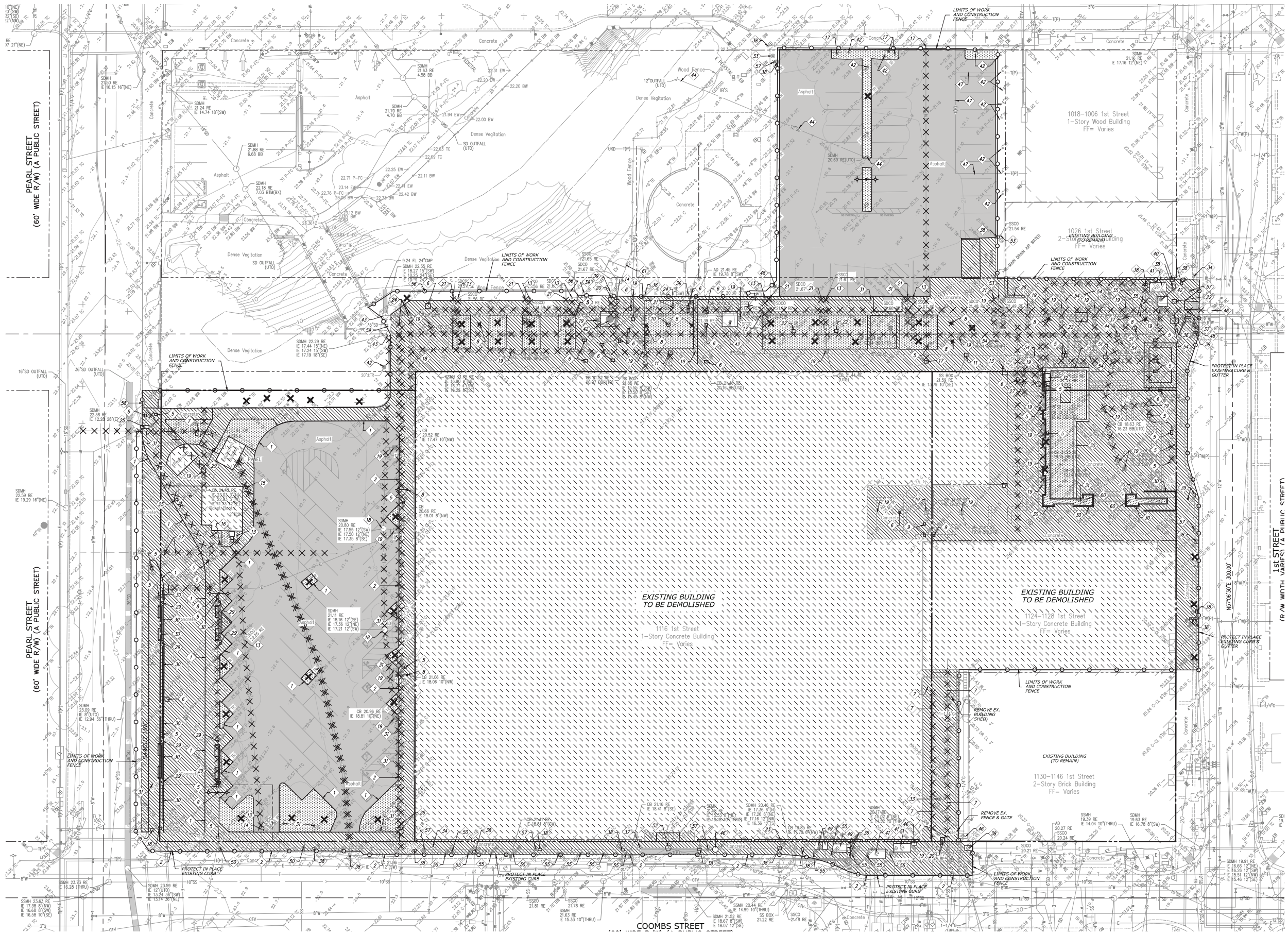
7. DEMOLITION PLAN

A demolition plan that takes various site access, screening, security and construction needs has been developed in conjunction with the design team.

The demolition and construction phases will be thoughtfully planned to limit disruption to visitors and adjacent buildings in downtown and maximize safety. The project will utilize common construction practices to complete demolition and construction in the most expeditious and efficient manner possible.

Construction fencing will surround the perimeter of the site along First Street, around the Gordon Building, up Coombs and Pearl, then following a meandering path along the creek to the 9/11 Memorial and out to Main Street before coming back to Brown Street and then First. Visually appealing graphics will be applied to construction fencing at certain areas on First and Main Streets. Typical 30-foot construction gates will be placed around the site with two on Coombs Street, one on First, and one on Pearl. 2 15-foot construction gates will be located off of Main Street. Temporary crosswalks will also be utilized to ensure safe and convenient pedestrian paths of travel while under construction.

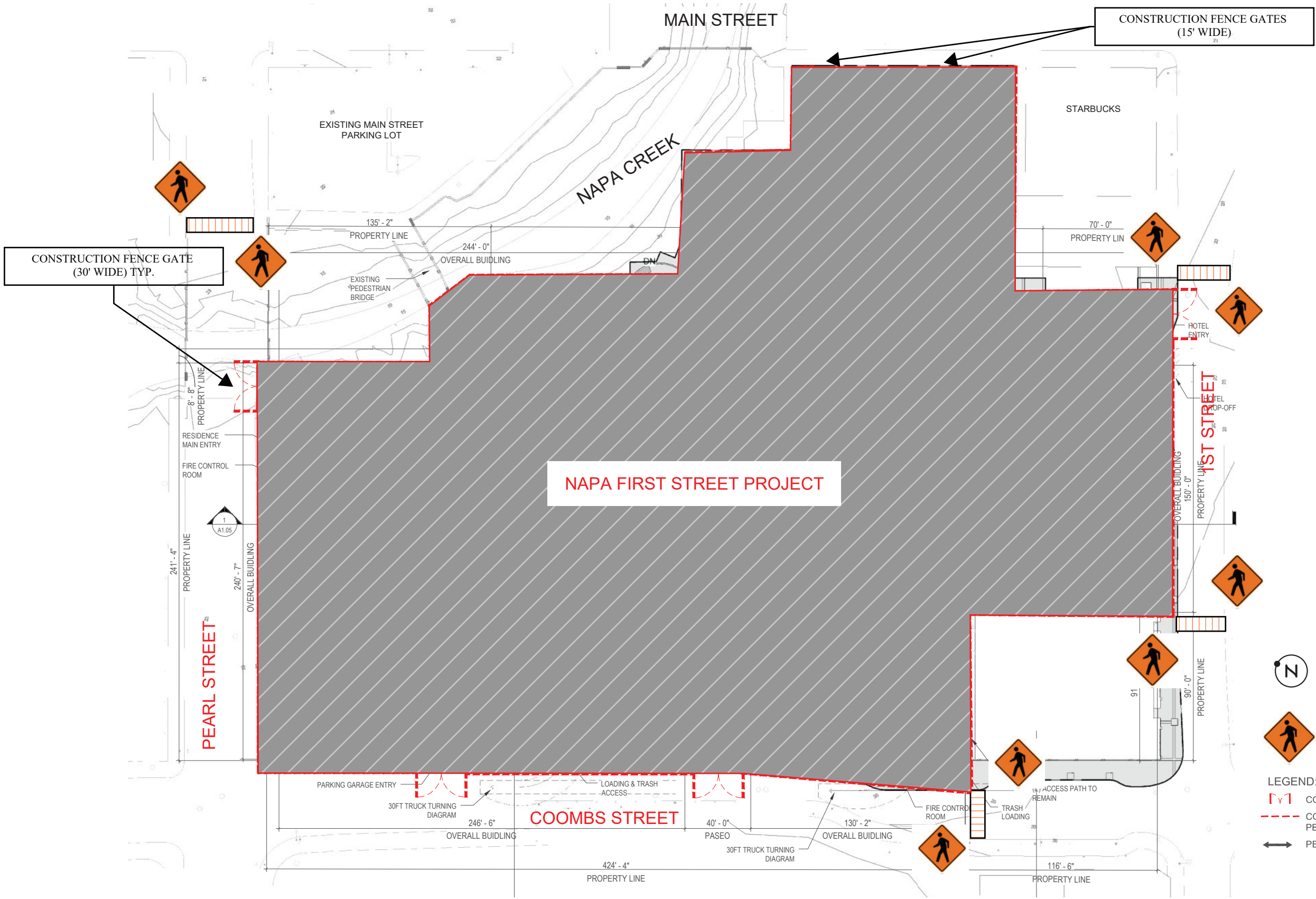
Additionally, the construction site will maintain surveillance systems around the site to maintain safety and accountability, and to ensure no unexpected delays due to vandalism, tampering, or theft.



7. SITE CONSTRUCTION FENCING AND LOGISTICS PLAN

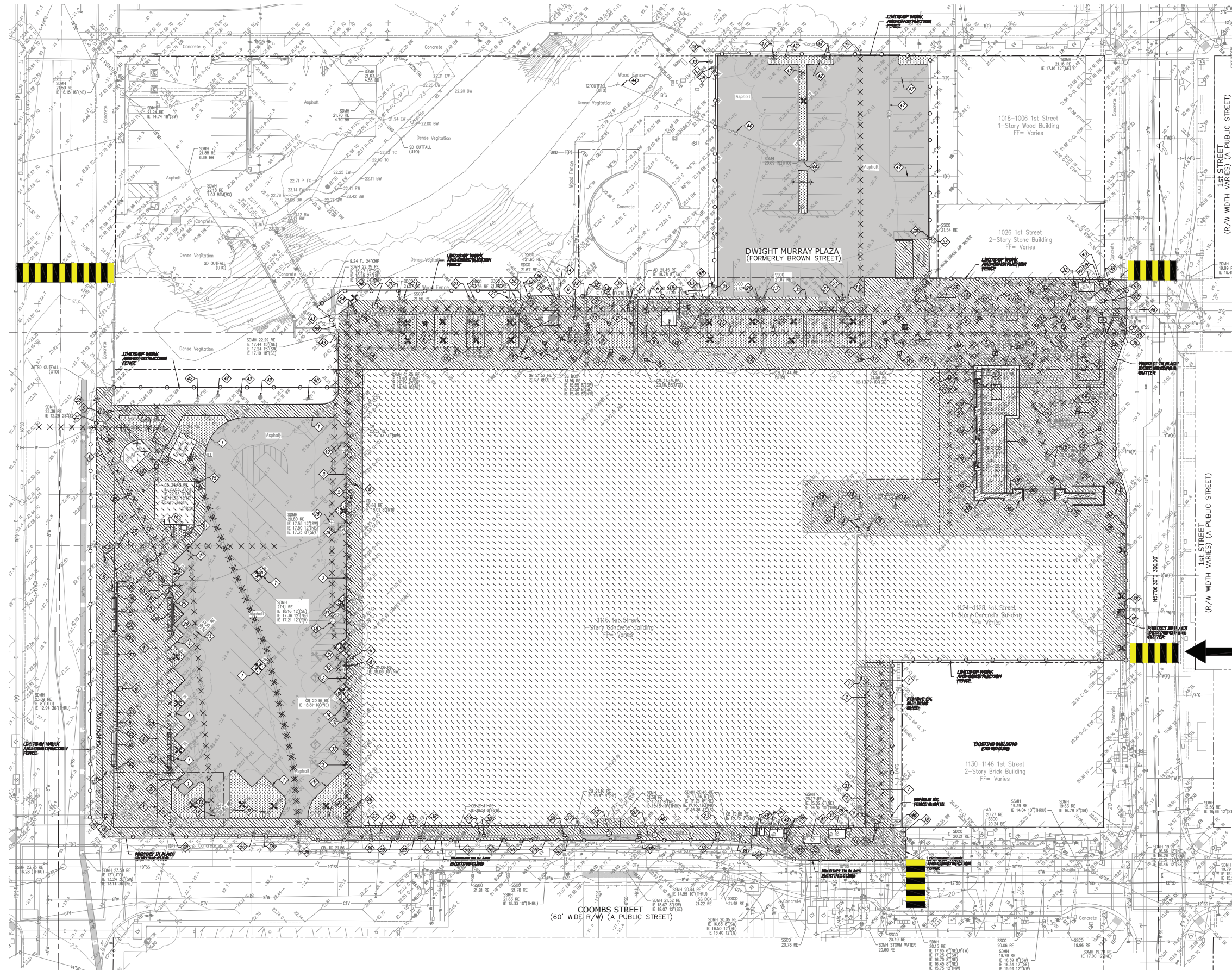
As construction commences, the site construction fencing to screen and secure the site has been developed in conjunction with the Contractor.

During construction, temporary pedestrian crosswalks and designations will be provided to ease pedestrian access around the site.



7. SITE LOGISTICS PLAN

During construction, temporary pedestrian crosswalks and designations will be provided to ease pedestrian access around the site.



LEGEND:



TEMPORARY PEDESTRIAN CROSSWALK,
(2) STOP SIGNS & BARRICADES