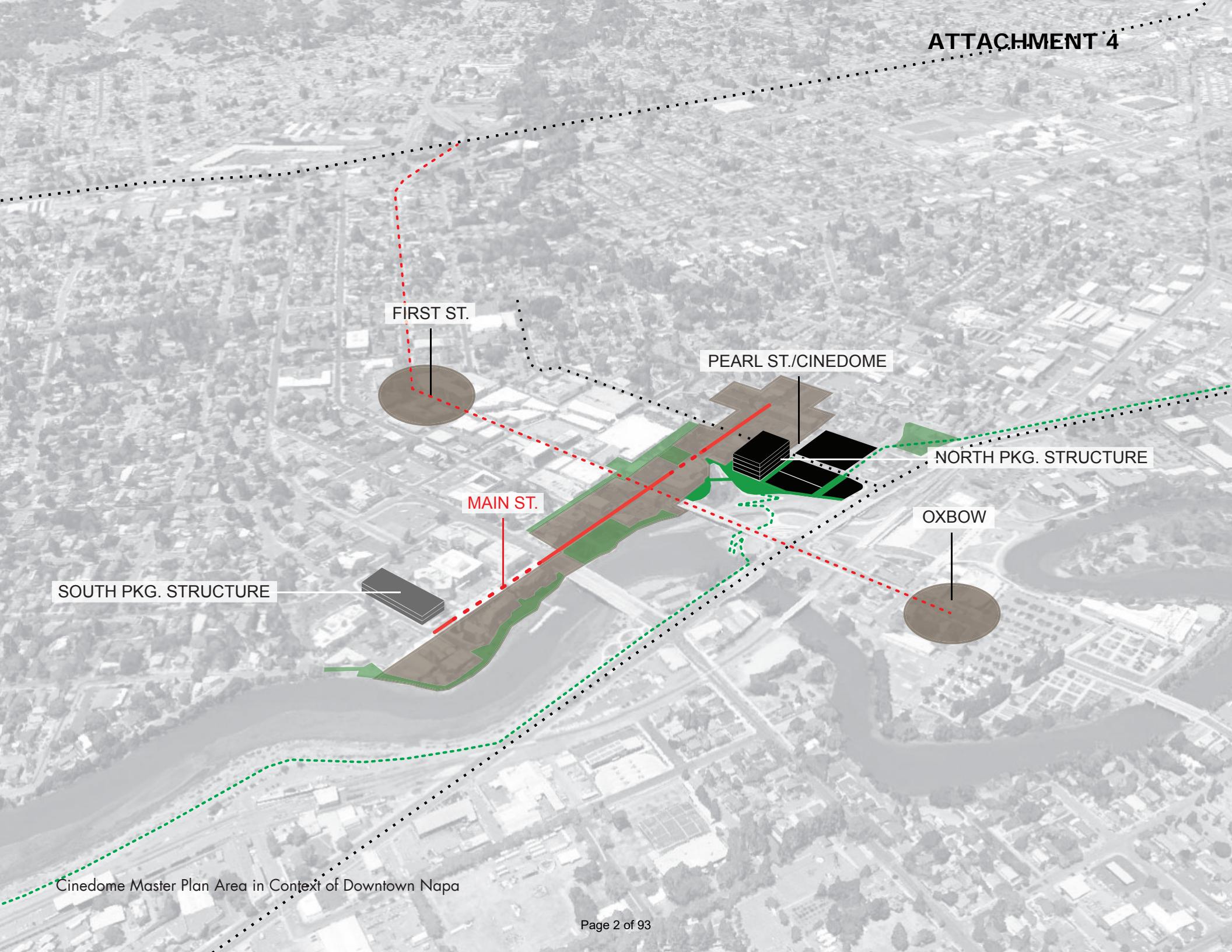


# CINEDOME MASTER PLAN

City of Napa



## ATTACHMENT 4



# **CINEDOME MASTER PLAN**

**City of Napa**

**| FORGE |**

In association with:

Smith + Smith Landscape Architects - FirstCarbon Solutions - Kimley-Horn  
Watry Design Group - Langan - Laura Grigsby Art Consulting

October 12, 2018

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## FOREWARD

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The primary goal of the Cinedome Master Plan is to maintain and enhance Napa's pedestrian downtown core as a lively and walkable destination district. This goal is consistent with those expressed in the Downtown Napa Specific Plan, which designates the Focus Area as connected to both the downtown and Oxbow Commons. The Master Plan also contains specific goals and objectives related to preferred Land Uses, Circulation, and Design & Massing of future development.

The Cinedome Focus Area Master Plan is not a regulatory document. Instead, it seeks to clarify and expand on the aspirational qualities contained in the Downtown Napa Specific Plan through the provision of a more precise vision for future development. The recommendations outlined in this Master Plan do not require amendments to the Napa Municipal Code or the Downtown Specific Plan.

Sailing vessels on Napa River near Steamboat Wharf. Early 1900's



# ATTACHMENT 4

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# ACKNOWLEDGEMENTS

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## INTRODUCTION AND OVERVIEW

### EXECUTIVE SUMMARY

Napa's Downtown has been undergoing a significant transformation over the course of the past decade, catalyzed by both natural and man-made influences.

Flooding has historically been a problem for Napa, with a large portion of the historic downtown located within a flood plain. Completion of flood improvements in the downtown on Napa Creek and along the Napa River, including the Oxbow Commons Bypass Channel, have signalled a milestone in the area's development renaissance. Additionally, the August 2014 South Napa Earthquake caused extensive damage to the City's downtown, resulting in significant damage to 156 structures.

In May 2012, the City of Napa adopted a Downtown Specific Plan which "honors the past, and embraces the future." Within that framework, three key areas of the downtown were designated as needing additional study and clarification of their potential for future development through master planning exercises: the Town Center Focus Area (area bounded by Franklin, Pearl, Main, and First Streets); the Copia Focus Area (area east and south of the Oxbow Market); and the Cinedome Focus Area (this Study Area).



Water St Flooding, 1986



Bypass Channel at work, 2017

The original settlement of Napa in the mid-19th Century was concentrated along Main Street, between Pearl and Fifth Streets, along the west bank of the Napa River to its confluence with Napa Creek. The Downtown Specific Plan mirrors this area with the establishment of an Entertainment Overlay District spanning approximately the same length of Main Street. The Cinedome Focus Area sits adjacent to this area, in an area between the urban condition of Main Street and the bucolic St. John's single-family neighborhood to the north.

The Cinedome Focus Area is comprised of eight parcels, partially or in whole, along with public rights-of-way, to be aggregated, as applicable, into consolidated land areas for development. The purpose of this Master Plan is to guide new development in a manner that builds upon, enhances and supports the Main Street corridor, and the goals of the Downtown Specific Plan by extension, through the provision of a complementary mix of residential and commercial uses including: ground floor commercial retail/restaurants, upper floor multi-family residential and/or offices, and public parking to help activate public spaces within the Master Plan Area.

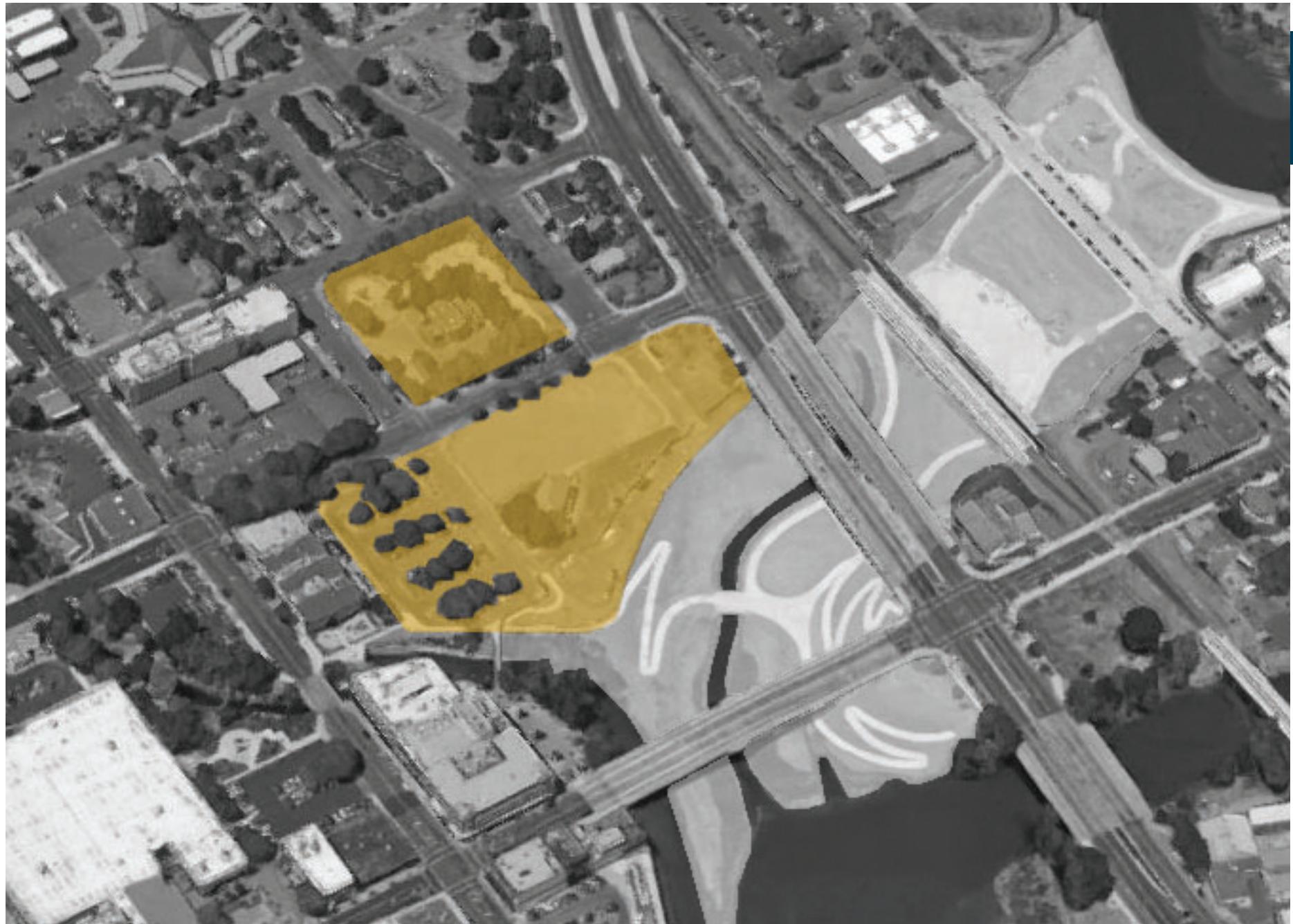
The Cinedome Master Plan sets forth guidelines that:

- Maintain and enhance the viability of downtown Napa as a local and regional destination.
- Shape the physical form and scale of potential future development of the Study Area in a way that is compatible with the scale and character of the surrounding context.



- Promote streetscape and open space improvements that enhance and extend the existing network of pedestrian-friendly sidewalks, promenades, plazas, paseos, and courtyards.
- **Encourage active ground-floor uses on Pearl Street, as well as fronting the plaza space adjacent to the Oxbow Commons Flood Bypass Channel** ("Oxbow Park").
- Allow for upper level uses (e.g., residential and office) that contribute to the life and vitality of the downtown without undermining the viability of surrounding retail uses, especially the Main Street and First Street corridors.
- Provide for the expansion of the downtown's reserve of off-street parking making parking reasonably accessible and enabling properties to improve modestly without burdening development with on-site parking.
- Promote preservation of historic or locally important structures that contribute to the identity and character of the area.

**ATTACHMENT 4**  
FIGURE 1 | MASTER PLAN AREA



- Encourage development patterns and building designs that promote energy and water efficiency, resource protection, reduced auto dependency, and climate protection.

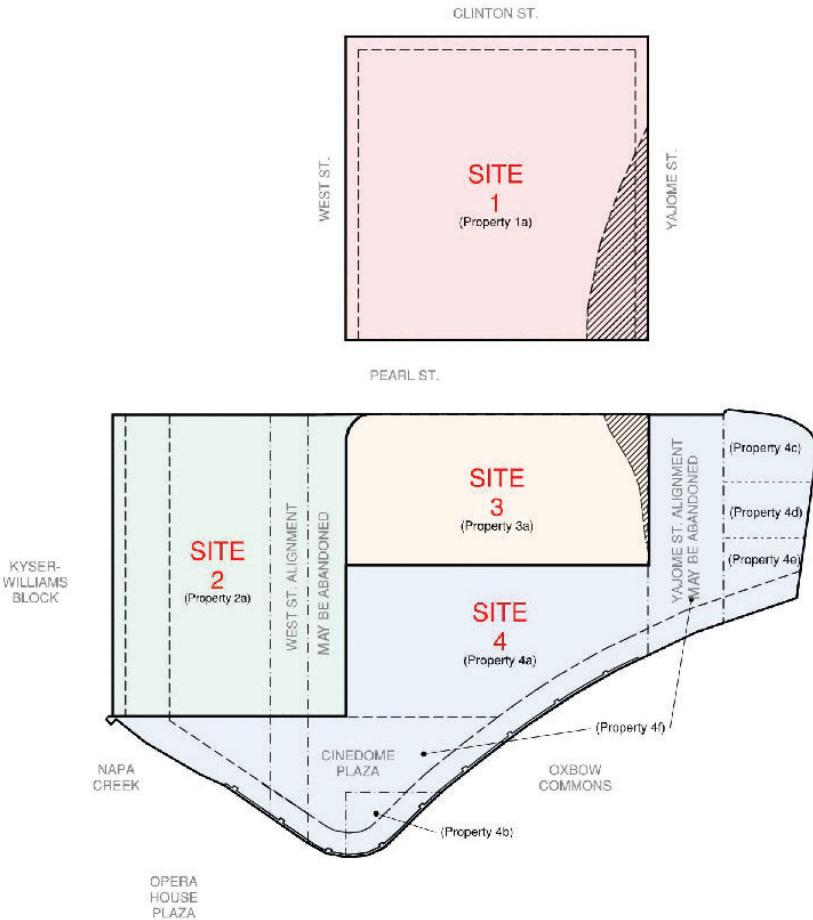


FIGURE 2 | OPPORTUNITY SITES

The Master Plan has been informed by stakeholder and public input, as well as by analyses of the physical characteristics and market potential of alternative development concepts. As such, the City and property owners may rely on it as a guide to what the community finds acceptable. The Master Plan does not supplant the existing General Plan, Downtown Specific Plan, or Zoning Ordinance, however. It, instead, positions the Focus Area opportunity sites for expedient and efficient development, leveraging and expanding upon the existing City goals, policies and ordinances towards a pre-vetted vision.

The four opportunity sites within the Cinedome Master Plan total approximately 5.4 acres. If each site were developed to the full potential outlined in the plan, the area could see the addition of up to:

- 22,000 square feet of new retail and restaurant space
- 45 new housing units
- 65,000 square feet of office space (or additional 60 housing units)
- 500 new off-street parking spaces (350 spaces in a new parking structure)

## PLANNING PROCESS

The Master Plan was developed by City staff and consultants with the participation of Tier 1 (land owners) and Tier 2 (adjacent land owners) stakeholders, and engagement with the public through a presentation and workshop on July 31, 2017.



City staff and the consultant team met seven times to outline objectives for the planning area, and to review alternative concepts for development of the opportunity sites.

Preparation of the Master Plan began with an identification of the community's objectives for the study area and opportunities and challenges facing the area. The consultants prepared sketches of alternative development scenarios as well as urban design recommendations. Responding to comments from City staff, as well as stakeholders and the public, the consultants reviewed and refined the development concepts. The Master Plan provides illustrations of potential development scenarios that meet the objectives of this plan.



FIGURE 3 | MAIN STREET URBAN DIAGRAM

The Planning Commission and City Council reviewed and provided comment on the draft Master Plan on the following dates: Planning Commission (04/19/2018), and City Council (05/01/2018). Based on comments provided, a revised Master Plan was prepared as well as an amendment to the Downtown Specific Plan Environmental Impact Report (DSP EIR). **This revised Master Plan document was then re-presented to the Planning Commission along with an alternative South of Pearl layout (09/15/2018).** Based on comments provided by the Planning Commission, the revised Master Plan was modified to its final format, to include a revised alternative parking area at the east end of the South of Pearl area, and presented to City Council (11/13/2018). The public review process culminated with the City Council adoption of the Cinedome Master Plan and Cinedome Master Plan EIR.

## GOALS AND OBJECTIVES

The primary goal of the Master Plan is to maintain and enhance Napa's pedestrian downtown core, and the Main Street corridor in particular, as a lively and walkable pedestrian district. This goal is consistent with those expressed in the Downtown Specific Plan, which designates the Cinedome Focus Area as connected both to the pedestrian downtown and the Oxbow Commons Bypass Channel through plazas and paseos.

The Master Plan seeks to mediate between the historic character and pedestrian-oriented Main Street scale, and the smaller-scale residential neighborhood to the north, while respecting the new open space (Oxbow Commons) to the immediate south. The objectives of the Master Plan are as follows:

### LAND USE

**Objective LU-1 - Infill Development Opportunities:** Provide opportunities for infill development that are both financially feasible and respectful of the scale and character of the surrounding context.

**Objective LU-2 - Public Parking to Support the Downtown:** Provide an opportunity site for the construction of a public parking structure which can accommodate a minimum of 350 cars. Ideally, this parking structure can be developed in such a manner as to allow for future re-purposing, based on assimilation of technologies that obviate the need for large parking structures or

self-parking of vehicles.

**Objective LU-3 - Promote Mixed-Use Development:** Prioritize the development of Mixed-Use Office and/or Residential projects with active ground floor uses in preferred areas.

**Objective LU-4 - Public Space:** Create a plaza within Opportunity Site 4 facing the Oxbow Commons as part of adjacent development project. Provide seating and gathering facilities in the plaza that are complementary to the active recreational opportunities in the Oxbow Commons.

**Objective LU-5 - Pedestrian and Bicycle Prioritization:** Encourage pedestrian and bicycle promenades which connect with public spaces and rights-of-way within, and adjacent to the Master Plan area.

**Objective LU-6 - Minimize Impact on Neighboring Residential Uses:** Development of the Napa Sanitation District Opportunity Site (Opportunity Site 1) should respect the scale and character of the adjacent St. John's residential neighborhood to the north of Clinton Street.

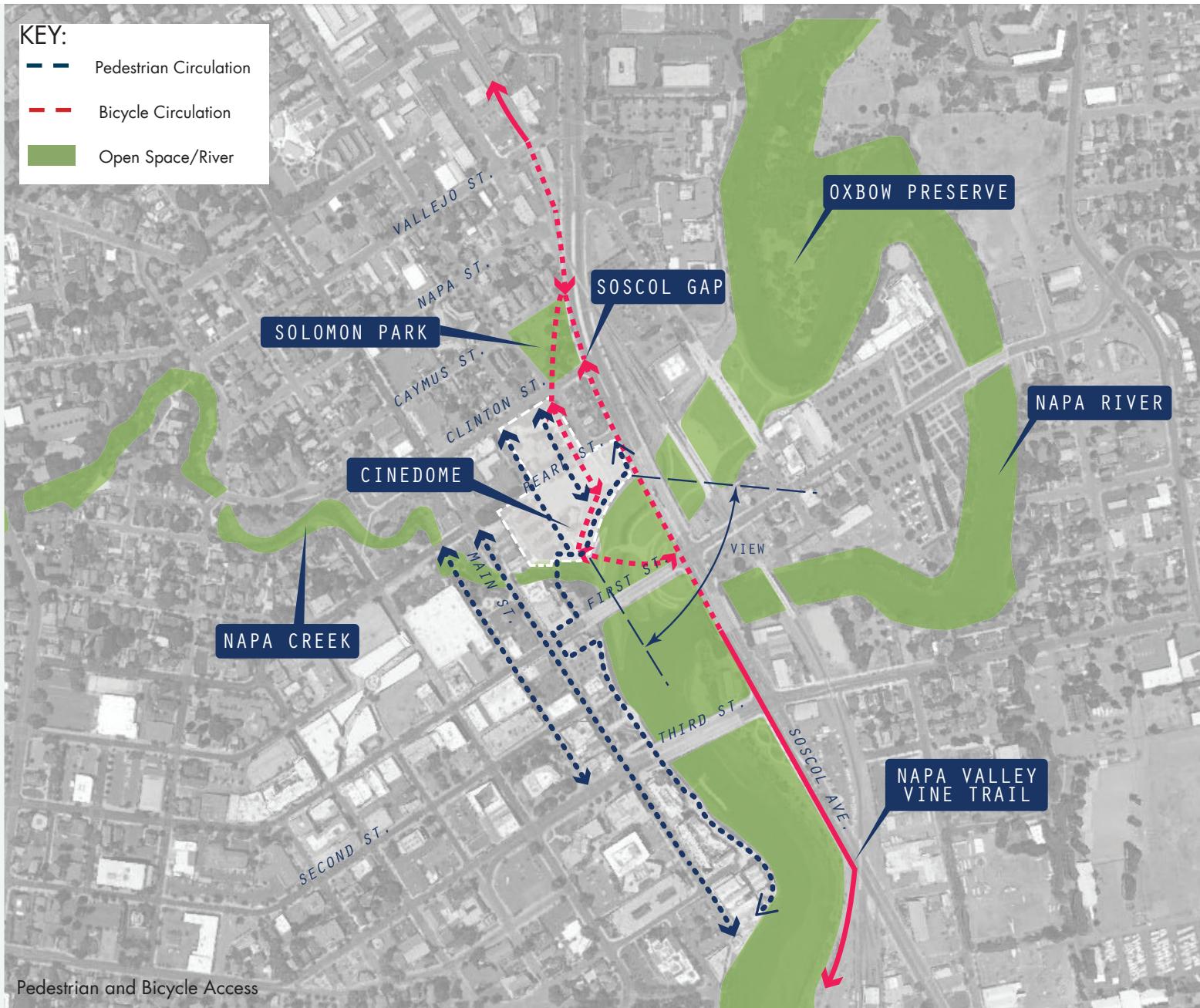
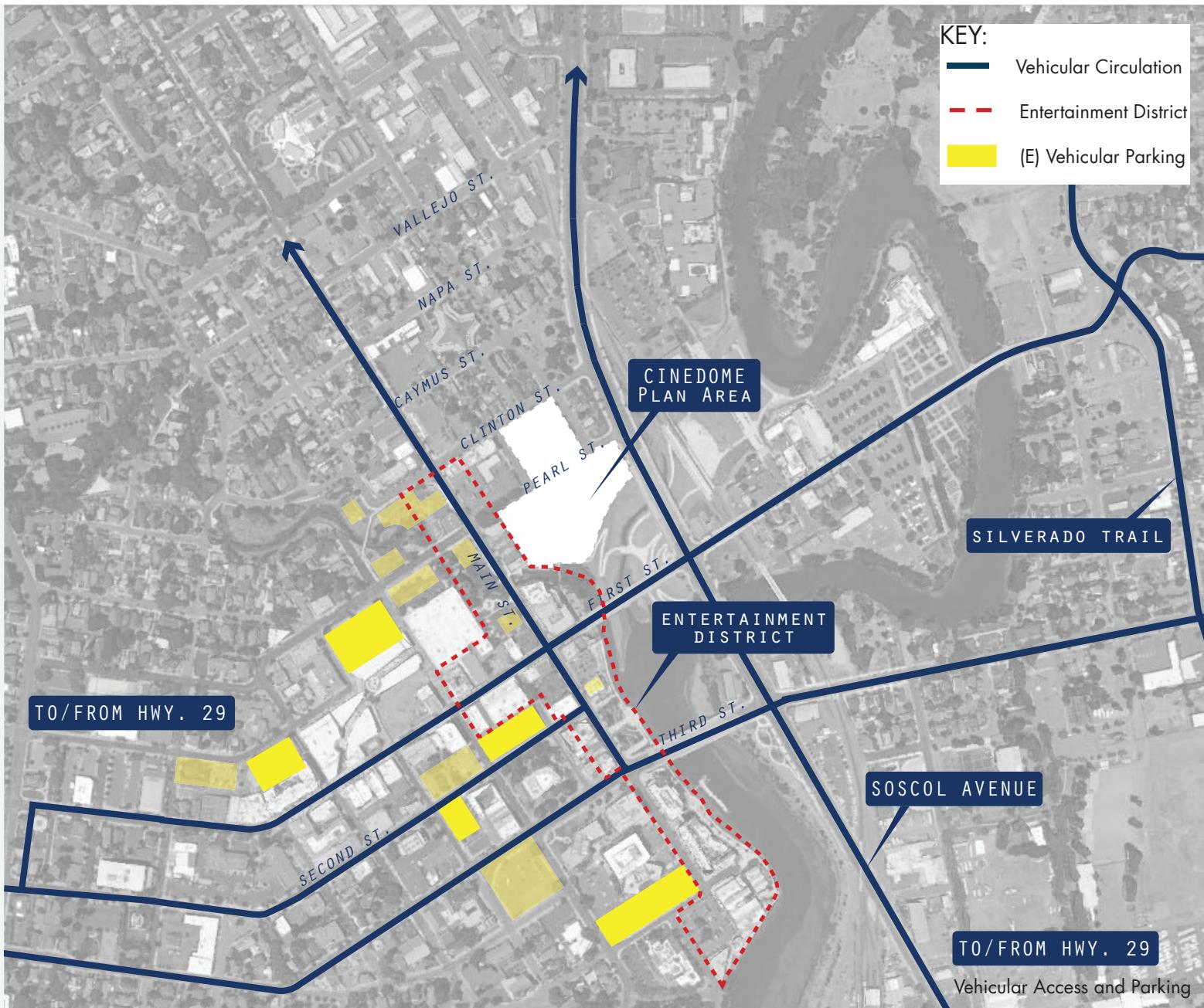


FIGURE 4 | CIRCULATION NETWORK PLANS

## ATTACHMENT 4



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### CIRCULATION

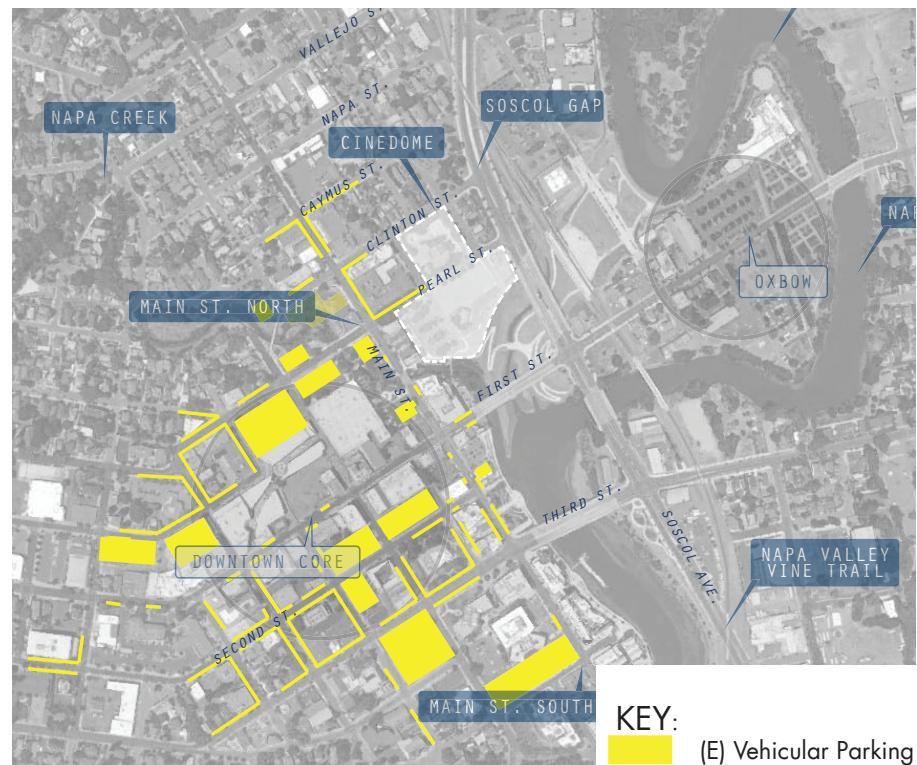
Objective LU-7 - Respect Adjacent Historic Buildings: New Development on Opportunity Site 2 should respect the historic character of the Kyser-Lui Block to the west through sympathetic massing and setbacks.



Objective LU-8 - Sidewalks, Crosswalks, Paseos, and Setbacks: Enhance pedestrian accessibility through completion of new walkways, enhanced setbacks for views from Pearl Street to Oxbow Commons, and connection to Main Street sidewalks and Opera House Plaza bridge to the south of the Kyser-Lui Block

Objective Circ-1 - Pedestrian Network: Expand and reinforce a pedestrian-scaled network of plazas and paseos within the Master Plan area that connect to the surrounding context.

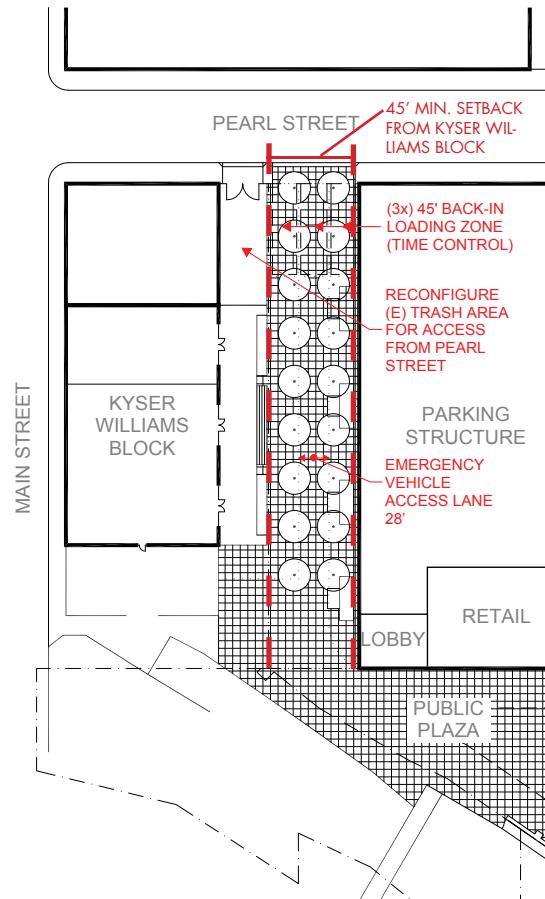
Objective Circ-2 - Public Parking: Augment the supply of off-street garage parking at the north end of the Main Street corridor to improve ease of public parking, to encourage visitors to 'park once and walk' to support existing and future retail uses in the downtown area, to intercept traffic entering the downtown, and to allow opportunity areas within the Master Plan area to redevelop modestly.



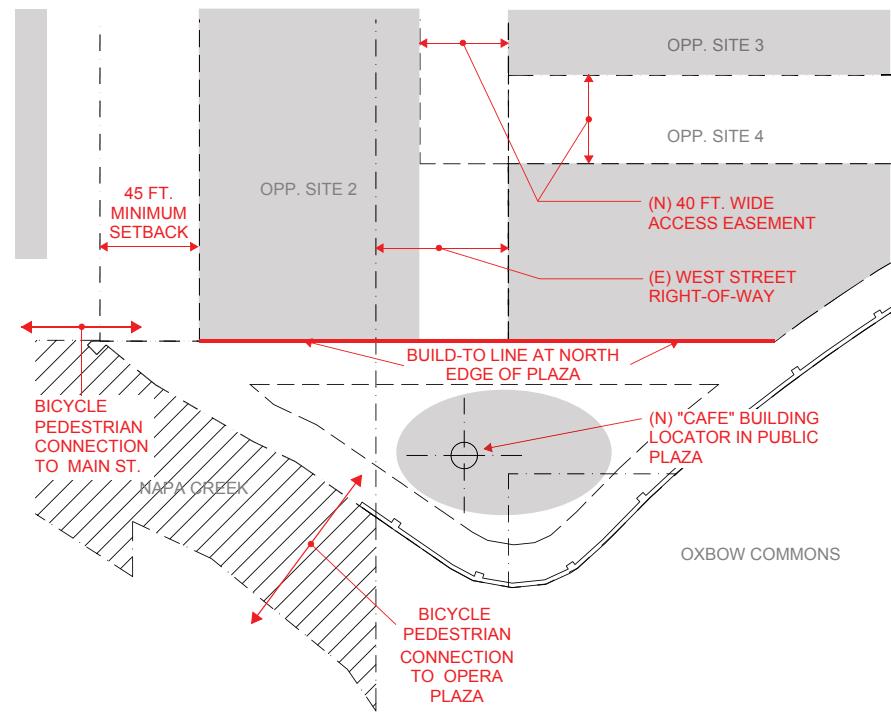
## DESIGN &amp; MASSING

Objective Circ-3 - Flood Control Access: Provide service truck access to the entire length of the Oxbow Commons Bypass Channel flood wall along the south edge of the Master Plan area for maintenance purposes.

Objective Circ-4 - Service Access: Provide access to existing and new uses for loading and service while minimizing interruptions to the pedestrian network.

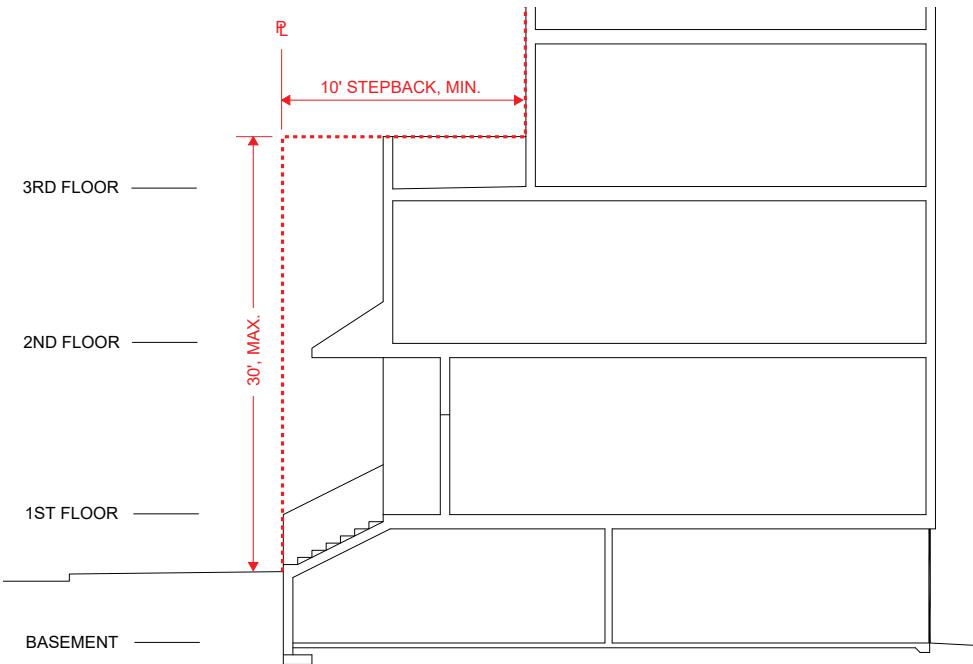


Objective DM-1 - Build-to Line at South Edge of Opportunity Sites 2 and 4: The massing of development projects on Opportunity Sites 2 and 4 should align along an east-west setback line (as depicted in Figure 6) forming a backdrop to the plaza space adjacent to the Oxbow Commons, as well as allowing for views of the historic Kyser-Lui block from the Soscol Avenue to/from the southeast.

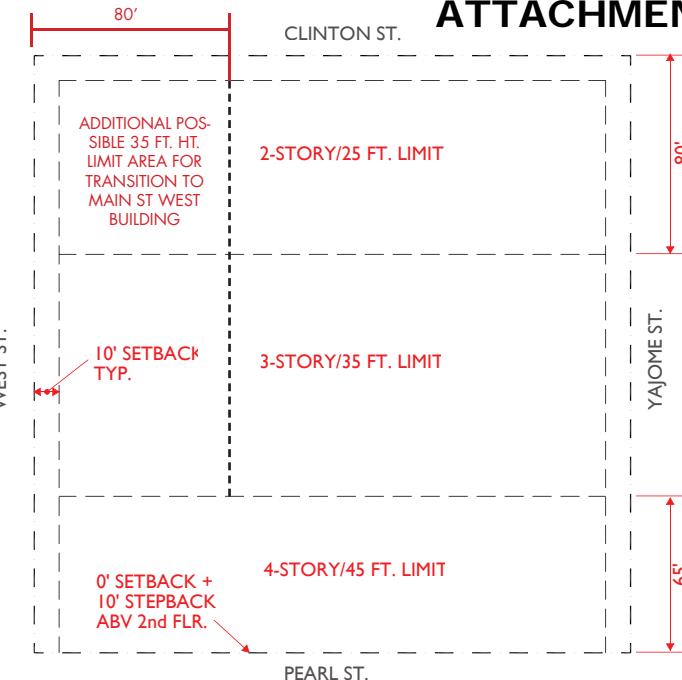


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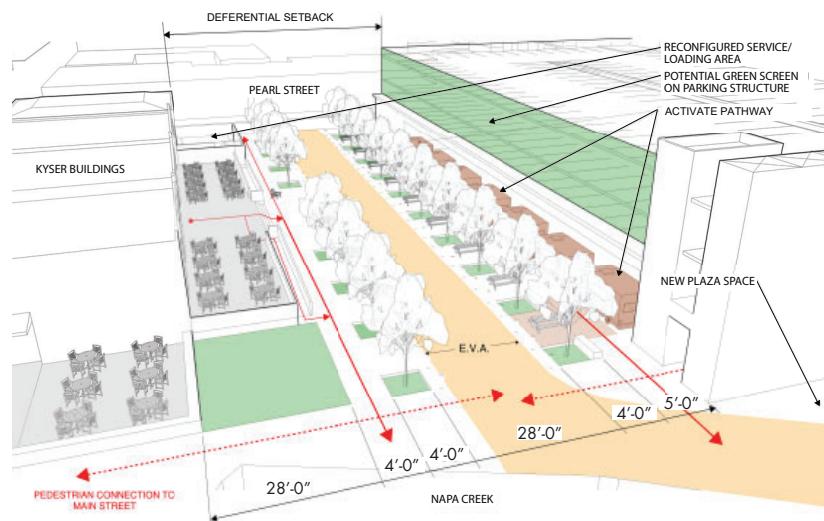
Objective DM-2 - Step-Back Massing Above Second Floor: To maintain a pedestrian scale in the public spaces and streets in the plan area, structures should step back a minimum of 10 feet above the second occupied floor at public rights-of-way, and the public plaza frontage.



Objective DM-3 - Reduce Scale and Massing at North End of Opportunity Site 1: While the existing zoning allows for 35 foot height across the entirety of this site, it is the intent of this plan to encourage development on Opportunity Site 1 to step down in height to two-stories or 25 ft. maximum height for the first 80 ft. of parcel depth from Clinton Street to provide an appropriate transition to the lower-scale single-family neighborhood.



Objective DM-4 - Set-back and/or Step-back at west edge of Opportunity Site 2: In deference to the historic Kyser-Lui Block to the west of Opportunity Site 2, a 45 ft. minimum setback/promenade is desired for adjacent to the rear property line of the Kyser-Lui property.

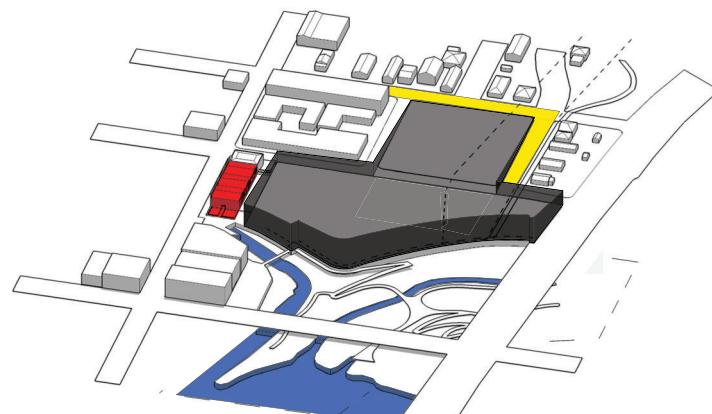


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### SCOPE OF THE MASTER PLAN

Objective DM-5 - Architectural Context: New development within the Cinedome Master Plan area should adhere to the architectural tenets outlined in Chapter 5 of the Downtown Specific Plan, and summarized within this plan, starting on page 33.

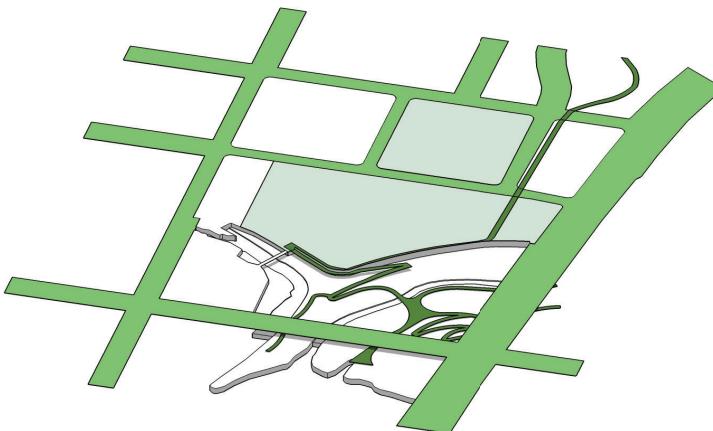
Objective DM-6 - Plaza Activation: A key goal of this Master Plan is the creation of a public plaza space overlooking the Oxbow Commons. Active pedestrian-oriented retail is necessary along the build-to lines of Opportunity Sites 2 and 4 to activate this public space to include restaurants, cafes, bars, entertainment venues, and active retail.



The Wedge: Increase in scale from North to South of Master Plan Area

The Cinedome Master Plan builds on the policies and guidelines outlined in the Downtown Specific Plan, and the City of Napa Zoning Ordinance. This master plan does not supplant regulations outlined in these documents, but instead seeks to clarify and expound on the aspirational qualities contained in the Specific Plan through the provision of a more precise vision for future development.

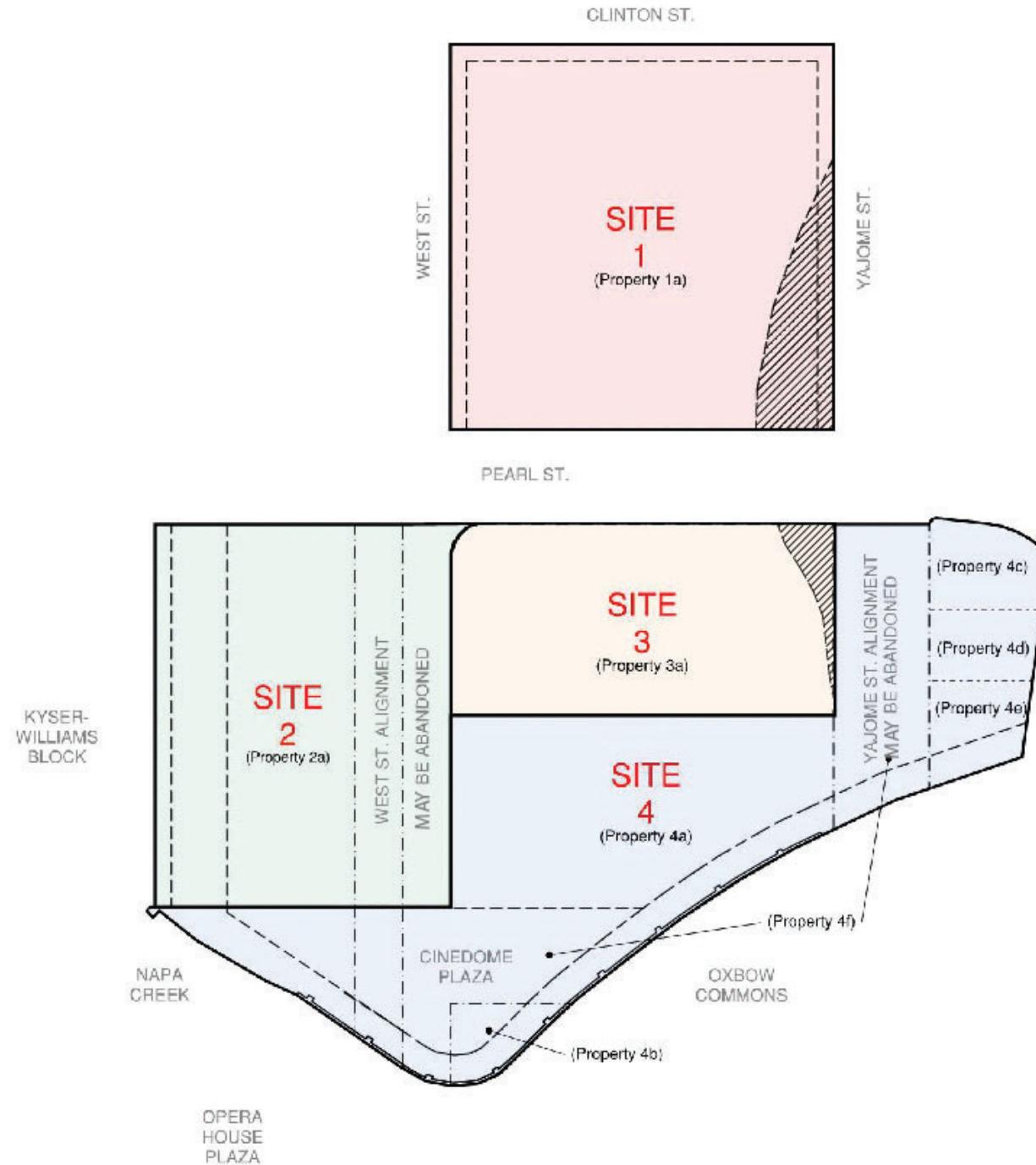
**A major component of the Master Plan is the construction of a new public parking structure within the block bounded by Main Street, Pearl Street, Soscol Avenue, and the Oxbow Commons, either as a City-initiated project or constructed in a public-private partnership.**



Circulation

FIGURE 5 | STUDY AREA COMPONENT ANALYSIS

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## ATTACHMENT 4

# EXISTING CONDITIONS

## PLANNING POLICY

The Cinedome Master Plan builds on existing plans and policies that apply to the study area, including:

- Envision Napa 2020: City of Napa General Plan
- City of Napa Zoning Ordinance (Title 17 of Municipal Code)
- Downtown Napa Specific Plan
- City of Napa Housing Element
- City of Napa Landscaping Standards for Public Trees and Plants (Chapter 12.44), and Trees on Private Property (Chapter 12.45)
- Downtown Napa Riverfront Plan & Guidelines
- Soscol Corridor Plan
- Residential Mixed-Use Strategy

## EXISTING CONDITIONS

### LAND USE

The Cinedome Master Plan area encompasses 5.4 acres of land located between Main Street (west), Soscol Avenue (east), Clinton Street (north), and the Oxbow Commons (south). The study area is divided into two sub-areas by Pearl Street. The sub-area south of Pearl Street currently includes temporary public surface parking use on the former Cinedome Theater site and City properties adjacent to the Oxbow Commons and Napa Creek, including a surface parking lot (Lot X) between West Street and the historic Kyser-Lui Block. The sub-area north of Pearl Street (also

known as the Napa Sanitation District block or “NSD Block”) is currently occupied by a defunct pump station building, a playground, and a skateboard park schedule to be removed now that a new skatepark has been completed at Kennedy Park.

### STUDY AREA

The Study Area includes eight (8) lots (in whole, or in part), along with public rights-of-way for West Street and Yajome Street to the south of Pearl Street. Currently allowed land uses per the Downtown Specific Plan (Chapter 4, p. 56) include: retail, office, recreational, entertainment, cultural, hotel, transit, and residential, as part of a mixed-use development. These lots, or assemblies of these lots, comprise the four (4) opportunity sites of this Master Plan:

1. OPPORTUNITY SITE #1 - Block bounded by West Street, Clinton Street, Yajome Street, and Pearl Street (NSD Block): A 1.23 acre site owned by the Napa Sanitation District. The site is currently occupied by a skatepark, playground, and decommissioned pump station building.
2. OPPORTUNITY SITE #2 - Block bounded by West Street, the north side of Napa Creek, the Kyser-Lui Block, and Pearl Street: A 1.21 acre (0.83 acres net) site owned by the City of Napa. The site is currently used as a temporary public parking lot with 65 spaces.

## ATTACHMENT 4

3. OPPORTUNITY SITE #3 - Block bounded by West Street, Pearl Street, Yajome Street, and Opportunity Site #4: A 0.70 acre site owned by SyWest Development. This site is the former location of the Cinedome Theater building, and is currently used as a temporary surface public parking lot.

4. OPPORTUNITY SITE #4 - Balance of the Land south of Pearl Street and north of the Oxbow Commons: 2.03 acre (1.76 acres net) consisting of five City of Napa owned parcels including the former Parks & Recreation building and the public rights-of-way for West Street and Yajome Street, and is currently part of a larger temporary surface parking lot.

## ENVIRONS

The Master Plan study area is flanked by a diverse set of contextual elements. To the west is the Main Street pedestrian corridor of downtown Napa, comprised of retail shops, restaurants, bars, and entertainment venues. To the south and east are Napa Creek, Oxbow Commons and Soscol Avenue. These large-scale open areas allow for significant views from the site to the eastern hills and south down the Napa River, as well as provide connectivity to open spaces within the Oxbow Commons and Opera House Plaza without having to walk along or cross city streets. However, access to the the Riverfront Promenade and the 9/11 Memorial does require walking along and crossing public rights-of-way. To the north is the Saint John's residential neighborhood, comprised of small-scale, one and two-story homes, and mixed commercial uses nearer to Main Street.

One of the key goals of this Master Plan is to mediate between the various intensities of uses surrounding the study area and scale of physical development, applying the goals identified in the Opportunity Sites to remain mindful of and sensitive to adjacencies, in future modest development.



Temporary Parking Lot adjacent to Flood Control Channel Wall



View West on Pearl Street with Napa Sanitation District property on right

## SITE ELEVATIONS AND FLOOD PLAIN

The study area sits just north of the recently constructed "Hatts to First" floodwall and Oxbow Commons Bypass Channel, and ranges in elevation from 16 ft to 20 ft. However, portions of the site are located in FEMA Flood Zones X and AE, which are subject to overland flooding from the north, based on the 2014 Letter of Map Revision (LOMR) and current flood insurance map number 06055C0516F. A swath of land generally on the eastern portion of Opportunity Site 1 (the NSD site) extending south through Opportunity Sites 3 and 4 (south of the NSD site through to the Oxbow Commons Bypass Channel) is located in the regulatory floodway and cannot be impeded with development until upriver flood improvements are constructed. Because the top of the floodwall on the south edge of Opportunity Site 4 ranges between 24.0-ft and 24.5-ft in elevation, elevating portions of the Master Plan site generally to the top of the floodwall is possible. The FEMA flood zones and flood way extents are shown in FIGURE 18, FEMA Flood Exhibit.

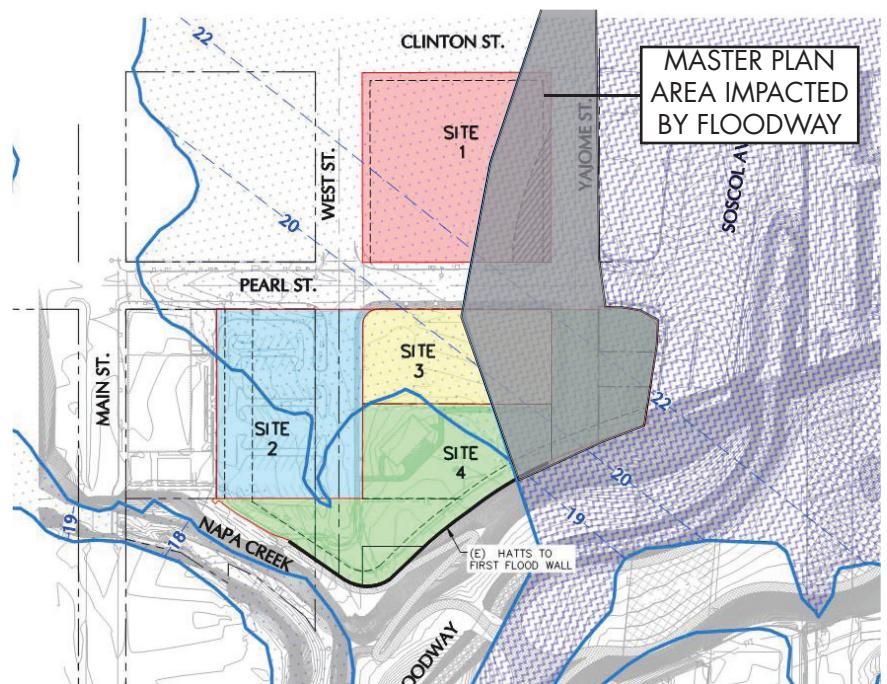
Specific elevations for each of the four Opportunity Sites and their corresponding FEMA designations are as follows:

- Opportunity Site 1: Existing site elevations range from 16-ft to 18-ft. The entire site is in Zone AE with BFE at 22-ft and is therefore subject to flooding, and the eastern portion is located in the floodway where swiftly moving floodwater could occur.
- Opportunity Site 2: Existing site elevations range from 17.5-ft to 21.5-ft. The northeast portion is in Zone AE with

a BFE at 19-ft and therefore subject to potential flooding, and the southwest portion is in Zone X and is not subject to flooding.

- Opportunity Site 3: Existing site elevations range from 17-ft to 19.5-ft. The western portion is in Zone AE with a BFE at 20-ft and therefore is subject to flooding, and the eastern portion is in the floodway.
- Opportunity Site 4: Existing site elevations range from 15.5-ft to 20.5-ft, and the southwestern portion of this site is in Zone X and does not flood, and the eastern portion is in the floodway with a BFE ranging from 19 to 21-ft.

Exist. Conditions



**UTILITIES**

All four Opportunity Sites are currently served by an existing 8-inch water main in West Street which connects to the 6-inch main in Pearl Street and into the Main Street distribution main. A new additional lateral is located west of Opportunity Site 2 that appears to serve the site to the west of the study area; however, City records do not show the lateral at this time.

Opportunity Sites 1 through 4 are currently being served by sewer laterals which connect to the 8-inch sewer in West Street. New laterals are located west of Opportunity Site 2 and appear to be serving the site to the west; however, the Napa Sanitation District maps do not show these laterals. Based on the 2007 "Napa Sanitation District Collection System Master Plan Report," the existing sanitary sewer has capacity to meet dry condition demands; however, it does not have capacity to meet wet weather demands. This report has designated the existing sanitary sewer in Pearl Street as a high priority for upgrades.

There is one 20-inch sewer main in Pearl Street, which changes to a 48-inch main between West and Yajome Streets. There is an additional 45-inch main in Yajome Street that passes through Opportunity Site 1 and connects to the 48-inch main in Pearl Street.

The Napa Sanitation District's recycled water lines do not serve this site and the District does not currently have plans to expand the system into downtown at this time.

There are existing storm drain lines in Pearl, West and Yajome Streets. Opportunity Sites 2 through 4 currently have two storm drains (24- and 30-inch diameter) crossing the sites from Pearl Street to the floodway and connecting to the Oxbow Commons Bypass Channel along the south of the site.

The study area currently has existing electrical transformers and an underground three phase electrical service east of and parallel to West Street. Additionally, an above grade transmission line runs within the Yajome street alignment parallel to the east property line of Opportunity Site 1.

PG&E is the current provider of gas and electricity for the site. The Downtown Specific Plan did not identify any required upgrades.

The existing utility mains and laterals serving this site are shown in FIGURE 18, Existing Utility Plan.

## HISTORY

The land of the “Water-Going-Out Place” of the Mey’ankmah people, precursor to the Mayacama Mountains, has been a lush agricultural valley for thousands of years. Spanish Colonial expansion and religious missionaries brought with them land acquisition and dissemination through a system of “Ranchos.” Three of those Ranchos, the Vallejo, Juarez/Rodriguez, and Higuera lands, encompassed the geographic area of the City of Napa. Nicholas Higuera compensated Nathan Coombs and John Grigsby for carpentry work they had done with a land grant for the area immediately west of the Napa River. Coombs’ 1847 plan for the City laid out a six-block stretch of Main Street, stretching along the west bank of the Napa River to its intersection with Napa Creek and what is now Pearl Street. The Cinedome Master Plan area sits adjacent to this site, on lands that were occupied by a large Chinese immigrant population that came to the area during the Gold Rush.

Natural forces also played a large part in the history and development of downtown Napa. The two main antagonists to growth, earthquakes and floods, played equal roles in both inhibiting, and shaping growth within the city. The Cinedome Master Plan area is immediately adjacent to the Oxbow Bypass Channel, a flood control measure implemented by the County Flood Control District to allay flooding in the downtown area. The Cinedome Theater operated on Pearl Street from 1982-2012, and was demolished in 2014. 1100 West Street (the former location of the City of Napa Parks and Recreation

Services office) was relocated off-site in 2016, and the property was converted to a temporary parking lot, serving the downtown area.



## Coombs Plan, 1847



## Former Cinedome Theater

## MARKET CONDITIONS

As a subset of the Downtown Napa Specific Plan of May 2012, this Master Plan operates under the auspices of the Economic Analysis created by EPS, in conjunction with the drafting of the Specific Plan. See "Appendix E: Economic Analysis," of the Downtown Specific Plan for more information.

Some key components of that analysis are outlined below for reference relative to the key components of the Master Plan vision for the study area:

### **Findings**

The "net new" development capacity of the Downtown Specific Plan for each major use was projected to be as follows:

- Roughly 600 additional residential units, including 50 units of "live-work" space included in a flex-space format.
- About 87,000 square feet of new retail space, including a portion (49,543 s.f.) that could be developed as flex space.
- Roughly 426,000 square feet of new office space, including a portion (31,141 s.f.) that could be developed as flex space.
- Approximately 253,000 square feet of lodging space (hotel).

### **Residential Forecast**

The Association of Bay Area Governments (ABAG) projects citywide growth of approximately 2,000 units between 2010 and 2030. Development of 500 to 600 units downtown over a 20-year timeframe would yield an average of 25 to 30 units annually. This amount of growth downtown would represent about 12 to 15 percent of citywide growth. Given anticipated trends in baby-boomer housing preferences for downtown living and the burgeoning desire for young people to seek out 'urban' settings, Downtown Napa appears to be poised to attract 500 or 600 units of residential development targeted to these demographic segments. However, economic recovery from the Great Recession was initially slow between 2008 and 2015 relative to new residential construction. Register Square located on the former Napa Register property is the first large project containing residential development, containing 51 units projected to be completed in 2019.

### **Retail Forecast**

The capacity analysis for retail development in the Downtown Specific Plan identified the potential for an additional net new 87,000 square feet of retail space in Downtown Napa, including about 31,000 square feet in flex space. Recent data indicates downtown is achieving a taxable sales rate of roughly \$215 per square foot; this rate represents a blended average of restaurants, department stores, and various specialty retail stores. Looking forward, 87,000 square feet of new retail space would require additional retail generated by a combination

of increased retail “capture” in the downtown, new sales from additional residential development, and increased visitor expenditures. Initially, the City can expect that additional demand will increase sales for existing retailers, thereby generating higher average sales per square foot. As this average rate reaches approximately \$300 per square foot, creating new retail space will become feasible; at this higher sales rate developers can expect tenants would be able to pay the lease rates required for a new building to be profitable.

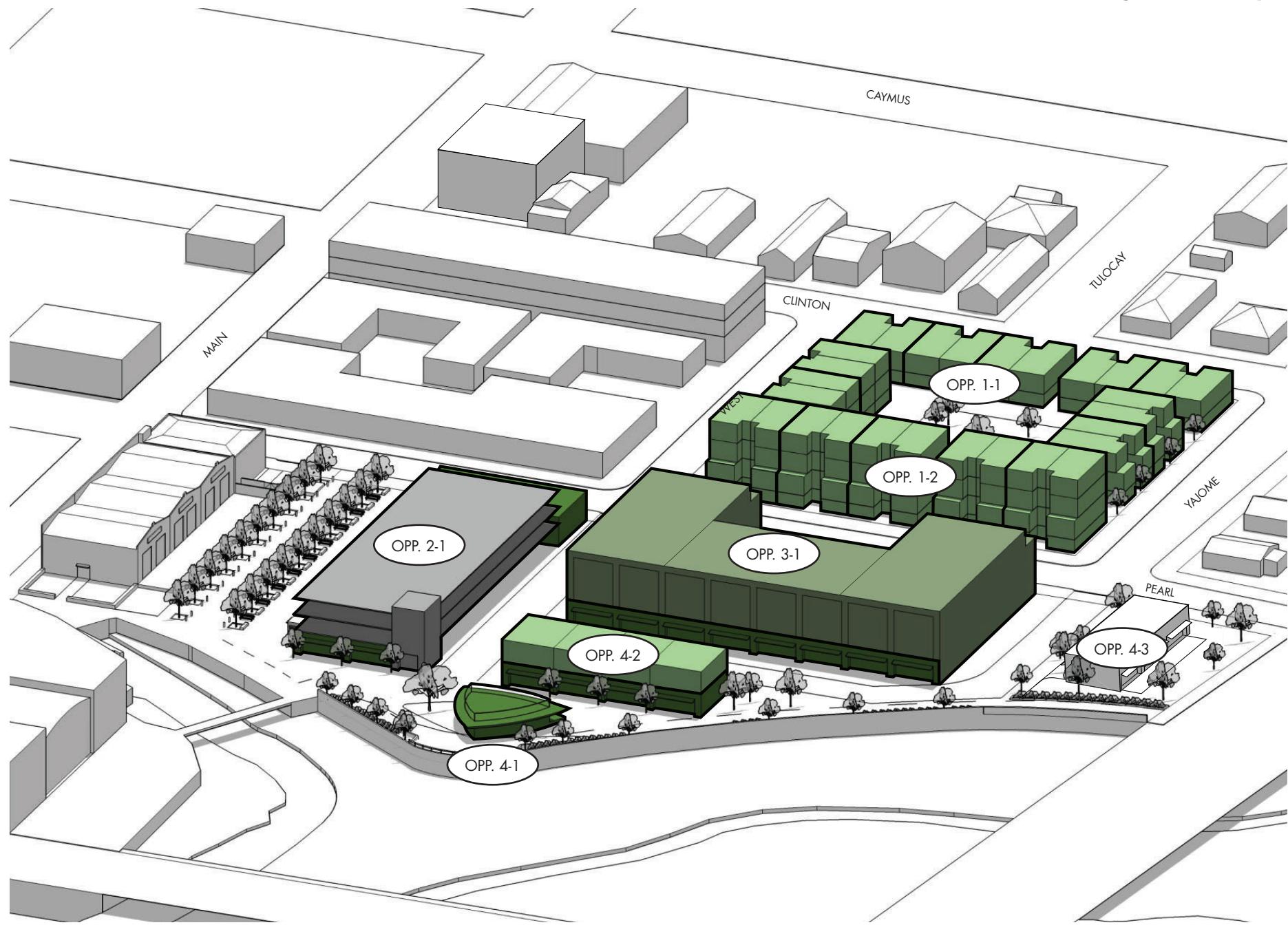
### Office Forecast

Capacity for 426,000 additional square feet of office space downtown would accommodate roughly 1,400 employees. This demand mostly would derive from FIRE (finance, insurance, and real estate) categories but also professional services and some corporate offices (e.g., wine industry business). Institutional space, including repositioned City and County public facilities currently in the planning stages, could constitute another segment of demand, though this category is excluded from this analysis. According to ABAG, approximately two-thirds of anticipated job growth in Napa over the next 20 years is related to financial and professional services, as well as health, education, and recreational services. However, while many of these jobs could be accommodated downtown, some also will be associated with wineries and other institutions and agencies located in other industrial and commercial areas of Napa.

### Lodging Forecast

In 2007, the City commissioned a hotel market study which concluded Napa’s existing hotel market was experiencing a shortage of hotel rooms, as well as hotels with meeting space, in 3- to 4-star full-service hotels. Since this report was prepared, the Napa Mill was restored and several hotels have been built or expanded (e.g., Andaz Hotel, Westin Verasa, Archer, were completed, adding nearly 550 rooms. Consistent with the Downtown Specific Plan build-out scenario, an additional hotel of up to 250 rooms in the COPIA focus area, in conjunction with new mid-density residential uses, public or quasi-public space, and recreational amenities, was anticipated to contribute to the broader re-use and redevelopment of the COPIA area. This size hotel would yield about 200,000 square feet of space, including common spaces such as the lobby and standard-size meeting rooms.

However, Copia was acquired by the Culinary Institute of American as an event and educational site. Several other new hotel projects, not considered in the Downtown Specific Plan during the middle of the Great Recession, are now conceived by downtown property owners, some of which have been approved and others in design, representing approximately 1,000 new rooms in the Downtown Napa. This does not include the 351 rooms approved adjacent to the downtown on the property commonly referred to as the ‘Ritz’ site and several other projected hotels located further outside of the downtown. To address this new demand, the City has commissioned another hotel market study to consider future need and absorption of hotel uses.



**FIGURE 6 | PREFERRED STUDY AREA MASSING DIAGRAM**

## ATTACHMENT 4 LAND USE AND URBAN DESIGN

The Master Plan maintains the existing land use designations, as set forth in Chapter 4 of the Downtown Specific Plan, across the study area's opportunity sites, with the exception of ground floor use restrictions on Opportunity Sites 2, 3, and 4. While no significant land use changes are otherwise proposed from the existing zoning or Specific Plan designations, the Master Plan provides additional direction and specific suggestions for the configuration of development, including the orientation and treatment of particular land uses and the massing and architectural character of new development. In addition, the Master Plan provides development guidance and incentives, as well as some specific suggestions to implement the City's vision on the four opportunity sites within the study area.

The Downtown Mixed-Use zoning that underlies the planning area is intended to provide for "retail uses; administrative and other offices; institutional, recreational, entertainment, arts and cultural uses; hotels and conference facilities; transportation facilities; and public and quasi-public uses that strengthen Downtown's role as the community's center." Additionally, the Downtown's Mixed-Use areas allow for residential development, primarily as an upper level use, although stand-alone residential may be permitted where it does not conflict with the land use policy direction of providing contiguous linkages in and around downtown.

Within the Downtown Specific Plan area in general, the goal is to maximize active uses at the ground level, and to minimize blank areas along the street front and plaza spaces. Based on this stated goal, the City aggregates public parking into strategically located public parking structures and surface parking lots. As outlined further in this Master Plan, Opportunity Site 2 has been earmarked as the preferred location for a public parking structure to serve the north end of the Main Street corridor. **The City owns this property and may develop the parking structure independently of other development which may take place on Opportunity Sites 3 and 4. In an aggregated property scenario in which Opportunity Sites 3 and 4 are combined and developed simultaneously, the parking structure may be located on the eastern portion of the property as further illustrated in the Opportunity Site 2-4 Alternate on pages 66 - 69.** The construction of this structure would be funded, in part, by in-lieu parking fees in addition to other sources.

In multi-story buildings within the study area, and south of Pearl Street, the ground floor level should consist of active pedestrian-oriented uses, particularly fronting on the south side of Pearl Street west of the current West Street intersection and on the public plaza. Upper level uses should augment the pedestrian-oriented nature of the Downtown Specific Plan Area, and add to the 24-hour nature of the downtown. Encouraged uses include: mixed residential and/or office uses. Hotels are not encouraged in the study area.

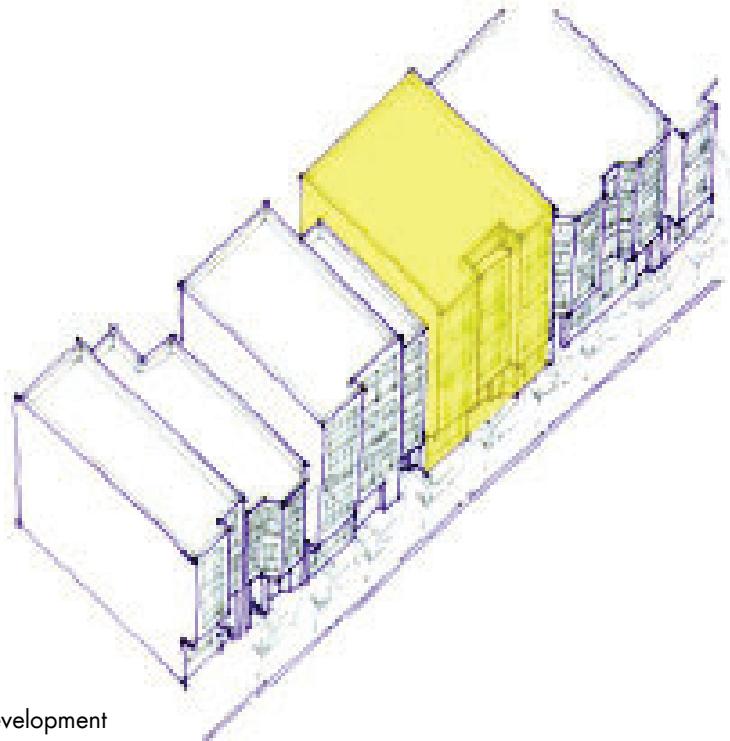
## LAND USE OBJECTIVES AND POLICIES

The land use and urban design objectives and policies that follow pertain to all properties within the Master Plan area.

**Objective LU-1 – Infill Development Opportunities:** Provide opportunities for infill development that are both financially feasible and respectful of the scale and character of the surrounding context.

**Policy LU1.1:** Within the Master Plan Study Area – The guidelines, opportunities and constraints, and schemes outlined herein aim to provide a scale of development that furthers the grain and texture of the surrounding downtown area. Towards that end, single-building, large-scale development of multiple parcels is discouraged.

**Policy LU1.2:** Outside of, and having an Influence on the Master Plan Study Area – Part of the goal of this Master Plan is to establish a framework for the study area that allows for the construction of facilities intended to support the adjacent Main Street corridor, as well as pedestrian-oriented retail uses in general within the downtown area.



Infill Development



with active ground floor uses.

**Objective LU-2 – Public Parking Supportive of the Downtown Parking Exempt District:** Provide an opportunity site for the construction of a public parking structure which can accommodate a minimum of 350 cars. Ideally, this parking structure would be developed in such a manner as to allow for future re-purposing, based on assimilation of transit technologies that obviate the need for self-parking.

Policy LU 2.1: Encourage a “park-once” philosophy, where employees and customers can park in one location and visit many destinations within a walking distance, to reduce vehicle trips within downtown. Ensure this approach is practical and convenient through high-quality pedestrian facilities and amenities.

Policy LU 2.2: Augment the public parking available for the Downtown Parking Exempt District through the construction of a new 350 space (minimum) parking structure within the Master Plan Study Area, and linked through high-quality pedestrian connections to Main Street.

Policy LU 2.3: Address ‘future-proofing’ strategies for parking structure investment through study of potential construction typologies that allow for retrofitting the parking structure for alternative programming in a future resulting from reduced demand by autonomous vehicles.

**Objective LU-3 – Promote Mixed-Use Development:** Prioritize the development of Mixed-Use Office and/or Residential projects

Policy LU 3.1: Support the Downtown Mixed-Use designation (see Downtown Specific Plan) which encourages the development of a mix of retail, administrative and other offices, institutional, recreational, entertainment, cultural, hotel, and residential uses.

Policy LU 3.2: Stand-alone residential development will be allowed on the Opportunity Site 1 block, bounded by Pearl, Yajome, Clinton, and West Streets, subject to the guidelines and restrictions outlined herein.

Policy LU 3.3: Stand-alone singular program uses are discouraged south of Pearl Street, within the master plan area, in favor of a mix of programming supportive of surrounding development and local initiatives.

Policy LU 3.4: Active, pedestrian-oriented uses are encouraged at the ground floor of development within the Master Plan area south of Pearl Street and West of existing West Street (Opportunity Sites 2 through 4). Activated storefronts are also encouraged on the plaza-facing facades of Opportunity Sites 2 through 4.

Policy LU 3.5: Residential development on Opportunity Site 1 should limit exposure of parking entries on the Clinton, West, and Yajome Street frontages. At the Pearl Street façade, stoops or recessed entries are encouraged.

## ATTACHMENT 4

Objective LU-4 – Public Space: Create a plaza within Opportunity Site 4 facing the Oxbow Commons as part of adjacent development. Provide seating and gathering facilities in the public plaza that are complementary to active recreational opportunities in the Oxbow Commons.

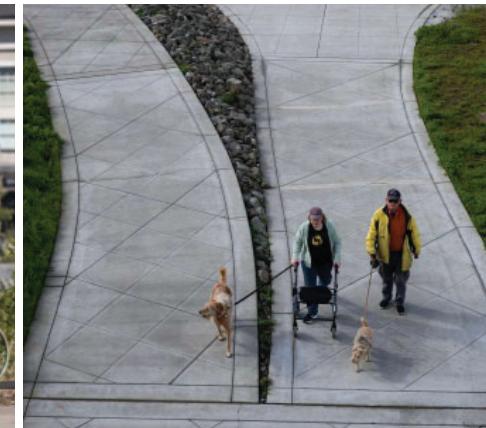
Policy LU 4.1: A build-to line is proposed as depicted in the Opportunity Site plans herein, with the intention of creating a strong edge to a public plaza fronting the Oxbow Commons. Development within Opportunity Sites 2 and 4 should front on this build-to line.

Policy LU 4.2: A 45-ft minimum setback should be designed from the Kyser-Lui Block property line to allow for the creation of a paseo/view corridor and for service loading access, as well as a desirable location for a public art installation.

Objective LU-5 – Pedestrian and Bicycle Prioritization: Encourage pedestrian and bicycle promenades which connect with public spaces and rights-of-way within, and adjacent to the Master Plan area.

Policy LU 5.1: Encourage the connection of the Master Plan area, and particularly the public plaza, to the surrounding pedestrian and bicycle circulation networks, inclusive of the bridge over Napa Creek to the Opera House Plaza, the pedestrian pathway to the south of the Kyser-Lui Block connecting to Main Street, and the Napa Vine Trail along Soscol Avenue.

Policy LU 5.2: Bicycle service-oriented retail uses are encouraged for the eastern end of Opportunity Site 4, as an attractor for Soscol bike traffic to the Master Plan area, the public plaza, and the Oxbow Commons.



## ATTACHMENT 4

Objective LU-6 – Minimize impact on neighboring residential uses: Development of Opportunity Site 1 should respect the scale and character of the adjacent residential neighborhood to the north of Clinton Street

Policy 6.1: Stand-alone residential development for Opportunity Site 1 is provided in this Master Plan to assist in the transition of scale from the residential neighborhood to the north to the mixed-use/downtown uses to the south.

Policy 6.2: Restrict height to two-stories for the northernmost one-third (80 ft) of Opportunity Site 1, with the balance of the site restricted to three stories in height, with the potential exception of a 65 ft wide 4-story, 45 ft tall structure fronting on the Pearl Street property line.

Policy 6.3: Active uses including retail, restaurants, entertainment are to congregate in the southern portion of the Master Plan area so as to create a buffer to the adjacent residential neighborhood.



Objective LU-7 – Respect Adjacent Historic Buildings: New Development on Opportunity Site 2 should respect the historic character of the Kyser-Lui Block to the west, through sympathetic massing and setbacks.

Policy LU 7.1: New construction on Opportunity Site 2 which respects the 45 ft. setback from the Kyser-Lui parcel could be up to five stories in height.



Policy LU 7.2: The rear setback from the Kyser-Lui historic building raised patio should be retained, and new construction should not abut the rear façade without appropriate setbacks, step backs and massing.

Policy LU 7.3: A view corridor/paseo with access for pedestrians, bicycles, and service and emergency vehicles is proposed to be 45 ft in width from the current property line at the west edge of Opportunity Site 2.

## ATTACHMENT 4

### DEVELOPMENT STANDARDS

Objective LU-8 – Sidewalks, Crosswalks, Paseos, and Setbacks: Augment pedestrian accessibility through enhanced setbacks for views from Pearl Street to the Oxbow Commons, and connection from Main Street sidewalks and Opera House Plaza bridge to the south of the Kyser-Lui Block.

Policy LU 8.1: The new public plaza should connect seamlessly to existing pedestrian and bicycle infrastructure at the Napa Creek, Main Street, and Pearl Street.

Policy LU 8.2: Pedestrian and bicycle amenity elements, way-finding signage, and 'urban furnishings' for these publicly accessible spaces shall conform to the downtown guidelines and specifications, so as to foster continuity with the balance of the downtown environment.



The Downtown Napa Specific Plan, adopted in May 2012, establishes the overall goals of the City of Napa for the downtown area and provides direct policy guidance on the vision of the future of the pedestrian-oriented downtown core. This Master Plan provides elaboration and refinement of these policies, development standards, and design guidelines to assist in the implementation of Downtown Specific Plan goals and to facilitate new development projects that fulfill its vision.

All development standards and guidelines outlined within this Master Plan fall within the umbrella of those contained in the Downtown Specific Plan for this subject area, with specific clarity added where required to finalize an implementable vision for the study area. This Master Plan document does not supplant the policies of the Downtown Specific Plan, but instead provides a preferred vision for the development of the Cinedome Focus Area.

The following policies and guidelines are from the Downtown Napa Specific Plan, Chapter 5, Design Guidelines. These policies and guidelines are included here to provide context for the specific vision outlined in this Master Plan.

## A. SITE LAYOUT AND BUILDING DESIGN

Policy A.1 – Orient buildings so that primary facades and key pedestrian entries face major streets or plazas

Policy A.2 – Locate ground-floor commercial uses on street corners at key intersections

Policy A.3 – Corners should be accentuated with height, articulation, and unique roof silhouettes to emphasize their presence

Policy A.4 – Locate semi-private open spaces such as common courtyards to face major streets, activating the street corridor and providing “eyes on the street”

Policy A.5 – In the transition area, maintain privacy by positioning windows and upper floor balconies so as to minimize views into neighboring properties.

Policy A.6 – Encourage pedestrian passages that enable through-block pedestrian circulation

Policy A.6(sic) – Locate private parking lots, driveways, and loading areas behind buildings, with access from side or rear streets to facilitate active pedestrian edges along building frontages

portion of Policy A.7 – Ensure building facades facing the river are articulated with elements that activate the riverfront, and with buildings that are massed so as not to “wall in” the river.

## ATTACHMENT 4

portion of Policy A.7 – Encourage mid-block breaks between buildings along the Riverfront promenade, that are pedestrian-oriented spaces such as plazas, paseos, or courtyards.

## B. MASSING AND SCALE

Policy B.4 – Ensure that projects built adjacent to existing lower-scale residential development respect the scale and privacy of adjacent properties. Transitions can be made by varying the massing within a project, stepping back upper stories and varying sizes of elements to transition to smaller-scale buildings.

Policy B.5 – In areas with a predominantly residential character, create individual front entries for residential units at the street level, or ground floor, to maximize activation, reduce building bulk, and emphasize building frontages.

Policy B.6 – Break up the mass of large-scale buildings with articulation in form, architectural details, and changes in materials and colors:

Action B.6a – Use articulation in form including changes in wall planes, upper-story building stepbacks and/or projecting or recessed elements

Action B.6b – Incorporate architectural elements and details such as adding notches, grouping windows, adding loggias and dormers, varying cornices and rooflines

Action B.6c – Vary materials and colors to enhance key components of a building’s façade (i.e. window trims, entries, projecting elements, etc.)

## **ATTACHMENT 4**

Policy B.7 – Encourage open spaces, walkways, and alleys to break up building mass, allow access through developments, and create visual breaks

Policy B.8 – Encourage larger developments that group retail, hotel, multi-unit residential and/or office buildings to shape distinct and memorable open space(s), that are accessible to the public.

Policy B.9 – Break up long horizontal roof lines on buildings with flat or low-pitched roofs by incorporating architectural elements such as parapets, varying cornices and roof lines.

Policy B.10 – Roof lines should be broken at intervals no greater than 50-feet long by changes in height or roof form.

### **C. BUILDING HEIGHT AND STEPBACKS**

Policy C.1 – Retain pedestrian scale with design strategies such as upper-story stepbacks

Policy C.2 – Activate upper-story stepback areas with balconies or roof gardens.

Policy C.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.

### **D. BUILDING SETBACKS**

Policy D.1 – Utilize building setbacks and arcaded spaces as an

extension of the sidewalk to provide adequate space for pedestrian movement and activity. This space can be used for outdoor seating, street furniture, landscaping, and public art that can enliven the streetscape.

Policy D.2 – Utilize front setbacks and side yard spacing, in the transition districts, that are similar to the pattern of the surrounding neighborhood.

Policy D.3 – Incorporate landscaping that provides screening and includes additional trees that are consistent with the streetscape. Landscaping should be planned and scaled to complement the existing adjacent landscaping and building forms.

### **E. BUILDING FAÇADE ARTICULATION**

Policy E.1 – Maintain the existing scale and character of Downtown buildings by referencing the relatively narrow increments of development established by the original 30- to 60-foot lot frontages. Buildings with longer frontages should have vertical architectural features such as columns or piers to reflect the historic structural bay spacing.

Policy E.2 – Enliven the façade and provide human scale with generous reveals such as inset doorways and windows, as well as projecting elements such as entrance porches, porticoes, canopies, awnings, and trellises.

Policy E.3 – Incorporate design details that have purpose rather than being applied or strictly decorative.

Policy E.4 – Avoid large uninterrupted expanses of wall surface.

## ATTACHMENT 4

Policy E.5 – Along commercial frontages, entries to shops or lobbies should be a maximum of 50' apart from one another.

Policy E.5(sic) - Include elements on commercial facades that make up a complete storefront including doors, display windows, bulkheads, singage areas and awnings. Entrances should be recessed from the facade, creating a small alcove. This should apply to both new and rehabilitated buildings.

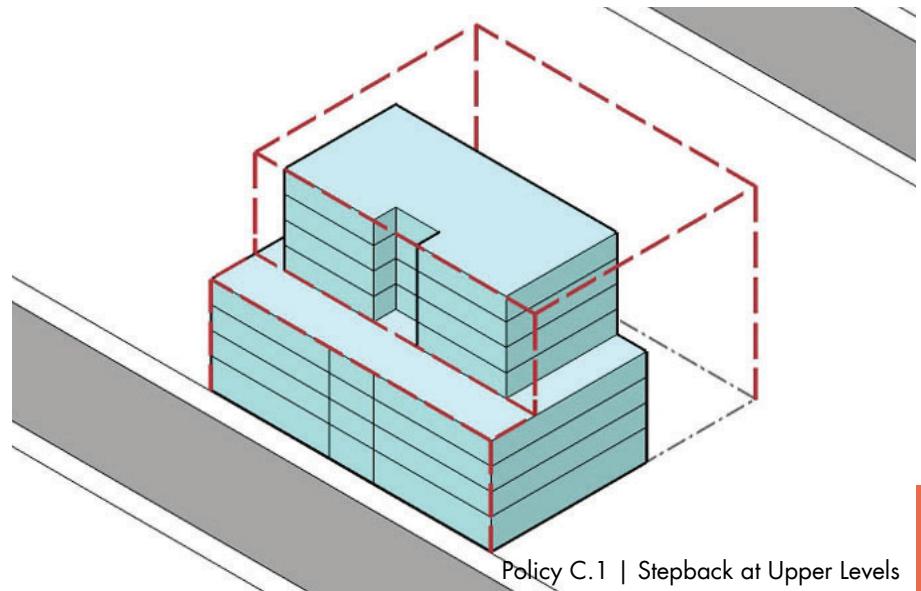
Policy E.6 - Utilize architectural elements such as cornices, lintels, sills, balconies, awnings, porches and stoops to enhance building facades. Frame south and southwest facing windows with protruding vertical or horizontal shading devices such as lintels, sills and awnings to provide adequate protection from glare.

Policy E.7 - Include a level of architectural detailing and quality of materials that complement historic buildings. New buildings need not mimic a “historic” architectural style, and should avoid imitation that results in caricatures.

Policy E.8 - Design display windows to enliven the street and provide pedestrian views into the interior of the storefront.

Policy E.9 - Encourage rear and side facades that are visible from the public realm that exhibit sophisticated levels of design and materials. Rear facades may look like the back of a building but still be pleasant and inviting. Side and rear facades shall have the same level of trim and finish as the front facade.

Policy E.10 - Maximize transparent windows on all sides of buildings, specifically for ground-floor retail and office uses, and do not obstruct views into the space. For residential uses, design



Policy C.1 | Stepback at Upper Levels



Policy E.2 | Enliven Facade at Street Level

## ATTACHMENT 4

balconies with transparent or semi-transparent railing to enhance natural lighting and maximize “eyes on the street.”

Policy E.11 - Encourage retail street frontage to have floor to ceiling windows

Policy E.12 - Include on upper stories expressive design features such as balconies and bay windows.

Policy E.13 - Reflect the transition in use, scale and height for new projects adjacent to residential neighborhoods, with design elements such as porches, roof slope, and architectural features.

Policy E.14 - Ensure that the river-facing sides of buildings are attractive and comparable in level of design attention to the front facades.

### F. MATERIALS

Policy F.1 - Encourage the use of high-quality and detailed materials such as stone, stone veneers, brick and brick veneers for building facades and landscape walls to reinforce the unique use of these materials in Napa. Depending on the context, also consider wood shingles, clapboard and batten board, as well as the use of steel, glass, and recycled materials where contributing to the quality of design.

Policy F.2 - Ensure veneers are formed and/or detailed to reflect traditional stone-setting techniques; i.e., “stones” or “blocks” should appear structural and load-bearing.

Policy F.3 - Ensure that buildings are designed with references to a particular style or period, and use materials consistent with that

style or period.

Policy F.4 - Encourage clear or lightly tinted glass on ground floor building facades that preserves transparency. Opaque, reflective, or dark tinted glass should not be allowed.

Policy F.5 - Encourage trim and metalwork to be related to the building architecture.

### G. LIGHTING

Policy G.1 - Ensure that all light fixtures and poles are architecturally compatible with the building’s architectural style.

Policy G.2 - Specify exterior lighting fixtures that are Dark Sky compliant.

Policy G.3 - Ensure building entrances are well-lit with appropriately-scaled light fixtures that complement the architectural style of that building.

Policy G.4 - Verify that fixtures do not cast light directly into adjacent residential windows; a translucent or optical lens diffuser globe or shield is recommended.

Policy G.5 - Balance the need to provide illumination and security:

General lighting levels should use the minimum brightness for the illumination of large areas. Brighter light may be used to punctuate and accent important areas such as building entries and special architectural features

Building-mounted lighting is recommended, particularly in pedestrian-oriented and high-visibility areas, and should be designed and placed to accent the building's architectural characteristics.

Policy G.6 - Color and finish of lighting metalwork should harmonize with building metalwork, if applicable.

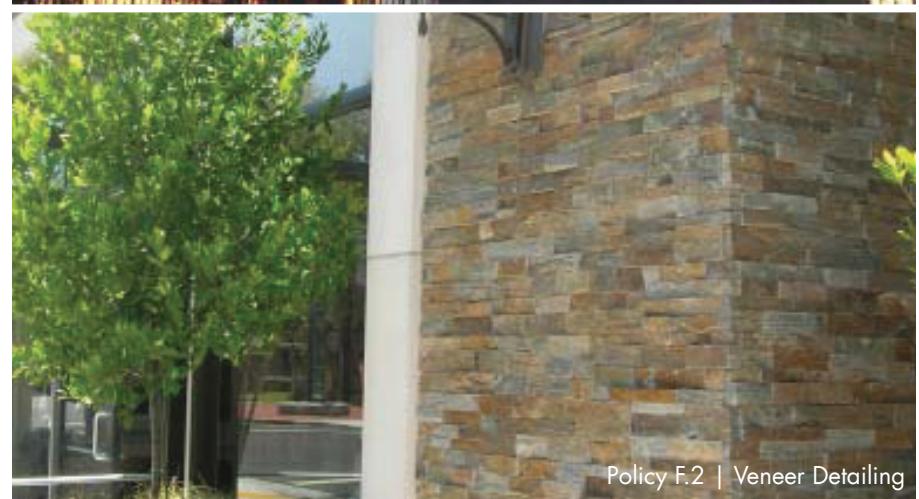
Policy G.7 - Architectural lighting can enhance a building during twilight and night time hours:

Each building has its own unique characteristics that give it texture and form. Features such as doors, window openings, detail cornices, columns or arcades are prime elements for lighting accent.

Stone and brick facades can benefit from a "close-in" lighting approach that grazes the light across the surface and calls attention to its textural quality by creating shadows and drama

Emphasize the base, middle, and top of the building. This allows the building to be viewed from several different vantage points, both near and far from the structure, without looking unnatural

All fixtures and wiring should be well hidden in the architectural details so that the lighting has a minimal impact during the day. Fixture shape, size, and color and mounting details are important considerations in the integration process



## ATTACHMENT 4

Situations where a building facade is washed in bright light from a distant location are to be avoided. This approach “flattens” out the building’s texture and causes unnecessary glare to the nighttime users

Light fixtures should be designed so that light goes exactly where it’s intended. Special care should be taken to include louvers, glare shields, or barn doors to the front of floodlight fixtures to prevent light pollution

The intent of lighting a building is to enhance the best qualities of that building, not to become a “beacon,” therefore, light levels should be appropriate for the amount of illumination intended.

Lighting fixtures should be mounted in strategic locations to facilitate maintenance.

Policy G.8 - Ensure that all new lighting considers energy-efficiency and follows Napa’s High Performance Building Operations (HPBO) practices and the measures outlined in the HPBO checklist.

### H. BUILDING SIGNAGE

Policy H.1 - Encourage signs to reflect a crafted, high-quality, detailed design approach.

Policy H.2 - Ensure sign shapes, type styles, and color combinations complement building styles and reflect the business they represent.

Policy H.3 - Encourage signs to reflect the uses they represent in

creative and fun, as well as functional, ways.

Policy H.4 - Encourage signage to be wall-mounted or suspended from awnings above the sidewalk. Prohibit signs painted directly onto building walls unless historically accurate for the particular historic structure.

Policy H.5 - Promote facade signs that are individually lettered.

Policy H.6 - Require building-mounted signs to be located on wall areas or architectural features specifically designed for them such as recessed wall areas, towers, turrets, or parapets.

Policy H.7 - Prohibit pole-mounted signs, free-standing signs and canned signs (internally illuminated plastic panels in a sheet metal box enclosure).

Policy H.8 - Encourage signs to be subtle rather than dominant over a space.

Policy H.9 - Encourage hanging signs that are perpendicular to the site wall.

Policy H.10 - Consider neon signs where reflective of the style of the use, but not where advertising a product sold.

### I. AWNINGS

Policy I.1 - Encourage awnings, overhangs, and arcades where pedestrians can walk and shop, providing overhead protection and highlighting entrances.

Policy I.2 - Ensure that awnings are in scale with the building

## ATTACHMENT 4

and are not located so as to inhibit pedestrian movement or views.

Policy I.3 - Design awnings to be decorative, complementary to the overall facade design, and effective for weather and sun protection.

Policy I.4 - Relate the placement of awnings to major architectural elements of the facade, avoiding covering transom windows or architectural elements such as belt courses, decorative trim or other notable architectural facade elements. Awnings should never cover building piers.

Policy I.5 - Encourage awnings to be regularly maintained and cleaned to ensure a desirable presence.

Policy I.6 - Require signage on awnings to be on the street facing side of the valance with a subtle design reflecting the business name or service. Signage on the sloping portion of the awning is not permitted.



Policy H.5 | Lettering



Policy H.9 | Blade Signage



Policy I.4 | Awnings in Architecture



Policy I.6 | Awning Signage

## OPEN SPACE

Provide useable outdoor open spaces of varying sizes and with a mix of sun and shade opportunities accommodating all ages and a range of group sizes. Maintain and enhance views to surrounding hills and ridges.

Create a prominent, civic outdoor amenity open space at the Oxbow Commons overlook (Opportunity Site 4-1). Consider raising grade against existing site retaining walls to improve pedestrian scale.

Integrate the circulation network with the established urban grid context, including connections to Downtown Napa to the west and the Oxbow district to the east. Provide ample, intuitive, comfortable pedestrian and bicycle connectivity throughout the focus area and to adjacent districts.

Use exterior lighting fixtures sympathetic to existing styles and to the architecture to enhance visibility and safety.

Use high-quality and detailed materials such as stone, stone veneers, brick and brick veneers for landscape walls, retaining walls, pavements, etc. Use special paving materials, attractive landscaping and pedestrian and bicycle amenities at plazas. Consider permeable paving solutions as part of a stormwater management program.

## TREES

Inventory and evaluate all existing trees within and immediately adjacent to the focus area. Preserve and protect street trees and perimeter trees to the extent feasible, except where deemed unhealthy or structurally unsound by a certified arborist. Supplement the tree canopy with new shade trees at streetscapes and open space areas. Maintain and enhance views to hillsides and ridgelines.

## LANDSCAPING

Use plant materials to provide shade and visual interest, screen parking lots and utility/service areas, mitigate heat gain and reduce light and glare. Provide landscape 'greening' at streetscapes, in bulb-outs and in setbacks. Provide vegetative buffers and visual screening at surface parking lots. Complement existing adjacent landscapes and architecture in form and scale. Provide landscaping at the base of interpretive signage. Use low-maintenance native or drought tolerant plant species in streetscape landscaping to minimize water consumption and maintenance.

## MAPPING

A tentative map for condominium purposes may need to be filed during the planning process. Lot line adjustments, street or easement vacations, and all new easements would need to be shown within the tentative map. New easements may include surface drainage, access, public and private utility easements. A revised vehicular alignment along West Street may be necessary depending on the final building locations. A complete or partial vacation of the West Street right-of-way may be desirable to accommodate a new layout for Opportunity Sites 2 through 4. This vacation could result in new easements for access and utilities. In addition, all existing on-site utility mains, laterals and facilities to remain, or relocated serving sites beyond this project's boundaries within any of the four opportunity sites bound by this project, will need easements to be provided during the mapping process.

## FLOOD PLAIN

The current City policies and regulations for construction in FEMA flood zones are set forth in the City's General Plan, Zoning Ordinance, and in the "City of Napa Public Works Department Policy and Procedure for Development in Floodplain, Floodway, Flood Evacuation Area and Along Water Courses." The regulations for finished floor elevations are as follows:

- Residential lowest finished floors shall be 1-foot above the BFE. Where more than four residential uses are proposed in a project, egress is required in less 1-foot or less of flood water to minimize impacts on life safety and on emergency services in the event of a flood emergency.
- Commercial lowest finished floor elevations can be below the BFE, but must be flood-proofed to 1-foot above the BFE.
- Lowest floors used solely for parking vehicles, building access, or storage may be below the BFE, but must follow the flood resistant standards, **and be gated to contain inundation.**

All developments within the floodplain or floodway must submit a floodplain study, demonstrating that the hydraulic grade line of the 100-year flood event will be not be raised more than 1-foot above the current flood event elevation. This study must be submitted to the City's Floodplain Administrator and the project must apply for a floodplain permit.

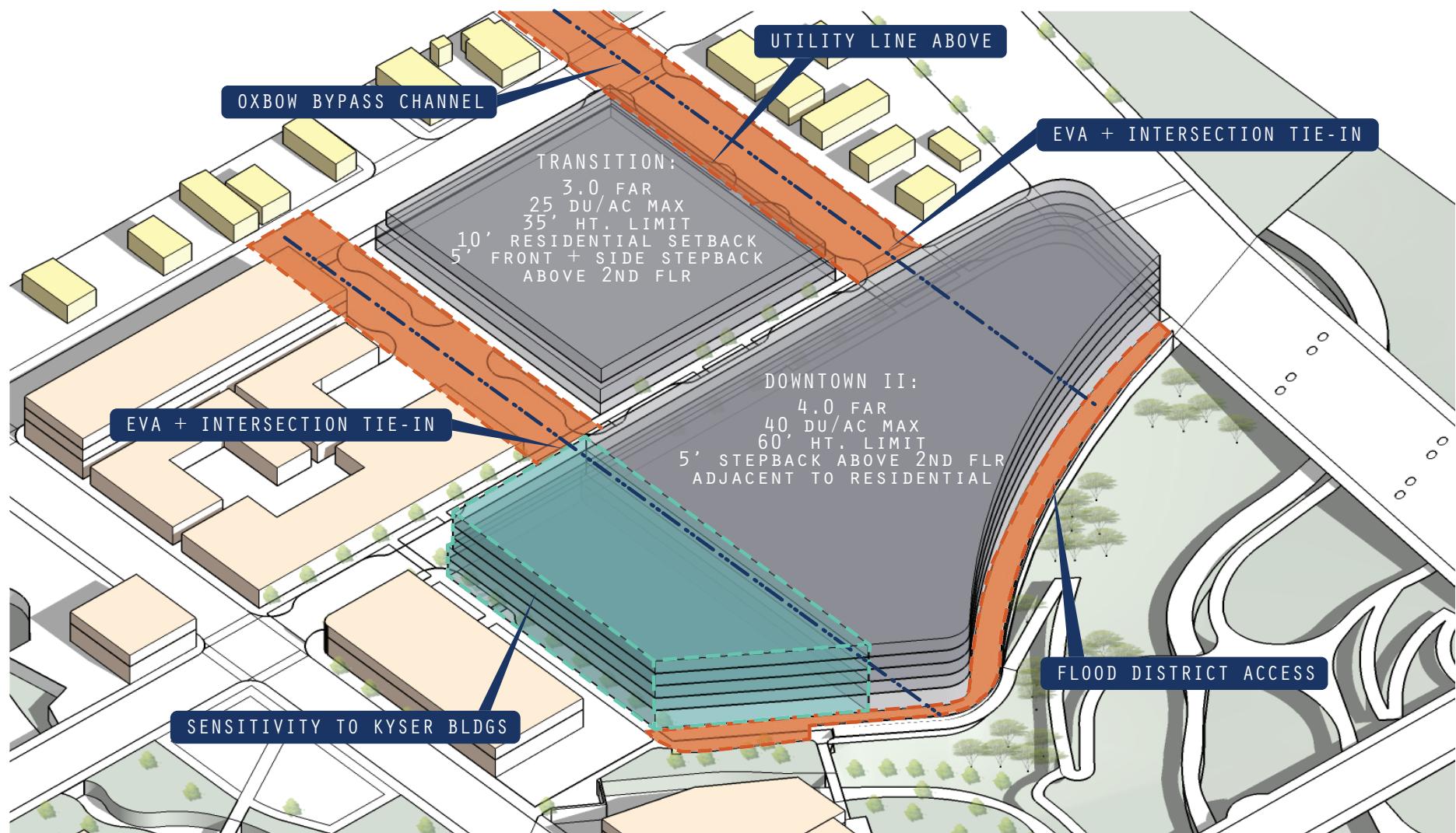


FIGURE 7 | ZONING ENVELOPE

## ATTACHMENT 4

# DESIGN GUIDELINES FOR SPECIFIC OPPORTUNITY SITES

The Master Plan identifies four opportunity sites that offer particular development opportunities.

- Opportunity Site 1: The block bounded by Pearl Street, West Street, Clinton Street, and Yajome Street, owned by the Napa Sanitation District. (NSD Block)
- Opportunity Site 2: The existing parking lot parcel located at the southwest corner of Pearl Street and West Street, directly to the east of the Kyser-Lui Block. (**Preferred** Public Parking Site).
- Opportunity Site 3: The former site of the Cinedome Theater, between West Street and Yajome Street and south of Pearl Street, owned by SyWest. (Cinedome Parcel)
- Opportunity Site 4: An aggregation of publicly-owned parcels and street rights-of-way comprising the balance of the study area land to the south of Pearl Street, and north of the Oxbow Commons Flood Bypass Channel. (South of Pearl Aggregated Parcels)

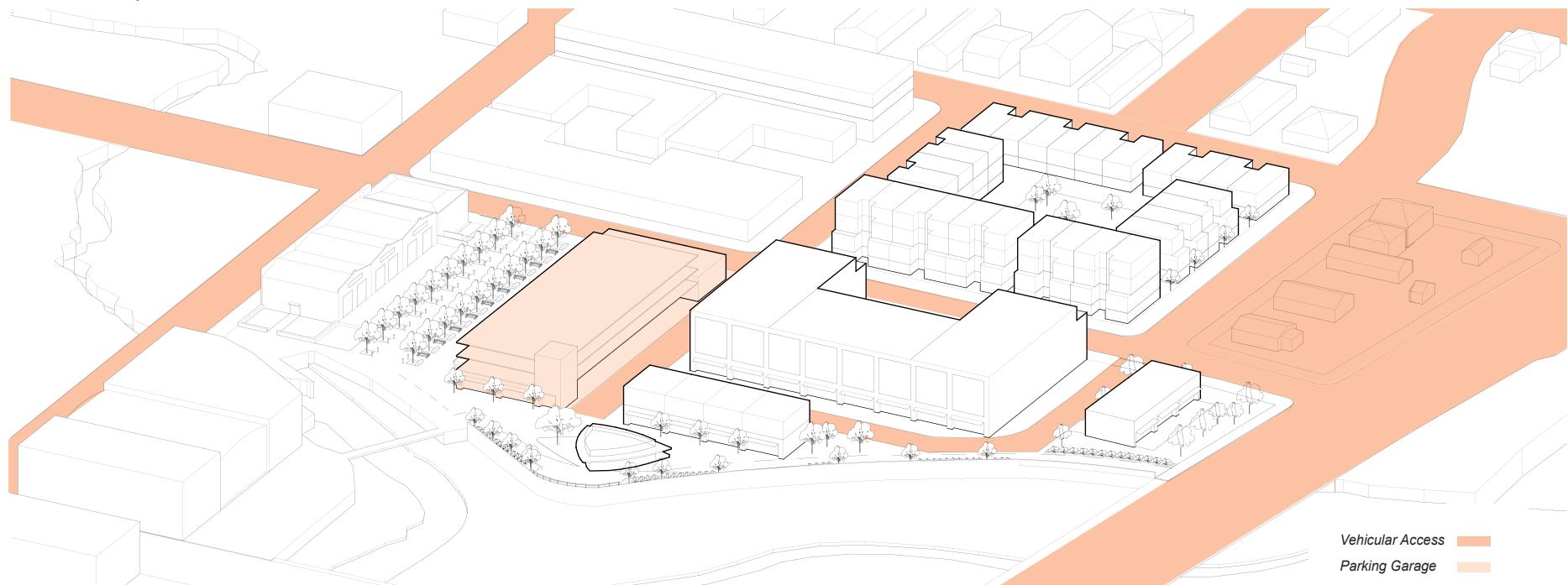
These opportunity sites are: (1) locations where the existing site improvements have less value than the underlying land and, as such, are poised for redevelopment; (2) prime for redevelopment based on expressed owner interest; and/or (3) new public improvements are called for in the Downtown Specific Plan and this Master Plan.

The following Design Guidelines are intended to augment the Development Standards described previously in this Master Plan (as well as in the Downtown Napa Specific Plan), and to provide specific guidance on the desired design elements for redevelopment of the opportunity sites. The illustrative plans included herein describe possible ways in which the Design Guidelines could be implemented. These plans are not intended to preclude other creative solutions for achieving the intent of the Master Plan, so long as the desired public amenities are still provided.

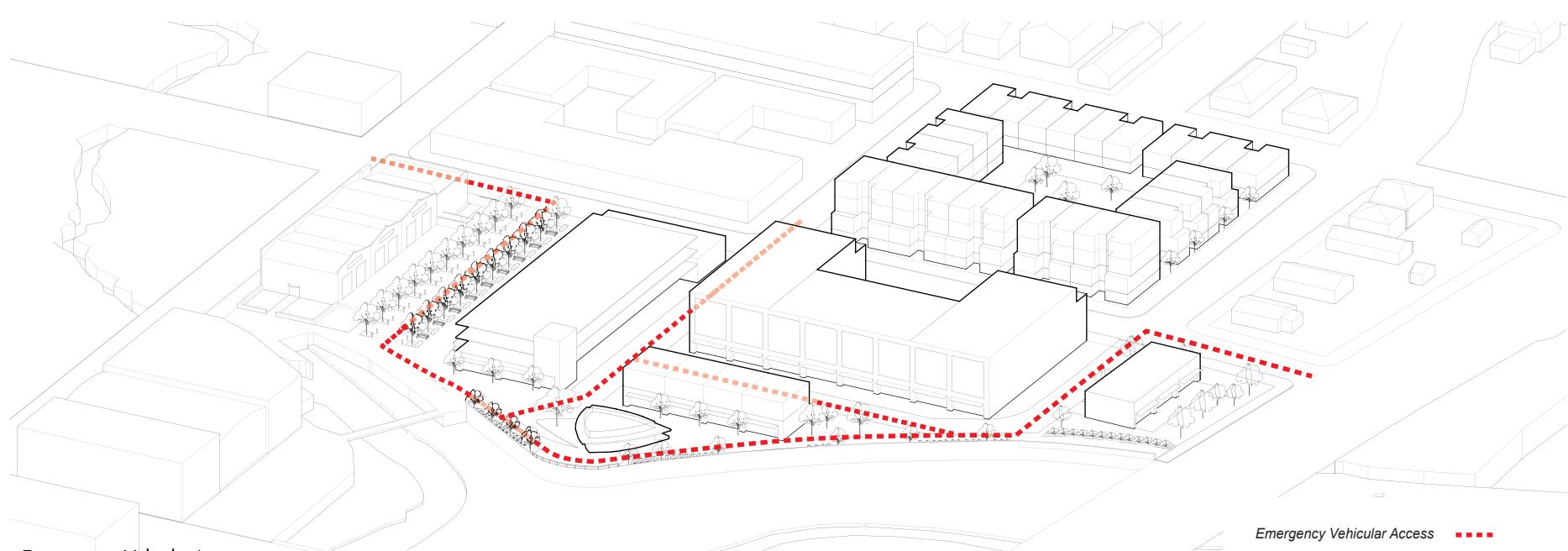
Ultimately, an attitude that aggregates opportunity sites and/or parcels for cohesive development is preferable to segregated development of the individual parcels.

FIGURE 8 | STUDY AREA DIAGRAMS

ATTACHMENT 4

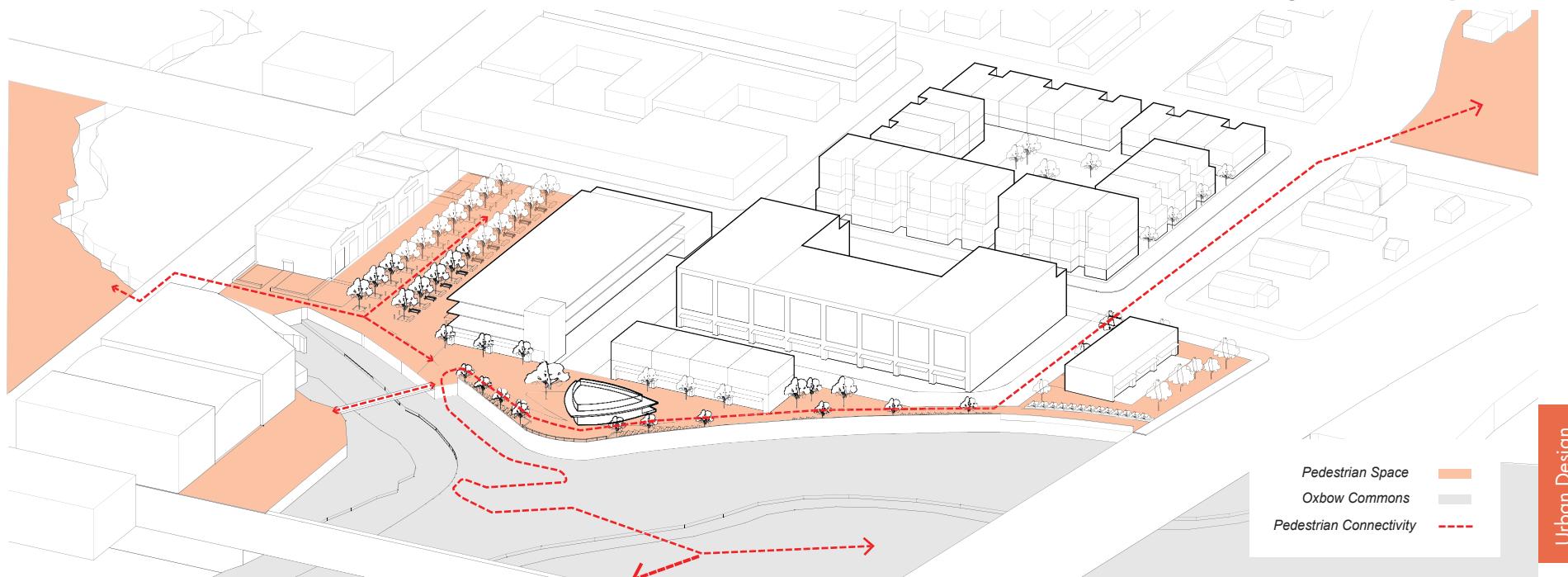


Vehicular Access

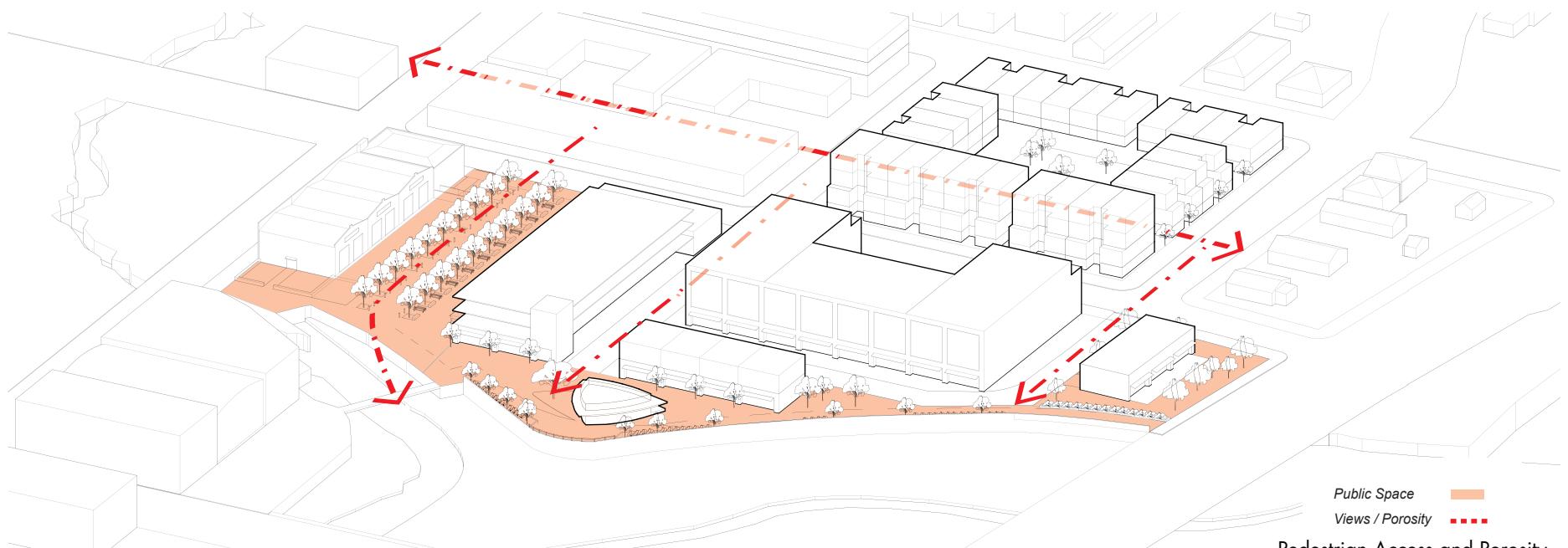


Emergency Vehicle Access

## ATTACHMENT 4



Open Space + Connectivity



Public Space  
Views / Porosity  
Pedestrian Access and Porosity

CINEDOME MASTER PLAN | 49

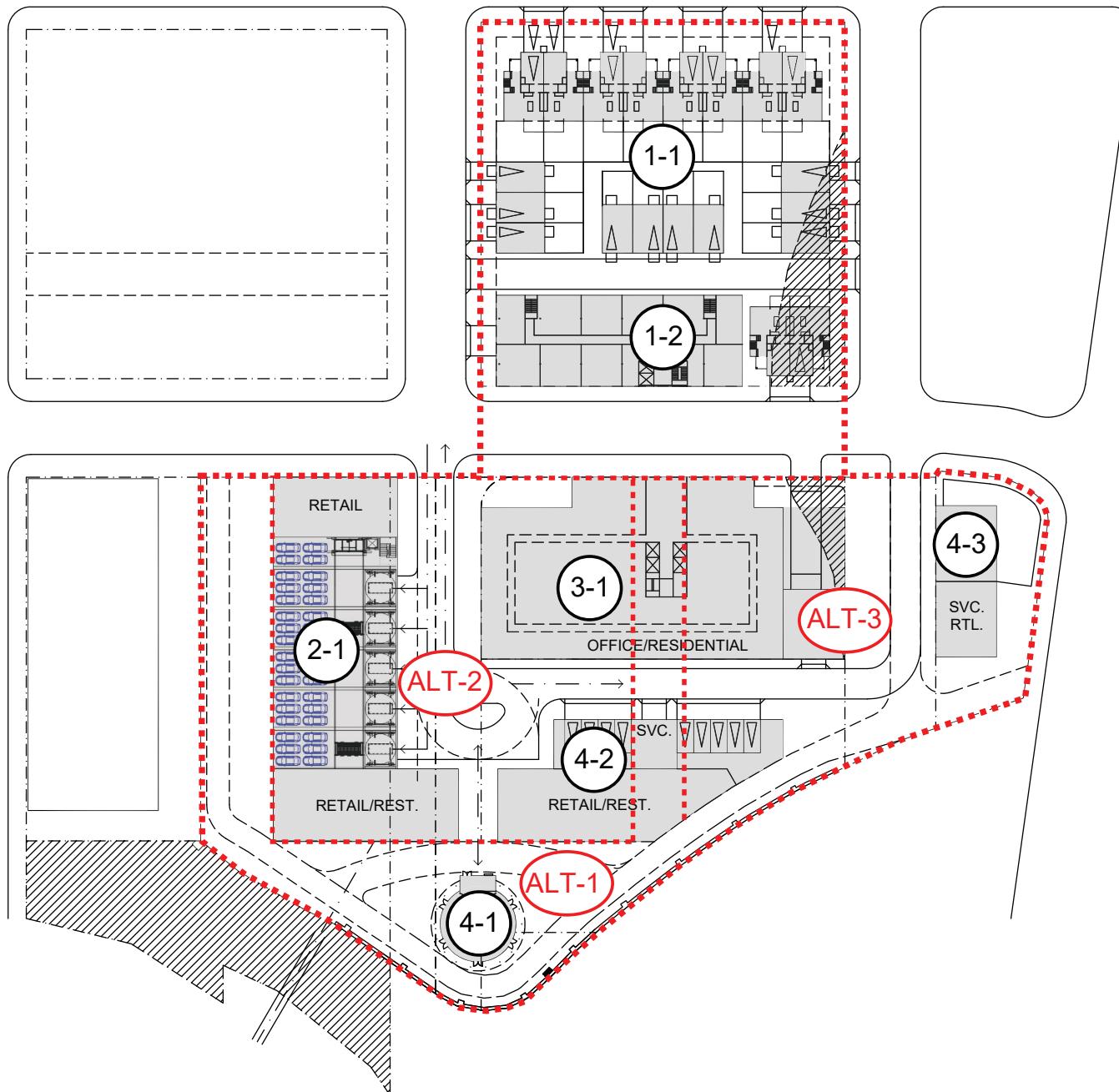


FIGURE 9 | STUDY AREA PLAN

#### OPPORTUNITY SITE 1

1-1 Townhome Development Opportunity, with minor encumbrance of floodway at Yajome Street frontage. A mix of two- and three-story townhomes is envisioned for this area, with a constraint on the northeasternmost 80 ft. of the site allowing for no more than two-story (25-ft tall max.) structures. **Consideration of additional height at the northwestern corner of this site will be dependent on sensitive building massing strategies in any development proposals.**

1-2 Townhome/Live-Work Loft/Apartment Building Development Opportunity, with encumbrance of floodway at southeast corner (intersection of Pearl Street and Yajome Street). Height limit of three active stories, with potential to extend to four stories if upper level units are lofted, and appropriately stepped back from the mass below.

#### OPPORTUNITY SITE 2

2-1 Mechanized Parking Structure Development, by City of a min. 350 spaces with five parking drop-off/pick-up bays, and liner retail at Pearl Street and Plaza frontages.

#### OPPORTUNITY SITE 3

3-1 Mixed-Use Office/Residential Development Opportunity, with encumbrance of floodway at Yajome Street frontage.

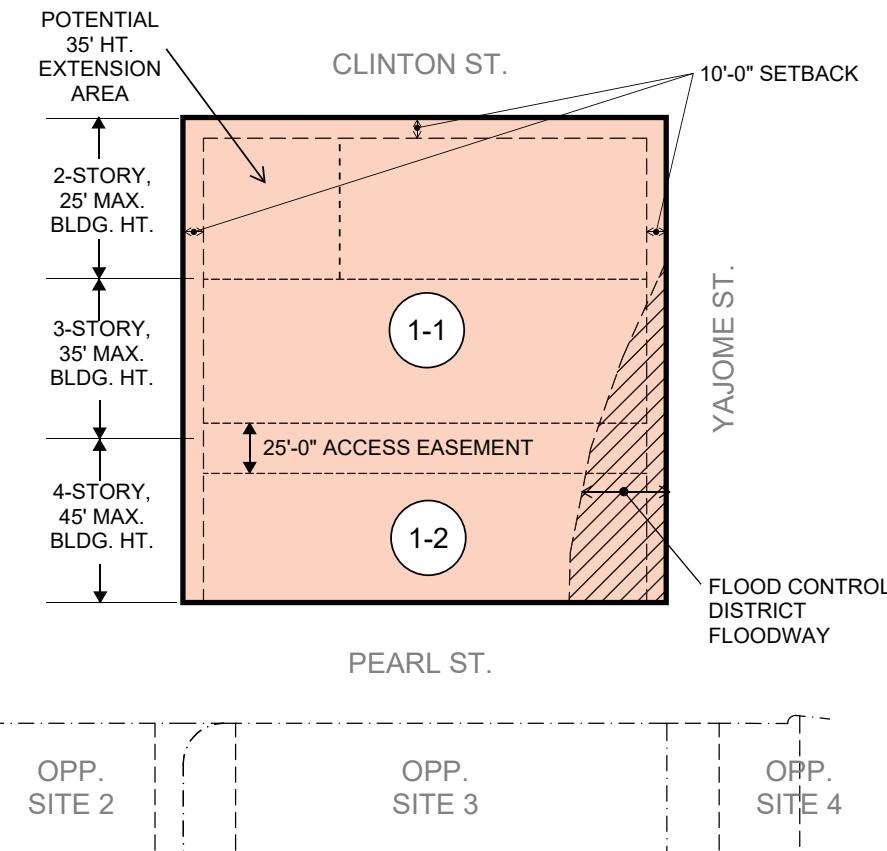
#### OPPORTUNITY SITE 4

4-1 Cafe/Restaurant Development Opportunity within the public plaza. This building will be a sculptural presence within the plaza space, and will be one-story in height, with a significant architectural presence.

4-2 Mixed-Use Retail/Restaurant + Residential Development Opportunity: This plaza-fronting building should contain both active retail/restaurant ground floor uses, and multi-family residential above

4-3 Service Retail Development Opportunity, encumbered by floodway and future Oxbow Bypass flood control work. Alternatively, this site can be an opportunity for open space within the master plan area.

FIGURE 10 | OPPORTUNITY SITE 1



### Site 1 | NSD Block

This block is owned by the Napa Sanitation District and is currently occupied by a defunct pump station building for the sewer system, a skateboard park, parking, and a play structure/playground. The site is located within the 'transition' zone of the Downtown Specific Plan area, and is intended to mitigate between the St. John's residential neighborhood to the north of Clinton Street, and the higher-density urban/downtown pedestrian district to the south and west. This block is impacted by the Napa County Flood Management District, and is currently encumbered on its eastern edge by the floodway/overland release that parallels Yajome Street. Upstream improvements that will obviate this encumbrance are forecasted to take place within 10-15 years or more.

**Recommended Land Use:** The site is envisioned to have stand-alone residential development over the majority of the block, with the potential to include ground-floor activating uses (live/work lofts) at the Pearl Street frontage. It is estimated that this site could accommodate approximately 30 multifamily or townhome dwelling units. This use would generate the need for approximately 40 parking spaces for residents, and 6 parking spaces for guests.

**Building Height:** As outlined in the Downtown Napa Specific Plan, building height is limited to 35 feet on this site within the northerly 80 ft of the property. Adding further specificity, the plan as envisioned herein proposes a limit of two-stories (25') for the northern third of the site, with a step-up to three-stories in height the middle third of the block, **as well as along the West Street frontage of the block**, and the potential to increase to three stories with the possibility of a fourth story tucked into the roof as lofts at the Pearl Street edge, based on activation of the Pearl Street façade, and a suitable step back in building massing above 35 feet.

**Setbacks:** Ten foot (10') setbacks are required on the West, Clinton, and Yajome frontages, with no setback requirement on the Pearl Street property line.

**Resident and Guest Parking:** Covered parking for residents shall be included within any private development proposal at the following rates:

- Studio Unit : 1.0 sp./dU

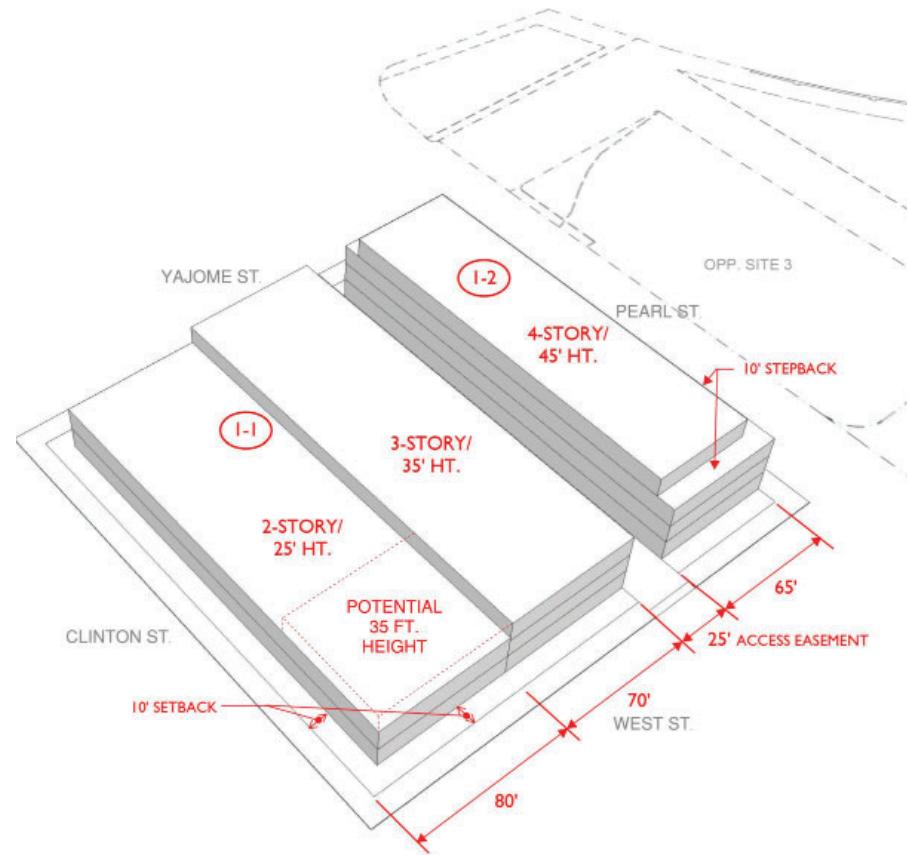
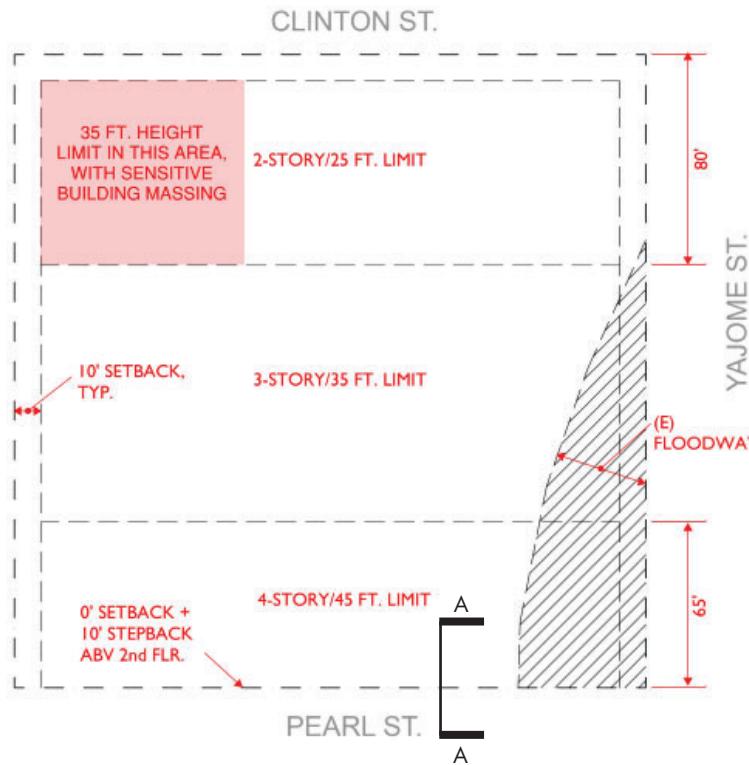
- 1 bedroom Unit : 1.0 sp./dU
- 2 bedroom Unit : 1.2 sp./dU
- 3 bedroom Unit : 1.3 sp./dU

Additionally, guest parking shall be provided off-street at 1 space per 5 units (dU)

**Pearl Street Frontage Treatment:** As the frontage facing the higher-density downtown district, the Pearl Street frontage shall be required to have a pedestrian-oriented configuration. No resident parking entries are permitted off Pearl Street, and the façade of development at this location shall incorporate 'active' elements, including stoops, storefronts, porches, and front doors that are setback from the property line.

**Lobby location:** Should an apartment building, or similar residential development with a common lobby or point of assembly associated with the use, be proposed for the Pearl Street frontage, its lobby shall be located on the Pearl Street façade of the structure, and shall conform to the guidelines for entries outlined above.

**Service and Trash Collection Access:** Access through the block from West Street to Yajome Street shall be incorporated into development to allow for trash collection, fire-protection, and servicing of on-site structures and spaces.

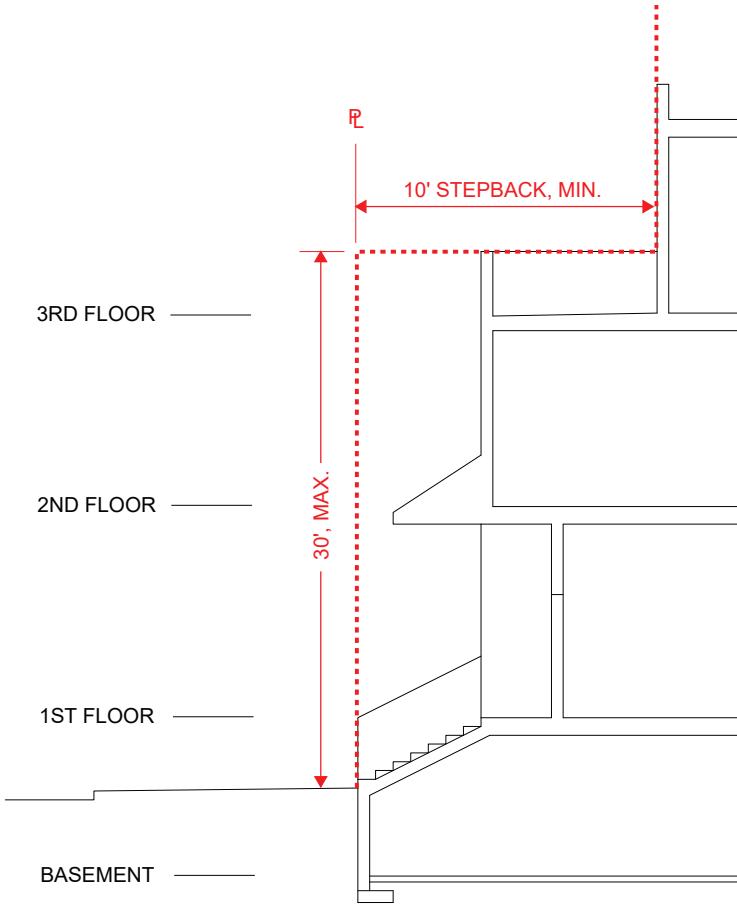


## Residential Mixed-Density Development Potential

Opportunity Site 1-1 is envisioned as two- and three-story townhomes, condos or apartments, with front doors facing the street, and an architectural character that is sympathetic/congruous with the St. John's neighborhood to the north. Buildings are limited in height to 35' and/or 2-stories within 80' of Clinton street. In the mid-block area, buildings can step up in height to 3-stories.

Opportunity Site 1-2 is envisioned as either a live-work loft product with activated openings to Pearl Street, or a podium stacked flat product with parking below grade.

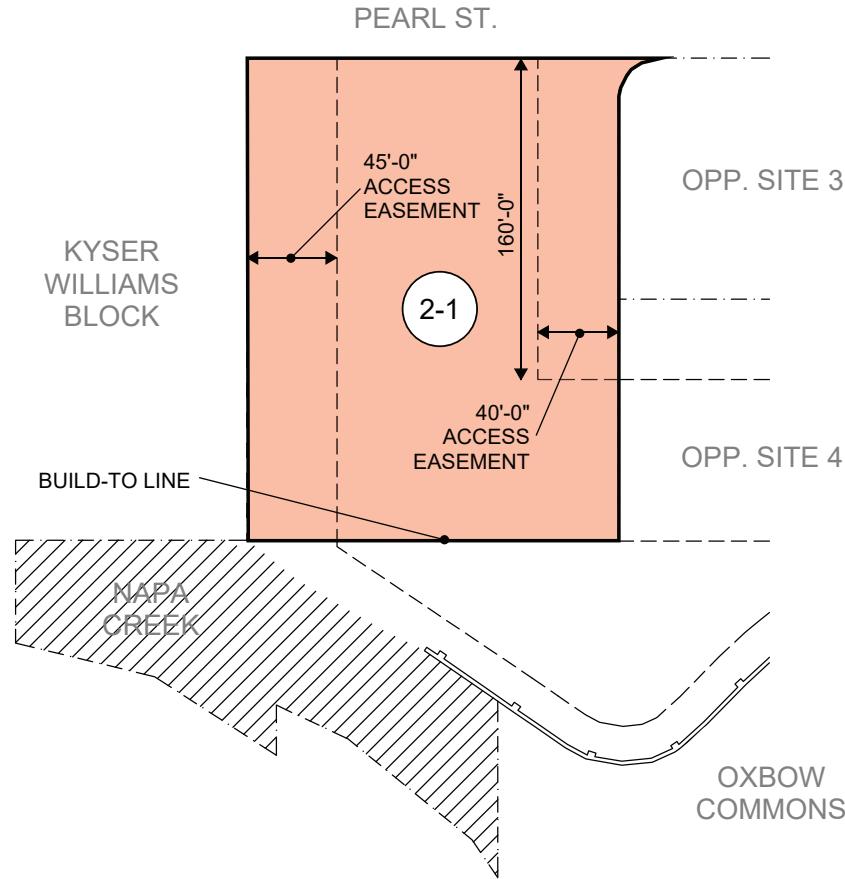
## ATTACHMENT 4



Urban Design



FIGURE 11 | OPPORTUNITY SITE 2



## Site 2 | The Preferred Public Parking Site

This block, located between the historic Kyser-Lui Block and the West Street public right-of-way, is currently utilized as a public surface parking lot accommodating 61 spaces, as well as service access to the restaurant and retail tenants of the Kyser-Lui Block and temporary parking lot to the east. This opportunity site is located within the Downtown II Building Form District portion of the Downtown Specific Plan area, which allows for a 4.0 Floor Area Ratio (FAR), 60' building height, and no required setbacks. The Master Plan envisions this Opportunity Site as the preferred location of a new public parking structure to serve the surrounding downtown pedestrian district, and the "park once" philosophy of downtown Napa. **An alternative parking structure location is contemplated on pages 66-69, as well.**

## ATTACHMENT 4

**Recommended Land Use:** The Master Plan recommends the construction of a new public parking structure to house at least 350 automobiles. Additionally, this opportunity site shall be required to incorporate active retail uses at the ground floor level of both the northern Pearl Street frontage, and the southern 'build-to' line fronting the plaza.

**Building Height:** 60' max. height, with a maximum of five (5) stories of parking above grade, as well as the opportunity for subterranean parking, which could potentially connect with Opportunity Site 3 subterranean parking, as well.

**Setbacks:** 45' minimum setback from Kyser-Lui Block.

**Service and Trash Collection Access:** service access for existing Kyser-Lui Block tenants to occur through paseo space with controlled access hours for delivery.

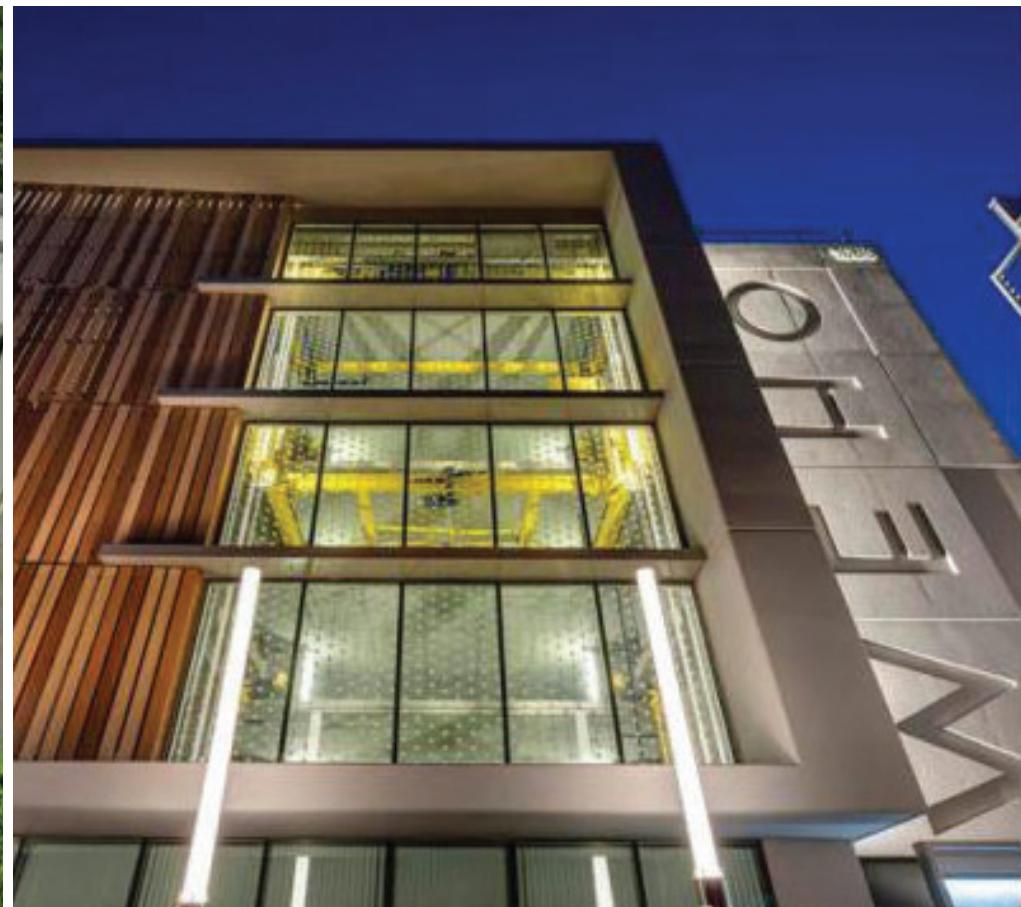
**Land Assembly:** To facilitate development of the new parking structure, depending on the typology of the structure, the City may need to:

- Negotiate an aggregated development opportunity across parcel lines with Opportunity site 3 land owner to allow for access to the site to the east of a proposed new parking structure
- Utilize the existing West Street right-of-way and relocate existing sub-grade utilities infrastructure in this area.

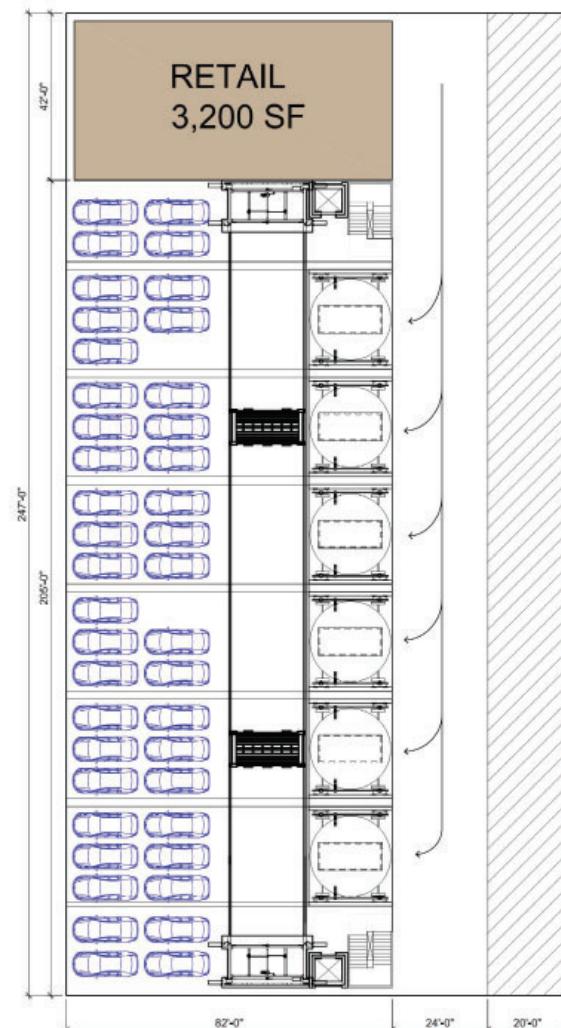
**Auto Access and Signage:** Automobiles shall access the garage from the Pearl Street frontage, aligned with the West Street intersection. Highly visible and inviting signage shall be designed at public street entrances to direct motorists to the parking facility.



PARKING STRUCTURE

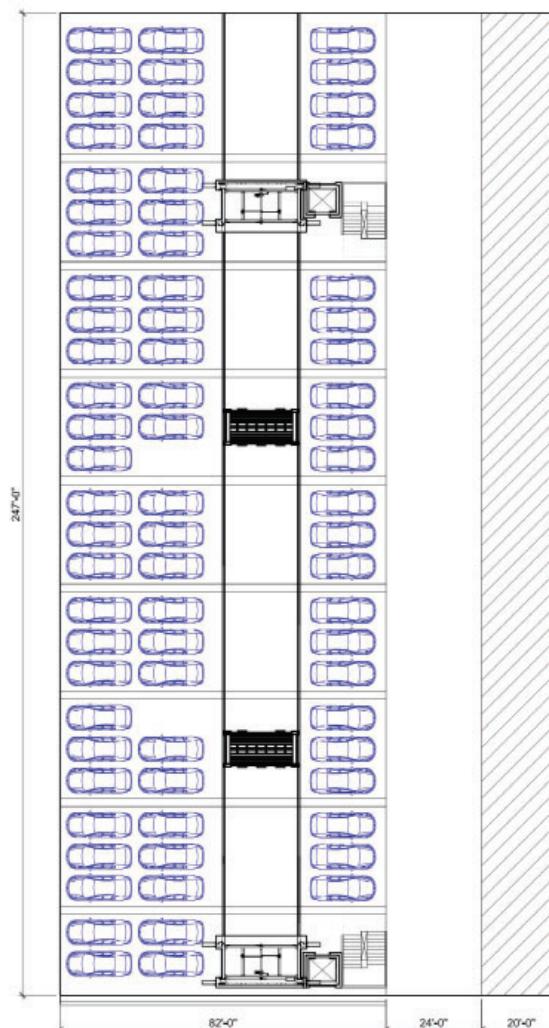


**ATTACHMENT 4**  
PARKING STRUCTURE



GROUND LEVEL PARKING PLAN

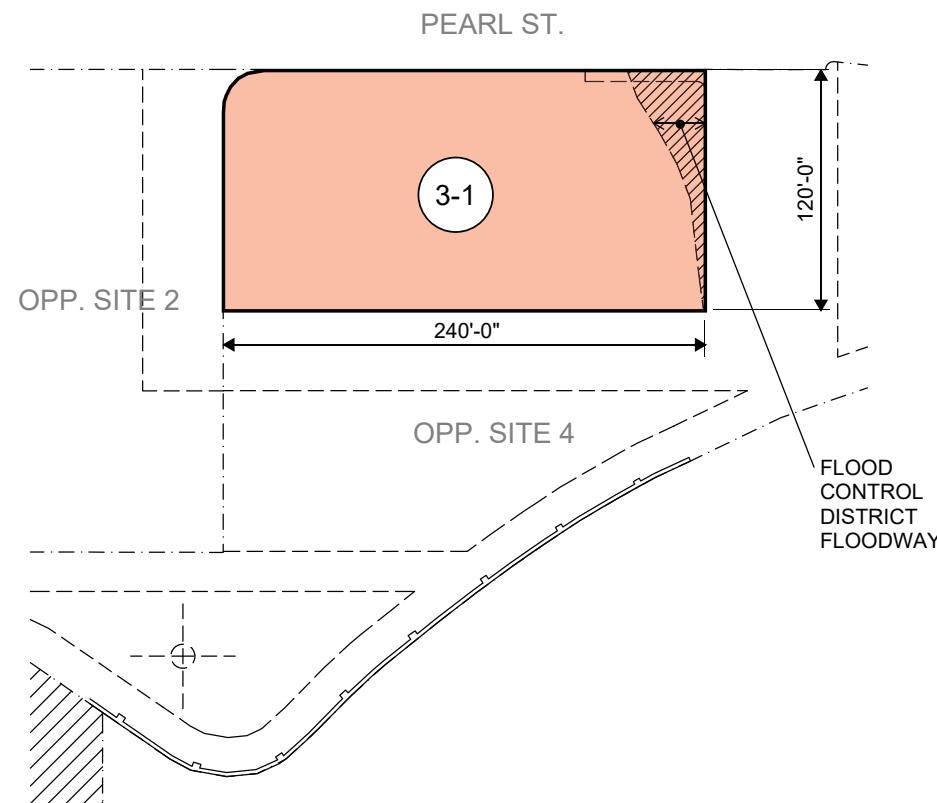
1/16" = 1'-0"



TYPICAL LEVEL PARKING PLAN

1/16" = 1'-0"

FIGURE 12 | OPPORTUNITY SITE 3



### Site 3 | The Cinedome Parcel

The former site of the Cinedome theater, this 0.66 acre site fronts directly onto Pearl Street, and is currently part of the temporary public surface parking lot. This opportunity site is located within the Downtown II Building Form District portion of the Downtown Specific Plan area, which allows for a 4.0 Floor Area Ratio (FAR), 60' building height, and no required setbacks.

## ATTACHMENT 4

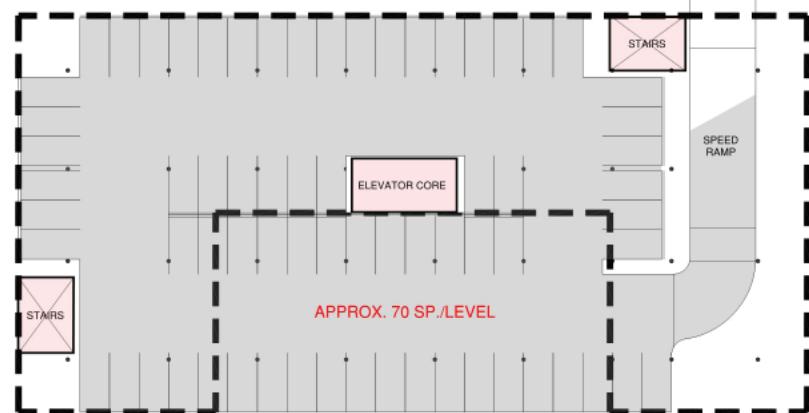
**Recommended Land Use:** The Master Plan recommends the development of a mixed-use structure with a sub-terranean parking facility on this parcel. Potential recommended land uses include office and multi-family residential.

**Service and Trash Collection Access: Dependent on aggregated development strategy negotiations,** a ring-road could be required within Opportunity Site 4 which would provide access around the perimeter of this opportunity site. Were aggregation to take place, this road may not be required.

**Land Assembly:** To facilitate development of a new **non-mechanized** parking structure on the adjacent Opportunity Site 2 **(due to dimensional requirements)**, the **parking structure developer** may need to:

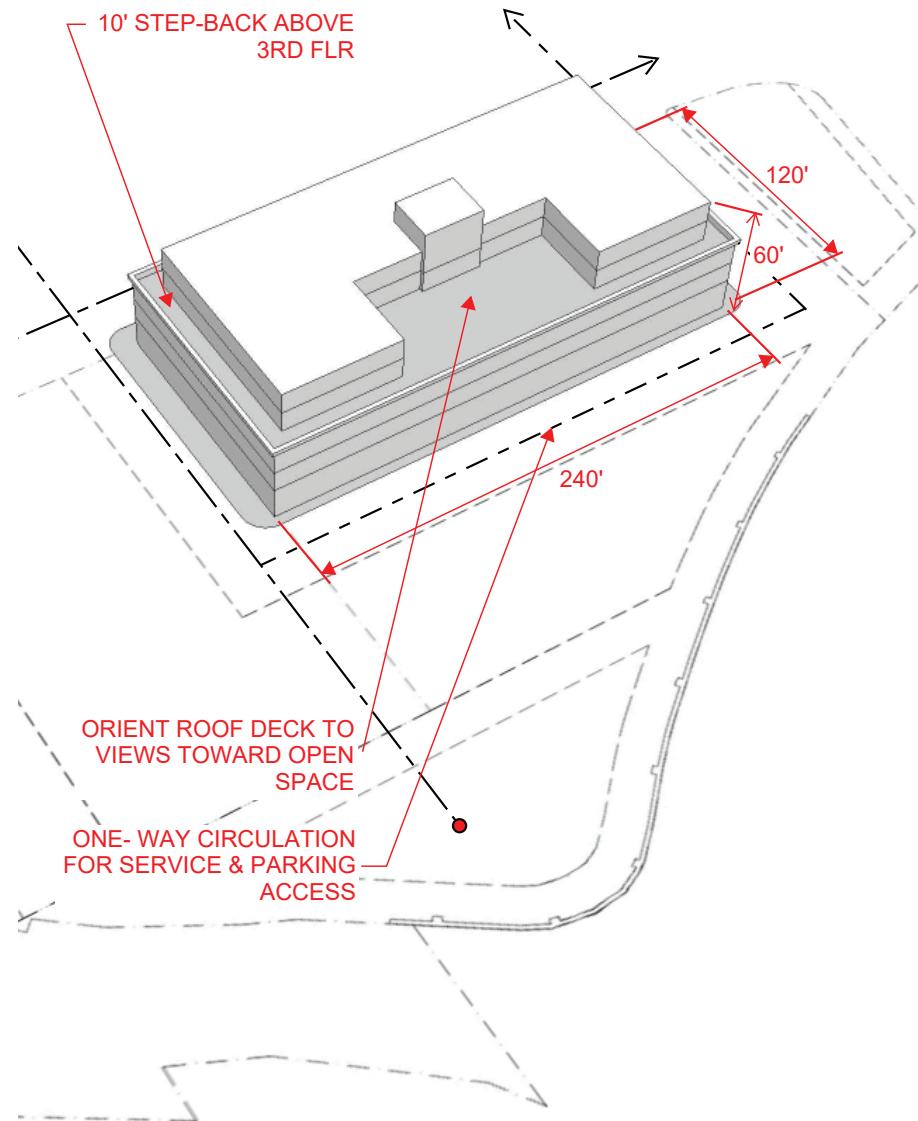
- **Seek** an aggregated development with this parcel to allow for access to the site to the east of a proposed new parking structure.

PEARL STREET (ABOVE)



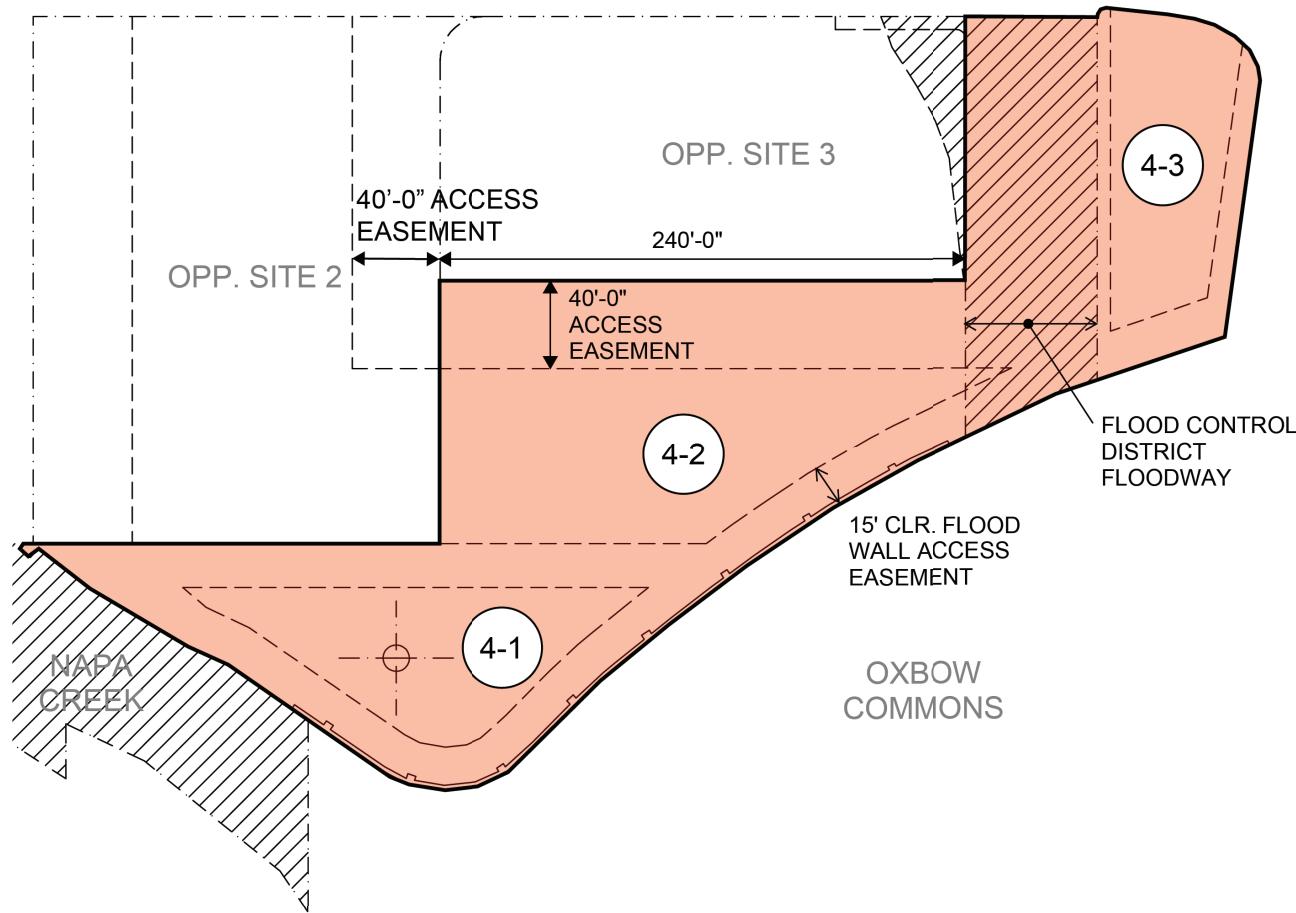
Potential sub-terranean parking layout

**Auto Access and Signage:** Automobiles shall access on-site underground parking from Pearl Street, and/or the ring-road on Opportunity Site 4.



Opportunity Site 3 Massing Option

FIGURE 13 | OPPORTUNITY SITE 4



#### Site 4 | The South of Pearl Aggregation

The balance of the land area located in the portion of the Master Plan Study Area between Pearl Street and the Oxbow Commons is comprised of a mix of five small City-owned parcels, along with existing public rights-of-way for West Street and Yajome Street. The Master Plan envisions the aggregation of these disparate parcels into a single opportunity site, allowing for **three distinct development areas**.

**Recommended Land Use:** The Master Plan recommends the construction of three buildings on this opportunity site:

4-1 : A one-story, architecturally compelling and sculptural "building-in-the-round" that sits within the public plaza space.

4-2: A mixed-use, residential over retail building at the southern build-to line, with vehicular access via a drive that surrounds Opportunity Site 3.

4-3: A one-story, commercial service use adjacent to Soscol Avenue, with a focus on bicycle-oriented customers, along with an accessible path of travel from Soscol to Yajome along the Pearl Street frontage. Alternately, this site could serve as open space, which provides a view into the master plan area from Soscol.

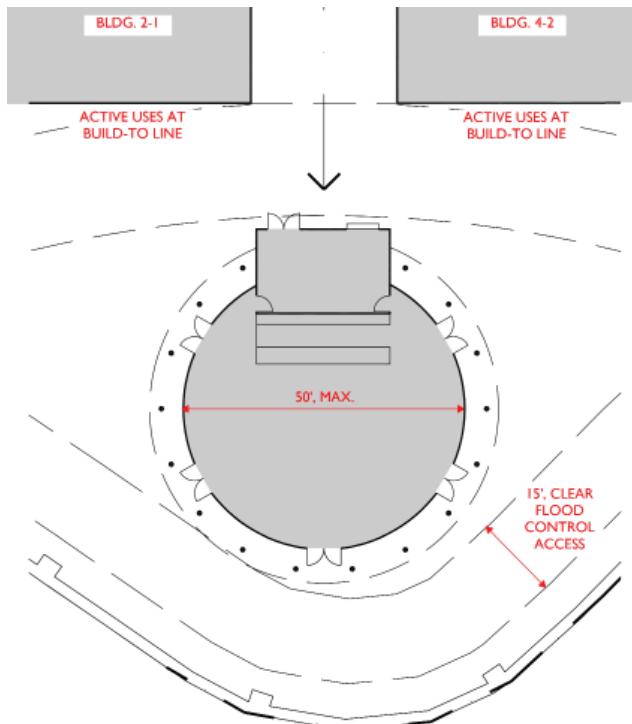
**Setbacks & Easements:** A 15 ft. access easement is required for County Flood Control District maintenance of the existing flood wall along the south edge of the study area. This setback may increase in width based on emergency vehicle access requirements, upon Fire Department review of specific development proposals.

**Land Assembly:** Opportunity Site 4 aggregates a number of parcels and public rights-of-way. The mechanics of this aggregation are further outlined in the Implementation Plan section of this Master Plan.

**Auto Access:** Automobiles shall be able to circulate through the opportunity area via a drive that circumnavigates Opportunity Site 3, providing access to residential parking for Opportunity Site 4-2, and service access for all three structures.



Active Uses at base of Mixed-Use Building fronting public plaza



Opp. Site 4-1: Layout

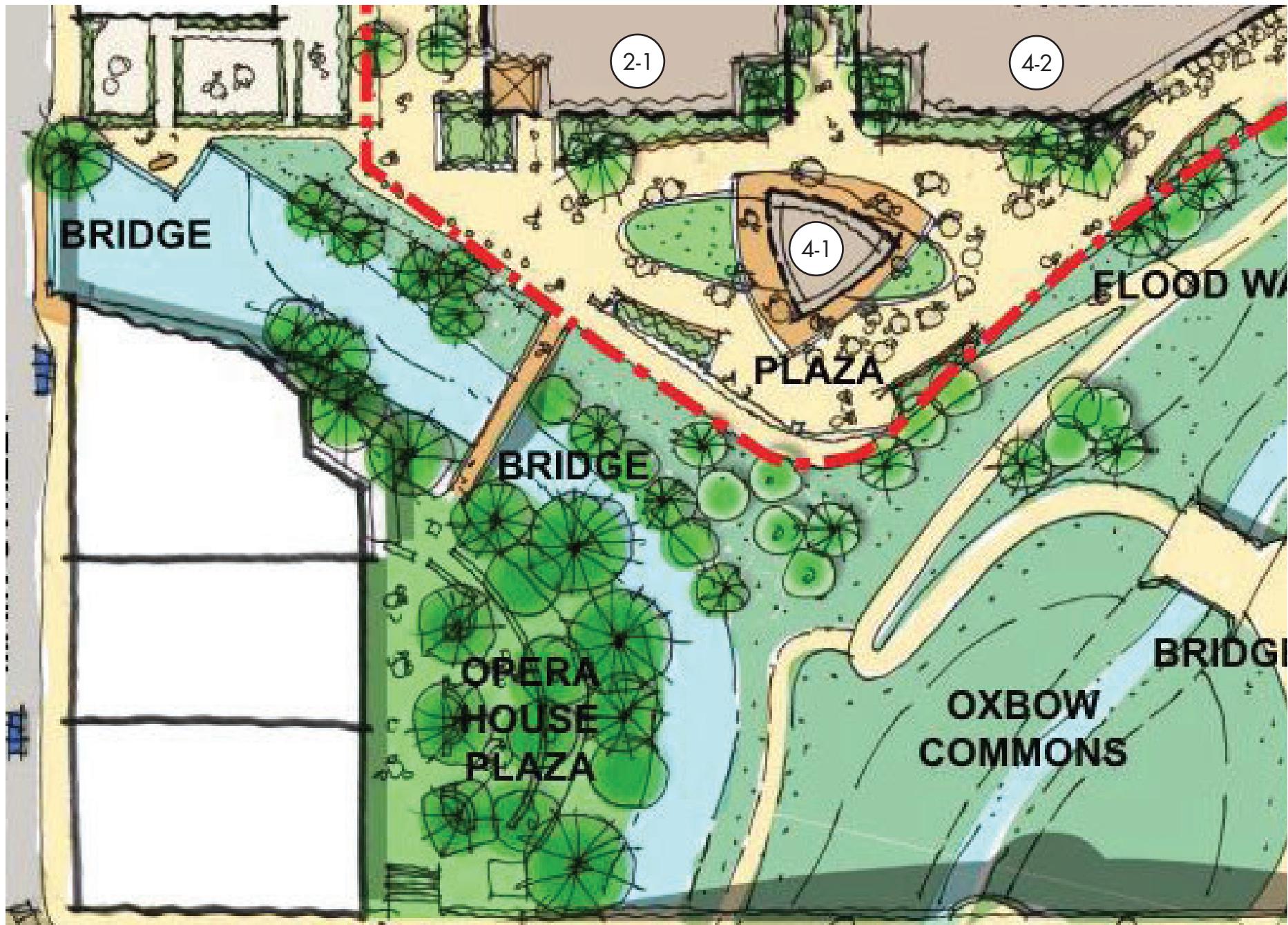


FIGURE 14 | PUBLIC PLAZA ILLUSTRATIVE PLAN

## OPPORTUNITY SITE 4 -

4-1

## Free-standing Cafe/Restaurant Building:

- Highly transparent sculptural structure with a minimum of 75% glazing.
- Service/trash area at north edge of building, proximate to paseo to Pearl Street, must be well-screened and pedestrian friendly.
- Indoor-Outdoor flow from building to plaza space should be seamless, integrated with furnishings and circulation.

4-2

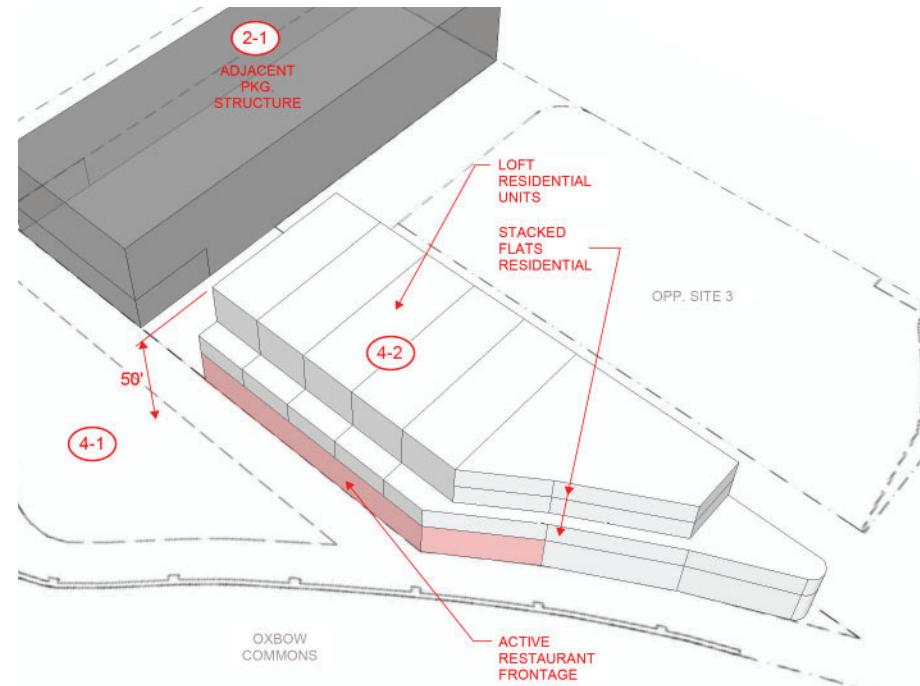
## Mixed-Use Retail/Restaurant + Residential Building:

- Up to four-story approximately 50' tall building to align with mass of public parking structure to the west.
- Restaurant/Bar uses encouraged at plaza level, with active indoor-outdoor connection to the plaza.
- 3-stories Residential atop podium, with parking at north face of the building.

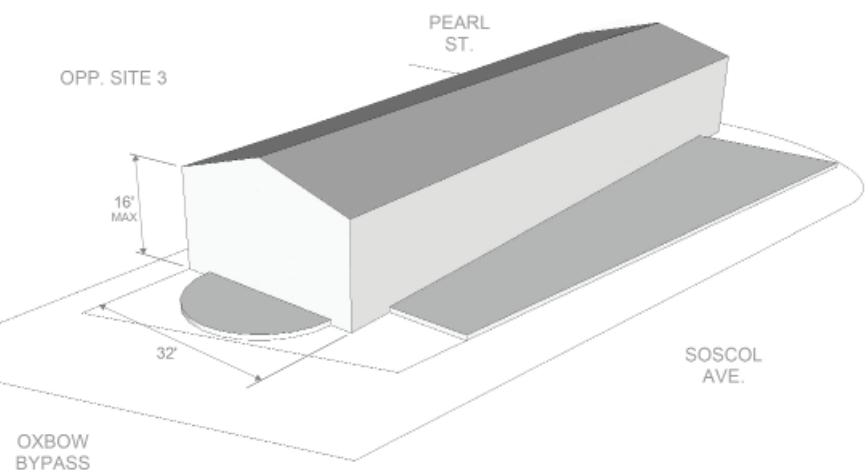
4-3

## Service Retail Building, encumbered by floodway and future Oxbow Bypass flood control work.

- One-story retail/service building with associated outdoor space.
- Alternate for open space parcel with views into master plan area from Soscol corridor.

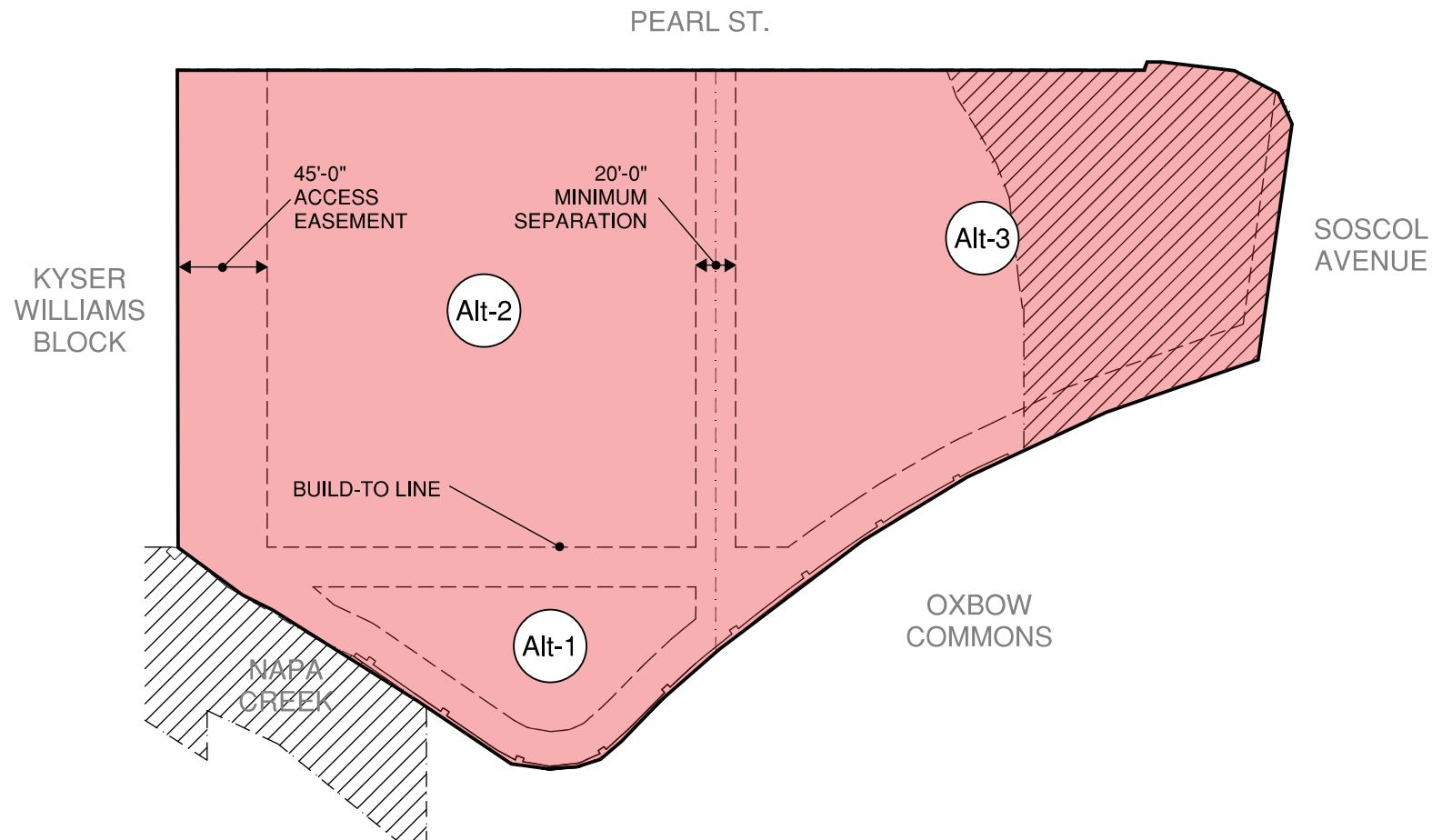


Opp. Site 4-2: Massing



Opp. Site 4-3: Massing

FIGURE 15 | AGGREGATED SOUTH OF PEARL OPPORTUNITY SITE



### OPPORTUNITY SITES 2-4 | Alternative Parking Location + Aggregated Development Opportunity

This development alternative for the South of Pearl Street land, within the Master Plan area, proposes the placement of the Public Parking structure in the eastern portion of the aggregated site, proximate to Soscol Avenue. This alternative placement allows for a mixed-use development site between the Kyser Williams Block to the West, and the Oxbow Commons to the South, thereby extending the active pedestrian area of the Main Street Corridor and Downtown.

**Recommended Land Use:** This alternative site plan configuration supposes the same mix of uses as outlined in the previous Opportunity Site descriptions. The difference in this alternative centers around the location of these uses. This alternative recommends the construction of three buildings:

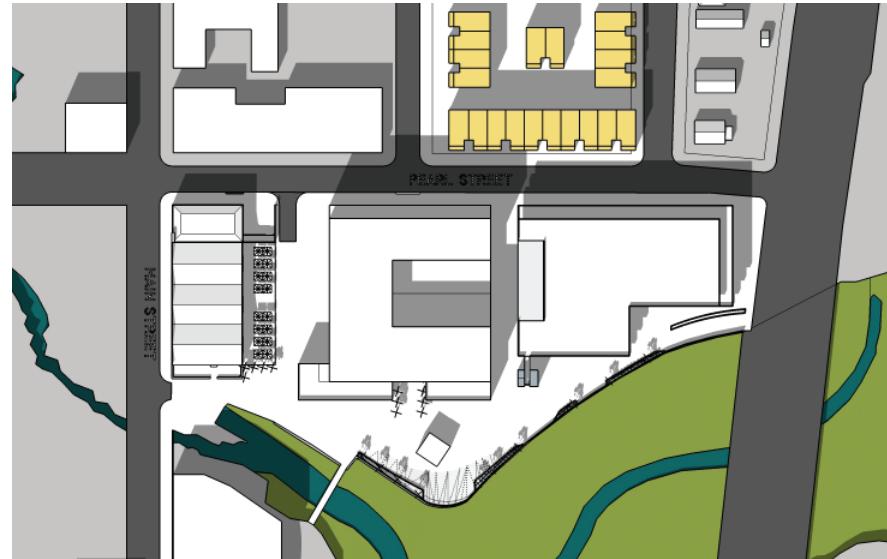
**Alt-1 :** A one-story, architecturally compelling and sculptural "building-in-the-round" that sits within the public plaza space.

**Alt-2:** A mixed-use building situated between the Kyser Williams property, Pearl Street, the build-to line at the plaza, and the Alt-3 site.

**Alt-3:** A public parking structure to accommodate a minimum of 350 spaces.

**Setbacks & Easements:** A 15 ft. access easement is required for County Flood Control District maintenance of the existing flood wall along the south edge of the study area. This setback may need to increase in width based on emergency vehicle access requirements, upon Fire Department review of specific development proposals. A 20' minimum access easement/building separation is required between Alt-2 and Alt-3 development sites. Additionally, a 45 ft. minimum setback/access easement from the Kyser Williams Block

**Land Assembly:** The alternative scenario outlined here requires the aggregation of disparate land parcels currently owned by two Tier 1 stakeholders. Refer to the Implementation Plan section, beginning on Page 83, for additional information.



**Auto Access:** Automobiles will access any required on-site parking (public and/or private) through a shared mid-block driveway located between West Street and Yajome Street alignments. No other private automobile access to the block is envisioned in this plan.

**Floodway Development:** As outlined on page 43 of this Master Plan, development may be possible within the floodway overlaid on Site Alt-3. Prospective development proposals for this area will be required to provide design engineering studies to substantiate their viability in this area, prior to the development of planned upstream improvements by the County Flood Control District.



FIGURE 16 | ALTERNATIVE PARKING STRUCTURE PLANS

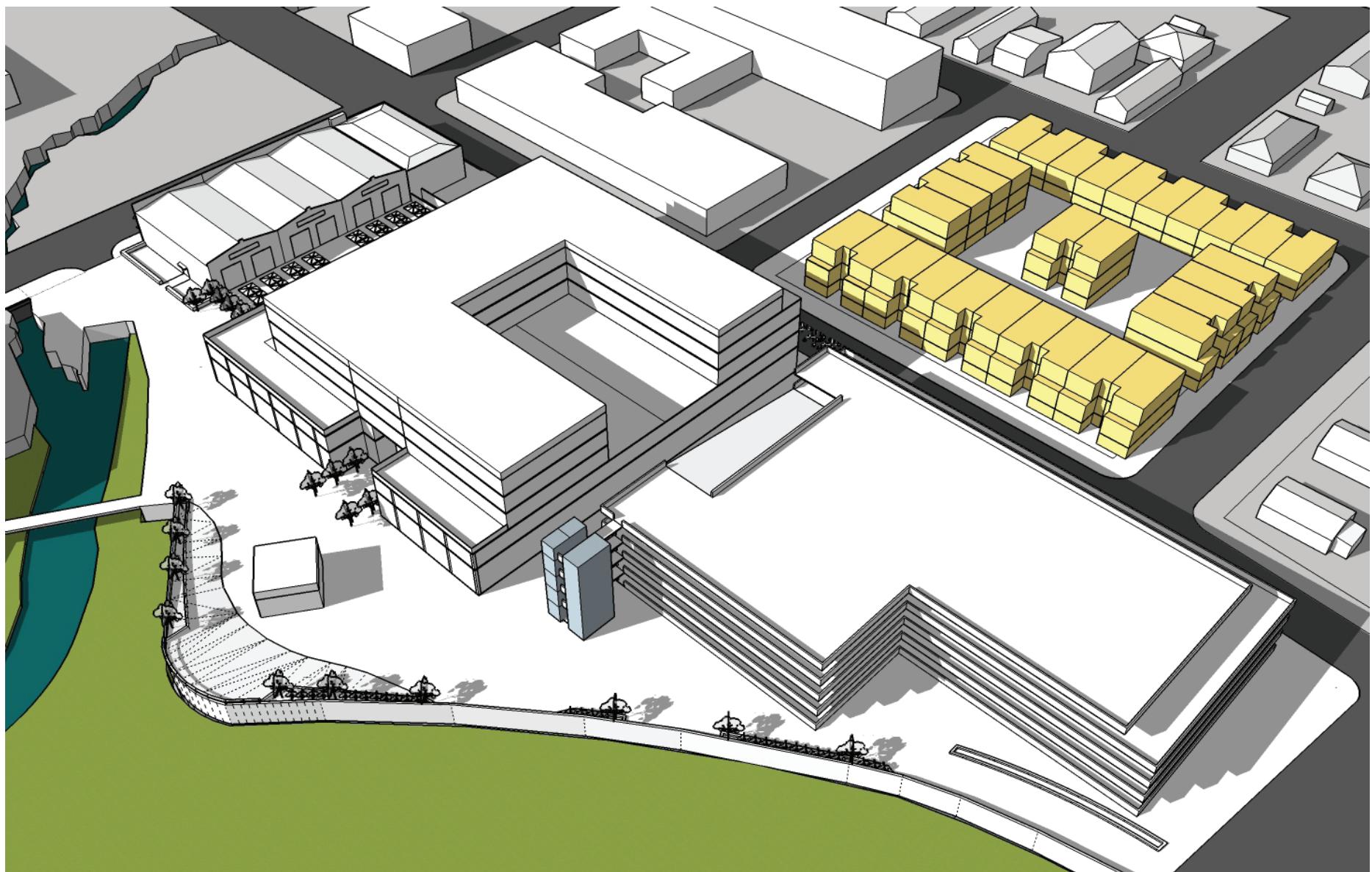


FIGURE 17 | ALTERNATIVE SOUTH OF PEARL MASSING DIAGRAM

## **ROLE OF ARTWORK**

Artwork is an integral part of this Master Plan and feature of the plan which supports the Downtown Specific Plan, City Art Ordinance, and Public Art Master Plan.

Artwork will support the following specific Master Plan Guidelines:

1. Maintain and enhance the viability of downtown Napa as a local and regional destination.
2. Development to be compatible with scale & character of surrounding context.
3. Promote streetscape and open space improvements that enhance the new and existing pedestrian friendly sidewalks, promenades, plazas, paseos, and courtyards.
4. Encourage street level activity.

Artwork supports the Goals and Objectives of the Downtown Specific Plan:

*To enhance the downtown pedestrian core as a lively walkable pedestrian district; and strengthen downtown's role as the center of the community.*

Specifically:

- LU-4 Public Space: Create a plaza to the south of Opportunity Sites 2 and 4 facing the Oxbow Commons
- LU-8 Sidewalks, Crosswalks, Paseos, and Setbacks: Provide pedestrian amenity elements.
- Massing and Scale Policy A8.2: Encourage mid-block breaks between buildings ... that are pedestrian oriented spaces such as plazas, paseos, or courtyards.
- Massing and Scale Policy B.7: Encourage open spaces, walkways, and alleys to break up building mass, allow access through developments, and create visual breaks.
- Circulation CIRC-1 Expand and reinforce a pedestrian scaled network of plazas and passes within the Master Plan.
- Design and Massing DM-6 Plaza Activation.

Artwork also support the Vision, Goals and Core Values the Napa Public Art Master Plan:

The City of Napa recognizes that public art is an essential component of a thriving community, a livable city and a world-class destination. It is committed to developing and maintaining a high quality, sustainable public art program that will benefit its current citizens and future generations.

**ARTWORK GUIDELINES**

Artwork must comply with the City of Napa Public Art Master Plan:

<https://www.cityofnapa.org/DocumentCenter/View/691/Public-Art-Master-Plan-PDF?bidId=>

and the 2010 Napa Public Art Ordinance enacted by the Napa City Council.

Artwork Placement within the sites:

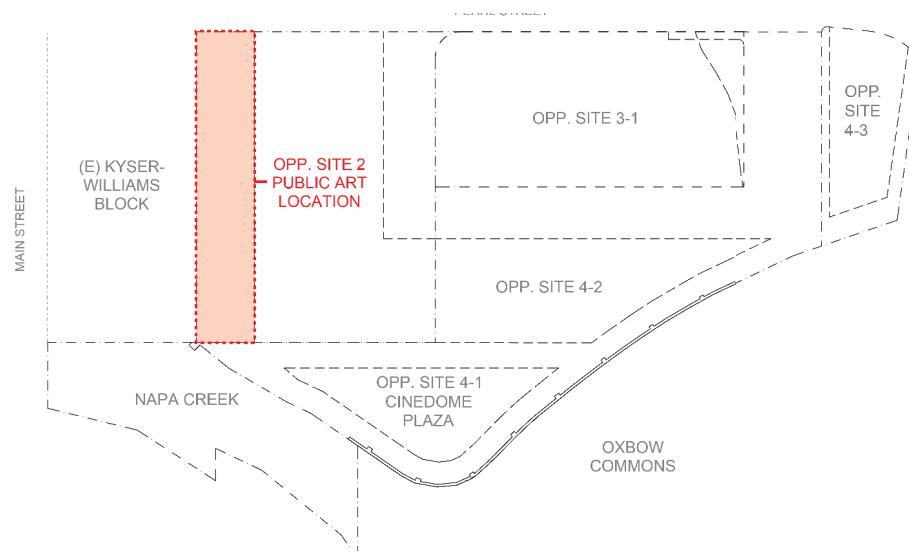
- Consider sight-lines and visibility of artwork locations as it relates to pedestrians and their circulation in and around the site in order to encourage and promote activity.
- Consider sight-lines and visibility of artwork from buildings, surrounding and nearby areas in order for artwork to act as a destination and a landmark. In this manner, artwork may also contribute to way finding especially at Site 4-1.
- Consider the use and function of each site in order for the artwork to be appropriate.
- Artwork to be located at street level.

**Opportunity Site 2-1, 3-1 and 4 -2 - Aggregated Parcels**

Artwork to be located within Opportunity Sites 2 and 4 based on the Cinedome Master Plan Design Guidelines:

This site designates an open area for pedestrian use.

- Artwork at this site to be an installation of multiple pieces or elements dispersed throughout the paseo in order to encourage activity and interaction among people as well as between the public and the artwork.
- Artwork at this site to be of human scale.
- Artwork can be freestanding elements or embedded into the ground, paving, landscape, etc.



Roy McMakin ("Love and Loss")



Orley Genger

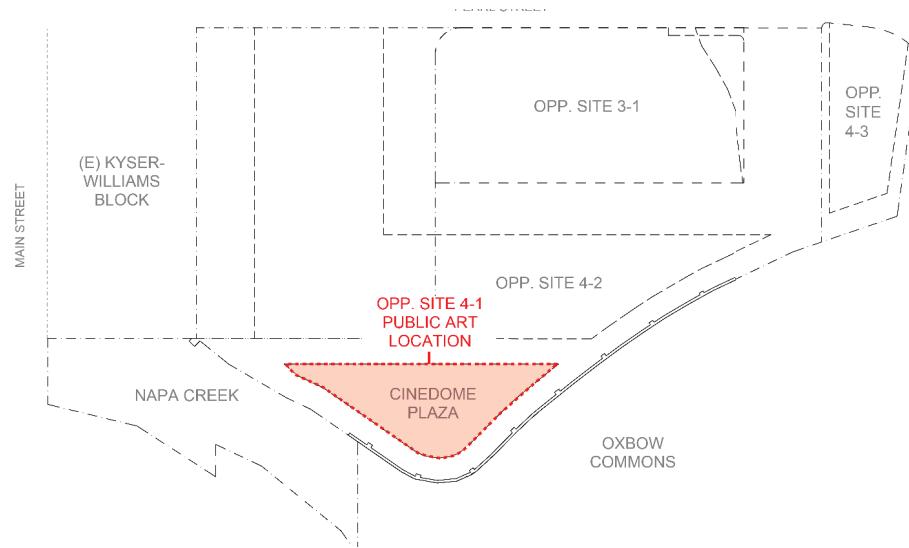


Jeppe Hein ("Mirror Labrynth")

### Opportunity Site 4-1

This site is a public plaza meant to be a focal point and destination visible from areas beyond the Master Plan area.

- Artwork at this site is to be a freestanding object or collection of objects of a scale visible from a distance.



## ATTACHMENT 4



Urban Design



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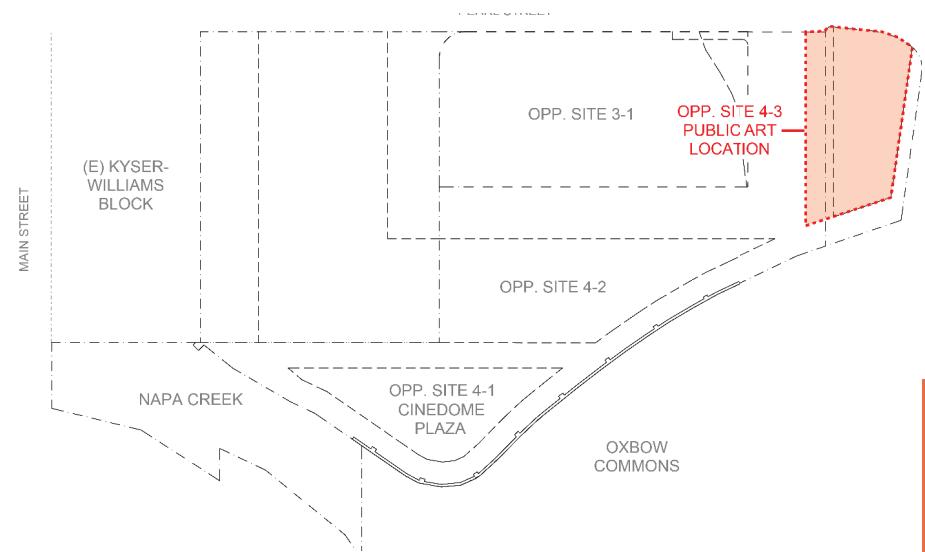
## Opportunity Site 4-3

This site connects provides a gateway to the circulation network in the Master Plan area.

- Artwork at this site should be an installation of multiple pieces or elements dispersed along the circulation area along Opportunity Sites 2 through 4 to reinforce movement towards the public plaza at a primary focal point.
- Artwork at this site encourages a connection between Opportunity Site 2 through 4 where the public plaza is to be located.



Alyson Shotz ("Mirror Fence")



Urban Design



Tatiana Trouve ("Desire Lines")

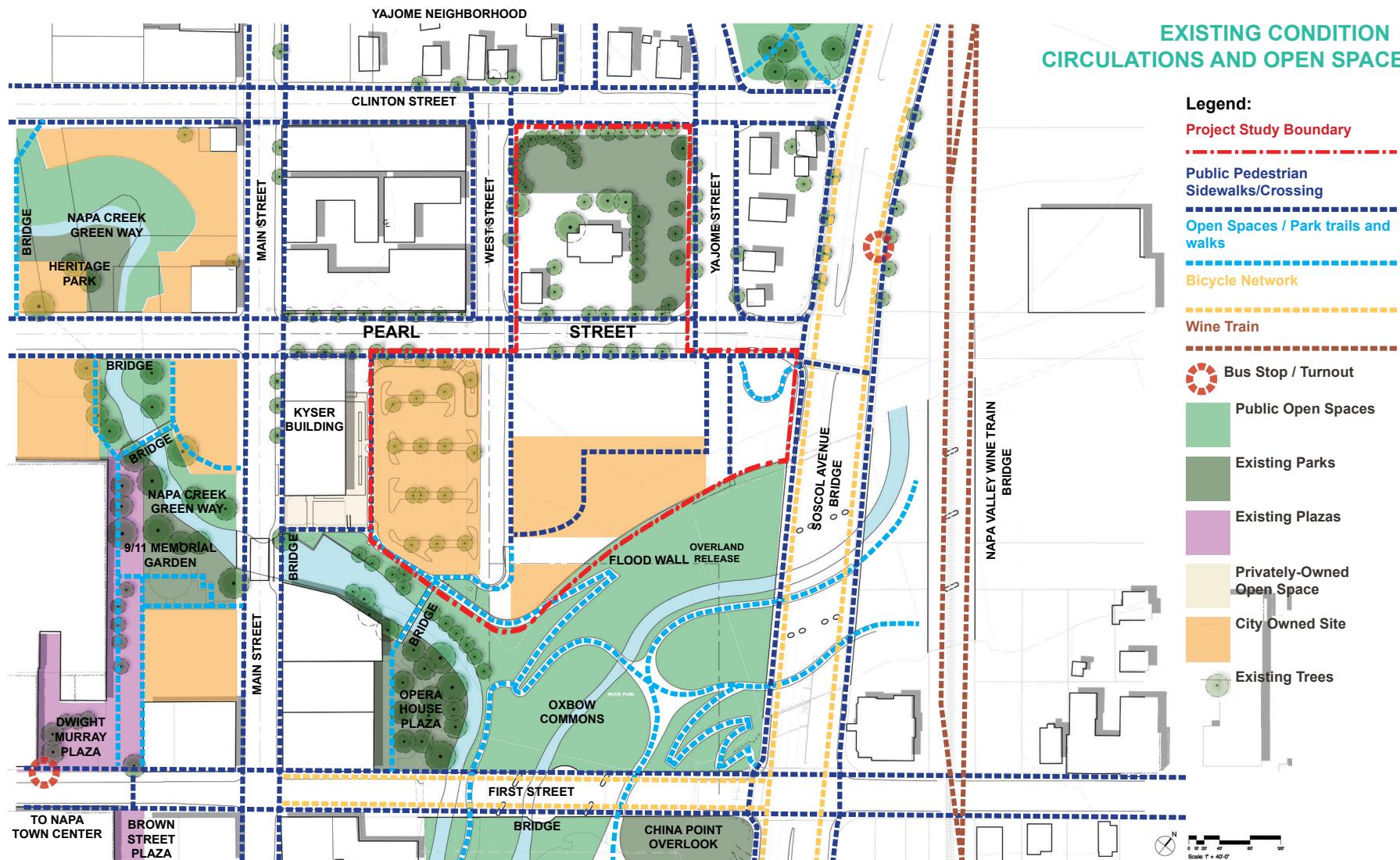


FIGURE 18 | CIRCULATION DIAGRAM - EXISTING CONDITIONS

## ATTACHMENT 4

# CIRCULATION AND PARKING

As the Master Plan Study Area is already in a well-established district of the downtown, this Master Plan does not propose any significant changes to the circulation system to and through the plan area. Within the study area south of Pearl Street, Opportunity Site 4 is intended to aggregate public rights-of-way (West Street & Yajome Street) with city-owned parcels to create a larger development opportunity. Therefore, vehicular circulation within this portion of the project area will be modified from its current configuration. Pedestrian and bicycle circulation connections will be made to the surrounding existing infrastructure, including direct ties to: Main Street to the south of the Kyser-Williams Block, Opera House Plaza via the pedestrian bridge over Napa Creek, and Pearl Street via paseos in three locations.

## Circulation Objectives and Policies

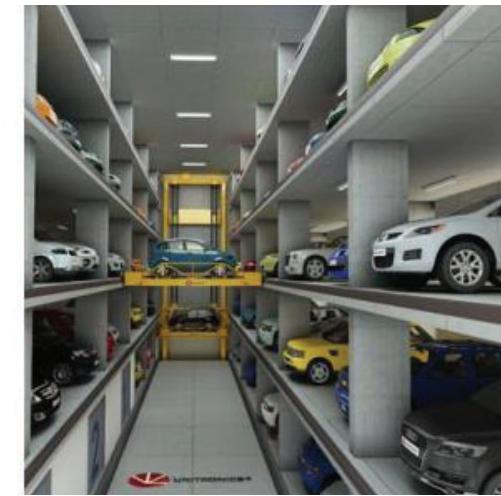
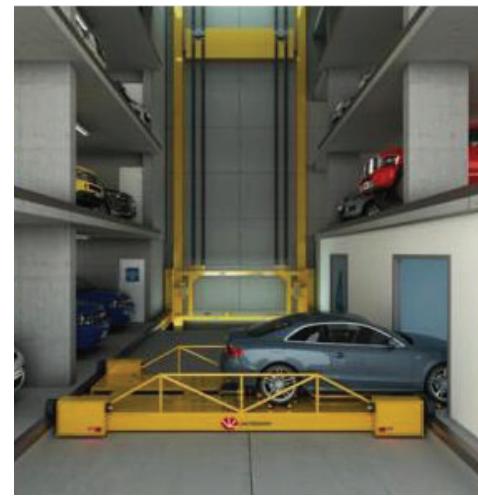
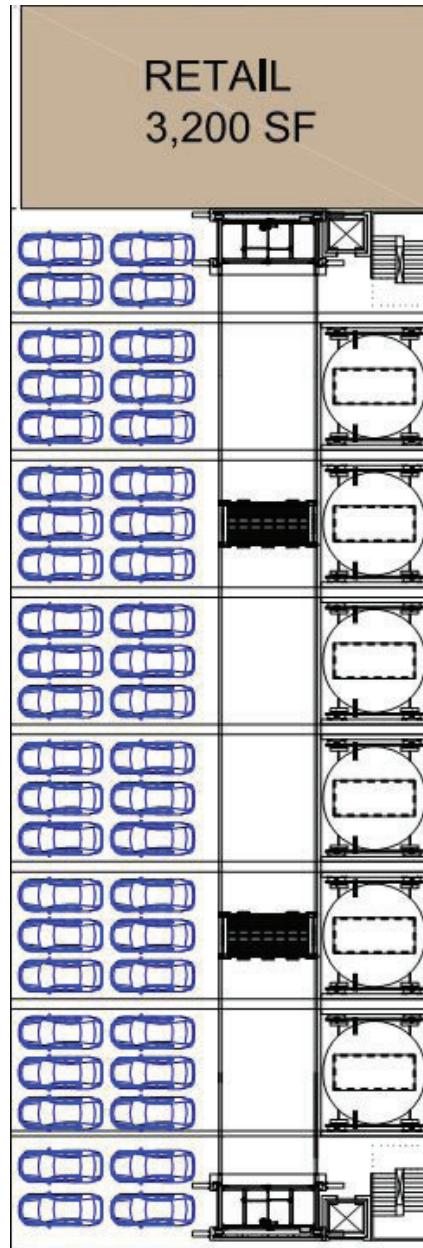
**Objective CIRC-1 – Pedestrian Network:** Expand and reinforce a pedestrian-scaled network of plazas, paseos, and promenades within the Master Plan Area.

**Objective CIRC-2 – Public Parking:** Augment the supply of off-street public parking at the north end of the Main Street corridor to improve the ease of public parking, to encourage visitors to “park once and walk,” to support existing and future retail and entertainment uses in the downtown area, to intercept traffic entering the downtown, and to allow properties both within, and surrounding, the Master Plan Study Area to improve or redevelop without the burden of on-site parking.

**Objective CIRC-3 – Service Access:** Provide access to parking and new and existing service areas from alleys, whenever possible, to minimize interruptions to sidewalk and plaza frontages.

**Objective CIRC-4 – Bicycle Network:** Connect new public spaces within the master plan area with the surrounding bicycle circulation network.





## PARKING STRUCTURE

In order to provide public parking to support downtown retail, a key component of this Master Plan is the allocation of Opportunity Site 2 for the construction of a public parking structure. The development of public parking will be by the City, possibly in partnership with others.

The preferred method for the construction of this parking structure is outlined here, in response to specific site constraints, including:

- Deference for a larger setback from adjacent historic Kyser Williams Block (45' setback min.)
- View corridors from Pearl Street to the plaza and the Oxbow Commons
- Opportunity Site 3 property line
- West Street public right-of-way, and existing utilities infrastructure located therein

Additionally, operational considerations, both near- and long-term, have a bearing on the parking structure typology. In the short-term, the most cost-effective allocation of parking fees is to construct a helical park-on ramp, with a speed ramp from the ground floor to the first elevated floor to provide clear space for retail 'liners' at either end of the structure. However, this structure does not provide options for "future-proofing" (re-utilizing the parking structure for a different program in the future such as

for office and/or residential use, which would be better served through the construction of flat-plates, with larger floor-to-floor dimensions. This layout requires a minimum width of 126 ft., which also results in a conflict with the Opportunity Site 3 property line.

The Master Plan preferred option, which minimizes the net width of the parking structure, is to utilize a mechanized parking system, which moves cars from a drop-off point to a parking 'slot' via a robotic elevator conveyance system. This structure only requires an 82 ft width, thereby alleviating potential land use conflicts with Opportunity Site 3 (see study area plan - Figure 9).

The aggregated property scenario, illustrated in Opportunity Sites 2 through 4 Alternative (p. 66 - 69), proposes a parking structure located on the eastern portion of the Master Plan area. This option requires additional design considerations to respect the flowage easement and allow for water to flow through the garage structure and into the Oxbow Commons flood bypass in the event of a flood. Further study is necessary to determine the feasibility of either a traditional park-on-ramp garage or a mechanized garage. Any structure proposed in this alternative location will also need to provide an aesthetically acceptable presence on Soscol.

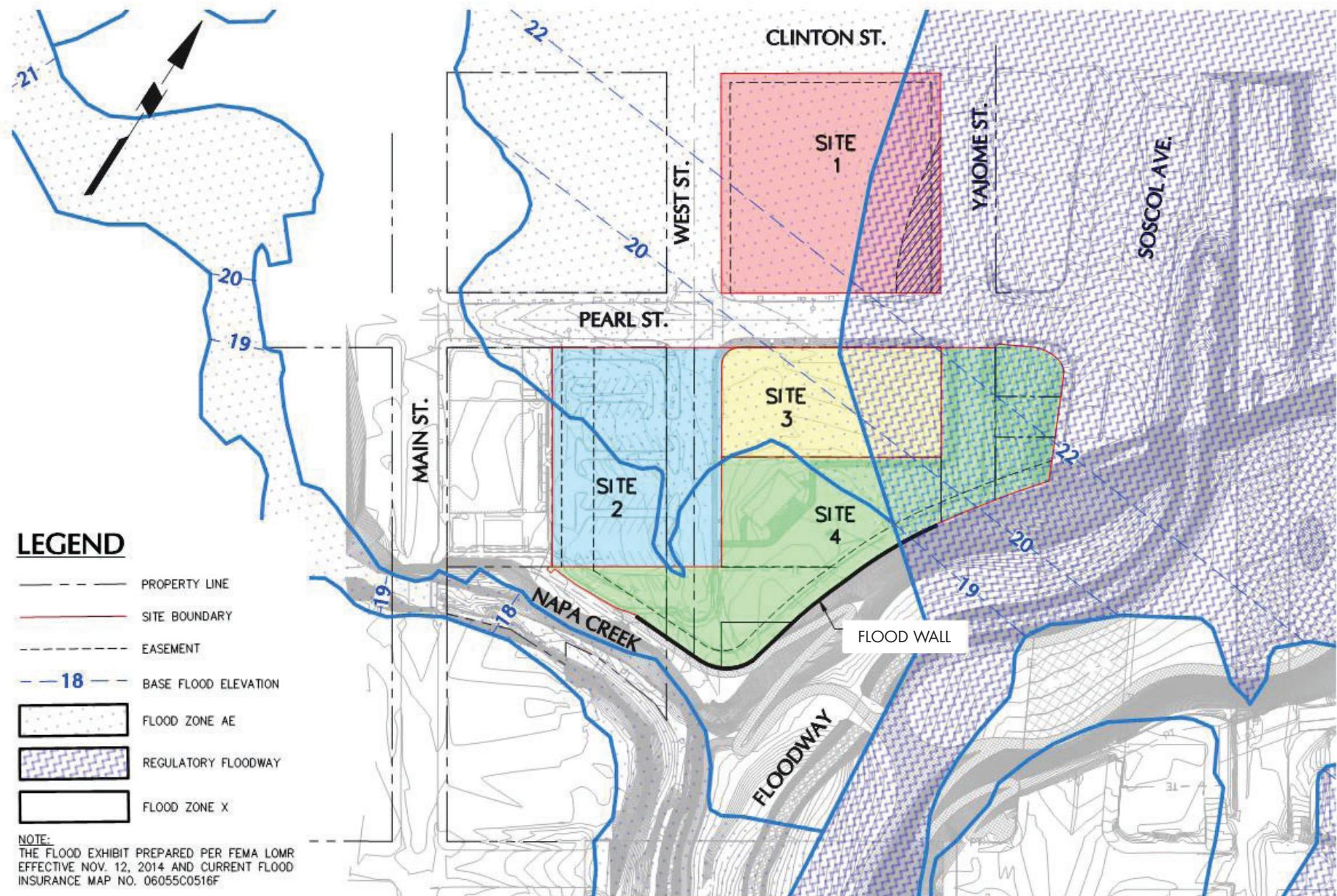


FIGURE 19 | FEMA FLOOD EXHIBIT

# ATTACHMENT 4

## IMPLEMENTATION PLAN

The Master Plan maintains the overarching zoning and development guidelines outlined in the Downtown Specific Plan and the Zoning Ordinance. In order to implement the land use and design guidelines outlined herein, the following addition/modification suggestions to the Specific Plan Guidelines have been incorporated within the Master Plan:

### OPPORTUNITY SITE 1 –

1. Height Limits: For the first 80 ft south from the Clinton Street property line, the height limit shall be up to two-stories and not more than 25 ft.
2. Access: an east-west vehicle, bicycle, and pedestrian access alleyway shall be provided between West Street and Yajome Street, in rough alignment with the mid-block alleyway passing from Main Street to West Street.

### OPPORTUNITY SITE 2 –

1. Building Setbacks: A minimum setback of 45 ft from the Kyser-Lui Block property line shall be maintained to allow for access to the public plaza space, and views of the historic structure, as well as to the open space to the south of the study area.
2. Build-to Line: Built form shall extend south to a line as depicted in this Master Plan, with a minimum height of 30 ft., and active storefront openings at the plaza level.

### OPPORTUNITY SITE 3 –

No additions or modifications in this area.

### OPPORTUNITY SITE 4 –

1. Build-to Line: Built form shall extend south to a line as depicted in this Master Plan, with a minimum height of 30 ft., and active storefront openings at the plaza level
2. Access Easements: Easements for pedestrian and bicycle circulation, service circulation and flood wall maintenance are required as depicted in this Master Plan.

## Environmental Review

The Downtown Napa Specific Plan Environmental Impact Report (DNSP EIR) was prepared to provide the public and responsible agencies with information about the potential environmental effects of plan implementation. The DNSP EIR identified policies and programs within the Specific Plan that minimize these effects, and recommended additional mitigation measures necessary to further minimize significant impacts to the environment. Certified by the City in May 2012, the DNSP EIR streamlines environmental review for subsequent projects that are consistent with the vision it articulates and the policies, development standards and design guidelines it contains. Subsequent projects are required to either demonstrate that the environmental impacts associated with their implementation have been fully evaluated

**LEGEND**

— - - - -	PROPERTY LINE
— - - - -	SITE BOUNDARY
— - - - -	EASEMENT
SD — SD	(E) STORMDRAIN LINE
SS — SS	(E) SANITARY SEWER LINE
SSFM — SSFM	(E) SANITARY SEWER FORCE MAIN
OHP — OHP	(E) OVERHEAD POWER LINE
G — G	(E) GAS LINE
W — W	(E) WATER LINE
E — E	(E) THREE-PHASE PRIMARY ELECTRIC LINE
●	(E) STORMDRAIN MANHOLE
○	(E) SANITARY MANHOLE
○	(E) SANITARY CLEAN-OUT
■	(E) STORMDRAIN INLET
■	(E) WATER METER/VALVE
●	(E) FIRE HYDRANT

**ABBREVIATIONS:**

(E)	EXISTING
E	ELECTRICAL
FM	FORCE MAIN
G	GAS
OHP	OVERHEAD POWER
SD	STORM DRAIN
SS	SANITARY SEWER
W	WATER

NOTE:  
UTILITIES SHOWN ARE BASED ON SURVEY PROVIDED  
BY THE CITY AND MAY 2012 DOWNTOWN SPECIFIC

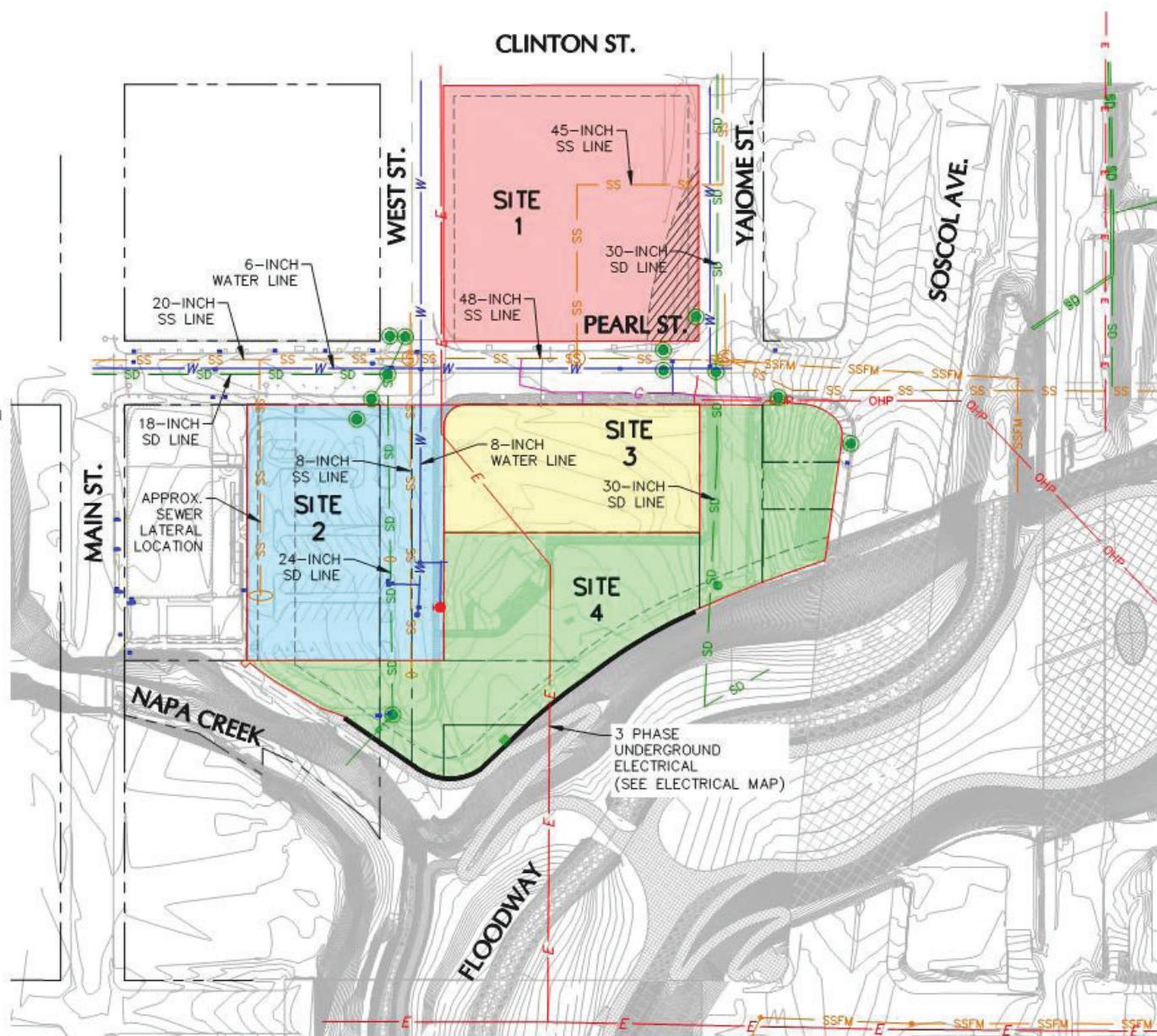


FIGURE 20 | EXISTING UTILITIES

## ATTACHMENT 4

- Establishment of paseos and pedestrian walkways through the study area

### Implementation of Opportunity Site 2 – Parking Garage

If the City determines to independently construct a publicly accessible parking garage containing 350 parking stalls or more on Opportunity Site 2, it will require the following:

1. Demolition of the existing surface parking lot
2. Reconfiguration of service areas for the adjacent existing retail buildings fronting on Main Street:
  - a. Service truck access for Kyser-Williams Block
  - b. Trash/Loading area for 1142-1146 Main Street building

Although the new parking garage would remove existing surface parking, this would be mitigated by the provision of a much larger number of publicly available parking stalls in the new structure. Phasing of construction must accommodate provision of interim parking for these retailers during the course of construction.

### Implementation of Opportunity Site Alt-3 - Parking Structure

If the City determines to develop the South of Pearl land in an aggregated manner which combines disparate privately owned parcels (as envisioned on pages 66 - 69) and allows for the construction of a publicly accessible parking garage containing a minimum of 350 parking stalls, it will require the following:

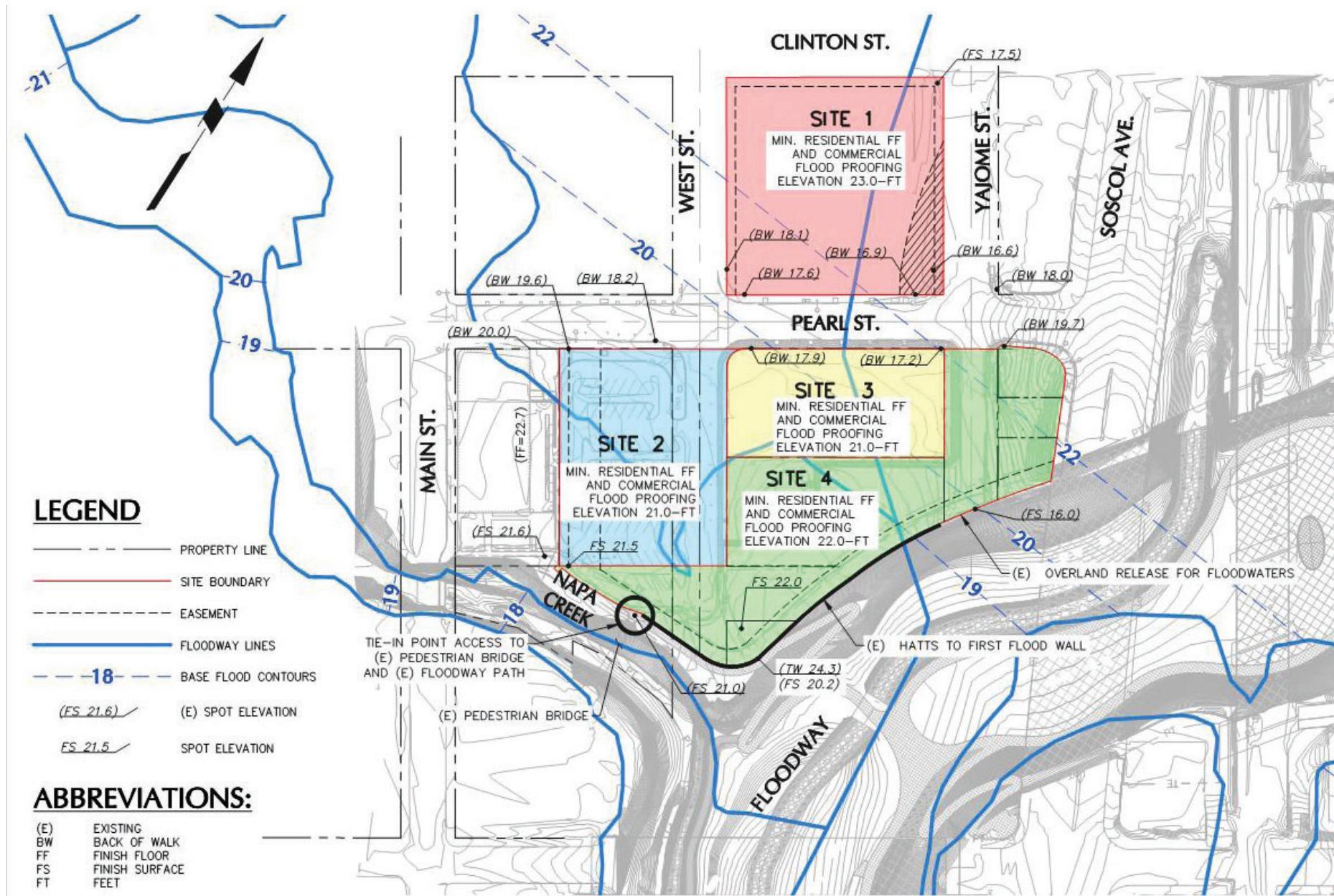
in the DNSP EIR and that the mitigation measures set forth in the DNSP EIR are sufficient to address any project impacts, or that the subsequent project shall evaluate new or more severe significant impacts in a subsequent CEQA document (either an Addendum, Mitigated Negative Declaration, or EIR).

Environmental review of the Draft Master Plan was completed pursuant to Public Resources Code Section 21166, and CEQA Guidelines Sections 15162 and 15164. An Initial Study was prepared to evaluate the potential environmental impacts that could result from Master Plan implementation and it was determined that an Addendum to the DNSP EIR, certified by the City in 2012, is appropriate CEQA compliance for the proposed Master Plan. In combination with existing City policy and applicable regulations, the mitigation measures from the DNSP EIR would adequately address the environmental impacts of Master Plan implementation and the policies, development standards and design guidelines proposed in the Draft Master Plan would not result in new significant environmental impacts or a substantial increase in the severity of significant impacts previously identified in the DNSP EIR.

## City of Napa Project Implementation

The Master Plan identifies the following improvement projects that are necessary to complete the vision for the study area:

- Construction of a new public parking structure (**South of Pearl Street**)



## FIGURE 21 | CONCEPTUAL GRADING

## Property Aggregation

In order to catalyze development as envisioned within this Master Plan, it is desirable to aggregate disparate properties and public rights-of-way within the study area to allow for developable sites which comport with the guidelines outlined. Opportunity Site 4 was created expressly to unify the required parcel aggregation into one portion of the study area. This Opportunity Site is comprised of the following current parcels and rights-of-way:

1. APN # 003-173-009
2. APN # 003-174-001
3. APN # 003-175-001
4. APN # 003-175-003
5. APN # 003-175-004
6. Public Rights-of-way for:
  - a. E-W Street right-of-way (unnamed), south of Pearl Street
  - b. West Street right-of-way, south of Pearl Street
  - c. Yajome Street right-of-way, south of Pearl Street

Additionally, the development of the public parking structure on Opportunity Site 2 has a potential impact on the adjacent opportunity sites. The preferred mechanized parking structure typology minimizes this potential impact.

1. Demolition of the existing surface parking lot
2. Engineering studies to accommodate construction of the public parking structure within the active floodway

## Revenue Sources for Public Improvements

Possible revenue sources for the potential uses may include:

- In lieu parking fund
- General fund
- Proceeds from sale of City-owned parcels within the study area for private development

## Streetscape, Paseo, and Plaza Improvements

With the exception of the public right-of-way improvements, all public area improvements will be the responsibility of the developers of the fronting properties. Where non-standard features are incorporated into public improvements, the property owner will accept long-term responsibility for their maintenance.

## ATTACHMENT 4

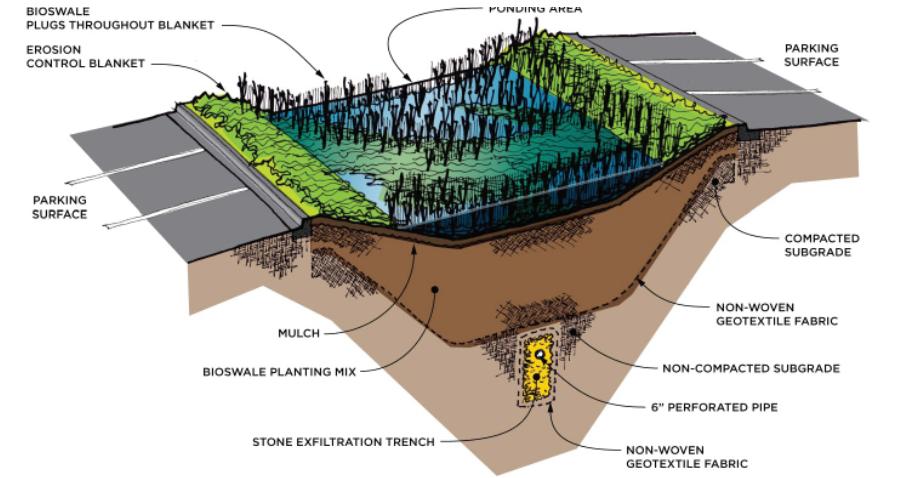
### Grading & Drainage Strategy

Placement of building and unit types should be analyzed to minimize the grading onsite, minimize flood proofing costs and maximize the accessibility between the site and the existing public sidewalks and pathways. The residential units should be located in areas of the site that are currently close in elevation to the BFE or on building levels above the ground floor minimize ADA impacts.

Pedestrian and bicycle passage between the recreational floodway, and Opportunity Sites 2 and 4 for pedestrian and bicycle access shall be integrated in the final design. Views of the river and natural areas should be incorporated into the project. Raising the grade of the existing south side of Opportunity Site 4 at the floodwall by two feet is encouraged considered to create better site lines from the projects plaza to the park. This will also create a 1-ft difference between the existing footbridge over Napa Creek, the footpath to the floodway and Opportunity Site 4. New ramps or sloping walkways would need to be considered within the site to accommodate accessibility requirements.

A concept grading plan is provided on Figure 18 on page 80 to show the potential for adjustments to the site elevations to accommodate the Master Plan goals, considering maintaining ADA accessibility to the adjacent sites and existing pedestrian bridge.

During the preliminary design an evaluation of the sites hydrology will need to be performed to analyze the grading and



building impacts on the 100-year flood elevation. If the project is found to raise the flood elevation more than one foot the following options could be used to mitigate flood waters.

- Parking areas with flood openings so water can flow through the structures could be considered.
- Decrease fill and maintaining existing site elevations in areas outside of the building footprints.

All post-development stormwater runoff from the project will need to be treated through low-impact development (LID) techniques such as pervious pavement, self-detaining areas or biofiltration planters per the Bay Area Stormwater Management Association Agencies (BASMAA) 2014 "Design Guidance for Stormwater Treatment and Controls Projects in Marin, Sonoma, Napa, and Solano Counties". The layout of all four opportunity sites will need to integrate areas for LID stormwater treatment. In addition to the LID stormwater treatment, development on the site cannot increase the run-off from a 25-year, 24-hour storm event due to redevelopment. Pre-application meetings will be held with the City to demonstrate compliance with the City's Phase II Small MS4 Permit and ensure the projects intent is in-line with the City requirements.

Relocation of the existing 24-inch and 30-inch storm mains through Opportunity Sites 2 and 4 may be required depending on the final building placement.

## Utilities

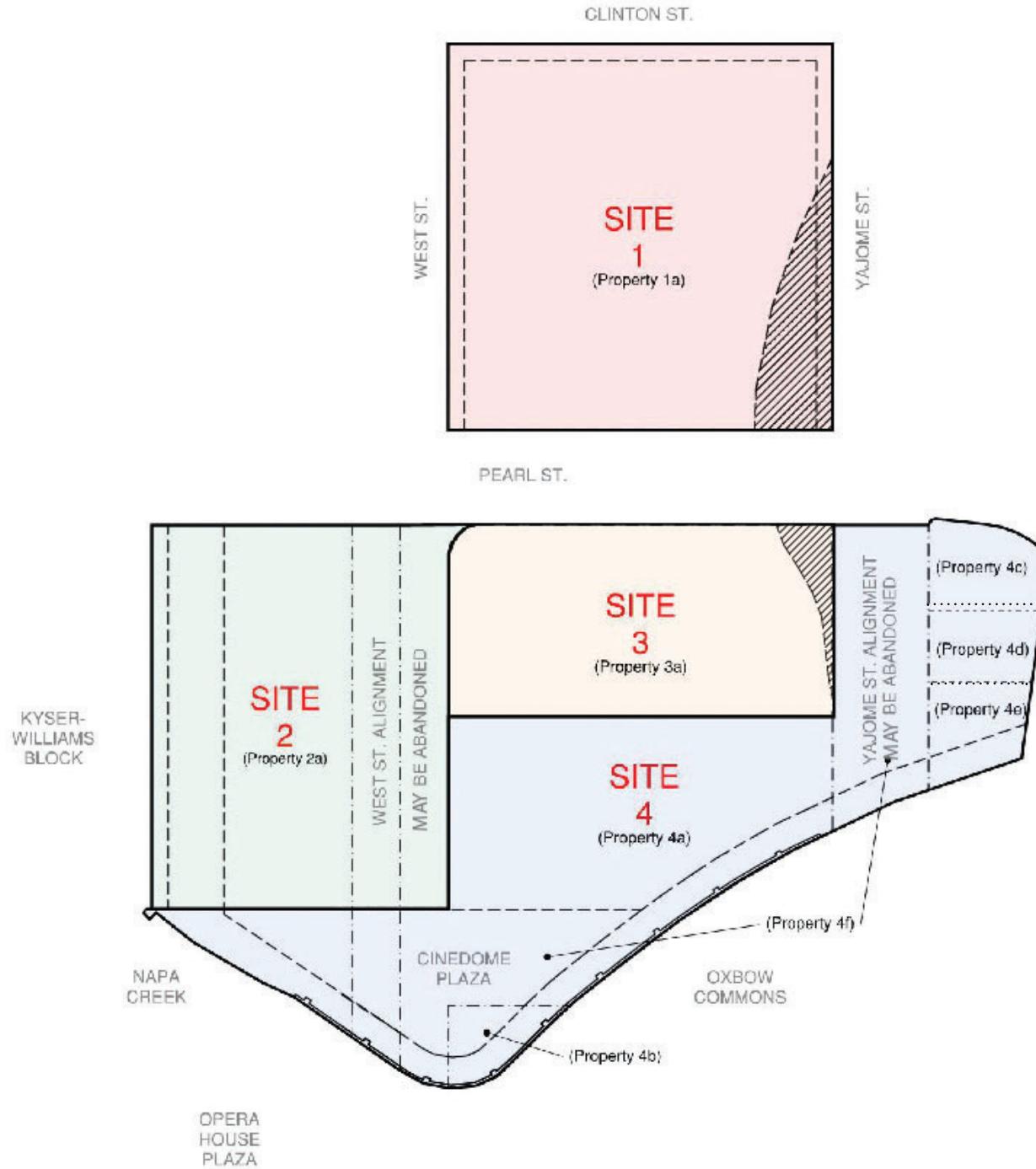
The water mains in West Street and Pearl Street will need to be upgraded to meet future fire and water demands based on the Downtown Specific Plan, and may be required prior to the development on the site. The project will need to provide demands and water balance analyses demonstrating code compliance and future conservation.

The proposed sewer demands from the site should be analyzed to determine if the existing 8-inch sanitary sewer in West Street will meet the project's needs. The proposed building connections to the sanitary sewer should be located close to West Street to utilize the existing lateral. Relocation of the 45-inch main in Site 1 should be considered to maximize the proposed site layout.

Depending on the final site layout the existing electrical infrastructure east of West Street may need to be relocated outside of building footprints. Existing onsite transformers and facilities may also need to be relocated onsite.

Additional service laterals for all utilities may be needed along the street frontages, but should be limited to minimize new connections depending on the final layout. Coordination between the City, design team and all utility providers will be needed to finalize the layout.

## ATTACHMENT 4



**ATTACHMENT 4**  
**APPENDIX 1:**  
**PROPERTIES WITHIN THE MASTER PLAN AREA**

PROPERTIES WITHIN THE MASTER PLAN AREA						
Opportunity Site	Property	APN	Gross Site Area	Current Use	Effective (Net) Site Area	Proposed Use(s)
1	a	003-144-009	1.23 ac.	Decommissioned Pump Station Skateboard Park/Playground	1.16 ac.	Mixed density residential
2	a	003-172-009	1.21 ac.	Surface Parking Lot Napa Creek Pedestrian Bridge	0.83 ac.	Public Parking Structure, Public Paseo
3	a	003-173-012	0.70 ac.	Surface Parking Lot	0.70 ac.	Mixed-Use Resid./Office
4	a	003-173-009	0.69 ac.	Surface Parking Lot	1.76 ac.	Public Plaza, Mixed-Use Building (Resid./Office over Retail), Café Building, service retail building
4	b	003-174-001	1.07 ac.	Surface Parking Lot Flood Bypass Channel		
4	c	003-175-001	0.07 ac.	Surface Parking Lot		
4	d	003-175-003	0.07 ac.	Surface Parking Lot		
4	e	003-175-004	0.13 ac.	Surface Parking Lot Flood Bypass Channel		
4	f	public rights-of-way	0.87 ac.	Circulation & Surface Parking	0.87 ac.	same as above

**ATTACHMENT 4**

**ATTACHMENT 4**