

SUPPLEMENTAL REPORTS & COMMUNICATIONS I
Office of the City Clerk

City Council of the City of Napa
Regular Meeting

May 1, 2018

FOR THE CITY COUNCIL OF THE CITY OF NAPA:

AFTERNOON SESSION:

6. ADMINISTRATIVE REPORTS:

Item 6.A. Civic Center Project Management Services.

- PowerPoint presentation by city staff.
- Written communication from John Salmon dated May 1, 2018.

EVENING SESSION:

14. PUBLIC HEARINGS/APPEALS:

Item 14.A. Cinedome Master Plan.

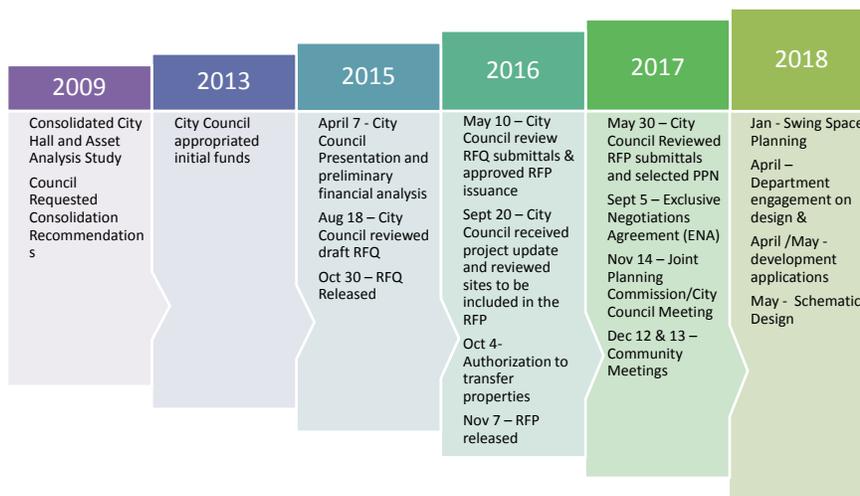
- PowerPoint presentation by city staff.
- Memo from Bill Vierra, SyWest Development, dated April 30, 2018 with attached letter to the Planning Commission dated April 18, 2018.

Item 14.B. Ramona West Annexation, an Annexation of Three Properties Totaling 4.2 Acres at 330 to 336 Silverado Trail.

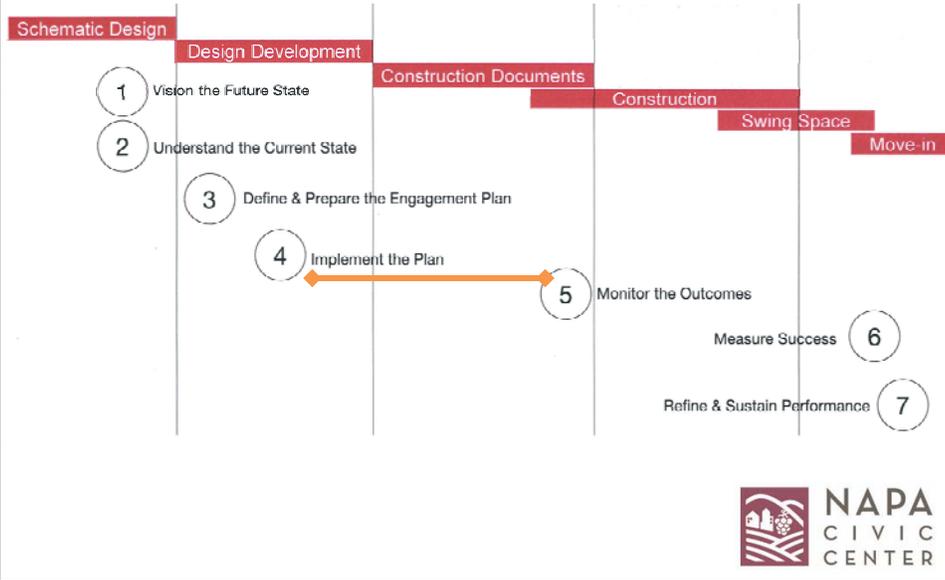
- PowerPoint presentation by city staff.



Project Background



Change Management Process



ARUP

FORUM

THE ART & SCIENCE OF BUILDING



Orion Fulton, CRE, MBA
Associate Principal



Steve Morton, ASLA, MCR, LEED AP
Senior Principal



Angie Earlywine,
Principal & Director of
Workplace Strategy

Change Management Plan

Example Initiatives:

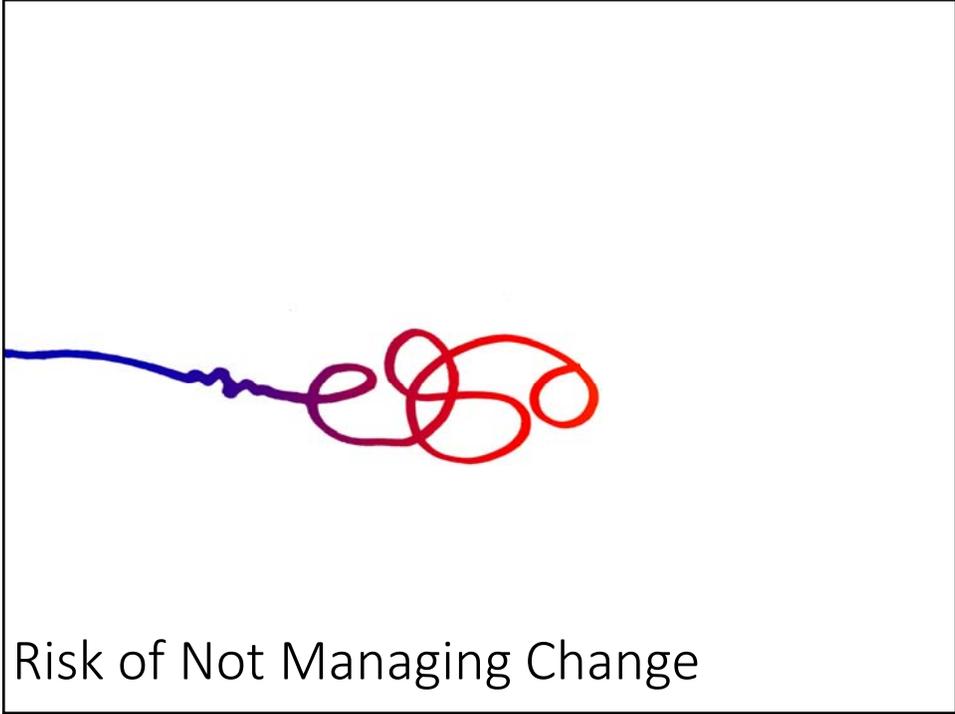
- Records Storage
- Change engagement
- Development process
- Technology
- Swing space needs
- Pilot new workspace set-ups
- Workforce training



Common Fear-based Reactions to Change



Source: http://odrchangearchitects.com/index.php?option=com_k2&view=itemlist&task=tag&tag=change+communication



COMMUNICATE early and often

ADAPT to changing conditions

AUTHENTICITY and **TRANSPARENCY** win the day

Change Engagement Strategies

- Increased communications
- Diversity in communications
- In-person engagement
- Photos/videos
- Change Ambassadors
- Training and orientation



Change Management Process



FORUM
THE ART & SCIENCE OF BUILDING

15

CHANGE MANAGEMENT APPROACH



ACTIVITIES SCHEDULE																
TASKS	Q2 2018			Q3 2018				Q4 2018				Q1 2019			Q2 2019	
	April	May	June	July	August	September	October	November	December	January	February	March	April	May	June	
Executive Stakeholder Mtg (6)		X		X			X			X			X		X	
Project Core Team Mtg (Bi-weekly)	X	X X	X X	X X	X X	X X	X X	X X	X X	X X	X X	X X	X X	X X	X X	
Engagement Core Team Mtg (Monthly)	X	X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Change Agent Committee Mtg (Bi-monthly)		X	X		X	X	X	X		X		X		X		
Project Acclimation	XX															
Benchmark Tours					X											
City Staff Survey (Bi-monthly)																
Process Improvement Workshops						XX	XX									
New Operational Training & Swing Space Pre-move Readiness									XX							
Engagement Activities (2)				X				X								
Ongoing FAQ Tracking																
e-Communications (Bi-monthly)		X		X		X		X		X		X		X		
Community Survey/Results Review (1)					X											
Community Focus Groups (Quarterly)			X			X			X			X		X		
Total Onsite/In-person Meetings: Days	2 days	1 day	1 day	2 days	2 days	3 days	4 days	1 day	2 days	1 day						



Recommended Action

Approve Amendment No. 2 to Agreement C2017-213 with Arup North America for Change Management Plan implementation in the increased amount of \$429,875 for a total contract amount not to exceed \$2,266,215, and authorize the Public Works Director to execute the amendment on behalf of the City.

TO: NAPA CITY COUNCIL
CC: MIKE PARNES, NAPA CITY MANAGER
PETER PIRNEJAD, ASSISTANT CITY MANAGER
JACK LAROCHELLE, CITY PUBLIC WORKS DIRECTOR
RICK TOOKER, NAPA COMMUNITY DEVELOPMENT DIRECTOR
DOROTHY ROBERTS, NAPA CITY CLERK
FROM: JOHN F. SALMON
SUBJECT: ITEM 6A – COUNCIL AGENDA FOR MAY 1, 2018
CIVIC CENTER PROJECT MANAGEMENT SERVICES
DATE: MAY 1, 2018

I continue to fully support the development of a new City Hall and new Police facilities.

However, as I have consistently asserted for months, the strategy currently proposed and being pursued by City Staff is overly complicated; interdependent on multiple moving parts; will produce significant redundant and unnecessary costs; and will lead to at least four years of interim dislocations for City Administrative and Public Safety functions to the detriment of City operations and to the confusion and frustration of Napa's citizens and businesses.

At the City Council Workshop at the Napa Valley College on Friday, March 9, staff reported to the Council that it planned to follow this sequence of events over the near term:

- A. March 30: HHS offers due to the County
- B. End of March: Corp Yard Phase 1 Design Build procurement started
- C. End of March: Plenary's private development partner selected
- D. Early April: Schematic Design for City Hall and PD
- E. During April: Design presentations to Council, senior staff, labor reps, and line staff
- F. April or early May: Staff to present short term financing plan to Council
- G. March through June: Formation of non-profit financing entity
- H. End of April/May: Development applications for both projects submitted
- I. April: Draft EIR public review process to begin
- J. May: Aiming to Finalize Term Sheet and Project Agreements drafted based on Term Sheet

To my knowledge, none of the items scheduled to be completed by the end of April have been completed. If they have, they have not been presented to the public or approved by Council Action in open session.

Today the Council is being asked to commit another \$430,000 to the management of a project that the Council has yet to approve and may never approve. The Council should not commit additional funds until it has answers to the following questions:

- When will the Council receive a complete project budget including both the Term Sheet Costs for the work to be done by Plenary Group and a complete summary of all of the other project costs incurred by the City to date and to be incurred by staff toward an uncertain goal?

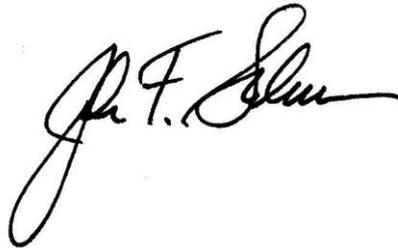
- Has Council already been taken so far down the road by staff that a “Point of No Return” has already been reached?
- If a “Point of No Return” has been reached, is the Council prepared to support the project should rising construction costs explode the \$110 Million assumed budget by many, maybe tens, of millions of dollars?

It is the City Council, not the staff, that will be accountable when total project costs are finalized and many constituencies in Napa challenge and ultimately force the project to be stopped.

In writing these letters, my hope has been to find a way to proceed with the project in the best manner possible rather than have it stopped all together. For that reason, I plan to continue to raise these issues in the community and to advocate for:

- A pause in the Civic Center process to allow for the creation of a two by two between the City and the County to take some time to explore how the ideas I have offered can be implemented, by:
 - o Inviting a small “blue ribbon” group of citizens to participate in their non-public meetings, and
 - o Involve the Plenary Group to participate in order to utilize all of the good work completed to date.

In the meantime, I request that the Council make public a full and complete accounting of the funds, staff time and commitments that they have made to date to advance this project as it is currently constituted.

A handwritten signature in black ink, appearing to read "J. F. Slu". The signature is fluid and cursive, with a large loop at the end.



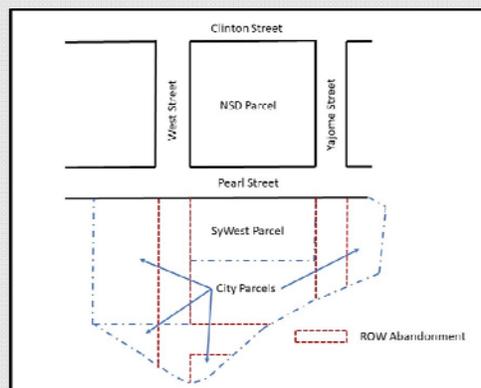
Cinedome Master Plan

City Council

May 1, 2018

Project Description

- 5.4 Acres
- Identified in the DTSP as a Focus Area
- Development Opportunity
- Unique Aggregation of parcels & owners



Preliminary Review

- Consultant Presentation
 - Goals & Intent
 - Context & Constraints
 - Vision & Opportunity
 - Development Massing & Design
 - Identify Areas for Discussion
- Public Comment
- Feedback from the Council
- Next Steps



Cinedome Focus Area

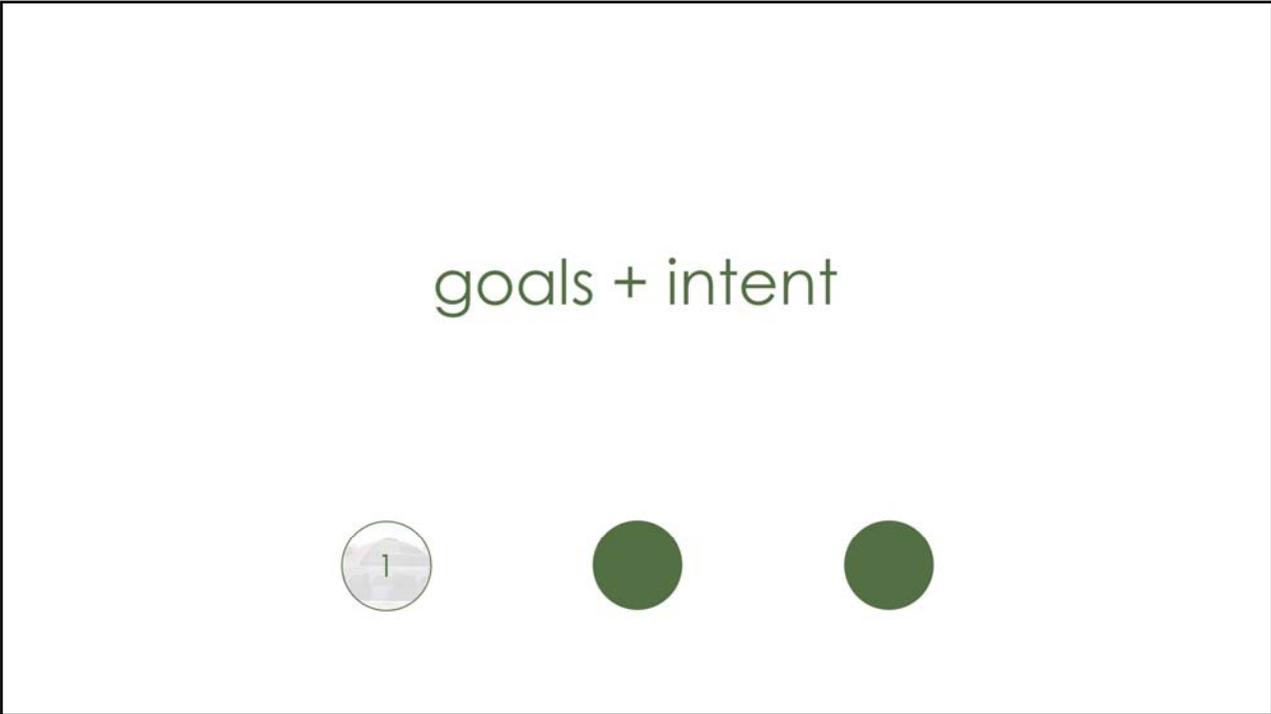
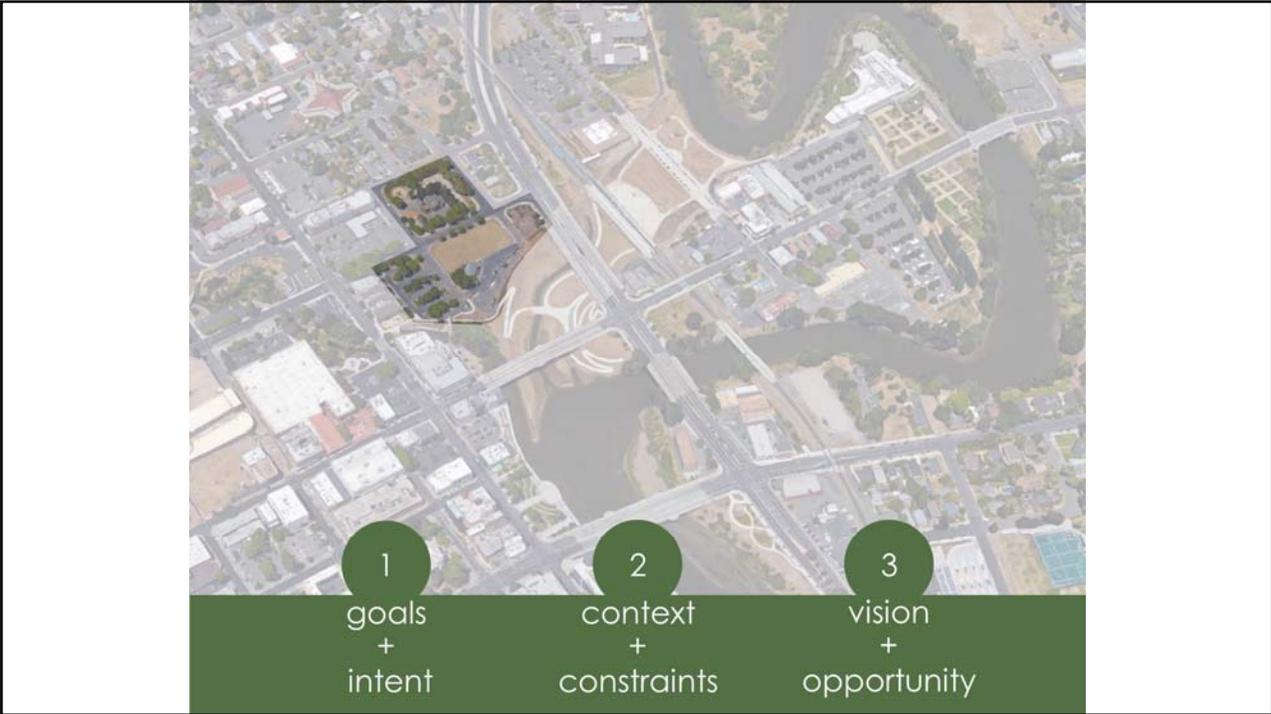
MASTER PLAN

Napa, California

City Council Preliminary Review

May 1, 2018

City of Napa | FORGE | FirstCarbon Solutions | Smith + Smith | Langan | Watry Design Group | Laura Grigsby



1. Activate riverfront green space



2. Catalyze appropriate development



3. Provide necessary public parking



4. Promote mixed use programming



Goals of the Master Plan

5. Connect Oxbow, Main, and First Streets



6. Maintain existing scale



7. Encourage pedestrian spaces



8. Remain sensitive to historical context



Goals of the Master Plan



- **Multi Functional**
 - **Mixed-Use:** Office + Residential + Hospitality + Retail
 - **Public spaces** open to the riverfront
 - **Engage** on Oxbow Commons
- **Connected**
 - **Recreational Connectivity** (Oxbow Commons)
 - **Porosity/Accessibility** to Commons & Creek/Riverfront
 - Join existing bike trails and **Napa Vine Trail** on Soscol
- **Diverse**
 - **Fine-grained** building massing
 - **Promote existing** neighboring residential
 - **Enrich adjacent** Historic Buildings
- **Dense**
 - Integrated Structured Parking
 - Enhance Vitality & Activity
 - Maintain & Strengthen Urban Center



Intentions of the Master Plan

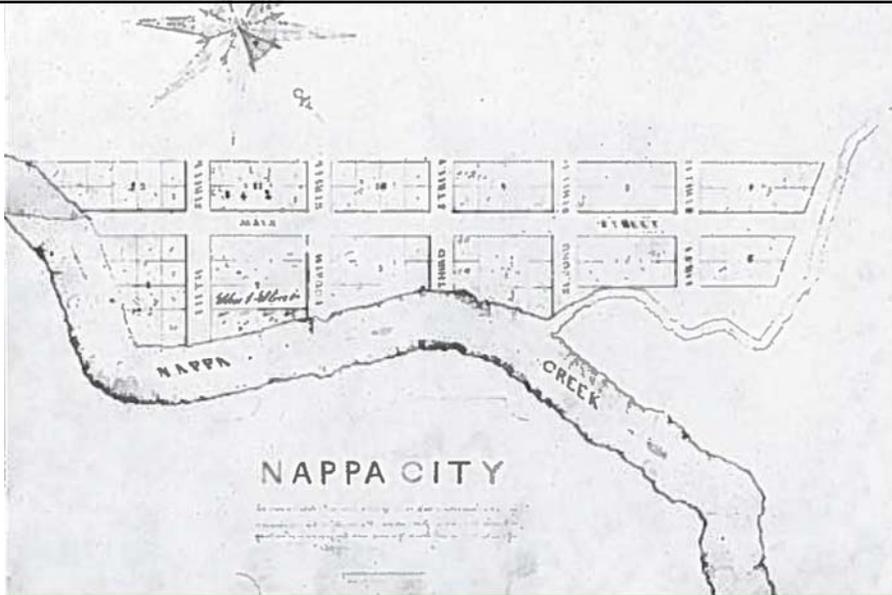
context + constraints





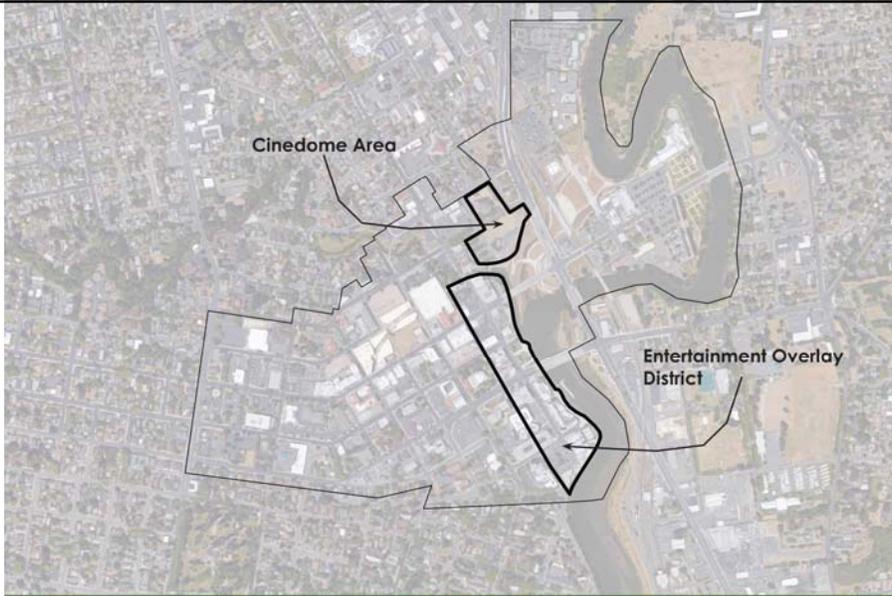
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CONTEXT | Napa Downtown Specific Plan Area



2

CONTEXT | Historical 1847 Coomb's Plan



2

CONTEXT | Main Street / Entertainment District



I | THE BARBELL

Prioritize Main Street Entertainment Overlay District

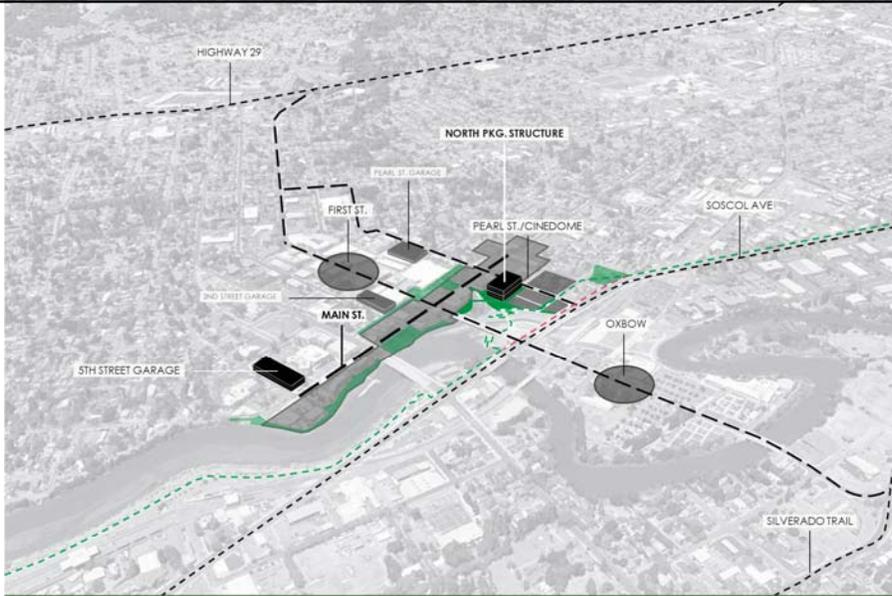
Establish incentivizing criteria for Main/Pearl Intersection to become *northern 'node'* of Main Street Entertainment district

Eastern & Northern portions of Focus Area *segregated programmatically* from the Main Street experience

Provide *In-Lieu Parking Structure at North Node*, similar to 5th Street Garage at South terminus of Main Street.

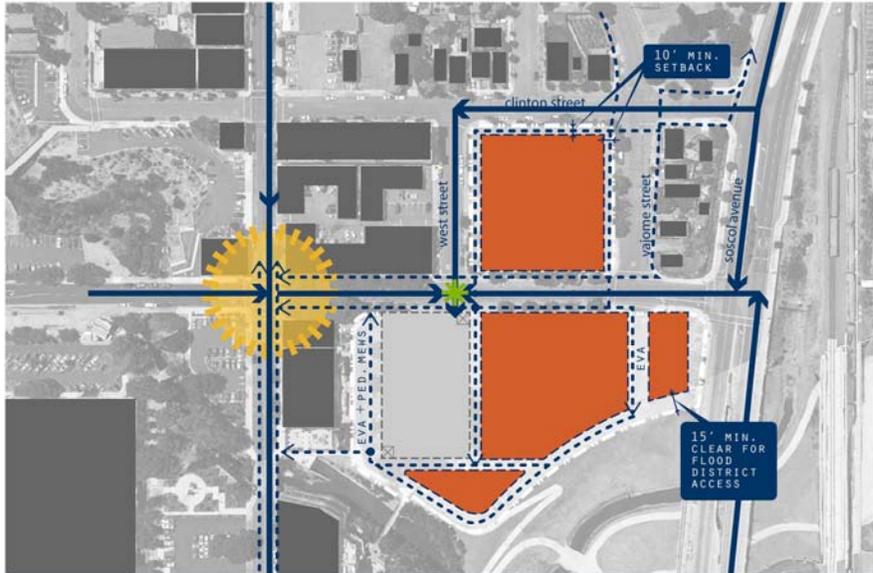
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CONTEXT | "Barbell" Concept



2

CONTEXT | "Barbell" Concept w/ 1st St - Oxbow



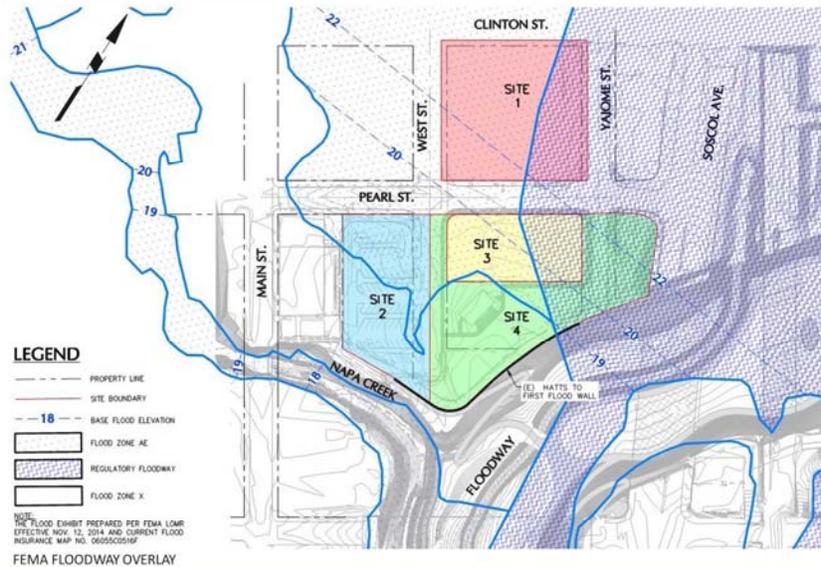
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CONSTRAINTS | Site Layout



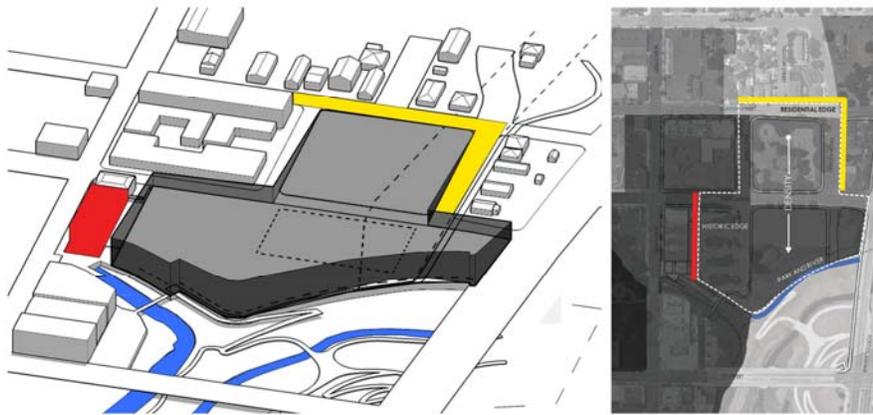
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CONSTRAINTS | Setbacks & Site Access



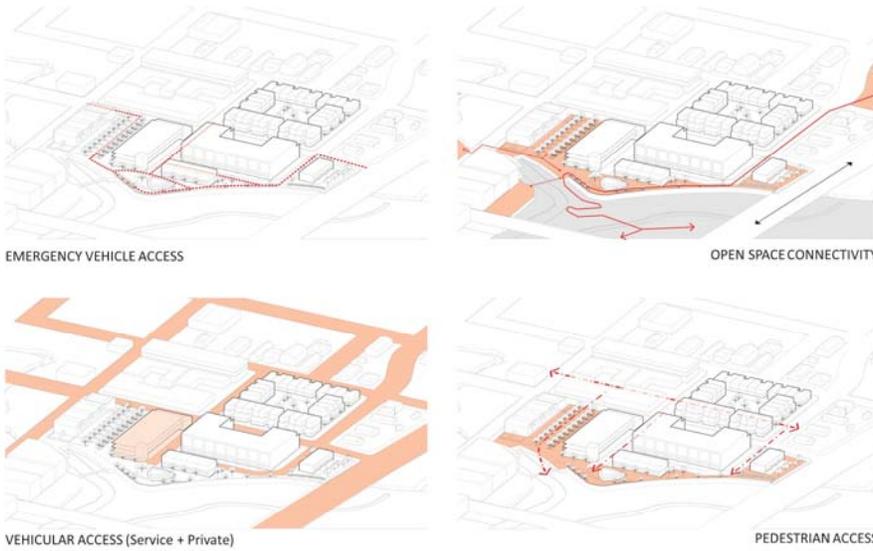
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CONSTRAINTS | Floodway



2

CONSTRAINTS | Scale/Density



2

CONSTRAINTS | Qualitative & Experiential

vision + opportunity



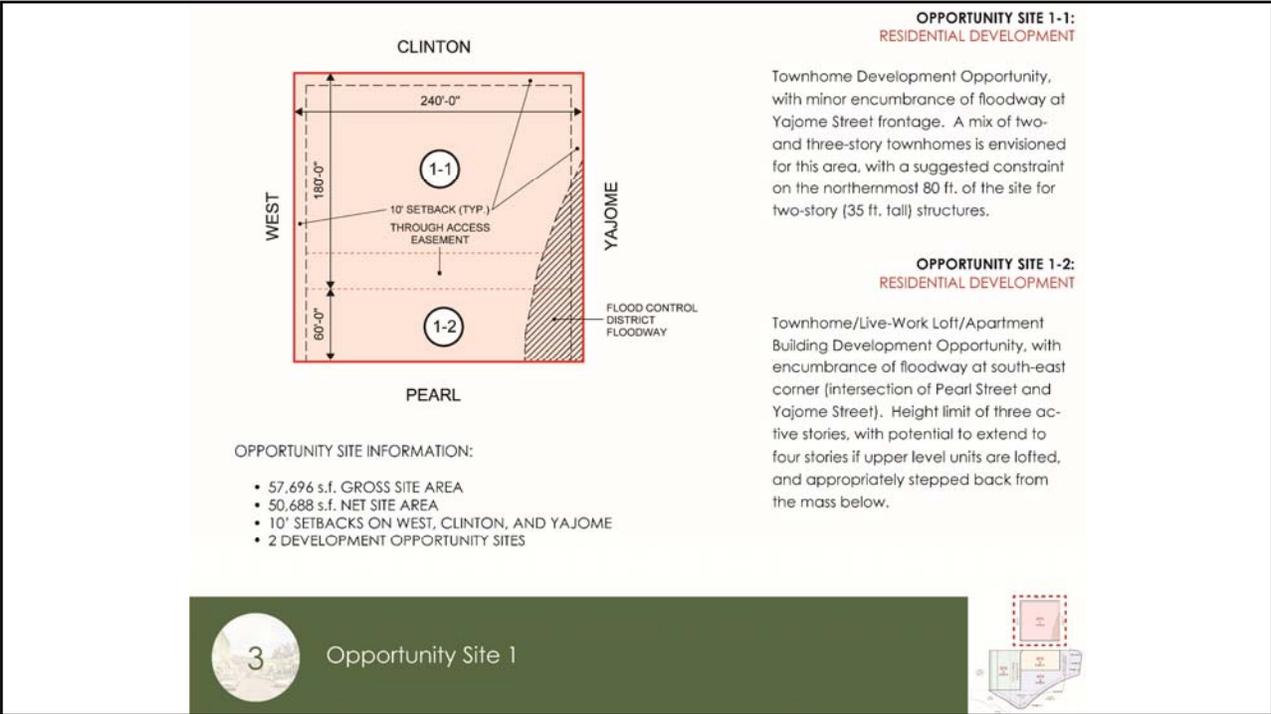
- Potential Uses 
- Parking
- Residential 
- Retail
- Hotel 
- Office
- Public Plaza 
- Open Space

3

Potential Mix of Uses

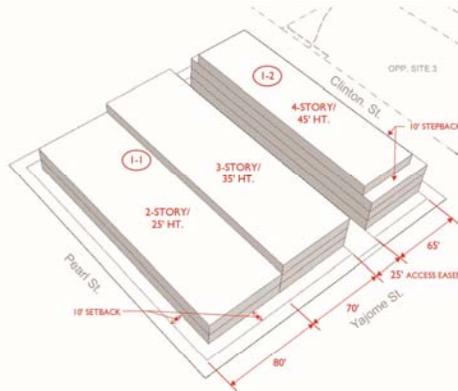


3 Opportunity Areas for Development



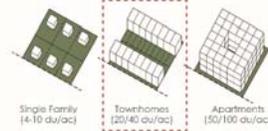
3 Opportunity Site 1



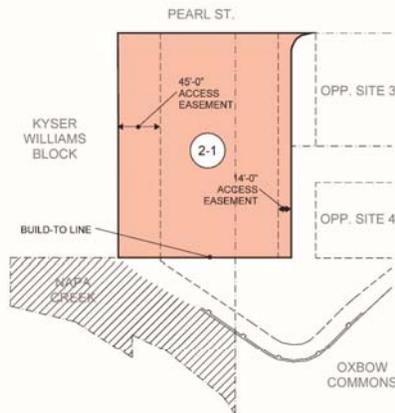


**OPPORTUNITY SITE 1:
RESIDENTIAL DEVELOPMENT**

- Located within the **Downtown Specific Plan 'Transition' Area:**
 - 10-25 units/acre density [14-33 units]
 - 35 ft. Height Limit
 - 5,000 s.f. minimum lot area [12 units]
- **Alternate Accommodation:**
 - 35 ft. Average Height Limit
 - Density limits, not lot area minimum



Opportunity Site 1



**OPPORTUNITY SITE 2:
PUBLIC PARKING DEVELOPMENT**

Park-On Ramp/Speed Ramp Parking Structure Development, by the City, with a minimum of 350 spaces, with liner retail at Pearl Street west of West Street alignment, as well as at the Plaza frontage. Potential land aggregation/joint development with Opportunity Site 3 ownership to allow for both improved urbanistic development massing, and service circulation through to Opportunity Site 4.

OPPORTUNITY SITE INFORMATION:

- 62,260 s.f. GROSS SITE AREA
- 26,430 s.f. NET SITE AREA
- 45' SETBACK/PASEO AT KYSER-LUI BLDG. PROP. LINE
- PUBLIC PARKING STRUCTURE LOCATION



Opportunity Site 2



**OPPORTUNITY SITE 2:
PUBLIC PARKING DEVELOPMENT**

Pasaje Area - Opportunity for Public Art Installation

Pasaje Area - Setback from Kyser Lull Building

3 Opportunity Site 2

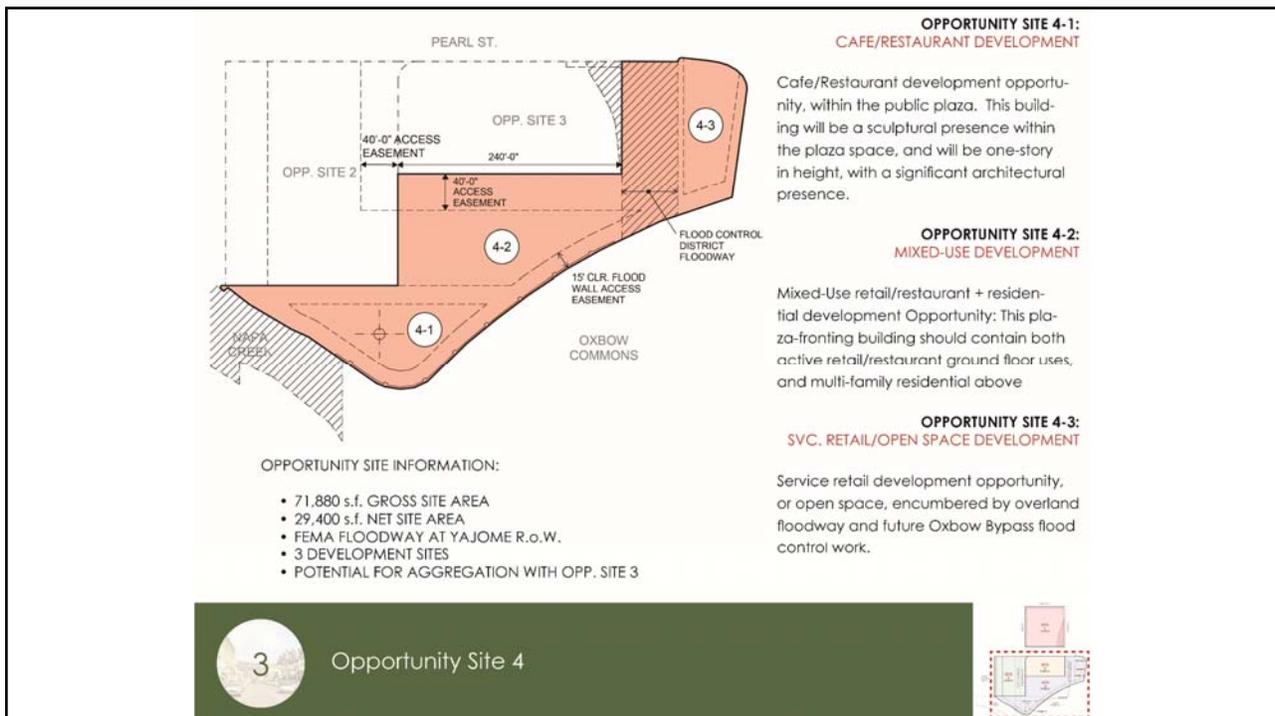
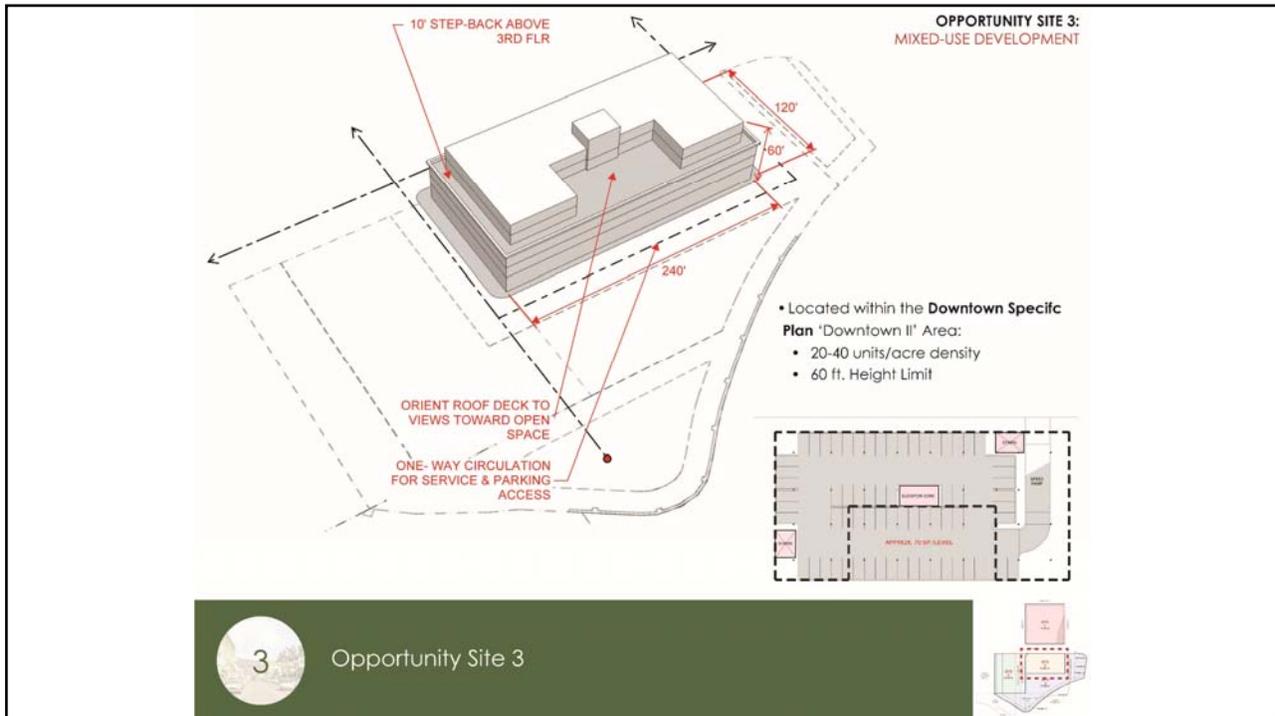
**OPPORTUNITY SITE 3:
MIXED-USE DEVELOPMENT**

Vertical Mixed-Use Development Opportunity, with encumbrance of floodway at Yajome Street frontage, as well as a possible development partnership/aggregation with the City of Napa to allow for with Opportunity Site 2 (give of land at west end of property for equivalent land acquisition at east end of property).

OPPORTUNITY SITE INFORMATION:

- 28,800 s.f. GROSS SITE AREA
- 28,800 s.f. NET SITE AREA
- FEMA FLOODWAY AT EAST END OF PROPERTY

3 Opportunity Site 3



BLDG. 2-1
ACTIVE USES AT BUILD-TO LINE

BLDG. 4-2
ACTIVE USES AT BUILD-TO LINE

50', MAX.

15', CLEAR FLOOD CONTROL ACCESS

**OPPORTUNITY SITE 4-1:
CAFE/RESTAURANT IN PLAZA**

"Cinedome Plaza" as prominent public space fronting on Oxbow Commons, and connected to riverfront paseos and walkways.

- Active uses at ground levels of Sites 2-1 and 4-2 required at build-to line
- Opportunity for sculptural 'in-the-round' cafe-type building within the plaza space
- Public Art opportunity space
- Alternative for larger scale open space

3

Opportunity Site 4

2-1
ADJACENT PKG. STRUCTURE

LOFT RESIDENTIAL UNITS

STACKED FLATS RESIDENTIAL

OPP. SITE 3

4-2

4-1

OXBOW COMMONS

ACTIVE RESTAURANT FRONTAGE

**OPPORTUNITY SITE 4-2:
MIXED-USE DEVELOPMENT**

- 50 ft. tall building to align with mass of parking structure to the west
- Restaurant/Bar uses encouraged at plaza level, with active indoor/outdoor connection to the plaza
- Potential for three stories of vertical mixed-use program atop podium, with parking for upper level uses underground, and in northern portion of ground floor

3

Opportunity Site 4

OPP. SITE 3

PEARL ST.

16' MAX

32'

SOSCOT AVE.

OXBOW BYPASS

PEARL STREET

KYSER-LIAMS LOCK

OPP. SITE 3-1

OPP. SITE 4-3 PUBLIC ART LOCATION

OPP. SITE 4-2

NAPA CREEK

OPP. SITE 4-1 CINEDOME

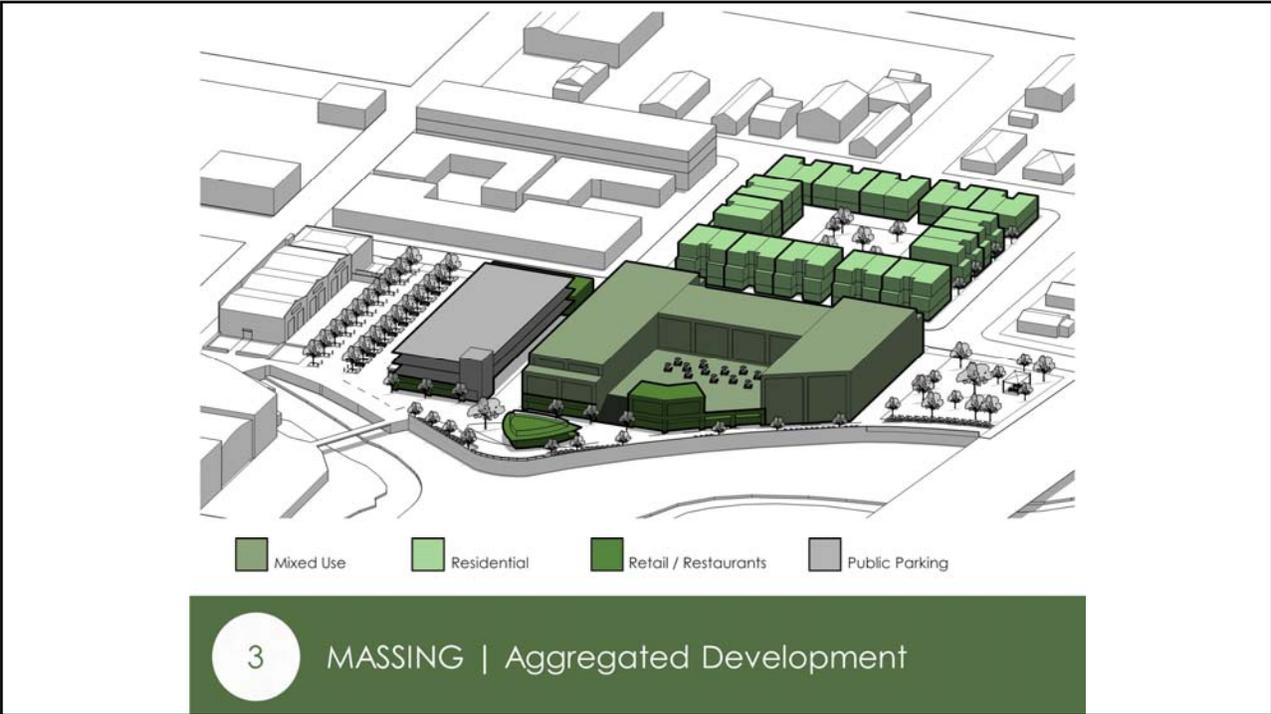
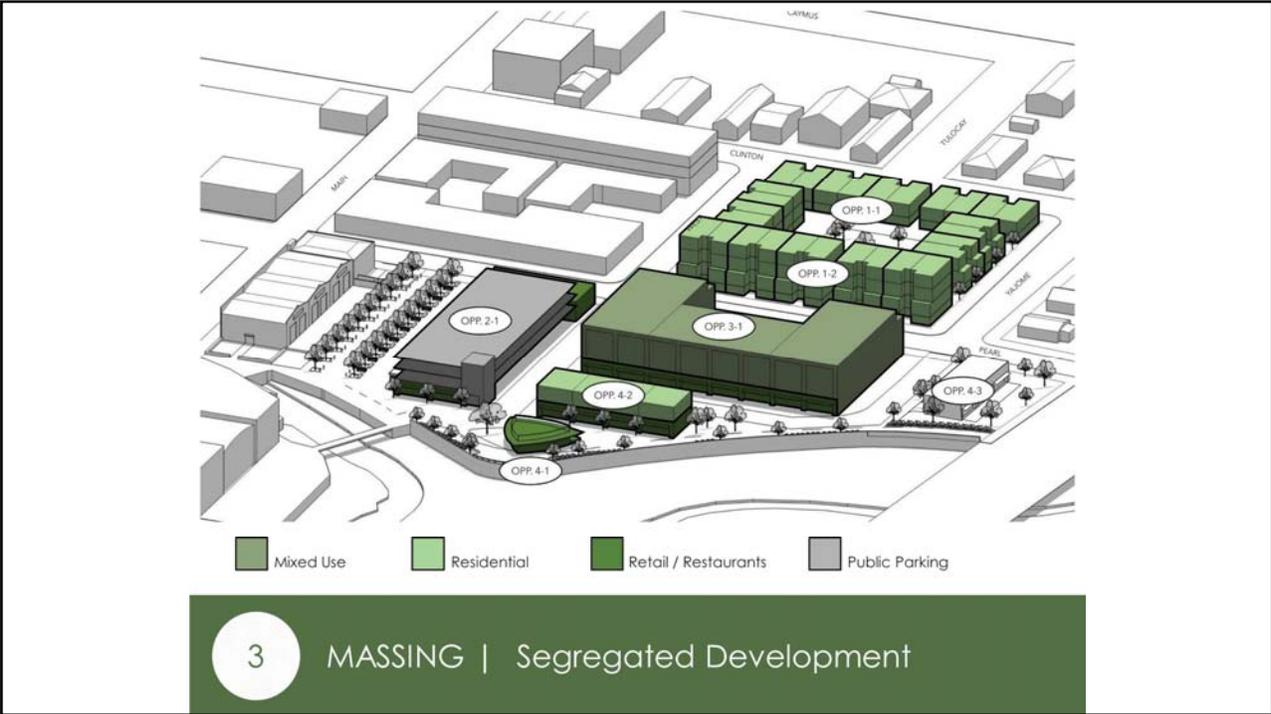
**OPPORTUNITY SITE 4-3:
SVC. RETAIL/OPEN SPACE DEVELOPMENT**

- One-Story retail/service building with associated outdoor space
- Connection to cycling and Napa Valley Vine Trail
- Alternate/Interim option for Open Space, similar to China Point Park, one block south
- Public Art Opportunity Area

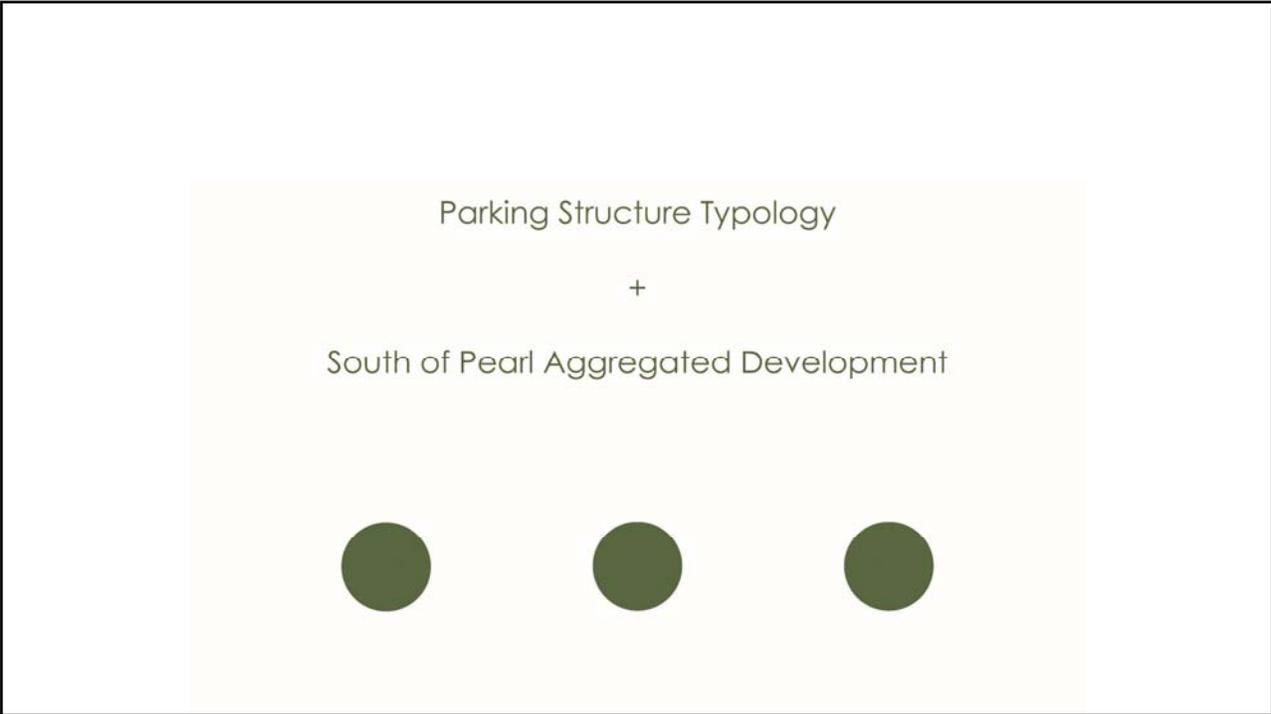
3 Opportunity Site 4

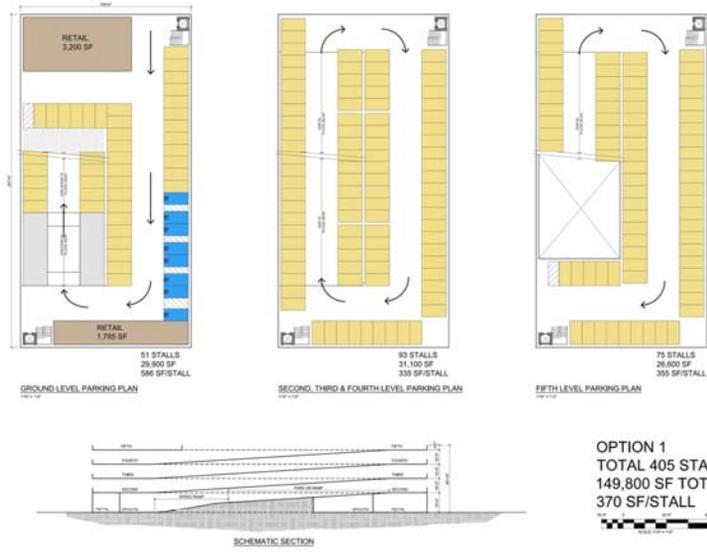
Development Massing

3

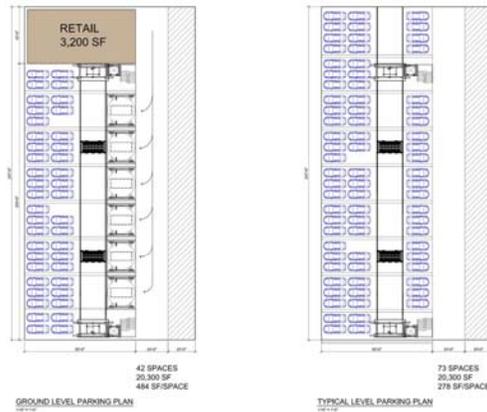








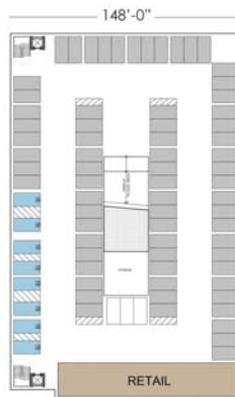
PARKING | Traditional Park-On Ramp (Opt. 1)



OPTION 2:
MECHANIZED PARKING

- 5 LEVELS
- TOTAL HEIGHT = 48'-0"
- NARROW FOOTPRINT (82')
- MINIMIZES IMPACT ON OPPORTUNITY SITE 3 AND WEST STREET
- TOTAL 334 SPACES
- 101,500 S.F. TOTAL
- 304 SF/STALL

PARKING | Mechanized Parking (Opt. 2)



**OPTION 3:
FLAT SLABS W/ SPEED RAMP**

5 LEVELS

TOTAL HEIGHT = 49'-10"

POTENTIAL FOR FUTURE
CONVERSION TO ALTERNATE
PROGRAMMING - SPEED
RAMP DEMOLITION ALLOWS
FOR LIGHT WELL & VERTICAL
CIRCULATION CORE

WIDER FOOTPRINT (148')
IMPACTS OPPORTUNITY SITE
3 MORE SIGNIFICANTLY

TOTAL 415 SPACES
182,780 S.F. TOTAL
440 SF/STALL

PARKING | Speed Ramp w/ Flat Slabs (Opt. 3)

Parking Precedents



Biltmore Valet Garage, Miami



West Hollywood automated garage

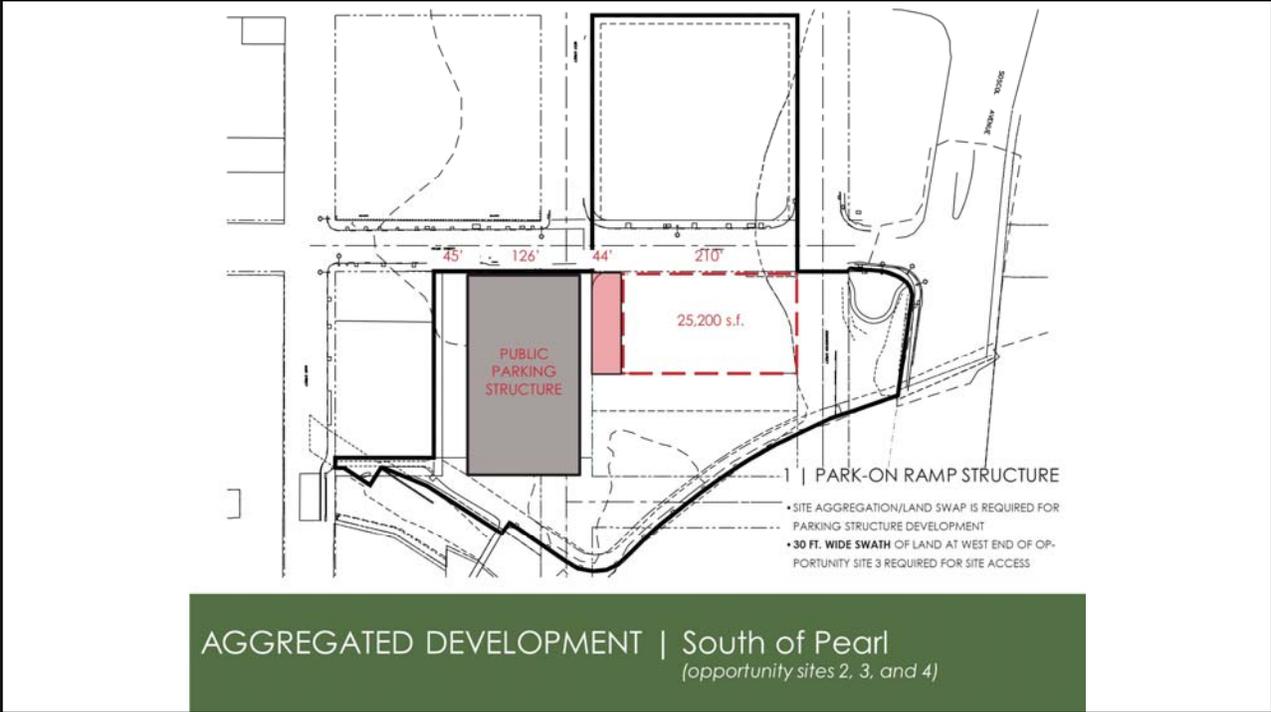
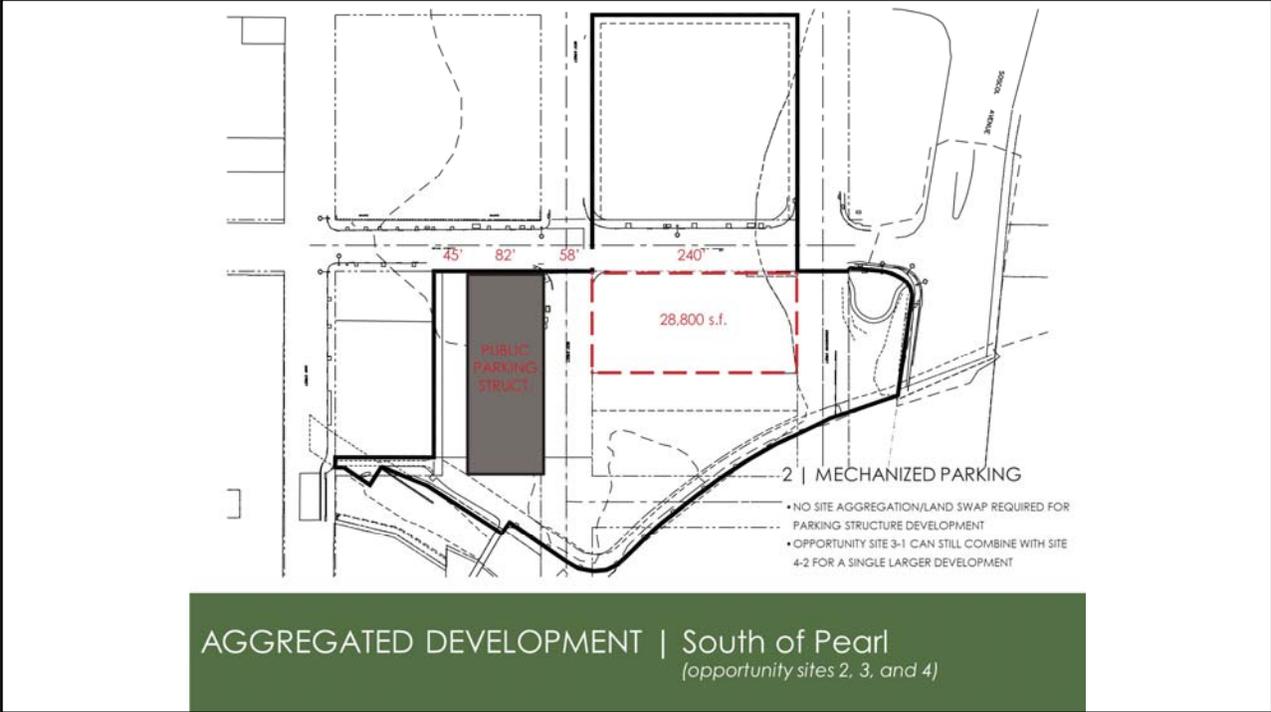


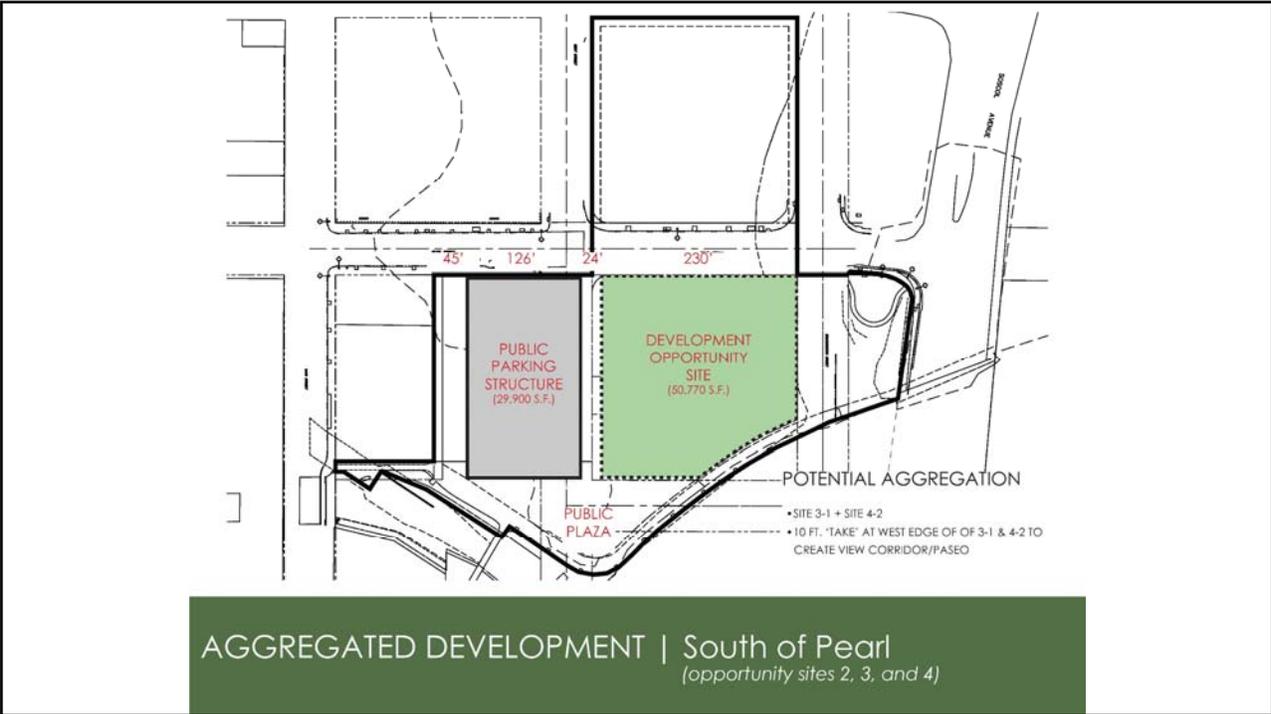
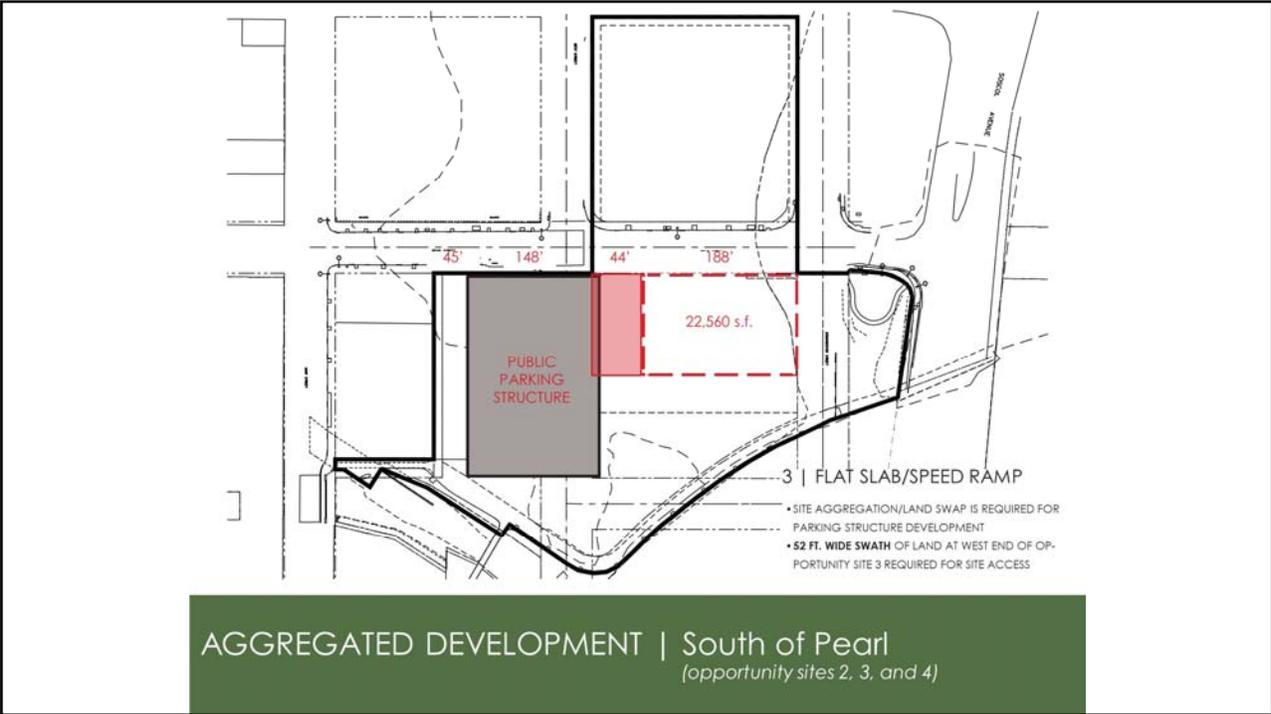
traditional parking garage



automated parking garage

PARKING | Precedents

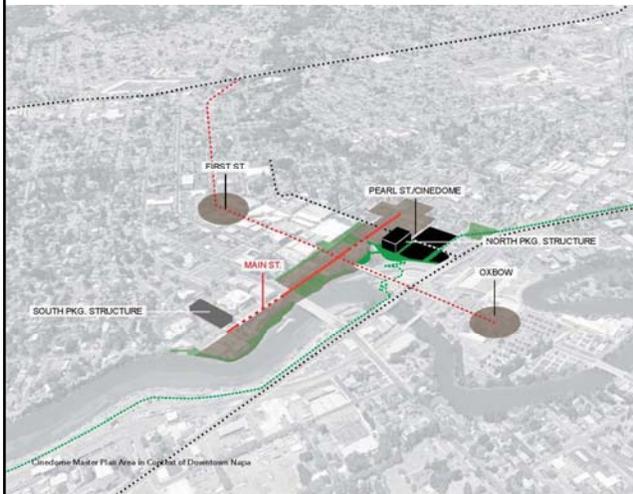




Cinedome Focus Area

MASTER PLAN

Napa, California



CINEDOME MASTER PLAN

City of Napa

[FORGE]

In association with:

Smith + Smith Landscape Architects - FirstCarbon Solutions - Kinley-Horn
Waty Design Group - Langan - Laura Gilgby Art Consulting

Tier One Stakeholder Draft (image updates): March 6, 2018

Sailing vessels on Napa River near Steamboat Wharf, Early 1900s



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ACKNOWLEDGEMENTS

CITY COUNCIL

All Techol, Mayor
Peter Mott, Vice Mayor
Jim Kider
Scott Sedgley
Doris Gentry

PLANNING COMMISSION

Mike Murray, Chair
Beth Parizek, Vice-Chair
Gordon Hunter
Paul Kelley
Alexander Myers

CITY OF NAPA STAFF TEAM

Rick Tooker, Community Development Director
Elin Morris, Planning Manager
Michael Walker, Senior Planner
Robin Klingbeil, Sr. Economic Development Project Coordinator

CONSULTANT TEAM

FORGE
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Mu Ping Cheng
Christian Austin
Dustin Jacobs

SMITH + SMITH LANDSCAPE ARCHITECTS

H. William Smith
Jason Miam
Avery He

FIRSTCARBON SOLUTIONS

Mary Bean
Andrew Hill
Ian Peterson

KIMLEY-HORN

Adam Dankberg, P.E.
Mycha Loomis, P.E.

WATRY DESIGN GROUP

Michelle Wendler

LANGAN

DJ Hudson
Vitina Mandella

LAURA GRIGSBY ART CONSULTING

Laura Grigsby

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 Ox-bow 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 Ox-bow Market); and the Cinedome Focus Area (this Study Area).



Water St Flooding, 1986



Bypass Channel in 2017

CINEDOME MASTER PLAN | 1

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.

Master Plan Area Extends Image

- 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, west of West 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., office and residential) 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.



FIGURE 1 | MASTER PLAN AREA

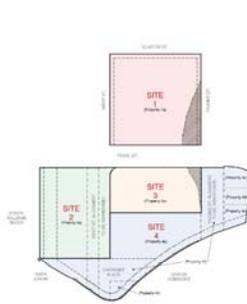


FIGURE 2 | OPPORTUNITY SITES

tures that contribute to the identity and character of the area.

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

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 (00/00/0000), and City Council (00/00/0000). Based on comments provided, a revised draft Master Plan was prepared as well as a draft amendment to the Downtown Specific Plan Environmental Impact Report (DSP EIR). The public review process culminated with additional public meetings held by the Planning Commission on 00/00/0000, and the City Council adopted the Cinedome Master Plan and Cinedome Master Plan EIR on 00/00/0000.

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.



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.



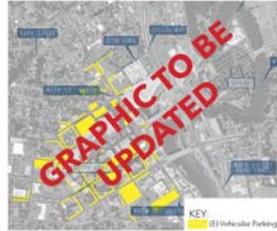
Objective LU-8 - Sidewalks, Crosswalks, Passes, and Setbacks: Enhance pedestrian accessibility through completion of new walkways, enhanced setbacks for views from Pearl Street to Oxbow Commons, and connection to Main Street sidewalks and Opera House Plaza bridge to the south of the Kyser-Lui Block.

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CIRCULATION

Objective Circ-1 - Pedestrian Network: Expand and reinforce a pedestrian-scaled network of plazas and passes 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.



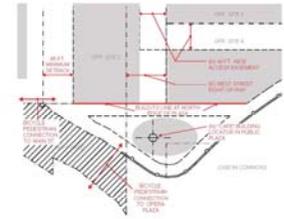
Objective Circ-3 - Flood Control Access: Provide service truck access to the entire length of the Oxbow Commons Bypass Channel flood wall along the south edge of the Master Plan area for maintenance purposes.

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



DESIGN & MASSING

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.

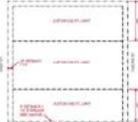


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Objective DM-2 - Step Back Massing Above Second Floor: To maintain a pedestrian scale in the public spaces and streets in the plan area, structures should step back a minimum of 10 feet above the second occupied floor at public rights-of-way, and the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

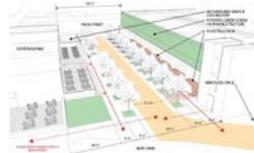


Objective DM-3 - Reduce Scale and Massing at North End of Opportunity Site 1: Development on Opportunity Site 1 should step down in height to two-stories or 35 ft. maximum height for the first 80 ft. of parcel depth from Clinton Street to provide an appropriate transition to the lower-scale single-family neighborhood.



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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 set-back/step-back is desired for adjacent to the rear property line of the Kyser-Lui property.



Objective DM-5 - Architectural Context: New development within the Cinodome 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.

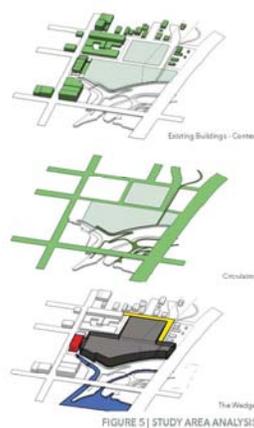


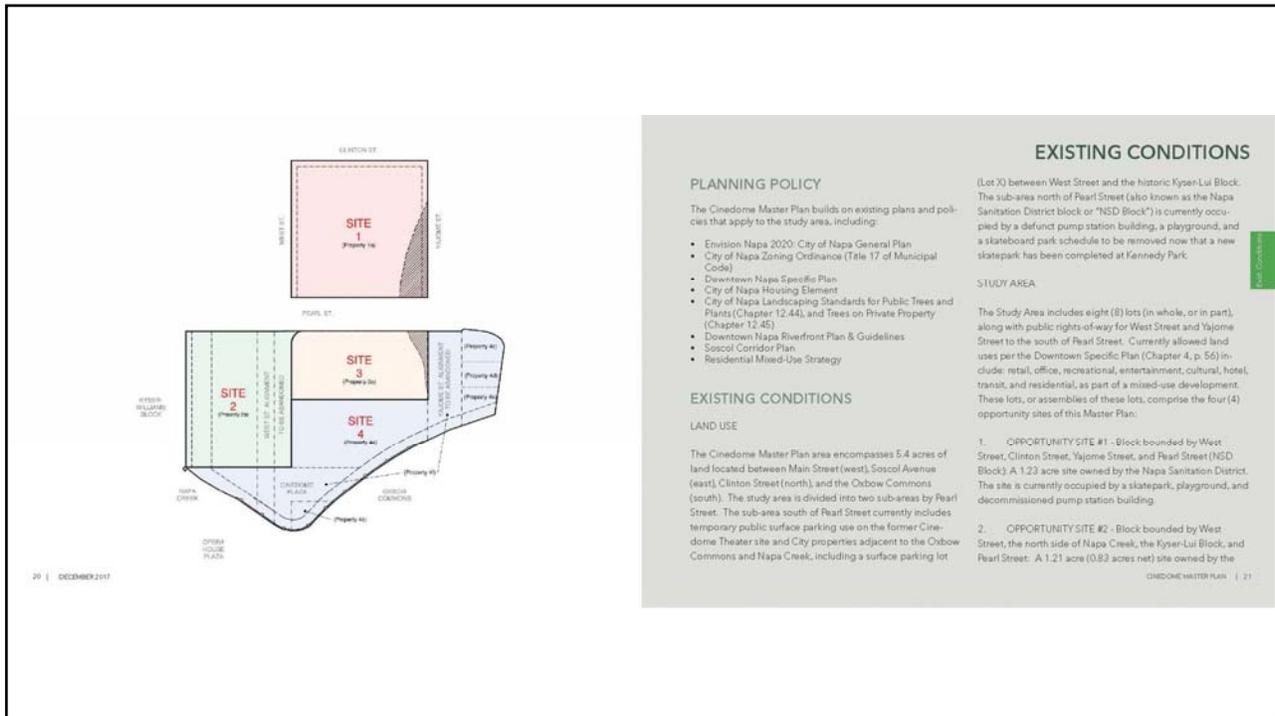
FIGURE 5 | STUDY AREA ANALYSIS

SCOPE OF THE MASTER PLAN

The Cinodome 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, (the currently existing) West Street, and the Oxbow Commons, either as a City-initiated project, or constructed in a public-private partnership.

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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. 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 1V, Existing Utility Plan



Kyar Building

HISTORY

The land of the "Water-Going-Out Place" of the Mayankmah 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 practices. Three of those Ranchos, Rancho Rodriguez, and Higuera lands, encompassed the area of the City of Napa. Nicholas Rodriguez and John Griggly for carpentry work had done with a land grant for the area immediately adjacent to 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



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 Napa Sanitation District to ally flooding in the downtown area.

DISCUSS LOCATION OF THIS SECTION IN THE BOOK

operated on Pearl Street from 1982 to 2014. 1100 West Street (the former City of Napa Parks and Recreation Services building) was located off-site in 2016, and the property was converted to a temporary parking lot, serving the downtown area.



Coombs Plan, 1847



Former Cinedome Theater
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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 in 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 ADAG, 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 "RIZ" 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

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LAND USE AND URBAN DESIGN

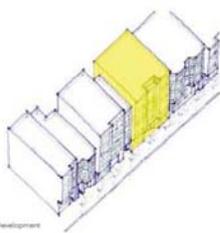
The Master Plan maintains the existing land use designations, as set forth in Chapter 4 of the Downtown Specific Plan, across the study area's opportunity sites, with the exception of ground floor use restrictions on Opportunity Sites 2, 3, and 4. While no significant land use changes are otherwise proposed from the existing zoning or Specific Plan designations, the Master Plan provides additional direction and specific policies 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 requirements 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 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.

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Infill Development



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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 LU.1.1: 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 LU.1.2: 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.

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 with active ground floor uses.

Policy LU.3.1: Support the Downtown Mixed Use designation (see Downtown Specific Plan) 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 hotel uses are discouraged 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 Pearl Street, West, and Yajome Street frontages. At the Pearl Street façade, stoops or recessed entries are encouraged.

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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.



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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, including 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.



Objective LU-6 - Minimize Impact on Neighboring Residential Uses: Development of the 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 (85-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 generally should not exceed three stories immediately adjacent to the Kyser-Lui Block, although with appropriate design such as setbacks and/or massing elements, the West Street frontage could be up to four stories.



Policy LU 7.2: The rear setback from the Kaiser-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.

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Objective LU-8 - Sidewalks, Crosswalks, Paseos, and Setbacks: Enhance pedestrian accessibility through enhanced setbacks for views from Pearl Street to the Oxbow Commons, and connection to 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 over 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.



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DEVELOPMENT STANDARDS

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 Crinedome 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.

DOWNTOWN SPECIFIC PLAN, CHAPTER 5

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(a) - 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.

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 setbacks 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 roof lines

Action B.6c - Vary materials and colors to enhance key

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components of a building's façade (i.e. window trims, entries, projecting elements, etc.)

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.

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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.

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

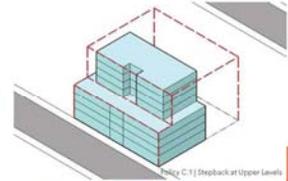
Policy E.5(a) - Include elements on commercial façades that make up a complete storefront including doors, display windows, bulkheads, signage areas and awnings. Entrances should be recessed from the facade, creating a small alcove. This should apply to both new and rehabilitated buildings.

Policy E.6 - Utilize architectural elements such as cornices, lintels, sills, balconies, awnings, porches and stoops to enhance building façades. 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 façades that are visible from the public realm that exhibit sophisticated levels of



Policy C.1 Stepback at Upper Levels



Policy E.2 Entrance Facade at Street Level

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design and materials. Rear façades may look like the back of a building but still be pleasant and inviting. Side and rear façades 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 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 façades.

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 façades 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 façades 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 façades 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.



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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.

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 beam 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 Nap's High Performance Building Operations (HPBO) practices and the measures outlined in the HPBO checklist.

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II. 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.

1. 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 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 frieze 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.



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ADDITIONAL DEVELOPMENT STANDARDS

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 to 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.

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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 project boundaries within any of the four opportunity sites bound by this project, will need easements to be provided during the mapping process.

FLOOD PLAN

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.

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.

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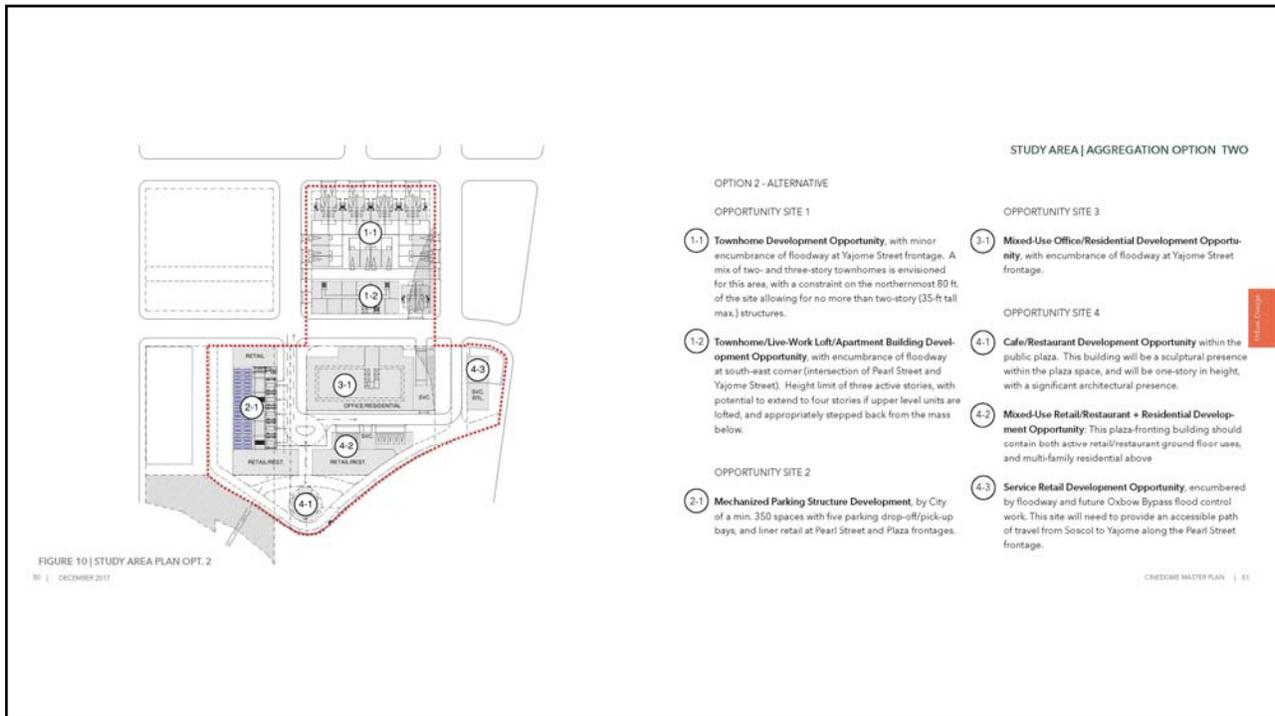
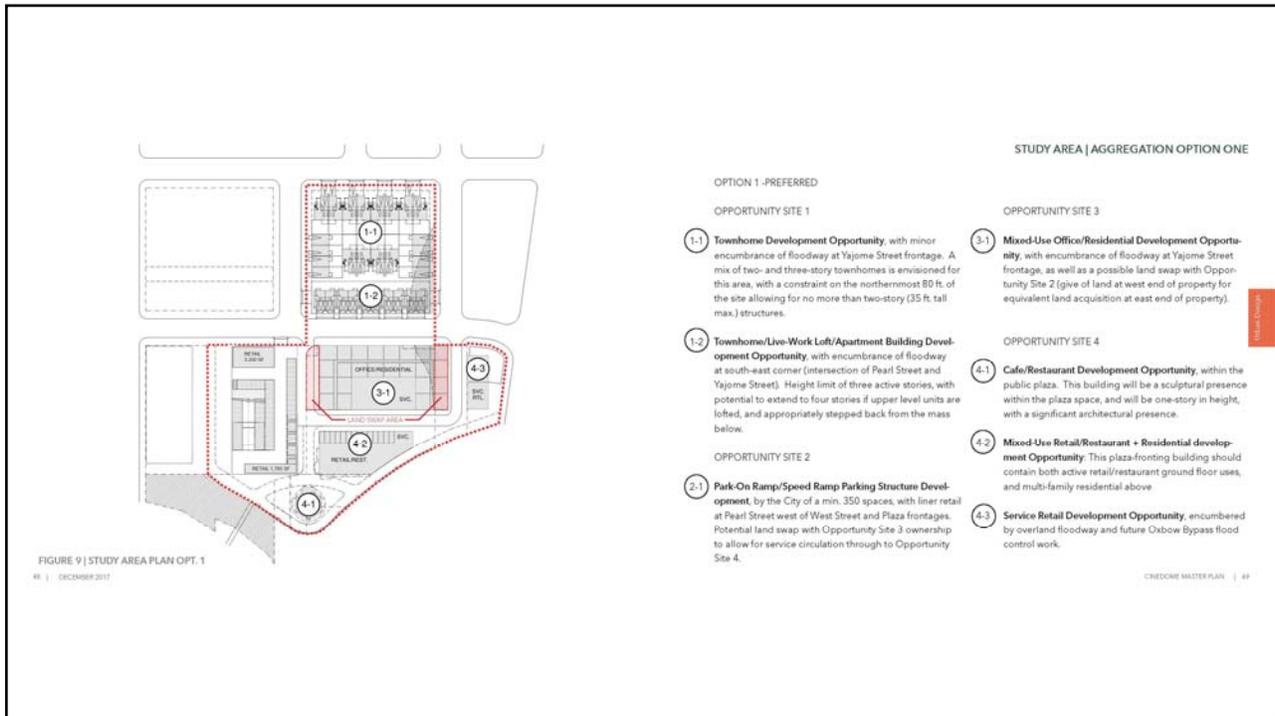
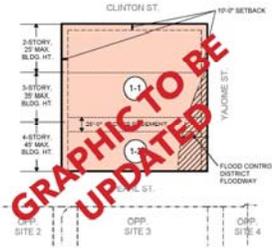


FIGURE 11 | OPPORTUNITY SITE 1



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.

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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 multi-family 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 for the northern third of the site, with a step-up to three-stories in height the middle third 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

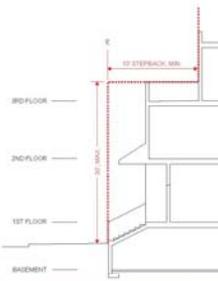
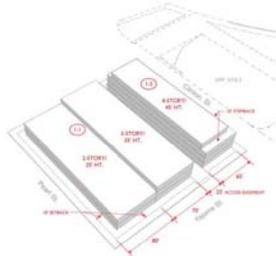
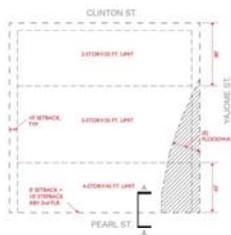
Additionally, guest parking shall be provided off-street at 1 space per 5 units (dU)

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 facade 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.

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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.

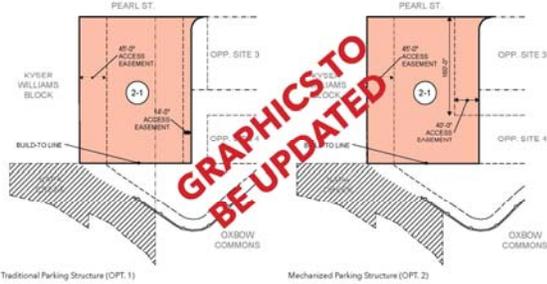
Opportunity Site 1.2 is envisioned as either a live-work loft product with activated openings to Pearl Street, or a podium stacked flat product with parking below grade.

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FIGURE 12 | OPPORTUNITY SITE 2



Traditional Parking Structure (OPT. 1)

Mechanized Parking Structure (OPT. 2)

Site 2 | The 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 3 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 location of a new public parking structure to serve the surrounding downtown pedestrian district, and the "park once" philosophy of downtown Napa.

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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

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:

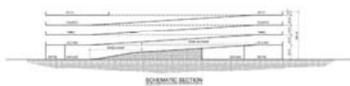
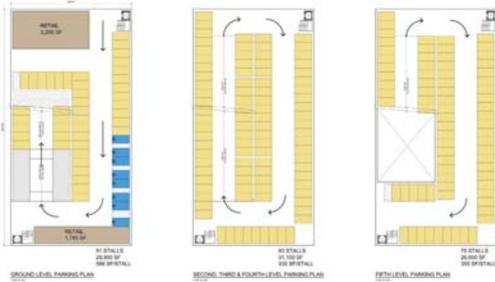
- Make a land swap with the SyWest Parcel (Opportunity Site 3-1) to allow for access to the site to the east of a proposed new parking structure
- Utilize the existing West Street right-of-way and relocate existing sub-grade utilities infrastructure in this area.

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.



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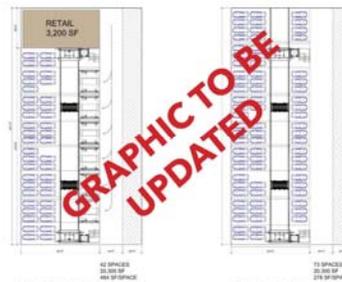
TRADITIONAL PARKING STRUCTURE



OPTION 1
TOTAL 405 STALLS
149,800 SF TOTAL
370 SF/STALL

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MECHANIZED PARKING STRUCTURE



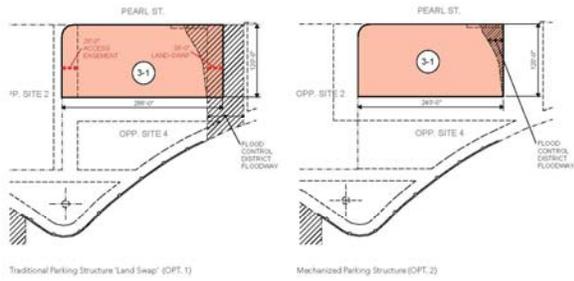
OPTION 2: AUTOMATED PARKING
5 LEVELS, TOTAL HEIGHT - 46'-0"



OPTION 2
TOTAL 334 SPACES
101,500 SF TOTAL
304 SF/STALL

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FIGURE 13 | OPPORTUNITY SITE 3



Traditional Parking Structure "Land Swap" (OPT. 1)

Mechanized Parking Structure (OPT. 2)

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. The Master Plan envisions this Opportunity Site as a vertical mixed-use building comprised of retail, residential, and/or office uses.

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Recommended Land Use: The Master Plan recommends the development of a mixed-use structure with sub-terranean parking facilities on this parcel. Potential recommended uses include office and multi-family residential. Hotel and Retail Uses are discouraged on this opportunity site.

Service and Trash Collection Access: A ring road is envisioned within Opportunity Site 4 which will provide access around the perimeter of this opportunity site.

Land Assembly: To facilitate development of a new parking structure on the adjacent Opportunity Site 2, depending on the typology of the structure, the City may need to:

- Swap land with this parcel to allow for access to the site to the east of a proposed new parking structure (see Figure 13, Opt. 1 for intent of this swap). Alternatively, the subterranean parking could be designed to integrate with parking at Opportunity Site 2.



Potential subterranean parking layout

Auto Access and Signage: Automobiles shall access on-site subterranean parking from the ring road on Opportunity Site 4.

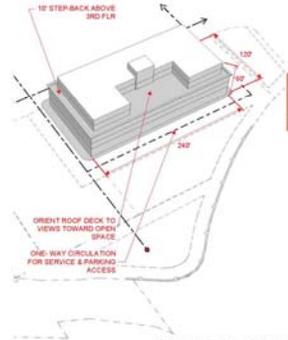
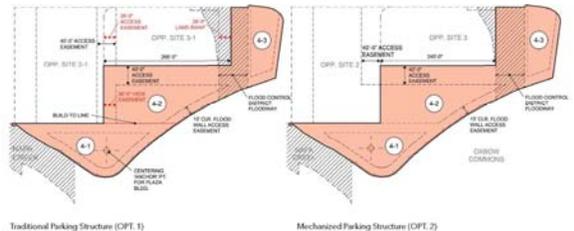


FIGURE 14 | OPPORTUNITY SITE 4



Traditional Parking Structure (OPT. 1)

Mechanized Parking Structure (OPT. 2)

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 Osbow 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 the development of three distinct buildings.

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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 summons Opportunity Site 3.
- 4-3: A one-story, commercial service use adjacent to Sausal Avenue, with a focus on bicycle-oriented customers, along with an accessible path of travel from Sausal to Yajome along the Pearl Street frontage.

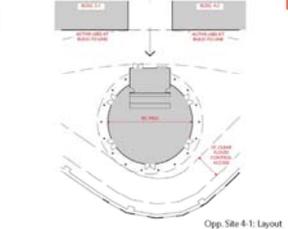
Setbacks & Easements: A 15 ft. access easement is required for County Flood Control District maintenance of the existing flood wall along the south edge of the study area.

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 site 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, and the public plaza space.



Active Uses at base of Mixed Use Building fronting public plaza



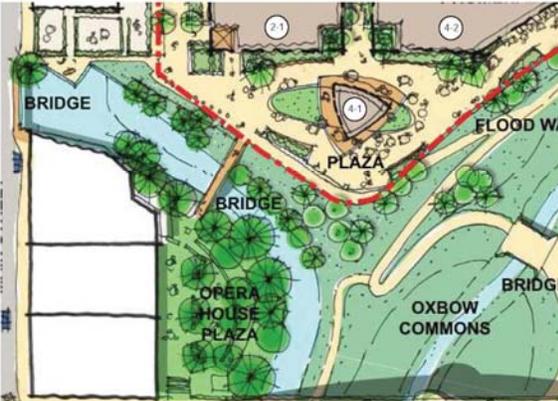
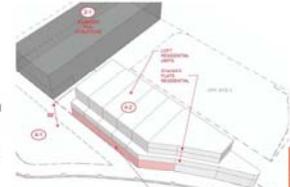


FIGURE 15 | PUBLIC PLAZA ILLUSTRATIVE PLAN

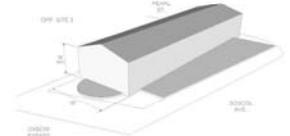
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OPPORTUNITY SITE 4

- 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.



Opp. Site 4-2: Massing



Opp. Site 4-3: Massing
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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.

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PUBLIC ART

ARTWORK GUIDELINES

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

Artwork Characteristics:

- Artwork to be an independent and separate feature of the site – not part of a building or landscape.
- Artwork to be created by artists not already in the collection of the City of Napa.
- Artwork to be appropriate for Downtown Napa, but also aspirational with a vision beyond Napa.
- Artwork to provide interest and interaction between people and art; promote conversation and curiosity.
- Artwork to be sensitive to its surrounding architectural context and contrast with the architecture in a complementary way.
- Artwork to be original creative and distinctive – not imitative or to be confused with architecture, landscape or signage.
- Artwork to be made of appropriate materials as it relates to durability, maintenance, safety.
- Consider artists of the region and beyond.
- Artist to consider lighting of the artwork and both the daytime and night time experience.
- Provide signage crediting the artist(s). Consider providing a brief artist quote, poem or sentence which enhances the public's understanding of the artwork.

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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.

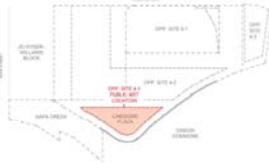


Wiy McManis ("Love and Loss")



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



Tom Bravogian ("Pipe Dreams")



CINEDOME MASTER PLAN | 51

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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.

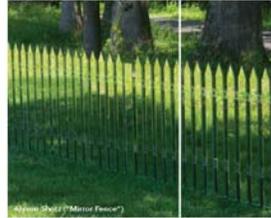


FIGURE 16 | CIRCULATION DIAGRAM - EXISTING CONDITIONS
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CIRCULATION AND PARKING

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 & Yipoma 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 passageways in three locations.

Circulation Objectives and Policies

- Objective CIRC-1 - Pedestrian Network: Expand and reinforce a pedestrian-scaled network of plazas, passageways, 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

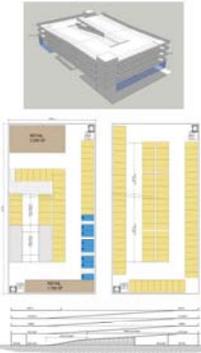
improve or redevelop without the burden of on-site parking.

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 | OPTION ONE
Traditional Park-On Ramp Structure



PARKING STRUCTURE | OPTION TWO
Mechanized Parking System



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PUBLIC PARKING

In order to provide public parking to support the downtown, 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.

Two options for the construction of this parking structure are outlined here, in response to specific site constraints, including:

- Defers for a larger setback from adjacent historic Kyser-Lui 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 options presented here. In the short-term, the most cost-effective allocation of parking fees is to construct a helical park-on ramp (Option 1), 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 (see aggregation Option 1 plan - Figure 10).

A second 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. It does, however, also come at a much higher cost per stall (see aggregation Option 2 plan - Figure 11).

OPTION 1 -

- Pros:**
- lower cost per stall
 - self-parking
 - typical layout

Cons:

- Site constraints
- No future uses

OPTION 2 -

- Pros:**
- smaller footprint
 - partially "future-proof"
 - limited pedestrian circulation

Cons:

- higher cost per stall
- unfamiliar to the public

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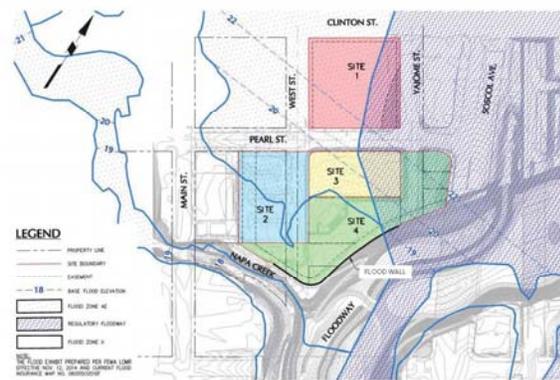


FIGURE 17 | FEMA FLOOD EXHIBIT

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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 additions/modifications to the Specific Plan Guidelines were adopted concurrently with 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 35 ft.
2. Access: an east-west vehicle, bicycle, and pedestrian access alleyway shall be provided between West Street and Napa 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: Build 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.

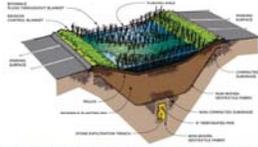
OPPORTUNITY SITE 4 -

1. Build-to Line: Build 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

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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 20 on page 82 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.

drology 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.

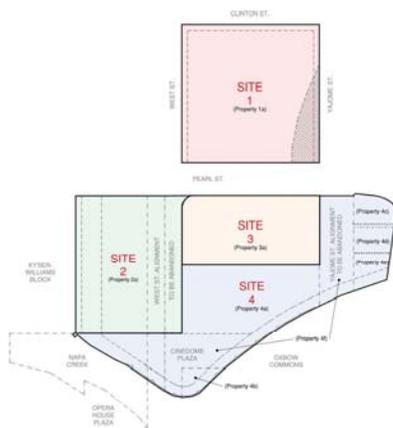
Utilities

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.



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	003-144-000	1.23 ac.	Decommissioned Pump Station Skateboard Park/Playground	1.20 ac.	Mixed density residential
2	a	003-172-000	1.23 ac.	Surface Parking Lot Napa Creek Pedestrian Bridge	0.83 ac.	Public Parking Structure, Public Plaza
3	a	003-174-012	0.70 ac.	Surface Parking Lot	0.70 ac.	Mixed-Use Retail/Office
4	a	003-175-000	0.69 ac.	Surface Parking Lot		
4	b	003-174-001	1.07 ac.	Surface Parking Lot		
4	c	003-175-001	0.07 ac.	Surface Parking Lot	1.76 ac.	Public Plaza, Mixed-Use Building (Retail/Office over Retail), Cafe Building, service retail building
4	d	003-175-003	0.07 ac.	Surface Parking Lot		
4	e	003-175-004	0.13 ac.	Surface Parking Lot		
4	f	public rights-of-way	0.87 ac.	Circulation & Surface Parking	0.87 ac.	same as above

TABLE A | INCLUDED PROPERTIES

Cinedome Focus Area

MASTER PLAN

Napa, California



From: Bill Vierra <Bill_Vierra@sywest.com>

Sent: Monday, April 30, 2018 5:59 PM

To: Techel, Jill; Mott, Peter; Gentry, Doris; Krider, Jim; Sedgley, Scott

Cc: Tooker, Rick; Walker, Michael

Subject: SyWest Development - opposition to current draft of the Cinedome Focus Area Master Plan

Dear Mayor, Vice Mayor, and City Council Members;

I am reaching out to communicate directly with you in advance of the City Council meeting tomorrow, April 31, 2018, and to respectfully register SyWest Development's opposition to this current draft of the Cinedome Focus Area Master Plan.

SyWest Development, a subsidiary of Syufy Enterprises, is the owner of one property that resides within, and thus will be subject to, the pending Cinedome Focus Area Master Plan. As background, I first engaged with city staff as far back as 2004 / 2005, when preparing the theater to relocate to its current location at the South Napa Century Center, and for over a decade we consistently communicated our desire to redevelop our site. Part and parcel to these ongoing discussions, we also monitored progress of the Army Corps - Oxbow bypass project, the work of which has been essential to "unlocking" our property's development potential. We still remain interested in redeveloping our land, and in seeing the other properties subject to the Cinedome Focus Area Masterplan develop to their full potential as well.

To this end, from inception we were eager to support City staff in their undertaking a master planning endeavor. In further support of these efforts we offered to demolish our building and 'contributed' the ongoing use of our land, at no-cost, to assist as an interim parking solution until the master plan could be formulated and adopted. We still remain supportive of this master plan process, but cannot support the draft plan as it is currently proposed. We did voice our concerns to staff and continue to remain open to a more collaborative approach, and in reaching an equitable solution. Please note, we also raised this matter two weeks ago pursuant to the attached April 18, 2018 letter addressed to the Planning Commission.

In the coming week, I will reach out to each of you with an open invitation to discuss our thoughts and concerns either in person or via telephone.

If you should have any questions in the interim, please feel free to contact me.

Best regards.

Bill Vierra
President and COO
SyWest Development
150 Pelican Way
San Rafael, CA 94901
415-448-8321 Direct

Bill_Vierra@SyWest.com
www.sywest.com

SYWEST

DEVELOPMENT

April 18, 2018

Gordon Huether
Michael A. Murray
Alexander Myers
Beth Painter
Paul W. Kelley
City of Napa - Planning Commission
1600 First Street
Napa, CA 94559

RE: Planning Commission Agenda Item 8.A
File Number PL17-0092
Draft Cinedome Focus Area Master Plan

Dear Planning Commission members:

SyWest Development has now had an opportunity to review the Planning Commission Staff report and draft master plan related to the above-referenced Planning Commission Agenda Item 8.A. Please accept this letter as notification that, as one of the property owners within the planning area, we are unable to support the plan as currently drafted.

As background, our sister company at the time, Century Theatres, operated this theater since 1982 until it was relocated in 2012. We have been business members and property owner in the City of Napa for many years, and a number of our company personnel currently live in the Napa community as well. As a company, SyWest Development is considered a "legacy owner", and our approach to property development is always from the perspective of creating a long-term pride-of-ownership asset.

It is well known to City staff we maintain a high interest in developing our property. We engaged in the early years, pre-flood control project, and have been looking forward to furtherance of the Army Corp project at the Oxbow and upstream improvements, that ultimately will remove the eastern portion of our site from under the current floodway designation.

We have continued to communicate directly with City staff and openly maintain a consistent development theme regarding options for our property since before the theater relocated to Napa Junction development. In the spirit of being cooperative and collaborative, we agreed to demolish our building in 2014 and allow the ongoing free-use of our land as a City parking lot until such time as a master plan can be adopted.

SyWest has always been supportive of the City taking the lead in a collaborative master planning effort. We have been looking forward to supporting a plan that is balanced in both its benefits and impacts, and provides greater clarity as to the nature of new development within the Cinedome master plan area. We remain supportive of these ideals and effort.

This said, we are deeply concerned and not aligned with certain planning concepts as currently contemplated, including but not limited to: size, location and geo-orientation of certain open space area(s); termination (or reduction in width) of West Street and/or Yajome resulting in the implementation of new "setbacks" on property;

any resulting impingement caused by a parking deck mass placed on the current West Street land; relinquishing buildable land in exchange for land located within, or otherwise impaired by the existing floodway; any statements or representations that indicate a pre-determined bias against any use allowed under current land use and zoning; any inequitable assumptions made that require on-site parking when residing within a parking exempt zone; any inequitable assumptions for design alternatives, including subterranean parking, if not so assumed for all properties.

On a related note, I also believe it would be beneficial to make available the various studies and analysis referenced and relied upon by staff and consultants in reaching their conclusions related to market potential and financial feasibility of various alternative development concepts (pgs. 10, 13, and 30), retail sales viabilities (pg. 26), and the lodging forecast (pg. 26).

Please know, we look forward to continuing to engage staff in a constructive manner and expect this dialog will result in a master plan that can be implemented in a fair and balanced manner.

If you have any questions, or wish further clarification on any matter, please feel free to call on us.

Best regards.



Bill Vierra

cc: Rick Tooker
Michael Walker

Aerial Photograph



Recommended Action

- Adopt a resolution:
 - Requesting that LAFCO initiate proceedings for annexation, and
 - Determining that the annexation was adequately analyzed by a previous CEQA action.



Site Photographs

