

EXHIBIT C

Design Guidelines for Franklin Station Hotel

These design guidelines are intended to be additive to the guidelines contained in the Downtown Napa Specific Plan, including the Historic Design Guidelines in Appendix G, and to the site-specific guidelines developed for the Franklin Station Hotel and parking structure.



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

- ❖ Select building materials, architectural details and finishes should convey a sense of permanence. Quality materials should be used to withstand the test of time regardless of architectural style.

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



Activate upper-story step back areas of the hotel building with balconies, roof gardens or similar features.

- ❖ Non-historic elevations of the hotel building shall provide high quality, durable materials and attention to detail. Buildings shall provide a human scale and facilitate pedestrian activity. Pedestrian oriented features, such as outdoor seating, are encouraged to enliven the public realm.
- ❖ Entries should be substantial and well-detailed. Doors should match the high-quality materials and character of the window design.

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The hotel building shall be enhanced with architectural elements such as porches, stoops, bay windows, balconies, eaves, brise-soleil, or massing articulation at the non-historic building corners. Façade materials shall turn the corner to employ the same vocabulary of materials.

- ❖ Corner buildings shall have consistent material treatments on front and exposed side facades.
- ❖ Frame south-facing and southwest-facing windows with protruding vertical or horizontal shading devices such as lintels, sills and awnings to provide adequate protection from glare. Windows and doors with real mullions are required to create shade and shadow (i.e., no inserts or mullions set inside the glass).

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



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

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The Third Street elevation should emphasize and feature a welcoming main entrance and be designed according to simple and harmonious proportions in relationship to the overall size and scale of the building. Ensure that the pedestrian entry provides shelter year-round.

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



Balconies and decks should be well detailed with high quality, durable materials and attention to the method of joinery.

- ❖ Special attention should be paid to the first three floors of the hotel building to maximize opportunities to engage the pedestrian and enable an active and vibrant street front.
- ❖ Hotel balconies up to six feet in depth are encouraged and can be either recessed or protruding. Where Juliet balconies are proposed, the windows behind the balcony shall be full length to convey appearance of doors.

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The hotel building should be designed without large uninterrupted expanses of wall surface. Where 15 feet or more of windowless wall is found to be unavoidable, eye-level displays, a contrast in wall treatment, outdoor seating, and/or planting shall be used to enhance visual interest and pedestrian area vitality.

- ❖ Awnings are recommended along street frontages, particularly where there are doorways.
- ❖ The hotel building shall utilize architectural elements such as cornices, lintels, sills, balconies and awnings to enhance building façades.



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

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Parking Structure Guidelines



The parking structure facades should complement nearby buildings by incorporating architectural elements (e.g., window and door design, varied building materials, decorative treatments, etc.) to provide visual interest and a strong urban form.

- ❖ Retail space in the parking structure shall incorporate recessed entries. The depth of recessed entries shall be proportional to the size of the entrance.
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The parking structure should vary and articulate the building façade to add scale and avoid large monotonous walls.

- ❖ The exterior walls of the parking structure provide an opportunity for public art, murals, or other creative way to enhance the City's sense of place.
- ❖ Create safe walkways and visual connections to the parking structure. Provide ample lighting in and around the parking structure to enhance safety.
- ❖ Access points to the parking structure should be as unobtrusive as possible and should not detract from the pedestrian orientation of Downtown.