



NAPA 2040  
GENERAL PLAN



# Alternatives Community Outreach Report

DRAFT August 2020



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# 1 Introduction

In 2018, the City of Napa began the process of updating its General Plan, which was last comprehensively updated in 1998. The General Plan Update provides an exciting opportunity for community members to envision the city's future and identify goals and direction for development. The updated General Plan will articulate a long-term vision for Napa and outline policies and programs to realize this vision. The General Plan Update is being shepherded by a General Plan Advisory Committee (GPAC) appointed by the City Council, with outreach opportunities for the broader community at key stages. For more information on the General Plan Update process, please visit: [www.napa2040.com](http://www.napa2040.com).

The planning team has been reaching out to the community through a variety of techniques. At General Plan kickoff, a series of educational "tech talks" were held, which were attended by hundreds of community members. During the visioning stage in spring and summer 2019, outreach included an online survey that garnered over 1,200 responses, and in-person open house focused on exploring community members' visions for the future of Napa and perspectives on major planning issues. Reports from outreach events can be found at [www.napa2040.com/resources](http://www.napa2040.com/resources) under past meetings/newsletters/surveys.

Alternatives and strategies were completed earlier this year, and as the planning team waited for a potential window for the COVID-19 situation to clear, it became apparent that due to the extended nature of the pandemic, outreach would need to shift to digital tools. Thus, outreach on the Preferred Plan and urban design and land use strategies included a full-length online survey, an online virtual land use workshop, and interactive videos and surveys for each of the identified focus areas. The surveys were developed using SurveyMonkey, an online survey tool, and the full-length survey was made available on the project website from March through July 2020. The survey was promoted through various sources: on the website for the General Plan Update, through the City's e-newsletter, and the City's social media accounts.

This report summarizes the results of the second round of outreach, including both surveys and the virtual workshop. Feedback from the online survey, in addition to feedback from other outreach efforts and analysis in the Existing Conditions Report, will serve as a valuable reference to guide City staff, the GPAC, the Planning Commission, the City Council, the consultant team, and others in formulating the policy framework for the updated General Plan.



## 2 Full-Length Survey Results

The full-length preferred plan and concepts survey was posted online in English and Spanish with a recorded introduction on the project in both languages. A total of 552 responses (545 in English and 7 in Spanish) were collected. The survey also allowed for open-ended responses, receiving 1,023 comments within the survey.

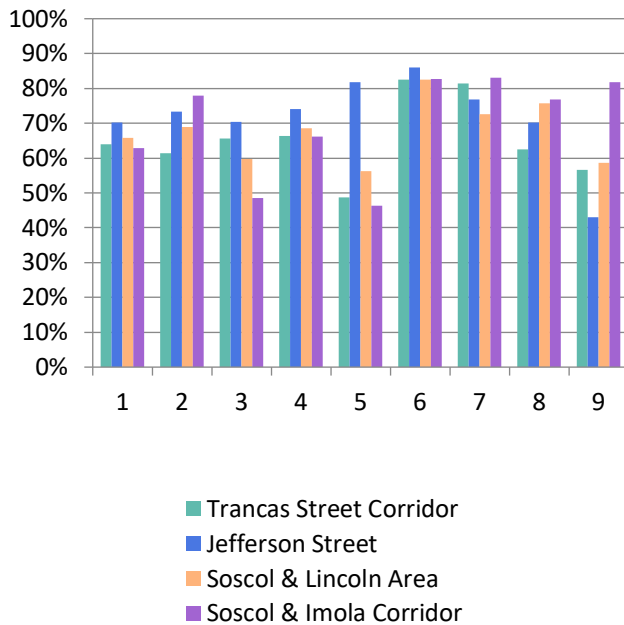
The survey was broken down into four parts: the first part asked questions on the four focus areas, the second on downtown Napa, the third on existing neighborhoods, and the fourth on demographics. For the first three parts, participants were asked for their agreement with a variety of a variety of strategies in which the participant could choose based on a range of agreeing or disagreeing with each strategy, as well as allowing for strategy along with an open comments section for each part. In addition, in the third part asked respondents to choose the neighborhood they live in to provide context-specific comments per neighborhood. The survey closed with optional demographic questions, housing, residency, and work status, and one question to collect emails for updates to the General Plan process. The highlights for each question are listed below. The full set of categorical responses from this survey are included in Appendix A.

### 2.1 FOCUS AREA RESPONSES

**Question 1. When it comes to street design and the buildings that frame the street, which strategies do you think are most appropriate for each focus area? (check all that apply)**

Question 1 asked respondents to see if certain strategies would be more or less appropriate for each focus area and to find common elements that would fit all strategies. Almost all strategies gathered more than 50% response for all four corridors. The strategies respondents supported the most were improved bicycle infrastructure (80%) and public transit infrastructure (75%), followed by incorporating multi-family housing above commercial businesses, street beautification and creating walkable blocks with wider sidewalks (70%). The strategy included taller building heights (6-8 stories) got the most varied results, with 80% of respondents supporting it along Soscol and Imola, around 57% for Trancas and Soscol and Lincoln, and 40% along Jefferson Street. Convenient parking ranked the lowest, and gathered just less than 50% support along Soscol and Imola. While respondents were strongly in favor of having stores open directly on to the street along Jefferson (more than 80%), support for the same along the three other corridors hovered around 50%. No significant trends were noticeable when a crosstab analysis was performed with gender, age, and housing tenure.

Figure 2.1: Question 1 - When it comes to street design and the buildings that frame the street, which strategies do you think are most appropriate for each focus area? (check all that apply)



1. Improve pedestrian safety at intersection crossings and incorporate mid-block pedestrian crossings when needed
2. Beautify the street by adding more trees, landscaping, and attractive lights, furnishings, and signage
3. Keep the availability of convenient parking and make sure spots are readily available
4. Incorporate easily walkable city blocks with wider sidewalks and more paths to better connect development to surroundings
5. Have storefronts open directly to the street to encourage people to walk by
6. Improve bicycle infrastructure by having dedicated bike lanes and convenient bike racks
7. Incorporate designated bus lanes, improve transit options, and incentivize usage of public transit
8. Incorporate multi-family housing above commercial businesses
9. Taller building heights (6 to 8 stories) would be

**Question 2. Please offer additional comments or ideas on what you envision what each corridor could be like in 2040. (optional)**

When asked about providing additional comments about corridor improvements, respondents had a wide range of suggestions primarily regarding walkability and streetscape improvements (including sidewalk improvements, additional streets trees, landscaping, signage). These comments were common across all four corridors with an average of 50 comments out of 125 per corridor. This was followed by comments regarding bicyclist safety by improving and/or adding separate bike lanes (20 comments per corridor).

Other common corridor specific comments included creating pedestrian friendly shopping centers along Trancas Street (10 comments), incorporating mixed-use along Jefferson Street (10 comments), and increasing housing along Soscol and Imola (13 comments).

## 2.2 DOWNTOWN RESPONSES

Principle #7 in the Napa Vision and Guiding Principles states that:

“The General Plan will continue to build on Downtown’s successes, while seeking to increase its attractiveness to locals, with affordable dining options and a grocery and/or drugstore, community-oriented events, and family-friendly attractions, such as play fountains, activities for kids of all ages, and improved safety... More housing in downtown will enable those preferring urban lifestyles, as well as hospitality workers, to live closer to work.”

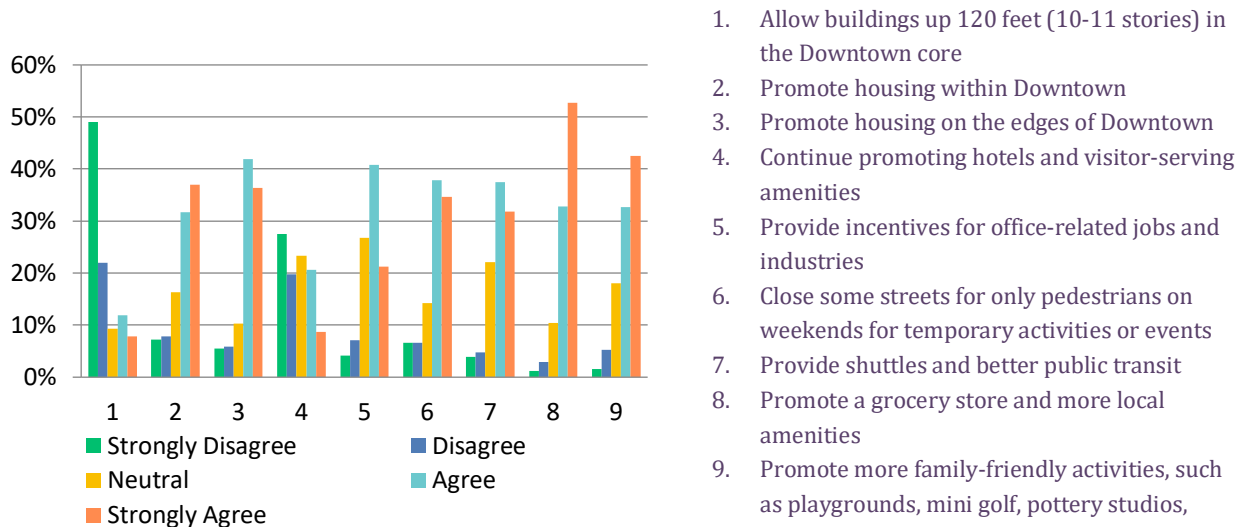
### Question 3. With this principle in mind, what specific strategies do you agree or disagree with?

Question 3 asked respondents which strategies they agree or disagree for the Downtown focus area. Strategies promoting of grocery stores/local amenities and more family-friendly activities had the most support with 85% and 75% of respondents strongly agreeing/agreeing with it.

There was overall support (60-75% respondents strongly agreeing/agreeing) for most of the other strategies including promoting housing within and at the edges of downtown, providing incentives for office-related jobs/industries, creating temporary pedestrian-only streets, and improved public transit.

Strategy 4, which would continue to promote hotels and visitor-serving amenities, had 50% of the respondents disagreeing and 29% supporting it. Respondents generally disagreed with the strategy allowing buildings of 10-11 stories, with 49% strongly disagreeing and 22% disagreeing.

Figure 2.2: Question 3 - With this principle in mind, what specific strategies do you agree or disagree with?



### Question 4. What other strategies should be considered f





When asked to provide additional comments regarding other strategies regarding Downtown, 246 respondents provided their input. These comments covered a wide range of topics, with walkability and streetscape improvements (including sidewalk improvements, additional street trees, landscaping and beautification) being the most frequently brought up with 78 comments.

Other issues brought up involved strategies to make Downtown less auto-centric by closing off certain streets for pedestrian usage, improving public transit to and within the focus area. Another point brought up was creating incentives for locals to visit by making Downtown less tourism focused by increasing affordable/diverse retail, promoting local businesses and outdoor dining, as well as creating spaces for family friendly activities/events.

### 2.3 NEIGHBORHOOD RESPONSES

Principle #4 in the Napa Vision and Guiding Principles (found [here](#)) states that:

“The General Plan will encourage development of a mix of housing types that provide current and future Napa residents with access to a full range of housing opportunities. Housing will be available across generations so that new residents, aging residents, workers, students, families, and children who grow up in Napa can have access to quality and affordable housing. Promote housing in a diversity of locations – along corridors, in existing neighborhoods, and in Downtown for those desirous of living in integrated mixed-use environments.”

State law now allows Accessory Dwelling Units (ADU) and an additional Junior ADU on all single-family properties.

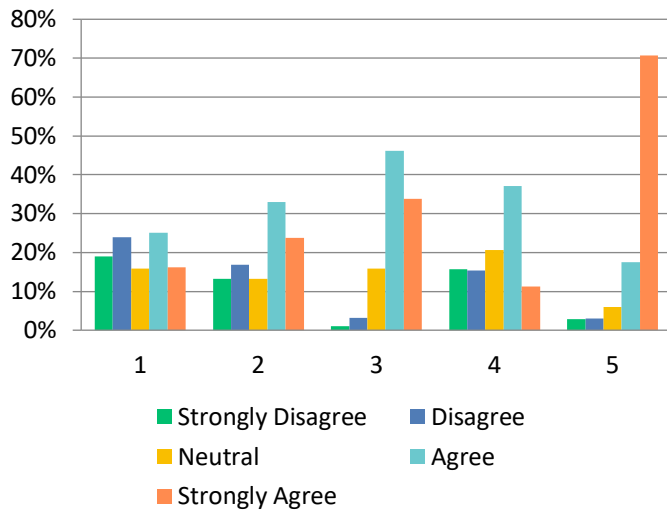
#### **Question 5. With this in mind, what specific strategies do you agree or disagree with in existing neighborhoods?**

Respondents were asked which strategies they agree or disagree with within existing neighborhoods to find common elements that would fit all neighborhoods. The strategy which stood out and had the maximum support promoted the protection of open space at the perimeter of the city with 70% of the respondents strongly agreeing and 18 percent agreeing with it. Respondents also largely supported protecting existing neighborhood retail and shopping areas with 80% strongly agreeing/agreeing with this.

Overall, a majority of the respondents agreed with the housing-related strategies, including allowing single-family homes in existing low-density areas within the city, and greater densities that would allow more housing options spread throughout the city.

Respondents were almost equally split on Strategy 1, which would allow townhomes/multi-family development of the same scale as single family homes in all neighborhoods. The strategy had around 40% strongly agreeing/agreeing and an equal percentage strongly disagreeing/disagreeing with it.

Figure 2.3: Question 5 – With this in mind, what specific strategies do you agree or disagree with in existing neighborhoods?



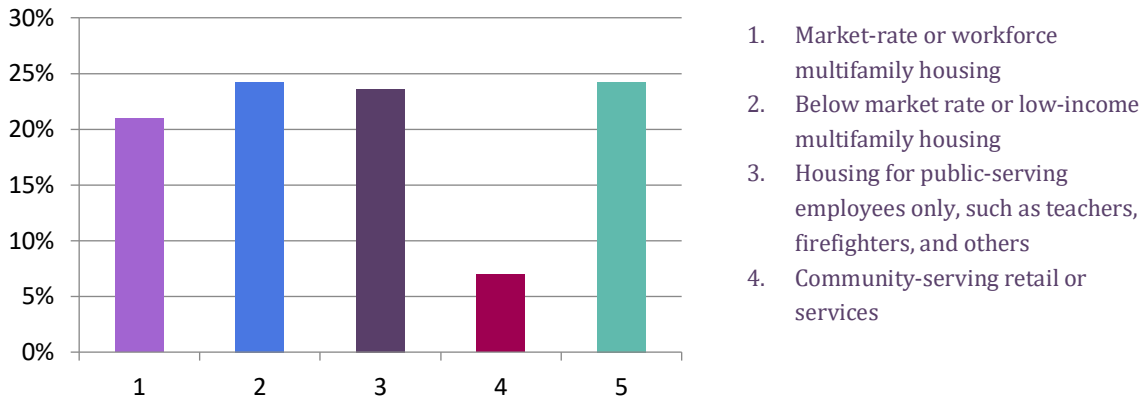
1. Allow townhomes or multifamily development of same scale as single family homes in all neighborhoods
2. Greater densities, which allow for more housing options, should be spread throughout the city, rather than concentrated in one area
3. Protect existing neighborhood retail and shopping areas
4. Allow additional single-family homes in existing very-low density areas within the city
5. It is important to protect open space at the perimeter of the city, including outside of the rural urban limit line

**Question 6. There is an opportunity for some publicly-owned sites to transition to housing or other uses over the next 20 years. For these sites, what do you think is the best appropriate option? (Select one)**

Question 6 asked respondents their opinion on what some publicly-owned sites should transition to over the next 20 years. 68% of the respondents were in favor of these sites transitioning to some form of housing. Each of the three housing options (market-rate or workforce multifamily housing, below market rate or low-income multifamily housing and housing for public-serving employees only, such as teachers, firefighters, and others) received roughly the same number votes each (20% each).

Only 7% of the respondents were in favor of these sites transitioning to community-serving retail. The other 25% primarily wanting either open space/parks (39 comments) or a combination of the housing typologies mentioned above with an emphasis on workforce/low income housing (44 comments).

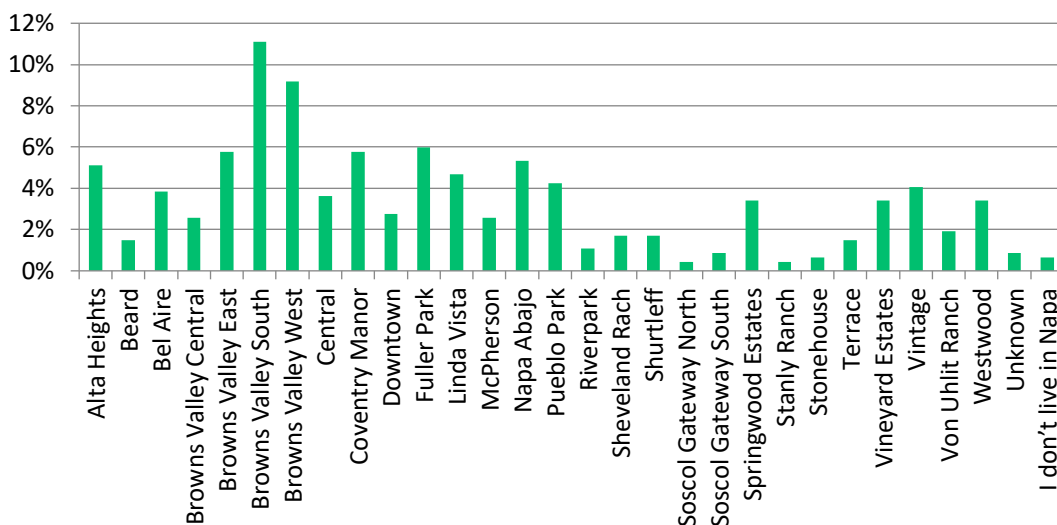
Figure 2.4: Question 6 – There is an opportunity for some publicly-owned sites to transition to housing or other uses over the next 20 years. For these sites, what do you think is the best appropriate option? (Select one)



Question 7. If you live in the City of Napa, which neighborhood do you live in? (skip if not a resident)

Respondents live across a majority of the neighborhoods in the city of Napa, with 28% living in the Browns Valley area (central, east, south, and west combined).

Figure 2.5: Question 7 – If you live in the City of Napa, which neighborhood do you live in? (skip if not a resident).

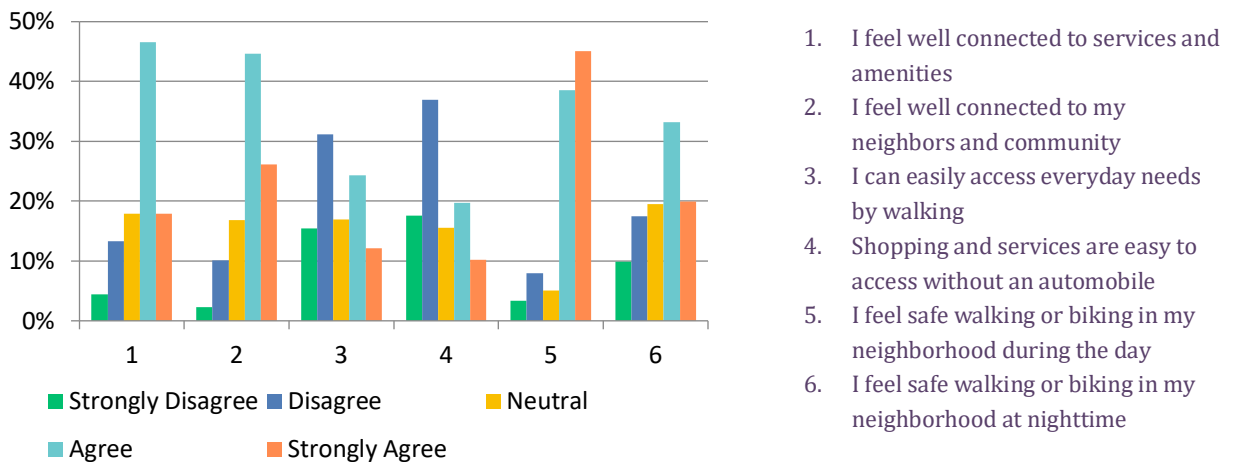


**Question 8. Please think about your immediate neighborhood that you selected in the previous question and whether you agree or disagree with the following statements:**

Overall, more than 50% of the respondents agreed with most of the statements, with more than 80% feeling safe walking or walking in their neighborhood during the day, but only 53% at nighttime. A large percentage of the respondents also strongly agreeing/agreeing with feeling well connected to services and amenities (65%) as well as their neighbors and community (70%).

On the other hand, 50% of respondents do not find their neighborhood walkable and find it difficult accessing everyday needs, shopping or services without an automobile.

Figure 2.6: Question 8 – Please think about your immediate neighborhood that you selected in the previous question and whether you agree or disagree with the following statements:



**Question 9. What else would you like to see in your neighborhood? (skip if not a resident) (optional)**

Question 9 asking respondents to give their opinion on what else they would like to see in their neighborhoods, comments regarding sidewalk improvements, pedestrian and bicyclist safety were the most common across all the neighborhoods with a total of 97 comments. The second most common concern across all the neighborhoods was regarding traffic calming and street improvements with 73 comments followed by increasing access to community amenities/retail with 60 comments.

## 2.4 DEMOGRAPHICS SUMMARY

More than 90% of the respondents live in the City of Napa and 46% work in the city. Out of the 11% that chose 'Other' as their answer for question 10, 36 comments mentioned that they are retired or have worked in the city at some point and 23 comments said they live within the county outside of the city. 81% of respondents own a home and 18% rent a home within Napa. For respondents living in Napa, the majority (56%) have lived in the community for longer than 20 years, 14% between 16 and 20 years, and only 2% less than a year. In terms of gender, just over half of the respondents identified as female, 32% identified as male, 16% did not specify a gender, and 1% identified as non-binary.

The last demographics question asked about age; 46% of respondents were between the ages of 45 and 64 years old, followed by 30% who were older than 65 years old. The remainder (24%) of respondents were under the age of 45 with few respondents below the age of 18. The largest age cohort of participants was 45 to 64 years; when compared to the age demographics of the City of Napa, the 45 to 64 years age group had proportionally 20% more responses than the city's actual age distribution, and likewise with the 65 years and older age group with 15% (Figure 2.11).<sup>1</sup>

Figure 2.7: Question 10 – Do you... (check all that apply)

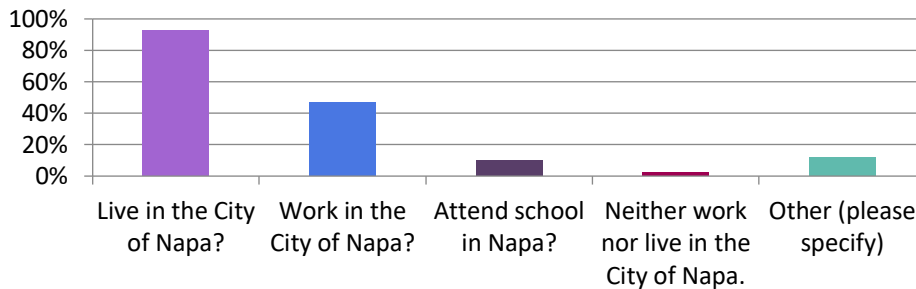
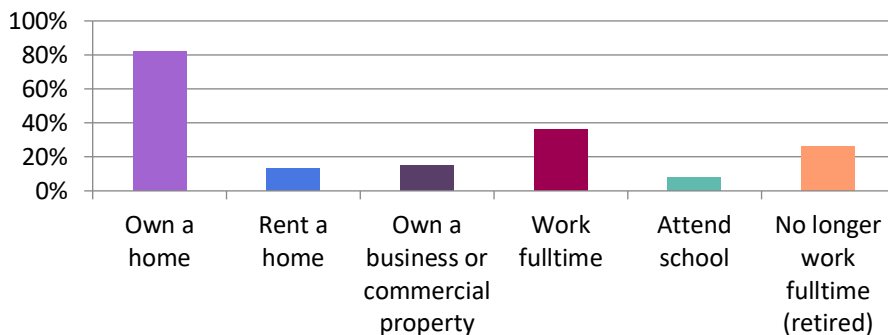


Figure 2.8: Question 11 – Within Napa, do you.... (check all that apply)



<sup>1</sup> U.S. Census Bureau, 2013-2017 American Community Survey 5-Year Estimates,

Figure 2.9: Question 12 – How long have you lived in Napa?

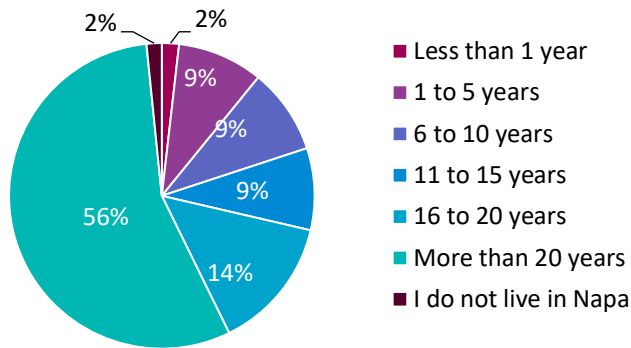


Figure 2.10: Question 13 – What is your gender?

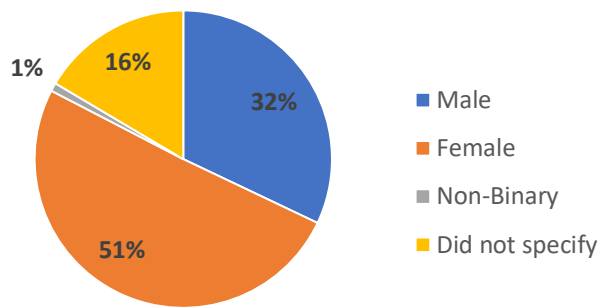
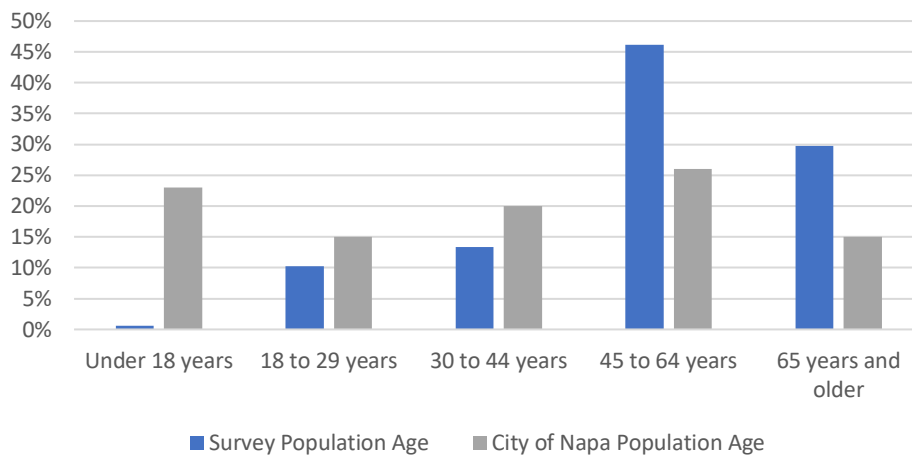


Figure 2.11: Question 14 – What is your age?



## 3 Virtual Workshop

A virtual workshop, emphasizing the focus areas, was held on July 22, 2020 from 5:30pm to 7:00pm using the webinar function in Zoom video conferencing service. The workshop included background information about the General Plan Update process, explanation on the community vision and guiding principles, interactive polls, videos and graphics of the four focus areas, and a question and answer session with the project team.

Just over 100 community members joined the workshop, with peak community attendance at about 90. Many attendees participated in live polling and the question and answer session. The poll asked participants to prioritize strategies for the vision and guiding principles as well as the focus areas. Participants voted on land use and urban design strategies for each focus area, including building heights and streetscape improvements. The responses from the interactive polls are included in Appendix B and main takeaways are listed below.

### 3.1 RESULTS SUMMARY

- 64% of workshop attendees have attended a general plan meeting or taken a survey, 49% work or go to school/attend college in Napa, and 93% live in Napa.
- For the Vision and Guiding Principles, the highest priority at 75% was connections to nature and open space followed by environmental sustainability at 73% and enhanced transportation systems at 71%. The topic that was selected as the lowest priority at 30% was downtown revitalization.
- For the Soscol-Lincoln focus area, the highest priority at 89% was having a continuous open space spine along the Napa River with buildings oriented to the river. Next priority at 79% was improving pedestrian comfort and safety along sidewalks and crossings followed by inclusion of mixed-use development at 74%. The lowest priority at 9% was the inclusion of on-street parking. When presented three options for potential development, 60% supported increasing allowable heights by two stories, 38% wanted to keep currently allowed building heights with street improvements, and 3% wanted no change to either building heights or street improvements.
- For the Trancas Street focus area, the highest priorities were tied at 83% which included mixed-use development and increasing pedestrian comfort and safety at sidewalks and crossings. Street trees were the next most supported strategy at 75% followed by bike lanes or bicycle signage at 71%. When presented three options for potential development, 58% supported increasing allowable heights by two stories and 42% wanted to keep currently allowed building heights with street improvements.
- For the Jefferson Street focus area, the highest priority at 91% was improving pedestrian comfort and safety along sidewalks and street crossings, followed by more street trees at 84%, mixed-use development at 77%, and bike lanes or bicycle signage

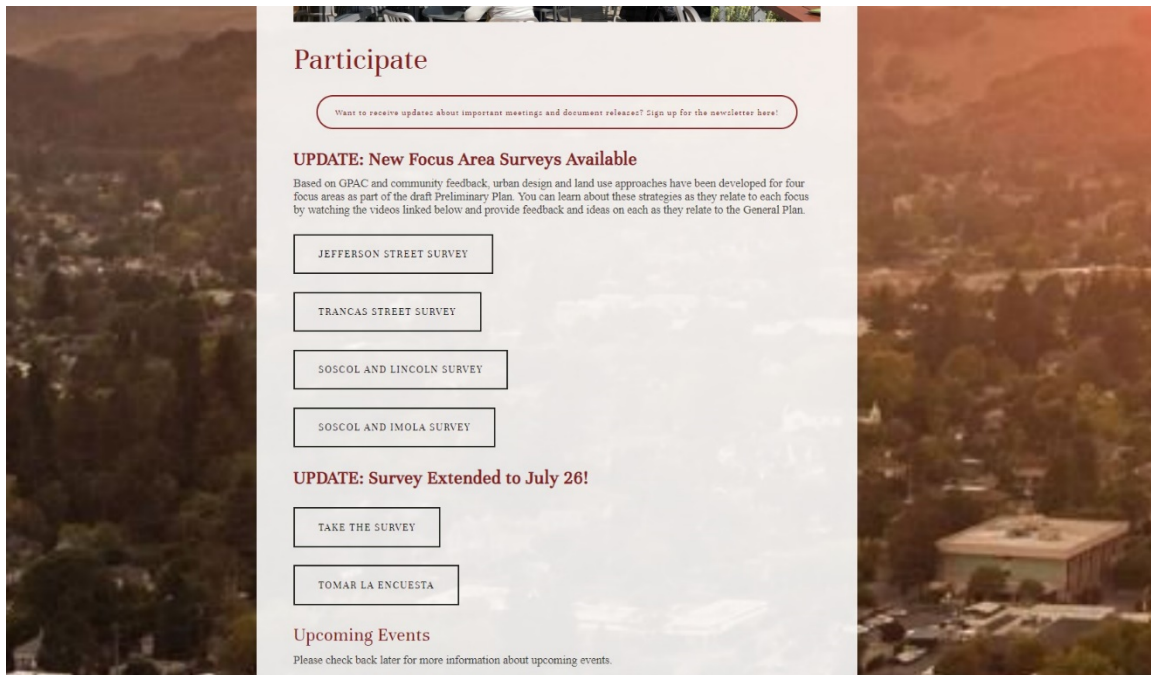


- at 68%. The lowest priority was on-street parking at 16%. When presented three options for potential development, 59% supported increasing allowable heights by one story, 39% wanted to keep currently allowed building heights with street improvements, and 1% wanted no change to either building heights or street improvements.
- For the Soscol-Imola focus area, the highest priority at 84% was for mixed-use developments, followed by 79% for more street trees, 77% for increased pedestrian comfort and safety, and 72% for additional bike-lanes or bicycle signage. When presented three options for potential development, 69% supported increasing allowable heights by two stories, 29% wanted to keep currently allowed building heights with street improvements, and 3% wanted no change to either building heights or street improvements.



## 4 Focus Area Survey

The focus area surveys were an extension of the questions asked in the virtual workshop, also enabling those who could not attend the workshop to participate. A video each of each focus areas followed by questions was made available at the project website



([napa2040.com/participate](http://napa2040.com/participate)).

*View of the Napa 2040 website on 8/24/2020 showcasing the surveys.*

Each of the four focus areas had their own survey with accompanying video that was shown during the virtual workshop. These surveys went into more detail on land use and urban design approaches for each focus area than what was covered in the full-length survey. Respondents were asked for their potential support (yes, maybe yes, maybe, maybe no, and no) for specific street and urban design improvements as well as for land use and building height strategies for each corridor. Open-ended responses were collected for each focus area as well. Nearly 100 responses were collected among the four surveys. The categorical responses from this survey are included in Appendix C and main takeaways are listed below.

### 4.1 RESULTS SUMMARY

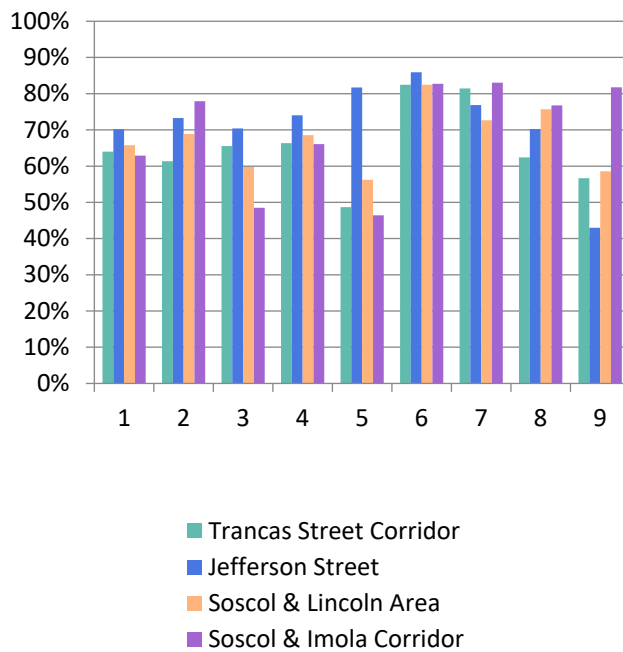
- For the Soscol-Lincoln focus area, 81% of respondents supported Strategy 1, which promoted pedestrian orientation and improve streetscape appearances and safety, and 81% supported Strategy 2, which improved access to the waterfront and enhance the open space network. Strategy 3, which retains commercial and industrial areas

- while allowing flexibility in redevelopment, had overall support of 85%. None of these strategies had significant (over 20%) non-support, which include no or maybe no responses. When presented three options for potential development, 71% supported increasing allowable heights by two stories, 19% wanted to keep currently allowed building heights but with street improvements, and 10% wanted no change to either building heights or street improvements.
- For the Trancas Street focus area, 67% of respondents supported Strategy 1, which kept key commercial areas while allowing redevelopment, while 25% did not support it. 72% supported Strategy 2, which improved streetscape while allowing up to five stories, while 20% did not support it. 81% of respondents supported Strategy 3 which reinforces the existing medical facilities while allowing for mixed-uses, while 19% did not support it. When presented three options for potential development, 52% supported increasing allowable heights by two stories, 44% wanted to keep currently allowed building heights with street improvements, and 4% wanted no change to either building heights or street improvements.
  - For the Jefferson Street focus area, 76% of respondents supported Strategy 1, which promoted a combination of local businesses and housing, and 76% supported Strategy 2, which promoted a pedestrian orientation of buildings and a lively urban environment. Strategy 3, which improved streetscape appearance and safety, received the most support with 84% of yes or maybe yes and 16% of maybe supporting this strategy. None of these strategies had significant (over 20%) non-support, which include no or maybe no responses. When presented three options for potential development, 64% supported increasing allowable heights by two stories and 36% wanted to keep currently allowed building heights with street improvements.
  - For the Soscol-Imola focus area, 84% of respondents supported Strategy 1 to transform Soscol Avenue into a boulevard. Strategy 2, which retained existing commercial uses while allowing redevelopment, 66% supported this strategy with 21% who would not support it and 13% were maybe. 100% of respondents supported Strategy 3 which prioritize trail connections to the Napa River. When presented three options for potential development, 58% supported increasing allowable heights by two stories, 38% wanted to keep currently allowed building heights with street improvements, and 4% wanted no change to either building heights or street improvements.
  - In general, the comments support development of affordable housing, improving the streetscape design and safety for pedestrian and bicyclists, and supporting businesses for local residents.

# Appendix A: Full Length Survey Results

## FOCUS AREA QUESTIONS

**Question 1. When it comes to street design and the buildings that frame the street, which strategies do you think are most appropriate for each focus area? (check all that apply)**



1. Improve pedestrian safety at intersection crossings and incorporate mid-block pedestrian crossings when needed
2. Beautify the street by adding more trees, landscaping, and attractive lights, furnishings, and signage
3. Keep the availability of convenient parking and make sure spots are readily available
4. Incorporate easily walkable city blocks with wider sidewalks and more paths to better connect development to surroundings
5. Have storefronts open directly to the street to encourage people to walk by
6. Improve bicycle infrastructure by having dedicated bike lanes and convenient bike racks
7. Incorporate designated bus lanes, improve transit options, and incentivize usage of public transit
8. Incorporate multi-family housing above commercial businesses
9. Taller building heights (6 to 8 stories) would be acceptable, provided that taller buildings transition

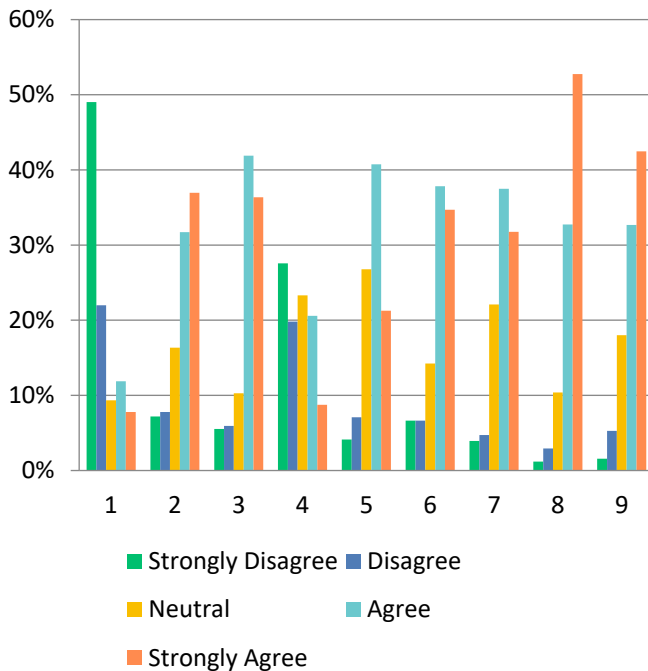
**Question 2. Please offer additional comments or ideas on what you envision what each corridor could be like in 2040. (Optional)**

## DOWNTOWN QUESTIONS

**Principle #7 in the Napa Vision and Guiding Principles (found here) states that**

“The General Plan will continue to build on Downtown’s successes, while seeking to increase its attractiveness to locals, with affordable dining options and a grocery and/or drugstore, community-oriented events, and family-friendly attractions, such as play fountains, activities for kids of all ages, and improved safety... More housing in downtown will enable those preferring urban lifestyles, as well as hospitality workers, to live closer to work.”

**Question 3. With this principle in mind, what specific strategies do you agree or disagree with?**



1. Allow buildings up 120 feet (10-11 stories) in the Downtown core
2. Promote housing within Downtown
3. Promote housing on the edges of Downtown
4. Continue promoting hotels and visitor-serving amenities
5. Provide incentives for office-related jobs and industries
6. Close some streets for only pedestrians on weekends for temporary activities or events
7. Provide shuttles and better public transit
8. Promote a grocery store and more local amenities
9. Promote more family-friendly activities, such as playgrounds, mini golf, pottery studios, children’s garden, or a children’s or science museum, among others transition smoothly to lower buildings

**Question 4. What other strategies should be considered for Downtown? (Optional)**

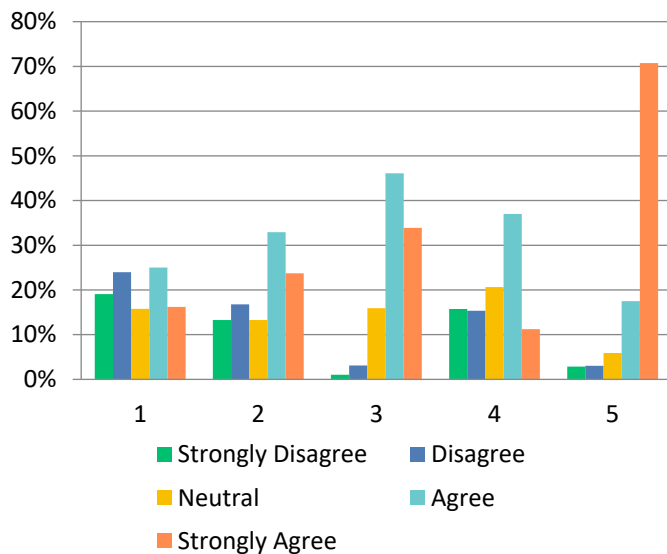
## NEIGHBORHOOD QUESTIONS

**Principle #4 in the Napa Vision and Guiding Principles (found here) states that**

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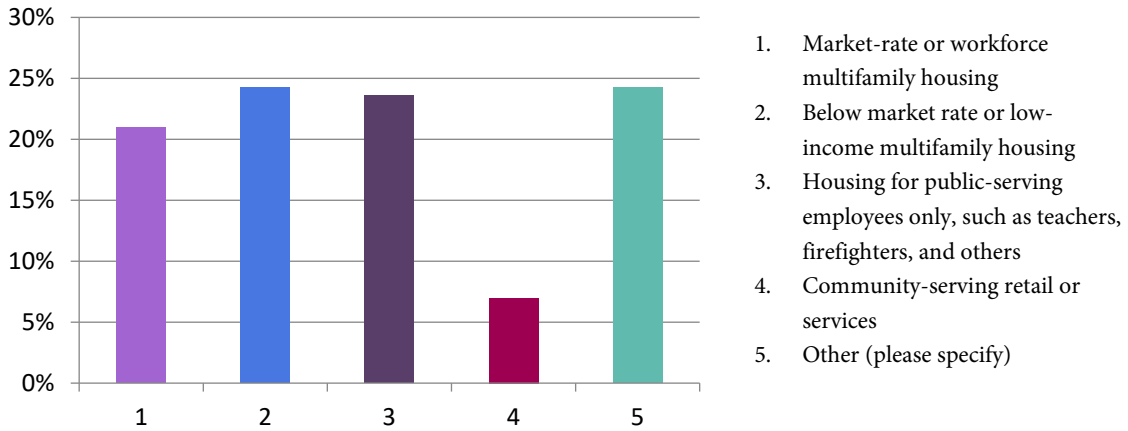
State law now allows Accessory Dwelling Units (ADU) and an additional Junior ADU on all single-family properties.

**Question 5. With this in mind, what specific strategies do you agree or disagree with in existing neighborhoods?**

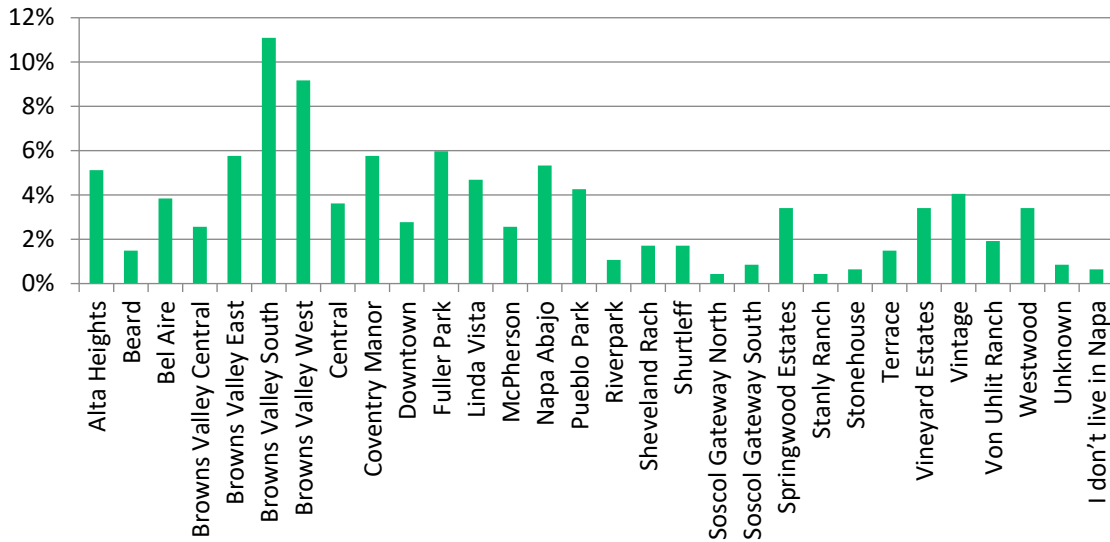


1. Allow townhomes or multifamily development of same scale as single family homes in all neighborhoods
2. Greater densities, which allow for more housing options, should be spread throughout the city, rather than concentrated in one area
3. Protect existing neighborhood retail and shopping areas
4. Allow additional single-family homes in existing very-low density areas within the city
5. It is important to protect open space at the perimeter of the city, including outside of the rural urban limit line

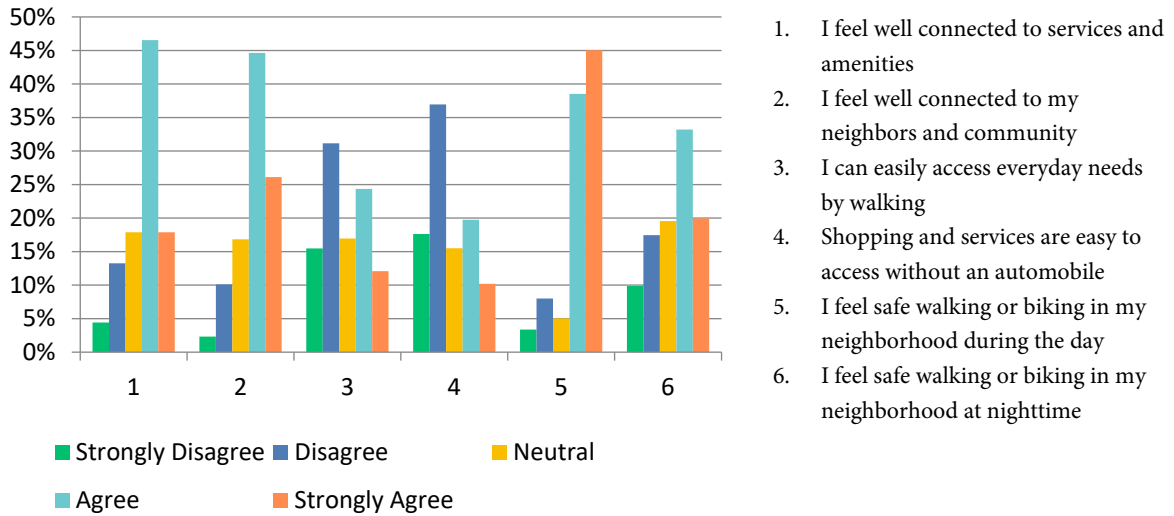
**Question 6. There is an opportunity for some publicly-owned sites to transition to housing or other uses over the next 20 years. For these sites, what do you think is the best appropriate option? (Select one)**



**Question 7. If you live in the City of Napa, which neighborhood do you live in? Refer to this map if unsure. (skip if not a resident)**



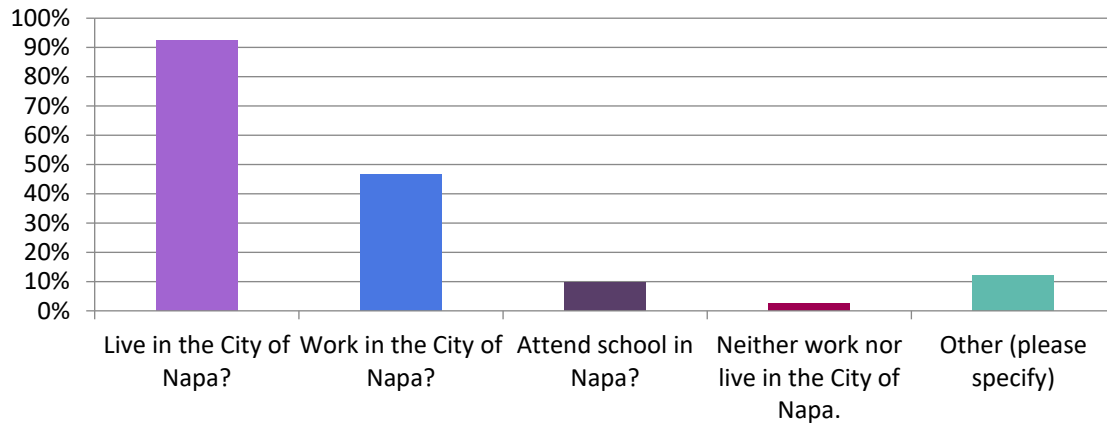
**Question 8. Please think about your immediate neighborhood that you selected in the previous question and whether you agree or disagree with the following statements:**



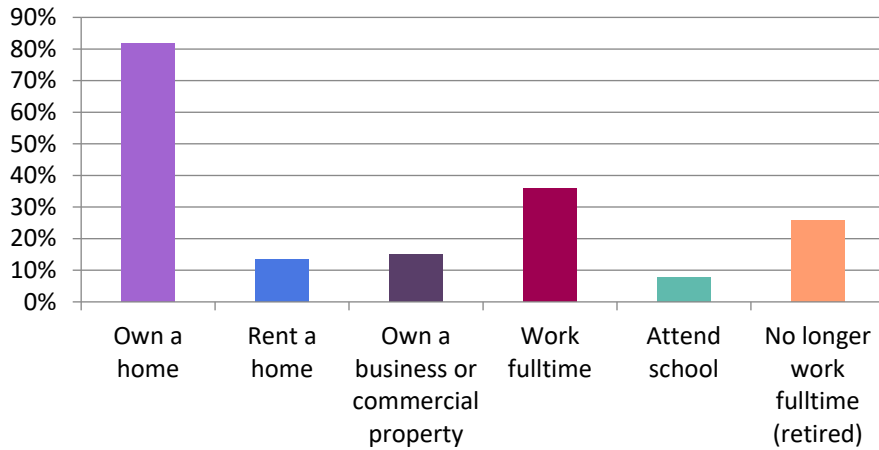
**Question 9. What else would you like to see in your neighborhood? (skip if not a resident) (Optional)**

**DEMOGRAPHIC QUESTIONS**

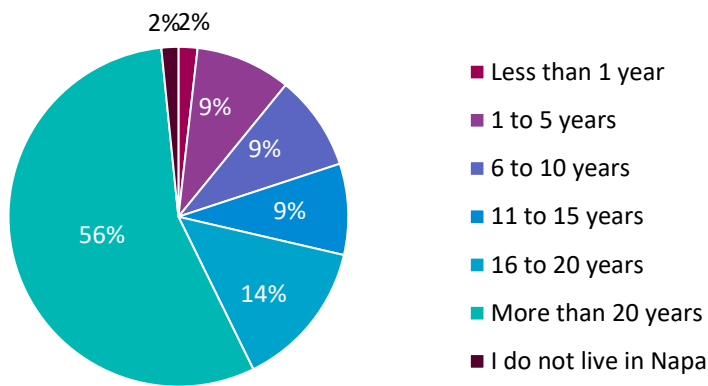
**Question 10. Do you (check all that apply)**



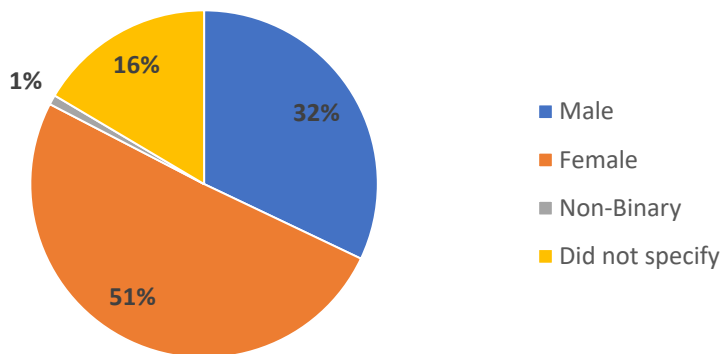
**Question 11. Within Napa, do you.... (check all that apply)**



**Question 12. How long have you lived in Napa?**

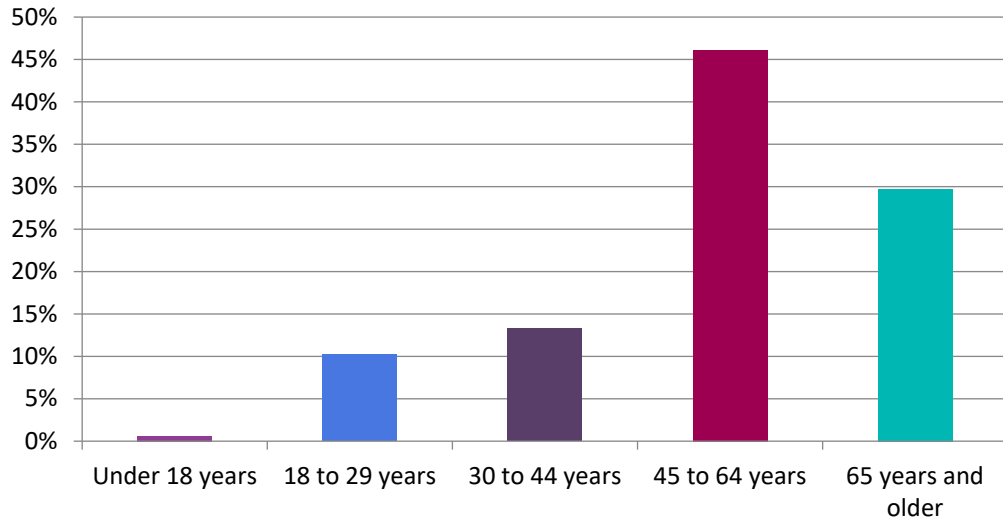


**Question 13. What is your gender?**





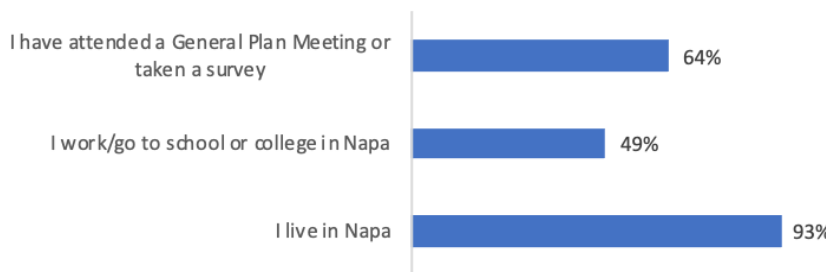
**Question 14. What is your age?**



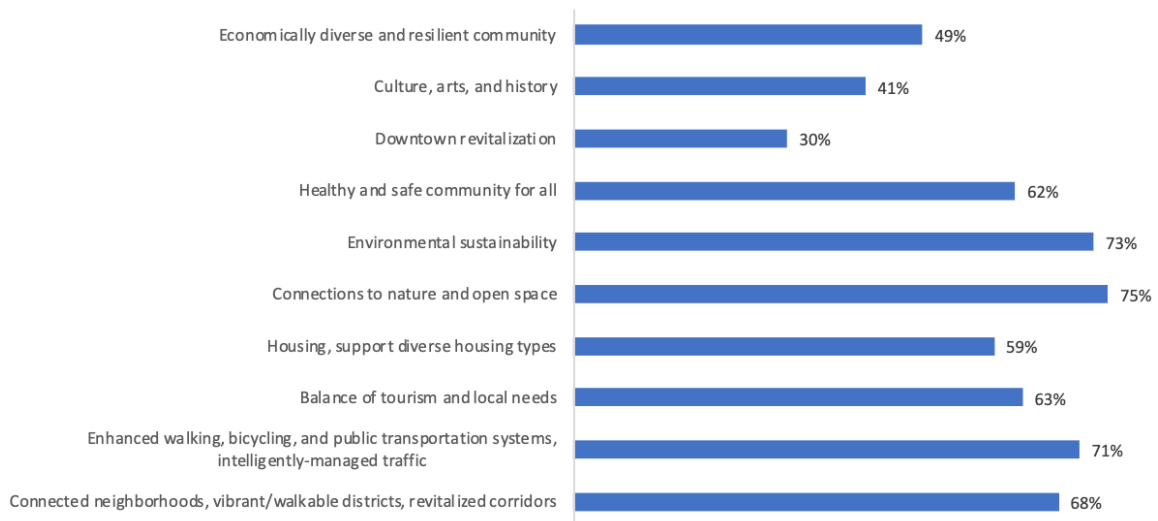
## Appendix B: Virtual Workshop Results

The following polls were posed to participants of the 7/22/20 Virtual Community Workshop, held over Zoom. In several questions, respondents were able to select more than one option. Thus, totals may not add up or may add up to more than 100%.

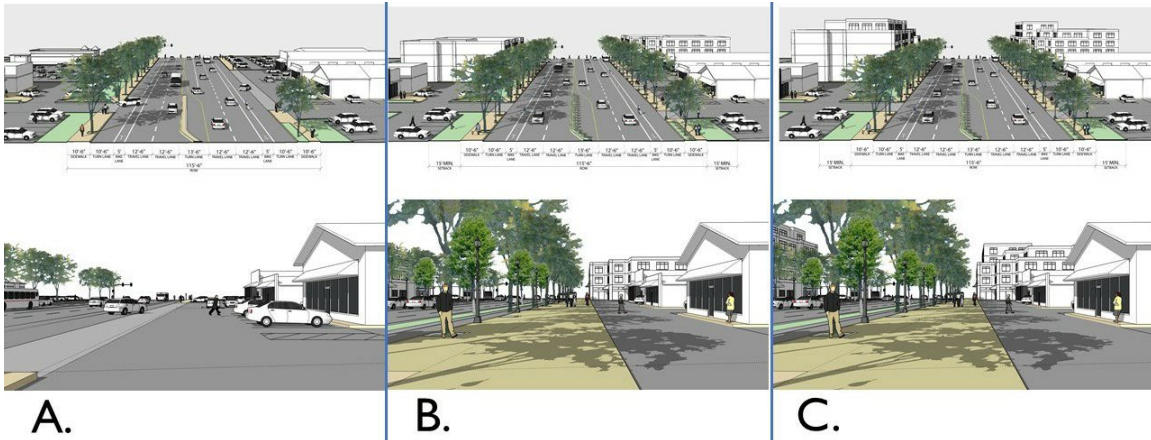
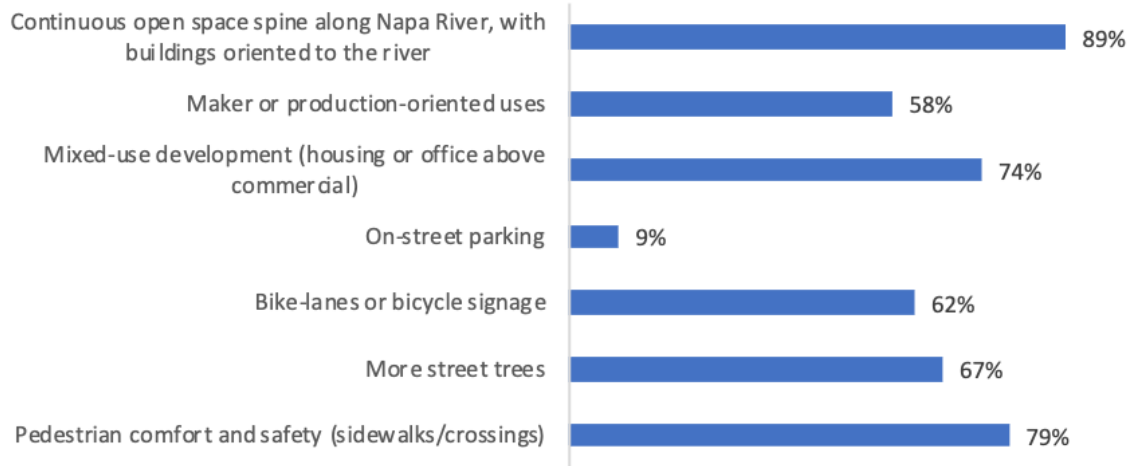
### Question 1. Who is in this meeting? (70 total participants)



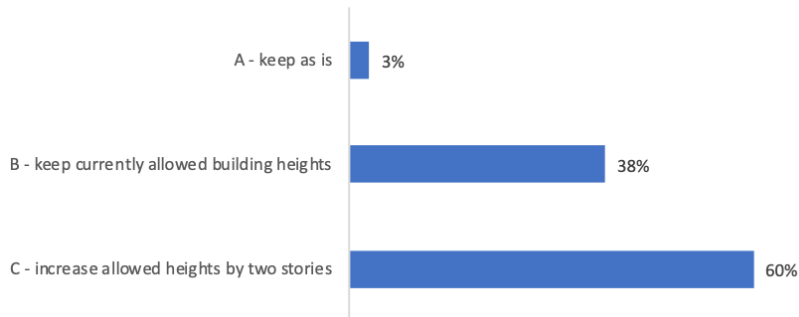
### Question 2. Vision and Guiding Principles: Select the topics that most closely reflect your priorities. (63 total participants)



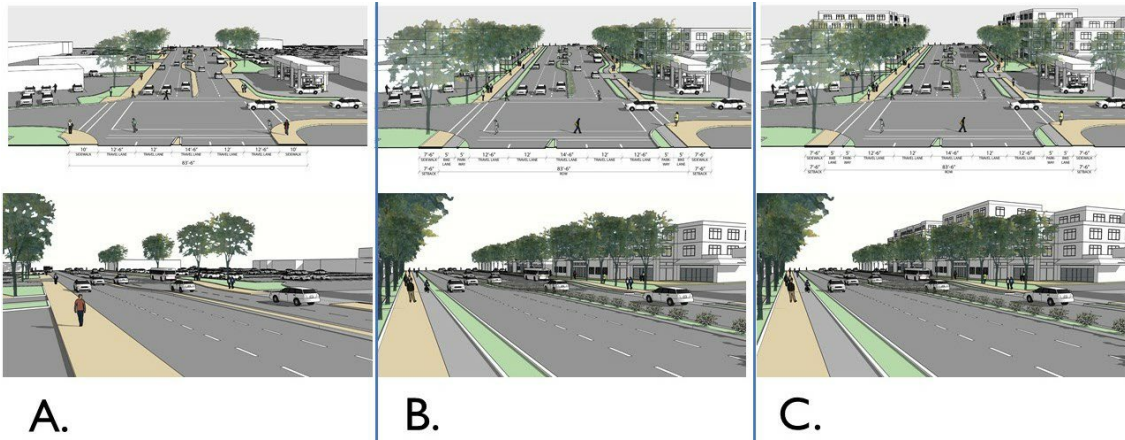
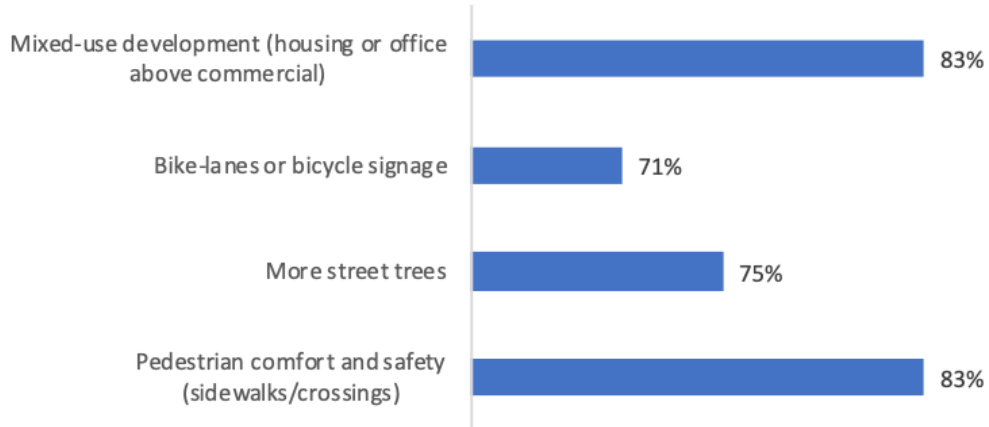
**Question 3. Which of the following do you support for the Soscol and Lincoln Corridor? (81 total participants)**



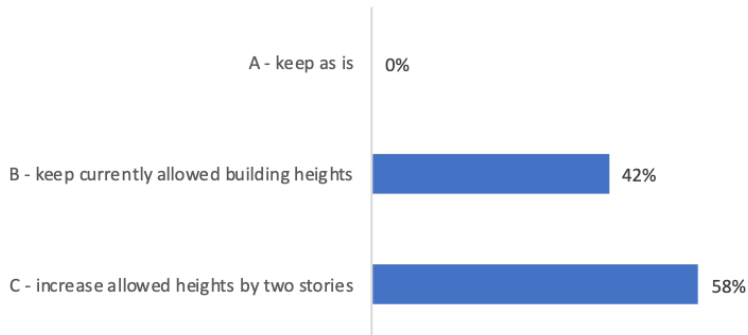
**Question 4. Which of these options do you like best for the Soscol and Lincoln Corridor? (80 total participants)**



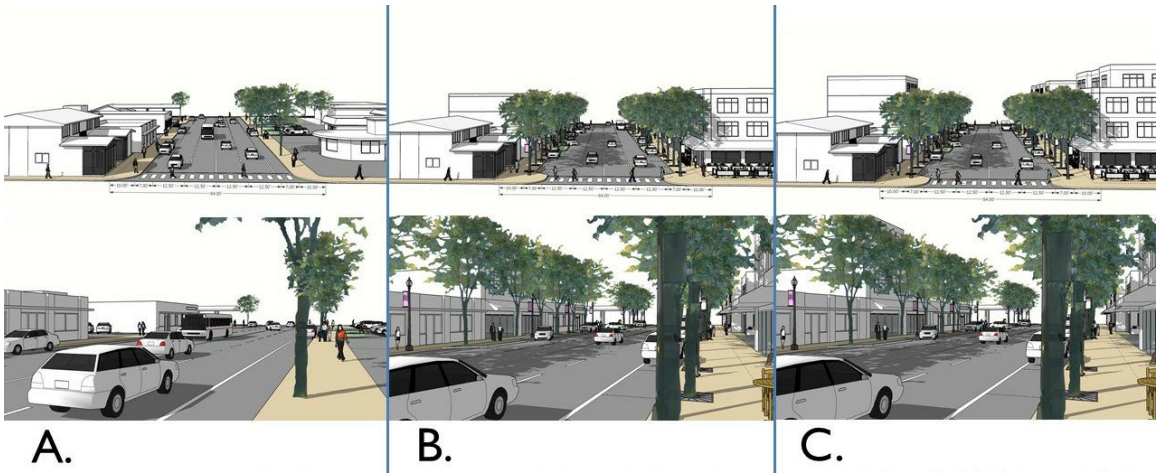
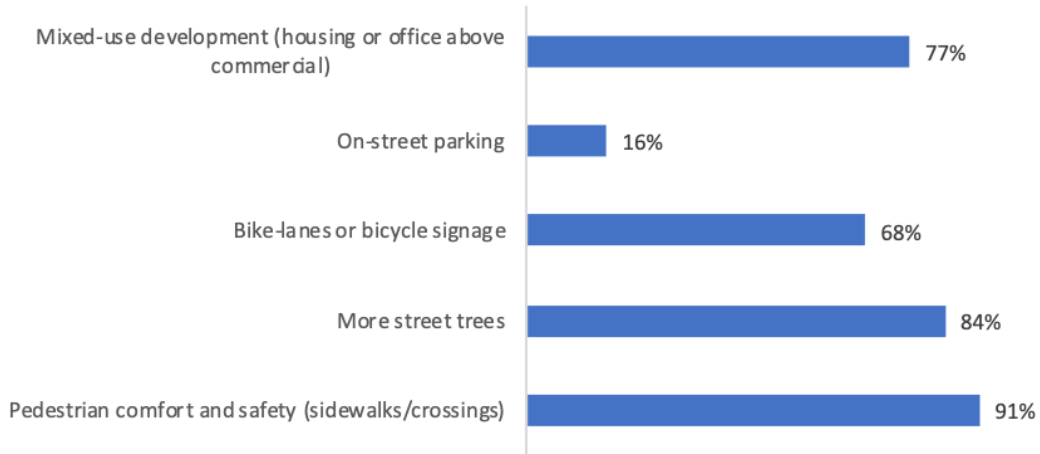
**Question 5. Which of the following do you support for Trancas Street? (72 total participants)**



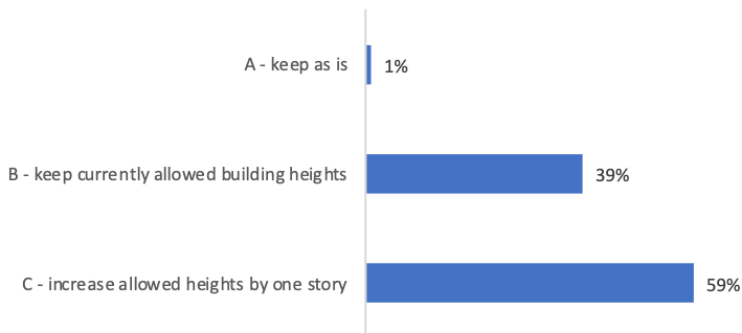
**Question 6. Which of these options do you like best for Trancas Street? (79 total participants)**



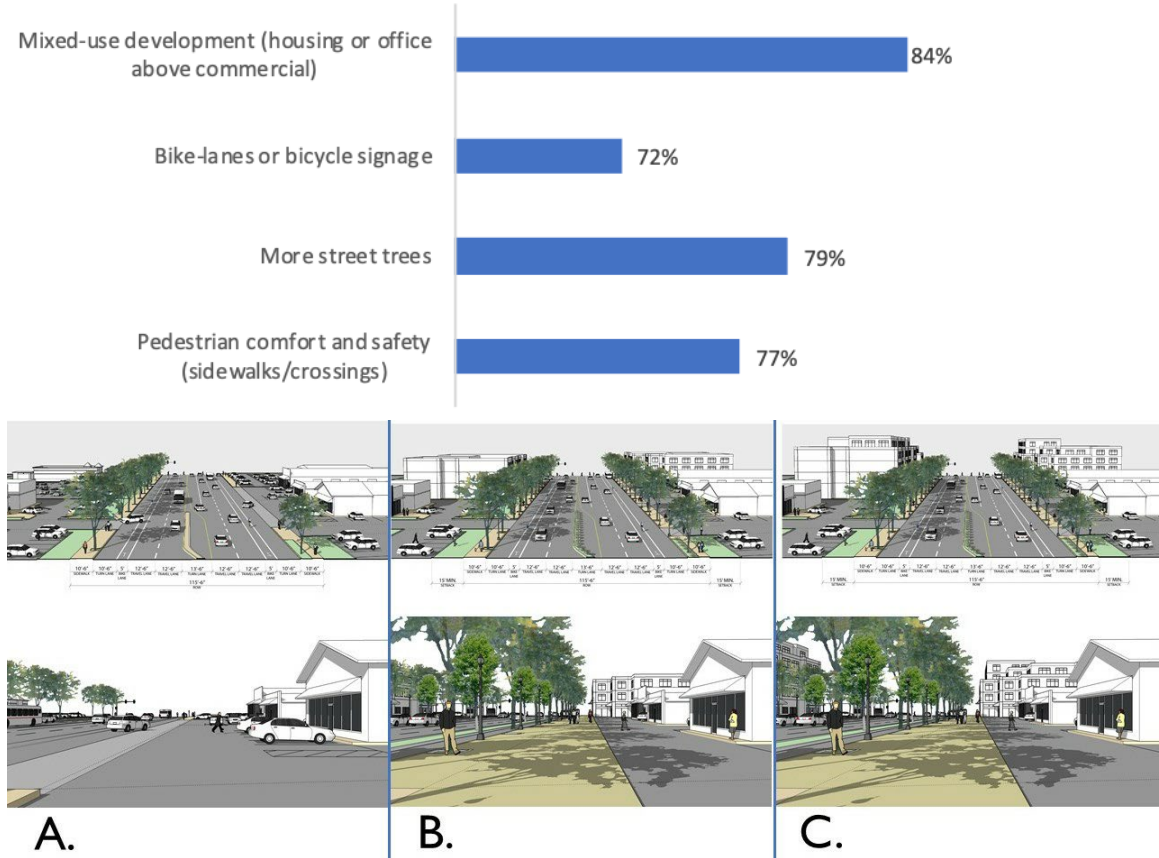
**Question 7. Which of the following do you support for Jefferson Street? (77 total participants)**



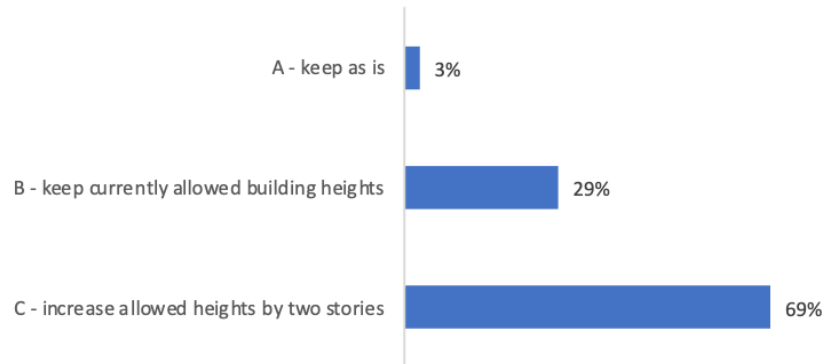
**Question 8. Which of these options do you like best for Jefferson Street? (79 total participants)**



**Question 9. Which of the following do you support for Soscol and Imola Corridor?  
(75 total participants)**



**Question 10. Which of these options do you like best for the Soscol and Imola Corridor?  
(77 total participants)**



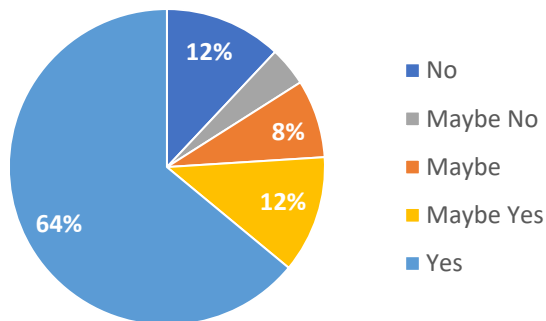
# Appendix C: Focus Area Survey Results

## JEFFERSON STREET FOCUS AREA

### Strategy 1: Promote a combination of local businesses and housing

Promote revitalization and support local businesses by allowing mixed-use developments – stores, cafés, and restaurants at ground level, with housing above. This will enable reinvestment in properties and allow residents to live close to these businesses, and many within an easy walking or biking distance of downtown as well.

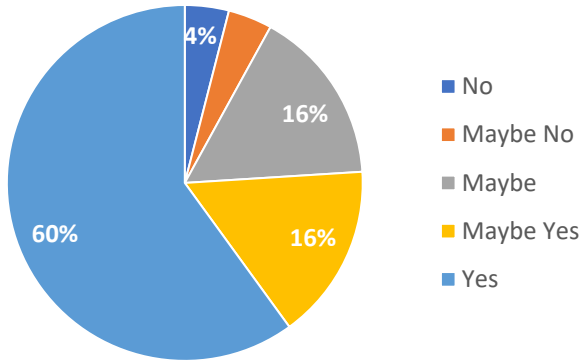
#### Question 1. Would you support this strategy?



### Strategy 2: Promote pedestrian orientation and lively urban environments

Businesses will front the street to enhance walkability, and buildings will be designed to present a cohesive appearance from the street. Any parking will be tucked behind buildings or be below ground level. Strategies show buildings two to four stories in height, stepping down in height closer to residential areas.

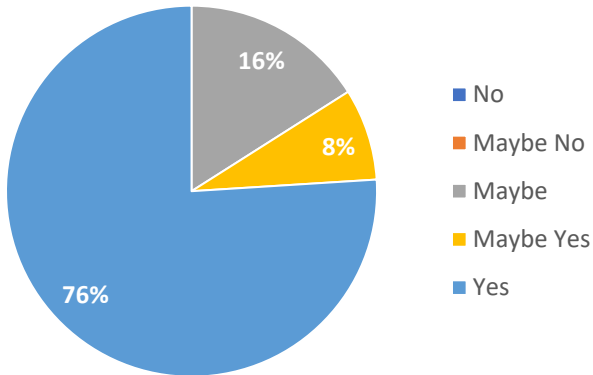
**Question 2. Would you support this strategy?**



**Strategy 3: Improve streetscape appearance and safety**

Streets will be designed for greater comfort and safety of pedestrians and bicyclists with widening sidewalks, street trees that provide shade, and improved street crossings.

**Question 3. Would you support this strategy?**





**Question 4. Given the images below, which one of the options do you like best for Jefferson?**



**A.**

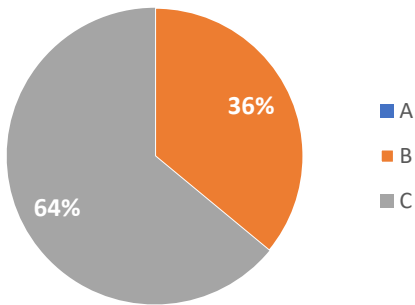
Keep as is - currently allowed heights between 35 to 40 feet or three to four stories and no streetscape improvements.

**B.**

Keep currently allowed building heights and improve streetscapes and pedestrian orientation of buildings.

**C.**

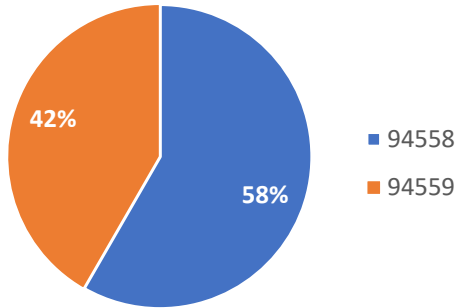
Increase allowed heights by one story (50 to 55 feet, or 4 stories) in portions with well-designed, pedestrian-oriented buildings, and streetscape improvements.



- A. Keep as is - currently allowed heights between 35 to 40 feet or three to four stories and no streetscape improvements.
- B. Keep currently allowed building heights and improve streetscapes and pedestrian orientation of buildings.
- C. Increase allowed heights by one story (50 to 55 feet, or 4 stories) in portions with well-designed, pedestrian-oriented buildings, and streetscape improvements.

**Question 5. Do you have any other comments or ideas on land use and urban design strategies for this focus area? (Optional)**

**Question 6. In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)**

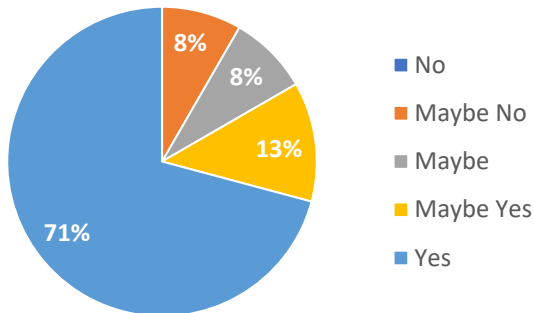


### **SOSCOL AND IMOLA FOCUS AREA**

#### **Strategy 1: Transform Soscol Avenue into a well-designed boulevard**

Transform Soscol Avenue into a boulevard lined with trees that provide consistent identity, a pleasant driving experience, and a sense of arrival into the city. Pedestrian and bike safety improvements could include separate bike lanes, wider sidewalks, and trees providing shade.

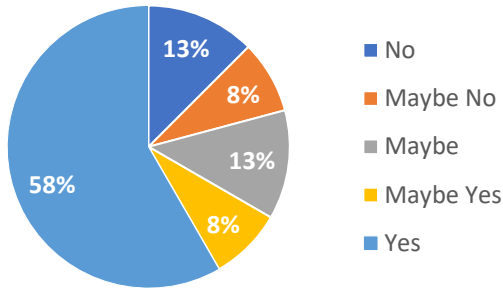
**Question 1. Would you support this strategy?**



#### **Strategy 2: Incorporate flexibility by retaining existing commercial uses while allowing development on both sides of Soscol Avenue.**

There are many commercial and industrial uses that are likely to be redeveloped over the next 20-year planning horizon. Buildings four and five stories are already being built along Soscol, and over time more such development can happen. These can include new commercial uses, or housing above commercial close to Napa Valley College and in proximity to commercial uses and close to open spaces and trails. In the northern section of the corridor, auto dealers will likely remain; here streetscape improvements and signage can help provide a better overall identity.

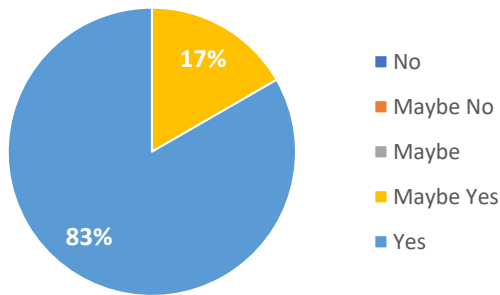
**Question 2. Would you support this strategy?**



**Strategy 3: Continue development of open space along Napa River and continue to build/ prioritize new and existing trail connections to parks, open space, and to the Napa Valley Vine Trail.**

These are major environmental and recreational resources for Napa residents. The conservation of open space along the river with better trail connections to the surrounding community can help improve these resources and be a benefit to residents.

**Figure 29: Question 3. Would you support this strategy?**



**Question 4. Given the images below, which one of the options do you like best for the Soscol and Imola Corridor?**



**A.**

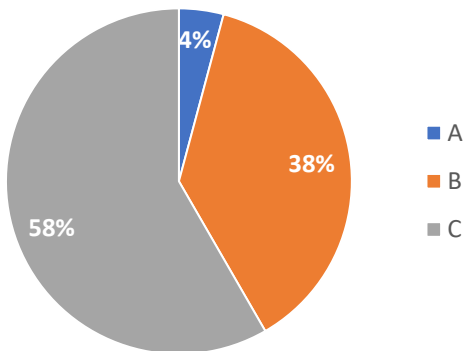
Keep as is - currently allowed heights of up to 40 feet or three to four stories and no streetscape improvements.

**B.**

Keep currently allowed building heights and improve streetscapes and pedestrian orientation of buildings.

**C.**

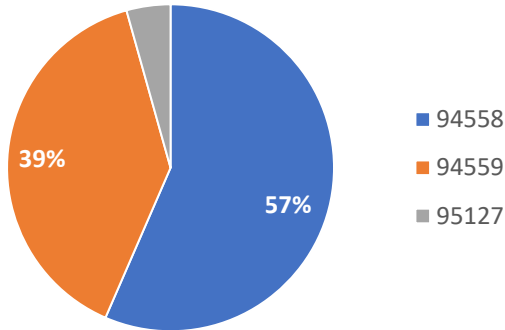
Increase allowed heights by two stories (55 to 60 feet, or 5 stories) in portions with well-designed, pedestrian-oriented buildings, and streetscape improvements.



- A. Keep as is - currently allowed heights of up to 40 feet or three to four stories and no streetscape improvements.
- B. Keep currently allowed building heights and improve streetscapes and pedestrian orientation of buildings.
- C. Increase allowed heights by two stories (55 to 60 feet, or 5 stories) in portions with well-designed, pedestrian-oriented buildings, and streetscape improvements.

**Question 5. Do you have any other comments or ideas on land use and urban design strategies for this focus area? (Optional)**

**Question 6. In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)**

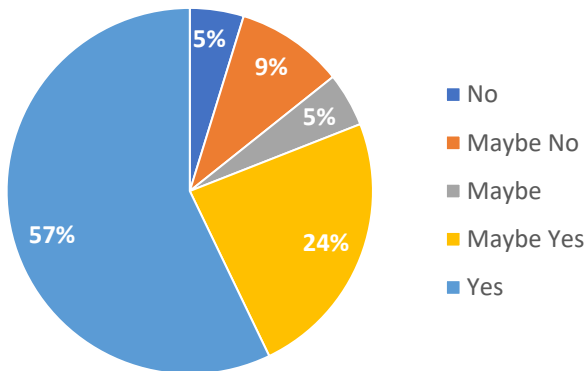


### **SOSCOL AND LINCOLN FOCUS AREA**

**Strategy 1: Promote pedestrian orientation and improve streetscape appearance and safety**

Like other focus areas, businesses will front the street to enhance walkability, and buildings will be designed to present a cohesive appearance from the street. Streets will be designed for greater comfort and safety of pedestrians and bicyclists with widening sidewalks, street trees that provide shade, and improved street crossings.

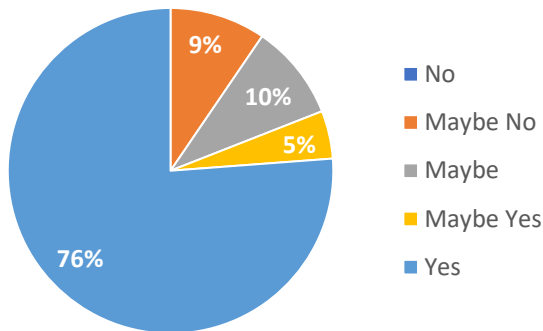
**Question 1. Would you support this strategy?**



**Strategy 2: Improve access to the waterfront and enhance open space network**

Enhance open space and orient development along the Napa River waterfront. Gaps in the Napa River Trail are filled and connected with other bikeways and trails. Properties along the river are to extend the Hospitality Commercial land use that currently exists just north and south of the focus area. Accommodations, including hotels and restaurants, would be permitted while enhancing public access to the waterfront.

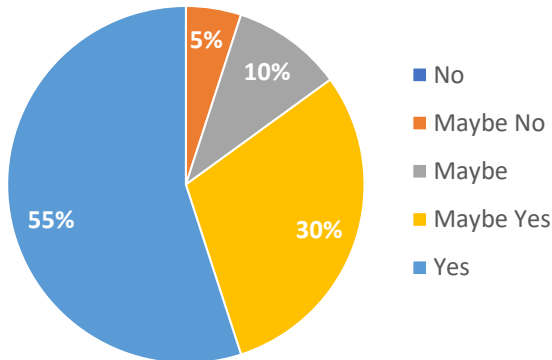
**Question 2. Would you support this strategy?**



**Strategy 3: Incorporate flexibility by retaining commercial and industrial areas while allowing redevelopment**

Support existing commercial businesses and include flexibility to redevelop based on future conditions. The existing industrial uses are to remain and intensification of additional non-nuisance maker and production-oriented businesses are permitted and encouraged.

**Question 3. Would you support this strategy?**



**Question 4. Given the images below, which one of the options do you like best for the Soscol and Lincoln Corridor?**



**A.**

Keep as is - currently allowed heights of up to 40 feet or three to four stories and no streetscape improvements.

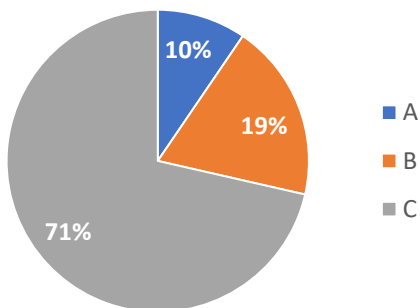
**B.**

Keep currently allowed building heights and improve streetscapes and pedestrian orientation of buildings.

**C.**

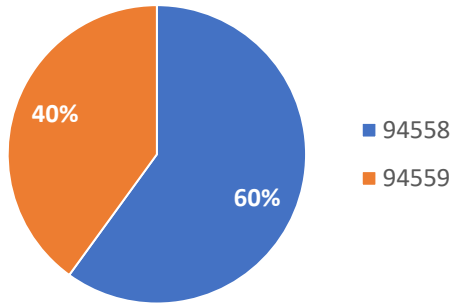
Increase allowed heights by two stories (55 to 60 feet, or 5 stories) in portions with well-designed, pedestrian-oriented buildings, and streetscape improvements.

- A. Keep as is - currently allowed heights of up to 40 feet or three to four stories and no streetscape improvements.
- B. Keep currently allowed building heights and improve streetscapes and pedestrian orientation of buildings.
- C. Increase allowed heights by two stories (55 to 60 feet, or 5 stories) in portions with well-designed, pedestrian-oriented buildings, and streetscape improvements.



**Question 5. Do you have any other comments or ideas on land use and urban design strategies for this focus area? (Optional)**

**Question 6. In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)**

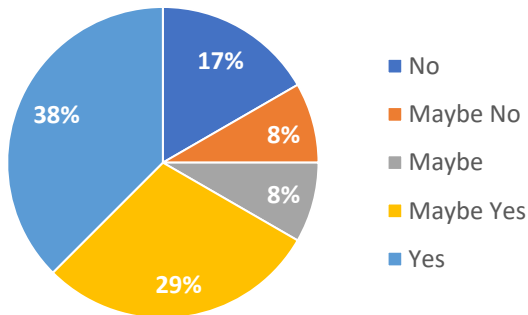


### **TRANCAS STREET FOCUS AREA**

#### **Strategy 1: Incorporate flexibility by retaining key commercial areas while allowing Redevelopment**

Many of the shopping centers along Trancas are healthy and well-visited. As times change, Trancas has the potential to be revitalized to further support local businesses, add additional residents, and allow residents to live close to these businesses.

**Question 1. Would you support this strategy?**



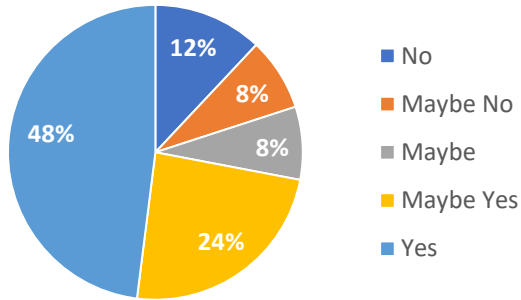
#### **Strategy 2: Promote pedestrian orientation and improve streetscape appearance and safety**

Businesses will front the street to enhance walkability, and buildings will be designed to present a cohesive appearance from the street. Any parking will be tucked behind buildings or be below ground level. Strategies show buildings three to five stories in height, stepping down in height closer to residential areas.



Streets will be designed for greater comfort and safety of pedestrians and bicyclists with widening sidewalks, street trees that provide shade, and improved street crossings.

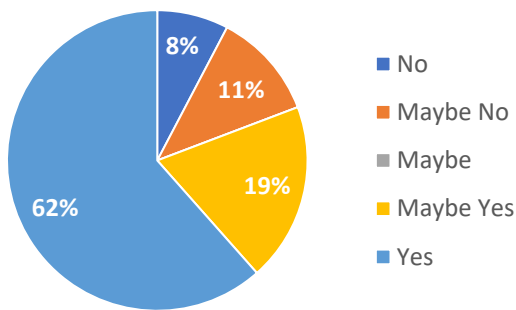
**Question 2. Would you support this strategy?**



**Strategy 3: Reinforce existing medical hub and build out residential areas with mixed-use**

Support further development of health facilities around the Queen of the Valley Medical Center into a designated “medical hub” to improve access to medical services. At the same time, promote revitalization and support local businesses by allowing mixed-use developments – stores, cafés, and restaurants at ground level, with housing above. This will enable reinvestment in properties and allow residents to live close to these businesses and support an active community.

**Question 3. Would you support this strategy?**



**Question 4. Given the images below, which one of the options do you like best for Trancas Street?**



**A.**

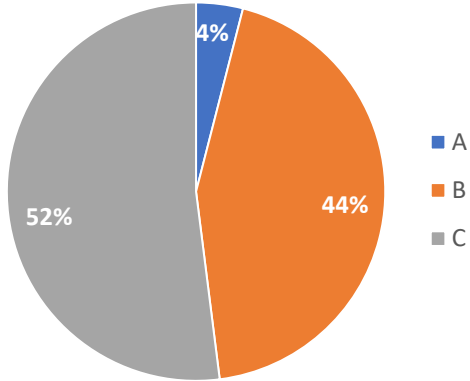
**Keep as is** - currently allowed heights between 35 to 40 feet or three to four stories and no streetscape improvements.

**B.**

**Keep currently allowed building heights** and improve streetscapes and pedestrian orientation of buildings.

**C.**

**Increase allowed heights by two stories** (55 to 60 feet, or 5 stories) in portions with well-designed, pedestrian-oriented buildings, and streetscape improvements.



- A. Keep as is - currently allowed heights between 35 to 40 feet or three to four stories and no streetscape improvements.
- B. Keep currently allowed building heights and improve streetscapes and pedestrian orientation of buildings.
- C. Increase allowed heights by two stories (55 to 60 feet, or 5 stories) in portions with well-designed, pedestrian-oriented buildings, and streetscape improvements.

**Question 5. Do you have any other comments or ideas on land use and urban design strategies for this focus area? (Optional)**

**Question 6. In what ZIP code is your home located? (enter 5-digit ZIP code; for example, 00544 or 94305)**

