



Draft Land Use Approach

COMMUNITY VISION

"In the year 2040, the city will improve the needs of residents first while achieving a sustainable future for all. Enhance Napa's defining attributes – its blend of small-town character, historic neighborhoods, and picturesque setting along Napa River, fused with vibrancy as a global destination in the heart of a premier wine-producing region. Ensure that the community is inclusive, family-friendly, balanced, sustainable, and flexible to adapt to changing future circumstances."
-Napa Vision Statement

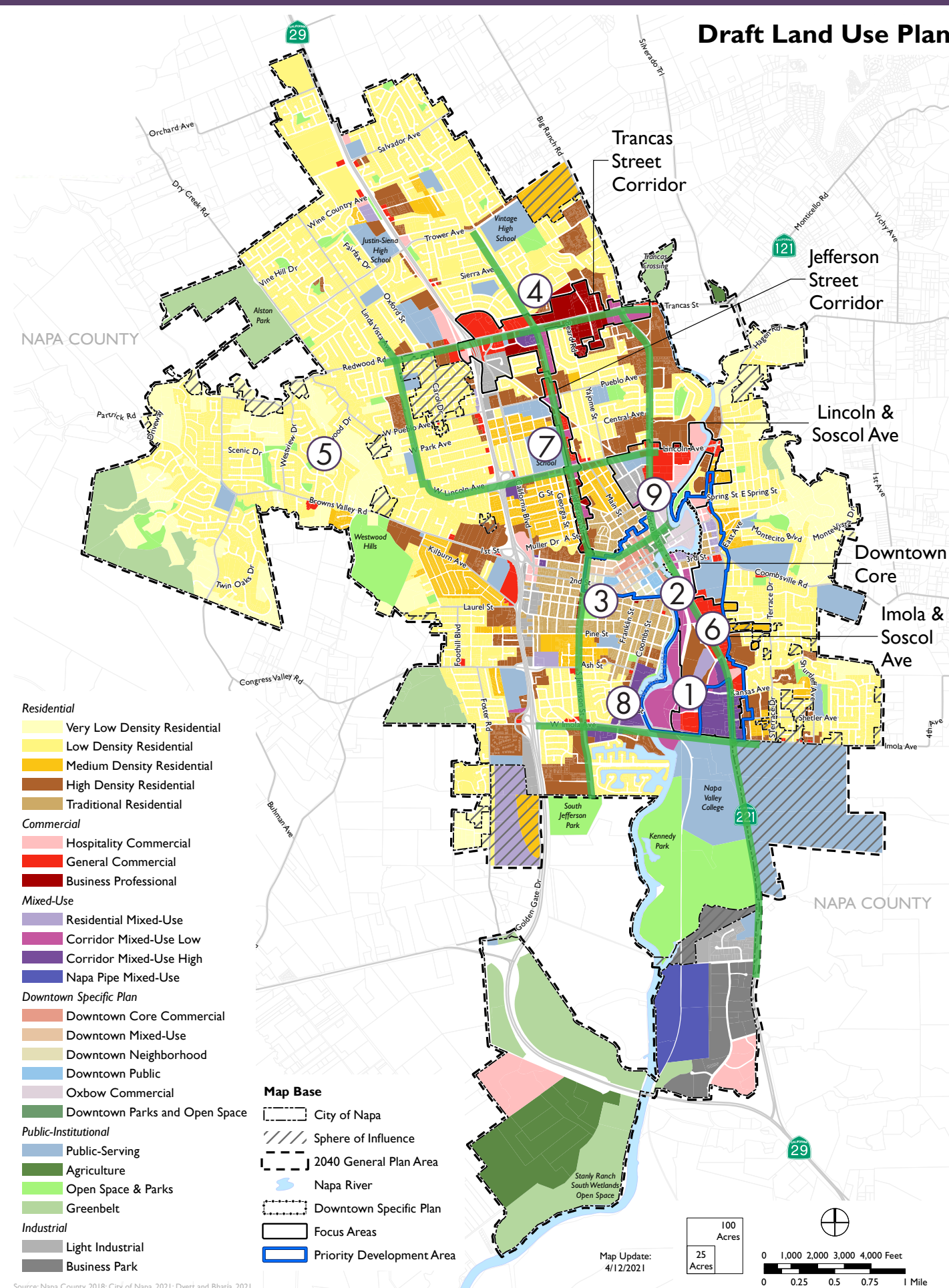
The General Plan Community Vision represents an aspirational future for Napa, developed collaboratively with the community over the course of 2019 through outreach events, surveys, visioning workshops with the Planning Commission and the City Council, and General Plan Advisory Committee (GPAC) meetings. The Draft Land Use Plan presents a framework for land use changes, circulation improvements, and urban design considerations to help achieve the Community Vision over the next 20 years.

The Draft Land Use Plan seeks to maintain and enhance Napa's character and quality of life by fostering compact development patterns, corridor revitalization, connections to Napa River and open spaces, and promoting walking and biking. Key corridors—including Soscol Avenue, Jefferson Street, and Trancas Street—are envisioned as vibrant, memorable, pedestrian-friendly boulevards that provide new opportunities for housing and commercial uses in mixed-use settings. Public realm will be emphasized with new street trees, sidewalk improvements, and community gathering spaces. The Plan provides for a greater diversity of housing types and opportunities for smaller-scale businesses in neighborhoods while production and maker spaces are conserved to ensure a complete community and diversity of uses.

Downtown is continued to be emphasized as the heart of the community with uses and activities that generate a community-wide draw. The character of the traditional historic neighborhoods is preserved with a greater array of uses permitted to promote investment in historic preservation.

Napa's existing greenbelt and Rural Urban Limit are maintained with continued emphasis on improving existing parks while building upon trail connections to parks and open space. By enhancing the connection between jobs, housing, and commercial, residents can reduce their carbon footprint by biking, walking, or taking transit, contributing to a more sustainable city.

Draft Land Use Plan



LAND USE STRATEGIES

- 1 New development is focused in downtown, aging commercial areas, or where large, vacant surface parking lots exist. An integration mix of uses, including housing, employment, and commercial uses is envisioned. Emphasis would be on creating pedestrian-friendly environments and parking would be incorporated in a safe, aesthetic, and cohesive manner. Housing will cater to people of all incomes and abilities and at various stages of life.
- 2 Key spines—such as Trancas Street and Soscol Avenue—are envisioned as memorable, tree lined boulevards, providing shaded and comfortable walking environments, and accommodating transit and bicycle paths. Pedestrian paths will connect downtown, neighborhoods, the Napa River, and other destinations.
- 3 The existing character of historic neighborhoods will be preserved while allowing for more housing options and expanded use of historic properties.
- 4 The Business Professional designation would focus on medical, technology, health and wellness, and professional services. Businesses with linkages to development and technology production is emphasized.
- 5 Residential areas will remain in residential use, but with opportunities to build a greater diversity of housing types. Small-scaled, home-based businesses will foster business incubation and work-from-home lifestyle.
- 6 Vibrant commercial uses, such as car dealerships and retail, will be retained with opportunities to grow and modernize.
- 7 Jefferson Street is envisioned as a walkable street, with locally-oriented retail and restaurants, and opportunities for housing in a mixed-use setting.
- 8 Development adjacent to the Napa River is to be oriented towards the river, enhancing public access and enjoyment of the waterfront.
- 9 The light industrial areas around Lincoln and Soscol would offer production and maker uses, while allowing compatible new residential, commercial, office, and industrial uses. Hospitality commercial uses will extend along the Napa River Trail.



Trancas Street Corridor Focus Area

Land Use and Urban Design Strategy

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KEY 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.

KEY 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 in structured garages. 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.

KEY 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.

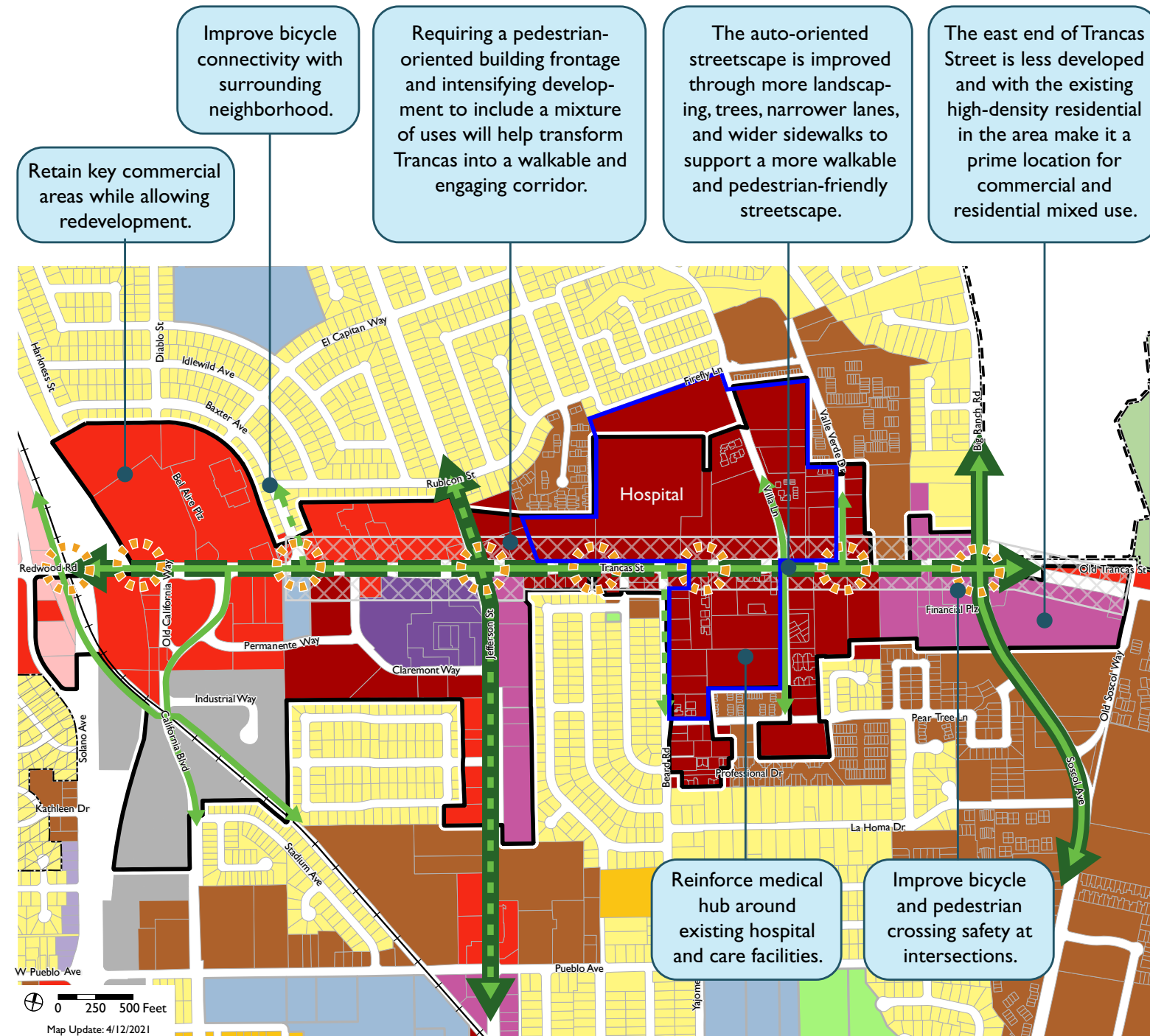


View of one of the shopping centers along Trancas Street.

DESIGN VISUALIZATION



View looking east down Trancas Street at Claremont Way. Allowable building heights would be up to five stories, or 55 to 60 feet, in portions with well-designed, pedestrian-oriented buildings with streetscape improvements.





Jefferson Street Corridor Focus Area

Land Use and Urban Design Strategy

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KEY 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.

KEY 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 in structured garages. Strategies show buildings two to four stories in height, stepping down in height closer to residential areas.

KEY 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.



View of the existing streetscape along Jefferson Street near F Street

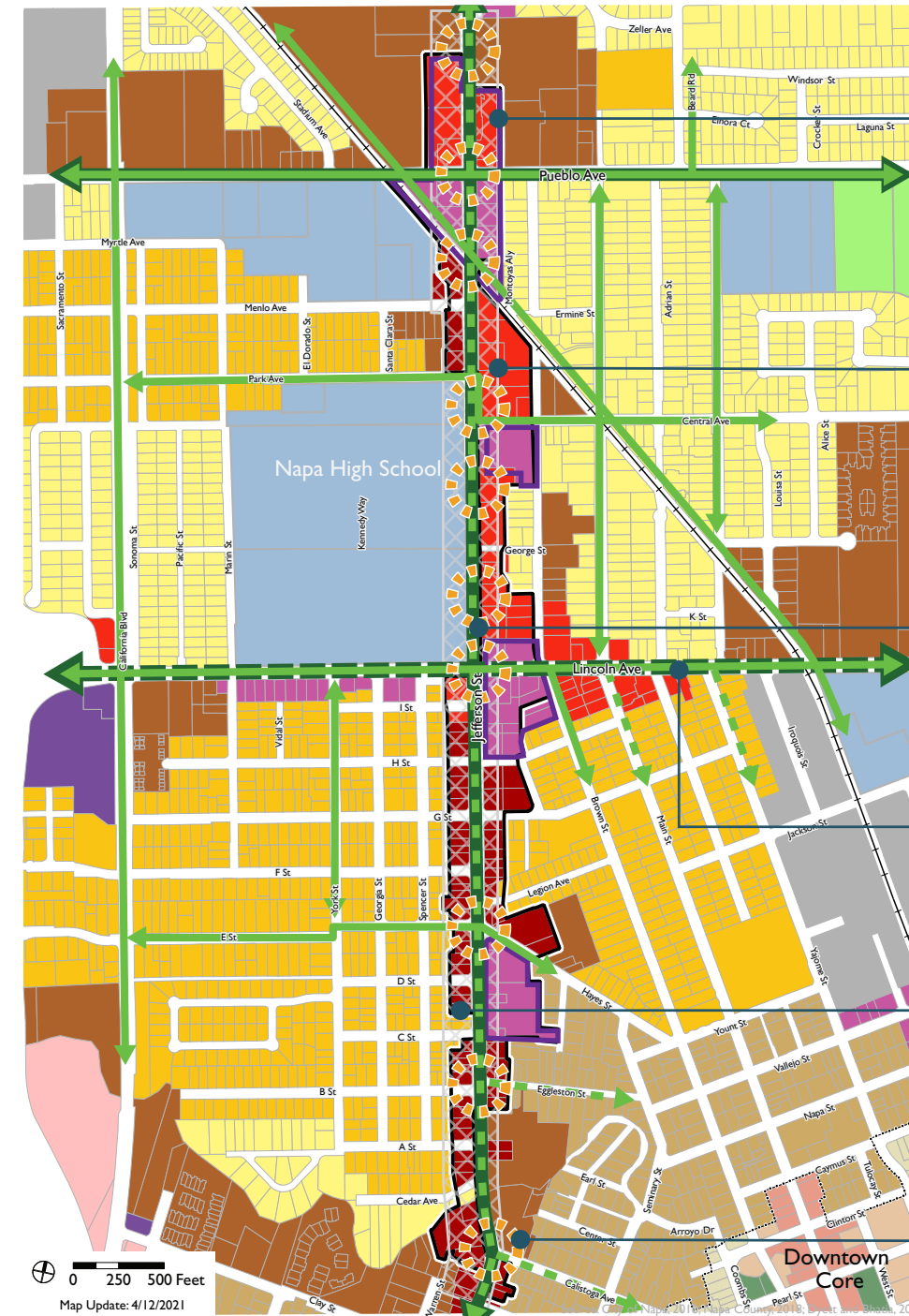


View of the existing streetscape along Jefferson Street near Pueblo Avenue

DESIGN VISUALIZATION



View looking north down Jefferson Street at H Street. Allowable building heights would be up to four stories, or 50 to 55 feet, in portions with well-designed, pedestrian-oriented buildings with streetscape improvements.



Concept Diagram

- Tree-Lined Boulevard
- Landscaped Street
- Existing or Planned Bikelane
- Potential Bikelane Facilities
- Community Hub
- Pedestrian-Oriented Streetscape Frontage
- Improved Pedestrian Crossing

Draft Land Use Plan

- Residential (Dwelling units per acre)
- Very Low Density (0 - 2.0)
 - Low Density (3.0 - 8.0)
 - Medium Density (8.0 - 18.0)
 - High Density (18.0 - 40.0)
 - Traditional (2.0 - 12.0)
- Commercial
- Hospitality Commercial
 - General Commercial
 - Business Professional

- Mixed-Use
- Residential Mixed-Use
 - Corridor Mixed-Use Low
 - Corridor Mixed-Use High
- Public-Institutional
- Public-Serving
 - Agriculture
 - Open Space & Parks
 - Greenbelt
- Industrial
- Light Industrial
 - Business Park

- Downtown Specific Plan
- Downtown Core Commercial
 - Downtown Mixed-Use
 - Downtown Neighborhood
 - Downtown Public
 - Oxbow Commercial
 - Downtown Parks and Open Space

- Map Base
- Railroad
 - Focus Areas
 - Downtown Area Specific Plan

Spur redevelopment of underutilized sites by promoting mixed-use “community hubs” that focus on neighborhood retail, restaurants, and cafes at ground level with housing above.

Requiring a pedestrian-oriented building frontage and intensifying development to include a mixture of uses will help transform Jefferson Street into a walkable and engaging corridor for local businesses to expand and flourish.

The auto-oriented streetscape is improved through landscaping, trees, narrower lanes, and wider sidewalks to support a more walkable, safe, and pedestrian-friendly streetscape.

Improve the streetscape design of major connecting streets, such as Lincoln and Pueblo avenues.

Small-scale retail and office uses remain for the majority of the corridor, especially on smaller sites.

Improve bicycle and pedestrian safety at intersections by increasing visibility and frequency of crossings.



KEY STRATEGY 1

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.

KEY STRATEGY 2

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. Any parking will be tucked behind buildings or in structured garages. 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.

DESIGN VISUALIZATION



View looking north along Soscol Avenue at Imperial Way. Allowable building heights would be up to five stories, or 55 to 60 feet, in portions with well-designed, pedestrian-oriented buildings with streetscape improvements.

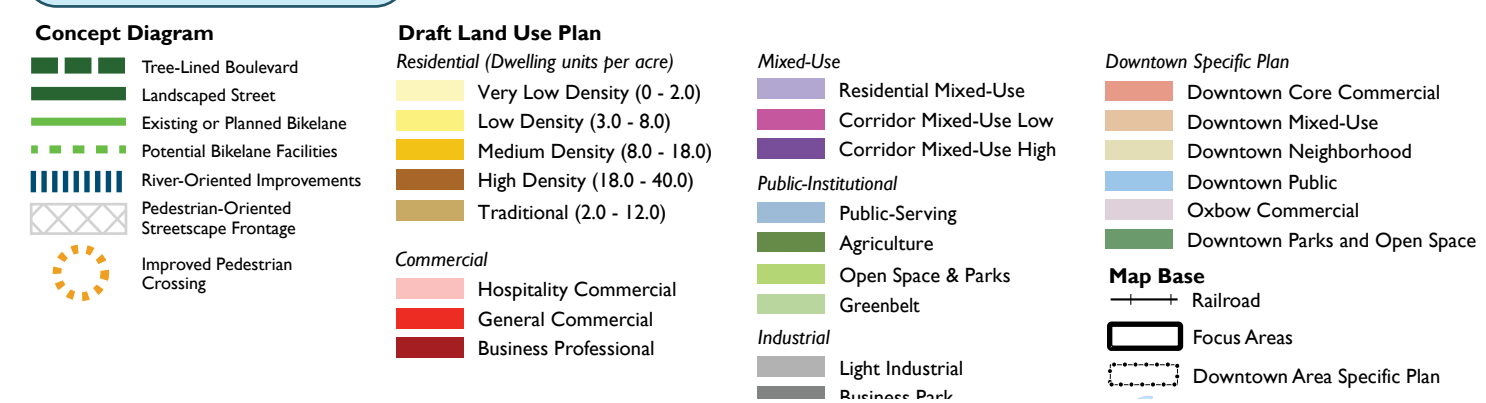
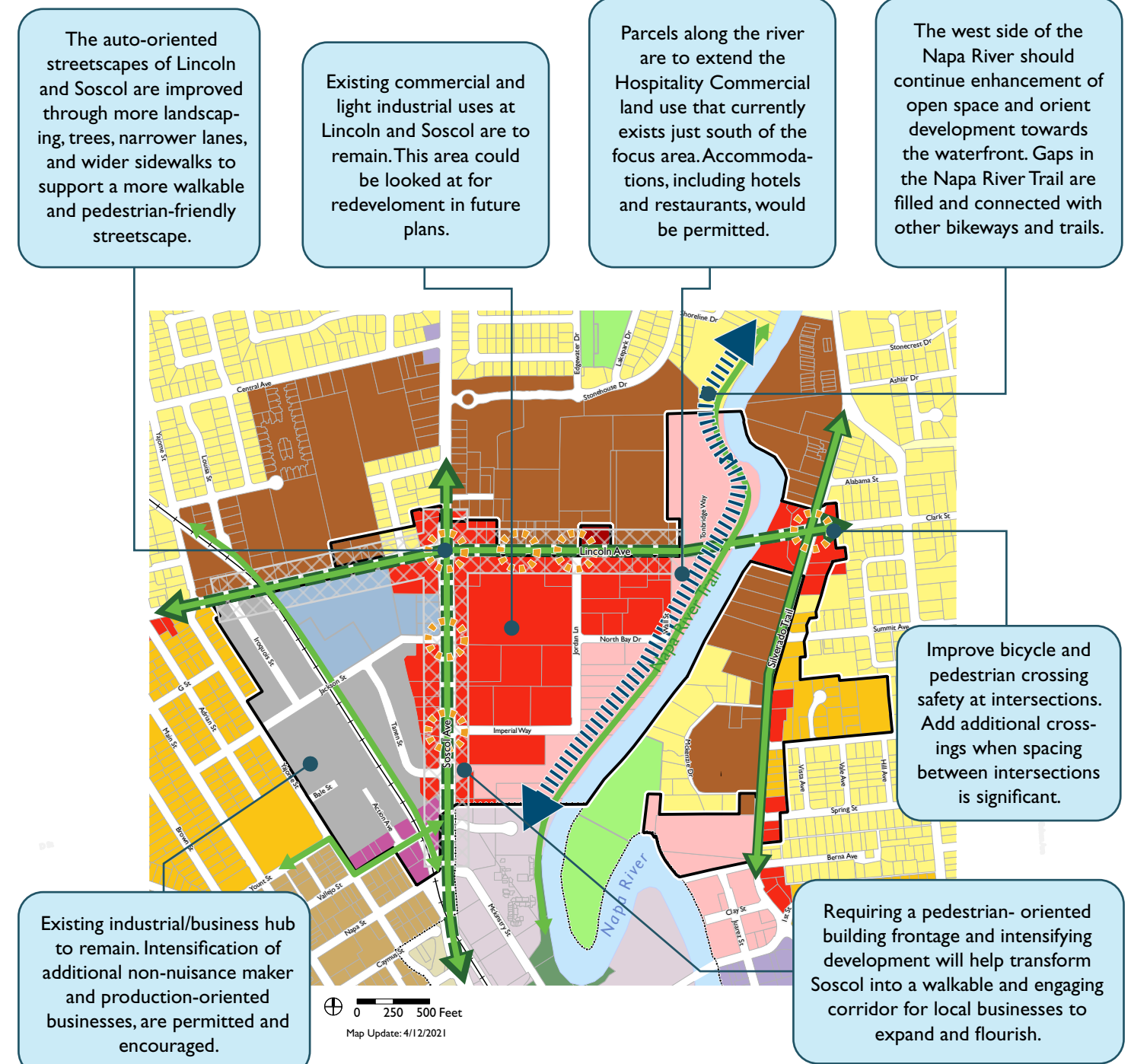
KEY STRATEGY 3

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. The central commercial/office area could be looked at for redevelopment in future plans and respond to potential flooding issues that currently exist within this area.



Existing view at the intersection of Soscol and Lincoln avenues.





Soscol and Imola Corridor Focus Area

Land Use and Urban Design Strategy

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KEY 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.

KEY STRATEGY 2

Incorporate flexibility by retaining existing commercial uses while allowing development on both sides of Soscol

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.

DESIGN VISUALIZATION



View looking north up Soscol Avenue between Shetler and Kansas avenues. Allowable building heights would be up to five stories, or 55 to 60 feet, in portions with well-designed, pedestrian-oriented buildings with streetscape improvements.

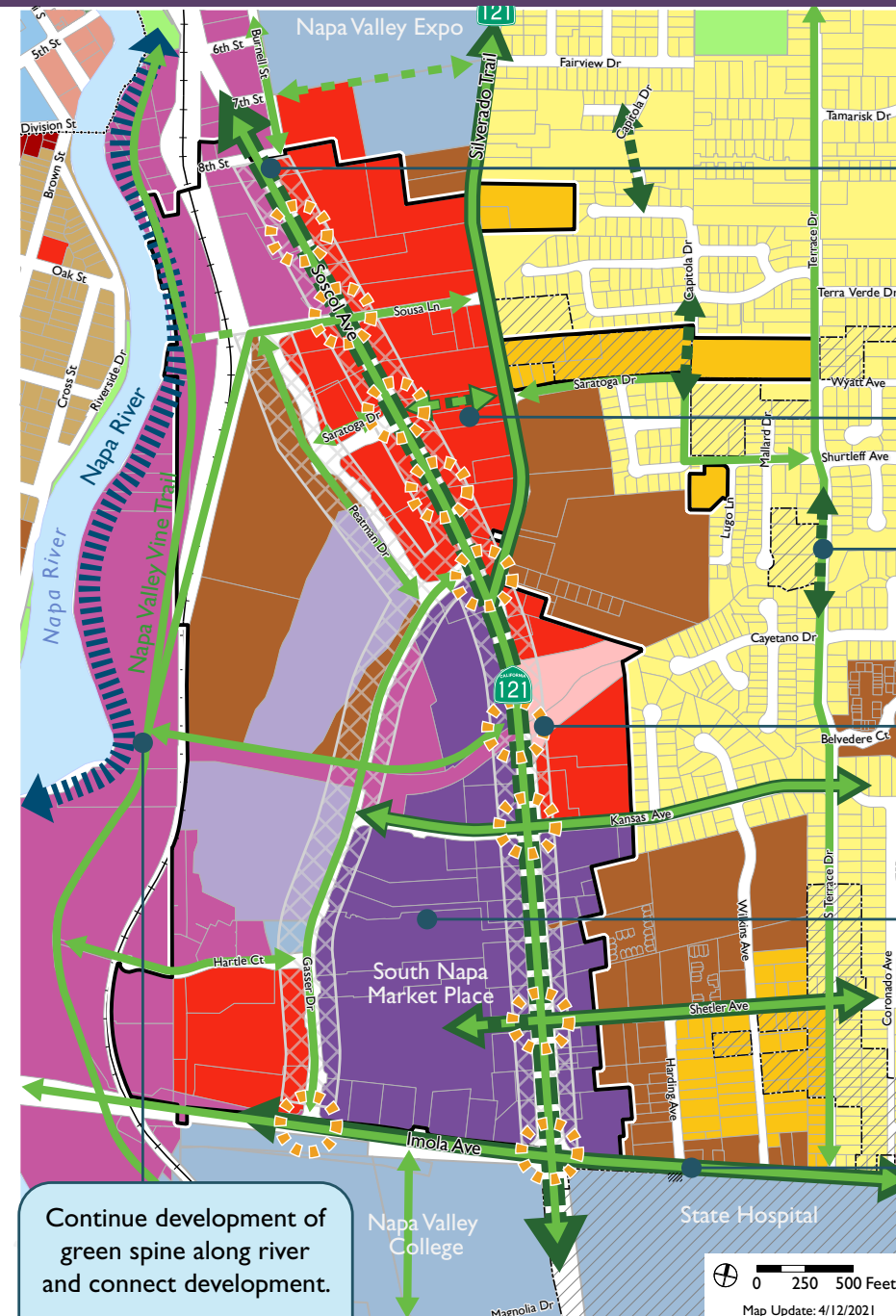
KEY STRATEGY 3

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.



View of Soscol Avenue at Eighth Street.



Continue development of green spine along river and connect development.
Continue to build/prioritize new and existing trail connections to parks, open space, and to the Napa Valley Vine Trail.

Map Base
City of Napa
Sphere of Influence
Railroad
Napa River

Concept Diagram
Tree-Lined Boulevard
Landscaped Street
Potential New Street
Existing or Planned Bikelane
Potential Bikelane Facilities
River-Oriented Improvements
Pedestrian-Oriented Streetscape Frontage
Improved Pedestrian Crossing

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Hospitality Commercial
General Commercial
Business Professional
Mixed-Use
Residential Mixed-Use
Corridor Mixed-Use Low

Downtown Specific Plan
Downtown Core Commercial
Downtown Mixed-Use
Downtown Neighborhood
Downtown Public
Oxbow Commercial
Downtown Parks and Open Space
Public-Institutional
Public-Serving
Agriculture
Open Space & Parks
Greenbelt
Industrial
Light Industrial

Transform Soscol Avenue into a multi-way boulevard. A multi-way boulevard separates through travel lanes from local access lanes to simultaneously move vehicles while providing a calm, spacious pedestrian and living environment for adjacent residences and creates a walkable environment for businesses.

Retain key commercial areas, such as auto row, while enabling intensification.

Bridge gaps in the street grid to improve connectivity and accessibility.

Improve bicycle and pedestrian crossing safety at intersections. Add additional crossings when spacing between intersections is significant.

South Napa Market Place is re-designated as mixed-use center with a focus on creating housing, offices, and other commercial uses.

Improve the streetscape design of major connecting streets, such as Silverado Trail, Kansas Avenue, Shetler Avenue, and Imola Avenue.