Retain key commercial areas while allowing redevelopment.

Improve bicycle connectivity with surrounding neighborhood.

Requiring a pedestrian-oriented building frontage and intensifying development to include a mixture of uses will help transform Trancas into a walkable and engaging corridor.

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

The east end of Trancas Street is less developed and with the existing high-density residential in the area make it a prime location for commercial and residential mixed use.

Improve bicycle and pedestrian crossing safety at intersections.

Reinforce medical hub around existing hospital and care facilities.

Improve bicycle connectivity with surrounding neighborhood.

The east end of Trancas Street is less developed and with the existing high-density residential in the area make it a prime location for commercial and residential mixed use.

Improve bicycle and pedestrian crossing safety at intersections.

Reinforce medical hub around existing hospital and care facilities.

Enhancements:
- Reinforce medical hub around existing hospital and care facilities.
- Improve bicycle and pedestrian crossing safety at intersections.
- Reinforce medical hub around existing hospital and care facilities.
- Improve bicycle and pedestrian crossing safety at intersections.
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.

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**Concept Diagram**
- **Tree-Lined Boulevard**
- **Landsaped Street**
- **Existing or Planned Bikeline**
- **Potential Bikeline Facilities**
- **Community Hub**
- **Pedestrian-Oriented Streetscape Frontage**
- **Improved Pedestrian Crossing**

**Preferred Plan Land Use**
- **Residential**
  - Low Density Residential
  - Traditional Residential
  - Medium Density Residential
  - High Density Residential
- **Commercial**
  - Hospitality Commercial
  - General Commercial
  - Business Professional
  - Mixed-Use
- **Downtown Specific Plan**
  - Downtown Core Commercial
  - Downtown Mixed-Use
  - Downtown Neighborhood
  - Oxbow Commercial
  - Downtown Parks and Open Space
- **Public-Institutional**
- **Open Space & Parks**
- **Industrial**
  - Light Industrial
  - Business Park

**Map Base**
- **Railroad**
- **Focus Areas**
- **Downtown Area Specific Plan**
The auto-oriented streetscapes of Lincoln and Soscol are improved through more landscaping, trees, narrower lanes, and wider sidewalks to support a more walkable and pedestrian-friendly streetscape.

Existing commercial and light industrial uses at Lincoln and Soscol are to remain. This area could be looked at for redevelopment in future plans.

Parcels along the river are to extend the Hospitality Commercial land use that currently exists just south of the focus area. Accommodations, including hotels and restaurants, would be permitted.

Both east and west sides of the Napa River should continue enhancement of open space and orient development towards the waterfront. Gaps in the Napa River Trail are filled and connected with other bikeways and trails.

Existing industrial/business hub to remain. Intensification of additional non-nuisance maker and production-oriented businesses, are permitted and encouraged.

Requiring a pedestrian-oriented building frontage and intensifying development will help transform Soscol into a walkable and engaging corridor for local businesses to expand and flourish.

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

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

Preferred Plan Land Use
- Residential
  - Low Density Residential
  - Traditional Residential
  - Medium Density Residential
  - High Density Residential
- Commercial
  - Hospitality Commercial
  - General Commercial

Mixed-Use
- Residential Mixed-Use
- Corridor Mixed-Use Low
- Corridor Mixed-Use High

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

Public-Institutional
- Public-Serving
- Open Space & Parks

Industrial
- Light Industrial

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

Map Update: 1/31/2020
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.

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.

South Napa Market Place is re-designated as mixed-use center with a focus on creating housing, offices, and other commercial uses.
DRAFT Land Use/Urban Design Strategy
Trancas Streetscape and Building Massing Prototype

Existing Conditions

3 Stories and Streetscape Improvements

5 Stories and Streetscape Improvements
DRAFT Land Use/Urban Design Strategy
Jefferson Streetscape and Building Massing Prototype

Existing Conditions

3 Stories and Streetscape Improvements

4 Stories and Streetscape Improvements
Existing Conditions

3 Stories and Streetscape Improvements

5 Stories and Streetscape Improvements