



Draft Preferred Plan

COMMUNITY VISION

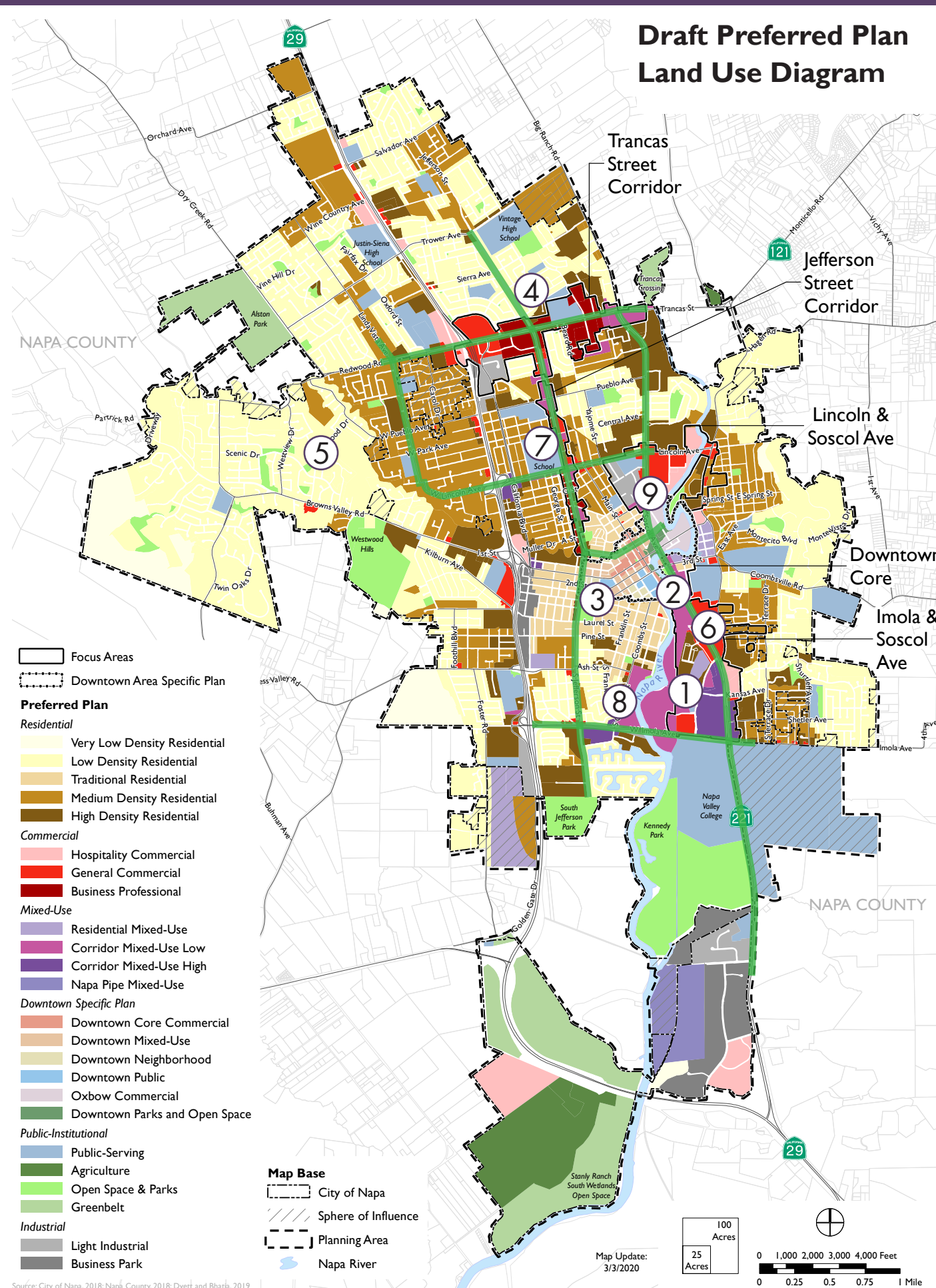
"In the year 2040, the city will improve the needs of residents first while achieving a sustainable future for all. Enhance Napa's defining attributes – its blend of small-town character, historic neighborhoods, and picturesque setting along Napa River, fused with vibrancy as a global destination in 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 Preliminary Preferred 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 Preferred 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.



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.



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.

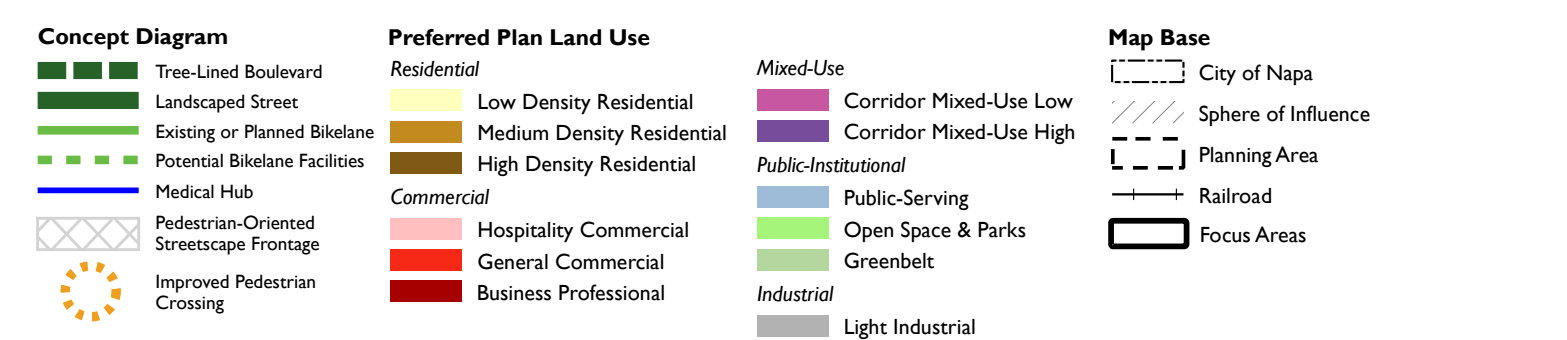
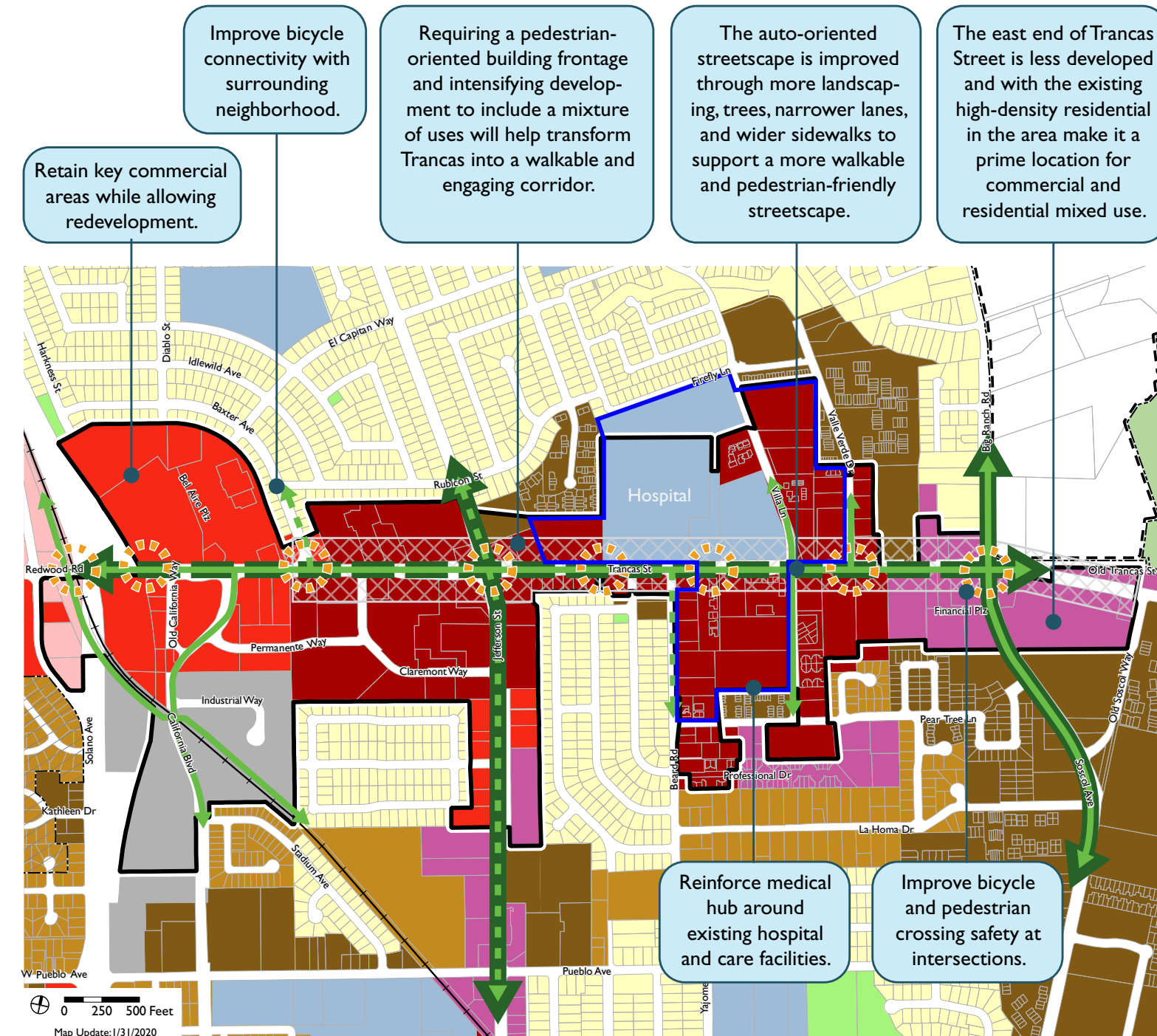


View of one of the shopping centers along Trancas Street.

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

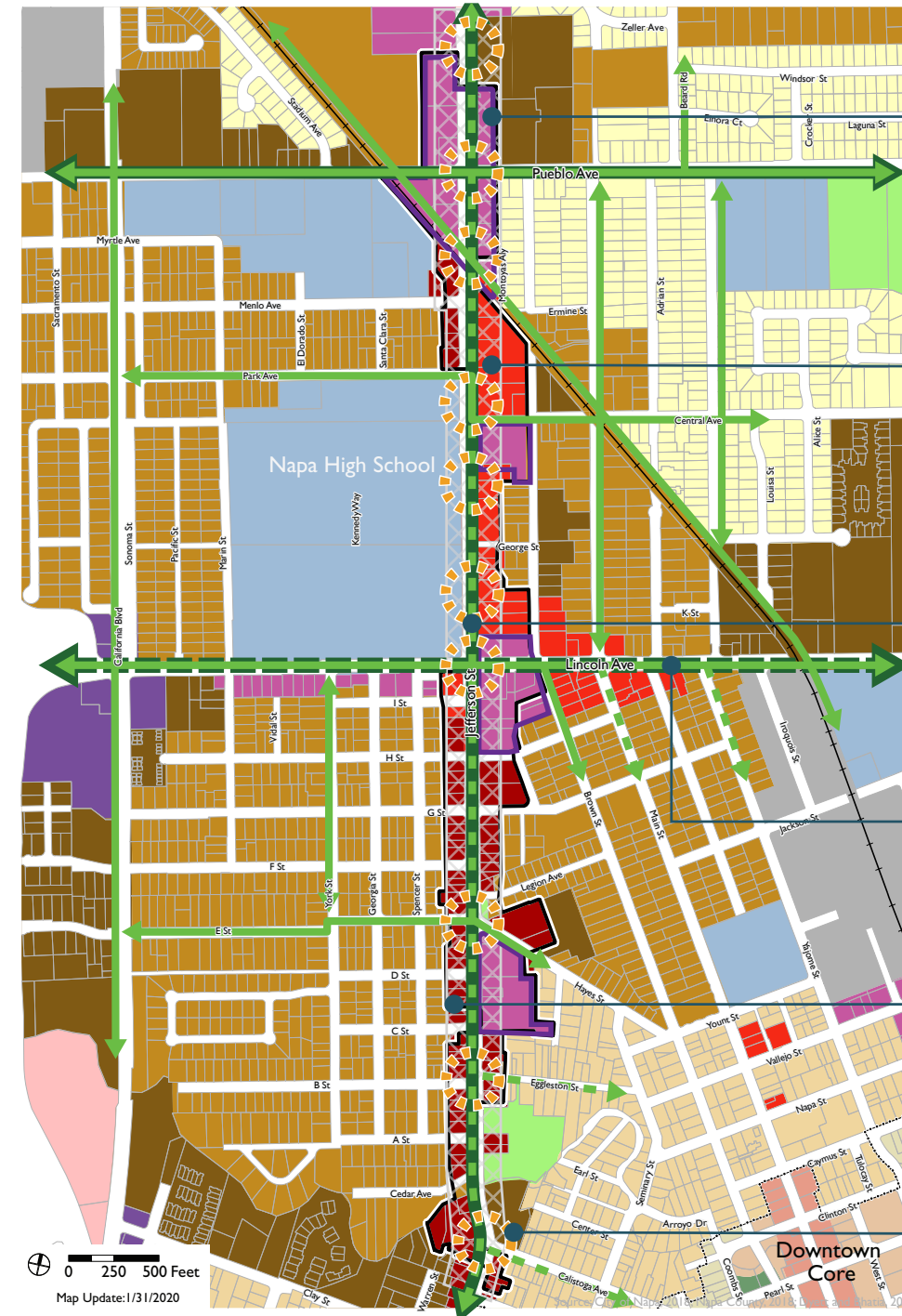


View of the existing streetscape along Jefferson Street near Pueblo Avenue

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.



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.

Concept Diagram

- Tree-Lined Boulevard
- Landscaped Street
- Existing or Planned Bikelane
- Potential Bikelane 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
- Business Professional
- 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
- Business Park

Map Base

- Railroad
- Focus Areas
- Downtown Area Specific Plan



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.

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.

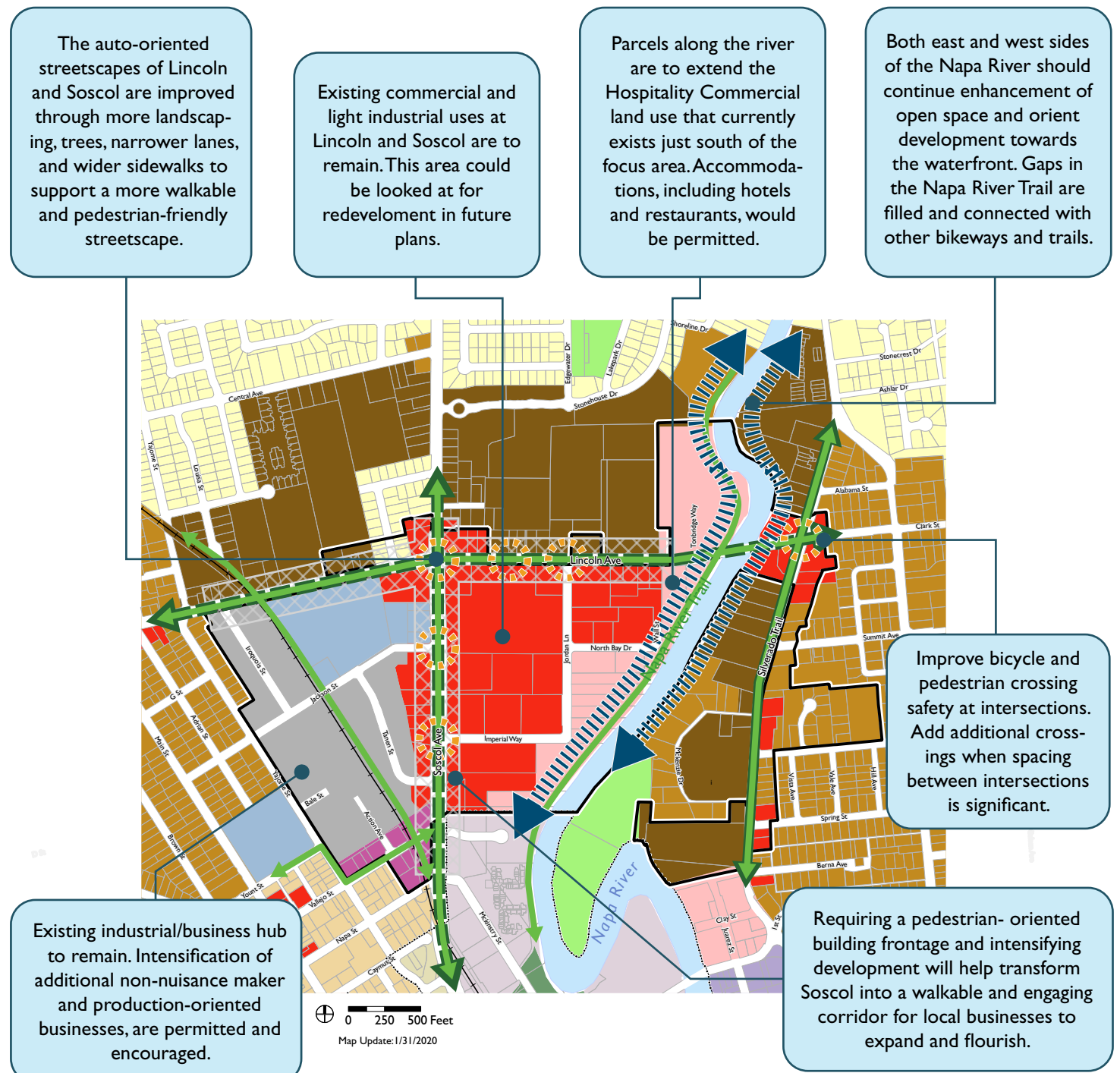


Existing view at the intersection of Soscol and Lincoln avenues.

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 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.

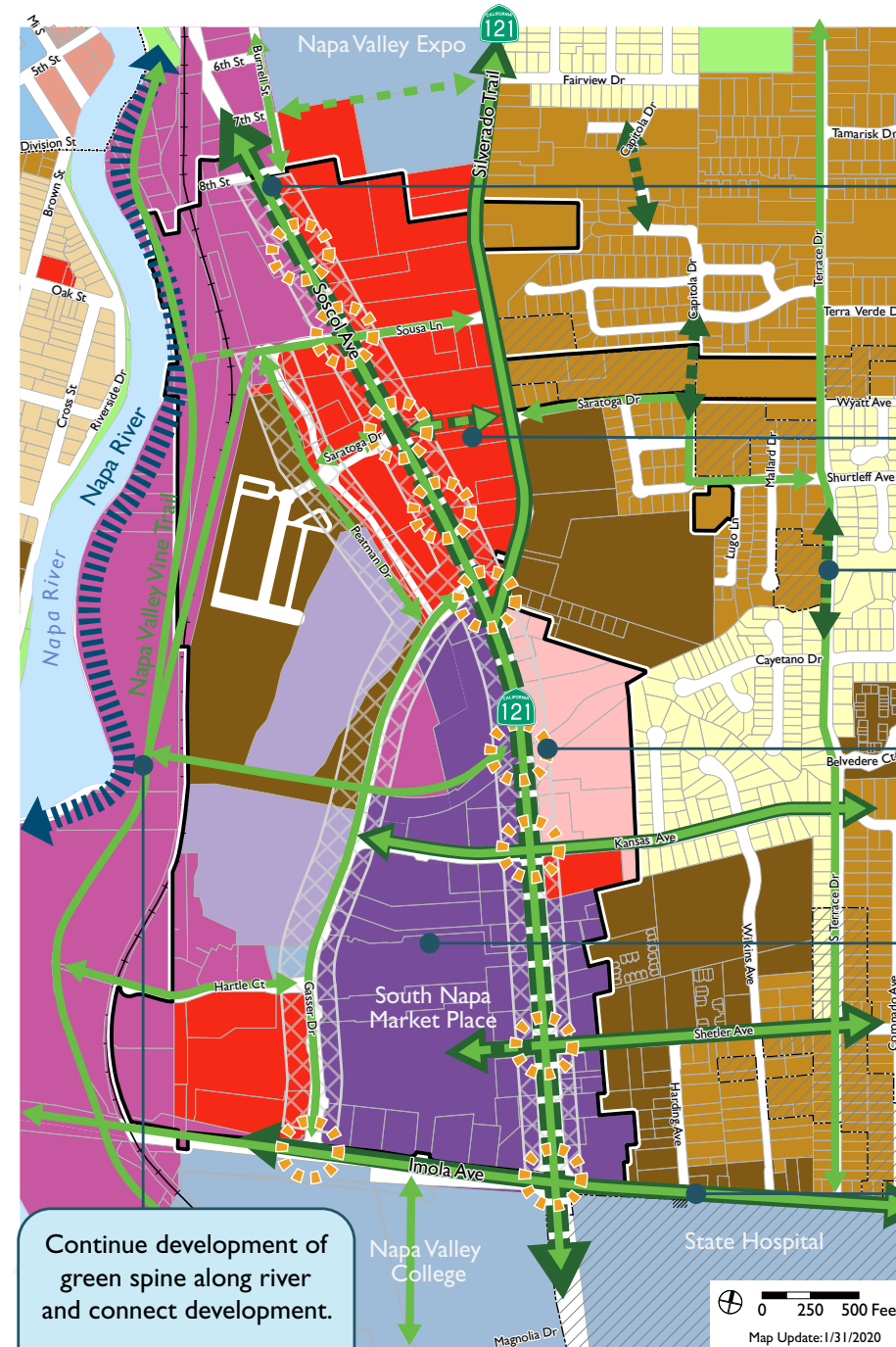
KEY STRATEGY 3

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

Preferred Plan Land Use

- | | |
|----------------------------|-------------------------------|
| Residential | Downtown Specific Plan |
| Low Density Residential | Downtown Core Commercial |
| Traditional Residential | Downtown Neighborhood |
| Medium Density Residential | Downtown Public |
| High Density Residential | Downtown Parks and Open Space |
| Commercial | Public-Institutional |
| General Commercial | Public-Serving |
| Mixed-Use | Open Space & Parks |
| Corridor Mixed-Use Low | Industrial |
| Corridor Mixed-Use High | 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.



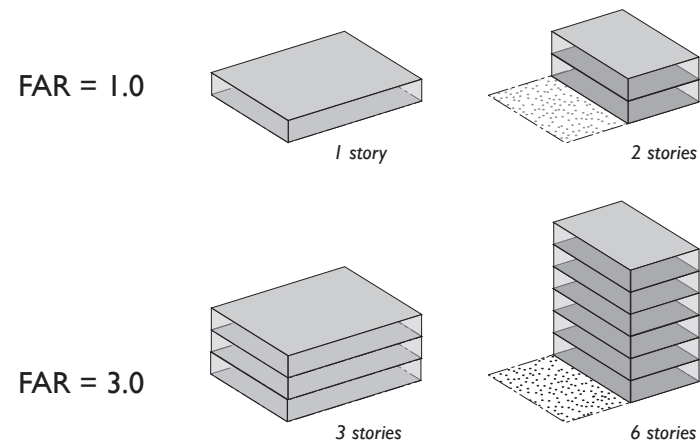
OVERVIEW

The General Plan establishes density/intensity standards for each use classification. Residential density is expressed as housing units per net acre. Non-residential and mixed-use development intensity is expressed as floor area ratio (FAR), which is calculated by dividing building area by site area exclusive of constraints (such as floodways). Residential uses as part of mixed-use development are not separately subject to density requirements. FAR is a broad measure of building bulk that regulates both visual prominence and traffic generation. It can be clearly translated to a limit on building bulk in the Zoning Ordinance and is independent of the type of use occupying the building. Building area devoted to structured or covered parking (if any) is not included in FAR calculations.

The Zoning Ordinance may provide specific exceptions to the FAR limitations for uses with low employment densities, such as research facilities, or low peak-hour traffic generation, such as a hospital. In addition to density/intensity standards, some land use classifications stipulate allowable building types (such as single-family residential) as well.

The density/intensity standards do not imply that development projects will be approved at the maximum density or intensity specified for each use. Zoning regulations consistent with General Plan policies and/or site conditions may reduce development potential within the stated ranges. Likewise, additional density/intensity bonuses could be used by the City to encourage development or be used as an incentive for desired goals and objectives. Density/intensity standards are specified with each land use description and summarized

FAR/INTENSITY EXAMPLES



DENSITY EXAMPLES



36 on Echo, Echo Park Townhomes with tuck-under parking
3 stories, 18 du/ac



Courier Place Apartments, Claremont
Stacked apartments with surface parking
2-3 stories, 22 du/ac



Glashaus, Emeryville
Stacked apartments w/ underground parking
4 stories, 41 du/ac



The Riverfront, Napa
FAR: 2.7* | 29.0 du/ac | Height: 52'
*Estimate residential and non-residential

Standards for Density and Development Intensity

Preferred Plan Land Use Designation	Residential Density (housing units per net acre)	Floor Area Ratio (FAR) (exclusive of parking area)
Residential		
Traditional Residential	2.0 to 12.0	Up to 0.6 for combined residential and non-residential uses.
Very Low Density	1.0 to 2.0	Requires Conditional Use Permit for non-residential uses.
Low Density	3.0 to 8.0	Up to 0.3 for non-residential uses
Medium Density	8.0 to 18.0	Up to 0.3 for non-residential uses
High Density	18.0 to 40.0	Up to 0.3 for non-residential uses (0.6 by Use permit; not to exceed a combined FAR of 1.0 for both residential and non-residential uses)
Mixed Use		
Residential Mixed Use	16.0 to 40.0	up to 1.0 (including all uses – non-residential and residential)
Corridor Mixed Use Low	Regulated by FAR only	up to 1.5 (including all uses – non-residential and residential)
Corridor Mixed Use High	Regulated by FAR only	up to 2.0 (including all uses – non-residential and residential)
Napa Pipe Mixed Use	-	-
Commercial		
General Commercial	No residential permitted	up to 0.7
Hospitality Commercial	No residential permitted	up to 1.5
Business Professional	up to 40.0	up to 1.2
Industrial		
Business Park	No residential permitted	up to 0.7
Light Industrial	No residential permitted	up to 0.5
Public and Conservation		
Public-Serving	Requires Conditional Use Permit for residential uses	up to 1.0 (including all uses) except for no limit on City-owned public-service and safety uses
Open Space and Parks	none	Varies, depends on use
Greenbelt	One primary dwelling unit per existing parcel	Established during discretionary review.
Agriculture	No residential permitted	Requires Conditional Use Permit for non-residential uses.
Downtown Specific Plan	Specified in the Downtown Specific Plan	Specified in the Downtown Specific Plan



LAND USE DESCRIPTIONS

The classifications are meant to be broad enough to give the City flexibility in implementation, but clear enough to provide sufficient direction to carry out the General Plan. The City's Zoning Ordinance will contain more detailed provisions and standards and will be updated to ensure consistency with the General Plan land use classification system. More than one zoning district may be consistent with a single General Plan land use classification. This section describes each land use classification proposed in the draft Preferred Plan.

RESIDENTIAL

Five residential land use classifications are established to provide for development of a range of housing types. Densities are stated as number of housing units per net acre (i.e. exclusive of streets, parks and other public rights-of-way) of developable land, excluding areas subject to physical, environmental, or geological constraints, provided that at least one housing unit may be built on each existing legal parcel designated for residential use. Development would be required within the density range (both maximum and minimum) where stipulated in the classification. Development standards established in the Zoning Ordinance and physical parcel constraints may limit attainment of maximum densities.

Accessory and "junior" accessory units permitted by local and State regulations, and State-mandated density bonuses for provision of affordable or senior housing are in addition to densities otherwise permitted. For mixed-use areas with development intensities specified in FAR rather than residential density, bonus for affordable or senior housing will be in the form of FAR.

Home-occupation uses are allowed in all residential areas as incidental to residential use, with limitations on size and other parameters as established in the Zoning Ordinance. Day care facilities are allowed in all residential designations in accordance with State law. Existing Mobile Home Parks shall be considered conforming uses in all residential areas.

Unless otherwise specified in a classification, non-residential uses may also be allowed in appropriate locations at the discretion of the City, including bed-and-breakfast inns and public and quasi-public uses of an administrative, educational, recreational, religious, cultural, communications, or public service nature.

The maximum FAR for non-residential uses is 0.3 on sites designated for residential land uses, unless FARs are specified in specific classifications that follow. Increase in FAR up to 0.6 may be allowed by Use Permit, provided the design respects and complements

the visual character of the surrounding neighborhood; does not adversely impact the historic qualities of any historic building; and all other impacts are mitigated. Increases in FAR above 0.3 shall not be authorized for any nonconforming uses in residential land use categories.

VERY-LOW DENSITY RESIDENTIAL

This classification is mainly for single-detached homes in rural edges of the city. The density range is from 1.0 to 2.0 dwelling unit per net acre with the intent that existing parcels remain sparsely built and/or are clustered to preserve natural features and resources. Vineyards, low-intensity agricultural uses, and open space preservation are permitted. Non-residential commercial uses (such as wineries) will require a Conditional Use Permit.

LOW DENSITY RESIDENTIAL

Single-family residential development with densities ranging from 3.0 to 8.0 units per net acre. This classification is mainly intended for detached single-family dwellings, but attached single-family units may be permitted, provided each unit has ground-floor living area and private outdoor open space. Mobile homes, and compatible uses such residential care facilities are permitted.

TRADITIONAL RESIDENTIAL

Traditional Residential areas consist of the historic neighborhoods of Napa which have developed over time with a variety of residential building types and densities. Portions of some neighborhoods may have developed during one historic period and exhibit common design characteristics, while other areas may have developed over an extended time period and be diverse in architectural styles. New development will complement the existing neighborhood in terms of building massing and overall scale. Flexibility in street setbacks, yards, and other zoning standards may be permitted to ensure compatible design. A variety of housing styles may be permitted so long as they are compatible with the design characteristics of the surrounding neighborhood and within the permitted density range.

This designation provides for detached and attached single-family homes, live-work housing, and group quarters (e.g., residential facilities and nursing homes).

Permitted residential density range is 2.0 to 12.0 units per net acre. Non-residential uses, including bed-and-breakfast inns; administrative, educational, cultural, and offices are allowed, provided the overall combined maximum residential and non-residential FAR is 0.6. [Note to staff: Some of the non-residential uses are currently conditionally permitted. Given the desire expressed in outreach for

greater diversity of uses to economically sustain historic resources, this will broaden the permitted uses but with an overall floor area cap).

MEDIUM DENSITY RESIDENTIAL

Housing densities range between 8.0 to 18.0 units per net acre. Housing types would typically encompass single-family detached and attached, but multifamily housing type may be permitted where maximum permitted density is otherwise not attainable due to lot configuration or development constraints.

HIGH DENSITY RESIDENTIAL

Residential development, with densities ranging from 18.0 to 40.0 units per net acre. This designation would permit the full range of housing types, including multifamily, single-family attached, single room occupancy (SRO) facilities, live-work housing, group quarters (e.g., residential facilities and nursing homes).

Non-residential uses that may be allowed in appropriate locations at the discretion of the City are limited to bed-and-breakfast inns and public and quasi-public uses of an administrative, educational, recreational, religious, cultural, communications, or public service nature. The FAR for nonresidential uses shall not exceed 0.30; however, an increase in FAR up to 0.6 may be allowed by Use Permit, provided the design respects and complements the visual character of the surrounding neighborhood; does not adversely impact the historic qualities of any historic building; and all other impacts are mitigated. Increases in FAR above 0.3 shall not be authorized for any nonconforming uses in residential land use categories. Combined maximum residential and non-residential FAR shall not exceed 1.0.

MIXED USE

These designations are intended to accommodate higher-intensity, active, pedestrian-oriented development. Any single use or combination of allowed uses are permitted in order to integrate housing with retail, commercial, office, and other compatible uses. Certain mixed-use areas, as indicated on the Land Use Diagram, are required to have active ground floor uses as to generate interest and activity along the street; it is anticipated that these sites will include a vertical mix of uses. Examples of active ground floor uses include retail shops, restaurants, bars, theaters and performing arts, commercial recreation and entertainment, personal and convenience services, hotel lobbies, banks, travel agencies, childcare services, libraries, museums, and galleries. Development will be designed to foster walkability and connections with surroundings. Where larger sites are developed, development will be broken into smaller blocks to promote finer-grain development.

For all mixed use designations, a balanced mix of residential, non-nuisance production, creative, and maker-oriented uses (including artisan shops, studios, media production, printing and publishing), distilleries and micro-breweries, tech start-ups, research and development facilities, light industrial uses, public and quasi-public uses, and home-based businesses are permitted. Four mixed-use designations are established:

RESIDENTIAL MIXED USE

This designation prioritizes residential development with associated neighborhood-scale retail and office space. In addition to multifamily housing, live/work units, artist studios, and businesses that are less than 10,000 square feet are permitted. The maximum FAR for all uses, inclusive of residential, shall be 1.0. Residential units are required with densities ranging between 16 and 40 housing units per acre.

CORRIDOR MIXED USE LOW

Provides for developments that integrate residential and compatible commercial and office uses. This designation is intended for a mixture of uses in a single building, however if a mix uses are infeasible due to site constraints or prohibitive costs, single uses are allowed provided they meet the goals and objectives of the General Plan. Certain Corridor Mixed Use Low areas are required to have active ground floor uses to meet neighborhood needs and generate interest and activity along the street. The maximum FAR for all uses, inclusive of residential, shall be 1.5. No separate residential density standards are specified.

CORRIDOR MIXED USE HIGH

This designation is intended to promote vibrant and walkable environment with mid-rise (typically 55 feet or lower), mixed-use development and allows for more intensive development than Corridor Mixed Use Low. Permitted uses include neighborhood and community retail; eating and drinking establishments; commercial recreation; hotels and visitor services; residential; financial, business, and personal services; educational and social services; and office. The maximum FAR for all uses, including residential, shall be 2.0. For developments along Soscol, Lincoln, and Imola avenues, minimum 0.15 FAR non-residential use is required. No separate residential density standards are specified.

NAPA PIPE MIXED USE

This designation applies solely to the Napa Pipe site. A range of housing types, retail, hotel, office, and other commercial uses are permitted, with development intensities in accordance with the more detailed City-approved plans for this site.



COMMERCIAL

These designations are designed to foster a mix of business uses resulting in districts with strong urban design, including buildings and landscapes that relate to the surroundings, with high-level of public-realm amenities, such as tree-lined streets; sidewalks, pedestrian paths, and crossings; and plazas and other gathering spaces for workers and visitors. Site planning should ensure that streets are lined with occupied buildings or landscapes, with parking and service facilities tucked behind or away from public streets. Large parcels would be broken up into smaller blocks by pedestrian paths to create more walkable settings and parking garages may be used to promote shared parking. Three commercial districts are established:

HOSPITALITY COMMERCIAL

Provides for commercial retail and service uses, including lodging, restaurants, and service stations oriented towards tourists and other visitors to the community. Visitor-serving retail uses which emphasize the historic role of the Napa Valley in viticulture, such as wineries and wine centers, are also permitted. The maximum FAR shall not exceed 1.5.

GENERAL COMMERCIAL

This category includes general and neighborhood commercial uses, including shopping centers and commercial uses adjacent to highways or some major corridors, where residential development may not be desirable. A range of commercial uses, including retail stores, eating and drinking establishments, commercial recreation, gas and service stations, automobile sales and repair services, financial, business and personal services, motels, medical, educational and social services is permitted. The Zoning Ordinance may further distinguish between neighborhood, regional, or general commercial uses. The maximum FAR is 0.7.

BUSINESS PROFESSIONAL

This designation allows commercial office, including general business, non-nuisance production, professional services, and health and wellness uses. Office areas near the Queen of the Valley Hospital are reserved for medical/dental offices, medical laboratories, pharmacies, and similar related uses. Support commercial uses are permitted, subject to limitations established in the Zoning Ordinance. Intensive residential uses may be allowed only as adjunct to the health or medical-related use at a maximum density of 40 units per net acre. The maximum FAR is 1.2.

INDUSTRIAL

LIGHT INDUSTRIAL

This designation provides for small-scale, manufacturing, fabrication, packaging, storage, equipment repair, construction and maintenance yards, trade and technical training facilities, utility plants, and recycling centers and similar facilities. Additional production-oriented uses are permitted, including creative, and maker-oriented uses, including artisan shops, studios, media production, printing and publishing, distilleries and micro-breweries, cannabis, tech start-ups, research and development facilities, light industrial uses, and public and quasi-public uses. The maximum allowable FAR is 0.5.

BUSINESS PARK

This designation provides for manufacturing, warehousing, and office, public and quasi-public uses, and similar compatible uses in a campus-like setting. Intensive industrial uses may be located in BP-designated areas subject to the special design considerations and other criteria that may apply to a specific corporate park. Development in this designation shall have integrated design requirements including extensive landscaping and unifying design features. Any exterior storage and limited operations shall be fully screened from any public view, and adjacent residential and commercial uses. The maximum allowable FAR is 0.7.

PUBLIC AND CONSERVATION

The Public use designates areas that are primarily used for public or quasi-public institutions, including schools, government offices, resource and greenbelt areas, open spaces, parks, and related community service facilities. There are three public-serving and conservation designations:

PUBLIC-SERVING

This designation provides for public and quasi-public sites dedicated to community-serving purposes, such as government offices and related community service facilities, all public schools, private schools with a significant enrollment, and public health facilities. Residential uses are also permitted in appropriate locations as a conditional use. Conference, exhibition, entertainment, and other gathering uses may also occur in large facilities such as those at the Napa Valley Expo. Residential, mixed use or residential mixed use may also be permitted, with the final density being determined based on the density of surrounding uses and a finding of compatibility through a Conditional Use Permit. The maximum FAR for all uses is 1.0, with no specific FAR limitation for City-owned public-service and safety uses.

AGRICULTURE

This designation is primarily for private open space uses and low-intensity agriculture for properties along the periphery of the city limits. As such, no residential or commercial uses are permitted by right. Other uses, such as wineries or production facilities, require a Conditional Use Permit.

OPEN SPACE AND PARKS

The Open Space and Parks designation is applied to future and existing public parks and facilities. Active and passive recreation spaces, greenbelts, natural areas, other recreational and public facilities—such as youth and senior centers, restrooms, plazas, ballparks, community centers, pools, and concession stands—would be permitted under this designation.

GREENBELT

This designation is applied to specific sites at edges of the city that are to remain in open space, agricultural, or resource conservation use. The largest area with this designation is the Stanley Ranch South Wetlands Open Space, a sensitive resource area. Some other sites with this designation are currently in agricultural use. A maximum of one housing unit per existing parcel is permitted, provide sensitive resources and habitats, and viewsheds are not impacted. Other low intensity uses may be considered at the discretion of the City on a case-by-case basis to ensure adequate protection of underlying resources, or natural or scenic features.

DOWNTOWN NAPA SPECIFIC PLAN

Adopted in 2012, the Downtown Specific Plan, designates land uses and development intensities in the 210-acre downtown area bounded by Jefferson Street to the west, Third and Division streets to the south, the Napa River to the east and the zigzagging edge of the downtown commercial area adjacent to the northern residential neighborhoods along Polk and Caymus streets west of Soscol Avenue. The plan boundaries extend east to include the Oxbow area to just north of River Terrace Drive.

The Downtown Specific Plan will continue to be the guide for development in downtown, and should be referred to permitted uses and development intensities as well as other policies, programs, and standards. The General Plan provides additional flexibility, allowing a broader array of ground floor uses—co-working spaces, art and craft studios, pop-up stores, wellness and fitness studios, arts, entertainment, and other related uses—in addition to retail and service establishments, and eating and drinking establishments.



Example of a mixed use building in downtown Napa.



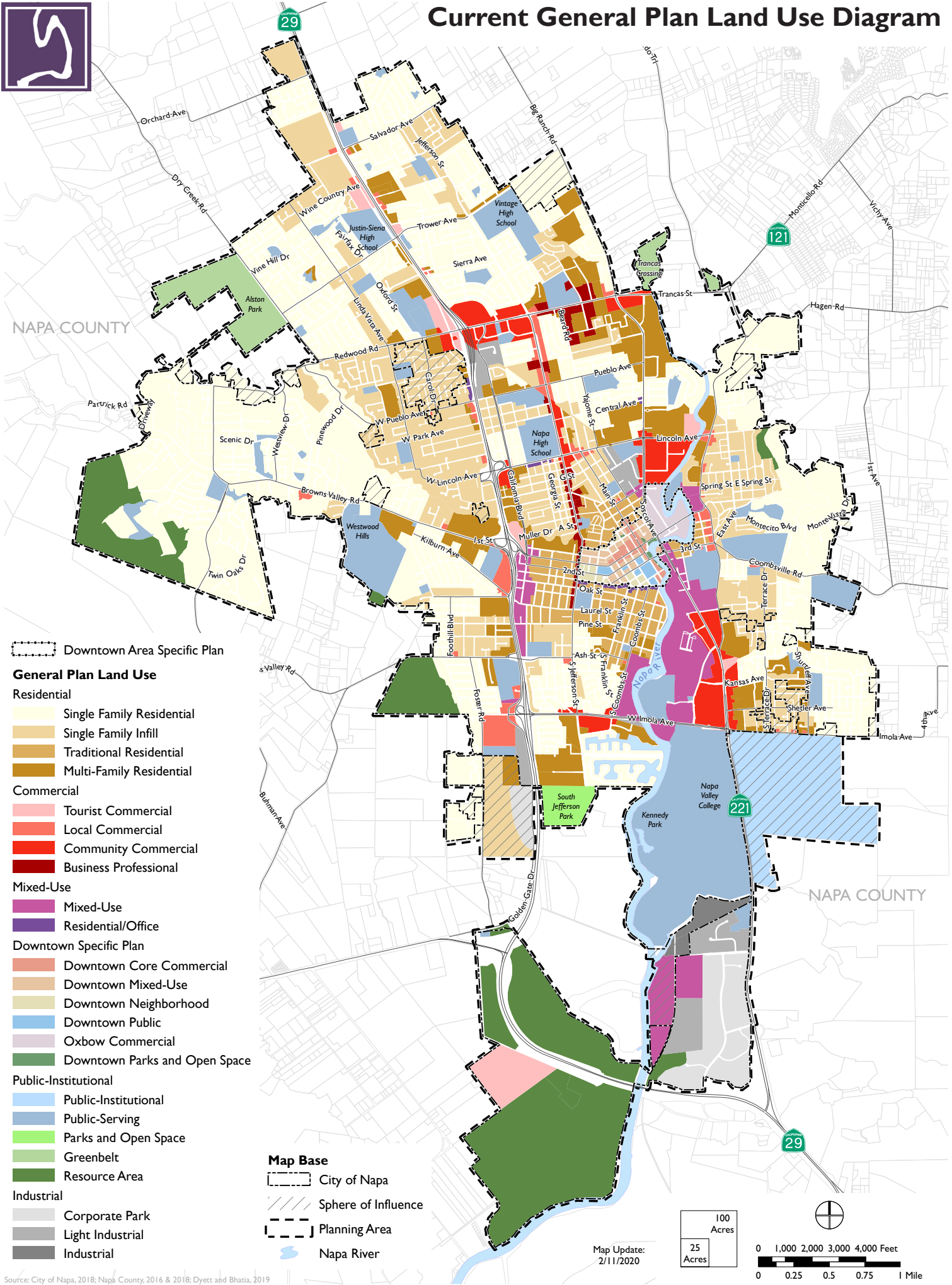
View of an historic single family house in the Fuller Park neighborhood.



Example of a mix of housing types in Saratoga Downs.



Current General Plan Land Use Diagram



Downtown Area Specific Plan

General Plan Land Use

Residential

- Single Family Residential
- Single Family Infill
- Traditional Residential
- Multi-Family Residential

Commercial

- Tourist Commercial
- Local Commercial
- Community Commercial
- Business Professional

Mixed-Use

- Mixed-Use
- Residential/Office

Downtown Specific Plan

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

Public-Institutional

- Public-Institutional
- Public-Serving
- Parks and Open Space
- Greenbelt
- Resource Area

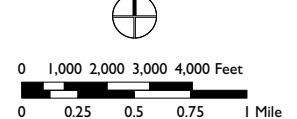
Industrial

- Corporate Park
- Light Industrial
- Industrial

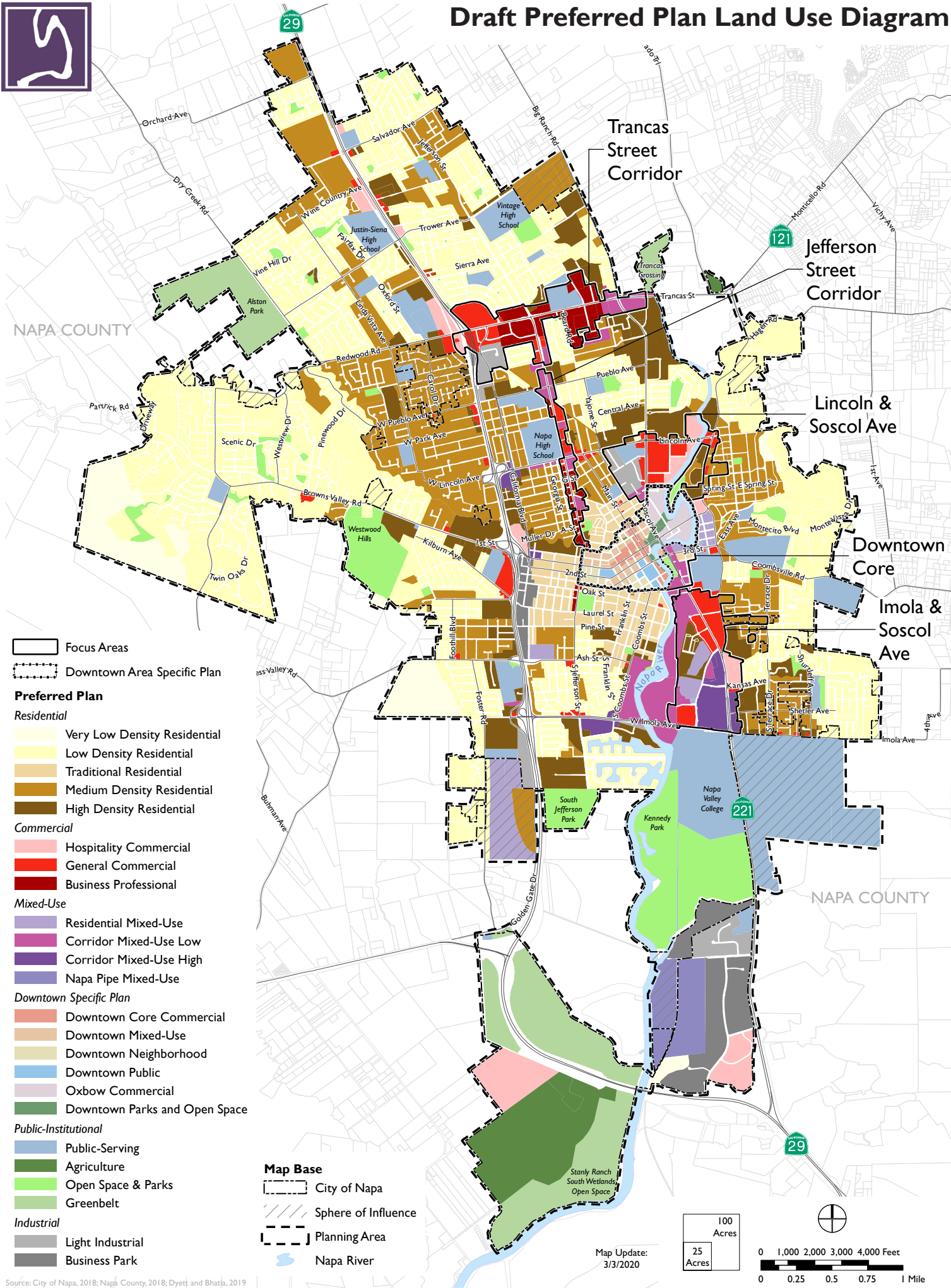
Map Base

- City of Napa
- Sphere of Influence
- Planning Area
- Napa River

Map Update:
2/11/2020



Draft Preferred Plan Land Use Diagram



- Focus Areas
- Downtown Area Specific Plan
- Preferred Plan**
- Residential**
- Very Low Density Residential
- Low Density Residential
- Traditional Residential
- Medium Density Residential
- High Density Residential
- Commercial**
- Hospitality Commercial
- General Commercial
- Business Professional
- Mixed-Use**
- Residential Mixed-Use
- Corridor Mixed-Use Low
- Corridor Mixed-Use High
- Napa Pipe Mixed-Use
- 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
- Business Park

- Map Base**
- City of Napa
 - Sphere of Influence
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 - Napa River



Map Update:
3/3/2020

