

To: Larry Florin, Director — Napa County Department of Housing and Intergovernmental Affairs

From: Eleanor Pries, Principal — SITELAB urban studio

Date: 13 November 2014

RE: Napa Pipe Design Guidelines — Overall Revisions to the 11/19 Draft

This memorandum provides an overall summary of the revisions to the Napa Pipe Design Guidelines, as reflected in the 11/19 Draft.

The changes implemented since the 3/18 Draft were based upon: 1) Commentary provided by the Napa County and Napa City Planning Commissions in the joint sessions during the Spring of 2014; 2) Police Department comments; 3) Two-by-Two Planning Commission session in November 2014; 4) Comments from Napa Redevelopment Partners; and 5) Overall coordination and alignment with the Napa Pipe Development Agreement and Development Plan.

In addition to the revisions described below, there have been overall changes to imagery, graphics, corrections, and document formatting.

1. CH. 1: Introduction — Revisions include:
 - Content and policy changes for consistency with the Development Agreement and Plan, Regulatory documents, and processes for Compliance, Exceptions and Modifications.

2. CH. 2: Design Framework — Revisions include:
 - Content and policy revisions for consistency with the Development Agreement and Plan.
 - Additional Illustrative Block Layouts, to show more possibilities that mix two or three typologies per block.
 - Expanded Public Art section that consolidates the public art requirements into one area and addresses artifacts, art in the public realm, and art related to the City's Public Art Ordinance, with additional guidelines and precedent imagery.

3. CH. 3: Form-Based Code — Revisions to setbacks include:
 - Residential front setbacks to allow for perpendicular and parallel stoops and landings, given typical first finished floor heights.
 - Residential rear setbacks to prevent parking in rear setbacks along the Shared Driveways and maintain more consistent street wall where there are openings for Shared Driveways.
 - Office front setbacks to enable better street frontage.

4. CH. 4: Building Standards and Guidelines — Revisions Include:
 - New building composition and material palette standards and guidelines for each building type, including amount, arrangement, and types of materials. Material palettes reflect the intent for regional influence, industrial character, and creative potential in buildings — functioning as quality and character companion-piece to the Architectural Stylebook.
 - Standards and guidelines to support health and safety at Napa Pipe
 - Changes to standards and guidelines to support the overall building intent for quality and character of the Napa Pipe project and increase the enforceability of the Design Guidelines document.
 - New standards for screening exposed podium and partially below-grade parking.
 - Standards and guidelines for Large Format Retail for screening of rooftop equipment, entry design and façade treatment, paving, materials, signage, and consistency with Sustainable Parking Standards.
 - New, consolidated Parking, Loading and Service section.
 - High Solar Reflective Index standards for building roofs and pavements.

5. CH. 5: Landscape Standards and Guidelines — Revisions Include:
 - Changes to standards and guidelines to support the overall landscape intent for quality and character of the Napa Pipe project and increase the enforceability of the Design Guidelines document.
 - New standards for screening exposed podium and partially below-grade parking.
 - Standards and guidelines to support health and safety at Napa Pipe
 - New Hotel Landscape section addressing specific and sensitive location of the Hotel in relation to the surrounding public open spaces and riverfront.
 - Sustainable parking standards and guidelines for Large Format Retail for screening, planting, shading, paving, bicycle parking, pedestrian pathways, irrigation, signage, and lighting.

6. CH. 6: Appendix — Revisions Include:
 - Appendix A: Standards Matrices — all the updated standards are repeated here in a consolidated format that functions as a checklist.
 - Appendix B: The Architectural Stylebook is advisory and recommends three styles: Bay Area Modern, Farm Industrial, and Loft Industrial. New guidelines encourage architecture that relates to the industrial character of the site context as well as the potential for creativity and innovation of styles that are unique to the project. Additional pages of modern and industrial precedents demonstrate the design vision and range of architectural possibility at Napa Pipe.
 - Appendix C: Glossary of terms.