



# Workshop #3 Summary

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May 24, 2016

## Meeting Summary

The City Council opened Workshop #3 and welcomed the community members and City staff to join them in the continued discussion of the Broadway District Specific Plan. Scott Davidson of MIG began the meeting with an overview of the project schedule and upcoming milestones and the progress to date. Scott reviewed the guiding principles that were identified by the City Council on September 15, 2015, and presented the key policies and framework concepts that have been generated by the planning team. Roughly twenty five people, including City Council, in addition to City Staff and three consultants from MIG attended the workshop. Over the course of presentation and discussion, community members provided input on the character and amenities that they would like to see incorporated into the Broadway Area.

The following sections provide a summary of the key ideas recorded during the meeting:

## Comments on Guiding Principles

### General Notes

- Clarifications:
  - Broadway Street is also known as highway SR-29
  - Project focus is on improvements from American Canyon Road to Napa Junction Road
- Broadway: Proposed lower speed of 30 MPH increases the opportunity to:
  - Install landscaping and trees in median
  - Narrow improvements (e.g. shoulder, travel lanes)
  - Incorporate transit and/or parking improvements
- Intersection treatment:
  - In accordance with Caltrans requirements, the City will need to evaluate the feasibility of roundabouts at intersections on Broadway. To accommodate large semi-trailer trucks, multi lane roundabouts would have a very large diameter
  - The City should design Broadway with additional/future traffic in mind
  - Signal timing is essential to keep traffic moving
  - Multiple pedestrian crossings are important and should be integrated into the design of Broadway
- Setback: At slower speeds, the existing 40 – 50' building setback may be used for different purposes.

- Constraints: Some community members voiced concerns about building on fault lines. Staff responded that State law prohibits structures being built on a fault line.

## Comments on Guiding Principles

### Broadway Character Discussion

There was broad support for improving the character of Broadway by taking advantage of design flexibility resulting from a slower travel speed.

- Many community members expressed interest in seeing a narrower setback adjacent to Broadway under the reduced speed alternative, but noise pollution will continue to be a design constraint for noise sensitive uses.
- Even with reduced speeds on Broadway, there appeared to be a preference for concentrating community activity along new Main Street
- There was general support for:
  - Buffering Broadway (e.g. with landscaping, retail, etc.)
  - Concentrating uses to promote identity and symmetry
  - Neighborhood retail in Broadway area.
- There was strong support for land use and development patterns that would create space for the community to socialize and gather
- There was support for using a consistent landscape palette along Broadway to provide visual harmony

### Broadway Character Dot Exercise Results

The dot exercise indicated a preference for a moderate building setback adjacent to Broadway and generated specific comments related to landscaping, pedestrian and bicycle amenities.

1. 0-5' Setback: 2 dots
  - Grass is so pre-climate change – drought resistant!!
2. 10-20' Setback: 5 dots
  - Separate bike and pedestrian access, as more relaxing for both to not move about each other
  - Bike lanes require adequate bike stations and bike parking
  - Edible fruit trees for landscaping
  - Provide spaces for Community gathering
  - Provide landscaping on both sides of the bike lane
3. 40' or more Setback: 0 dots
  - Looks nice but today, there are no sidewalks for pedestrians
  - Don't like this – plants only on one side of pedestrian facility

## **Main Street Character**

There was strong support for making the Main Street experience distinct from the other districts in the Specific Plan area by promoting family friendly, programmable space.

- Main St. should be designed to be slower, tree lined, family-centric and also provide space for teenagers to gather
  - Both options (traditional and family) are good
- Capitalize on regional bypass commerce. Tourists traveling to Napa should stop in American Canyon.
- Don't make American Canyon look like the town folks are travelling from
  - Stand out!
- Build on existing assets, natural features, and provide space for all types of people including musicians, chess players and artists.

## **Main Street Character Dot Exercise Results**

The dot exercise provided helpful input about design and Main Street amenities.

1. Traditional Section: 1 dot
2. Family Main Street: 2 dot
  - love residential above retail
3. Photo 1: Tree-lined commercial corridor: 3 dots
  - love the concept of trees on Main Street
4. Photo 2: Outdoor dining: 7 dots
5. Photo 3: Play street 4 dots
  - love this, new and unique
  - good use of modern and traditional
6. Photo 4: Interactive Public Art 1 dot
  - dog friendly is good

## **Strategies**

The discussion of strategies focused on implementation and practical considerations related to environmental constraints and funding.

- The City should partner with the Chamber of Commerce
  - Equal relationship
- Some community members are concerned about how much park land will be
- The City should consider acquiring land over the fault line for park space
- The City should attract developers by constructing roadway and utility infrastructure upfront
- The City should attract new development by being creative with funding infrastructure (ie: impact fee financing, landscape maintenance districts)
- American Canyon could be a "College Town" – how do we serve college students? Maritime Academy and Napa Community College are nearby

- The bike path along the coast in Monterey is a good model that we should review for American Canyon. A protected, winding bike path along Broadway would work well in American Canyon
- Remember that our focus should be to appeal to all users of the Broadway District - residents, visitors, and workers
- Accommodate Main Street as a slow-moving traffic family street

### **Development Character**

There was strong support for diverse architectural styles provided landscaping was used to visually connect all areas of the Broadway District.

- Incorporate murals on blank walls, murals could also be used as gateway elements
- The community would like to see a mix of architectural styles incorporated in the Broadway Area.
- Make landscaping consistent along Broadway and ensure there is variation in the architecture
- Climate sensitivity – American Canyon is cold and windy
- The character of Napa Junction is “turn of century winery”
- The City should advocate for a “magnificent” gateway
- Creating outdoor gathering spaces that are both open and welcoming is important
- The Lodge apartment design informed by environment, the environment should inform future design.
- Use colors that are harmonious with existing architecture and environment
- Create a unique, mixture of textures

### **Implementation Prioritization**

Gateway landscaping, trails and public art were identified as having higher priority than undergrounding utilities, neighborhood parks or wayfinding signs

1. Gateway landscaping: 5 dots
  - We are the gateway to Napa!
2. Public Art: 4 dots
3. Building trails and bikeways: 4 dots
4. Undergrounding overhead utilities: 3 dots
  - Underground the overhead utility lines
5. Building neighborhood parks: 2 dots
  - Provide a traditional park– think Deloros Park in SF and the new children’s playground
6. Wayfinding Signage: 1 dot
  - Communicates activity and opportunity, “shop, see, play”

### **Architectural Style**

Consistent with the “modern rural” esthetic, Modern Industrial and farmhouse styles emerged as preferred architectural styles.

1. Modern Industrial: 5 dots

- Clean and inviting
2. Farmhouse: 4 dots
    - I like it for some area but not main theme
  3. Craftsman: 2 dots
  4. Modern: 0 dots
  4. Prairie: 0 dots

### Comments Cards

- In regard to Broadway residential housing, I would like to avoid more development of multi-family and build more single residence
- In regards to Main Street, this might be a good area for a little urban living though I do not want urban living to be a “main” theme throughout the city

# Wall Graphic Recording

## BROADWAY DISTRICT

COMMUNITY WORKSHOP #3

BROADWAY ST IS HWY 28  
 PROJECT FOCUS IMPROVEMENT!  
 — AMERICAN CANYON TO NAPA JUNCTION ROAD.

PROPOSED — LOWER SPEED 20MPH (PEAK HRS 20-25)  
 BENEFITS: LANDSCAPE/TREE IN MEDIAN

SHOULDER/PARKING/PARKETS/LANDSCAPING/DRAWINGS

MEDGES IN MIDDLE

MEDIAN

FEASIBILITY OF INTERSECTIONS  
 WITH 3 LANE ROADWAYS WILL HAVE DIAMETER  
 → NEEDING FROM 3 LANES TO 2 LANES

BUILD WITH ADDITIONAL/FUTURE TRAFFIC  
 SIGNAL TUNING  
 PEDESTRIAN CROSSING IS ALSO IMPORTANT

CONCERNS ABOUT BUILDING/ZONING ON FAULTS LINES

### BROADWAY COMMENTS

- PARTIAL TO SMALLER SETBACK
- PREFER TO CONCENTRATE COMM. ACTIVITY ALONG NEW MAIN ST
- PREFERS MODERATE
- WHY NOT BUFFER SE-24 WITH RETAIL?
- IN BAYBOR HOOD RETAIL IN BROADWAY RES +
- COMMUNITY NEEDS PLACES TO SOCIALIZE

### STRATEGIES

- PARTNER W/ CHAMBER OF COMMERCE
- EQUAL RELATIONSHIP
- CONCERN ABOUT HOW MUCH TRAFFIC UNDERMONTREY BIKE PATH - PROTECTED, WINDING
- CITY SHOULD PRIORITIZE IN INFRASTRUCTURE
- CREATIVE FUNDING

### MAIN ST

DESIGNER TREES LINED, FAMILY-CENTRIC  
 BOTH OPTIONS GOOD  
 CAPITALIZE ON REGIONAL BYPASS  
 DON'T MAKE IT LOOK LIKE THE TOWN  
 PEOPLE ARE TRAVELING REGION  
 BUILD ON EXISTING ASSETS - NATURAL FEATURES  
 MUSICIANS POSTER SPACE FOR ALL TYPES  
 CHESSPLAYER, MAIN STREET

TEENAGERS  
**STAND OUT**

### DEVELOPMENT CHARACTER

- INCORPORATE MURALS
- MIX OF ARCHITECTURAL STYLES IS PREFERRED
- MAKE LANDSCAPING CONSISTENT VARY ARCHITECTURE
- CLIMATE SENSITIVE
- CURRENTLY THEN CONCERN WINDY (HOLD HOPS AND HATS)
- MAGNIFICANT GATEWAY
- OPEN, WELCOMING IS IMPORTANT

MIX OF STYLES  
 BOOZE  
 HILLS  
 TURN OFF CURB

COLLEGE TOWN BROADWAY  
 HOW DO WE SERVE COLLEGE STUDENTS

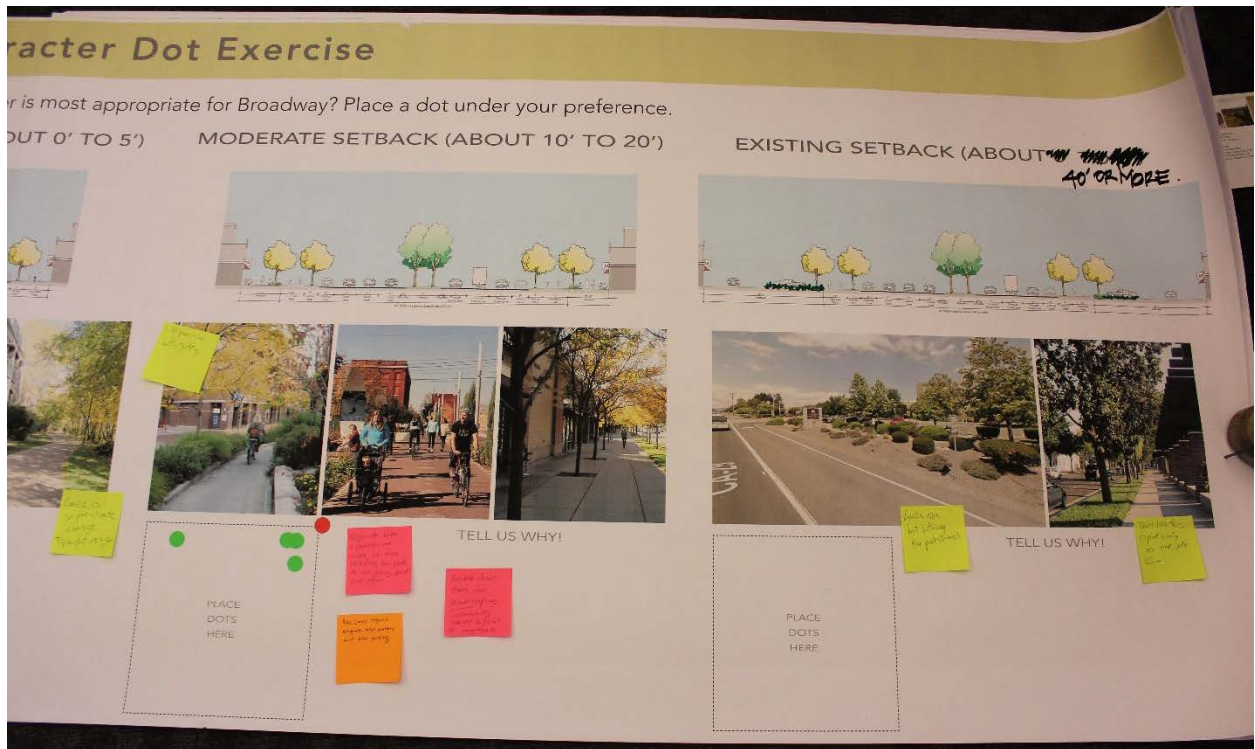
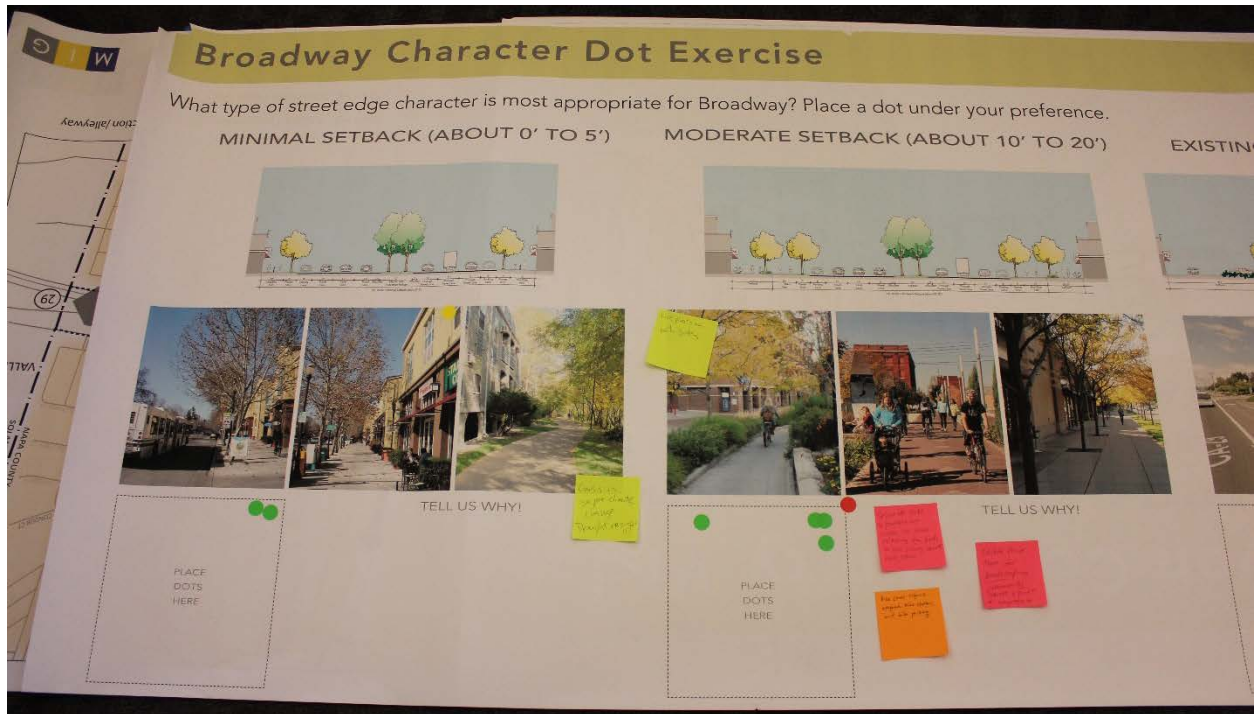
MARITIME TURNS NAPA CC

BLOND DESIGN INFORMED BY ENVIRONMENT  
 APPROPRIATE COLOR  
 TEXTURE - WIND  
 NUMBER OF TEXTURES

DREAMY TO APPEAL TO RESIDENTS VISITORS WORKER  
 ACCOMMODATE TRAFFIC INTO FAMILY STREET

# Appendix

## Broadway Character Dot Board







## Implementation Prioritization Board

### Implementation Prioritization Dot Exercise

There are different opinions about how improvements can be funded (e.g. Infrastructure improvement fee, General obligation bond). As funding becomes available, which of the following should be funded soonest? Place a dot next to your top 2 choices.

<p>PLACE DOTS HERE</p> <p>PUBLIC ART</p>	TELL US WHY!	TELL US WHY!	<p>PLACE DOTS HERE</p> <p>BUILDING NEIGHBORHOOD PARK</p>
<p>PLACE DOTS HERE</p> <p>WANDERING'S EDGE</p>	TELL US WHY!	TELL US WHY!	<p>PLACE DOTS HERE</p> <p>BUILDING TRAILS AND BREWERY</p>
<p>PLACE DOTS HERE</p> <p>IMPROVING OVERHEAD UTILITIES</p>	TELL US WHY!	TELL US WHY!	<p>PLACE DOTS HERE</p> <p>GATEWAY LANDSCAPING</p>

*Handwritten notes on sticky paper:*  
 - Next to Public Art: "I like the color of the sculpture." (green dot)  
 - Next to Wandering's Edge: "I like the look of the building." (green dot)  
 - Next to Improving Overhead Utilities: "I like the look of the street." (green dot)  
 - Next to Gateway Landscaping: "I like the look of the landscaping." (green dot)

## Architectural Style Board

### Architectural Style Dot Exercise

Which architectural style do you think is most appropriate in American Canyon. Place a dot next to your top 2 choices.

<p>PLACE DOTS HERE</p> <p>CRAFTSMAN</p>	TELL US WHY!	TELL US WHY!	<p>PLACE DOTS HERE</p> <p>MIDWEST ARCHITECTURAL</p>
<p>PLACE DOTS HERE</p> <p>FARMHOUSE</p>	TELL US WHY!	TELL US WHY!	<p>PLACE DOTS HERE</p> <p>PRAIRIE</p>
<p>PLACE DOTS HERE</p> <p>MODERN INDUSTRIAL STYLE</p>	TELL US WHY!		

*Handwritten notes on sticky paper:*  
 - Next to Farmhouse: "I like the look of the house." (green dot)  
 - Next to Modern Industrial Style: "I like the look of the house." (green dot)