

PROPOSED CHARACTER AREA VISION STATEMENTS

1 Gateways

2 3 Silverado Trail Gateway

4 5 Development Character & Objectives

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7 The **Silverado Trail Gateway** will become an important landmark for Calistoga
8 and as such it must convey several strong messages as one approaches town
9 from the agricultural countryside. It should give the feeling of a clear entry into
10 Calistoga and should give anticipation to the unique character of the town that
11 lies within. The design for any improvements within this **Gateway** area may be
12 simple but must be of the highest quality with good design and perfect signage.

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14 This **Gateway's** overall design and landscaping should conform to the qualities
15 of the **Resort Character Area** where it is located and should also provide a
16 preview of the **Historic District** character at the town's center. The Oat Hill Mine
17 Trailhead lies within this **Gateway** and will continue to serve residents and
18 visitors. The trailhead should be showcased and abundant parking should be
19 provided. This **Gateway** should incorporate impressive bicycle/pedestrian trails
20 which are inviting and user friendly. Finally, there should be a strong geothermal
21 element which highlights Calistoga's unique resource.

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23 This Gateway should serve to calm and slow traffic as it enters the **Resort**
24 **Character Area** and should easily guide the by-pass traveler to avoid the town
25 center and to move on through the intersection.

26 27 Petrified Forest Gateway

28 29 Development Character & Objectives

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31 The **Petrified Forest Gateway** is best described as a "country crossroads" and
32 an entry point into Calistoga. However, this **Gateway** is highly congested and
33 requires safety improvements to improve circulation and congestion deficiencies.
34 This **Gateway** should remain compact so as to not become the beginning of a
35 typical edge-of-town commercial sprawl. It should serve to advise of the entry
36 into a residential corridor at slower speeds and then reach the destination of the
37 **Historic District**. The commercial uses at this **Gateway** should serve the
38 traveler as well as provide limited services for residents, but should not compete
39 with **Downtown** businesses. This **Gateway** should efficiently guide the bypass
40 traveler through the crossroads, but create awareness of being in the domain of
41 a very special town. The design character should give a preview of the quality
42 and uniqueness of the **Historic District** and should have the characteristics of

43 country, unique, simple, and quality. This commercial **Gateway** will be the
44 important first impression of Calistoga and its character must be developed to
45 high standards.

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47 **Lincoln/Foothill Gateway**

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49 **Development Character & Objectives**

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51 The **Lincoln/Foothill Gateway** serves as the traditional entry into Calistoga and
52 as a key intersection for bypass traffic. An important goal of the **UDP** is to extend
53 the **Historic District**, which now dies off about the Napa River, so that it extends
54 up to and includes this **Gateway**. This **Gateway** will then become the anchor to
55 one end of the **Historic District**. As an anchor it should have a significant
56 development or feature on the Kortum Canyon side of the intersection which will
57 probably include some kind of shared private and public parking facility. This
58 **Gateway** should conform to the character and objectives of the **Historic District**.
59 It should also serve to efficiently move bypass traffic on through the intersection.

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61 **Corridors**

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63 **Foothill Corridor**

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65 **Development Character & Objectives**

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67 The **Foothill Corridor** is the corridor of land along Foothill Boulevard, (State
68 Highway 128) between the **Petrified Forest Gateway** to the **Lincoln/Foothill**
69 **Gateway**. When entering the corridor from the **Petrified Forest Gateway** the
70 traveler is immediately aware of entering an established small town boulevard
71 with modest but interesting features. The mixed density residential community
72 that faces the boulevard graciously accommodates heavy flows of traffic and
73 pedestrians while not giving up its peaceful small town character. Traffic should
74 slow and travelers should feel that they are in a community rather than simply
75 traveling through a nondescript area. A scattering of handsome B&B's will signal
76 a visitor destination is ahead.

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78 **Highway 29 Corridor**

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80 **Development Character & Objectives**

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82 The **Highway 29 Corridor** is the most established entry to Calistoga for travelers
83 and visitors, coming up State Highway 29 from St. Helena. The **Corridor** will
84 serve as a transition from the agricultural countryside to the **Historic District**
85 entry at the **Lincoln/Foothill Gateway**. This **Corridor** embraces the Napa River
86 on one side and the forested hillside which defines the valley edge on the other
87 side. Calistoga's character as a visitor destination should begin to be developed

88 in this **Corridor**. Traffic should begin to slow and interesting commercial
89 diversions begin to appear. Architecture, the type of land uses, and friendly
90 bike/pedestrian pathways will set the tone for what is to follow while remembering
91 the wine producing countryside nearby.

92

93 **Downtown**

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95 **Historic District**

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97 **Development Character & Objectives**

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99 The **Historic District** is the commercial core of Calistoga. Lincoln Avenue fronts
100 this **District** which allows building frontages to be aligned at the sidewalk edge.
101 This area clearly defines Calistoga's community heritage of a small town lined
102 with pedestrian oriented shopping and services for residents and visitors. This
103 area should be retained and enhanced with nooks and alcoves to strengthen the
104 unique identity of Calistoga and make it an interactive and inviting place to spend
105 time. The Napa River, as an important natural water feature for Calistoga,
106 should also be redeveloped to create an inviting river promenade that will provide
107 easy access from the Downtown to the Sharpsteen/Police Station and the Fire
108 Station parking lots.

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110 **Fairway/Stevenson**

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112 **Development Character & Objectives**

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114 The **Fairway/Stevenson Area** forms a transition area between the **Historic**
115 **District** to the south and **Resort Character Area** to the north. Some structures
116 are of historical and architectural significance and should be retained and
117 enhanced. Given its close proximity to the **Downtown**, in-fill mixed use
118 development projects should be encouraged to make the neighborhood more
119 vital and interesting. Pedestrian scaled streets should be provided to encourage
120 residents from nearby neighborhoods to walk **Downtown**.

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122 **Resort**

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124 **Development Character & Objectives**

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126 The **Resort Character Area** lies within the second most established entry to
127 Calistoga for travelers and visitors, coming up from Down-Valley via Silverado
128 Trail. This area should serve as the primary location for our signature resorts
129 that celebrate Calistoga's geothermal resource. Clustered residential
130 developments such as townhomes and condominiums should also be allowed
131 within this area. Other commercial uses should be limited in size and
132 complementary to the signature resorts and residential neighborhoods. Inviting

133 and user-friendly pathways and road crossings for pedestrians and bikers must
134 be provided to encourage access from the resorts and residential neighborhoods
135 to the **Downtown**.
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137 **Lower Washington**

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139 **Development Character & Objectives**

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141 The **Lower Washington Character Area** is one of Calistoga's older areas; many
142 of its buildings are in poor physical condition. The Napa River embraces this
143 area on one side. This area offers unique redevelopment potential which lends
144 itself opportunity to address the community's affordable housing needs, to
145 provide leasable space for small start-up businesses to serve local needs, and to
146 allow for the expansion of recreational and municipal service needs. Given this
147 opportunity, this area should be reserved primarily for more intensive mixed use
148 developments to accommodate a variety of land uses. In addition, the Napa
149 River should be made accessible for a friendly bike/pedestrian pathway to
150 provide access to the Downtown and other areas of interesting areas located in
151 Calistoga.
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153 **Gliderport**

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155 **Development Character & Objectives**

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157 The **Gliderport Character Area** forms the north-east anchor of the **Historic**
158 **District**. It contains a sizable width of Lincoln Avenue frontage and extends to
159 Down Valley to the east. This area also serves as the transition area for the
160 **Resort Character Area**. Properties within this area are underutilized and
161 scheduled for redevelopment in the near future. Given this opportunity, much
162 care must be taken so that redevelopment, with respect to intensity, architectural
163 character and type of uses, provides a delicate balance as not to be in direct
164 competition with the **Historic District**. Due to this area's size, redevelopment of
165 these properties should be divided into three distinct areas – Lincoln Avenue
166 Frontage, Central Portion and Down-Valley Natural Area. Land uses to be
167 encouraged within these distinct areas should include retail-commercial and
168 public facilities, a low intensity high-end full service resort, a residential
169 component, utilization of Calistoga's geothermal resource, a presence of limited
170 visitor-community facilities, and the restoration of natural and open areas that
171 can be accessible to the public to take advantage of the Down-Valley
172 breathtaking views.