# Chapter 2

# CHARACTER AREA

# **Character Area 3: DOWNTOWN**

Downtown is a character designation for the City's primary commercial core. It is centered on the largely developed Historic District which shall remain the dominant Downtown component. Such dominance shall be accentuated by enhanced experiences and discoveries on an east-west axis within the Historic District and by maintaining a subordinate and compatible character in the development or re-development of the adjoining areas to the south and north within the Downtown Character Area.

#### Boundaries

The **Downtown Character Area** lies between Foothill Blvd and the northerly end of Wappo Avenue and includes First Street, Gerrard Street (and its extension to the Napa River), the <a href="west\_east">west\_east</a> side of Franklin Street and the east side of Elm Street. It encompasses the <a href="Lincoln/Foothill">Lincoln/Foothill</a> Gateway which extends east to Pine Street and west to Elm Street. Additionally, it encompasses the properties along Grant Street from Wappo Avenue to almost Arch Way including the lands owned by Gumina and the City's Monhoff Recreation Facility as well as properties along Stevenson Street from Lincoln Avenue to Grant Street.

This Area is divided in two distinct areas:

- 1. **Historic District** between Foothill Boulevard and Stevenson Street.
- 2. Stevenson/Grant Area which is framed by Lincoln Avenue, Wappo Drive, as well as Stevenson and Grant Streets.

#### Historic District

#### Boundaries

The historic commercial core of the City includes the areas along Lincoln Avenue from the Lincoln/Foothill Gateway to Stevenson Street and two blocks to the east (Franklin Street) and west (Elm and First Streets) extending to the river. To the north of Fair Way, the Historic District includes the Doctor Wilkinson's Hot Springs Resort properties and the adjacent parcel (APN 011-092-006) at Stevenson Street and Lincoln Avenue. This Area also includes the Merchant family properties which extend to the east to a point of approximating the extension of Franklin Street.

#### **Existing Conditions**

Traditional storefront type buildings and restored historic structures set the tone, building fronts are aligned at the sidewalk edge, and first floors have display windows for pedestrian-oriented shopping. Lincoln Avenue is the dominant element of the **Historic District**. Its frontage is generally intact but does presently include several undeveloped parcels as well as some parking lots and entrances to parking lots which are behind the main street buildings.

While the Napa River crosses Lincoln Avenue there is no access to the river. The river is in an unattractive and overgrown condition.

An old-west style canopy covers most of the east side of one block. Street trees and antique style lamp-posts have been installed in recent years along most of this section of Lincoln Avenue.

Lincoln Avenue is State Highway 29, which allows increased through-traffic and requires approval of Caltrans for improvements in the right-of-way.

First Street defines the western edge of the **Historic District** and Franklin Street defines the easterly edge on the north side of the River.

The west side of First Street is comprised of mixed uses, including the Roman Spa Hot Springs Resort while the east side is anchored by the CalMart supermarket at the northern end and City Hall at the southern end. The middle of the block is predominantly comprised of the rear of the buildings fronting Lincoln Avenue, including assorted small parking lots. Roman Spa Hot Springs Resort is currently scheduled for redevelopment.

The extension of First Street leads to the Sharpsteen Museum, Police Station and Community Hall, all situated on a large parking lot fronting the Napa River, while Pioneer Park is situated directly across the river.

Elm Street defines the western edge of the **Historic District** on the south side of the river. The west side of Elm Street is residential while the east side reflects a mix of commercial and residential uses most of which have active frontage on Lincoln Avenue.

The west side of Gerrard Street is predominantly comprised of the rear of the buildings fronting Lincoln Avenue, West America Bank and a collection of parking lots on the north side of Washington Street. It also includes the Fire Station and Fire Station parking lot between Washington Street and the Napa River. The east side of Gerrard Street consists of the Calistoga Spa Hot Spring Resort and it's parking area, the Post Office and its parking lot as well as a small commercial building.

The northwestern corner of the area is occupied by the CalMart supermarket which has inadequate vehicular access and parking fronting on Lincoln Avenue. CalMart owners also own the former Valley Business Forms buildings behind it and fronting on First Street. This area is impacted by a large number of grocery delivery trucks throughout the day.

At the northern end of the **Historic District**, Doctor Wilkinson's Hot Springs Resort is scheduled for redevelopment. Current improvements are of no significant architectural character.

The Merchant family <u>Lincoln Avenue frontage</u> properties which extend to the east to a point of approximating the extension of Franklin Street contain a number of small insignificant structures. This property is scheduled for redevelopment. This portion of the property affords extraordinary mountain views to the north and west, as well down-valley views to the east.

### Objectives

- All future development shall preserve the commercial primacy and dominance of its **Historic District**.
- All development within view of the **Historic District** shall respect and draw inspiration from its architectural language.
- Visitor experience shall be enhanced by a sense of discovery beyond the confines of Lincoln Avenue.
- Incorporate and enhance the Napa River experience and adjoining parks and plazas.
- · Accentuate and define the south and north ends of the Historic District.
- Circulation for residents and tourists shall be easy with parking opportunities within walking distances.
- The **Historic District** experience must be seamless without large gaps of inactivity.
- Implement strategies for the **Historic District** to be readily and safely connected to the Town's residential areas and visitor accommodations.
- Incorporate Encourage the development of appropriately scaled public venues such as a visitor center and community gathering spaces and event hall to serve local needs, the design of which should be consistent with traditional historic town urban patterns.
- Redevelopment of the Merchant Family properties will be a part of an integrated development of the larger Gliderport properties and will serve as a vibrant mixed use development of the highest quality which will be a catalyst for further redevelopment and improvement of properties in the Downtown.
- The redevelopment of the Merchant family properties together with the larger Gliderport properties will provide greater excitement and vitality to the Downtown in a synergistic and mutually supportive fashion, complimenting and completing the well defined pattern of the Historic Downtown.

#### Development Character

The Historic District is the commercial core of Calistoga. Lincoln Avenue traverses this District which allows building frontages to be aligned at the sidewalk edge. The Historic District should clearly define Calistoga's community heritage of a small town lined with pedestrian oriented shopping and services for residents and visitors. This area should be enhanced with nooks and alcoves to strengthen the unique identity of Calistoga and make it an interactive and inviting place to spend time. The Napa River, as an

important natural water feature for Calistoga, should also be redeveloped to create an inviting river promenade that will provide easy access from the Downtown to the Sharpsteen/Police Station and the Fire Station parking lots. The Doctor Wilkinson's Hot Springs Resort and the Merchant family properties form the north anchor of the Historic District. The Merchant family properties contain a sizable Lincoln Avenue frontage and provide an extraordinary opportunity for capturing and celebrating through design and orientation down-valley views to the east. This northern anchor also serves as the transition area for the Resort Character Area. Given this opportunity, much care mustshould be taken so that redevelopment, with respect to intensity, architectural character and type of uses, provides a delicate balance as not to be in direct competition with the rest of the Historic District. Land uses to be encouraged on the Merchant family properties should include retail-commercial, housing on upper levels, and public facilities community serving uses such as (shared parking, plaza, community gathering spaces, or a visitor center / and event hall).

#### Land Use

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- The range of land uses established in the **General Plan** for the Downtown Commercial Land Use designation are appropriate and should be encouraged with an emphasis on diversity of uses.
- Redevelopment should be encouraged to increase the intensity, activity and vibrancy of **Downtown's** "second streets": First Street, Gerrard Street and Elm Street.
- Provide "anchors" in the form of signature development at either end of this area (Lincoln/Foothill Gateway and Stevenson/Grant Area) and provide enhanced public parking facilities at or near these locations.
- While it is desired that the northern "anchor" of the **Historic District** complements the **Historic District** with a definite retail-commercial component, it should also provide a distinct connection to the **Resort Character Area**.
- Create an inviting promenade along the Napa River with connection to an event plaza to be located at the Sharpsteen/Police Station parking lot.
- Enhance the Sharpsteen/Police Station parking lot by converting it to an event plaza and relocating the Community Center to allow the reconfiguration and improvement of the area as an event plaza. The event plaza should be redesigned, oriented and related to Pioneer Park.
- Create new pedestrian connections to adjacent streets and parks through the buildings along Lincoln Avenue.
- Oreate a deliberate design orientation of the buildings backing to the Sharpsteen/Police Station and Fire Station parking lots.
- Expand commercial/office development and/or parking at the Fire Station parking lot area with the river frontage improved as part of the proposed River Promenade.
- Encourage property owners to improve and intensify the several privately owned parking lots on Gerrard Street between West America Bank and Ace Hardware by appropriate reconfiguration, possibly in conjunction with comprehensive redevelopment, which includes the Fire Station and its parking lot.

- Encourage greater building density and locate the required parking offsite in shared or public parking facilities. Review parking standards to eliminate overlapping requirements.
- Consider expanding the use of the Depot building as it relates to the west side of Gerrard Street and the Fair Way extension.

   The west side of First Street and Flm Street and the east side of Gerrard
  - The west side of First Street and Elm Street and the east side of Gerrard Street are transition points between two distinctive areas and new development should respect both the functions and character of the two adjoining areas.
  - Encourage the development of multi-story mixed use buildings on the east frontage of First Street by replacing the existing small parking lots. Insure that adequate parking facilities are available on-site or within a reasonable distance to support any new development. Encourage the consolidation of parking, perhaps as part of a Valley Business Forms property redevelopment.
  - Encourage the development of multi-story mixed use buildings on the east frontage of Elm Street.
  - Maintain historic City Hall in its present location and consider expansion with an active building presence on First Street.
  - Care must be taken in project design to insure that commercial development of First Street and Elm Street does not intrude upon or erode the residential character or integrity of the Second Street, Elm and Myrtle Street neighborhoods.
  - Encourage redevelopment or new construction on the CalMart supermarket property that provides building frontage and/or incorporates an outdoor function to enhance the pedestrian experience on Lincoln Avenue in an effort to reduce the dominance of the parking lot. Possible integration of the Valley Business Forms property on the east side of First Street should be explored.
  - Encourage Tthe Doctor Wilkinson's Hot Springs Resort should to be appropriately redeveloped as a signature thermal hot springs resort mindful of its historic presence in town. Ground level retail-commercial active uses should be emphasized along its street frontages. The redevelopment of the Doctor Wilkinson's Hot Springs Resort and the adjacent vacant property must should establish an effective "anchor" for the northerly edge of the Downtown Character Area. This "anchor" shallshould be developed in conjunction with the Merchant family property portion fronting Lincoln Avenue. A portion of its parking facilities should be made available to the general public.
  - Redevelopment of the Merchant family properties should be conceived as follows:
    - A portion of the Merchant family properties must establish a general public area which includes a small Town-plaza and a modest sized visitor's center and event hall. An on-site (multi-level) public parking structure should be considered.
    - The Town-plaza should have some direct frontage on Lincoln Avenue and be integrated into the commercial development with opportunities for housing encouraged on upper levels of buildings which surround the town plaza. A geothermal feature should be incorporated into the

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Town-plaza design.

- The Visitor's Center & Event Hall serving a variety of community and visitor functions should have some direct frontage on the Town-plaza.
- The multi-level parking structure, if considered, should be recessed and not visible from Lincoln Avenue and the ground level "wrapped' with retail and commercial uses. Bicycle storage facilities should be included in the parking structure.
- Consideration of including the following uses should be given in the redevelopment of the Merchant family properties:
  - Retail-commercial buildings and uses arranged along Lincoln Avenue and around a plaza with frontage on Lincoln Avenue.
  - Residential uses available on upper levels of retail-commercial buildings.
  - Community serving uses such as shared parking, community gathering spaces, or a visitor center.
  - Parking facilities to serve the site's uses and general public demand. Should a multi-level structure be considered, it should be recessed from Lincoln Avenue and its ground level "wrapped" with retail-commercial uses.

# Connectivity

- Eliminate through truck traffic on Lincoln Avenue and re-route State Highway 29 from the **Downtown Character Area**.
- Similar street design elements should be used in the **Downtown Character** Area.
- Enhance pedestrian connections by preserving and creating alleyways from Lincoln Avenue to the Sharpsteen/Police Station Plaza, First Street, Fire Station parking lot, Gerrard Street and Elm Street. Encourage new connections as properties re-develop.
- Enhance pedestrian connections to and along the Napa River with a River Promenade, of an urban character. Consider establishing a pedestrian bridge at Hazel Street to the Fire Station parking lot and a river overlook at the Gerrard Street terminus.
- Design a deliberate connection to Pioneer Park from the Police Station/ Sharpsteen Plaza to establish a synergy between the two.
- Whenever possible, access, circulation and parking shall should be shared by adjacent properties.
- Vehicular access and parking for the CalMart supermarket should be from Fair Way or First Streets.
  - Fair Way from Lincoln Avenue to the new parking facility entrance on the Merchant family properties should be a one-way street east to west.
  - Access to on-site public parking at both the Doctor Wilkinson's Hot
    Springs Resort and the Merchant family properties should be principally
    from Fair Way.
  - A Class-1 bicycle path should be provided on the Merchant family properties connecting new development to Brannan Street pursuant to the City's adopted 2007 Bicycle Transportation Plan. The City's adopted 2007 Bicycle Transportation Plan should be amended to eliminate the Class-1

#### 1126 bicycle path reflected across the Merchant family properties.

• Future development and redevelopment proposals must participate in the necessary mitigation to accommodate improved access, circulation and parking.

#### Architecture

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- Assure that new development is compatible in mass, scale and character with the historic context and immediate neighborhood setting.
- 1134 · Reflect traditional storefront building designs along Lincoln Avenue in 1135 the core area (Cedar Street to Fair Way). 1136
  - · If a three-story building is proposed, setting the upper floor back from the building front may be considered to lessen the impact on the perceived scale at the street level.
  - Buildings should convey traditional widths of earlier structures in this area. New buildings that are larger than those seen historically should be clearly divided into modules and the architectural skin should be articulated to the extent that the building appears to be in scale with its neighbors.
  - A limited palette of materials was used historically on Lincoln (primarily stucco, brick and stone). In most cases, the same selection of materials should be used for new construction in order to maintain the historic street character. Greater design flexibility with an emphasis on contemporary approaches is appropriate for development on First, Gerrard and Elm Streets.
- 1150 • Enhance building elevations, which face alleys, the Napa River and 1151
- 1152 · Create a deliberate design orientation of the buildings backing to the 1153 Sharpsteen/Police Station and Fire Station parking lots.
  - In general, define the street edge with building fronts.
- 1155 • Encourage new design to accommodate outdoor seating adjacent to the 1156 River, parking, plazas and public right-of-way with "nooks" and alcoves. 1157
  - · All overhead utilities shall be placed underground.
  - · Redevelopment of the Merchant family properties should be guided by the following principles:
    - Development along Lincoln Avenue must should convey the anchor and transitional characteristics of this Character Area.
    - An effort should be made to extend some of the defining streetscape elements of the Historic District along the Lincoln Avenue frontage as appropriate.
    - · While new development may borrow elements from the existing architectural language and that of the broader Napa Valley, it mustshould avoid mimicking or duplicating forms. It mustshould convey a genuine, creative architectural statement.
    - A water feature should be a significant element of the Town-plaza design and consideration should be given for the plaza to have a hardscape surface. Shade trees **must**should be considered for bench seating and people watching.
    - All overhead utilities shall be placed underground.
    - · Public view shed corridors to the distant east views from the

Lincoln Avenue portion of the development should be preserved Project
design should respect and celebrate the significant distance views
available on the site.

Centhermal waters should be celebrated through tasteful well

- Geothermal waters should be celebrated through tasteful well designed features.
- Parking <u>shall</u> <u>should be well landscaped and generally</u> not be visible from Lincoln Avenue.
- The surface parking area within the Fair Way extension shallshould be landscaped to create a generous tree canopy and shallshould include appropriate pedestrian amenities including lighting, benches, pathways, trash receptacles, etc.
- Redevelopment of It is encouraged that the parking facilities for the Lodge at Indian Springs should occur to eliminate the be better screened to reduce its visibility of parking from Lincoln Avenue, or to significantly screen it.
- Building and landscape design shallshould be of the highest quality and shallshould utilize high quality authentic materials appropriate for Calistoga.

## Stevenson/Grant Area

#### Boundaries

This Area includes the Lincoln/Stevenson intersection, Wappo Avenue, Stevenson Avenue and the beginning of Grant Street and includes the Gumina property and the Monhoff building and public tennis courts. It is a transition area between the Historic District and the Resort Character Area to the northwest.

#### Existing Conditions

This is an established and generally built-out area reflecting an effective mixed use pattern. Older structures exist alongside more modern construction in a successful manner. Some structures are of historical and architectural significance and should be retained and enhanced.

Public facilities exist in this **Area** including the Monhoff Recreation facility, public tennis courts and Calistoga High School sports fields.

#### Objectives

- Maintain and expand the transitional, small town character between the Resort Character Area and the Historic District.
- Provide safe connections between the adjoining residential, the Resort Character Area and the Historic District.

#### Development Character

The Stevenson-Grant Area has significant potential for redevelopment and should build upon the heritage of complementary mixed use that provides a link and transition area for the residential neighborhoods of Calistoga to the Historic Downtown and the Resort Character Areas. Structures of historical or architectural significance should be protected and the tree

canopy should be retained and supplemented. New development should reduce dominance of parking and vehicles. In addition, improvements of public facilities should be undertaken and redevelopment of private properties should be encouraged to regain vitality and vibrancy.

#### Land Use

- Land uses consistent with the **General Plan** Downtown Commercial designation are appropriate and should be encouraged.
- Properties should be redeveloped in a similar mixed use manner to that which presently exists in the **Area**.

  The Gumina property is encouraged to be redeveloped in a mixed-use
  - The Gumina property is encouraged to be redeveloped in a mixed-use fashion with ground floor commercial uses fronting on Grant Street and with higher density residential uses on the interior of the site.
  - The Monhoff Building should be renovated and the site landscaped to enhance the appearance of the area and to provide needed community-serving recreational opportunities. The tennis court complex should be improved to better serve residents and visitors.
  - Provide adequate and convenient public restroom facilities at or near the Monhoff Building.

### Connectivity

• Encourage pedestrian and bicycle connections between the redevelopment of the Gumina site and the adjacent Hemberger properties and properties fronting Wappo Street. Provide for Wappo Avenue to become the main pedestrian/bicycle feeder route to the Historic District from the properties to be developed in the Resort Character Area on the west side of Lincoln Avenue.

#### Architecture

- The design concepts of the **Historic District** should generally be applied to new development in this area with a more contemporary design flavor consistent with the Napa Valley architectural heritage and reflecting the small town character of Calistoga.
- A limited palette of materials was used historically in this area, primarily stucco, brick and stone. In most cases, the same selection of materials should be used for new construction in order to maintain the historic character.
- Define street edge with building fronts.
- 1262 Assure that new development is compatible in mass, scale and character with the historic context and immediate neighborhood setting.
  - Encourage new development to accommodate outdoor seating adjacent to the public right-of-way.
  - All overhead utilities shall be placed underground.
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   The existing tree canopy should be preserved and considered part of all future development.

# 1270 Character Area 4

# **Gliderport**

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### Boundaries

This **Area** includes the Merchant family lands commonly referred to as the former Gliderport (excluding the Merchant family property which is located in the Historic District) and the adjacent parcels of Fox and Paoletti to the east of Franklin Street, which extend to the east to a point approximately the extension of Franklin Street.

# Existing Conditions

The former Gliderport and the adjacent parcels of Fox and Paoletti contain a number of small insignificant structures. The former Gliderport property is disproportionately large and is scheduled for redevelopment. Its eastern portion contains a large environmentally sensitive area. The property affords extraordinary mountain views to the north and west and Down-Valley views to the east.

# Objectives

- Incorporate Encourage a signature, "state of the art", full service resort of a more urban character than the ones in the Resort Character Area.
  - Incorporate Encourage a more urban contemporary design character for of housing.
  - <u>Encourage Preservepreservation</u> and appropriately develop of the environmentally sensitive portion of the property. <u>Recognize site environmental attributes</u>. Consideration <u>shall should</u> be given to make it accessible to the public.
  - Encourage Preserve preservation of selected down-valley view corridors views as a part of project design.
  - Provide shared parking facilities with the public.
  - Provide pedestrian and biking connectivity to the Resort Character Area and to Dunaweal Lane.

#### Development Character

The Gliderport Character Area borders the Historic District and extends down-valley to the east adjacent to the Lower Washington Character Area. To the north, lie the Calistoga Springs and Chateau Mobile Home Parks. Properties within area are underutilized this and scheduled for redevelopment in the near future. Given this opportunity, much care must be taken so that redevelopment, with respect to intensity, architectural character and type of uses, provides a delicate balance as not to be in direct competition with the Historic District and reflect Calistoga's small town character. Due to this area's size and orientation to the Historic District's Lincoln Avenue frontage, redevelopment of these properties should feature a signature full service resort which reinforces Calistoga's brand, a residential component and restoration of natural and open areas recognition

of site environmental attributes. Some down-valley views corridors must should be preserved through careful project design and geothermal waters must should be featured.

#### Land Use

- Any change from the existing General Plan land use designation of Airport Commercial for the former Gliderport, Fox, and Paoletti properties shall require a General Plan Amendment accompanied by project specific land use plan, hotel capacity and appropriate project specific environmental reports (i.e. traffic and parking studies, biological evaluations, infrastructure evaluations, etc.).
- Encourage Aany redevelopment of within this area must to be accompanied by a plan which addresses identifies how access, circulation and parking for all lands within the Gliderport Character Area will be addressed.
- A signature full service resort which reinforces Calistoga's brand, complemented with state-of-the-art spa and a modest sized meeting facility with housing of a variety of types should occupy the westerly portion of the **Gliderport Character Area**.
- A surface diagonal parking area <a href="mailto:should">shall</a> be developed along the Fair Way extension.
- The Any environmentally sensitive areas must should be preserved recognized as an attribute, enhanced and minimally developed according to guidelines issued by the appropriate agencies. Consideration should be given to making the any restored natural and open areas accessible to the public.
- The entire redevelopment of this area is expected to provide an exciting new synergistic component, with some uses shared by the local population and visitors alike.
- Comprehensive planning for the Gliderport Character Area appropriate land uses and access/circulation needs should be conducted on for all properties, within the Gliderport Character Area.

#### Connectivity

- Fair Way Extension from the new parking facility on the front portion of the Merchant family property in the **Downtown Character Area** <a href="mailto:should">should</a> serve as access to linear parking along its entire length.
- A Class-1 bicycle path with generous pedestrian facilities connecting to the pathway leading to Dunaweal Lane <a href="mailto:shall-should">shall-should</a> be constructed along the Fair Way extension parking area.
- The Fair Way extension <code>shallshould</code> be developed as a surface parking area. Parking spaces <code>shallshould</code> be arranged diagonally and a generous tree canopy landscaping with appropriate lighting and pedestrian amenities <code>shallshould</code> be provided.
- The Fair Way extension must should connect to Washington Street via cross streets within the Lower Washington Character Area to facilitate adequate circulation.
- Access to the former Gliderport, Fox and Paoletti properties shall be is preferred to be gained from Fair Way.
- Establish <u>an a point of access for emergency access purposes</u> to the adjoining mobile home parks.

• Future development and redevelopment must participate in the necessary mitigation to accommodate improved access, circulation and parking.

## Architecture

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- The design concepts of the **Gliderport Character Area** should have an imaginative, contemporary design flavor consistent with the Napa Valley architectural heritage and reflecting the small town character of Calistoga.
  - While new development may borrow elements from the existing architectural language and that of the broader Napa Valley, it mustshould avoid mimicking or duplicating forms. It mustshould convey a genuine, creative architectural statement.
  - All overhead utilities shall be placed underground.
  - Public view-shed corridors to the dDistant east views should be preserved celebrated.
  - Geothermal waters should be celebrated through tasteful well designed features.
  - The surface parking area within the Fair Way extension shallshould be landscaped to create a generous tree canopy and shallshould include appropriate pedestrian amenities including lighting, benches, pathways, trash receptacles, etc.
  - Building and landscape design shallshould be of the highest quality and shallshould utilize high quality authentic materials appropriate for Calistoga.