

Landscaping cut up by driveways? Should that be limited? → 1 per block

→ Curb cut entrance configured like a City block

→ Break-up view of Berryessa Gap and water tower as little as possible

→ A little bit of parking in front to encourage Grant Ave facing buildings

→ Buildings up to Street w/ areas of interest in front

1. Eating

2. Pedestrian interaction

3. Ability to go from one business to another w/out getting in car.

→ Visuals or design to provide connectivity to downtown (pedestrian)

→ Vision all the way to downtown.

→ walking paths between businesses connectivity all the way through

- E. Main

- P.C. Nature Park

→ Downtown priority for restaurants - eating + drinking

→ Separation between Freeway development + community

→ Aq zone between freeway + ~~the~~ Grant Ave

→ Mixed use

→ Demonstration Farm + Restaurant

→ Use existing intersections @ Morgan + E. Main

- Use those streets as connectivity
- Not a lot of driveways
- Don't interfere with view of trees.

→ Different types of businesses

- different from Downtown
- No strip malls
- No big box

→ Office commercial close to downtown - include in pedestrian sphere 1200 - 1500 ft

- Bicycle loop - connectivity
- Draw people into the downtown
 - Directional signs
- Give people a reason to get off freeway
 - Make fwy. intersection attractive
 - Take winter's character / Ag heritage into downtown.
- Many local businesses welcome new business on Grant Ave - believe they will draw more visitors into downtown
 - Hotel/Motel
 - Retail
- Review successful businesses to see what's working in 100 mile area

Mixed - Use
Non-urban

i.e. Granzella's

Analyze new buildings for possible effects/impacts to panoramic view of Berryessa Mtns.

- Signage

- Historic Downtown

use Grant Ave as "yellow brick road" into downtown

- Senior facilities

- 60 ft tower signs on freeway?

- limit these

- would impact view

- need signage but should be careful of design.

- Encourage native trees/species

Red Bud

Manzanita

Lupine

Poppies

Merchants / Businesses in Downtown should be included.

- Consider building frontages and/or visuals along Creek
- Consider design of floodway
 - floodway could have multiple uses. / amenity
- Ashland Creek frontage (use as example)

Materials

- River Rock
 - Stucco should be limited
 - Sandstone
- Ex. = Univ. Wash. campus in Seattle
contemporary design w/ local materials

- 3 Architectural zones

- Modern on freeway
- transitional piece - honor farmhouses
- traditional urban designs

- Farm / Ag bldgs as enter town
= edgy materials can still reflect Agricultural heritage

- Colors should reflect local surroundings

- Keep farmhouses

Common thread?

roof scape
land scape

Provide a list w/ multiple choices for materials so business owners aren't hamstrung by a lot of micromanaging

use New Library as example.

- Within City is not the best use for farming - too difficult to farm near close to City - Farmer's Opinion

- Consider fairness to property owners when suggesting uses for land.
- land values
- not economically feasible to keep as farmland.

- Consider choice of color

Tree species

- Oak

- Sycamore

- Black Walnut

Permeable Pavement

- Canopy of trees

- make sure it doesn't impact view

- windrows

Median strip w/ Almond trees

Smart Concepts = Building Design
Low Impact landscape design

— Businesses: what types
fly fishing
kayak | canoe

Recreation areas
volleyball court
Night time lighting?
Base Ball Court

— well-planned retirement community

— space to draw people into
their site

- draw into P.C. area

- draw into downtown

Activity Path?

- How can we attract biotech businesses
- Similar to those in Vacaville
Genentech
Muclo

- How to grab traffic
and bring into downtown

Freeway = tax revenue

Gen = P.C. Nature Park
AND = Downtown

Divide into Day/Night?

Activities for youth.

- Make freeway area attractive
 - dog park
 - satellite Visitors CenterMore than just signage

Incorporate Winters History Project
@ freeway to
draw people downtown

- Common green @ freeway to attract visitors

Also incorporate: Resident/Visitor uses
- gear toward youth

Fewer curb cuts / Limited
curb cuts

Streets that feed into dev $\frac{1}{2}$, parking lots

Common parking lots

Maintain focus on view - hills, water tower, etc.

- Little bit / enough parking in front to be inviting
- Outdoor activities in front / on street to attract customers - outdoor eating, common areas
- Encourage walking - Design to encourage it - connectivity between developments

- Connectivity to Downtown
- A walking City
- * • Downtown has priority
 - Establish separation between H/C Dev and community.
 - Greenbelt / Demo Farms
 - Mixed use
 - East Main could be an entrance into DT
 - Not a lot of curb cuts between 505 and Morgan Street
 - Grant Ave should not become the BIG strip Mall.

- Office/BP should be close to DT to encourage synergy (sp?) with the DT.

- Bicycle connections

- Better signage directing people to DT

- Make Wintus attractive starting at the freeway; draw them in.

- Lodging and retail in the area (Grant Ave Study area)

Research successful business dev. in region, but also consider current/future economy.

→ Williams

- Building Height should be examined with special consideration given to the view.

- Better signage to DT
- Mix of housing for the aging community members / housing options
- Signage → No tall, individual business signs / "Sign on a stick"
- Red bud and manzanita, poppies + lupine (Native plants / landscaping)
- Invite business owners on ~~the~~ Main Street
- Focus on / Think about Creek frontage and floodway design
 - Use floodway as an amenity.
 - Ashland, OR → Example
 - W. Salto → Riverfront Dev.

Architectural Materials

→ River Rock

→ Limited Stucco

→ Contemporary w/ traditional or local materials

→ Sandstone

→ Think about cost/\$ (Faux stone)

• "3 zones" could be architecturally different (subareas) → transition / common thread?

→ area closest to DT could capture ↓
DT D.N.A. Landscape

• Colors should ~~to~~ complement the natural surroundings.

• Prime Soil for farming in that area.

- BUT farming in the city is not the best use.

- Need to be high value crops.

- Consider the property owners in this process.
- Oak, Sycamore, → Greenery w/out water usage
Black walnut trees
- Color is an issue.
- Median strip w/ almond trees
- Smart / Energy Efficient Buildings.
- Low Impact Dev. → Landscaping
- Think about business attraction
→ activity spaces intermingled with businesses
→ Ex. Fly fishing pond
- Well-planned retirement community great job generator

Connectivity along greenbelt/creek along
with appropriate activities - outdoor eating, etc.

Business attraction → how do we make
ourselves attractive to businesses such as
Genentech, etc.

Two zones or subareas → 1) Freeway serving businesses;
and 2) D.T.

May want to consider night life vs. daytime
activities

→ Activities for teens - movie theatres,
bowling alleys.

→ Residents vs. visitors

Visitor's Center at Freeway/Satellite Office

→ History project reflective and attractive
of winters