City of St. Helena
Planning Commission
Regular Meeting
Tuesday, August 6, 2019 @ 6:00 PM
Vintage Hall Board Room - Second Floor
465 Main Street, St. Helena

PLEASE NOTE: Any person who wishes to speak regarding an item on the agenda or make a comment under the "Oral Communication" portion of the agenda may do so, but please observe the time limit of four minutes.

Page

1. PLEDGE OF ALLEGIANCE

2. CALL TO ORDER AND ROLL CALL
Chairperson: Lester Hardy
Vice Chair: John Ponte
Commissioners: Autumn Anderson, Daniel Hale and Bobbi Monnette
City staff present at the meeting will be noted in the minutes.

3. PUBLIC FORUM:
This is an opportunity for the public to address the Commission on items of interest to the public that are NOT listed on the agenda. Because of restrictions imposed by the Brown Act, the Commission may not engage in discussion nor take action on matters not described on the agenda. **Please observe the time limit of four minutes.**

4. CONSENT ITEMS
Members of the Commission or the public may ask that any items be considered individually for purposes of considering alternative action, for extended discussion, or for public comment. Unless that is done, one motion may be used to adopt all recommended actions. (Roll Call Vote)

4.1. Approval of Minutes: July 16, 2019 — 5 - 8
Commission Minutes 07-16-19

4.2. Planning Commission Adoption of Resolution Recommending City Council Adoption of an Ordinance Amending Section 17.08.060 and Adding Section 17.08.200 to Chapter 17.08 of Title 17 of The St. Helena Municipal Code Authorizing Refunds of City's Defense Costs on Appeal to Residential Projects. — 9 - 22

CEQA Determination: Not a CEQA project.
Prepared By: Michael G. Biddle, City Attorney
Recommendation:
Staff recommends that the Planning Commission:

1. Approve the draft resolution recommending that the City Council adopt the Ordinance Amending Section 17.08.060 Aad Adding Section 17.08.200 to Chapter 17.08 of Title 17 of The St. Helena Municipal Code Authorizing Refunds of City's Defense Costs on Appeal to Residential Projects.

Adoption of an Ordinance Amending Section 17.08.060 and Adding

Section 17.08.200 to Chapter 17.08 of Title 17 of The St. Helena Municipal Code - Staff Report

5. PUBLIC HEARINGS

6. SCHEDULED MATTERS

6.1. The applicant is requesting approval of a Master Sign Permit in order to address the signage needs of multiple tenants in the existing building located at 1111 Main Street in the Central Business district.. 23 - 41

CEQA Determination: Exempt pursuant to CEQA Guidelines Section 15311, Class 11(a).
Prepared By: Aaron Hecock, Acting Planning & Building Director
Recommendation:
Staff is in general support of this application and recommends that the Planning Commission:

1. Determine that the project is exempt from the requirements of CEQA pursuant to Section 15311 of the CEQA Guidelines; and
2. Approve, modify or deny the application for a Master Sign Permit for 1111 Main Street allowing permitting the signage described in this report in the compliance with the attached resolution.

1111 Main St. - Staff Report
1111 Main st- Sign Exhibit Video
Public Comment (1)

7. DEPARTMENT REPORTS
This is an opportunity for staff to report on or update the Commission on any relevant matters.

8. AGENDA FORCAST
Below is a link to a list of pending and upcoming projects which may be of interest to the community.

This is also an opportunity for the Commission as a whole to request items be placed on future agendas for discussion. These items should be consistent with, and work to implement adopted Council Goals.

A list of all current planning projects is available on our city website in the link below:
http://www.cityofsthelena.org/projects?term_node_tid_depth=21

Please contact the assigned project Planner for additional questions.

9. ADJOURNMENT
The next Regular Planning Commission meeting is scheduled for August 20, 2019, at 6:00 p.m. in the Vintage Hall Board Room located at 465 Main Street.

This agenda was posted at City Hall, 1480 Main Street, and at Vintage Hall, 465 Main Street, St. Helena, California on July 25, 2019.

Aaron Hecock, Interim Planning and Building Director

Appeal. A person who is dissatisfied with a decision of the Planning Commission may appeal that decision to the City Council pursuant to Municipal Code Section 17.08.180, Appeal procedure. Actions of the Planning Commission will be listed on the City Council agenda the following Tuesday to give the City Council opportunity to review the Planning Commission's decision. Absent of an appeal by the City Council or by a citizen, the appeal period will terminate two weeks after the Planning Commission hearing.

Special Assistance for the Disabled. In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please call the City Clerk's Office (707) 967-2792. Notification 48 hours prior to the meeting will enable City to make reasonable arrangements to ensure accessibility to this meeting (28 CFR35.102-35.104 ADA Title II). However, City staff will attempt to assist at any time with accessibility. The City Clerk has equipment to assist those with a hearing impairment.

PUBLIC TESTIMONY PROCEDURES

Pursuant to the Government Code Section 54954.3, the public may address the Commission on each agenda item during the Commission's consideration of that item. Each speaker has the option to state his or her name for the record before testifying. Depending on the number of speakers or the interest of the item, the Planning Commission Chairman may also restrict, at his/her discretion, the speaker's time to three minutes. The Chairman may also restrict public comments if they become irrelevant to the agenda item or repetitious of prior comments. All persons interested may appear and be heard or submit written statements prior to the Planning Commission meeting. Please note that if you challenge the City's decision on any of these matters in court, you may be limited to raising only those issues you or someone else raised at the meeting or in written correspondence delivered to the City at, or prior to, the meeting.

CHALLENGING DECISIONS OF CITY ENTITIES

The time limit within which to commence any lawsuit or legal challenge to any quasi-adjudicative decision made by the City of St. Helena is governed by Section 1094.6 of the Code of Civil Procedure, unless a shorter limitation period is specified by any other provision, including without limitation Government Code section 65009 applicable to many land use and zoning decisions, Government Code section 66499.37 applicable to the Subdivision Map Act, and Public Resources Code section 21167 applicable to the California Environmental Quality Act (CEQA). Under Section 1094.6, any lawsuit or legal challenge to any quasi-adjudicative decision made by the City must be filed no later than the 90th day following the date on which such decision becomes final. Any lawsuit or legal challenge, which is not filed within that 90-day period, will be barred. Government Code section 65009 and 66499.37, and Public Resources Code section 21167, impose shorter limitations periods and requirements, including timely service in addition to filing.

If a person wishes to challenge the above actions in court, they may be limited

to raising only those issues they or someone else raised at the meeting described in this notice, or in written correspondence delivered to the City of St. Helena, at or prior to the meeting. In addition, judicial challenge may be limited or barred where the interested party has not sought and exhausted all available administrative remedies.

SUPPLEMENTAL MATERIAL RECEIVED AFTER THE POSTING OF THE AGENDA

Any supplemental writings or documents distributed to a majority of the Planning Commission regarding any item on this Agenda, after the posting of the Agenda, will be available for public review in the Planning Department's Office located at 1480 Main Street, St. Helena, California, during normal business hours. In addition, such writings or documents will be made available on the City's web site at http://cityofsthelena.org and will be available for public review at the respective meeting.

MINUTES
City of St. Helena
Planning Commission Meeting
Tuesday, July 16, 2019 @ 6:00 PM
Vintage Hall Board Room - Second Floor
465 Main Street, St. Helena

Present:	Chair Lester Hardy, Vice-Chair John Ponte, Commissioner Daniel Hale, Commissioner Bobbi Monnette, and Commissioner Autumn Anderson
Absent:	None
Staff Present:	Aaron Hecock, Interim Planning and Building Director and Xinia Gamero, Administrative Assistant

1. PLEDGE OF ALLEGIANCE

2. CALL TO ORDER AND ROLL CALL

3. PUBLIC FORUM:

No public comment received.

4. CONSENT ITEMS

Chair Hardy pulled item 4.1 on the Consent Calendar.

~~4.1 Approval of Minutes: June 18, 2019~~

4.2 Request by Ryan Keith on behalf of Natural Selections 357, LLC. for approval of a resolution granting a sign permit for new signage at 357 Main Street in the A-20: Agriculture district.

CEQA Determination: This project is exempt from the requirements of CEQA pursuant to Section 15311, Class 11(a) of the CEQA Guidelines which exempts on-premise business signs.
Prepared By: Xinia Gamero, Administrative Assistant
Recommendation:
For the reasons stated above, staff recommends that the Planning Commission:

1. Determine that the sign is exempt from the requirements of CEQA pursuant to Section 15311; and

2. Approve a resolution granting sign permit approval for new signage on the property located at 357 Main Street.

Commissioner Bobbi Monnette moved to approve item 4.2 on the Consent

Calendar. The motion was seconded by Commissioner Daniel Hale and on roll call carried by the following vote:

AYES: Lester Hardy, Daniel Hale, Bobbi Monnette, John Ponte, and Autumn Anderson
NOES: None
ABSENT: None
ABSTAIN: None
RECUSE: None

4.1 Approval of Minutes: June 18, 2019

Vice-Chair John Ponte moved to approve the Minutes of June 18, 2019 on the Consent Calendar. The motion was seconded by Commissioner Daniel Hale and on roll call carried by the following vote:

AYES: Lester Hardy, Daniel Hale, John Ponte, and Autumn Anderson
NOES: None
ABSENT: None
ABSTAIN: Bobbi Monnette
RECUSE: None

5. PUBLIC HEARINGS

5.1 Request by Carlo and Kiki Antonini for approval of a use permit to allow AF Jewelers to relocate to a new location at 1219 Main Street, Suite B in the Central Business (CB) district.

CEQA Determination: The project is exempt from the requirements of CEQA pursuant to Section 15301, Class 1, which exempts the operation, leasing, or minor alteration of existing facilities.
Prepared By: Xinia Gamero, Administrative Assistant
Recommendation:
For the reasons stated above, staff recommends that the Planning Commission:

1. Determine that the project is exempt from the requirements of CEQA pursuant to Section 15301, Class 1, which exempts the operation, leasing, or minor alteration of existing facilities; and
2. Accept the required findings and approve a Use Permit for a jewelry store at 1219 Main Street, Suite B.

Xinia Gamero, Administrative Assistant reported on the item.

Chair Hardy informed staff that written comment had been provided directly to the Planning Commission prior to the meeting. For record keeping, Chair Hardy read Wayne Armstrong's comment letter aloud to the public.

Applicant, Kiki Antonini addressed the Planning Commission.

Chair Hardy opened the public comment.

Sam Dalia, Owner of Pavati Jewelers addressed the Planning Commission.

Chair Hardy closed the public comment.

Commissioner Autumn Anderson moved to approve staff recommendation. The motion was seconded by Commissioner Bobbi Monnette and on roll call carried by the following vote:

AYES: Lester Hardy, Daniel Hale, Bobbi Monnette, John Ponte, and Autumn Anderson
NOES: None
ABSENT: None
ABSTAIN: None
RECUSE: None

5.2 Fantesca Estate & Winery Tasting Room Use Permit

CEQA Determination: Exempt
Prepared By: Chris Gustin, Contract Planner
Recommendation:
For the reasons stated above, staff recommends that the Planning Commission:

1. Determine that the project is exempt from the requirements of CEQA pursuant to Section 15301, Class 1, which exempts the operation, leasing, or minor alteration of existing facilities; and
2. Accept the required findings and approve a Use Permit for a wine business and tasting on the second floor at 1377 Main Street.

Aaron Hecock, Interim Planning and Building Director reported on the item.

Applicant, Dwayne Hoff addressed the Planning Commission.

No public comment was received.

Vice-Chair John Ponte moved to approve staff recommendation as amended. The motion was seconded by Commissioner Bobbi Monnette and on roll call carried by the following vote:

AYES: Lester Hardy, Daniel Hale, Bobbi Monnette, John Ponte, and Autumn Anderson
NOES: None
ABSENT: None
ABSTAIN: None
RECUSE: None

5.3 Macauley Vineyard Wine tasting Room Use Permit

CEQA Determination: Exempt
Prepared By: Chris Gustin, Contract Planner
Recommendation:
For the reasons stated above, staff recommends that the Planning Commission:

1. Determine that the project is exempt from the requirements of CEQA pursuant to Section 15301, Class 1, which exempts the operation, leasing, or minor alteration of existing facilities; and
2. Accept the required findings and approve a Use Permit for a wine business and tasting on the second floor at 1309 Main Street.

Aaron Hecock, Interim Planning and Building Director reported on the item.

Applicant, Matt Watson addressed the Planning Commission.

No public comment was received.

Commissioner Daniel Hale moved to approve staff recommendation as amended. The motion was seconded by Vice-Chair John Ponte and on roll call carried by the following vote:

AYES: Lester Hardy, Daniel Hale, Bobbi Monnette, John Ponte, and Autumn Anderson
NOES: None
ABSENT: None
ABSTAIN: None
RECUSE: None

6. SCHEDULED MATTERS

7. DEPARTMENT REPORTS

8. AGENDA FORCAST

9. ADJOURNMENT
Chair Hardy adjourned the meeting at **7:05 P.M.**

APPROVED: **ATTEST:**

_____ _____
Lester Hardy, Chair Aaron Hecock, Interim Planning and Building Director

PLANNING COMMISSION REPORT

Planning Commission Meeting of August 6, 2019

AGENDA SECTION: Consent

SUBJECT: Planning Commission Adoption of Resolution Recommending City Council Adoption of an Ordinance Amending Section 17.08.060 and Adding Section 17.08.200 to Chapter 17.08 of Title 17 of The St. Helena Municipal Code Authorizing Refunds of City's Defense Costs on Appeal to Residential Projects.

PREPARED BY: Michael G. Biddle, City Attorney

REVIEWED BY: Aaron Hecock, Senior Planner

APPROVED BY: Aaron Hecock, Senior Planner

APPLICATION FILED:

LOCATION OF PROPERTY: Citywide

BACKGROUND

In January 2017, the City Council approved the design review and demolition permit for the eight-unit multifamily residential project proposed by Joe McGrath for the property located at 632 McCorkle Street. Two neighborhood groups challenged the City Council's decision approving the project in Court. The Napa Superior Court entered judgment in favor of the City and Mr. McGrath, ruling that the decision approving the project was valid in every respect asserted by the challengers. The petitioner groups appealed. The California Court of Appeal, in a published decision, affirmed the trial court's decision in favor of the City, and the California Supreme Court denied requests for review and de-publication.

In accordance with the terms of the project application and conditions of project approval, which the City imposes on all project applicants, Mr. McGrath has been required to pay the costs of the City's defense of the lawsuit. On several occasions, Mr. McGrath requested that the City Council relieve him of that obligation.

While the City Council initially declined that request, in March 2018 the City Council reconsidered the issue, on Mr. McGrath's specific request with respect to the costs of defending the appeal. The City Council considered Mr. McGrath's request for relief from his obligation to pay the City's litigation costs on appeal. A member of the petitioner groups that had unsuccessfully sued the City and Mr. McGrath, asserted during the public comment on the agenda item that relieving Mr. McGrath of the litigation costs would trigger California's prevailing wage law. The City then determined to request a determination from the California Department of Industrial Relations ("DIR") as to the applicability of the prevailing wage law to an ordinance or action relieving projects of the indemnity/defense obligation. The petitioner groups have submitted arguments to the DIR that the ordinance/action would trigger the PWL. DIR has not, to date, made its determination.

PROJECT DESCRIPTION

The McGrath project is a specific example of a project that, through the alternative equivalent approved by the City Council, will provide off-site affordable units, as well as other workforce housing units on-site. As a result, it has provided the City Council an opportunity to consider whether, and if so how, to provide projects that provide affordable residential units some measure of relief from the obligation to pay the City's litigation defense costs.

At the June 11, 2019, regular meeting of the City Council, the issue was discussed and direction was provided to move forward with an ordinance providing the City Council with the discretion of refunding all or a portion of the City's litigation costs for certain residential projects that met certain conditions.

Eligibility For A Refund – "Residential Project"

The draft ordinance would amend the zoning ordinance to provide, as a matter of general applicability, that a "residential project" could file an application to seek a refund of the "City's defense costs on appeal".

The overarching intent is to provide the City Council the ability and discretion to provide relief to development that furthers the production of affordable housing consistent with the City's goals. Accordingly, as provided in the draft ordinance, an affordable residential development project must be within a zoning district in which residential development is a permitted use, as opposed to a conditionally permitted use. In the event the affordable residential development project is part of a mixed use development, the draft ordinance requires that 60% or more of the floor area of the project be devoted to the residential use; this aspect was not fully developed and discussed by the Council and thus the Planning Commission should give some thought to this provision and provide some recommendation. Finally, the Council expressed a desire that the ability to provide the financial relief allowed by this ordinance be retroactive in effect.

As defined in the draft ordinance (see Section 17.08.200.A.(c)), a “residential project” that would be eligible to seek a refund of litigation costs paid by an applicant defending a decision of the City, is one that satisfies five (5) criteria:

- first, it is a residential development project as currently defined in Section 17.146.020 of the St. Helena Municipal Code (SHMC);
- second, it provides for affordable residential units as set forth in subsections A, B or C of Section 17.146.050 of the SHMC;
- third, the project is located in a zoning district in which a residential development project is a permitted use;
- fourth, if the residential project is part of a mixed use development, no less than 60% of the floor area is devoted to residential use; and
- finally, the permit application for the residential project was filed by the applicant with the City on or after January 1, 2016.

The Refund Application

The draft ordinance provides that in the event a “residential project” is approved by the City, a third party (“Petitioner/Plaintiff”) challenges the City’s approval of the project, and the trial court ***upholds[1]*** the City’s action approving the project, if the Petitioner/Plaintiff then seeks to appeal the trial court decision, then the project Applicant can then file an application with the City to request a refund of the “City’s defense costs on appeal”. See Section 17.08.200.B. Note that at this stage the Applicant is about to start incurring legal defense costs on behalf of the City. Further, it is important to understand that the Applicant is not being relieved of the obligation to pay for the City’s defense costs. Rather, the application relates to a potential subsequent refund by the City of costs paid by the Applicant defending the appeal that will be decided at a later date.

The refund application is to be filed by the Applicant with the City Clerk within thirty (30) days following the filing of the appeal by the Petitioner/Plaintiff, or thirty (30) days of the effective date of this ordinance for projects that have already received a “final decision on appeal” prior to the effective date of the ordinance. Accordingly, consistent with the Council’s desire that the ordinance have retroactive effect, an Applicant of a “residential project” that filed their permit application with the City on or after January 1, 2016 and obtained a “final decision on appeal” prior to the effective date of this proposed ordinance, would be able to file an application with the City to obtain a refund of the “City’s defense costs on appeal”. However, as noted, they would need to do so within thirty (30) days of the effective date of this ordinance.

An Applicant will forfeit their right to request a refund of the City’s defense costs on appeal should they fail to timely file an application, unless the failure to timely file the application is waived by the City Council upon a showing of good cause by the Applicant, as determined by the Council in its sole and exclusive discretion.

Upon receipt of an application for a refund of the City's defense costs on appeal, the City Clerk is to provide a copy of the application to the City Attorney and Finance Director so that they can coordinate their activities going forward in order to separately account for the City's defense costs on appeal that are about to be incurred by the City and paid by the Applicant. See Section 17.08.200.C.

The Final Decision On Appeal

Once an appeal of a trial court decision is filed, it may take anywhere from 12-18 months (or longer) for a "final decision on appeal" to be provided. As defined in the draft ordinance (see Section 17.08.200.A.(b)), a "final decision on appeal" means either the Supreme Court, or the court of appeal, will issue a remittitur to the trial court in accordance with the California Code of Civil Procedure. In essence, once the higher court(s) have made their decision they will send their decision and the matter back to the trial court.

Once a "final decision on appeal" is issued, the Applicant is obligated to provide a copy to the City Clerk, who shall then provide a copy to the City Attorney and Finance Director. If the "final decision on appeal" reverses or overturns the trial court decision upholding the City's approval of the residential project, then the City Manager is to dismiss the refund application and the Applicant has no basis to appeal that action. On the other hand, if the "final decision on appeal" upholds the trial court decision of the City's approval of the residential project, then the City Clerk is to schedule the refund application for consideration by the City Council at their next available regular meeting. See Section 17.08.200.D.

City Council Consideration of Refund Application

As part of the City Council's consideration of the refund application, the City Attorney and Finance Director are to provide the City Council with an accounting of the total amount of the City's defense costs on appeal. Further, the City Attorney is to report whether the Applicant has paid all trial court litigation costs, City's defense costs on appeal, and complied with all other indemnity obligations. See Section 17.08.200.E. If the Applicant has not adhered to these obligations, then unless waived by the City Council upon a showing of good cause by the Applicant, the refund application is to be denied. See Section 17.08.200.F.

In consideration of the refund application, the City Council retains full and complete discretion whether to deny, approve or approve in part the application. In the event the City Council chooses to approve the application, in whole or in part, since these expenses are not budgeted by the City, the City Council will need to appropriate and allocate funds to cover the expense of refunding all or a portion of the City's defense costs on appeal to the Applicant. See Section 17.08.200.F.

Issuance of the Refund

Consistent with the overall intent of supporting the production of affordable housing consistent with the City's goals, the sum determined by the City Council to be refunded to the Applicant is not to be paid until the residential units are actually constructed. Accordingly, within 30 days following the issuance of a certificate of occupancy for the residential project, the City Manager and Finance Director are to take all necessary steps required to refund the amount approved by the City Council. See Section 17.08.200.G.

Note that the refund may only be issued to the Applicant, and thus the Applicant cannot assign or otherwise pledge their right to the refund amount approved by the City Council to some third party and any attempt to do so is null and void. See Section 17.08.200.H.

Finally, It is important to bear in mind that the City's standard obligation is one that requires both defense and indemnity. The latter indemnity requirement is different from the defense obligation, and protects the City against any award of damages or attorney's fees that might be awarded were a court to rule against the City. The draft ordinance does not relieve applicants of that indemnity obligation. See Section 17.08.200.I.

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[1] Note that if the trial court ***does not*** uphold the City's action approving the project and there is some form of appeal thereafter, there is no opportunity to seek a refund under this ordinance under that scenario.

ANALYSIS

FISCAL IMPACT

There is no direct fiscal impact. If the Planning Commission recommends adoption of the draft ordinance verbatim, and the City Council subsequently adopts the ordinance, it is impossible to predict the number of instances in the future in which the ordinance would apply, and in any event it would only apply to appeal costs for the relatively narrow class of "residential projects" as outlined above. However, the one "residential project" that would be eligible to submit a refund application to the City Council for its consideration, i.e. 632 McCorkle Street, the City's defense costs on appeal were $86,717.77.

ISSUES

Staff has not identified any outstanding issues that require additional discussion at this time.

CORRESPONDENCE

At the time of agenda publication staff had not received any correspondence in relation to this item.

STAFF RECOMMENDATION

Staff recommends that the Planning Commission:

1. Approve the draft resolution recommending that the City Council adopt the Ordinance Amending Section 17.08.060 Aad Adding Section 17.08.200 to Chapter 17.08 of Title 17 of The St. Helena Municipal Code Authorizing Refunds of City's Defense Costs on Appeal to Residential Projects.

ATTACHMENTS

Resolution Recommending Ordinance Re Refunds Of City Defense Costs
St. Helena Indemnity and Defense Cost Ordinance

CITY OF ST. HELENA PLANNING COMMISSION

RESOLUTION NO.

RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF ST. HELENA RECOMMENDING TO THE CITY COUNCIL ADOPTION OF THE ORDINANCE AMENDING SECTION 17.08.060 AND ADDING SECTION 17.08.200 TO CHAPTER 17.08 OF TITLE 17 OF THE ST. HELENA MUNICIPAL CODE AUTHORIZING REFUNDS OF CITY'S DEFENSE COSTS ON APPEAL TO RESIDENTIAL PROJECTS

Recitals

A. City of St. Helena Municipal Code (S.H.M.C.) Section 17.08.060 provides the general authority for the Planning Commission and City Council to consider, approve, deny or conditionally approve land use projects, and specifies a variety of examples of conditions the City might impose, including: dedication of land; installation of specific improvements; size, design and placement of buildings or structures; landscaping; and limitations on use and/or hours of operation; and

B. At its March 2018 and June 11, 2019 City Council meetings, the City Council considered the policy question whether, and how, to provide projects that provide affordable residential units some measure of relief from the obligation to pay the City's litigation defense costs imposed as a condition of approval of a land use project approval/entitlement process; and

C. At the conclusion of the presentation from staff, and after Council deliberations, the Council directed staff to present an ordinance to the Planning Commission for its review, consideration and recommendation that provides affordable residential units some measure of relief from the obligation to pay the City's litigation defense costs imposed as a condition of approval of a land use project approval; and

D. The Planning Commission held a duly noticed Public Hearing to review the proposed text amendments in the draft ordinance attached hereto as Attachment 1 on August 6, 2019, at which time all interested parties had the opportunity to be heard; and

E. After considering the draft ordinance, the input from the public, and any and all suggested revisions to the draft ordinance, the Commission determined to recommend to the City Council the adoption of the draft ordinance attached hereto as Attachment 1; and

F. The Planning Commission finds that the draft ordinance is consistent with the goals and objectives of the General Plan, and with public necessity, convenience, general welfare, and good zoning practice; now, therefore, be it

Resolved, that the Planning Commission finds that the action to recommend the adoption of the attached draft ordinance amending Section 17.08.060 and adding Section 17.08.200 to Chapter 17.08 of Title 17 of The St. Helena Municipal Code authorizing refunds of the City's Defense Costs On Appeal To Residential Projects is not a "project" subject to CEQA (Public Resources Code Section 21000, et seq.) because adoption of the draft ordinance will not result in any change in the environment; furthermore, even assuming the draft ordinance is a "project" subject to CEQA, it is exempt from the requirements of CEQA pursuant to CEQA Guidelines Section 15061(b)(3) in that it can be seen with certainty that there is no possibility that the draft ordinance may have a significant effect on the environment, and therefore, the activity is not subject to CEQA; now, therefore, be it.

Further Resolved, that the Planning Commission recommends that the City Council adopt the draft ordinance enclosed as Attachment 1 hereto, amending Section 17.08.060 and adding Section 17.08.200 to Chapter 17.08 of Title 17 of The St. Helena Municipal Code authorizing refunds of the City's Defense Costs On Appeal To Residential Projects.

I HEREBY CERTIFY that the foregoing recommendation to the City Council was duly and regularly approved by the Planning Commission of the City of St. Helena at a regular meeting of said Planning Commission held on August 6, 2019, by the following roll call vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

APPROVED:

_____
Lester Hardy, Chair,
Planning Commission

ATTEST:

_____
Aaron Hecock, AICP
Interim Planning and Community Improvement Director

OAK #4827-6088-6173 v1

CITY OF ST. HELENA

ORDINANCE NO. _____

AMENDING SECTION 17.08.060 AND ADDING SECTION 17.08.200 TO CHAPTER 17.08 OF TITLE 17 OF THE ST. HELENA MUNICIPAL CODE AUTHORIZING REFUNDS OF CITY'S DEFENSE COSTS ON APPEAL TO RESIDENTIAL PROJECTS

The City Council of the City of St. Helena does hereby ordain as follows:

SECTION 1. Amending Section 17.08.060 And Adding Section 17.08.200 To Chapter 17.08 Of Title 17 Of The St. Helena Municipal Code. Section 17.08.060 is hereby amended and Section 17.08.200 is hereby added to Chapter 17.08 of Title 17 of the St. Helena Municipal Code to read in their entirety as shown on Exhibit A, attached hereto and incorporated herein by reference.

SECTION 2. CEQA. For purposes of the California Environmental Quality Act (Public Resources Code Section 21000, et seq.), a "project" is defined in State CEQA Guidelines Section 15378 (a) as "the whole of an action, which has a potential for resulting in either a direct physical change in the environment, or a reasonably foreseeable indirect physical change in the environment". The City Council hereby finds that the action to adopt this Ordinance will not result in any change in the environment and thus is not a project subject to the requirements of CEQA. Further, even if the action to adopt this Ordinance was deemed to be a project subject to CEQA, the City Council finds the proposed Ordinance is exempt from CEQA under the common sense exemption set forth in Section 15061(b)(3), which provides that CEQA only applies to projects which have the potential for causing a significant effect on the environment, and thus where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA.

SECTION 3: General Plan Consistency. The City Council finds this Ordinance is consistent with the St. Helena General Plan.

SECTION 4. Severability. The City Council hereby declares every section, paragraph, sentence, cause and phrase is severable. If any section, paragraph, sentence, clause or phrase of this ordinance is for any reason found to be invalid or unconstitutional, such invalidity, or unconstitutionality shall not affect the validity or constitutionality of the remaining sections, paragraphs, sentences, clauses or phrases.

SECTION 5: Inclusion in the St. Helena Municipal Code. It is the intention of the St. Helena City Council that the text in Exhibit A of this Ordinance be made a part of the St. Helena Municipal Code and that the text may be renumbered or re-lettered and the

word "Ordinance" may be changed to "Section," "Chapter," or such other appropriate word or phrase to accomplish this intention.

SECTION 6. Effective Date; Retroactive Effect. This Ordinance shall take effect and be in force (thirty) 30 days after its adoption, and a summary of this Ordinance shall be published once with the names of the members of the Council voting for and against the Ordinance in the St. Helena Star, a newspaper of general circulation published in the City of St. Helena. Further, the City Council of the City of St. Helena herby affirms its intent that the effect of this Ordinance shall apply retroactively to permit applications for a “residential project” submitted on or after January 1, 2016, that has obtained a “final decision on appeal”, as those terms are defined in this Ordinance.

THE FOREGOING ORDINANCE was introduced at a regular meeting of the St. Helena City Council on the __ day of _____ 2019, and was adopted at a regular meeting of the St. Helena City Council on the ___ day of _____, 2019, by the following vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

_____

Geoff Ellsworth, Mayor

ATTEST:

CITY OF ST. HELENA

Cindy Tzafopoulos, City Clerk

I, CINDY TZAFOPOULOS, CITY CLERK of the City of St. Helena, California, do hereby certify that the foregoing Ordinance was regularly introduced and placed upon its first reading at a regular meeting of the City Council on the ___ day of _____, 2018. That thereafter said Ordinance was duly adopted and passed at a regular meeting of the City Council on the ___ day of _____, 2018 by the following vote:

AYES:

NOES:

ABSENT:

OAK #4810-5967-8310 v2
05829-0001

ABSTAIN:

_____

Cindy Tzafopoulos, City Clerk

APPROVED AS TO FORM:

_____

Michael G. Biddle, City Attorney

OAK #4810-5967-8310 v2
05829-0001

EXHIBIT A

Section 17.08.060
Administrative Procedures

17.08.060 Authority of final decision-making body. Conditions of approval.

A. In considering an application for a permit or other discretionary approval authorized by this title, the final decision-making body may approve, deny or modify the application consistent with the evidence presented to it and the appropriate findings required by this title. Final decision-making bodies may require changes to applications and/or impose conditions of approval in order to affect the policies of the general plan and the purpose of this title. Such conditions include but are not limited to: dedication of land; installation of specific improvements; size, design and placement of buildings or structures; landscaping; the defense and indemnity of the City in litigation challenging the approval; and limitations on use and/or hours of operation. Such conditions shall be reasonably related to the use of the property for which the permit or other discretionary approval is requested. (Prior code § 27.405)

B. Notwithstanding the provisions of subsection A above, upon application by an Applicant in accordance with Section 17.08.200 of this code, the City Council may authorize a refund of the City's defense costs on appeal paid by Applicant.

17.08.200 Refund of City's Defense Costs on Appeal.

A. As used in this Section, and Section 17.08.060 of this code, the following terms shall be defined as follows:

(a) "City's defense costs on appeal" shall mean all expenses, costs and fees, including attorneys' fees, incurred by City and paid for by Applicant in defense of a trial court entry of judgment upholding the City's approval of a residential project, from the date of entry of the trial court judgment through the date of the final decision on appeal.

(b) "Final decision on appeal" shall mean the issuance of a remittitur by the California Supreme Court, or the court of appeal, to the trial court in accordance with California Code of Civil Procedure §§ 43, 912;

(c) "Residential project" shall mean (i) a "residential development project" defined in Section 17.146.020 of this code, (ii) which satisfies the requirements of subsections A, B or C of Section 17.146.050 of this code, (iii) is located in a zoning district in which a "residential development project" is a permitted use, (iv) if part of a mixed use development, no less than 60% of the floor area may be devoted to the residential project, and (v) a permit application for the residential project was submitted in accordance with Section 17.08.040 of this code on or after January 1, 2016.

B. An application to request a refund of the City's defense costs on appeal, shall be filed by an Applicant with the City Clerk no later than (i) thirty (30) calendar days following the filing of

an appeal by the petitioner/plaintiff of a trial court entry of judgment upholding the City's approval of a residential project, or (ii) thirty (30) calendar days following the effective date of this Section of the code with respect to a residential project that has received a final decision on appeal prior to the effective date of this Section of the code. Failure to timely file an application required by this subsection shall forfeit Applicant's ability to request a refund of the City's defense costs on appeal, unless waived by the City Council upon a showing of good cause by the Applicant, as determined by the City Council in its sole and exclusive discretion.

C. Upon receipt of the application required by subsection B above, the City Clerk shall identify, confirm and note the date of receipt of the application and transmit a copy thereof to the City Attorney and Finance Director. The City Attorney and Finance Director shall take all necessary steps to thereafter separately account for the City's defense costs on appeal.

D. Upon issuance of a final decision on appeal, the Applicant shall transmit a copy forthwith to the City Clerk, who shall promptly provide a copy to the City Attorney and Finance Director. If the final decision on appeal reverses or overturns the trial court judgment upholding the City's approval of the residential project, in whole or in part, then the application shall be dismissed forthwith by the City Manager, which decision shall be final and non-appealable. If the final decision on appeal affirms the trial court judgment upholding the City's approval of the residential project, then the City Clerk shall schedule the application for consideration by the City Council at their next available regular meeting.

E. The City Attorney and Finance Director shall provide to the City Council in connection with its consideration of the application the total amount of the City's defense costs on appeal. Further, the City Attorney shall advise whether the Applicant has, to date, paid all trial court litigation defense costs, City's defense costs on appeal, and complied with all other indemnity requirements or conditions.

F. The City Council may, in its sole and exclusive discretion, following its consideration of the application and all appropriate testimony and public comment, deny or approve the application. In connection with approval of an application, the City Council shall appropriate and allocate funds, as necessary, and authorize the City Manager and Finance Director to refund to the Applicant, in accordance with subsection G below, a fixed sum, as determined by the City Council, not to exceed the City's defense costs on appeal. The foregoing notwithstanding, if the Applicant has not paid all trial court litigation defense costs, City's defense costs on appeal, or complied with any other indemnity requirements or conditions, then unless waived by the City Council upon a showing of good cause by the Applicant, as determined by the City Council in its sole and exclusive discretion, the application shall be denied.

G. Within thirty (30) calendar days following issuance by the City of a final certificate of occupancy for the residential project, the City Manager and Finance Director shall take such steps as are necessary to refund to the Applicant the fixed sum determined by the City Council in accordance with subsection F above. The foregoing notwithstanding, in the event the City Manager becomes aware prior to issuing the refund approved by the City Council that the Applicant has not paid all trial court litigation defense costs, City's defense costs on appeal, or

complied with any other indemnity requirements or conditions not previously considered by the City Council, the application shall be returned to the City Council for reconsideration.

H. Applicant shall have no right to transfer or assign to any third party, or to pledge or otherwise hypothecate, the sum appropriated, allocated and approved by the City Council to be refunded to the Applicant in accordance with subsection F above, and any such attempt by Applicant to transfer, assign, pledge or hypothecate said sum shall be null and void.

I. The provisions of Section 17.08.060 and 17.08.200 are not intended to and shall not be deemed or interpreted to relieve an Applicant of a residential project of the requirement, condition or obligation to pay trial court litigation expenses, costs and fees, including attorneys' fees, incurred by City in connection with the defense of the City's approval of the residential project, City's defense costs on appeal, or any other indemnity requirement, condition or obligation, including without limitation the requirement, condition or obligation to indemnify the City from and against any damages, costs and/or attorney's fees should the City's approval of the residential project be reversed.

PLANNING COMMISSION REPORT

Planning Commission Meeting of August 6, 2019

AGENDA SECTION: Sign Permit

FILE NUMBER: PL19-018

SUBJECT: The applicant is requesting approval of a Master Sign Permit in order to address the signage needs of multiple tenants in the existing building located at 1111 Main Street in the Central Business district..

PREPARED BY: Aaron Hecock, Senior Planner

REVIEWED BY: Aaron Hecock, Senior Planner

APPROVED BY: Aaron Hecock, Senior Planner

APPLICATION FILED:04/22/19 **ACCEPTED AS COMPLETE:**07/08/19

LOCATION OF PROPERTY: 1111 Main Street

APN: 009-261-014

GENERAL PLAN/ZONING: Mixed-Use (MU) / Central Business (CB)

APPLICANT: Neil Colwell, Well Design **PHONE:** (707) 933-0307 ext. 4

BACKGROUND

On February 21, 2017 the Planning Commission of the City of St. Helena granted the applicant a Master Use Permit for a variety of uses at 1111 Main Street in the Central Business (CB) district (Resolution PC2017-006 attached). This approval permitted the applicant to subdivide the existing tenant space into a maximum of five (5) individual tenant spaces within the original footprint of the existing building. This allows the applicant to have as few as one (1) or as many as five (5) tenant spaces at any given time. The uses approved under the Master Use Permit include the following:

- Eating and drinking establishment with a maximum seat count of 50 seats and a maximum square footage of 2,500 square feet in total;
- Florist;
- Real estate services;
- Shoe store;
- Clothing store, limited to the sale of new clothing and clothing accessories;
- Health club;
- Ice cream, frozen yogurt and shaved ice shops including the sale of these items as an accessory to an approved food establishment; and
- Office use, Chamber of Commerce office, local-serving business and professional offices and off-site winery offices with no wine tasting permitted.

On February 20, 2018 the St. Helena Planning Commission granted the applicant design review approval in order to accommodate exterior modifications and site improvements to the subject building at 1111 Main Street (Resolution PC2018-005 attached).

PROJECT DESCRIPTION

The applicant is requesting approval of a Master Sign Permit in order to address the signage needs of multiple tenants in the existing building. For the applicant, obtaining a Master Sign Permit reduces the time and costs associated with each tenant obtaining a sign permit individually. Specifically, the applicant is proposing the following signage, details of which are provided in the attached plan set:

North Elevation (primary entrance next to Sunshine):

- 11.66-sf building address sign reading "1111 Main St." consisting of ½" thick, black aluminum mounted ¼" off the wood siding.
- 24.5-sf 1" deep aluminum lettering bottom mounted to an 8" angled aluminum beam with wall wash LED lighting that reads "Engel & Völkers".
- 11.2-sf 1" deep aluminum lettering bottom mounted to an 8" angled aluminum beam with wall wash LED lighting that reads "Crisp" and ½" acrylic letters flush mounted to the beam with no illumination that reads "kitchen & juice".
- 10.7-sf 1" deep aluminum lettering bottom mounted to an 8" angled aluminum beam with wall wash LED lighting that reads "fitNV".
- Space for up to two (2) future tenant signs of approximately 11-sf each.

South Elevation (back of building facing Mitchell Drive):

- Three approximately 3-sf black aluminum panels with white vinyl letters. No illumination is proposed for these signs.
- Approximately 118 sf (12' x 10') of building address signage painted on the concrete side of the building in white paint reading "1111 Main St." The actual sign accounts for far less than 188 sf as a majority of that space is the brick building.

East Elevation (side adjacent Wells Fargo):

- Approximately 11.66 sf building address sign reading “1111 Main St.” consisting of ½” thick, black aluminum mounted ¼” off the wood siding.
- 24.5-sf 1” deep aluminum lettering bottom mounted to an 8” angled aluminum beam with wall wash LED lighting that reads “Engel & Völkers”.

West Elevation (side facing Oak Avenue):

- Approximately 118 sf (12’ x 10’) of building address signage painted on the concrete side of the building in white paint reading “1111 Main St.” The actual sign accounts for far less than 188 sf as a majority of that space is the brick building.

Lighting: “Wall wash” lighting is proposed on the north and east elevations only. This lighting is independent from the signage lettering and would consist of LED strips attached to the back of the aluminum beam supporting the signage (see sheet 07 of the attached plan set for details). The lighting has been designed for a cohesive look across the facade of the building. The lighting is fully dimmable allowing the brightness to be adjusted as needed.

The east elevation would have one 20’ LED strip producing 255 lumens/ft for a total of 5,100 lumens. The north elevation would have both a 20’ and a 25’ LED strip. The 25’ strip produces 6,375 lumens resulting in approximately 11,475 total lumens on the north elevation. For reference, one 75 watt light bulb is approximately 1,100 lumens and one 100 watt light bulb is approximately 1,600 lumens. Therefore, lighting on the north elevation is the equivalent of approximately seven 100 watt light bulbs and the proposed illumination in the east elevation is the equivalent of approximately three 100 watt bulbs.

Future Tenant Signs: The applicant’s exhibits vary in that some show only a future Tenant 4, while other also show a future Tenant 5. It is staff’s understanding that the building owner currently has 4 tenants but wanted to also include the location for a 5th tenant should one be there in the future as permitted by the Master Use Permit. Staff has added a condition of approval to the attached resolution requiring that any future signage obtain an Administrative Sign Permit from the Planning Department.

ANALYSIS

CEQA

This project is exempt from the requirements of CEQA pursuant to Section 15311, Class 11(a) of the CEQA Guidelines which exempts on-premise business signs. The proposed project is not subject to any of the exceptions to the use of a categorical exemption as outlined in CEQA Section 15300.2. The project site is not located on or near an environmentally sensitive area, is not visible from a scenic highway, is not included on a hazardous waste site, and will not impact historic resources or otherwise generate or contribute to any potentially significant impacts.

GENERAL PLAN

The subject property has a General Plan land use designation of Mixed-Use (MU). The MU land use designation allows medium to high-density residential mixed with retail, office, restaurant, or other commercial uses. The maximum allowable residential density in MU areas is 20 dwelling units per acre. The intent of this land use designation is to protect the Urban Limit Line by encouraging a mix of uses at infill locations and reduce greenhouse gas emissions by locating housing opportunities within close proximity to commercial and retail. General Plan Update 2040 policies applicable to the proposed project include:

- **LU1.6** Support the redevelopment of vacant and underutilized sites within the downtown area with mixed-use development opportunities. Encouraging infill development with a mix of uses will support a pedestrian-oriented, vibrant retail and commercial district that is centrally located and easily accessible to residents and neighborhoods.
- **LU3.1** Strengthen the downtown as the City's social and cultural core, and as the primary center of retail services. Facilitate a healthy mix of retail and commercial uses, residential development, entertainment, and lodging.
- **LU3.5** Ensure that new retail and commercial development is compatible with and complementary to St. Helena's small-town image. In addition, within the City's Central Business District, new retail and commercial development should be of a scale and type that complements the historic character.
- **ES1.5** Encourage commercial uses that provide basic, everyday shopping and services for residents.
- **ES2.3** Ensure a diverse mix of uses that avoids an over-representation of any particular use.

Staff Response: Staff finds that the proposed signs are consistent with the General Plan in that they promote additional commercial activity and opportunity in the City's central business district.

ZONING

The site exhibits a zoning designation of CB: Central Business. This designation provides for retail, personal service uses, offices, restaurants, hotels/motels and other similar and compatible uses. Signs are regulated by St. Helena Municipal Code (SHMC) Section 17.148. Planning commission approval must be obtained for all signs not permitted with an administrative sign permit as described in SHMC Section 17.148.040. The purpose of the planning commission sign permit is to allow the consideration of illuminated signs (including neon), signs that are larger, or signs in addition to those permitted with an administrative sign permit. The planning commission shall consider the compatibility of the sign to the site, the appropriateness of the materials and colors in relation to the project, the compatibility of the sign to the small town character of St. Helena, and the impact the sign may have on surrounding properties. The commission shall not approve signs which obscure or detract from the architecture of a historic building or structure.

Staff Response: Proposed signage associated with this application is in compliance with the restrictions and prohibitions detailed in SHMC Section 17.148. With the exception of the issues noted below, staff generally feels that the proposed signs are compatible with the site and appropriate to the building and its surroundings.

ISSUES

In addition to the cumulative illumination on the east and north elevations, staff has concerns regarding the size and quantity of the signage associated with the Engel & Völkers use and is looking for Commission input on these aspects of the application.

CORRESPONDENCE

As of the completion of this report staff had received no correspondence related to this application.

STAFF RECOMMENDATION

Staff is in general support of this application and recommends that the Planning Commission:

1. Determine that the project is exempt from the requirements of CEQA pursuant to Section 15311 of the CEQA Guidelines; and
2. Approve, modify or deny the application for a Master Sign Permit for 1111 Main Street allowing permitting the signage described in this report in the compliance with the attached resolution.

ATTACHMENTS

Resolution
1111 Main St. Sign Plans updated 071519
1111 Illumination Exhibit
1111 Applicant Exhibit

CITY OF ST. HELENA PLANNING COMMISSION
RESOLUTION NO.
GRANTING SIGN PERMIT APPROVAL TO
1111 MAIN STREET (PL19-018)

PROPERTY OWNER: 1111 Main Street SH, LLC **APN:** 009-261-014

RECITALS

1. The applicant submitted an application for a master sign permit on April 22, 2019 in order to place new signage on the existing commercial building located at 1111 Main Street in the Central Business (CB) district;
2. The Planning Commission of the City of St. Helena, State of California, considered the signs, staff report, and all testimony, written and spoken, at a hearing on August 6, 2019; and
3. Now, therefore let it be found that, the Planning Commission approves the sign permit and authorizes the modifications contained in said plans based on the findings below and subject to the conditions of approval enumerated herein.

RESOLUTION

A. In making the findings in this Resolution, the Planning Commission relied upon and hereby incorporates by reference all of the documents referenced in this Resolution and the associated staff reports, City files for this matter, correspondence, presentations and other materials.

B. The Planning Commission hereby finds that this project is exempt from the California Environmental Quality Act pursuant to Section 15311, Class 11 (a), which exempts installation of on premise signs.

C. The Planning Commission further finds that the proposed signs are in compliance with the requirements of Municipal Code Section 17.148 relating to the placement of signs within the Central Business district.

D. The Sign Permit for the above described is granted subject to compliance with the following conditions. The conditions noted below are particularly pertinent to this permit and shall not be construed to permit violation of other laws and policies not so listed:

1. The permit shall be in conformance with all City ordinances, rules, regulations and policies in effect at the time of issuance of a building permit should one be required.
2. The Permits shall be vested within one (1) year from the date of approval. The Permits may be extended for up to two (2) one-year periods pursuant to the St. Helena Municipal Code, Section 17.08.130, Extension of Permits and Approvals. Any request for an extension of the Sign Permit must be justified in writing and received by the Planning Department at least thirty (30) days prior to expiration.

3. This permit will expire if the use is discontinued pursuant to existing ordinances and regulations.
4. In any action or proceeding to attack, challenge, invalidate, set aside, void or annul the City's approval of applicant's Project, in whole or in part, applicant shall defend, at its own expense and without any cost to the City, and with counsel acceptable to the City, and shall fully and completely indemnify and hold the City, its agents, officers, and employees harmless from and against any and all claims, causes of action, damages, costs, attorney's fees and liability of any kind, so long as the City reasonably promptly notifies the applicant of any such claim, action, or proceedings and the City cooperates fully in the defense of the action or proceedings.
5. This sign permit shall run with the land and shall be binding upon all parties having any right, title or interest in the real property or any part thereof, their heirs, successors and assigns, and shall inure to their benefit and benefit of the City of St. Helena.
6. The signs authorized by this sign permit shall conform to the details and dimensions shown on the Exhibits which were reviewed and approved by the Planning Commission at their August 6, 2019 meeting.
7. Signage for additional tenants and future replacement signage must apply for an Administrative Sign Permit with the Planning Department.
8. No internal illumination of signs is permitted.
9. An Encroachment Permit shall be obtained by the applicant prior to installation of the sign if work involves locating of any person or structure on public property, such as a sidewalk, driveway, or street, if necessary.
10. Provided they are in general compliance with the Sign Ordinance, minor modifications may be approved by the Planning Director.

I HEREBY CERTIFY that the foregoing master sign permit was duly and regularly approved by the Planning Commission of the City of St. Helena at a regular meeting of said Planning Commission held on August 6, 2019 by the following roll call vote:

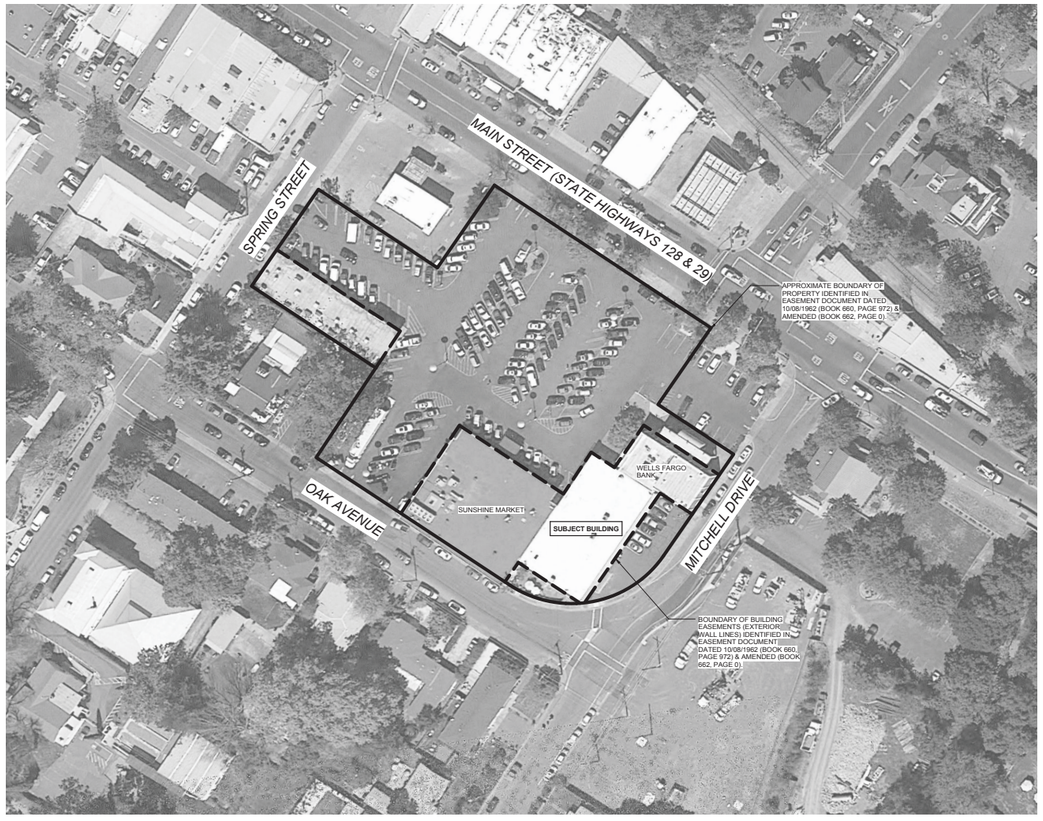
AYES:
NOES:
ABSENT:
ABSTAIN:

APPROVED:

Lester Hardy
Chair, Planning Commission

ATTEST:

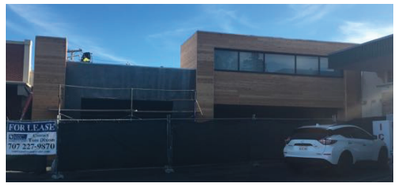
Aaron Hecock, AICP
Interim Planning and Building Director



1 **SITE PLAN (PHOTO OVERVIEW)** *NTS*

PROJECT NAME:	1111 MAIN STREET, SH, LLC
SITE ADDRESS:	1111 MAIN STREET ST. HELENA, CA 94574
PROPERTY OWNER:	1111 MAIN STREET, SH, LLC. CAITY HOERTKORN 1112 SIR FRANCIS DRAKE BLVD KENTFIELD, CA 94904
APPLICANT:	WELL DESIGN NEIL COLWELL 707-933-0307 X 4 NEIL.COLWELL@WELLDESIGNINC.COM 1760 INDUSTRIAL WAY, SUITE 1 NAPA, CA 94558

NO.	CONTENT
1	SITE PLAN / ELEVATION PHOTOS
2	OVERVIEW/PROJECT NARRATIVE
3	BUILDING IDENTITY SIGNAGE OVERVIEW
4	BUILDING IDENTITY SIGNAGE DETAILS
5	TENANT SIGN DETAILS, NORTH ELEVATION
6	TENANT SIGN DETAILS, EAST ELEVATION
7	HALO ILLUMINATION DETAILS
8	TENANT SIGN DETAILS, SOUTH ELEVATION
9	SIGN MATRIX



NORTH ELEVATION

EAST ELEVATION

WEST ELEVATION

WEST/SOUTH ELEVATION

SOUTH ELEVATION

SOUTH ELEVATION

2 **BUILDING FACADES** *NTS*

WELL DESIGN
PREMIUM SIGNAGE

1760 Industrial Way - Suite 1
Napa, CA 94558
707.933.0307
info@welldesigninc.com
License #945459

DRAWING TYPE:

- ☐ CONCEPTUAL
- ☒ PLANNING/ZONING
- ☐ BUILDING
- ☐ PRODUCTION

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CLIENT:

1111 MAIN ST., SH, LLC

CLIENT:

Caity Hoertkorn
choertkorn@gmail.com
P:(415) 482-8899

PROJECT:

Master Sign Program
Design + Permitting

DRAWING DATE:

04/22/2019
05/22/2019
07/15/2019

01

3 OVERVIEW/PROJECT NARRATIVE

NTS

PROJECT NARRATIVE:

1111 MAIN STREET, A NEW MULTI TENANT BUILDING, IS REQUESTING APPROVAL OF A MASTER SIGN PROGRAM. THE PROGRAM CONSISTS OF BUILDING IDENTITY SIGNAGE ON ALL ELEVATIONS, ILLUMINATED TENANT LOGO SIGNAGE ON NORTH ELEVATION, AND SMALL TENANT WALLS SIGNS ON SOUTH ELEVATION.

BUILDING IDENTITY DESCRIPTION:
NORTH/EAST ELEVATIONS: DIMENSIONAL LETTERING AND BORDERS, PAINTED BLACK. INSTALLED TO WOOD SIDING WITH STAND-OFF FROM WALL FOR ADDED DIMENSION.
WEST ELEVATION: PAINTED WHITE ON CONCRETE SIDING
SOUTH ELEVATION: PAINTED WHITE ON CONCRETE SIDING

TENANT 1 SIGN (NORTH): ANGLED ALUMINUM BEAM WITH INTEGRATED WARM-WHITE LED LIGHTING TO CREATE A GENTLE WALL WASH. DIMENSIONAL LETTERS BOTTOM MOUNTED TO BEAM.
TENANT 1 SIGN (EAST): ANGLED ALUMINUM BEAM WITH INTEGRATED WARM-WHITE LED LIGHTING TO CREATE A GENTLE WALL WASH. DIMENSIONAL LETTERS BOTTOM MOUNTED TO BEAM.
TENANT 2-5 SIGNS (NORTH): ANGLED ALUMINUM BEAM WITH INTEGRATED WARM-WHITE LED LIGHTING TO CREATE A GENTLE WALL WASH. DIMENSIONAL LETTERS BOTTOM MOUNTED TO BEAM.
TENANT SIGNAGE (SOUTH): ECO MESH BACK PANELS, ALUMINUM FACE PANELS WITH VINYL LETTERING.

THE SIGNS HAVE BEEN DEVELOPED TO MATCH THE NEW BUILDING ELEMENTS AND FIT WITHIN THE SURROUNDING COMMUNITY. THE SIGNS PRESENTED MAKE USE OF PREMIUM MATERIALS AND FINISHES THAT HAVE CLASSIC APPEAL AND REPRESENT THE PROPERTY IN AN AUTHENTIC MANNER. THANK YOU FOR YOUR TIME AND CONSIDERATION OF THE PROPOSED MASTER SIGN PROGRAM FOR 1111 MAIN STREET.

WELL DESIGN
PREMIUM SIGNAGE

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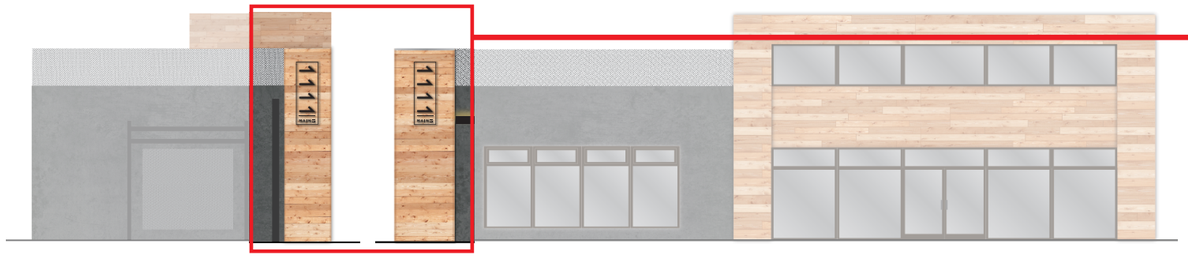
05/22/2019
07/15/2019

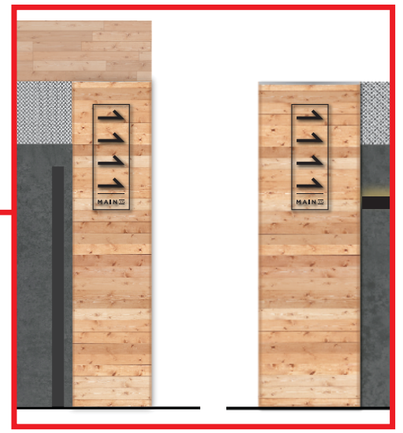
02

5 BUILDING IDENTITY SIGNAGE OVERVIEW

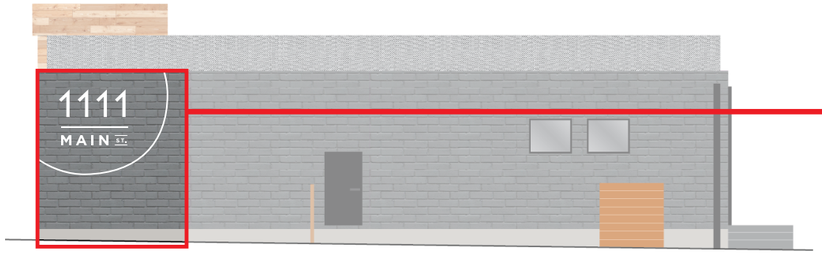
NTS



EAST ELEVATION NORTH ELEVATION

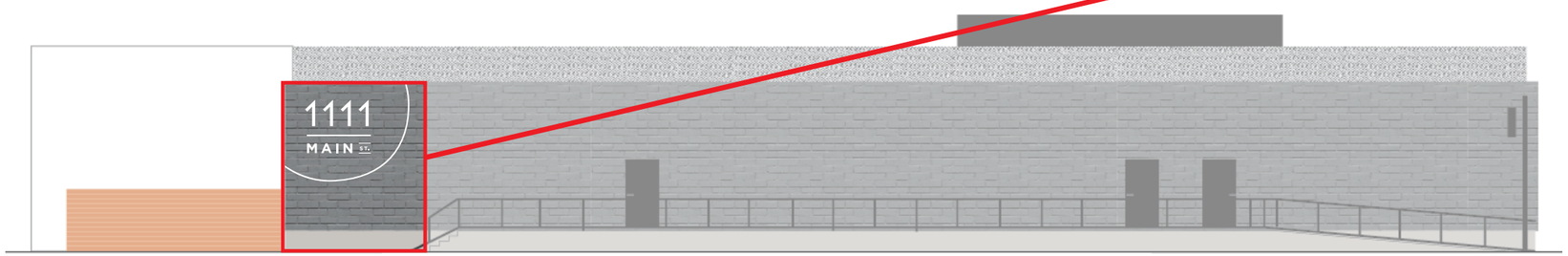


EAST ELEVATION NORTH ELEVATION



WEST ELEVATION

WEST/SOUTH ELEVATION



SOUTH ELEVATION

WELL DESIGN
PREMIUM SIGNAGE

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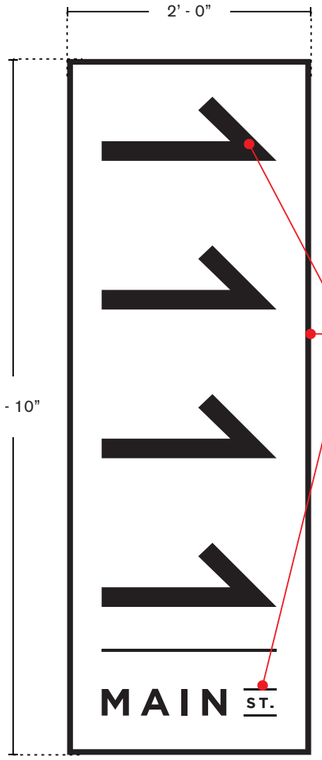
03

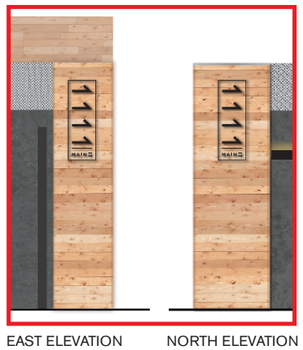
6 BUILDING IDENTITY SIGNAGE DETAILS



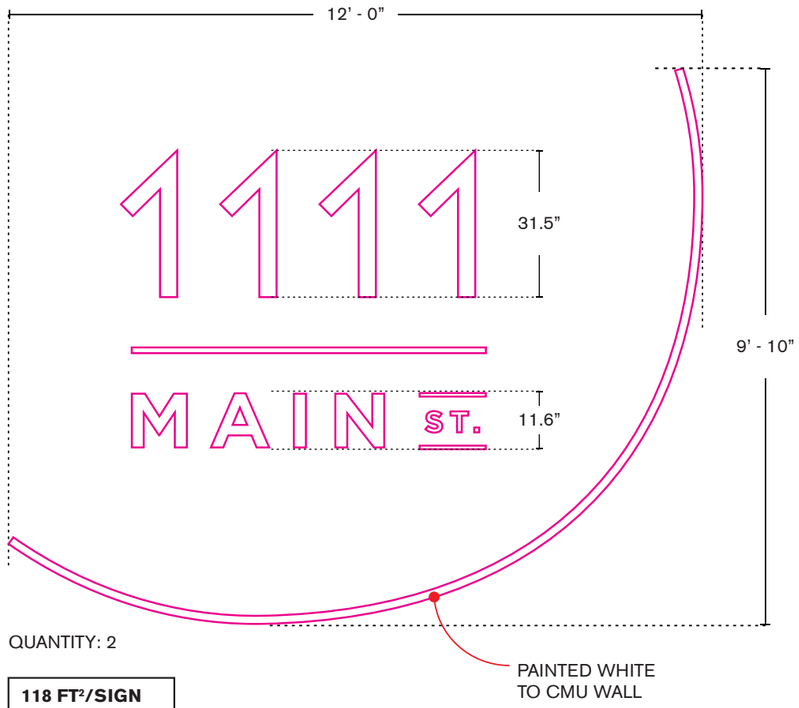
1/2” ALUMINUM
WATERJET CUT
INSTALLED TO WOOD SIDING
WITH 1/4” STAND-OFF

11.66 FT²/SIGN
23.33 FT² TOTAL

QUANTITY: 2



EAST ELEVATION NORTH ELEVATION



QUANTITY: 2

118 FT²/SIGN
236 FT² TOTAL

PAINTED WHITE
TO CMU WALL

WEST/SOUTH ELEVATION

PHOTO COMPS

WELL DESIGN
PREMIUM SIGNAGE

1760 Industrial Way - Suite 1
Napa, CA 94558
707.933.0307
info@welldesigninc.com
License #945459

DRAWING TYPE:

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- ☒ PLANNING/ZONING
- ☐ BUILDING
- ☐ PRODUCTION

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1111 MAIN ST., SH, LLC

CLIENT:

Caity Hoertkorn
choertkorn@gmail.com
P:(415) 482-8899

PROJECT:

Master Sign Program
Design + Permitting

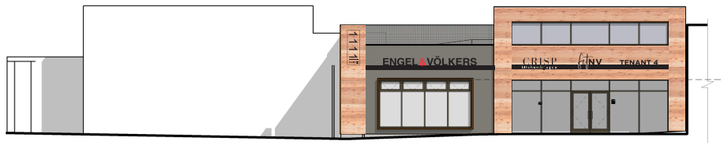
DRAWING DATE:

04/22/2019
05/22/2019
07/15/2019

04

7 TENANT SIGN DETAILS

NORTH ELEVATION



1" DEEP ALUMINUM LETTERS
BOTTOM MOUNTED TO BEAM

15' - 2.5"

15"

8"

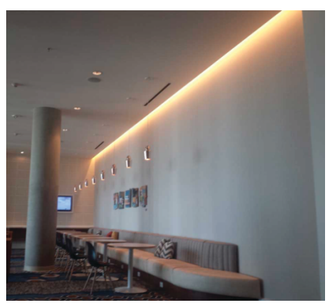
ENGEL & VÖLKERS

24.5 FT²/SIGN

20' - 7"

ANGLED ALUMINUM BEAM
WITH INTEGRATED WARM-WHITE
LED LIGHTING TO CREATE A
GENTLE WALL WASH

SIDE VIEW



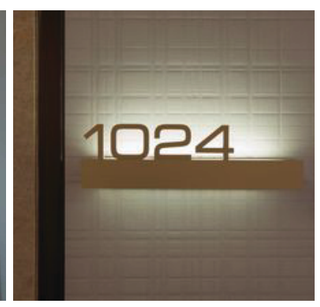


PHOTO COMPS OF LED WASH LIGHTING

11.2 FT²/SIGN

5' - 5"

15"

8"

6"

CRISP
kitchen & juice

1/2" ACRYLIC LETTERS, PAINTED
FLUSH MOUNTED TO BEAM
NO ILLUMINATION

10.7 FT²/SIGN

3' - 10.3"

33.25"

12"

fitNV

1" DEEP ALUMINUM LETTERS
BOTTOM MOUNTED TO BEAM

ANGLED ALUMINUM BEAM
WITH INTEGRATED WARM-WHITE
LED LIGHTING TO CREATE A
GENTLE WALL WASH

TBD BASED ON TENANT LOGO

TENANT 4

25' - 5"

11.5 FT²/SIGN

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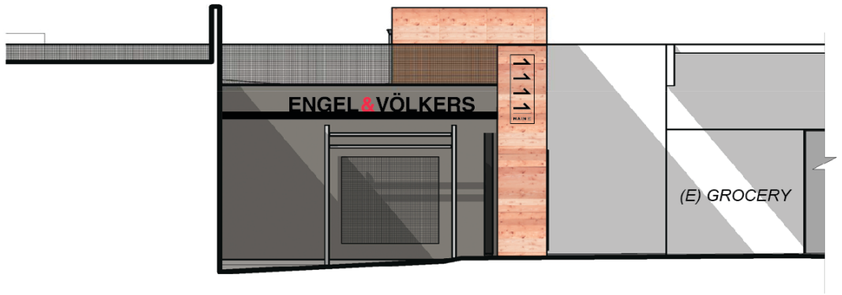
8 *TENANT SIGN DETAILS*

EAST ELEVATION



1" DEEP ALUMINUM LETTERS
BOTTOM MOUNTED TO BEAM

15' - 2.5"

15"

8"

ENGEL & VÖLKERS

24.5 FT²/SIGN

22' - 8"

ANGLED ALUMINUM BEAM
WITH INTEGRATED WARM-WHITE
LED LIGHTING TO CREATE A
GENTLE WALL WASH

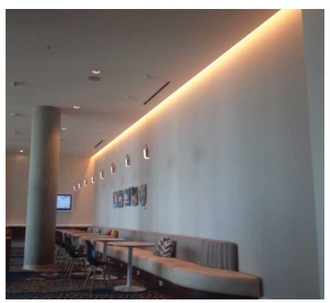
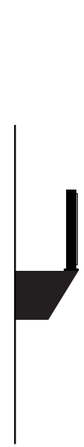


PHOTO COMPS OF LED WASH LIGHTING



SIDE VIEW

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PREMIUM SIGNAGE

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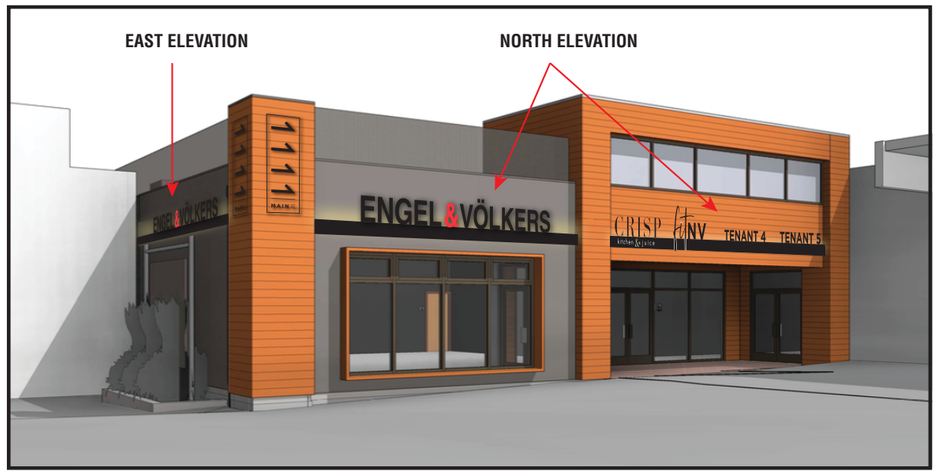
9 LIGHTING DETAILS



Specifications

Brightness	255 lm/ft (837 lm/m)	**LED per Segment**	3
Connection Type	Water Resistant Connector	**Length**	196.9in (16.40ft)
Current Draw	4.92A (4920 mA)	**Lumen**	4180 Lumen
Current Draw Per Foot	300mA	**Max Run**	32ft (10m)
Dimensions	View Dimensional Drawings	**Minimum Cut Length**	100mm (3.9in)
Dimmable	Yes	**Operating Temperature**	-20~+45 °C (-4~+113 °F)
Efficacy	71 lm/w	**Standards And Certifications**	CE, RoHS Compliant, UL Listed
IP Rating	Waterproof IP67	**Strip Width**	12mm (0.47in)
LED Beam Angle	120 degree	**Voltage**	12 VDC
LED Density	18 LEDs/ft.	**Wattage**	11.8 W/m (3.6 W/ft)
LED Lifetime	50000 Hours	**Wattage Total**	59 Watts
LED Quantity	300 LEDs	**Wire Length**	508mm (20in)
LED Type	2835 SMD		

IMAGE OF LED STRIP

EAST ELEVATION

LED DETAILS:

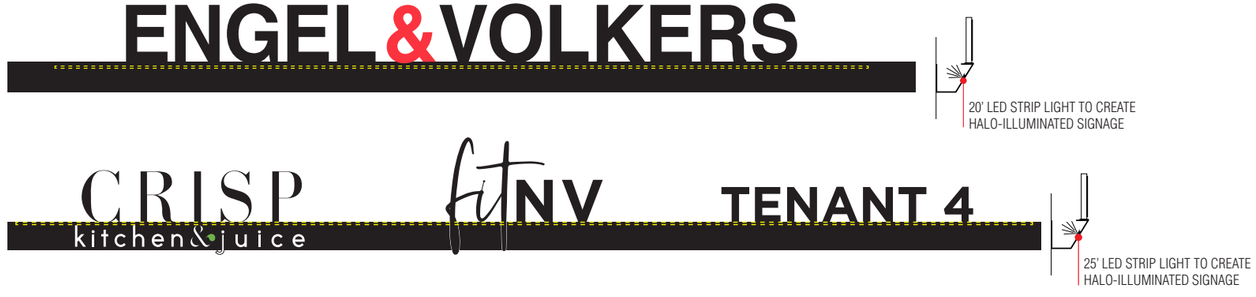
20' STRIP

3.6 WATTS/FT
72 WATTS TOTAL

255 LUMENS/FT
5,100 LUMENS TOTAL

360 LEDS TOTAL
2700K WARM WHITE

NORTH ELEVATION



LED DETAILS:

20' STRIP

3.6 WATTS/FT
72 WATTS TOTAL

255 LUMENS/FT
5,100 LUMENS TOTAL

360 LEDS TOTAL
2700K WARM WHITE

LED DETAILS:

25' STRIP

3.6 WATTS/FT
90 WATTS TOTAL

255 LUMENS/FT
6,375 LUMENS TOTAL

450 LEDS TOTAL
2700K WARM WHITE

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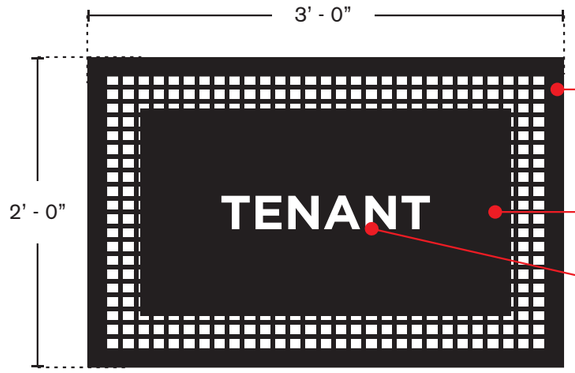
9 *TENANT SIGN DETAILS*

SOUTH ELEVATION



MCNICHOLS ECO-MESH® MODULAR TRELLIS SYSTEM
WOVEN INTERCRIMP WEAVE
JET BLACK

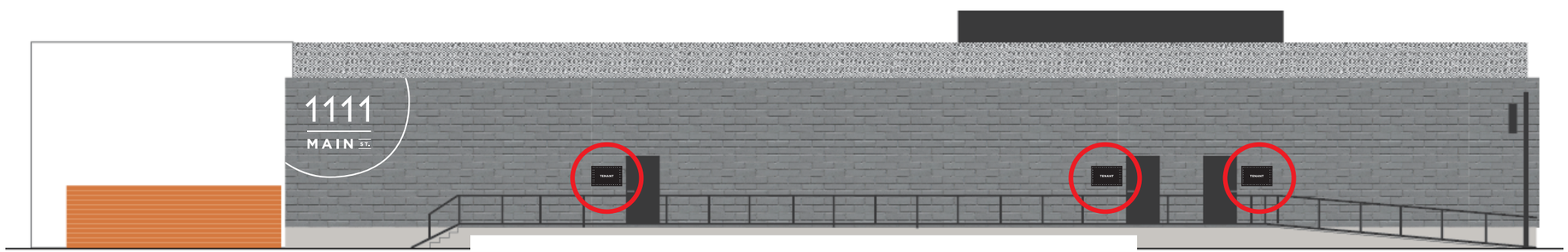
ALUMINUM SIGN PANEL
PAINTED BLACK

WHITE VINYL

NO PROPOSED ILLUMINATION

QUANTITY: 3

3.11 FT²/SIGN
9.33 FT² TOTAL



SOUTH ELEVATION

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10 SIGN MATRIX

TENANT ►	BUILDING ID SIGNAGE		TENANT 1	TENANT 2		TENANT 3		TENANT 4		
SIGN TYPE ►	*DIMENSIONAL LETTERS*	*PAINTED LOGO*	*BOTTOM MOUNT LETTERS*	*BOTTOM MOUNT LETTERS*	*WALL SIGN*	*BOTTOM MOUNT LETTERS*	*WALL SIGN*	*BOTTOM MOUNT LETTERS*	*WALL SIGN*	
NORTH	**11.66 FT²**	*N/A*	**24.5 FT²**	**11.2 FT²**	*N/A*	**10.7 FT²**	*N/A*	**11.5 FT² (MAX)**	*N/A*	**69.56 FT²**
SOUTH	*N/A*	**118 FT²**	*N/A*	*N/A*	**3.11 FT²**	*N/A*	**3.11 FT²**	*N/A*	**3.11 FT²**	**127.33 FT²**
EAST	**11.66 FT²**	*N/A*	**24.5FT²**	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	**36.16 FT²**
WEST	*N/A*	**118 FT²**	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	*N/A*	**118 FT²**
TOTALS/TENANT ►	**259.3 FT²**		**49 FT²**	**14.31 FT²**		**13.81 FT²**		**14.61 FT²**		

ELEVATION

TOTALS/ELEVATION

WELL DESIGN
PREMIUM SIGNAGE

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ENGEL&VÖLKERS
CRISP
TENANT 4

WELLS FARGO
1107 MAIN ST, ST HELENA, CA 94574

SUNSHINE FOODS
1115 MAIN ST, ST HELENA, CA 94574

RECEIVED
PLANNING DEPARTMENT

AUG 05 2019

CITY OF ST HELENA

August 1, 2019

Mr. Aaron Hecock, AICP
Acting Planning and Building Director
1480 Main Street
St. Helena, Ca. 94574

RE: August 6th Planning Committee Meeting; sign proposal for Engel & Volkers as a tenant in the 1111 Main St. development

Dear Mr. Hecock,

As we continue to consider at the same time our amiable small town and the challenges we face particularly those that are related to a dramatic change in demographic dynamic, it's so important to remember the tenets that keep St. Helena a unique and an inviting place in which to live and to visit. Those of us who make this community our home are very much interested in seeing our way toward viable solutions as we face these challenges and in seeing our community thrive not only in a way that continues to serve the families here but also to see it flourish in other ways, and for the populace. We are eager to take pride in what's special about the town in which we live and the community we are a part of.

Change is inevitable and something to be embraced and guided to assure that we maintain those attributes that set us apart. In that vein, we were disappointed to learn that we will soon see yet another real estate company in town, within the refurbished 1111 Main Street building, with prime placement, which does so little in terms of local serving offerings nor variety in terms of the merchant mix. We are guessing since there is already a precedent of allowing other formula real estate agencies as tenants into the downtown business district, there is no way to preclude this new one from entering the district.

That being said, there is still something that can be done to make sure we retain the tasteful aesthetic that we have prided ourselves on in terms of look and feel for the signage of our downtown merchants while still providing for appropriate visibility. We believe this real estate organization will likely propose a sign with large, bold red lettering, clearly out of sync with the aesthetic we strive to maintain in our attractive downtown. A logo is one thing, but please, if you would, consider their particular aesthetic in such large format and its aesthetic impact. There's a reason that we are not excited about formula businesses entering our business district and this is clearly an example how our good intentions could be foiled.

Thank you for reading and we encourage you to take a thoughtful look.

Our kind regards,

Concerned citizens who are also small business advocates and remain optimistic about the future potential of our community of St. Helena

Cc: Lester Hardy, Chair, Planning Commission
John Ponte, Vice Chair
Bobbie Monnette
Daniel Hale
Autumn Anderson