



**City of St. Helena
Planning Commission
Regular Meeting
Tuesday, March 15, 2022 @ 6:00 PM**

This meeting will be conducted pursuant to the provisions of Government Code Section 54953 (as amended by AB 361) which authorizes teleconferenced meetings under the Brown Act during certain proclaimed States of Emergency. The Governor of California proclaimed a State of Emergency related to COVID-19 on March 4, 2020. This teleconferenced meeting is necessary so that the city can conduct essential business and is permitted under Government Code 54953 in order to protect public health and safety of attendees.

Consistent with Government Code Section 54953, this City Council Meeting will be held via teleconference only, and will not be physically open to the public. Commission members and staff will teleconference into the meeting by audio and/or video. The meeting will be conducted via Zoom Webinar.

The Planning Commission meeting will be live-streamed on Comcast Channel 28 and on the City's website, barring technical difficulties. Those members of the public wishing to participate must do so remotely via Zoom electronic meetings in the following ways; by either logging onto the Zoom link located on the meeting agenda (please download the app to your computer or mobile device) and enter the meeting ID or by calling a listed number and enter the meeting ID. Public comment for Planning Commission meetings will be accepted via email to publiccomment@cityofstheleena.org. All public comments must be emailed by 3:00 PM prior to the meeting. Emailed public comments will not be read out loud but will be publicly available and attached to the on-line Planning Commission agenda.

****NEW** - Simultaneous Spanish interpretation services during meetings can be scheduled upon request. To ensure interpreters are available, requests must be made at least 72 hours in advance by calling the Office of the City Clerk at (707) 968-2640 or emailing cityclerk@cityofstheleena.org.

The schedule of upcoming meetings and published meeting agendas can be found on the City of St. Helena website at <https://stheleena.civicweb.net/portal/>.

Please see the end of the agenda for detailed PUBLIC PARTICIPATION instructions.

Please click the link below to join the meeting:

<https://us02web.zoom.us/j/86803761764>

Or One tap mobile :

US: +16699006833,,86803761764# or +12532158782,,86803761764#

Or Telephone:

Dial(for higher quality, dial a number based on your current location):

US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 312 626 6799 or +1 929 205 6099 or +1 301 715 8592

Meeting ID: 868 0376 1764

International numbers available: <https://us02web.zoom.us/j/86803761764>

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.

**Ciudad de Santa Helena
Reunión del Comité de Planificación
15 de marzo del 2022 @ 6:00 PM**

Esta reunión será realizada conforme a las provisiones del Código de Gobierno Sección 54953 (modificada por AB 361) la cual autoriza las reuniones de teleconferencia bajo el Brown Act durante ciertos Estados de Emergencia. El gobernador de California proclamó Estado de Emergencia relacionado con el COVID-19 el 4 de marzo del 2020. Esta reunión por teleconferencia es necesaria para que la ciudad pueda realizar deberes esenciales y es permitido bajo el Código de Gobierno 54953 en orden de proteger la salud pública y seguridad de los asistentes.

Consistente con el Código de Gobierno Sección 54953, esta reunión del Comité de Planificación será realizada via teleconferencia y no será físicamente abierta al público. Miembros del comité y personal atenderán la reunion por audio y/ o video. La reunion será transmitida via Zoom.

La reunión del Comité de Planificación de la Ciudad se transmitirá en vivo por el Canal 28 de Comcast y en el sitio web de la Ciudad, salvo dificultades técnicas. Aquellos miembros del público que deseen participar deben hacerlo de forma virtual a través de las reuniones electrónicas de Zoom de las siguientes maneras; iniciando sesión en el enlace Zoom ubicado en la agenda de la reunión (descargue la aplicación en su computadora o dispositivo móvil) e ingrese el ID de la reunión o llamando al número ubicado en la agenda e ingrese el ID de la reunión. Se aceptarán comentarios públicos para la reunión del Comisión de Planificación por correo electrónico a publiccomment@cityofsthelena.org. Todos los comentarios públicos se harán públicos y se adjuntarán a la agenda, pero no se leerán en voz alta. Todos los comentarios públicos que se reciban después de las 3:00 PM se adjuntarán a la agenda al día siguiente.

****NUEVO-** Servicios de interpretación en español durante la reunión pueden ser solicitados por el público. Para asegurar que los intérpretes estén disponibles, los servicios tienen que ser solicitados al menos 72 horas antes de la reunión llamando a la oficina de la Secretaria de la Ciudad al (707) 968-2640 o por correo electrónico a cityclerk@cityofsthelena.org .

El horario de las reuniones publicadas y próximas puede ser localizado en el sitio de web de la Ciudad en <https://sthelena.civicweb.net/portal/>.

Consulte el final de la agenda para obtener instrucciones detalladas de PARTICIPACIÓN PÚBLICA.

Haga clic en el enlace a continuación para participar en la reunión:
<https://us02web.zoom.us/j/86803761764>

O por iPhone one-tap:
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O por telefono:

Marque (para mejor calidad de llamada, marque al numero basado en su localizacion actual):
US: +1 669 900 6833 or +1 253 215 8782 or +1 346 248 7799 or +1 312 626 6799 or +1 929 205 6099 or +1 301 715 8592

ID de la Reunión: 868 0376 1764

Números Internacionales Disponibles: <https://us02web.zoom.us/j/86803761764>

TENGA EN CUENTA: Cualquier persona que desee hablar sobre un tema en la agenda o hacer un comentario en la sección de "comentario público" de la agenda puede hacerlo, pero por favor observe el límite de tiempo de cuarto minutos.

Page

1. PLEDGE OF ALLEGIANCE

2. CALL TO ORDER AND ROLL CALL

Chair: John Ponte

Vice Chair: Daniel Hale

Commissioners: Autumn Anderson, Rosaura Segura and Marika Rothfeld.

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: March 1, 2022

9 - 11

[Planning Commission Minutes 03.01.22](#)

5. PUBLIC HEARINGS

5.1. Request by Trek Retail Corporation for approval of a use permit to allow St. Helena Cyclery to operate as Trek Bicycle, a formula business, within the existing commercial space located at 1156 Main St. in the Central Business District.

13 - 55

CEQA Determination: The project is exempt from the requirements of CEQA pursuant to CEQA Guidelines Sections 15301.

Prepared By: Xinia Gamero, Permit Technician III

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 resolution granting Use Permit for Trek Retail Corporation to operate as a formula business at 1156 Main Street.

[1156 Main St. - Staff Report](#)

6. SCHEDULED MATTERS

None.

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 April 5, 2022 at 6:00 pm.

I do hereby certify that a copy of the foregoing agenda was posted on the City website on March 4, 2022.



Maya DeRosa, Planning & 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://cityofsthenela.org> and will be available for public review at the respective meeting.

THE CITY OF ST. HELENA ENCOURAGES ONLINE PUBLIC PARTICIPATION IN VIRTUAL PLANNING COMMISSION MEETINGS

St. Helena, CA– The City of St. Helena is committed to public participation in City government in a manner that is consistent with guidance provided by the Napa County Public Health Official and Governor Newsom's Executive Order N-25-20. These guidelines relate to social distancing, and are intended to protect everyone by limiting the spread of COVID-19 in our community. In adherence to these guidelines, the St. Helena Planning Commission will host a Virtual Planning Commission Meeting on Zoom; a free teleconferencing tool that enables users to watch and/or call into the meeting from their computers or phones. This meeting will be open to public and allows for live public comment. The meeting will also be recorded, livestreamed, and posted on the City's website after the adjournment of the meeting if technical difficulties occur: <https://sthelena.civicweb.net/Portal/>

The ZOOM web link, meeting ID, and phone number will be listed at the top of the Planning Commission Meeting Agenda. You will be required to enter the meeting ID, but there will be no password or participant ID.

How to Watch or Listen to Planning Commission Meetings:

1. Watch on Comcast Channel 28
2. Watch the livestreaming video on the City's website
3. Watch and Listen on Zoom.us by clicking on the link in the Planning Commission Agenda
4. Listen only by calling the Zoom number listed on the Planning Commission Agenda

Watch Planning Commission Meetings by Joining the Zoom Meeting:

1. By Computer, Tablet, or Smart Phone:

- a. Before joining the virtual Planning Commission Meeting, it is highly encouraged that you download the Zoom App. To sign up for your own free account, visit zoom.us/signup and enter your email address. You will receive an email from Zoom (no-reply@zoom.us). In this email, click Activate Account.
- b. If you are logged into your account, Enter the **Meeting ID** listed on the Planning Commission Agenda. If you have not created an account go to: <https://zoom.us/join> and enter the **Meeting ID**
- c. Select if you would like to connect audio and/or video and tap **Join Meeting**.
- d. For specific instructions for your device, go to: <https://support.zoom.us/hc/en-us/articles/201362193-Joining-a-Meeting>

1. Listen Only by Telephone:

- a. **Dial** the number listed on the Planning Commission Agenda.
- b. At the prompt, enter the **Meeting ID** provided on the top of the Planning Commission Meeting Agenda and **Press #. A participate ID is not required.**
- c. To disconnect from the meeting, hang up the phone.

Ways to Provide Public Comment:

While attending the virtual Planning Commission Meeting, the public will have the opportunity to provide live public comment during Public Forum and after each agenda item. When it is the appropriate time for public comment the Chair will verbally open public comment. At this time each individual is permitted 4 minutes to speak.

1. Send a Public Comment in by 4:00 PM Prior to the Meeting to: publiccomment@cityofsthelena.org

The easiest way to provide public comment is to email your public comment. Public comments may be emailed to publiccomment@cityofsthelena.org. Please include in the subject line "COMMENT TO PLANNING COMMISSION and the AGENDA ITEM". Any public comment is required to be submitted no later than 2 hours before the scheduled meeting and will be included as an attachment to the agenda. All public comments will be made publicly available and attached to the agenda item and will not be read out loud. All public comments that are received after 4:00 PM will be attached to the agenda the following day.

2. Provide Comment through Zoom meeting from a computer, tablet, or smart phone

This option allows the public to virtually attend the meeting as a muted 'attendee' with no video or screen sharing capabilities. You will be able to see and hear those participating in the meeting, but they will not be able to hear you until the host unmutes you.

If you wish to provide public comment during a specific agenda item or during public forum, you can use the "**raise hand**" feature located in the control panel at the bottom of your screen. The icon is a small blue hand. In Windows you can also use the Alt+Y keyboard shortcut to raise or lower your hand. In Mac you can also use the Option+Y keyboard shortcut to raise or lower your hand.

The host will be notified that you've raised your hand and you will be placed in a queue with all incoming requests.

When it is your turn to speak, you will be notified that the host has unmuted you. To be removed from the queue, just click the '**raise hand**' button again.

3. Call in to the ZOOM meeting from a cell phone or landline phone only

This option allows the member of the public with the opportunity to verbally participate in public comment.

If you wish to speak during public comment time dial ***9** on your telephone.

The host will be notified that you would like to speak and you will be placed in a queue with all incoming requests.

When it is your turn to speak, you will be notified that the host has unmuted you. You may press ***9** again if you wish to be removed from the queue.

You will be notified at the end of your statement that you have been muted.

MINUTES
City of St. Helena
Planning Commission Meeting
Tuesday, March 1, 2022 @ 6:00 PM
Virtual Meeting

A complete video recording of this meeting, except for closed session, can be found at <https://sthenela.civicweb.net/Portal/> or by calling the City Clerk at (707) 967-2792. The Planning Commission video is the official record of the Planning Commission meeting.

Present: Chair John Ponte, Vice Chair Daniel Hale, Commissioner Autumn Anderson, Commissioner Rosaura Segura, and Commissioner Marika Rothfeld
Absent: None
Staff Present: Maya DeRosa, Planning & Building Director, Aaron Hecock, Senior Planner, Ethan Walsh, City Attorney, and Xinia Gamero, Planning Commission Secretary

- 1. PLEDGE OF ALLEGIANCE**
- 2. CALL TO ORDER AND ROLL CALL**
- 3. PUBLIC FORUM:**

No public comment received.

4. CONSENT ITEMS

- 4.1 Approval of Minutes: November 30, 2021 and January 18, 2022.
- 4.2 Request by Backen & Gillam Architects for adoption of a resolution granting a design review exemption in order to make exterior modifications to the front of the existing commercial building located at 1421/1429 Main Street (APN #009-223-006) in the Central Business District.

Prepared By: Aaron Hecock, Senior Planner

Vice-Chair Daniel Hale moved to approve the Minutes on Consent. Additionally, Vice-Chair Daniel Hale moved to approve that the project is exempt from the requirements of CEQA pursuant to CEQA Guidelines Section 15301; and accept the required findings and approve a resolution granting a design review exemption for the proposed exterior modifications to the front of the existing building located at 1421/1429 Main Street in the Central Business District. The motion was seconded by Commissioner Rosaura Segura and on roll call carried by the following vote:

AYES: Daniel Hale, Autumn Anderson, Rosaura Segura, John Ponte, and Marika Rothfeld
 NOES: None
 ABSENT: None
 ABSTAIN: None
 RECUSE: None

5. PUBLIC HEARINGS

- 5.1 Ordinance Adding Chapter 17.138 "Time Share Uses" and Sections 17.138.060 to Title 17, Zoning, of the St. Helena Municipal Code, and Deleting Section 17.112.130 of the St. Helena Municipal Code.

Prepared By: Ethan Walsh, City Attorney

Chair Ponte opened the public hearing.

No ex parte communication disclosed by the Commissioners.

Planning and Building Director Maya DeRosa addressed the Planning Commission.

City Attorney Ethan Walsh reported on the item.

Naseem Moeel addressed the Planning Commission.

Chair Ponte closed the public hearing.

No additional public comment received.

Planning and Building Director Maya DeRosa addressed the Planning Commission noting that prior to City Council consideration of the ordinance, Timeshares will be added to the SC and CB list of uses requiring a use permit.

Vice-Chair Daniel Hale moved to adopt the Resolution Recommending that the City Council adopt an Ordinance Adding Chapter 17.138 "Time Share Uses" and Sections 17.138.010-17.138.060 to Title 17, Zoning, of the St. Helena Municipal Code and Deleting Section 17.112.130 of the St. Helena Municipal Code. The motion was seconded by Commissioner Autumn Anderson and on roll call carried by the following vote:

AYES: Daniel Hale, Autumn Anderson, Rosaura Segura, John Ponte, and Marika Rothfeld

NOES: None

ABSENT: None

ABSTAIN: None

RECUSE: None

6. SCHEDULED MATTERS

None.

7. DEPARTMENT REPORTS

Planning and Building Director Maya DeRosa reported on the following:

- Hunter project update
- Zoning Code update:
 - The outcome of the 2/9/22 zoning code subcommittee meeting will result in future City Council discussions on the following two topics:
 - Formula businesses
 - Parking Overlay District
 - Inclusionary Housing Report is still under staff review.

8. AGENDA FORCAST

9. ADJOURNMENT

Chair Ponte adjourned the meeting at **6:35 p.m.**

The March 1, 2022 minutes were approved at the _____ Planning Commission meeting.

APPROVED:

ATTEST:

John Ponte, Planning Commission Chair

Maya DeRosa, AICP
Planning and Building Director



PLANNING COMMISSION REPORT

Planning Commission Meeting of March 15, 2022

FILE NUMBER: PL22-001

SUBJECT: Request by Trek Retail Corporation for approval of a use permit to allow St. Helena Cyclery to operate as Trek Bicycle, a formula business, within the existing commercial space located at 1156 Main St. in the Central Business District.

PREPARED BY: Xinia Gamero, Permit Technician III

REVIEWED BY: Maya DeRosa, Planning & Building Director

APPROVED BY: Maya DeRosa, Planning & Building Director

APPLICATION FILED:01/26/22

ACCEPTED AS COMPLETE:02/09/22

LOCATION OF PROPERTY: 1156 Main St.

APN: 009-083-013

GENERAL PLAN/ZONING: Central Business (CB)

APPLICANT: Trek Retail Corporation

BACKGROUND

St. Helena Cyclery is an independently owned business that has operated as a retail bicycle store since 1982. Trek Bicycle, a US based corporation with retail locations nationwide, intends to continue operating the space as a bicycle store and will continue to provide bicycle retail sales, services and rentals consistent with those provided by St. Helena Cyclery.

PROJECT DESCRIPTION

The applicant is seeking approval of a use permit in order to allow Trek Bicycle to operate as a formula business within the existing commercial space at 1156 Main St. Although the existing bicycle store is a permitted use pursuant to St. Helena Municipal Code (SHMC) Section 17.48.020, the ownership change to a national company with

standardized practices and branding qualifies as a formula business which requires approval of a use permit pursuant to SHMC Section 17.48.030. As set forth in the written proposal, Trek would employ three (3) full-time and three (3) part-time employees, Trek has offered these positions to existing St. Helena Cyclery employees. Employees will wear uniforms which include a Trek logo but will not necessarily be only Trek branded.

The floor area of the space is approximately 2,300 sf and includes a retail sales floor, a front and a back-of-house service area, storage area, an office/ breakroom, fitting room and a restroom. Trek is not proposing any increase in floor area and no exterior changes are proposed, only interior improvements. Three (3) parking spots are allotted to this space at the rear of the store. Proposed days and hours of operation are Monday through Sunday, from 10:00am- 6:00pm.

ANALYSIS

CEQA

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. The proposed project is not subject to any of the exceptions to the use of 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 Central Business (CB). The CB land use designation provides for retail and commercial uses that serve local residents and the surrounding area. Typical CB uses include offices, restaurants, specialty retail and lodging, with particular emphasis on pedestrian-oriented retail and service uses on the ground floor level and offices located on upper floors. Residential uses can be considered for upper floor areas but are subject to discretionary use permit review and approval. The maximum allowable FAR in CB-designated areas is 2.0. The CB district extends from Sulphur Creek along Main Street to midway between Adams Street and Pine Street, west to Oak Avenue and along the north side of Adams Street east of Main Street. The 2040 St. Helena General Plan Update includes the following policies that are relevant to the proposed project:

- ***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.***
- ***LU3.2- Enhance the pedestrian-oriented character of commercial areas and provide for convenient pedestrian and bicycle connections to encourage walking and reduce vehicle trips within the commercial area.***

- **ES1.2-** *Identify and expand economic sectors in which the City has competitive advantages, and capitalize on these strengths in order to diversify local economic activities and strengthen St. Helena's role as an agriculturally-based service center for the surrounding area.*
- **ES1.5-** *Encourage commercial uses that provide basic, everyday shopping and services for residents.*
- **ES1.6-** *Support local arts, cultural activities, and entertainment that can contribute to the local economy.*
- **ES2.1-** *Support the development of responsible, visitor-serving components to the City's economy as a valuable source of jobs, tax revenues, and cultural amenities. Promote policies that facilitate and encourage this type of sustainable economic development.*
- **ES2.2-** *Encourage visitor-serving uses oriented toward an upscale market, consistent with the Valley's reputation as a producer of world-class wines. Discourage the introduction of uses that are dependent upon a mass tourist market.*
- **ES2.3-** *Ensure a diverse mix of uses that avoids an over-representation of any particular use. Remove the cap on the number of hotel and motel rooms and restaurant seats but continue to limit vacation rentals.*
- **ES2.4-** *Encourage green transportation options to circulate people throughout the community. Promote sustainable modes of travel and reduce the number and length of vehicle trips generated by visitors to the community.*
- **ES2.5-** *Encourage socially and environmentally responsible businesses that make positive contributions to the community and operate in an environmentally-sound manner.*

Staff Response: Staff believes that the current and proposed use of a bicycle shop as a formula business is consistent with the General Plan Update 2040 and the policies listed above in that the proposed project would support both a local and visitor serving component to the City's economy by providing jobs, tax revenue, and services.

ZONING

Consistent with the Central Business land use designation in the General Plan, the site has a zoning designation of Central Business (CB). This designation provides for retail, personal service uses, offices, restaurants, hotels/motels and other similar and compatible uses that serve residents and the surrounding area.

Pursuant to Municipal Code Section 17.48.030, "formula business" (not including formula restaurants, which are prohibited) means a business which is required by contractual or other arrangement to maintain any of the following: standardized services, decor, uniforms, architecture, signs or other similar features requires approval of a use permit in the CB district. Therefore, the applicant is required to obtain a use permit in order to allow for the bicycle shop to operate as Trek.

Staff Response: The proposed formula business is consistent with Section 17.48.030 of the Zoning Code. No new square footage or alterations to the exterior of the structure are proposed.

USE PERMIT

The purpose of a use permit is to allow the proper integration of essential or desirable uses which may be suitable only in certain locations or zoning districts in the City, or to ensure that such uses are designed or arranged on the site in a particular manner. In its review of applications for use permits, the Planning Commission shall evaluate each proposed use in order to consider its impact on the City. Pursuant to Municipal Code Section 17.168 050, no use permit shall be granted unless the following findings can be made:

1. That the proposed use would not generate odors, fumes, light, glare, radiation or refuse that would be injurious to surrounding uses or to the community;
2. That the proposed use would not generate levels of noise that adversely affect the health, safety or welfare of neighboring properties or uses;
3. That the proposed use would not generate traffic noise in excess of the normally acceptable range identified in the general plan;
4. That the proposed use would not make excessive demands on the provision of public services including water supply, sewer capacity, energy supply, communication facilities, police protection and fire protection;
5. That the proposed use would provide adequate ingress and egress to and from the proposed location;
6. That allowing the proposed use would not conflict with the city's goal of maintaining the economic viability of a local-serving economy;
7. That the proposed use would be compatible with surrounding land uses and would not conflict with the purpose established for the district within which it would be located;
8. That the proposed use would not be in conflict with the city's general plan;
9. That the proposed use would not be injurious to public health, safety or welfare;
10. That granting the use permit would not set a precedent for the approval of similar uses whose incremental effect would be detrimental to the city or would be in conflict with the general plan;
11. That, as demonstrated on a detailed plan submitted by the applicant, adequate off-street parking to accommodate the long-term parking needs of employees and business owners and customers is available;
12. That the capacity of surrounding streets is adequate to serve the automobile and delivery truck traffic generated by the proposed use.

Staff Response: Staff believes that the project meets and/or complies with the required findings to approve a Use Permit as identified above. The findings included in the attached resolution identify this compliance.

PARKING

The applicant's building is within the City's parking impact overlay district. The purpose of the parking impact overlay district is to establish parking standards for portions of the City generally located within the central business district. This area of the City is impacted by a lack of off-street parking because the buildings are of historic and unique character and were constructed in the early history of the City when automobiles were not as common.

Staff Response: As per the applicant's statement, 1156 Main Street provides three (3) parking spaces located at the rear of the building, meeting the minimum parking requirement of 2 parking spaces (2300 sf/ 1200 sf= 1.92. One parking space per 1,200sf of floor area) in the Parking Impact Overlay (PI) District. No additional floor area is being added and no parking spaces will be added or lost.

SIGNAGE

Trek is proposing to replace the existing St. Helena Cyclery sign with the standard Trek signage in the same location and size. A sign permit application must be approved prior to replacement of the signage. A condition of approval has been included in the attached resolution identifying the requirement for a sign permit.

ISSUES

Staff has not identified any issues that require additional discussion in relation to this application.

CORRESPONDENCE

As of the completion of this staff report, staff has received 21 letters of support related to this application.

STAFF 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 the attached resolution granting Use Permit for Trek Retail Corporation to operate as a formula business at 1156 Main Street.

ATTACHMENTS

[PC2022-0XX 1156 MAIN ST USE PERMIT](#)

[WRITTEN STATEMENT](#)

[SITE PLAN](#)

[FLOOR PLAN](#)

[PHOTOS](#)

[Public Comment_McMinn\(1\)](#)

[Public Comment Ettedgui\(2\)](#)
[Public Comment Dake\(3\)](#)
[Public Comment Rose\(4\)](#)
[Public Comment Miner\(5\)](#)
[Public Comment LaSala\(6\)](#)
[Public Comment Reynolds\(7\)](#)
[Public Comment Petzke\(8\)](#)
[Public Comment Lail\(9\)](#)
[Public Comment Graham\(10\)](#)
[Public Comment Ingalls\(11\)](#)
[Public Comment Featherstone\(12\)](#)
[Public Comment Rose\(13\)](#)
[Public Comment Storm\(14\)](#)
[Public Comment Dahline\(15\)](#)
[Public Comment Meredith\(16\)](#)
[Public Comment King\(17\)](#)
[Public Comment Duncan\(18\)](#)
[Public Comment Carrick\(19\)](#)
[Public Comment Trumble\(20\)](#)
[**Public Comment ChamberofCommerce\(21\)](#)

CITY OF ST. HELENA PLANNING COMMISSION

RESOLUTION NO. PC2022-0XX

**GRANTING USE PERMIT APPROVAL TO
1156 MAIN ST. (File No. PL22-001)**

OWNERS: Saviez Aileen Etal

APN: 009-083-013

PROJECT APPLICANT: Trek Retail Corporation

Recitals

1. **Whereas**, The Applicant, Trek Retail Corporation, submitted an application for a Use Permit to continue operating an existing bicycle shop as a formula business, Trek Bicycle, located at 1156 Main St. in the CB: Central Business Zoning District.
2. **Whereas**, Formula businesses are subject to a use permit pursuant to Municipal Code Chapter 17.48.030
3. **Whereas**, The Planning Commission of the City of St. Helena, State of California, considered the project, staff report, and all testimony, written and spoken, at a duly noticed public hearing on March 15, 2022.
4. **Whereas**, A public notice was published in the Napa Valley Register and mailed to residents and occupants within 300 feet of the project site and in compliance with state and local law; and

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 report, 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 15301, Class 1 of the Guidelines which exempts the operation of existing facilities.
- C. Pursuant to Municipal Code Section 17.168.050, the Planning Commission finds that the proposed formula business would operate in an existing building located within St. Helena's commercial core. The proposed use would be compatible with surrounding uses which consist of boutique retail shops, artisanal food purveyors, restaurants, and upscale wine tasting rooms. Further there is no expectation that it would conflict with the goals and objectives established for the CB District. Given its location, the proposed use is within walkable distance of many other land uses and therefore its impacts to traffic would be limited.

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March 15, 2022

There is no expectation the proposed bicycle shop formula business would be detrimental to the health, safety, peace, comfort and general welfare of persons in the neighborhood. As a local and visitor serving use, the proposed formula business supports the development of responsible, visitor-serving components to the City's economy as a valuable source of jobs, tax revenues and cultural amenities.

As conditioned, it is expected that the project would operate in an acceptable manner and be generally consistent with the intent of the General Plan and Zoning Code provisions and therefore, the Planning Commission makes the following Use Permit findings to support the motion to approve the use permit:

1. That the proposed use would not generate odors, fumes, dust, light, glare, radiation or refuse that would be injurious to surrounding uses or to the community.
The proposed use would continue to operate as an existing retail bicycle shop with no increase in floor area and would not generate odors, fumes, dust, light, glare, radiation or refuse that are consistent with the already existing bicycle shop that would not be injurious to surrounding uses or to the community.
2. That the proposed use would not generate levels of noise that adversely affect the health, safety, or welfare of neighboring properties or uses.
The proposed use would generate levels of noise that are consistent with the already existing bicycle shop and would not be expected to adversely affect the health, safety, or welfare of neighboring properties or uses.
3. That the proposed use would not generate traffic noise in excess of the "normally acceptable" range identified in the General Plan.
The proposed use would continue to operate as an existing retail bicycle shop, it is not expected that the use would generate traffic noise beyond what it already typical of the area.
4. That the proposed use would not make excessive demands on the provision of public services including water supply, sewer capacity, energy supply, communication facilities, police protection, and fire protection.
The proposed use would continue operating as an existing bicycle shop. The use will be located in an existing commercially zoned building in the CB Zoning District which is served by public utilities and services and would not place an excessive demand on any utilities or services.
5. That the proposed use would provide adequate ingress and egress to and from the proposed location.
No changes to ingress or egress are proposed. Any tenant improvements on the interior would comply with current building and fire code.
6. That allowing the proposed use would not conflict with the City's goal of maintaining the economic viability of a local serving economy.

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As a business serving both locals and tourists and which relies on and supports other local businesses, it is not expected that the use would conflict with City's goal of maintaining a viable local serving economy.

7. That the proposed use would be compatible with surrounding land uses and would not conflict with the purpose established for the district within which it would be located.

The project proposes to continue operating as an existing bicycle shop and the use would be consistent with other typical uses found in the CB District.

8. That the proposed use would not be in conflict with the City's General Plan.
No aspect of the project would conflict with or otherwise inhibit the achievement of any General Plan goals.

9. That the proposed use would not be injurious to public health, safety, or welfare.
No aspect of the formula business use would be injurious to health, safety, or welfare.

10. That granting the use permit would not set a precedent for the approval of similar uses whose incremental effect would be detrimental to the City or would be in conflict with the General Plan.

As use permits are issued on a discretionary basis any similar uses would be considered based on their particular merits and as such, granting of this use permit would not set a precedent.

11. That, as demonstrated on a detailed plan submitted by the applicant, adequate off-street parking to accommodate the long term parking needs of employees and business owners and customers is available.

Three (3) parking spots are allotted to this space. Therefor no spaces will be created or lost.

12. That the capacity of surrounding streets is adequate to serve the automobile and delivery truck traffic generated by the proposed use.

As a bicycle shop formula business, any vehicle and/or truck traffic would be within the capacity of surrounding streets.

- D. The Planning Commission approves the use permit for the above-described project with the following conditions of approval. The project shall be in conformance with all city ordinances, rules, regulations and policies in effect at the time of issuance of a building permit. 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.

Conditions of Approval

1. Project approvals shall be vested within one (1) year from the date of final action. A building permit for tenant improvements authorized under this approval shall have been obtained within one (1) year from the effective date of this action or the approval

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shall expire, provided however that the approval 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 this approval shall be justified in writing and received by the Planning Department at least thirty (30) days prior to expiration.

2. The approvals shall not become effective until fourteen (14) calendar days after approval, providing that the action is not appealed by the City Council or any other interested party within that 14-day period.
3. All required fees, including planning fees, development impact fees, residential in-lieu housing fees, building fees, toilet retrofit fees, and St. Helena Unified School District fees shall be paid prior to issuance of a building permit. Fees shall be those in effect at the time of the issuance of the building permit.
4. This use permit allows only the uses and activities as described in the narrative written description attached to this resolution approved on March 15, 2022.
5. Hours and days of operation shall be limited to Monday through Sunday from 10:00 a.m. to 6:00 p.m.
6. A business license is required for any new business or relocation of an existing business.
7. Minor modifications to the approved project may be approved by the Planning Director insofar as they are in substantial conformance with this approval.
8. Pursuant to St. Helena Municipal Code Section 17.08.110, this 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.
9. Any special or promotional events to be hosted at the tenant space for the bicycle shop shall require a temporary use permit pursuant to the provisions established in Section 17.136.050 (Temporary Uses).
10. The primary purpose of this review is for compliance with the General Plan and Zoning Ordinance. The applicant or their designee shall be responsible for meeting with the Building Official, Fire Inspector and or Public Works Department to review compliance with Building Codes, Fire Codes and specific Public Works Standards including fire protection systems and any applicable accessibility standards of Title 24.
11. No signage is approved by this permit. A separate sign permit in compliance with the Municipal Code shall be obtained prior to installation of any signage. The new signage size shall not increase beyond the size of the existing signage.
12. No amplified music is permitted outdoors.
13. Fire equipment shall be inspected annually by the Fire Department.
14. 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

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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.

Public Works Conditions of Approval

15. The applicant shall repair all public improvements that are damaged by construction activities in conformance with the City Design & Construction Standards prior to issuance of Certificate of Occupancy.
16. An encroachment permit shall be required for any work performed in the public right of way.
17. Outdoor display of bicycles and moped type vehicles shall conform with SHMC Section 17.48.020. An encroachment permit, issued by the City of St. Helena, is required prior to using public right-of-way for display of bicycles or moped like vehicles (SHMC 17.48.020(1)(d)).

Building Department Conditions of Approval

18. Prior to any proposed onsite demolition, tenant improvements, construction and/or change of occupancy, an approved demolition and/or building permit shall be issued by the City of St. Helena Building Department.
19. The proposed interior remodel will need to comply with the 2019 California Building Code and Chapter 11B ADA requirements, including the dressing room and sales counters. A building permit is required before any work is performed on the proposed interior remodel.

Fire Department Conditions of Approval

20. Fire Sprinklers shall be required if scope of work requires demolition of 50% or more of the existing floor area in accordance with St. Helena Municipal Code 903.2.3 - *Alterations or Repairs. For alterations or repairs to existing buildings involving demolition of more than 50% of the existing floor area or removal of 50% or more of the existing ceiling covering (i.e. sheetrock, lath and plaster, suspended ceiling etc.), or removal of 50% or more of the existing roof structure or roof sub-structure (excluding roof covering material) the building shall meet the sprinkler requirements for a newly constructed building.*

I HEREBY CERTIFY that the foregoing use 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 March 15, 2022 by the following roll call vote:

1156 Main St.
Use Permit PL22-001
March 15, 2022

AYES:
NOES:
ABSENT:
ABSTAIN:

APPROVED:

ATTEST:

John Ponte
Chair, Planning Commission

Maya DeRosa, AICP
Planning and Building Director

**RECEIVED**

By xgamero at 10:08 am, Jan 26, 2022

January 13, 2022

Attn: Maya DeRosa, Planning Director
City of St Helena
1480 Main Street
St Helena, CA, 94574

RE: Use Permit Application – *Formula Business*

Physical Address: 1156 Main Street

APN: 009-083-013

Zoning: CB: Central Business

Statement:

Trek Bicycle is seeking a use permit to operate as a 'Formula Business' within the existing commercial space located at 1156 Main Street. St Helena Cyclery has operated as a retail bicycle store from this space since 1982. Trek intends to continue to operate the space as a retail bicycle store, which is a permitted use in the Central Business District. Specifically, the Trek store would provide the following:

Retail sale of:

- *Bicycles*
- *Bicycle related products and accessories*
- *Bicycle related apparel*

Servicing:

- *Bicycle servicing for all manufacturers, including those not manufactured by Trek*

Rentals:

- *Bicycle rentals*

Trek owns and operates retail bicycle stores throughout the United States including the nearby communities of Santa Rosa and San Rafael. Trek is dedicated to connecting with the communities they serve, supporting local rides, offering clinics, classes, and expertise for everyone from the beginner to the experienced rider. Further, Trek focuses its retail, service and community events on local needs and interests.

Trek's mission is to build products we love, provide incredible hospitality to our customers, and change the world by getting more people on bikes. This happens day by day, customer by customer, at the stores Trek and independent retailers own around the world.

Zoning Code:

Pursuant to municipal code section 17.48.020, the existing and proposed uses of this commercial space as a 'Bicycle Store' is a permitted use. That being said and pursuant to section 17.48.030, the proposed use will be considered by the City of St Helena as a "Formula Business" due to the fact that the existing business (St Helena Cyclery) which was an independently owned and operated business, is being purchased by Trek Bicycle, a US based corporation with retail locations nationwide.

Section 17.48.020 provides the following as a definition of a formula business:

Trek Retail Corporation 801 West Madison Street Waterloo, Wisconsin 53594 USA



Formula business means a business which is required by contractual or other arrangement to maintain any of the following: standardized services, decor, uniforms, architecture, signs or other similar features. This shall include, but not be limited to, retail sales and service, visitor accommodations, wholesale and industrial operations.

The following outlines the formula business categories identified in Section 17.48.020:

Standardized services - Trek will continue to provide bicycle related retail sales and service. These services will be consistent with those provided by the former St Helena Cyclery store.

Decor - Trek plans on remodeling the interior of the shop. However, given the limited space available, most of the interior display casework and other improvements will be custom fabricated to fit into the existing space.

Uniforms - Employees will wear uniforms which include a Trek logo. However, the uniforms will not necessarily be only Trek branded.

Architecture - With the exception of the existing St Helena Cyclery sign, Trek is not proposing any exterior modifications. There are no interior structural modifications proposed.

Signage - The existing St Helena Cyclery sign will be replaced with a sign that includes the Trek logo.

Site:

The site is 4,000 sf and fronts on to Main Street. The primary entrance is located at the Main Street frontage while the service entrance and employee parking are located at the rear of the parcel.

Floorplan:

The floor plan consists of 2,000 sf and includes a retail sales floor, a front service area and a back-of-house service/storage area, an office/breakroom, fitting room and restroom. Trek is not proposing any increase in the floor area of the existing structure.

Employees:

Trek would employ three full time and three part time employees. Trek has offered these positions to St Helena Cyclery's existing employees.

Hours of Operation:

Trek plans to operate from 10:00am-6:00pm seven days a week.

Parking:

The parcel provides 3-parking spaces at the rear of the store and public parking on the street at the front of the store. There is ample bike parking within and at the rear of the store.

Signage:

Trek intends to replace the existing signs for St. Helena Cyclery with our standard "Trek" signage with signs in the same locations and size. A sign permit application will be submitted subsequent to the approval of the "Formula Business" use permit.

Trek Retail Corporation 801 West Madison Street Waterloo, Wisconsin 53594 USA



Use Permit Findings:

We find that the required findings can be made and have included responses to each in *grey italics* below:

A. That the proposed use would not generate odors, fumes, light, glare, radiation or refuse that would be injurious to surrounding uses or to the community;

The project proposes to continue operating an existing retail bicycle store with no increase in floor area or change in programing. This use has not and will not generate odors, fumes, light, glare, radiation or refuse that would be injurious to surrounding uses or to the community.

B. That the proposed use would not generate levels of noise that adversely affect the health, safety or welfare of neighboring properties or uses;

The project proposes to continue operating an existing retail bicycle store with no increase in floor area or change in programing. This use has not and will not generate levels of noise that adversely affect the health, safety or welfare of neighboring properties or uses.

C. That the proposed use would not generate traffic noise in excess of the normally acceptable range identified in the general plan;

The project proposes to continue operating an existing retail bicycle store with no increase in floor area or change in programing. This use has not and will not generate traffic noise in excess of the normally acceptable range identified in the general plan.

D. That the proposed use would not make excessive demands on the provision of public services including water supply, sewer capacity, energy supply, communication facilities, police protection and fire protection;

The project proposes to continue operating an existing retail bicycle store with no increase in floor area or change in programing. This use has not and will not make excessive demands on the provision of public services including water supply, sewer capacity, energy supply, communication facilities, police protection and fire protection.

E. That the proposed use would provide adequate ingress and egress to and from the proposed location;

The project proposes to continue operating an existing retail bicycle store with no increase in floor area or change in programing. Since the project does not propose any modifications to the existing structure there will be no change to existing ingress and egress from the proposed location.

F. That allowing the proposed use would not conflict with the city's goal of maintaining the economic viability of a local-serving economy;

The project proposes to continue operating an existing retail bicycle store. The existing store is the only bicycle store in the City of St Helena. The project will maintain and build upon St Helena Cyclery's 40-year legacy of providing locals with bicycle sales, service and rentals.

G. That the proposed use would be compatible with surrounding land uses and would not conflict with the purpose established for the district within which it would be located;

The project proposes to continue operating an existing retail bicycle store. This use is compatible and is, in fact, considered as a 'permitted' use in the Central Business District.



H. That the proposed use would not be in conflict with the city's general plan;

The Circulation, Land Use, Community Design and Open Space Elements of St Helena's General Plan all include policies which serve to encourage use of bicycles as alternate mode of transportation. The proposed use is consistent with these policies.

I. That the proposed use would not be injurious to public health, safety or welfare;

The project proposes to continue operating an existing retail bicycle store. This use is not injurious to public health, safety or welfare.

J. That granting the use permit would not set a precedent for the approval of similar uses whose incremental effect would be detrimental to the city or would be in conflict with the general plan;

The project proposes to continue operating an existing retail bicycle store. This use is compatible and is, in fact, considered as a 'permitted' use in the Central Business District. Therefore, it would not set a precedent nor result in an effect detrimental to the city or be in conflict with the general plan.

K. That, as demonstrated on a detailed plan submitted by the applicant, adequate off-street parking to accommodate the long-term parking needs of employees and business owners and customers is available;

The project proposes to continue operating an existing retail bicycle store with no increase in floor area or change in programming. The project provides 3-off street parking spaces which provides adequate parking for employees and customers.

L. That the capacity of surrounding streets is adequate to serve the automobile and delivery truck traffic generated by the proposed use.

The project proposes to continue operating an existing retail bicycle store with no increase in floor area or change in programming. Therefore, there should be no traffic impacts associated with this use.

Outreach:

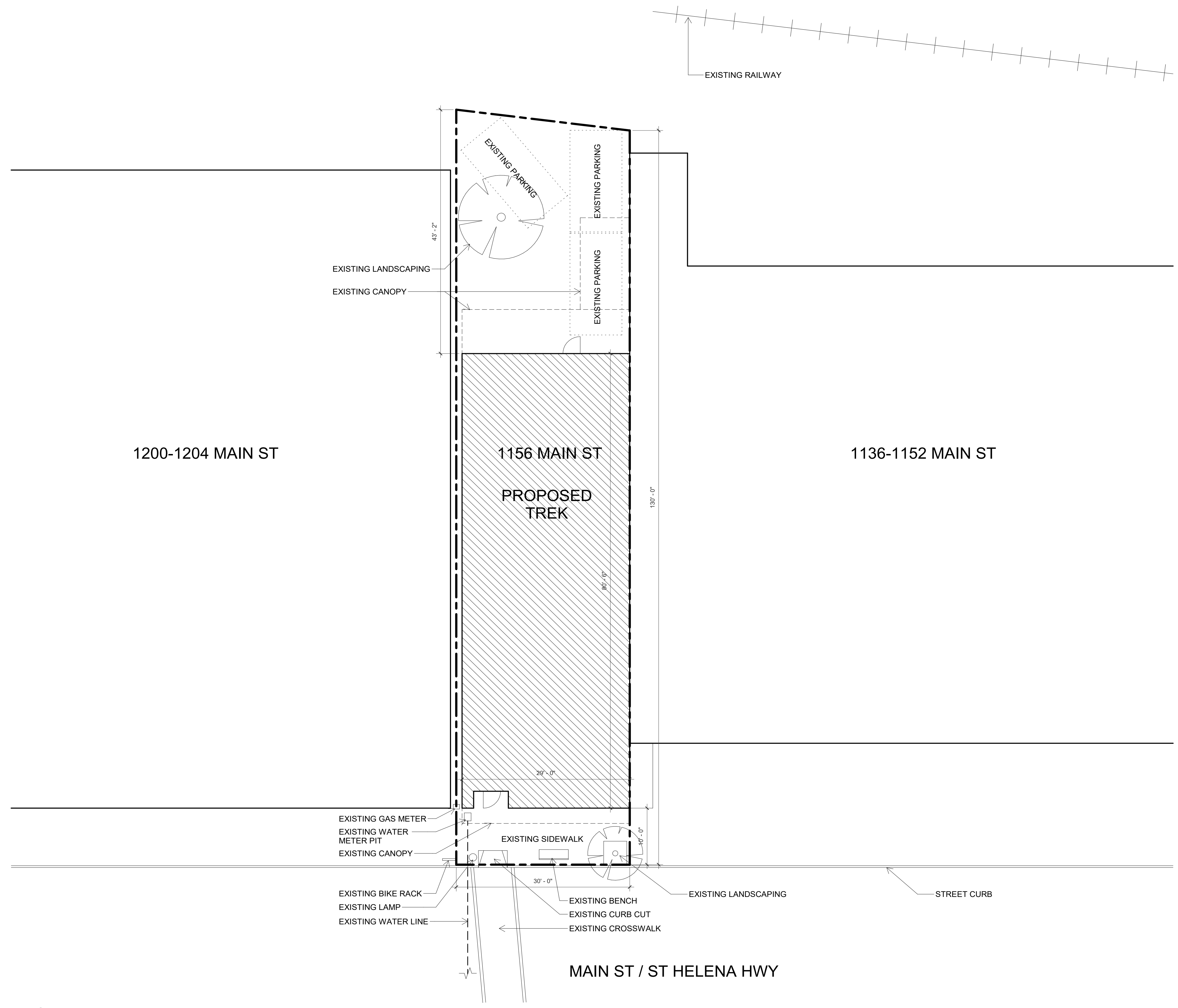
Trek has reached out to the community regarding the ownership transition and has requested that letters of support be submitted directly to the St Helena Planning Department.

Summary:

Trek is dedicated to cycling as a form of exercise, recreation and, most importantly, as a way to change the world. Therefore, we are excited about the opportunity to continue providing St Helena with a community focused retail bike store. We understand and appreciate the provisions of the municipal code related to 'formula business' and find that the type of use and the scale of what we are proposing is compatible with the city's general plan, zoning code and what the community will continue to support. We look forward to answering any questions you might have.

Margaux Stutz
Business Development Manager
Trek Bicycle
920-478-2191 ext. 12689

Trek Retail Corporation 801 West Madison Street Waterloo, Wisconsin 53594 USA



1 SITE PLAN
SCALE: 1/8" = 1'-0"



TREK

TREK BICYCLES
801 W. MADISON STREET
WATERLOO, WI 53594

TREK - ST HELENA
1156 MAIN ST ST
HELENA, CA 94574

**Design Forum
Architects Inc.**

2056 BYERS RD,
MIAMISBURG, OH 45342
Tel: (844) 804-7700

Donald J. Rethman
Architect in Charge

RECEIVED
By xgamero at 10:11 am, Jan 26, 2022

© 2021 DESIGN FORUM ARCHITECTS

No.	Description	Date

PROJECT NUMBER	
DATE	01/06/22
DRAWN BY	Author
CHECKED BY	Checker

SHEET NAME

SITE PLAN

SHEET #

A100

1156 Main - St. Helena, CA
Floor Plan

TREK

SIZE 2000 SF
SALES SIZE 1300 SF
BIKE Qty. 66

BUILT BOH Qty. 0
BOXED BIKE Qty. 20
REPAIR BIKE Qty. 40

FEATURE BIKE Qty. 2
KENDU FRAMES 4
OPTO BAYS 20

RECEIVED
By xgamero at 10:10 am, Jan 26, 2022

LIGHTBOXES

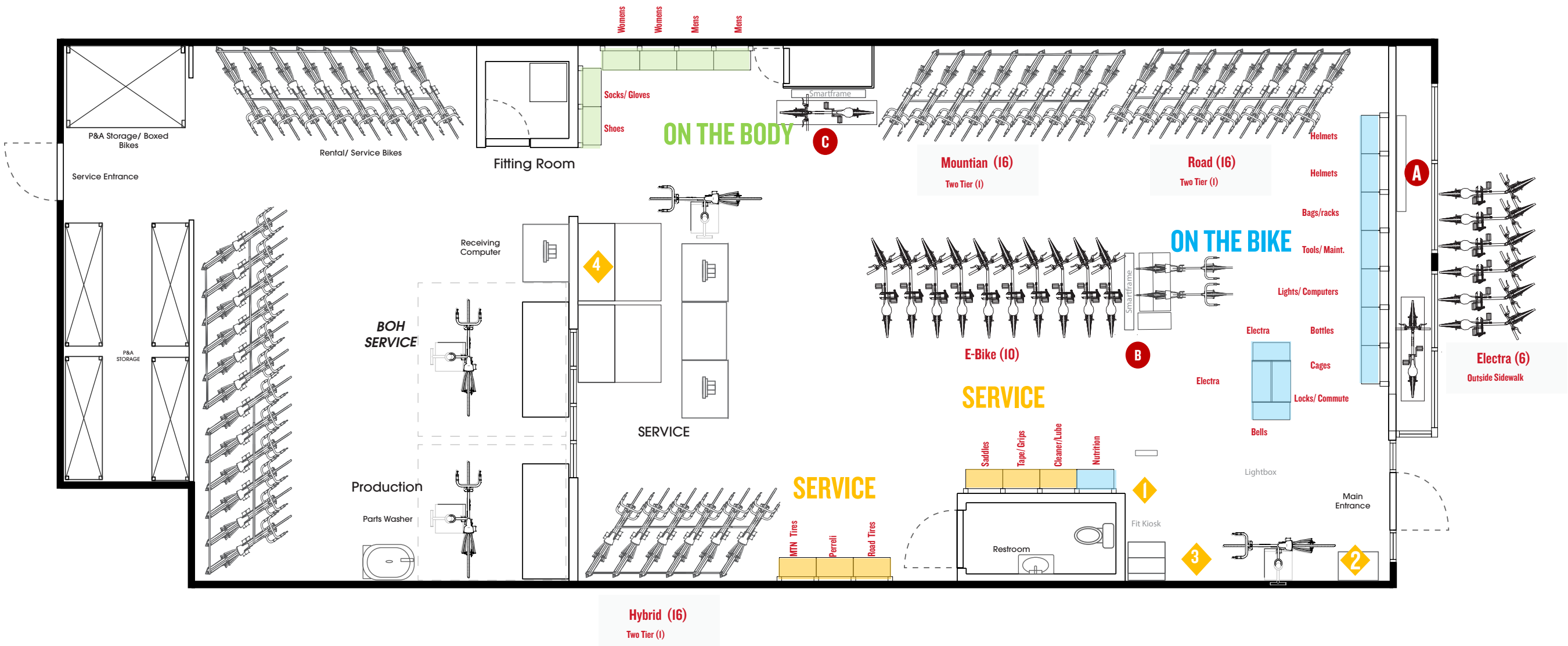
- A 60x60 Primary Lightboc
- B 48x90 E bike Wayfinding
- C 48x90 Project I

PROGRAMS & ELEMENTS

- 1 Digital Fit Kiosk
- 2 Test Ride Prep
- 3 Trek Travel
- 4 Service Menus 24x28

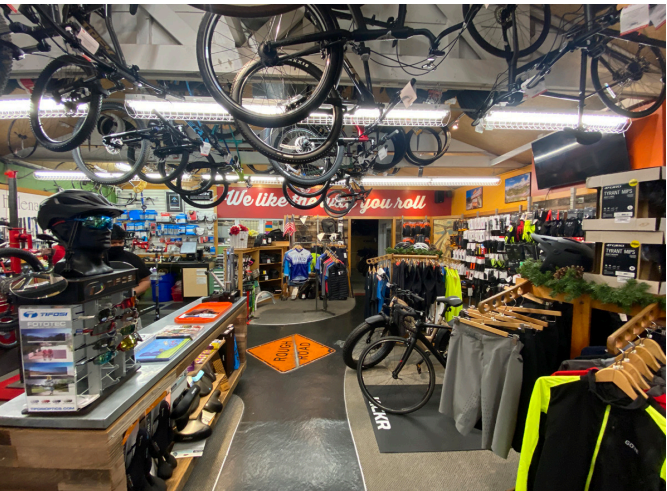
BIKE CATEGORY BREAKDOWN

MTB:16
ROAD: 16
GRAVEL:0
HYBRID:16
ELECTRIC:10
ELECTRA: 6
KIDS: 16



1156 Main - St. Helena, CA
Floor Plan

TREK



From: Chuck McMinn <chuck@vineyard29.com>
Sent: Wednesday, January 12, 2022 10:56 AM
To: Maya DeRosa <MDeRosa@cityofsthelena.org>
Cc: Jake Scheideman <jake@sthelenacyclery.com>
Subject: [External] Sale of SH Cyclery

To the St Helena Planning Commission,

I heard that you will need to approve the sale of Saint Helena Cyclery to TREK because TREK has more than 10 outlets nationwide and is therefore considered a chain. It would be a shame if you don't approve the sale for this reason and an insult to a local retailer who has been an integral part of our community for over 20 years.

The purpose of the chain restriction was to minimize formula food outlets, not high end bicycle manufacturers who continue the investments in the community made by folks like Jake.

In addition to his work serving customers, Jake was a key early supporter of the Vine Trail, which will bring additional reasons to maintain a strong bicycle retail presence in town.

Additionally, TREK is already a big part of Jake's store sales and I know Jake and staff value the company as a partner. They not only make great bikes, but they invest in their dealers, the community, and now their own stores. We are so lucky to have a store of this caliber in town with such great friendly staff. We expect this customer focused culture to continue, and even improve with the new acquisition by TREK.

We support this acquisition of *St Helena Cyclery* and know that TREK will continue to be a great partner for St Helena. Don't misapply this chain ruling and cost our City a great retail presence.

Sincerely,

Chuck McMinn
Vineyard 29

Xinia Gamero

From: Maya DeRosa
Sent: Thursday, February 17, 2022 4:38 PM
To: Xinia Gamero
Subject: FW: St. Helena Cyclery

MAYA DEROSA, AICP

PLANNING AND BUILDING DIRECTOR

City of St. Helena | Planning & Community Improvement Department
 1572 Railroad Avenue | St. Helena, CA 94574

Direct: (707) 967-2783 | mderosa@cityofstheleena.org | <http://cityofstheleena.org/planning>



From: Ettedgui, Tiffany <EttedgTE@ah.org>
Sent: Tuesday, January 11, 2022 12:27 PM
To: Maya DeRosa <MDeRosa@cityofstheleena.org>
Cc: Scheideman, Jake <jake@sthelenacyclery.com>
Subject: [External] St. Helena Cyclery

Dear St Helena Planning Commission,

I am a community member and have been a customer of *St Helena Cyclery* for many years. I have loved this store, their employees, the fact that the store is vital part of our community and as a much-needed resource for our cycling needs. As a longtime patron of *St Helena Cyclery*, I was so excited to learn of the sale to TREK. TREK is a very respected name in cycling and as a business it invests heavily into the cycling community around the world.

TREK is already a big part of this store and I know Jake, and the team at St Helena Cyclery, value the company as a partner. They not only make great bikes, but they invest in the dealer, the community, and now their own stores. We are so lucky to have a store of this caliber, with such great friendly staff, in our small community. We expect this customer focused culture to continue, and even improve with the new acquisition by TREK.

We support this acquisition of *St Helena Cyclery* and know that TREK will continue to be a great partner for St Helena.

Sincerely,

Tiffany

Tiffany Ettedgui (eh Ted ghee) | Director | Information Technology

Adventist Health St. Helena, Clear Lake & Vallejo | 10 Woodland Road | St. Helena, CA 94574

P 707-963-3611 | D 707-967-5874 | C 707-299-0737 | AdventistHealth.org

[ADVENTISTHEALTH:INTERNAL]

Xinia Gamero

From: Maya DeRosa
Sent: Thursday, February 17, 2022 4:38 PM
To: Xinia Gamero
Subject: FW: [External] St. Helena Cyclery

MAYA DEROSA, AICP
PLANNING AND BUILDING DIRECTOR
City of St. Helena | Planning & Community Improvement Department
1572 Railroad Avenue | St. Helena, CA 94574
Direct: (707) 967-2783 | mderosa@cityofstheleena.org | <http://cityofstheleena.org/planning>



From: chuck dake <flyingbroker@gmail.com>
Sent: Tuesday, January 11, 2022 1:08 PM
To: Maya DeRosa <MDeRosa@cityofstheleena.org>
Subject: [External] St. Helena Cyclery

To The St. Helena Planning Commission;

We live in St. Helena and have enjoyed the services and products of St. Helena Cyclery and bike shops that have previously existed in their location for at least 40 years. In the event that the City of St. Helena requires a "use permit" for any new owners, I would encourage your commission to expedite as quickly as possible any "approvals" so as not to interrupt our community's access to products and services of a store that has served our town so well.

Thanks You,
Chuck and Helen Dake
2010 Dean York Ln.
St. Helena

--

Xinia Gamero

From: Maya DeRosa
Sent: Thursday, February 17, 2022 4:39 PM
To: Xinia Gamero
Subject: FW: [External] St. Helena Cyclery

MAYA DEROSA, AICP
PLANNING AND BUILDING DIRECTOR
City of St. Helena | Planning & Community Improvement Department
1572 Railroad Avenue | St. Helena, CA 94574
Direct: (707) 967-2783 | mderosa@cityofstheleena.org | <http://cityofstheleena.org/planning>



From: Garry Rose <garry547@gmail.com>
Sent: Thursday, January 13, 2022 9:52 AM
To: Maya DeRosa <MDeRosa@cityofstheleena.org>
Subject: [External] St. Helena Cyclery

Dear Maya,

I am writing this to you in support of St. Helena Cyclery being purchased by Trek. Jake Scheideman and St. Helena Cyclery have been key assets to St. Helena for 30 years. I understand the ban on "formula" stores and the importance to local businesses, but in this case the choice will be between keeping a local bike shop or losing it. Allowing Trek to take over Jake's business and hopefully maintaining the presence and culture that Jake has created is not a threat to any other local business. It's not a chain restaurant or chain clothing store that threatens the locally owned businesses. This is about maintaining a local institution that will only impact local businesses in a positive way. The conditional use permit process allows the planning commission to allow this vital business to continue without creating a precedent. I can't imagine any situation more deserving of the issuance of a permit to allow the continuation of an existing business than this one. Jake has indeed created a local institution that should be allowed to remain in St. Helena.

Thank you for your consideration,

Best regards,

Garry Rose
St. Helena, CA

Xinia Gamero

From: Maya DeRosa
Sent: Thursday, February 17, 2022 4:37 PM
To: Xinia Gamero
Subject: FW: [External] St. Helena Cyclery

MAYA DEROSA, AICP
PLANNING AND BUILDING DIRECTOR
City of St. Helena | Planning & Community Improvement Department
1572 Railroad Avenue | St. Helena, CA 94574
Direct: (707) 967-2783 | mderosa@cityofstheleena.org | <http://cityofstheleena.org/planning>



From: Dave Miner <dave@minerwines.com>
Sent: Tuesday, January 11, 2022 11:12 AM
To: Maya DeRosa <MDeRosa@cityofstheleena.org>; Jake Scheideman <jake@sthelenacyclery.com>
Subject: [External] St. Helena Cyclery

To the St Helena Planning Commission,

I am a community member and have been a customer of *St Helena Cyclery* for many years. We have enjoyed this store, and its employees, as part of our community, and as a much-needed resource for our cycling needs. As a longtime patron of *St Helena Cyclery*, we were thrilled to hear of the sale to TREK. For those of us in the bike world, TREK is a very respected name in the business and invests heavily into the cycling community around the world.

TREK is already a big part of this store and I know Jake and staff value the company as a partner. They not only make great bikes, but they invest in the dealer, the community, and now their own stores. We are so lucky to have a store of this caliber, with such great friendly staff, in our small community. We expect this customer focused culture to continue, and even improve with the new acquisition by TREK.

We support this acquisition of *St Helena Cyclery* and know that TREK will continue to be a great partner for St Helena.

Sincerely,

David Miner

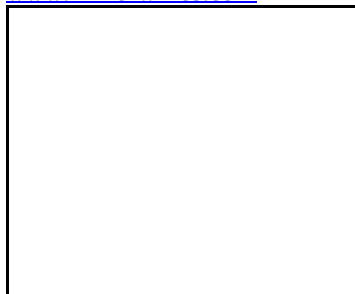
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Cheers!

Dave Miner

Owner
MINER FAMILY WINERY
Mobil 707-339-0637
Office 800-366-9463 X 20

www.minerwines.com



Xinia Gamero

From: Michelle La Sala <michelle@blisteringpace.com>
Sent: Tuesday, January 11, 2022 11:31 AM
To: Maya DeRosa
Cc: Jake Scheideman
Subject: [External] TREK Store in St. Helena

To the St Helena Planning Commission,

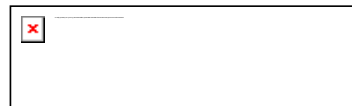
I am a community member and have been a customer of *St Helena Cyclery* for many years. I have enjoyed this store, and its employees, as part of our community, and as a much-needed resource for our cycling needs. As a longtime patron of *St Helena Cyclery*, I was thrilled to hear of the sale to TREK. For those of us in the bike world, TREK is a very respected name in the business and invests heavily into the cycling community around the world.

TREK is already a big part of this store and I know Jake and staff value the company as a partner. They not only make great bikes, but they invest in the dealer, the community, and now their own stores. Knowing how biking exploded during the pandemic and how difficult it was to get my hands on any bikes (I bought three from Jake during the last year -- all TREKs), it is even more important to support the continued outdoor movement! We are so lucky to have a store of this caliber, with such great friendly staff, in our small community. We expect this customer focused culture to continue, and even improve with the new acquisition by TREK.

I support this acquisition of *St Helena Cyclery* and know that TREK will continue to be a great partner for St Helena.

Sincerely,
 Michelle

--
 Michelle La Sala
 she/her
 President
Michelle@blisteringpace.com
 916 201 4439



Xinia Gamero

From: Steve Reynolds <Steve@reynoldsfamilywinery.com>
Sent: Tuesday, January 11, 2022 11:49 AM
To: Maya DeRosa
Cc: Jake Scheideman (jake@sthelenacyclery.com)
Subject: [External] Trek in our future.

To the St Helena Planning Commission,

I am a community member and have been a customer of *St Helena Cyclery* for many years. We have enjoyed this store, and its employees, as part of our community, and as a much-needed resource for our cycling needs. As a longtime patron of *St Helena Cyclery*, we were thrilled to hear of the sale to TREK. For those of us in the bike world, TREK is a very respected name in the business and invests heavily into the cycling community around the world.

TREK is already a big part of this store and I know Jake and staff value the company as a partner. They not only make great bikes, but they invest in the dealer, the community, and now their own stores. We are so lucky to have a store of this caliber, with such great friendly staff, in our small community. We expect this customer focused culture to continue, and even improve with the new acquisition by TREK.

We support this acquisition of *St Helena Cyclery* and know that TREK will continue to be a great partner for St Helena.

Sincerely,

Steve Reynolds

Sent from [Mail](#) for Windows

Xinia Gamero

From: Karl Petzke <karl@karlpetzkestudio.com>
Sent: Wednesday, January 12, 2022 2:22 PM
To: Maya DeRosa
Cc: Jake@sthelenacyclery.com
Subject: [External] TREK acquisition of St. Helena Cyclery

11 January 2022

Dear St. Helena Planning Commission,

I have been a member of the community for thirteen years and a long time customer of St. Helena Cyclery during all of those years. My family has enjoyed this store, its staff and considers it a much needed cycling resource here in St. Helena and I am super happy to hear of the sale to TREK. In the bike world, TREK is an extremely respected name in the business and invests heavily into cycling communities across the globe.

TREK is already a big part of this store and I know Jake and his staff value the company as a partner. They invest in the dealer, the community, their stores and they make great bikes. St Helena is so lucky to have a store of this caliber, with a friendly staff right here in the middle of town. I expect this customer focused culture to continue, and improve with the new acquisition by TREK.

I support the acquisition of St Helena Cyclery and know that TREK will continue to be a community partner here in St. Helena.

Sincerely,

Karl Petzke

Karl Petzke
Pope Valley, CA
415.987.0522

Xinia Gamero

From: Robin Lail <robin@lailvineyards.com>
Sent: Tuesday, January 11, 2022 12:12 PM
To: Maya DeRosa
Cc: 'Jake Scheideman'
Subject: [External] The Trek purchase of St. Helena Cyclery

Honorable members of the St. Helena Planning Commission,

We are fond of the expression that for every rule there is an exception. We are requesting you to see the purchase of the St. Helena Cyclery by Trek as such an exception.

As we look at it, the “bike shop” is one of the constants in town which make it resident and visitor friendly. It is an institution and a truly positive one. Jake Scheideman has owned and managed the store since 1991. He bought it when he was 22 years old. Now it is time to move on to the next chapter in his life. We believe that the sale to Trek is brilliant. Their ownership ensures the ongoing success of the store as a part of our culture and that it will be handled with care and excellence. The bicycle business in St. Helena and across the United States has mushroomed in importance since the outset of the pandemic. Bringing in a novice with finite resources could put the store at high risk of closure.

Trek is a highly respected name in the bicycle business worldwide. You may know that the store has been filled with Trek products for years. A jog around St. Helena will evidence Trek bicycles. A look at their owners will evidence smiles.

We can certainly personally attest to the fact that the St. Helena Cyclery has been an important contributor to the good health and pleasure of our community.

We respectfully ask you to approve the sale of the St. Helena Cyclery to Trek.

Thank you kindly in advance for your vital support.

Jon and Robin Lail

Robin Lail

Founder and President



707.968.9900

US Ambassador to the [Porto Protocol](#)

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To the St Helena Planning Commission,

I am a community member and have been a customer of *St Helena Cyclery* since it first opened. I have purchased nine bikes from Jake over the years and have had them serviced there as well. We have enjoyed this store, and its employees, as part of our community, and as a much-needed resource for our cycling needs. As a longtime patron of *St Helena Cyclery*, we were thrilled to hear of the sale to TREK. For those of us in the bike world, TREK is a very respected name in the business and invests heavily into the cycling community around the world.

TREK is already a big part of this store and I know Jake and staff value the company as a partner. They not only make great bikes, but they invest in the dealer, the community, and now their own stores. We are so lucky to have a store of this caliber, with such great friendly staff, in our small community. We expect this customer focused culture to continue, and even improve with the new acquisition by TREK.

We support this acquisition of *St Helena Cyclery* and know that TREK will continue to be a great partner for St Helena.

Sincerely,

Gregory Graham

A handwritten signature in dark ink, appearing to be "Gregory Graham", written over the printed name.

Xinia Gamero

From: Susan M Ingalls <marknsue@pacbell.net>
Sent: Tuesday, January 11, 2022 12:27 PM
To: Maya DeRosa
Cc: Napa Valley Velo/St Helena Cyclery
Subject: [External] St. Helena Cyclery

To the St Helena Planning Commission,

I am a community member and have been a customer of *St Helena Cyclery* for many years. We have enjoyed this store, and its employees, as part of our community, and as a much-needed resource for our cycling needs. As a longtime patron of *St Helena Cyclery*, we were thrilled to hear of the sale to TREK. For those of us in the bike world, TREK is a very respected name in the business and invests heavily into the cycling community around the world.

TREK is already a big part of this store and I know Jake and staff value the company as a partner. They not only make great bikes, but they invest in the dealer, the community, and now their own stores. We are so lucky to have a store of this caliber, with such great friendly staff, in our small community. We expect this customer focused culture to continue, and even improve with the new acquisition by TREK.

We support this acquisition of *St Helena Cyclery* and know that TREK will continue to be a great partner for St Helena.

Sincerely,

Mark and Susan Ingalls
(707) 319-2253

Xinia Gamero

From: James Featherstone <j.featherstone@att.net>
Sent: Wednesday, January 12, 2022 9:17 AM
To: Maya DeRosa
Cc: Napa Valley Velo/St Helena Cyclery
Subject: [External] St. Helena Cyclery and Trek

My family have been happy customers of St. Helena Cyclery for years. We will certainly miss Jake and all the outstanding staff at this local treasure. While we will miss the shop we are pleased to learn that Trek, a corporate responsible partner of Jake's will continue this fine tradition of a local shop with high quality products and service. We can appreciate St. Helena's desire to support a local store and believe Trek can offer this type of service with the resources to make through these difficult time for all our local businesses. We ask that you support this change and allow us to continue to have a local shop with excellent products.

Jim Featherstone
1414 Meek Ave
Napa, Ca 94558
707 226-5367

Xinia Gamero

From: Linda Rose <linda@mgrose.com>
Sent: Tuesday, January 11, 2022 3:33 PM
To: Maya DeRosa
Subject: [External] St Helena Cyclery

Dear Maya,

I'm writing in support of St. Helena Cyclery and it's acquisition by Trek. The Cyclery has been a big part of our lives since it opened. It's such an important part of the community. The staff will stay the same and give us the same great service. So please approve this change.

Linda Rose

Xinia Gamero

From: bonnie storm <grove45@me.com>
Sent: Friday, January 14, 2022 8:30 AM
To: Maya DeRosa
Subject: [External] St Helena Cyclery pending sale to Trek

Hello, I would like to offer my strong support for the proposed sale of Jake's shop to Trek. I have lived in the Valley for 30 years and have always relied on St Helena Cyclery for all my biking need, large or small. Trek is an outstanding organization with the goal of promoting cycling to everyone. Outdoor activity is more important than ever in this crazy word of the pandemic. The shop affords wonderful recreational activities for locals and tourists alike, and gets people out of their cars and into the fresh air of our still beautiful Valley.

Don't let there be yet another empty storefront on Main Street. Trek will be a strong community supporter and an asset to everyone. I don't know what I would do if the shop were to disappear.

Thank you so much for your consideration

Bonnie Storm

1/11/21

To the St Helena Planning Commission,

I am a community member and have been a customer of *St Helena Cyclery* for many years. We have enjoyed this store, and its employees, as part of our community, and as a much-needed resource for our cycling needs. As a longtime patron of *St Helena Cyclery*, we were thrilled to hear of the sale to TREK. For those of us in the bike world, TREK is a very respected name in the business and invests heavily into the cycling community around the world.

TREK is already a big part of this store and I know Jake and staff value the company as a partner. They not only make great bikes, but they invest in the dealer, the community, and now their own stores. We are so lucky to have a store of this caliber, with such great friendly staff, in our small community. We expect this customer focused culture to continue, and even improve with the new acquisition by TREK.

We support this acquisition of *St Helena Cyclery* and know that TREK will continue to be a great partner for St Helena.

Sincerely,



Corey Dahline
471 Cornish Drive
Angwin, CA

Xinia Gamero

From: Meredith, Kimberly <MerediKB@ah.org>
Sent: Tuesday, January 11, 2022 12:08 PM
To: Maya DeRosa
Subject: [External] St Helena Cyclery

To the St Helena Planning Commission,

I am a community member and have been a customer of *St Helena Cyclery* for many years. We have enjoyed this store, and its employees, as part of our community, and as a much-needed resource for our cycling needs. As a longtime patron of *St Helena Cyclery*, we were thrilled to hear of the sale to TREK. For those of us in the bike world, TREK is a very respected name in the business and invests heavily into the cycling community around the world.

TREK is already a big part of this store and I know Jake and staff value the company as a partner. They not only make great bikes, but they invest in the dealer, the community, and now their own stores. We are so lucky to have a store of this caliber, with such great friendly staff, in our small community. We expect this customer focused culture to continue, and even improve with the new acquisition by TREK.

We support this acquisition of *St Helena Cyclery* and know that TREK will continue to be a great partner for St Helena.

Sincerely,

Kimberly Meredith | Director of Risk, Compliance, HIPAA | Compliance
 Adventist Health St. Helena | 10 Woodland Road | St. Helena, CA 94574
 Adventist Health Vallejo | 525 Oregon St. | Vallejo, CA 94590
 Adventist Health Physician Network
 P 707-963-6260 | F 707-967-5744 | C 707-815-4336 | meredikb@ah.org

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[ADVENTISTHEALTH:INTERNAL]

Xinia Gamero

From: David King <netwar1@gmail.com>
Sent: Tuesday, January 11, 2022 1:24 PM
To: Maya DeRosa; St. Helena Cyclery
Subject: [External] St Helena Cyclery - TREK Bicycles acquisition

To the St Helena Planning Commission,

I am a community member and have been a customer of *St Helena Cyclery* for many years. I have enjoyed this store, and its employees, as part of our community, and as a much-needed resource for our cycling needs. As a longtime patron of *St Helena Cyclery*, I am thrilled to hear of the sale to TREK. For those of us in the bike world, TREK is a very respected name in the business and invests heavily into the cycling community around the world.

TREK is already a big part of this store and I know Jake and staff value the company as a partner. They not only make great bikes, but they invest in the dealer, the community, and now their own stores. We, as a community, are so lucky to have a store of this caliber, with such great friendly staff. We expect this customer focused culture to continue, and even improve with the new acquisition by TREK.

I support this acquisition of *St Helena Cyclery* and know that TREK will continue to be a great partner for St Helena. The best part is that nothing will immediately change. The employees will remain and they will be getting a great partner. I look at this much like a Berkshire Hathaway purchase. St Helena Cyclery will remain mostly the same but have greater access to inventory and the latest and greatest products and advancements in the biking world. This is the right choice for St Helena.

Sincerely,

David D. King

Netwar1@gmail.com

(707) 501 8046

Xinia Gamero

From: David Duncan <david@silveroak.com>
Sent: Tuesday, January 11, 2022 11:49 AM
To: Maya DeRosa
Cc: Jake Scheideman
Subject: [External] Saint Helena Cyclery

Maya and the St Helena Planning Commission,

I am a Saint Helena resident and have been a customer of *St Helena Cyclery* for many years. We love the store, and its employees, as part of our community, and as a much-needed resource for our cycling needs. As a longtime patron of *St Helena Cyclery*, we were thrilled to hear of the sale to TREK. For those of us in the bike world, TREK is a very respected name in the business and invests heavily into the cycling community around the world.

TREK is already a big part of this store and I know Jake and the staff value the company as a partner. They not only make great bikes, but they invest in the dealer, the community, and now their own stores. We are so lucky to have a store of this caliber, with such great friendly staff, in our small community. We expect this customer focused culture to continue, and even improve with the new acquisition by TREK. Without this resource in our town, and the taxes it provides, we will have another empty storefront on Main Street. Please do not allow this to happen.

We support this acquisition of *St Helena Cyclery* and know that TREK will continue to be a great partner for St Helena. Would be happy to discuss further if I able to be of assistance or offer additional perspective.

Thank you for your consideration.

David R. Duncan
Proprietor, Chairman & CEO
Silver Oak | Twomey | OVID | Timeless

January 11, 2022

To the St. Helena Planning Commission

This letter is to support the sale of St. Helena Bike Shop to TREK. I have been a customer of the Bike Shop for many years and have several TREK bicycles. I've enjoyed the wonderful, personalized service I have received from the Bike Shop staff. I was sad to learn that Jake was retiring as owner of the Bike Shop but relieved to find out that TREK was purchasing the business and that the staff would remain employed by TREK.

I understand that the Planning Commission has determined that TREK is a "formula store" and therefore needs to apply for a "Conditional Use Permit". As a resident of St. Helena for over 40 years, I would support TREK being allowed to purchase the Bike Shop. I am whole heartedly in favor of TREK because I think it would be great for our cycling community, but I am not a fan of formula stores and don't want to see our town overrun with them. I hope this will not set a precedent.

Sincerely,

Kathleen Carrick

Kathleen Carrick
1321 Stockton St.
St. Helena, CA 94574

Xinia Gamero

From: Ahren Trumble <info@sportago.com>
Sent: Wednesday, January 12, 2022 4:09 PM
To: Maya DeRosa
Cc: Jake Scheideman
Subject: [External] Future of a bike store in St. Helena

Hello Maya,

I'm writing to put my full support behind the acquisition of St. Helena Cyclery by TREK Bicycles. I spent much of my youth working or hanging out at St. Helena Cyclery and have continued to work closely with them as a local business owner now.

TREK has been a large part of St. Helena Cyclery since I worked there in the 1990's so it seems a natural transition to have them continue to be the face of our local bike shop. They really are a pinnacle in the cycling industry and have the ability to invest so much into our local cycling community. I can only think that there are upsides here.

Jake Scheideman has put his heart and soul into this business and that is how I know he would not have made this decision without the up most concern and thought for our town, local businesses and cycling community here in St. Helena. I fully support this passing of the torch as you will and know it is the right decision for our town.

Sincerely,

Ahren Trumble
Sportago
1380 Main St.#101
St. Helena, CA. 94574
P: (707) 963-9042
F: (707) 963-7461
ahren@sportago.com

No trees were harmed in the creation of this electronically composed and digitally published e-mail but a fair number of electrons were somewhat perturbed.



1320A Main Street
St. Helena, CA 94574
(707) 963-4456
StHelena.com | @StHelenaCA

March 8, 2022

Dear Planning Commission,

The St. Helena Chamber of Commerce is excited for TREK's acquisition of the St. Helena Cyclery. The St. Helena Cyclery bike shop plays a significant role in our community. It's the place where kids get their first bikes, a destination for world class athletes, and a resource for visitors to rent bikes and get information on safe cycling in/around St. Helena. Jake and the Cyclery have been excellent partners of the Chamber of Commerce for years. We have no doubts that TREK will take Jake's lead and be an outstanding partner and champion in our community. We feel strongly about this as, TREK is a trusted brand in the cycling industry and has already been an outstanding partner of the St. Helena Cyclery for many years. The Chamber believes that TREK's reach will aid in promoting St. Helena as an attractive destination, bringing outdoor enthusiasts to St. Helena, a place where there is a TREK hub. Lastly, TREK's social and environmental initiatives are supportive of the City's general plan and will bring great value to our community.

We encourage the planning commission to accept TREK's use permit to allow them to operate as a formula business in St. Helena. It's important that the planning commission review formula businesses case by case and approve when appropriate, as is in this case. We respect the planning commission's commitment to preserving St. Helena's character, and appreciate your thoughtfulness in allowing the business district to grow. This growth and flexibility support St. Helena in becoming an attractive destination for businesses benefiting our local economy.

Sincerely,

Amy Carabba-Salazar
CEO & President
St. Helena Chamber of Commerce
Amy@sthelena.com | (702) 418-4571

Stephanie Iacobacci-Smithers
Vice President & Chief Strategy Officer
St. Helena Chamber of Commerce
Stephanie@sthelena.com | (909) 786-9208