# AMENDED 04-11-2024
# City of St. Helena
# Planning Commission
# Regular Meeting
# Tuesday, April 16, 2024 @ 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.**

**The Planning Commission meeting will be live-streamed on Comcast Channel 28 and on the City's website. Public comment for Planning Commission meetings will be accepted via email to publiccomment@cityofsthelena.org. All public comments must be emailed at least three hours prior to the meeting. Emailed public comments will not be read out loud but will be publicly available and attached to the on-line agenda.**

**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@cityofsthelena.org**.**
**The schedule of upcoming meetings and published meeting agendas can be found on the City of St. Helena website at** https://sthelena.civicweb.net/portal/**.**

**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/ .**

~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~~

Page

1. PLEDGE OF ALLEGIANCE

   *NEW ITEM ADDED 04-11-2024
   Chair Ponte is to direct Cindy Tzafopoulos, City Clerk to administer the oath of office to Hector Lopez. At the conclusion of the oath of office Mr. Lopez will take his seat at the dais.

2. CALL TO ORDER AND ROLL CALL
   Chair: John Ponte
   Vice-Chair: Chris Warner
   Commissioners: Autumn Anderson, Chad Krsek, and Hector Lopez

   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: April 2, 2024 5 - 8

Planning Commission Minutes_04.02.24

5. PUBLIC HEARINGS

6. SCHEDULED MATTERS

6.1. Request by Antonio and Rita Castelluci for a pre-application review of a proposed hotel project (75-key hotel plus 13 "resort residential" units) located at 1001 Adams Street. Applicant proposes to dedicate a 0.2-acre parcel with 2 existing residential units at 1341 Mitchell Avenue for affordable housing. Necessary entitlements include: General Plan and Zoning amendments for 1001 Adams Street (from BPO to CB with a Planning Development-PD Overlay), development agreement, demolition permit, conditional use permit, major design review and a tentative subdivision map. 9 - 179

CEQA Determination: Project is subject to CEQA. An Environmental Checklist/Initial Study will be prepared to determine the appropriate environmental document when a formal application is submitted.

Prepared By: Linda Ruffing, Planning Consultant

Recommendation:

Staff recommends that the Planning Commission receive presentations from staff and the applicant's team, accept comments from the public, and provide feedback regarding the conceptual plans for the Adams Street Hotel & Residences project, including (but not limited to) feedback on the following:

1. Proposed General Plan and zoning amendments
2. Use of Planned Development Overlay zoning district to provide flexibility in building height and setback requirements
3. Architectural design, height, massing of the hotel
4. The hotel's engagement with the pedestrian realm on Adams Street
5. Placement of the restaurant on the 2nd story
6. The affordable housing site

Staff Report- Pre-Application review of a proposed hotel project
Presentation (1)
Presentation (2)
1. Public Comment_PG&E
2. Public Comment_Murphy
3. Public Comment_Murphy2

4. Public Comment_Walker
5. Public Comment_WAC
6. Public Comment_Ariosta

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:
https://cityofsthelena.org/230/Planning-Projects

Please contact the assigned project Planner for additional questions.

9. ADJOURNMENT
The next Regular Planning Commission meeting is scheduled for May 7, 2024 at 6:00 p.m. in the Vintage Hall Board Room located at 465 Main Street.

This agenda was posted at City Hall, 1088 College Avenue, and at Vintage Hall, 465 Main Street, St. Helena, California on April 4, 2024. Republished 04-11-2024



Maya DeRosa, Community Development 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 17.12.020, 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 1088 College Avenue, 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, April 2, 2024 @ 6:00 PM**
**Vintage Hall Board Room - Second Floor**
**465 Main Street, St. Helena**

A complete video recording of this meeting can be found at https://sthelena.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 Christopher Warner, Commissioner Chad Krsek, Commissioner Autumn Anderson, and Commissioner Marika Rothfeld |
| **Absent:** | None |
| **Staff Present:** | Maya DeRosa, Community Development Director, Aaron Hecock, Senior Planner, Anne Branham, 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 was received.

## 4. CONSENT ITEMS

4.1 Approval of Minutes: March 5, 2024

Vice-Chair Christopher Warner moved to approve the Minutes on Consent Calendar. The motion was seconded by Commissioner Autumn Anderson and on roll call carried by the following vote:

AYES: John Ponte, Chad Krsek, Autumn Anderson, and Christopher Warner
NOES: None
ABSENT: None
ABSTAIN: Marika Rothfeld
RECUSE: None

## 5. PUBLIC HEARINGS

5.1 Planning Commission recommendation that the City Council of the City of St. Helena adopt an Ordinance Approving General Plan Amendments (GPAs 2024-001, 002, 003, 004, 005, 006) to update the General Plan's Land Use Map (Figure 2.1) and Zoning Map Amendments (ZMAs 2024-001, 002, 003, 004, 005, 006) referenced in St. Helena Municipal Code Section 17.01.070, to bring these maps into conformance with the City's adopted and certified 2023-

2031 Housing Element, and find that the proposed changes are consistent with the adopted Addendum to the General Plan Environmental Impact Report prepared for the Housing Element.
**Prepared By:** Aaron Hecock, Senior Planner

Chair Ponte opened the public hearing.

Commissioner Krsek disclosed meeting with resident to discuss item. No further details were disclosed beyond what was already available to the public in the staff report.

No additional ex-parte communication was disclosed by the Planning Commission.

Director DeRosa noted for the record that the public comment received from Lester Hardy was intended for Housing Element Site 10, not 1637 Spring Street.

Senior Planner Aaron Hecock reported on the item and showed a presentation.

Chair Ponte opened public comment.

Mary Stephenson, Stefano Particelli, Jeffry Warren, Maxine Angell, Erin Przybylinski, Linda Reiff, David Prueter, Scott Andersen, Laura Kein, Michael Sweeney, Mike Quaglia, Ana Canales, and Steve Goldfarb addressed the Planning Commission.

Chair Ponte closed public comment.

Chair Ponte called for a recess at 7:34 p.m.

Chair Ponte reconvened the meeting at 7:45 p.m.

Chair Ponte reopened the public hearing.

Amy Patricelli, Leslie Ellis, Lisa Marie Anderson, and Sandy Carlton addressed the Planning Commission.

Chair Ponte closed public comment.

Scott Anderson and David Prueter addressed the Planning Commission.

Chair Ponte closed the public hearing.

Vice-Chair Christopher Warner moved to extend the meeting past 9:00 p.m. The motion was seconded by Commissioner Chad Krsek and on roll call carried by the following vote:

AYES: John Ponte, Chad Krsek, Autumn Anderson, Marika Rothfeld, and Christopher Warner
NOES: None
ABSENT: None
ABSTAIN: None
RECUSE: None

Vice-Chair Christopher Warner moved to adopt the attached resolution recommending that the St. Helena City Council 1) find that the proposed changes to General Plan Figure 2.1 and the City's Zoning Map are consistent with adopted Addendum to the General Plan Environmental Impact Report prepared for the Housing Element and in compliance with the California Environmental Quality Act; and 2) adopt an Ordinance approving General Plan Amendments (GPAs 2024-001, 002, 003, 004, 005, 006) Updating General Plan Figure 2.1 and Adopt Zoning Map Amendments (ZMAs 2024-001, 002, 003, 004, 005, 006) to identify zone changes for the designated Housing Opportunity Sites to be consistent with the 2023-2031 Housing Element, and incorporating these changes into the General Plan and Zoning Map; and 3) prior to adoption of rezoning ordinance by Council, staff shall explore with HCD the feasibility of replacing Site 10 with other units, or recalculating potentially available units on other sites, as an alternative to high density zoning for Site 10; if such effort is unsuccessful by date of Council adoption of the rezone ordinance, staff shall analyze other units to replace Site 10. The motion was seconded by Commissioner Chad Krsek and on roll call carried by the following vote:

AYES: John Ponte, Chad Krsek, Marika Rothfeld, and Christopher Warner
NOES: Autumn Anderson
ABSENT: None
ABSTAIN: None
RECUSE: None

## 6. SCHEDULED MATTERS

None.

## 7. DEPARTMENT REPORTS

Community Development Director Maya DeRosa reported on the following:

- Next Planning Commission meeting on April 16 at 6:00pm.

## 8. AGENDA FORCAST

## 9. ADJOURNMENT

Chair Ponte adjourned the meeting at **9:04 p.m.**

The April 2, 2024 minutes were approved at the _____ Planning Commission meeting.

**APPROVED:**

_____
John Ponte, Planning Commission Chair

**ATTEST:**

_____
Maya DeRosa, AICP
Community Development Director

PLANNING COMMISSION REPORT

Planning Commission Meeting of April 16, 2024

**FILE NUMBER:** PL24-010

**SUBJECT:** Request by Antonio and Rita Castelluci for a pre-application review of a proposed hotel project (75-key hotel plus 13 "resort residential" units) located at 1001 Adams Street. Applicant proposes to dedicate a 0.2-acre parcel with 2 existing residential units at 1341 Mitchell Avenue for affordable housing. Necessary entitlements include: General Plan and Zoning amendments for 1001 Adams Street (from BPO to CB with a Planning Development-PD Overlay), development agreement, demolition permit, conditional use permit, major design review and a tentative subdivision map.

**PREPARED BY:** Linda Ruffing, Planning Consultant

**REVIEWED BY:** Maya DeRosa, Community Development Director

**APPROVED BY:** Maya DeRosa, Community Development Director

**APPLICATION FILED:**02/16/24 **ACCEPTED AS COMPLETE:**03/28/24

**LOCATION OF PROPERTY:** 1001 Adams Street (hotel); 1341 Mitchell Avenue (affordable housing site)

**APN:** 009-201-031 (1001 Adams St.); 009-263-001 (1341 Mitchell Ave.)

**GENERAL PLAN/ZONING:** Business & Professional Office (1001 Adams St.); High Density Residential (1341 Mitchell Ave.)

**APPLICANT:** Antonio & Rita Castelluci

**BACKGROUND**

The project applicant, Antonio Castellucci, has requested a Pre-Application Review to allow his team to present conceptual plans for a proposed development project at 1001 Adams Street - the Adams Street Hotel & Residences project. The applicant seeks

preliminary feedback from the Planning Commission, City staff, and the community before refining the plans for submittal of a formal application.

In the recent Community Revitalization Report prepared for St. Helena by the Urban Land Institute's Technical Assistance Panel (see attached "TAP report"), the 1001 Adams Street property was identified as a Key Infill Opportunity Site for a new boutique hotel that could help increase the vitality of the downtown area and lead to long-term economic sustainability for the City. The TAP report found that St. Helena's tourism market can support far more hotel rooms than currently exist and that, by targeting upscale, luxury visitor accommodations, the City can gain a significant boost in transient occupancy tax (TOT) and sales tax revenues. In turn, increased revenues could help fund important quality of life investments for St. Helena residents and business owners (such as park, street, sidewalk, and other infrastructure maintenance and improvements).

The Adams Street Hotel & Residences project was presented to the City Council on December 12, 2023 for preliminary review per SHMC section 17.06.03. This section requires City Council authorization in order for a General Plan amendment to be processed. The Council was very supportive of the proposed project and supported the processing of a General Plan amendment to reclassify the project site from Business & Professional Office (BPO) to Central Business (CB) to allow for a hotel. Some City Council feedback requested that the first floor uses be located immediately adjacent to sidewalk to help activate the street; while others supported the design with the landscape buffer between the street and the building footprint. Councilmembers supported the restaurant on the second floor which would offer views across the valley.

**PROJECT DESCRIPTION**

The 1.1-acre project site is located at 1001 Adams Street, approximately 625 feet (i.e., one long block) east of Main Street on the south side of Adams Street. It is currently developed with a vacant 11,116 square foot (sq. ft.) auto-oriented, commercial office building (former Bank of America) that fronts on Adams Street and has a paved parking lot surrounding it on three sides. The bank's drive-through ATM remains operational.

The project site is located within the Business & Professional Office (BPO) zoning district which extends three parcels eastward along Adams Street. Properties on the north side of Adams Street and immediately west of the project site are within the Central Business (CB) zoning district. The site is predominantly surrounded by commercial uses, although residential uses along Hunt Avenue are in close proximity to the south. (See exhibits in the attached Plan Set).

The conceptual plans for the Adams Street Hotel & Residences project show a building that is up to five stories in height with a single-level underground parking garage. The project includes the following:

- a 75-key "ultra-luxury" hotel (40,302 sq. ft.) with guest rooms predominantly on the 1st, 2nd and 3rd floors and premium suites on the 4th and 5th floors;

- 13 for-sale condominium resort residences located on the 4th and 5th floors (21,317 sq. ft.). Owners of the residences would have the option (but would not be required) to make their units available as overnight lodging through the hotel when not in use by the owners;
- an outdoor pool on the 3rd floor;
- a gym and activity center (1,425 sq. ft.).

The project also includes the following facilities that would be open to the public:

- a rooftop restaurant and bar (3,675 sq. ft.) on the 3rd floor with views to Mount St. Helena;
- a spa and wellness facility (2,000 sq. ft.);
- a conference center (2,400 sq. ft., occupancy up to 170 people);
- street-facing cafe and lounge (790 sq. ft.);
- street-facing retail store (790 sq. ft.); and
- accessory uses to the Hotel & Residences (5,135 sq. ft.).

The building has a total of 77,934 sq. ft. of conditioned space. Its tallest component is five stories and approximately 58' in height. The five stories of the building decrease as they go up, with the 5th floor half the size of the 1st floor. The project's architectural design is contemporary, with natural wood, native stone, structural windows, and mixed metal exterior finishes. The building is setback 12' from the sidewalk along Adams Street. The hotel vehicle entry and porte cochere front on Adams Street and valet parking is provided in an underground parking structure. The parking garage provides 102 off-street parking spaces.

The project would address the General Plan's Economic Sustainability goals by helping to support downtown businesses and increasing downtown vitality in the evenings. A preliminary economic analysis prepared by the applicant estimates that, in its first year of operations, the project would contribute approximately $2.8 million to the City's coffers in annual TOT, property tax, and sales tax revenues and its guests would contribute roughly $9 million per year to the local economy.

To offset the increased demands that the project will place on workforce housing in the community, the applicant proposes to donate a 0.2-acre parcel located at 1341 Mitchell Drive for affordable housing. The parcel presently has two rental units and a High Density Residential (HR) zoning designation.

## ANALYSIS

In order to proceed, the Adams Street Hotel & Residences project will require a number of entitlements from the City. A formal application will be submitted after the applicant fine-tunes the plans based on feedback received through the Pre-Application Review process. It is anticipated that, once an application is submitted, the following entitlements will be processed concurrently:

**General Plan Amendment**

The 1001 Adams Street site is currently classified as Business & Professional Office (BPO) by the St. Helena 2040 General Plan Update. The project site would need to be

redesignated to the Central Business (CB) land use designation to accommodate the proposed visitor lodging use.

**Zoning Amendments**
The project site is currently zoned BPO and a zoning map amendment to assign the CB designation would be required to achieve consistency with the General Plan amendment. In addition, a zoning amendment would be necessary to assign the Planned Development (PD) Overlay district designation to the project site. The PD Overlay district designation is requested because the conceptual design of the hotel does not comply with all of the development standards for the CB district. As proposed, it exceeds the 46' height limit in the CB district and it does not comply with the maximum front setback requirement (it has a 12' front setback instead of the 8' maximum required in the CB district). The PD Overlay district is intended to allow flexibility in the application of zoning regulations in exchange for a distinctive, high-quality development that meets or exceeds the goals of the General Plan.

**Development Agreement**
A development agreement (DA) between the City and the developer will be negotiated to establish terms and conditions for the project beyond those addressed by the other entitlements. The DA will establish obligations of the City and of the developer and will provide certainty and predictability regarding the rules and requirements under which the project may proceed. The Planning Commission is responsible for reviewing the DA to ensure consistency with the City's general plan and zoning requirements and for making a recommendation to the City Council regarding adoption of the DA. At a minimum, the DA would establish the affordable housing obligations for the project and identify developer contributions to offsite infrastructure improvements.

**Demolition Permit**
Removal of the existing bank building would require a demolition permit. It is not anticipated that the building would be considered a significant architectural or historical building.

**Conditional Use Permit**
The purpose of a conditional use permit is to ensure the compatibility of a planned use with existing uses in the surrounding area. A conditional use permit is required for this project because hotels, restaurants and bars are conditional uses in the CB district. The 13 resort residences on the upper floors could be made available for visitor lodging through the hotel when not in use by their owners. Details of how the "resort residential" uses could be operated for visitor lodging will be ironed out in the DA and through the PD Overlay district regulations with the operating conditions attached to the Conditional Use Permit. The use would likely be regulated per the City's special use regulations for "time-share uses" which are permitted as a conditional use in the CB district.

**Major Design Review**

The project will require Major Design Review to ensure that the project design is appropriate to the site, that the building provides a strong connection to the street, that the massing, articulation, materials and colors of the building are visually cohesive, and that the landscaping, lighting and signage fit with the building design and support public safety and security.

**Tentative Map**

A tentative subdivision map will be needed to create the 13 airspace condominium modules for the resort residences along with a commercial module for the hotel.

A detailed staff report that analyzes the project's consistency with the City's General Plan, Zoning Code and development regulations will be provided after a complete application is submitted, an environmental document is prepared, and a public hearing before the Planning Commission is scheduled. The Planning Commission would provide recommendations to the City Council on the project application and the Council would serve as the final approval authority.

## ISSUES

**Environmental Review**

Once an application is submitted, the City will procure the services of an environmental consultant to prepare an initial study/environmental checklist in compliance with the California Environmental Quality Act (CEQA) that will be used to determine the appropriate environmental document for the project and then to prepare that document. The CEQA document will address environmental and service capacity issues like water demands and availability (including consistency with the City's water neutrality policies), wastewater and stormwater capacity, traffic and circulation impacts, noise, visual impacts, etc. Special studies will be prepared to identify potential impacts associated with the project and to identify mitigation measures to offset those impacts.

**Urban Design Considerations**

Through the Major Design Review and Conditional Use Permit processes, the Planning Commission is responsible for ensuring that new development is consistent with the City's General Plan and Zoning Code, with other adopted City plans and policies, and that a project will complement the character of the community. The applicant is requesting a zoning amendment to assign a PD Overlay district to the project site. This requires the City Council to make a number of special findings, including that an exception to standard zoning development requirements is warranted by the design and amenities of the project and that the project is superior to development that could occur under the standards applicable to the base zoning district. The Council will rely, in part, on the Planning Commission's review of the project and assessment of its consistency with the General Plan, the Zoning Code, and the findings required for approval of each of the entitlements described in the "Analysis" section, above.

**Affordable Housing**

The applicant proposes to meet the project's affordable housing obligations by donating a 0.2-acre parcel of land to the City. The property is designated High Density Residential (HR) by the General Plan and Zoning Code. It is currently developed with 2 rental housing units and the project description states that it could accommodate 7-9 units. The application will need to provide information regarding how the affordable housing proposal meets the City's inclusionary housing requirements (SHMC Sections 17.30.020(C); 17.30.030(B) and the details will be clarified in negotiations for the DA.

**Shared Parking**

The conceptual plans for the project provide for 102 off-street spaces for visitors and employees in the underground parking structure. If the Zoning Code parking requirements were applied separately to the various uses in the development, approximately 170 parking spaces would be required as follows:

| Project Component | Parking Reqmt per Zoning Code | Proposed Project | Required Parking Spaces |
|---|---|---|---|
| Hotel & timeshares | 1 per unit | 75+13= 87 units | 87 spaces |
| | 1 per 3 employees | 12 employees | 4 spaces |
| Restaurant/bar | 1 per 4 seats | 75 seats | 19 spaces |
| Retail & cafe | 1 per 300 SF | 1580 SF | 5 spaces |
| Spa | 1 per 300 | 2000 SF | 7 spaces |
| Conference center | 1 per 50 SF | 2400 SF | 48 spaces |
| | | | **170 spaces** |

The application will include a request for approval of a Shared Parking Plan that identifies parking demands associated with the various components of the project and optimizes parking efficiency by taking into account differences in the timing and the overlap of daily parking demands  For example, while hotel guests may predominantly use parking spaces during the night, visitors to the restaurant, spa, or conference center may utilize those same spaces during the daytime hours. Furthermore, hotel guests will utilize the restaurant/bar, spa, conference center, and other uses and that must be factored into the overall parking requirements. While shared parking can reduce the total number of required parking spaces, it will be important to ensure that any spillover onto local streets does not adversely impact neighboring uses. A Shared Parking Plan, prepared by a professional traffic engineer, is required to establish the optimal amount of off-street parking for the project. Its assumptions and conclusions will be vetted by both staff and the environmental consultant before it is presented as part of the Major Design Review and Conditional Use Permit analysis.

**Issues Letter**

The Pre-Application materials for the Adams Street Hotel & Residences project were reviewed by City staff. A detailed letter was transmitted to the applicant summarizing potential issues and concerns that will be addressed in the development review process along with requirements for the formal application (see attached Issues Letter).  As noted, the applicant will be required to submit a water neutrality analysis and comply

with the City's water neutrality policy. The Fire Inspector noted requirements for emergency vehicle access that may necessitate changes to the project design.

**CORRESPONDENCE**

1. Correspondence from the following persons (attached) was received prior to the December 12, 2023 Pre-Application Review by the City Council:

- Carmen Policy
- Lynne and Edward Poole
- William McKinnon - Water Audit California
- Carlotta Sainata - Napa County Bicycle Coalition

**STAFF RECOMMENDATION**

Staff recommends that the Planning Commission receive presentations from staff and the applicant's team, accept comments from the public, and provide feedback regarding the conceptual plans for the Adams Street Hotel & Residences project, including (but not limited to) feedback on the following:

1. Proposed General Plan and zoning amendments
2. Use of Planned Development Overlay zoning district to provide flexibility in building height and setback requirements
3. Architectural design, height, massing of the hotel
4. The hotel's engagement with the pedestrian realm on Adams Street
5. Placement of the restaurant on the 2nd story
6. The affordable housing site

**ATTACHMENTS**

Adams Street Hotel & Residences Letter Of Intent (2024-03-28)
Adams Street Hotel & Residences Pre App Plan Set (2024-03-28)
Adams St Hotel Pre-App Issues Letter (2024-03-19)
ULI Community Revitalization Report (PDF)

PALISADES
LAND USE
CONSULTANCY

*April 4, 2024*

Maya DeRosa, Community Development Director
Linda Ruffing, Planning Consultant
Xinia Gamero, Planning Permit Technician
City of St. Helena Planning Department
St. Helena, CA 94574

*Submitted via email to MDeRosa@cityofsthelena.org, linda@nccplanniong.com, xgamero@cityofsthelena.org*

**RE: Letter of Intent for the Pre-application & Public Meeting to discuss the ADAMS STREET HOTEL & RESIDENCES ("The Project") located at 1001 Adams Street, St. Helena, Calif. APN 009-201-031 ("The Project Site") and dedicating land for affordable housing located 1341 Mitchell Avenue, St. Helena, Calif. APN 009-263-001-000 ("The Affordable Housing Site")**

Dear Director DeRosa, Ms. Ruffing, & Ms. Gamero,

Please accept the following request for the above referenced project on behalf of Antonio and Rita Castellucci, trustees of the Trust of Antonio and Rita Castellucci. Pursuant to the City of St Helena Zoning Code the intent of a pre-application is to receive feedback from the City Council for a proposed General Plan Amendment. The Project went before the City Council on December 12, 2023, and we have incorporated their feedback into the current proposal, originally submitted February 15, 2024, and revised herein in response to the City's response letter dated March 19, 2024. . The intent of this second pre-application and public meeting request is to allow for additional public feedback at a second public meeting, this time before the Planning Commission.

The request herein is to change the zoning designation from Business and Professional office (BPO) to Central Business (CB) with a Planned Development (PD) overlay. The request to change the zoning is to allow the submittal and review of a Demolition Permit to remove the existing 11,116 square foot commercial structure and associated parking to allow for the construction of a commercial building that includes hotel rooms, resort residential units, bar and restaurant, conference center, spa, fitness/wellness center, retail uses and basement parking. This new construction will require review by the Planning Commission and the City Council to approve the Demolition Permit, Use Permit, Tentative Subdivision/Condominium Map, and Design Review applications.

In addition to the above requested entitlements the applicant is willing and interested to negotiate the terms of a development agreement to outline the community benefits, infrastructure improvements, and the affordable housing opportunity located at The Affordable Housing Site. Once we receive feedback from the public and the Planning Commission, the project description will be developed with a subsequent detailed application. In addition, the environmental review process pursuant to the California Environmental Quality Act (CEQA) will begin and will be completed as part of the project entitlement process.

**Location**

The Project Site is located on the south side of Adams Street, one block east from its intersection with Main Street and is approximately 1.17 acres and consists of one parcel. The Project Site is currently fully developed with a parking lot, an 11,116 square foot commercial office building; both offices are currently unoccupied besides an outdoor automated bank machine (ATM). The Project Site is located one block from Main Street and bordered by commercial zoning on all sides.

The Affordable Housing Site, an 8,712 sq.ft. , or 0.2-acre parcel is located on Mitchell Avenue two blocks west of Main Street. The Affordable Housing Site currently includes two for rent residential units, a single-family residence and a rear one-bedroom accessory dwelling unit approximately 700 square feet.

**General Plan Consistency**

The Project is consistent with the 2040 City of St. Helena General Plan adopted in 2019 by providing a stable economy and community sustainability, specifically as detailed below. Please note, the applicable General Plan policies are numbered below and in italics with the Project's consistency below them.

A. Consistency with the General Plan – Resilient Infrastructure:

(1) *"LU1.1 Require new development to occur within well-defined boundaries and be consistent with the ability to provide urban services. New development should mitigate infrastructure impacts by using sustainable, best management practices in green building and stormwater management and paying its share of development impact fees, while minimizing impacts on sewer, water, energy, and natural resources",*

(2) *"LU1.2 Allow urban development to occur only within the Urban Limit Line. Consider an exception for on-site employee housing on Agricultural lands. Urban services, such as sewer, water, and storm drainage, will only be extended to development within the Urban Limit Line", and*

(3) *"LU1.5 Require new development to provide adequate infrastructure and urban services, including compliance with the policies and implementing actions affecting new development as set forth in the Public Facilities and Services Element."*

(4) *"ES1.3 Ensure the long-term infrastructure needs and priorities of the community are met as part of an economic approach to economic vitality and sustainability. (Also see the Public Facilities and Services Element for policies and implementing actions related to infrastructure)."*

The Project is located in the central downtown network and the Applicant is willing to entertain a development agreement to determine the scope of its fair share infrastructure improvements and development impact fees.

B. Consistency with the General Plan – Redevelopment in downtown to support mixed use projects that contribute to the revenue stream:

(1) *"LU3.9 In Mixed-Use, Service Commercial, and Central Business districts encourage residential, and office uses in upper-story locations or locations along the periphery of the retail district. This will facilitate active and pedestrian-oriented commercial areas."*

(2) *"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;"*

(3) *"LU3.3 Support the redevelopment of auto-oriented commercial areas into pedestrian-friendly commercial uses;"*

(4) *"LU3.1 Strengthen the downtown area 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;"*

(5) *"LU3.A Identify sites in the Central Business and Service Commercial districts for mixed-use development that are close to services and facilitate walking, bicycling, and transit use."*

(6) *"ES1.1 Maintain central St. Helena as the social, cultural, and economic heart of the City by supporting infill and redevelopment of vacant and underutilized parcels in the central St. Helena area."*

(7) *"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."*

(8) *"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."*

(9) *"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."*

(10) *"ES2.7 Do not legislate or restrict the number of restaurant seats, but continue to prohibit formula restaurants."*

(11) *"ES2.A Continue to prohibit formula restaurants, chain discount stores, and time-share lodging projects (excluding Fractional Ownership Lodging). Consider destination membership clubs and other potential lodging options that contribute to the Transient Occupancy Tax (TOT) revenue stream subject to a conditional use permit."*

(12) *"ES2.B Study and recommend guidelines for permitting lodging uses in a range of land use designations and ensure that the requested uses will not result in significant adverse impacts to*

*the community while recognizing that the hotel taxes provide a valuable source of revenue for the City. Remove the cap on the number of hotel and motel rooms."*

As described in more detail below The Project Site was specifically designated as a "Near Term Opportunity Catalyst Site" for a boutique hotel in the recently released Community Revitalization Study[1] ("ULI TAP Study"). The Project Site currently includes a large parking lot and a drive-through automatic teller. The Project proposes to remove an auto-centric business into a mix of uses centrally located and easily accessible to walk to the commercial storefronts and activities. The Project proposes lodging, an elevated hotel and bar, retail, and spa which provide a healthy mix of uses with residential uses on the upper-stories, consistent with the General Plan.

C. Consistency with the General Plan – Ensure new development is consistent with St. Helena's character:

*(1) "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."*

The Project proposes an ultra luxury lodging experience and a unique restaurant, bar, spa, and conference room that is open to the community; all of which provide a caliber consistent with St. Helena's image.

*D.* Consistency with the General Plan – Ensure new development promotes pedestrian and bike activity.

*(1) "LU3.7 Provide sufficient auto and bicycle parking in order to serve local businesses in the commercial districts. Ensure that all parking areas are well designed and that auto parking spaces are hidden from pedestrian view, whenever possible."*

*(2) "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."*

*(3) "ES2.6 Expand lodging in the downtown area to encourage walking, biking, and alternative transportation modes in order to reduce the need for automobile trips"*

*(4) "CR5.A Develop a "park-once" strategy for visitors to improve air quality, reduce congestion, promote alternatives to driving alone, and educate and involve businesses and residents. Work with employers to encourage employees to park on the fringes of downtown, thereby leaving convenient parking spaces open for shoppers."*

[1] Community Revitalization Technical Assistance Panel Report prepared for the City of St. Helena, ULI, March 13-14, 2023 "ULI TAP"

The Project provides adequate auto parking with a full-time valet and is intended for the visitor to park their car once and use sustainable transportation. Furthermore, The Project will provide bicycle parking for hotel and residential patrons and bicycles for their guest's experience.

E. Consistency with the General Plan – Support the Agriculturally-based businesses and economy:

(1) *"LU3.8 Provide sufficient opportunities for offices that support the regional, agricultural-based economy and the local needs of the community. "*

(2) *"LU3.10 Encourage office development within Mixed-Use, Service Commercial, and Central Business districts to complement the pedestrian orientation of surrounding development."*

(3) *"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."*

The Project proposal includes a conference center for the local agricultural businesses to have a central location for their business needs.

F. Consistency with the General Plan – ensure new developments do not obstruct views.

(1) *"LU3.11 Ensure that new commercial development does not obstruct view corridors to the mountains."*

The Project has been mindfully designed with view corridors to the east/west and the north/south on the higher stories which will not impede views to the mountains from surrounding properties.

G. Consistency with the General Plan – ensure new developments are consistent in scale to the older buildings.

(1) *"LU3.F Limit the floor area and size of buildings in the Central Business and Service Commercial districts to ensure that new buildings are in scale with typical older buildings in the district."*

The Project complies with the revied Zoning standard with proposing a 1.4 Floor Area Ratio, where the standard is a maximum Floor Area Ratio of 2.0, which is consistent with the historic St. Helena Hotel.

H. Consistency with the General Plan – encourage affordable housing.

(1) *" ES1.4 Encourage the creation of workforce housing to support the local employment base in keeping with small town smart growth. (Also see the Housing Element, Topic Area 1);"*

(2) *"ES1.E Provide development incentives for new visitor-serving businesses to develop affordable workforce housing either through construction of housing or payment of an appropriate in lieu fee to develop housing elsewhere in the city. Such incentives shall include consideration of visitor-serving uses in Medium Density Residential or Higher Density Residential where a project provides affordable housing or an appropriate payment of an in-lieu fee."*

The Project provides an opportunity for affordable housing at The Affordable Housing Site.

I. Consistency with the General Plan – encourage sustainable development.

*(1) "ES2.5 Encourage socially and environmentally responsible businesses that make positive contributions to the community and operate in an environmentally-sound manner."*

The Project is designed with environmental sustainability and intends to make positive contributions to the community with affordable housing, providing employment opportunities, and contributing to the city's revenue**.**

*J.* Consistency with the General Plan – encourage connection to the street and the commercial areas.

*(1) "CD2.1 Maintain the character and identity of the downtown by emphasizing strong street definition, creating active front setbacks with outdoor seating, locating parking on the side and behind buildings, and maximizing entrances and transparency on building façades."*

*(2) "CD2.2 Within industrial and commercial areas outside downtown, maintain transitional zones as needed to protect public health and safety but allow flexible front setbacks while encouraging transparent and accessible front façades and parking on the sides and backs of buildings."*

*(3) "CD2.3 Encourage distinction within and between buildings by varying roof lines and articulating building facades."*

*(4) "CD2.4 Ensure active and complete streets within commercial districts by providing sidewalk amenities, such as landscape buffers, berms, street trees, street furniture, outdoor dining, public art, signage, and wayfinding."*

*(5) "CD2.4 Ensure active and complete streets within commercial districts by providing sidewalk amenities, such as landscape buffers, berms, street trees, street furniture, outdoor dining, public art, signage, and wayfinding".*

The car park is entirely hidden from the public view and the architecture provides balanced varied heights. The Project is designed with an intentional connection to the streetscape by providing a landscape buffer and the retail and coffee shop at the street front entrance.

**Consistency with ULI Report**

The Project Site was identified as the "Downtown Network/Flex Zone of the Downtown Core" and was specifically designated as a "Near Term Opportunity Catalyst Site" for a boutique hotel in the recently released Community Revitalization Study[2] ("ULI TAP Study"). The ULI TAP Study strongly supported development of a new boutique hotel at The Project Site and defined such a proposal as a "Big Deal" project. In addition to the identification of The Project Site to include a boutique hotel the ULI TAP Study encouraged mixed use and affordable housing opportunities.

[2] Community Revitalization Technical Assistance Panel Report prepared for the City of St. Helena, ULI, March 13-14, 2023 "ULI TAP"

**Affordable Housing**

The Affordable Housing Site, an 8,712 sq.ft. (0.2 acre) parcel is located on Mitchell Avenue two blocks west of Main Street. The Zoning Designation is High Density Residential. The Ultimate project description and the Development agreement will negotiate the terms and scope of the affordable housing opportunity.

**Zoning**

The Project Site is uniquely situated, bordered by commercially zoned properties on all sides - to the west is the Mechanics Bank located on a CB zoned parcel, to the north, the Westamerica Bank is located on a CB zoned parcel, and to the east and south is the parking lot for the multi-tenant commercial office building located on a BPO Zoned parcel. It should be noted that the request to change the zoning designation on The Project Site from BPO to CB:PD brings this parcel consistent with the zoning to the bordering property to the north and west and does not create a pocket or island zoning. This results in a logical and orderly location to consider for this density of commercial development. Furthermore, there is currently no hotel in the defined downtown core. Even with the repositioning of the Main Street Hotel, the proposed project, the Adams Street Hotel & Residences will provide a different market niche and wouldn't be a direct competitor.

**Community Benefits**

The Project provides many community benefits and project commitments, such as but not limited to:

- City and community would benefit from the increased Transient Occupancy Tax (TOT) to help fund civil improvements and recreation facilities and provide long term financial reserves.
- The Project is sustainably designed with ultra energy and water efficient construction methods.
- The Site is a Keystone project location positioned to activate pedestrian traffic to Main Street and Railroad Avenue.
- The Project would provide activity that would support local businesses and retail establishments.
- The market positioning of the Project in the ultra-luxury sector is consistent with the high-end St. Helena brand.
- Employee and visitor parking are provided on-site in the basement away from the public view.
- The open to the public restaurant and bar is located on the second floor overlooking views of Mt. St. Helena and will offer locals and visitors a unique elevated experience.
- The luxury spa and wellness center is proposed to be open to the public.
- The conference center provides an opportunity for local businesses to utilize it for larger scale meetings.
- The Affordable Housing Site provides an opportunity for 7-9 affordable housing units for the employees and local workforce community, and

**Project description**

In response to the results of the ULI TAP Study the property owner and applicant consulted potential development partners and was informed that for a hotel development project of this caliber it needed

to include a variety of room sizes, at least 75 hotel rooms, include a spa and conference area, and have a "resort residential" component for the financial investment to be sustainable and for the project to be viable. This critical information drove the project details and schematic design.

The proposed architectural theme includes a contemporary modern multi story structure with natural wood, native stone, structural windows, and mixed metal exterior finishes. The vehicle entrance includes a welcoming porte cochere with a dedicated valet parking attendant. The car park is proposed underground in the basement. The multi-story structure has internal view corridors to create daylight to the interior of the project and break up the exterior massing. The second-floor center courtyard offers a rooftop pool and elevated restaurant and bar overlooking Mt. St. Helena. Each hotel suite has a private outdoor patio and includes a 9' plate height with floor to ceiling windows. The design has been mindful to the neighbors with a step back to avoid any direct views for privacy for both the tenants and the residents. The design, although multistory provides a courtyard feeling with a lot of open space, high ceilings, and intentional design to offer a low profile while catering to the luxury clientele.

The Project includes a total conditioned square footage of 77,934 sq.ft resulting in a 1.5 FAR, less than the required maximum 2.0 FAR. Of this total square footage, the following is broken down into the different land uses:

- Hotel: 75 guestrooms that account for 40,302 square feet.
- For sale "Resort Residential" Units: 13 for sale condominium "resort residences" that account for 21,317 square feet. These 13 for sale resort residential units will be individually owned but made available at each owner's discretion for overnight lodging and payment of TOT through the hotel when not in use by the owners.
- Commercial Uses:
    - 3,675 square foot second floor restaurant & bar open to the public overlooking the pool.
    - 790 square foot retail store open to the public, located on the first floor, facing the street.
    - 790 square foot café & lounge located on the first floor facing the street, open to the public.
    - 2,000 square foot spa and wellness facility open to the public located on the first floor.
    - 825 square foot gym and 600 square foot activity center.
    - 2,400 square foot conference center to accommodate an occupancy of up to 170 people, this will allow for outside users to rent it and will be available to local businesses.
- Accessory Uses: to the Hotel & Residences is 5,135 square feet.

It should be noted that the fifth floor is half the size of the first floor, and the floors decrease in size to allow for a reduction in massing, as follows:

| | |
|---|---|
| First Floor | 22,2029 sq.ft. |
| Second Floor | 14,448 sq.ft. |

| | |
|---|---|
| Third Floor | 17,248 sq.ft. |
| Fourth Floor | 13,040 sq.ft. |
| Fifth Floor | 10,169 sq.ft. |
| TOTAL | 77,934 sq.ft. |

The proposed porte cochere is located at the edge of the sidewalk providing a direct line of sight to the pedestrian. The primary building is setback 12' from the sidewalk providing for a close relationship with the pedestrian. The building footprint is roughly 10 ft from the eastern property line and roughly 25 ft from the western property line. The northern and southern property lines are both angled. At its closest point, the building footprint is roughly eight feet from both the northern and southern property lines which is in alignment with the goals of new commercial development to have a small setback to the street interface. The Design Review Permit will include a detailed landscape plan for this area. The design team is also working with a Fire Code consultant to ensure that adequate emergency access will be provided.

**Parking**

The Project requests the Community Development Director support a parking plan that accommodates for the shared uses and the typical vacancy in the Napa Valley of 70%. This can be supported because there is a full-time parking attendant, and the current trend is visitors typically arrive and depart by an on-call car service.

The Project is providing 102 parking spaces all underground provided by valet. All parking will be via a parking attendant, besides the employee parking spaces, which are not valet or tandem. The car park complies with the required number of parking spaces for hotel rooms, resort residences, and employees, but does not meet Zoning Code parking requirements for the ancillary uses (i.e., restaurant/bar; conference center; spa; retail; cafe/lounge). A shared parking study will be prepared and submitted with the project application.

**Conclusion**

The project team is pleased to bring this project to the St. Helena Planning Commission and is interested in the Commission and the public's feedback on this landmark project. The project team will consider all feedback and if the Council provides direction, will subsequently submit a thorough and comprehensive project application.

Sincerely,

Kirsty Shelton

Kirsty L. Shelton
Principal Land Use Planner

Enclosures: Adams Street Hotel and Residences Vision Book

# General Plan Amendment
# Application to Rezone
# 1001 Adams St. from
# Business & Professional Office
# (B&PO) to Central Business/Planned
# Development (CB/PD)
# AND
# Pre-Application for a Planned Development consisting of a Hotel and Residences and providing Affordable Housing off site

Submitted to the City of St. Helena
Planning Department on February 15, 2024
Minor revisions submitted on March 28, 2024 for presentation
at a public meeting and workshop before the Planning
Commission on April 16, 2024



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

THE PROJECT SITE IS LOCATED TWO BLOCKS EAST OF THE DOWNTOWN CORE OF MAIN STREET, A FIVE MINUTE WALK, AND IS BORDERED ON ALL SIDES WITH COMMERCIAL DEVELOPMENT.



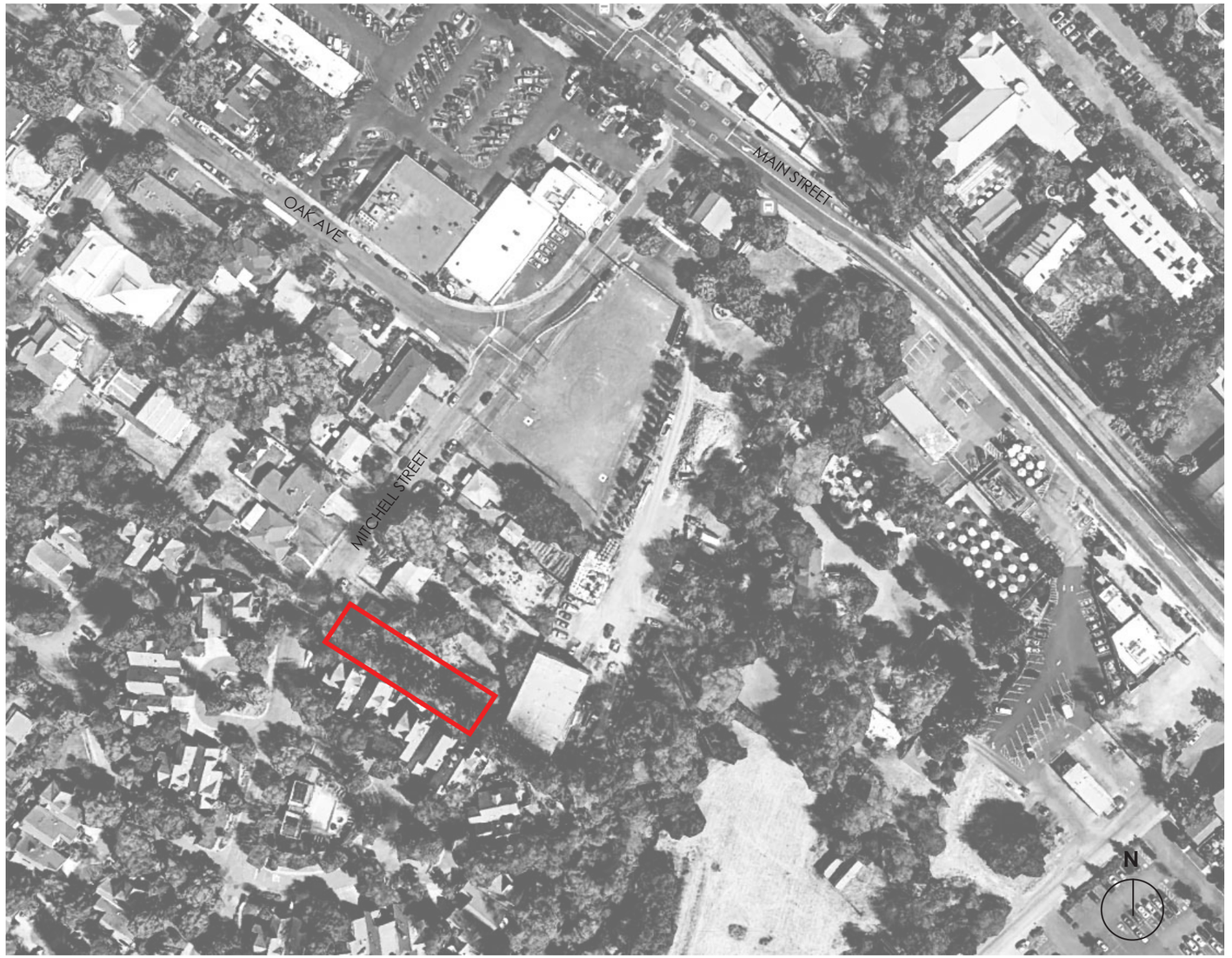



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

THE OFF SITE AFFORDABLE HOUSING LAND TO BE DONATED, IS LOCATED AT 1341 MITCHELL DRIVE, ST. HELENA, CA.






COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUMARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture



LOOKING WEST FROM REAR CORNER OF SITE



LOOKING SOUTH ON ADAMS TOWARD SITE



LOOKING EAST ON ADAMS TOWARD SITE



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture



VIEW OF MOUNT ST. HELENA LOOKING NORTH



VIEW OF NAPA VALLEY LOOKING SOUTH



VIEW OF ST. HELENA LOOKING WEST

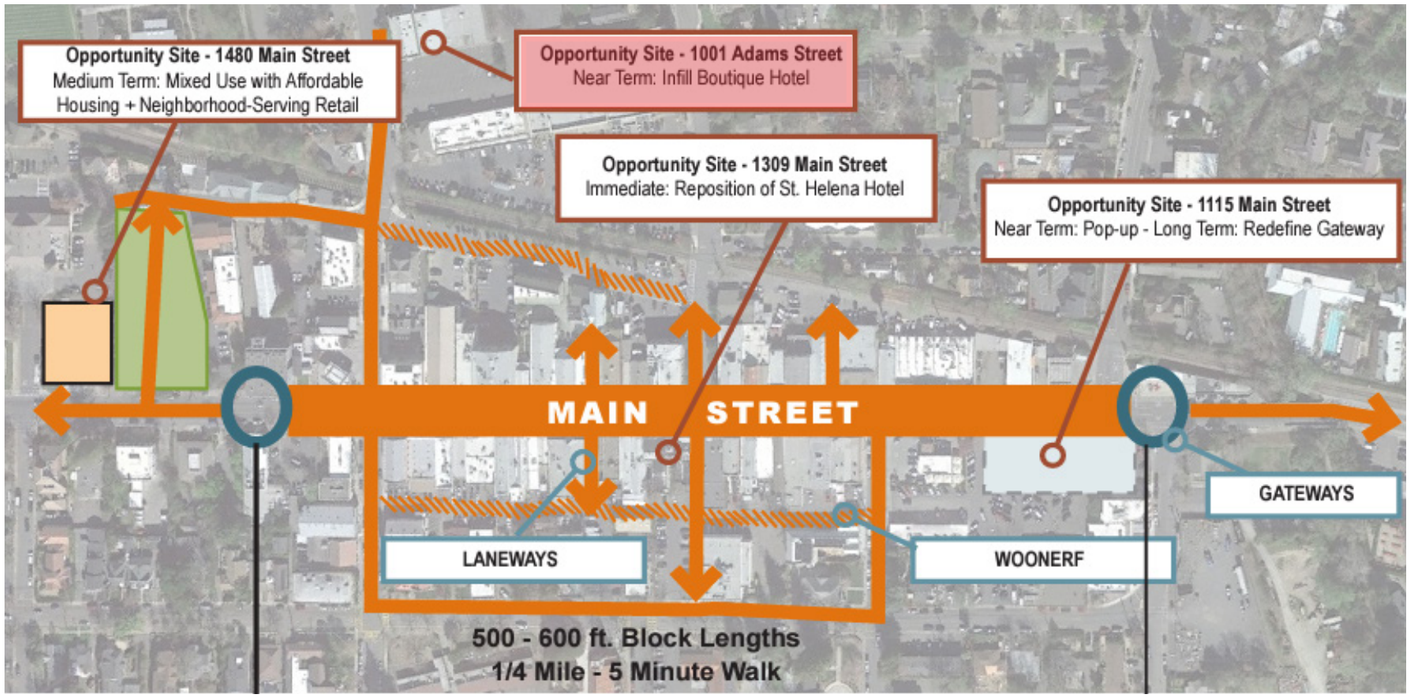


COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

THE COMMUNITY REVITALIZATION STUDY TECHNICAL ASSISTANCE PANEL REPORT (ULI MARCH 13-14,2023) IDENTIFIED FOUR OPPORTUNITY SITES FOR NEW DEVELOPMENT. EACH SITE HAS A DIFFERENT PROPOSED USE TO REVITALIZE THE DOWNTOWN NETWORK OF ST. HELENA. THE PROJECT SITE WAS IDENTIFIED AS A NEAR TERM BOUTIQUE HOTEL.

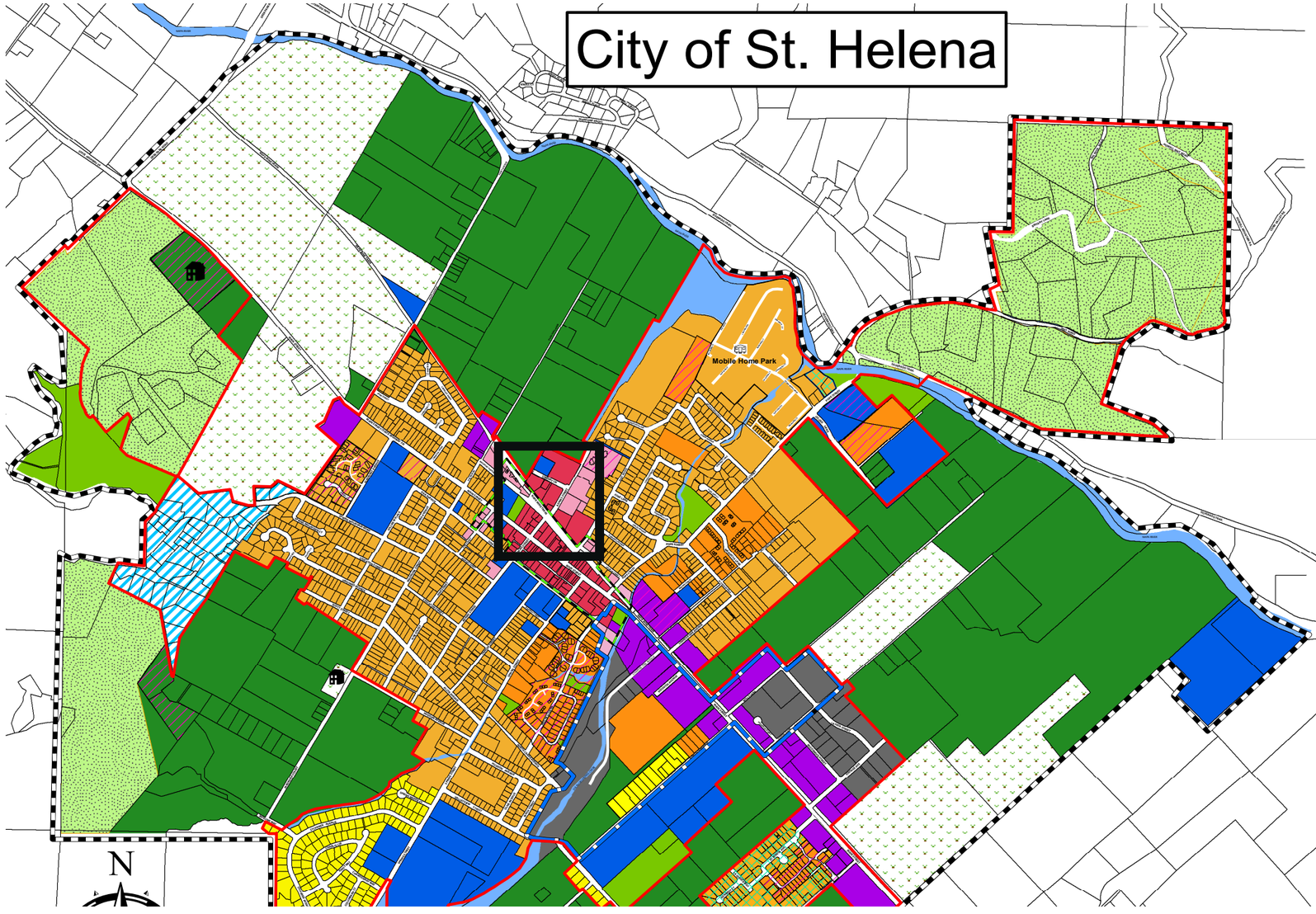



SOURCE: URBAN LAND INSTITUTE



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

# City of St. Helena




**City of St. Helena**

**Zoning Districts**

- A-20: Agriculture
- PR: Parks and Recreation
- WW: Woodlands & Watershed
- OS: Open Space
- CB: Central Business
- SC: Service Commercial
- BPO: Buisness & Professional Office
- I: Industrial
- PQP: Public & Quasi-Public
- W: Winery
- HR: High Density Residential
- MR: Medium Density Residential
- LR: Low Density Residential
- LR-1A: Low Density Residential One Acre Minimum
- RR: Rural Residential Overlay
- PD: Planned Development
- HP: Historic Preservation
- MHP: Mobile Home Park
- PI: Parking Impact Overlay District
- SP: Hwy 29 Specific Plan
- St. Helena City Limits
- St. Helena Urban Limit Line

Date: 4/24/2018

This Zoning Map is subject to changes and should not be used for anything other than reference. For the most up to date Zoning information please contact the City of St. Helena Planning Dept.

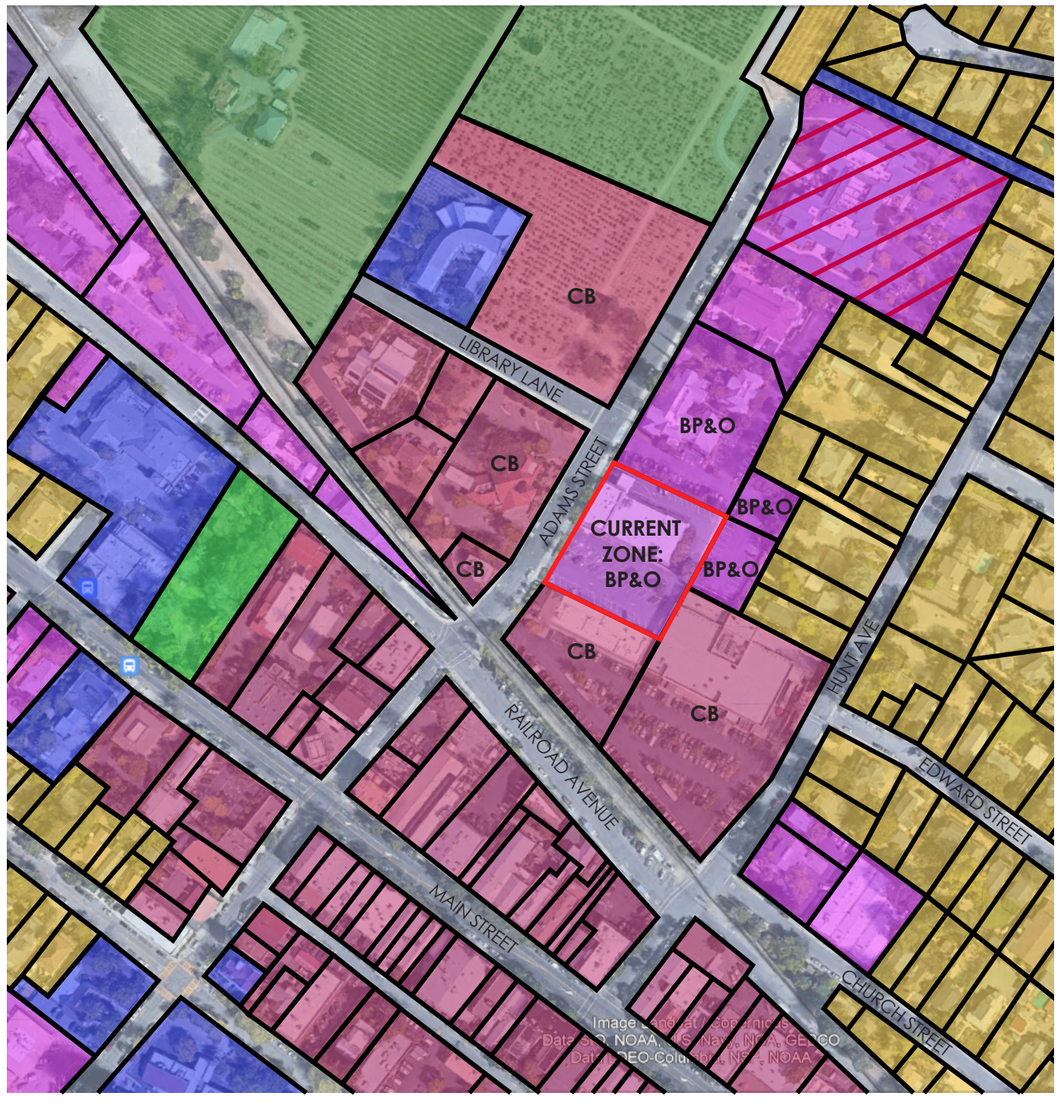
ADAMS ST. HOTEL & RESIDENCES 02.15.2024

CURRENT ZONING MAP

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture









COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUMARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture






COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUMARCHITECTURE.ANYDUPLICATIONOROTHERUSEOFTHESEDRAWINGSANDCONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

# VISION FOR THE ADAMS ST. HOTEL & RESIDENCES

A LUXURY BOUTIQUE HOTEL & RESIDENCES DESIGNED WITH A CONTEMPORARY ARCHITECTURE THAT PROVIDES A RANGE OF SUITES, CONDOMINIUMS, AND AMENITIES SUCH AS: A ROOFTOP RESTAURANT WITH A VIEW OF MT ST. HELENA, A SPA, A FITNESS CENTER, A CONFERENCE ROOM, & RETAIL, LOCATED IN THE HEART OF ST. HELENA



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

## THE PROJECT PROVIDES MANY COMMUNITY BENEFITS, SUCH AS BUT NOT LIMITED TO:

- City and community would benefit from the increased Transient Occupancy Tax (TOT) to help fund civil improvements and recreation facilities and provide long term financial reserves.
- The Project is sustainably designed with ultra energy and water efficient construction methods.
- The Site is a Keystone project location positioned to activate pedestrian traffic to Main Street and Railroad Avenue.
- The Project would provide activity that would support local businesses and retail establishments.
- The Market positioning of the Project in the ultra-luxury sector is consistent with the high-end St. Helena brand.
- All employee and visitor parking are provided (almost 100) for on-site in the basement away from the public view.
- The open to the public restaurant and bar is located on the third floor overlooking views of Mt. St. Helena offers locals and visitors a unique elevated experience.
- The luxury spa and wellness center is proposed to be open to the public.
- The conference center provides an opportunity for local businesses to utilize it for larger scale meetings.
- The Affordable Housing Site provides an opportunity for 7-9 affordable housing units for the employees and local workforce community.



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUMARCHITECTURE.ANYDUPLICATIONOROTHERUSEOFTHESEDRAWINGSANDCONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN




| First Floor<br>22226 sqft (conditioned) | | |
|---|---|---|
| | Lobby/Arrival | 2,000 |
| | Retail | 790 |
| | Café/Lounge | 790 |
| | Conference | 2,400 |
| | Spa | 2,000 |
| | (22) Guestrooms | 11,514 |
| | Offices | 1,220 |
| | (2) Storage | 297 |
| | Mechanical | 450 |
| | Break Room | 215 |
| | Bathroom | 550 |

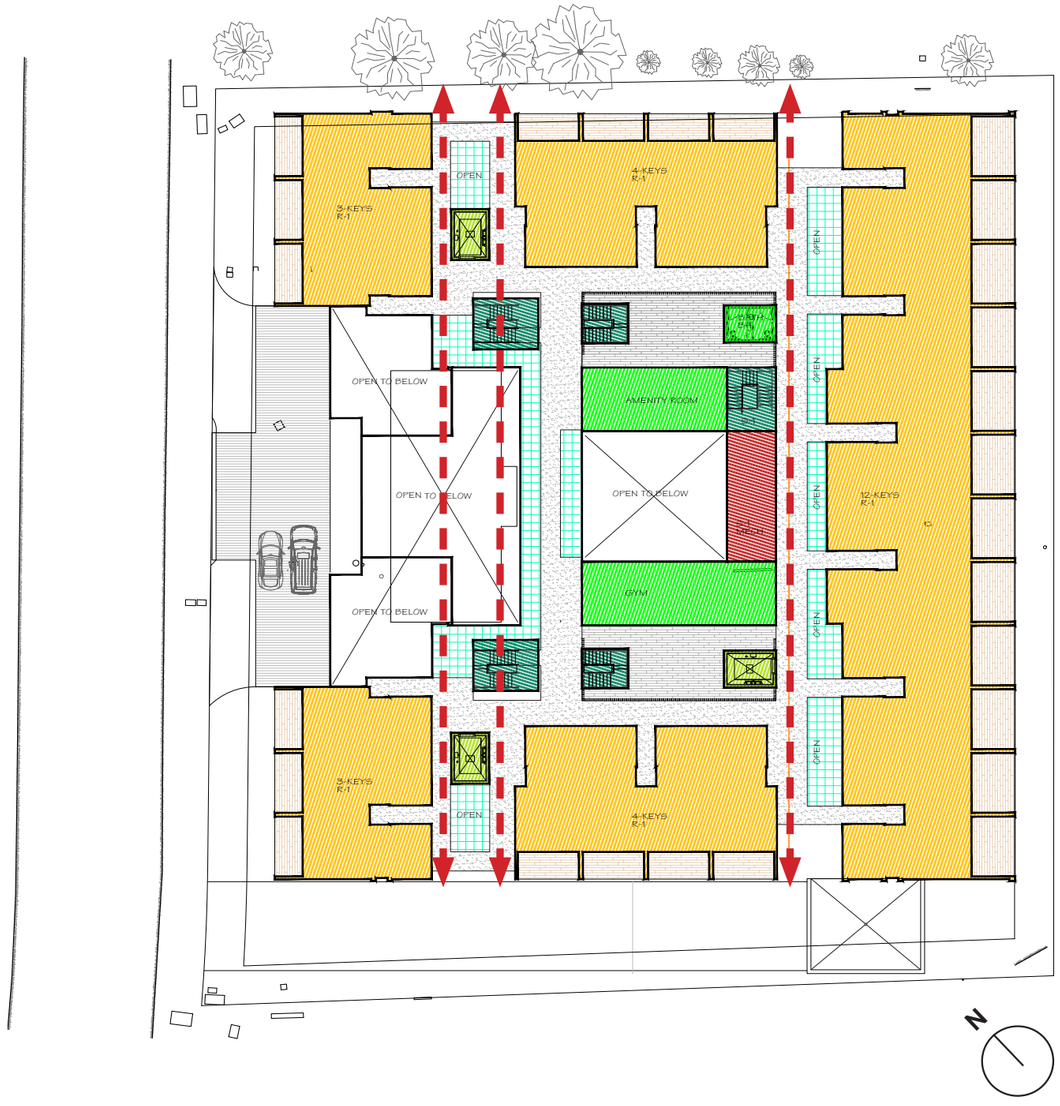
| Unconditioned<br>13141 sqft | | |
|---|---|---|
| | (22) Patios | 3,076 |
| | Walkways | 9,233 |
| | (3) Elevators | 390 |
| | Stairs | 442 |



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUMARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture




| Second Floor<br>15448 sqft (conditioned) | | |
|---|---|---|
| | Mechanical | 450 |
| | (26) Guestrooms | 13,448 |
| | Gym | 825 |
| | Activity Center | 600 |
| | Bathroom | 125 |

| Unconditioned<br>15792 sqft | | |
|---|---|---|
| | (26) Patios | 3,500 |
| | Walkways | 11,460 |
| | (3) Elevators | 390 |
| | Stairs | 442 |
| | Light Well | 1,536 |

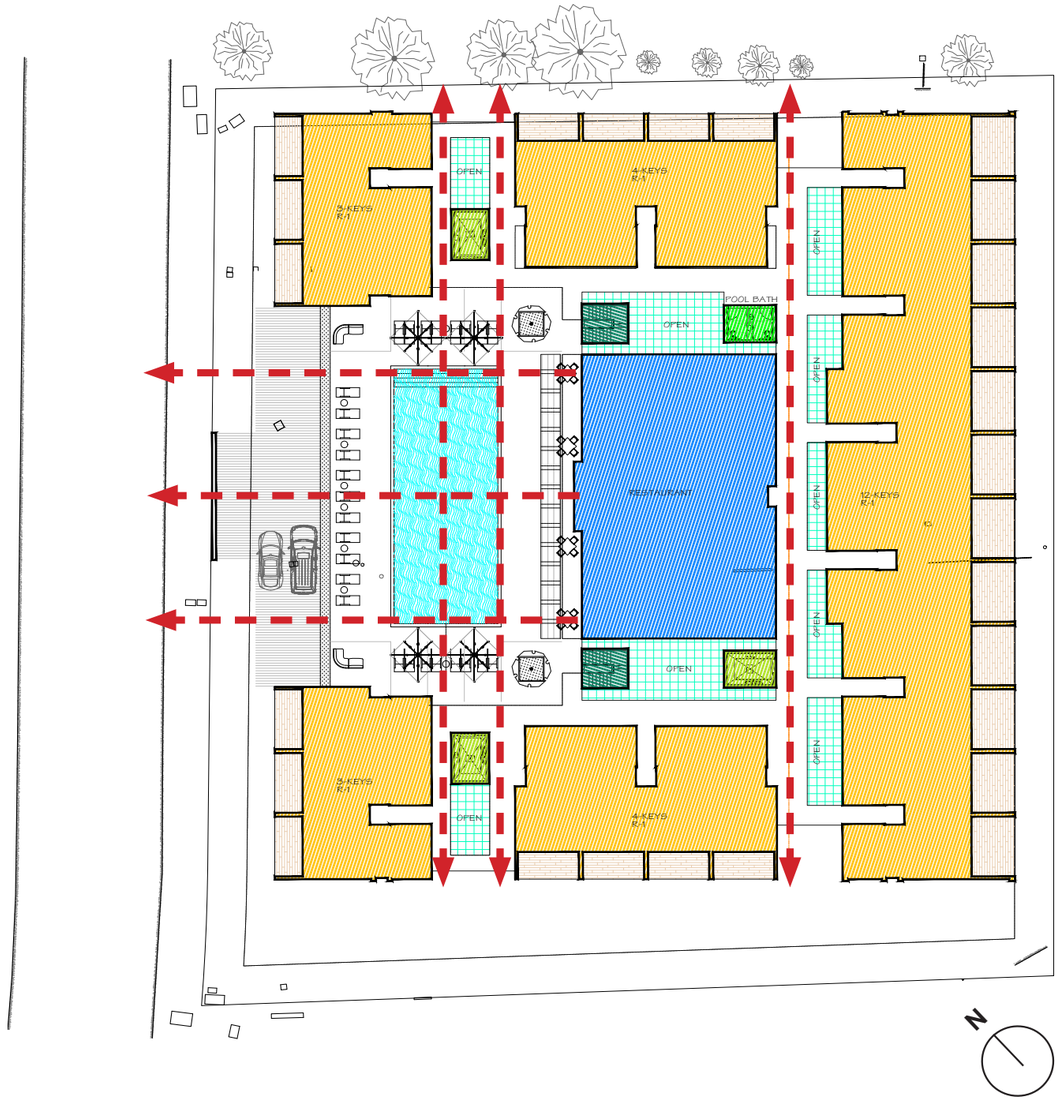
VIEW CORRIDORS



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUMARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture




| Third Floor<br>17248 sqft (conditioned) | | |
|---|---|---|
| | Restaurant | 3,675 |
| | | |
| | (26) Guestrooms | 13,448 |
| | | |
| | Bathroom | 125 |

| Unconditioned<br>18077 sqft | | |
|---|---|---|
| | (26) Patios | 3,218 |
| | | |
| | Pool Deck | 7,022 |
| | | |
| | Walkways | 7,220 |
| | | |
| | (3) Elevators | 387 |
| | | |
| | Stairs | 230 |
| | | |
| | Light Well | 1,967 |

VIEW CORRIDORS



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture




| Fourth Floor<br>13040 sqft (conditioned) | | |
|---|---|---|
| | (10) 2-Story Residence (1st floor) | 9,400 |
| | | |
| | (1) 2 BD/2 BA Residence | 1,840 |
| | | |
| | (2) Premium View Residences | 1,800 |

| Unconditioned<br>6517 sqft | | |
|---|---|---|
| | (16) Patio | 2,752 |
| | | |
| | Walkways | 3,145 |
| | | |
| | (3) Elevators | 390 |
| | | |
| | Stairs | 230 |

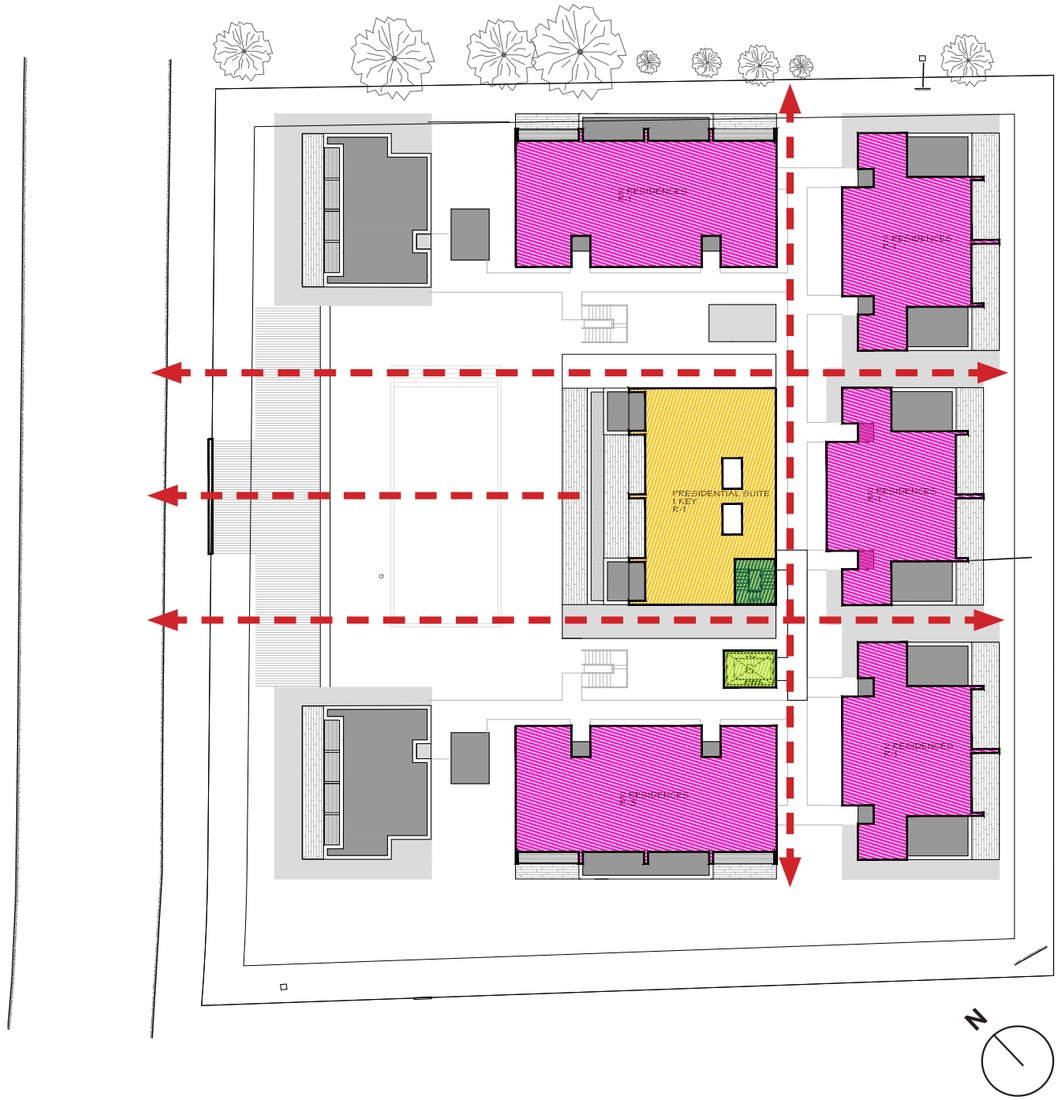
VIEW CORRIDORS



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUMARCHITECTURE, ANYDUPLICATIONOROTHERUSEOFTHESEDRAWINGSANDCONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture




| Fifth Floor<br>10169 sqft (conditioned) | | |
|---|---|---|
| | (1) Presidential Suite | 1,892 |
| | | |
| | 2-Story Residence (2nd floor) | 8,277 |

| Unconditioned<br>1525 sqft | | |
|---|---|---|
| | Patio | 1,170 |
| | | |
| | Walkways | 225 |
| | | |
| | (1) Elevators | 130 |
| | | |
| | Stairs | 123 |

VIEW CORRIDORS



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture



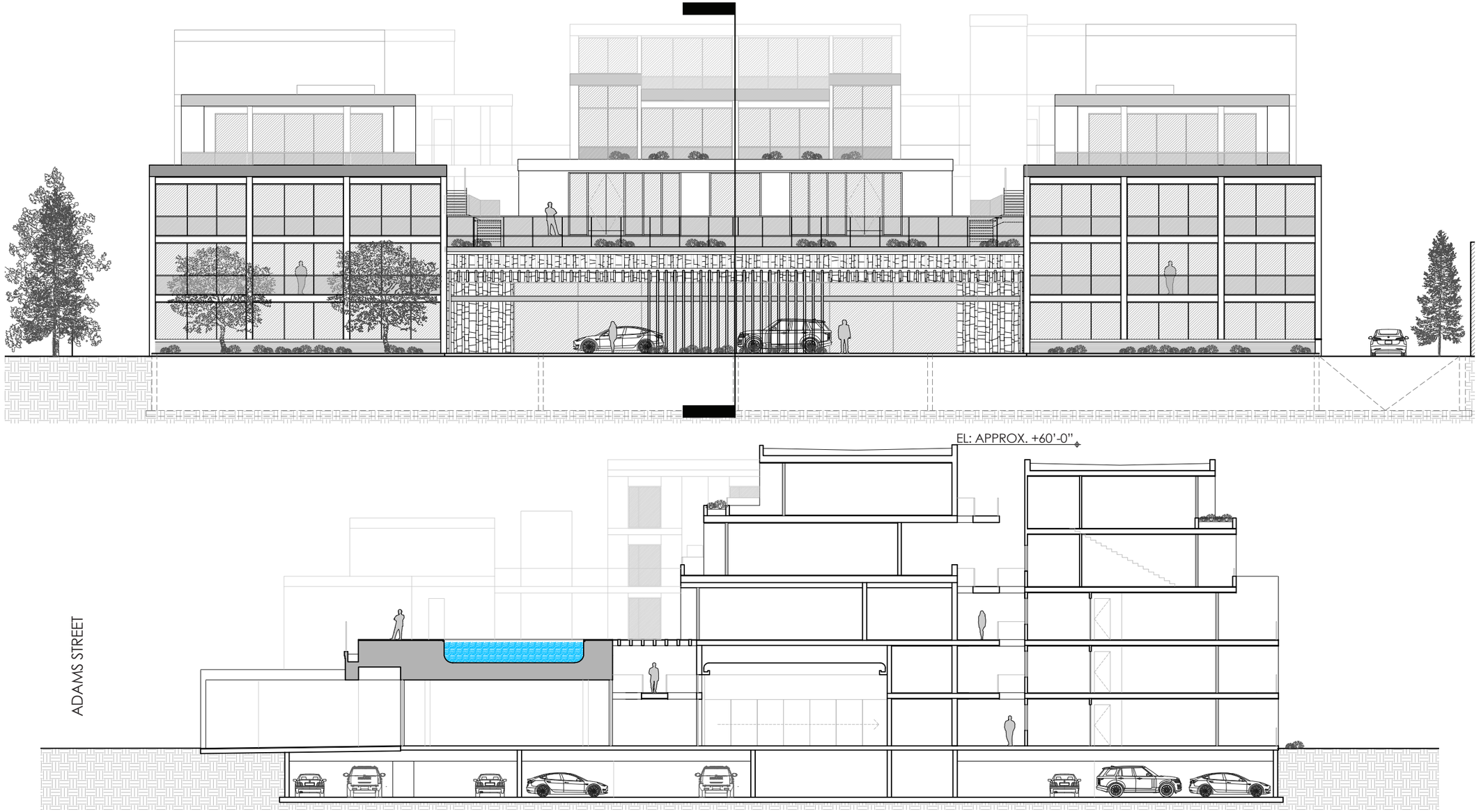

| Basement<br>38382 sqft (unconditioned) | | |
|---|---|---|
| | Total Parking Spaces | 102 spcs |
| | 15 Compact | |
| | 14 Standard | |
| | 74 Standard Tandem | |
| | 6 On Street | |
| | | |
| | 20/97=20.6% Compact (30% allowed) | |
| | All Parking to be On Site Valet | |
| | | |
| | AV Room | 467 |
| | | |
| | Maintenance | 864 |
| | | |
| | Mechanical | 218 |
| | | |
| | Laundry | 370 |
| | | |
| | Electrical | 382 |
| | | |
| | (3) Elevator | 390 |
| | | |
| | (2) Elevator Room | 216 |
| | | |
| | Stairs | 218 |



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUMARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture



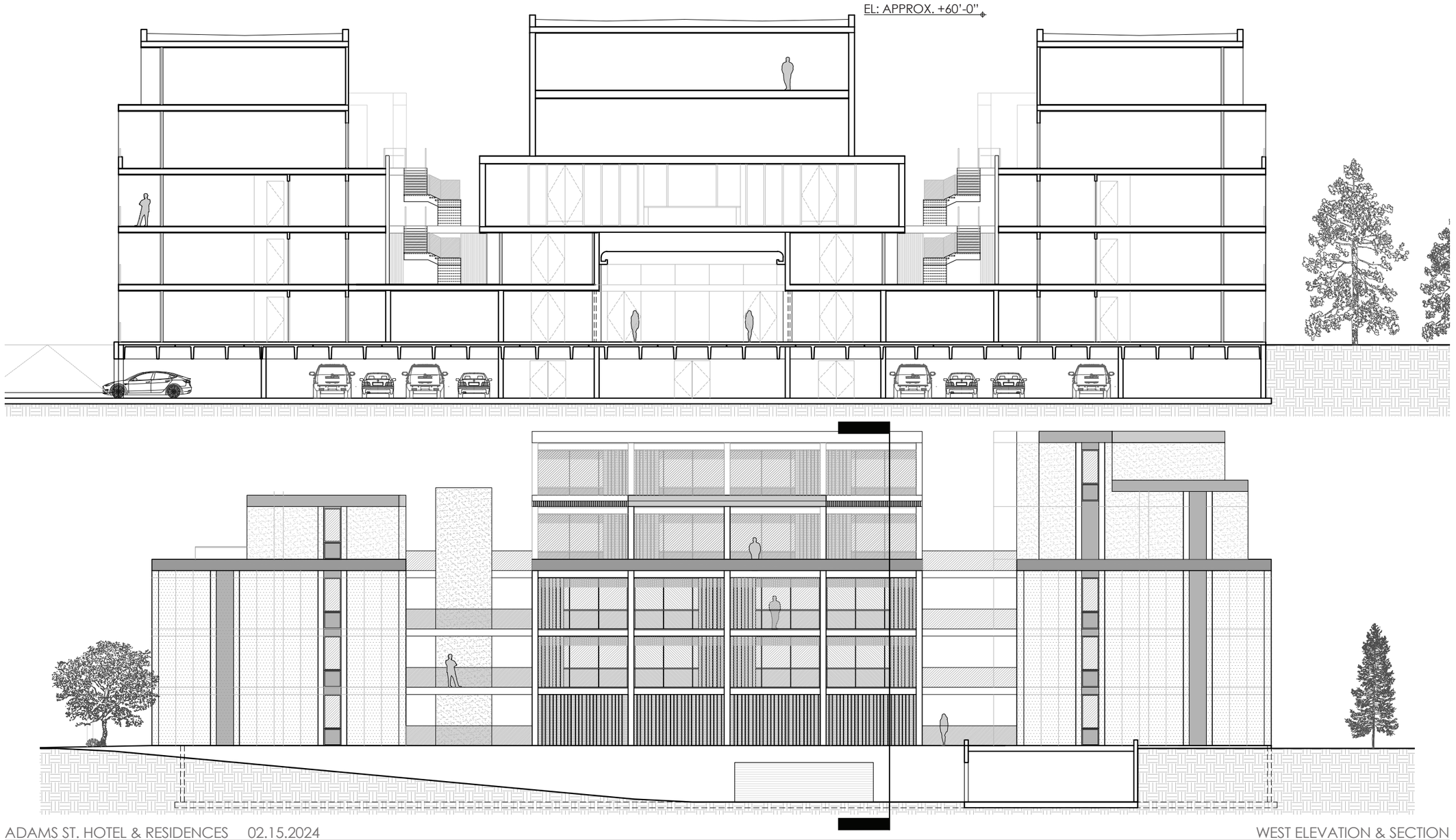

ADAMS ST. HOTEL & RESIDENCES 02.15.2024

NORTH ELEVATION & SECTION

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture



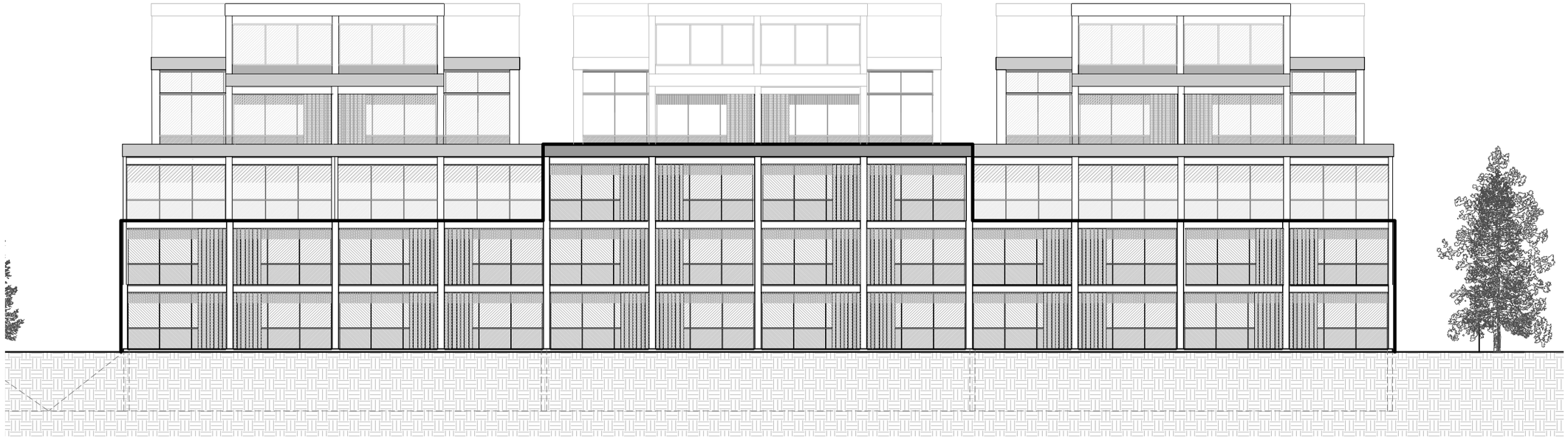

ADAMS ST. HOTEL & RESIDENCES 02.15.2024

WEST ELEVATION & SECTION

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture



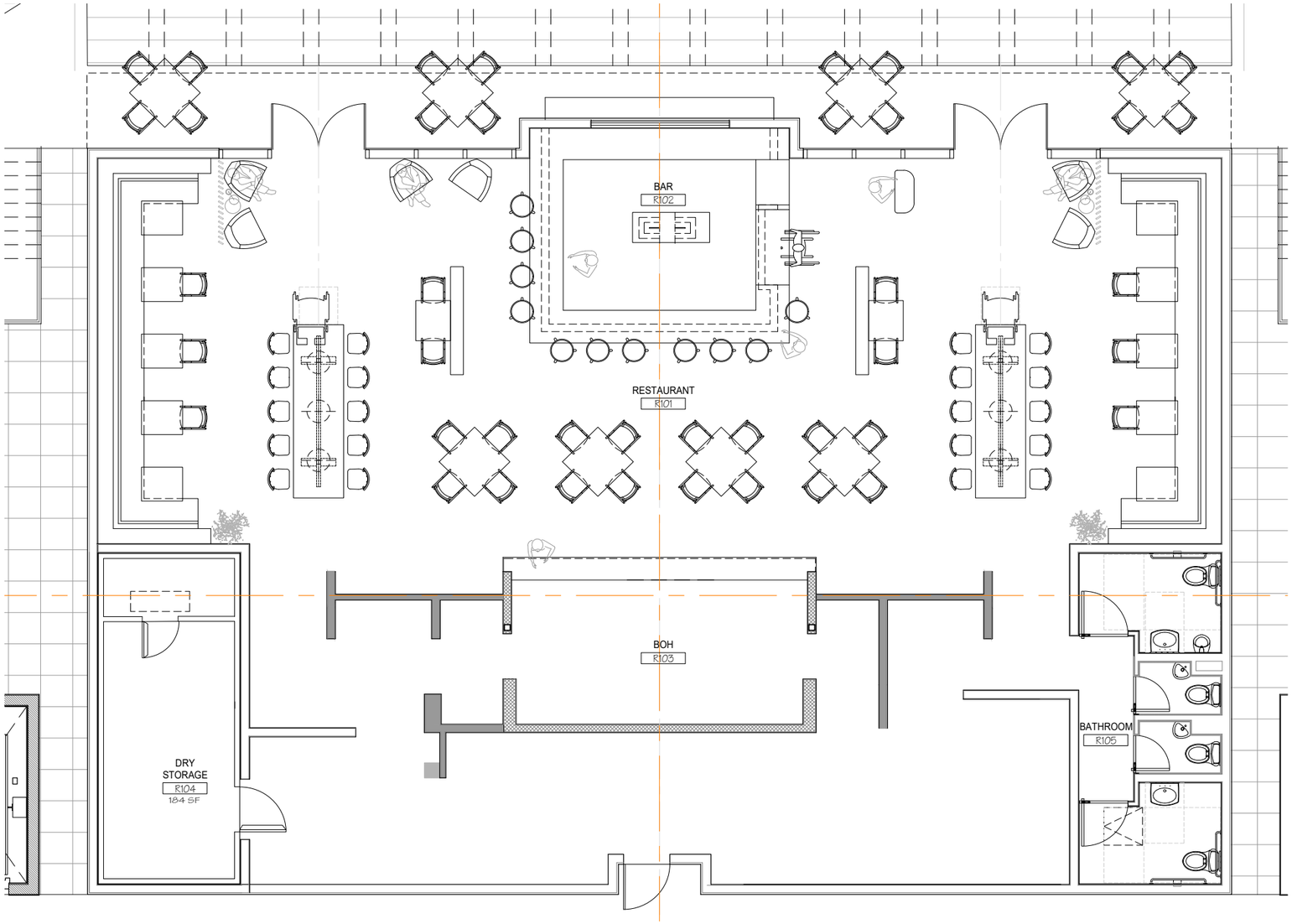
ADAMS ST. HOTEL & RESIDENCES 02.15.2024

SOUTH ELEVATION

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

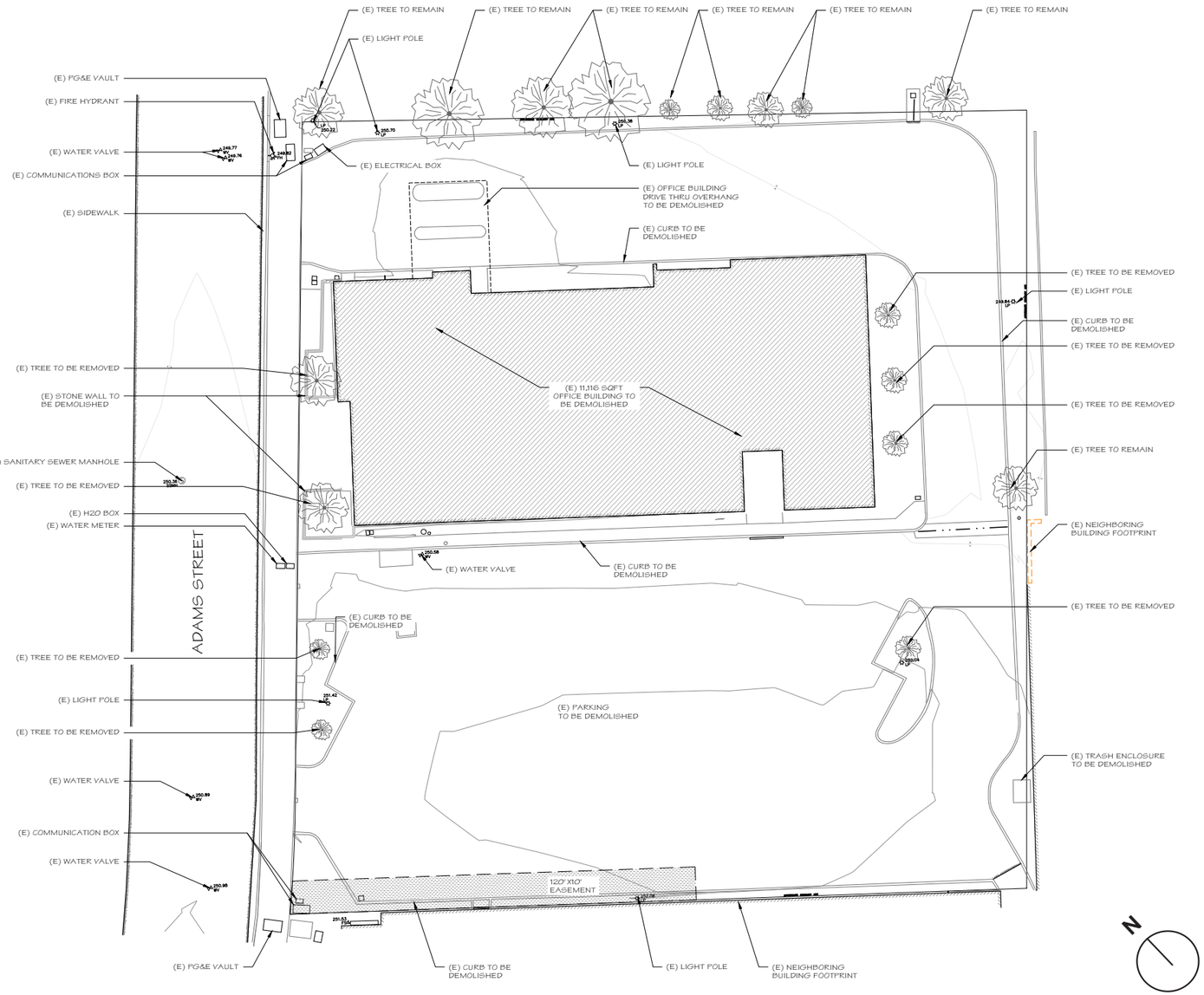





COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

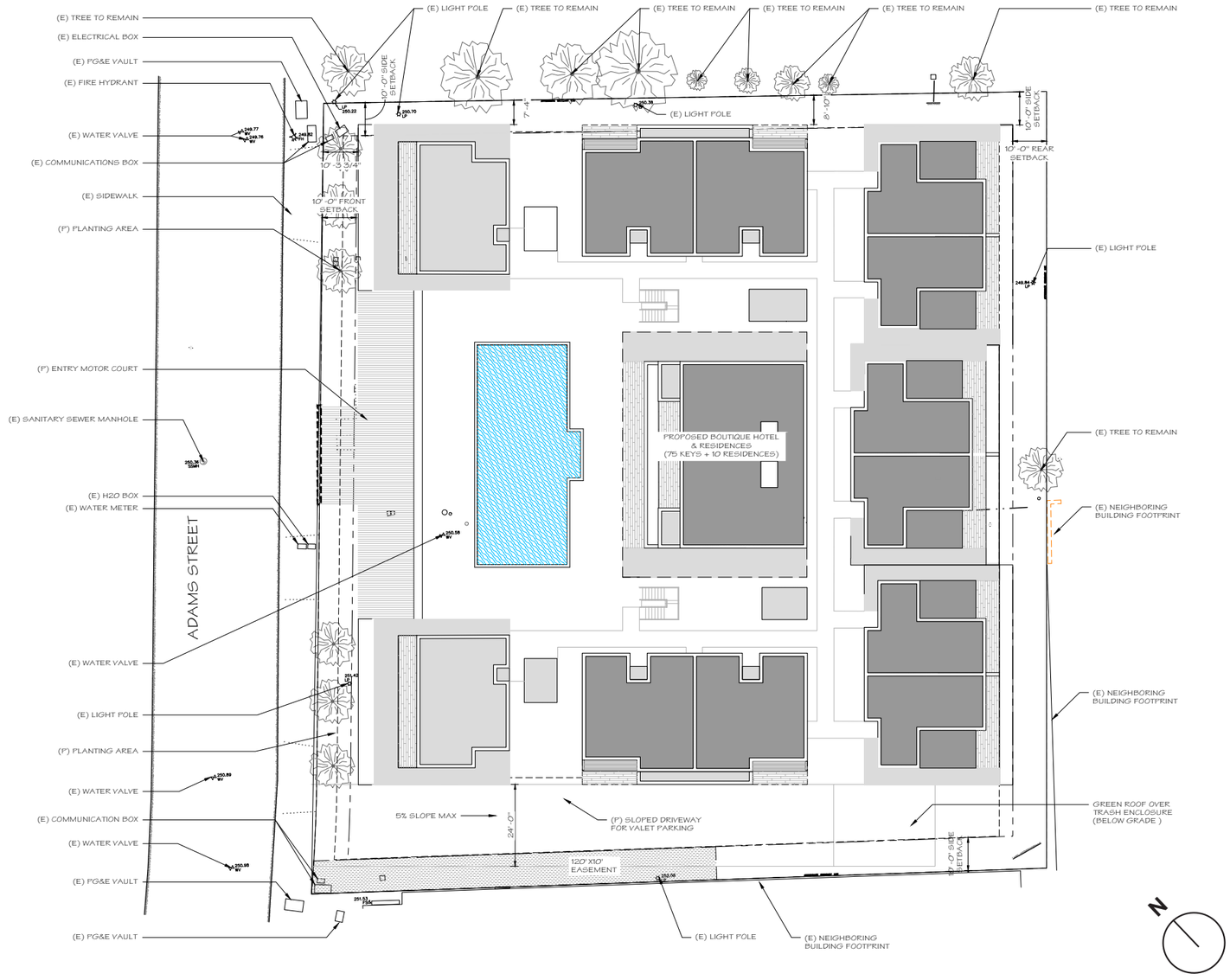





COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUMARCHITECTURE.ANYDUPLICATIONOROTHERUSEOFTHESEDRAWINGSANDCONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture






COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture




ADAMS ST. HOTEL & RESIDENCES 02.15.2024

RENDERED VIEW LOOKING NORTHEAST FROM MAIN & ADAMS

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture



ADAMS ST. HOTEL & RESIDENCES 02.15.2024

RENDERED VIEW FROM INSIDE THE RESTAURANT LOOKING NORTH

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture






COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture




ADAMS ST. HOTEL & RESIDENCES 02.15.2024

RENDERED VIEW WITH IDENTIFIED PROGRAM

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture





RENDERED VIEW FROM ADAMS STREET OF FRONT FACADE

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

APPLICANT:

**Trust of Antonio and Rita Castellucci**

ARCHITECT:

**Jarrod Denton, Partner**
Signum Architecture, LLP
1050 Adams St, Suite D
St. Helena, CA 94574

LAND USE COUNSEL

**Rob Anglin, Partner**
Holman Teague Roche Anglin, LLP
1455 First Street, Suite 217
Napa, CA 94559

LAND USE PLANNER

**Kirsty Shelton, Principal**
Palisades Land Use
101 S Coombs St, Suite Y6
Napa, CA 94559

SURVEYOR

**Albion Surveys**
1113 Hunt Ave
St. Helena, CA 94574

CIVIL ENGINEER

**Mike Muelrath**
Applied Civil Engineering Incorporated
2160 Jefferson St, Suite 230
Napa, CA 94559



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

THANK YOU FOR YOUR
CONSIDERATION



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES
LAND USE
CONSULTANCY

signum
architecture

City of St. Helena
Community Development Department
1088 College Avene
St. Helena, CA 94574

March 19, 2024

Antonio Castellucci
14 Pelican Point Road
Belvedere, CA 94920

*Via Email to:* *antoniocastellucci14@gmail.com; ks@palisadeslanduse.com; jarrod@signumarchitecture.com; jacob@signumarchitecture.com; mike@appliedcivil.com*

**Re: Notification of Pre-Application Project Issues – 1001 Adams Street (File #PL24-010)**

---

Dear Mr. Castellucci:

The City received the above-referenced pre-application for the proposed Adams Street Hotel & Residences Project on February 16, 2024 and an updated version of the plan set was submitted on February 28, 2024. Development review staff have completed an initial review of the documents submitted with your pre-application. The following feedback is provided to assist your team in preparing for the upcoming Planning Commission workshop on April 16, 2024 and in assembling the formal application package for the project entitlements. References are provided to relevant sections of the St. Helena Municipal Code (SHMC).

**Planning Division** (contact: Linda Ruffing, North Coast Community Planning; linda@nccplanning.com)

1. The project will require the following legislative actions:
    - General Plan amendment (SHMC Chapter 17.06),
    - Zoning map amendment (SHMC Chapter 17.07),
    - Planned development (PD) overlay district designation (SHMC Section 17.21.050),
    - Development agreement (SHMC Section 17.05.050)

    Other necessary entitlements include:

    - Demolition permit (SHMC Section 17.05.030),
    - Conditional use permit (SHMC Section 7.05.020),
    - Major design review (SHMC Section 17.05.070), and
    - Tentative map (SHMC Chapter 16.16).

All of these entitlements will be processed concurrently, with the Planning Commission providing written recommendations and the City Council serving as the approval authority.

2. Once an application is submitted, the City will procure the services of an environmental consultant to prepare an initial study/environmental checklist to help determine the appropriate CEQA document for the project and to prepare the CEQA document. We anticipate that it will be either a focused EIR that tiers off of the General Plan EIR (certified in 2019) or a Mitigated Negative Declaration.
3. The application requirements for a PD Overlay designation are established in SHMC Section 17.21.050(D). Please provide the noted documentation, including a written project description, a Policy Statement, and a Development Plan. The documentation should explain how the project addresses the required findings for approval of a PD Overlay district. Please also include a matrix that identifies the development standards of the CB district alongside the standards for the proposed PD Overlay district.
4. The plan set should include landscaping plans, signage plans, exterior lighting plans, and identify exterior building materials, color palettes, etc. The application should include an analysis of the project's consistency with applicable design standards set forth in SHMC Section 17.17.040.
5. Please clarify how the residences and the hotel will interact. Will residents have reserved parking spaces or use the hotel valet services? Is there separate storage space available for residents? Would residences be made available for overnight lodging through the hotel when not in use by owners? This information should be included in the updated narrative project description.
6. Please confirm with Upper Valley Disposal & Recycling (please forward response to the City) that their collection vehicles can access the proposed solid waste and recycling storage area at the base of the entry ramp to the garage and that the enclosure is sufficently sized for the proposed uses.
7. Please identify a loading zone for deliveries to the restaurant, retail, event center and hotel facilities. Please provide information about the frequency and size of events and whether they would be catered by the restaurant or off-site entities.
8. The parking garage layout should indicate dimensions of parking spaces and aisle widths, identify EV charging stations and ADA parking spaces, distinguish employee vs. valet parking areas, etc. Bicycle parking facilities should also be identified.
9. If the project will not meet the off-street parking requirements established in SHMC Section 17.26.040, a shared parking study should be submitted with the application. Please obtain City approval of both the traffic engineering professional and their proposed scope of work prior to engaging a consultant to prepare the shared parking study.
10. The application should provide details regarding the affordable housing proposal for the 1341 Mitchell Avenue site and explain how it meets the City's inclusionary housing requirements (SHMC Sections 17.30.020(C); 17.30.030(B)). Please include the following information: appraised value of the property; description of existing rental units (i.e.,

square footage, # of bedrooms, baths); documentation of monthly rents; and plans, if any, for relocation of tenants.

11. The application for a development agreement should either be accompanied by a proposed form of development agreement proposed by the applicant or request that the City's standard form of development agreement be used.

**Public Works Department** (contact: Paul Wade, Coastland/DCCM; wade@coastlandcivil.com) Below are the Public Works comments on the Adams Street Hotel & Residences Pre-application materials that were received February 28, 2024. These comments are intended to summarize documents, studies and plans that will be required with a formal application submittal. All of the comments below, with the exception of #2, can be assumed to apply to the affordable housing site as well.

1. Submit a current preliminary title report (prepared within the last 90 days) with links to all referenced record documents.
2. Submit a tentative map prepared in accordance with the State Subdivision Map Act and SHMC Section 16.16.020.
3. Provide preliminary civil site plans including the following:
   a. An existing conditions plan with topographic information, property lines and all existing easements labeled.
   b. A fully dimensioned site plan showing all proposed hardscape, landscape and biofiltration areas, and dimensions of all proposed parking spaces and drive isles. If an above ground transformer is anticipated, show the proposed location.
   c. A preliminary grading and drainage plan showing how site drainage will connect to a public storm drain system or otherwise discharge site runoff. Include rim and invert elevations for all proposed drainage structures and top of soil elevations for all proposed biofiltration basins. Note that the grades on the preliminary grading plan need to be sufficiently detailed to confirm the DMA boundaries in the Stormwater Control Plan.
   d. Provide scaled cross-sections through the property in both directions showing existing and proposed grades including adjacent property grades. Show the property lines on the sections.
   e. A preliminary utility plan showing all existing and proposed utilities.
4. Applicant is responsible for conformance with the City's Water Neutrality Requirements (General Plan Policy 9.2.1) in accordance with SHMC Sections 13.04.221(B)(13) and 13.12.030. Please submit a water neutrality analysis. The analysis should include calculations of all anticipated water demands, and calculations of the baseline existing demand. The analysis should also specifically identify all proposed water conservation devices and practices. Additional guidance can be found at https://www.cityofsthelena.org/DocumentCenter/View/1658/Water-Neutral-Policy-for-Development-PDF .

5. Submit a preliminary drainage report prepared by a California Registered Civil Engineer. The report should include hydrologic and hydraulic calculations to support the design and sizing of all public and private drainage storm drains. Site drainage design should include detention as necessary to ensure that post-development peak storm runoff does not exceed pre-development peak runoff for the design storm event.
6. Submit a preliminary Stormwater Control Plan prepared in accordance with the current BASMAA Post-Construction Manual based upon the Stormwater Control Plan Template for Regulated Projects (found in Appendix D).
7. Note that conventional bioretention basins (See BASMAA Figure 4-5) require subdrain connections to a storm drain or other discharge that is at least 2 feet lower than the surrounding grades. Indicate how the bioretention basin(s) will drain on the preliminary civil site plans.
8. Submit a preliminary geotechnical report that includes an analysis of potential geological risks.

**Fire Department (**Alec Vidler, Fire Inspector, AVidler@cityofsthelena.org**)**

1. Based on the preliminary plans, the Fire Department will require an emergency apparatus access on at least three sides of the structure to guarantee adequate access for fire personnel. In accordance with CFC 2022 Section 503.2.1, the access drive shall maintain an unobstructed width of not less than 20 feet, as follows:
    - **503.2.2 Dimensions.** Fire apparatus roads shall have an unobstructed width of not less than 20 feet (6096 mm), exclusive of shoulders, except for approved security gates in accordance with Section 503.6, and an unobstructed vertical clearance of not less than 13 feet 6 inches (4115 mm).
2. If access road is a dead-end, a fire turnaround will also be required if the access drive is more than 150 feet from the street.

**Building Department (**Philip Henry, Chief Building Official; PHenry@cityofsthelena.org**)**

The Building Department has provided the following preliminary Conditions of Approval for your information:

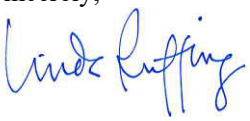
1. A building permit is required for all onsite demolition, construction and/or change of occupancy.
2. Proposed project includes several occupancies including A-2, A-3, M, S-2, R-1, and R-3. Plans shall address required exiting for each occupancy based on occupant load, fire separation requirements, and any special requirements per Chapter 4 CBC. Based on concept plans, a listed firewall design will be required for any exterior walls less than 10' from a property line with fire-resistance from both sides. Project shall also comply with Chapter 11B CBC ADA requirements.
3. Demolition permits are required for Building and have separate fees in addition to the fees paid for the discretionary Planning demolition.

4. A building permit is required for separate structures and systems which could include demolition, PV-solar, pools, Fire suppression systems including fire sprinklers/fire pumps and fire alarm systems.
5. The applicant will be required to comply with the codes adopted at the time the applicant applies for a building permit. At this time the City of St. Helena utilizes the 2022 California Building Codes.
6. When submitting plans for a building permit, the plans shall include all documentation listed on the building permit application checklist which includes full sets of plans as well as 1 set of reduced sized civil drawings.
7. The applicant shall provide a construction waste management plan with the building permit application.
8. The plans for construction shall include a checklist for compliance with the California Green Buildings Standards Code, mandatory measures. Provide a reference on the checklist indicating where the mandatory measures can be found on the plans.
9. When submitting plans, the title page shall include all information referenced on the building permit application checklist Title Page requirements.
10. Building Permit application materials and plans shall include any documentation pertaining to special loads applicable to the design and the specified section of the code that addresses the condition; special inspections for any systems or components requiring special inspection; requirements for seismic resistance; and a complete list of deferred submittals at time of application. Any deferral of the required submittal items shall have prior approval of the Building Official however deferral of fire sprinkler design is not allowed.
11. Properties which have public pools and/or food establishments may require approval from the Napa County Environmental Health Department. Applicants are encouraged to engage with the County early in the building permit review process to reduce the potential for delay.
12. Plan check fees are due the time of Building plan submission. Fee amounts differ based on the scope of the project.

Please let me know if you would like to have a follow up meeting with City staff to discuss these comments. This Issues Letter will be attached to the Planning Commission staff report for the workshop scheduled on April 16, 2024. We advise you and your project team to have considered the issues identified in this letter and to be prepared to address them in your presentation to the Planning Commission. There will be no formal action taken on your pre-application at the Planning Commission meeting. The goal is for Commissioners and community members to have an early opportunity to offer feedback and comments that can help inform the preparation of your formal application(s).

If you have any questions, please feel free to contact me at linda@nccplanning.com or (707)272-2343.

Sincerely,



Linda Ruffing
Planning Consultant (North Coast Community Planning)

cc: Maya DeRosa, Planning and Building Director
Xinia Gamero, Planning Technician

ULI San Francisco




# Technical Assistance Panel

St. Helena, California
March 13-14, 2023

© 2023 URBAN LAND INSTITUTE

2 Bryant Street, Suite 300, San Francisco, CA 94105

All rights reserved. Reproduction or use of the whole or any part of the contents of this publication without written permission of the copyright holder is prohibited.

*Cover Image: Downtown St. Helena Main Street* [A]
*Logo: City of St. Helena* [B]

*Unless otherwise noted, all photographs and images are provided by ULI staff or TAP panelists. External image sources can be found at the end of the document.*

KNOWLEDGE FINDER

**Find this report and hundreds of others on Knowledge Finder,**
the leading global resource of trends and best practices in real estate development and financing. Explore an ever-expanding library and find recommended content related to your interests, including reading lists, case studies, videos and webinars, books, and more.

knowledge.uli.org

## About ULI

The Urban Land Institute (ULI) is a global, member-driven organization comprising more than 45,000 real estate and land use professionals dedicated to advancing ULI's mission of shaping the future of the built environment for transformative impact in communities worldwide.

ULI's interdisciplinary membership of professionals from private enterprise and the public sector representing all aspects of the industry, including developers, property owners, investors, architects, urban planners, public officials, real estate brokers, appraisers, attorneys, engineers, financiers, and academics. Established in 1936, ULI has a presence in the Americas, Europe, and Asia Pacific regions, including over 2,100 members in ULI San Francisco (sf.uli.org).

## About ULI TAPs

The ULI San Francisco Technical Assistance Panel (TAP) program is an extension of the national ULI Advisory Services program. ULI's advisory services panels provide strategic advice to clients (public agencies, nonprofit organizations, or nonprofit developers) on complex land use and real estate development issues. The program links clients to the knowledge and experience of ULI and its membership.

Since 1947, ULI has harnessed the technical expertise of its members to help communities solve difficult land use, development, and redevelopment challenges. Since 1982, ULI San Francisco has adapted this model for use at the local level, delivering 51 TAPs.

TAPs include extensive preliminary briefings followed by an intensive two-day, in-person working session in the client's community. A detailed briefing package and guided discussion are provided by the client to each TAP panelist in advance of each working session. In these sessions, ULI's expert panelists tour the study area, interview stakeholders, and address a set of questions proposed by the client about a specific development issue or policy barrier within a defined geographic area. The product of these sessions is a final presentation and report, which presents highlights of the panel's responses to the client's questions, as well as a diverse set of ideas and suggestions. Learn more at: sf.uli.org/get-involved/technical-assistance-panels.

## St. Helena Technical Assistance Panel

**Panel Chair**

- Jane Lin, AIA, Founding Partner, Urban Field Studio

**Panel Vice Chair**

- Nell Selander, Director of Economic & Community Development, City of South San Francisco

**Panel Members**

- John Bela, Principal and Founder, Bela Urbanism + Design
- Noah Friedman, CEO/Co-Founder, Vibemap
- Jim Heid, Founder, CRAFT DnA
- Paul Peninger, Principal, BAE Urban Economics
- Edith Ramirez, Assistant City Manager for Development Services, City of Morgan Hill
- Mariana Ricker, Associate, SWA San Francisco (TAP Report Writer)

## ULI San Francisco

**ULI TAP Committee**

- Frank Fuller, Co-Chair
- Kara Gross, Co-Chair
- Mariana Ricker, Vice Chair

**ULI Staff**

- Joy Woo, Senior Director
- Pooja Sharma, Senior Associate



*Panelists during work sessions.*

## City of St. Helena Acknowledgments

**Lead City Staff**

- Anil Comelo, City Manager
- Maya DeRosa, Community Development Director

**Public Officials Engaged**

- Paul Dohring, Mayor
- Eric Hall, Vice Mayor
- Anna Chouteau, Council member
- Lester Hardy, Council member
- Billy Summers, Council member
- Joe Leach, Public Works Director
- Dave Jahns, Parks and Recreation Director

**Site Tour Guides**

- Aaron Hecock, Senior Planner
- Stephanie Smithers, St. Helena Chamber of Commerce




*Panelists, city staff, and ULI staff on the site tour.*

## Contents

Executive Summary and Key Takeaways ..... 2

Context ..... 5

TAP Assignment and Process ..... 10

Stakeholder Input ..... 12

SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats ..... 14

Identity: Brand, Aspirations, and Vision ..... 18

Placemaking: Concentrate, Connect, and Catalyze ..... 22

Decision Making: Process, Choices, and Actions ..... 36

Concluding Recommendations for Implementation ..... 42

About the Panel ..... 44

Appendixes and Sources ..... 48

## Executive Summary and Key Takeaways

The City of St. Helena engaged ULI San Francisco to convene a Technical Assistance Panel (TAP) of multidisciplinary experts from around the Bay Area to advise on the revitalization of the city's downtown. The city provided four questions to the panel about the town's identity, placemaking opportunities, and the development of a decision-making framework to support economic growth. The questions were as follows:

1. *What are downtown St. Helena's strengths, weaknesses, opportunities and threats (SWOT analysis) that should be incorporated into placemaking?*
2. *What should St. Helena's distinctive brand be? How should St. Helena differentiate itself as a distinctive destination city in the wine country region?*
3. *How can the placemaking effort interact with the city's current plan and land use regulations?*
4. *What is a potential decision-making framework that can guide city officials in implementing the placemaking, place-branding and urban design perspectives? How can existing city tools and measures be leveraged, modified, or updated to support implementation?*

The two-day workshop included a day of exploration in St. Helena's historic downtown, as well as interviews with key stakeholders, both of which provided background on the city's business environment, community sentiment, past planning efforts, and institutional challenges impeding progress. The panelists spent the remaining time discussing potential solutions and forming recommendations that were presented at the end of the workshop.

The problem the panel considered was how could Downtown St. Helena re-energize its economy to be more vital, better serve locals and tourists, and develop a unique place brand within the regional competitive context.

St. Helena has extraordinary character and wealth of resources, but is currently performing below its full potential. The panelists applied their diverse professional expertise to analyze the opportunities and constraints facing the city and to identify a set of strategies and recommendations for St. Helena to accomplish its goals.



*Image of Main Street today* [c]



*Panelist sketch of a reimagined Main Street.*

***First, the panel looked at St. Helena's identity within the Napa Valley region and as perceived by its own residents.*** The panel observed that St. Helena's existing brand identity is not fully aligned with the authentic identity as recognized and lived by the community. The panel recommends that the city work directly with members of the community to define who they are as a collective, what they want to be in the future, and how to best share St. Helena's unique culture and historic roots with the rest of the world. See 'Identity' for more (page 18).

## KEY TAKEAWAY: Build the Brand Together

- Ensure St. Helena's brand is an authentic representation of its distinctive character and the diversity of the community.
- Recognize a user experience that is good for residents is good for visitors.
- Support culture-building events that celebrate local arts and encourage inclusivity.
- Engage residents to collectively participate in St. Helena's vision setting for the future.

***Second, the panel discussed the power of placemaking to transform Main Street and the greater downtown district.*** The panel observed that there is more to St. Helena's downtown than just a "Main Street" and suggested that future improvements should build toward creating a legible, connected network of streets with an emphasis on generating a pedestrian fabric of interconnected spaces, destinations, and "discovery ways." This concept relies on celebrating connectivity through laneways to parallel streets and rethinking the proposed Main Street sidewalk project to be more focused as a public realm development project; providing more space for social interaction, circulation, and visible economic activity in the public realm; and generating improved brand vitality along with a unique guest experience.




The panelists also considered the balance of land uses throughout the district and recommended catalytic development concepts to be undertaken on readily available opportunity sites that would add vibrancy and serve the needs of St. Helena's residents and visitors alike. See 'Placemaking' for more (page 22).

## KEY TAKEAWAY: More than just Main Street

- Place the existing sidewalk improvement project on hold and reimagine Main Street.
  - ⟶ Allocate more space to pedestrians.
  - ⟶ Explore the implementation of a flexible zone in the parking lane.
  - ⟶ Revisit the Vine Trail bike route to potentially go down Main Street.
- Think beyond Main Street, and consider the entire downtown network of streets.
  - ⟶ Reconsider the closure and pedestrianization of Hunt Avenue.
  - ⟶ Activate parallel streets, alleys, and laneways with simple, low-cost strategies.
- Strategically develop key opportunity sites to increase the vitality of St. Helena's downtown and expand the following land uses:
  - ⟶ New boutique hotels
  - ⟶ Mixed use and affordable housing
  - ⟶ Creative pop-up partnerships

***Third, the panel considered the economic strategy that could yield the greatest success in revitalizing the city's downtown.*** The panelists noted that far more projects exist than the city has capacity to execute at this time. The lack of human resources and "bench depth" has created a perception, and reality, of inaction that has been detrimental to public trust in city leadership. The panelists observed, however, that there is an emerging political alignment and will to implement as much as possible of the existing plans. Using their experience from other cities, the panelists recommended tools to help the city make decisions about which downtown revitalization projects to prioritize and how to build long-term economic sustainability. See 'Decision Making' for more (page 36).

## KEY TAKEAWAY: Any Action is Better than Inaction

- Establish a project evaluation process to determine which projects to pursue and prioritize.
- Separate projects into two categories for those that are "big deals" versus "small wonders."
  - ⟶ "Big deals" include large infrastructure improvements and opportunity site development
  - ⟶ "Small wonders" include public art, lighting, planters, temporary installations, etc.
- Develop a unified economic development strategy, and process tools to measure progress.
- Leverage existing funding sources that are under the city's control.
- Explore more complex financing strategies that require voter approval, only after demonstrating clear progress to the community.
- Take a red pen to the zoning code update to ensure that it supports the city's economic strategy and stated long-term goals.

St. Helena is a town with a storied past, incredible setting, and many historic structures. However, it has resisted changes that would have been necessary to help it maintain its relevance and economic sustainability in the region. St. Helena's state of arrested development was highlighted by the region's post-pandemic recovery. The panel observed that with all its intrinsic assets, St. Helena can look forward to a more vibrant future if the community can forge a shared vision for what it should be and commit to enacting constructive improvements quickly and with momentum. The recommendations from this ULI TAP are, in essence, a guide to finding that "north star": a shared vision, along with the incremental steps needed to reach it.




*City landmarks—the St. Helena Hotel and the Culinary Institute of America.* [D]

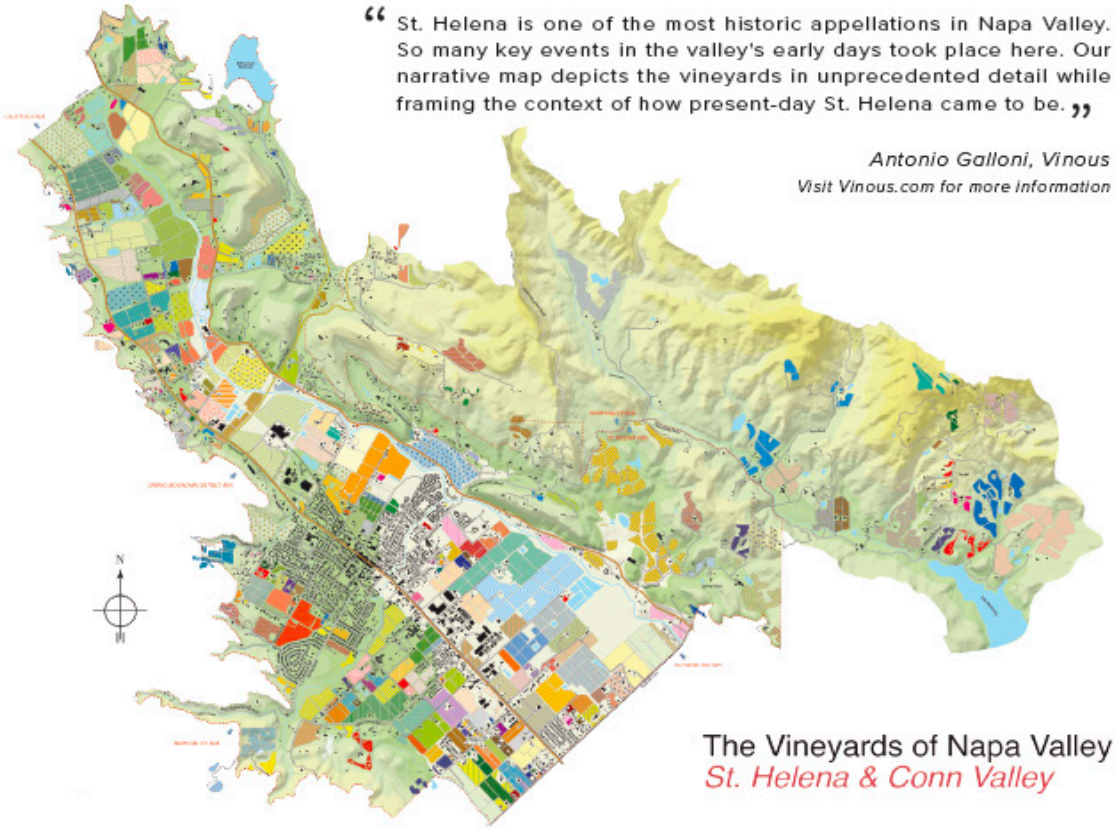
## Context

The City of St. Helena is one of several appellations within the world-renowned food and wine destination of the Napa Valley. With its historic small-town charm, boutique shopping, and numerous wineries, St. Helena attracts both local and international visitors. It is also the home of the prestigious Culinary Institute of America, numerous historically significant buildings, and a community of 5,386 residents.[1]

### History of the Site Area

The land around St. Helena was historically the home to the Wappo people, a Yukian-speaking group whose village was located where Sulphur Creek meets the Napa River. With initial development dating back to the mid-1800s, the City of St. Helena was incorporated in 1876 and reincorporated in 1889.[2]

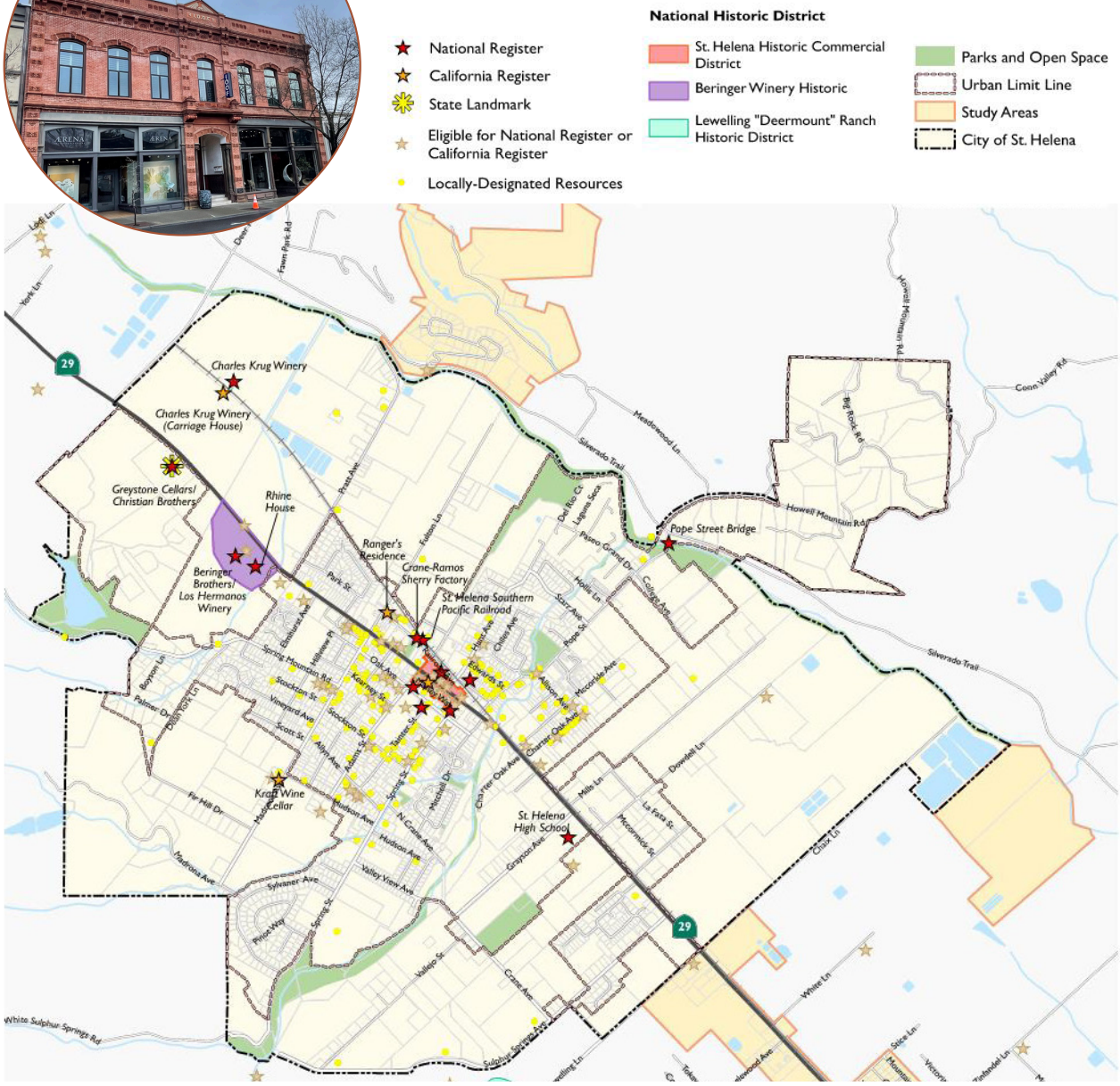
At the center of the growing California wine industry, St. Helena's Main Street became a vibrant commercial core to support the expansive agricultural operations of the surrounding vineyards. Many of these buildings, constructed in the late 19th century, still exist today and define the historic character for which St. Helena is known. Three blocks of St. Helena's downtown district, around Main Street, were placed on the National Register of Historic Places and were designated a Historic Commercial District in 1998.[3] A number of unique historic buildings are individually registered as well, and many of the single-family neighborhoods surrounding the downtown have maintained their original architectural styles.




*Map of the Napa Valley appellations and vineyards.* [E]



*Site tour image of one of St. Helena's signature historic buildings on Main Street.*

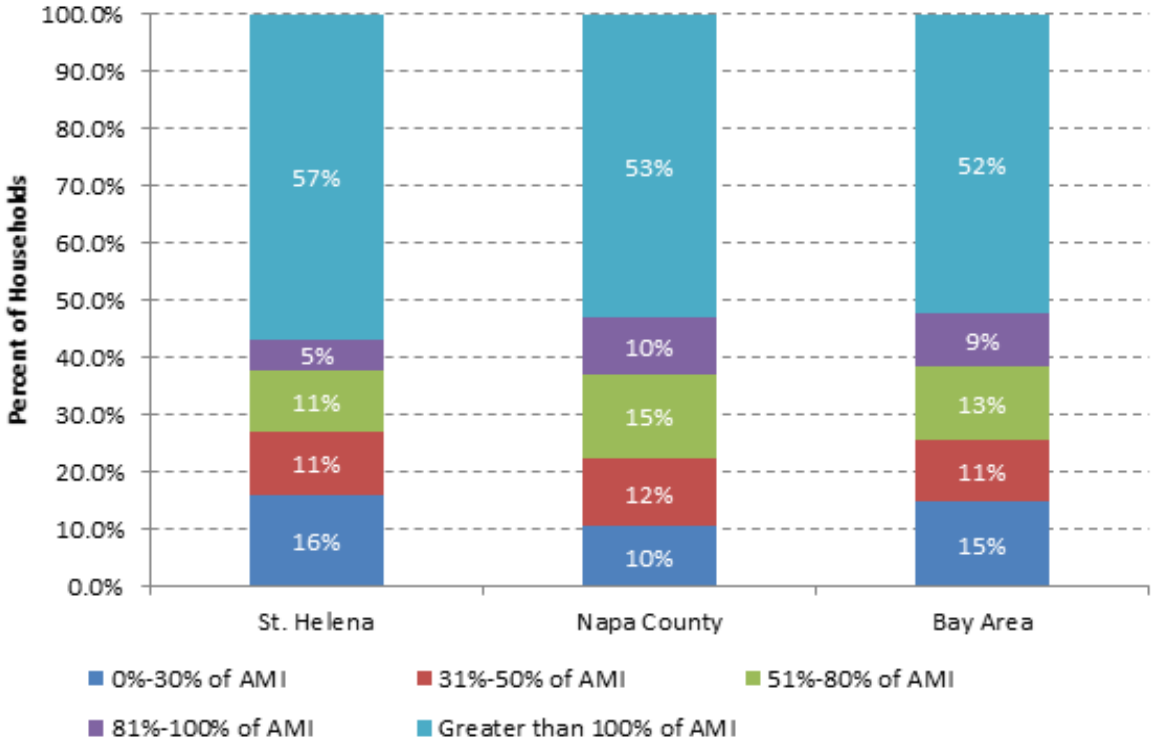



*City of St. Helena Historic Resources (excerpt from General Plan Update).* [F]

### Demographics and Economics

St. Helena's population growth has slowed over the past couple of decades as the proportion of younger families has declined and home prices have increased. The majority of the resident community makes more than the area median income (AMI),[4] is middle-aged, and lives in single-family homes that are more often owned than rented.[5] These demographic trends suggest that St. Helena's housing market has grown stagnant compared with the market in some of the neighboring Valley towns and Napa itself, the impacts of which are felt most strongly by younger families, lower-wage earners, and renters of all ages.

At the same time, St. Helena has seen a lack of significant growth in the commercial sector. While the city continues to have a robust retail market, with an estimated $48,000 in retail sales per capita per year—more than double that of both Calistoga and Napa[6]—it has also developed a reputation for being anti-growth when it comes to new development, and particularly with regard to new hotels. This sentiment, born of residents' opposition, has been reflected in the city's policies and priorities to date. Both of these slowing growth patterns have placed St. Helena out of sync with its neighboring towns and competitors. Calistoga, for example, has recently opened several new hotels; Yountville continues to make a name for itself with world-class dining; and Napa has made significant investments in its downtown.



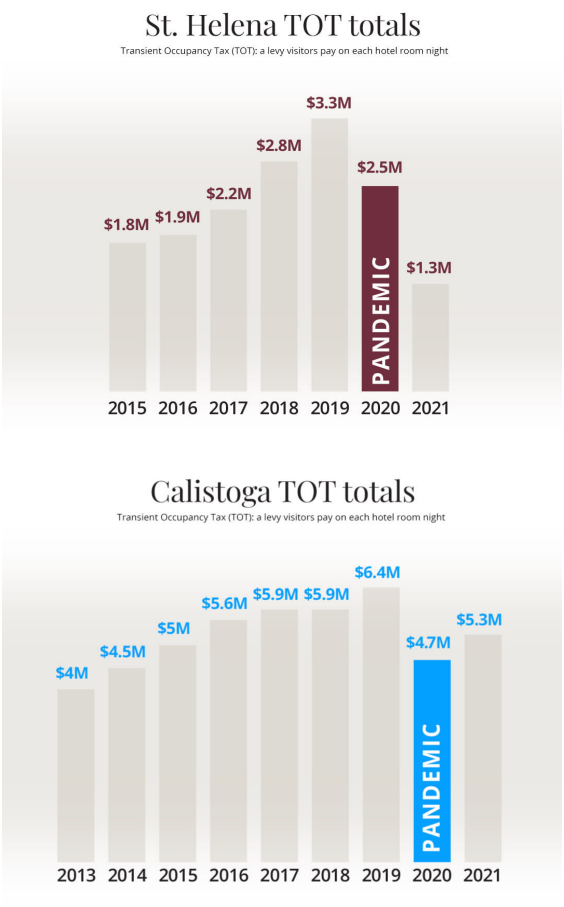

*Households by household income level, based on AMI.* [G]

### Summary of Stated Challenges

The city recognizes that these trends will continue to negatively affect St. Helena's long-term fiscal health and the vitality of its downtown. As it continues to recover from COVID-19, the city needs to develop new sources of funding to address some of the outstanding issues that its residents and visitors are facing.

Many of St. Helena's challenges are related to the physical environment and the lack of any recent investment in the public realm. The sidewalk disrepair on Main Street is an ongoing problem with legal implications; there is a perception that downtown has a parking problem; and the existing public open space is underused and insufficient as far as providing a permanent place for the community to gather. Along the heavily retail-dominated Main Street, stores close early, contributing to a lack of activation and vitality in the evenings.

Numerous planning efforts over the past several years, as well as those currently underway, have attempted to address these challenges.




*TOT income comparison between St. Helena and Calistoga.* [H]




*Site photo showing disrepair of sidewalks (top) and vacant storefront (bottom) on Main Street.*

### Overview of Planning Efforts

The General Plan was adopted in 2019 to provide a blueprint for future growth, and the city is currently undergoing a Comprehensive Zoning Code Update. The effort has involved input from stakeholders, with a draft issued for public review last fall and anticipated adoption in the fall of 2023.[7]

In addition, the city underwent a visioning and placemaking effort in 2019 called “Cultivate St. Helena”.[8]

A key component of this endeavor was the Downtown Streetscape Plan, which focused on the repair and replacement of the damaged Main Street sidewalks. Specific studies have also been conducted to consider the expansion of the Vine Trail and the potential redevelopment of certain city-owned properties.

In spite of these varied planning efforts, there continues to be a lack of a unified plan for the revitalization of downtown St. Helena as a whole.




*“Cultivate St. Helena” planning process infographic and preferred plan for Main Street.* [1]

## TAP Assignment and Process

This ULI TAP was convened to assist the City of St. Helena with the challenges it is facing and provide input on branding, placemaking, fiscal strengthening, and decision-making strategies that will support necessary reinvestment in the city's downtown.

The panel was composed of real estate professionals with expertise in urban design, development, the public sector, and finance. As background, the panelists were provided with a comprehensive briefing booklet to inform and assist with addressing the following questions asked by the city:

1. ***What are downtown St. Helena's strengths, weaknesses, opportunities and threats (SWOT analysis) that should be incorporated into placemaking?***
2. ***What should St. Helena's distinctive brand be? How should St. Helena differentiate itself as a distinctive destination city in the wine country region?***
3. ***How can the placemaking effort interact with the city's current plan and land use regulations?***
4. ***What is a potential decision-making framework that can guide city officials in implementing the placemaking, place-branding and urban design perspectives? How can existing city tools and measures be leveraged, modified, or updated to support implementation?***

The two-day workshop began with a briefing by the City Manager and Community Development Director, followed by a tour of St. Helena's downtown with city staff and a representative from the Chamber of Commerce. The tour highlighted key opportunity sites in and around downtown, and provided the panelists with firsthand experience of walking St. Helena's historic Main Street to gain a better understanding of its condition and feel.

For the remainder of the first morning, the panelists paired up to interview a number of key stakeholders from the city and community. The insight gained from the interviews fed directly into a SWOT analysis exercise to assess St. Helena's strengths, weaknesses, opportunities, and threats. This discussion established the framework upon which the panelists would formulate responses to the questions.

The second day of the workshop was dedicated to further refinement and synthesis of the panelists' responses, as each drew from their own professional experience, to provide a comprehensive set of recommendations. At the conclusion of the second day, the panelists presented their findings to a group that included the Mayor, Vice Mayor, Council members, city staff, and the stakeholders who had been interviewed the previous day.






*City briefing presentation.*













*The panelists on the site tour and in work sessions.*

## Stakeholder Input

To better understand the political, business, and social context of downtown St. Helena, the TAP panelists conducted interviews in small breakout rooms with key stakeholders invited by city staff. The full list of stakeholder participants can be found here.

The participants in these conversations ranged from members of the local business community to elected officials and represented a range of backgrounds with unique insights on land use, the public realm, user experience, and the city's implementation process. Across all interviews, some common themes emerged:

**History and Authenticity**
Among the stakeholders, and particularly those who call St. Helena home, pride in its history and its role as "the birthplace of wine country" was evident. Due in part to the preservation of Main Street's historic buildings, there is a sentiment that St. Helena has an authenticity and richness of character that might be lacking in some of its newer, neighboring towns throughout Napa Valley. Past community engagement efforts revealed that the town's historic character, or "brand," was something that the majority of residents agreed upon, along with a desire to recognize the agricultural tradition that continues today.




*Site tour image of historic building plaque.*

While historic character is a critical aspect of St. Helena's identity, some stakeholders also shared that the historic designation on Main Street can present additional hurdles to implementation and change.

**Institutional Stagnation**
Regardless of the sector they represented, the vast majority of stakeholders interviewed spoke to the feeling that St. Helena, and its downtown in particular, had become stagnant, with buildings that appear tired and a lack of any new energy. Several stakeholders voiced concerns that St. Helena is missing out on opportunities and could fall too far behind neighboring towns in the Napa Valley region. They expressed concerns regarding limits to the valley's shared resources and capacity for growth.

The city has struggled with staff retention over the years and seen a loss of permanent positions in public-serving departments, such as maintenance. Frustration is growing at the lack of tangible progress despite many past planning efforts, as well as concern that the city is unable to get things done or partner with those who can.


TRAVEL INSPIRATION > FOOD + DRINK By J'nai Gaither • March 14, 2023

Napa Valley's Most Exciting New Hotels, Restaurants, and Tastings

*Napa Valley has long been known for great food and drink, but several new offerings elevate this California wine region even higher.*

*Article describing new hotels and restaurants around Napa Valley in neighboring cities such as Downtown Napa and Calistoga.* [J]

**Engaged Community and Entrepreneurs**

In spite of these challenges, a number of the stakeholders interviewed represented St. Helena's engaged citizenry and proactive local entrepreneurs. These community members demonstrated a clear commitment to continued investment and were confident about the capacity of the market to support new development, including at least 150 new hotel rooms.

The community members are educated and engaged in the future of St. Helena. A vocal subset of longtime residents continues to oppose growth of any kind, but another stakeholder suggested that they have begun to see a shift—with the majority of St. Helena's residents now acknowledging that something needs to be done to revitalize downtown.

**Visitors or Residents**

While it is encouraging that a growing portion of the community may be ready to see some type of change, many of the conversations alluded to, or directly referenced, a tension between change that benefits the residents of St. Helena versus the visitors who come there. Hotels are the proposed land use that has the most support from the city, but hotels primarily serve visitors and have been contentious with the community due to that fact. Residents see a loss of community-serving businesses and a need for affordable housing, and they fear that new development will exacerbate existing disparities in investment.

Finding the balance between these two groups is an ongoing challenge for the city, as it continues to rely heavily on retail sales taxes generated through tourism, while also needing support from residents to enact real, long-lasting change.







*Site tour images of Orin Swift tasting room renovation (left) and Wydown Hotel at the north end of Main Street. (right).*

## SWOT Analysis: Strengths, Weaknesses, Opportunities, and Threats

Based on background information provided by the City, the site tour, stakeholder interviews, and independent research, the TAP panelists performed a SWOT analysis to summarize the strengths, weaknesses, opportunities, and threats facing St. Helena. This strategic planning exercise considers both internal and external factors, and lays the groundwork for the recommendations to come.

**Strengths**

St. Helena's biggest strengths come from its character-defining sense of place. It is known for its historic buildings, small-town charm, natural beauty, food, and wine. This is the basis of the strong business environment that exists here.

A number of local entrepreneurs are invested in and dedicated to St. Helena, with established successful businesses, access to capital, and an appetite for more. A handful of exciting projects are in the pipeline that promise to breathe new life into Main Street and keep the retail market strong.

St. Helena has an actively involved community, with good public participation throughout past planning efforts. Small-town neighborhood events are well executed and attended, bringing together this engaged, talented, and passionate citizenry.




*Rendering of the new restaurant 'NOMA House' under construction at the north end of Main Street.* [K]

**Weaknesses**

The most visible weakness of St. Helena is the poor condition of its public realm. Limited investment has allowed public spaces, such as Lyman Park, to fall into disrepair. Main Street struggles to function as both the center of town and as a highway. It is challenged by noise pollution, aging streetscape infrastructure, and the cost of upkeep. The public realm provides a weak pedestrian and bike network and lacks identifiable gathering space and clear gateways to downtown.

While some of these issues have been considered previously, past efforts have been disconnected and demonstrate a lack of clear vision. There has been an inability to secure funding and establish key partnerships to produce results; this is partially caused by the city's lack of institutional capacity and staffing. In addition, the anti-development sentiment present in the community has manifested as prescriptive and restrictive zoning that creates unnecessary hurdles for progress.





*Site tour images of neglected public realm at Lyman Park (left) and on Main Street. (right).*

**Opportunities**

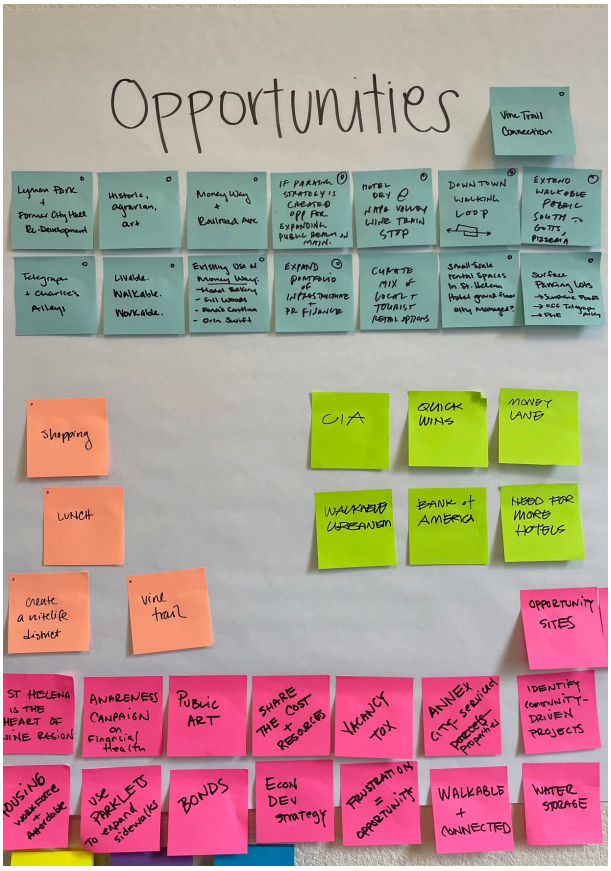
Given that the public realm is something the city can improve, a number of opportunities exist for better placemaking. Greater investment can be made with physical improvements to activate downtown and better serve residents and visitors alike. Suggested opportunities include raising ambition for the public realm through an expanded, walkable network that engages laneways and side streets; the extension of the Vine Trail; and an increase of public art.

Several opportunities for new development on vacant or underused sites also exist. St. Helena has the market capacity to support and embrace land uses other than hotels. Suggestions to be considered include mixed-use with affordable housing, and creative commercial endeavors. These types of land uses have the potential to make St. Helena more “livable, walkable, and workable”.

The city is also at a unique inflection point politically, with new staff members and an aligned City Council. This presents a fresh opportunity to address the need for improvements and rethink strategies for the city’s long-term sustainability. Suggestions included strategies for securing more funding sources, and building advocacy within an increasingly diverse community.






*SWOT analysis working photos of the panelists.*

**Threats**

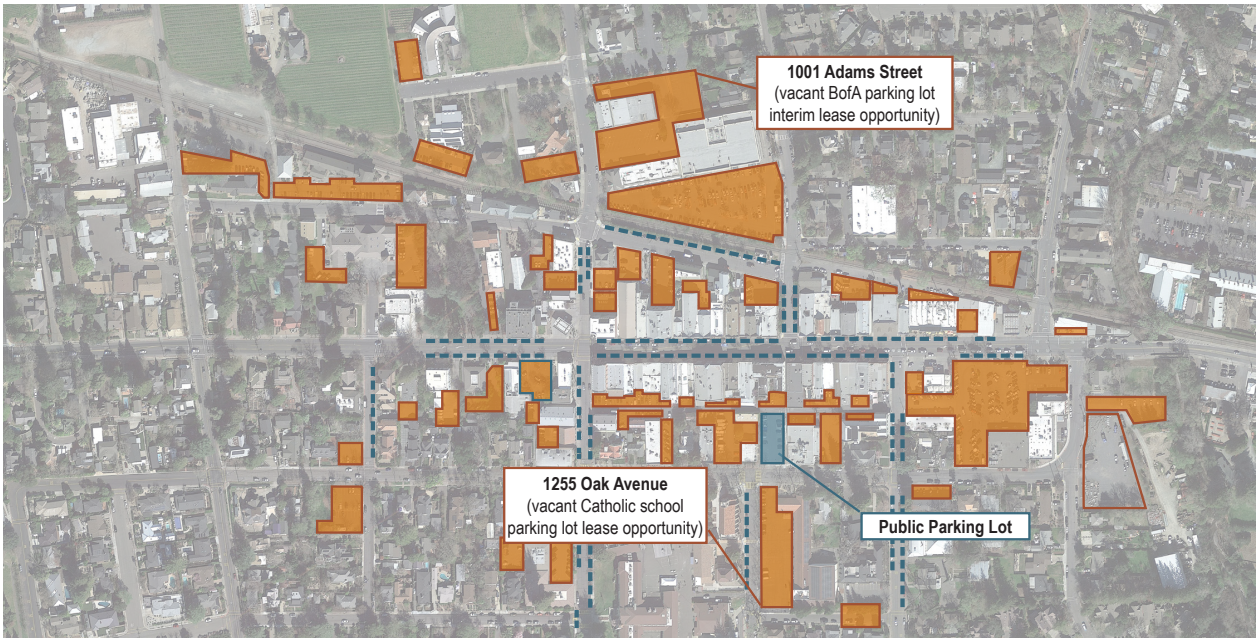
A number of factors threaten the entire Napa Valley, including environmental challenges such as fire, limited water resources, and the impact of climate change on agriculture, as well as macro-economic challenges like inflation and loss of workforce availability.

Lack of workforce housing results in difficulty for local businesses to attract talent, and a burdensome commute for many service workers, exacerbating the existing traffic congestion on Main Street.

St. Helena also faces a series of specific threats to its community, downtown, and economy. Some empty storefronts on Main Street give the impression of a weak retail market. However, the per capita taxable retail sales here are vastly higher than in any other neighboring district.[9] St. Helena is also a place with more compact development than that of the rural landscape around it, which leads to the impression that parking is difficult. The issue is perceived to be a lack of space for parking, but in reality there is a lack of clear signage and management of existing parking. Nonetheless, these false perceptions pose very real difficulties, particularly when they are used to support arguments by a particular subset of the community against progress.

Implicitly, there are tensions that hinder consensus-building within St. Helena. The most obvious tensions are between visitors and the local residents and workforce, but tensions also exist between younger and older members of the community, and between retailers and hotels. These types of conflicts can deter economic development, and without acknowledgment and resolution, the city will continue to struggle to find widespread community support for policies and progress on key projects.

The largest threat facing St. Helena is that of inaction. A lack of staffing and funding capacity has hindered the city's progress to date, and if not corrected, it risks the continued loss of market relevance and an inability to compete with neighboring towns.




*A quick aerial survey of surface parking lots revealed a potential abundance of parking areas within a five-minute walk of the downtown core—privately owned lots in orange and publicly owned lots in blue, as well as available public street parking.*

## Identity: Brand, Aspirations, and Vision

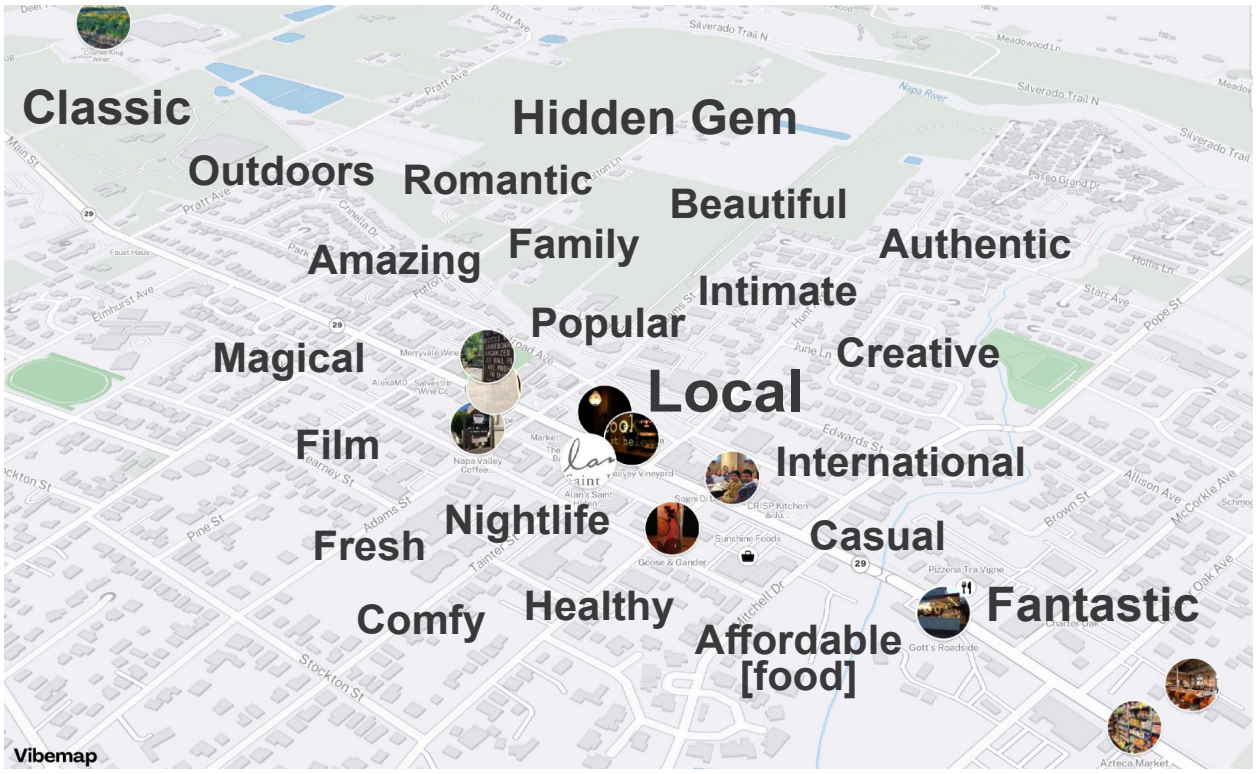
The Napa Valley region is a world-class destination, but it comprises several unique towns that each offer a distinct experience. The panel emphasized that to differentiate itself from neighboring competitors, St. Helena must build an identity that is truly authentic: a character that can only originate from and be built together with its residents. Identity is about more than St. Helena's "brand," it is also about the community's vision for its future.

EST 1876
ST. HELENA
NAPA VALLEY'S MAIN STREET

*St. Helena Chamber of Commerce logo.*[L]

**St. Helena's Distinctive Character**
With its historic legacy as the center of Napa Valley wine culture, St. Helena already has global reach and an international presence. At the same time, it has maintained its historic small-town feel with the preservation of classic buildings and the surrounding neighborhoods that are within walking distance of downtown.

St. Helena is more than a tourist town—and more than Main Street. It has a growing Latinx community, as almost 25 percent of St. Helena's residents identify as Hispanic or Latino.[10] In addition to residents, a workforce population supports the tourism industry, with many of the low-wage workers (under $25,000 annual salary) commuting here for work.[11] St. Helena functions as a real town with a robust school district, family-owned establishments, and community organizations. This distinctive community character reaches far beyond Main Street.




*Vibemap generated from adjectives people are using online to describe specific places (examples: "affordable" food at Sunshine Foods or "nightlife" at Ana's Cantina).*

**User Experience**

Downtown St. Helena is the heart of the community. It should be the local destination for shopping and other daily needs, as well as the place where everyone comes together to socialize and gather. The user experience of residents spans all days of the week, and all times of the day and night.

In contrast, those who come to visit St. Helena have a more succinct experience. They come to the heart of Napa Valley to eat and drink, to shop, and possibly to stay. But they primarily activate the downtown on weekends and during the day. Many of St. Helena's businesses cater specifically to visitors' experience during a condensed time frame, closing early and leaving downtown St. Helena without activity during off-peak times. This has led to tensions within the local community and a perception that visitor- and resident-serving uses are mutually exclusive.

Trends in tourism today, however, increasingly show that visitors want to go where they are able to live as the locals do. Therefore, what is good for the resident experience should also improve the visitor experience—and attract tourism.













*Site tour images of both local and visitor serving storefronts including a bar, gallery, shops, and theater.* [M]

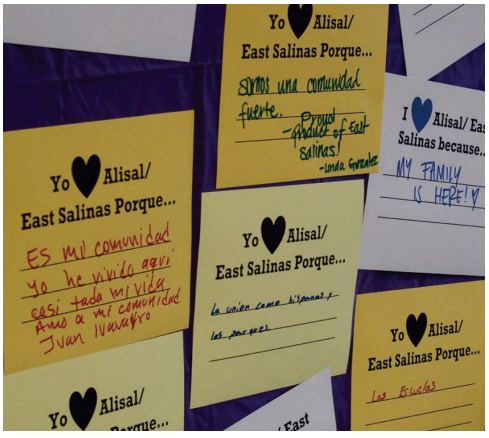
**Vision Setting and Culture Building**

It is important to create spaces for people to come together and strengthen St. Helena's community identity and build authentic culture. Ultimately, culture is made by working together to achieve something greater than ourselves.

The city and the chamber host a number of events, such as the Holiday Wine Barrel Tree, that are already extremely successful at culture building, and more activities could support local arts and entertainment and encourage inclusivity. These events can be used to engage residents, provide a platform to share aspirations, and collectively define St. Helena's vision for the future.

Building upon this vision, St. Helena can strengthen its "brand" to be a representation of the distinctive identity of the town: something in which the community collectively believes and in which it is invested. This process ensures that St. Helena's brand will be authentic to its unique characteristics and culture. Through the robust presence the chamber has created on social media, city websites, and more, St. Helena can share its distinctive brand and vision with the world. This authenticity is what will attract visitors.

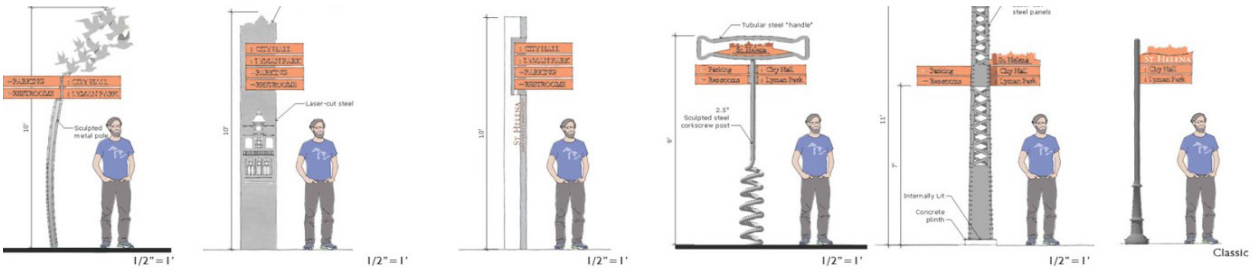






*Interactive engagement strategies in Salt Lake City, Utah [N], Salinas, California [O], and St. Louis, Missouri [P] that ask the community to define their vision of their city.*




*Differently themed wayfinding concepts developed as part of Cultivate St. Helena.* [Q]





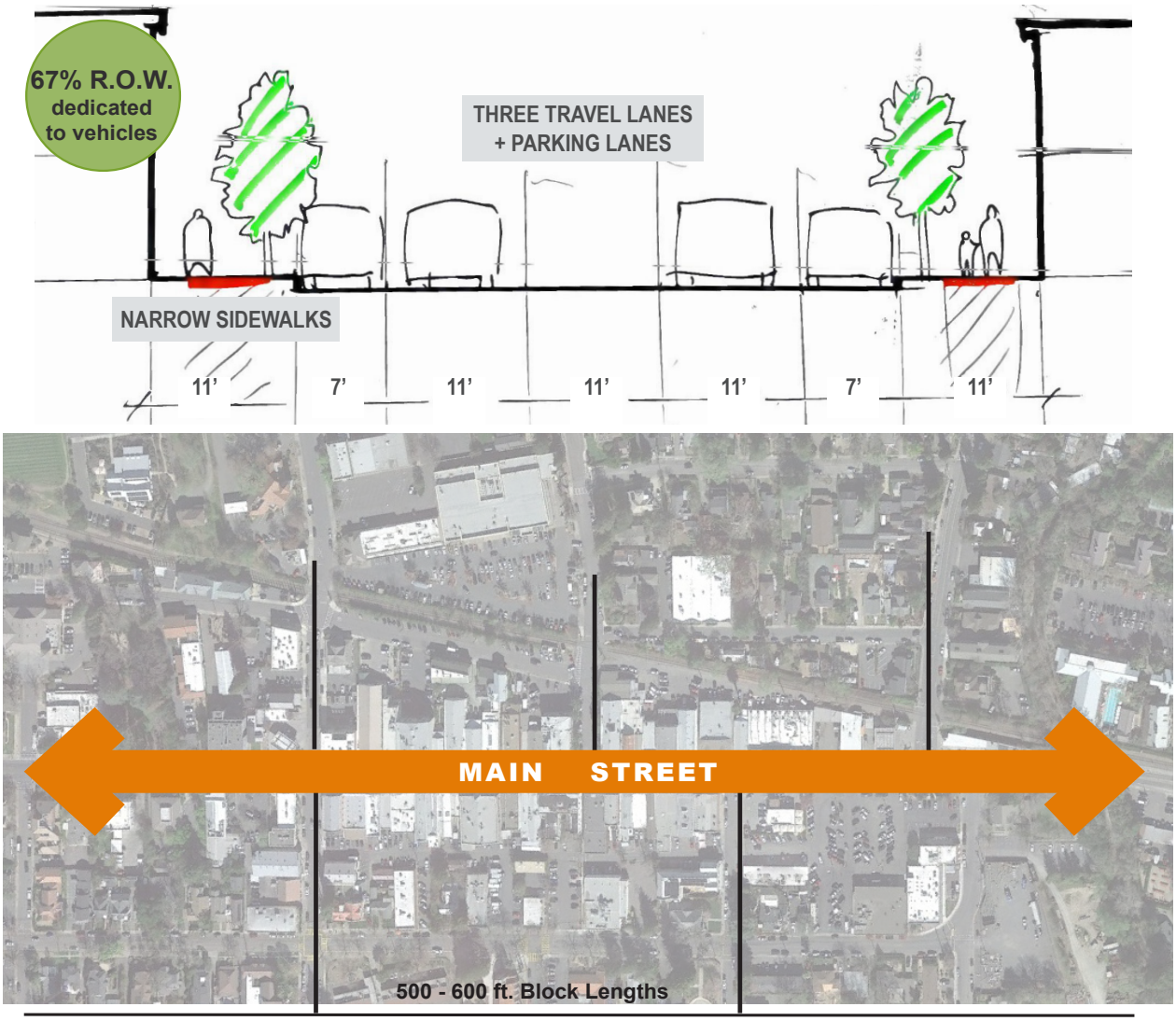




*Examples of community events within St. Helena: the Holiday Wine Barrel Tree* [R]*, the farmers market, and trivia nights.* [S]

## Placemaking: Concentrate, Connect, and Catalyze

The panel observed that St. Helena's image of itself is too one-dimensional. St. Helena is much more than just its Main Street: it has considerable potential to express itself as a larger district and multi-layered downtown. Considering the town's core as a larger district would create a stronger sense of place, with a wide variety of economic opportunities. Expanding the perception of downtown to include not only Main Street, but also the side streets of Railroad Avenue and Oak Avenue, creates a rich neighborhood fabric while simultaneously strengthening Main Street's role. Instead of a single corridor, downtown St. Helena would become a robust network of pedestrian-oriented streets and destinations, organized into loops that connect to an enhanced Main Street and focused activation at key opportunity sites.

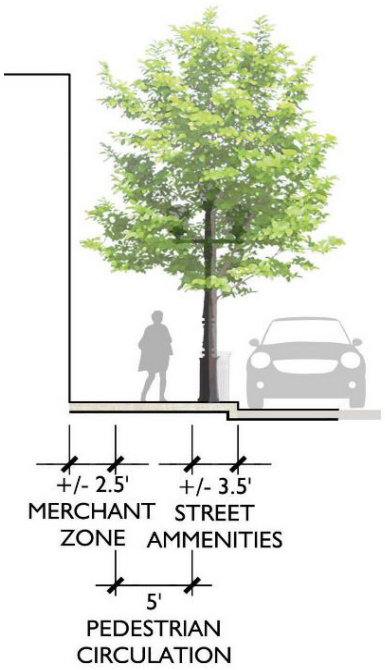


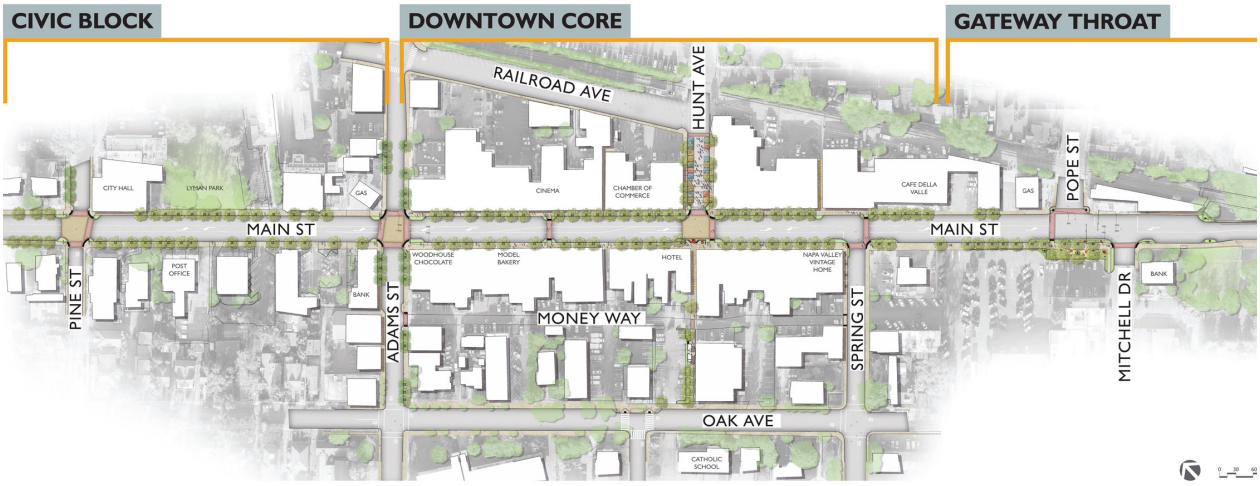

*(Top) Panelist sketch of existing Main Street section with the majority of the R.O.W. dedicated to vehicular uses.*
*(Bottom) How the city sees its Main Street: as a corridor.*

**Existing Main Street**

St. Helena's Main Street remains the centerpiece of the downtown fabric; however, it also has a number of inherent challenges. Most significantly, it is a Caltrans highway and therefore experiences higher traffic volumes. These result in air and noise pollution, which diminish its "linger factor." The pedestrian experience is confined to narrow sidewalks and is further challenged by long block lengths (500 to 600 feet), which are double what a comfortable pedestrian retail environment would seek to establish.

While the panel held high hopes for planned investment in Main Street, the proposed streetscape project is not much more than a sidewalk replacement project. The panel saw both an opportunity—and a considerable need—to address Main Street in a more holistic way, with sidewalk improvements, traffic calming, and an enhanced public realm as integral parts of this significant undertaking and investment. The panel recommends that the improvements project as proposed be reimagined, with a focus on making a bigger impact to Main Street's public realm and quality of pedestrian experience.

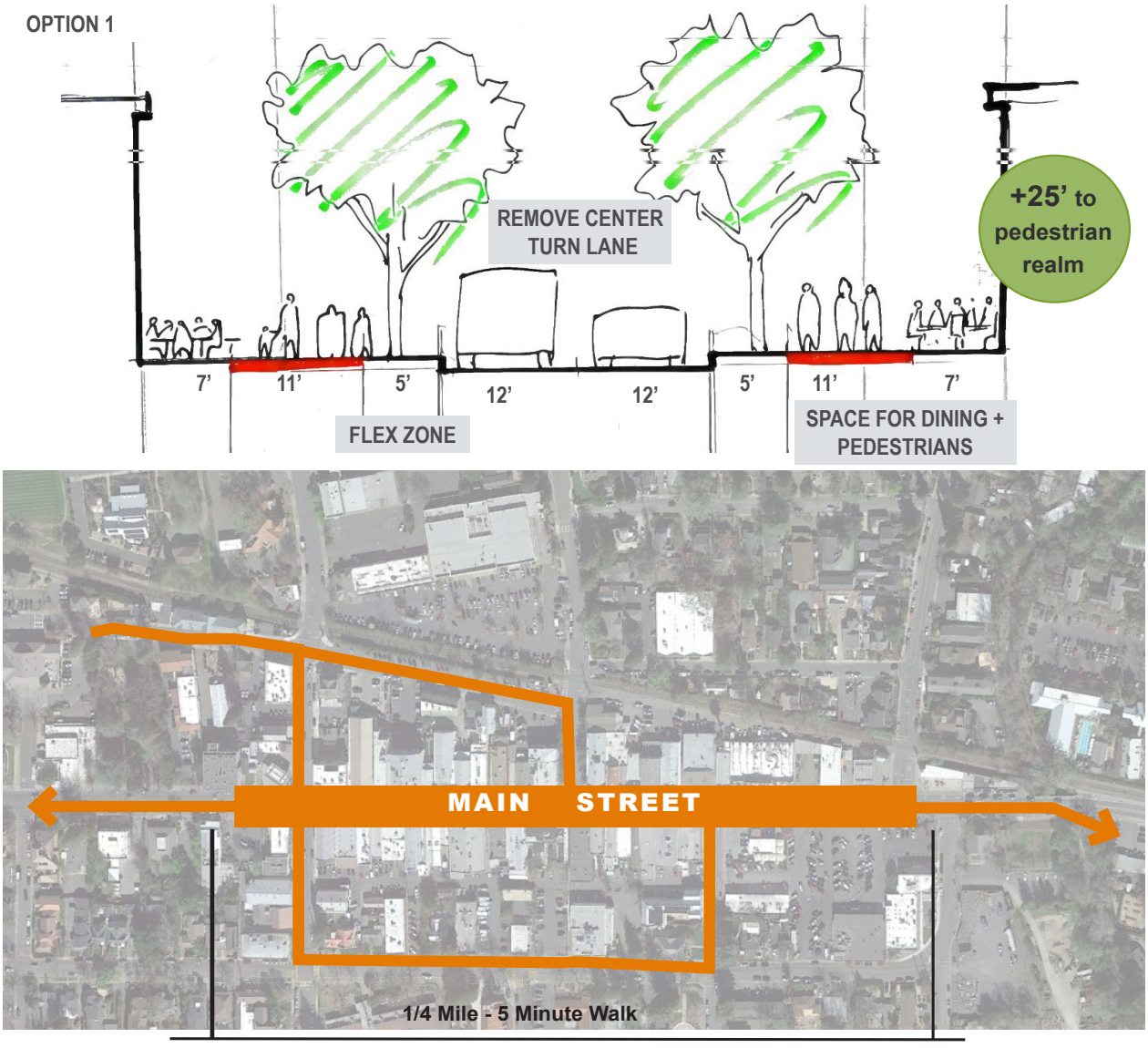



*Excerpts from the Cultivate St. Helena Downtown Streetscape plans.* [7]
*(Top right) Sidewalk replacement with same street section and narrow area for pedestrian circulation.*
*(Bottom) Overall streetscape plan scope area.*

**Reimagining Main Street**

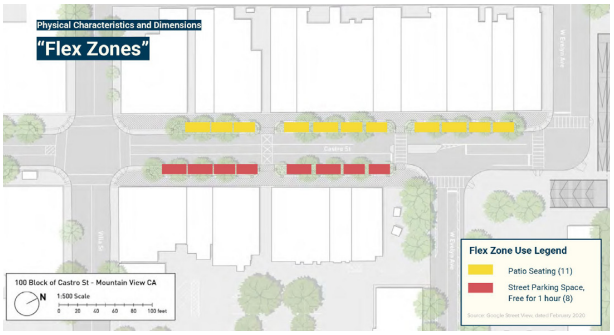
There are certain constraints to working within the existing Caltrans right-of-way (R.O.W.), but the lanes and sidewalks could be reconfigured to allocate more space to the pedestrian realm within the quarter-mile between Adams and Spring streets (the blocks that comprise the primary pedestrian core). In this segment, if the city pursues the closure and pedestrianization of Hunt Avenue from Main Street to Railroad Avenue, the center turn lane could potentially be removed to allow wider sidewalks on either side.



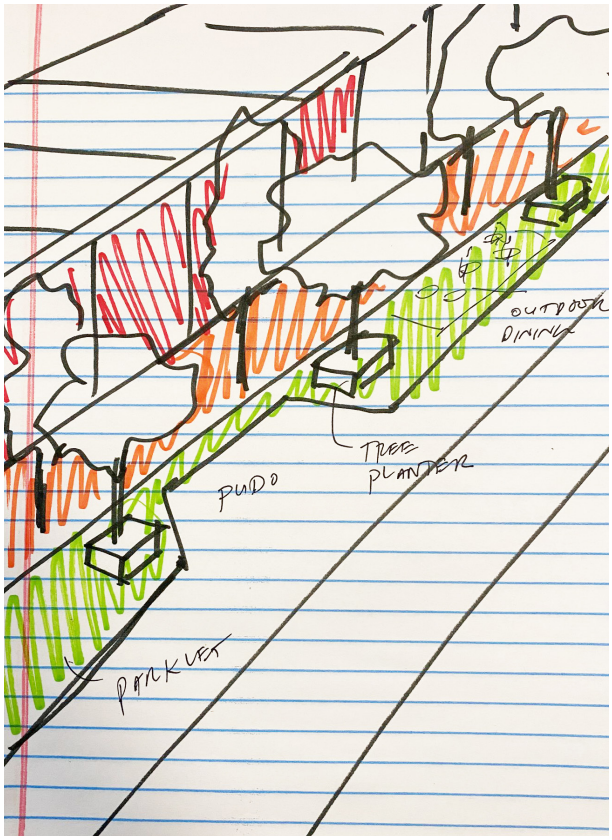

*(Top) Conceptual street section of a reimagined Main Street with space reallocated to the sidewalks and flex zone.*
*(Bottom) How the panelists see Main Street: with interconnected pedestrian prioritized loops.*

In addition, solving the perception of parking scarcity will be key to unlocking opportunities for rethinking of the ROW allocation and alleviating the demand for parking space on Main Street. The parking lanes along the entirety of Main Street could then be converted to flexible zones. Flex zones take various forms, depending on their adjacencies and community-determined needs. In some areas, parking stalls may remain, particularly for ADA accessibility; elsewhere, they could accommodate service, loading, and pickup/dropoff areas, planting buffers, bike lanes, outdoor dining and retail, or a combination of amenities for pedestrians.

A case study using this strategy is the successful transformation of Castro Street in Mountain View.




*Example of flex zone designations on Castro Street, Mountain View.* [U]




*Conceptual sketch of Main Street flex zone with a combination of parklets, planters, and PUDO (pick-up and drop-off) areas.*




*Castro Street Redesign* [U]

## FLEX ZONE CASE STUDY: Castro Street, Mountain View, California

*In the 1980s, Mountain View recognized that the lack of a good quality pedestrian experience was detrimental to its downtown main street—Castro Street. By expanding opportunities for parking off Castro Street, the city was able to reimagine the curb lane, planting trees 30 feet apart to either retain parking in between or provide businesses with the opportunity to occupy this "flexible zone" with dining and seating.*

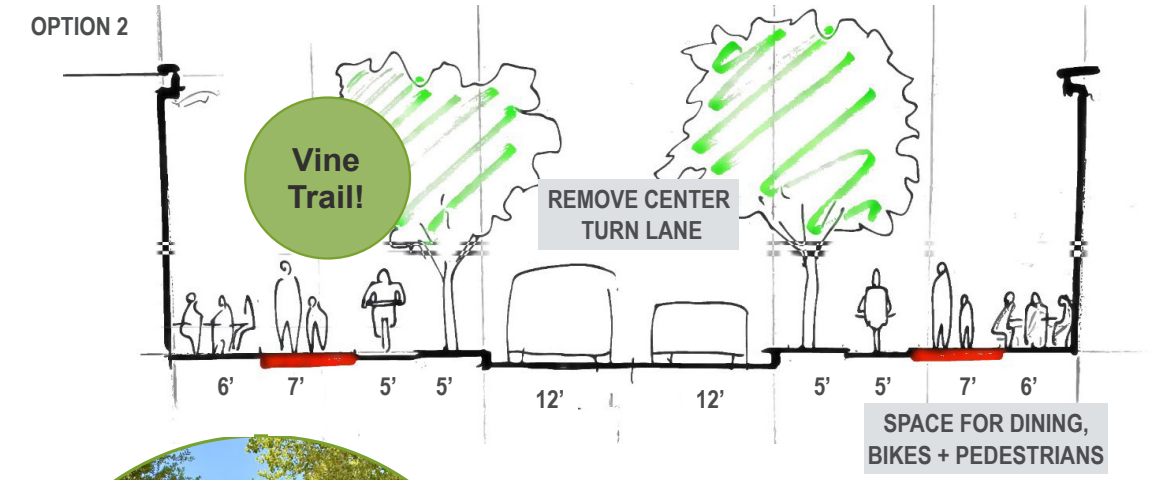
*A flex zone could be an interesting solution for St. Helena's Main Street, which could be tested using temporary measures such as parklets.*

*Today, the City is exploring further modifications to Castro Street post pandemic. Learn more about this project at: Castro Street 100 Block Feasibility Study*

Converting Main Street into a more pedestrian-friendly street would help calm traffic in downtown St. Helena and provide a more multi-modal environment for pedestrians and cyclists. The Vine Trail alignment could also be reconsidered as part of this effort, with the opportunity to form a connection directly down Main Street.

The panel also suggested tactical improvements as a short-term way to demonstrate activation or change before committing to permanent changes. Parklets and other temporary curb lane extension strategies provide a lower-cost way of exploring modifications to the parking lane. This type of installation could be as simple as the introduction of tree planters or a complete patio buffered from the adjacent vehicular lane.

By requesting a grant extension for the One Bay Area Grant (OBAG) funds currently slated for the sidewalk replacement project and waiting for additional funding capacity, the city will ensure the best possible outcome for the public realm, making the impacts to businesses and investment of resources more worthwhile. Reimagining Main Street will create the space to support the spontaneous gathering and activation that it lacks today.

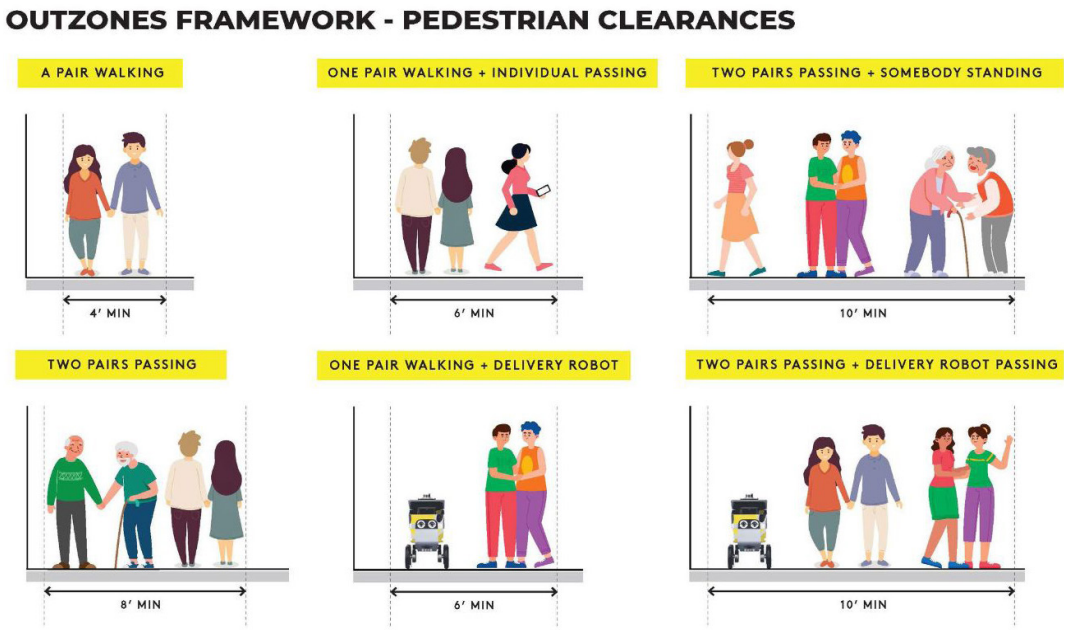




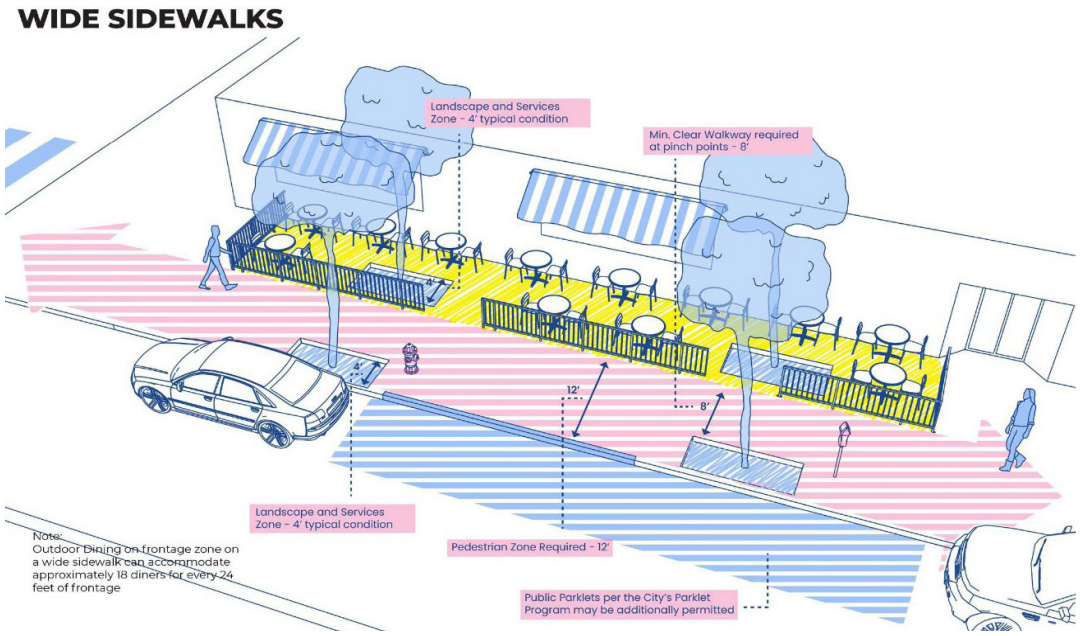





*(Top) Conceptual street section of a reimagined Main Street with Vine Trail bike lane.*
*(Bottom) Precedent imagery of the Vine Trail [v] and sidewalk space for dining. [w]*




*Merchandising Plan*




*Guidelines for sidewalk width and clearances to optimize the pedestrian experience.* [X]

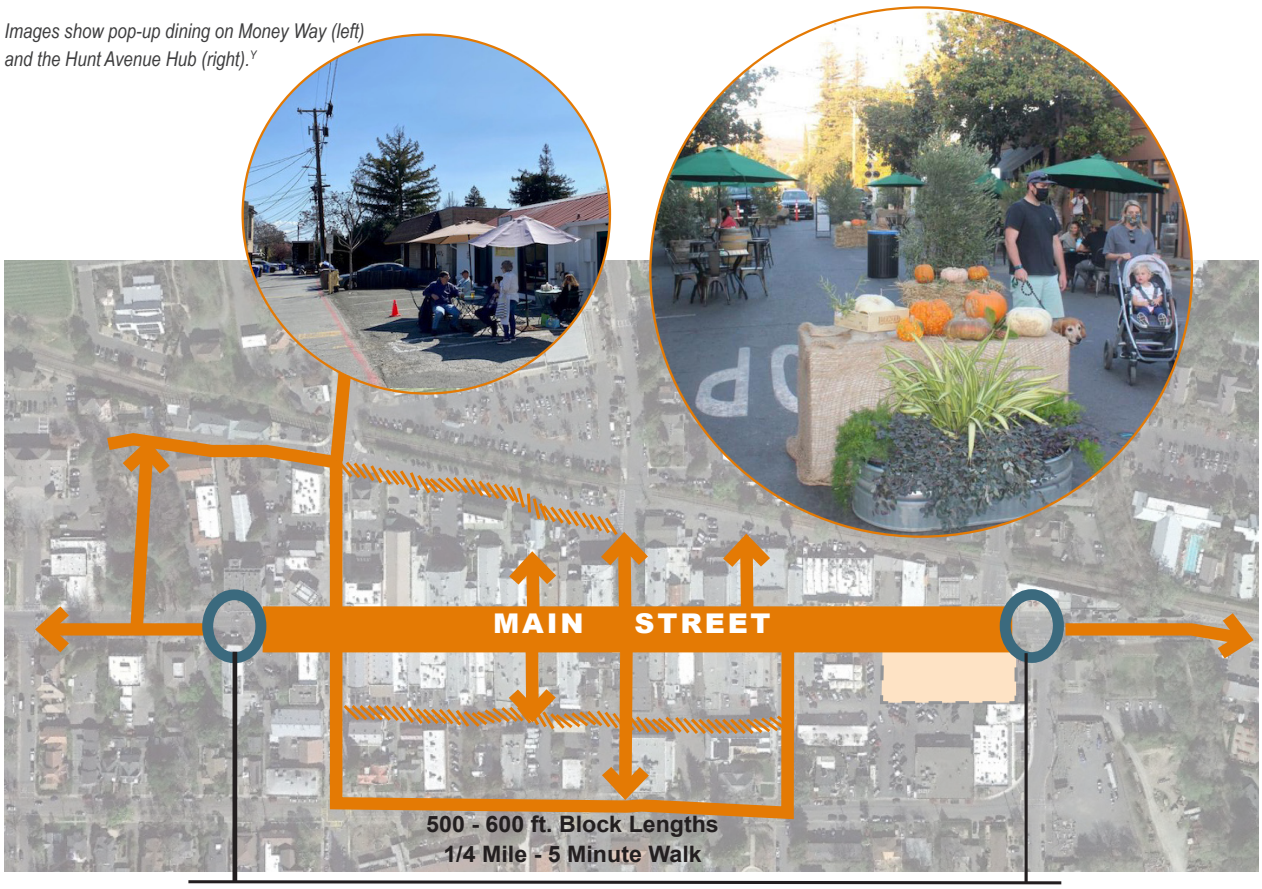
**The Downtown Network**

Downtown St. Helena includes a network of streets that support the entire district. Main Street has several parallel streets and alleys, including Railroad Avenue, Money Way, and Oak Avenue, which are mixed use and present less traffic-intensive alternatives for pedestrians and cyclists.

With Main Street as the primary attraction in downtown, current patterns show pedestrians moving back and forth along the thoroughfare. This could be expanded to a series of walking routes or loops that include complementary side streets, alleys, and midblock laneways, bringing life and energy to existing businesses.

These supporting parallel streets also provide alternative routes that allow occasional partial street closures. Hunt Avenue was partially closed to vehicular traffic during the Hunt Avenue Hub pilot project, which provided outdoor dining opportunities during the peak of the COVID-19 pandemic. Although this intervention caused push back by some business owners, the panel encourages St. Helena to continue to consider parallel streets as opportunities for future activation to strengthen the concept of a "Downtown" (and by extension, "Main Street"), either permanently, or through more regular temporary initiatives.

*Images show pop-up dining on Money Way (left) and the Hunt Avenue Hub (right).*[Y]

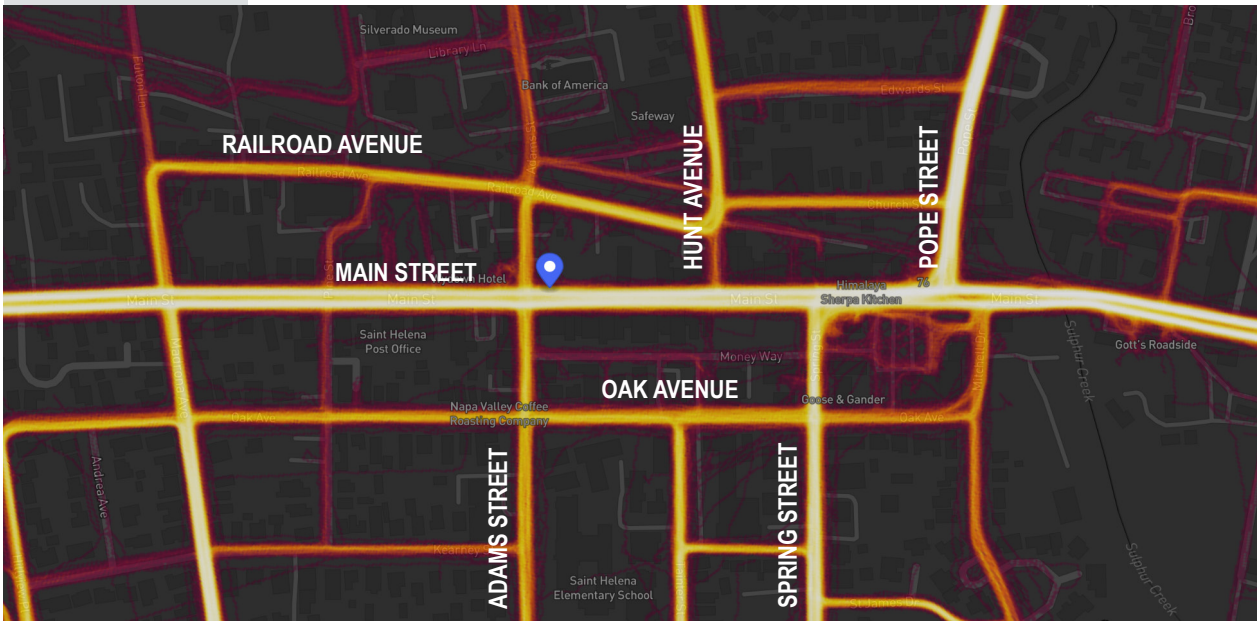



*How the panelists envision a multi-modal network of streets with gateways at either end of the Main Street's core.*

## WALKING ROUTES




## CYCLIST ROUTES




*Heat map data from STRAVA demonstrates how people have already created a functional network through their use patterns.* [z]

The panel also recommended improvements to St. Helena's existing laneways as connections from Main Street to the parallel streets, and a strategy for creating a finer-grained, more interesting, diverse, and layered network of 300- to 400-foot blocks. In places like Melbourne, Australia, and Seattle, Washington, these narrow spaces are prime candidates for public art, intimate dining, and other forms of activation and place branding. Although once overlooked, in many cities, spaces such as these have increasingly become compelling signatures within the urban fabric for their uniquely local character and their ability to provide a variety of experiences.

"Cultivate St. Helena" examined Telegraph Alley, and a citizen-led group has already come up with several ideas for its connection to an activated Money Way. The panelists support these community-driven initiatives as a complement to larger city-led projects. However, given the somewhat "gritty," unconventional, and evolving nature of these spaces, the panel recommends that the city, and sponsors of projects to activate these lanes, treat them as "temporary experimental spaces." Use simple, low-cost strategies to learn what works, what resonates, and what provides a ready point of identity for the community. The roles of these places should be "rapid prototyping" to try new ideas and create constant energy through innovation, not a long, drawn-out process that seeks perfection, risking entanglement in laborious code and design reviews.

Through investments in its alley/laneway networks and by inviting pedestrian traffic through either design interventions or simply better wayfinding, St. Helena can guide people on foot to Railroad Avenue, Money Way, and Oak Avenue, thereby creating a walking district that brings life, commerce, and energy to the greater downtown.

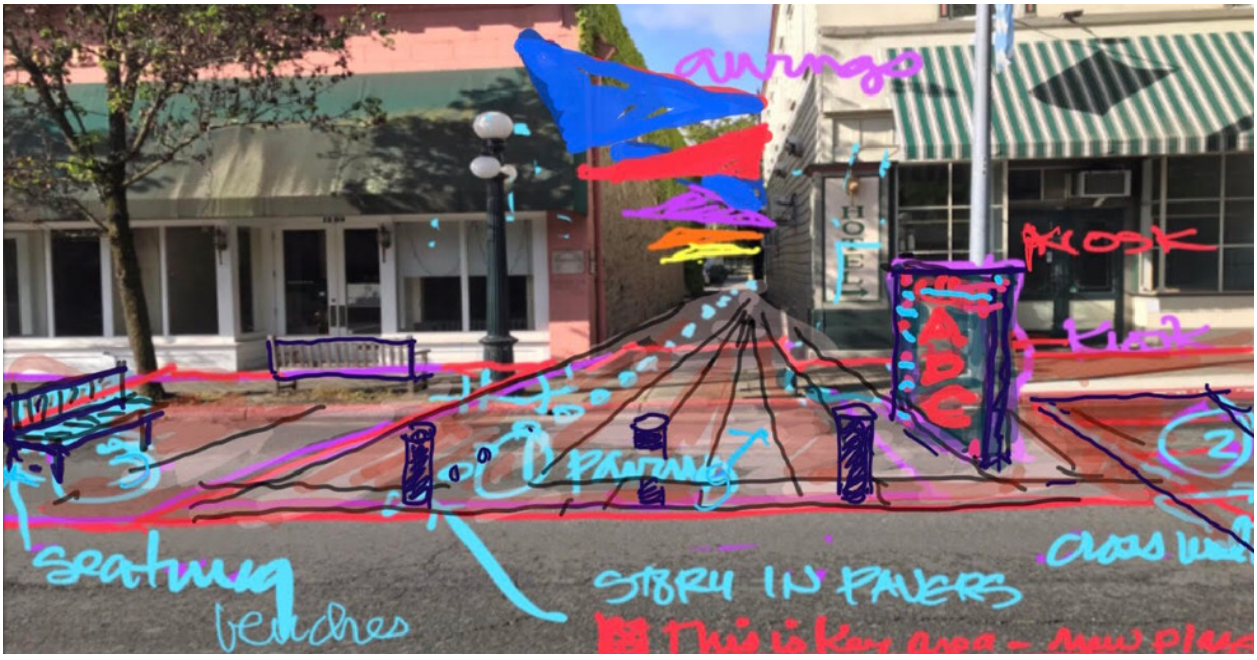



*Precedent imagery of "greening" Guildford Lane in Melbourne, Australia.* [AA]



*Precedent imagery of an activated Clear Alleys in Seattle, Washington.* [BB]




*(Top) Site tour image of Telegraph Alley.*
*(Bottom) Citizen-led group vision for Telegraph Alley connection to Money Way.* [CC]

**Opportunity Catalyst Sites**

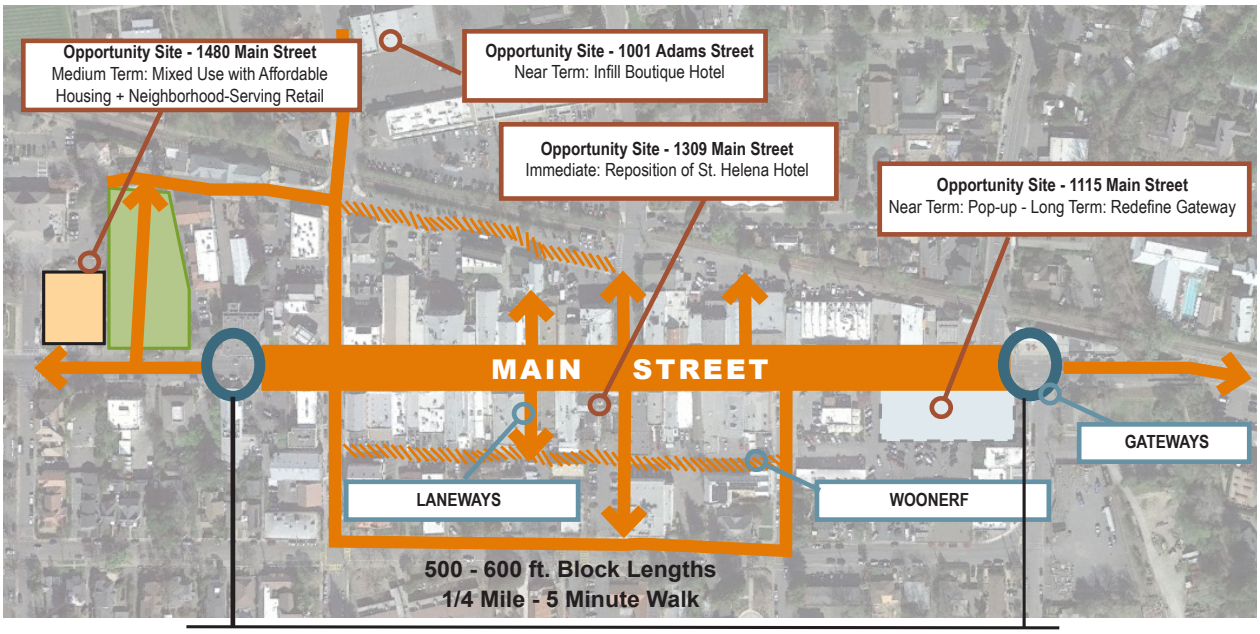
In St. Helena's downtown, a number of underused sites hold considerable potential for enhanced place branding and economic value generation through creative new development and/or activation. Some of these catalyst sites are publicly owned, whereas others are privately owned.

Publicly owned sites have the potential for the city to drive catalytic projects by way of strong leadership and more economic flexibility via lower land basis. Privately owned sites may require more market-driven investment strategies, but the city can be a supportive partner through aligned visioning, streamlined approvals, and (where appropriate) supportive financial incentives. The panelists considered land uses and public/private partnership strategies for these sites with a long-term economic view and a balance between visitor and resident priorities.

*Hotel Uses: 1309 Main Street & 1001 Adams Street*

The panel strongly recommended development of several new boutique hotels, beginning with the restoration of the historic St. Helena Hotel and also considering an opportunity site such as 1001 Adams Street. The recently entitled Farmstead Hotel, at the southern edge of city limits, is approved for 65 new rooms.[12] However, the market can support far more rooms, and the city would benefit from the increased transient occupancy tax (TOT) that such development would generate. Local St. Helena residents may have a contentious history with opposing hotels, but neighboring towns in the region have successfully managed new hotel growth and benefited from the resulting TOT to help fund important resident quality-of-life investments such as park maintenance, multi-generational programming, and affordable housing.

Hotels located downtown bring overnight guests who would directly improve the vitality after 5 p.m. The issue of lack of evening activity was raised time and again during stakeholder interviews. The hotels should include active ground-floor uses, such as bars and/or dining, that engage the street and have the potential to become places for local residents as much as for tourists.




*Opportunity sites on and off of Main Street would serve to activate the entire Downtown network. See next spread for specific recommendations by site.*

*Mixed Uses & Housing: 1480 Main Street*

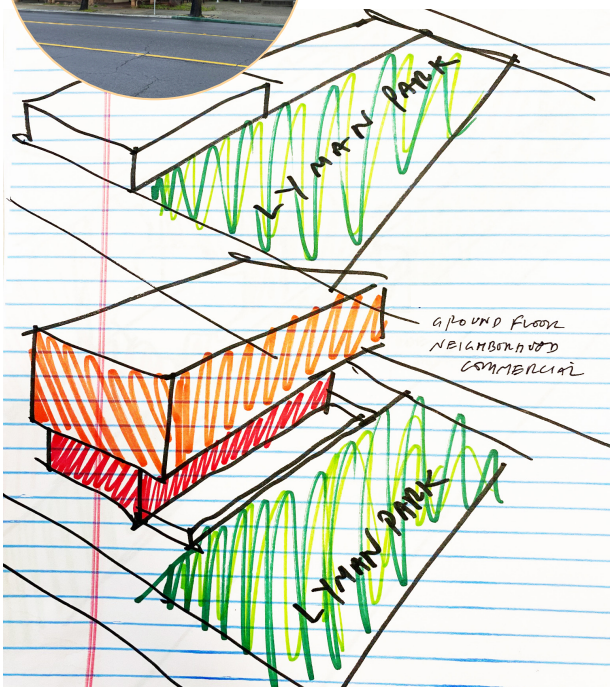
The panelists also supported housing for the residents of St. Helena, particularly as part of mixed use projects with affordable options that serve the more economically vulnerable members of the community: families, seniors, and the workforce. Affordable housing should be considered on publicly owned sites, such as 1480 Main Street, so that the city can unlock state grant funding for infrastructure and transportation linked to affordable projects. The city could maintain a higher level of design control through a partnership with an affordable housing developer, and ensure a mixed use environment with ground-floor, neighborhood-serving uses.

*Pop-Up Uses: 1115 Main Street*

Another creative public/private partnership could be sponsorship and development of an incubator kitchen. This growing trend relies on smaller footprints to provide a lower barrier to entry for people new to the restaurant profession and has been demonstrated to support job creation. Such kitchens would also encourage longer-term investment in the city after a restaurateur becomes more established. Building on the legacy of the Culinary Institute of America, and the "foodie" culture of St. Helena, this is a great economic development tool and program addition for infill development at any number of opportunity sites in the re-envisioned downtown, including the panel-identified site on the parking lot of 1115 Main Street.

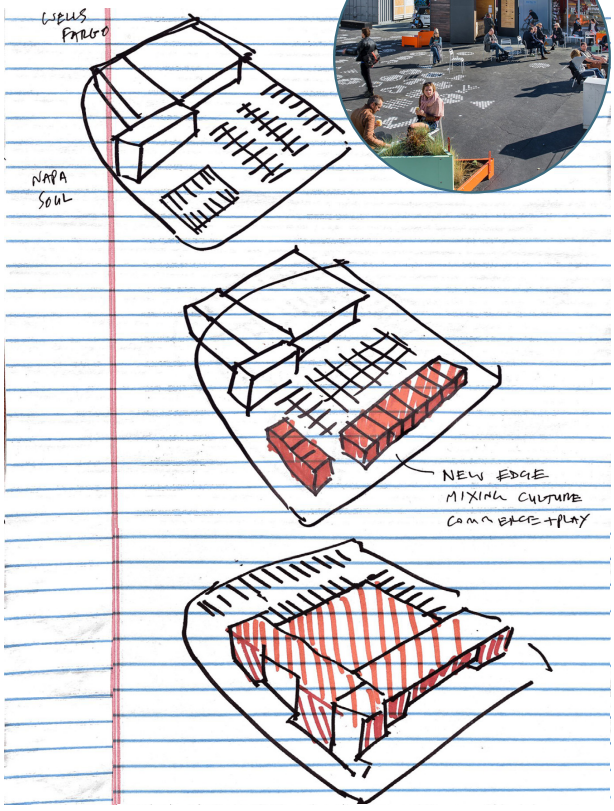


*1480 Main Street, Former City Hall*




*Interim activation at Proxy, SF.* [DD]






*Conceptual sketches of the redevelopment potential at the 1480 Main Street site (left) and 1115 Main Street (Sunshine Foods) site (right). See next spread for specific recommendations.*

| HOTELS: Site Recommendations | IMMEDIATE | NEAR TERM | MEDIUM TERM | LONG TERM |
|---|---|---|---|---|
| **1309 Main Street: St. Helena Hotel**<br>*Refresh and reposition* | ● | | | |
| **1001 Adams Street**<br>*Hospitality infill hotel with groundfloor dining* | | ● | | |

## HOTEL REPOSITION CASE STUDY: The Madrona Hotel, Healdsburg, California

*Originally built in 1881, the Madrona is a 24-room boutique hotel in Healdsburg, California. Co-owned and restored by renowned interior designer Jay Jeffers, this historic mansion was respectfully restored while still bringing a modern, eclectic, and energetic style to the space. The site restaurant caters to both hotel guests and Healdsburg residents, and has become an important part of the community fabric since reopening.*

*The repositioning of the historic St. Helena Hotel could similarly breathe new life into Main Street and become an important hub for the community.*

*Learn more about this project at themadronahotel.com*



*The Madrona Hotel Restoration* [EE]

## HOTEL INFILL CASE STUDY: Hotel Healdsburg, Healdsburg California

*Learn more about this project at hotelhealdsburg.com*

| MIXED USE & HOUSING: Site Recommendations | IMMEDIATE | NEAR TERM | MEDIUM TERM | LONG TERM |
|---|---|---|---|---|
| **1480 Main Street: Former City Hall**<br>*Mixed use with an affordable housing component, groundfloor neighborhood-serving retail and Lyman Park improvements* | | | ● | |



*Parc on Powell Multi-Family*

## MIXED USE CASE STUDY: Parc on Powell, Emeryville, California

*Completed in 2015, this mixed-use project consists of multifamily apartments over ground-floor retail space and is adjacent to an off-site public park. The mixture of rental unit types attracts diverse tenants, and the project is a "complementary addition to the surrounding mix of residential and commercial developments."*

*The mixture of uses and the mid-rise scale are appropriate to St. Helena's context and could be a good template for the 1480 Main Street site and adjacent Lyman Park.*

*Learn more about this project at: architectmagazine.com/project-gallery/parc-on-powell*

| POP-UP: Site Recommendations | IMMEDIATE | NEAR TERM | MEDIUM TERM | LONG TERM |
|---|---|---|---|---|
| **1115 Main Street: Sunshine Foods Parking**<br>*Incubator kitchen, Retail, Public Art, Events*<br>*(long term consider comprehensive redesign to define gateway)* | | ● | | ● |
| **Additional Future Opportunity Sites**<br>*Incubator kitchen* | | | ● | |

**POP-UP CASE STUDY:** The Wash, East Nashville, Tennessee

*Through an adaptive reuse of a former self-serve car wash, "The Wash" converted each of its six bays to create affordable, 400-square-foot spaces for chefs to test new food concepts and develop their business skills. This innovative low-cost offering provides a path for emerging chefs to get a foothold in the local market, refine their menus, and develop a local following before investing in a permanent space. The Wash has attracted a diverse array of talented young chefs and provides a range of moderately priced food options, creating an attractive anchor for locals in this East Nashville neighborhood.*

*With the Culinary Institute of America nearby for potential support, an incubator kitchen could create a unique St. Helena signature with opportunities for new chefs and constantly changing (and affordable) food options to residents.*

*Learn more about this project at: eatwash.com*




*The Wash, Adaptive Reuse Incubator Kitchens* [FF]

With all of these opportunities, the city will need a clear economic development framework, and a heightened sense of urban design to ensure that the overall vision for downtown is upheld. There are a number of excellent examples on Main Street, where historic architecture has been renovated with care to preserve the storefront authenticity while modernizing its use. This emphasis on historic character should serve as a template for how the architecture of new developments can both create gateways to downtown and reinforce the identity of St. Helena. Additional opportunity sites not included in the TAP study area could also be considered for these projects and other types of land uses.

## Decision Making: Process, Choices, and Actions

St. Helena has a robust retail market and significant resources, but it is also facing mounting costs associated with aging infrastructure and lacks funding and staffing resources to meet projected demands. These are challenges that all cities face, and there are strategies to build a path forward. The final focus area for the panelists was to identify a decision-making framework to ensure that the city does not remain stuck and that projects are prioritized to deliver long-term economic sustainability.

**How to Evaluate Projects**

As stated in St. Helena's General Plan Update 2040, "creating a sustainable community and stable economy requires meeting basic needs and providing opportunities for current and future residents."[13] The city has identified a number of projects, many of which require significant resources. While the city clearly needs to advance projects that will generate revenue, the community is concerned about prioritization of visitors over residents. The city would benefit by focusing on enhancing quality of life for residents while supporting tourism, and recognizing that the latter is a critical component of the city's long-term economic stability, as the engine that will ultimately fund the services that will sustain the local community.

The city seems to be grappling with a wide range of issues and potential projects. The scope of some of these projects is significant and will require dedicated staff resources. Adopting a list of decision-making criteria will assist the city in establishing priorities and ranking projects based on their ability to meet key goals. With each potential project, the city should ask itself the following questions:

**PROJECT EVALUATION CHECKLIST:**

- ☐ **Does it address a real or perceived problem?**
- ☐ **Does it support the residents?**
- ☐ **Does it generate revenue? What is the return on investment (ROI)?**
- ☐ **Does it leverage outside resources?**
- ☐ **Do we have the capacity (budget and staff) today to implement it?**
- ☐ **Is it sustainable—can we maintain it in the long run?**

In addition, projects should be separated by the level of effort required to implement them. Some are ***"big deals"*** that will have long-term impacts for St. Helena but will require more upfront investment to execute and bring to fruition. These include the large-scale infrastructure improvements on Main Street and infill development projects at various opportunity sites.

Meanwhile, other, smaller projects could be low-hanging fruit, such as improved signage, lighting, public art, and the temporary installation of parklets or planters. These ***"small wonders"*** have immediate impact for residents and demonstrate movement forward, while more intensive city resources can be dedicated to the mid- to long-term "big deals."





*Precedent examples of "small wonders": mural programs (left) [GG] or twinkle lights at Larimer Square (right). [HH]*

**Process Tools**

More broadly, the city would benefit from establishing an overall economic development strategy. The example outlined here is borrowed from Morgan Hill's Economic Blueprint,[14] a unifying vision that serves as the "North Star" for all future growth in a city that has overcome many of the same challenges currently facing St. Helena.

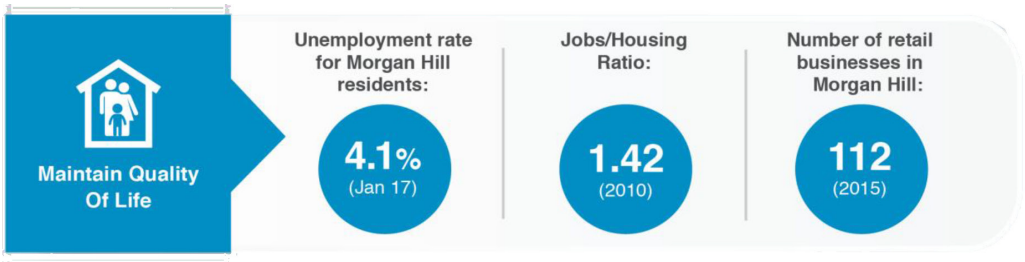
## PROCESS: Attract Investment through Land Use and Policy Decisions

- **Identify Opportunities:**
  *What sectors have potential for growth*
- **Have Clear Intentions:**
  *What are the long-term goals*
- **Develop Implementation Action Plan:**
  *What is each specific step - Who is responsible*
  ⟶ Identify Strategies
  ⟶ Develop Clear Actions
  ⟶ Establish Timeline
  ⟶ Assign Responsibility
- **Foster Partnerships:**
  *Where can partners support the city*
- **Use Economic Indicators to Evaluate Progress:**
  *How can success be demonstrated*
- **Remove Unnecessary Barriers:**
  *How can the city get out of the way*




*Excerpt from the Morgan Hill Economic Blueprint identifies the primary sectors with potential for growth.* [11]

As projects begin to come online, it is important to be able to quantify their success. This will validate the framework internally and demonstrate positive progress to the community. Some economic indicators to consider are those used in the Morgan Hill Economic Blueprint that demonstrate increased quality of life for residents, fiscal sustainability, job and housing growth, and the vitality of the tourism industry.



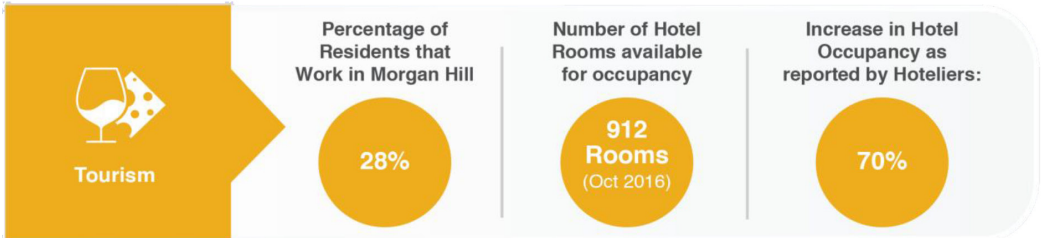

*Source: State of California Employment Development Department, California Department of Education, Census Bureau*




*Sources: Santa Clara County Assessor's Office, State of California Board of Equalization, Colliers International*




*Sources: State of California Employment Development Department, U.S. Census*




*Excerpt from the Morgan Hill Economic Blueprint identifies the economic indicators to measure growth and positive feedback for the community.* [II]

**Financial Tools**

Hand in hand with this economic development strategy is the set of financial tools and funding sources available to support it. To begin with, it is best to focus on leveraging funding sources that the city can control.

The city could also explore a number of powerful revenue sources that would require some level of voter approval, depending on the type of tax or fee proposed. Detailed descriptions of some of these revenue enhancement strategies are included in the report prepared for the city by Baker Tilly[15] and presented to Council in February and May 2023. In these instances, it is important to have earned the trust of the community through quick wins before placing a measure on the ballot to maximize the potential for it to pass.

## **FINANCE:** Leverage Existing Funding Sources and Expand Financing Potential

**Under City Control:**

- **Update development, impact, and user fees:**
  - ⟶ Ensure new projects pay their fair share.
  - ⟶ Maximize revenue for the city without deterring development.
- **Apply for grants:**
  - ⟶ Develop a strategy for grant applications and reinforce it as a matter of habit to become more competitive.
  - ⟶ Apply at the local, state, and federal levels.
- **Seek private-sector support:**
  - ⟶ Reach out to business community for donations.
  - ⟶ Have a naming policy to acknowledge donors.
  - ⟶ Establish public/private partnerships for larger scale projects.
  - ⟶ Engage community volunteers: create an active and involved citizenry.
- **Review leases of city-owned properties:**
  - ⟶ Ensure they are aligned with today's priorities and modify as needed.

**Require Voter Approval:**

- **Raise Transient Occupancy Tax (TOT):**
  - ⟶ Approach to increase local revenue paid by visitors without direct impact to local residents.
  - ⟶ Rate should be appropriate to regional context and comparable to neighboring jurisdictions.
- **Implement New Local Sales Tax Measure:**
  - ⟶ Requires clear consensus on what tax revenue should be spent on, such as new public amenities (parks, recreation facilities, affordable housing, or other resident-serving uses).
  - ⟶ Consider only after having built trust with local resident community.
- **Assess a Business License Tax:**
  - ⟶ Reassess the way that businesses are taxed and consider the application of gross receipts model to increase revenues.
  - ⟶ Use funds for essential services like fire, police, and street maintenance.
- **Propose General Obligation Bonds:**
  - ⟶ Likely not politically feasible at this time.
  - ⟶ Should be considered only in the future when the financial situation is approved, as they pledge community's general fund revenues for repayment.

Special financing districts are also a powerful tool for local communities to raise funds for capital infrastructure costs in designated areas. They require buy-in and approval from affected property or business owners and should be evaluated carefully for both costs and benefits as implementation of these districts can require significant upfront and ongoing resources. Examples of common districts used in California communities include the following:

**Community Facilities Districts (CFDs)**
CFDs are a financing tool, based on a parcel tax, that can be implemented by local governmental agencies including cities, counties, special districts, and joint power authorities to pay for a wide range of public facilities, or for certain public services. They require a vote of affected property owners.

**Enhanced Infrastructure Financing Districts (EIFDs)**
EIFDs are public entities that can finance the construction or rehabilitation of specific types of community infrastructure, including public realm improvements, housing, transportation and other infrastructure items. Also requiring voter or landowner approval, EIFDs have the authority to use tax increment financing, in addition to other more conventional funding sources such as fees or assessments.[16]

**Property Based Improvement Districts (PBIDs)**
PBIDs require a vote of property owners within a planned district. Their vote on a district management plan would establish a scope of work for the district and the amount of taxation to pay for it, which would be collected through property tax bills. This is a powerful tool for commercial districts that can fund operating programs like ambassadors, but also ensure sufficient steady revenue to bond against to invest in larger infrastructure programs. If there are several major landowners in downtown that are receptive and can help champion this initiative, it may be possible to create a PBID at a relatively low cost ($100,000 to $200,000 in consultant and staff time).

**Land Use and Zoning Tools**
The last piece of this framework is to more closely examine zoning codes and plans through an economic development lens. St. Helena is preparing to adopt a comprehensive zoning code update[17], so this is the time to thoroughly scrutinize it and ensure that the code is supporting the city's established economic development strategy and long-term goals.

### CHECKLIST: Take a Red Pen to the Zoning Code

- ☐ **Make zoning less prescriptive.**
- ☐ **Allow spaces to be flexibly programmed.**
- ☐ **Allow more uses by right.**
- ☐ **Do not be afraid of density; control character through objective design standards (form).**
- ☐ **Make it performance-based zoning.**
- ☐ **Invite your colleagues from other neighboring jurisdictions to give honest feedback.**

Lastly, be strategic about when a specific plan or a precise plan with an EIR can be conducted in lieu of a master plan. For example, with the Downtown Specific Plan, this approach could facilitate the development process by streamlining the community engagement process, building consensus once, and making it easier for individual projects to move forward in the future.

## Concluding Recommendations for Implementation

The tools and strategies outlined throughout this report are broad-reaching and will take time to come to fruition. The intention of the TAP is to establish a direction for a long-range trajectory for building a real downtown in St. Helena and then to provide actionable steps that can begin immediately.

***The first step is to invest in and grow the city team.*** The panelists identified a considerable lack of "bench depth"—capacity and skills needed to achieve St. Helena's potential. This does not necessarily require hiring more permanent staff positions. The same outcome could be achieved using a combination of permanent and temporary staff; interns and fellows; and consultants and contractors to address issues of urban design, tactical urbanism, economic development, and new business procurement. However, a critical role will need to be filled by someone within the city with the experience, entrepreneurial sensibilities, and authority to advance St. Helena's economic agenda, negotiate on the city's behalf, and work directly with the City Manager. Together this team needs to start with a clear focus on "how do we get to 'YES.'"

**PERMANENT STAFF:**

*Address deficiencies that impact resident quality of life*

**TEMPORARY STAFF:**

*Internal champion to work on a few heavy lifts*

**INTERNS & FELLOWS:**

*Partner with local business community to sponsor*

**CONSULTANTS & CONTRACTORS:**

*Hire experts for specific tasks needed to realize goals*

***The second step is to shake the metaphorical "money tree" and tap into funding and financing sources identified in this report.*** St. Helena is not starting from scratch when it comes to building out its financial capacity; there is already a robust existing business community with capital to tap into. A sustainable financial strategy will include a combination of ongoing and one-time funding sources, as well as financing tools that build on partnerships and community support.

***The third step is to focus on the short-term wins and actions that have a district-wide impact.*** The community of St. Helena is fatigued from planning efforts with no identifiable progress forward. One of the most impactful actions would be to catalyze regeneration of the St. Helena Hotel: getting it back online as a crown jewel of Main Street. The city needs to champion the effort to get a high-quality operator who is willing to invest in bringing the property back to life as a high-end boutique hotel. This reinvestment would demonstrate what Main Street can be and how it can attract new investment.

The city should use its additional staffing capacity to better articulate the value proposition of other existing assets by creating a marketing map of all downtown properties. A similar effort could be applied to parking by conducting a comprehensive parking inventory, identifying opportunities for shared parking on underused private lots, and implementing a signage and wayfinding program to direct people to the available spaces within the broader downtown street network.

Interim activation of the public realm is another easy, visible way to build community support and test the limits of what is possible in downtown St. Helena. Main Street, the laneways, and the broader street network all present opportunities for temporary tactical improvements and creative activation through public art and programming.

With increased staffing and funding capacity, as well as buy-in from the community, the city can then begin to tackle the longer-term "big deal" projects. Use the decision-making framework to prioritize the following projects and establish an implementation action plan:

- **Infill Development of Opportunity Sites**
  - ⟶ Identify the desired positioning, desired community benefits, and market differentiation between two or three new hotels.
  - ⟶ Identify experienced partners who can execute, define the most critical needs, and establish required design parameters, and then work to capitalize and build affordable housing (family, senior, workforce).
  - ⟶ Create a mechanism for public/private partnerships.
- **Reimagined Main Street Improvements**
- **Gateway, Identity, and Wayfinding Strategy**

St. Helena is a town with a great deal of potential. By building an authentic brand together with the community, the city will remain true to its historic identity and ensure that it is inclusive and representative of its residents. Placemaking strategies that support the brand, improve quality of life for visitors and residents alike, and look beyond just Main Street highlight opportunities for tactical urbanism as well as permanent infill development to activate the entire downtown fabric. With the outlined decision-making framework, the city will have the tools necessary to overcome its current institutional stagnation, build increased staffing and funding capacity, and get projects done.

This combination of community partnerships, intentional investment, and a clear strategy for growth will enable St. Helena to regain its position as the heart of Napa Valley, operating as a complete "small town" that fulfills the needs of current and future residents while sharing its authentic wine-country lifestyle with its visitors.



*Panelists at the final presentation.*

## About the Panel



**Jane Lin, AIA, Founding Partner, Urban Field Studio (TAP Panel Chair)**

Jane is a licensed architect and urban designer that wants to make the communities we live in more vibrant, memorable, and enduring. Jane holds a BA in Architecture, MS in Architecture, and a Master's in City Planning from UC Berkeley and is currently a lecturer in the Master of City Planning and Masters of Real Estate Development + Design programs. Jane was the co-founder of Urban Field Studio and has worked with her partners for many years prior to founding Urban Field Studio in 2014.

Her work includes urban design for transit area planning, revitalizing mixed-use districts, campus planning, and housing policy planning with local agencies throughout the western United States. Jane is particularly concerned about the public outreach process and the way we visually communicate with our communities and neighborhoods. She knows the conceptual strategies that she puts forward can only be successful when they are economically viable, community supported, and physically compelling in design.



**Nell Selander, Director of Economic & Community Development, City of South San Francisco (TAP Panel Co-Chair)**

Nell serves as the Director of the Economic & Community Development Department with the City of South San Francisco. In this role, she oversees four divisions critical to development throughout South City: Planning, Building, Economic Development, and Housing. Prior to this role, Nell served as Deputy Director of Economic & Community Development with the City of South San Francisco, managing winding down the former South San Francisco Redevelopment Agency, overseeing the City's affordable housing programs and Community Development Block Grant, and supporting the City's vibrant and growing business community. Before joining the City of South San Francisco, Nell served as the Economic Development Coordinator and then Economic Development & Housing Manager with the City of San Carlos. Prior to that, she worked on various, large capital projects for the Columbus Downtown Development Corporation in Columbus, Ohio. Nell received her Bachelor of Arts in American Studies from Stanford University and a Master of Urban Planning degree from New York University's Robert F. Wagner Graduate School of Public Service.



**John Bela, Principal and Founder, Bela Urbanism + Design**

John is an urban designer and landscape architect based in the Bay Area. A former partner at Gehl, the Copenhagen-based design consultancy, and co-founder of the Rebar Art and Design Studio - the creators of Park(ing) Day. John launched Bela Urbanism + Design in 2021, an urban design consulting practice. John's passion is to create human-scale neighborhoods, great streets, and a diverse, resilient public realm. John is a pioneer in user-generated urbanism and iterative placemaking and is skilled at applying human scale design from the scale of the neighborhood to the eye-level experience of everyday life. He holds degrees in landscape architecture and environmental design from UC Berkeley, biochemistry from UMass, Amherst, and Sculpture from the School of the Art Institute of Chicago.



**Noah Friedman, CEO/Co-Founder, Vibemap**

Ever since Noah was a kid, he has used his passion and enthusiasm to bring people together. Noah is currently using his skills to help strengthen human connection and increase social consciousness as the CEO and one of the co-founders of Vibemap.

Born and raised in Berkeley, social justice and environmental sustainability are the lenses that inform everything Noah does. He has spent over 20 years in architecture, urban design, planning, and real estate development. At the same time, Noah also has a lifetime of success in real estate and technology investments. Noah is dedicated to his family and friends, and he is committed to making the world a better place for as many people as possible.



**Jim Heid, Founding Partner, UrbanGreen Advisors & CraftWork Development**

Jim is an infill developer and strategic real estate advisor focused on the tools and techniques that lead to a more sustainable built environment. Jim founded CRAFT DnA, a real estate development company focused on incremental development and intentional place-building as a successor to his consultancy UrbanGreen.

A resident of nearby Healdsburg, CA for over 20 years, Jim sits on the community's *Housing Element Update Working Group*, and is a recently elected Board member of the *Healdsburg Chamber of Commerce*. He founded, developed and operates a downtown coworking and business incubator- **CraftWork** - and designed and developed an awarded high density infill housing project – **RiverHouse** - amidst the City's challenging growth management and archaic zoning codes.

An active member of the Urban Land Institute (ULI), Jim has participated in over 16 Advisory Service Panels, most recently Chairing a deep dive into Napa's Oxbow District (2018) and a panel looking at Tower Renewal in Toronto, Canada (2019). He writes and speaks regularly on sustainable design, resilience, and the value of small scale, incremental development. His new book – **Building Small: A Handbook for Real Estate Entrepreneurs, Civic Leaders and Great Communities** was published by ULI in 2021 and has received national acclaim as the best resource for communities seeking alternative approaches to infill and regenerate their community fabric. Based upon research gained through 18 Small Developer Forums which Jim organizes and runs, Building Small articulates the what, why and how of small scale development, and how it results in more economically resilient and socially positive outcomes than institutional development models.

Trained as a landscape architect at the University of Idaho, Jim went on to receive a Master's degree in Real Estate Development from MIT as a way to more effectively integrate economics, development and design thinking.



**Paul Peninger, Principal, BAE Urban Economics**

Paul is an urban economist and planner specializing in the policy and planning intersections between financial feasibility, planning and sustainable development.

Throughout his 25-year career as a consultant, teacher, and community development finance professional, Paul has maintained a strong commitment to affordable housing as the cornerstone of equitable and sustainable communities and has successfully led or participated in hundreds of affordable housing plans, strategies, policy studies, and implementation projects in diverse communities across the country. In addition to housing, Paul has a deep background in real estate feasibility analysis and finance spanning the full range of land use and development types.

Paul is a Principal with BAE. He has led planning and economics projects relating to sustainability and resilience across the United States, Latin America and Australia. He has been an appointed lecturer in land economics for the Master of Urban Design program at the University of California, Berkeley since 2002, and currently teaches the core course on real estate economics and market analysis for Berkeley's graduate program in Real Estate Development and Design (MRED+D).

A native of California, Paul has lived and worked in Latin America and is fluent in Spanish.



**Edith Ramirez, Assistant City Manager for Development Services, City of Morgan Hill**

Edith is the Assistant City Manager for Development Services in Morgan Hill, California (Population ~45,000). She supports the areas of Planning, Building, Code Compliance, Housing and Economic Development as well as the City's Diversity, Equity, and Inclusion efforts. Edith has 28 years of community, business, and local government experience. Edith is passionate about improving communities by bringing people together to develop tactical plans that result in economic vibrancy, placemaking and long-term sustainability.

Edith started her career in local government as a policy advisor and community relations manager for a Council District 6 in San Jose, CA (Population ~100,000). Later, she spent eleven years with the San Jose Redevelopment Agency and worked in Downtown Development, Project Management, and Industrial Development. For the last twelve years,

Edith has led the City of Morgan Hill's Economic Development program and through extensive community and business engagement championed the revitalization of Downtown and the development of over 2 million square feet of new commercial and industrial investments in a community that had not seen any commercial or industrial development in nearly 3 decades.

Edith is active with the Silicon Valley Economic Development Alliance, the Urban Land Institute (ULI) and International Council of Shopping Centers (ICSC). Edith is on the Boards of Visit Morgan Hill and the Santa Clara County Fairgrounds. Edith holds a bachelor's degree in Political Science and a Master's in Public Administration from San Jose State University. Edith was born in Mexico City and immigrated to the Bay Area as a young adult. She is a mother of two young children, and lives in Morgan Hill.



**Mariana Ricker, Associate, SWA San Francisco (TAP Report Writer)**

Mariana, a Bay Area native, has a passion for California landscapes and emphasizes the importance of site specific, sustainable landscape design. She enjoys working in urban settings that engage diverse user groups and activate the spaces that are most important to civic life.

As a landscape architect, Mariana seeks to create memorable experiences, connect people to the environment, and provide elegant solutions to programmatic needs. At SWA, she works on a wide range of projects from community parks to large-scale urban development and planning around the Bay Area and beyond.

Mariana holds a degree in landscape architecture from the University of California, Berkeley and is professionally licensed.

Mariana has been a member of ULI since 2018 and has previously been the writer on two TAPs: City of San Jose American Cities Climate Challenge and Parking Management, as well as City of Dublin SCS Property. Currently the vice chair of the TA4C Committee with the ULI SF District Council, Mariana is also involved nationally as a newly appointed member of the Sustainable Development Council.

## Appendixes & Sources

**Text Sources**


1. U.S. Census Bureau for St. Helena, CA.
2. Briefing book from the City of St. Helena, February 2023.
3. Briefing book from the City of St. Helena, February 2023.
4. Briefing book from the City of St. Helena, February 2023; U.S. Department of Housing and Urban Development.
5. Briefing book from the City of St. Helena, February 2023.
6. California Department of Tax and Fee Administration. https://www.cdtfa.ca.gov/legal/legislative-research.htm#sales-usetax.
7. Briefing book from the City of St. Helena, February 2023.
8. Briefing book from the City of St. Helena, February 2023; Cultivate St. Helena Staff Report.
9. Maya DeRosa, "New business, changes come to downtown St. Helena," *Napa Valley Register*, February 14, 2023.
10. U.S. Census Bureau for St. Helena, CA.
11. Briefing book from the City of St. Helena, February 2023.
12. Briefing book from the City of St. Helena, February 2023.
13. General Plan Update 2040 (provided by the city).
14. Morgan Hill Economic Blueprint, City of Morgan Hill, 2017.
15. Staff Report to the City Council, "Long Range Financial Forecast Budget Strategies." Memo by Baker Tilly, February 28, 2023.
16. California Water Commission. Larry J. Kosmont, Kosmont Companies. "EIFDs: Enhanced Infrastructure Financing Districts Overview - California's Flexible Infrastructure Tool" Presentation, February 17, 2021.

City of St. Helena Zoning Code Update, Public Review Draft, October 2022


**Image Sources**


A. Visit Napa Valley
B. City of St. Helena (logo)
C. City Briefing Presentation
D. City Briefing Presentation.
E. Vinous.com
F. General Plan Historic Resources Figure 6.1
G. Briefing book from the city of St. Helena, February 2023.
H. Visit Napa Valley
I. Cultivate St. Helena Staff Report
J. J'nai Gaither, "Napa Valley's Most Exciting New Hotels, Restaurants, and Tastings," *AFAR* magazine, March 14, 2023 (*Photo by Randy Andy/ Shutterstock*)
K. NOMA House
L. St. Helena Chamber of Commerce (logo)
M. Cameo Cinema
N. Molly Robinson
O. Salinas Alisal Vibrancy Plan, 2020
P. Gephardt Institute
Q. Cultivate St. Helena Staff Report
R. sthelena.com
S. Chamber of Commerce
T. Cultivate St. Helena Staff Report.
U. Castro Street 100 Block Feasibility Study, City of Mountain View / Gehl, 2021
V. Travels with Elle
W. gettyimages.com
X. West Hollywood Dining OutZones, prepared for the city of West Hollywood by Studio One Eleven, August 2022
Y. Napa Valley Register, *Photo by Jesse Duarte, Star*
Z. Strava
AA. City of Melbourne
BB. The Laneway Project
CC. Money Way Presentation (provided by the city)
DD. Envelope
EE. The Michelin Guide
FF. Southern Kitchen, *Photo by Andrew Nelles, The Tennessean*
GG. Sydney Australia's Laneways Temporary Art Program
HH. Larimer Square [Official Site]
II. Morgan Hill Economic Blueprint, City of Morgan Hill, 2017

**Complete List of Stakeholders**

- Cynthia Ariosta, Managing Partner, Tra Vigne Pizzeria and Restaurant
- Guneet Bajwa, Owner, Alila Hotel Napa Valley
- Oliver Caldwell, Owner, Caldwell Snyder Gallery
- Amy Carabba-Salazar, CEO, St. Helena Chamber of Commerce
- Antonio Castellucci, Real Estate Developer
- Paul Dohring, Mayor
- Jeff Feeney, Coldwell Banker broker
- David Gates, President Emeritus, Gates + Associates
- Linda Gates, Vice President, Gates + Associates
- Sarah Gillihan, Visit Napa Valley
- Joel Gott, food and wine entrepreneur
- Eric Hall, Vice Mayor
- Lester Hardy, City Council member
- Mark Hoffmeister, Owner-Operator, Wydown Hotel
- Dave Jahns, Parks and Recreation Director, City of St. Helena
- David Knudsen, Community Leader/Former City Council member
- Joe Leach, Public Works Director, City of St. Helena
- Joaquin Razo, Executive Director, Blue Zones Project - Upper Napa Valley
- Patrick Rue, Erosion Wine
- Dan Schaefer, Principal and Vice President, BKF Engineers
- Glenn Smith, Commissioner, Active Transportation and Sustainability Committee
- Loraine Stuart, Board President, St. Helena Family Center
- David Walker, President, Engine Real Estate

**Linked Reference Materials**

- Cultivate St. Helena Staff Report
- City of St. Helena Zoning Code Update, Public Review Draft, October 2022
- Morgan Hill Economic Blueprint
- Staff Report to the City Council, "Long Range Financial Forecast Budget Strategies" Memo by Baker Tilly
- "EIFDs: Enhanced Infrastructure Financing Districts Overview - California's Flexible Infrastructure Tool"

ULI San Francisco
2 Bryant Street, Suite 300
San Francisco, CA 94105
(628) 231-2197
sanfrancisco@uli.org
www.sf.uli.org
www.uli.org

# Adams Street Hotel & Residences

## Pre-Application Review

City of St. Helena Planning Commission – April 16, 2024

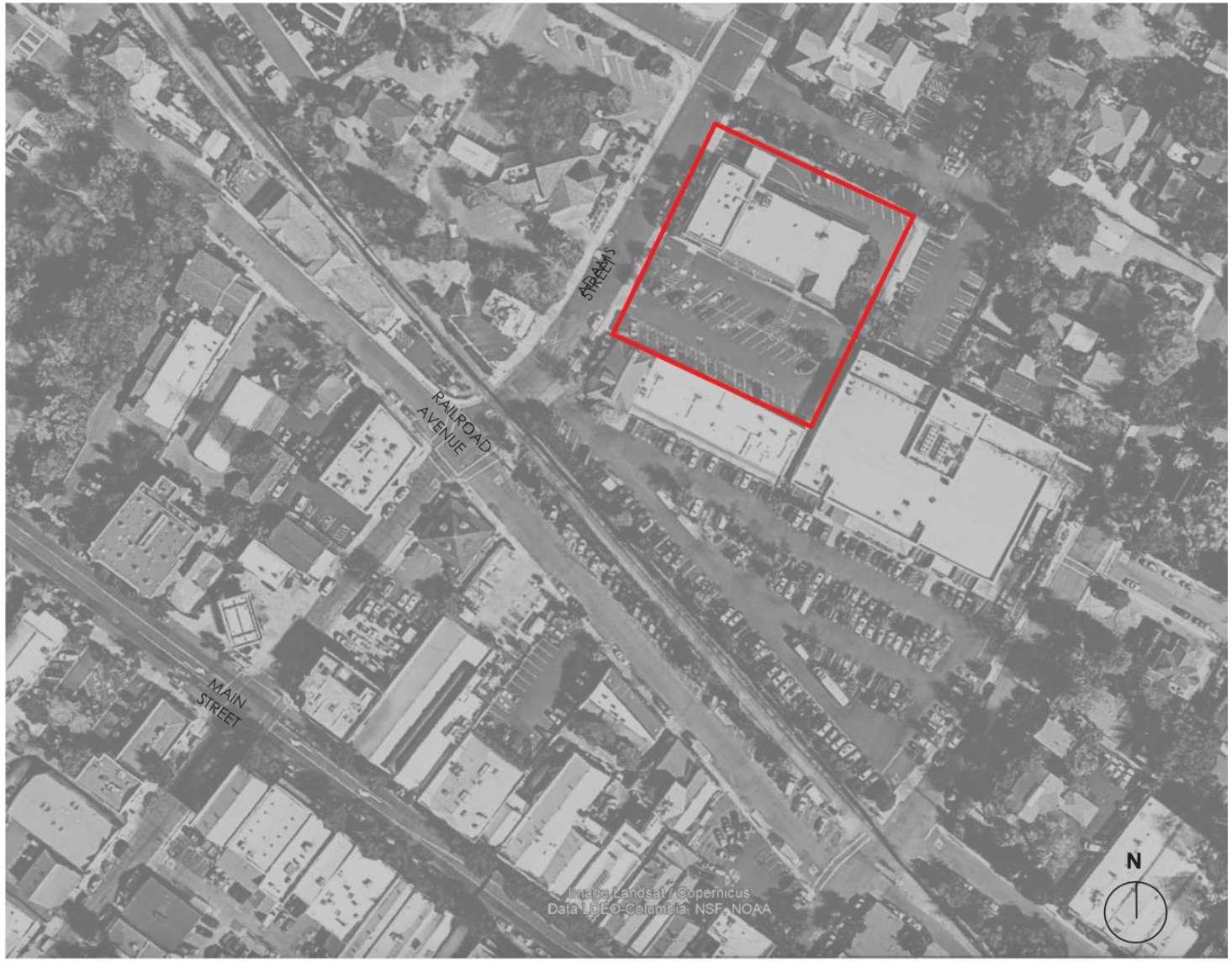
# Project Overview



- 75- key luxury hotel
- 13 “resort residential units”
- restaurant, bar, café, retail, spa, pool, conference center
- underground parking garage
- 0.2 acre “affordable housing parcel” at 1341 Mitchell Avenue

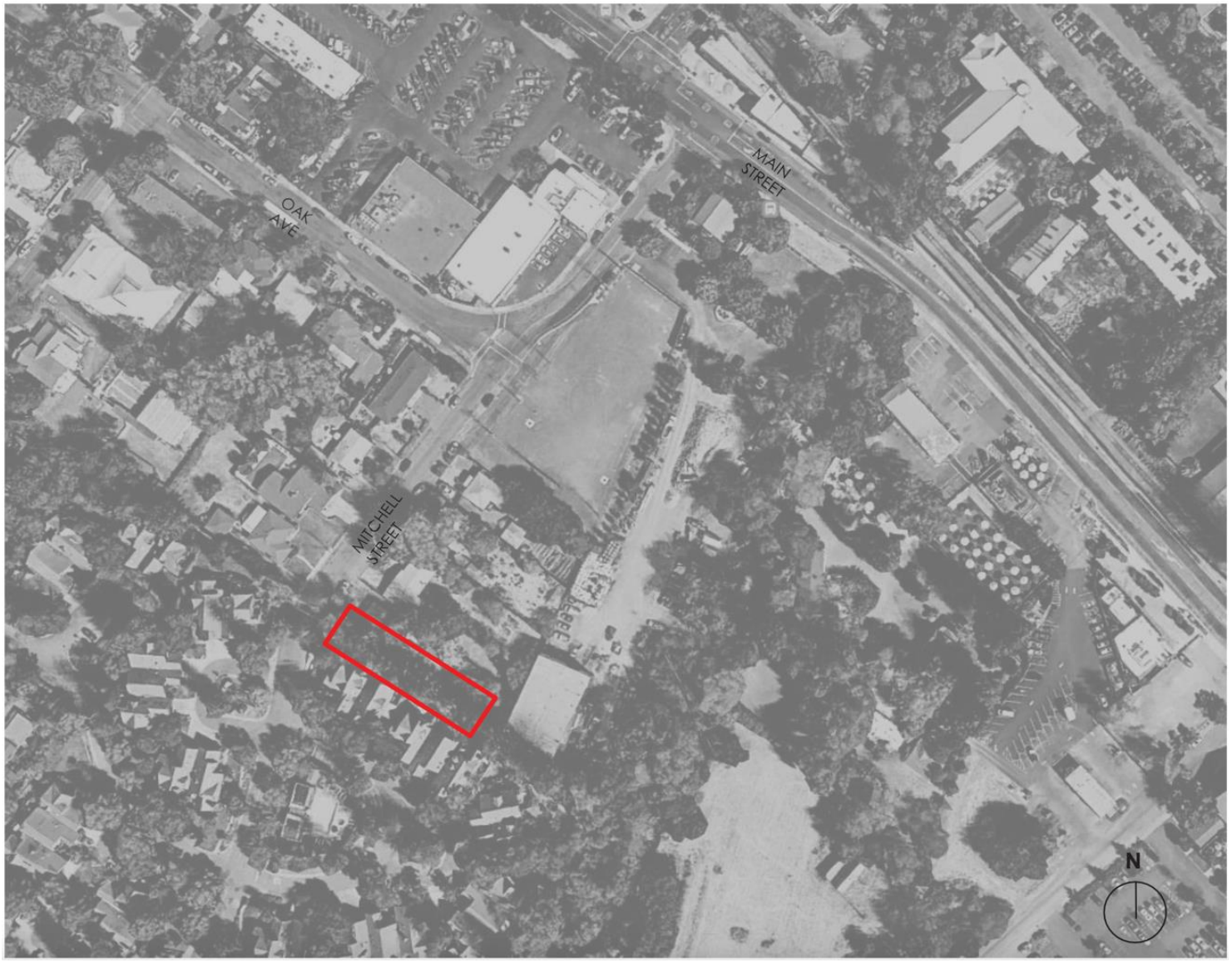
# Site Location

Adams Street Hotel & Residences - 1001 Adams Street



# Site Location

Affordable Housing Site - 1341 Mitchell Drive



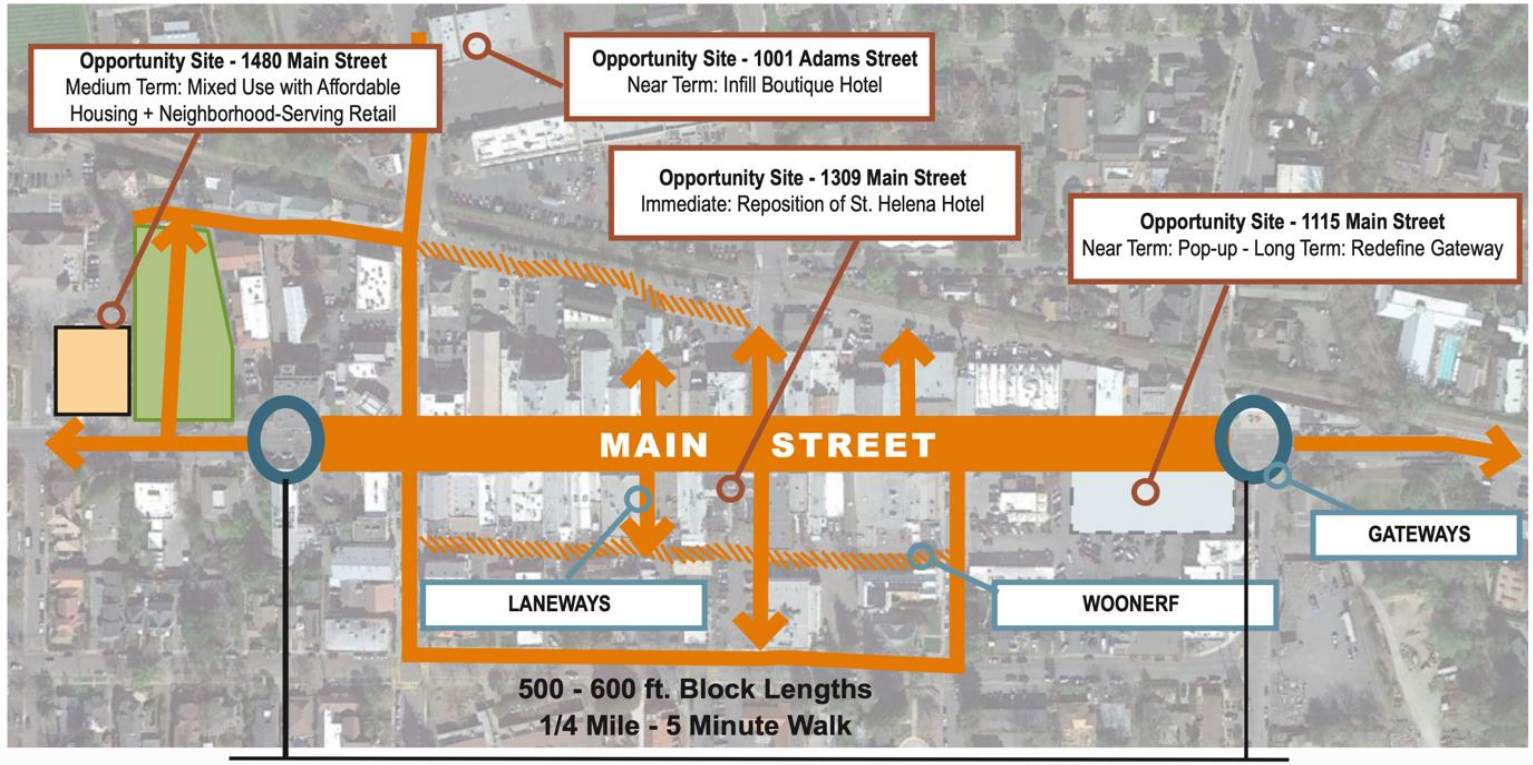
# Pre-Application Review

- Provide early feedback to applicant before application is submitted
- Identify potential issues to be addressed during permitting process
- Provide opportunity for community members to provide early input
- No formal action by the Planning Commission
- City Council conducted a Pre-Application Review for the project on December 12, 2023

# City Council Feedback

- Council was very supportive of the project
- Support for contemporary design and height increase
- Support for second floor restaurant
- Concerns about parking overflow into neighborhood
- Street frontage not activated/low pedestrian engagement
- Need for intersection improvements at Main & Adams Street intersection
- 7-9 units on 0.2-acre affordable housing site?

# Background




**St. Helena Community Revitalization Study**
(ULI TAP Report, March 2023)

- 1001 Adams Street identified as a Near Term Opportunity Site
- Infill Boutique Hotel
- “Big Deal” Project

# Necessary Project Approvals

- General Plan Amendment
- Zoning Amendment
- Development Agreement
- Demolition Permit
- Conditional Use Permit
- Major Design Review
- Tentative Map

# Why the General Plan & Zoning Amendments?

# Why a Planned Development?

- General Plan BPO classification is for professional & administrative office uses
- Lodging, restaurants/bars, spas, retail not allowed in BPO zoning, but allowed in CB
- Planned Development Overlay would address:
  - height increase from 46’ to 60’
  - setback from street frontage increased from 8’ maximum to 12’
  - potential use of residences for overnight lodging

# General Plan & Zoning Amendments




**Existing General Plan/Zoning:** Business & Professional Office (BPO)
**Proposed General Plan:** Central Business (CB)
**Proposed Zoning:** Central Business (CB) with Planned Development Overlay

# Planned Development Overlay

**Purpose of Planned Development Overlay (PD) District:**

- Create distinctive, high-quality single or mixed-use developments that meet or exceed the goals of the General Plan.
- Provide for greater flexibility in design than possible through strict application of zoning regulations
- Promote innovation, creativity and design excellence
- Promote development of a cohesive, high-quality and aesthetically pleasing urban structure
- See SHMC Section 17.21.050 for details

# Development Agreement

**DA terms to be negotiated:**

- Length of time for vesting of project approvals
- Details of affordable housing agreement
- Contributions to off-site infrastructure improvements
- Other items, to be determined

**Planning Commission's role:**

- Review for consistency with General Plan & Zoning and compatibility with neighboring uses
- Make determination re: sufficiency of water supply
- Provide recommendation to City Council

# Conditional Use Permit & Major Design Review

**Conditional Use Permit:**

- Ensure that mix of uses will operate compatibly with neighboring uses
- Review shared parking study (102 off-street spaces)

**Major Design Review:**

- Ensure conformance with General Plan and Zoning standards
- Ensure site and building design are appropriate for the site and its surroundings
- In CB district, encourage activation of pedestrian frontage

# Pre-Application Review

**Potential topics to address:**

- General Plan & Zoning amendments, including Planned Development Overlay
- Architectural design- building scale, massing, contemporary design, materials
- Activation of the pedestrian realm
- Upper-level restaurant
- Short-term rental of residential units
- Parking
- Off-site impacts
- Affordable housing site

# ADAMS STREET HOTEL & RESIDENCES

1001 Adams Street, St. Helena, Calif.

with off-site affordable houseing opportunity at 1341 Mitchell Drive

City of St. Helena Planning Commission
April 16, 2024



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN



PALISADES LAND USE CONSULTANCY

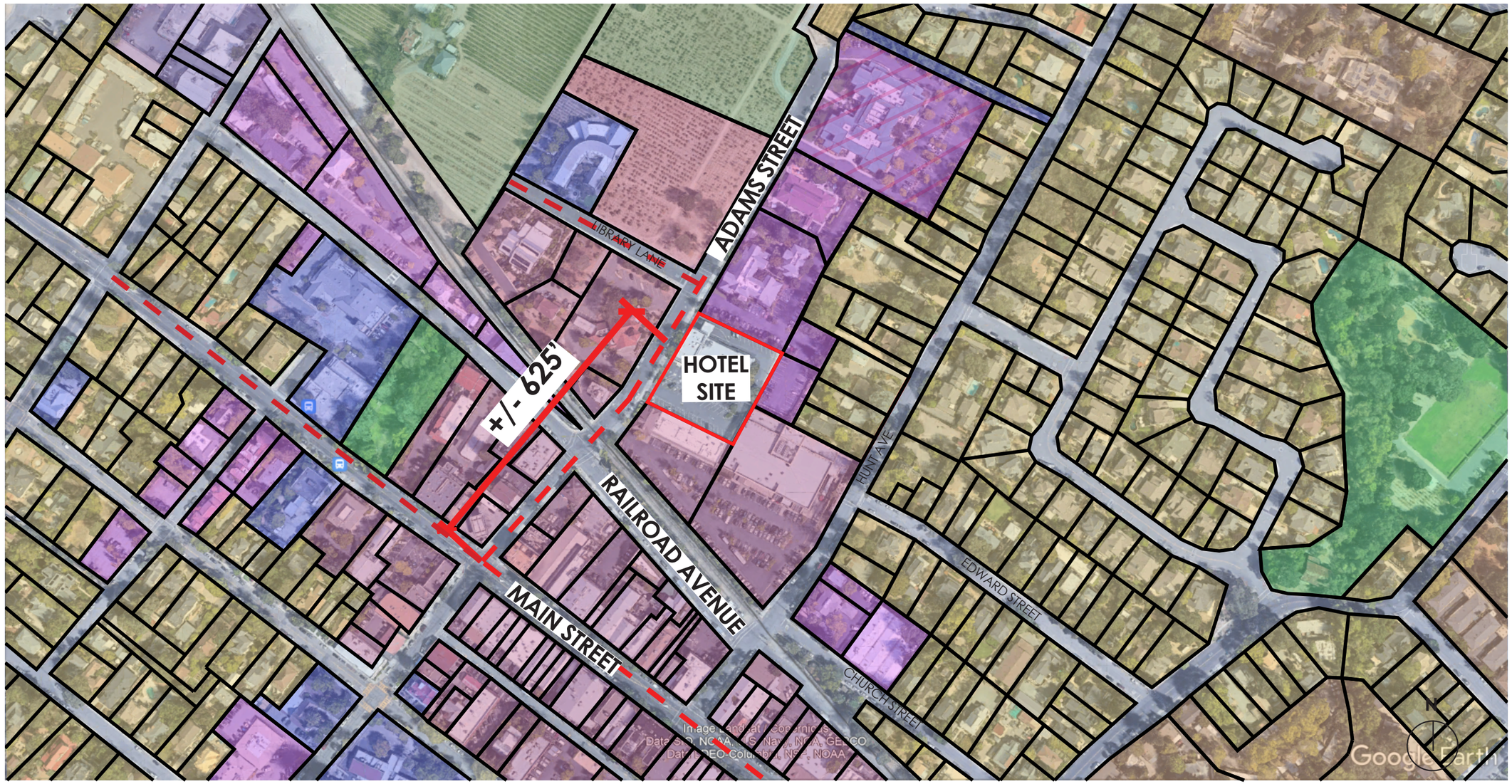
signum architecture

## VISION FOR THE ADAMS ST. HOTEL & RESIDENCES

A luxury boutique hotel & residences designed with a contemporary architecture that provides a range of suites, condominiums, and amenities such as:
a rooftop restaurant with a view of mt st. Helena, a spa, a fitness center, a conference room, & retail, located in the heart of St. Helena



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN




ADAMS ST. HOTEL & RESIDENCES 04.16.2024

CONNECTION TO MAIN STREET

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

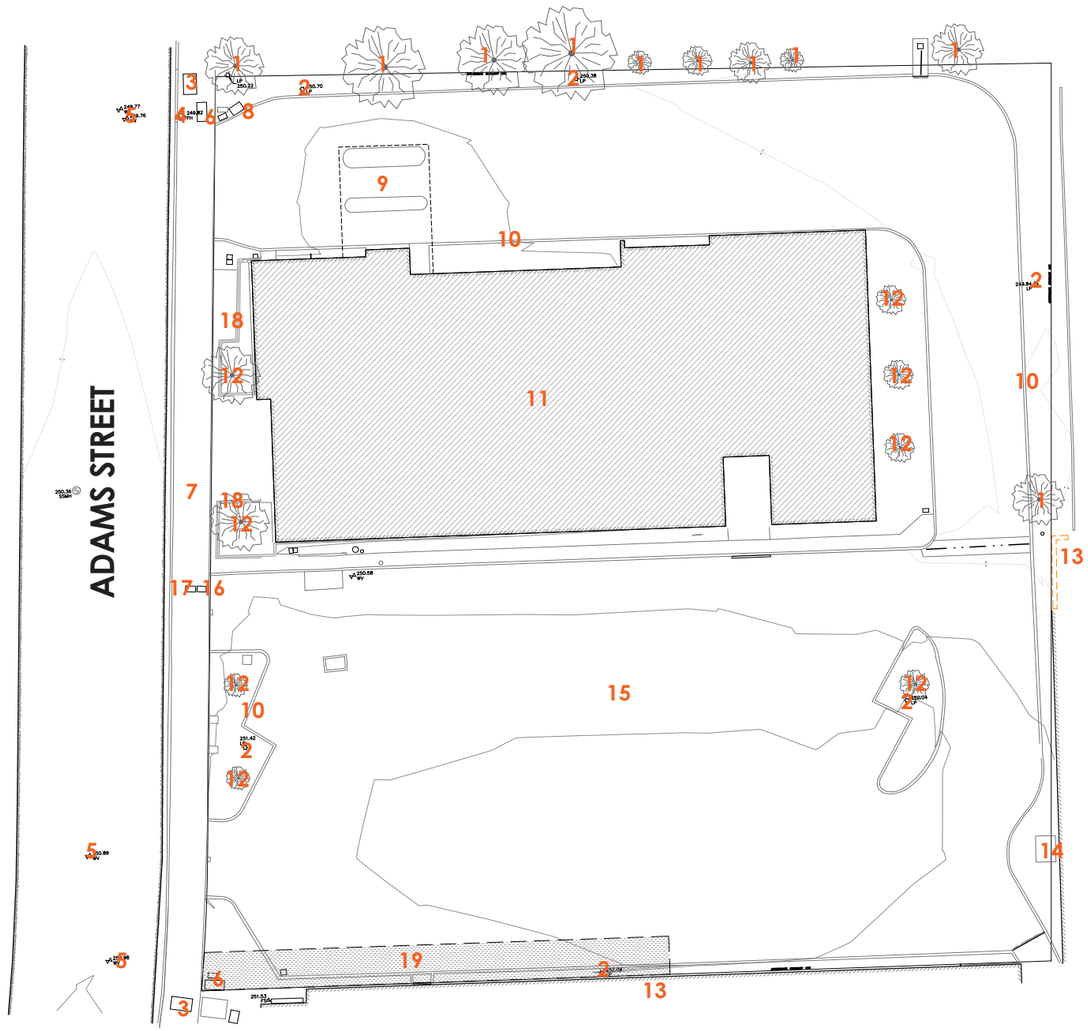
# ARCHITECTURAL DESIGN



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture




1 EXISTING TREE TO REMAIN
2 EXISTING LIGHT POLE
3 EXISTING PG&E VAULT
4 EXISTING FIRE HYDRANT
5 EXISTING WATER VALVE
6 EXISTING COMMUNICATIONS BOX
7 EXISTING SIDE WALK
8 EXISTING ELECTRICAL BOX
9 EXISTING DRIVE THRU OVERHANG TO BE DEMOLISHED
10 EXISTING CURB TO BE DEMOLISHED
11 EXISTING 11,116 SQFT OFFICE BUILDING TO BE DEMOLISHED
12 EXISTING TREE TO BE REMOVED
13 EXISTING NEIGHBORING BUILDING FOOTPRINT
14 EXISTING TRASH ENLCOSURE TO BE DEMOLISHESD
15 EXISTING PARKING TO BE DEMOLISHED
16 EXISTING H2O BOX
17 EXISTING WATER METER
18 EXISTING STONE WALL TO BE DEMOLISHED
19 EXISTING 120'X10' EASEMENT

SITE SIZE: 51,176 SF
CURRENT FAR: 0.2

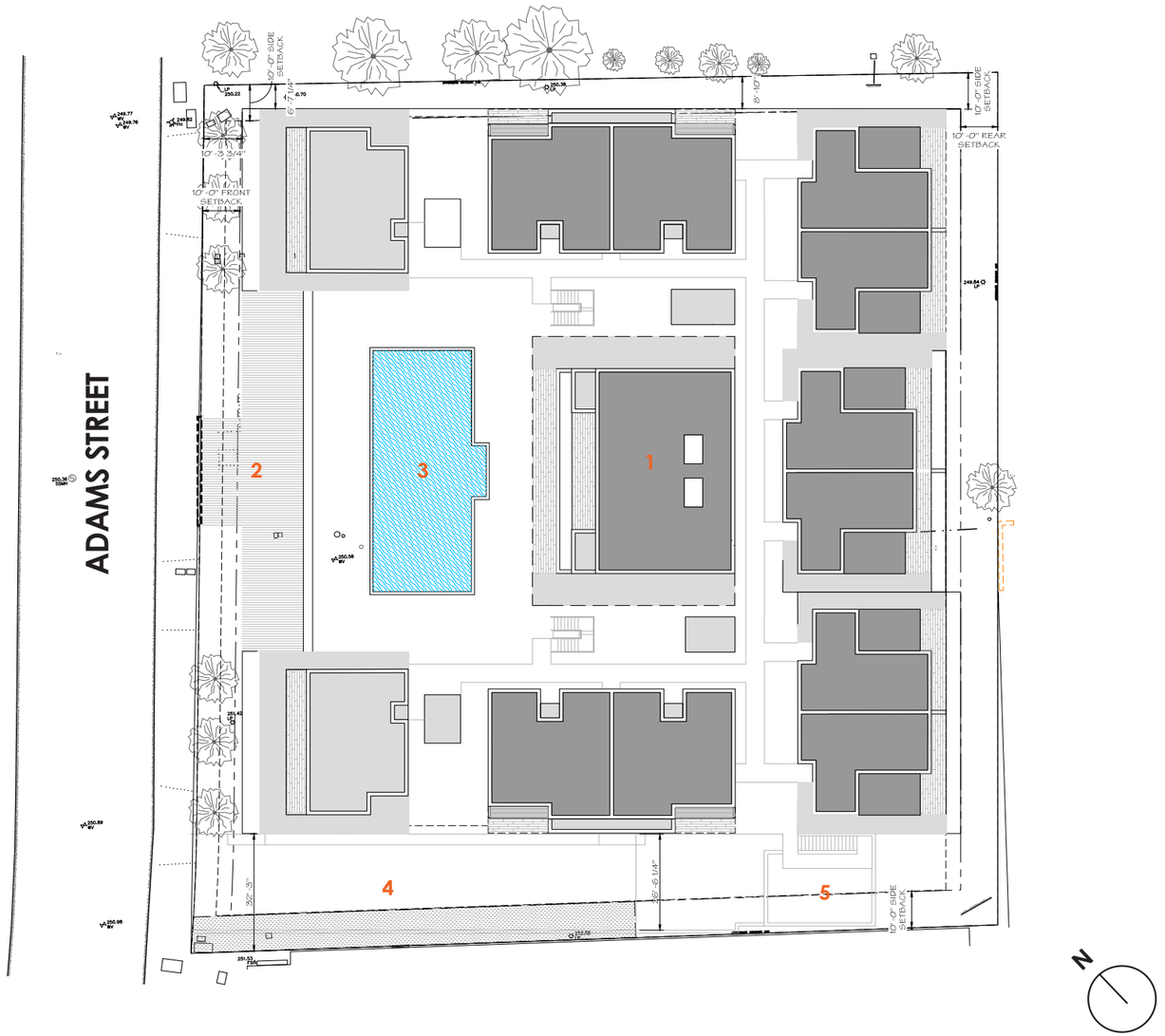


EXISTING SITE PLAN

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUMARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture




1 PROPOSED BOUTIQUE HOTEL & RESIDENCES (75 KEYS & 13 RESIDENCES)
2 PROPOSED ENTRY MOTOR COURT
3 PROPOSED THIRD FLOOR POOL
4 PROPOSED SLOPED DRIVEWAY FOR VALET PARKING
5 PROPOSED TRASH ENCLOSURE

PROPOSED FAR: 1.5



# PROPOSED SITE PLAN

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUMARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture




| First Floor<br>22520 sqft (conditioned) | | |
|---|---|---|
| | Lobby/Arrival | 2,000 |
| | Retail | 790 |
| | Café/Lounge | 790 |
| | Conference | 2,400 |
| | Spa | 2,000 |
| | (22) Guestrooms | 11,514 |
| | Offices | 1,220 |
| | (4) Storage | 591 |
| | Mechanical | 450 |
| | Break Room | 215 |
| | Bathroom | 550 |

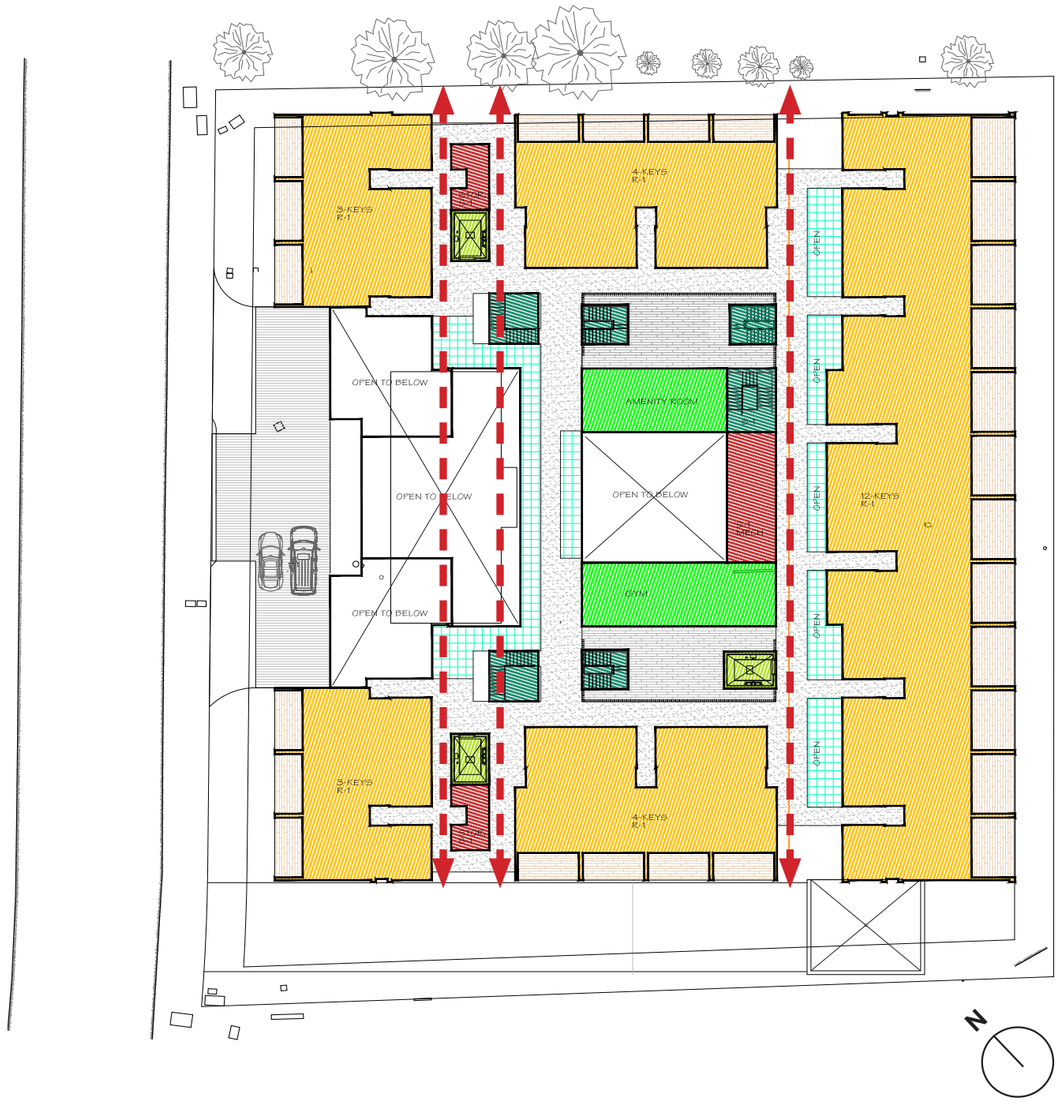
| Unconditioned<br>13141 sqft | | |
|---|---|---|
| | (22) Patios | 3,076 |
| | Walkways | 9,233 |
| | (3) Elevators | 390 |
| | Stairs | 442 |



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture


OPEN TO BELOW
OPEN TO BELOW
OPEN TO BELOW
OPEN TO BELOW
OPEN
OPEN
OPEN




| Third Floor<br>17417 sqft (conditioned) | | |
|---|---|---|
| | Restaurant | 3,675 |
| | | |
| | (26) Guestrooms | 13,448 |
| | | |
| | (2) Bathroom | 294 |

| Unconditioned<br>18217 sqft | | |
|---|---|---|
| | (26) Patios | 3,218 |
| | | |
| | Pool Deck | 7,022 |
| | | |
| | Walkways | 7,220 |
| | | |
| | (3) Elevators | 387 |
| | | |
| | Stairs | 370 |
| | | |
| | Light Well | 1,967 |

VIEW CORRIDORS



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN



PALISADES LAND USE CONSULTANCY

signum architecture




| Fourth Floor<br>13040 sqft (conditioned) | | |
|---|---|---|
| | (10) 2-Story Residence (1st floor) | 9,400 |
| | | |
| | (1) 2 BD/2 BA Residence | 1,840 |
| | | |
| | (2) Premium View Residences | 1,800 |

| Unconditioned<br>6517 sqft | | |
|---|---|---|
| | (16) Patio | 2,752 |
| | | |
| | Walkways | 3,145 |
| | | |
| | (3) Elevators | 390 |
| | | |
| | Stairs | 230 |

VIEW CORRIDORS

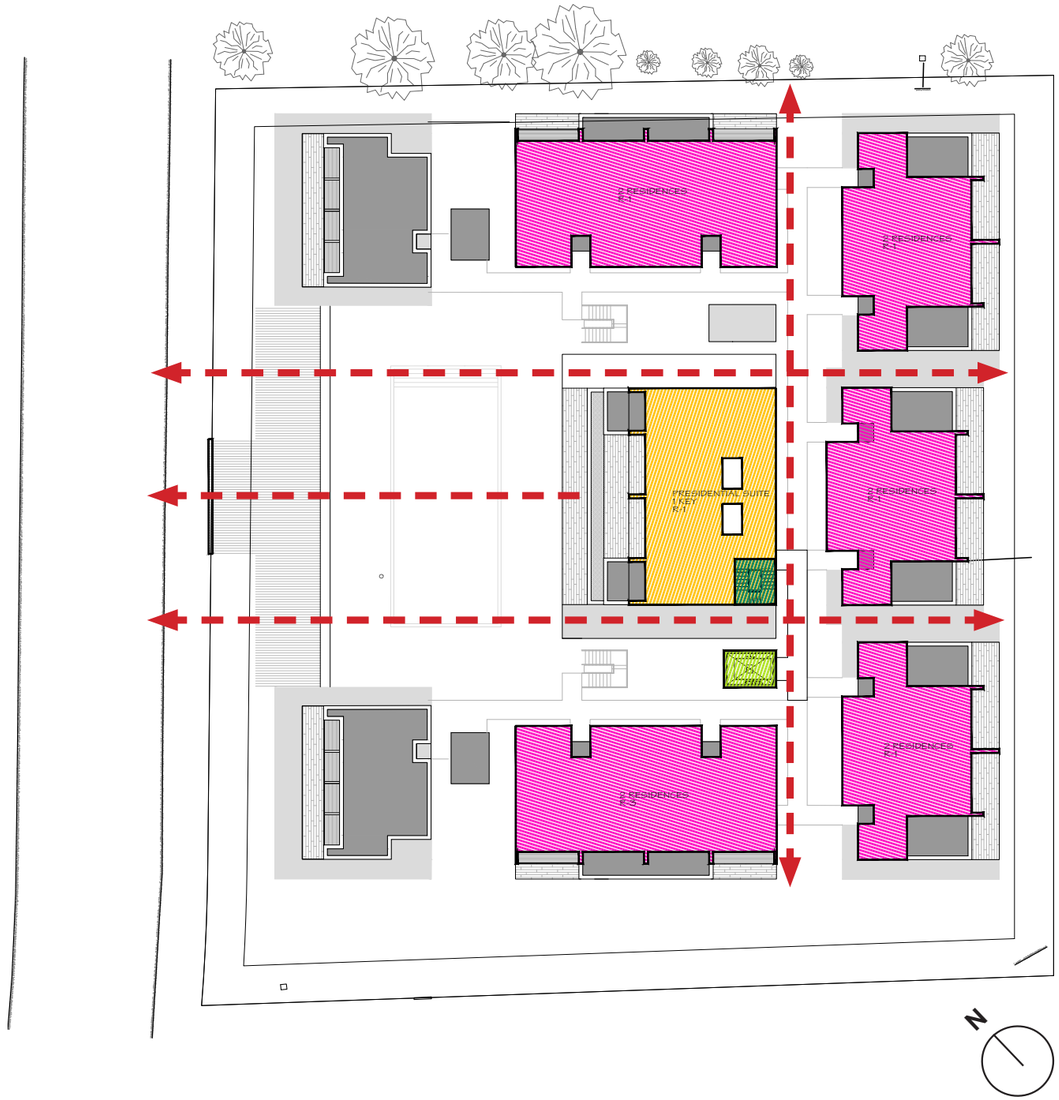
ADAMS ST. HOTEL & RESIDENCES 04.16.2024

FOURTH FLOOR PLAN & SQUARE FEET

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture




| Fifth Floor<br>10169 sqft (conditioned) | | |
|---|---|---|
| | (1) Presidential Suite | 1,892 |
| | | |
| | 2-Story Residence (2nd floor) | 8,277 |

| Unconditioned<br>1525 sqft | | |
|---|---|---|
| | Patio | 1,170 |
| | | |
| | Walkways | 225 |
| | | |
| | (1) Elevators | 130 |
| | | |
| | Stairs | 123 |

VIEW CORRIDORS

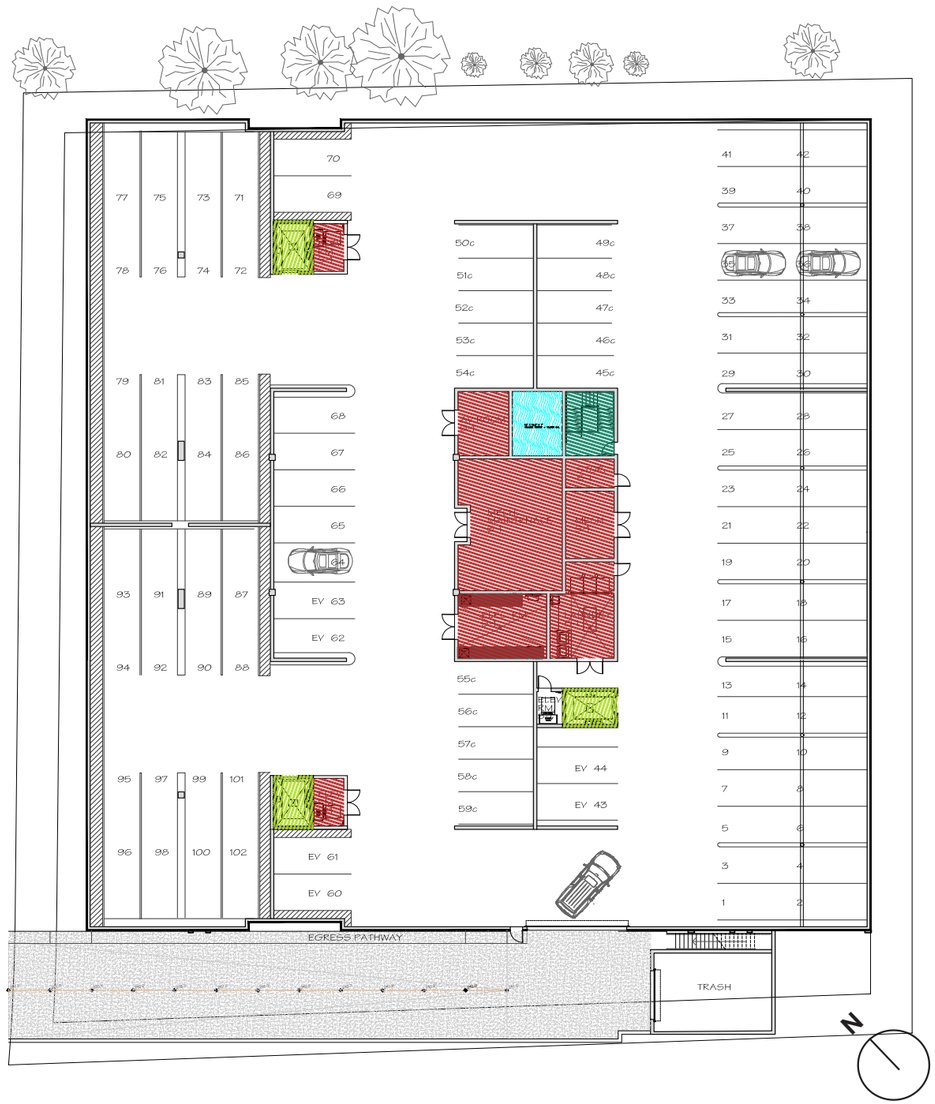
ADAMS ST. HOTEL & RESIDENCES 04.16.2024

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

FIFTH FLOOR PLAN & SQUARE FEET

PALISADES LAND USE CONSULTANCY

signum architecture




| Basement Parking Garage<br>38382 sqft (unconditioned) | | |
|---|---|---|
| | Total Parking Spaces | 102 spcs |
| | 15 Compact | |
| | 14 Standard | |
| | 74 Standard Tandem | |
| | 6 On Street | |
| | | |
| | 20/97=20.6% Compact (30% allowed) | |
| | All Parking to be On Site Valet | |
| | | |
| | AV Room | 193 |
| | | |
| | Maintenance | 864 |
| | | |
| | Mechanical | 218 |
| | | |
| | Laundry | 370 |
| | | |
| | Electrical | 382 |
| | | |
| | Water Storage | 189 |
| | | |
| | (3) Elevator | 390 |
| | | |
| | (2) Elevator Room | 216 |
| | | |
| | Stairs | 218 |



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

## BASEMENT PARKING GARAGE FLOOR PLAN & SQUARE FEET

PALISADES LAND USE CONSULTANCY

signum architecture

## Parking Calculations - Adams Street Hotel

| Occupant Type | St. Helena Parking Requirements | Factor | Quantity within proposed project | Required Parking Calc. | Notes |
|---|---|---|---|---|---|
| Retail | 1 per 300 sf | 0.003333 | 790 sf | 2.6333333 | Open to Public & Hotel Guests |
| Grab & Go | 1 per 300 sf | 0.003333 | 790 sf | 2.6333333 | Open to Public & Hotel Guests |
| Restaurant | 1 per 4 seats | 0.25 | 86 seats | 21.5 | Open to Public & Hotel Guests |
| Full Time Employees | 1 per 3 employees | 0.33 | 15 employees | 5 | - |
| Residence | 1.5 parking spaces per unit | 0.666667 | 13 units | 8.6666667 | - |
| Hotel Keys | 1 per hotel key | 1 | 75 keys | 75 | - |
| Conference | 1 space for 50 sf | 0.02 | 2,400 sf | 48 | |
| Spa | 1 per 300 sf | 0.003333 | 2,000 sf | 6.6666667 | Open to Public & Hotel Guests |
| Fitness | NA | | 1,049 sf | 0 | Hotel Guests Only |
| | | | **TOTAL REQUIRED** | **170.10** | |

| | |
|---|---|
| Total Required parking spaces whole number | 171 |
| 40% reduction for multiuse shared parking structure | -69 |
| **Total parking Spaces Required** | **102** |
| | |
| Total parking Spaces Provided in Garage | 102 |
| Total on street parking | 6 |
| **Total Parking Spaces Provided** | **108** |



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

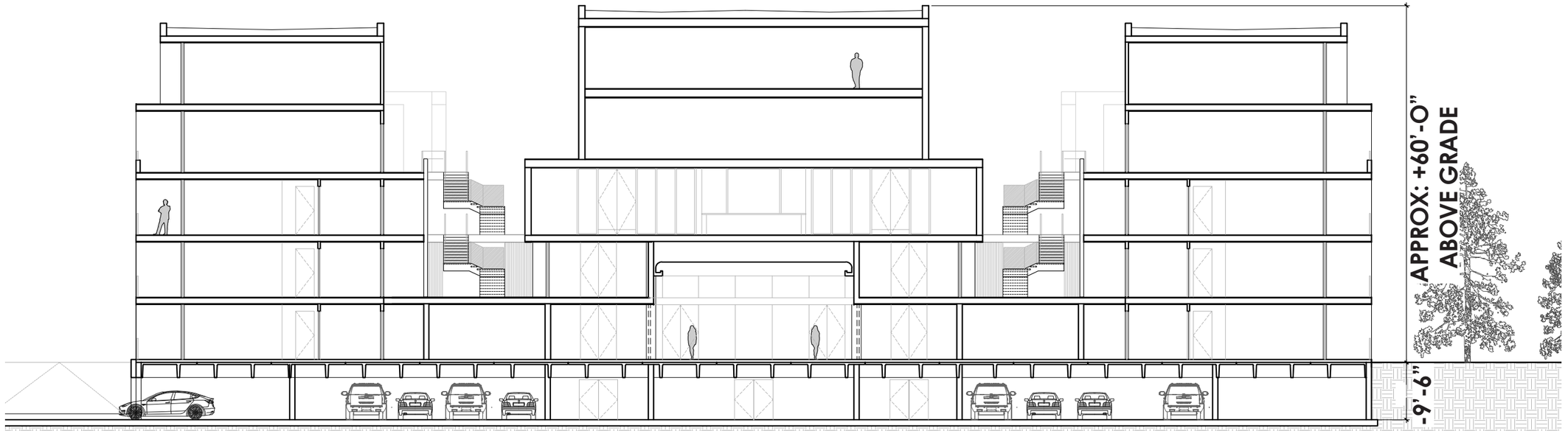
ADAMS ST. HOTEL & RESIDENCES 04.16.2024

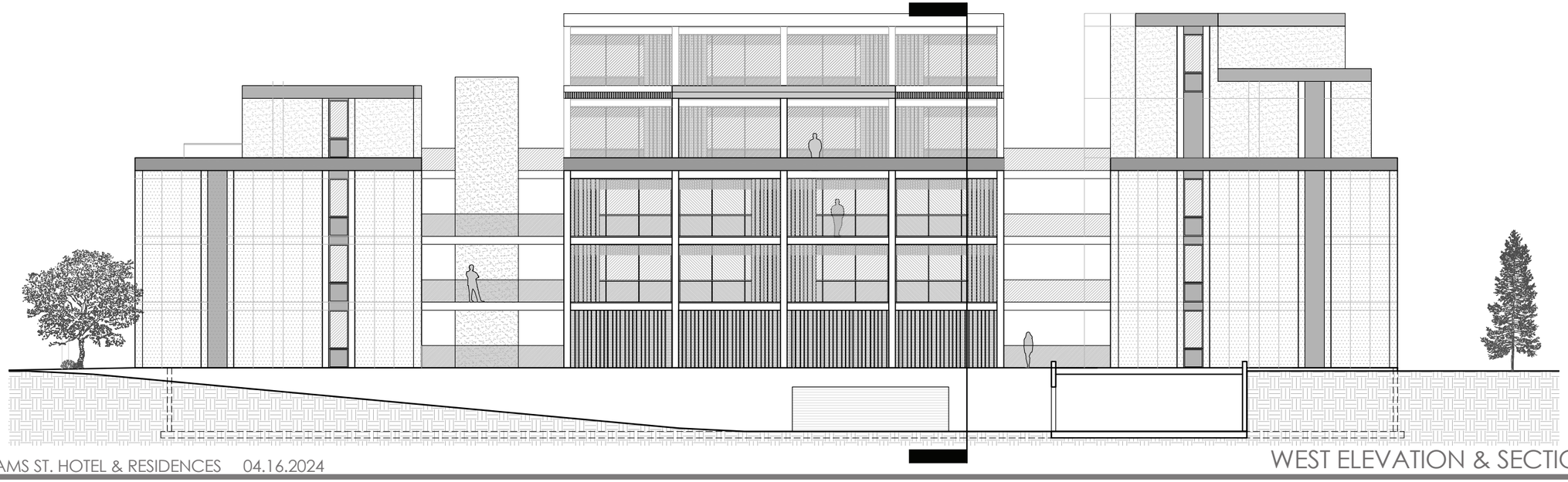
# NORTH ELEVATION & SECTION

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture



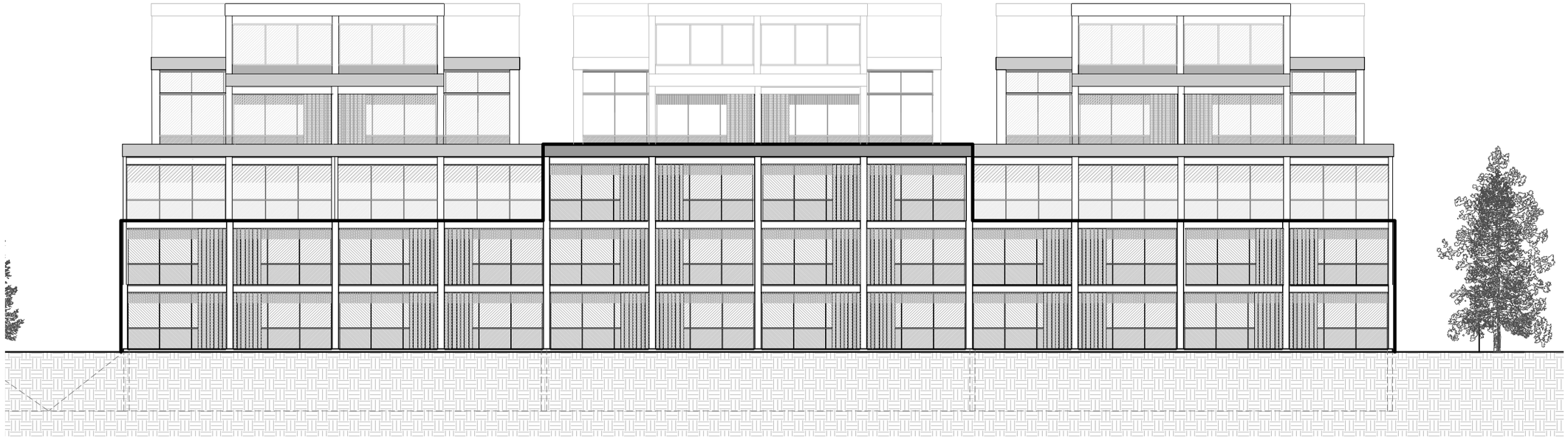
ADAMS ST. HOTEL & RESIDENCES 04.16.2024

WEST ELEVATION & SECTION

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture



ADAMS ST. HOTEL & RESIDENCES 04.16.2024

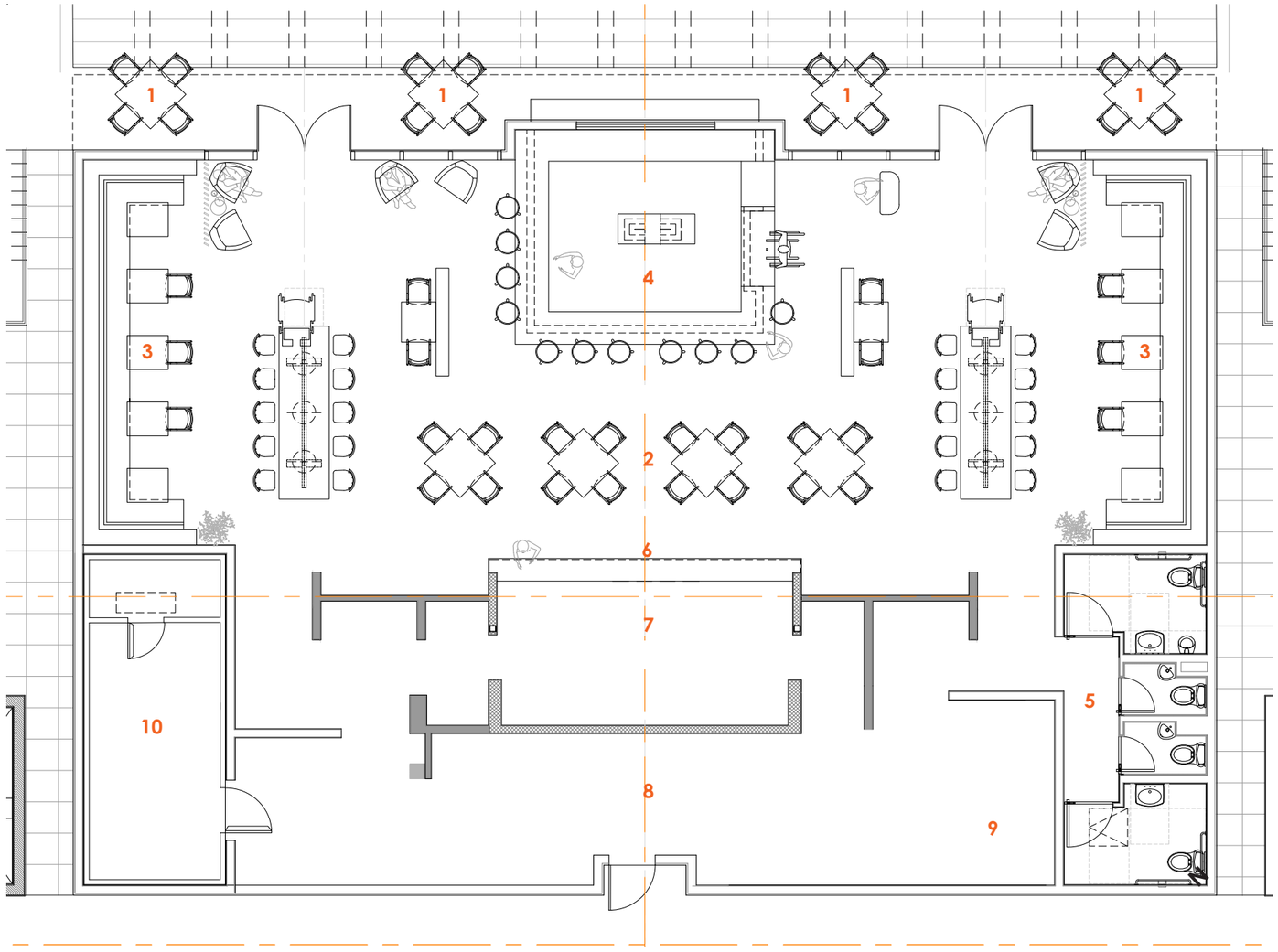
SOUTH ELEVATION

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

**ADAMS STREET**




1 EXTERIOR PATIO SEATING
2 DINING ROOM
3 BOOTH SEATING
4 BAR
5 BATHROOMS
6 SERVER PICK UP
7 CHEF'S HOT LINE
8 FOOD PREP
9 DISHWASHING
10 DRY STORAGE



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM.ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN



PALISADES LAND USE CONSULTANCY

signum architecture




ADAMS ST. HOTEL & RESIDENCES 04.16.2024

RENDERED VIEW LOOKING NORTHEAST FROM MAIN & ADAMS

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture



ADAMS ST. HOTEL & RESIDENCES 04.16.2024

RENDERED VIEW FROM INSIDE THE RESTAURANT LOOKING NORTH

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture






RENDERED VIEW FROM INSIDE THE STREET LEVEL CAFE

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture




ADAMS ST. HOTEL & RESIDENCES 04.16.2024

# RENDERED VIEW WITH IDENTIFIED PROGRAM

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture



ADAMS ST. HOTEL & RESIDENCES 04.16.2024

RENDERED VIEW FROM ADAMS STREET OF FRONT FACADE

COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

# COMMUNITY BENEFITS



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

**Transient Occupancy Tax (TOT)** - to help fund civil improvements and recreation facilities and provide long term finacial reserves. Based on the summary of economic projections, should the Project gain entitlement approval from the City of St. Helena in 2024 then construction could, potentially, commences in 2025 and conslude by 2027. By 2028, the first year of operation, the Project would provide an estimated $2.8 million of total annual revenue for the City through TOT, Property Tax, and Sales Tax. By year five, the economic projections estimate the Project will privide over $3 million in revenue to the City each year. They estimated 20-year total revenue for the City is $73 million.



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

**Design** - The Project is sustainably designed with ultra energy and water efficient construction methods.



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN



PALISADES LAND USE CONSULTANCY

signum architecture

**The Site** - The site is a Keystone Project Location positioned to activate pedestrian traffic to Main Street and Railroad Avenue that will provide activity in support of local businesses and retail establishments. The conference center provides an opportunity for local businesses to hold large scale meetings.



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUMARCHITECTURE.ANYDUPLICATIONOROTHERUSEOFTHESEDRAWINGSANDCONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

**The Market** - The Project is positioned to be in the Ultra-Luxury sector of the market, which is consistent with the high-end brand of St. Helena. The luxury spa and wellness center is proposed to be open to the public.



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

**Parking** - All employee and visitor parking (102 spots) is provided for on-site in the basement away from the public view. All on-site parking is meant to be vallet in order to maximize the number of spots within the footprint of the building.



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

**Restaurant** - The open to the public restaurant and bar is located on the third floor, overlooking the hotel pool deck, with sweeping views up valley to Mt. St. Helena. The restaurant and bar will offer locals and visitors alike a unique and elevated dining experience.



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

**Housing** - The Affordable Housing Site provides an opportunity for 7-9 affordable housing units for the employees and local workforce community.



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

THANK YOU!

WE WELCOME YOUR FEEDBACK



COPYRIGHT
THESE DRAWINGS AND CONCEPTS REPRESENTS THE ORIGINAL AND UNPUBLISHED WORK OF SIGNUM ARCHITECTURE. ANY DUPLICATION OR OTHER USE OF THESE DRAWINGS AND CONCEPTS WITHOUT THE EXPRESS WRITTEN PERMISSION OF THE ARCHITECT IS STRICTLY FORBIDDEN

PALISADES LAND USE CONSULTANCY

signum architecture

Pacific Gas and Electric Company

**Plan Review Team**
Land Management

PGEPlanReview@pge.com

April 11, 2024

Xinia Gamero
City of Helena
1088 College Ave
St Helena, CA 94574

Ref: Gas and Electric Transmission and Distribution

Dear Xinia Gamero,

Thank you for submitting the PL24-010 plans for our review. PG&E will review the submitted plans in relationship to any existing Gas and Electric facilities within the project area. If the proposed project is adjacent/or within PG&E owned property and/or easements, we will be working with you to ensure compatible uses and activities near our facilities.

Attached you will find information and requirements as it relates to Gas facilities (Attachment 1) and Electric facilities (Attachment 2). Please review these in detail, as it is critical to ensure your safety and to protect PG&E's facilities and its existing rights.

Below is additional information for your review:

1. This plan review process does not replace the application process for PG&E gas or electric service your project may require. For these requests, please continue to work with PG&E Service Planning: https://www.pge.com/en_US/business/services/building-and-renovation/overview/overview.page.

2. If the project being submitted is part of a larger project, please include the entire scope of your project, and not just a portion of it. PG&E's facilities are to be incorporated within any CEQA document. PG&E needs to verify that the CEQA document will identify any required future PG&E services.

3. An engineering deposit may be required to review plans for a project depending on the size, scope, and location of the project and as it relates to any rearrangement or new installation of PG&E facilities.

Any proposed uses within the PG&E fee strip and/or easement, may include a California Public Utility Commission (CPUC) Section 851 filing. This requires the CPUC to render approval for a conveyance of rights for specific uses on PG&E's fee strip or easement. PG&E will advise if the necessity to incorporate a CPUC Section 851filing is required.

This letter does not constitute PG&E's consent to use any portion of its easement for any purpose not previously conveyed. PG&E will provide a project specific response as required.

Sincerely,

Plan Review Team
Land Management

Pacific Gas and Electric Company

**Attachment 1 – Gas Facilities**

There could be gas transmission pipelines in this area which would be considered critical facilities for PG&E and a high priority subsurface installation under California law. Care must be taken to ensure safety and accessibility. So, please ensure that if PG&E approves work near gas transmission pipelines it is done in adherence with the below stipulations. Additionally, the following link provides additional information regarding legal requirements under California excavation laws: https://www.usanorth811.org/images/pdfs/CA-LAW-2018.pdf

1. Standby Inspection: A PG&E Gas Transmission Standby Inspector must be present during any demolition or construction activity that comes within 10 feet of the gas pipeline. This includes all grading, trenching, substructure depth verifications (potholes), asphalt or concrete demolition/removal, removal of trees, signs, light poles, etc. This inspection can be coordinated through the Underground Service Alert (USA) service at 811. A minimum notice of 48 hours is required. Ensure the USA markings and notifications are maintained throughout the duration of your work.

2. Access: At any time, PG&E may need to access, excavate, and perform work on the gas pipeline. Any construction equipment, materials, or spoils may need to be removed upon notice. Any temporary construction fencing installed within PG&E's easement would also need to be capable of being removed at any time upon notice. Any plans to cut temporary slopes exceeding a 1:4 grade within 10 feet of a gas transmission pipeline need to be approved by PG&E Pipeline Services in writing PRIOR to performing the work.

3. Wheel Loads: To prevent damage to the buried gas pipeline, there are weight limits that must be enforced whenever any equipment gets within 10 feet of traversing the pipe.

Ensure a list of the axle weights of all equipment being used is available for PG&E's Standby Inspector. To confirm the depth of cover, the pipeline may need to be potholed by hand in a few areas.

Due to the complex variability of tracked equipment, vibratory compaction equipment, and cranes, PG&E must evaluate those items on a case-by-case basis prior to use over the gas pipeline (provide a list of any proposed equipment of this type noting model numbers and specific attachments).

No equipment may be set up over the gas pipeline while operating. Ensure crane outriggers are at least 10 feet from the centerline of the gas pipeline. Transport trucks must not be parked over the gas pipeline while being loaded or unloaded.

4. Grading: PG&E requires a minimum of 36 inches of cover over gas pipelines (or existing grade if less) and a maximum of 7 feet of cover at all locations. The graded surface cannot exceed a cross slope of 1:4.

5. Excavating: Any digging within 2 feet of a gas pipeline must be dug by hand. Note that while the minimum clearance is only 24 inches, any excavation work within 24 inches of the edge of a pipeline must be done with hand tools. So to avoid having to dig a trench entirely with hand tools, the edge of the trench must be over 24 inches away. (Doing the math for a 24 inch

Pacific Gas and Electric Company

wide trench being dug along a 36 inch pipeline, the centerline of the trench would need to be at least 54 inches [24/2 + 24 + 36/2 = 54] away, or be entirely dug by hand.)

Water jetting to assist vacuum excavating must be limited to 1000 psig and directed at a 40° angle to the pipe. All pile driving must be kept a minimum of 3 feet away.

Any plans to expose and support a PG&E gas transmission pipeline across an open excavation need to be approved by PG&E Pipeline Services in writing PRIOR to performing the work.

6. Boring/Trenchless Installations: PG&E Pipeline Services must review and approve all plans to bore across or parallel to (within 10 feet) a gas transmission pipeline. There are stringent criteria to pothole the gas transmission facility at regular intervals for all parallel bore installations.

For bore paths that cross gas transmission pipelines perpendicularly, the pipeline must be potholed a minimum of 2 feet in the horizontal direction of the bore path and a minimum of 24 inches in the vertical direction from the bottom of the pipe with minimum clearances measured from the edge of the pipe in both directions. Standby personnel must watch the locator trace (and every ream pass) the path of the bore as it approaches the pipeline and visually monitor the pothole (with the exposed transmission pipe) as the bore traverses the pipeline to ensure adequate clearance with the pipeline. The pothole width must account for the inaccuracy of the locating equipment.

7. Substructures: All utility crossings of a gas pipeline should be made as close to perpendicular as feasible (90° +/- 15°). All utility lines crossing the gas pipeline must have a minimum of 24 inches of separation from the gas pipeline. Parallel utilities, pole bases, water line ‘kicker blocks’, storm drain inlets, water meters, valves, back pressure devices or other utility substructures are not allowed in the PG&E gas pipeline easement.

If previously retired PG&E facilities are in conflict with proposed substructures, PG&E must verify they are safe prior to removal. This includes verification testing of the contents of the facilities, as well as environmental testing of the coating and internal surfaces. Timelines for PG&E completion of this verification will vary depending on the type and location of facilities in conflict.

8. Structures: No structures are to be built within the PG&E gas pipeline easement. This includes buildings, retaining walls, fences, decks, patios, carports, septic tanks, storage sheds, tanks, loading ramps, or any structure that could limit PG&E’s ability to access its facilities.

9. Fencing: Permanent fencing is not allowed within PG&E easements except for perpendicular crossings which must include a 16 foot wide gate for vehicular access. Gates will be secured with PG&E corporation locks.

10. Landscaping: Landscaping must be designed to allow PG&E to access the pipeline for maintenance and not interfere with pipeline coatings or other cathodic protection systems. No trees, shrubs, brush, vines, and other vegetation may be planted within the easement area. Only those plants, ground covers, grasses, flowers, and low-growing plants that grow unsupported to a maximum of four feet (4’) in height at maturity may be planted within the easement area.

Pacific Gas and Electric Company

11. Cathodic Protection: PG&E pipelines are protected from corrosion with an “Impressed Current” cathodic protection system. Any proposed facilities, such as metal conduit, pipes, service lines, ground rods, anodes, wires, etc. that might affect the pipeline cathodic protection system must be reviewed and approved by PG&E Corrosion Engineering.

12. Pipeline Marker Signs: PG&E needs to maintain pipeline marker signs for gas transmission pipelines in order to ensure public awareness of the presence of the pipelines. With prior written approval from PG&E Pipeline Services, an existing PG&E pipeline marker sign that is in direct conflict with proposed developments may be temporarily relocated to accommodate construction work. The pipeline marker must be moved back once construction is complete.

13. PG&E is also the provider of distribution facilities throughout many of the areas within the state of California. Therefore, any plans that impact PG&E’s facilities must be reviewed and approved by PG&E to ensure that no impact occurs which may endanger the safe operation of its facilities.

Pacific Gas and Electric Company

**Attachment 2 – Electric Facilities**

It is PG&E's policy to permit certain uses on a case by case basis within its electric transmission fee strip(s) and/or easement(s) provided such uses and manner in which they are exercised, will not interfere with PG&E's rights or endanger its facilities. Some examples/restrictions are as follows:

1. Buildings and Other Structures: No buildings or other structures including the foot print and eave of any buildings, swimming pools, wells or similar structures will be permitted within fee strip(s) and/or easement(s) areas. PG&E's transmission easement shall be designated on subdivision/parcel maps as "**RESTRICTED USE AREA – NO BUILDING."**

2. Grading: Cuts, trenches or excavations may not be made within 25 feet of our towers. Developers must submit grading plans and site development plans (including geotechnical reports if applicable), signed and dated, for PG&E's review. PG&E engineers must review grade changes in the vicinity of our towers. No fills will be allowed which would impair ground-to-conductor clearances. Towers shall not be left on mounds without adequate road access to base of tower or structure.

3. Fences: Walls, fences, and other structures must be installed at locations that do not affect the safe operation of PG&'s facilities. Heavy equipment access to our facilities must be maintained at all times. Metal fences are to be grounded to PG&E specifications. No wall, fence or other like structure is to be installed within 10 feet of tower footings and unrestricted access must be maintained from a tower structure to the nearest street. Walls, fences and other structures proposed along or within the fee strip(s) and/or easement(s) will require PG&E review; submit plans to PG&E Centralized Review Team for review and comment.

4. Landscaping: Vegetation may be allowed; subject to review of plans. On overhead electric transmission fee strip(s) and/or easement(s), trees and shrubs are limited to those varieties that do not exceed 10 feet in height at maturity. PG&E must have access to its facilities at all times, including access by heavy equipment. No planting is to occur within the footprint of the tower legs. Greenbelts are encouraged.

5. Reservoirs, Sumps, Drainage Basins, and Ponds: Prohibited within PG&E's fee strip(s) and/or easement(s) for electric transmission lines.

6. Automobile Parking: Short term parking of movable passenger vehicles and light trucks (pickups, vans, etc.) is allowed. The lighting within these parking areas will need to be reviewed by PG&E; approval will be on a case by case basis. Heavy equipment access to PG&E facilities is to be maintained at all times. Parking is to clear PG&E structures by at least 10 feet. Protection of PG&E facilities from vehicular traffic is to be provided at developer's expense AND to PG&E specifications. Blocked-up vehicles are not allowed. Carports, canopies, or awnings are not allowed.

7. Storage of Flammable, Explosive or Corrosive Materials: There shall be no storage of fuel or combustibles and no fueling of vehicles within PG&E's easement. No trash bins or incinerators are allowed.

Pacific Gas and Electric Company

8. Streets and Roads: Access to facilities must be maintained at all times. Street lights may be allowed in the fee strip(s) and/or easement(s) but in all cases must be reviewed by PG&E for proper clearance. Roads and utilities should cross the transmission easement as nearly at right angles as possible. Road intersections will not be allowed within the transmission easement.

9. Pipelines: Pipelines may be allowed provided crossings are held to a minimum and to be as nearly perpendicular as possible. Pipelines within 25 feet of PG&E structures require review by PG&E. Sprinklers systems may be allowed; subject to review. Leach fields and septic tanks are not allowed. Construction plans must be submitted to PG&E for review and approval prior to the commencement of any construction.

10. Signs: Signs are not allowed except in rare cases subject to individual review by PG&E.

11. Recreation Areas: Playgrounds, parks, tennis courts, basketball courts, barbecue and light trucks (pickups, vans, etc.) may be allowed; subject to review of plans. Heavy equipment access to PG&E facilities is to be maintained at all times. Parking is to clear PG&E structures by at least 10 feet. Protection of PG&E facilities from vehicular traffic is to be provided at developer's expense AND to PG&E specifications.

12. Construction Activity: Since construction activity will take place near PG&E's overhead electric lines, please be advised it is the contractor's responsibility to be aware of, and observe the minimum clearances for both workers and equipment operating near high voltage electric lines set out in the High-Voltage Electrical Safety Orders of the California Division of Industrial Safety (https://www.dir.ca.gov/Title8/sb5g2.html), as well as any other safety regulations. Contractors shall comply with California Public Utilities Commission General Order 95 (http://www.cpuc.ca.gov/gos/GO95/go_95_startup_page.html) and all other safety rules. No construction may occur within 25 feet of PG&E's towers. All excavation activities may only commence after 811 protocols has been followed.

Contractor shall ensure the protection of PG&E's towers and poles from vehicular damage by (installing protective barriers) Plans for protection barriers must be approved by PG&E prior to construction.

13. PG&E is also the owner of distribution facilities throughout many of the areas within the state of California. Therefore, any plans that impact PG&E's facilities must be reviewed and approved by PG&E to ensure that no impact occurs that may endanger the safe and reliable operation of its facilities.

**Xinia Gamero**

**From:** Cindy Tzafopoulos
**Sent:** Monday, April 15, 2024 9:42 AM
**To:** Xinia Gamero
**Subject:** FW: Hotel Projects

---

**From:** Andrew Bradley <abradley@cityofsthelena.org>
**Sent:** Monday, April 15, 2024 8:46 AM
**To:** Cindy Tzafopoulos <ctzafopoulos@cityofsthelena.org>; Erika Opp <eopp@cityofsthelena.org>
**Subject:** Fwd: Hotel Projects

ANDREW BRADLEY
ASSISTANT TO THE CITY MANAGER
City of St. Helena | City Manger's Office
1088 College Avenue | St. Helena, CA 94574
Direct: (707) 968-2635 | Mobile: (707) 312-2742
abradley@cityofsthelena.org | https://www.cityofsthelena.org

---

**From:** john <john@nvhandyman.com>
**Sent:** Monday, April 15, 2024 8:44:43 AM
**To:** Andrew Bradley <abradley@cityofsthelena.org>
**Subject:** [External] Hotel Projects

Hi Andrew, John Murphy here. I am sending you this email to express our support for both the hotel project on Adams Street and the hotel project at Krug. We like both projects although they're very different. I think they'll do a lot for the city. It's nice to see the one on Adams Street is donating a land parcel for affordable housing construction that's a good start, previous projects I think they'll find a way to have the housing built
We don't plan to attend the meeting on Tuesday night. I hope that our view can be expressed at the meeting for having sent this email.
Thank you for the service to the city
John and Stacy Murphy

Sent from my iPhone

**Xinia Gamero**

**From:** john <john@nvhandyman.com>
**Sent:** Monday, April 15, 2024 4:50 PM
**To:** Public Comment
**Subject:** [External] Krug and Adams Resorts

Although we will not be able to attend the meeting on Tuesday the 16th we want to express our support of both the Krug resort project and also the hotel on Adam Street. Including the five story proposal sounds like a very chic and happening place to add to our city vibe .
My wife and I both believe these will be good for the city We are both residents of Saint Helena with our home at 1830 Main St.
Best regards
John and Stacy Murphy
Sent from my iPhone

## Xinia Gamero

**From:** Maya DeRosa
**Sent:** Monday, April 15, 2024 5:19 PM
**To:** Xinia Gamero
**Subject:** FW: Adams Street Hotel Project

Please add to public comment.

**MAYA DEROSA, AICP**
**COMMUNITY DEVELOPMENT DIRECTOR**
City of St. Helena | Community Development Department
1088 College Avenue | St. Helena, CA 94574
Direct: (707) 967-2783 | mderosa@cityofsthelena.org | http://cityofsthelena.org/planning

---

**From:** David Walker <david@enginerealestate.com>
**Sent:** Monday, April 15, 2024 3:55 PM
**To:** Maya DeRosa <MDeRosa@cityofsthelena.org>
**Subject:** [External] Adams Street Hotel Project

Maya:

Please accept this email note as my support for the hotel project at 1001 Adams Street. As a local and nearby property owner on Adams, Main and Railroad, I welcome additional and continued improvements to the City of St. Helena, in particular where new investments are made. The city is sorely in need of additional hotel rooms as well as the additional TOT revenue that the project would stand to generate.

Unfortunately I will not be able to attend this presentation in person, however please accept this letter as my support for the project.

Thank you and I appreciate all of the hard work that you and the other members of the Planning Commission have performed to advance this and other projects like it.

Sincerely,
David Walker

David S. Walker
ENGINE Real Estate
1377 Main Street
Suite 6
St. Helena, CA 94574
T 310-625-7009
david@enginerealestate.com
www.enginerealestate.com

Water Audit California
**A PUBLIC BENEFIT CORPORATION**

952 SCHOOL STREET #316 NAPA CA 94559
VOICE: (707) 681-5111
EMAIL: General@WaterAuditCA.org

April 16, 2024

St. Helena City Planning Commission

Sent via email to: publiccomment@citysthelena.org, cityclerk@cityofsthelena.org, and contactplanningcommission@cityofsthelena.org

**City of St. Helena Planning Commission Meeting April 16, 2024**
**6.1. Request by Antonio and Rita Castelluci for a pre-application review of a proposed hotel project (75-key hotel plus 13 "resort residential" units) located at 1001 Adams Street.**

Water Audit California reiterates its December 12, 2024, comment letter for the pre-application review of this proposed mixed-use commercial project. We ask that the Mayor and City Council note that prima facie, the City of St. Helena does not have enough water to service existing demands. The idea that a hotel can be built without an increase in water consumption is prima facie absurd. Further, the recent comment letter by PG & E raises a substantial question whether the project can be built within the footprint proposed. Finally, the inclusion of the “low income” housing in this proposal, although it was not included in the recent housing element review, brings to mind the metaphor of putting lipstick on a pig.

Please honestly consider where the water needed by this project is going to come from. It cannot continue to be derived from environmental injury caused by the Stonebridge wells that is now evident to everyone, including the Napa County Groundwater Sustainability Agency. Paper approval of projects which cannot be built is just an invitation to continuing controversy. Stop pretending that a hotel, spa and numerous residences will consume the same amount of water that was used by a bank.

The proposition is insulting to logic and disrespectful to the intelligence of the City's residents and creating further unproductive expense to an admittedly failing water enterprise. Please learn from the Hunter/White Fang experience.

**The Public Trust**

Water Audit California ("Water Audit") is an advocate for the public trust. Through Government Code § 65800 et seq. the Legislature conveyed to the city the authority to adopt regulations and ordinances to promote the general welfare of the State's residents.

The City remains subordinate to the control and direction of the senior levels of government. The state endows the highest priority on fish and wildlife protection and conservation. "The Legislature finds and declares that the protection and conservation of the fish and wildlife resources of the state are of utmost public interest.

Fish and wildlife are the property of the people and provide a major contribution to the property of the state …" (Fish and Game Code § 1600) This statement is one of the foundations of Water Audit's mission, both generally and herein. The City must consider the substantial potential public trust impacts of proposed projects.

The essential idea of the public trust doctrine is that the government holds and protects certain natural resources in trust for the public benefit. (See *Illinois Central Railroad v. Illinois* (1892) 146 U.S. 387, 452, 456; *National Audubon Society v. Superior Court* ("*Audubon*") (1983) 33 Cal.3d 419, 441; *Berkeley v. Superior Court* (1980) 26 Cal.3d 515, 521.)

Public trust theory has its roots in Roman and common law. (*United States v. 11.037 Acres of Land* (N.D. Cal. 1988) 685 F. Supp. 214, 215.) Its principles underlie the entirety of the State of California. Upon its admission to the United States in 1850, California received the title to its tidelands, submerged lands, and lands underlying inland navigable waters as trustee for the benefit of the public. (*People v. California Fish Co.* (*California Fish*) (1913) 166 Cal. 576, 584; *Carstens v. California Coastal Com.* (1986) 182 Cal.App.3d 277, 288.) The People of California did not surrender their public trust rights; the state holds land in its sovereign capacity in trust for public purposes. (*California Fish*, Ibid.)

The courts have ruled that the public trust doctrine requires the state to administer as a trustee all public trust resources for current and future generations, precluding the state from alienating those resources into private ownership and requiring the state to protect the long term preservation of those resources for the public benefit. (*Audubon*, supra. 33 Cal.3d 419, 440-441; *Surfrider Foundation v. Martins Beach 1, LLC* (2017) 14 Cal.App.5th 238, 249-251.)

The public trust fulfills the basic elements of a trust: intent, purpose, and subject matter. (*Estate of Gaines* (1940) 15 Cal.2d 255, 266.) It has both beneficiaries, the people of the state, and trustees, the agencies of the state entrusted with public trust duties.

The beneficiaries of the public trust are the people of California, and it is to them that the trustee owes fiduciary duties. As the City of St. Helena is a legal subdivision of the state, it must deal with the trust property for the beneficiary's benefit. No trustee can properly act for only some of the beneficiaries – the trustee must represent them all, taking into account any differing interests of the beneficiaries, or the trustee cannot properly represent any of them. (*Bowles v. Superior Court* (1955) 44 C2d 574.) This principle is in accord with the equal protection provisions of the Fourteenth Amendment to the US Constitution.

A public trust trustee "may not approve of destructive activities without giving due regard to the preservation of those [public trust] resources." (*Center for Biological Diversity, Inc. v. FPL Group, Inc.* ("*Bio Diversity*") (2008) 166 Cal.App.4th 1349, 1370, fn. 19, 83 Cal.Rptr.3d 588.) [Emphasis added]

Common law imposes public trust considerations upon the City's decisions and actions. (*Biological Diversity*, supra. 166 Cal.App.4th 1349; *Environmental Law Foundation v. State Water Resources Control Board* ("*ELF*") (Cal. Ct. App. 2018) 26 Cal.App.5th 844.) The courts have recognized the State's responsibility to protect public trust uses whenever feasible. (See, e.g., *Audubon*, supra. 33 Cal.3d 419, 435; *California Trout, Inc. v. State Water Resources Control Bd.* (1989) 207 Cal.App.3d 585, 631; *California Trout, Inc. v. Superior Court* (1990) 218 Cal.App.3d 187, 289.) The City of St. Helena, under Public Resources Code, section 6009.1, has an affirmative duty to

administer the natural resources held by public trust solely in the interest of the people of California.

The public trust doctrine requires the State (i.e. City of St. Helena), as a trustee, to manage its public trust resources (including water) so as to derive the maximum benefit for its citizenry. Even if the water at issue has been put to beneficial use, it can be taken from one user in favor of another need or use. The public trust doctrine therefore means that no water rights in California are truly "vested" in the traditional sense of property rights.

Furthermore, there can be no vested rights in water use that harm the public trust. Regardless of the nature of the water right in question, no water user in the State "owns" any water. Instead, a right to water grants the holder thereof only the right to use water, an "usufructuary right". The owner of "legal title" to all water is the State in its capacity as a trustee for the benefit of the public. Both riparian and appropriative rights are usufructuary only and confer no right of private ownership in the watercourse, which belongs to the State. (*People v. Shirokow* (1980) 26 Cal.3d 301 at 307.)

**Conclusion**

For the foregoing reasons, Water Audit California respectfully requests that the City Council consider the impacts of the proposed project on existing water consumption needs during the meeting this evening.

Respectfully,

William McKinnon
General Counsel
Direct Dial: 530.575.5335

**Xinia Gamero**

**From:** Cynthia <cynthia@pizzeriatravigne.com>
**Sent:** Tuesday, April 16, 2024 1:44 PM
**To:** Public Comment
**Cc:** Maya DeRosa
**Subject:** [External] Adams St. Hotel Project

Dear Commission Members,

I will not be able to attend this evening's meeting, but I wanted to take a moment to voice my support for the hotel project on Adam's Street (as well as the one at Krug.) Any development that both brings visitors to St. Helena AND provide and affordable housing component is very favorable for our town and in particular for our businesses. Over the last five years, we have seen a decrease in visitor activity Up Valley as more and more hotel and tourist-based offerings are available in cities south of us. In addition, it is more and more difficult to attract employees to the area as most of the affordable housing is located in southern Napa.

I would like to encourage this commission to everything it can to make the process for the Castelucci's as easy as possible (of course, following all necessary codes, etc.) and as inexpensive as possible (not asking for revision after revision for approvals) so that they can get to what is most important - building the hotel and restaurant and housing - so that they can help bring business and employees to St. Helena.

Please do not hesitate to contact me if you have any questions.

Thank you,

Cynthia Ariosta
Managing Partner
Pizzeria Tra Vigne
415-936-9796