



**City of St. Helena
Planning Commission
Regular Meeting
Tuesday, January 20, 2026 @ 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 "Public Forum" 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@cityofstheleena.gov. 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@cityofstheleena.gov.

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

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@cityofstheleena.gov.

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

Page

1. PLEDGE OF ALLEGIANCE
2. CALL TO ORDER AND ROLL CALL
Chair: Chris Warner
Vice-Chair: Sue Furdek
Commissioners: Autumn Anderson, Hector Lopez and Michelle Covell

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: December 16, 2025 7 - 8
[Special Planning Commission Minutes 12.16.25](#)

5. PUBLIC HEARINGS

- 5.1. Request by Royal We Wines for Planning Commission approval of a Major Sign Permit to allow two wall-mounted signs on a single business frontage at 929 Main Street in the Mixed Use (MU) zoning district. 9 - 36

CEQA Determination: This project is categorically exempt from the California Environmental Quality Act (CEQA) under Section 15311, Class 11(a) of the CEQA Guidelines.

Prepared By: Jackie Oneal, Senior Planner

Recommendation:

Staff recommends that the Planning Commission:

1. Determine that the project is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15311, Class 11 (on-premise signs); and
2. Approve Major Sign Permit (SP25-007) for 929 Main Street to install two (2) nonilluminated wall signs on the primary façade sign as described in this report, subject to the required findings in SHMC Section 17.27.050(E) and the conditions of approval included with the attached resolution.

[929 Main St.- Staff Report](#)
[Staff Presentation](#)

- 5.2. Request by Todd Johnston from Johnston Sign Company, on behalf of Orin Swift Cellars, for Planning Commission approval of a Major Sign Permit to modify and enlarge an existing internally illuminated wall sign located at 1321 Main Street within the Central Business (CB) zoning district. 37 - 61

CEQA Determination: Exempt

Prepared By: Xinia Gamero, Permit Technician III

Recommendation:

For the reasons described above, staff recommends that the Planning Commission:

1. Determine that the project is exempt from CEQA pursuant to Section 15311, Class 11(a) of the CEQA Guidelines; and
2. Approve the Major Sign Permit for 1321 Main Street to modify and enlarge an existing illuminated wall sign as described in this report, subject to the findings in SHMC Section 17.27.050 (E) and the conditions of approval included with the attached resolution.

[1321 Main St.- Staff Report](#)
[Staff Presentation](#)

- 5.3. Request for Tentative Parcel Map (TPM) approval to allow two existing parcels totaling approximately 1.78 acres (77,778 sq ft) located at 1600 and 1620 Sylvaner Avenue to be subdivided to create three residential lots in the Low Density Residential Zoning District.

63 - 87

CEQA Determination: The requested Tentative Parcel Map is exempt from the requirements of CEQA pursuant to CEQA Guidelines Section 15061(b)(3).

Prepared By: Jackie Oneal, Senior Planner

Recommendation:

Staff recommends that the Planning Commission:

1. Determine that the project is exempt from the California Environmental Quality Act (CEQA) pursuant to the Common Sense Exemption (CEQA Guidelines Section 15061(b)(3)), as approval of the Tentative Parcel Map authorizes the creation of legal parcels only and will not result in a physical change to the environment, and further find that the proposed project is within the scope of the findings and analysis of the 2040 General Plan Update and Zoning Code, whereby allowances for such a proposed subdivision are expressly identified and permissible; and
2. Accept the required findings and adopt the attached resolution approving the requested Tentative Parcel Map (TPM25-00), subject to the conditions of approval.

[1600 and 1620 Sylvaner Ave.- Staff Report
Staff Presentation](#)

- 5.4. Request by Scott Gay, on behalf of Rifugio Holdings LLC, for a pre-submittal review of a proposed redevelopment project on a 1.5-acre parcel located at the northwest corner of Vidovich Avenue and Main Street in St. Helena (APN 009-180-040), within the Mixed-Use (MU) Zoning District. The proposal includes retaining the existing Clif Family Winery tasting room at 709 Main Street and the existing office building at 1334 Vidovich Avenue, while removing five other existing buildings on the site. Four new buildings are proposed that would accommodate uses similar to those currently operating on the property, along with a reconfigured site plan and central plaza.

89 - 167

CEQA Determination: CEQA review will occur upon submittal of a complete formal application. At that time, staff will evaluate the project to determine the appropriate level of environmental review, which may include consideration of a potential categorical exemption (such as the Class 32 Infill Exemption) or preparation of an Initial Study. The CEQA pathway will depend on the final project description, operational details, site design, and technical information submitted with the formal application. No CEQA determination is being made at this pre-submittal stage.

Prepared By: Jackie Oneal, Senior Planner

Recommendation:

Staff recommends that the Planning Commission receive presentations from staff and the applicant's team, accept comments from the public,

and provide feedback on the proposed project's overall policy direction and land use strategy. In particular, staff seeks input on the following key issues:

1. Front Setback - Whether the proposed ~18-foot front setback may be supportable with a Variance, based on site constraints; and
2. On-Site Storage and Support Uses - Whether the size, scale, and functional role of the proposed support buildings could be supported through a future Zoning Ordinance Amendment and Conditional Use Permit, and whether the Commission concurs with staff's interpretation of how SHMC § 17.22.020(B) applies in this multi-building, mixed-use context.

Staff further recommends that the Commission advise the applicant to:

- Clarify the operational relationship between the proposed primary and accessory uses, as well as those uses in the existing structure to remain at 1334 Vidovich Avenue.
- Prepare detailed floor plans, operational narratives, and a zoning compliance table with the formal application to allow staff to evaluate parking, accessory use limits, and development standard compliance.

No formal action is required at this time. Feedback provided by the Planning Commission will inform the applicant's preparation of a complete development application.

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

[Staff Presentation](#)

[Applicant Presentation](#)

6. SCHEDULED MATTERS

7. DEPARTMENT REPORTS

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

8. AGENDA FORECAST

This is 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 current planning projects is available on our city website in the link below:

<https://cityofstheleena.org/230/Planning-Projects>

9. ADJOURNMENT

The next Regular Planning Commission meeting is scheduled for February 3, 2026 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 January 12, 2026.



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://cityofstheleena.gov> and will be available for public review at the respective meeting.

MINUTES
City of St. Helena
Special Planning Commission Meeting
Tuesday, December 16, 2025 @ 4:30 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) 968-2742. The Planning Commission video is the official record of the Planning Commission meeting.

Present: Chair Christopher Warner, Vice-Chair Sue Furdek, Commissioner Autumn Anderson (arrived at 4:32 p.m.), Commissioner Hector Lopez, and Commissioner Michelle Covell

Absent: None

Staff Present: Maya DeRosa, Community Development Director, Andreas Booher, City Attorney, and Xinia Gamero, Planning Commission Secretary

1. PLEDGE OF ALLEGIANCE

2. CALL TO ORDER AND ROLL CALL

3. PUBLIC FORUM:

4. CONSENT ITEMS

4.1 Approval of Minutes: December 2, 2025

Commissioner Michelle Covell moved to approve the Minutes of December 2, 2025. The motion was seconded by Commissioner Hector Lopez and on roll call carried by the following vote:

AYES: Christopher Warner, Autumn Anderson, Hector Lopez, and Michelle Covell

NOES: None

ABSENT: None

ABSTAIN: Sue Furdek

RECUSE: None

5. PUBLIC HEARINGS

None.

6. NEW BUSINESS

6.1 Comprehensive Zoning Code Study Session Post 2023 Adoption
Prepared By: Maya DeRosa, Community Development Director

Chair Warner and Vice-Chair Furdek provided opening remarks regarding the meeting structure and procedures.

Community Development Director Maya DeRosa delivered a presentation and reported on the item.

Chair Warner opened the public comment.

Jeff Feeney, Elliott Bell, David Crimmins, Mary Stephenson, Dan Hale, Scott Gaye, Charles Covell, and Joshua Parke addressed the Planning Commission. Wayne Leong provided oral comments in addition to submitting written comments to the Planning Commission.

Chair Warner closed the public hearing.

Commissioners Covell and Lopez shared their comments with the public and the Planning Commission.

No action was taken at this meeting but Chair Warner asked staff to provide a schedule to the Planning Commission of when there would be a follow up meeting to discuss the feedback received.

7. SCHEDULED MATTERS

8. DEPARTMENT REPORTS

Community Development Director Maya DeRosa announced that the January 6, 2026 Planning Commission meeting is cancelled. The Planning Commission will reconvene at its regular meeting on January 20, 2026.

9. AGENDA FORCAST

10. ADJOURNMENT

Chair Warner adjourned the meeting at **6:40 p.m.**

The December 16, 2025 minutes were approved at the _____
Planning Commission meeting.

APPROVED:

ATTEST:

Christopher Warner, Chair
Planning Commission

Maya DeRosa, AICP
Community Development Director



PLANNING COMMISSION REPORT

Planning Commission Meeting of January 20, 2026

FILE NUMBER: SP25-007

SUBJECT: Request by Royal We Wines for Planning Commission approval of a Major Sign Permit to allow two wall-mounted signs on a single business frontage at 929 Main Street in the Mixed Use (MU) zoning district.

PREPARED BY: Jackie Oneal, Senior Planner

REVIEWED BY: Maya DeRosa, Community Development Director

APPROVED BY: Maya DeRosa, Community Development Director

APPLICATION FILED:07/23/25

ACCEPTED AS COMPLETE:12/09/25

LOCATION OF PROPERTY: 929 Main St.

APN: 009-180-038

GENERAL PLAN/ZONING: Mixed-Use (MU)

APPLICANT: David Ford

BACKGROUND

The property located at 929 Main Street is developed with a single-story commercial building within the Mixed Use (MU) zoning district and the Highway 29 Specific Plan. The site is occupied by Royal We Wines, which opened a public wine tasting room in 2025.

The applicant has requested approval of a Major Sign Permit to allow wall-mounted signage on the Main Street façade of the building. The proposal includes two wall signs associated with the Royal We Wines business. Because the number and total area of wall-mounted signage exceed the standards otherwise permitted by right, the

application requires review and approval by the Planning Commission pursuant to SHMC Chapter 17.27.

PROJECT DESCRIPTION

The project proposes two wall-mounted signs on a single business frontage and therefore requires discretionary review through a Major Sign Permit pursuant to SHMC Chapter 17.27. As shown on the resubmitted plans, the proposed signage consists of the following:

Primary Wall Sign (ST A)

- Location: Above the main entrance, facing Main Street
- Type: Non-illuminated wall sign consisting of individual aluminum letters
- Area: Approximately 48.5 square feet
- Length: 25.9 feet
- Mounting Height: 12 feet above grade
- Purpose: Primary business identification for "Royal We Wines"

Secondary Wall Sign (ST B)

- Location: Adjacent to the main entrance on the Main Street façade
- Type: Non-illuminated, multi-panel aluminum wall sign displaying the names and logos of wine brands available for tasting within the Royal We Wines space
- Area: Approximately 30.45 square feet
- Length: 6 feet
- Mounting Height: 7.5 feet above grade
- Purpose: Secondary identification of wine brands offered within the tasting room

The total proposed wall sign area on the Main Street frontage is approximately 78.95 square feet.

ANALYSIS

CEQA

This project is categorically exempt from the California Environmental Quality Act (CEQA) under Section 15311, Class 11(a) of the CEQA Guidelines, which exempts on-premise business signs. The project does not meet any of the exceptions under CEQA Section 15300.2, as it is not located on or near an environmentally sensitive area, scenic highway, or hazardous waste site, and does not impact historic resources.

General Plan

The site is designated Mixed Use (MU) in the General Plan, which supports a blend of commercial, residential, and visitor-serving uses along Main Street.

The following General Plan Policies are applicable:

- LU3.5** - Ensure that new retail and commercial development is compatible with and complementary to St. Helena's small-town image.

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.

Staff Response: Staff finds that the proposed signage is consistent with the General Plan in that it promoted business identification in a commercially designated area.

Highway 29 Specific Plan

The project site is located within the Highway 29 Specific Plan area, which requires comprehensive sign review, prohibits internally illuminated signs, and regulates signage through the City's Zoning Ordinance.

Consistency:

The proposed non-illuminated wall-mounted signs are reviewed pursuant to SHMC Chapter 17.27 through the Major Sign Permit process and are consistent with the sign policies of the Highway 29 Specific Plan, subject to the Planning Commission's determination that the required findings can be made.

Zoning

The project site is zoned Mixed Use (MU), which allows for a compatible mix of residential, commercial, and office uses intended to enhance the pedestrian-oriented character of the community.

Major Sign Permit

This application requires a Major Sign Permit pursuant to SHMC Section 17.27.050(B) because the proposal exceeds the ministerial sign standards related to sign area, placement, and cumulative wall signage for a single business frontage. The Planning Commission is required to hold a public hearing on a Major Sign Permit application and shall, at the conclusion of the public hearing, approve (with or without conditions) or deny the application in compliance with the provisions of Chapter 17.04 (Common Procedure).

Signage within the Mixed Use (MU) zoning district is regulated by SHMC Chapter 17.27 (Signs), which establishes standards for sign size, number, location, and design to ensure compatibility with building architecture and the surrounding streetscape. The applicable standards for this project are summarized below and analyzed in the preceding sections of this report.

SHMC Section 17.27.090(B) Standards for All Permanent Signs

- Maximum Sign Height: 20 feet
- Total Sign Area per Business: 1 square foot per linear foot of business frontage, not to exceed 40 square feet on the primary frontage

Consistency:

Primary Wall Sign (ST A)

The proposed sign is mounted approximately 12 feet above grade and has a sign area of approximately 48.5 square feet on a 104 foot primary frontage. The proposed sign is consistent with the maximum height standard, but exceeds the maximum permitted sign area on the primary frontage by approximately 8.5 square feet.

Secondary Wall Sign (ST B)

The proposed secondary wall sign (ST B) is mounted approximately 7.5 feet above grade and has a total sign area of approximately 30.45 square feet. Based on a 104 foot primary frontage, the proposed sign area is within the allowable frontage-based sign area and does not exceed the maximum permitted sign area on the primary frontage. The proposed sign is therefore consistent with the applicable height and sign area standards.

Combined Analysis (ST A + ST B)

When considered together, the proposed signage consists of two wall-mounted signs on a 104 foot primary frontage, with a combined sign area of approximately 78.95 square feet. While both signs are consistent with applicable height standards, the total sign area exceeds the maximum sign area otherwise permitted by right for a single business frontage by 38.95 square feet.

SHMC 17.27.090(J) Standards for Wall Signs (Mixed Use District)

- Maximum Sign Height: 20 feet
- Total Sign Area per Business: One (1) square foot per linear foot of business frontage, not to exceed 40 square feet on the primary frontage
- Number of Signs: Unlimited wall signs are permitted; however, the total sign area must comply with the maximum area limitations
- Placement: Wall signs shall be placed to establish façade rhythm, scale, and proportion between buildings. The sign length shall not exceed the width of the framed portion of the storefront and shall not exceed fifteen percent (15%) of the building façade (15.6 feet)
- Illumination: Nonilluminated, internal, and external illumination permitted

Consistency:

Primary Wall Sign (ST A)

The proposed primary wall sign (ST A) is mounted approximately 12 feet above grade, which is below the maximum permitted height of 20 feet. The sign has a total sign area of approximately 48.5 square feet on a 104 foot primary frontage. The sign exceeds the maximum permitted sign area on the primary by approximately 8.5 square feet.

The primary wall sign (ST A) is approximately 25.9 feet in length. Based on an overall building façade width of 104 feet, the maximum permitted sign length is 15.6 feet. The proposed sign therefore exceeds the maximum permitted sign length by approximately 10.3 feet.

Secondary Wall Sign (ST B)

The proposed secondary wall sign (ST B) is mounted approximately 7.5 feet above grade, which is below the maximum permitted height of 20 feet. The sign has a total sign area of approximately 30.45 square feet on a 104 foot primary frontage. The proposed sign area is within the allowable frontage-based sign area and does not exceed the maximum permitted sign area on the primary frontage.

The secondary wall sign (ST B) is approximately 6 feet in length. Based on an overall building façade width of 104 feet, the maximum permitted sign length is 15.6 feet. The proposed sign is consistent with the placement standard. No illumination is proposed.

Combined Analysis (ST A + ST B)

When considered together, the proposed signage consists of two wall-mounted signs on a 104 foot primary frontage, with a combined sign area of approximately 78.95 square feet. While both signs are consistent with the maximum height standard and illumination provisions, the proposal is inconsistent with the sign ordinance because the total sign area exceeds the maximum sign area for a single business frontage and the primary wall sign (ST A) exceeds the maximum permitted sign length.

Findings for Approval 17.27.050(E)

SHMC Section 17.27.050 authorizes the Planning Commission to approve signage that exceeds otherwise applicable size or number limitations, provided the Commission determines that the proposed signs are consistent with the purpose and intent of the sign ordinance, are compatible with the building and surrounding area, and that the findings set forth in SHMC Section 17.27.050(E) can be made. Staff provides the following analysis to assist the Commission in exercising its discretion:

1. The sign is compatible with the site.

The proposed signage consists of two wall-mounted signs located on the Main Street façade of the building and is intended to provide clear identification for the business operating on the site. Both signs are wall-mounted, non-illuminated, and oriented toward the primary pedestrian frontage.

Through review under the Major Sign Permit process, the scale, placement, and overall design of the signage have been evaluated in relation to the storefront and surrounding downtown context. As proposed, the signage is compatible with the site.

2. The sign materials are consistent with or complement those of the project.

The proposed signs are constructed of aluminum materials with painted finishes and applied graphics, and are mounted flush to the building façade. These materials are durable and consistent with the existing commercial storefront construction.

Staff finds that the proposed materials and finishes complement the building and are appropriate for a downtown commercial setting.

3. The sign reflects the small-town character of St. Helena.

The signs are non-illuminated, utilize individual letters and modest panel elements, and avoid electronic or animated features.

Review through the Major Sign Permit process allows the Planning Commission to evaluate the increased wall sign size in relation to the small-town character of the downtown area. As proposed, the signage reflects that character.

4. The sign will not negatively impact surrounding properties.

No illumination, motion, or electronic display is proposed. The signs do not project into the public right-of-way and do not interfere with pedestrian circulation or visibility.

Staff finds that the proposed signage will not result in adverse impacts to surrounding properties, including glare, light spillover, or safety concerns.

5. The sign does not obscure or detract from the architecture of a historic building or structure.

The building at 929 Main Street is not designated as a historic resource. The proposed signs are located above and adjacent to the storefront entrance and do not cover windows, doors, or architectural detailing.

Staff finds that the signage does not obscure or detract from the building's architectural features.

6. The sign contributes to the historical or architectural character of the community.

The proposed signage supports business visibility while utilizing durable materials and a cohesive, restrained design that relates to the storefront and surrounding streetscape. As reviewed and approved through the Major Sign Permit process, the signage contributes positively to the architectural character of the downtown area.

ISSUES

Secondary Sign "ST B" Installed Without Permit

Staff notes that the secondary wall sign (ST B) was installed prior to the issuance of a sign permit. This is not consistent with SHMC Section 17.27.040, which requires sign permits to be obtained before installation.

The current application seeks Planning Commission review of a Major Sign Permit for two wall-mounted signs on the Main Street frontage. Approval of the Major Sign Permit would serve to legalize the existing secondary wall sign, along with the proposed primary identification wall sign, subject to the conditions of approval imposed by the Planning Commission.

Staff notes that the purpose of this review is to evaluate the proposed signage under the applicable standards of SHMC Chapter 17.27 and to provide the Planning Commission the opportunity to exercise its discretion. This issue is identified for transparency and does not preclude the Planning Commission from approving the request if the required findings can be made.

Use of Nearby Signage as Precedent

As indicated in the Applicant's written statement, signs in the vicinity appear to exceed the maximum sign area and placement thresholds established by the current sign regulations, including signage at 649 Main Street (Nimbus Arts) and 933 Main Street (Gott's Roadside).

Staff was unable to locate City records indicating that these signs were approved through a Major Sign Permit or other discretionary sign permit process. As such, staff cannot confirm whether the referenced signage was approved under prior regulations, approved with discretionary findings, or installed without the benefit of a permit.

The presence of other non-conforming signage that may exceed current sign code standards does not, by itself, establish a basis for approval of the proposed signage. Each application must be evaluated independently based on the regulations in effect at the time of review and the ability to make the findings required by SHMC Section 17.27.050(E).

Planning Commission Discretion and Alternative Actions

The findings above support approval of the Major Sign Permit through the discretionary review process established in SHMC Section 17.27.050. However, the Planning Commission retains discretion to determine whether the required findings in SHMC Section 17.27.050(E) can be made based on its independent evaluation of the project.

As discussed in the Sign Code Consistency Analysis, the proposed signage exceeds certain ministerial standards related to sign area and sign length, particularly with respect to the primary wall sign (ST A). These exceedances have been evaluated through the Major Sign Permit process and are addressed in the findings supporting approval. Should the Planning Commission determine that one or more of the required findings cannot be made as proposed, the following alternative options are identified for consideration:

- **Option 1: Direction to Modify the Proposed Signage**

The Planning Commission may continue the item to a future date and request the applicant modify one or both signs, such as reductions in sign area, sign length, or overall visual prominence, in order to better support the required findings.

- **Option 2: Denial**

If the Planning Commission determines that the required findings cannot be made and the applicant is unwilling to modify the proposal, it may direct staff to return to a subsequent meeting with a resolution of denial.

These above alternatives are provided solely to assist the Planning Commission in exercising its discretionary authority and do not alter the affirmative findings presented above.

CORRESPONDENCE

Staff has not received any public comments regarding this application as of the publication date of this report.

STAFF RECOMMENDATION

Staff recommends that the Planning Commission:

1. Determine that the project is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15311, Class 11 (on-premise signs); and
2. Approve Major Sign Permit (SP25-007) for 929 Main Street to install two (2) nonilluminated wall signs on the primary façade sign as described in this report, subject to the required findings in SHMC Section 17.27.050(E) and the conditions of approval included with the attached resolution.

ATTACHMENTS

[1. Draft Resolution of Approval](#)

[2. "Exhibit A". "Royal We Wines" Sign Plans, Dated 12/02/2025](#)

[2. Applicant's Written Project Statement](#)

CITY OF ST. HELENA PLANNING COMMISSION

RESOLUTION NO. PC2025-XX

**GRANTING MAJOR SIGN PERMIT APPROVAL TO
929 MAIN ST. (SP25-007)**

PROPERTY OWNER: Jordan C. Behmke

APN: 009-180-038

RECITALS

1. On July 23, 2025, the applicant requested approval of a Major Sign Permit for signage at 929 Main Street in the Mixed Use (MU) zoning district. The proposed signage includes two wall-mounted signs on a single business frontage, consisting of one primary building-mounted identification sign and one secondary wall-mounted sign; and
2. The applicant proposes to install one (1) primary identification wall sign located above the Main Street storefront entrance. The sign will consist of individual ¼-inch-thick aluminum letters, painted dark navy, measuring approximately 22.5 inches in height by 310.5 inches in width (approximately 48.5 square feet), and will be flush-mounted directly to the exterior wall using studs and silicone to display the “Royal We Wines” name for site identification.

In addition, the applicant proposes one (1) secondary wall-mounted sign positioned adjacent to the front entrance and facing Main Street. This sign will consist of eight chalkboard-black aluminum panels, totaling approximately 30.5 square feet, each featuring a winery logo applied in durable vinyl and mounted to the wall using a cleat system and metal brackets. The sign is intended to identify the multiple wine brands housed within the Royal We Wines location; and
3. The applicant’s proposal exceeds the thresholds for a Minor Sign Permit. Therefore, Planning Commission review and approval is required under SHMC Sections 17.27.040 and 17.27.050; and
4. Pursuant to SHMC 17.27.050, the Planning Commission may approve signage exceeding the objective Code standards when it can be found that the proposal satisfies the findings in SHMC 17.27.050; and
5. The Planning Commission of the City of St. Helena, State of California, considered the sign, staff report, and all testimony, written and spoken, at a hearing on January 20, 2026; and
6. Now, therefore let it be found that, although the Planning Commission recognizes the proposed sign does not meet the ministerial standards of the sign code, the Planning Commission approves the sign permit and thereby authorizes the modifications contained in said plans attached as Exhibit A to this resolution based on the findings below and subject to the conditions of approval enumerated herein.

RESOLUTION

- A. In making the findings in this Resolution, the Planning Commission relied upon and hereby incorporates by reference all of the documents referenced in this Resolution and the associated staff reports, City files for this matter, correspondence, presentations and other materials.
- B. The Planning Commission hereby finds that this project is exempt from the requirements of CEQA pursuant to CEQA Guidelines Section 15311, Class 11 (a), which exempts installation of on-premise signs. The project does not meet any of the exceptions under CEQA Section 15300.2, as it is not located on or near an environmentally sensitive area, scenic highway, or hazardous waste site, and does not impact historic resources.
- C. In accordance with SHMC Section 17.27.050, the Planning Commission makes the following findings to support the motion to approve the major sign permit:
 1. The sign is compatible with the site. *The proposed wall-mounted signs are scaled in relation to the storefront at 929 Main Street and are placed on the building façade in a manner that relates to the storefront entrance and overall building design. The signage can be found compatible with the site.*
 2. The sign materials are consistent with or complement those of the project. *The primary wall sign uses aluminum letters and durable paint finishes, while the directory sign uses aluminum panels with vinyl logos mounted with a cleat system and brackets. These are durable materials that are consistent with the quality and finish of the storefront exterior.*
 3. The sign reflects the small-town character of St. Helena. *The primary wall sign identifies the business using individual aluminum letters without a background panel, and the secondary wall sign utilizes a uniform panel design with consistent size and placement. Both signs are non-illuminated. Through the Major Sign Permit process, the Planning Commission has evaluated the increased wall sign size and determined it to be consistent with the small-town character of the downtown area.*
 4. The sign will not negatively impact surrounding properties. *Both signs are flush mounted to the building and non-illuminated, with no projection into the public right-of-way. The directory sign is designed to identify multiple tenants in one location. Neither sign produces glare or light spillover that would affect surrounding properties.*
 5. The sign does not obscure or detract from the architecture of a historic building or structure. *The building at 929 Main Street is not designated as a historic resource. The signs are positioned so as not to cover windows, doors, or architectural detailing and do not obscure or detract from the building's architectural features.*
 6. The sign contributes to the historical or architectural character of the community. *The proposed signage utilizes durable materials and a professional, cohesive design that supports the visual character of the downtown streetscape and contributes positively to the architectural character of the community.*

- D. The Major Sign Permit for the above-described is granted subject to compliance with the following conditions. The conditions noted below are particularly pertinent to this permit and shall not be construed to permit violation of other laws and policies not so listed:
1. Approval of Major Sign Permit SP25-007 is limited to and based upon the attached plans (Exhibit A) titled "ROYAL WE WINES," dated December 2, 2025, as reviewed and approved by the Planning Commission on January 20, 2026, except as modified by the conditions of approval herein. No changes to the approved signage, including but not limited to sign size, location, materials, illumination, or mounting method, shall occur unless approved through a subsequent sign permit or modification, as determined by the Community Development Director.
 2. Provided they are in general compliance with this approval, minor modifications may be approved by the Community Development Director.
 3. A permit or other discretionary approval may be extended for not more than two, one-year periods provided that an application is filed at least 30 days prior to its expiration date pursuant to the St. Helena Municipal Code, Section 17.04.140, Extension of Permits and Approvals.
 4. Sign permits may only be extended or modified as provided for in Section 17.04.140, Extension of Permits and Approvals and Section 17.04.150, Modifications to Approval.
 5. A discretionary approval takes effect the day following the expiration of the appeal period if no appeal is filed or the day following the denial of an appeal.
 6. A building permit shall be obtained by the applicant prior to installation of the approved signage. All conditions of approval shall be incorporated into the final plan set and submitted to the Building Division prior to issuance of any building or sign permits.
 7. The project shall be in conformance with all City ordinances, rules, regulations and policies in effect at the time of issuance of a building permit.
 8. An Encroachment Permit shall be obtained by the applicant prior to installation of the signs if work involves locating of any person or structure on public property, such as a sidewalk, driveway, or street, if necessary.
 9. This permit will expire if the use is discontinued pursuant to existing ordinances and regulations.
 10. In any action or proceeding to attack, challenge, invalidate, set aside, void or annul the City's approval of applicant's Project, in whole or in part, applicant shall defend, at its own expense and without any cost to the City, and with counsel acceptable to the City, and shall fully and completely indemnify and hold the City, its agents, officers, and employees harmless from and against any and all claims, causes of action, damages, costs, attorney's fees and liability of any kind, so long as the City reasonably promptly notifies the applicant of any such claim, action, or proceedings and the City cooperates fully in the defense of the action or proceedings.

11. Pursuant to St. Helena Municipal Code Section 17.04.120, this permit applies to the subject property and shall run with the land. Once vested, the approved permit or other discretionary approval remains effective unless terminated, abandoned, revoked or modified even if the subject property is subsequently rezoned. The approved permit or other discretionary approval is transferable to any future owner of the subject property.
12. All signs must be maintained by the property owner, tenant, or permittee. In event a sign becomes derelict for reasons of lack of maintenance the approval may be revoked and the sign subject abatement. The signs shall conform with all regulations pursuant to the St. Helena Municipal Code, Section 17.27.080 General Standards for All Signs.
13. Any qualifying violation of the conditions of approval, the city's Municipal Code, or any law which results from any activities on the subject property may result in revocation of this conditional use permit in compliance with city authorities.

I HEREBY CERTIFY that the foregoing sign permit was duly and regularly approved by the Planning Commission of the City of St. Helena at a regular meeting of said Planning Commission held on January 20, 2026, by the following roll call vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

APPROVED:

ATTEST:

Christopher Warner
Chair, Planning Commission

Maya DeRosa, AICP
Community Development Director

Attachments:
Exhibit A. "Royal We Wines" Sign Plans, 12/2/2025

ROYAL WE WINES

EXTERIOR SIGNAGE

929 Main Street
St. Helena, CA 94574

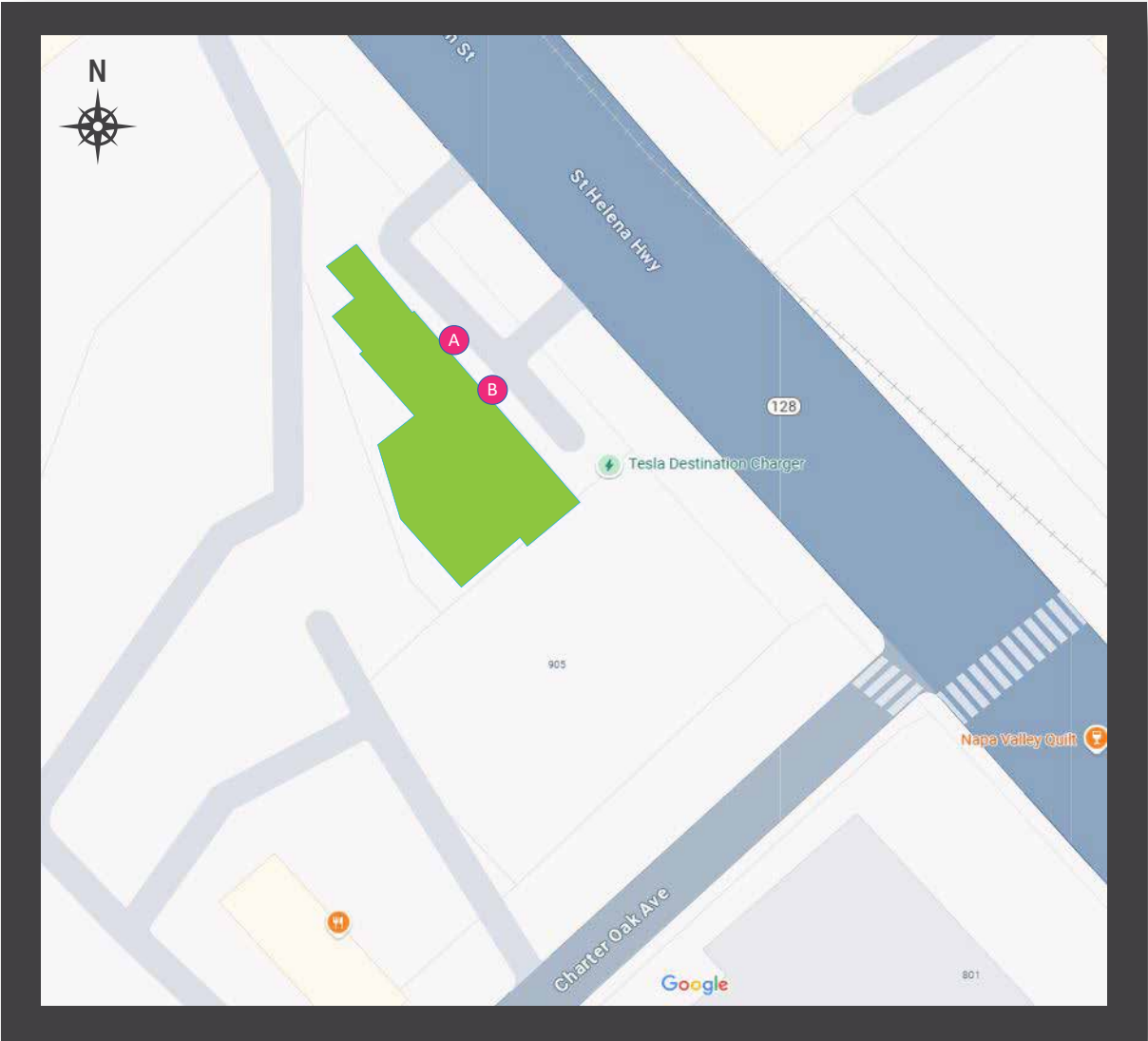
May 28th, 2025
July 1st, 2025
August 26th, 2025
August 26th, 2025



**THOMAS-SWAN
SIGN COMPANY, INC.**

2717 GOODRICK AVENUE, RICHMOND, CA 94801
510-232-9610 • CALIFORNIA LICENSE #269069

EXHIBIT A



1 SITE PLAN / SIGN LOCATIONS
SCALE: N.T.S.

PAINT COLORS

P1

Hex #:1E2839
RGB: 30, 40, 57
Dark Navy

P2

MP Satin Black

MATERIALS

M1

Aluminum

M2

Chalk Board

STONE

S1

Cast Concrete

2 PAINT COLORS & MATERIAL CALLOUTS
SCALE: N.T.S.

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			FILE NAME Royal We Wines #12476_12.2.25.pdf		SALES Ryan Roberts	SHEET NUMBER 0.01	
			APPROVED FOR CONSTRUCTION - INCLUDE NAME & DATE ☐		DRAWN BY ECC		

EXHIBIT A



1 ST A & B: SIGNAGE RENDERING @ BUILDING ENTRANCE
SCALE: 3/32"=1'-0"

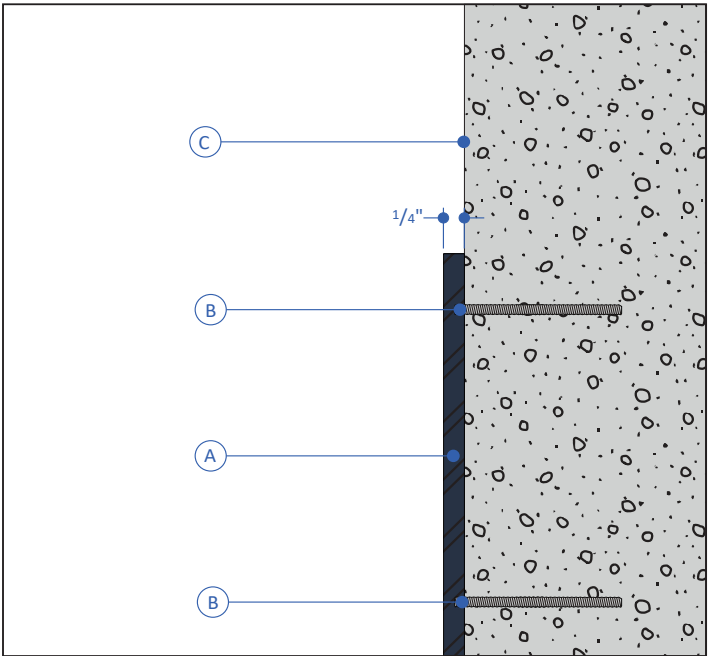
 THOMAS-SWAN SIGN COMPANY, INC. 2717 GOODRICK AVENUE, RICHMOND, CA 94801 510-232-9610 • CALIFORNIA LICENSE #269069	© 2025 THOMAS SWAN SIGN COMPANY, INC. All rights reserved. This drawing and the concepts, ideas and design development expressed herein are intended for use on this project only, and remain the sole property of Thomas Swan Sign Company, Inc. Original design concepts developed as part of this work remain the property and copyright of their respective owners. All dimensions and measurements are to be approved by the Client prior to any manufacturing or installation of these designs. Items are at scale noted when this page is printed at 11" x 17".	PROJECT NAME & ADDRESS ROYAL WE WINES 929 Main Street St. Helena, CA 94574	SIGN TYPE ST A & B SIGNAGE RENDERING AT BUILDING FRONTAGE	DATE / REVISIONS 12.2.25 Per City's Comments	CLIENT Royal We Wines	JOB NUMBER 12476	QUANTITY N/A
			FILE NAME Royal We Wines #12476_12.2.25		SALES Ryan Roberts	SHEET NUMBER 0.02	
			APPROVED FOR CONSTRUCTION - INCLUDE NAME & DATE ☐		DRAWN BY ECC		



1 ST A: FCO LOGO OVER MAIN ENTRANCE
SCALE: 3/8"=1'-0"



3 ST A & B: RENDERING
SCALE: 1/8"=1'-0"



2 ATTACHMENT / DETAIL
SCALE: 1:2

EXHIBIT A
SPECIFICATIONS:

- A 1/4" THICK FCO ALUMINUM LOGO & LETTERS W/ PAINTED FACE & EDGES; COLOR: DARK NAVY. LOGO IS DRILLED/TAPPED ON BACK FOR FLUSH-MOUNTING ON EXISTING CONCRETE WALL WITH STUDS AND SILICONE.
- B #10-24 X 3" STUDS THREADED ON BACK OF 1/4" ALUM. LOGO; SET INTO EXISTING CONCRETE WALL WITH SILICONE.
- C EXISTING CONCRETE WALL BY OTHERS.
- D EXTERIOR DIRECTORY (SEE DETAIL 1/SHEET 2.00).

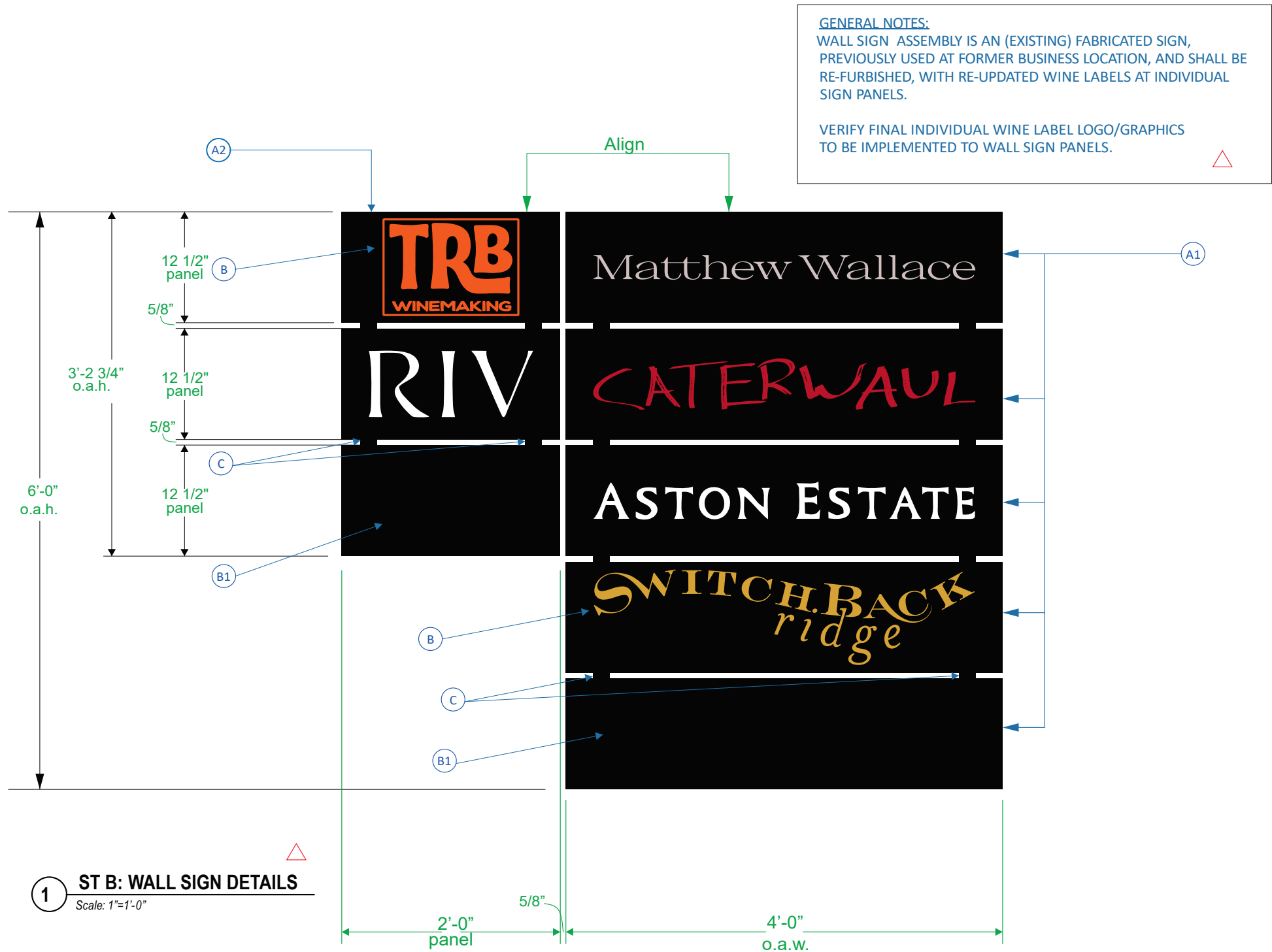
TOTAL SQUARE FOOTAGE OF SIGNAGE

ST A=48.5 SQ.FT.
ST B=30.45 SQ.FT.



ALL ELECTRICAL COMPONENTS ARE
UL APPROVED AND FOLLOW 600 GROUNDING
AND BOUNDING GUIDELINES

 THOMAS-SWAN SIGN COMPANY, INC. 2717 GOODRICK AVENUE, RICHMOND, CA 94801 510-232-9610 • CALIFORNIA LICENSE #269069	© 2025 THOMAS SWAN SIGN COMPANY, INC. All rights reserved. This drawing and the concepts, ideas and design development expressed herein are intended for use on this project only, and remain the sole property of Thomas Swan Sign Company, Inc. Original design concepts developed as part of this work remain the property and copyright of their respective owners. All dimensions and measurements are to be approved by the Client prior to any manufacturing or installation of these designs. Items are at scale noted when this page is printed at 11" x 17".	PROJECT NAME & ADDRESS ROYAL WE WINES 929 Main Street St. Helena, CA 94574	SIGN TYPE ST A: FCO Logo Over Main Entrance	DATE / REVISIONS 7.1.25 Per Client's Comments 8.26.25 Per Client's Comments	CLIENT Royal We Wines	JOB NUMBER 12476	QUANTITY 1
			FILE NAME Royal We Wines #12476_12.2.25.pdf		SALES Ryan Roberts	SHEET NUMBER 1.00	
			APPROVED FOR CONSTRUCTION - INCLUDE NAME & DATE ☐		DRAWN BY ECC		



- EXHIBIT A
- SPECIFICATIONS
- A1

(5 PANEL DIRECTORY)
12 1/2" X 48" X 3/16" THK. ALUMINUM ID SIGN PANELS., WITH CLEAT SYSTEM FOR MOUNTING ON BACK. PAINTED CHALKBOARD (BLACK) FINISH AT FACE AND EDGES.
- A2

(3 PANEL DIRECTORY)
12 1/2" X 24" X 3/16" ALUMINUM SIGN PANELS., WITH CLEAT SYSTEM FOR MOUNTING ON BACK. PAINTED CHALKBOARD (BLACK) FINISH AT FACE AND EDGES.
- B

WINE LABEL ID COLOR LOGO COPY/GRAPHICS TO BE DIGITALLY PRINTED or VINYL , APPLIED TO PANEL FACE.
- B1

BLANK PANEL FACES FOR FUTURE WINE LABELS.
- C

2 ROW 2" X 3/8" ALUM. FLAT BAR WALL BRACKET TO SECURE Z-CLIP CLEAT SYSTEM BEHIND INDIVIDUAL SIGN PANELS. BRACKET IS AFFIX TO CONCRETE WALL WITH 1" LNG.CNTRS.NK. WEDGE ANCHOR FASTENERS. BRACKET PAINTED CHALKBOARD (BLACK) FINISH. (MATCHING ATTACHMENT OF EXISTING DIRECTORY)

ST B = 30.45 Sq.Ft.

1 ST B: WALL SIGN DETAILS
Scale: 1"=1'-0"

 THOMAS-SWAN SIGN COMPANY, INC. 2717 GOODRICK AVENUE, RICHMOND, CA 94801 510-232-9610 • CALIFORNIA LICENSE #269069	©2025 THOMAS SWAN SIGN COMPANY, INC. All rights reserved. This drawing and the concepts, ideas and design development expressed herein are intended for use on this project only, and remain the sole property of Thomas Swan Sign Company, Inc. Original design concepts developed as part of this work remain the property and copyright of their respective owners. All dimensions and measurements are to be approved by the Client prior to any manufacturing or installation of these designs. Items are at scale noted when this page is printed at 11" x 17".	PROJECT NAME & ADDRESS ROYAL WE WINES 929 Main Street St. Helena, CA 94574	SIGN TYPE ST B: Exterior Wall Sign	DATE / REVISIONS 05-02-2025		CLIENT ROYAL WE WINES	JOB NUMBER 12476	QUANTITY 1
			FILE NAME Royal We Wines #12476_8.26.25.pdf	05-14-2025				
			APPROVED FOR CONSTRUCTION - INCLUDE NAME & DATE ☐	10-10-2025 Per Client's Comments 		DRAWN BY RAM	SHEET NUMBER 2.00	

Royal We Wines Signage – 929 Main St.

We are proposing to install signage for Royal We Wines at 929 Main St. which will consist of the following exterior signs:

Wall Sign – One non-illuminated plate letter wall sign installed above the front entrance facing Main Street. The sign will consist of individual $\frac{3}{4}$ " thick aluminum letters painted black and measuring 22.5"H x 310.5"W (48.5 SF).

Secondary Wall Sign – One non-illuminated multi-panel wall sign will be installed adjacent to front entrance facing Main Street and will consist of eight panels. Three of the panels will be located on the left side of the sign with each panel measuring 12.5"H x 24"W with a $\frac{5}{8}$ " vertical space between the panels. Five panels will be located on the right side of the sign with each panel measuring 12.5"H x 48"W with a $\frac{5}{8}$ " vertical space between panels. The total area of the secondary wall sign is 36 SF.

The sign will be constructed of aluminum and painted with a chalkboard black finish. The various winery logos will be affixed to the panels as vinyl per their corporate colors and styles.

JUSTIFICATION FOR PROPOSED SIGNS

The owner has spent a significant amount of time and resources to remodel and revitalize this building and the proposed signage is required for the business to succeed which will benefit everyone.

The primary sign will identify the name of the business (Royal We Wines) and is designed to be visible to passing vehicles on Main Street. The letters are less than 2' in height and utilize a very thin font which minimizes the visual impact on the building.

The secondary wall sign will identify the names of the wineries that are available for tasting and will provide much needed visibility to those businesses as well as customers looking for those wines.

The building has an overall frontage of 104' and the size of these signs exceeds what is allowed by code it is well within the scale of the façade. There are neighboring businesses (such as Nimbus Arts at 649 Main Street) that have much larger signs on much smaller frontages, so the proposed signage would not be out of character for this area.



City of St. Helena Planning Commission

Project: 929 Main Street, Royal We Signs, SP25-007
Staff: Jackie Oneal, Senior Planner

Community Development Department

January 20, 2025



Project Description

The applicant has requested approval of a Major Sign Permit to allow wall-mounted signage on the Main Street façade of the building. The proposal includes two wall signs associated with the Royal We Wines business. Because the number and total area of wall-mounted signage exceed the standards otherwise permitted by right, the application requires review and approval by the Planning Commission pursuant to SHMC Chapter 17.27.

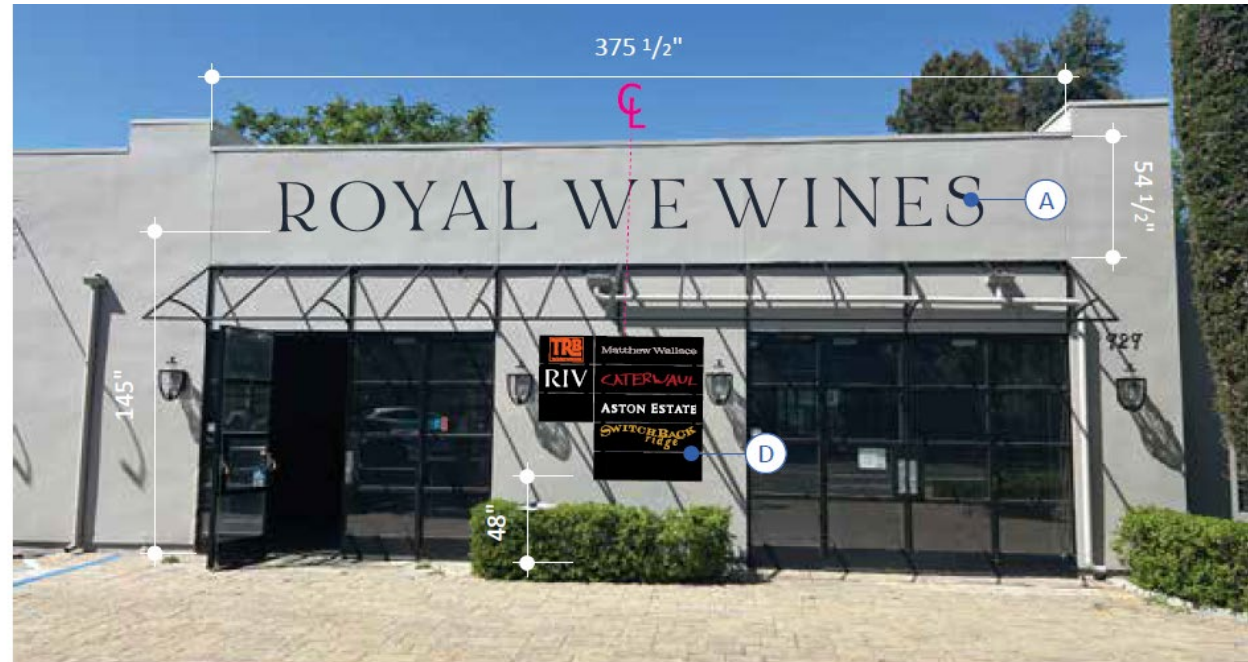


Location



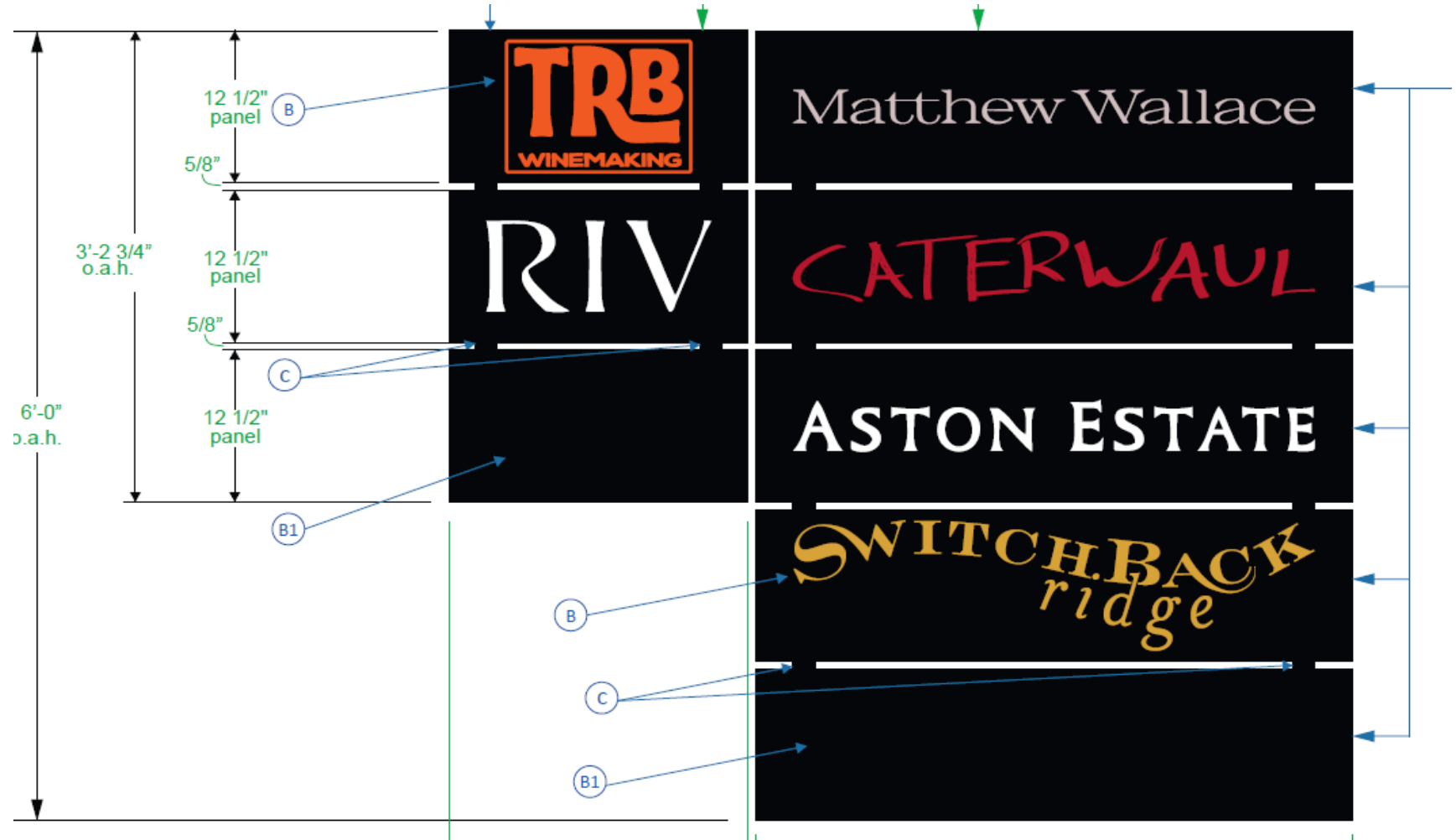


Proposed Sign Details ST A





Proposed Sign Details ST B





Analysis

	Table 17.27.090 B (Standards for all Permanent Signs)	Consistency w/ Table 17.27.090 B		
		ST A	STB	Combined
Maximum Sign Height:	20 feet	12 ft	7.5 ft	-
Primary Frontage:	1 sf per linear ft of business frontage, not to exceed 40 sf	48.5 sf	30.45 ft	78.95

	Table 17.27.090 J (Standards for Wall Signs)	Consistency w/ Table 17.27.090 J		
		ST A	ST B	Combined
Maximum Sign Area:	1 sf per linear foot of business frontage, not to exceed 40 sf	48.5 sf	30.45	78.95
Number of Signs:	Unlimited	1	1	2
Sign Width/Placement:	15% of the building façade (max 15.6 linear feet)	25.9 ft	6 ft	-



Nearby Signage Referenced by Applicant



- The applicant has referenced nearby signage that appears to exceed current sign standards
- Staff was unable to locate City records indicating those signs were approved through a Major Sign Permit or other discretionary sign permit process
- The presence of other signage that may exceed current standards does not establish precedent
- Each sign application must be evaluated independently based on current regulations and the required findings



Findings and Alternative Actions

- Approval of the Major Sign Permit requires the Planning Commission to make the findings in SHMC Section 17.27.050(E)
- The findings in the staff report are written to support approval through the Major Sign Permit process
- The Planning Commission retains discretion to determine whether the required findings can be made
- If the Planning Commission does not agree with the findings:

Option 1: Direct the applicant to modify the proposed signage and continue the item; or

Option 2: Direct staff to return with a resolution of denial



Recommendation

1. Determine that the project is exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15311, Class 11 (on-premise signs); and
2. Approve Major Sign Permit (SP25-007) for 929 Main Street to install two (2) nonilluminated wall signs on the primary façade sign as described in this report, subject to the required findings in SHMC Section 17.27.050(E) and the conditions of approval included with the attached resolution.



Questions?



PLANNING COMMISSION REPORT

Planning Commission Meeting of January 20, 2026

FILE NUMBER: PL25-035 (SP25-009)

SUBJECT: Request by Todd Johnston from Johnston Sign Company, on behalf of Orin Swift Cellars, for Planning Commission approval of a Major Sign Permit to modify and enlarge an existing internally illuminated wall sign located at 1321 Main Street within the Central Business (CB) zoning district.

PREPARED BY: Xinia Gamero, Permit Technician III

REVIEWED BY: Maya DeRosa, Community Development Director

APPROVED BY: Maya DeRosa, Community Development Director

APPLICATION FILED: 10/20/25

ACCEPTED AS COMPLETE: 11/07/25

LOCATION OF PROPERTY: 1321 Main St.

APN: 009-240-010

GENERAL PLAN/ZONING: Central Business (CB)

APPLICANT: Johnston Sign Co.

BACKGROUND

Orin Swift Cellars has operated at 1325 Main Street since 2012 and expanded its operations to include 1321 Main Street through a Use Permit Amendment approved in January 2022. In July 2022, the business received Design Review approval for exterior building modifications, along with Sign Permit approval to install an internally illuminated wall sign consisting of the letters "O S C" with two overlapping red neon rings representing their brand logo (see **Attachment B**).

The existing "OSC" sign measures 14 inches by 73.5 inches (7.15 square feet). The building frontage at 1321 Main Street is 26 feet 3.5 inches. The frontage at 1325 Main Street measures 13 feet 2.5 inches and is not included in this proposal or in the sign area calculation.

PROJECT DESCRIPTION

The applicant requests Planning Commission approval of a Major Sign Permit to modify the existing 7.15 SF illuminated wall sign by replacing the text "O S C" with "ORIN SWIFT" on the primary frontage of the building at 1321 Main Street. The intent of the modification is to improve visitor recognition and increase walk-in visitation.

The modifications will extend the length of the text from 73.5" to 94", and with a reduction in size from 14" to 12" tall (94" x 12"). No changes are proposed to the existing neon rings, which will remain in their current condition (see **Attachment A**).

Proposed signage includes:

- **Type:** One set of individual reverse pan-channel letters with built-in white LED halo-illumination that shine through the back of each letter. Aluminum exterior face and returns painted satin black. Existing neon rings (41" x 52") will be incorporated.
- **Size:** The proposed "ORIN SWIFT" letters are 7.8 SF. In addition, the existing neon rings measure 14.8 SF (subtracting the overlap area of 3.4 SF) for a total sign area of 19.2 square feet.
- **Installation:** Letters will be securely mounted (pegged) 6" off wall to overlap existing neon rings.

ANALYSIS

CEQA

This project is categorically exempt from the California Environmental Quality Act (CEQA) under Section 15311, Class 11(a) of the CEQA Guidelines, which exempts on-premise business signs. The project does not meet any of the exceptions under CEQA Section 15300.2.

General Plan

The subject property has a General Plan land use designation of Central Business (CB). The CB land use designation includes retail and commercial uses that serve local residents and the surrounding area. Typical CB uses include offices, restaurants, specialty retail and lodging, with particular emphasis on pedestrian-oriented retail and service uses on the ground floor level and offices located on upper floors. The following General Plan policies are applicable:

- **LU3.2** - Strengthen the downtown as the City's social and cultural core, and as the primary center of retail services. Facilitate a healthy mix of retail and commercial uses, residential development, entertainment, and lodging.
- **LU3.5** - Ensure that new retail and commercial development is compatible with and complementary to St. Helena's small-town image. In addition, within the City's Central Business District, new retail and commercial development should be of a scale and type that complements the historic character.
- **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.
- **CD2.D**- Require businesses and structures to be of a scale commensurate with existing older buildings in the CB and SC land use areas.

Staff response: Staff finds that the proposed new signage is consistent with the General Plan in that it promotes business identification within the downtown and the proportions of the sign are still appropriate for the character of the street.

Zoning

The property is zoned Central Business (CB), which serves as the City's primary pedestrian-oriented commercial district. The CB district is intended to support a vibrant downtown environment with a mix of retail, service, dining, and office uses in a form that encourages walkability and reinforces the area's historic character.

Major Sign Permit

This application requires a Major Sign Permit under SHMC Section 17.27.050(B) because it proposes internal illumination and also exceeds the allowable sign length. The Planning Commission shall hold a public hearing on a Major Sign Permit application and shall, at the conclusion of a public hearing, approve (with or without conditions) or deny the application in compliance with the provisions of Chapter 17.04, Common Procedure.

Signage in the CB district is regulated by SHMC Chapter 17.27 *Signs*, which sets standards for sign size, number, location, and design to ensure compatibility with building architecture and the surrounding streetscape. Those standards are:

Table 17.27.090.B (Standards for all Permanent Signs)

Maximum Sign Height: 20 feet

Total Sign Area per Business: 1 square foot per linear foot of business frontage, not to exceed 40 square feet on the primary frontage. The frontage of the 1321 Main Street building is 26'- 3.5" feet.

Consistency:

The sign has a total area of 19.2 SF (14.8-sf neon ring + 7.8-sf letters - 3.4 overlap) on a 26'-3.5" foot business frontage at 1321 Main St., complies with the total sign area standard for all permanent signs.

Inconsistency:

The proposed sign height is 20.5 feet above grade, which is slightly over the maximum permitted mounting height of 20 feet. The proposed sign would be installed in the same location as the existing sign, making the 0.5-foot difference immaterial to the overall proposal.

Table 17.27.090.J (Standards for Wall Signs)

Sign Area: 1 square foot per linear foot of business frontage, not to exceed 40 square feet on the primary frontage

Number of Signs: Unlimited, provided the maximum area allowed is not exceeded.

Placement: Wall signs shall be placed to establish a façade rhythm, scale, and proportion between buildings. The signs length shall not exceed the width of the framed portion of the storefront and shall not exceed 15 percent of the building façade. (Note only the storefront for 1321 Main Street would count towards calculating the 15% maximum.)

Inconsistency:

The total proposed sign area is 19.2 SF on a storefront measuring 26'-3.5" in width. The sign's proposed length of 94" (7'-8") would exceed the maximum allowed length of 3'-9" (15% of the storefront), resulting in a total sign length of approximately 30% of the building frontage.

Illumination -SHMC 17.27.080 F(1)

Internal Illumination

- a. Internally illuminated signs include single- or two-color LED signs, signs constructed with reverse pan channel letters (i.e. indirect halo illuminated channel letters) on an unlit or otherwise indistinguishable background on a freestanding sign or building wall.
- b. Internally illuminated signs shall be illuminated only with steady, stationary, light sources

Consistency:

- a. *The letters would be reverse pan channel letters with white halo-illumination.*
- b. *The letters would be illuminated from within using steady, stationary, white LEDs.*

Findings for Approval (SHMC 17.27.050(E))

1. The sign is compatible with the site.

Staff Response: The applicant proposes one (1) primary identification wall sign on the primary frontage at 1321 Main Street. The sign consists of one internally halo-illuminated reverse pan channel letters, 7.8 SF in area, with a total sign area of 19.2 SF mounted on the same building façade with neon rings accent. Although the proposed sign length exceeds the allowable 15% building width, the sign is scaled to the tenant frontage and located on the primary building elevation, making it compatible with the site.

2. The sign materials are consistent with or complement those of the project.

Staff Response: The individual reverse pan-channel letters are fabricated with aluminum face and returns, painted satin black, with interior white LED strips. These materials are durable, suitable for long-term use, and consistent with the commercial storefront construction of the building. The neon rings are currently on the existing sign and remain compatible with the building exterior.

3. The sign reflects the small-town character of St. Helena.

Staff Response: The sign consists of individual reverse pan channel letters that are mounted to the building with neon ring accents. Halo-illumination is internal and contained within the letters. The Major Sign Permit process provides for discretionary review of the illumination method to ensure the sign remains compatible with the small-town character of St. Helena.

4. The sign will not negatively impact surrounding properties.

Staff Response: The sign projects minimally from the building façade. Halo-illumination is internally contained within the channel letters, which limits glare and light spillover. The sign does not obstruct pedestrian movement or create visibility conflicts for vehicular traffic. The increased length of the sign compared to the existing sign does not negatively impact the downtown character or other properties.

5. The sign does not obscure or detract from the architecture of a historic building or structure.

Staff Response: The building at 1321 Main St. is not designated as a historic resource, and interior and exterior improvements were done to Orin Swift Cellars tasting room in 2022. There is an existing neon sign mounted on the façade, and the proposed replacement sign does not cover windows, doors, or architectural detailing.

6. The sign contributes to the historical or architectural character of the community.

Staff Response: The sign utilizes channel letter construction, durable aluminum materials, and internally contained LED illumination consistent with SHMC Chapter 17.27. Approval through the Major Sign Permit process ensures that the illumination method is reviewed for compatibility with the architectural character of the community and a review of all other sign criteria is analyzed.

Staff concludes that the sign will improve site identification without creating visual clutter or adverse impacts to the character of the Central Business district.

ISSUES

During staff's review of a previous similar sign application, inconsistencies in the Municipal Code were identified:

- The definition of "internally illuminated sign" (SHMC 17.27.020) includes "pan channel letters (but not reverse pan channel letters)"
- SHMC 17.27.080(D) prohibits "pan channel letter signs."
- SHMC 17.27.080(F)(1)(a) specifies that reverse pan channel letters (halo-lit) are permitted, creating a conflict.

Staff and the City Attorney determined this is a likely typographical error in the definition of "internally illuminated signs" and should be corrected in the next code cleanup.

CORRESPONDENCE

Staff received one letter of support regarding this application, which is included in this staff report, as of the publication date.

STAFF RECOMMENDATION

For the reasons described above, staff recommends that the Planning Commission:

1. Determine that the project is exempt from CEQA pursuant to Section 15311, Class 11(a) of the CEQA Guidelines; and
2. Approve the Major Sign Permit for 1321 Main Street to modify and enlarge an existing illuminated wall sign as described in this report, subject to the findings in SHMC Section 17.27.050 (E) and the conditions of approval included with the attached resolution.

ATTACHMENTS

[Resolution](#)

[Written Statement](#)

[Attachment A. Orin Swift Proposed Sign Plans](#)

[Attachment B. Existing Sign Plans](#)

[Letter of Support Dione\(1\)](#)

CITY OF ST. HELENA PLANNING COMMISSION

RESOLUTION NO. PC2026-0XX

**GRANTING MAJOR SIGN PERMIT APPROVAL TO
1321 MAIN ST. (SP25-009)**

PROPERTY OWNERS: E&J GALLO WINERY

APN: 009-240-010

RECITALS

1. On October 20, 2025, the applicant requested approval for a Major Sign permit 1321 Main Street in the Central Business (CB) zoning district, and
2. The applicant proposes to modify the existing illuminated wall sign by replacing the text "O S C" with "ORIN SWIFT" on the primary frontage of the building. The sign area of the letters is 7.8 square feet (94" x 12") with a total sign area (including the existing neon rings) of 19.2 square feet. No changes are proposed to the existing neon rings, which will remain in their current condition, and
3. The applicant's proposal requires a Major Sign Permit because the proposed sign includes internal illumination, which under SHMC Section 17.27.050 requires discretionary review by the Planning Commission, and
4. Pursuant to SHMC Section 17.27.050, the Planning Commission may approve a Major Sign Permit when the proposed signage satisfies the findings in subsection (E) and is consistent with the purpose and intent of the sign regulations, and
5. The Planning Commission of the City of St. Helena, State of California, considered the sign plans, staff report, and all testimony, written and spoken, at a hearing on January 20, 2026, and
6. Now, therefore let it be found that, although the Planning Commission recognizes the proposed sign does not meet the ministerial standards of the sign code, the Planning Commission approves the sign permit and thereby authorizes the modifications contained in said plans attached as **Attachment A** to this resolution based on the findings below and subject to the conditions of approval enumerated herein.

RESOLUTION

- A. In making the findings in this Resolution, the Planning Commission relied upon and hereby incorporates by reference all of the documents referenced in this Resolution and the associated staff reports, City files for this matter, correspondence, presentations and other materials.
- B. The Planning Commission hereby finds that this project is exempt from the

1321 Main Street
Resolution/ Conditions of Approval
January 20, 2026

requirements of CEQA pursuant to CEQA Guidelines Section 15311, Class 11 (a), which exempts installation of on-premise signs. The project does not meet any of the exceptions under CEQA Section 15300.2, as it is not located on or near an environmentally sensitive area, scenic highway, or hazardous waste site, and does not impact historic resources.

- C. In accordance with SHMC Section 17.27.050, the Planning Commission makes the following findings to support the motion to approve the major sign permit:
1. The sign is compatible with the site. *The applicant proposes one (1) primary identification wall sign on the primary frontage at 1321 Main Street. The sign consists of one internally halo-illuminated reverse pan channel letters, 7.8 SF in area, with a total sign area of 19.2 SF mounted on the same building façade with neon rings accent. Although the proposed sign length exceeds the allowable 15% building width, the sign is scaled to the tenant frontage and located on the primary building elevation, making it compatible with the site.*
 2. The sign materials are consistent with or complement those of the project. *The individual reverse pan-channel letters are fabricated with aluminum face and returns, painted satin black, with interior white LED strips. These materials are durable, suitable for long-term use, and consistent with the commercial storefront construction of the building. The neon rings are currently on the existing sign and remain compatible with the building exterior.*
 3. The sign reflects the small-town character of St. Helena. *The sign consists of individual reverse pan channel letters that are mounted to the building with neon ring accents. Halo-illumination is internal and contained within the letters. The Major Sign Permit process provides for discretionary review of the illumination method to ensure the sign remains compatible with the small-town character of St. Helena.*
 4. The sign will not negatively impact surrounding properties. *The sign projects minimally from the building façade. Halo-illumination is internally contained within the channel letters, which limits glare and light spillover. The sign does not obstruct pedestrian movement or create visibility conflicts for vehicular traffic. The increased length of the sign compared to the existing sign does not negatively impact the downtown character or other properties.*
 5. The sign does not obscure or detract from the architecture of a historic building or structure. *The building at 1321 Main St. is not designated as a historic resource, and interior and exterior improvements were done to Orin Swift Cellars tasting room in 2022. There is an existing neon sign mounted on the façade, and the proposed replacement sign does not cover windows, doors, or architectural detailing.*
 6. The sign contributes to the historical or architectural character of the community. *The sign utilizes channel letter construction, durable aluminum materials, and internally contained LED illumination consistent with SHMC Chapter 17.27. Approval through the Major Sign Permit process ensures that*

1321 Main Street
Resolution/ Conditions of Approval
January 20, 2026

the illumination method is reviewed for compatibility with the architectural character of the community and a review of all other sign criteria is analyzed.

- D. The Major Sign Permit for the above-described is granted subject to compliance with the following conditions. The conditions noted below are particularly pertinent to this permit and shall not be construed to permit violation of other laws and policies not so listed:
1. Approval of Major Sign Permit SP25-009 is limited to and based upon the attached plans (Attachment A) titled "ORIN SWIFT", dated January 6, 2026, as reviewed and approved by the Planning Commission on January 20, 2026, except as modified by the conditions of approval herein.
 2. No changes to the approved signage, including but not limited to sign size, location, materials, illumination, or mounting method, shall occur unless approved through a subsequent sign permit or modification, as determined by the Community Development Director.
 3. Provided they are in general compliance with this approval, minor modifications may be approved by the Community Development Director.
 4. A permit or other discretionary approval may be extended for not more than two, one-year periods provided that an application is filed at least 30 days prior to its expiration date pursuant to the St. Helena Municipal Code, Section 17.04.140, Extension of Permits and Approvals.
 5. Sign permits may only be extended or modified as provided for in Section 17.04.140, Extension of Permits and Approvals and Section 17.04.150, Modifications to Approval.
 6. A discretionary approval takes effect the day following the expiration of the appeal period if no appeal is filed or the day following the denial of an appeal.
 7. A building permit shall be obtained by the applicant prior to installation of the approved signage. All conditions of approval shall be incorporated into the final plan set and submitted to the Building Division prior to issuance of any building or sign permits.
 8. An Encroachment Permit shall be obtained by the applicant prior to installation of the signs if work involves locating of any person or structure on public property, such as a sidewalk, driveway, or street, if necessary.
 9. The project shall be in conformance with all City ordinances, rules, regulations and policies in effect at the time of issuance of a building permit.
 10. This permit will expire if the use is discontinued pursuant to existing ordinances and regulations.
 11. In any action or proceeding to attack, challenge, invalidate, set aside, void or annul the City's approval of applicant's Project, in whole or in part, applicant shall defend, at its own expense and without any cost to the City, and with counsel

1321 Main Street
Resolution/ Conditions of Approval
January 20, 2026

acceptable to the City, and shall fully and completely indemnify and hold the City, its agents, officers, and employees harmless from and against any and all claims, causes of action, damages, costs, attorney's fees and liability of any kind, so long as the City reasonably promptly notifies the applicant of any such claim, action, or proceedings and the City cooperates fully in the defense of the action or proceedings.

12. Pursuant to St. Helena Municipal Code Section 17.04.120, this permit applies to the subject property and shall run with the land. Once vested, the approved permit or other discretionary approval remains effective unless terminated, abandoned, revoked or modified even if the subject property is subsequently rezoned. The approved permit or other discretionary approval is transferable to any future owner of the subject property.
13. All signs must be maintained by the property owner, tenant, or permittee. In event a sign becomes derelict for reasons of lack of maintenance the approval may be revoked and the sign subject abatement. The signs shall conform with all regulations pursuant to the St. Helena Municipal Code, Section 17.27.080 General Standards for All Signs.
14. Any qualifying violation of the conditions of approval, the city's Municipal Code, or any law which results from any activities on the subject property may result in revocation of this permit in compliance with city authorities.

I HEREBY CERTIFY that the foregoing sign permit was duly and regularly approved by the Planning Commission of the City of St. Helena at a regular meeting of said Planning Commission held on January 20, 2026, by the following roll call vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

APPROVED:

ATTEST:

 Christopher Warner
 Chair, Planning Commission

 Maya DeRosa, AICP
 Community Development Director

Attachments:
 Attachment A. "Orin Swift" Proposed Sign Plans

1321 Main Street
 Resolution/ Conditions of Approval
 January 20, 2026

City of St. Helena
RECEIVED
1/6/26
Planning Division

Project Statement
Orin Swift Cellars Tasting Room Sign Replacement
1321 & 1325 Main Street
St. Helena, CA
Modification to Existing Sign

Background

The Orin Swift Cellars Tasting Room, which had been located at 1325 Main Street since 2012, expanded to encompass 1321 Main Street in 2023. At the time, a new sign was approved by Planning Commission and installed. This sign aligned with the brand logo at the time, which consisted of the letters “O S C” (black, illuminated from behind with LED strip lights) and two overlapping red neon rings. The text was 73.5” long and 14” tall.

Proposed Sign Modification

The business is experiencing less visitation than expected. We hope to improve the recognizability of the tasting room and gain additional walk-in visitation by changing the text of the current sign from “O S C” to “ORIN SWIFT,” which is also a brand logo and more easily identifiable to visitors in St. Helena. This change will extend the length of the text by 20.5” from the current sign, to 94” long. The text also becomes shorter, reducing to 12” tall, and will be illuminated in the same way as before. The existing neon rings will remain. Please see the drawings for additional details.

We have been informed that the Municipal Code chapter regarding signage changed in October 2023, after our business was established. The new code added the following requirement: “The sign’s length shall not exceed the width of the framed portion of the storefront and shall not exceed 15% of the building façade.” This requirement would limit the length of our sign to 47.3”. Of note, this is the only sign for the two addresses, which are part of the same parcel. There is no entrance to the tasting room through 1325 Main Street.

If we were to reduce the length of the sign to meet current code, we would be unable to reuse the costly neon tubes as they would be out of scale with the reduced text length. Project cost would increase significantly.

Other wall signs in the CB zone pre-date the new code and have similar or greater “sign length to façade” ratios than what we are proposing. Also, awning signs are allowed to be 40% of awning length. Canopy signs are allowed to be 60% of canopy length. Many building awnings and canopies run the length of the building façade, making their signage much longer than neighboring wall signs.

Purpose of Signage Chapter in the Municipal Code

The purpose of the signage chapter in the Municipal code is to “ensure that all signs installed in the city are compatible with the unique character and environment of the community, and in compliance with the general plan. This chapter promotes the public health, safety, and welfare through a comprehensive system of reasonable, effective, consistent, content neutral, and nondiscriminatory sign standards and requirements. More specifically, this chapter is intended to:

- A. Ensure that all signs are compatible with the unique character and environment of the city, and that they support the desired ambience and development patterns of the various districts and historic areas within the city;
- B. Balance public and private objectives by allowing adequate avenues for both commercial and noncommercial messages;
- C. Ensure pedestrian and traffic safety by promoting the free flow of traffic and the protection of pedestrians and motorists from injury and property damage caused by, or which may be fully or partially attributable to, cluttered, distracting, and/or illegible signage;
- D. Prevent property damage, personal injury, and litter caused by signs that are improperly constructed or maintained;
- E. Protect and improve property values, the local economy, and quality of life by preserving and enhancing the appearance of the streetscape;
- F. Provide clear and unambiguous sign design standards that enable the fair and consistent enforcement of these sign regulations; and
- G. Ensure that the constitutionally guaranteed right of free speech is protected. (Ord. 23-4 § 5 (Exh. A))”

The proposed sign modification aligns with the intent of this chapter because it 1) is consistent with the existing sign from a design and appearance perspective and 2) increases clarity by spelling out the business name.

Summary

We would like to move forward with the sign as proposed, which we feel is in scale with the proportions of the building and consistent in size with other signage on Main Street. This change is important to the business as it will help generate additional revenue through visitation while having no adverse visual impact on the neighborhood.

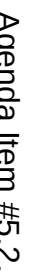
We respectfully request the Planning Commission's approval of the enclosed Sign Permit.

Thank you for your consideration of our application.

Notes – According to the renovation permit set:

1321 façade length: 26' 3.5"

1325 façade length: 13' 2.5"



A REMOVE OLD OSC LETTERS, PATCH AND PAINT WALL TO MATCH

INSTALL NEW 12"H "ORIN SWIFT" SIGN LETTERS

2"D INDIVIDUAL REVERSE PAN-CHANNEL LETTERS
WITH WHITE HALO-ILLUMINATION

.063 ALUMINUM EXTERIOR FACE AND RETURNS PAINTED
TO MATCH SATIN BLACK

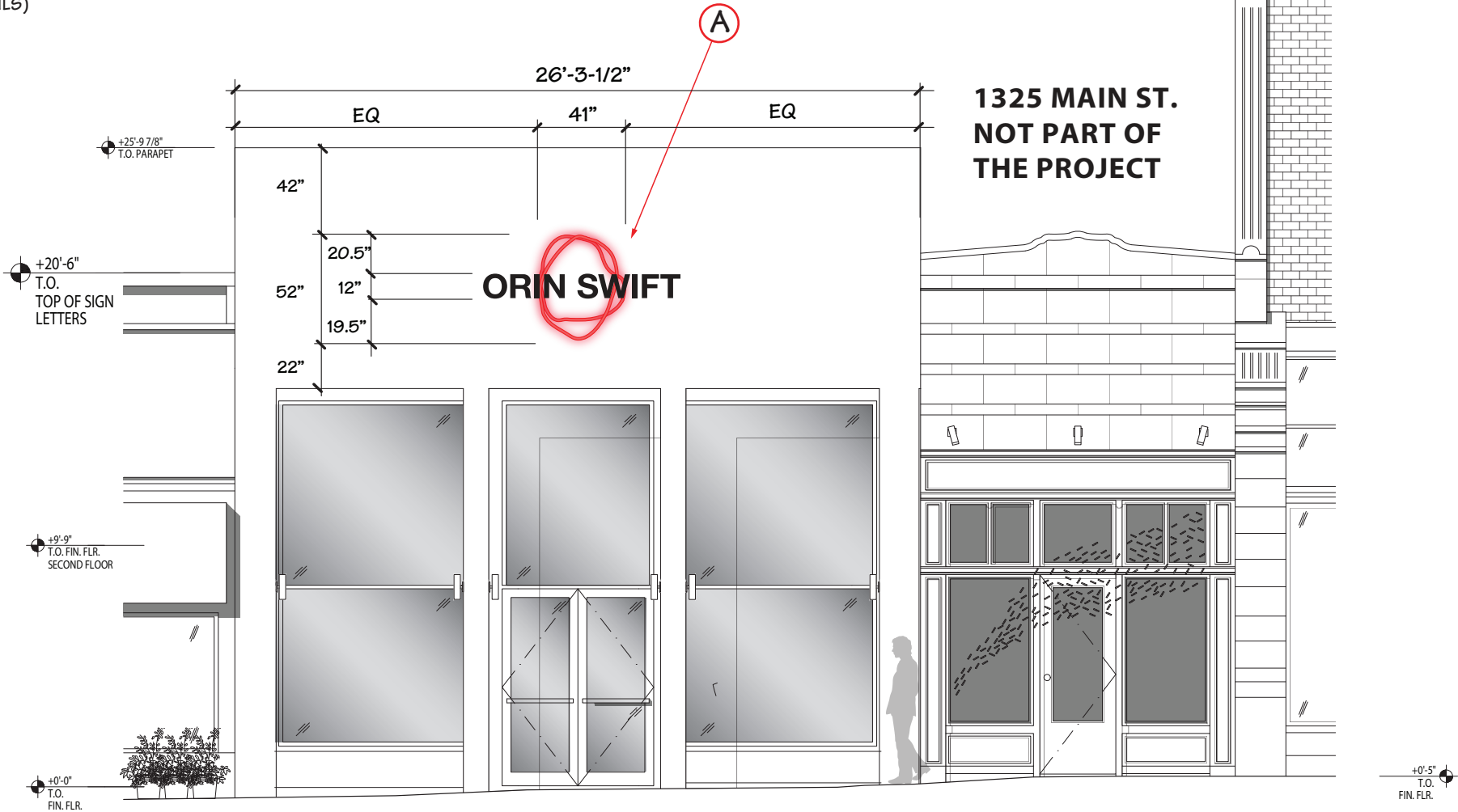
INTERIOR PAINTED REFLECTIVE WHITE FOR EVEN ILLUMINATION
WITH 6500K WHITE LED STRIPS

TWO OVER LAPPING LOGO "RINGS" OF EXPOSED SKELETON RED NEON
TUBING TO REMAIN (SEE SHEET SD1 FOR DETAILS)

Proposed "ORIN SWIFT" letters are = 7.8 SF.(12" X 94")
Exsiting Neon rings are= 14.8 SF (41" x 52").
Total Sign Area of 22.6 SF.

Then we subtract out the overlap of 3.4 SF (12" x 41")
which results in a size of 19.2 SF.

City of St. Helena
RECEIVED
1/6/26
Planning Division



1 STOREFRONT MAIN STREET NORTH ELEVATION
SCALE: 3/16"=1'-0"

NOTES:
THIS DRAWING IS FOR SIGN REFERENCE ONLY,
NOT FOR CONSTRUCTION.

SEE SHEET K FOR SIGN ORIENTATION

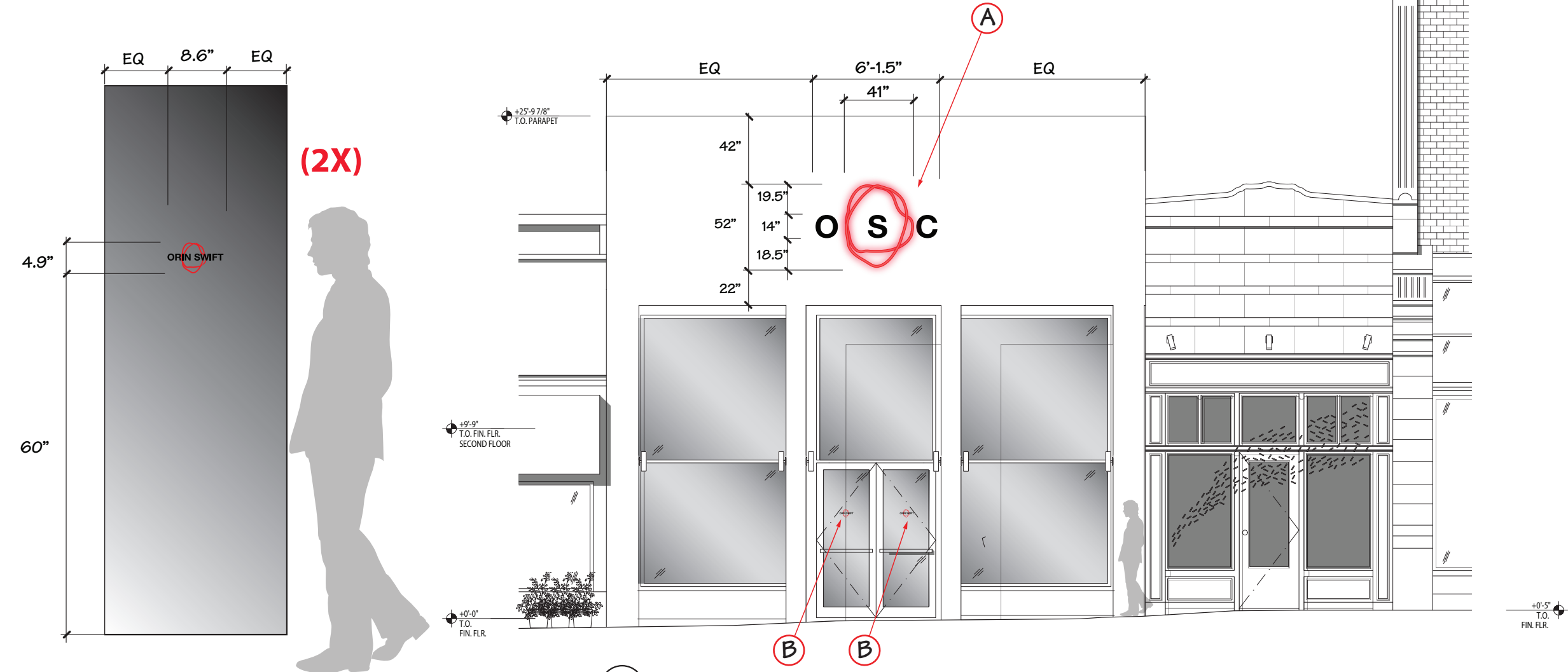
ALL UL REQUIRED LABELS MUST BE POSITIONED ON SIGNS
SO AS NOT VISIBLE FROM PEDESTRIAN LEVEL

 bill moore & associates	Ideas to Identity tel: 1 (510) 526-0266 info@billmoore.com www.billmoore.com	 MEMBER California Sign Association		OSC01 Orin Swift Cellers 1321 Min Street St. Helena, CA 94574	drawn 06/04/25 11/26/25 01/06/26	SHEET S1
--	--	--	---	--	---	---------------------

- A REMOVE OLD OSC LETTERS, PATCH AND PAINT WALL TO MATCH
- INSTALL NEW 14"H X 6'-1.5"W "OSC" SIGN LETTERS
- 2"D INDIVIDUAL REVERSE PAN-CHANNEL LETTERS WITH WHITE HALO-ILLUMINATION
- .063 ALUMINUM EXTERIOR FACE AND RETURNS PAINTED TO MATCH SATIN BLACK
- INTERIOR PAINTED REFLECTIVE WHITE FOR EVEN ILLUMINATION WITH 6500K WHITE LED STRIPS
- TWO OVER LAPPING LOGO "RINGS" OF EXPOSED SKELETON RED NEON TUBING (SEE SHEET SD1 FOR DETAILS)

- B TWO (2) SETS OF 4.9" HIGH X 8.6" WIDE "ORIN SWIFT" MATTE BLACK AND RED RINGS VINYL GLASS DOOR DECALS APPLIED FIRST SURFACE ON 7'-1" HIGH 27.75" WIDE PANE PER DOOR AS SHOWN

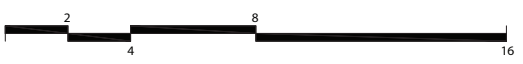
* ANY VISIBLE ATTACHMENT HARDWARE (SCREWS, BRACKET, ESCUTCHEON PLATE, ETC.) SHOULD COMPLEMENT OR MATCH THE CORRESPONDING SIGN.



SCALE: 3/4"=1'-0"

1 STOREFRONT MAIN STREET NORTH ELEVATION

SCALE: 3/16"=1'-0"



NOTES:
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SEE SHEET K FOR SIGN ORIENTATION

ALL UL REQUIRED LABELS MUST BE POSITIONED ON SIGNS
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tel: 1 (510) 526-0266
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www.billmoore.com

MEMBER

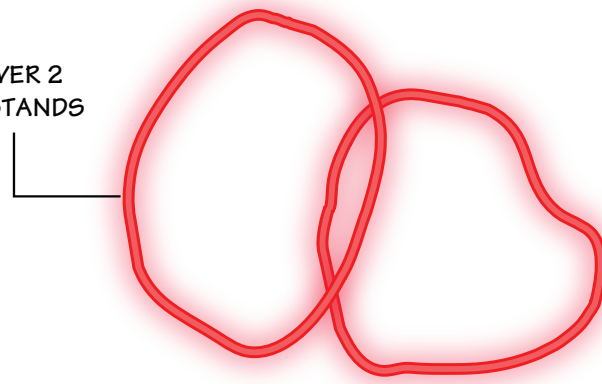
California Sign Association

OSC01 Orin Swift Cellers
1321 Min Street
St. Helena, CA 94574

drawn	01/31/23
Logo	10/06/23
decals confirmed	10/16/23
wall OSC confirmed	10/24/23
glass logo confirmed	11/01/23
red rings revised	11/15/23

SHEET
S1

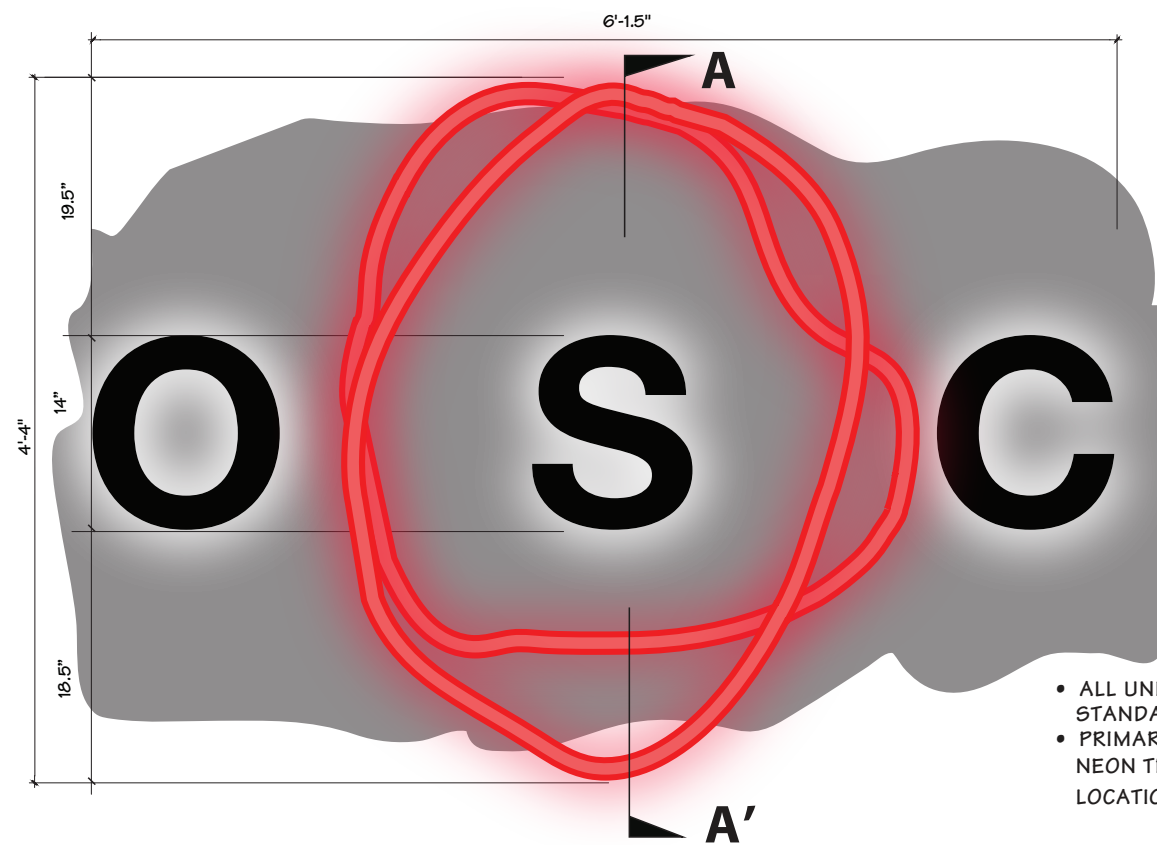
RING ORBIT 1 OVER 2
ON 3" GLASS STANDS



RING ORBIT 2 BEHIND 1
ON 1.5" GLASS STANDS

2 NEON RING ORBIT DETAIL

SCALE: 1/2" = 1'-0"



- ALL UNITS MOUNTED TO WALL BACKGROUND ON STANDARD 3" & 1.5" GLASS TUBE SUPPORTS
- PRIMARY 120V ELECTRICAL SERVICE TO BE PROVIDED TO NEON TRANSFORMER LOCATION BY ELECTRICAL CONTRACTOR

- HIGH-VOLTAGE PASS-THROUGH FEED (TYPICAL OF FOUR) TO REMOTE SOLID STATE NEON TRANSFORMER (TYPICAL OF TWO) MOUNTED BEHIND WALL WIRED TO G.C. PROVIDED JUNCTION BOX

1 SIGN DETAIL

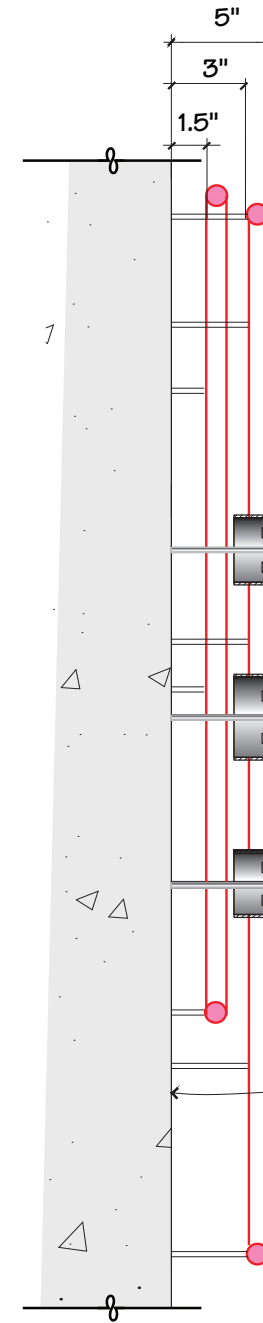
SCALE: 1" = 1'-0"

NOTES:

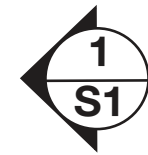
THIS DRAWING IS FOR SIGN REFERENCE ONLY,
NOT FOR CONSTRUCTION.

SEE SHEETS K AND S1 FOR SIGN ORIENTATION

ALL UL REQUIRED LABELS MUST BE POSITIONED ON SIGNS
SO AS NOT VISIBLE FROM PEDESTRIAN LEVEL



EXPOSED CENTER LOGO SKELETON
15MM TECHNOLUX'S COATED RUBY
RED NEON "RINGS" TUBING
W/1.5" STAND-OFFS FOR BOTTOM RING
W/ 3" STAND-OFFS FOR TOP RING



6500K WHITE LED STRIP.

14"H X 6'-1.5"W "OSC" SIGN LETTERS
2"D INDIVIDUAL REVERSE PAN-CHANNEL
LETTERS WITH WHITE HALO-ILLUMINATION

.063 ALUMINUM EXTERIOR FACE AND
RETURNS PAINTED TO MATCH SATIN BLACK
INTERIOR PAINTED REFLECTIVE WHITE FOR
EVEN ILLUMINATION WITH 6500K WHITE
LED STRIPS

PEGGED OFF WALL 3"

SEE SHEET S1 FOR WALL PLACEMENT

CONCRETE FACADE

A SIGN SECTION

SCALE: 1-1/2" = 1'-0"

drawn	02/02/23
revised letters	10/06/23
revised rings	11/15/23

SHEET
SD1

bma Ideas to Identity
tel: 1 (510) 526-0296
info@billmoore.com
www.billmoore.com
bill moore & associates



OSC01 Orin Swift Cellers
1321 Min Street
St. Helena, CA 94574

X
dion est. 1965
1341 Main Street
St Helena, CA 94574

Maya DeRosa
Community Development Director
St. Helena City Planning Division
1088 College Avenue
St. Helena, CA 94574
MDeRosa@cityofsthelela.gov

Dear Ms. DeRosa,

We are writing to express our support for the proposed sign modification submitted by Orin Swift Cellars Tasting Room, located at 1321 and 1325 Main Street. As a neighboring business, we understand the importance of effective signage in attracting visitors and enhancing the vibrancy of our community's commercial corridor.

Since its opening in 2012, Orin Swift Cellars has been a valued member of our business community, contributing to the dynamic and welcoming atmosphere of Main Street. We believe that the proposed change to their existing sign, from "O S C" to "ORIN SWIFT," adheres to the purpose and intent of the city's signage regulations by enhancing the clarity and legibility of the business name without contributing to visual clutter. The updated sign will also support Orin Swift Cellars in achieving its goals of increased foot traffic and economic viability, thereby contributing positively to the local economy.

The updated sign design maintains consistency with the existing sign by retaining the original illumination style and neon rings, while the slight increase in text length is balanced by a reduction in height. This thoughtful approach ensures that the signage remains harmonious with the surrounding environment and continues to reflect the unique character of St. Helena. We have no concerns about adverse visual impacts; in fact, we believe this change will enhance the overall appeal of our district.

We respectfully urge the Planning Commission to approve the sign modification application for Orin Swift Cellars. We are confident that this change will benefit not only the business but also the broader community by attracting more visitors and fostering a thriving business environment.

Thank you for your attention to this matter and for your continued support of our local businesses.

Sincerely,


DIONE EST. 1965



City of St. Helena Planning Commission

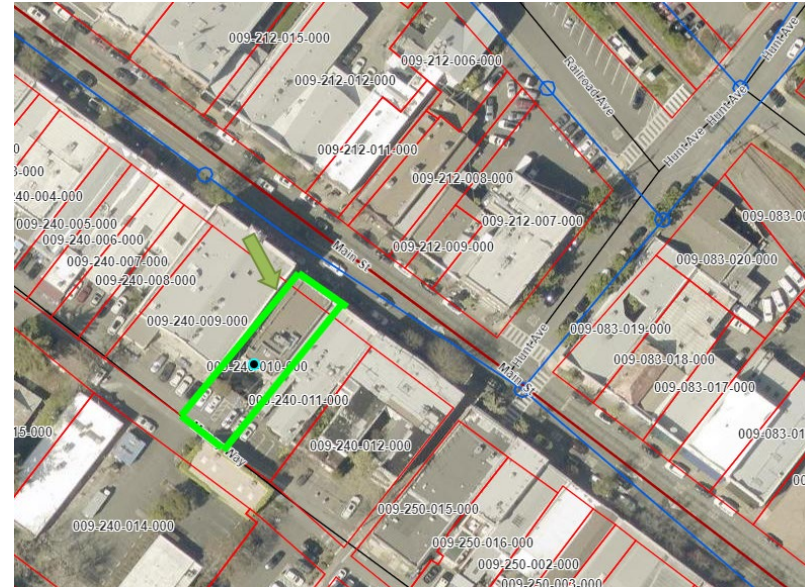
Project: 1321 Main St.
Orin Swift Illuminated Wall Sign

Staff: Xinia Gamero, Permit Technician III



Background

- Orin Swift Cellars has operated at 1325 Main Street since 2012.
- Expanded operations to include 1321 Main Street in January 2022.
- In July 2022, received Design Review approval for exterior building modifications, along with Sign Permit approval.
- Existing “OSC” sign measures 14 inches by 73.5 inches (7.15 square feet).
- Building frontage at 1321 Main Street is 26 feet 3.5 inches.
- 1325 Main Street is not included in this proposal or in the sign area calculation.





Project Description

- Major Sign Permit approval to modify existing 7.15 SF illuminated wall sign by replacing the text “O S C” with “ORIN SWIFT”
- Extend the length of the text from 73.5" to 94", and reduce letter size from 14" to 12" tall (94" x 12").
- No changes to the existing illuminated neon rings





Consistency Analysis

*Note: An inconsistency was identified in SHMC Chapter 17.27 regarding the treatment of illuminated “reverse pan channel letter signs.” The City Attorney advised processing requests as an allowed sign type pending correction of the code language, which will be addressed in the next sign code cleanup.

	Table 17.27.090 B (Standards for all Permanent Signs)	Consistency w/ Table 17.27.090 B
Maximum Sign Height:	20 feet	20.5’ ft proposed
Total sign area per business:	1 sf per linear foot of business frontage, not to exceed 40 sf	19.2 sf proposed (on 26’-3” frontage)
	Table 17.27.090 J (Standards for Wall Signs)	Consistency w/ Table 17.27.090 J
Maximum Sign Area:	1 sf per linear foot of business frontage, not to exceed 40 sf	19.2 sf proposed
Number of Signs:	Unlimited, provided the max. area allowed for wall sign is not exceeded	1
Sign Width:	Sign length shall not exceed 15% of the building façade	94” length = 30% of the 26’-3” ft building façade
	Section 17.27.080 F (Sign Illumination)	Consistency w/ Section 17.27.080 F
a. Internally illuminated signs include single- or two-color LED signs, signs constructed with reverse pan channel letters (i.e. indirect halo illuminated channel letters) on an unlit or otherwise indistinguishable background on a freestanding sign or building wall.		a. *City Attorney’s guidance allows this application to be processed as compliant under the Major Sign Permit process per SHMC 17.27.050.
b. Internally illuminated signs shall be illuminated only with steady, stationary, light sources.		b. The letters would be illuminated from within using steady, stationary, white LEDs.



Recommendation

1. Determine that the project is exempt from CEQA pursuant to Section 15311, Class 11(a) of the CEQA Guidelines; and
2. Approve the Major Sign Permit for 1321 Main Street to modify and enlarge an existing illuminated wall sign as described in this report, subject to the findings in SHMC Section 17.27.050 (E) and the conditions of approval included with the attached resolution.



Questions?



PLANNING COMMISSION REPORT

Planning Commission Meeting of January 20, 2026

FILE NUMBER: PL25-029 / TPM25-002

SUBJECT: Request for Tentative Parcel Map (TPM) approval to allow two existing parcels totaling approximately 1.78 acres (77,778 sq ft) located at 1600 and 1620 Sylvaner Avenue to be subdivided to create three residential lots in the Low Density Residential Zoning District.

PREPARED BY: Jackie Oneal, Senior Planner

REVIEWED BY: Maya DeRosa, Community Development Director

APPROVED BY: Maya DeRosa, Community Development Director

APPLICATION FILED: 07/25/25

ACCEPTED AS COMPLETE: 11/04/25

LOCATION OF PROPERTY: 1600 Sylvaner Avenue

APN: 009-544-016 and 009-544-018

GENERAL PLAN/ZONING: Low Density Residential (LR / LR)

APPLICANT: Albion Surveys, Inc.

BACKGROUND

The project site consists of two contiguous residential parcels located on the east side of Sylvaner Avenue, within the City's Urban Limit Line, and within the High Fire Severity Zone. The combined area of the two parcels is approximately 1.78 acres. The existing two-parcel configuration was created by a previously recorded parcel map, Parcel Map No. 12 PM 40 (see Attachment 3). Since recordation of that map, one of the parcels created by Parcel Map No. 12 PM 40 was conveyed to a separate owner and is now identified as the Lands of Trojan, as shown on the proposed Tentative Parcel Map.

The site is currently developed with two single-family residences and associated garages, pools, driveways, and accessory site improvements located on Proposed Lot 2 (1600 Sylvaner Avenue) and Proposed Lot 3 (1620 Sylvaner Avenue). The residence at 1600 Sylvaner Avenue (Proposed Lot 2) is served by City water and sewer, while the residence at 1620 Sylvaner Avenue (Proposed Lot 3) is served by a private well and septic system.

The project site includes varying topography, with relatively flatter areas associated with the existing development on Proposed Lots 2 and 3 and steeper hillside areas located primarily on the undeveloped portions of the site, including Proposed Lot 1. A slope analysis was submitted with the application to illustrate existing site conditions (see Attachment 4). No grading or development is proposed as part of this Tentative Parcel Map.

Access to the existing residences is currently provided via a shared driveway connection from Sylvaner Avenue.

PROJECT DESCRIPTION

The property owner, Thomas W. Redmon, Trustee of the Thomas W. Redmon Trust, is requesting to subdivide the 1.78 acre property to create a one additional residential parcel. The subdivision includes an internal adjustment of the existing parcel boundary between 1600 and 1620 Sylvaner Avenue to better align with current use patterns and improvements on site. The applicant, Albion Surveys, Inc., has prepared the Tentative Parcel Map and title documents.

The proposed Tentative Parcel Map (TPM) reconfigures two existing parcels (APNs 009-544-016 and 009-544-018) into three parcels as follows:

Proposed Parcel	Size	Existing Use
Lot 1	17,000 sf	Vacant
Lot 2	22,567 sf	Single-family Residence (1600 Sylvaner)
Lot 3	38,211 sf	Single-family Residence (1620 Sylvaner)

The Tentative Parcel Map includes an adjustment to the existing access easement to reflect the proposed lot configuration and to provide access to Proposed Lot 1. No new driveway construction is proposed as part of this application. Minor utility realignments are proposed to separate service connections to each lot and to maintain independent water and sewer laterals. The project would not alter existing street frontage improvements along Sylvaner Avenue.

No new development is proposed at this time. Any future development of the resulting parcels would be subject to separate discretionary review and would be required to comply with all applicable zoning, design, fire, Public Works, and building requirements.

in effect at the time of application. The Fire Department has noted that future development may require modifications to existing driveway access to meet fire apparatus access requirements, which would be reviewed during Design Review and building permit review. As the property is located within a High Fire Hazard Severity Zone, any future development would also be required to comply with Chapter 7A of the California Building Code.

ANALYSIS

CEQA

Staff has reviewed the project in accordance with the California Environmental Quality Act (CEQA) and determined that the proposed Tentative Parcel Map is exempt from CEQA pursuant to the Common Sense Exemption (CEQA Guidelines Section 15061(b)(3)). Approval of the Tentative Parcel Map authorizes the creation of legal parcels only and does not approve development, grading, or construction that would result in a physical change to the environment. As shown on the submitted slope analysis, the project site contains varying topography, with steeper hillside areas located primarily on the undeveloped portions of the site which prevents utilizing the Class 15 exemption for Minor Land Divisions.

Because no physical improvements are proposed or approved as part of this application, staff has not relied on parcel-specific slope thresholds in making this determination.

While future development of the newly created parcels may require additional improvements, including potential driveway modifications, no such work is proposed or approved as part of this application. Any future development would be subject to separate discretionary or ministerial review and environmental evaluation, as appropriate. Accordingly, it can be seen with certainty that approval of the Tentative Parcel Map will not have a significant effect on the environment.

General Plan

The project site is designated Low Density Residential (LR) by the 2040 General Plan, which allows single-family residences and accessory units at a density of 1 to 5 units per acre. The proposed subdivision would result in three residential parcels on approximately 1.78 acres, which equates to a potential density of approximately 1.6 units per acre, assuming one single-family residence per parcel. The proposed density exceeds the minimum density requirement for the district and is consistent with the Low Density Residential designation of the 2040 General Plan. Further, the proposal is consistent with the intent of this designation to support low-intensity residential neighborhoods and infill within the Urban Limit Line.

Relevant General Plan policies include:

- LU 1.4 Encourage infill development within the Urban Limit Line to maximize use of existing infrastructure.

Staff Response: The proposed subdivision occurs within the Urban Limit Line and will utilize existing services.

- HE 2.6 Promote a balance of housing types throughout the community.
Staff Response: Future development of Lot 1 could introduce an additional single-family home and potential ADU, adding variety to the housing stock.
- PF 2.A Require new units on parcels less than two acres to connect to City sewer where feasible.
Staff response: Any new development would be subject to all water and energy efficiency mandates for residential construction, and will be required to connect to the City sewer.

Zoning

Consistent with the adopted 2040 General Plan, the subject property is zoned Low Density Residential (LR), which permits detached single-family homes and accessory dwelling units.

Municipal Code Section 17.36.060 (Development Standards) requires minimum lot area of 7,000 square feet and a minimum lot width standard of 70 feet for the LR district. The proposed parcels meet the minimum lot area requirements, with Parcel 1 comprising approximately 17,000 square feet, Parcel 2 approximately 41,702 square feet, and Parcel 3 approximately 38,211 square feet.

The proposed parcels are irregularly shaped, and the Municipal Code recognizes that standard lot width measurement methods may not be applicable in such cases. Where lot shape irregularity makes standard measurements impractical, the Code authorizes the Community Development Director to determine lot width, subject to appeal and review by the Planning Commission (SHMC 17.32.010). Based on review of the proposed lot configuration, and the irregular geometry of the parcels, the Community Development Director has determined that the proposed lot widths do not conflict with the intent of the Low Density Residential zoning standards or prevent future development.

All proposed lots meet or exceed the minimum standards and the resulting parcels will conform to the minimum lot area and development standards of the LR district. Existing development on 1600 and 1620 Sylvaner remains code-compliant, and Lot 1 is adequately sized for a future single-family home consistent with SHMC 17.16.030(B).

Tentative Parcel Map Process

Review and approval of Tentative Parcel Maps (TPMs) are governed by Chapter 16.24 of the St. Helena Municipal Code. Upon determination that a TPM application is complete, the Planning Department prepares a staff report and schedules the item for a public hearing before the Planning Commission. The Planning Commission may approve, conditionally approve, or deny the tentative parcel map in accordance with the findings and provisions set forth in SHMC Section 16.16.080.

If a tentative parcel map is approved or conditionally approved, the City Planner shall prepare a written report to the City Council. The City Council may, at its discretion, call up the item for review and may add, modify, or delete conditions of approval as necessary to ensure compliance with the Subdivision Map Act and the St. Helena Municipal Code.

Tentative Parcel Map Findings

Pursuant to SHMC Section 16.16.080(A), the Planning Commission shall recommend approval of the proposed parcel map if the following findings are made:

1. That the proposed subdivision, together with the provisions for its design and improvement, is consistent with the 2040 General Plan Update, any applicable specific plan, and other applicable provisions of this code; and
2. Except for condominium conversion projects where no new structures are added, that the design of the proposed subdivision provides, to the extent feasible, for future passive or natural heating or cooling opportunities, as described in the Subdivision Map Act and applicable City guidelines.

Staff Response: Staff finds that the proposed Tentative Parcel Map meets both findings for approval. The subdivision is consistent with the Low Density Residential land use designation of the 2040 General Plan and the Low Density Residential zoning district. No new development is proposed as part of this application; however, any future development on the resulting parcels would be subject to applicable design, zoning, and building standards, including those related to energy efficiency and passive or natural heating and cooling opportunities.

Water and Sewer Service

The existing residence at 1600 Sylvaner Avenue (Proposed Lot 2) is served by City water and sewer, while the residence at 1620 Sylvaner Avenue (Proposed Lot 3) is served by a private well and septic system. Proposed Lot 1 is intended to connect to City water and sewer at the time of future development. As part of the subdivision, existing water and sewer laterals serving 1600 Sylvaner Avenue will be realigned as necessary to accommodate the new lot configuration, subject to review and approval by the Public Works Department.

Water Neutrality

The approval of the requested Tentative Map does not require water neutrality report or analysis, however; any future development of Lot 1 will be subject to the City's Water Neutrality Program (SHMC13.12.030) and any future development shall be subject to water service availability and all applicable water emergency regulations in effect at the time of permit issuance.

ISSUES

Staff have not identified any issues that would prevent approval of the Tentative Parcel Map. Public Works will review Final Map submittals to ensure easements and utility connections are appropriately documented.

CORRESPONDENCE

At the time of report publication, no public correspondence had been received regarding this application.

STAFF RECOMMENDATION

Staff recommends that the Planning Commission:

1. Determine that the project is exempt from the California Environmental Quality Act (CEQA) pursuant to the Common Sense Exemption (CEQA Guidelines Section 15061(b)(3)), as approval of the Tentative Parcel Map authorizes the creation of legal parcels only and will not result in a physical change to the environment, and further find that the proposed project is within the scope of the findings and analysis of the 2040 General Plan Update and Zoning Code, whereby allowances for such a proposed subdivision are expressly identified and permissible; and
2. Accept the required findings and adopt the attached resolution approving the requested Tentative Parcel Map (TPM25-00), subject to the conditions of approval.

ATTACHMENTS

- [1. Draft Planning Commission Resolution of Approval](#)
- [2. Exhibit A, Proposed Tentative Parcel Map](#)
- [3. Existing Parcel Map, Recorded 1980](#)
- [4. Slope Analysis Map](#)
- [5. Applicant's Written Statement](#)

CITY OF ST. HELENA PLANNING COMMISSION

RESOLUTION NO. PC2026-XX

**RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF ST. HELENA
APPROVING A TENTATIVE PARCEL MAP TO ALLOW THE SUBDIVISION OF TWO
EXISTING RESIDENTIAL PARCELS INTO THREE PARCELS LOCATED AT 1600 AND
1620 SYLVANER AVENUE IN THE CITY OF ST. HELENA, CALIFORNIA (FILE NO.
TPM25-002))**

PROPERTY OWNER: Thomas W. Redmon, as Trustee of the Thomas W. Redmon Trust
APNs: 009-544-016 and 009-544-018

Recitals

1. The property owner requests adoption of a resolution approving a Tentative Parcel Map to subdivide and adjust the boundaries of two existing residential parcels totaling approximately 1.78 acres located at 1600 and 1620 Sylvaner Avenue, resulting in three parcels with Parcel 1 comprising approximately 17,000 square feet, Parcel 2 approximately 41,702 square feet, and Parcel 3 approximately 38,211 square feet; and
2. The project site is designated Low Density Residential by the 2040 General Plan and zoned Low Density Residential (LR) by the St. Helena Municipal Code; and
3. A public notice was published in the Napa Valley Register and mailed to residents and occupants within 300 feet of the project site in compliance with state and local law; and
4. The Planning Commission of the City of St. Helena, State of California, considered the project, staff report, and all testimony, written and spoken, at a duly noticed public hearing on January 20, 2026; and
5. Now, therefore let it be found that the Planning Commission approves the Tentative Parcel Map thereby authorizing the requests contained in said application based on the findings below and subject to the conditions of approval enumerated herein.

Resolution

- A. In making the findings in this Resolution, the Planning Commission relied upon and hereby incorporates by reference all documents, plans, and materials contained in the administrative record for this project, including the staff report, project plans, application materials, correspondence, and testimony presented at the public hearing.
- B. The Planning Commission hereby finds that the project is exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to the Common Sense Exemption set forth in CEQA Guidelines Section 15061(b)(3). Approval of the Tentative Parcel Map authorizes the creation of legal parcels only and does not approve development, grading, or construction that would result in a physical change to the environment. While future development of the resulting parcels may require additional improvements, such work is not part of this approval and would be subject to separate discretionary or ministerial review and environmental evaluation, as appropriate.

*1600 and 1620 Sylvaner Ave
Resolution / Conditions of Approval
January 20, 2026*

Accordingly, it can be seen with certainty that approval of the Tentative Parcel Map will not have a significant effect on the environment.

C. The Planning Commission has considered the findings identified in St. Helena Municipal Code Section 16.16.080(A) to support the motion to recommend approval of the Tentative Parcel Map given that the project has been found to demonstrate:

1. That the proposed subdivision, together with the provisions for its design and improvement, is consistent with the general plan, any applicable specific plan, and other applicable provisions of this code; and
2. Except for condominium conversion projects where no new structures are added, that the design of the proposed subdivision provides, to the extent feasible, for future passive or natural heating or cooling opportunities in the subdivision, as described in the state Subdivision Map Act and any guidelines promulgated by the city council.

Based on the foregoing, the Planning Commission finds that the proposed Tentative Parcel Map meets the required findings for approval. The subdivision is consistent with the Low Density Residential land use designation of the 2040 General Plan and the Low Density Residential zoning district. No new development is proposed as part of this application; however, any future development on the resulting parcels would be subject to applicable design, zoning, and building standards, including those related to energy efficiency and passive or natural heating and cooling opportunities.

Planning Department Conditions of Approval

D. The Planning Commission approves a tentative parcel map for the above-described project with the following conditions of approval. The conditions noted below are particularly pertinent to this permit and shall not be construed to permit violation of other laws and policies not so listed.

1. Approval of this Tentative Parcel Map is limited to the subdivision and reconfiguration of existing parcels as shown on the approved map titled "Revised Tentative Parcel Map on the Lands of Thomas W. Redmon Tr", Prepared by Albion Surveys, dated July 25, 2025 and revised January 6, 2026. (See Attachment 1. Exhibit A).
2. No development, grading, or construction is approved as part of this action. Any building envelopes or similar graphics shown on the Tentative Parcel Map are conceptual in nature and are provided for illustrative purposes only and do not constitute approval of development. All future development of the resulting parcels shall be subject to separate discretionary or ministerial review and must comply with all applicable zoning, design, fire, Public Works, and building requirements in effect at the time of application. A Final Map shall be recorded prior to issuance of any building permit.
3. The Tentative Parcel Map approval shall be vested within one (1) year from the

1600 and 1620 Sylvaner Ave
Resolution / Conditions of Approval
January 20, 2026

date of approval. Recordation of the Final Map for the parcel allowed under this approval shall have been obtained within one (1) year from the effective date of the Parcel Map decision or these approvals shall expire; provided however that the approved Parcel Map may be extended for up to two (2) one-year periods pursuant to the St. Helena Municipal Code, Section 17.04.140, Extension of Permits and Approvals.

4. The Tentative Parcel Map approval shall not become effective until fourteen (14) calendar days after adoption of this resolution providing that the action is not reviewed or appealed by the City Council or any other interested party within that 14-day period.
5. Any request for an extension of this approval shall be justified in writing and received by the Planning Department at least thirty (30) days prior to expiration.
6. Compliance with all conditions of approval shall be clearly identified on all plans submitted for Final Map approval and shall occur in accordance with specific regulations. Recordation of a map may be withheld if all conditions, including payment of fees for services rendered by the City, are not met.
7. Pursuant to City Council Resolution 2003-65 the owner and applicant are informed that future development of any parcel may be subject to a Housing Impact Fee, an inclusionary requirement, an in-lieu fee, or similar mechanism, as applicable at the time of development.
8. In any action or proceeding to attack, challenge, invalidate, set aside, void or annul the City's approval of applicant's Project, in whole or in part, applicant shall defend, at its own expense and without any cost to the City, and with counsel acceptable to the City, and shall fully and completely indemnify and hold the City, its agents, officers, and employees harmless from and against any and all claims, causes of action, damages, costs, attorney's fees and liability of any kind, so long as the City reasonably promptly notifies the applicant of any such claim, action, or proceedings and the City cooperates fully in the defense of the action or proceedings.
9. Minor modifications to the approved Tentative Parcel Map may be approved by the Community Development Director, provided such changes are consistent with the intent of this approval and applicable code requirements.
10. This Tentative Parcel Map shall be binding upon all parties having any right, title or interest in the real property or any part thereof, their heirs, successors and assigns, and shall inure to their benefit and benefit of the City of St. Helena.
11. The primary purpose of this review is for compliance with the General Plan and Zoning Ordinance. The property owners or their designee shall be responsible for meeting with the Building Official, Fire Inspector and/or Public Works Department to review compliance with Building Codes, Fire Codes and specific Public Works Standards including fire protection systems and any applicable accessibility standards of Title 24.

1600 and 1620 Sylvaner Ave
Resolution / Conditions of Approval
January 20, 2026

12. Final Map submittal shall be consistent with the Tentative Parcel Map prepared by Albion Surveys and revised October 15, 2025, except as modified by these conditions.
13. Any future development of the project site shall be consistent with St. Helena Municipal Code Article IV, Water Conservation Section 13.12.030, New Development, requiring that the applicant shall be retrofit a mandated number of fixtures to off set the water use and demand of the future development. Appeals to this requirement may be made pursuant to Article IV, Section 18.46. The exact number of retrofits may change dependent upon final floor area submitted for the future Design Review and/or building permit.

Department of Public Works

1. All parcels resulting from a subdivision are subject to the City of St. Helena Water Neutrality Requirements (Policy 9.2.1) in accordance with SHMC Section 13.04.221(B)(13) and 13.12.030. The baseline calculation for the existing water use, as will be required for future development of the resultant parcels, will be based on the pre-subdivided condition or actual use. The baseline water use may be apportioned across the resultant parcels. For future development, the applicant must demonstrate conformance with the Water Neutrality Policy across the resultant parcels utilizing the baseline calculation of the pre-subdivided parcel.
2. Approval of this Tentative Parcel Map does not guarantee the availability of new water connections during a declared water emergency.
3. All parcels resulting from a subdivision shall be subject to all agreements and encumbrances of the pre-subdivided lot.
4. Parcels resulting from a subdivision shall be independently served by utilities. Existing utility configurations may be required to be relocated. Easements may be required for utility configurations which cross property lines. Proposed utility configuration alteration, or easements shall be indicated on the Final Map submission.
5. An access easement shall be required.
6. Sylvaner Ave was repaved 8/2024. An excavation moratorium is in effect which will require full width restoration for any roadway excavations. The moratorium expires 8/2029.

Process for Final Approval and Subdivision

1. A legal lot is not created until a *Final Map* is approved and recorded.
2. Following the approval of the *Temporary Parcel Map* from the Planning Commission, applicants have one year to submit a *Final Map* to Public Works. The *Final Map* submission package shall include two (2) copies of documents (electronic), including draft deed documents' legal descriptions and exhibits with

1600 and 1620 Sylvaner Ave
Resolution / Conditions of Approval
January 20, 2026

the following information:

- a. The legal descriptions shall describe the entire boundary of each resulting parcel.
 - b. The legal descriptions shall be prepared, signed and stamped by a registered Land Surveyor or a licensed Civil Engineer.
 - c. All existing, resultant or proposed easements, grants of right of way and deeds as applicable to the lot line adjustment shall be clearly represented on the exhibit, including dimensions.
 - d. Additional easements or grants of right of way that may be required as a result of the lot line adjustment but are not to be executed in the lot line adjustment action, should be indicated on the exhibit as proposed and described in a supplemental narrative. Consideration should be made for access, utility, emergency vehicle access and maintenance agreements.
 - e. The following statements shall be included on each draft deed document:
 - i. The purpose of this conveyance and the conveyances being recorded concurrently herewith is to create a lot line adjustment pursuant to California Government Code Section 66412(d) and all local subdivision ordinances.
 - ii. The consolidation of underlying lots, parcels or portions thereof, as set forth in the above metes and bounds description, constitutes an expressed written statement of the Grantor, merging said underlying lots, parcels, or portions thereof pursuant to Section 1093 of the California Civil Code.
3. The *Final Map* will be reviewed by the Director of Public Works and presented to the City Council (SMHC 16.20.080) for approval as a consent item at a regular meeting. A Notice of Approval will be provided, and the Applicant may proceed with the recordation. Upon completion of recordation:
- a. The applicant, or his/her representative, shall submit two (2) copies of the title reports issued within 30 days of the date of the legal descriptions and deed form submittals.
 - b. The applicant, or his/her representative, shall submit two (2) copies of the record maps, deed documents, etc. referred to in the lot line adjustment legal descriptions.
 - c. The applicant, or his/her representative, shall submit proof of payment of the mapping services fee, as required by the Napa County Board of Supervisors Resolution 92-119.
 - d. The applicant, or his/her representative, shall submit proof of prepayment of property taxes.
 - e. Lenders should be contacted and any deeds of trust on the involved

properties should be modified, to conform to the new boundary configurations, prior to recording the deed documents.

I HEREBY CERTIFY that the foregoing Tentative Parcel Map application was duly and regularly approved by the Planning Commission of the City of St. Helena at a regular meeting of said Planning Commission held on January 20, 2026, by the following roll call vote:

AYES:

NOES:

ABSENT:

ABSTAIN:

APPROVED:

ATTEST:

Chris Warner
Chair, Planning Commission

Maya DeRosa, AICP
Community Development Director

Attachments:

1. Exhibit A, Tentative Parcel Map

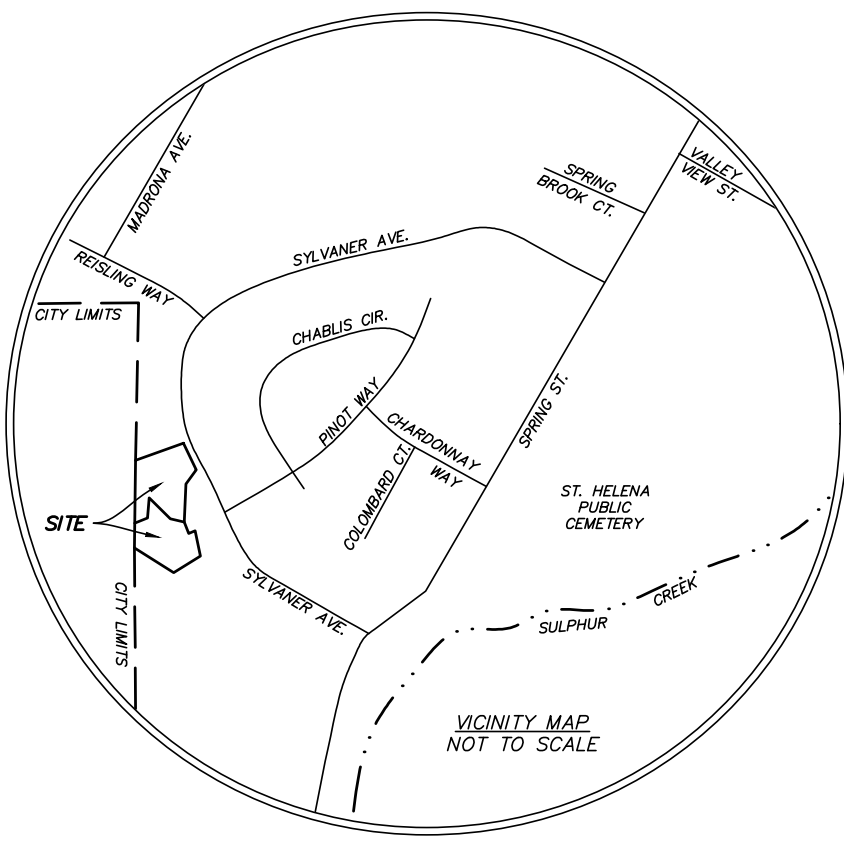
REVISED
TENTATIVE PARCEL MAP
OF THE LANDS OF
THOMAS W. REDMON, TR.

APN 009-544-016 AND -018
GROSS AREA: ±1.78 ACRES

1600 & 1620 SYLVANER AVENUE
ST. HELENA, CALIFORNIA

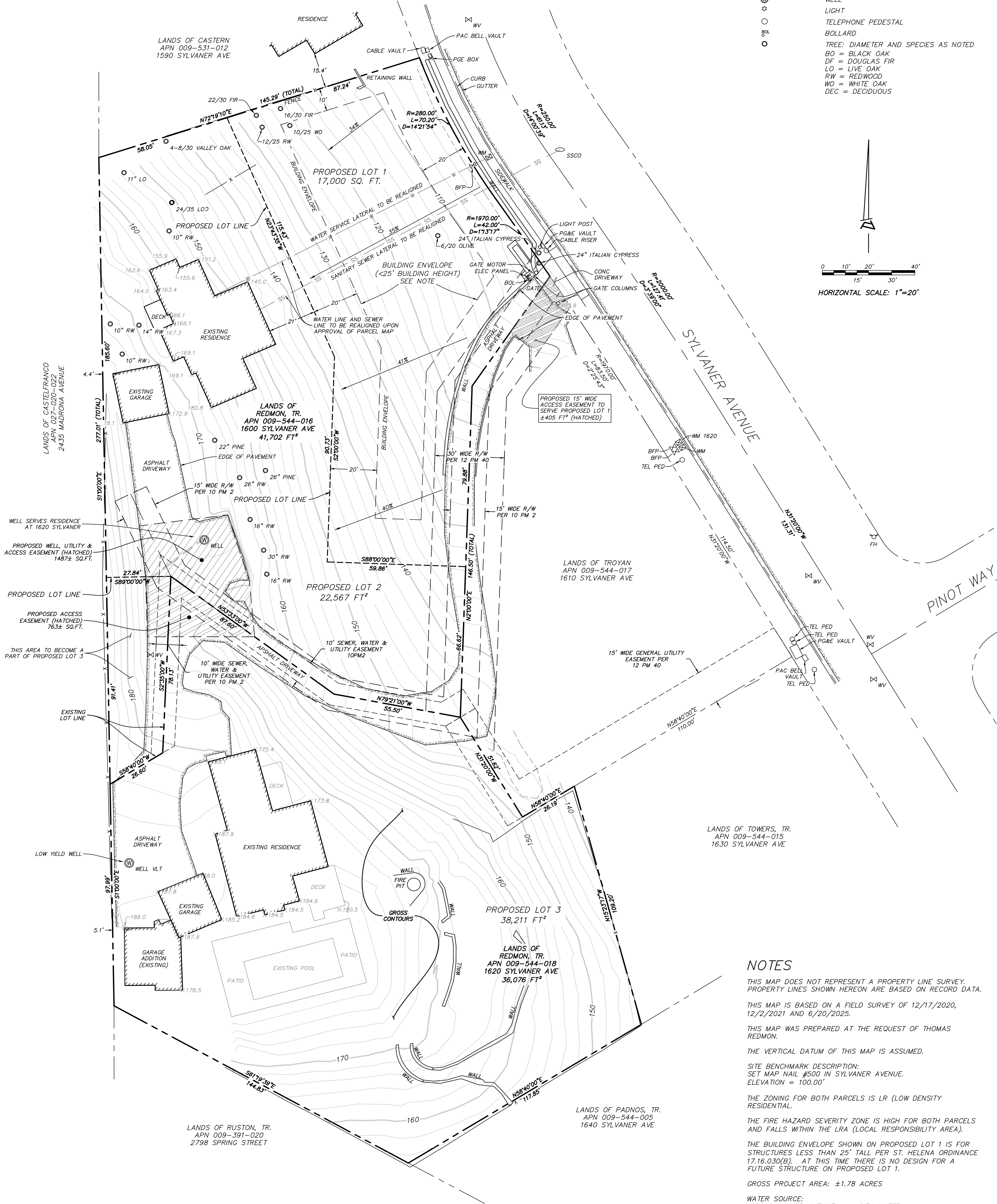
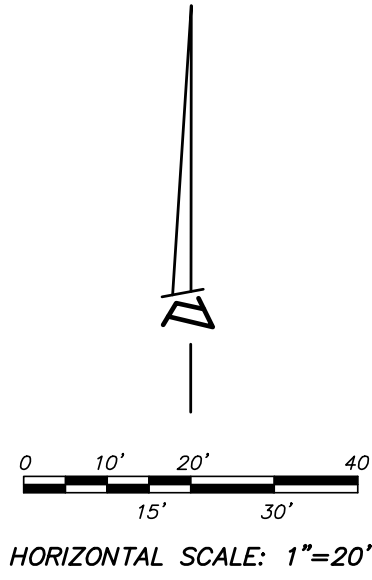
PREPARED BY: ALBION SURVEYS
1113 HUNT AVENUE
ST. HELENA, CA 94574
PHONE: (707) 963-1217

DATE: July 25, 2025
REVISED: January 6, 2026



LEGEND & ABBREVIATIONS:

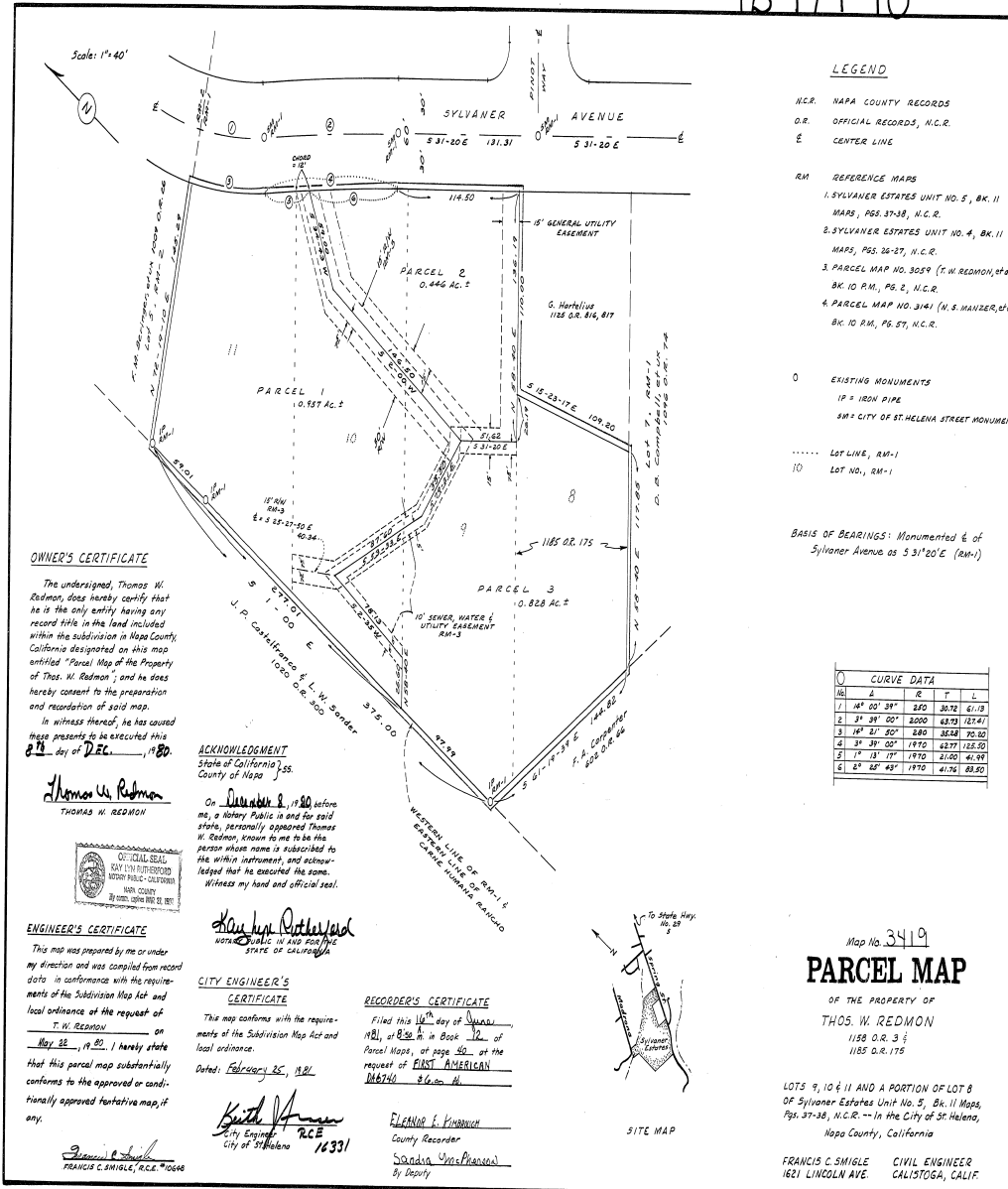
	BUILDING
	PROPERTY LINE
	PROPOSED PROPERTY LINE
	ADJOINER PROPERTY LINE
	EASEMENT
	PROPOSED BUILDING ENVELOPE
	CENTERLINE
	EDGE OF PAVEMENT
	CURB AND GUTTER
	FENCELINE
	CONCRETE
	BUILDING SETBACK LINE
	FIRE HYDRANT
	SEPTIC CLEANOUT
	WATER VALVE
	WATER METER
	BACK FLOW PREVENTER
	WELL
	LIGHT
	TELEPHONE PEDESTAL
	BOLLARD
	TREE: DIAMETER AND SPECIES AS NOTED
	BO = BLACK OAK
	DF = DOUGLAS FIR
	LO = LIVE OAK
	RW = REDWOOD
	WO = WHITE OAK
	DEC = DECIDUOUS



NOTES

- THIS MAP DOES NOT REPRESENT A PROPERTY LINE SURVEY. PROPERTY LINES SHOWN HEREON ARE BASED ON RECORD DATA.
- THIS MAP IS BASED ON A FIELD SURVEY OF 12/17/2020, 12/2/2021 AND 6/20/2025.
- THIS MAP WAS PREPARED AT THE REQUEST OF THOMAS REDMON.
- THE VERTICAL DATUM OF THIS MAP IS ASSUMED.
- SITE BENCHMARK DESCRIPTION:
SET MAP NAIL #500 IN SYLVANER AVENUE.
ELEVATION = 100.00'
- THE ZONING FOR BOTH PARCELS IS LR (LOW DENSITY RESIDENTIAL).
- THE FIRE HAZARD SEVERITY ZONE IS HIGH FOR BOTH PARCELS AND FALLS WITHIN THE LRA (LOCAL RESPONSIBILITY AREA).
- THE BUILDING ENVELOPE SHOWN ON PROPOSED LOT 1 IS FOR STRUCTURES LESS THAN 25' TALL PER ST. HELENA ORDINANCE 17.16.030(B). AT THIS TIME THERE IS NO DESIGN FOR A FUTURE STRUCTURE ON PROPOSED LOT 1.
- GROSS PROJECT AREA: ±1.78 ACRES
- WATER SOURCE:
1600 SYLVANER AVENUE: CITY WATER
1620 SYLVANER AVENUE: WELL

12 PM 40

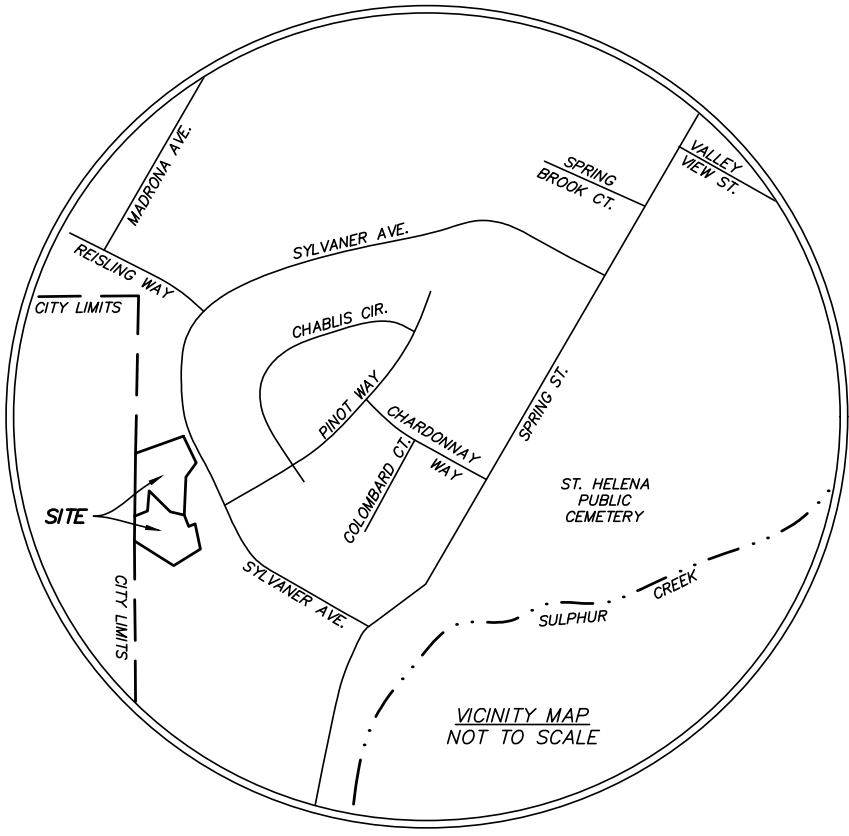


REVISED
TENTATIVE PARCEL MAP
OF THE LANDS OF
THOMAS W. REDMON, TR.

APN 009-544-016 AND -018
1600 & 1620 SYLVANER AVENUE
ST. HELENA, CALIFORNIA

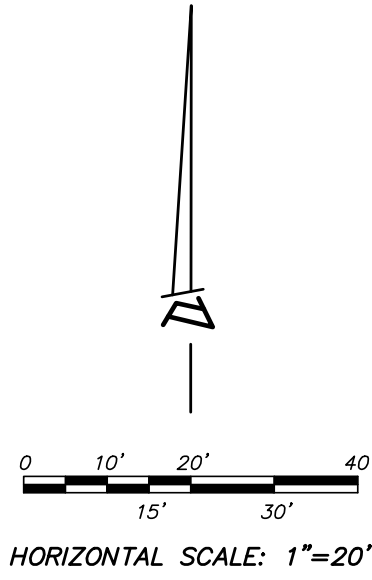
PREPARED BY: ALBION SURVEYS
1113 HUNT AVENUE
ST. HELENA, CA 94574
PHONE: (707) 963-1217

DATE: July 25, 2025
REVISED: December 28, 2025

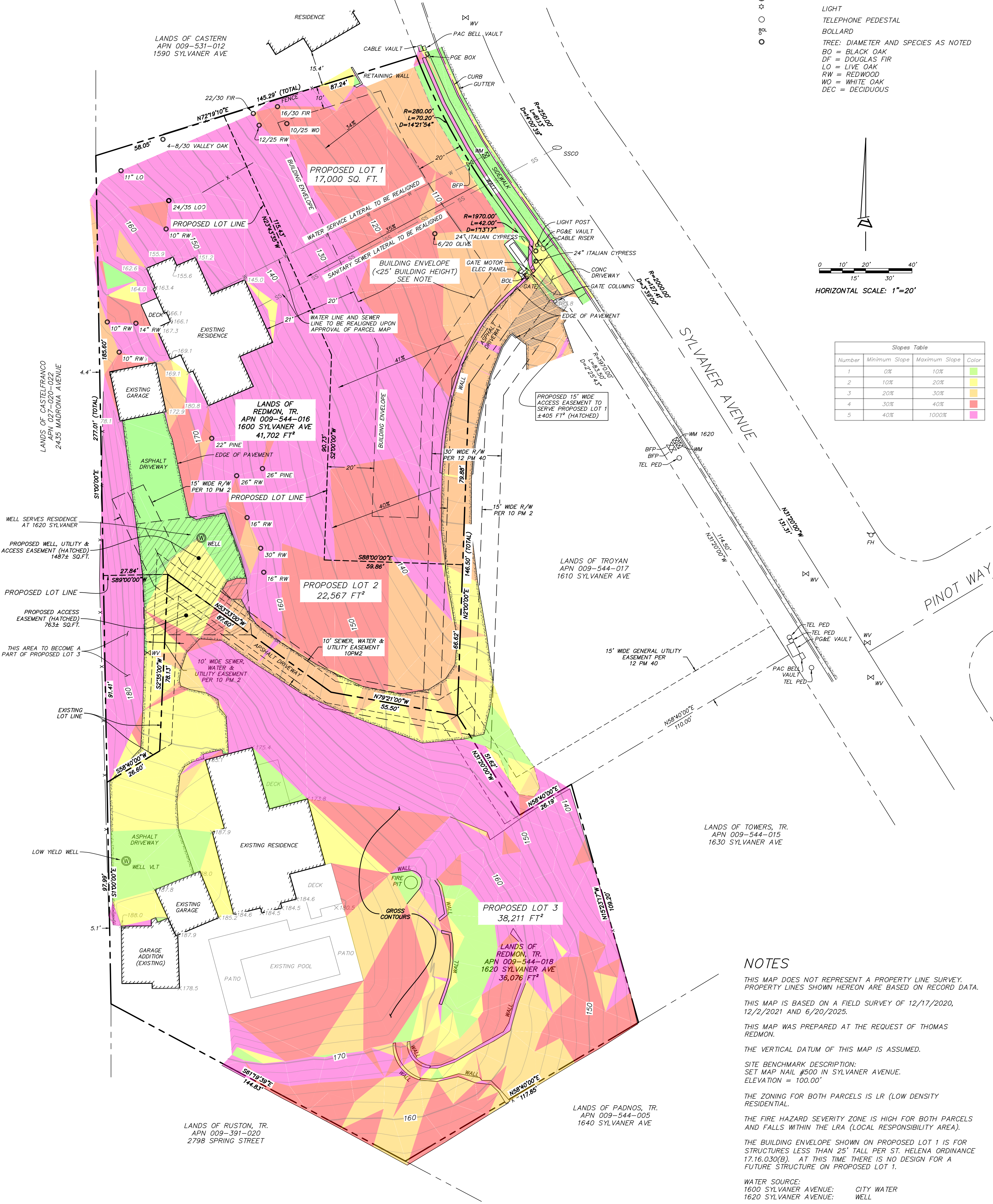


LEGEND & ABBREVIATIONS:

- BUILDING
- PROPERTY LINE
- PROPOSED PROPERTY LINE
- ADJOINER PROPERTY LINE
- EASEMENT
- PROPOSED BUILDING ENVELOPE
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- BO = BLACK OAK
- DF = DOUGLAS FIR
- LO = LIVE OAK
- RW = REDWOOD
- WO = WHITE OAK
- DEC = DECIDUOUS



Slopes Table				
Number	Minimum Slope	Maximum Slope	Color	
1	0%	10%	Light Green	
2	10%	20%	Yellow	
3	20%	30%	Orange	
4	30%	40%	Red	
5	40%	1000%	Pink	



NOTES

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- WATER SOURCE:
1600 SYLVANER AVENUE: CITY WATER
1620 SYLVANER AVENUE: WELL

ALBION SURVEYS

CONSULTING LAND SURVEYORS

1113 Hunt Avenue, St. Helena, CA 94574
(707) 963-1217 ♦ (Direct 707) 967-9247
E-Mail: gzelazny@albionsurveys.com

July 25, 2025

Jackie O'Neal
Senior Planner
City of St. Helena
Community Development Department
1088 College Avenue | St. Helena, CA 94574
Direct: (707) 968-2747
joneal@cityofsthelena.gov

Re: Written Statement for a Tentative Parcel Map Application
Lands of Thomas Redmon
1600 and 1620 Sylvaner Avenue, St. Helena
APN 009-544-016 and 009-544-018

The purpose of this proposed subdivision is to create a separate parcel out of existing APN 009-544-016 (1600 Sylvaner). This is for a proposed single-family residence to be built at some time in the future. If/when the Tentative Parcel Map is approved, the new structure will be designed in accordance with the City of St. Helena's development and building codes. Additionally, the project includes the adjustment of a property line between 1600 and 1620 Sylvaner (APN 009-544-018) so that the lines more clearly conform to the occupation for each parcel.

During our April 23, 2025, meeting which also included Marion Traverso, Public Works Project Manager, we discussed the design elements requested in the city's Tentative Parcel Map Application. We agreed that since no development is planned at this time, the following items would be waived from the checklist: Floor Plan, Building Elevations, Landscape Plan and Grading Plan.

There will be no changes to any of the existing structures on either property.

Please contact me if you have any questions.

Sincerely,



Greg Zelazny, PLS 8772
Albion Surveys, Inc.



City of St. Helena Planning Commission

Project: 1600 Sylvaner Ave, Tentative Parcel Map
File # TPM25-002

Staff: Jackie Oneal, Senior Planner

Community Development Department

January 20, 2025



Project Description

The applicant has requested approval of a Tentative Parcel Map (TPM) approval to allow two existing parcels totaling approximately 1.78 acres (77,778 sq ft) located at 1600 and 1620 Sylvaner Avenue to be subdivided to create three residential lots in the Low Density Residential Zoning District.



Location



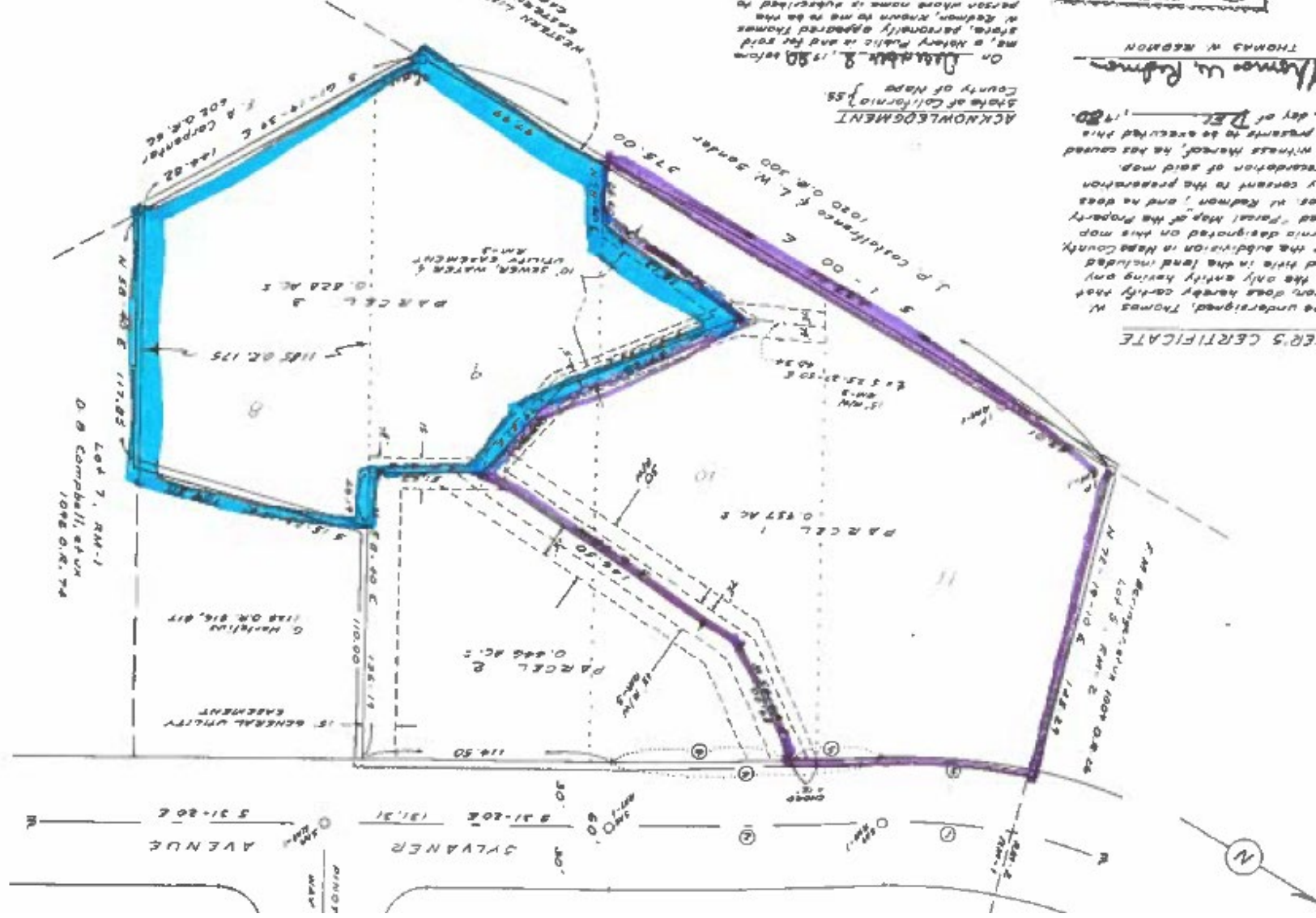


Location



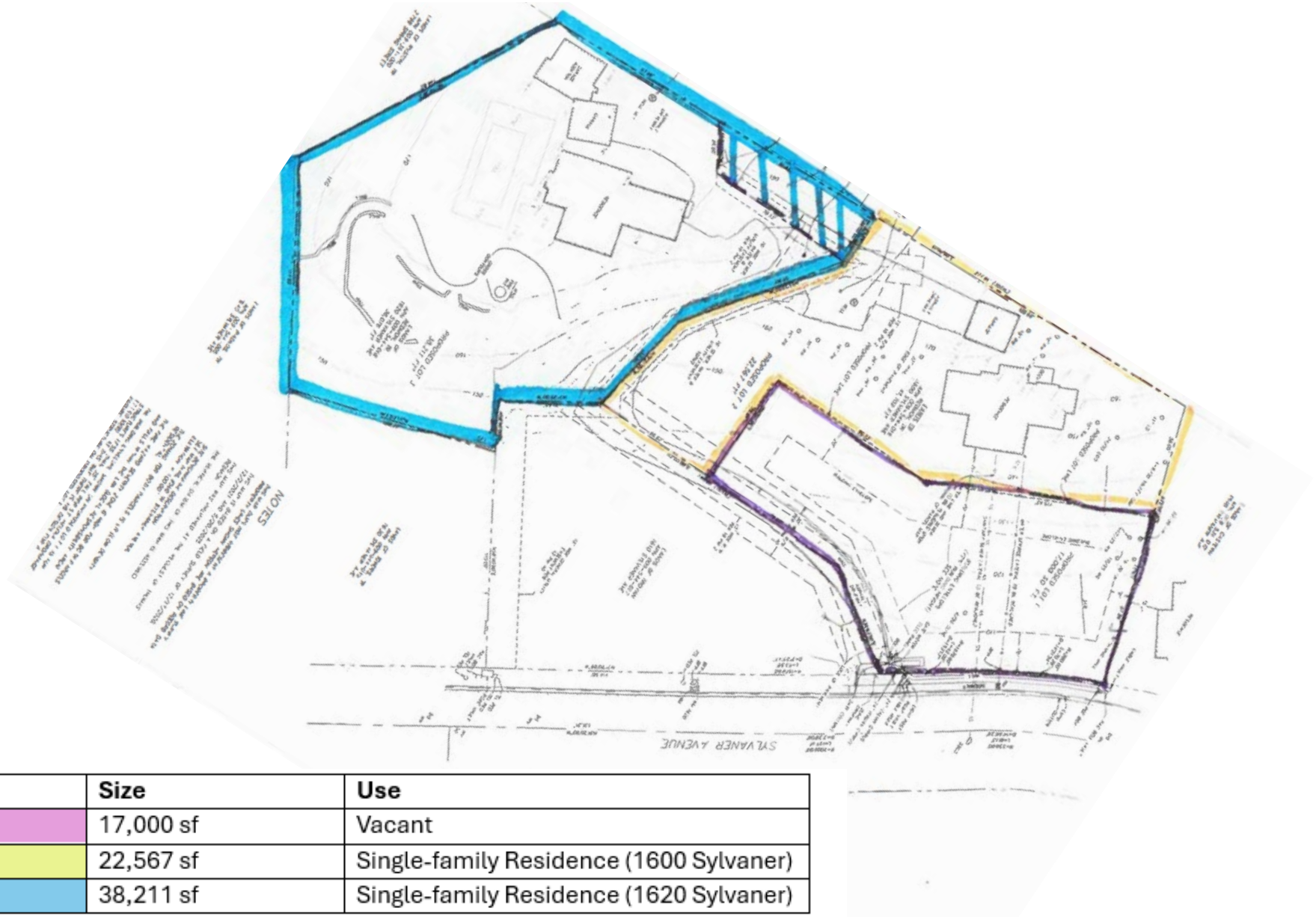


Existing

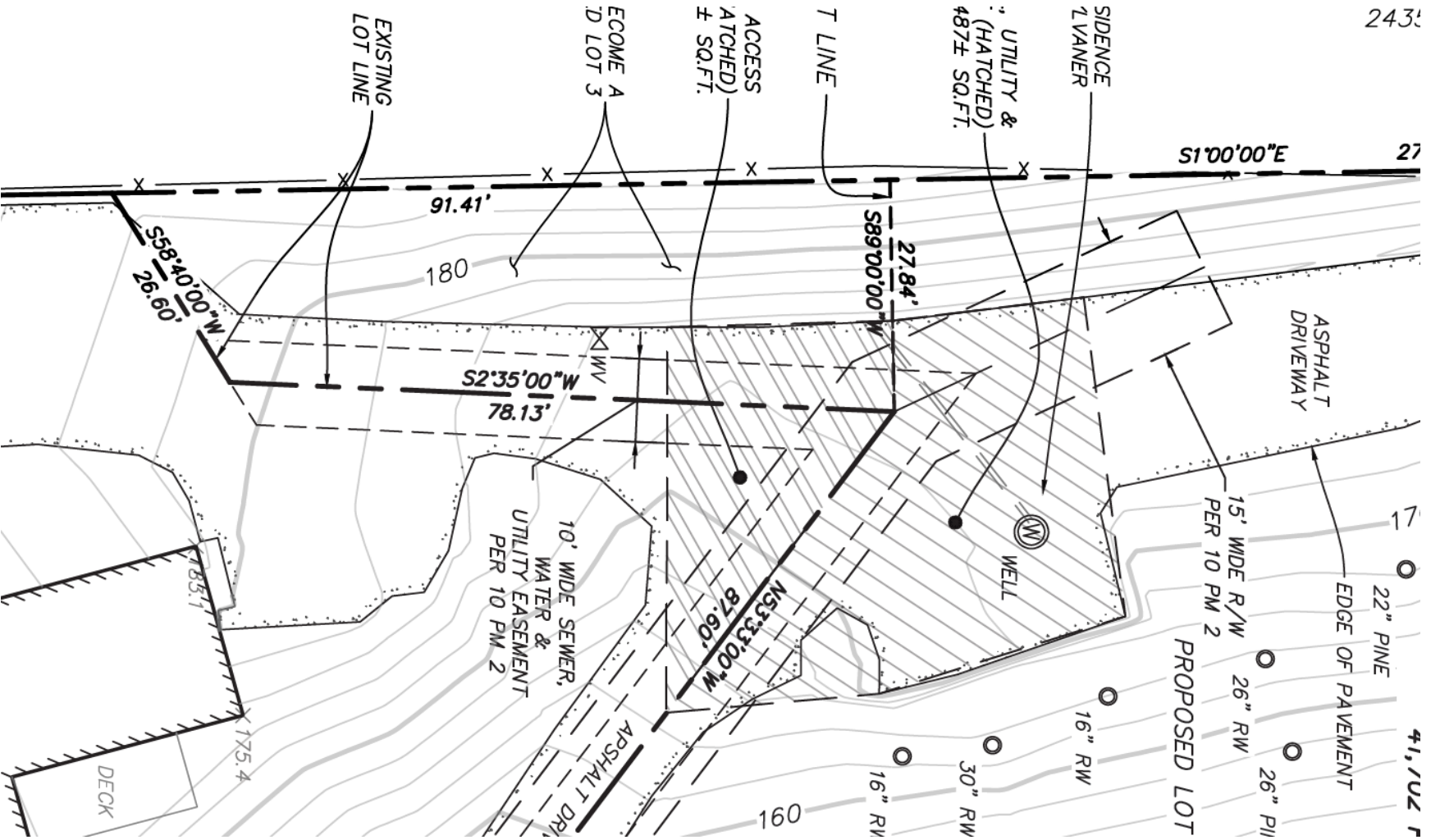




Proposed



Proposed Parcel	Size	Use
Lot 1	17,000 sf	Vacant
Lot 2	22,567 sf	Single-family Residence (1600 Sylvaner)
Lot 3	38,211 sf	Single-family Residence (1620 Sylvaner)





Recommendation

1. Determine that the project is exempt from the California Environmental Quality Act (CEQA) pursuant to the Common Sense Exemption (CEQA Guidelines Section 15061(b)(3)), as approval of the Tentative Parcel Map authorizes the creation of legal parcels only and will not result in a physical change to the environment, and further find that the proposed project is within the scope of the findings and analysis of the 2040 General Plan Update and Zoning Code, whereby allowances for such a proposed subdivision are expressly identified and permissible; and
2. Accept the required findings and adopt the attached resolution approving the requested Tentative Parcel Map (TPM25-00), subject to the conditions of approval.



Questions?



PLANNING COMMISSION REPORT

Planning Commission Meeting of January 20, 2026

FILE NUMBER: PL 25-036

SUBJECT: Request by Scott Gay, on behalf of Rifugio Holdings LLC, for a pre-submittal review of a proposed redevelopment project on a 1.5-acre parcel located at the northwest corner of Vidovich Avenue and Main Street in St. Helena (APN 009-180-040), within the Mixed-Use (MU) Zoning District. The proposal includes retaining the existing Clif Family Winery tasting room at 709 Main Street and the existing office building at 1334 Vidovich Avenue, while removing five other existing buildings on the site. Four new buildings are proposed that would accommodate uses similar to those currently operating on the property, along with a reconfigured site plan and central plaza.

PREPARED BY: Jackie Oneal, Senior Planner

REVIEWED BY: Maya DeRosa, Community Development Director

APPROVED BY: Maya DeRosa, Community Development Director

APPLICATION FILED: 10/28/25

ACCEPTED AS COMPLETE: 12/04/25

LOCATION OF PROPERTY: 710 Main St.

APN: 009-180-040

GENERAL PLAN/ZONING: Mixed-Use (MU)/Mixed-Use (MU)

APPLICANT: Scott Gay/ Linzi Gay

BACKGROUND

The subject property is an approximately 1.5-acre parcel located at the northwest corner of Main Street and Vidovich Avenue. The project site is located within the Highway 29 Specific Plan area and is designated Mixed Use in both the St. Helena General Plan

Land Use Map and the Zoning Map, where it carries the Mixed-Use (MU) zoning designation. The site also fronts the planned Napa Valley Vine Trail Main Street alignment. A small portion of the site is within FEMA flood zone AE near the northerly property line.

The property is currently improved with a mix of commercial buildings, some of which are associated with Clif Family Winery's hospitality operations, administrative offices, and food service functions. Additional uses on site include Azteca Market and other commercial tenants.

Two buildings are proposed to remain.

The site has an extensive permit history, reflecting more than two decades of incremental improvements. Past entitlements and actions include:

- **2003 Vineland Station Use Permit 2003-51 (709 Main St)** approving a 71- seat restaurant and wine bar.
- **2004 Use Permit 2004-77 (709 Main St)** allowing for accessory retail sales at 709 Main Street.
- **2003 Design Review 2003-60 (789 Main St)** allowing for the relocation and reconstruction of an existing nonconforming building.
- **2004: Azteca Market Use Permit (789 Main St)** approving for a small grocery store with and accessory taqueria, off-sale beer and wine sales, and limited indoor and outdoor seating.
- **2008 Use Permit 2008-82 (1312 Vidovich Ave)** approving for the Clif Family Winery retail wine store with associated wine tasting and office uses.
- **2010: Use Permit Amendment 2010-48 (709 Main St)** approving the Clif Family Winery tasting room at a new location on the same parcel with limited prepared food sales. This UPA combined the operations approved under UP 2004-77 and superseded that approval. The amendment limited both indoor and outdoor seating to a maximum of 30 seats, provided that the westerly lawn area be fenced for outdoor seating, placed limits on hours of operation (7:00 AM to 6:00) prohibited on-site food preparation and outdoor amplified sound. The amendment also provided that the existing tasting room at 1312 Vidovich Ave become an office use and approved shared parking plan.
- **2011: Design Review 2011-05 (709 Main St)** approving façade improvements and plaza enhancements to support enhanced outdoor seating and pedestrian access.
- **2014 Use Permit Amendment 2014-04 (1312 Vidovich Ave)** approving the management, logistics, operations, and marketing of a Clif Family catering truck as a subordinate use to the existing Clif Family Winery Administrative Offices.
- **2019 Use Permit PL18-080 (1334 Vidovich Ave)** approving a 16-seat wine tasting room
- **2020: Emergency Temporary Use Permit PL20-019 (709 Main)** allowing expanded outdoor seating under COVID-related flexibility provisions.

- **2021: Emergency Temporary Use Permit PL21-019 (709 Main)** allowing expanded outdoor seating under COVID-related flexibility provisions.
- **2023: Temporary Use Permit PL23-053 (709 Main)** allowing seasonal outdoor seating under a tented canopy area. The permit limited outdoor operations from 10 am to 7 pm Monday through Saturday. The approval expired in April 2024.
- **2024: Temporary Use Permit PL24-062 (709 Main)** allowing seasonal outdoor seating under a tented canopy area. The permit limited outdoor operations from 10 am to 7 pm Monday through Saturday. The approval expired in March 2025.

The plans for the pre-submittal application were routed to City departments for review. On December 3, 2025, staff issued a pre-submittal issues and completeness letter (Attachment 3) identifying anticipated entitlement requirements, zoning considerations, and additional information needed to support a complete formal application.

PROJECT DESCRIPTION

The applicant, Clif Family Winery, has submitted a pre-submittal application seeking early feedback on a proposed comprehensive site redevelopment. The intent is to retain and renovate select existing structures, remove five older buildings, and construct four new single-story buildings to support the continuation of tasting room, retail, and food-service uses. The proposal includes enhancements to common areas, landscaping, outdoor seating, and a reconfigured circulation plan. On-site storage comprises approximately 3,900 sf or 23% of the square footage of total proposed floor area for the site.

Key features of the concept include:

- Retain 709 Main Street - Clif Family Winery tasting room (UPA2010-48)
- Retain 1334 Vidovich - Clif Winery Administrative offices and tasting room (PL18-010)
- Demolition of five existing structures:
 - 789 Main Street; Existing Limited Counter Service Restaurant and Grocery Tenant
 - 1284 Vidovich Avenue; Commercial Kitchen, Wine Tasting Room, Retail, Storage
 - 1304 Vidovich Avenue; Storage
 - 1308 Vidovich Avenue; Existing Ambulance Tenant
 - 1312 Vidovich Avenue; Clif Family Winery Administration and Storage
- Construction of five new structures
 - 3,485 sf Restaurant Building with 1,150 sf covered outdoor seating
 - 2,790 sf Restaurant Support Building
 - 1,110 Piazza Support Building with 820 sf covered outdoor area
 - 2,710 Office and Patio/Stage Building with 690 sf covered outdoor area
 - ~400 sf refuse/recycling enclosure, size to be determined

- Create a central “piazza” for outdoor dining, wine tasting, and flexible event programming with primary pedestrian access oriented toward Main St.
- Consolidation of parking into a single surface lot, accessed from Vidovich Ave.
- Reduce overall building footprint

This study session is advisory only. No action will be taken, and no determinations regarding project consistency or approvability are being made at this time.

ANALYSIS

The pre-submittal application proposes a comprehensive redevelopment of the 1.5-acre Clif Family Winery property at 709 Main Street. The current submittal includes a conceptual site plan, preliminary elevations, and a written project statement. Although full floor plans and architectural details are pending, staff has completed an initial evaluation of the proposal's zoning and policy consistency with the St. Helena Zoning Ordinance, General Plan (2040), and Highway 29 Specific Plan.

This analysis addresses the project's use consistency, alignment with adopted land use policies, conformance with applicable development standards, and any identified discretionary approvals that would be required. This section is intended to support the Planning Commission's preliminary review and does not constitute a final determination of consistency or approval. Additional technical and design-related feedback is addressed separately in the Issues section.

Use Consistency and Required Entitlements

The property is located in the Mixed Use (MU) zoning district, which allows for a mix of residential, retail, office, restaurant, and other commercial uses. The proposed redevelopment would remove five existing structures and establish four new one-story buildings accommodating a full-service restaurant, expanding the existing tasting room, administrative offices, and support functions including onsite storage that serves the proposed uses.

The proposed mix of uses is generally consistent with the intent of the MU district and aligns with the property's long-standing commercial and hospitality character. The proposed onsite storage and support uses are not currently permitted in the Mixed Use (MU) zoning district. SHMC 17.17.020(B) prohibits outdoor storage unless specifically authorized elsewhere in the code, and the MU district does not currently list outdoor storage as either a permitted or conditionally permitted use. As such, the project's inclusion of multiple receiving, conditioned, and unconditioned storage structures is inconsistent with the zoning ordinance. A Zoning Ordinance Amendment would be required to allow these uses subject to a Conditional Use Permit.

Several components will require additional discretionary entitlements, including a Use Permit Amendment, Variance, Design Review, and potentially new permits for other on-site activities or accessory functions.

Note: The list of required entitlements identified in the December 3, 2025 Issues Letter has been refined through ongoing staff review. Additional permits may be required based on final project scope, including potential new uses or modifications not previously documented in the City's entitlement history.

The anticipated required entitlements to be processed concurrently include:

- **Major Design Review** for construction of new buildings, reconfiguration of circulation, and sitewide landscaping and plaza improvements. Depending on the final design and permanence of the shade structure at 709 Main, the applicant may need to include in the Design Review application. Otherwise, the conditions of approval on the UPA must clearly define seasonal tent allowances.
- **Conditional Use Permit Amendment (UPA)** to modify the existing use permit (UPA 2010-48) for the Clif Family tasting room to allow expanded outdoor seating, events, and amplified/live music, and to consolidate historic entitlements.
- **Conditional Use Permit Amendment (UPA)** may be needed to modify the existing use permit (PL18-080) at 1334 Vidovich Ave, dependent on submitted project plans and proposed function of building.
- **Minor Use Permit (MUP)** may be required if the proposed restaurant meets the definition of a “full service restaurant” under SHMC 17.17.020. Final determination will be made upon submittal of floor plans and operational details.
- **Conditional Use Permit (CUP) for On-Site Storage**, to be processed under a forthcoming zoning ordinance amendment anticipated to allow such uses in the MU district with CUP approval.
- **Demolition Permit** for removal of five existing structures.
- **Sign Permit or Coordinated Sign Program** which must be approved by the Planning Commission pursuant to the Highway 29 Specific Plan.
- **Variance** to allow an approximately 18-foot front setback where the MU zoning district (SHMC 17.17.030(B)) establishes a maximum of 10 feet. The increased setback is due to a 10-foot public utility easement along Main Street. The applicant must demonstrate that the deviation meets all required findings under SHMC Chapter 17.20.

General Plan

The MU land designation allows medium- to high- density residential mixed with retail, office, restaurant, or other commercial uses. The proposed redevelopment of the project site is generally consistent with the goals and policies of the St. Helena 2040 General Plan. The project supports key General Plan objectives related to economic vitality, mixed-use development, and active pedestrian environments in the downtown core.

Relevant policies include:

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.”

The project consolidates multiple parcels into a unified plan that supports an integrated mix of restaurant, retail, wine-tasting, and community event uses, consistent with this vision for downtown vitality.

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

The existing fragmented site will be redesigned with enhanced pedestrian access along Main Street and Vidovich Avenue, improving the pedestrian orientation of the block and reducing internal conflicts between vehicles and pedestrians.

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."

The proposed project is located at a prominent corner within the Main Street corridor. While no residential component is proposed, the project supports the intent of LU3.9 by focusing commercial activity at the street level, including a tasting room, restaurant, and pedestrian plaza. Office uses are proposed at the rear of the site, consistent with the policy's direction to locate non-retail uses away from the commercial core. Staff finds that the proposal is generally aligned with Policy LU3.9 in its reinforcement of an active, pedestrian-oriented frontage and separation of office functions from the Main Street frontage.

LU3.6 "Encourage small-scale, neighborhood-serving retail and food uses."

The proposed restaurant, wine-tasting, and mercantile retail components are scaled to serve both locals and visitors, aligning with this policy.

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."

The project expands upon existing visitor-serving uses in a manner that aligns with the City's goals for sustainable tourism and economic diversification.

ES2.4 "Encourage green transportation options to circulate people throughout the community. Promote sustainable models of travel and reduce the length of vehicle trips generated by visitors to the community."

The project's proximity to the future Vine Trail and its proposed pedestrian-forward site design offer opportunities to incorporate enhanced bicycle amenities consistent with this policy. If implemented, such features would support both visitor- and community-oriented use of alternative transportation modes.

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

The redevelopment proposal to serve as a bicycle-friendly destination along the Vine Trail, complementing the City's broader efforts to support sustainable tourism and enhance bike connectivity.

At this time, based on the conceptual design and submitted materials, the project appears broadly consistent with the goals and policies of the General Plan, subject to refinement through the formal application and design review process.

Highway 29 Specific Plan

The project site is located within the Highway 29 Specific Plan area, which was adopted to guide and support the future development of the properties within the Plan area. The Highway 29 Specific Plan does not establish independent land use designations, but instead references the General Plan land use designations in effect at the time of the Specific Plan's adoption in 2005. At that time, the subject site was designated Service Commercial, consistent with the commercial and hospitality uses that have historically occupied the property. Since the adoption of the City's 2040 General Plan in 2019, the site is now designated Mixed Use, which allows for a broader range of commercial, office, and residential uses.

The primary land use concept of the Specific Plan is to "promote the orderly build out of land uses as envisioned in the St. Helena General Plan and allowed by the St. Helena Zoning Ordinance." (*Hwy 29 Specific Plan*, p. 9). Per the Specific Plan's Land Use Objectives, the area is intended to:

- "Provide for the logical extension of service commercial and light industrial uses and other land uses permitted and conditionally permitted in the St. Helena Zoning Ordinance" (Objective 2);
- "Provide for growth that is local-serving and pedestrian-scaled service commercial and light industrial opportunities on vacant land within the Specific Plan area" (Objective 4); and
- "Encourage redevelopment on underutilized and/or poorly designed parcels of land within the Specific Plan area" (Objective 5).

Chapter 4 of the Specific Plan provides Design Guidelines intended to shape the scale, form, and site planning of new development. Based on a preliminary review of the conceptual site plan and elevations, the project appears generally consistent with the applicable design principles:

- **Design Objectives:**

The project clusters buildings around a central plaza, screens service areas, and orients public-facing uses toward Main Street. The project would improve the southerly approach into St. Helena south of Highway 29 Bridge.

- **Site Design, Character and Scale**
Structures are low-scale and organized around a walkable plaza. Although the proposed ~18-foot front setback from Main Street exceeds zoning standards, the constraint imposed by a utility easement (see plan sheet 05) may justify the deviation if pedestrian-oriented elements are integrated.
- **Buildings:**
Conceptual elevations show articulated, one-story forms compatible with small-town character. Additional detailing and material samples will be evaluated at Design Review.
- **Walls and Fencing**
Any proposed fencing should be consistent with building design and avoid creating visual barriers.
- **Signs:**
All project signage will require Planning Commission approval under SHMC Chapter 17.27. Internally illuminated signs are not permitted.
- **Landscaping:**
Drought-tolerant and native landscaping is encouraged to enhance the pedestrian experience. A detailed landscape plan will be required to confirm compliance.
- **Parking and Loading:**
Rear parking access from Vidovich Avenue is consistent with the Specific Plan. Loading and service areas appear to be screened from Main Street.
- **Lighting:**
Not shown in the submittal; however, all lighting must be pedestrian-scaled and shielded to prevent spillover.

At this time, the conceptual design appears to be broadly consistent with the land use objectives and design guidelines of the Highway 29 Specific Plan. Final consistency analysis will include detailed architectural, landscape, signage, and lighting elements, and staff recommends that a written design narrative be submitted with the formal application to address these guidelines directly.

Zoning

The project site is located in the Mixed Use (MU) zoning district. The MU district is intended to support a mix of medium and high-density residential, commercial including retail, office, restaurant, and open space uses. The proposed site plan includes a full-service restaurant, tasting room, outdoor plaza, and several accessory storage and support structures. These uses are generally consistent with the intent of the MU zone, subject to the entitlements and conditions outlined below.

Development Standards SHMC 17.17.030

Based on the conceptual site plan, the proposed development appears generally consistent with the applicable standards for the Mixed Use (MU) zoning district:

- **Floor Area Ratio (FAR):** The combined floor area of the proposed new and existing buildings is approximately 16,905 square feet. On a parcel of roughly 65,000 square feet, the resulting FAR is approximately 0.26, well below the maximum of 1.0
- **Floor Area for Individual Buildings:** All buildings are well-below the 15,000 square foot max.
- **Building Frontage:** buildings shall occupy at least 50% of the parcel's Main Street frontage. The restaurant and tasting room buildings together span approximately 70 feet across a 127-foot frontage, equating to about 55% coverage. As proposed, the project meets this requirement.
- **Building Height:** All new buildings are single story and are expected to comply with the 45 foot and 40 foot maximum height limits for pitched and flat roofs, respectively. No height encroachments are proposed. The accessory storage buildings would be required to comply with the 16 foot height maximum for accessory structure.
- **Ground Floor Finished Elevation:** Nonresidential buildings in the MU zone are limited to a maximum ground floor finished elevation of 2 feet above grade when adjacent to a right-of-way. Compliance cannot be confirmed based on the current submittal and will need to be verified at Design Review.
- **Ground Floor Ceiling Height:** Nonresidential buildings in the MU zone must provide a minimum 12-foot ground-floor ceiling height. Compliance cannot be confirmed based on the current submittal and will need to be verified at Design Review.
- **Lot Coverage:** The project appears to remain under the 80% maximum lot coverage limit, though formal calculations will be required at the time of Design Review.
- **Front Setback:** The project proposes a front setback of approximately 18 feet along Main Street, which exceeds the MU district's 10-foot maximum. This deviation would require a variance as currently designed and is addressed in the Issues section of this report.
- **Side and Rear Setbacks:** No conflicts are identified with minimum required interior side, street side, and rear setbacks. The rear of the site is occupied by internal parking and circulation, and side setbacks appear to meet or exceed requirements.
- **Minimum Lot Area and Width:** The parcel is over one acre in size and approximately 127 feet wide, exceeding the minimum standards of 5,000 square feet and 45 feet in width.
- **Paved/Hardscape Area:** Paving in the front setback area limited to a maximum of 30% of that area. A detailed landscape and hardscape plan with area breakdowns will be required at the Design Review stage to evaluate compliance
- **Landscaping:** The MU zone requires at least 10% of the site to be landscaped. The proposed site plan includes a central plaza, green buffers, and tree islands in the parking lot, suggesting general compliance with this standard. Final verification will be needed.
- **Parking:** Final parking requirements will be determined based on submitted floor plans and the specific square footage allocated to each use. Based on the

conceptual site plan, the proposed parking area appears adequate to serve the anticipated uses, and no significant parking constraints are expected.

Napa Valley Vine Trail

While no apparent conflicts have been identified with the future Vine Trail alignment, City staff will route the plans to Napa Valley Transportation Authority (NVTa) at the formal submittal phase for their review.

ISSUES

Based on the preliminary review, the following key issues have been identified for focused Planning Commission input and further evaluation:

Front Setback Variance

The proposed front setback of ~18 feet exceeds the 10-foot maximum established by SHMC § 17.17.030(B). However, the property is encumbered by a 10-foot public utility easement along the Main Street frontage, preventing compliance with the strict setback requirement.

Staff finds that the requested deviation from the maximum front setback may be supportable with a Variance, due to the unique situation provided the setback area is designed to function as an active frontage rather than unused separation from the street. While the Highway 29 Specific Plan does not establish quantitative setback standards for this site, the MU zoning district is intended to promote pedestrian-oriented development along Main Street through building placement, frontage treatment, and site design.

As reflected in the conceptual plans, the expanded setback area may be used to accommodate pedestrian-serving features that maintain visual and functional connection to the street, including:

- Outdoor café seating or plaza space
- Low-profile landscaping and planters
- Storefront transparency and signage oriented toward Main Street
- Direct pedestrian access between the sidewalk and building entrances
- Canopies, lighting, and architectural detailing scaled to the pedestrian environment

If these elements are incorporated, the setback may function as a usable public-facing space rather than a vacant buffer, helping to mitigate the deviation from the MU district's maximum front setback requirement.

On-Site Storage and Support Uses

The site plan includes multiple structures that serve to support the proposed restaurant, tasting room, and piazza operations. Under current zoning, the Mixed Use (MU) district does not allow on-site storage as either a primary or accessory use. As a result, similar uses in the corridor have been rendered nonconforming, particularly in the CB and MU districts where light industrial and commercial operations co-locate. This inconsistency

with the zoning code could be addressed through a Zoning Ordinance Amendment (ZOA) to allow on-site storage as an accessory use in the MU and CB zones subject to a Conditional Use Permit, as discussed at a recent Planning Commission study session.

Per SHMC 17.22.020(B), accessory commercial uses must not exceed 15% of the floor area or gross receipts individually, or 30% in total. The proposed restaurant support and piazza support buildings total approximately 3,900 square feet, or about 23% of the total floor area of all proposed and existing structures for the 709 Main site. While the code does not explicitly address how accessory use limits apply in multi-building or mixed-use projects, staff supports evaluating the accessory use threshold as an aggregate across all uses on site that are operationally linked. This approach provides a reasonable framework for determining whether the proposed accessory uses remain subordinate to the primary uses on site.

A Zoning Ordinance Amendment and Conditional Use Permit would be required to allow the proposed support uses. At this time, staff believes that a Conditional Use Permit could be supported if the applicant can demonstrate that the proposed support structures are clearly incidental to the primary commercial uses, architecturally integrated, and compliant with the applicable floor area and revenue thresholds for accessory uses under SHMC § 17.22.020(B). Final determination of compliance with accessory use thresholds will depend on submitted floor plans, clarification of operational linkages, and a breakdown of how each structure functions relative to the primary uses.

CORRESPONDENCE

Staff has not received any public comments regarding this application as of the publication date of this report.

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 on the proposed project's overall policy direction and land use strategy. In particular, staff seeks input on the following key issues:

1. Front Setback - Whether the proposed ~18-foot front setback may be supportable with a Variance, based on site constraints; and
2. On-Site Storage and Support Uses - Whether the size, scale, and functional role of the proposed support buildings could be supported through a future Zoning Ordinance Amendment and Conditional Use Permit, and whether the Commission concurs with staff's interpretation of how SHMC § 17.22.020(B) applies in this multi-building, mixed-use context.

Staff further recommends that the Commission advise the applicant to:

- Clarify the operational relationship between the proposed primary and accessory uses, as well as those uses in the existing structure to remain at 1334 Vidovich Avenue.
- Prepare detailed floor plans, operational narratives, and a zoning compliance table with the formal application to allow staff to evaluate parking, accessory use limits, and development standard compliance.

No formal action is required at this time. Feedback provided by the Planning Commission will inform the applicant's preparation of a complete development application.

ATTACHMENTS

[1. Proposed Conceptual Plans, Clif Family Winery Redevelopment](#)

[2. Applicant's Written Statement](#)

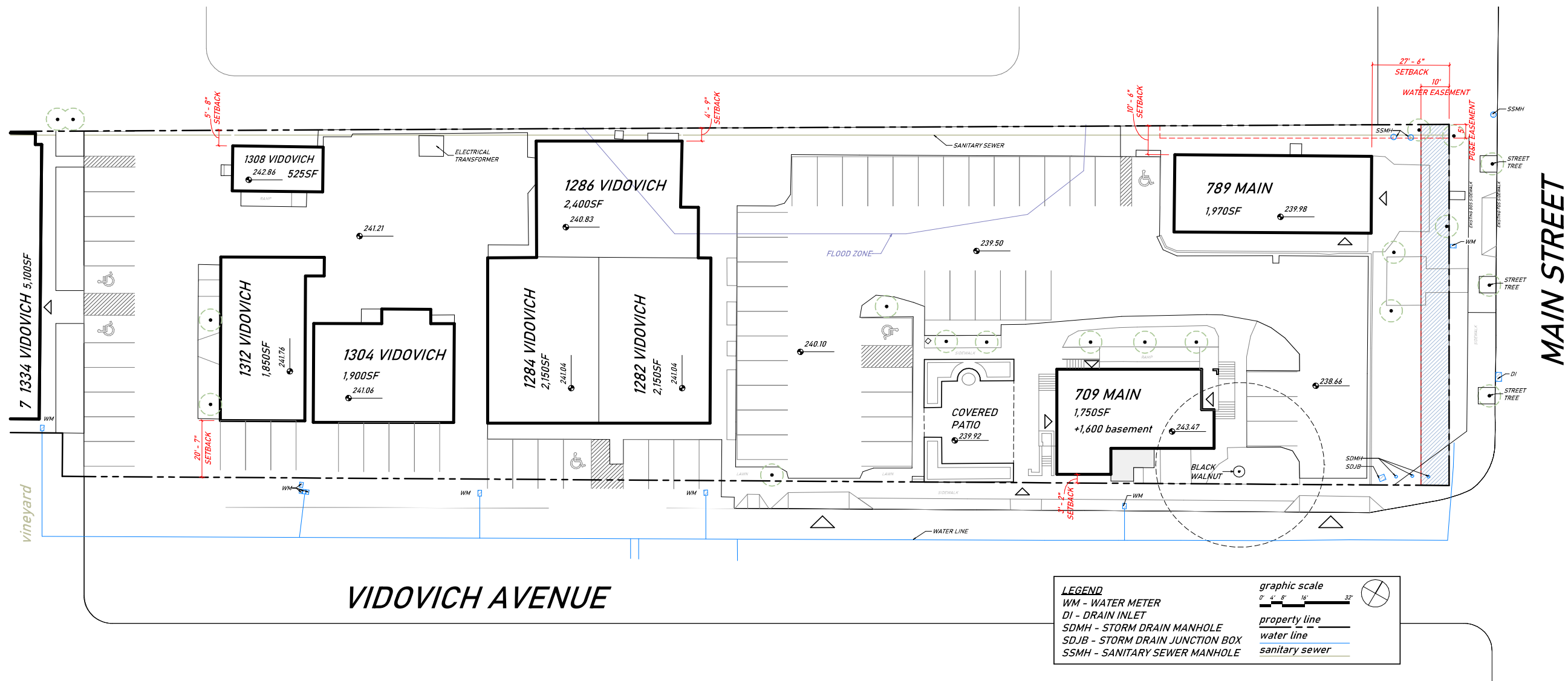
[3. Issues Letter, December 3, 2025](#)

Pre-submittal application - City of St. Helena, CA

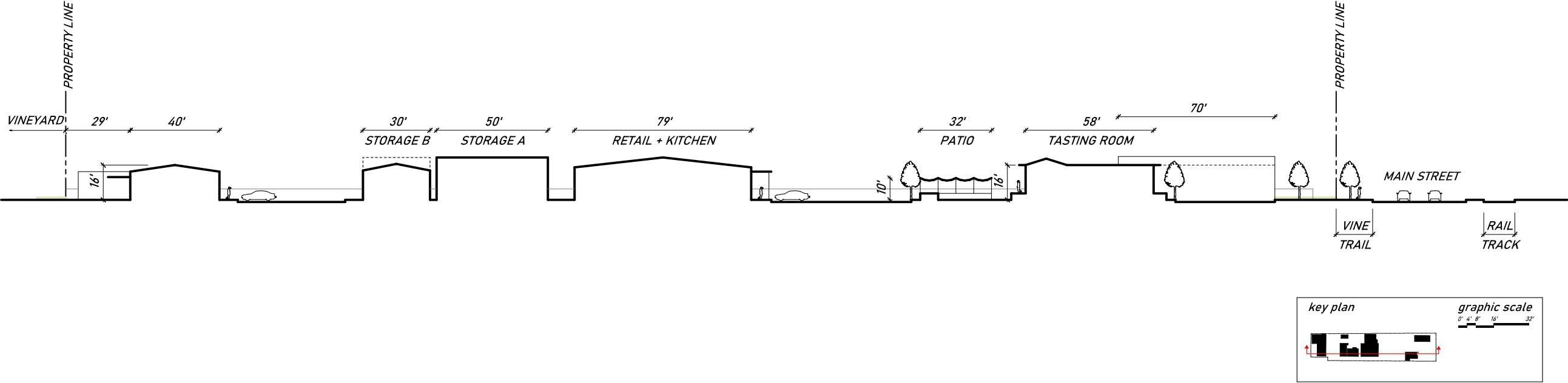
***Clif Family Winery
1334 Vidovich Lane, St Helena, CA 94574***



existing site plan

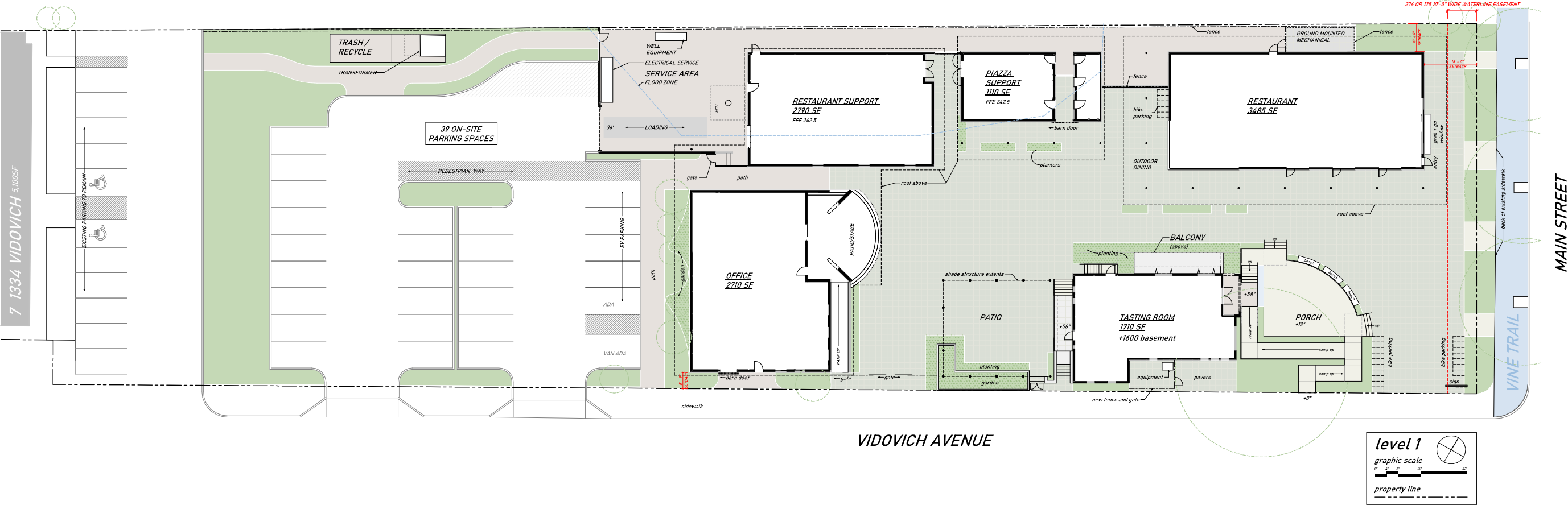


existing site section



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site plan



building area summary:

EXISTING TO REMAIN: 8,410 SF	DEMO: 12,420 SF	NEW: 10,095 SF
1. TASTING ROOM 3,310 SF	1. RESTAURANT 1,970 SF	1. LIMITED COUNTER SERVICE RESTAURANT 3,485 SF
2. 1334 OFFICE 5,100 SF	2. STORAGE +++ 6,700 SF	2. PIAZZA SUPPORT 1,110 SF
	3. STORAGE 1,900 SF	3. RESTAURANT SUPPORT 2,790 SF
	4. STORAGE 1,850 SF	4. OFFICE 2,710 SF

site photos



LOOKING NORTH
MAIN STREET



LOOKING NORTH
MAIN STREET



LOOKING SOUTH
MAIN STREET



LOOKING SOUTH
MAIN STREET



LOOKING WEST
INTERSECTION



LOOKING WEST
TASTING ROOM AND FOOD TRUCK



LOOKING WEST
TASTING ROOM AND RESTAURANT



LOOKING WEST
TASTING ROOM AND RESTAURANT



LOOKING WEST
RESTAURANT



LOOKING WEST
VIDOVICH AVENUE



LOOKING NORTH
FOOD TRUCK OUTDOOR TERRACE



LOOKING NORTH
WEST PARKING LOT VIDOVICH AVENUE



LOOKING NORTH
RETAIL



LOOKING NORTH
STORAGE



LOOKING WEST NORTH
PRIVATE DINING AND OFFICE



LOOKING WEST
PRIVATE DINING AND VINEYARD



LOOKING EAST
VIDOVICH AVENUE

site photos



SIDEWALK ALONG VIDOVICH AVENUE, FACING WEST



CLIF FAMILY TASTING ROOM STRUCTURE



1334 STRUCTURE



TASTING ROOM SIGNAGE



LOOKING SOUTH - PARALLEL TO MAIN STREET



PARKING NORTH OF TASTING ROOM - LOOKING NORTH



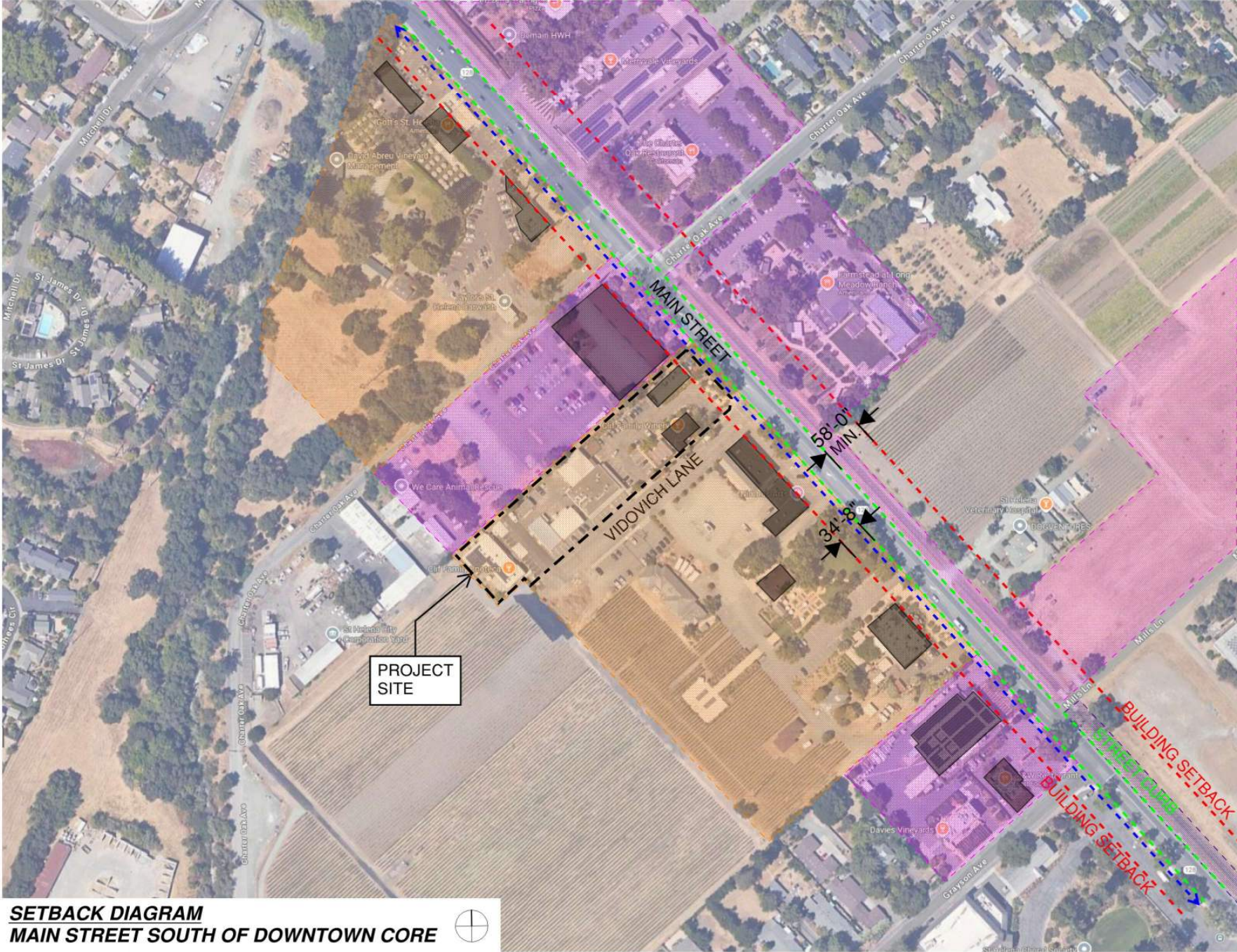
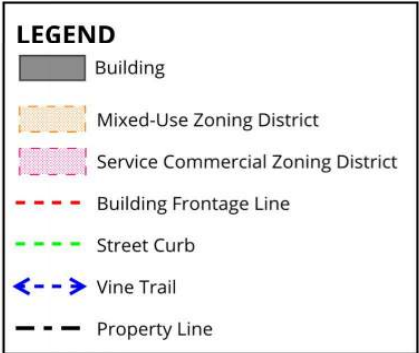
SIDEWALK ALONG VIDOVICH AVENUE, FACING WEST



main street frontage setback

The Mixed Use District front setback is limited to 10' maximum (SHMC 17.17.030(B)). The project is pursuing a change to allow up to 20' front setback for the following reasons:

- 1 The future Vine Trail planned along Highway 29 in front of this property will extend the existing sidewalk to the property line. To allow this future construction and facilitate effective circulation along this path, we propose holding the building further back from the property line.
- 2 There is an existing 10' Utility easement that exists along the length of Main Street frontage. Even if the building was set back to the maximum allowable of 10', the building would be on the edge of this easement and the foundations would likely impact potential future access. (Reference site plan for easement location)
- 3 Properties to the north and south, and all properties across the street are zoned service commercial and are therefore allowed a setback up to 25'. Currently buildings along this stretch of Main Street (which is outside the Central Business District) sit back on average 20-25'. The project would retain this street frontage approach.
- 4 The use of the building will be a limited counter service restaurant with a service window along Main Street. The proposed setback will reduce conflict along the sidewalk frontage while still providing activation at the property edge for the community.

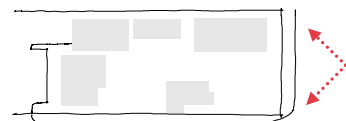


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restaurant + vine trail



CLIF FAMILY WINERY X ZGF ARCHITECTS



07 

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porch

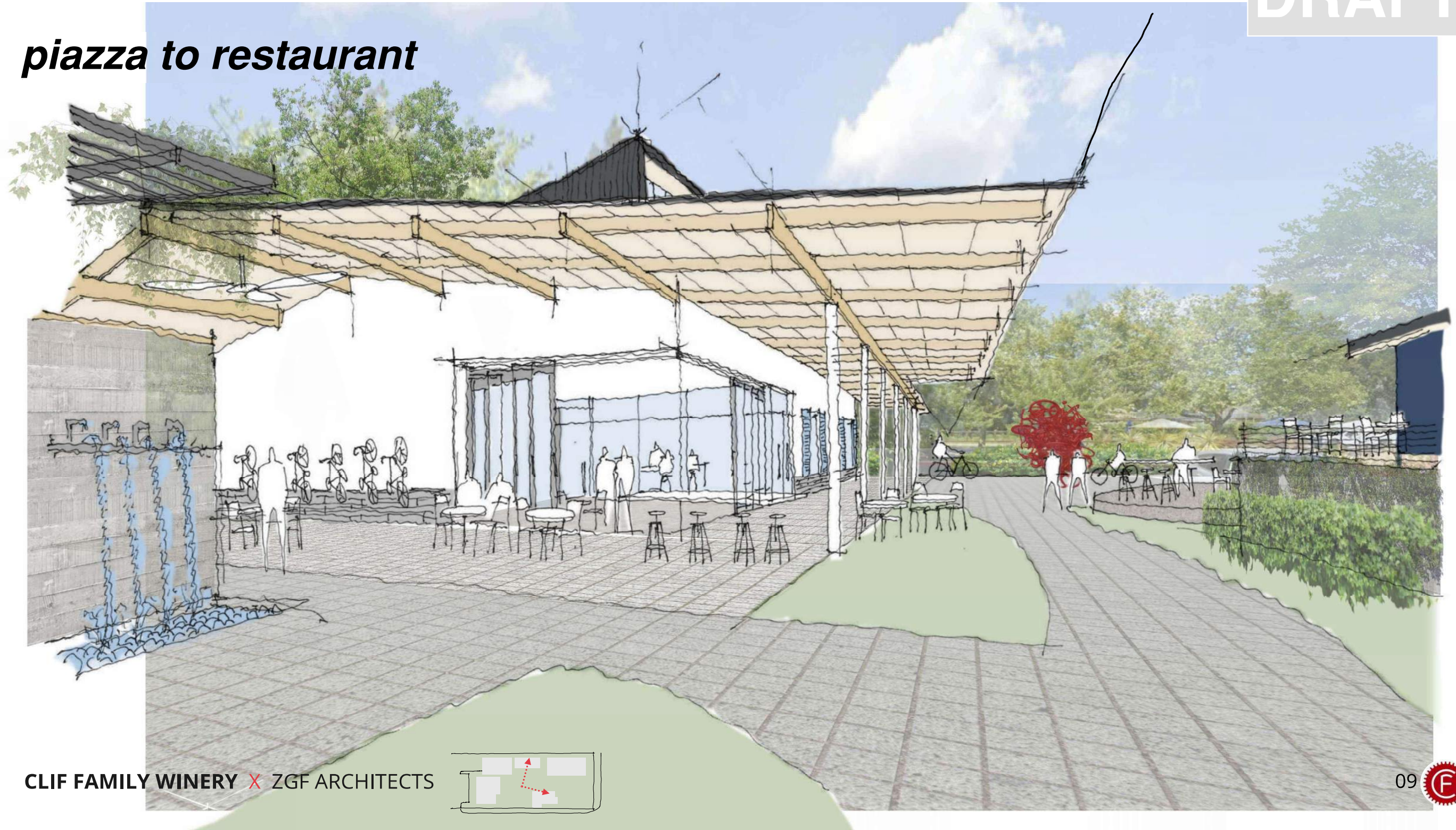


CLIF FAMILY WINERY X ZGF ARCHITECTS

08 

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piazza to restaurant



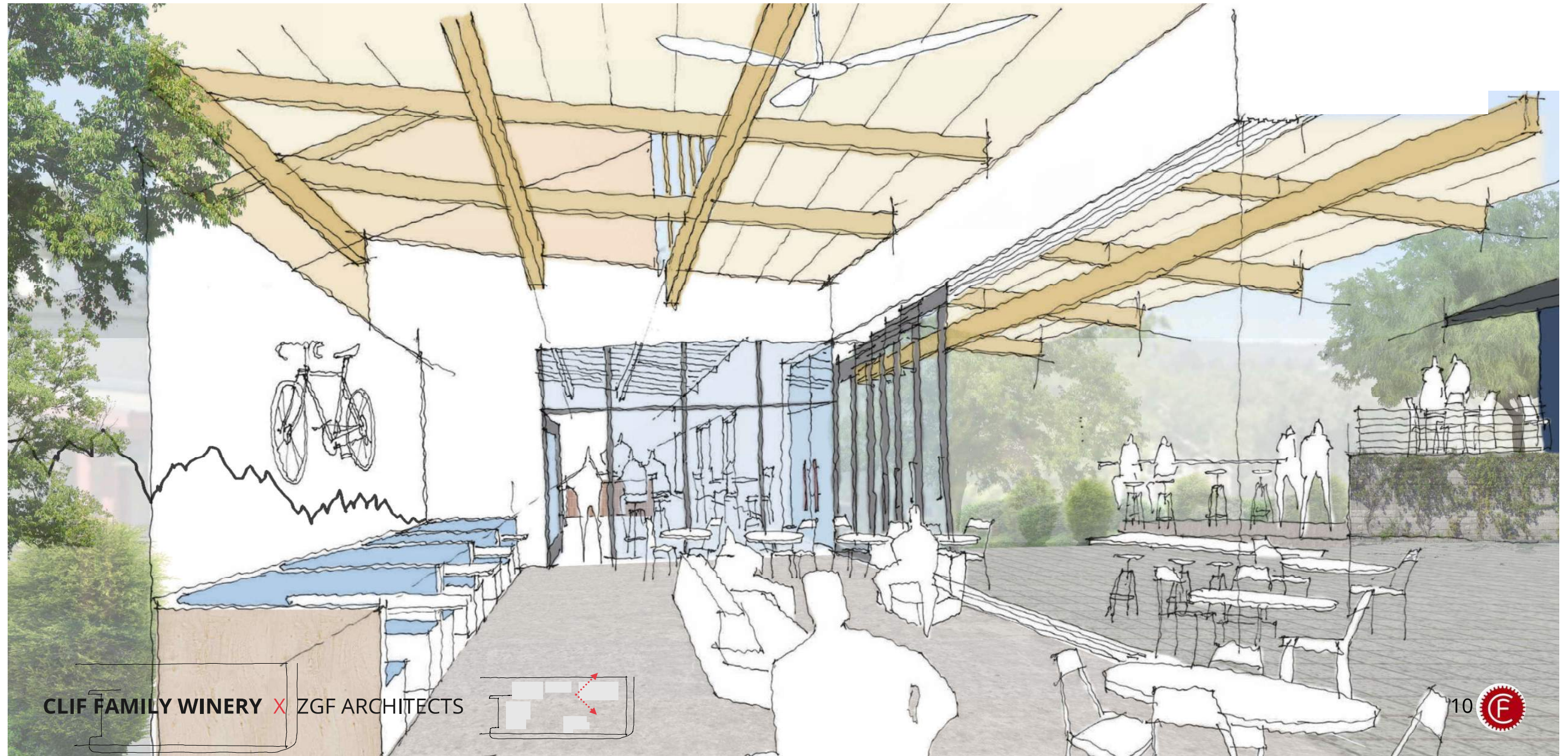
CLIF FAMILY WINERY X ZGF ARCHITECTS

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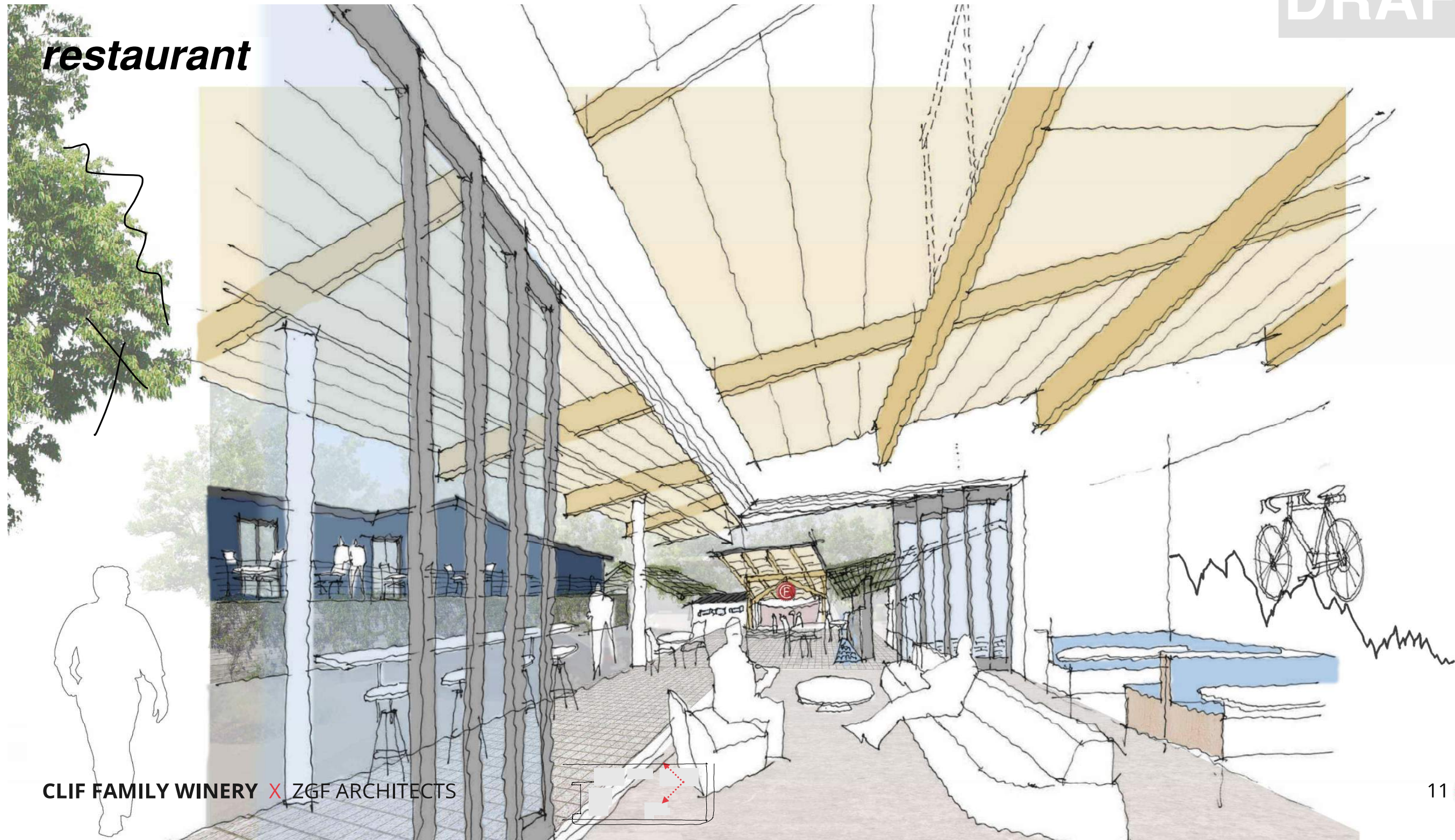


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restaurant seating



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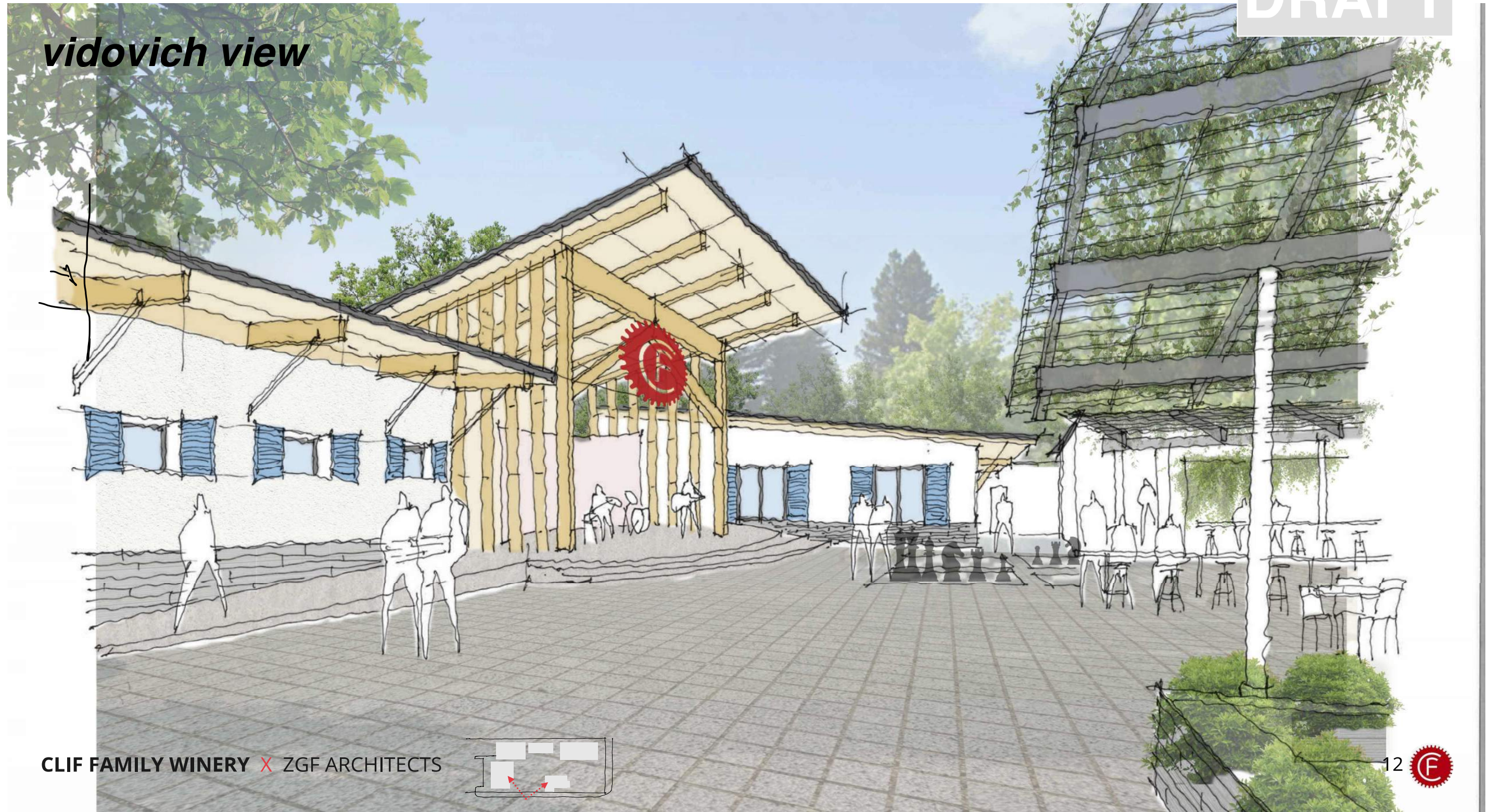
restaurant

CLIF FAMILY WINERY X ZGF ARCHITECTS

11 

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vidovich view



CLIF FAMILY WINERY X ZGF ARCHITECTS

12



City of St. Helena – Planning Commission Study Meeting – DRAFT**Project Description**

Clif Family Winery is beginning the process of exploring the renovation of the Mixed Use zoned 1.5-acre parcel located at the northwest corner of Vidovich Avenue and Main Street in St. Helena (APN: 009-180-040).

The project vision is an effort to enhance the welcoming nature of the property location, develop a site plan that mixes new and existing buildings, and integrate the proposed uses across the property while activating its location along the proposed Vine Tail.

The goal of the Pre-Submittal Review is to discuss proposed site plan ideas, current setback requirements, and confirm use permits that may need to be updated as they relate to the proposed improvements.

The project will retain the existing Clif Family Winery tasting room at 709 Main Street and office building at 1334 Vidovich Avenue, while removing five existing buildings that currently support a limited counter service restaurant and grocery, commercial kitchen, wine tasting room, retail, administrative and storage uses.

Four new buildings are proposed which will also support the same existing uses and are described further in more detail below. While the project is still early in preliminary design phase, it is expected that there will be a net reduction in total building square footage with the updated site plan.

Site improvements will include the enhanced use of property common areas, which will be reconfigured as a piazza designed for ease of access, expanded landscaping, and flexible use for outdoor programming such as dining, wine tasting, and events. Main Street and the Vine Trail will provide primary pedestrian access, with additional access available along Vidovich Lane. Vehicle parking will be consolidated into a single lot on the west end of the property, which as currently configured will provide all of the required on-site parking per the City of St. Helena code.

As mentioned above, Clif Family Winery seeks Pre-Submittal Review to confirm that the proposed site layout, building program, parking, and setback approach are consistent with current zoning requirements, the City's General Plan, and the Highway 29 Specific Plan.

Specifically, the project seeks clarification of applicable setback standards along Main Street given the Mixed-Use zoning code (10-foot maximum setback) and other existing neighborhood structures, guidance on setbacks regarding existing underground infrastructure, and any existing or new use permits that may need to be modified or approved as part of the proposed project.

Project Details

- Existing buildings to remain:
 - 709 Main Street; Clif Family Winery Tasting Room
 - 1334 Vidovich Avenue; Clif Family Winery Administrative Offices
- Existing buildings to be removed:
 - 789 Main Street; Existing Limited Counter Service Restaurant and Grocery Tenant
 - 1284 Vidovich Avenue; Commercial Kitchen, Wine Tasting Room, Retail, Storage
 - 1304 Vidovich Avenue; Storage
 - 1308 Vidovich Avenue; Existing Ambulance Tenant
 - 1312 Vidovich Avenue; Clif Family Winery Administration and Storage
- Proposed Buildings
 - Restaurant Building
 - Limited counter service restaurant and kitchen
 - Mercantile retail
 - Indoor & Outdoor seating
 - Walk-up service window on Main Street frontage
 - 1 story
 - Max. building height: 25'-0"
 - 3,485 Gross Enclosed SF / 1,150 Covered Exterior SF / 4,635 Total SF
 - Max. occupant Load: 110 occupants
 - Restaurant Support Building
 - Receiving and loading area
 - Conditioned secure storage
 - 1 Story
 - Max building height: 25'-0"
 - 2,790 Gross SF
 - Max. occupant load: 10 occupants
 - Piazza Support Building
 - Unconditioned secure storage, toilets
 - 1 story
 - Max. building height: 25'-0"
 - 1,110 Gross Enclosed SF / 820 Covered Exterior SF / 1,930 Total SF
 - Max. occupant load: 4 occupants

- Office and Patio/Stage Building
 - Conference Rooms, offices, toilets, patio/stage
 - 1 Story
 - Max building height: 25'-0"
 - 2,710 Gross Enclosed SF / 690 Covered Exterior SF / 3,400 Total SF
 - Max. occupant load: 37 occupants
- Trash/Recycling Enclosure
 - ~400 SF, size to be determined
- Parking & Site Access
 - 11 existing parking spaces and 28 new parking spaces, for a total of 39 vehicle parking spaces to support all new and existing buildings, and meet City of St. Helena parking requirements.
 - Primary pedestrian access along Main Street and the Vine Trail, with secondary access at multiple points along Vidovich Lane.
- Setback requirements
 - The current General Plan (MU) Mixed Use zoning requires the Main Street frontage setback to be 10'-0" maximum from property line.
 - The existing adjacent buildings along Main Street are all built per the previous 25'-0" setback requirement.
 - An existing 10' utility easement also exists along the Main Street frontage.
 - This project would like to propose the Main Street Frontage to be up to 20' maximum as seen in the attached diagram.
- Use Permits - Existing Uses
 - 709 Main – Tasting Room Use Permit
 - 709 Main – Temporary Outdoor Wine Tasting Permit (Expired?)
 - 789 Main – Restaurant and Grocery Use Permit
 - 1282-1284 Vidovich – 2 Remaining Wine Tasting Room Use Permits and Gym
 - 1312 Vidovich – Food Truck Use Permit
 - 1334 Vidovich – Wine Tasting Room Use Permit
- Use Permits - Proposed Uses
 - 709 Main
 - Existing Wine Tasting Room Use Permit to Remain
 - 789 Main
 - Limited counter service – Permitted Use
 - Existing Food Truck Use Permit re-located to new building
 - 1334 Vidovich Lane
 - Existing Wine Tasting Room Use Permit to Remain



City of St. Helena
Planning Division
1088 College Avenue
St. Helena, CA 94574

December 3, 2025

Scott Gay
1334 Vidovich Lane
St. Helena, CA 94574
Via Email to: email@scottjgay.com

**Re: Notification of Pre-Submittal Application Project Issues – Clif Family Winery,
709 Main St. (APN009-180-040); File #PL25-036**

Dear Mr. Gay,

The City received the above-referenced pre-application for a proposed redevelopment of the Clif Family property located at the northwest corner of Main Street and Vidovich Avenue. Staff have completed an initial evaluation of the submitted materials. The preliminary comments below are intended to guide preparation of a complete formal application and to support discussion at the Planning Commission pre-submittal study session.

Planning Division

Contact: Jackie Oneal, Senior Planner, joneal@cityofstheleena.gov

1. Entitlements Required

Based on the conceptual plans, the project is anticipated to require the following discretionary approvals:

- Major Design Review (SHMC 17.05.070)
- Conditional Use Permit Amendment to allow for expanded outdoor seating, events, live/amplified music at 709 Main St (SHMC 17.05.020)
- Demolition Permit for removal of existing structures (SHMC 17.05.030)
- Sign Permit or Sign Program (SHMC Chapter 17.27) Please note- per the Highway 29 Specific Plan, all signs for the project must be approved by the Planning Commission as part of the development application and internally illuminated signs are prohibited.
- Please note, the proposed restaurant use may require a Minor Use Permit. Based on the current conceptual drawings and project narrative, the proposed new restaurant building may fall under the Municipal Code definition of a “full service restaurant,” which is a use that requires a Minor Use Permit (MUP) in the Mixed-Use zoning district. Final determination will be made once detailed floor plans and operational information are submitted.

Please note that each entitlement associated with the future formal application will require submittal of **all** items identified in the applicable City application checklist(s). All required materials must be included at the time of formal submittal in order for the City to accept the application for processing and determine completeness. All entitlements will be processed concurrently with the Planning Commission serving as the approval authority.

2. Full Floor Plans Required for All Buildings

Staff will require complete floor plans for each building on the site, including all proposed support buildings. Floor plans must clearly identify all interior and exterior spaces, including the purpose of each room or area (e.g., mechanical, dish storage, janitorial, supply storage, cold storage, loading, restrooms). For the restaurant and tasting room, all indoor and outdoor seats must be shown. This information is necessary to determine use classifications, entitlement requirements, and associated parking and operational analysis. *It is strongly recommended that these floor plans are submitted and reviewed by staff prior to the Planning Commission study session.*

3. Storage Uses in the MU District

The Mixed-Use (MU) zoning district does not permit on-site storage facilities, which are defined as “the indoor or outdoor storage of any materials, products, or equipment on the premises.” The Support Building and Piazza Support Building are described as containing “conditioned secure storage,” “unconditioned secure storage,” and “receiving/loading areas.” As currently described, these buildings appear to function as on-site storage facilities, which are not permitted in the MU district (SHMC 17.17.020)

If the applicant intends these structures to support permitted uses on the site, the formal submittal must clearly demonstrate that the spaces do not function as on-site storage facilities and must be redesigned or reclassified so that storage is not a primary or independent use of the structure. *Staff strongly recommends clarifying the purpose and function of these buildings prior to the Planning Commission Study Session.*

4. Site Layout and Setback Requirements

The MU zoning district requires a 10-foot maximum setback along Main Street. The current concept shows a front setback up to 20 feet. A fully dimensioned site plan will be required, identifying:

- All required and proposed setbacks
- Utility easements
- Building projections, eaves, and canopies

This topic will be discussed at the Planning Commission Study Session, where the Commission will provide preliminary guidance on whether there appears to be sufficient evidence to support the findings required for approval of a variance. If it is determined that the necessary findings cannot likely be met, the project will need to be redesigned to comply with the required setbacks.

In order to have the most productive discussion at the PC Study session, it is strongly recommended that a fully dimensioned site plan is submitted and reviewed by staff prior to the PC study session.

5. Vine Trail Depiction on Plans

The formal application must show current, existing conditions only. Depictions of future Vine Trail improvements must be removed.

6. Architectural Submittal Requirements

The following will be required at formal submittal:

- Exterior elevations with materials and color palette
- Roof plans showing any proposed roof-top equipment and required screening
- Pedestrian-scale details and frontage treatments along Main Street
- The application should include an analysis of the project's consistency with applicable design standards set forth in SHMC 17.17.040 and the Highway 29 Specific Plan Design Objectives

7. Operational Characteristics

Please expand the project narrative to address:

- Hours of operation for all indoor and outdoor uses
- Event size, type, and frequency (maximum per month or year)
- Alcohol service areas
- Anticipated employee count

8. Parking and Loading (See SHMC 17.26)

A complete parking analysis will be required, including:

- Parking requirements by use type (to be determined after reviewing floor plans for each building on site)
- ADA spaces and accessible routes
- Bicycle parking (short- and long-term)
- EV-capable, EV-ready, and EV-installed spaces (see Building comments)

9. Landscape and Lighting Plans

Preliminary landscape and lighting plans are required and must identify:

- A complete landscape documentation package with all required information as specified in SHMC 17.25.050. Please note, the Highway 29 specific plan requires the use of drought-tolerant plant material to the fullest extent possible (See Hwy 29 Specific Plan, pg. 51)
- Tree protection and replacement if necessary (SHMC 12.24)
- Lighting plan that demonstrates compliance with SHMC 17.24.070

10. Environmental Review

CEQA review will occur upon submittal of a complete formal application. At that time, staff will evaluate the project to determine the appropriate level of environmental review, which may include consideration of a potential categorical exemption (such as the Class 32 Infill Exemption) or preparation of an Initial Study. The CEQA pathway will depend on the final project description, operational details, site design, and technical information submitted with the formal application. No CEQA determination is being made at this pre-submittal stage.

Department of Public Works**Contact: Eric Janzen, Assistant Public Works Director, ejanzen@cityofsthelena.gov**

Below are the Public Works comments on the Clif Family Winery Pre-submittal application materials that were received October 30, 2025. Please be advised that this is not an exhaustive list of submittal requirements and the comments below are only intended to provide feedback on the preliminary conceptual plans reviewed in the Pre-Submittal Application.

1. Show existing and proposed utility connections (water, sewer and storm water).
2. Explain how the project will address sewer located under the existing and proposed structures. Will the project relocate the on-site sewer to the public right of way, or will an easement be created?
3. Explain how the project will address the unused driveway approach located on Main Street (Highway 29).
4. Provide detailed mapping of all utility easements, underground utilities, and architectural projections affecting setback compliance. Please be advised, there can be no permanent obstructions within an existing or proposed utility easement.
5. Show where post-construction storm water facilities will be located, how storm water will be conveyed to these facilities and how overflow will be directed to the City's storm system. Please refer to the BASMAA Post-Construction Storm Water Manual for requirements.
6. Applicant will be responsible for conformance with the City of St. Helena Water Neutrality Requirements (Policy 9.2.1) in accordance with SHMC Section 13.04.221(B)(13) and 13.12.030. Water Neutrality analysis is reviewed twice, first at the planning phase and second at the building permit phase. Approval at planning phase does not constitute approval at building permit phase.

Building Division**Contact: Phillip Henry, Chief Building Official, pHenry@cityofsthelena.gov**

All Building Division requirements below will be required at the formal application and permit stages.

1. EV Charging Compliance with 2025 CALGreen
 - o Minimum 8 EV charging stations
 - o Minimum 6 EV-capable spaces
 - o At least one van-accessible EV charging station in addition to ADA parking
2. Provide occupancy classification and exiting analysis for each building.
3. Identify required fire protection systems; sprinkler design cannot be deferred.
4. Provide CALGreen Mandatory Measures Checklist and Construction Waste Management Plan.

St. Helena Fire Department**Contact: Alec Vidler, Fire Inspector, avidler@cityofsthelena.gov**

No pre-submittal comments provided by Fire.

A complete review will be conducted upon receipt of a formal application submittal that includes full architectural, site, and utility plans. Additional Fire Department comments and requirements may be issued at that time.

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

study session (pre-submittal review) scheduled for January 20, 2026. If you wish to postpone the study session in order to address any of the issues identified in this letter, please advise staff as soon as possible.

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-submittal 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 further questions, please contact me at joneal@cityofsthelena.gov or by phone at (707) 968-2747.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Jackie Oneal'.

Jackie Oneal
Senior Planner, City of St. Helena

cc: Maya DeRosa, Community Development Director
Xinia Gamero, Planning Technician



City of St. Helena Planning Commission

Project: 709 Main St, Clif Family Winery Redevelopment,
Pre-Submittal Application #PL25-036

Staff: Jackie Oneal, Senior Planner

Community Development Department

January 20, 2025



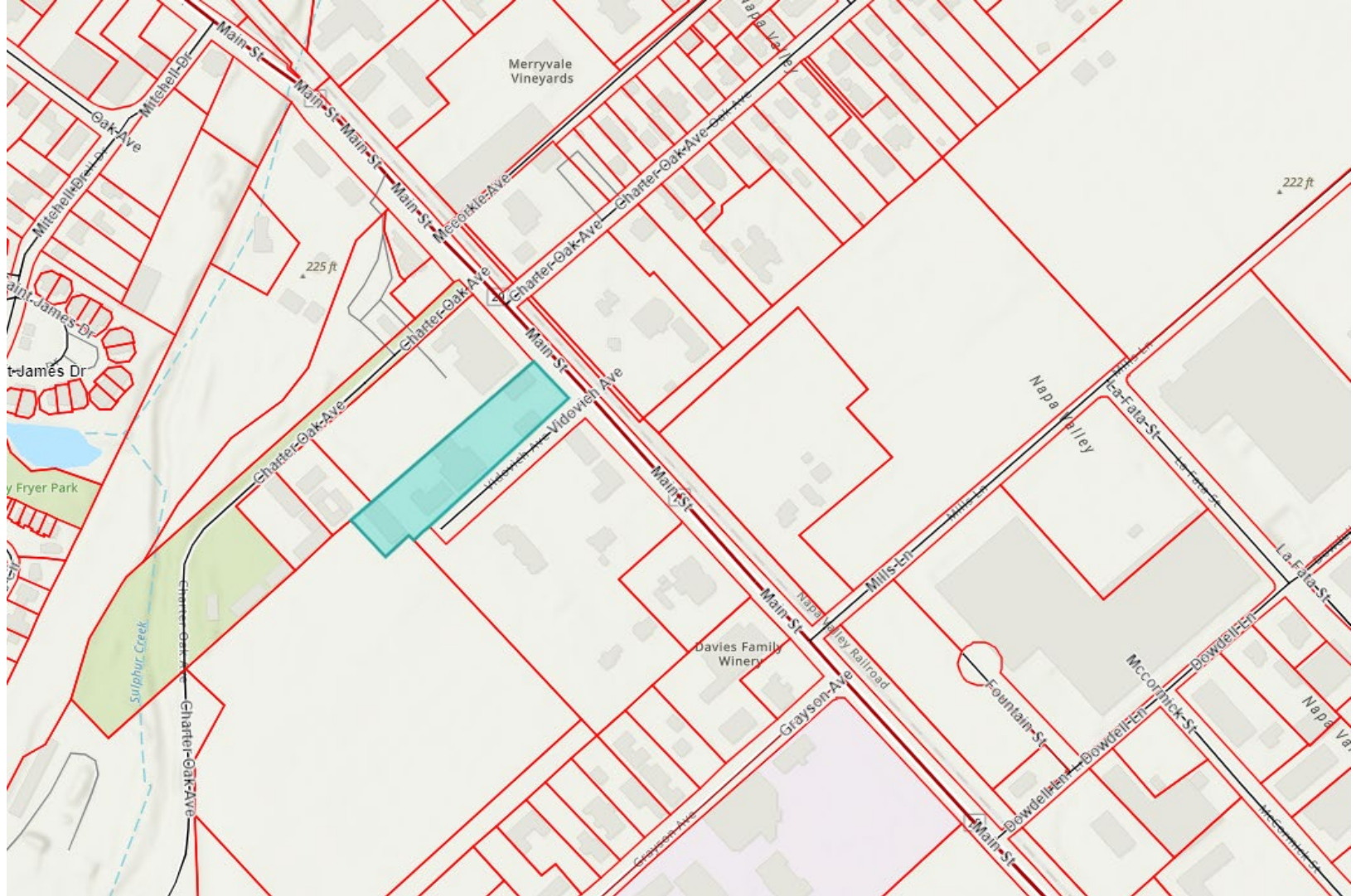
Pre-Submittal Review

- 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





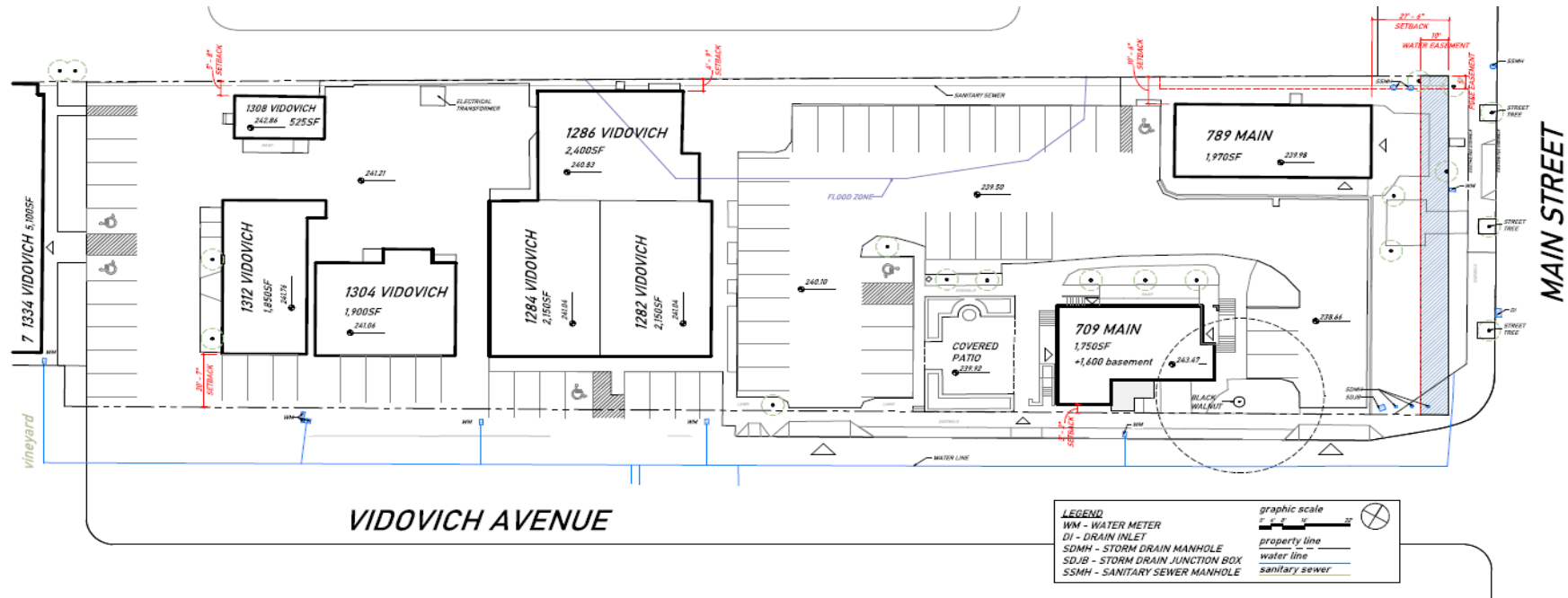
Location





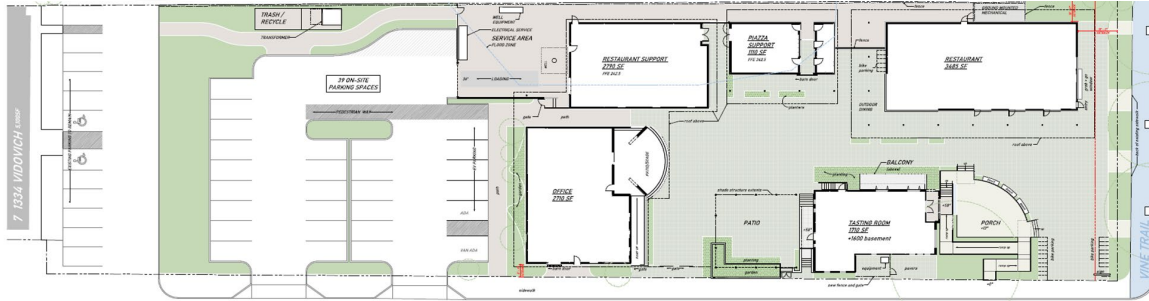
Background

- 1.5-acre parcel in Mixed Use Zoning District and Highway 29 Specific Plan
- Currently improved with Clif Family wine tasting room, Azteca Market /Counter-Service Restaurant, Administrative Offices, and other commercial tenants
- Prior to 2019 General Plan Update, site zoned Service Commercial
- Fronts the planned Napa Valley Vine Trail Main Street alignment

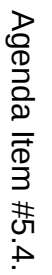




Project Overview



- Retain 709 Main Street - Clif Family Winery tasting room (UPA2010-48)
- Retain 1334 Vidovich - Clif Winery Administrative offices and tasting room (PL18-010)
- Demolition of five existing structures:
 - 789 Main Street; Existing Limited Counter Service Restaurant and Grocery Tenant
 - 1284 Vidovich Avenue; Commercial Kitchen, Wine Tasting Room, Retail, Storage
 - 1304 Vidovich Avenue; Storage
 - 1308 Vidovich Avenue; Existing Ambulance Tenant
 - 1312 Vidovich Avenue; Clif Family Winery Administration and Storage
- Construction of five new structures
 - 3,485 sf Restaurant Building with 1,150 sf covered outdoor seating
 - 2,790 sf Restaurant Support Building
 - 1,110 Piazza Support Building with 820 sf covered outdoor area
 - 2,710 Office and Patio/Stage Building with 690 sf covered outdoor area
 - ~400 sf refuse/recycling enclosure, size to be determined
- Create a central “piazza” for outdoor dining, wine tasting, and flexible event programming with primary pedestrian access oriented toward Main St.
- Consolidation of parking into a single surface lot, accessed from Vidovich Ave.
- Reduce overall building footprint





Required Entitlements



Major Design Review:

- Ensure new structures and site design conform with General Plan, Specific Plan, and Zoning Standards
- Ensure site and building design are appropriate for site and its surroundings

Variance:

- To allow for an increased front-setback along Main St.

Demolition Permit:

- Removal of existing structures

CUP Amendments:

- Modify existing Use Permit for Clif Family tasting room to allow expanded outdoor seating, events, live/amplified music
- Consolidate Historic use permit entitlements

Minor Use Permit:

- May be required if proposed restaurant meets definition of “full-service restaurant”

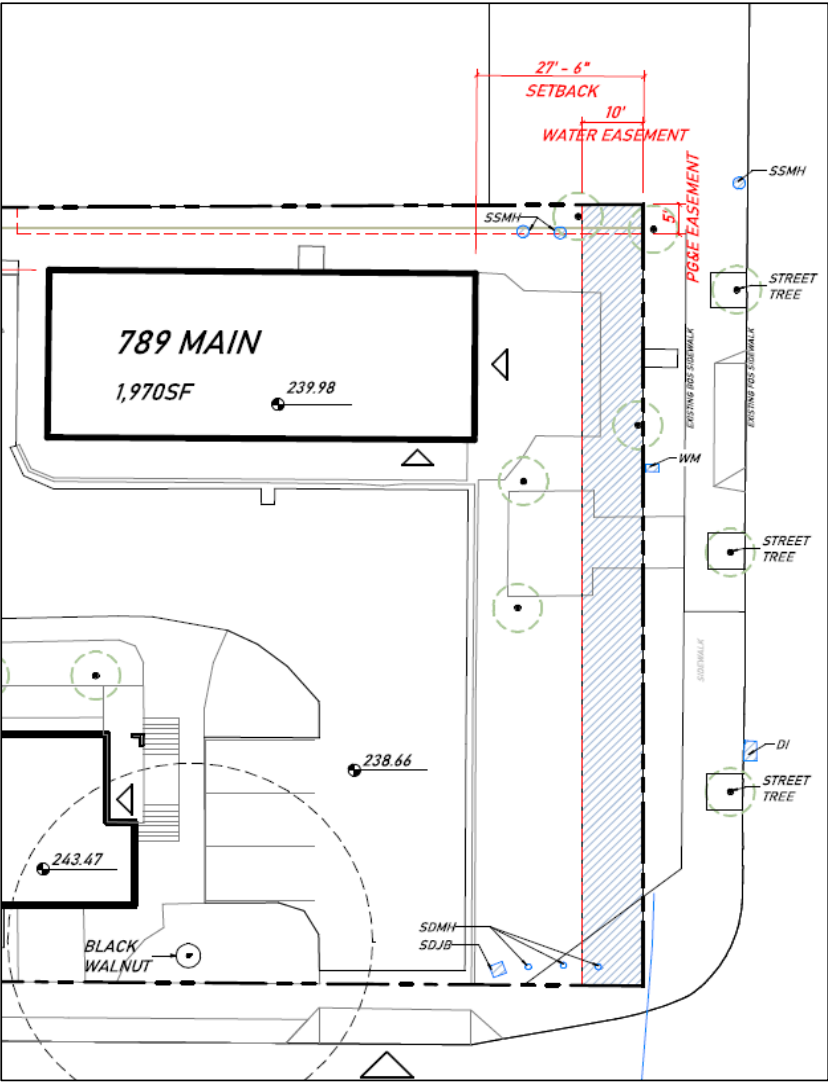
CUP:

- Outdoor storage (forthcoming ZOA)

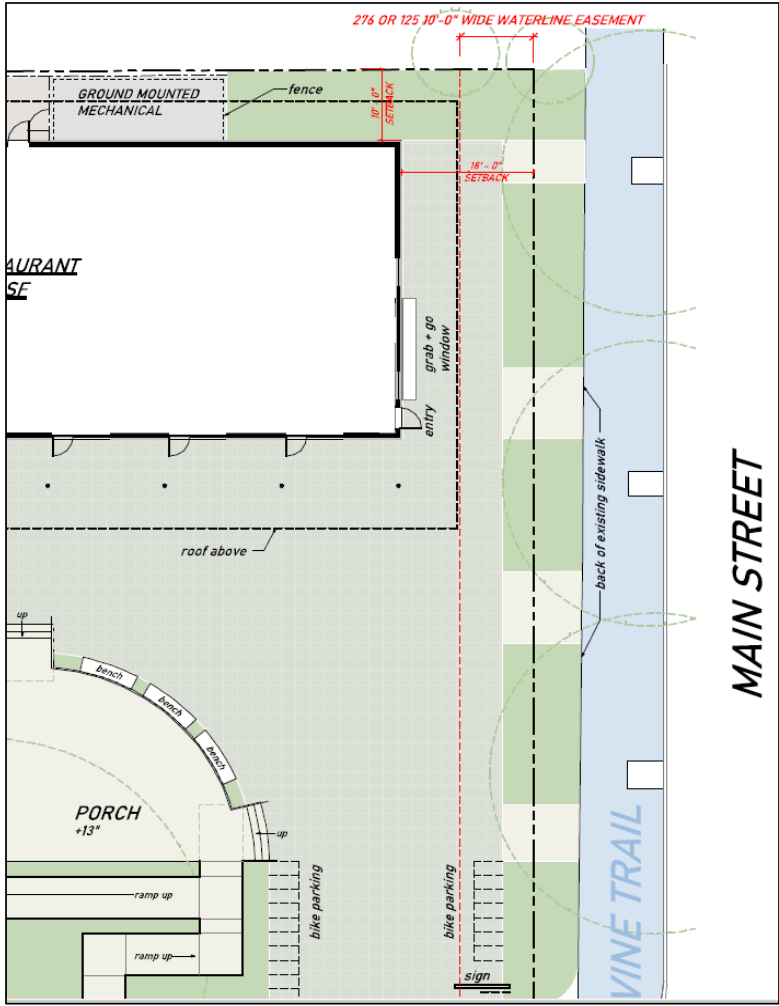
Sign Permit(s)



Variance



EXISTING



PROPOSED



Variance

Zoning Standard (MU District):

- Maximum front setback = 10 feet

Proposed:

- ~18-foot front setback
- Due to 10-foot public utility easement along Main Street frontage

Justification for Variance:

- Site constraint: utility easement limits buildable area
- Setback area designed as active frontage:
 - Outdoor plaza and café seating
 - Pedestrian access and visual connectivity
 - Storefront articulation, landscaping, and low walls

Contextual Factors:

- Site was previously zoned Service Commercial, consistent with surrounding parcels
- Existing buildings on adjacent and nearby parcels generally have greater front setbacks
- The proposed setback is compatible with the established development pattern on this segment of Main Street
- Public Works requires that there are no permanent obstructions within utility easements (including eaves)



Variance

Findings Required (SHMC 17.11.020):

1. There are special circumstances applicable to the property, including size, shape, topography, location, or surroundings, such that the strict application of this code deprives the property of privileges enjoyed by other property in the vicinity and under the identical zoning district;
2. The special circumstances applicable to the property were not created by an act of the property owner (e.g., a variance shall not be granted for a self-imposed hardship);
3. Granting the variance would not authorize a use or activity that is not otherwise expressly authorized by the zoning district governing the property;
4. Granting the variance will not be materially detrimental to the public health, safety, or welfare and will not impair an adequate supply of light and air to adjacent properties; and will not materially impair the purpose and intent of this title or the public interest, nor adversely affect the general plan; and
5. The variance is consistent with the general plan and any applicable specific plan or the potentially adverse effects of the variance in relation to the general plan are exceeded by the individual hardship which would be relieved by granting the variance.



Variance-

Alternative Actions



Alternative Consideration SHMC 17.34.0080(D):

The zoning code provides that “in unusual cases,” the Community Development Director shall have the authority to establish the location of the setback and yard standards in relation to any existing or proposed structures.

The combination of the following could constitute an unusual circumstance:

- Existing 10 ft. utility easement that reduces buildable depth; and
- Surrounding built pattern that reflects larger setbacks under former zoning
- Planning Commission may recommend that the Director consider applying this provision as an administrative alternative to a variance



Outdoor Storage

Zoning Context:

- MU district does not permit outdoor storage as a primary or accessory use
- Similar uses in the MU and CB districts have been rendered nonconforming
- Proposed support buildings serve restaurant, tasting room, and piazza operations

Accessory Use Limits SHMC 17.22.020(B)

- Max 15% individually, 30% combined of business floor area or gross receipts
- Proposed support buildings:
 - ~3,900 sf total / approx. 23% of sitewide floor area
- Staff supports aggregate threshold approach across all operationally linked uses on site

Path Forward:

Would require:

- Zoning Ordinance Amendment to allow support/storage uses in MU with a CUP
- Conditional Use Permit to ensure uses are clearly incidental and integrated



Recommendation

Receive presentations from staff and the applicant's team, accept comments from the public, and provide feedback on the proposed project's overall policy direction and land use strategy.

Provide input on the following key issues:

1. Front Setback - Whether the proposed ~18-foot front setback may be supportable with a Variance, based on site constraints; and
2. On-Site Storage and Support Uses - Whether the size, scale, and functional role of the proposed support buildings could be supported through a future Zoning Ordinance Amendment and Conditional Use Permit, and whether the Commission concurs with staff's interpretation of how SHMC § 17.22.020(B) applies in this multi-building, mixed-use context.

Feedback provided by the Planning Commission will inform the applicant's preparation of a complete development application.



Questions?



Clif Family

City of St. Helena Planning Commission Meeting
January 20, 2026

ZGF

goals for today

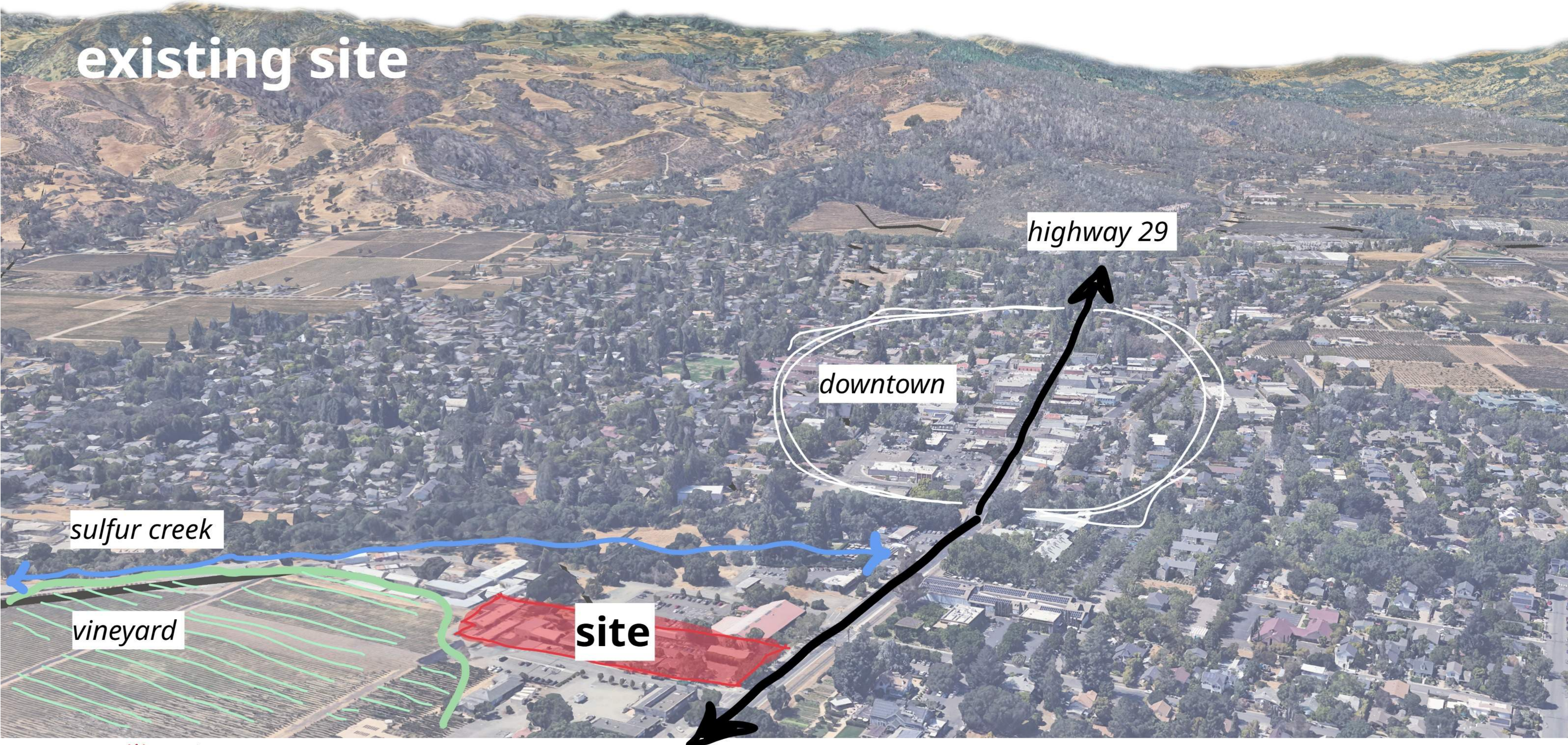


- ① **Share preliminary project scope and goals**
- ② **Gather feedback on setback/easement interface**
- ③ **Review permitted uses approach**
- ④ **Answer any other questions**



CLIF FAMILY WINERY

January 20, 2026



existing site

highway 29

downtown

sulfur creek

vineyard

site



CLIF FAMILY WINERY

January 20, 2026

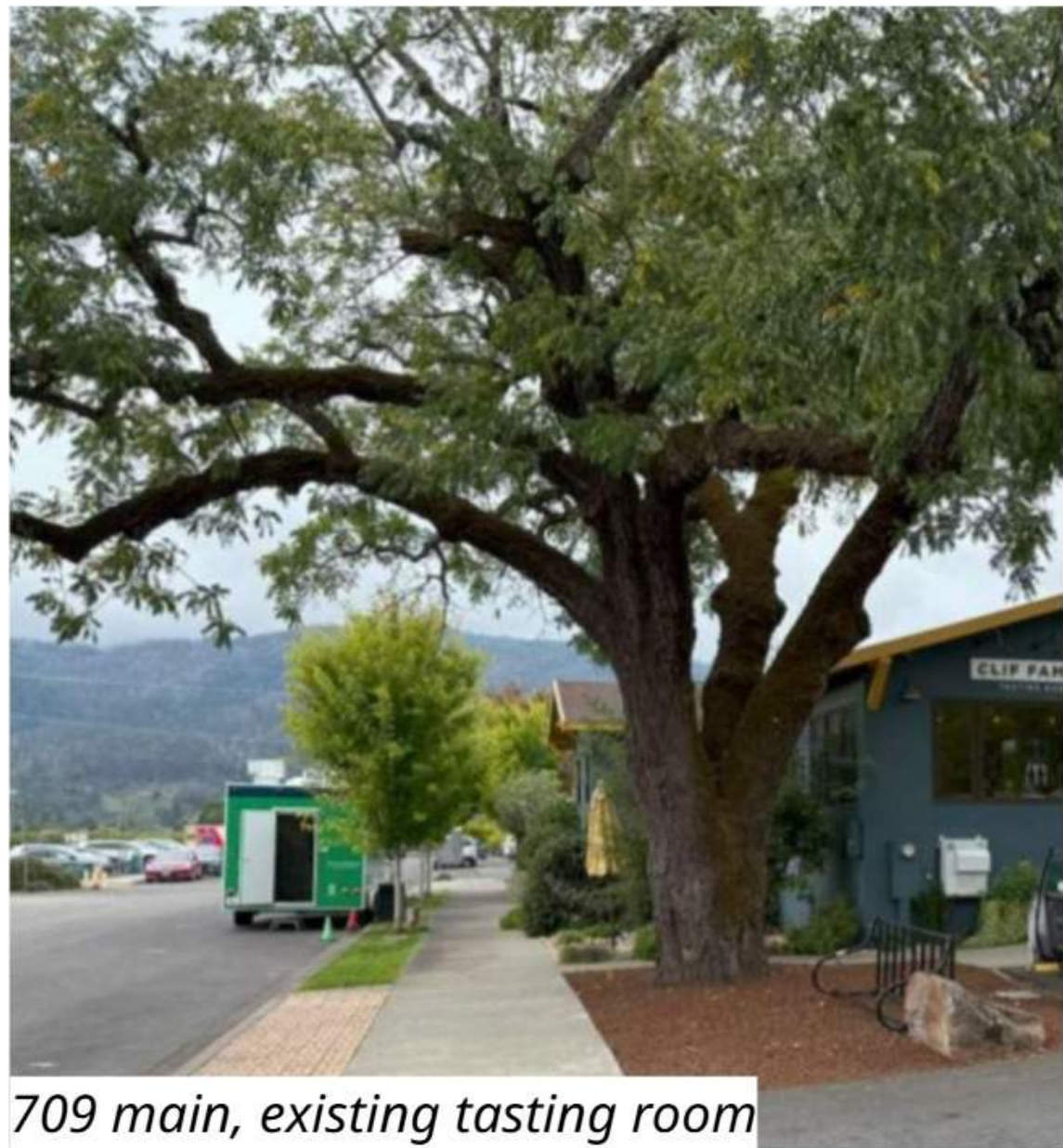
historic photos 1989



CLIF FAMILY WINERY

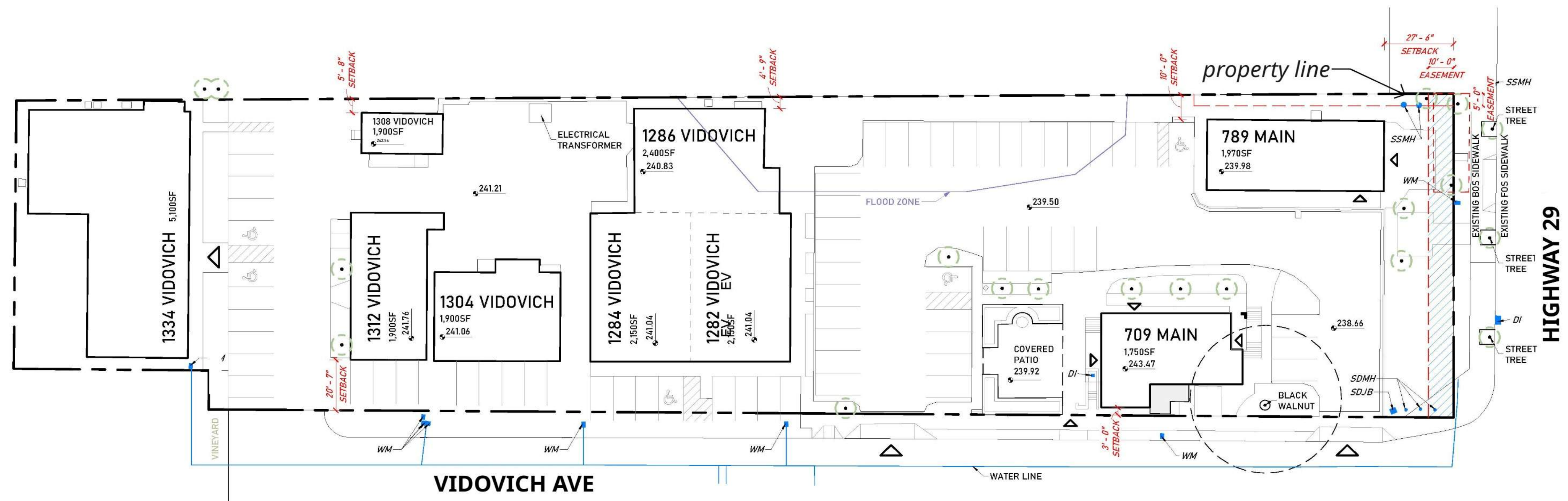
January 20, 2026

existing site photos



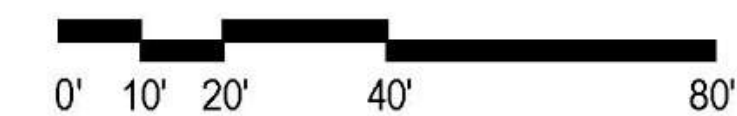
CLIF FAMILY WINERY
January 20, 2026

existing plan

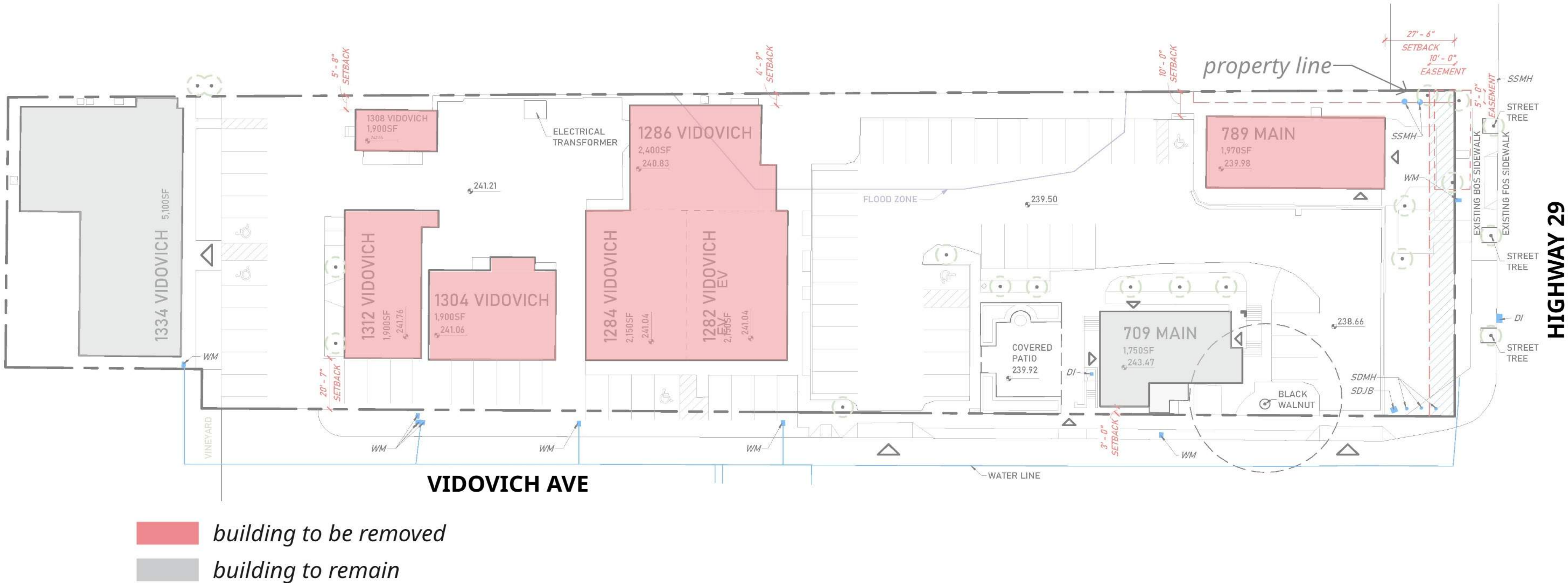


CLIF FAMILY WINERY

January 20, 2026



demo plan



CLIF FAMILY WINERY
January 20, 2026



project vision



existing food truck



model photo, proposed restaurant



CLIF FAMILY WINERY

January 20, 2026

existing



CLIF FAMILY WINERY

January 20, 2026

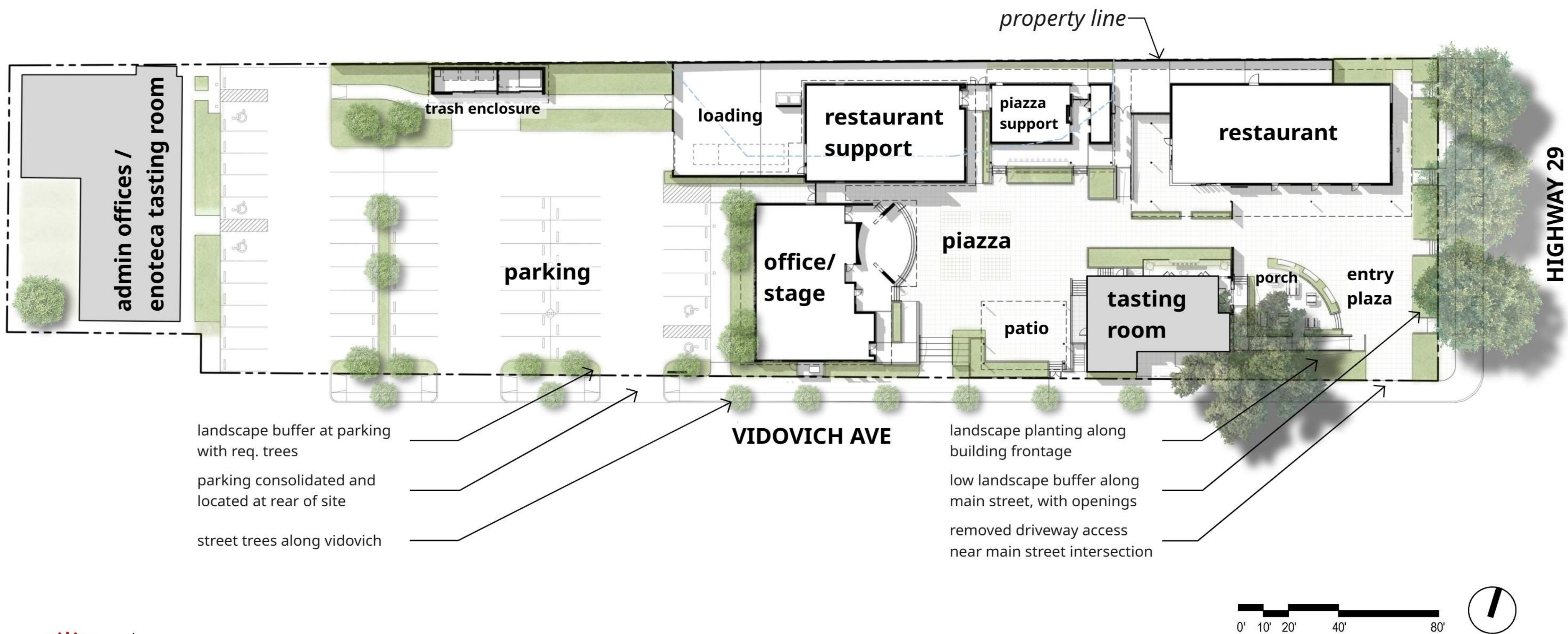
proposed



CLIF FAMILY WINERY

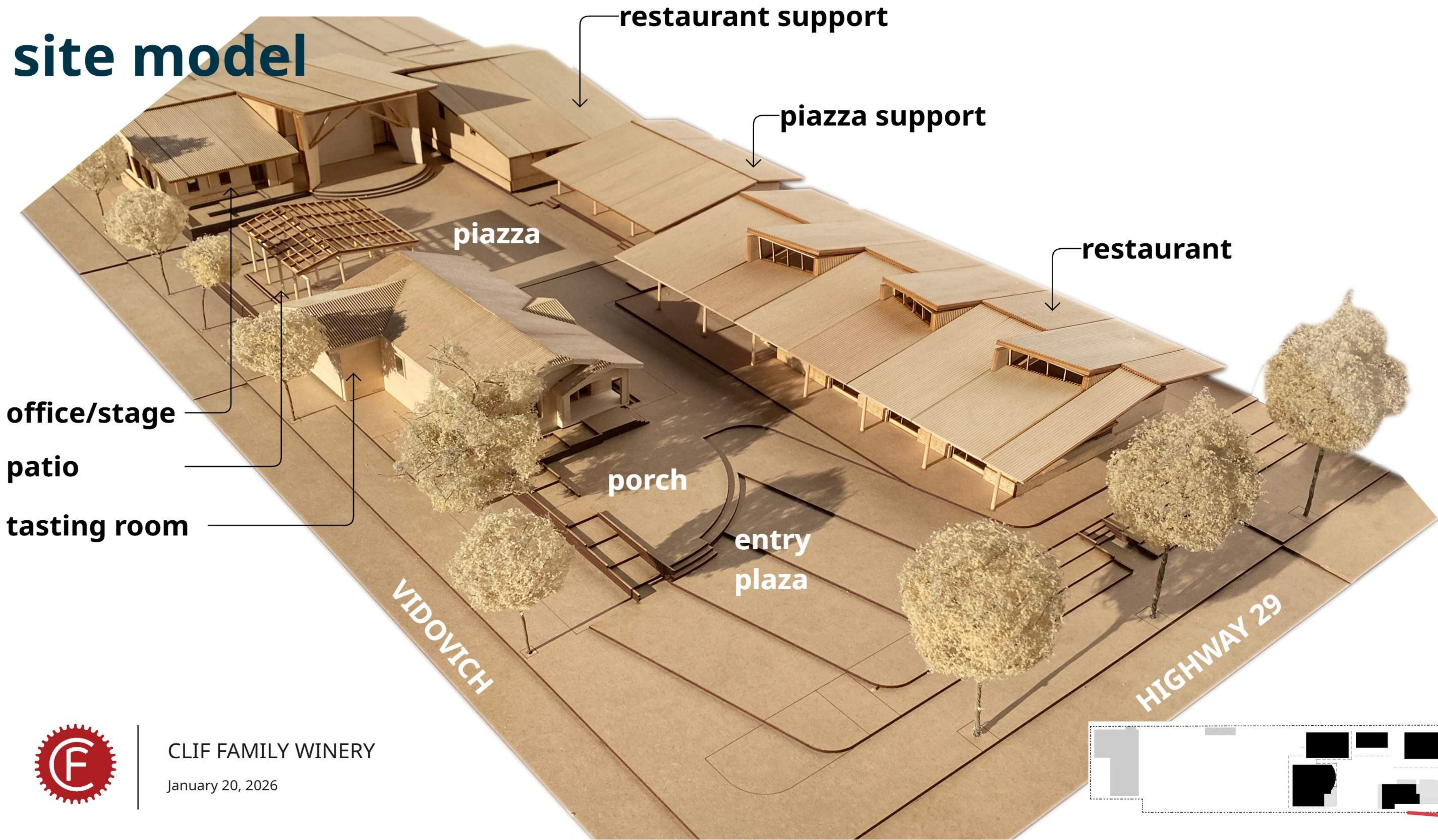
January 20, 2026

proposed site plan

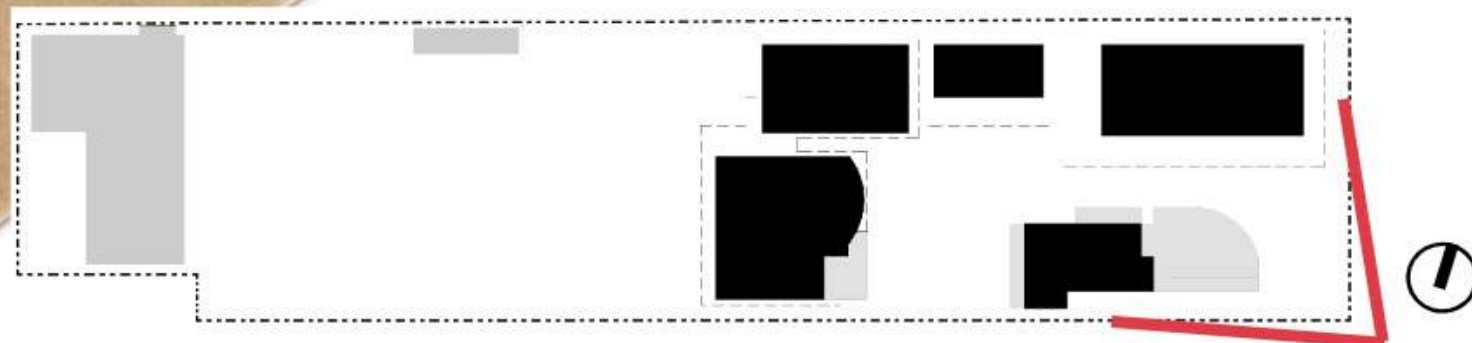


CLIF FAMILY WINERY
January 20, 2026

site model



CLIF FAMILY WINERY
January 20, 2026



existing building



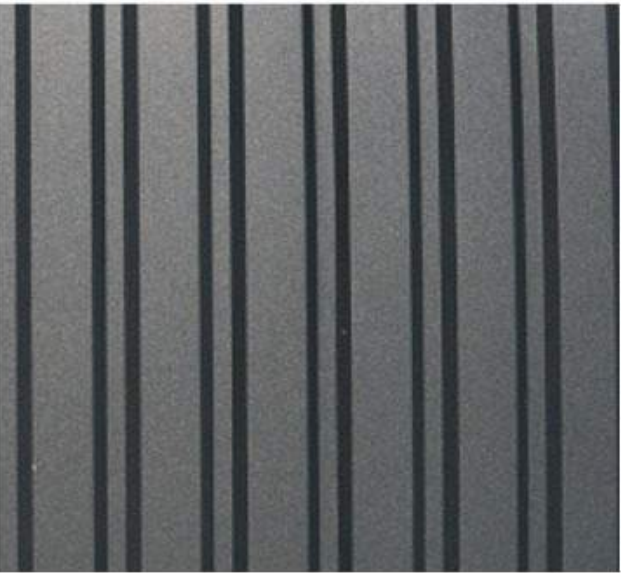
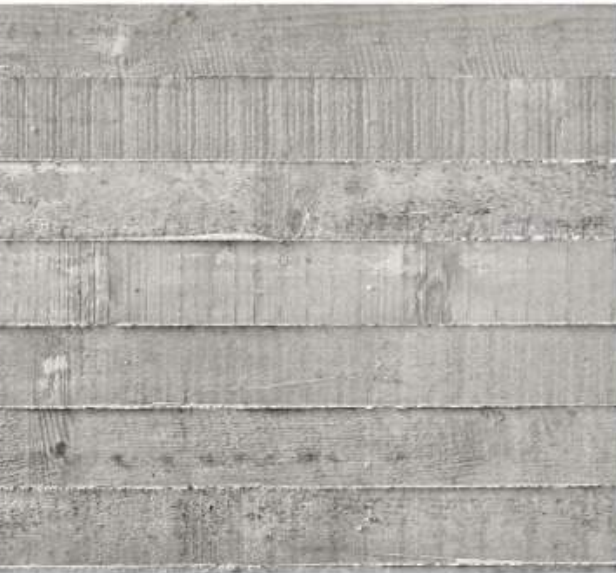
existing to remain materials:

- reclaimed wood**
- used for flooring (tasting room) and vertical surfaces (tasting room bar, enoteca facade)
 - variety of species
 - knotty and rustic

- concrete**
- used for site (pathways, patios), as well as indoor flooring (enoteca)
 - broomed/polished finishes
 - opportunity to introduce precast panels or board-form concrete for variety/texture

- stucco**
- used for facades (tasting room, enoteca)
 - opportunity to introduce more stucco or indoor plaster for variety/texture

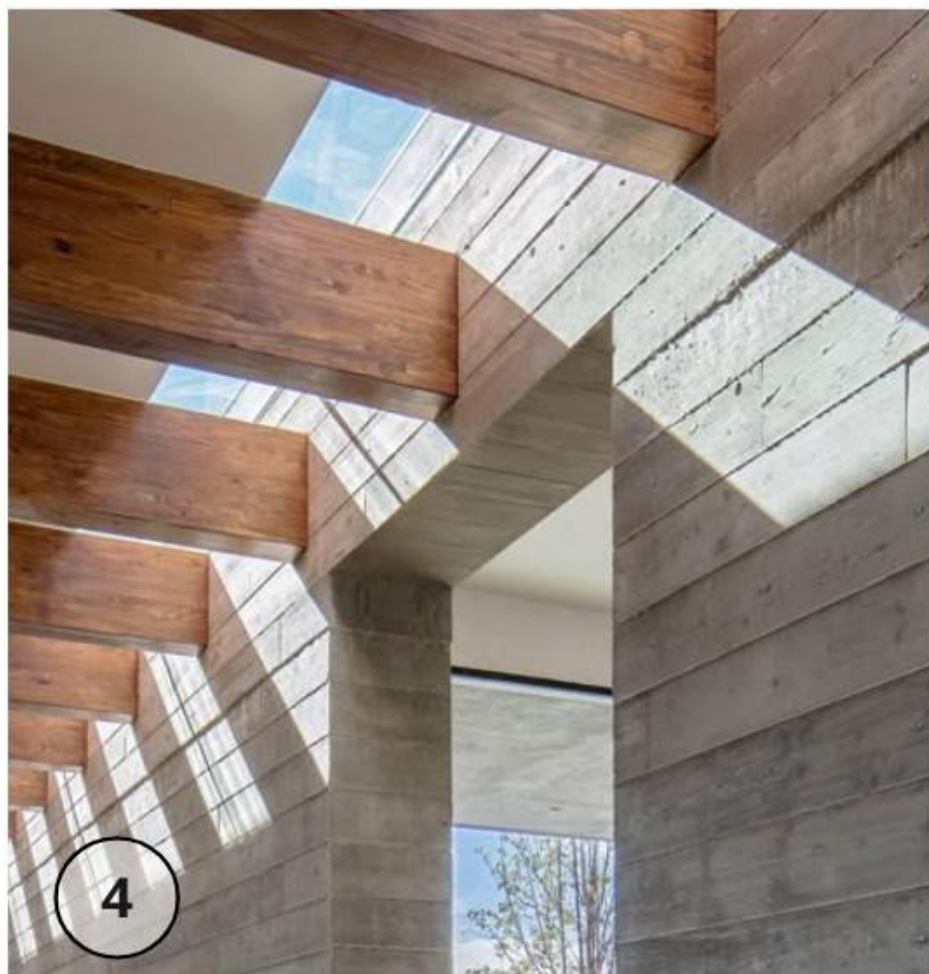
- metal**
- corten steel (site signage)
 - stainless steel (trims, fittings, fixtures)
 - bronze (accents at tasting room)
 - black (accents at enoteca)



CLIF FAMILY WINERY

January 20, 2026

architectural approach unified palette



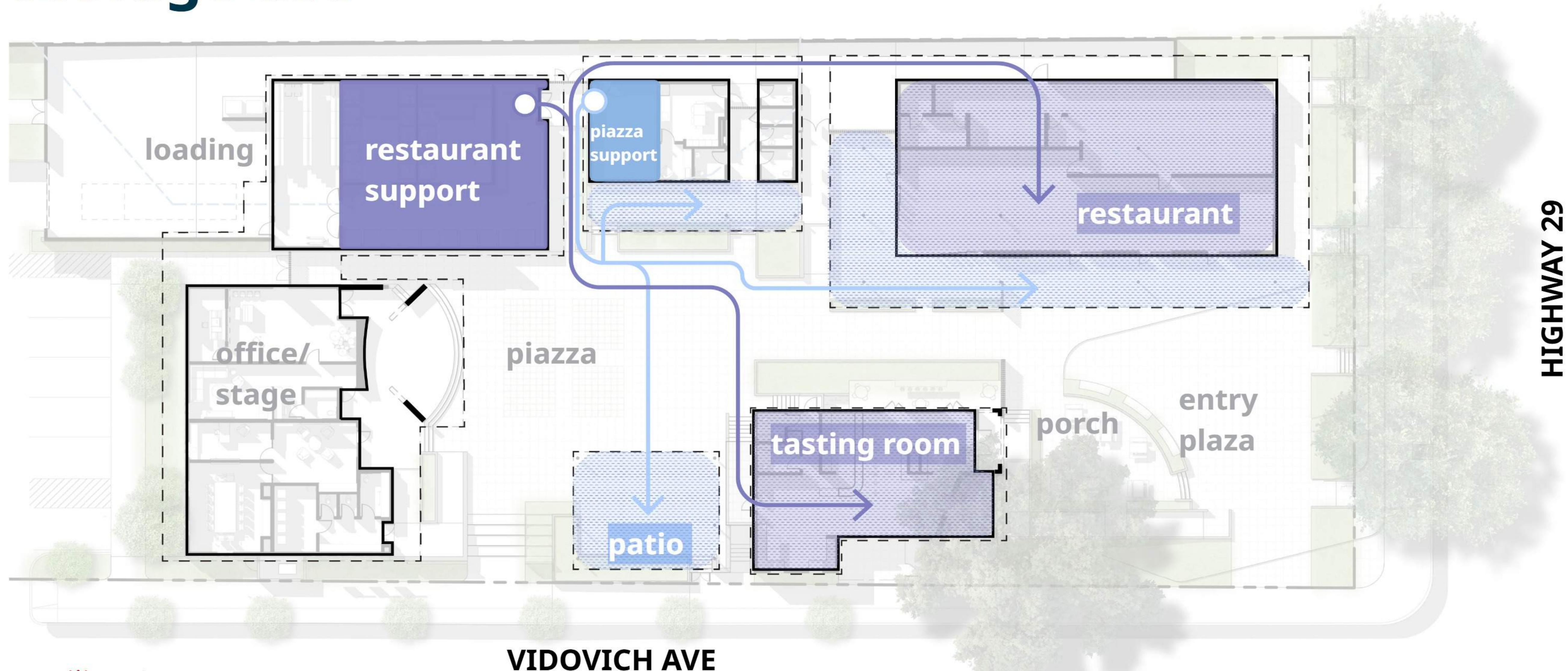
Proposed Exterior Materials:

- 1 slate colored standing seam roof
- 2 rifugio-style painted shutters
- 3 stucco / italian plaster
- 4 board form concrete + wood
- 5 board form concrete



CLIF FAMILY WINERY
January 20, 2026

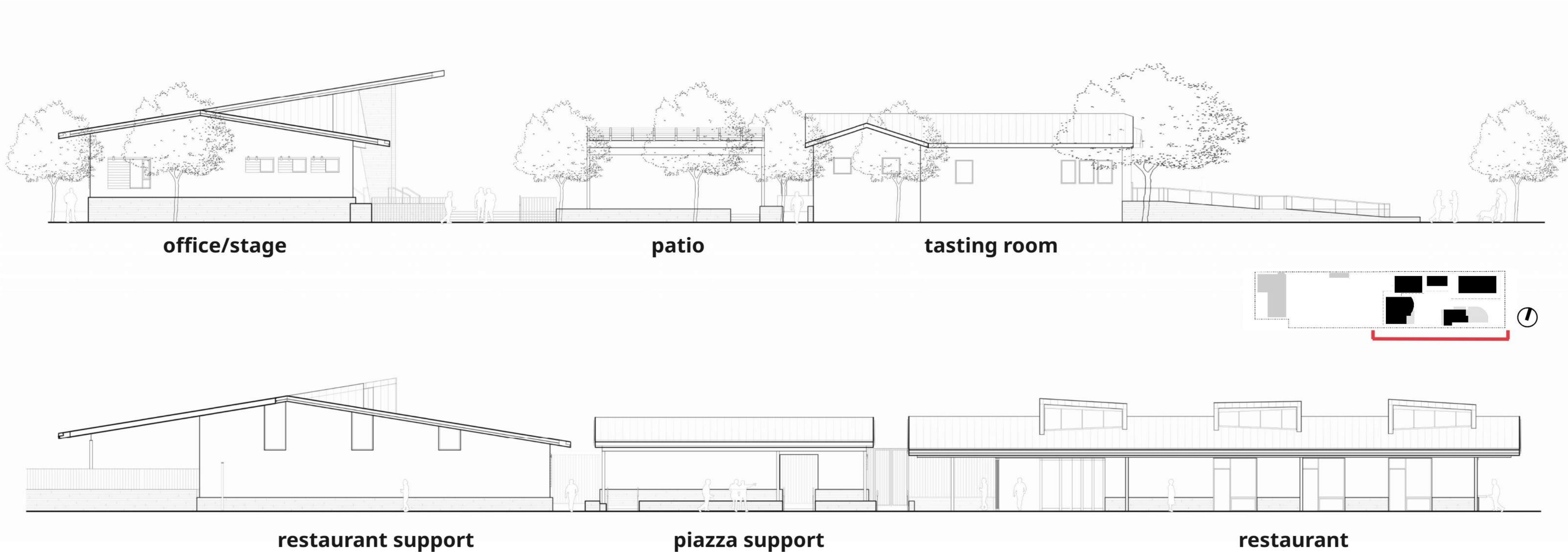
storage use



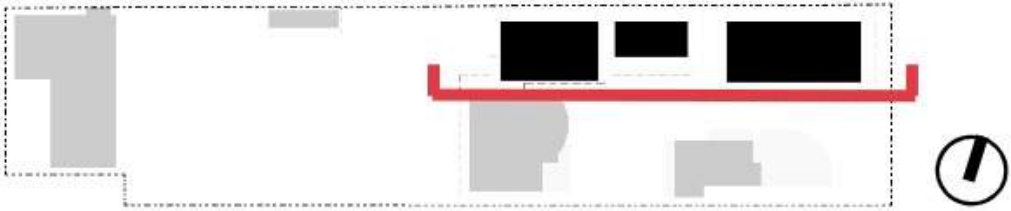
CLIF FAMILY WINERY
January 20, 2026



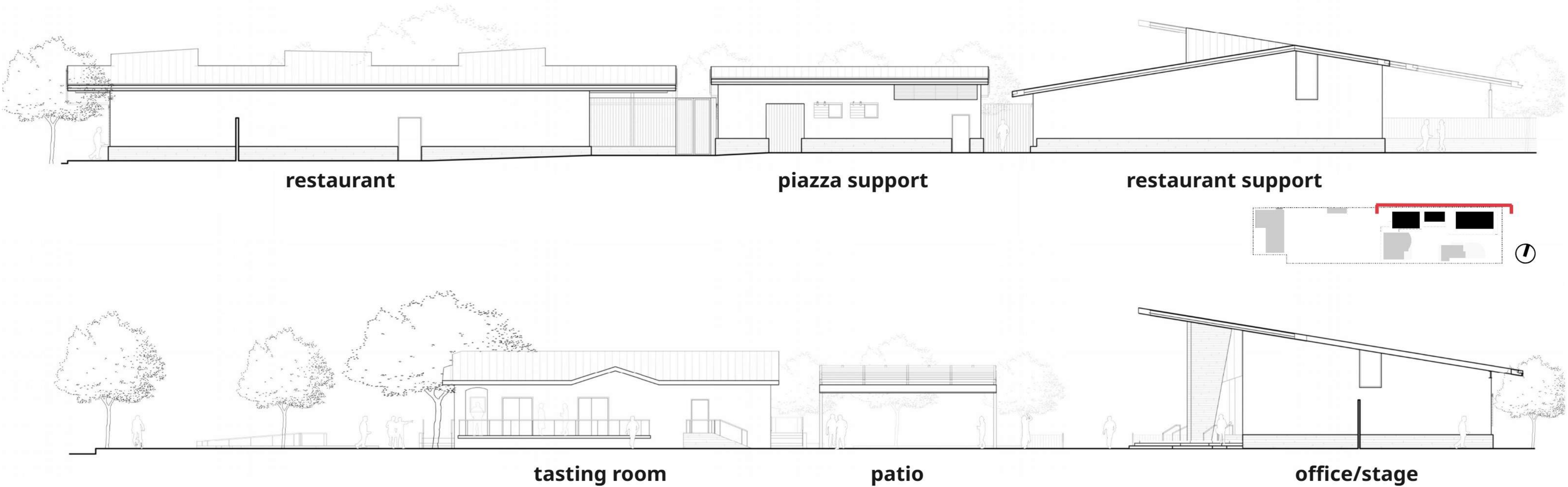
proposed south site section / elevation



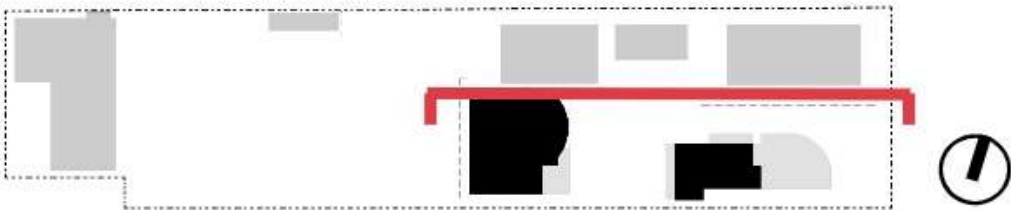
CLIF FAMILY WINERY
January 20, 2026



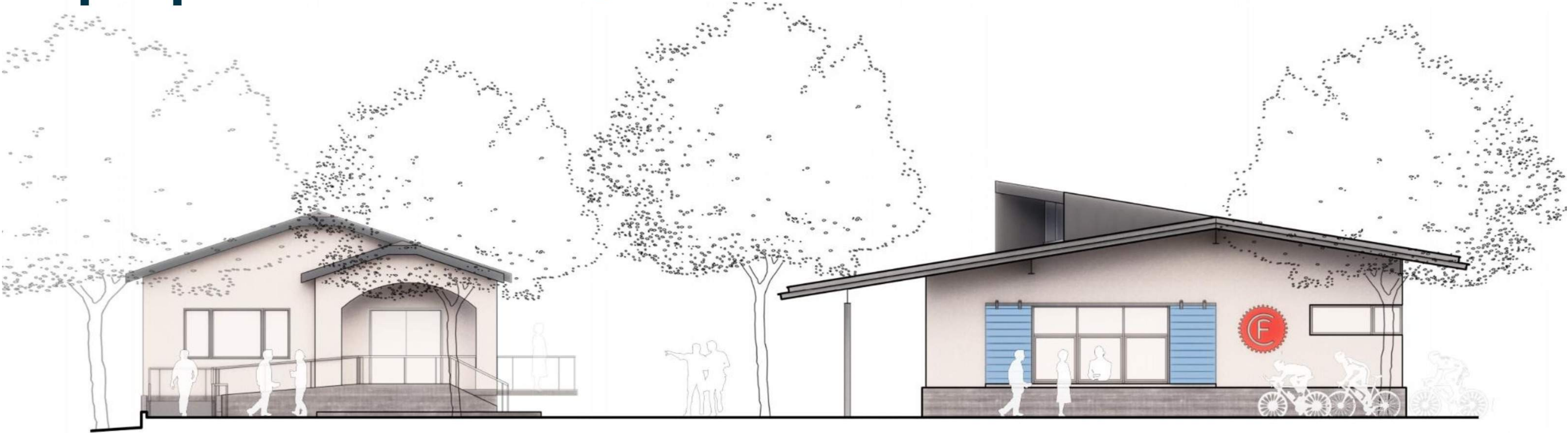
proposed north site section / elevation



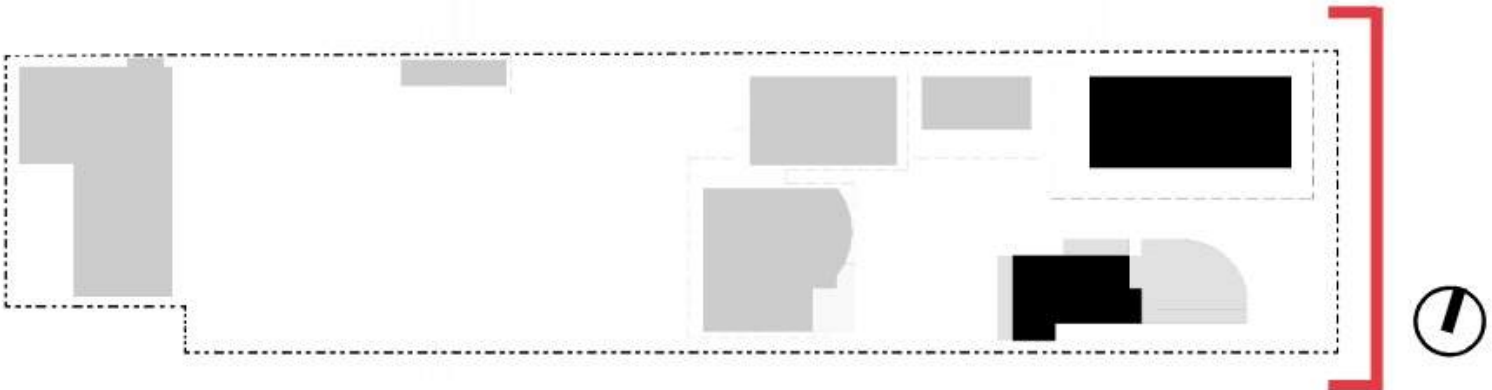
CLIF FAMILY WINERY
January 20, 2026



proposed east enlarged elevation



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January 20, 2026

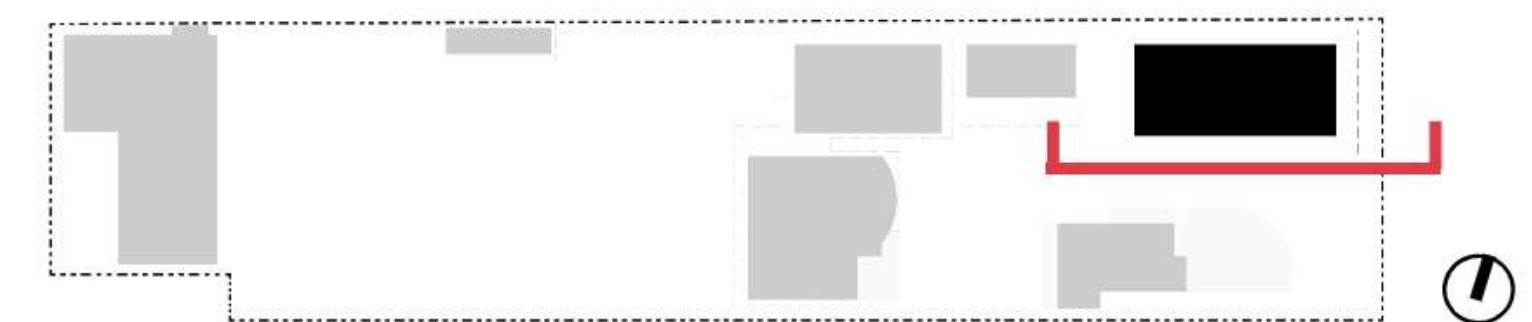


proposed south enlarged elevation



CLIF FAMILY WINERY

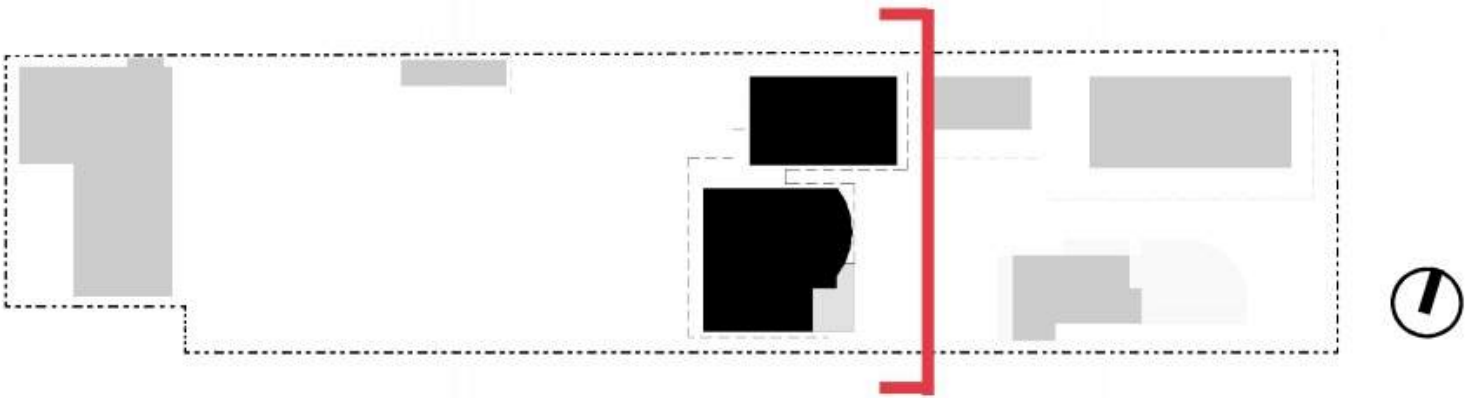
January 20, 2026



proposed east enlarged elevation



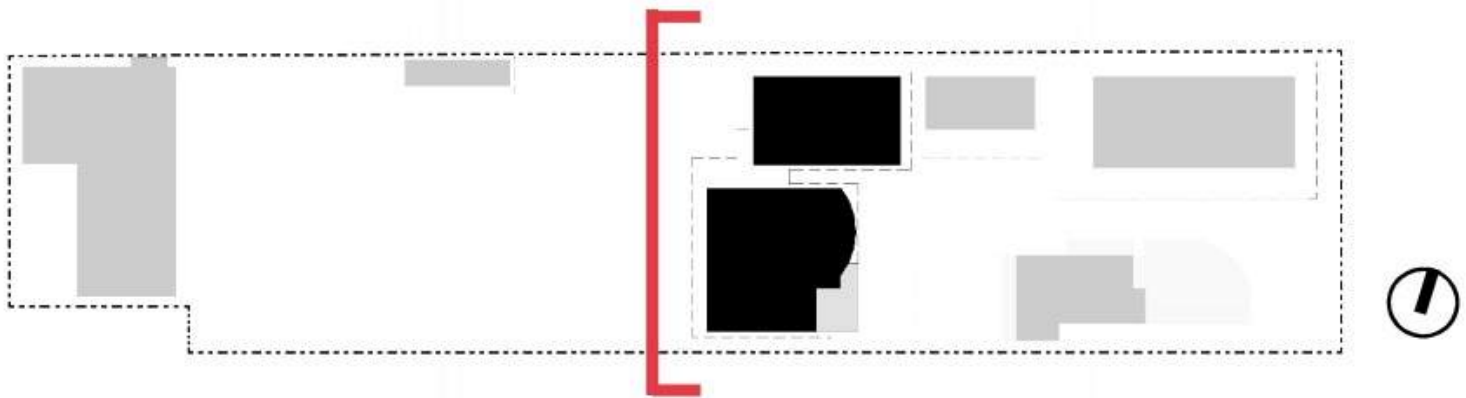
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January 20, 2026



proposed west enlarged elevation



CLIF FAMILY WINERY
January 20, 2026

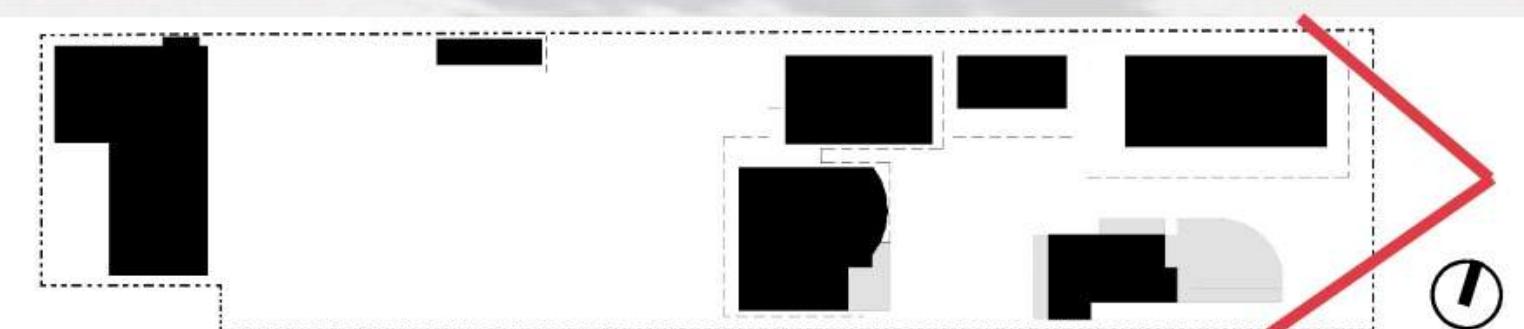


restaurant + vine trail



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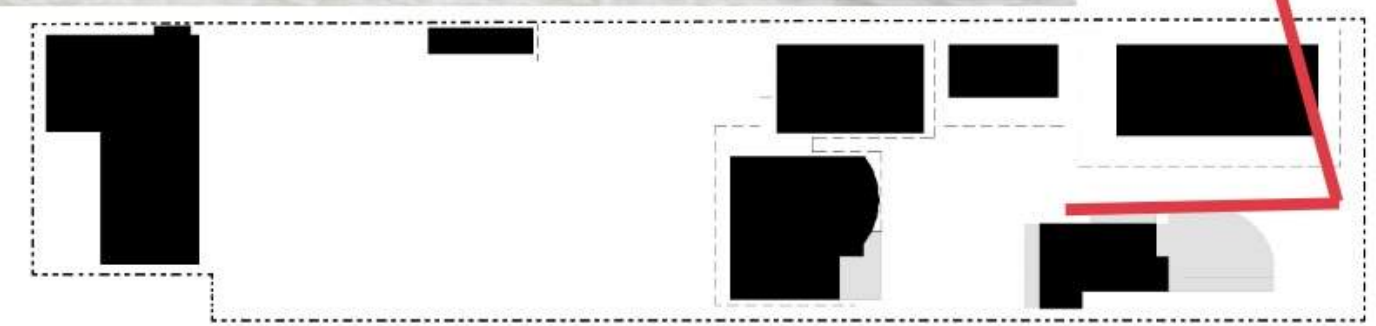
January 20, 2026



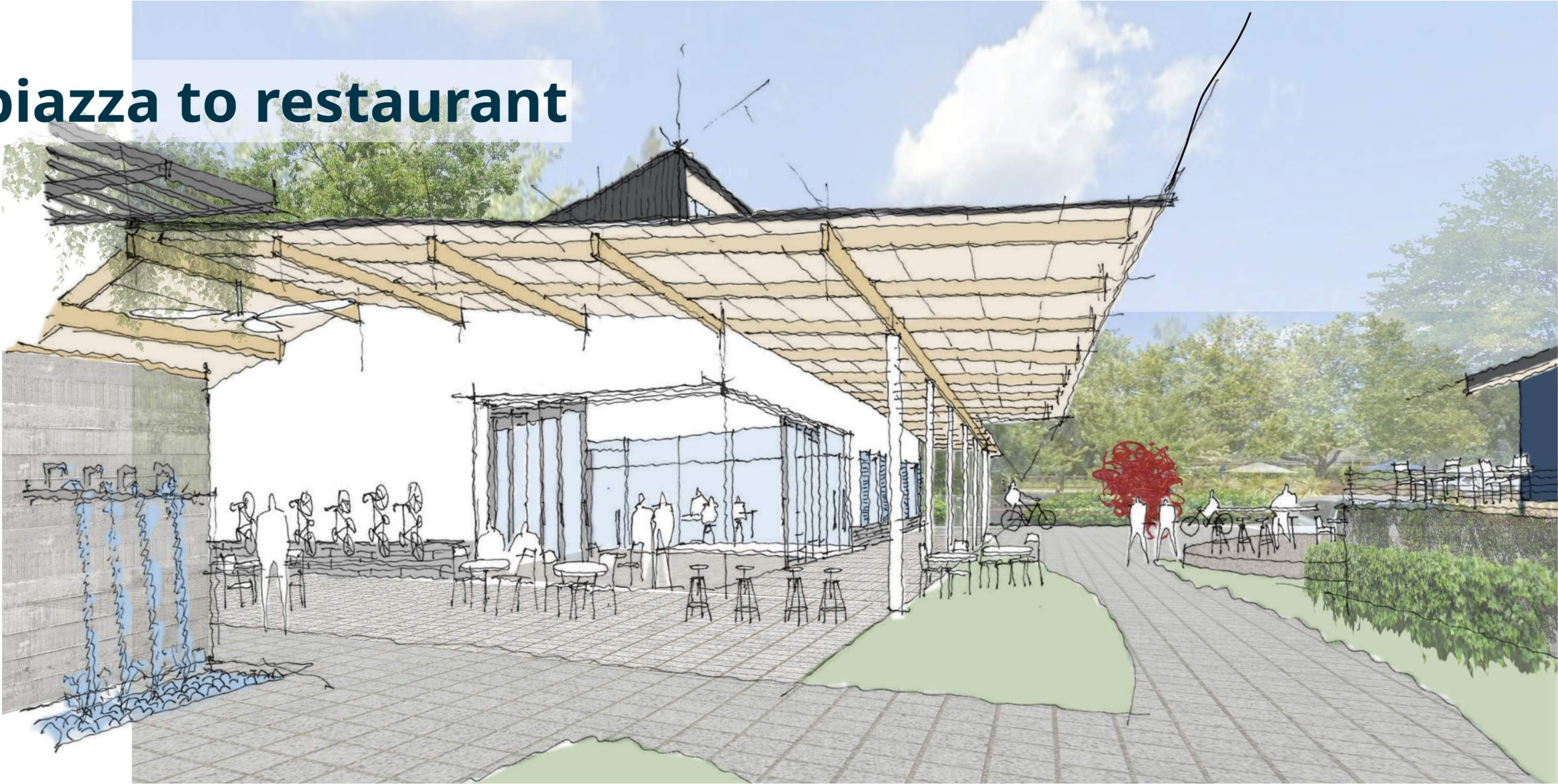


CLIF FAMILY WINERY

January 20, 2026

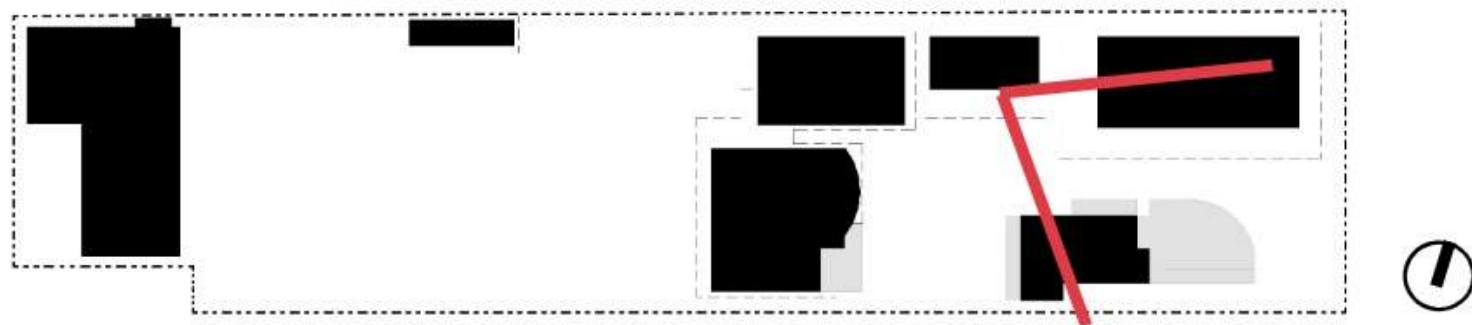


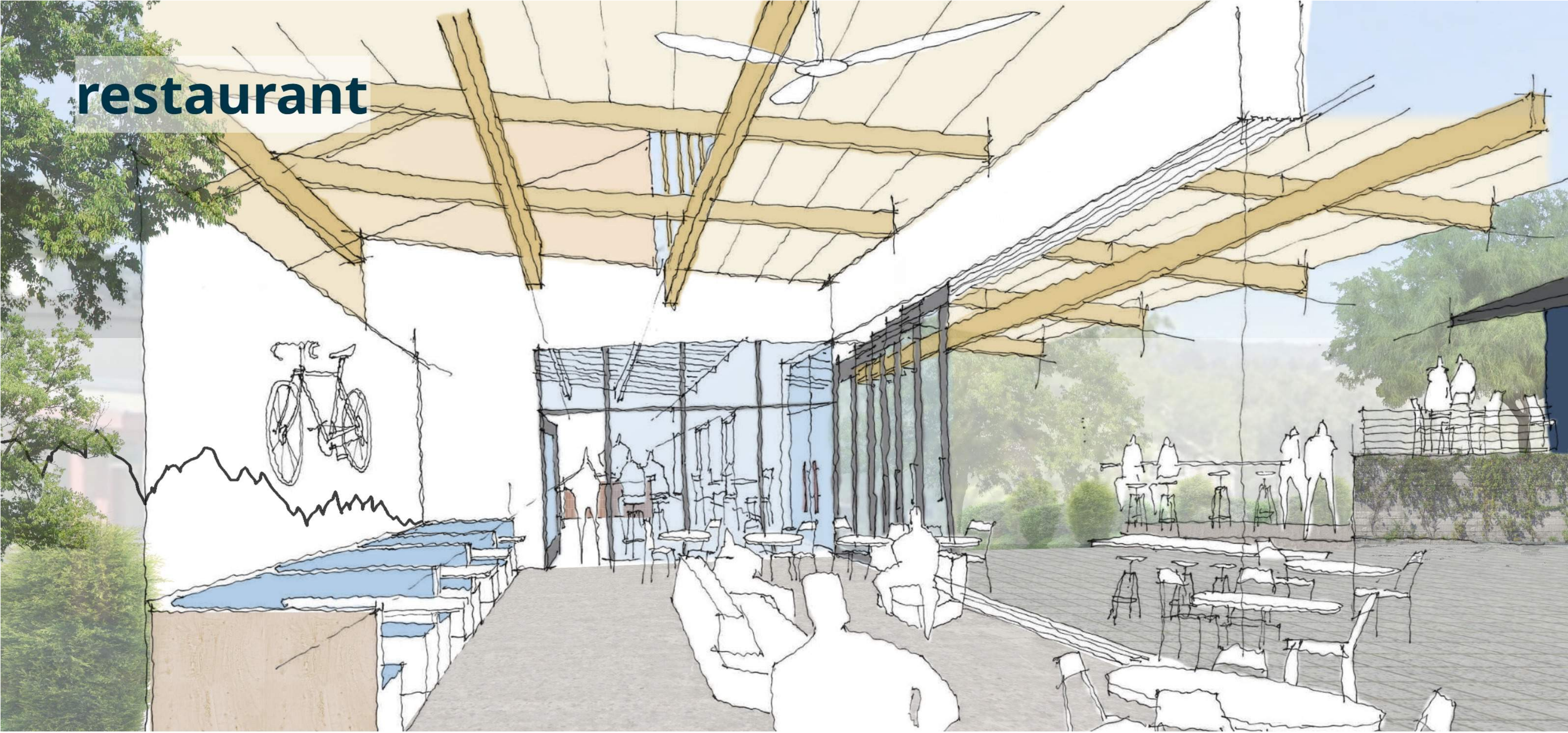
piazza to restaurant



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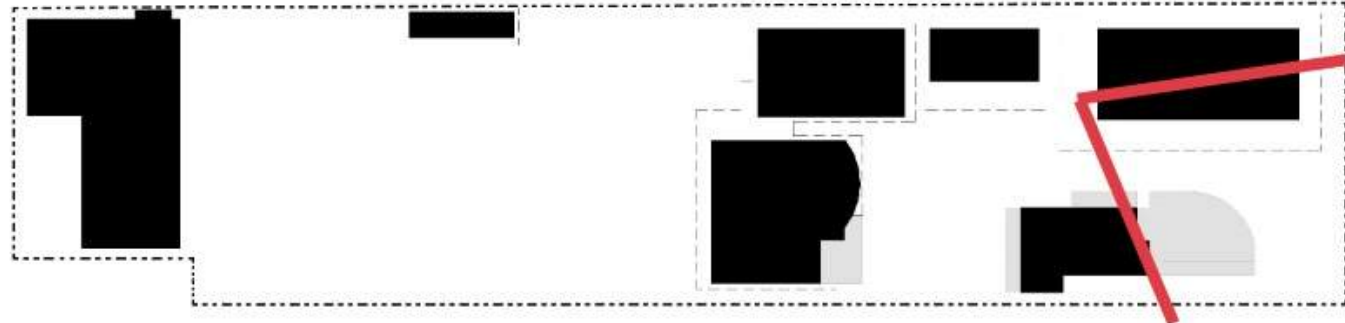
January 20, 2026



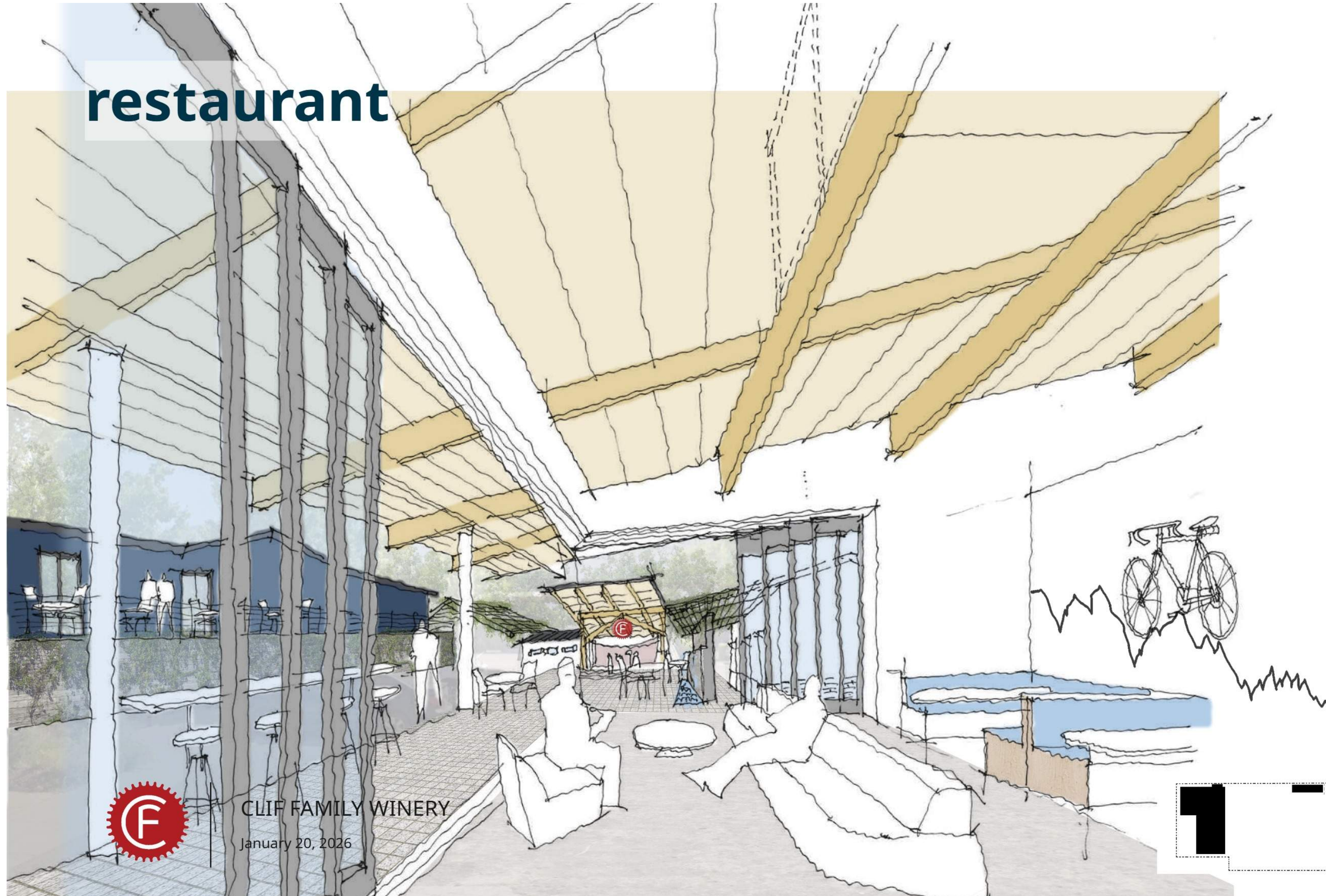


CLIF FAMILY WINERY

January 20, 2026

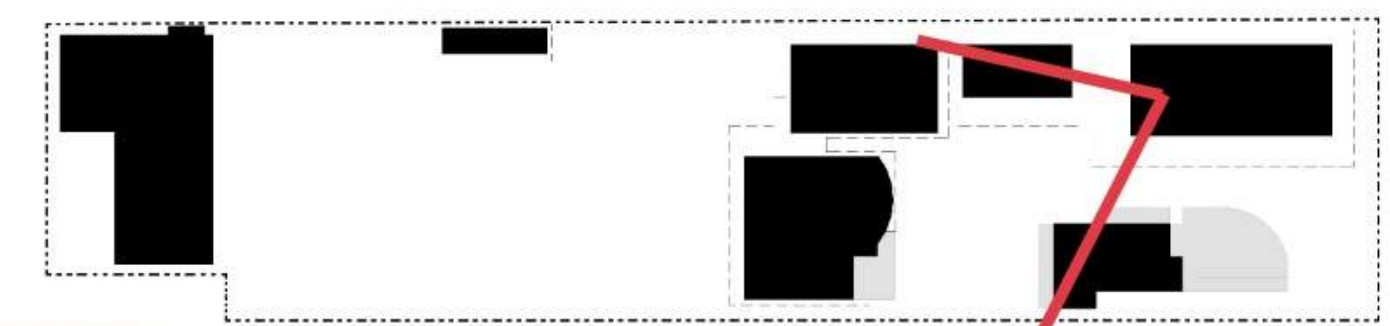


restaurant

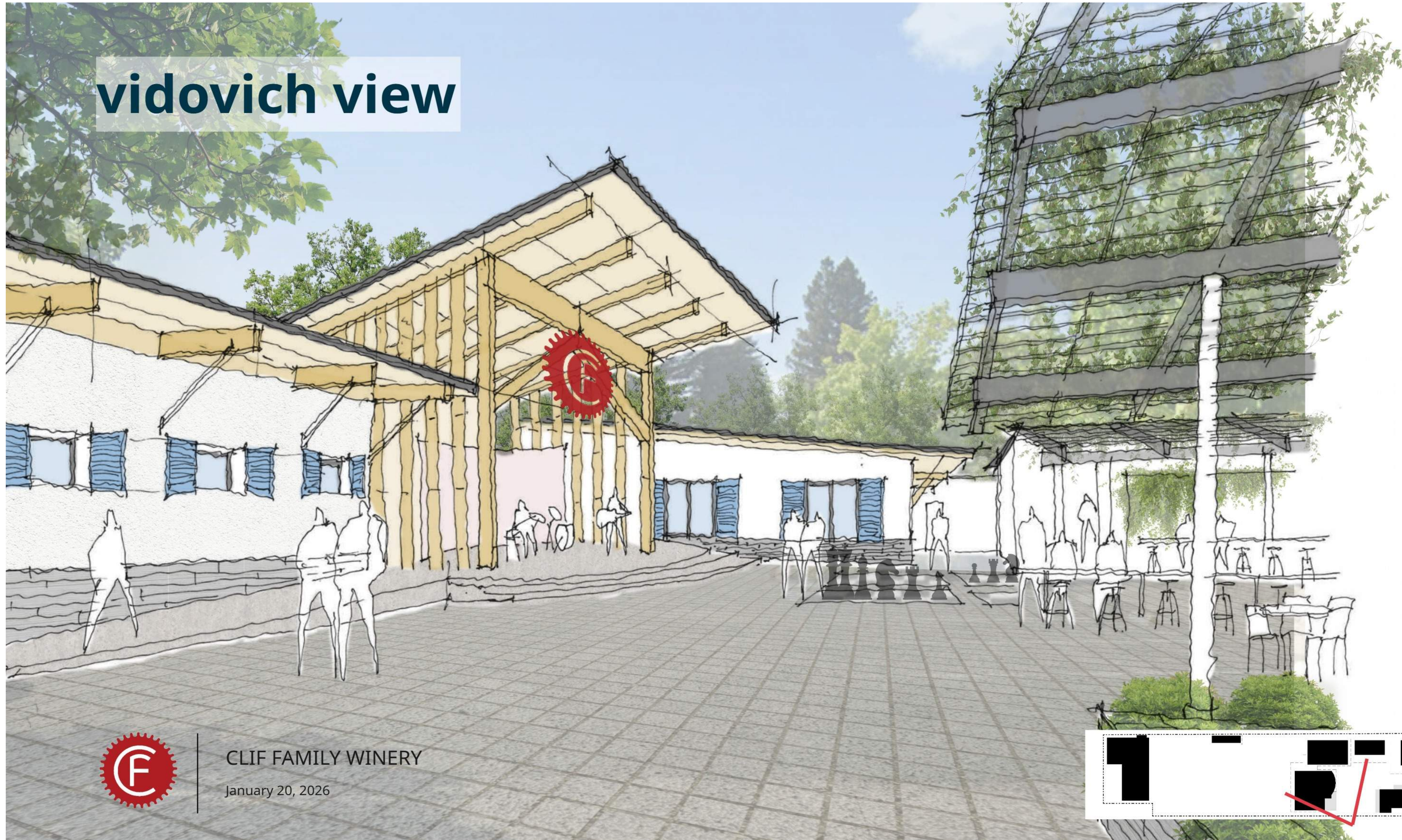


CLIF FAMILY WINERY

January 20, 2026

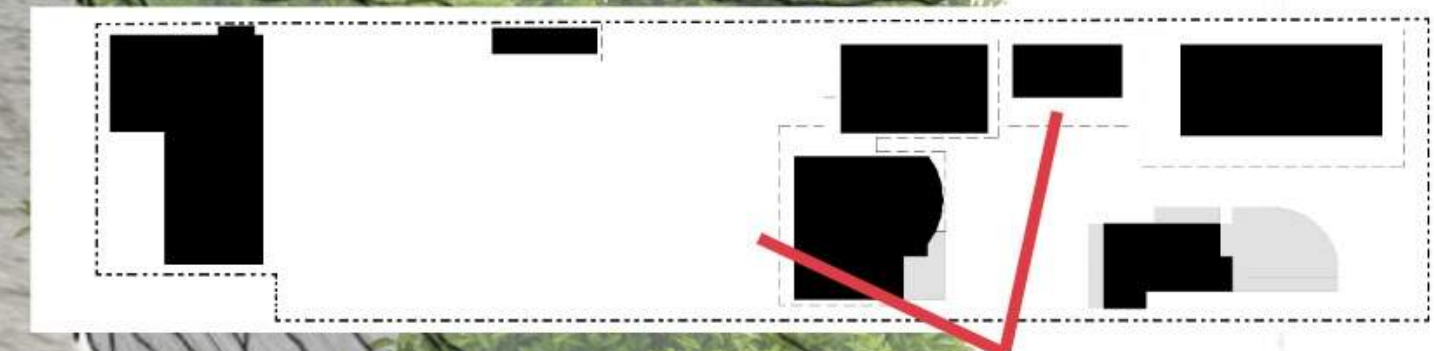


vidovich view



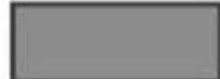
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setback requirement existing conditions

LEGEND

 Building

 Mixed-Use Zoning District

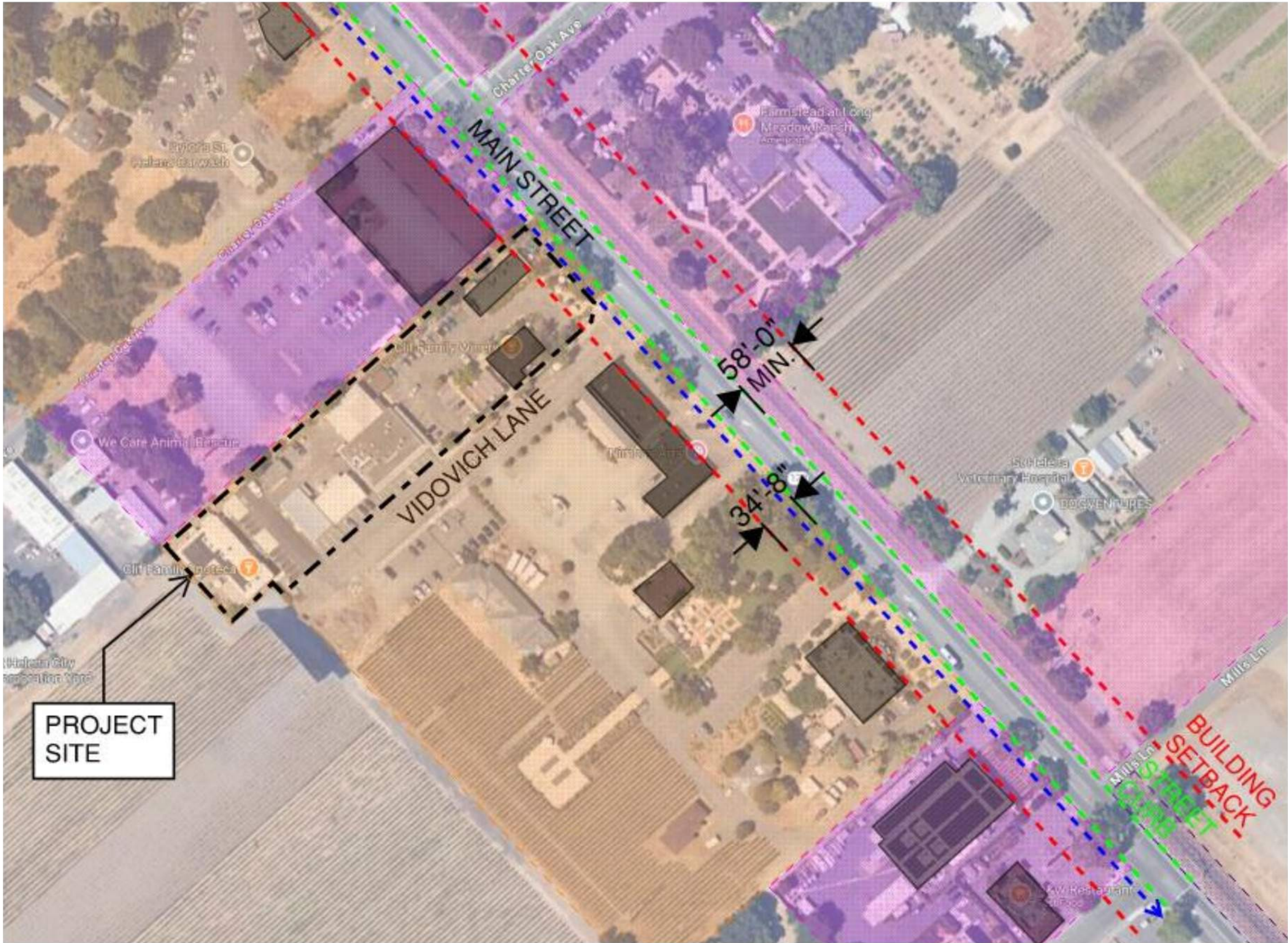
 Service Commercial Zoning District

 Building Frontage Line

 Street Curb

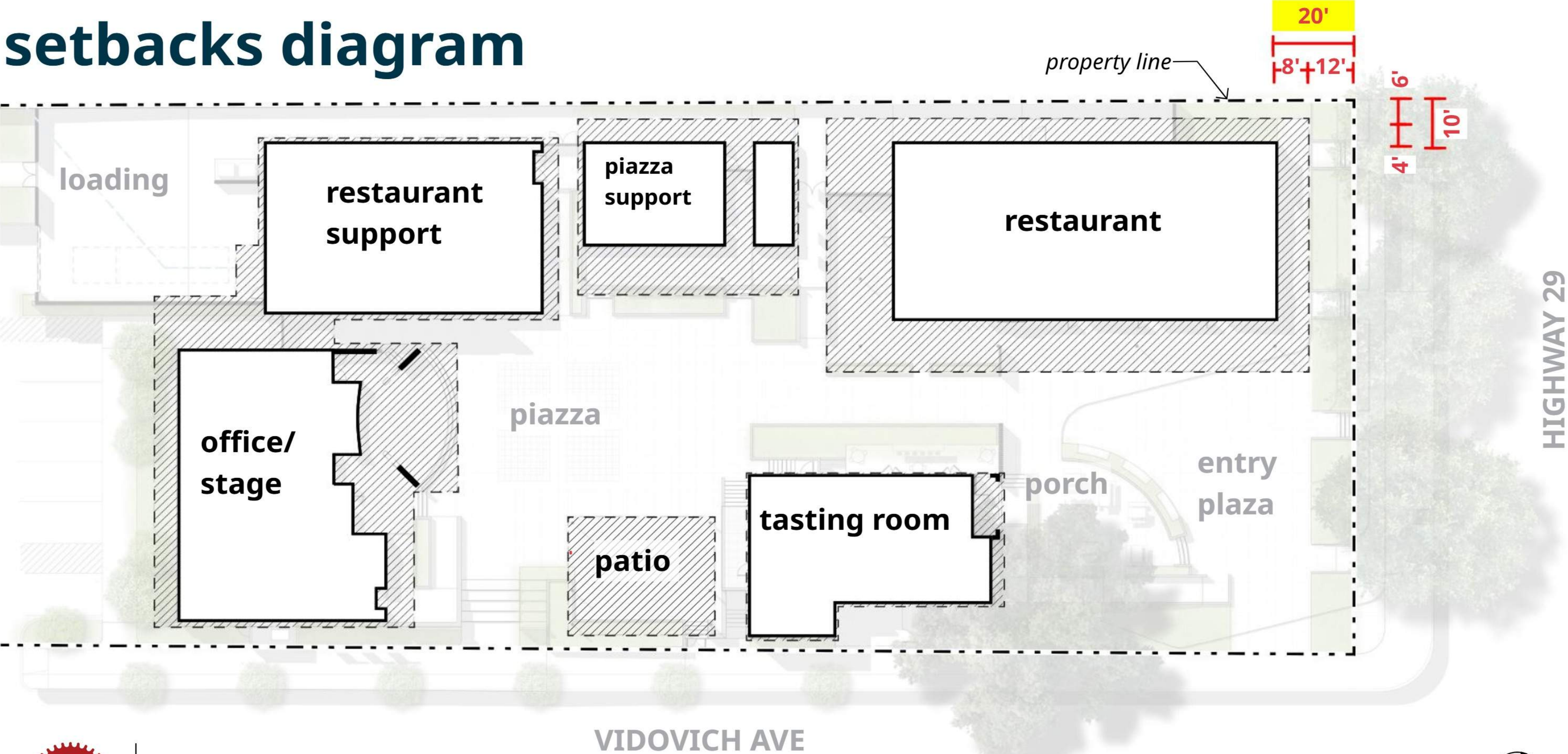
 Vine Trail

 Property Line



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setbacks diagram

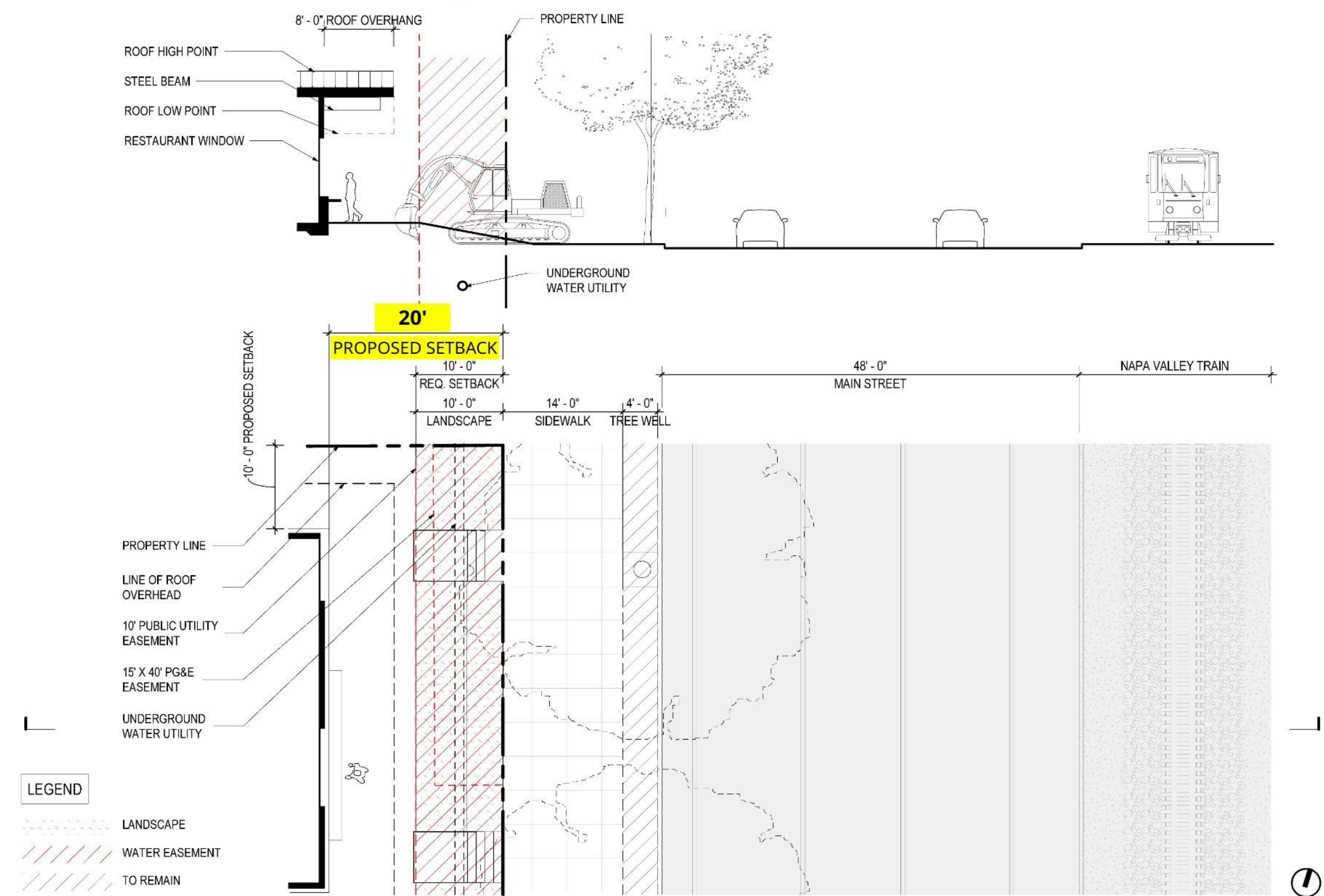


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 covered area



setback requirement proposed resolution



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thank you!

