AGENDA ITEM: 5

FILE NUMBER: PL16-067

SUBJECT: Salvestrin Sign Permit Application

PREPARED BY: Lilly Bianco, Contract Planner

REVIEWED BY: Noah Housh, Planning Director

APPLICATION FILED: 09/16/2016 ACCEPTED AS COMPLETE: 10/10/16

LOCATION OF PROPERTY: 397 Main Street

APN: 009-350-047

GENERAL PLAN/ZONING: Agriculture/ W: Winery

APPLICANT: Richard Salvestrin PHONE: 1 (707)590-6053

PROJECT DESCRIPTION

Applicant, Richard Salvestrin, is requesting a sign permit to install monument signage at the frontage of Salvestrin Vineyards at 397 Main Street. According to Municipal Code Section 17.148.010, a sign refers to, “any medium, including its structure and component parts in view of the general public, which is used to attract attention for advertising or identifying purposes.”

The proposed monument signage would be comprised of metallic lettering applied to 1’9” x 8’0” barn wood bases and adhered to an 18 foot long, 3’ 6” tall stone wall featuring 5’ tall columns (end caps) flanking the driveway. The stone wall would transition to a split rail fence/gate that would extend to the property line on either side of the entry (ATTACHMENT 3). The total monument signage proposed would equal 36 square feet and consist of the following types:

1. Two (2) Identification signs at either side of entry and centered on the stone walls. The lettering would be centered on a 1’9”x 8’0” barn wood base adhered to the stone wall and would feature 6” tall metallic lettering that reads “SALVESTRIN”. The signs would be backlit.
2. One (1) Locational sign to be applied to northeast column; it would feature 9" tall metallic lettering centered on 1'6" x 2'8" barn wood base and be illuminated by undercap LED down lighting

3. One (1) incidental sign applied to northwest column; it would feature 3" tall metallic lettering that would read “TASTING BY APPOINTMENT.” The lettering would be applied to a 1'6" x 2'8" barn wood base and illuminated by undercap LED down lighting

With the addition of the proposed monument signage the Salvestrin Winery property would exhibit a cumulative sign square footage of 36 square feet.

**ANALYSIS**

**CEQA**

This project is exempt from the requirements of CEQA pursuant to Section 15311 of the CEQA Guidelines, which exempts on-premise business signs.

**GENERAL PLAN**

The subject property exhibits a General Plan land Use Designation of Agriculture (AG). This designation allows for agricultural uses, wineries, single family residences, and public and quasi-public uses. The AG Designation is applied to areas of the Valley Floor that surround the urban core area.

**ZONING**

Consistent with the GP Land use Designation, 397 Main Street exhibits a zoning designation of W: Winery. The “W” zoning designation provides for wineries and winery related uses within the AG Land Use Designation and is applied to any lands devoted to the production of wine and vineyards which are owned by the respective winery.

**SIGN REGULATIONS**

In accordance with Municipal Code Section 17.148.040(6) signs within Winery or Agricultural Zoning Districts are subject to discretionary review by the Planning Commission. This section does not prescribe specific standards for signs in winery zoning districts; rather, it leaves the discretion with the review body.

In general, the Planning Commission is to consider the proposed signage in terms of compatibility with the site, the appropriateness of the materials and colors in relation to the project, the compatibility of the sign to the small town character of St. Helena, as well as the impact the sign may have on surrounding properties. The Commission shall not approve signs which obscure or detract from the architecture of a historic building or structure. More specifically, for signage proposed within Winery and Agricultural Districts, the Commission is to consider the cumulative visual impact of all signs on the property.
Monument signage, such as that proposed here, is regulated by Municipal Code Section 17.148.070. Monument signs are defined as “a sign(s) supported by structures or supports that are placed on or anchored in the ground that are independent from any building or other structure.” The analysis below includes the code provisions and a statement as to how the Salvestrin sign proposal is consistent.

1. All monument signs shall be located on the property served by the sign; off-premises signs are not permitted.

   The monument signage is located at the frontage of Salvestrin winery at 397 Main Street and within the property lines as delineated on Sheet A2 of project plans (ATTACHMENT 3).

2. The maximum height of a monument sign shall be eight (8) feet, as measured from the base of the sign at normal grade to the top of the highest attached component of the sign. Normal grade shall be considered to be the grade after construction exclusive of any filling, berming, mounding, or excavating for landscaping or for the purpose of locating the sign.

   The Monument signage will exhibit a maximum height of 5’ as measured from normal grade and therefore is within the allowable eight foot height limit.

3. Monument signs shall be located no closer to the right-of-way than one-half the distance of a required front or side setback. Use permit approval shall be required for any request to locate a monument sign closer to the right-of-way than is permitted above.

   Pursuant to Code Section 17.24.060, the property is subject to a front setback of 100 feet and side setback of 50 feet. Accordingly, the proposed signage must be setback from the Main Street Right of Way (ROW) by a minimum of 50 feet. Per project plans, page A2 (ATTACHMENT 3), the sign (inclusive of supporting stone wall structure) will exhibit a minimum setback of 57 feet from the ROW and a maximum setback of 64 feet 10 inches. As such, the proposed signage complies with this provision.

CORRESPONDENCE
As of the completion of this report, no comments on the proposed signs have been received by staff.

ISSUES
Given the straightforwardness of the proposal and consistency with applicable guidelines and standards no unresolved issues require attention at this time.

STAFF RECOMMENDATION
The proposed monument signage meets all applicable development standards, as described above. Staff determines that the proposed signage is consistent with the
established agriculture character of the property and immediate vicinity and would not introduce any site distance issues given the setback. Accordingly staff recommends that the Planning Commission:

1. Determine that the signs are exempt from the requirements of CEQA pursuant to Section 15311, Class 11(a) of the CEQA Guidelines which exempts on premise business signs; and

2. Accept the required findings enumerated in Municipal Code Section 17.148.040 and 17.148.070 and adopt a resolution approving three (3) new monument signs at 397 Main Street.

ATTACHMENTS
1. Resolution / Conditions of Approval
2. APN Map
3. Sign Exhibits
CITY OF ST. HELENA, STATE OF CALIFORNIA
SIGN PERMIT NO. PL16-067
GRANTED TO 397 MAIN STREET


RECIPIALS
1. The applicant submitted for a sign permit in order to place new monument signs on the Salvestrin Winery property located at 397 Main Street in the W:Winery Zoning District.

2. New signage proposed includes monument signage that would generally serve identification, locational, and incidental purposes.

RESOLUTION

The Planning Commission of the City of St. Helena, State of California, approves the Sign Permit on the following basis:

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

B. The Planning Commission hereby finds that the proposed signs are in compliance with the requirements of Municipal Code Section 17.148.040 and 17.148.070 relating to the type, placement, and compatibility of monument signage in the W:Winery District.

C. The Sign Permit for the above described is granted subject to compliance with the following conditions. The permit shall be in conformance with all City ordinances, rules, regulations and policies in effect at the time of issuance of a building permit. The conditions noted below are particularly pertinent to this permit and shall not be construed to permit violation of other laws and policies not so listed.

1. The Permit shall be vested within one (1) year from the date of approval. The Permit may be extended for up to two (2) one-year periods pursuant to the St. Helena Municipal Code, Section 17.08.130, Extension of Permits and Approvals. Any request for an extension of the Sign Permit and Use Permit must be justified in writing and received by the Planning Department at least thirty (30) days prior to expiration.

2. This permit is valid for this use only. New permits must be applied for upon any change in use. These permits will expire if the use is discontinued pursuant to existing ordinances and regulations.

3. 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.

4. This Sign Permit shall run with the land and shall be binding upon all parties having any right, title or interest in the real property or any part thereof, their heirs, successors and assigns, and shall inure to their benefit and benefit of the City of St. Helena.

5. The signs authorized by this Sign Permit shall conform to the details and dimensions shown on the Exhibits which were reviewed and approved by the Planning Commission at their October 18, 2016 hearing.

6. No internal illumination of signs is permitted.

7. An Encroachment Permit shall be obtained by the applicant prior to installation of the sign if work involves locating of any person or structure on public property, such as a sidewalk, driveway, or street, if necessary.

8. Provided they are in general compliance with the Sign Ordinance, minor modifications may be approved by the Planning Director.

I HEREBY CERTIFY that the foregoing 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 October 18, 2016 by the following roll call vote:

AYES: 
NOES: 
ABSENT: 
ABSTAIN: 

APPROVED: ATTEST:

_____________________________ ________________________________
Grace Kistner Noah Housh
Chair, Planning Commission Planning Director
APPLICANTS / PROPERTY OWNER:
Richard & Shannon Salvestrin
Salvestrin Vineyards
3917 Main Street
St. Helena, CA

SHEET INDEX:
A1  Sheet Index, Project Data, Vicinity Map
A2  Site Plan
A3  Enlarged Partial Plan & Elevations
A4  Existing Entry Photo
A5  Proposed Entry Rendering

PROJECT ADDRESS:
3917 Main Street
St. Helena, CA

SCOPE OF WORK:
Replace existing entry gate
with new entry gate & signage

APN: 004-350-047