

**CITY OF ST. HELENA  
PLANNING DEPARTMENT 1480 MAIN STREET-ST. HELENA, CA 94574  
PLANNING COMMISSION**

**SEPTEMBER 20, 2016**

**AGENDA ITEM: 7**

**FILE NUMBER:** PL16-063

**SUBJECT:** Request by Hugh Davies for sign permit approval in order to place five (5) new signs on the Davies Vineyards Winery property located at 1210 Grayson Avenue in the SC: Service Commercial district.

**PREPARED BY:** Aaron Hecock, Senior Planner

**REVIEWED BY:** Noah Housh, Planning Director

**APPLICATION FILED:** 08/11/2016

**ACCEPTED AS COMPLETE:** 08/26/2016

**LOCATION OF PROPERTY:** 1210 Grayson Avenue

**APN:** 009-180-017

**GENERAL PLAN/ZONING:** SC: Service Commercial

**APPLICANT:** Hugh Davies

**PHONE:** (707) 942-6668

**PROJECT DESCRIPTION**

The applicant is requesting sign permit approval for new signage associated with the Davies Vineyards winery. New signage proposed includes an identification sign on the primary frontage of the main building, three (3) monument signs, and one incidental directional sign. Sign 1 (the identification sign) would read "Davies Vineyards" and would be located on the main building façade along Grayson Avenue. The sign would consist of 16" and 5" raised letters cut from steel and would be backlit with halo type illumination. Sign 2 is a monument sign near the site entrance that reads "Davies Vineyards" with an adjustable open/closed panel. This sign is 5' wide and approximately 3' tall and would consist of letters cut out of a steel plate mounted on a solid wood slab with natural edges set on a stone base. This sign would be back lit illuminated with LEDs behind the steel plate. Sign 3 is a small monument sign identifying the service entrance located on the east side of the building along Grayson Avenue. This sign would be just under 4' tall and approximately 1' wide and would consist of a wood slab with carved lettering mounted on a steel plate set in concrete. Sign 4 is a 2-sf single-sided painted wood sign identifying the service entrance accessed from Main Street. Sign 5 is an identification/directional monument sign in front of the building façade

facing Main Street. This sign is a single sided painted wood sign with black and red lettering that stands 5' wide and 3 ½' tall.

## **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 / ZONING**

The project site is located in the SC: Service Commercial district. The Service Commercial (SC) district provides for service and retail uses, restaurants, service stations, motels, public and quasi-public uses and similar and compatible uses. In the SC district, signs are regulated by Municipal Code Section 17.148.040(C)(2).

### **SIGN REGULATIONS**

The planning commission shall consider the compatibility of the sign to the site, the appropriateness of the materials and colors in relation to the project, the compatibility of the sign to the small town character of St. Helena, and the impact the sign may have on surrounding properties. The commission shall not approve signs which obscure or detract from the architecture of a historic building or structure.

According to Municipal Code Section 17.148.040(C)(2)(b), two identification signs with a maximum cumulative sign area of not more than sixty (60) square feet, including both sides of a two-sided sign, are permitted on the primary frontage of a business in the SC district. Only one identification sign (Sign 1) is being proposed on the primary frontage of the building and it is less than 60-sf. Each business is permitted two non-illuminated incidental signs not more than two square feet in size, therefore Sign 4 is also permitted. Signs 2, 3, and 5 are considered monument signs. Municipal Code Section 17.148.070 regulates Monument Signs within City. Monument Signs are defined as "a sign supported by structures or supports that are placed on or anchored in the ground that are independent from any building or other structure." Section 17.148.070 requires the following:

- A. All monument signs shall be located on the property served by the sign; off-premises signs are not permitted.
- B. The maximum height of a monument sign shall be eight 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.
- C. 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.

The setback from Grayson is twenty-five (25) feet. Along Main Street, fifteen percent (15%) of lot depth must be the average front building setback in the Service Commercial district, but in no case shall the setback be less than thirty-five (35) feet. Therefore, the monument signs must be setback at least 12 ½' from Grayson (one-half the distance of 25') and 48' from Main Street (15% of the 321' lot depth is 48'). Each of the monument signs facing Grayson (Sign 2 and 3) are located over 12' from the right-of-way and the monument sign (Sign 5) facing Main Street is approximately 54' from the right-of-way. Therefore, each of these monument signs meets the required code standards described above.

While not required in this case, it should be noted that the Planning Commission may approve signs that exceed the height, size and number of signs specified in this district for properties located along Main Street where sign visibility is impaired due to consideration of the following circumstances:

- (A) The building is set back from the street for a distance of fifty (50) feet or more;
- (B) The visibility of the building is obscured;
- (C) The speed limit on Main Street is greater than thirty-five (35) miles per hour; and
- (D) A sign meeting the standards of this title would create a safety hazard by obscuring the vision of autos exiting the property.

### **CORRESPONDENCE**

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

### **STAFF RECOMMENDATION**

Each of the proposed signs meets code required development standards. Furthermore, the addition of the proposed signs will not create any new visibility issues. Staff feels the signs are well designed and well placed and is in support of the application and 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. Approve the request for a Sign Permit in order to place five (5) new signs on the property located at 1210 Grayson Avenue.

### **ATTACHMENTS**

1. Resolution / Conditions of Approval
2. APN Map
3. Sign Exhibits

**CITY OF ST. HELENA, STATE OF CALIFORNIA  
SIGN PERMIT AND USE PERMIT NO. PL16-063  
GRANTED TO 1210 GRAYSON AVENUE**

**PROPERTY OWNER:** Hugh Davies

**APN:** 009-180-017

**RECITALS**

1. The applicant submitted for a sign permit in order to place five (5) new signs on the Davies Vineyards Winery property located at 1210 Grayson Avenue in the SC: Service Commercial district.
2. New signage proposed includes an identification sign on the primary frontage of the main building, three (3) monument signs, and one incidental directional sign.
3. A staff report dated September 20, 2016 and incorporated herein by reference analyzed the projects consistency with the Sign Regulations enumerated in Section 17.148 of the Municipal Code.

**RESOLUTION**

The Planning Commission of the City of St. Helena, State of California, approves the Sign Permit and Use 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 relating to the placement of signs in the Service Commercial 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 Permits shall be vested within one (1) year from the date of approval. The Permits may be extended for up to two (2) one-year periods pursuant to the St. Helena Municipal Code, Section 17.08.130, Extension of Permits and Approvals. Any request for an extension of the Sign Permit and Use Permit must be justified in writing and received by the Planning Department at least thirty (30) days prior to expiration.
  2. This permits are 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 September 20, 2016 meeting.
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 September 20, 2016 by the following roll call vote:

**AYES:**  
**NOES:**  
**ABSENT:**  
**ABSTAIN:**

**APPROVED:**

**ATTEST:**

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Grace Kistner  
Chair, Planning Commission

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Noah Housh  
Planning Director

# COUNTY ASSESSOR'S PARCEL MAP

9-18

Tox Area Code  
3000, 3002

07

11

09

66

ST.

STATE HWY 29

MAIN

SPRING

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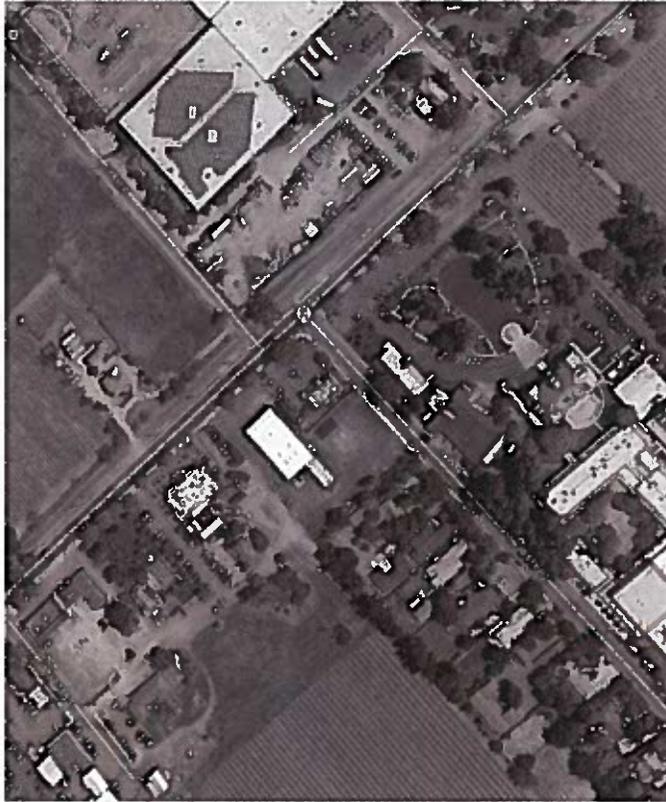
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# DAVIES VINEYARDS WINERY

1210 GRAYSON AVENUE, ST. HELENA, CALIFORNIA

## EXTERIOR SIGNAGE



### SHEET INDEX

- A-0 TITLE SHEET / VICINITY MAP
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- A-4 STREET SIDE BUILDING ELEVATIONS
- A-5 GRAYSON AVENUE SIGNAGE
- A-6 MAIN STREET SIGNAGE
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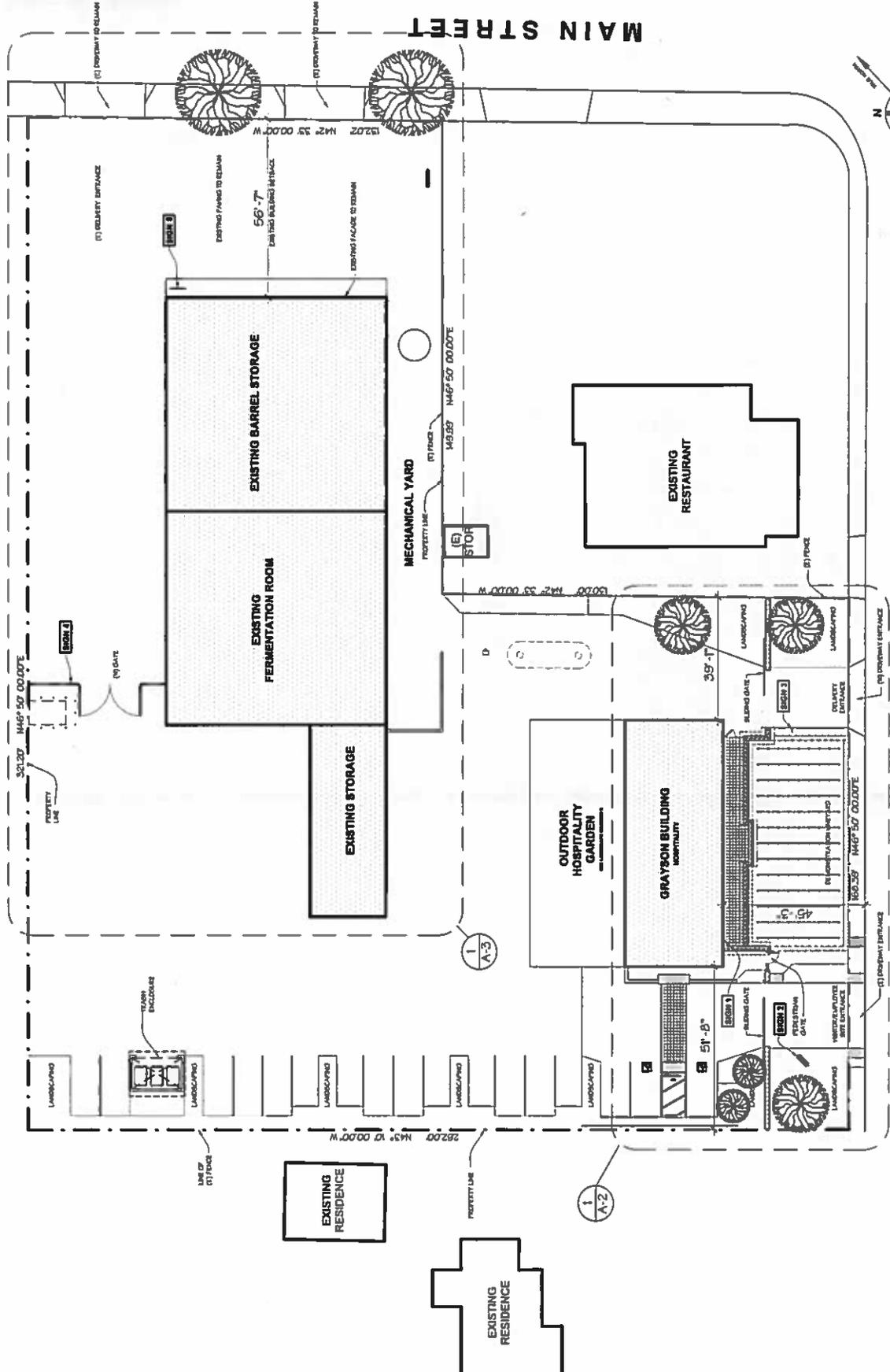


architectural  
firm  
1210 GRAYSON AVENUE  
ST. HELENA, CA 94575  
APN: 009-180-017

DAVIES  
VINEYARDS  
WINERY  
EXTERIOR  
SIGNAGE  
1210 GRAYSON AVENUE  
ST. HELENA, CA  
APN: 009-180-017

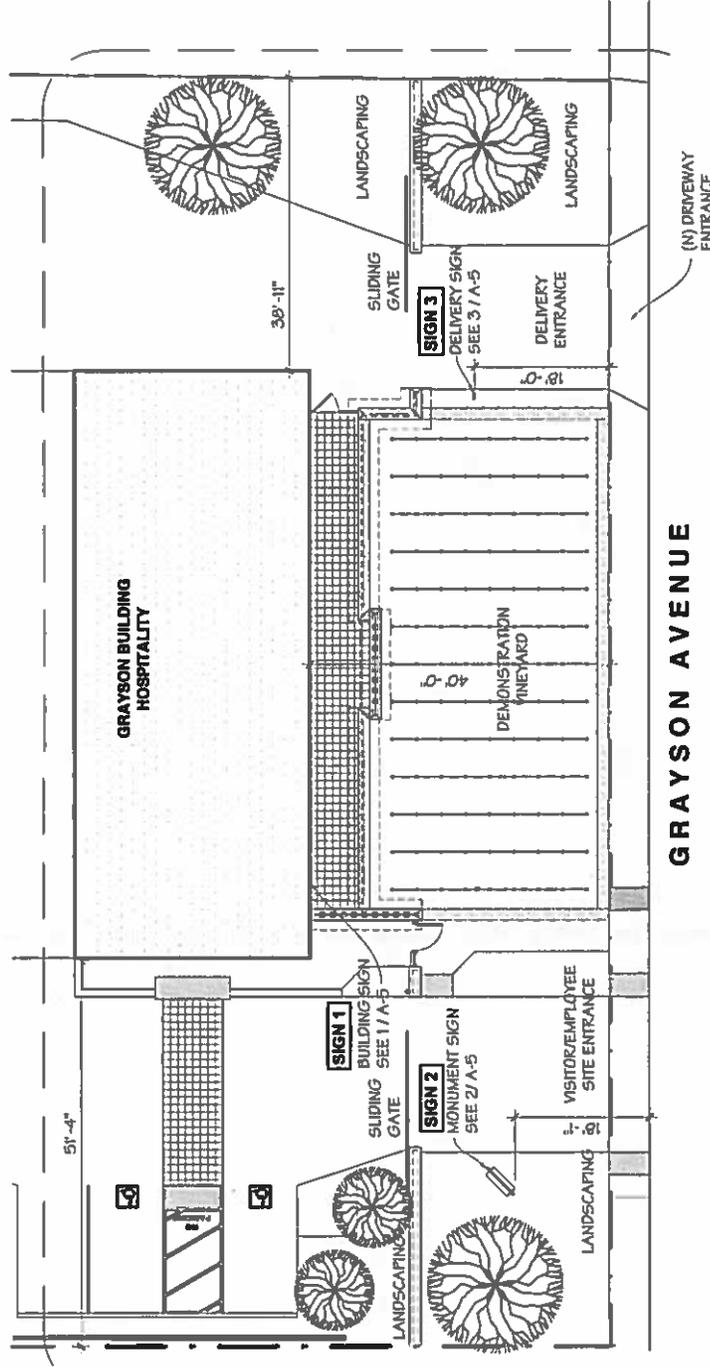
TITLE SHEET  
**A-0**

JULY 28, 2016  
REV. 8 / 24 / 16



**GRAYSON AVENUE  
DAVIES VINEYARDS WINERY - SITE PLAN**

**1** SCALE: 1" = 30'

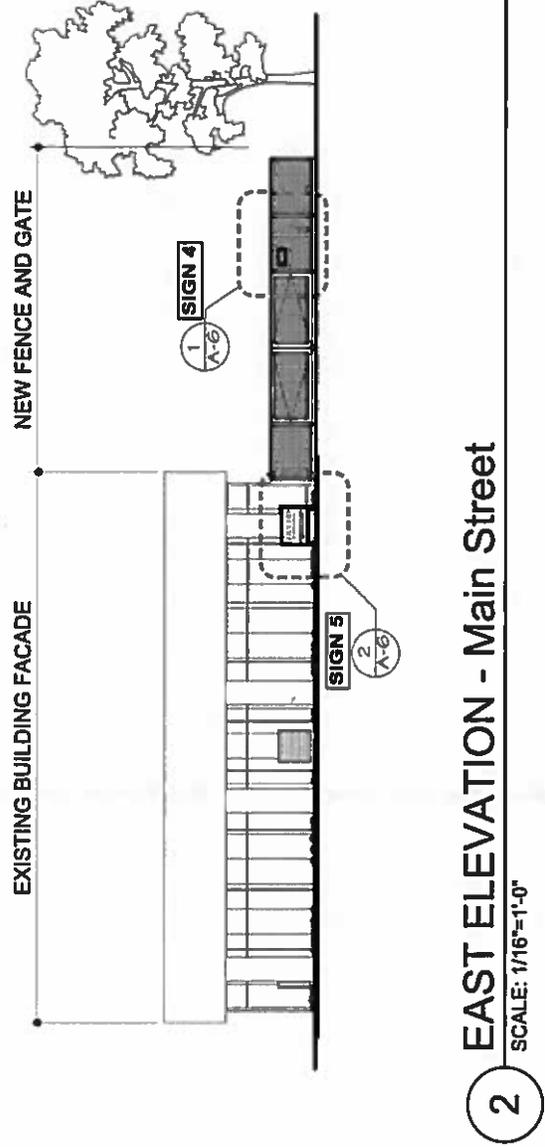
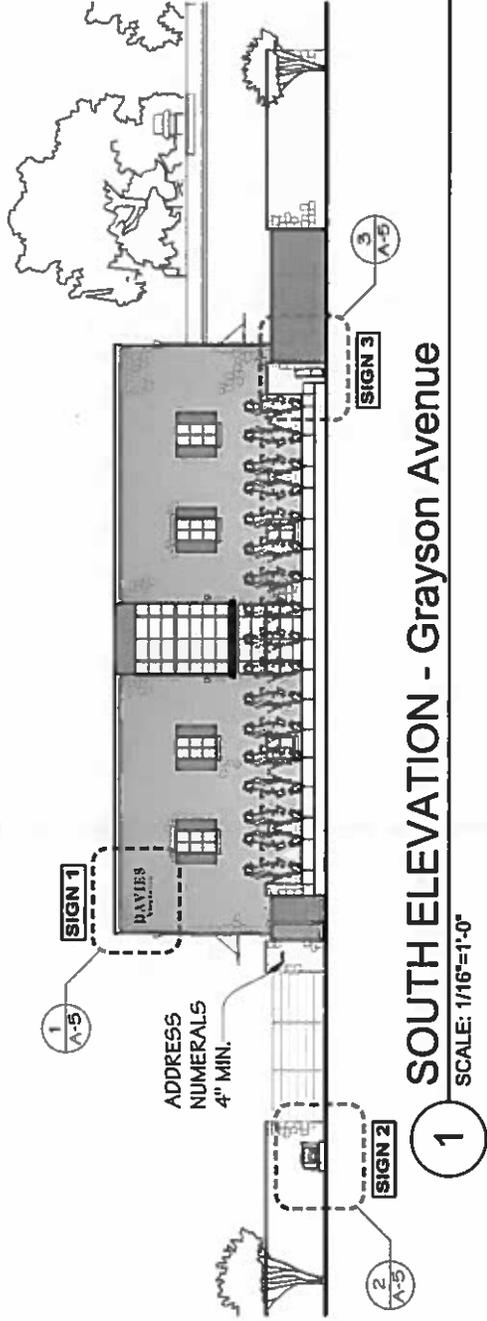


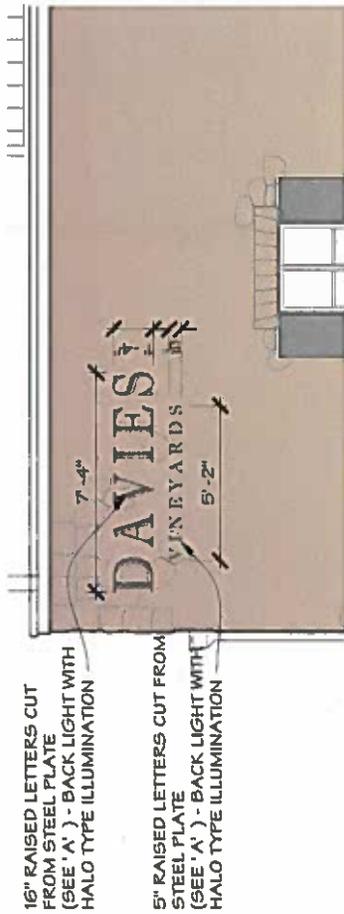
GRAYSON AVENUE

**1 GRAYSON AVENUE VISITORS ENTRANCE SIGN LOCATIONS**

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





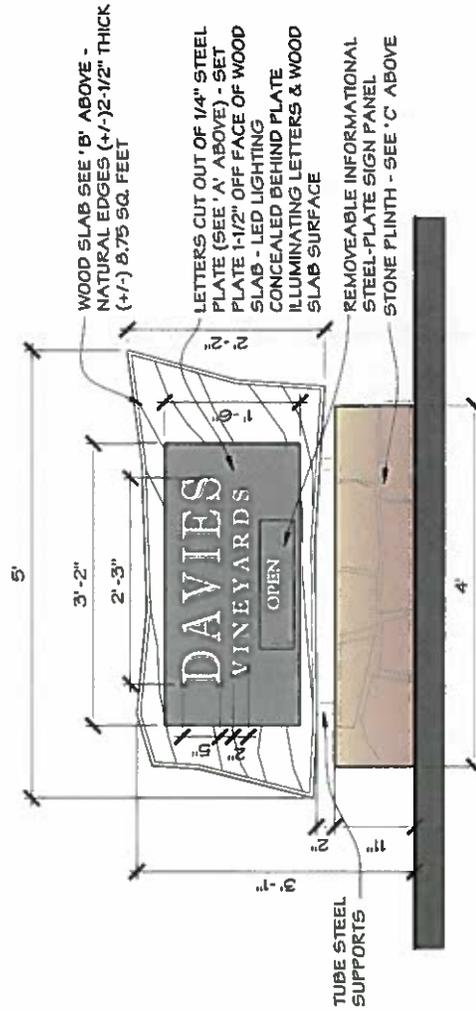


16" RAISED LETTERS CUT FROM STEEL PLATE (SEE 'A') - BACK LIGHT WITH HALO TYPE ILLUMINATION

5" RAISED LETTERS CUT FROM STEEL PLATE (SEE 'A') - BACK LIGHT WITH HALO TYPE ILLUMINATION

**1 SIGN 1 - ENLARGED BUILDING CORNER**

SCALE: 1/4"=1'-0"  
OVERALL SIGN AREA: (+/-) 12 S.F.



**2 SIGN 2 - ENLARGED ELEVATION**

SCALE: 3/4"=1'-0"  
OVERALL SIGN AREA: (+/-) 4.75 S.F.

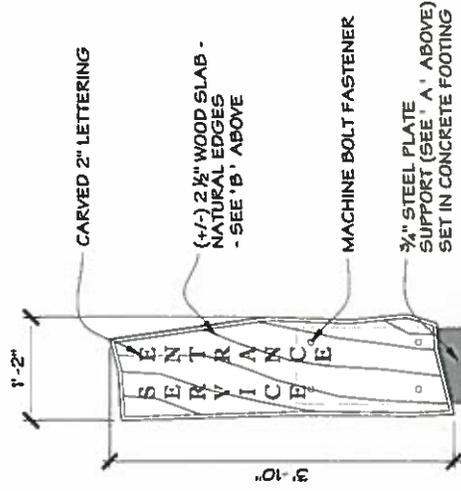


**A** STEEL PLATE



**B** WOOD SLAB

**C** STONE PLINTH



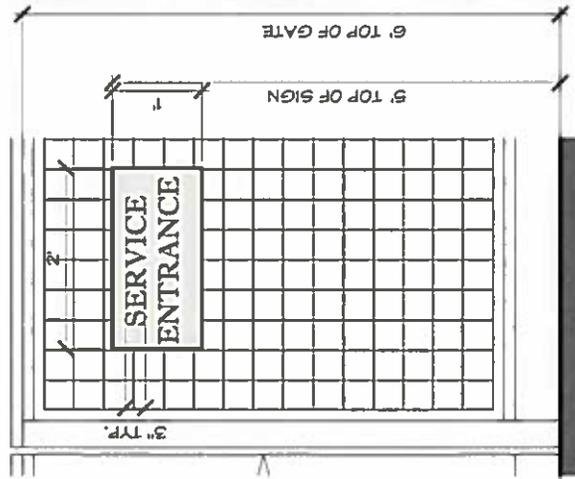
OVERALL SIGN AREA: (+/-) 4.5 S.F.

**3 SIGN 3 ENLARGED ELEVATION**

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

GRAYSON AVENUE SERVICE ENTRY SIGN

SINGLE-SIDED PAINTED WOOD SIGN.  
OFF-WHITE BACKGROUND TO MATCH  
COLOR OF DAVIES LABEL, BLACK  
LETTERING.

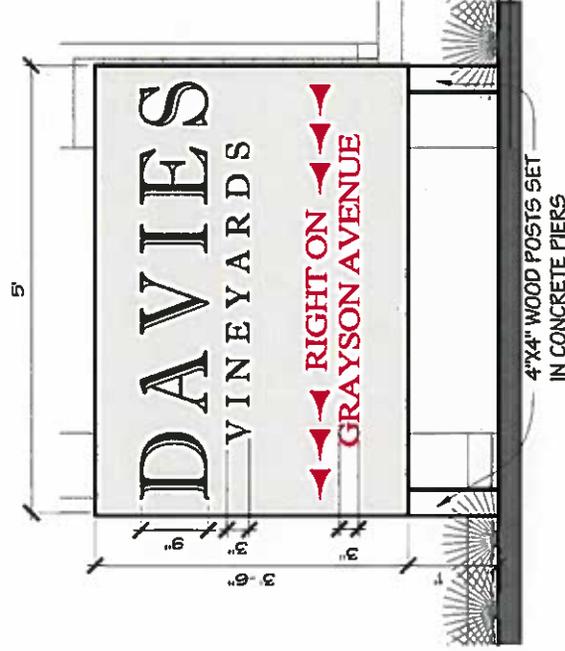


**1 SIGN 4 - ENLARGED GATE SIGN**

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

OVERALL SIGN AREA:  
(+/-) 2.0 S.F.

SINGLE-SIDED PAINTED WOOD SIGN.  
OFF-WHITE BACKGROUND TO MATCH COLOR OF DAVIES LABEL.  
BLACK LETTERS FOR WINERY IDENTIFICATION, RED LETTERS  
FOR DIRECTIONAL INFORMATION.



**2 SIGN 5 - ENLARGED DIRECTIONAL SIGN**

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

OVERALL SIGN AREA:  
(+/-) 17.5 S.F.



EXISTING DAVIES VINEYARDS BARREL ROOM ON MAIN STREET



CORNER OF MAIN STREET & GRAYSON AVENUE



SITE OF FUTURE DAVIES VINEYARDS TASTING ROOM ON GRAYSON AVENUE

**SITE PHOTOS**

1