



Staff Report

Item #: {{item.number}}

Zoning and Design Review Board Staff Report

DATE: September 10, 2024

TO: Board Members

FROM: Ken MacNab, Planning & Building Director

PREPARED BY: Kari Svanstrom, Contract Planner, Swan Stream Studios

Applicant: Tami Lago, Healdsburg Signs

Owner: Gary Jabara / Broadwalk Investments Yountville, LLC

Location: 6481 Washington Street /APN 036-330-010, "Hotel Villagio"

Land Use Classification: PC Primary Commercial

SUBJECT:

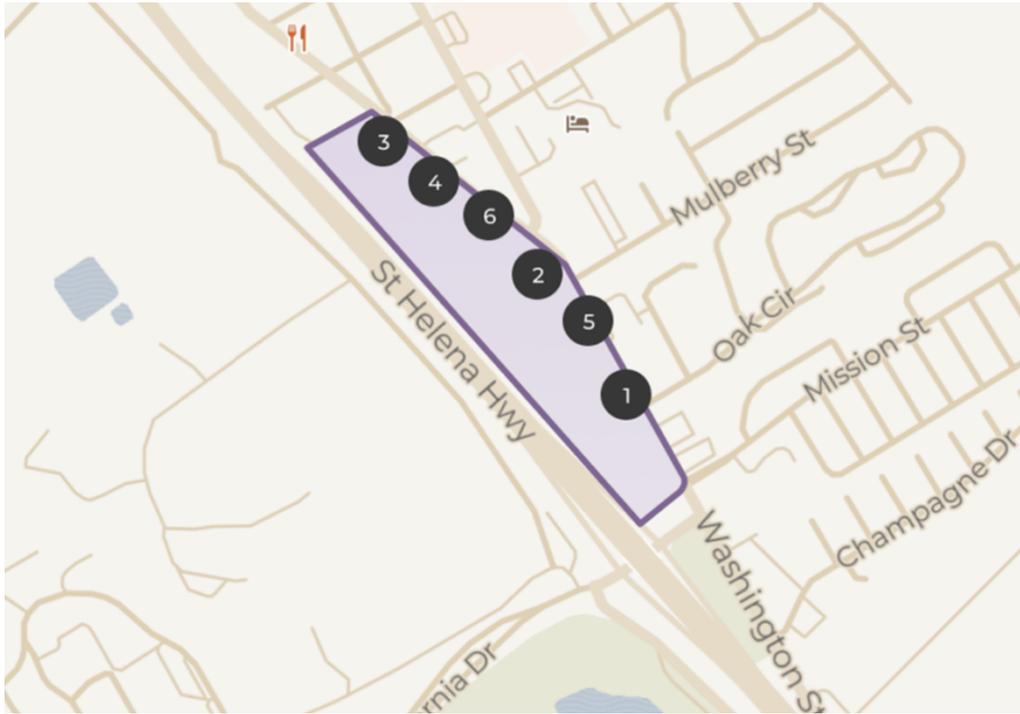
Adopt Resolution Number 24-018 Approving the Sign Permits for the Estate Yountville to replace/modify three signs: Hotel Villagio sign located at 9481 Washington Street (APN 036-330-010); Rendez Veuve spa sign located at 6495 Washington Street (APN 036-081-010) Located at 6720 Washington Street (APN 036-033-013) and Find the Project Exempt from the California Environmental Quality Act.

PROJECT SITE

The project site is a 22-acre development known as the Estate Yountville (see graphic on following page). The site includes multiple uses, including the Hotel Villagio on the south end of the site; Rendez Veuve, a day spa that fronts Washington Street north of the Hotel Villagio; and the Vintage House, a boutique hotel on the north end of the site. The site also includes the V Marketplace (retail), The Villa (private residence luxury rental), and Perry Lang's (restaurant) situated between the Vintage House and the Rendez Veuve spa.

The proposed project is to replace three free-standing signs for the Hotel Villagio, Vintage House, and Rendez Veuve, all of which are visible from Washington Street. The current Hotel Villagio sign is just north of the Oak Circle/Washington Street intersection. This sign is proposed to be relocated to the corner of Washington Street and Oak Circle just behind the sidewalk at an angle facing the intersection. The current Rendez Veuve sign is in the front landscape area just south of the spa's main entry on Washington. The new sign is proposed to be located in the landscape area at the north end of the spa building. The current Vintage House signs are located at the intersection of Washington and Humboldt Streets at the site's vehicular entry point. There is no change in the proposed location for the Vintage House Sign. Proposed sign locations can be seen in Attachment 3. All other signs would remain.

The applicant is proposing to increase the size of the Hotel Villagio and Rendez Veuve signs by just over 1 square foot each, and reduce the size of the Vintage House sign by approximately one-half square foot. The overall structures for the new signs are larger (generally in width), with the maximum height height of 6-feet



1. Hotel Villagio 2. The Villa 3. Vintage House
 4. Perry Lang's 5. The Spa 6. V Marketplace

for the Rendez Veuve sign, and 5-feet for the Hotel Villagio and Vintage House signs (Approved signs are included as Attachment 4.) The application also is requesting to maintain the current style of external uplighting illumination.

ANALYSIS

Freestanding signs in the Town of Yountville must be approved by the Zoning and Design Review Board and comply with Design Review and Sign standards to provide signage compatible with the character of the Town, reduce visual clutter, and keep the Town’s sidewalks and rights-of-way clear of obstructions as per Yountville Municipal Code (YMC) § 17.188 and YMC § 17.152.

Location

Staff has reviewed the locations for the signs; none of the signs would obstruct the rights-of-way or create obstruction for vehicle/pedestrian conflict. As noted, the Vintage Inn sign is the same as the current sign. The Rendez Veuve spa sign is proposed to be located in approximately the same distance from the sidewalk as the existing sign, but at the northern most entry to the building rather than mid-building. The Hotel Villagio sign is proposed to be just behind the sidewalk, and at an angle, at the corner of Oak and Washington St and the Oak Circle driveway to the hotel. The location currently has shrubs at the same height or taller than the proposed sign. Public Works has reviewed the Hotel sign for any “vision triangle” issues (sight safety at corners for vehicle/pedestrian safety) and has determined the proposed location will not impair visibility to vehicular traffic.

As the sign locations are at locations that support way-finding to the building entries, with the Hotel sign closer to the vehicle entry and a pedestrian path to the site than the current sign and the other signs also near building entry points, staff supports the proposed location of the signs.

Sign Design

The sign design details include long-lasting quality materials, with brick and stone bases and urethane sign faces securely mounted to the brick/stone. The text and logos would be carved out of the urethane with a cream face and tan logo/print. The applicant notes urethane does not fade over time. The stone base at the

spa complements the stone exterior of the structure. While the brick bases for the Vintage House Inn and Hotel Villagio are not the same as the stone on the spa, they are complementary with the brick buildings throughout the Estate Yountville site (e.g., V Marketplace, the Coqueta building fronting Washington) and can be seen as coordinating internally with the campus and providing a reference to the heritage of the site. However, the ZDRB may wish to review this element, as the Hotel has stone accents on the buildings (the stone base for the way-finding sign and stone fireplace and outdoor patio surrounds also on Oak Circle).

As noted above, the applicant is proposing external illumination similar to the existing signs. Staff recommends that the light rendition be no more than 3000K (Kelvin) to provide a warm light rather than a harsher blue rendered light. Staff has recommended a condition of approval that cut sheets for the lighting be submitted with the building permit for review and approval (Exhibit A, Condition of Approval No. 1b.)

Sign standards

The maximum size for any individual sign is 25 square feet indicated in YMC 17.152.020(B).

The definition of a sign in YMC Signs definition in relation to size notes: “Sign” means a structure, device, figure, display, message placard, or other contrivance, **or any part thereof**, situated outdoors or indoors, which is designed, constructed, intended, or used to advertise, or to provide information in the nature of advertising, to direct or attract attention to an object, person, institution, business, product, service, event, or location by any means, including words, letters, figures, designs, symbols, fixtures, colors, illumination, or projected images.

It is unclear, based on the prior approved signs, if this includes the sign background/base or the sign faces. The approved signs do not include the base/stand off from the ground or frames, as prior reviews and approvals assessed the sign size based on the smaller “designed area” (the frame lattice area plus the sign

Summary of Existing and Proposed Signs

Building	Frontage	Size allowed	Existing Signs	Proposed Signs
		0.5 Square Feet (SF) per Linear foot (LF) of frontage, or 30 SF max		
Hotel Villagio 6481 Washington APN 036-330-001	136 Linear Feet (LF)	0.5 x 136=68, so 30 SF max applies	Sign: 75.5”W x 44”H = 23.07 SF (38.2 SF for structure, with overall height of 6’2”)	(2) Signs = 23 SF Total 1) 36”W x 36”H = 9 SF (logo) 2) 60”x36”= 15 SF (text) (104.5”W x 60”H = 43.5 SF for wall, with overall height of 5’0”)
Rendez Veuve 6495 Washington APN 036-330-010	108 LF	0.5 x 108=54, so 30 SF max applies	Sign: 75.5”W x 44”H = 23.07 SF (33.5 SF for structure, with 5’4” height)	(1) Sign: 75.5”x46”= 24.12 SF (84”W x 72”H = 42 SF for stone structure, with overall height of 6’0”)
Vintage House 6541 Washington APN 036-330-005	206 LF	0.5 x 206=103, so 30 SF max applies	Sign: 86”W x 50”H = 29.9 SF (38.8 SF for structure, with 6’2” height)	(2) Signs = 23 SF Total 1) 36”x36” = 9 SF (logo) 2) 60”x36”= 15 SF (text) (104.5”W x 60”H = 43.5 SF for stone wall, with overall height of 5’0”)
Total:			76.04 SF	70.12 SF

faces), and the metal frame around that area and stand off from the ground were not included (see chart below, the full size of the existing signs and frames exceeds the 25 square foot allowance, and sign size is based only on the “designed area”).

If the wall area that each sign is attached to is included as part of the sign calculation, the signs would exceed the total allowable sign area and need to be reduced in size.

If the ZDRB concurs with staff that the overall design and locations are appropriate, staff recommends, the signs be reduced generally proportionately to meet the 25 square foot size (overall width/height of the walls as well as mounted sign components), with the design otherwise being approved. This would result in approximately 25% reduction in the wall / sign size. For instance, the Hotel Villagio and Vintage House Inn walls would be 78.25”W x 46”H (or 6’6” wide and just under 4’ in height), while the sign faces would be 27”W x 27” H for the logo and 45”W x 27”H for the text. The Rendez Veuve wall would be approximately 65”W x 55”H (5’5”W x 4’7”H), while the text sign would be 58.1”W x 35.5”H. Staff has included a Condition of Approval (COA) in relation to this component of the sign review (Exhibit A, Condition of Approval #1a). The applicant provided an updated drawing showing the signs at the 25 square foot size, which is included as *Attachment 5 - Applicant’s revised sign drawings (25 SF each) dated 9.4.24.*

YMC § 17.152.020 (Signs) General Conditions

The following sections of YMC 17.152.020 are applicable to this sign application:

B. The total permitted sign area for any building shall not exceed one-half square foot of signage per one foot of lineal building frontage, or 30 square feet, whichever is less. No individual sign shall exceed 25 square feet in area, except Highway 29 signs as provided in Section 17.152.030(C)(1) of this chapter. All businesses visible from a public street are required to display permanent identification signage.

The overall sign sizes, including the walls, exceed the square footage limit. However, as conditioned the signs would meet this requirement.

C. For a building with more than one building frontage, the total permitted sign area established in subsection B may be increased by 50%. Permitted sign area may be distributed among individual signs at the option of the sign owner, except that no individual sign shall exceed the size limitations established in subsection B of this section.

The three signs are on separate legal parcels. Therefore, this section is not applicable.

YMC § 17.152.100 Design criteria.

The following criteria shall apply during the evaluation of the signs design:

A. Colors for sign backgrounds shall be selected from either an approved Town color palette, if adopted by the Zoning and Design Review Board, or from the palette used on other buildings on the same parcel.

The brick and stone walls are complementary to the buildings where they are sited, and the sign color is a cream color with carved tan lettering.

B. Sign illumination shall not cause glare and light intrusion onto other signs, other premises, sidewalks, streets, or parking lots.

The proposed lighting is external illumination aimed at the signage, and will not cause glare or light intrusion onto other objects or areas.

C. Internally illuminated signs should have dark backgrounds with the letters lighter. The typical plastic faced sign with a light-colored, internally illuminated background may only be permitted upon approval of an exception established in Section 17.152.090 of this chapter.

The signs are not proposed to be internally illuminated, so this criterion is not applicable.

FINDINGS

YMC 17.152.020(F) Sign Permit Findings

Pursuant to YMC §17.152.020.F, following the public hearing, the Zoning and Design Review Board (ZDRB) may approve the application and authorize a sign permit for free standing signs if from the facts presented all of the following findings can be made:

1. The sign is consistent with the intent and provisions of this title;

STAFF FINDING

As conditioned, the sign sizes will meet the requirements of this Title in regards to sign size. The design, location, and other elements of the signs meet the requirements of this Title as analyzed in this staff report and the Design Review Findings below.

2. The sign, together with all other signs on the premises, does not exceed the allowable square footage as established in this title; and

STAFF FINDING

The three signs are located on separate legal parcels, and therefore the allowable signage is calculated for each sign separately in regards to the square footage allowed. Each parcel has a building frontage in excess of 50 feet of frontage, and therefore allowed the maximum sign size of 25 square feet. As conditioned, the size of each sign would meet this requirement.

3. The sign will not impair visibility around street corners or reduce traffic safety.

STAFF FINDING

The Rendez Veuve Sign is set back from the sidewalk and is not near an intersection with vehicular traffic. The Vintage House Inn sign is being replaced in the current location. The proposed Hotel Villagio sign being relocated to the corner of Oak Street and Washington Street has been reviewed by the Public Works Department and determined that it will not impair visibility around the street corner or reduce traffic safety.

YMC 17.188.060 Design Review Findings

A. The proposed development or physical improvement is appropriate for the site with regard to the siting and scale of buildings, pedestrian and vehicular access and circulation, and relationship of structures and open spaces to the streetscape;

STAFF FINDING

The proposed project will not impact siting and scale of buildings, pedestrian and vehicular access and circulation. The proposed sign design enhances the relationship of structures to the streetscape by providing informative and attractive information.

B. The location of structures preserves significant trees, natural features and identified public view corridors;

STAFF FINDING

No trees or natural features are proposed to be removed. The proposed project will not impact public view corridors.

C. The project will be compatible with neighboring properties and developments with regard to setbacks, building heights, and massing;

STAFF FINDING

The project does not propose changes that will impact neighboring properties with regard to setbacks, building

heights, or massing.

D. The project will not be detrimental to neighboring properties and developments with regard to the location of parking facilities, siting of trash enclosures, placement of mechanical equipment, and privacy considerations.

STAFF FINDING

The project does not propose changes that will impact neighboring properties with regard to parking facilities, trash enclosures, mechanical equipment or privacy considerations.

E. The project presents an attractive design, utilizing high-quality building finishes and materials, and design techniques to mitigate potentially bulky building forms, such as modulating varied rooflines, partial upper stories, setbacks for upper story volume and/or a variety of roof forms.

STAFF FINDING

The proposed sign presents an attractive design, using high-quality materials of stone and brick, along with urethane sign boards that are resistant to fading. The project does not propose changes to any structures or roof lines.

F. Proposed landscaping provides sufficient visual relief, complements the buildings and structures on the site, and provides an inviting environment for the enjoyment of occupants and the public.

STAFF FINDING

As conditioned, the project does not propose landscape changes, other than the trimming of shrubs at the proposed location of the Hotel Villagio sign.

G. The existing or proposed infrastructure and utility capacity are adequate for the proposed development.

STAFF FINDING

The project does not propose changes which will impact the infrastructure or utility capacity.

H. The proposed project will comply with all applicable provisions of Title 17 and will be consistent with the policies and standards of the General Plan.

STAFF FINDING

As conditioned, the signs will meet the applicable provisions of YMC 17.152, and all other applicable provisions of Title 17.

The signs will be consistent with the policies of the General Plan, in that the signage is compatible with the historic nature of downtown Yountville and surrounding historic resources and provides way-finding for the businesses and its visitors with a design that respects the Town's aesthetic desires as demonstrated in the Design and Sign standards.

ENVIRONMENTAL REVIEW

The proposed project is exempt from the California Environmental Quality Act (CEQA) pursuant to Sections 15061(b)(3) (common sense exemption) which exempts a project where there is no possibility it may have a significant effect on the environment; 15301 (existing facilities) which exempts minor alterations to an existing private structure or topographical features with negligible or no expansion of the existing use; and 15311 (accessory structures) which exempts construction or placement of minor structures accessory to existing commercial facilities, including on-premise signs.

STRATEGIC PLAN GOAL

Is item Identified in Strategic Plan? Yes

If yes, Identify Strategic Goal and Objective. **Premier Destination:** The Town values its residents, rich history, natural environment, culinary excellence, arts, and distinguished businesses that make our home a place people

love.

Briefly Explain Relationship to Strategic Plan Goal and Objective. The signage is of high quality materials and design, and supports the identity and way-finding for three distinguished businesses in the Town.

RECOMMENDATION

Receive staff report and direct questions to staff.

Receive the applicant's presentation.

Conduct public hearing and receive testimony.

Conduct ZDRB discussion on the Sign Permit.

Motion and second to approve Resolution No. 24-018

ATTACHMENTS

1. Draft Resolution No. 24-018
- 1a. Exhibit A to Draft Resolution - Conditions of Approval
2. Project Narrative and location maps
3. Project Plans dated 8.8.24
4. Currently approved signs
5. Applicant's revised sign drawings (25 SF each) dated 9.4.24