



# Town of Yountville

6550 Yount Street  
Yountville, CA 94599

## Staff Report

Item #: B

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## Zoning and Design Review Board Staff Report

**DATE:** March 8, 2022  
**TO:** Board Members  
**FROM:** Kyle Johnson, Assistant Planner  
**Applicant:** Domaine Chandon  
**Owner:** Stephane De Meurville  
**Location:** 1 California Drive, 036-330-008  
**Land Use Classification:** P&P Parks and Playfields

### **SUBJECT:**

Request for Review and Approval of a Design Review Application for Relocation and Replacement of an Existing Monument and Directional Signs Located at the Entrance to Domaine Chandon Winery.

### **PROJECT SITE**

Domaine Chandon Winery ("Winery") has a unique situation because it is located outside of the Town Limits and the entitlements associated with it are within the County of Napa jurisdiction. The access to the Winery is from California drive, at the intersection of California Drive and Solano Avenue. This intersection includes a small section of Town owned property and additional Right of Way. This pocket of Town owned land has a historical agreement that includes the Winery to landscape, irrigate, and maintain this area. In addition to landscape modifications, it includes two existing ground mounted monument signs for the Winery. The signs received ZDRB approval without conditions over thirty years ago, in 1990. The request of the Winery is to modernize their entire sign program outside of our jurisdiction. Today's request is only limited to the relocation and the replacement of these signs to be consistent with the larger theme. Because of the unique situation, the ZDRB's role is limited to the design and relocation rather than the size and quantity of signage. There are no requests to change or alter the archway sign and only maintain it. The total signage will be reduced as a result of this request.

The applicant is proposing the replacement and relocation of a monument sign as depicted on the attached images, which is currently blocked from view by a bicycle rest station. And, the replacement of a directional sign to update the design to be consistent with the Winery's larger sign program.

### **COMPLIANCE WITH ZONING ORDINANCE:**

**Chapter 17.152** of the Yountville Municipal Code (YMC) regulates the size, placement, and design criteria for signage related to commercial activities in all the Town's zoning districts. The purpose of this chapter is to encourage design excellence that will result in signage compatible with the character of the Town, reduce visual clutter, and keep the Town's sidewalks and rights-of-way clear of obstructions.

**Section 17.152.020. F** Provides that the Zoning and Design Review Board shall review applications to erect freestanding signs and may approve the application and authorize the Planning Officer to issue a sign permit only when the Zoning and Design Review Board makes all of the following findings:

1. the sign is consistent with the intent and provisions of this title,
2. The sign, together with all other signs on the premises, does not exceed the allowable square footage as established in this title,

*The signs add up to about 23 (12.5 monument and 10 directional) square feet, which is less than the existing signs total*

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

*These signs will not impair visibility.*

### **Section 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.

*Complies, earthtones, black, stone/concrete, aluminum*

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

*Complies, na*

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. (Ord. 21-105 § 9)

*Complies*

### **Findings and Decision**

The proposed sign replacements comply with design and intent of the Zoning Ordinance. The monument sign is 12.6 sq ft prefabricated concrete with 1/4" blackened steel letters. The directional sign is about 10 square feet made of black steel tube and aluminum. These signs comply with the code described above. Staff recommends the Board approve the applicants request to relocate and replace the monument welcome signs and replace the directional sign.

### **ENVIRONMENTAL REVIEW**

This project is categorical exempt from CEQA, Section 15301 of the Guidelines for the California Environmental Quality Act.

### **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 Town values its residents, rich history, natural environment, culinary excellence, arts, and distinguished businesses that make our home a place people love.

### **RECOMMENDATION**

Receive staff report and direct questions to staff.

Receive the applicant's presentation.

Conduct public hearing and receive testimony.

Approve Design Review for the sign replacements subject to the proposed Conditions of Approval provided by staff and any additional conditions required by the ZDRB.