



CITY MANAGER'S OFFICE

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CITY COUNCIL STAFF REPORT

Meeting: April 17, 2018

Subject

Wayfinding Signage Program for Local Wineries

Recommended Action

Approve the signage program for the Cupertino segment of the Santa Cruz Mountains Winegrowers Wine Trail.

Discussion

In November 2013 the Santa Clara County Board of Supervisors approved and adopted a directional wayfinding signage program after working with the Association of Wineries of Santa Clara Valley on a regional wine trail through the wineries of the Santa Clara Valley American Viticultural Area (AVA). The history of winemaking and viticulture in the Santa Clara Valley goes back to the 18th Century, from the discovery of native "Vitis Californica" grapes growing wild and the first plantings of Mission grapes at the Santa Clara Mission in 1798. The area experienced resurgence beginning in 1989 with formal designation as a distinct AVA. Prior to this, the region's wines were typically labeled "Central Coast" or "Santa Clara County." The area encompasses over 300,000 acres within Santa Clara County extending, as follows:

- From Fremont on the northeast, including the historic Leland Stanford Winery;
- To the west encompassing Mountain View where the Gemello winery once stood, and the campus of Stanford University - site of another of Leland Stanford's old vineyards;
- To the southwest including Uvas Creek and Uvas Canyon, named for the native grapes that grew wild there. Following the 800 foot contour, the AVA takes in the Redwood Retreat Valley, which is also included in the Santa Cruz Mountains AVA; and,
- To the southeast encompassing the Pacheco Pass AVA.

In addition, the Santa Clara Valley AVA includes the San Ysidro and Le Mistral Vineyards which now lie within the San Ysidro District AVA. On November 26, 2013, the Board of Supervisors adopted ordinance NS-703.11 amending Chapter II of Division B17 of the Santa Clara County Ordinance Code by adding Section 71 relating to Wayfinding and Directional Signage Program (ID# 68947), which authorizes the Director of Roads and Airports Department, in response to a request from a city or local agency, and based on an adopted local wayfinding signage program, to design, erect, and maintain generic signage in County highways displaying limited directional information to "...local points of interest which are of a civic, cultural, visitor oriented or recreational nature." Such signage shall not identify particular businesses by name, but shall identify only the type or nature of the business.

Currently the Santa Clara Valley Wine Trail features more than 70 wayfinding signs to guide visitors to wineries in the southern portion of Santa Clara County, including Gilroy, Morgan Hill, San Martin, and Saratoga. Meanwhile, the Santa Cruz Mountain Winegrowers Association has approached Cupertino, the Town of Saratoga, and the County of Santa Clara to expand the signage program into the Santa Cruz Mountain AVA. In Cupertino, three (3) "Wineries of Santa Cruz Mountains Wine Trail " directional signs are proposed at the intersection of Stevens Creek Boulevard and Foothill Boulevard with a fourth sign at Foothill Boulevard and St. Andrews Avenue. For consistency, the signage would be produced by the County at an approximate cost of \$500 each at the City's expense. City Public Works crews would be expected to install the signs. In an effort to increase tourism, staff suggests ordering and installing 3-4 additional wayfinding signs along Stevens Creek Boulevard (beginning near De Anza Boulevard) to direct hotel guests and daytime visitors to the wine trail. The Santa Cruz Mountain Winegrowers Association will assume responsibility for replacement of any missing or damaged signage.

The Cupertino segment of wayfinding signage would positively affect existing Cupertino-based wineries including Fellom Ranch Vineyards, Naumann Vineyards, Picchetti Winery, R&W Vineyards, Ridge Vineyards, and Vidovich Vineyards.

Sustainability Impact

Not applicable.

Fiscal Impact

The City would pay for signs to be manufactured and staff time to install the signs. The estimated cost of the project is \$4,000 (\$500 per sign), to be funded by 2017-2018 FY Economic Development operating budget, and staff time for installation to be funded by 2017-2018 FY Public Works operating budget.

Prepared by: Angela Tsui, Economic Development Manager

Approved for Submission by: David Brandt, City Manager

Attachments:

Attachment A – Map of Existing Cupertino-based Wineries

Attachment B – Proposed Wine Trail Signs

Attachment C – Sign Program with Locations