



Rick Tooker

Land Use Planner

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St. Helena: 707.967.4152

Services

- Real Estate
- Wine

Education

- University of California, Berkeley (B.A.)
 - . with honors

Rick Tooker is a seasoned land use planning professional with 30 years of experience navigating the many facets associated with land use rights for complex, and sometimes controversial, projects in the San Francisco Bay Area and Monterey Peninsula. He has worked in Napa, Healdsburg, Calistoga, Livermore, and Carmel-by-the-Sea, and consulted in several other cities on residential and mixed use developments, including Oakland's City Center development. Rick is based out of Farella's St. Helena office with a focus on the wine industry.

Rick effectively and efficiently manages diverse teams in the areas of planning, economic development, housing, building, and code compliance. He has managed preparation and implementation of general plans, master plans, specific plans, ordinances, and design guidelines.

Prior to joining Farella, Rick actively participated in the resurgence of Downtown Napa. He specifically managed projects securing entitlements for several hundred-thousand square feet of new retail, office, industrial, and residential development. He was the project manager of Napa Riverfront, Andaz, Napa Square, Main Street West, 1313 Main Street, and the Culinary Institute of America at Copia. As a community development director and planning manager in Napa, he also led the development department in permitting revitalization and construction of First Street Napa and 1300 First Street, Vista Collina Resort, and the Cinedome Plaza.

To help avoid unforeseen circumstances that could delay a project, Rick actively listens to and works with others to carefully consider a broad range of possibilities and outcomes before charting a course. He is politically astute and has earned the respect of local agency decision-makers and their staff.

Memberships and Affiliations

- American Planning Association (APA)
- Napa Parks and Recreation Board
- Yountville Zoning and Design Review Board

Publications

May 17, 2022

Napa County Land Use Update: What You Should Know About Developments in the Local and State Regulatory Arena (Webinar)

Wine Industry Education Series

August 2, 2021

How Changes to California's Fire Regulations Could Affect North Coast Housing Projects

North Bay Business Journal

September 19, 2019

How Napa County Seeks to Streamline the Winery Permit Process

American Vineyard

August 1, 2019

How Napa County Seeks to Streamline the Winery Permit Process

Outside the Office

Rick was raised in the Bay Area and lives in Yountville. He recently celebrated the graduation of his oldest son, Justin, from the Kelley School of Business at Indiana University and his youngest son, Sean, is preparing for college next year.