

**CITY OF SONOMA
DESIGN REVIEW AND HISTORIC PRESERVATION COMMISSION
REGULAR MEETING
July 21, 2015
Community Meeting Room, 177 First Street West, Sonoma, CA
MINUTES**

Chair Barnett called the meeting to order at 6:30 p.m.

Roll Call:

Present: Chair Barnett, Comms. Anderson, Randolph
Absent: Comms. Tippell, Johnson
Others: Associate Planner Atkins, Administrative Assistant Morris
Present:

Chair Barnett stated that no new items would be heard after 10:30 p.m. unless the Design Review and Historic Preservation Commission so decides. Any decisions made tonight can be appealed within 15 days to the City Council. He reminded everyone to turn off cell phones and pagers.

COMMENTS FROM THE PUBLIC: Mary Martinez, resident, inquired about the timeline for developing design guidelines for the Historic District. Staff responded that the RFP is closed and Historic consultants proposals are under review.

Jeanette Fung asked if Agenda Item #3 could be placed first on the Agenda.

Comm. Randolph made a motion to change the agenda order to move item #3 to Item #1. Comm. Anderson seconded. The motion was unanimously approved.

APPROVAL OF MINUTES: Comm. Randolph made a motion to approve the minutes of August 19, 2014 and November 18, 2014. Comm. Anderson seconded. The motion was unanimously approved.

CHANGES TO AGENDA: Item #3 changed to Item #1

CORRESPONDENCE: Late mail was received on Item #2 from Patricia Cullinan and Item #3 from Robert Smith and Jeanette Fung.

Item #1- Discussion Item- Discussion and review of sign regulations related to portable freestanding signs.

Associate Planner Atkins presented the staff report.

Chair Barnett opened the public comment.

Jeanette Fung, business owner, supported the sign regulations for portable freestanding signs for the businesses in the Plaza District. She viewed it as an improvement to draw customers down the alleyways and thanked staff for the recommendations.

Associate Planner Atkins clarified that portable freestanding signs are not currently permitted in the alleys with the exception of the Place des Pyrenees.

Barbara Mezzetta, Total Look, clothing store owner (35 years), supported freestanding signs to assist in merchandising and marketing her business.

Derek Belanger, General Manager/Murphy's Irish Pub, has been allowed for 25 years to have portable freestanding signs to direct customers from the Plaza down the alleyway to the restaurant that serves locals and tourists. It is difficult to see the signage from the street since the alleyway is curved and the business is out of the sight line. The owners made a concerted effort not to interfere with pedestrian traffic since no cars are allowed. There are only two businesses, Murphy's Irish Pub and Taste of the Himalayas that would be affected by continuing to allow the exception.

Laurie Decker, Economic Vitality Partnership Program Manager/ Sonoma Chamber of Commerce, spoke to the owner of Taste of the Himalayas and they supported portable freestanding signs for the Place des Pyrennees

Chair Barnett closed the public comment.

Comm. Anderson supported A frame signs to foster creativity and draw people off the street to the hidden businesses. He felt that portable freestanding signs are appropriate in Sonoma and agreed with Mr. Belanger's concerns with respect to the Place des Pyrennees.

Comm. Randolph agreed with Comm. Anderson and supported freestanding signs. She appreciated Mr. Belanger's comments and deferred to his recommendations.

Chair Barnett felt the current regulations did not provide enough flexibility for the business owners. He acknowledged that Place des Pyrennees is unique and recommended keeping the exception.

Comm. Randolph made a motion to recommend to the City Council Item #1 and keep the exception for portable freestanding signs in the Place des Pyrennees alleyway. Portable freestanding signs would be on black dry erase boards instead of white boards. Comm. Anderson seconded. The motion was unanimously adopted.

Item #2 - Sign Review- Consideration of a new awning and signage for a commercial building (Sweet Scoops) at 408 Fifth Street West.

Applicant: Sonoma Signs/Sweet Scoops

Associate Planner Atkins presented the staff report.

Rose Jager, Sonoma Signs, described the proposed modifications to the signs and awnings. The design intent is to pay tribute to the Historic Building.

Chair Barnett questioned the placement of the sign.

The applicant responded that it would be stud mounted into the stone.

Chair Barnett opened the public comment.

Mary Martinez, resident, agreed with Chair Barnett and objected to mounting the sign in the stone. She is satisfied with the tasteful restoration of the interior space.

Comm. Randolph supported the design and punch-out under the awning.

Comm. Anderson agreed with Comm. Randolph and appreciated the clean crisp look. He suggested that drilling into the grout joint for installing the sign would be an improvement.

Chair Barnett concurred with his fellow commissioners and is pleased with another ice cream shop in this space. He opposed affixing the sign into the stone.

Associate Planner Atkins confirmed with the applicant that the leader and downspout were also proposed to be painted Benjamin Moor Mountain Peak White.

Rose Jager stated she would like to paint the downspout white since it recently was tagged with graffiti.

Chair Barnett closed the public comment.

Comm. Anderson made a motion to approve the awning and signs as proposed with the condition that the leader and downspout shall not be painted Benjamin Moore Mountain Peak White (OC-121) but rather a color that would mute down the existing galvanized pipe that currently exists. Comm. Randolph seconded. The motion was unanimously adopted.

Item # 3 was postponed to the August 18th meeting since no quorum.

Issues Update: Associate Planner Atkins reported the following;

Bill Essert was appointed as an alternate DRHPC commissioner and will attend the next meeting August 18th.

Chair Barnett inquired about the large Blue Home signs on construction sites.

Associate Planner Atkins will look into his concern and report back at the next meeting. She noted that new residential building projects are not reviewed by the DRHPC unless they are located within the Historic Districts.

Comments from the Audience:

Adjournment: Chair Barnett made a motion to adjourn at 7:40 p.m. to the next regular meeting scheduled for 6:30 p.m. on Tuesday, August 18, 2015. Comm. Anderson seconded. The motion was unanimously approved.

I HEREBY CERTIFY that the foregoing minutes were duly and regularly adopted at a regular meeting of the Design Review and Historic Preservation Commission on the 18th day of August 2015.

Approved:

Cristina Morris, Administrative Assistant