



**City of Sonoma  
Design Review Commission  
AGENDA**

***Special Meeting of November 5, 2013 - 6:30 P.M.  
Community Meeting Room, 177 First Street West  
Sonoma, CA 95476***

Meeting Length: **No new items will be heard by the Design Review Commission after 10:30 PM**, unless the Commission, by majority vote, specifically decides to continue reviewing items. If an item is not heard due to the length of the meeting, the Commission will attempt to schedule a special meeting for the following week. If a special meeting is necessary, potential dates will be established at the close of this meeting, and a date set as soon as possible thereafter.

**CALL TO ORDER** – Leslie Tippell, Chair

Commissioners: Tom Anderson  
Kelso Barnett  
Robert McDonald  
Micaelia Randolph  
Christopher Johnson (Alternate)

**COMMENTS FROM THE PUBLIC**

*Presentations by audience members on items not appearing on the agenda.*

**APPROVAL OF MINUTES**

Minutes from the meeting of September 17, 2013.

**CORRESPONDENCE**

**ITEM #1 – Sign Review**

**REQUEST:**

Consideration of a new monument sign for a community center (Sonoma Community Center).

**Applicant:**

Sonoma Community Center

Staff: Wendy Atkins

**Project Location:**

276 East Napa Street

**General Plan Designation:**

Public Facility (PF)

**Zoning:**

**Planning Area:**

Central-East Area

**Base:** Public Facility (P)

**Overlay:** Historic (/H)

**RECOMMENDED ACTION:**

Commission discretion.

**ITEM #2 – Sign Review and Design Review**

**REQUEST:**

Consideration of design review and sign review for a restaurant (Sonoma Cheese Factory).

**Applicant:**

Sonoma Cheese Factory

Staff: Wendy Atkins

**Project Location:**

2 West Spain Street

**General Plan Designation:**

Commercial (C)

**Zoning:**

**Planning Area:**

Downtown District

**Base:** Commercial (C)

**Overlay:** Historic (/H)

**RECOMMENDED ACTION:**

Commission discretion.

**ISSUES UPDATE**

**COMMENTS FROM THE COMMISSION**

**COMMENTS FROM THE AUDIENCE**

**ADJOURNMENT**

I do hereby certify that a copy of the foregoing agenda was posted on the City Hall bulletin board on November 1, 2013.

ROBIN EVANS, ADMINISTRATIVE ASSISTANT

Rights of Appeal: **Any decision of the Design Review Commission may be appealed to the City Council.** Appeals must be filed with the City Clerk within fifteen (15) calendar days following the Design Review Commission's decision, unless the fifteenth day falls on a weekend or a holiday, in which case the appeal period ends at the close of the next working day at City Hall. Appeals must be made in writing and must clearly state the reason for the appeal. Appeals will be set for hearing before the City Council on the earliest available agenda.

***Copies of all staff reports and documents subject to disclosure that relate to any item of business referred to on the agenda are available for public inspection the Monday before each regularly scheduled meeting at City Hall, located at No. 1 The Plaza, Sonoma CA, (707) 938-3681. Any documents subject to disclosure that are provided to all, or a majority of all, of the members of the Design Review Commission regarding any item on this agenda after the agenda has been distributed will be made available for inspection at the Administrative Assistant office, No. 1 The Plaza, Sonoma CA during regular business hours.***

***If you challenge the action of the Design Review Commission in court, you may be limited to raising only those issues you or someone else raised at the public hearing described on the agenda, or in written correspondence delivered to the Administrative Assistant, at or prior to the public hearing.***

***In accordance with the Americans With Disabilities Act, if you need special assistance to participate in this meeting, please contact the City Clerk (707) 933-2216. Notification 48 hours before the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting.***



*City of Sonoma*  
**Design Review Commission**  
**Agenda Item Summary**

**DRC Agenda Item: 1**

**Meeting Date: 11/05/13**

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**Applicant**

Sonoma Community Center

**Project Location**

276 East Napa Street

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**Historical Significance**

- Listed on National Register of Historic Places, including Sonoma Plaza district (Significant)
  - Listed on California Register of Historic Resources (Significant)
  - Listed within Local Historic Resources Survey (Potentially Significant)
  - Over 50 years old (Potentially Significant)  
(Year Built: 1915)
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Consideration of a new monument sign for a community center (Sonoma Community Center).

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**Summary**

*Monument sign:* A new, multisided monument sign 84 square feet in area per side (7 feet tall by 12 feet wide) is proposed in front of Andrews Hall near the East Napa Street frontage of the property. The existing two-sided monument sign (31.2 square feet in area per side) and associated exterior light will be removed. The sign would be located in a 'V' shape, east of the driveway entrance. The structure of the sign would incorporate a field-applied plaster base over a hardie-board material over a steel plate. The lettering would consist of cutout letters backlit with L.E.D. lights. The center of the sign would include two 22"x34" clear acrylic signs and a 4'x4' L.E.D. three-color screen, surrounded by a tube steel frame.

*Illumination:* Illuminated signs are considered generally inappropriate except for businesses that normally operate in the evening hours, which is the case for the Sonoma Community Center. The sign would be illuminated from 8 a.m. to 10 p.m. daily. Normal hours for the Sonoma Community Center are from 8 a.m. to 9 p.m. The applicant has stated that the surface brightness will not be greater than one hundred (100) foot-lamberts.

*Aggregate Sign Area:* Based on the property's frontage on East Napa Street (330 feet), the maximum aggregate sign area allowed for the parcel is 138 square feet. The total aggregate sign area for the property would be ±249 square feet, including the proposed monument sign (±168 square feet), the two existing educational freestanding signs (±12 square feet), and existing wall sign (±69 square feet). It should be noted that when calculating the aggregate area of a two-sided sign, each face is multiplied by 0.75 (§18.16.021). The proposal is not consistent with this requirement. The applicant is requesting a variance from this standard.

*Size Limitations:* Interiorly illuminated signs shall not exceed 27 square feet in area (§18.20.130). The proposal is not consistent with this requirement in each face would have an area of 84 square feet. The applicant is requesting a variance from this requirement.

*Sign Height:* Monument signs are limited to a maximum height of 12 feet (§18.20.120). The proposed freestanding sign would have a maximum height of 7 feet.

*Number of Signs:* Only one monument sign is allowed per property, and a maximum of two signs are normally permitted for any one business (§18.16.010). The proposal does not comply with these requirements in that would be three freestanding signs and four signs for the property, including the proposed freestanding sign, existing educational freestanding signs, and existing wall sign. The applicant is requesting a variance from this standard.

*Variations:* As noted above, the proposal would exceed the maximum allowable aggregate sign area allowed for the parcel, exceed the size limitations for an interiorly illuminated sign, and exceed the number of signs normally allowed for a business. The DRC may grant variances from the provisions of the sign ordinance provided that certain findings can be made (see below).

1. Exceptional or extraordinary circumstances or conditions, not resulting from any act of the owner or applicant, apply to the location under consideration and not generally to other businesses or properties in the vicinity;
2. Strict adherence to a regulation may cause unnecessary hardship or prohibit the exercise of creative design, and the application submitted is extraordinary and outstanding in design;
3. The exception is the minimum necessary to serve its intended use;
4. The exception is in conformance with the purpose and intent of this title;
5. The granting of the variance will not be detrimental to the public interest or welfare, or injurious to properties or improvements in the vicinity.

***Other permits required:*** In addition to the requirements of this title, all signs and building improvements shall be in conformance with applicable requirements of the 2010 California Building Code and where required by the 2010 California Building Code, shall obtain a building permit prior to installation.

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### **Commission Discussion**

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### **Design Review Commission Action**

Approved       Disapproved       Referred to: \_\_\_\_\_       Continued to: \_\_\_\_\_

Roll Call Vote: \_\_\_\_\_ Aye    \_\_\_\_\_ Nay    \_\_\_\_\_ Abstain    \_\_\_\_\_ Absent

### **DRC Conditions or Modifications**

#### Attachments

1. Project narrative
2. Historical survey

3. *Sign drawing*
4. *Sign materials*

cc: Sonoma Community Center  
Attn: Toni Castrone  
276 East Napa Street  
Sonoma, CA 95476

MTP Archicture  
Attn: Mark Perry  
573 First Street West  
Sonoma, CA 95476

Robert Sanders & Co.  
P.O. Box 1356  
Sonoma, CA 95476



September 16, 2013

**Planning & Community Development**

City of Sonoma  
1, The Plaza  
Sonoma, CA 95476

Re: Sonoma Community Center Sign Application

The Sonoma Community Center (SCC) is submitting this Sign Application so that they can replace their existing two-sided, freestanding monument sign. The new sign will put the final touches on the rehabilitation work that has been ongoing at the SCC for the past few years. The existing sign shows extensive signs of wear, and cannot convey the amount of information needed to educate the public about the many community events being sponsored by the SCC (4th of July Parade, City Party, Thanksgiving Dinner, Theater Events, Classes, etc.).

East Napa Street is a major vehicular artery, and the relatively small back-to-back sign located perpendicular to the street does not allow drivers to read the posted information. The new design proposes a solution to this problem by orienting itself in a 'V' shape to increase the viewing angle for both cars and pedestrians. We also propose to enlarge the overall width of the sign so that it can accommodate an 4'x8' LED screen and two acrylic sign boards.

The recent renovation of Andrews Hall was performed, with the help of City funds, in order to turn the theater into a modern venue capable of hosting the Sonoma Theater Alliance. This partnership is vital to maintaining the economic solvency of the SCC, and a proper marquee sign is an integral component to marketing their performances.

We have kept the overall size of the sign down to the minimum necessary to serve its intended use. The design, however, exceeds the size restrictions of the Sign Regulations and will require a variance. It is our hope that the Planning & Community Development department recognizes the very unique nature of the SCC, and the many civic functions it fulfills that would often be performed by a City agency.

The new sign references and harmonizes with the existing building colors and materials without attempting to mimic their forms. We believe it will help the ongoing partnership between the City and the SCC flourish for many years to come. Please contact me with any questions.

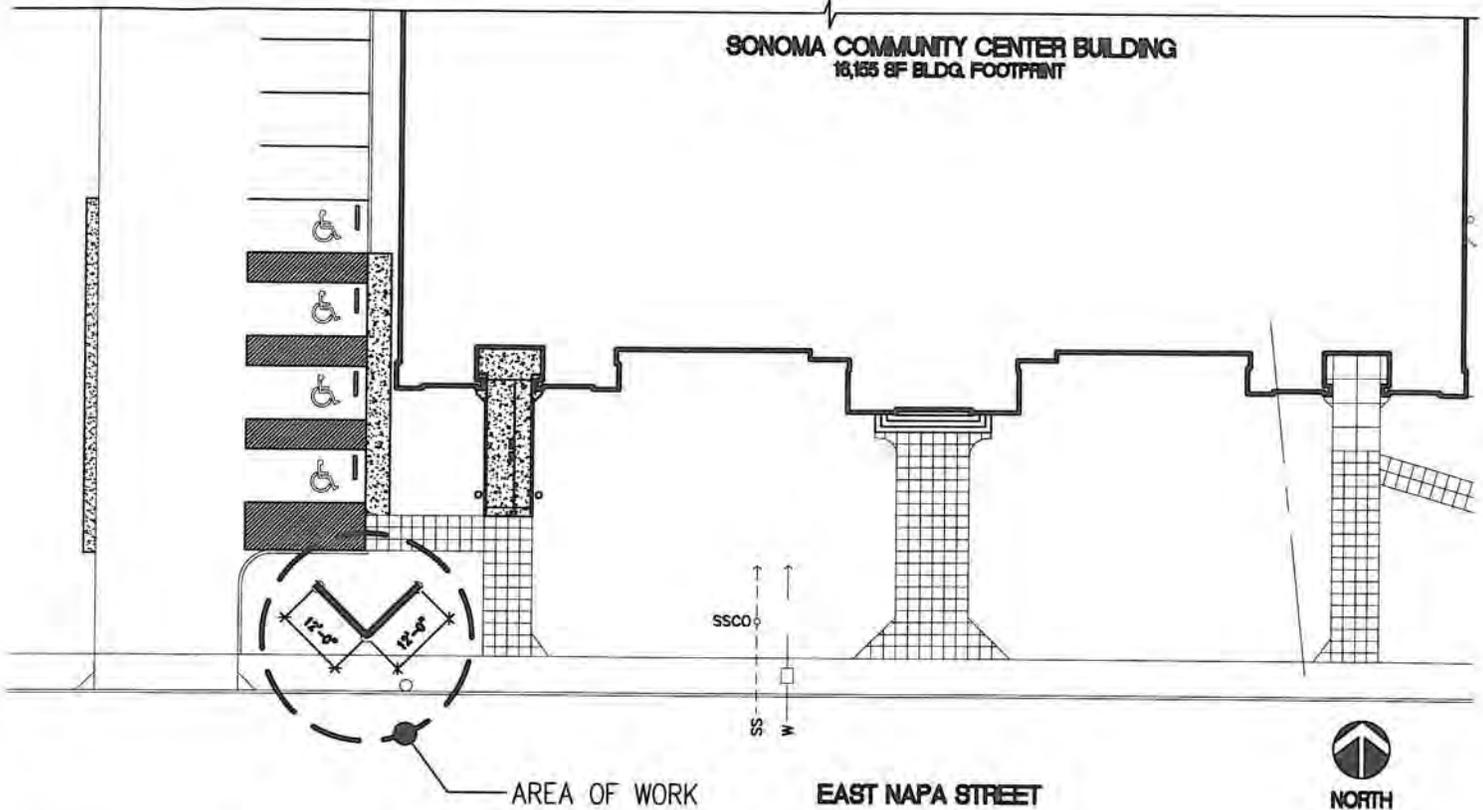
Sincerely,

A handwritten signature in black ink, appearing to read 'MTP'.

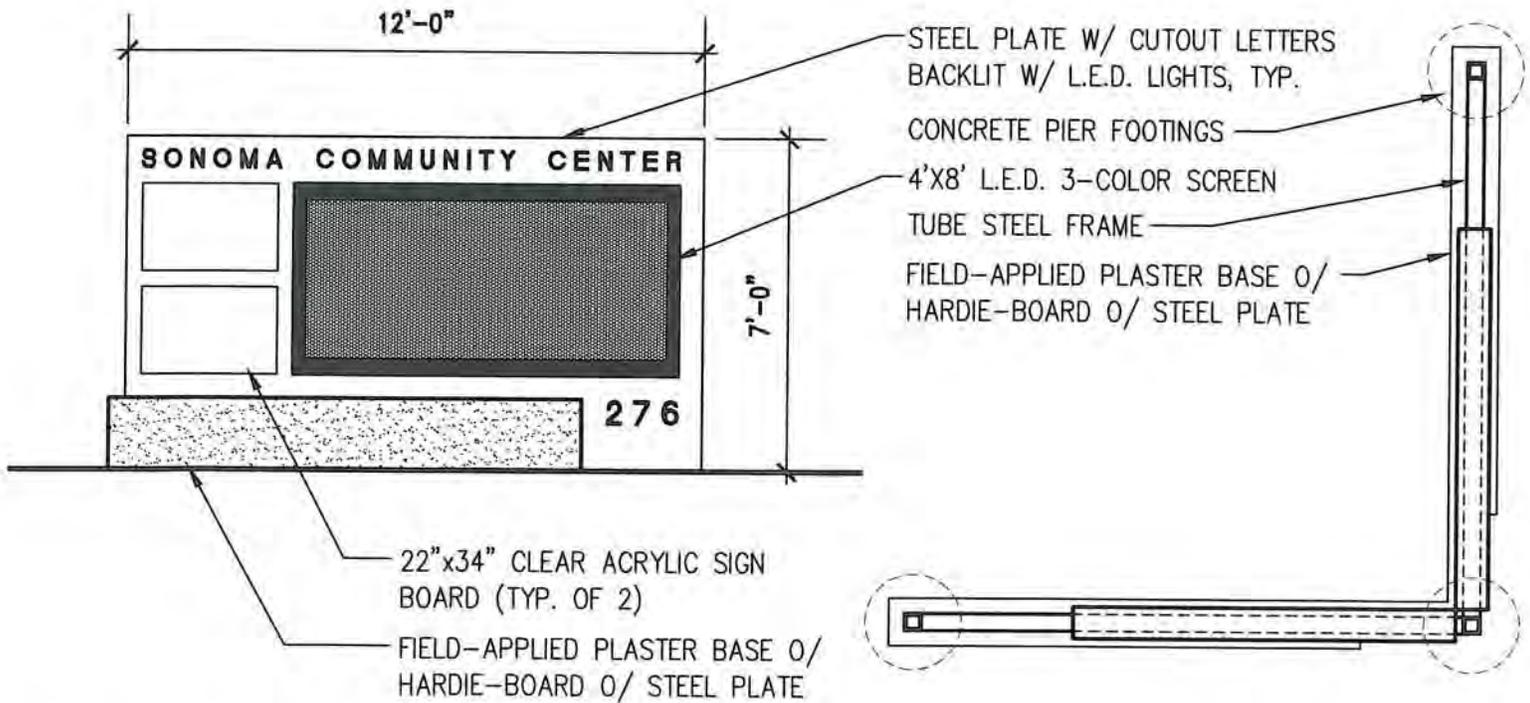
**Mark T. Perry** ARCHITECT, LEED AP  
Owner  
MTP Architecture + Green Consultants  
573 1st Street West  
Sonoma, CA 95476  
(707) 996-6168

SEP 27 2013

**SONOMA COMMUNITY CENTER BUILDING**  
18,155 SF BLDG. FOOTPRINT



SITE PLAN (1/32"=1'-0")



ELEVATION (REVERSE FOR OTHER SIDE) (1/4"=1'-0")

ENLARGED PLAN (1/4"=1'-0")

<p><b>MTP Architecture</b> + green building consultants 573 1st Street West Sonoma, CA 95476 (707) 996 6168 www.mtparchitecture.com</p>	<p><b>01</b></p>	<p><b>SONOMA COMMUNITY CENTER</b> Freestanding Sign w/ Interior Illumination</p>	<p>DATE: 09/16/13 SCALE: AS SHOWN</p>
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SEP 17 2013



573 1st Street West  
 Sonoma, CA 95476  
 707.996.6168



metal



## SCC SIGN MATERIALS

The majority of the sign will consist of metal plates wrapping a hidden tube steel structural system.

The metal plate will be colored to harmonize with both the brick facade and the door and window paint color.

Letters and address numbers will be cut out of the metal plate and backlit with concealed LED's to glow softly.

A stucco base to match the existing building will be field-applied after installation.

stucco

HISTORIC RESOURCES INVENTORY

(State use only)  
 Ser \_\_\_\_\_ Site \_\_\_\_\_ Mo. \_\_\_\_\_ Yr. \_\_\_\_\_  
 UTM \_\_\_\_\_ Q \_\_\_\_\_ NR 3 SHL \_\_\_\_\_  
 Lat \_\_\_\_\_ Lon \_\_\_\_\_ Era \_\_\_\_\_ Sig \_\_\_\_\_  
 Adm \_\_\_\_\_ T2 \_\_\_\_\_ T3 \_\_\_\_\_ Car \_\_\_\_\_ HABS \_\_\_\_\_ HAER \_\_\_\_\_ Fed \_\_\_\_\_

IDENTIFICATION

1. Common name: Sonoma Community Center
  2. Historic name, if known: Sonoma Grammar School
  3. Street or rural address 276 E. Napa St.  
 City: Sonoma ZIP: 95476 County: Sonoma
  4. Present owner, if known Sonoma Community Center Inc Address: 276 E. Napa St  
 City: Sonoma ZIP: 95476 Ownership is: Public  Private
  5. Present Use: Community Center Original Use: Grammar School
- Other past uses: \_\_\_\_\_

DESCRIPTION

6. Briefly describe the present physical appearance of the site or structure and describe any major alterations from its original condition:

This 2-story brick building of Roman Classic style is one of the oldest and largest brick buildings in the city of Sonoma. The very symmetrical raised building has an impressive arched entrance with a plain round column on either side. The Tuscan Order, unadorned capital, ovolo molding and astragal molding, baguette, large torus molding, plain plinth on unadorned concrete base. Above the pair of glass front doors are four tiered windows. There is a cream brick entablature above entrance and windows along length of the building. At entrance is a pediment with enclosed pediment & square bracketed projecting cornice. Dentils run the length of the building. There are recessed entrances at either end. The building also features several string courses.

7. Locational sketch map (draw and label site and surrounding streets, roads, and prominent landmarks):



*See City Map - Area 10*

UTM (SONOMA QUAD)  
 10/549,300/4,238,740  
 10/548,280/4,238,400  
 10/548,210/4,238,070  
 10/547,230/4,238,180

8. Approximate property size:  
 Lot size (in feet) Frontage 330  
 Depth 303  
 or approx. acreage \_\_\_\_\_
9. Condition: (check one)  
 a. Excellent  b. Good  c. Fair   
 d. Deteriorated  e. No longer in existence
10. Is the feature a. Altered?  b. Unaltered?
11. Surroundings: (Check more than one if necessary)  
 a. Open land  b. Scattered buildings   
 c. Densely built-up  d. Residential   
 e. Commercial  f. Industrial   
 g. Other
12. Threats to site:  
 a. None known  b. Private development   
 c. Zoning  d. Public Works project   
 e. Vandalism  f. Other
13. Date(s) of enclosed photograph(s): Jan. 1978

NOTE: The following (Items 14-19) are for structures only.

14. Primary exterior building material: a. Stone  b. Brick  c. Stucco  d. Adobe  e. Wood   
f. Other
15. Is the structure: a. On its original site?  b. Moved?  c. Unknown?
16. Year of initial construction 1916 This date is: a. Factual  b. Estimated
17. Architect (if known): Lotgens
18. Builder (if known): \_\_\_\_\_
19. Related features: a. Barn  b. Carriage house  c. Outhouse  d. Shed(s)  e. Formal garden(s)   
f. Windmill  g. Watertower/tankhouse  h. Other  i. None

SIGNIFICANCE

\*with auditorium, playroom, six spacious classrooms

20. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site when known):  
The Community Center, one of the largest and most important community buildings in Sonoma, is situated on Lot #39, on the north side of E. Napa St. in a residential neighborhood. In Saga of Sonoma it states that the school district bought this lot for district #4 from E. Jameson and E. Jussen for \$600.00. In People of the Pueblo it states that the lot was bought from John Lewis for \$400.00. Here was erected a four room wood frame school with spacious halls and a bell tower. The building, built in 1868, was designed by a San Francisco architect. The first principal was J.G. Johnson. Jesse Prestwood, who lived next door, was principal from 1908. In 1915 \$30,000 were voted in bonds to build a new brick building. In 1916 the center unit was completed\* and in @1926 the wings were added.\*\* It was in use continually as a grammar school until abandoned in 1950.\* In 1952 Dr. Carroll Andrews acquired the property and rehabilitated it as a Community Center. \*\*with a bond \$25,000 providing 8 classroom, kindergarten and sewing room.  
This building is an excellent example of this style of architecture, becoming extinct. It represents an era, not yet valued. The building plays an important role in the activities of the community and is a landmark in the neighborhood.

21. Main theme of the historic resource: (Check only one): a. Architecture  b. Arts & Leisure   
c. Economic/Industrial  d. Exploration/Settlement  e. Government  f. Military   
g. Religion  h. Social/Education

\*last graduating class  
1948

22. Sources: List books, documents, surveys, personal interviews, and their dates:  
Saga of Sonoma Dr. Carroll Andrews, Jan, 1979  
People of the Pueblo - Celeste Murphy

23. Date form prepared: 1/9/79 By (name): Johanna M. Patri  
Address: 621 E. Napa Rd. City Sonoma ZIP 95476  
Phone: 996-6412 Organization: Sonoma League for Historical Preservation

(State Use Only)





*City of Sonoma*  
**Design Review Commission**  
**Agenda Item Summary**

**DRC Agenda Item: 2**

**Meeting Date: 11/05/13**

<b>Applicant</b>	<b>Project Location</b>
Sonoma Cheese Factory	2 West Spain Street

**Historical Significance**

- Listed on National Register of Historic Places, including Sonoma Plaza district (Significant)
- Listed on California Register of Historic Resources (Significant)
- Listed within Local Historic Resources Survey (Potentially Significant)
- Over 50 years old (Potentially Significant)  
(Year build 1943)

**Request**

Consideration of design review and sign review for a restaurant (Sonoma Cheese Factory).

**Summary**

**Design Review:** The applicant is proposing improvements to the rear façade of the property facing the Casa Grande Parking lot. The applicant is proposing to paint the main body of the building Benjamin Moore Barbados sand (1094), the trim would be painted Benjamin Moore blazing orange (2011-20), and the doors and upper wall area would be painted Benjamin Moore hunter green (2041-10) (see attached color samples). It should be noted that staff encouraged the applicant to paint brush-out samples on the building prior to the Design Review Commission (DRC) meeting.

**Findings for Project Approval:** For projects within the Historic Overlay zone, the Design Review Commission may approve an application for architectural review, provided that the following findings can be made (§19.54.080.G):

1. The project complies with applicable policies and regulations, as set forth in this Development Code, other City ordinances, and the General Plan.
2. On balance, the project is consistent with the intent of applicable design guidelines set forth in the Development Code.
3. The project responds appropriately to the context of adjacent development, as well as existing site conditions and environmental features.
4. The project will not impair the historic character of its surroundings.
5. The project substantially preserves the qualities of any significant historic structures or other significant historic features on the site.
6. The project substantially complies with the applicable guidelines set forth in Chapter 19.42 (Historic preservation and infill in the Historic Zone).

**Sign Review:** The applicant is proposing five wall signs on the rear of the building. Four of the wall signs would be similar in design in that each sign would have an area of 11.11 square feet per side (40 inches tall by 40 inches wide). The signs would consist of a black aluminum composite sign panel with digital print black graphics (lettering). An additional wall sign would be placed on the upper wall area of the building. The sign would have an area of 24 square feet (4 feet tall by 6 feet wide). The sign would consist of a 1/8 inch aluminum composite sign panel with digital print graphics. Copy on the sign would include green colored text on a yellow background with an orange border. Illumination is not proposed.

**Wall Sign Regulations:** Wall signs projecting over the property line, including a light box or other part thereof, shall not exceed a thickness of 12 inches (§18.20.190).

**Aggregate Sign Area:** Based on the property's frontage on West Spain Street (70.5 feet) and secondary frontage along the Casa Grande parking area (137), the maximum aggregate sign area allowed for the parcel is 61.6 square feet. The total aggregate sign area for the property would be ±184.77 square feet, including the five proposed wall signs (68.44 square feet), the existing awning signs (7 square feet), two window signs (20 square feet), and three existing wall signs (89.33 square feet). The proposal is not consistent with this requirement. The applicant is requesting a variance from this standard.

**Size Limitations:** Each face of a one-sided sign shall not exceed 48 square feet in area (§18.16.022). The proposal is consistent with this requirement.

**Number of Signs:** A maximum of two signs are permitted for any one business (§18.16.010). The proposal is not consistent

with this requirement in that there would be twelve signs for the property including the five proposed wall signs, two existing awning signs, two existing window signs, and three existing wall signs. The applicant is requesting a variance from this requirement.

*Variations:* As noted above, the proposal would exceed the number of signs normally permitted for any one business. The DRC may grant variances from the provisions of the sign ordinance provided that certain findings can be made (see below).

1. Exceptional or extraordinary circumstances or conditions, not resulting from any act of the owner or applicant, apply to the location under consideration and not generally to other businesses or properties in the vicinity.
2. Strict adherence to a regulation may cause unnecessary hardship or prohibit the exercise of creative design, and the application submitted is extraordinary and outstanding in design;
3. The exception is the minimum necessary to serve its intended use;
4. The exception is in conformance with the purpose and intent of this title;
5. The granting of the variance will not be detrimental to the public interest or welfare, or injurious to properties or improvements in the vicinity.

*Existing Signs:* During the site visit, staff observed a portable freestanding sign displayed at the rear of the entrance to the restaurant (adjacent to the Casa Grande Parking lot). Portable freestanding signs require a sign permit to be approved prior to displaying the sign. The sign should be removed until it has been approved.

*Other permits required:* In addition to the requirements of this title, all signs and lighting shall be in conformance with applicable requirements of the 2010 California Building Code and where required by the 2010 California Building Code, shall obtain a building permit prior to installation. A building permit shall be required for the installation of the new awning.

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## Commission Discussion

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### Design Review Commission Action

Approved       Disapproved       Referred to: \_\_\_\_\_       Continued to: \_\_\_\_\_

Roll Call Vote: \_\_\_\_\_ Aye      \_\_\_\_\_ Nay      \_\_\_\_\_ Abstain      \_\_\_\_\_ Absent

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### DRC Conditions or Modifications

Attachments

1. *Project narrative.*
2. *Paint scheme.*
3. *Paint color samples.*
4. *Signage plan.*

cc: Sonoma Cheese Factory  
2 West Spain Street  
Sonoma, CA 95476

Curtis Morris  
370 West Napa Street  
Sonoma, CA 95476-6517

## REAR FACADE IMPROVEMENT PROGRAM

The Sonoma Cheese Factory is located at 2 Spain Street and is a popular daytime destination for tourists and Sonoma locals alike. While the Sonoma Cheese Factory has plaza frontage, it is also highly visible and accessible at the rear of the property. To better greet the visitors of the Town of Sonoma, as well as patrons of the Sonoma Cheese Factory, a Facade Improvement Program consisting of a new paint scheme and signage is proposed.

The proposed improvement program accomplishes the following objectives:

- Beautifies and Improves Rear Facade Appearance
- Provides Business Identity & Product Offerings
- Achieves Necessary Building Maintenance / Waterproofing



Area of Improvement

The attached application works to beautify a long standing Sonoma Plaza business and improve the visitor experience for anyone utilizing the public parking lot. The Sonoma Cheese Factory thanks you in advance for review of this application.



ALL COLORS: BENJAMIN MOORE®



BLAZING ORANGE

TRIM COLOR



HUNTER GREEN

DOORS/ UPPER WALL AREA



BARBADOS SAND

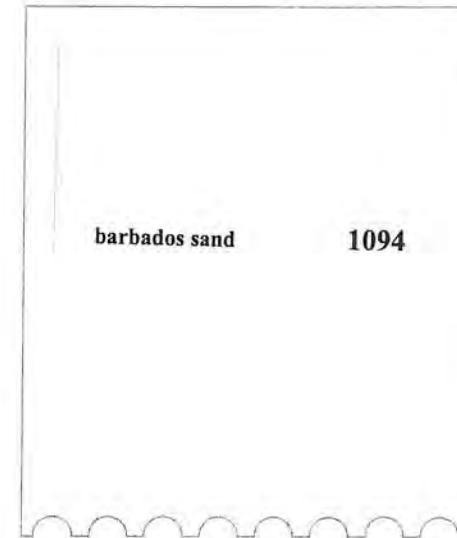
BUILDING COLOR



TRIM COLOR

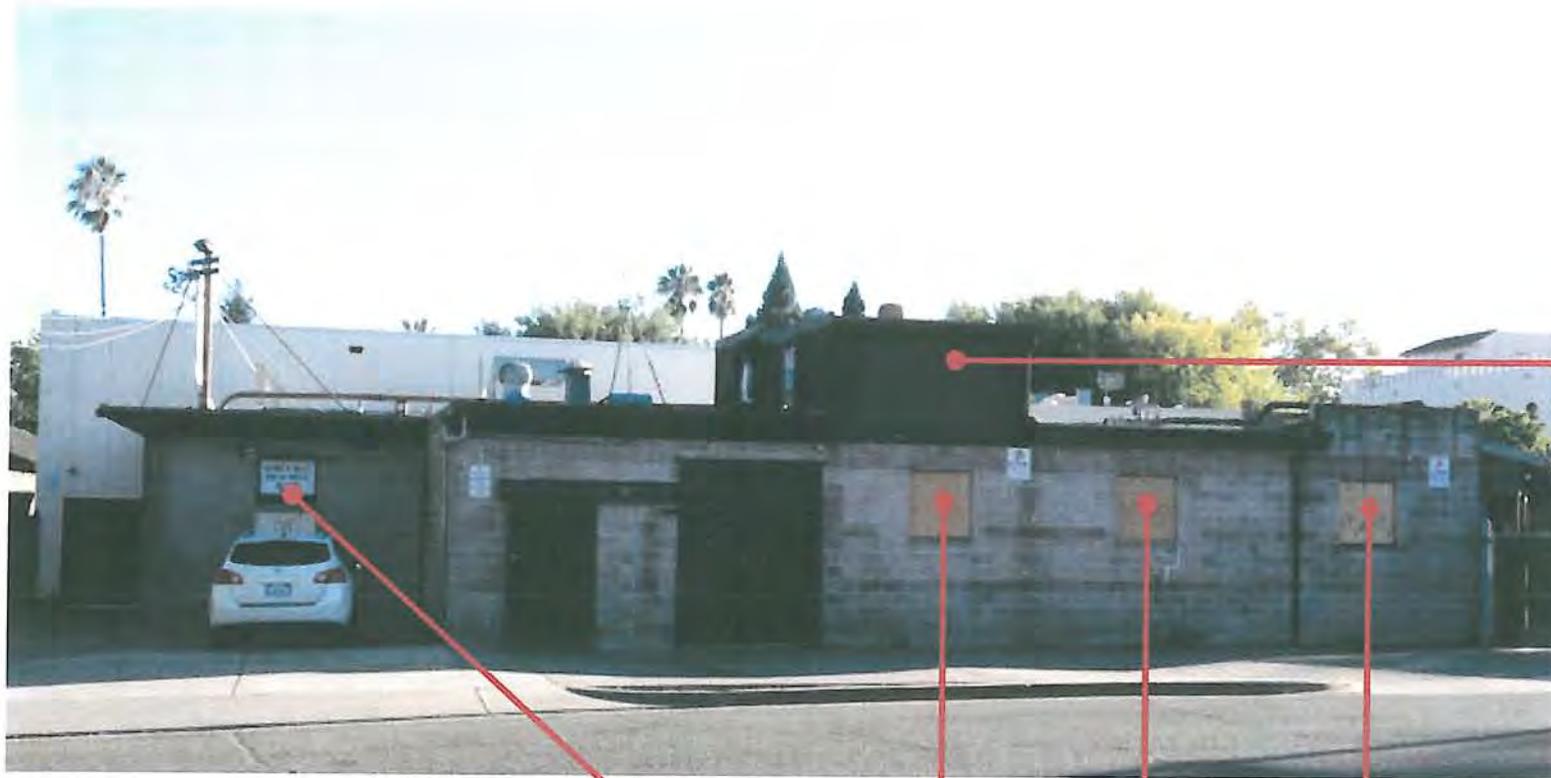


DOORS/ UPPER WALL



BUILDING COLOR

ALL COLORS: BENJAMIN MOORE®



**LOGO WALL SIGN**

4' x 6'



1/8" ALUMINUM COMPOSITE SIGN PANEL  
DIGITAL PRINT GRAPHICS

**(4) WALL SIGNS**  
40" x 40"  
1/8" ALUMINUM COMPOSITE  
SIGN PANEL  
DIGITAL PRINT GRAPHICS

**PANINI  
SANDWICHES  
ESPRESSO  
GELATO**

**FREE  
CHEESE  
& FUDGE  
SAMPLES**

**BBQ  
GRILL  
AND  
PATIO**

**WINE  
TASTING  
PICNIC  
SUPPLIES**