

**CITY OF SONOMA
DESIGN REVIEW COMMISSION
REGULAR MEETING
January 21, 2014
Community Meeting Room, 177 First Street West**

MINUTES

CALL TO ORDER: Chair Tippell called the meeting to order at 6:35 p.m.

ROLL CALL: Present: Comms. Anderson, Johnson, McDonald,
Randolph, Tippell
Absent: Barnett
Others Present: Associate Planner Atkins

COMMENTS FROM THE PUBLIC: None.

COMMENTS FROM THE COMMISSION: None.

CORRESPONDENCE: Revised staff findings for Item #4.

ITEM #1 – CONSENT CALENDAR: Request to install banners on Plaza light standards – Quarryhill Botanical Gardens.

Comm. McDonald made a motion to approve the application as submitted. Comm. Randolph seconded the motion. The motion carried unanimously, Barnett absent.

ITEM #2 – SIGN AND DESIGN REVIEW: Consideration of a new awning and a sign program for a drive-thru coffee facility (Dutch Bros. Coffee) located at 711 Broadway. Applicant: RFJ Enterprises Inc. dba Dutch Bros. Coffee.

Comm. Anderson recused due to proximity and left the dais.

Associate Planner Atkins presented staff's report.

Comm. McDonald found the information in the narrative and on the spreadsheet confusing. He confirmed that it shows existing and proposed signage. Associate Planner Atkins confirmed that what is being presented tonight is the sign program for Dutch Bros. and the flower shop.

Chair Tippell opened the public hearing.

Bob Fulton, owner of Dutch Bros., was present to discuss the application. He noted that signage on a drive-thru facility is very challenging, as the entire business is outside. They need to provide information to the customer and have the signage blend in with surroundings. There is currently 108 square feet of signage on the property, and the applicant is proposing 83 square feet. Much of the proposed signage is small, very diffused, and will be behind glass. A menu sign is needed at each window. The

proposed awning signs add to the awnings and count as three signs. There is no wall space inside for signage. He noted that the monument sign will not be illuminated.

Comm. McDonald asked the applicant what type of drinks/food will be available. Mr. Fulton stated there will be coffee, tea, smoothies, and local pastries/baked goods. No food will be prepared on site and there is no indoor seating.

Comm. Randolph confirmed that there are two locations for ordering, and the one on the north side is for walk-ups. Chair Tippell confirmed that the awnings shown are new and not replacements.

Johanna Patri, owner of 725 Broadway just south of Hot Shots, stated that the staff report did not provide enough analysis. She noted the signage approved for the original Hot Shots in 2011 was 83 square feet and the proposal from Dutch Bros. is 109 square feet. The menu for Hot Shots currently faces her property and she hardly knows it's there. She is uncertain whether the proposed signage is appropriate for this type of building in the historic overlay.

Mary Martinez supports Ms. Patri's comments. She cited the 2002 report regarding improvements made on Broadway, including trees and low-profile lighting systems. These changes came about from over six years of meetings and a huge effort by many local citizens. She cautioned the Commission to be aware of their responsibilities and recommended they become familiar with the 2002 report.

Chair Tippell closed the public hearing.

Comm. Randolph's initial reaction to the application and discussion is that it seems like a lot of signs on a small space. While she is sensitive to the location, she would like to understand the need for so many signs and questioned whether it would be possible to reduce. She is not clear on the total sign area allowed. In her personal opinion, she doesn't like the design of the menu signs.

Comm. Johnson echoed Comm. Randolph's comments and believes the number of signs is excessive. He thinks the presentation of the signs is well done, but he needs more understanding of the need for the signs.

Comm. McDonald has visited several Dutch Bros. establishments. They all had the same type of signage and menus, which is probably consistent with corporate image. He understands certain colors/signs are likely required by corporate, and he has no problem with the Dutch Bros. logo on awning. He believes the two "open" signs and two illuminated signs are redundant, and he is hesitant to approve two menu signs. He questioned whether the menu sign for the walk-up window could be placed on the interior and would like to see this alternative explored. With respect to the freestanding sign, it appears more visible due to the colors (light gray/white), and suggested an alternative color be used to soften it and make it appear smaller.

Comm. Tippell clarified the total aggregate sign area for the property would be 127 square feet. While it seems like a lot of signage, she does not have too much of an issue with what's being proposed, but suggested decreasing the number of illuminated signs. She understands the applicant's need for signage, as this area is shaded by a large tree. She feels the awning is a nice addition.

Comm. Randolph confirmed that the allowable aggregate signage area is 76 square feet and 127 square feet is being proposed. She would like to see if the applicant would be open to reducing the number of signs.

Comm. McDonald feels the monument signs should be reduced in size, or possible make the background a different color. He would like to see only one "open" sign and doesn't feel there is necessarily a need for the one facing the walk-up window.

Chair Tippell asked the applicant if he would be willing to take the Commission's recommendations into consideration; he replied in the affirmative. She confirmed the hours of operation are 5:30 a.m. – 10:00 p.m. seven days a week, and until 11:00 p.m. on Friday and Saturday nights.

Comm. McDonald provided the following comments and proposed the following changes to the sign program:

- Reduce size of wall signs on north and east elevation from 8 to 7 square feet.
- Awning signs north east and south appropriate.
- Awning sign blades appropriate in terms of size and scale.
- Eliminate one of the illuminated window open signs and one of the Dutch Bros. coffee illuminated window signs.
- No problems with the freestanding menu signs –. Suggest placing the menu sign at the walk up window inside the building.
- No problem with size or corporate image.
- The white color on the hanging sign from canopy is too stark–. Suggest a color to match the color of the building to reduce visual impacts and make it more subdued.
- Monument sign – change white background to something less glaring, from white to tan.

Associate Planning Confirmed the proposed modifications to the sign program:

- 1 each (two-sided) 28 square foot freestanding sign (monument).
 - The monument sign frame shall be painted Benjamin Moore Van Deusen blue (HC-155).
 - The Dutch Bros. sign face background shall be painted a tan color to match the color of the existing building.
- 1 each (one-sided) 6.5 square foot freestanding sign (menu sign at drive-thru).
- 2 each (one-sided) 16 square hanging signs (projecting).
 - The sign face background shall be painted a tan color to match the color of the existing building.
- 2 each (one-sided) 7 square foot wall signs (2) (wall).
 - The length of the sign shall not exceed 7 feet.
- 1 each (one-sided) 36 square foot wall sign (flower shop).
- 1 each (one-sided) 1.6 square foot window signs ("Dutch Bros. coffee") (illuminated window signs).
- 1 each (one-sided) 1.75 square foot window signs ("open") (illuminated window signs).
- 1 each (one-sided) 3.75 square foot window sign (at drive-thru window) (window sign).

- 1 each (one-sided) 3.75 square foot wall sign (at walk-up window) (wall sign).
 - It is recommended that this sign be placed inside the building if possible.
- 3 each (one-sided) 1.1 square foot awning signs (awning sign).

Comm. McDonald made a motion approve the sign program for 711 Broadway, which includes the existing signage for Spring Flower and Gifts, and the sign program as modified by the Commission. The final gross square footage for the signage will be calculated by staff and incorporated into the sign program. Comm. Johnson seconded the motion. The motion passed unanimously, Anderson and Barnett absent.

Comm. Anderson returned to the dais.

ITEM #3 – DESIGN REVIEW: Consideration of a new Automated Teller Machine (ATM) and external building modifications for a bank (Redwood Credit Union) located at 500 West Napa Street, Suite 500. Applicant: Roland Lassarotto.

Associate Planner Atkins presented staff's report.

Comm. Anderson asked whether there was a driveway/opening on the west elevation in the past. Associate Planner Atkins has no history on that.

Comm. McDonald confirmed that there is no signage being presented tonight, just the windows and exterior changes, including the ATM, and that no drive-up is being proposed.

Chair Tippell opened the public hearing.

Steve Howard, Assistant Vice President for Redwood Credit Union, was present to discuss the application. Redwood Credit Union has been in Sonoma for three years and their membership is growing. They are excited to move to a larger space in the center.

Comm. McDonald confirmed that the purpose of the windows on the west elevation is for pedestrians to see in. The applicant stated the windows will have bronze finish frames and the glazing will be the same as the rest of the center. Comm. Anderson questioned whether the glass will be reflective. The applicant stated it may have a slight tint, but they prefer it be clear.

Comm. Randolph looks forward to having the business in that location.

Mary Martinez commented that around 1972-74 there was a bank with a drive-thru on the east side in this location. She feels this will be a great improvement. She noted the need for a crosswalk at the intersection of Fifth Street West and West Spain.

Susanne Huston, property manager of Sonoma Valley Center, stated they have no intention of installing a drive-thru. They are committed to making ADA improvements on the Fifth Street West side. They will apply for next month's DRC to change out the entire storefront system on that entire side of the center to the aluminum finish bronze color.

Comm. McDonald noted the Blockbuster wall sign is now gone and was not part of the sign program, as it had been grandfathered in. The shopping center management will now be enforcing the existing signage program.

Chair Tippell closed the public hearing.

Comm. Anderson commented that the bronze is a serious upgrade and will enrich the elevation. He looks forward to the time when the entire elevation has it.

Comms. Randolph and Johnson concurred. This will be an improvement to that corner. Comm. McDonald concurred that this will be a vast improvement. He clarified that the material around the ATM will be stucco and the siding around the ATM will be different than the rendering provided.

Chair Tippell complimented the applicant on the materials, noting they will make a huge difference.

Comm. Anderson made a motion to approve the application as submitted. Comm. Randolph seconded the motion. The motion passed unanimously, Barnett absent.

ITEM #4 – DESIGN REVIEW: Consideration of outdoor lighting for a commercial building (Roche Winery) located at 122 West Spain Street. Applicant: Roche Winery.

Associate Planner Atkins presented staff's report.

Comm. McDonald confirmed that the Commission is not approving a lighting plan, just the four gas lamps.

Chair Tippell opened the public hearing.

Robert Sanders and Brendan Roche, applicants, were present to discuss the application. Mr. Sanders clarified that the Commission is not approving a lighting plan (as the light emission is so low), just the four gas lamps. He noted that in the event a lamp post is hit, there are two gas shut-off valves. The proposed fixtures are very safe and there is a very low emission of gas, no greater than a stovetop pilot light.

Mr. Sanders noted that they had originally received DRC approval two years ago. When they went to the manufacturer to purchase the lamps, they had been discontinued. The lamps being proposed have been custom made and will blend in well with the property and will more closely match the lamps around the Plaza. The post has been changed from ornamental to plain powder-coated. The applicant provided a sample of the lamp for the Commission's review.

Comm. McDonald commented that the lamps were both beautiful and tasteful, but he was curious about the proposed base. It looks like the base is a modern, fabricated square, while the fixture on top looks custom-made and hand-crafted. He thought they might look strange together. Mr. Sanders noted the square post matches the fence and sign. They will be simple and clean, not too ornamental. The posts will be behind the fence and much of them will be covered by landscaping.

Mary Martinez has an issue with the application. She feels gas carriage lanterns are not period appropriate for this bungalow that is so close to the Plaza. She feels it is critically important to not break from the consistency that has been established. She is bothered that they're so close to the sidewalk and they're gas, and wondered if this could be a safety issue.

Chair Tippell closed the public hearing.

Comm. Randolph has no issue with the application, as it attached to the property, not the bungalow. Comm. Anderson also sees it more as street lighting and not attached to the building, especially given the relatively small size. Comm. Johnson concurred.

Comm. McDonald noted that is only concern is the base and whether or not it will blend in well and looks appropriate. He wishes the City had a light standard for the street, and stated the City needs a master plan for sidewalks, lighting, street trees, and trash cans.

Chair Tippell commented the lamps are very beautiful and are Craftsman in style and color. They will add to the ambience and aesthetic of the area.

Comm. McDonald made a motion to approve the application as submitted. Comm. Johnson seconded the motion. The motion carried unanimously, Barnett absent.

ITEM #5 – DESIGN AND LANDSCAPE REVIEW: Consideration of a new awning, outdoor fireplace and arbor, fountain, fence, and landscape plan for a mixed-use building (Williams-Sonoma) located at 599 Broadway. Applicant: Bud Cope c/o Williams-Sonoma.

Associate Planner Atkins presented staff's report.

Chair Tippell opened the public hearing.

Bud Cope, Senior Vice President of Product Development for Williams-Sonoma, Max Crome of Crome Architecture, and Jeff George, landscape architect, were present to discuss the application. They noted that there is no outdoor fireplace; it is a pizza oven. The awning is a replica from a photo taken in the early 1970's. The awning will be over the store portion of the façade and projects over the original storefront.

Jeff George, landscape architect, described the general layout of the outdoor spaces. They will be adding elements to the front façade to support the awning and will be removing the sidewalk and replacing with new material and finer finishes. The DG around the trees will remain. The parking lot will be composed of permeable pavers made up of six different colors in a herringbone pattern, which is the most secure and lockable pattern. Drought-tolerant plantings will be utilized.

Comm. McDonald asked where the water connection and backflow will be located. Mr. George stated they will have a separate meter and backflow device from First Street West. He also noted they recently located a well on the site and will be investigating its functionality and whether it could be used for landscape watering. Mr. Crome

confirmed the mechanical systems for the building will be on the roof of the commercial section and hidden by the parapet.

Comm. McDonald confirmed the height of the proposed wood fence is six feet and the stone wall will be seven feet, and the light plan for the outdoor area was submitted with the original architectural plan.

Dave Brummett asked the landscape architect if there was a backup plan for the landscaping if the drought gets very serious. Mr. George responded that the trees will have separate valves in case they have to turn off water to other planting areas. Will try and maintain large trees, hedges, and significant plants.

Chair Tippell closed the public hearing.

Comm. Johnson thanked the applicants for a great, well thought out presentation It will be exciting for the space to be revived.

Comm. McDonald found the project exceeded all expectations for design and materials, and he is looking forward to it.

Comm. Randolph concurred with her fellow Commissioners, noting that the attention to detail and thoughtfulness is wonderful. Comm. Anderson likes the black and white stripe of the awning and feels the business will be a real asset to our community. Chair Tippell echoed the comments of her fellow Commissioners.

Comm. McDonald made a motion to approve the application as submitted. Comm. Randolph seconded the motion. The motion carried unanimously, Barnett absent.

ISSUES UPDATE: Associate Planner Atkins noted the second version of the sign regulations will be heard by the City Council next month. In addition, in March the Council will hear the appeal of the Design Review Commission's decision on paint color and awning at Grandma Linda's ice cream (408 First Street East). In February, Planning Director Goodison and City Historian McKale will attend the DRHPC meeting to answer questions about the Certified Local Government (CLG).

COMMENTS FROM THE COMMISSION: Comm. McDonald thinks the City should address the proliferation of Christmas lights on wineries that are being left on all night. Historic buildings or buildings in the historic overlay district are overly illuminated, creating a glare that is contradictory to an historic building. He would like to have a discussion about this and have regulations as to where when and how Christmas lights can be used, as he considers them to be signage.

Chair Tippell noted that all Commissioners should have and be familiar with the Rosenberg Rules of Order. Associate Planner Atkins confirmed she will email them to all Commissioners.

Comm. Anderson asked if there was any information about the public meeting at the Community Center regarding potential development of the Sonoma Truck and Auto site (870 Broadway). Associate Planner Atkins was not aware of any updates.

Comm. McDonald requested a PDF of the document regarding the Broadway corridor that Mary Martinez mentioned.

COMMENTS FROM THE AUDIENCE: None.

The meeting adjourned at 9:05 p.m. to the regular meeting scheduled for Tuesday, February 18, 2014.

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 February 2014.

Robin Evans, Administrative Assistant