City of Sonoma
Design Review and Historic Preservation Commission
AGENDA

Meeting of March 17, 2015 - 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 and Historic Preservation 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 – Kelso Barnett, Chair

Commissioners: Tom Anderson
Christopher Johnson
Micaelia Randolph
Leslie Tippell

COMMENTS FROM THE PUBLIC
Presentations by audience members on items not appearing on the agenda.

APPROVAL OF MINUTES
Minutes from the meeting of July 15, 2014.

CORRESPONDENCE

ITEM #1 – Sign Review **REQUEST:** Consideration of a new monument sign for a mixed-use building. **Applicant:** Audrey Lee Staff: Wendy Atkins	**Project Location:** 19230 Sonoma Highway **General Plan Designation:** Commercial (C) **Zoning:** **Planning Area:** West Napa/Sonoma Corridor **Base:** Commercial (C) **Overlay:** None	**RECOMMENDED ACTION:** Commission discretion. **CEQA Status:** Categorically Exempt
ITEM #2 – Sign Review **REQUEST:** Consideration of a wall sign for a restaurant (B&V Whiskey Bar & Grille). **Applicant:** Codi Binkley Staff: Wendy Atkins	**Project Location:** 400 First Street East **General Plan Designation:** Commercial (C) **Zoning:** **Planning Area:** Downtown District **Base:** Commercial (C) **Overlay:** Historic (/H)	**RECOMMENDED ACTION:** Commission discretion. **CEQA Status:** Categorically Exempt

ITEM #3 – Continued Design Review **REQUEST:** Consideration of design review and outdoor lighting for a commercial building (Pangloss Cellars). **Applicant:** Enterra Associates Staff: Wendy Atkins	**Project Location:** 35 East Napa Street **General Plan Designation:** Commercial (C) **Zoning:** **Planning Area:** Downtown District **Base:** Commercial (C) **Overlay:** Historic (/H)	**RECOMMENDED ACTION:** Commission discretion. **CEQA Status:** Categorically Exempt
ITEM #4 – Discussion Item **ISSUE:** Discussion and review of sign regulations related to portable freestanding signs. **Staff:** Wendy Atkins		**RECOMMENDED ACTION:** Discuss and provide direction.
ITEM #5 – Discussion Item **ISSUE:** Discussion and review of interior remodels and demolitions as potentially related to the Certified Local Government program **Staff:** Wendy Atkins		**RECOMMENDED ACTION:** Discuss and provide direction.

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 March13, 2015.

CRISTINA MORRIS, ADMINISTRATIVE ASSISTANT

Rights of Appeal: **Any decision of the Design Review and Historic Preservation 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 and Historic Preservation 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 and Historic Preservation 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 and Historic Preservation 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 AND HISTORIC PRESERVATION COMMISSION
REGULAR MEETING
July 15, 2014

Community Meeting Room, 177 First Street West, Sonoma, CA

DRAFT MINUTES

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

Roll Call:

Present:	Chair Barnett, Comms. Anderson, Tippell, McDonald, Johnson (Alternate)
Absent:	Comm. Randolph
Others Present:	Associate Planner Atkins, Administrative Assistant Morris

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. She reminded everyone to turn off cell phones and pagers.

COMMENTS FROM THE PUBLIC: None

APPROVAL OF MINUTES: Comm. Tippell made a motion to approve the minutes of May 20, 2014. Comm. Johnson seconded. The motion carried unanimously.

CHANGES TO AGENDA ORDER: None

CORRESPONDENCE: Late mail was received on Item #2, #5, and #6 (color photos).

Item #1 –Consent calendar.

Applicant: Sonoma Valley Museum of Art

Comm. Tippell made a motion to approve the consent calendar as submitted. Comm. Johnson seconded. The motion carried unanimously.

Item #2 –Continued Design Review of a proposed addition to a residence at 563 Second Street East.

Applicant: Wade Design Associates

Associate Planner Atkins presented staff's report.

Chair Barnett opened the item to public comment.

Luke Wade, Designer/Applicant stated that after hearing the comments from the last meeting he brought in Tom Thornley, General Contractor since 1979 and Juliana Inman, Architect/Historian,

who are both highly recognized by local and State agencies, which evaluated various aspects of the project design.

Juliana Inman, Architect/Historian, has extensive experience performing mediations on disputes in regards to the historical significance of commercial buildings and residential homes. She represented the City of Napa on cultural heritage issues, is past President of the Napa County Landmark's Division, and is currently the Vice Mayor for the City of Napa. Although she agreed with Diana Painter, Consultant, on the importance and historic significance of Ralph Murphy built homes in Sonoma, she drew a different conclusion on the integrity of the main structure. Although it has been altered so heavily, she considers the residence historically significant. Recommendations have been made to the project team, which have been incorporated in the plans.

The applicant, desired to improve the home by removing stucco and remodeling for better symmetry and proportion with a primary goal to restore the historic fabric of the home. The master suite addition on the main floor will allow the homeowners to remain in the neighborhood long term as they age. The homeowner communicated with neighbors and based on the feedback reduced the mass and scale of the project. Tom Thorley, General Contractor, was hired by the designer after the last DRHPC meeting. He explained that the building has been significantly altered over the years and is now a mere shadow of the form of the original building.

Jenny Hoover, Axia Design, presented samples of the materials proposed for the building.

Comm. McDonald requested to see a sample of the glass from the vendor.

Chair Barnett inquired about the Secretary of Interior Standards and confirmed with Ms. Inman that it is her opinion that the project conforms with these standards. He questioned how the proposal complies with the Secretary of Interior Standards when the addition is larger than the existing residence. Ms. Inman replied that the guidelines that support the Standards allow for flexibility from the standards.

Chair Barnett opened the public comment.

Suzanne Brangham, resident, supported the changes since it provided a transition for homeowners to "age in place" without having to relocate.

Alice Duffee, APD Preservation LLC, agreed with the design modifications and congratulated the Hughes and the Consultants for their efforts.

Joe Erandt, neighbor, had no opposition to the revised plan.

Will Honeybaum, resident, stated that his concerns related to preservation of historical features and setbacks were addressed;. He recognized that the revised plan is a major improvement and a positive reflection on those that contributed to the process. He is satisfied that the structure would not infringe on the block and would not be visible from the street. It is his personal opinion that a modern addition is not compatible with the historic neighborhood.

Chip Allen, resident, commended the property owners for making the recommended changes.

Chair Barnett closed the item to public comment.

Comm. McDonald is pleased with the cohesiveness of the addition and recognized that infill projects have long-term impacts on the fabric of the neighborhood. He recommended that staff review the window glass selection before final approval.

Comms. Tippell and Anderson agreed that the addition proposed is “tastefully done” and would restore the original integrity of the time period.

Comm. Johnson and Chair Barnett concurred with their fellow commissioners about the positive changes made.

Comm. McDonald made a motion to approve the application as submitted with a condition of approval that the final glass selection for the atrium and modern addition be clear in nature reviewed by the historic consultant and City staff prior to issuance of a building permit. Comm. Anderson seconded. The motion carried unanimously.

Item #3 –Public Hearing – Consideration of a monument sign, three wall signs, three window signs and a projecting sign for a mixed-use building (Williams-Sonoma) at 599 Broadway.

Applicant/Property Owner: Williams-Sonoma, Inc.

Associate Planner Atkins presented staff’s report.

The applicant was not present.

Comm. McDonald requested that conditions of approval include Public Works review of pedestrian and traffic flow patterns to minimize the potential for negative impacts of the proposed monument and projected signs for this mixed use building.

Chair Barnett opened the item to public comment.

No public comment.

Chair Barnett closed the item until further noticed.

Item #4 –– Public Hearing –– Consideration of a new awning for a commercial building

(Grandma Linda’s Ice Cream) at 408 First Street East.

Applicant/Property Owner: Grandma Linda’s Ice Cream

Associate Planner Atkins presented staff’s report.

Troy Marmaduke, applicant, proposed a new awning after staff noted code violations with the signs and outdoor seating outside the building. In his opinion, the current color closely matched the awning that was approved by the DRHPC and he felt the cost to change was prohibitive.

Chair Barnett confirmed that stripes are not proposed.

Comm. Anderson confirmed with the applicant that the only change from the previous approval for a painted awning is the awning material and no stripes are proposed.

Chair Barnett opened the item to public comment.

No public comment.

Chair Barnett closed the item to public comment.

Comm. Johnson is satisfied with the awning color. He is concerned that the business owner did not obtain the permits required for additional signs and outdoor seating.

Comm. Anderson stated he supported the awing as proposed.

Comm. Tippell stated the proposed awning is a vast improvement that will improve the building.

Comm. McDonald stated he does not have issue with the awning color.

Chair Barnett concurred with his fellow commissioners.

Comm. McDonald made a motion to approve color and text for the awning. Comm. Johnson seconded. The motion carried unanimously.

Item #5 –– Public Hearing–– Design review of a proposed addition to a residence at 456 Patten Street.

Applicant: Jeff Zimmerman

Associate Planner Atkins presented staff's report.

Chair Barnett opened the item to public comment.

Jeff Zimmerman, Architect, discussed that the intent of the proposal is to provide more space for the homeowner while maintaining the character of the existing structure.

Jeanne Allen, neighbor, supported the addition because it will accommodate a family of four.

Chair Barnett closed the item to public comment.

Comm. McDonald appreciated the historical report provided and supported the new addition since it will not be visible form the street.

Comms. Tippell, Anderson, Johnson and Chair Barnett supported the color combinations.

Comm. Anderson made a motion to approve the application as submitted. Comm. McDonald seconded. The motion carried unanimously.

Item # 6- Public Hearing- Landscape Review-consideration of a landscape plan for the Mission Square project at 165 East Spain Street.

Applicant: Marcus & Willers Architects

Associate Planner Atkins presented staff's report.

Comm. McDonald is concerned with having no landscaping along the back property line and recommended a tree canopy. He wanted to review the irrigation and utility plans before making a decision. He also confirmed the location of the fences with staff.

Chair Barnett advocated to preserve the existing trees.

Associate Planner Atkins confirmed that due to the required street improvements the sycamore tree cannot be preserved.

Chair Barnett opened the item to public comment.

Carol Marcus, Marcus & Willers Architects, clarified the landscape plan included the removal of eight trees.

Comm. McDonald's primary concern is the placement of the backflow prevention and PGE vault utility boxes since the Developer has influence at this stage of the development.

Carol Marcus, applicant, stated the lighting plan will be submitted in a future application She distributed pictures of the existing trees at the back of the property. Storm water measures prevent the ability to plant trees along the south property line.

Paul Harris, Imagine Sonoma Landscape Architect, discussed that storm water mitigation requirements prevents tree planting along the south property line landscape screening will be provided on the south side of the building.

Comm. McDonald confirmed with the applicant that the trash enclosures were previously approved by the DRHPC and that any demolition plans must be approved by the Building department. He also questioned why an irrigation plan was not submitted. Mr. Harris replied that he was only required to submit a conceptual irrigation plan for review by the DRHPC. Mr. Harris also confirmed that a mitigation plan for protection of the pecan tree was a Planning Commission condition of approval.

Chair Barnett confirmed that the oak tree in the southeast corner will not be preserved due to storm water mitigation requirements.

Chair Barnett closed the item to public comment.

Comm. McDonald is pleased that the new design incorporated is viable and represented many reconfigurations of the development plan. Although he would like to see more variety of trees he is limited by the parking standards approved by the Planning Commission. He supported the storm water ordinance and promoted retention of water on site and suggested a condition of approval to require that the demolition permit address tree preservation. He also suggested that evergreen trees be added to the south elevation so the site is not void of vegetation during the winter months.

Comm. Tippell is in support of the landscape plan and requested the preservation of the existing pecan tree.

Comm. Anderson recognized the huge effort made to comply with regulations and liked the lighting choices made in the landscape plan.

Comm. Johnson agreed with Comm. McDonald about providing a variety of trees.

Chair Barnett supported the plan yet expressed a major concern with the parking lot and limitations on the landscaping.

Associate Planner Atkins noted that the Planning Commission considered standard rather than compact parking spaces before making their decision.

Chair Barnett confirmed with Ms. Atkins that the landscape plan must be considered under current parking regulations.

Chair Barnett is of the opinion that the project is a good example of working under the limitations without making major compromises to the project.

Comm. Anderson recommended that the City plant trees in the City parking lot to the south of the property.

Comm. McDonald made a motion to approve the application with the following conditions; 1.) Provide a variety of evergreen trees on the western and southern elevations (southern being north of the parking lot area). 2.) The building permit demolition plan shall provide specific tree preservation mitigation for the pecan tree. 3.) An irrigation and utility plan shall be submitted with the lighting plan for the project. Comm. Tippell seconded. The motion carried unanimously.

Item #7 – Re-opened the Public Hearing for Item #3 – Consideration of a monument sign,

three wall signs, three window signs and a projecting sign for a mixed-use building.

(Williams-Sonoma) at 599 Broadway.

Applicant/Property Owner: Williams-Sonoma, Inc.

Associate Planner Atkins presented staff's report.

Comms. McDonald, Tippell, Anderson and Johnson supported the proposal.

Chair Barnett recommended the applicant include the verbiage "Established here in 1956 Sonoma, CA."

Comm. McDonald made a motion to approve the application with a recommendation for the applicant to incorporate "Established here in 1956 Sonoma, CA". Comm. Johnson seconded. The motion carried unanimously.

Comments from the Audience: None

Adjournment: Chair Barnett adjourned the meeting at 9:42 p.m. to the next regular meeting scheduled for 6:30 p.m. on Thursday, August 19, 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 day of , 2014.

Approved:

_____

Cristina Morris, Administrative Assistant

City of Sonoma
Design Review and Historic Preservation Commission
Agenda Item Summary

DRHPC Agenda Item:	**1**
Meeting Date:	**03/17/15**

Applicant	**Project Location**
Audrey Lee/Sonoma Centro Owners Association	19230 Sonoma Highway

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: 2003

Request

Consideration of a new wall sign and a new monument sign for a mixed use building located at 19230 Sonoma Highway.

Summary

Background: On December 16, 2014, the DRHPC approved a wall sign and a monument sign. At this time, the applicants are returning to the DRHPC with a revised proposal, which would allow the display of both the names of the first floor commercial tenant and the live-work tenants at the rear of the property. In addition, the applicants are proposing color modifications to the previously approved wall sign.

Wall sign: A one-sided wall sign is proposed on the west facing elevation adjacent to Sonoma Highway. The proposed sign is 8.75 square feet in area (1.25 feet tall by 7 feet wide). The sign would consist of an aluminum sign face with raised aluminum and vinyl letters and graphics. Copy on the sign would consist of burgundy lettering on a white background with a burgundy border.

Wall Sign Regulations (§18.20.180): Wall signs projecting over the property line, including a light box or other part thereof, shall not exceed a thickness of 12 inches. The proposal is consistent with this requirement.

Illuminated Monument Sign: A new, one-sided monument sign 28 square feet in area per side (7 feet tall by 4 feet wide) is proposed in a landscaped area just south of the building on the Sonoma Highway frontage. The 90 degree angled sign would be located adjacent to Sonoma Highway and the driveway entrance (just north of the driveway entrance). The sign would be mounted on an aluminum sign face, featuring raised aluminum ½ inch thick letters, and would be mounted on metal posts. Copy on the sign would consist of white lettering, on a burgundy and white background. Illumination is proposed in the form of one 26 watt energy efficient floodlight. The applicant has stated that the sign will be illuminated from 7 p.m. to 10:00 p.m. and normal business hours for the tenants are 8 a.m. to 9:00 p.m.

Monument Sign Regulations (18.20.120): Freestanding signs shall be limited to one per parcel or property. The top of a freestanding sign, including the sign structure, shall not exceed 12 feet. Every freestanding sign shall be wholly on the property occupied by the use or uses identified or advertised, not within six feet of any vehicular right-of-way and not over any part of the public pedestrian walkway. The proposal is not consistent with this requirement in that the freestanding sign would be located adjacent to the driveway located on the property. The applicant is requesting a variance from this requirement. Note: the Public Work Director has reviewed the proposed location of the sign has indicated that the sign should not be an obstruction to traffic sight lines.

Aggregate Sign Area: Based on the property's frontage on Sonoma Highway (100 feet), the maximum aggregate sign area allowed for the parcel is 46 square feet. The total aggregate sign area for the property would be ±64.75 square feet, including the proposed wall sign (8.75 square feet) and monument signs (56 square feet). It should be noted that multisided signs other than double-faced signs, constructed with faces at any angle, shall be counted as one sign per face (§18.16.021). The proposal is not consistent with this requirement; the applicant is requesting a variance from this requirement.

Size Limitations: No sign shall exceed 48 square feet in total area (§18.16.022). The proposal is consistent with this requirement in the wall sign would have an area of 8.75 square feet and the freestanding signs would have an area of 28 square feet per side.

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 is not consistent with these requirements in that the angled freestanding sign is considered two signs; the applicant is requesting a variance from this requirement.

Basic Findings: In order to approve any application for sign review, the review authority must make all of the following findings:

1. The proposed signage complies with applicable policies and regulations, as set forth in this sign ordinance (except for approved variances), all other city ordinances, and the general plan;

2. On balance, the proposed signage is consistent with the purpose and intent expressed by SMC 18.04.010 and the applicable guidelines for signs set forth by SMC 18.60.010, Appendix A – Design guidelines for signs; and,

3. The proposed signage is harmonious and consistent overall with the location of the site, including adjacent and surrounding development and its environmental features.

Variances: As noted above, the proposed freestanding signs would be located closer to six feet from a vehicular right-of-way, exceed the aggregate sign area allowed for the parcel, and exceed the number of freestanding signs. The DRHPC 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 2013 California Building Code and where required by the 2013 California Building Code, shall obtain a building permit prior to installation.

Commission Discussion

Design Review and Historic Preservation Commission Action

❑ Approved ❑ Disapproved ❑ Referred to: _____ ❑ Continued to: _____

Roll Call Vote: _____ Aye _____ Nay _____ Abstain _____ Absent

DRHPC Conditions or Modifications

Attachments

1. *Sign drawings*

cc: Audrey Lee/Sonoma Centro Owners Association
3020 Bridgeway # 201
Sausalito, CA 94966

Robert Saunders, via email

Signage 19230 Sonoma Highway Commercial Building

Revison to Design Previously Approved at DRC

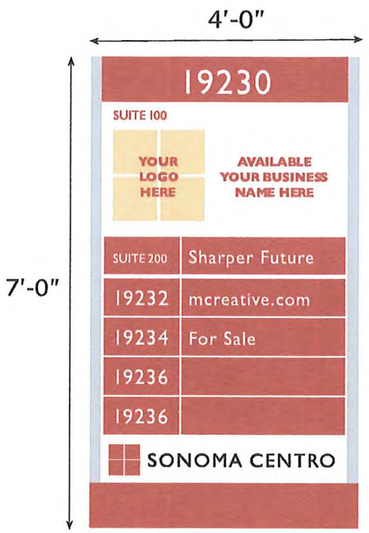
Client
Sonoma Centro Owners Association
Audrey Lee
Sausalito, CA

Date: March 2, 2015

Project Consultant

Signage Design

Robert Sanders & Co.
signage/design/fabrication
19615 Eighth St.,East Sonoma, Ca
Mailing Address: P.O. Box 1356
707-996-3532
fax: 996-2937



- Building address
- Front main retail tenant sign area on top
- 5 each tenant address and name directory plaques
- Complex name/logo
- Sign base

Sign A

Double-faced Freestanding Sign

Freestanding sign at 90 degree angle made of metal posts, aluminum sign faces/base, raised aluminum 1/2" thick /5" high letters and address no.s, tenant sign plaques - 2" high vinyl letters applied to high quality architectural painted alum. backgrounds/ coordinated with existing building theme. Installed in 2 concrete post holes 30" deep. Existing external light fixture on wall/soffit.

PMS 1805 Burnt Red

South Elevation

West Elevation

Sign A
Area 4' w x 7'h= 28 sq. ft. per side

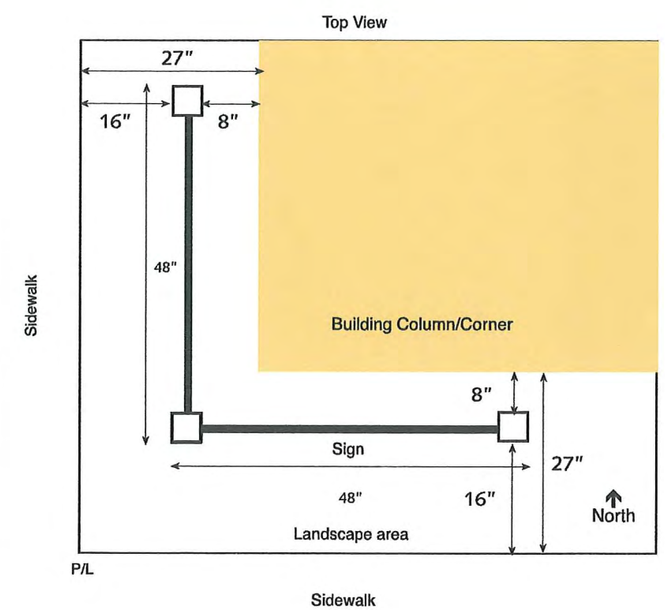
Sign B
Area 15" x 7'= 8.75 sq. ft.

Street Frontage=100 ft.

Sign B

Wall sign 15" w x 7'-0"" h, made of aluminum sign face, raised aluminum 1/2" thick /8" high letters and vinyl letters and graphics, painted in high quality architectural paint colors coordinated with existing building theme. Mounted on wall with bolts.

Site Plan/Location



MAR 1 0 2015

City of Sonoma
Design Review and Historic Preservation Commission
Agenda Item Summary

DRHPC Agenda Item:	**2**
Meeting Date:	**03/17/15**

Applicant	**Project Location**
Codi Binkley/B&V Whiskey Bar & Grille	400 First Street East

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 1910)

Request

Consideration of sign review for a restaurant (B&V Whiskey Bar & Grille).

Summary

Background: On January 15, 2013, the Design Review Commission considered and approved a wall sign and eleven lettering signs on the awnings along First Street East and East Spain Street. On January 20, 2015, the DRHPC approved two new wall signs for the restaurant with the condition that any changes to the font (size and type), size, lighting, or orientation of the signs shall be brought back to the DRHPC.

Sign Review: At this time the applicant is proposing to replace an existing wall sign on the building.

Illuminated Wall Sign: The previously approved wall sign language (above the front entrance of the building) is proposed to be modified slightly. The proposed sign size is ±16 square feet in area (8 feet wide by 2 feet tall). The sign would be composed of a 1/8" brushed aluminum panel with an acrylic logo icon and copy. Copy on the sign would consist of burgundy, green, and grey text on a white background. The applicant is proposing to illuminate the sign from 5 p.m. to 10 p.m. Normal business hours are from 12 p.m. to 1 a.m. daily. The applicant has indicated that the sign is proposed to be illuminated with the existing the external lights mounted on the building.

Aggregate Sign Area: Based on the property's frontage on First Street West (48 feet), and secondary frontage on East Spain Street (80 feet) the maximum aggregate sign area allowed for the parcel is 41.2 square feet. The total aggregate sign area for the property would be ±43.2 square feet, including the two wall signs (25.3 square feet of aggregate sign area) and the awning signs (17.9 square feet of aggregate sign area). The proposal is not consistent with this requirement. The applicant is requesting a variance from this requirement.

Size Limitations: No sign shall exceed 48 square feet in total area (§18.16.022). The proposal is consistent with this requirement in the wall sign would have an area of 16 square feet.

Number of Signs: A maximum of two signs are normally permitted for any one business (§18.16.010). The proposal is not consistent with this requirement in that three signs are proposed for the business. The applicant is requesting a variance from this requirement.

Basic Findings: In order to approve any application for sign review, the review authority must make all of the following findings:

1. The proposed signage complies with applicable policies and regulations, as set forth in this sign ordinance (except for approved variances), all other city ordinances, and the general plan;

2. On balance, the proposed signage is consistent with the purpose and intent expressed by SMC 18.04.010 and the applicable guidelines for signs set forth by SMC 18.60.010, Appendix A – Design guidelines for signs; and,

3. The proposed signage is harmonious and consistent overall with the location of the site, including adjacent and surrounding development and its environmental features.

Variances: As noted above, the proposed wall sign would exceed the allowable aggregate sign area and exceed the number of sign normally allowed. The DRHPC 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 2013 California Building Code and where required by the 2013 California Building Code, shall obtain a building permit prior to installation.

Commission Discussion

Design Review and Historic Preservation Commission Action

❑ Approved ❑ Disapproved ❑ Referred to: _____ ❑ Continued to: _____

Roll Call Vote: _____ Aye _____ Nay _____ Abstain _____ Absent

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DRHPC Conditions or Modifications

Attachments

1. *Project narrative*
2. *Sign drawings*
3. *Historic Resources Inventory*
4. *Previous approval letters*

cc: Codi Binkley
400 First Street East
Sonoma, CA 95476

400 First Street LLC
PO Box AA
Sonoma, CA 95476-1219

Mary Martinez, via will call at City Hall

Patricia Cullinan, via email

Alice Duffee, via email

SLHP Historic Survey, via email

Estimate

RECEIVED

MAR 12 2015

CITY OF SONOMA

March 12, 2015

Healdsburg Signs Inc.

1200 Healdsburg Ave. Healdsburg, CA 95448
Ph.707-433-7446 fx.707-431-7229
www.healdsburgsigns.com
Estimators email: tlago@healdsburgsigns.com

B&V Whiskey Bar & Grille
Codi, 938-7110, codibinkley@gmail.com

Façade Sign:

1 - S/F. 24" x 96" Façade Sign for existing frame:

Option #1 (1 layer, 2D) 1/8" brushed aluminum panel with acrylic logo icon & copy:

$1,807.00

*Price inc. 1" BV icon copy painted burgundy, ½" acrylic '&' from the logo icon, painted olive green, ½" WHISKEY BAR & GRILLE copy painted burgundy, ¼" AT THE HISTORIC SONOMA CREAMERY copy painted dark grey. Sign is rectangular in shape.

BV icon in two separate pieces (butted together to look like one piece) deduct:

$136.00

Custom color matching, if necessary, your olive green, burgundy & dark grey:

$65.00/color

Installation:

Priced on request

Permit Process and/or Permits:

Priced on request

**Base sign price includes standard paint colors.*

Tami Lago
Estimations

MAR 0 4 2015

B&V WHISKEY BAR & GRILLE

AT THE HISTORIC SONOMA CREAMERY

MAR 0 4 2015

State of California – The Resources Agency
DEPARTMENT OF PARKS AND RECREATION

HISTORIC RESOURCES INVENTORY

(State use only) Ser ____ Site ____ Mo. ____ Yr. ____
UTM ____ Q ____ NR 3 SHL ____
Lat ____ Lon ____ Era ____ Sig ____
Aom ____ T2 ____ T3 ____ Cat ____ HABS ____ HAER ____ Fed ____

IDENTIFICATION

1. Common name: Old Sonoma Creamery
2. Historic name, if known: Vella's Cheese
3. Street or rural address 400 First St. East
   City: Sonoma ZIP: 95476 County: Sonoma
4. Present owner, if known: Lonny & Mary Lou Dunlap Address: 631 Este Madera
   City: Sonoma ZIP: 95476 Ownership is: Public ☐ Private ☒
5. Present Use: Delicatessen/Ice Cream Parlot Original Use: Cheese Factory
   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 Mission Revival Style, single story building is situated at the northeast corner of the Plaza, across from the Mission. It appears to have a false front across the top with false arched, clerestory windows. Exterior is plastered concrete, with tile roof. At the roof line there are curvilinear gables with round windows. First floor has arched windows. Entrance is diagonally across front. It has many unique details, including a mansard type roof of main structure, and porthole windows.

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

NORTH

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

See City Map Area 10

8. Approximate property size:
   Lot size (in feet) Frontage 45 - 1st St. E.
   Depth 80 - E. Spain St.
   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): Oct. 1978

23 (Rev. 7/75)

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 @1926 This date is: a. Factual ☐ b. Estimated ☒

17. Architect (if known): _____

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

20. Briefly state historical and/or architectural importance (include dates, events, and persons associated with the site when known):

A creamery was started in 1918 in a smaller building next door. The Vella family built this creamery in 1926.

The building, situated on a prominent corner, has many unique architectural features and is the only building like this on the Plaza.

Joseph Vella was born June 25, 1889, in Italy. After arriving in San Francisco, he served as a bus boy at the Fairmont Hotel. He later worked at the Larne Hotel and then became associated with the Monotti-Larmer Company, a wholesale produce business. A customer, the Mission Creamery, in Sonoma, was a small but progressive business. In 1915 he took over as part-time keeper and bought a small interest in it. In December, 1915, he moved to Sonoma and took charge of the cheese manufacturing plant. It became a prosperous business with shipments to the East Coast. In the late 1920's this corner was purchased and the building erected and the business expanded to include the manufacturing of ice cream. The building, situated on a prominent corner, has many unique architectural features & is the only building of its kind on the Plaza.

21. Main theme of the historic resource: (Check only one): a. Architecture [1] b. Arts & Leisure ☐
c. Economic/Industrial [2] d. Exploration/Settlement ☐ e. Government ☐ f. Military ☐
g. Religion ☐ h. Social/Education ☐

22. Sources: List books, documents, surveys, personal interviews, and their dates:

History of Sonoma County, Finley, 1937
August Pinelli

23. Date form prepared: 1/19/79 By (name): Johanna Patri
Address: 621 Napa Rd. City Sonoma ZIP: 95476
Phone: 996-6412 Organization: Sonoma League for Historic Pres.

(State Use Only)

City of Sonoma

No. 1 The Plaza
Sonoma, California 95476-6618
Phone (707) 938-3681 Fax (707) 938-8775
E-Mail: cityhall@sonomacity.org

Sonoma Sister Cities:
Aswan Egypt
Chambolle-Musigny France
Greve Italy
Kaniv Ukraine
Patzcuaro Mexico
Penglai China
Tokaj Hungary

January 22, 2015

Codi Binkley
400 First Street East
Sonoma, CA 95476

Subject: Consideration of sign review for a restaurant (B&V Whiskey Bar & Grille) at 400 First Street East (APN 018-221-001).

Dear Mr. Binkley:

On Tuesday, January 20, 2015, the Design Review and Historic Preservation Commission (DRHPC) considered two wall signs for a restaurant (B&V Whiskey Bar & Grille) at 400 First Street East. After discussion and public testimony, the DRHPC voted 5-0 to approve the application as submitted at the meeting with the condition that any changes to the font (size and type), size, lighting, or orientation of the sign shall be brought back to the DRHPC. This approval applies to both the wall signs (illuminated wall sign and the menu board wall sign).

All signs and building improvements shall be in conformance with applicable requirements of the 2013 California Building Code and where required by the 2013 California Building Code, shall obtain a building permit prior to installation.

If you have any questions about this matter, please do not hesitate to call.

Sincerely,

Wendy Atkins
Associate Planner

cc: 400 First Street LLC
P.O. Box AA
Sonoma, CA 95476

Mary Martinez, via email

Patricia Cullinan, via email

Alice Duffee, via email

SLHP Historic Survey, via email

City of Sonoma

No. 1 The Plaza
Sonoma, California 95476-6618
Phone (707) 938-3681 Fax (707) 938-8775
E-Mail: cityhall@sonomacity.org

Sonoma Sister Cities:

Aswan, Arab Rebublic of Egypt
Chambolle-Musigny, France
Greve in Chianti, Italy
Kaniv, Ukraine
Patzcuaro, Mexico

January 16, 2013

Carlo Cavallo
165 West Napa Street
Sonoma, CA 95476

Subject: Design review and sign review for a restaurant (Burgers & Vine) (APN 018-221-001).

Dear Mr. Cavallo:

On Tuesday, January 15, 2013, the Design Review Commission considered the design review and sign review for a restaurant (Burgers & Vine) located on the property at 400 First Street East. After discussion and public testimony, the Design Review Commission voted 5-0 to approve the application as proposed.

Please be advised that 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 awnings.

If you have any questions regarding this matter, do not hesitate to contact me at 933-2204.

Sincerely,

Wendy Atkins
Associate Planner

cc: 400 First Street LLC
400 First Street East
Sonoma, CA 95476

City of Sonoma
Design Review and Historic Preservation Commission
Agenda Item Summary

DRHPC Agenda Item:	**3**
Meeting Date:	**03/17/15**

Applicant	**Project Location**
Enterra Associates	35 East Napa 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 Built: ±1902

Request

Continued consideration of building elevation details, exterior color and materials, and outdoor lighting for a commercial building (Pangloss Cellars) located at 35 East Napa Street.

Summary

Background: At the February 17, 2015 DRHPC meeting, the DRHPC approved the proposal for the east elevation as submitted and continued the review of the north elevation to the meeting of March 18, 2015. The following is a summary of the comments from the meeting:

- The proposal was too modern and contemporary.
- The addition of an awning was recommended by at least one Commissioner.
- The design (including the windows) was not aesthetically compatible with the Plaza.
- Incorporate four rows of glass in the windows instead of six.
- Incorporate a sash below the bottom fenestration area.

In response to the comments of the Commission, the applicants have developed a revised proposal for the north elevation.

Exterior Materials & Details: While the footprint of the building would be maintained, a number of exterior alterations are proposed, including removing a wooden awning, reconfiguring the ground floor windows, replacing the front doors, removing fake rafter ends, and installing wall sconces and goose neck lighting fixtures. A revised elevation is attached for consideration, along with specification sheets on the doors, windows, and door hardware.

Exterior Colors: three options for color schemes (all Benjamin Moore) have been put forward for the DRHPC's consideration (Option A, Option B, and Option C):

- Option A: AF-710 (secret) on the area above the windows, 2121-10 (grey) for the columns and beams, and 2118-10 (universal black) for the window trim.
- Option B: AF-675 (fusion) on the area above the windows, HC-166 (Kendall charcoal) for the columns and beams, and PM-9 (black) for the window trim.
- Option C: 2143-40 (camouflage) on the area above the windows; CSP-135 (worn leather shoes) for the columns and beams and all window trim.

The applicant has indicated that color samples will be presented at the meeting, brush-outs have been applied to the building, and a color board will be presented by the applicants at the upcoming DRHPC meeting.

Exterior Lighting: As indicted on the attached drawings two goose neck lighting fixtures are proposed above the windows (on each side of the arched architecture and railing) and four wall sconces are proposed on the wood columns. The exterior lighting is proposed to be illuminated during normal business hours (11 a.m. to 10 p.m. daily).

Design Review: External building modification for which a building permit is required and new building colors in the

Commercial zone are subject to architectural review in order to assure that the new construction complies with the following: (1) the required standards, design guidelines, and ordinances of the city; (2) minimize potential adverse effects on surrounding properties and the environment; (3) implement General Plan policies regarding community design; and, (4) promote the general health, safety, welfare, and economy of the residents of the City. (§19.54.080.A).

Historic Significance: In response to Commissioner comments at the February 17, 2015 meeting, an Addendum to Historic Resource Evaluation for 35 E. Napa St., Sonoma, CA (attached) was prepared. The information developed for the Addendum supports the finding that the building is not eligible for the California or National Register due to its loss of integrity with regard to materials, workmanship, design, and feeling. Staff would also note that in the survey prepared for the 1992 expansion of the Plaza National Landmark District, the evaluator also concluded that the building at 35 East Napa Street was not eligible for inclusion as a significant structure or a contributing structure, due to its loss of integrity.

Evaluation of Revised Proposal: In the course of Site Design and Architectural Review, the consideration of the review authority shall include the following factors:

1. The historical significance, if any, of the site or buildings or other features on the site;
   An historic resource evaluation review was completed for the property in January 2015 and an Addendum to Historic Resource Evaluation for 35 E. Napa St., Sonoma, CA was completed on February 25, 2015. Both evaluations found that the building is not a historic resource and is not eligible for listing on the California Register of Historic, which means that the residence is not an "historical resource" under CEQA.

2. Environmental features on or adjacent to the site;
   Staff is not aware of any environmental features on or adjacent to the site.

3. The context of uses and architecture established by adjacent development;
   The adjacent properties to the south and east are commercially developed properties, featuring individual storefronts having a variety or architectural approaches. As discussed below, it is staff's view that the revised design establishes a scale and a use of materials that is compatible with commercial development in the vicinity of the site. No awning is proposed, but staff would note that none of the historic commercial buildings to the east feature awnings on their north elevations, with the single exception of the Bear Moon building.

4. The location, design, site plan configuration, and effect of the proposed development.
   The site is an existing commercial building located on the Plaza, at the corner of East Napa Street and First Street East. The proposed redesign includes a 2-foot wood sash at the base and custom wood fenestration, including repeating column elements that break down the scale of the storefront. The entrance would be recessed, in a manner typical of many Plaza storefronts. The existing upper stucco façade would be preserved. In staff's view, the revised fenestration design establishes an appropriate sense of scale and incorporates materials and design elements that are typical of many Plaza storefronts, while presenting them in a unique way.

CEQA Compliance: As a discretionary project, the proposal is subject to the requirements of the California Environmental Quality Act (CEQA). As previously noted, an historic resource evaluation and addendum determined that the building does not meet the CEQA definition of a historical resource. Because the structure is not considered an historical resource as defined under CEQA, pursuant to Section 15301 of the CEQA Guidelines, the remodel/addition project is categorically exempt (Class 1 – Existing Facilities).

Findings for Project Approval: For projects within the Historic Overlay zone or a Local Historic District and projects involving historically significant resources, the Design Review and Historic Preservation 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).
7. The project substantially complies with any applicable preservation plan or other guidelines or requirements pertaining

to a local historic district as designated through section 19.42.020.

8. The project substantially complies with the applicable Secretary of Interior Standards and Guidelines for the Treatment of Historic Properties.

Issues Raised in Correspondence: A letter received from Patricia Cullinan (attached) suggests that the design submitted at the February DRHPC meeting is not compatible with the Sonoma Plaza Historic District. Staff would note that the project has been substantially revised to address comments received at the February DRHPC meeting. In addition, to address the questions about the building's historic significance raised in the letter, the property was not listed in the original Sonoma Plaza Historic District, established 1961. When the building exterior was substantially modified in 1973, it does not appear that a historic evaluation was required. Perhaps this is because it had not been identified as a historic resource at that time. Obviously, review procedures are very different today, but in staff's view there is little point in second-guessing decisions that were made 42 years ago. The property is identified in the 1992 Boundary Increase as a non-contributing building, which is consistent with the findings of the HRE prepared for the current proposal. Lastly, the property is not listed in the Historic Resources Survey prepared by the Sonoma League for Historic Preservation in 1979.

Signs: All signs shall be subject to Planning Department staff or the DRHPC as applicable.

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 2013 California Building Code and where required by the 2013 California Building Code, shall obtain a building permit prior to installation. An Encroachment Permit shall be required for all work performed in the public right-of-way. Please contact Lisa Sevilla at (707) 933-2205 for information regarding City Encroachment Permits.

Commission Discussion

Design Review and Historic Preservation Commission Action

❑ Approved ❑ Disapproved ❑ Referred to: _____ ❑ Continued to: _____

Roll Call Vote: _____ Aye _____ Nay _____ Abstain _____ Absent

DRHPC Conditions or Modifications

Attachments

1. *Project narrative*
2. *North building elevation*
3. *Addendum to Historic Resource Evaluation for 35 E. Napa St., Sonoma, CA*
4. *Review of Renovations Made to 35 East Napa Street in 1938 and 1973*
5. *Color samples*
6. *Door specification sheet*
7. *Window specification sheet*
8. *Door hardware specification sheet*
9. *Chandler picture and specification sheet*
10. *Scones picture*
11. *Post lamp picture*
12. *DRHPC Approval letter dated February 25, 2015*
13. *Correspondence*

cc: Enterra Associates
1275 4th Street #240
Santa Rosa, CA 95404

Richard and Mary Ann Cuneo
P.O. Box 4
Vineburg, CA 95487-0004

Rick Swinth, via email

Patricia Cullinan, vía email

Alice Duffee, via email

SLHP Historic Survey, via email

Mary Martinez, via will call at City Hall

Pangloss
CELLARS

REVISED PROJECT DESCRIPTION #2 – 03.12.2015

At a meeting of the Committee on 2/17/15 the applicant, Pangloss Cellars, presented a project to renovate the East and North facades of the building located at 35 East Napa Street. The Commission approved the renovations to the East façade, and with respect to the North façade, the commission requested that the applicant revise the design of the fenestration to make it look more like fenestrations seen elsewhere on the plaza.

The applicant appreciates and agrees with the feedback from the commissioners that the fenestration can be improved, and the applicant has developed a significantly revised design of the fenestration incorporating both the Commission's feedback as well as feedback from members of the community.

In re-designing the fenestration, the applicant's goal continues to be to develop a design that's both sensitive to the historic fabric of the community and to the surrounding streetscape. At the same time, the applicant wants to be respectful of the unique characteristics of the building identified by historic Preservation Planner Alice Duffee in her Historic Resource Evaluation report while also undertaking the renovations required for safety and aesthetic reasons to bring the building back to life as an inviting cornerstone on the plaza. The applicant has signed a 20-year lease for the building and is making significant investments in the renovation as part of a long-term commitment to contribute to the community.

In summary, the applicant and the Commission are completely aligned and have the same aesthetic goals for this project.

The redesign of the **fenestration** can be summarized as follows:

- The applicant is not proposing to increase the size of the fenestration opening. The goal is to maintain the existing size of the storefront
- The applicant will preserve and enhance all historic elements identified in the Historic Resource Evaluation report
- Based on feedback from the Commission, the applicant is changing the originally proposed steel frame system to a wood frame system as seen on many other buildings on the Plaza
- Based on feedback from members of the community, the applicant is now proposing to preserve the existing clerestory above the awning
- To visually separate the clerestory from the street level fenestration – as seen on other Plaza buildings - the applicant is proposing to retain the horizontal beam currently in place at the level of the awning

MAR 1 2 2015

- Preserving the clerestory and the awning level beam will visually tie the fenestration to the fenestration of the adjacent tenant to the West (the North Bay Gallery)
- The applicant agrees with the Commission that incorporate a 2' tall wood sash along the base of the fenestration will improve the design and continue a theme typical of buildings on the Plaza
- To make the design blend in more with surrounding buildings and the overall streetscape, the applicant is changing the color of the window system from black to a lighter appearing grey
- Based on feedback from members of the community, the applicant is proposing two warm tones of grey color (revised from the originally proposed cooler tones of grey). These new colors have been painted on the building and large samples will be handed out at the meeting
- The revised design includes a recessed entrance like the existing entrance and as typical elsewhere on the Plaza. This significantly breaks up the fenestration design to address the Commissions concern about a "wall of glass" as a full 30% of the fenestration will be recessed
- The revised design incorporate wood columns and a horizontal wood beam to further break up the fenestration and mimic fenestration designs found elsewhere on the Plaza (photos to be handed out)
- A custom door mimicking the design of the window system is proposed as illustrated on the enclosed elevation (cut sheets enclosed)
- No changes are proposed to the door hardware originally suggested
- The applicant will go through significant expense to have carpenters build this wood fenestration system on site as a truly custom design to achieve the desired look and compatibility with the overall streetscape on the Plaza

In the meeting on 2/17/15 one of the Commissioners raised the question of whether the fenestration design should include an awning. The applicant has given serious consideration to this question, and has studied the use of awnings elsewhere on the Plaza. The applicant's rationale for not incorporating an **awning** can be summarized as followed:

- The applicant believes a defining and very beautiful characteristic of the original building is the double-height fenestration. Double height fenestration is seen elsewhere on the Plaza in a few other buildings (see hand-out) and is an architectural characteristic worth celebrating. The applicant is of the opinion that covering the fenestration with a big, clunky awning, as was done in the 1970-80s remodel of the original building, is a shame and takes away from the beauty of the original building
- The applicant wishes to maximize the amount of natural light entering the building. This is especially important because the building consists of one large room behind the fenestration, almost 60' deep. As the fenestration faces North it doesn't receive much direct sunlight

- Less than half of the other buildings on the North block of the Plaza have awnings. Probably for the same architectural reason the applicant is pointing out – that they're less needed on the North side
- Elsewhere on the Plaza awnings are more typical than on the North side but not all buildings have awnings. Most do – but quite a few do not – and the applicant would suggest that requiring awnings for all buildings on the Plaza wouldn't be appropriate
- It is also worth pointing out that the existing awning is not permitted, was deemed a safety hazard in a previous building inspection report and is outside of the building envelope
- From an architectural standpoint, the existing awning blocks from view all the architectural features highlighted as worth preserving in Alice Duffee's report. The features simple aren't visible from the sidewalk because of the big awning

The **color scheme** can be summarized as follows:

- Please refer to the samples submitted and to the sample board displayed at the meeting as well as samples being handed out
- No intrusive, bright or loud colors
- Two simple shades of grey (one for the fenestration and one for the "forehead" of the building) selected to blend in with the surrounding buildings and match the light grey color of the natural stone the building's East façade is made of
- The applicant is presenting three color options – a light, a slightly darker and a warmer set of grey colors - and welcomes feedback on which option is most desirable to the Commission

With respect to **lighting**, the applicant's proposal can be summarized as follows:

- Exterior light fixtures were selected to match the existing City street lamps in front of the building and to be true to the architecture of the building
- The individual light fixtures are pictured on the applicant's sample board and cut sheets were enclosed with the original application
- Based on feedback from members of the community, the applicant has revised the proposal to not include a centered chandelier as originally proposed
- No up lights are proposed and all light fixtures have top plate covers
- Opening hours will be within City of Sonoma ordinance # 03 – 2014 and no exterior lights will be on outside of hours of operation, nor will any exterior lights be on during hours of the day when it is not dark outside

At the meeting on 2/17/15 the **Historic Resource Evaluation Report** prepared by historic preservation planner Alice Duffee was discussed. In response to questions raised by the Commission, the applicant engaged Alice Duffee to do additional investigations as follows:

1. Is the building eligible for the National or California Register?
2. Can the building still be eligible for the California Register even if it is determined ineligible for the National Register?
3. An analysis of the potential visual impact of the proposed design on the surrounding Sonoma Plaza National Historic Landmark (NHL) and National Register of Historic Places (NRHP)

Alice Duffee's Addendum to Historic Resource Evaluation for 35 E. Napa Street is included as an exhibit to this application. The findings of her additional investigation can be summarized as follows:

Re. 1: The building is not eligible for the California or the National Register due to its loss of integrity of materials, workmanship, design and feeling

Re. 2: The answer is no, because the entire street level storefront was replaced in the 1970-80s and as a consequence the building has not retained enough of its historic appearance to convey the Hotz tenure. (that said, the applicant is preserving and enhancing all the remaining original features of the Hotz period – barrel tiles, balcony niche, railing, iron wall anchors and the Hotz sign)

Re. 3: The proposed design is compatible and consistent with its general setting and nearby buildings in terms of massing, scale, materials and design. The design will not impair the historic character of its surroundings

Alice Duffee will be present at the meeting on 3/17/15 to answer any additional questions the Commission may have.

The applicant will also bring letters of support from other business and building owners on the Plaza to the meeting on 3/17/15, as well as a letter from the applicant's current landlord, Mr. Shone, expressing support for the proposed project based on the renovation work the applicant did to Mr. Shone's historic building in Glen Ellen (The Poppe Building) incorporating input from the Glen Ellen Historic Society.

The applicant is continuing the existing use of the building, and as such, no new use is proposed. In fact, the applicant is specifically designing the interior of the space to accommodate fewer people and provide a more relaxed environment than the previous tenants of the building.

In conclusion, the applicant is presenting a design we believe will greatly enhance the appearance of the building while respecting the historic characteristics of both the building and its surroundings, making the building a well-restored and beautiful place for everybody in the community to enjoy and be proud of. The applicant is convinced that the proposed design of the building will be an asset to the community because the proposed design will restore and enhance the beauty of this magnificent old building that currently is in dire need of restoration and has been modified so many times over its 112 year history that its original beauty has been significantly impacted and in many ways lost. Our goal is to create a destination and visual aesthetic that the community will appreciate and recognize as both beautiful and respectfully done. All material, color and other design choices have been made with this goal in mind.

The applicant wishes to thank the Commission for its time and consideration, and looks forward to a productive meeting on March 17th.

APD Preservation LLC

25 February 2015

Mr. Rick Swinth
Enterra Associates, Inc.
1275 4th Street, #240
Santa Rosa, CA 95404

Subject: Addendum to Historic Resource Evaluation for 35 E. Napa St., Sonoma, CA

Dear Mr. Swinth:

In response to questions raised at the Design Review and Historic Preservation Commission meeting of February 17, 2015, I have prepared additional documentation to support my finding that the building at 35 East Napa Street is not eligible for the California or National Register due to its loss of integrity of materials, workmanship, design, and feeling. I have also researched the question of whether a building can still be eligible for the California Register if it is determined ineligible for the National Register. Finally, I have prepared an analysis of the potential visual impact of the proposed design on the surrounding Sonoma Plaza National Historic Landmark (NHL) and National Register Historic Places (NRHP) District (as amended).

Determination of Eligibility

In his 1992 boundary increase nomination for the Sonoma Plaza National Register Historic District, Michael F. Crowe identifies six areas of significance for the district, over a period from 1835-1944. The historic district was originally listed in the National Register as a National Historic Landmark in 1974 and contained 30 contributing resources. The 1992 addition increased the resources to 81 contributing and 52 non-contributing.

In his preface to the list of non-contributing resources in the 1992 nomination, Crowe establishes his criteria for "non-contributing" as: 1) built outside the period of significance; 2) "altered out of their original architectural character;" or 3) moved after the period of significance (see figure 1). The building at 35 East Napa Street is specifically addressed as resource #97 and is determined to be a non-contributing resource to the district due to 1980s era renovations that compromised the historic integrity of the building (see figure 2).

NATIONAL REGISTER NON-CONTRIBUTING BUILDING DESCRIPTIONS

Buildings were determined not to contribute to the district if they were constructed after the end of the period of significance, 1944; or if they were altered out of their original architectural character; or if they were moved after the end of the period of significance. Vacant lots were considered to be non-contributing; however, the open fields along Spain Street between First Street East and Second Street East are considered to be contributing because they are part of the Mission complex which has not been completely surveyed and evaluated for the historic archaeological information they can yield. There are 52 buildings, 3 vacant lots and one parking lot which do not contribute to the District.

Figure 1: Excerpt from Sonoma Plaza (National Register Boundary Increase), 1992.

2015

94. 5 East Napa Street is a one-story commercial building, built outside the period of significance.

95. 9 East Napa Street is a one-story commercial building built outside the period of significance.

96. 17 East Napa Street is a commercial facade; however the building behind the facade has been demolished.

97. 31-35 East Napa Street is a commerical building built in 1903 with random ashlar stone walls. The main elevation was altered out of character outside the period of significance in the early 1980s.

98. 117 East Napa Street is a commercial building altered out of character.

99. 122-24-26 East Napa Street is a commercial building built outside the period of significance.

100. 130 East Napa Street is a commercial building built outside the period of

Figure 1: Excerpt from Sonoma Plaza (National Register Boundary Increase), 1992.

The modifications made in the 1970s-1980s are not yet 45 years old, are not architecturally distinctive, nor are they associated with any significant persons or events. Those modifications, therefore, do not render the building at 35 East Napa Street eligible for listing in the California or National Register.

A question was raised at the Commission meeting about whether a building can still be eligible for the California Register if it is ineligible for the National Register. According to the California State Office of Historic Preservation's (OHP's) "Technical Assistance Series #6: California Register and National Register: A Comparison (for purposes of determining eligibility for the California Register)" integrity is the "authenticity of a historical resource's physical identity evidenced by the survival of characteristics that existed during the resource's period of significance." Additionally, structures must "retain enough of their historic character or appearance to be recognizable as historical resources and to convey the reasons for their significance."

In this case, the period of significance would be 1938, following the major renovation by G.H. Hotz's son that converted the 1902 Edwardian building into a Spanish Mission Revival building. Ignoring its loss of physical integrity, the building could potentially be significant for its association with the Hotz family, who were active in Sonoma's business community for nearly 90 years. No photos from the 1938-1972 period have been located to date, so the exact appearance of the 1938 store is speculative at best. However, ongoing work inside the building reveals that the entire window unit has been replaced, leaving virtually nothing of the 1938 work in that area. While some decorative features remain from the 1938 remodel (stucco, barrel tiles, niche, wall anchors, etc.), the quintessential feature that defined the building's commercial presence was totally rebuilt in the 1970s-1980s: the street level store front. I would argue, therefore, that the building does not retain enough of its historic appearance to convey the Hotz tenure.

Visual Impact on NHL/NRHP District

The following table and map identify specific historic resources within a half block radius of the project area. The project area is indicated in pink; historic resources in green.

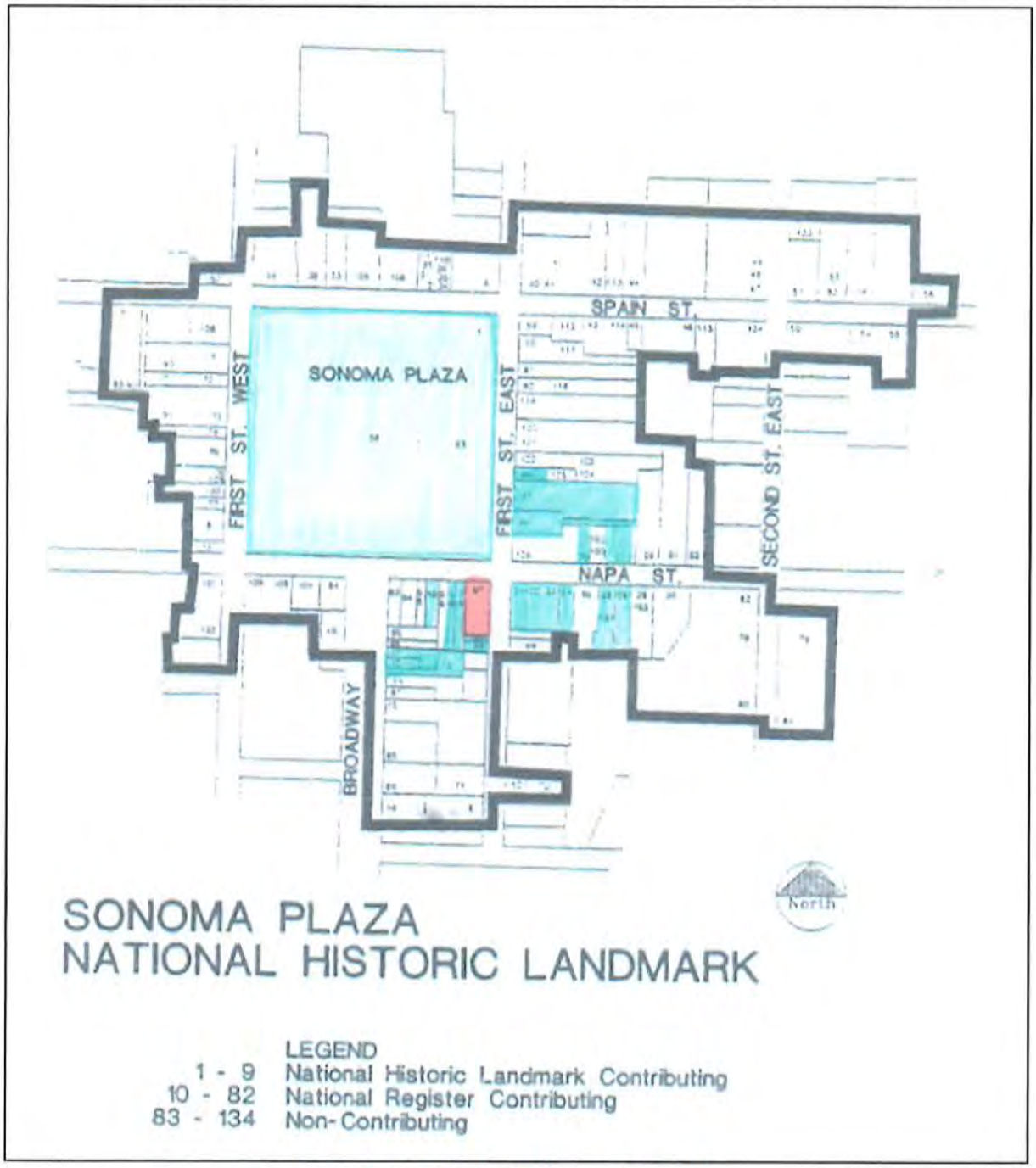

Figure 2: 1992 NHL/NRHP Historic District Map.

Nearby Historic Resources (contributing to NHL & NRHP District)

NHL/NRHP Resource #	Address	Date	Description
11	526 Broadway	1870	One storey, Italianate
12	530 Broadway	1880s	One storey, Italianate
13	530 Broadway (rear)	1880-90	One storey, vernacular industrial
19	25 East Napa St.	1910-15	One storey, commercial, glazed brick
20	29 East Napa St.	1900	One storey, Spanish colonial revival
67	521 First Street East	1900	One storey, vernacular frame, gabled
68	525 First Street East	1900	One storey, vernacular frame, gabled
21	101-103 East Napa St.	1896	Two storey, stone, Boccoli Building
22	107-109 East Napa St.	1908	Two storey, stone, Dal Pogetto Building
23	111 A-B East Napa St.	1908	Two storey, rock-faced molded tin walls, Dal Pogetto Building
24	113-115 East Napa St.	1908	Two storey, stone, Dal Pogetto Building
25	127 East Napa St.	1904	Two storey, stone, Andre Castex Building
26	139 East Napa St.	1880	One storey, Eastlake style residence
64	466 First Street East	1911	One storey, Sullivanesque, stucco
65	482 First Street East	1933	Sebastiani Theatre
66	484 First Street East	1900	Two storey, stucco

The building at 35 East Napa Street is in the heart of the Sonoma Plaza NHL and NRHP district. Its location on the southeast corner of the plaza makes it an anchor both commercially and visually for the downtown area. It is currently vacant pending final design approval. Following the February 17 DRHPC meeting, the project proponent has modified the design to incorporate recommendations from members of the commission.

The project entails replacing the late-twentieth century glass and stucco street level storefront with a new glass storefront in the same opening. The design includes 4 bays of large paned windows defined by wood mullions and muntins. A series of four columns delineate the four bays. The entrance is recessed from the sidewalk and flanked by angled windows to match the remainder of the storefront. A band of wood panels extends across the length of the façade between the windows and sidewalk, providing a visual base for the windows and completing a classical tripartite façade consisting of base, middle, and capitol (or cornice).

The proposed design responds appropriately to the context of adjacent and nearby development in terms of scale, material, and design elements. Buildings around the square are predominantly one and two storey commercial structures that, taken as a whole, create a general feeling of a "small country town center."[1] The footprint, scale and the massing of 35 East Napa Street will remain unchanged, and thereby consistent with the overall feeling of the area. Similarly, the tripartite organization of the façade is consistent with nearly every other building on the plaza and continues this design element that links the buildings visually. The vertical division of the building into four bays maintains the architectural rhythm of the streetscape on all four sides of the square. In terms of materials, the use of large paned windows (in both wood and metal frames) is a common design element in Sonoma's commercial center. The recessed entrance is also a common design element in buildings around the square.

Conclusion

In summary, it is my professional opinion that 35 East Napa Street is not eligible for the California or National Register of Historic Places based on its loss of integrity. This conclusion is supported by its categorization as "non-contributing" in the 1975 and 1992 NRHP nominations for the Plaza. The proposed design is compatible and consistent with its general setting and nearby buildings in terms of massing, scale, materials and design and will not impair the historic character of its surroundings.

References:

[1] Sonoma Plaza NRHP nomination (boundary increase), 1992.

"California Office of Historic Preservation Technical Assistance Series #6: California Register and National Register: A Comparison (for purposes of determining eligibility for the California Register)."

National Register of Historic Places, Sonoma Plaza National Historic Landmark, City of Sonoma, Sonoma County, California, National Register #75000489 (1975).

National Register of Historic Places, Sonoma Plaza (National Register Boundary Increase), City of Sonoma, Sonoma County, California, National Register #92000293 (1992).

Thank you for the opportunity to review this project. If you have further questions please feel free to contact me at (415) 806-4549 or alice@apdpreservation.com

Sincerely,

Alice P Duffee
APD Preservation LLC

Review of Renovations Made to 35 East Napa Street in 1938 and 1973

The 1938 remodel of 35 East Napa Street by the sons of G.H. Hotz transformed Adler's 1902 building. What had once been an Edwardian storefront, was rebuilt as a Spanish Mission revival structure, possibly from the ground up. An article in June 1938 announcing the project stated that the Hotzes planned to "replace the structure built by A. W. Adler some years ago," adding that the Hotzes were constructing another building at the rear of the lot to house the operations during the reconstruction. [1]

Details of the new building were described as being an "artistic touch of the old Spanish," and included flood lights on the exterior to illuminate the Hotz name in wrought iron, a stucco façade, and "**two** [emphasis added] iron grill balconies above the entrances on Napa Street."

The building opened to great fanfare, with the Sonoma Index-Tribune declaring that "Sonoma "GOES HOLLYWOOD" at the Hotz Store Opening" on September 9, 1938. The Hotz family hosted a gala reception all day and night, and received the congratulations of many neighboring businesses in the advertisement section of the newspaper.

The next major remodel of the building came in 1973 with the Stiepers, who bought the business—building and contents—from the Hotz family in September 1972. As early as October 1972, the Sonoma Index-Tribune foretold of the remodel that was planned for the building. The exterior would be remodeled first, followed soon after by a complete makeover of the interior.[2] Work progressed through the spring of 1973 and included erecting an addition on the rear, (re)stuccoing the front façade, sandblasting the paint off of the stone wall on the east façade, adding a marquee, and replacing the street level windows with "several smaller shadow box windows."[3] Victor Pardini was the general contractor, and Peterson did the plumbing. The "old landmark" was "completely modernized and refurbished and made more beautiful."[4] According to the new owner, Walter Lieper, "We are going to have a first class building and first class dresses, no matter what the cost to me."[5]

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[1] "Perfect Plans for Another Beautiful New Building," Sonoma Index-Tribune, June 8, 1938.

[2] "Hotz Store Changes Hands after 70 Years," Sonoma Index-Tribune, October 5, 1972.

[3] "Hotz Remodeling is Nearing Finish," Sonoma Index-Tribune, May 3, 1973.

[4] "Remodeling of Hotz's Modernizes old Landmark," Sonoma Index-Tribune, October 4, 1973.

[5] Sonoma Index-Tribune, May 3, 1973.

As a direct result of this renovation, the historic integrity of the "old landmark" was compromised irreparably. While the stucco was replaced in-kind, the entire 1938 storefront was ripped out, including the pair of iron balconies over the "entrances" (plural) on Napa Street. No photos from 1938-1973 have surfaced to-date, so it is still not possible to say definitively what the 1938 façade looked like beyond "Spanish in design," a pair of iron balconies, a wrought iron "Hotz" sign illuminated by flood lights, white stucco, and a tile roof.[6] What we do know is that the building we see today is a non-historic 1970s interpretation of Spanish Mission Revival.

[6] Sonoma Index-Tribune, June 8, 1938 and "New Hotz Store Marks 50 Years in Business Success," Sonoma Index-Tribune, September 2, 1938.

Hotz's Plan Bigger, Better Store For Year of 1938

Hotz's are planning on the enlarging and remodeling of their store. Contractors will take down the partition between present quarters and cigar store next door, making it one large store. The store's interior will be entirely remodeled and be modernistic, while the exterior will be Spanish in design. Bob Robinson's cigar store will also be remodeled along modern lines by the Hotz's.

The firm plans a big sale later in the month to clear all merchandise preparatory to reconstruction work.

Homer Cake will be at the Sonoma

Figure 1.: Sonoma Index-Tribune, January 7, 1938

Perfect Plans for Another Beautiful New Building

Following the completion of Sonoma's new $50,000 apartment house on the north side of the plaza, it is now announced that plans have been perfected for the new Hotz store, soon to rise on the present site of the pioneer firm. With Spanish exterior and modernistic arrangement for a dry goods and gents furnishing department, the beautiful structure will soon replace the store building erected by A. W. Adler some years ago.

The store will be finished in white with tile roof and two iron grill balconies above the entrances on Napa street. Indirect lighting from the balconies will cast a soft glow on the store with true Hollywood effect.

Arrangements are being made for the building of temporary warehouse and buildings in the rear to house present stock and fixtures as the work on the new store progresses.

Ralph and Harold Hotz were in San Francisco Tuesday conferring with the architect.

Patricia Golton Wins Scholarship

Announcement of fellowships and scholarships granted to students of the University of California for the academic year 1938-39 has just been made by President Robert Gordon Sproul. Patricia Louise Golton, of Sonoma, has been awarded an Irene Purington Scholarship.

Figure 2: Sonoma Index-Tribune, June 8, 1938.

Page Six THE SONOMA INDEX-TRIBUNE, SONOMA, CALIFORNIA

Sonoma "GOES HOLLYWOOD" At The Hotz Store Opening

Sonoma Mission Creamery
Congratulates
The Hotz Firm
Upon Their Beautiful
NEW MODERN STORE

We join with others in congratulating the

G. H. Hotz Firm

New Rural Carrier Likes Sonoma Valley

C. A. Sheppard, wife and son, have taken up their residence in Sonoma Valley. They are from Riverside and Mr. Sheppard is the new rural mail carrier out of the Sonoma postoffice. He takes the place of Mr. Zimmerman, who has gone away.

Sheppard is familiarizing himself with the boxes and already is giving a good account of himself. He is an active man, for many years previously in newspaper work.

The M. E. Ladies' Aid will meet a week later than usual, their meeting of the 16th being postponed on account of the Woman's Club luncheon which the church women are to serve September 16.

Crowds Throng Flower-Decorated Store, Congratulate Proprietor and Praise Departments

Sonoma "west Hollywood" last Saturday when the pioneer Hotz firm opened the doors of its new store, on the south side of the plaza, held a gala reception thruout the day and evening and had informal modeling of the latest fall and winter clothes.

The decorations for opening day were elaborate, the flowers, floral horseshoes, giant baskets and sprays being gifts of well wishers from many cities. The store windows on Napa street were decorated with professional artistry, the principal feature being the bridal figure in all white, with gardenias and tube roses as a background. White velvet wrap, white fox furs, contributed to the glamorous figure. Jewelry from Mosso's added elegance.

The new men's furnishing department in charge of Roswell Hotz, was brought to the attention of the public with sports outfit as featured by Esquire, gorgeous dahlias being used to give color to this display. Another window had a double-breasted blue suit with accessories, and here, too, flowers were effectively displayed. Messrs. Hotz had valuable assistance from Mrs. Sabina Sebastiani

Figure 3: Sonoma Index-Tribune, September 9, 1938.

G. H. Hotz Store Being Remodeled

New Lines to be Added By Progressive Sonoma Merchants

A most modern and up-to-date store will soon be Sonoma's, with the starting to work of carpenters on the Hotz store on Napa street. The building is to be completely remodeled, and workers are now busy tearing down partitions so additional departments, such as men's ready-to-wear, may be added by this progressive and enterprising firm.

The interior of the store will be along modern lines according to plans, the walls to be of light-colored gumwood, with dark paneling and the latest in lighting effects. The exterior is to be of stucco with the Spanish type of architecture adhered to. A building is being constructed at the rear of the store to be used as a warehouse and receiving room, with part of the space to be used as a modern fitting room and dressing rooms.

Plans of the Hotz firm for their new store include a large line of women's ready-to-wear, a complete line of men's furnishings, art de-

Figure 4: Sonoma Index-Tribune, July 22, 1938.

Stiepers new owners

Hotz's store changes hands after 70 years

The Hotz department store on Napa st. at First st. east, will soon be completely remodeled inside and out according to the plans of its new owners, Mr. and Mrs. Walter Stieper.

The Stiepers bought the historic Plaza business from Ralph Hotz, whom they said will still have an office in the store and will help them in its management.

The Hotz department store was established in 1902 by Ralph's father, G. H. Hotz. Ralph himself operated it for the past 50 years. He was assisted by his late brother, Harold Hotz.

Born and raised in San Francisco, Stieper, has had a home on Arnold dr. for the past 19 years. He purchased this ranch, he said, the same day he opened up the Sands Motel which he built in San Francisco.

Stieper recently sold the Sands Motel but found he didn't want to remain inactive. He said he had been talking with Ralph Hotz for the past year about acquiring the business.

"It represents a challenge"

(Continued on Page 16)

110 m.p.h.

High-speed chase ends in an arrest

Following a wild chase which

According to Sloane, the

Figure 5: Sonoma Index-Tribune, October 5, 1972.

Thursday, May 3, 1973

Hotz remodeling is nearing finish

The remodeling of the Hotz department store on Napa st. ast First st. east, should be finished in about a month. A grand opening is planned for soon after.

Owner Walter Stieper, who bought the business-nearly 100 years old-from Ralph Hotz last November, said many new improvements are included in the remodeling. The entire store is being renovated inside and out.

One of the major improvements is the creation of a ladies' shoe store where the old cigar store and pool hall used to be, just west of the store. This will be operated by Don Stieper, Stieper's son, who has just been released from the Navy.

Contractor on the remodeling project is Victor Pardini. Architect is William Dimick. Both are from Sonoma Valley.

The front of the department store has been drastically changed. A marquee has been installed and the former windows have been replaced by several smaller shadow box windows.

The interior will be tiled and carpeted and air conditioning will be added. Hot water has been brought into the store for the first time. There are additional restrooms and changing rooms.

Stieper said his office will be located upstairs on the mezzanine. The back of the department store has been changed to include a room where salesmen may show their wares.

An addition has been added at the back of the shoe store in which to keep the merchandise.

The interior remodeling also includes lower ceilings and an intercom system. The new front will be stuccoed. Stieper hopes to have the rock wall at the east side of the store sandblasted and restored to its natural color.

Parking for eight cars will be provided in the back.

Stieper said after he finished describing the progress of his remodeling, "I'm just sorry that Ralph didn't live to see it."

Ralph Hotz, who operated the family business for many years after his father G. H. Hotz, founder of the business died Mar. 7.

These
73-74
Delane
west, S
money

Figure 6: Sonoma Index-Tribune, May 3, 1973.

Hotz's store

(Continued from Page 1)

said Stieper.

The new owner said Mrs. Doris Toschi would continue as general manager at the store. She has been there for some 18 years. Stieper himself will handle the bookkeeping and similar duties and his wife, Lucille, and daughter-in-law will be on the sales staff.

The remodeling of the exterior of the store comes first. This will include the renovation of the small unit west of the store, which was formerly a cigar store and pool hall. This will be made into a rental unit.

The interior remodeling will have to wait until the new stock is distributed throughout the store. All new stock will replace what is there now, said Stieper.

This will include top lines of merchandise—"All fresh stock" Stieper stressed.

Remodeling of the interior will start around Jan. 1. It will include installation of air conditioning and a new heating system. The contractor for all the remodeling will be Sonoma builder Victor Pardini, said Stieper.

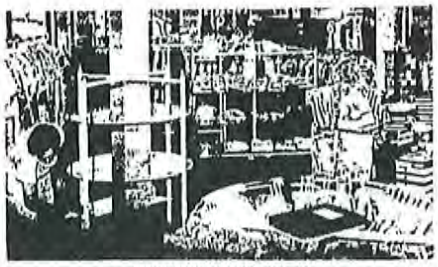
Getting the new stock ready for display, tagging it and putting it out on shelves and racks will take several days, during which the store may have to close briefly.

The Stiepers have three children, Kenneth, 33, who graduated from Sonoma Valley High; a daughter, Mrs. Gail Ortiz, and Donald, who is in the Navy and serves on the carrier Enterprise, which is now in the Philippines.

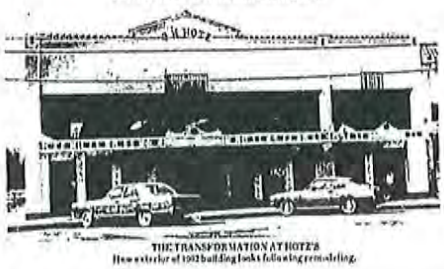
Donald married a Sonoma girl, the former Wanda Crabtree.

Figure 7: Sonoma Index-Tribune, October 5, 1972 (continued).

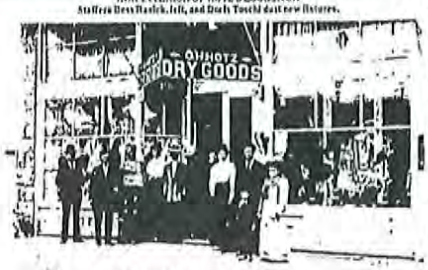
WHEN HOTZ DID A BIG DRY GOODS BUSINESS
And look at those fancy straw hats hanging at left.



HOW INTERIOR OF HOTZ'S LOOKS NOW
Stuffers Bess Rasick, left, and Doris Toschi dust new fixtures.



THE TRANSFORMATION AT HOTZ'S
How exterior of 1902 building looks following remodeling.



AS THE HOTZ STORE LOOKED IN THE 1890s
Seems to be a family gathering in front.

Remodeling of Hotz's modernizes old landmark

The remodeling just completed at Hotz's by the new owners, Mr. and Mrs. Walter Stieper, has completely modernized and refurbished and made more beautiful than ever a Sonoma business established almost 100 years ago.

And it was a family business until the Stiepers bought it last fall. G. H. Hotz was the founder, back in the latter part of the 19th century, and after his death it was carried on by his sons, Ralph and Harold Hotz. Harold died several years ago and Ralph passed away just this spring.

Stieper employed Sonoma contractor Victor Pardini for the remodeling, which was started last March. Peterson Mechanical, Inc., also of Sonoma, did the plumbing, heating and air conditioning.

The project transformed the appearance, inside and out, of the Hotz building, constructed in 1902 and located at 35 E. Napa st. It also included the creation of a shoe store in the quarters just west of the Hotz store, which used to be a cigar store and pool hall.

The interior of Hotz's is completely new, the dominant features of the sales area including carpeting throughout, new fixtures and decor and new dressing rooms.

Tucked into a mezzanine are two offices. Additional storage has been added in the rear plus lavatory facilities. Modernization of the lighting system and painting of the entire interior were top priorities.

The display windows were given new treatment in line with the latest attractive concepts for presenting merchandise. Inside, the windows are partitioned off by handsome ironwork.

All new merchandise, including the best lines of women's wear, is now in stock. Formerly, Hotz's also has clothing for men but it's all women's apparel now.

Born in San Francisco, Walter Stieper was a businessman in that city for many years until he bought Hotz's. He and his wife have lived in Sonoma Valley, however, for some 23 years. They live on a ranch off Arnold dr. near Glen Ellen.

Prior to taking over Hotz's, Stieper owned a motel in San Francisco for 18 years. Before that he was in the insurance business, the paper business and for many years operated an outstanding French bakery.

Assisting Stieper and his wife, Lucille, in operating the business are Doris Toschi, manager and a veteran of 18 years at Hotz's, and Bess Rasick.

Stieper's son, Don, and the latter's wife, Wanda, are in charge of the shoe store.

Figure 8: Sonoma Index-Tribune, October 4, 1973.

35 E Napa Street
Paint Selections
All options listed are Benjamin Moore paints

Option A

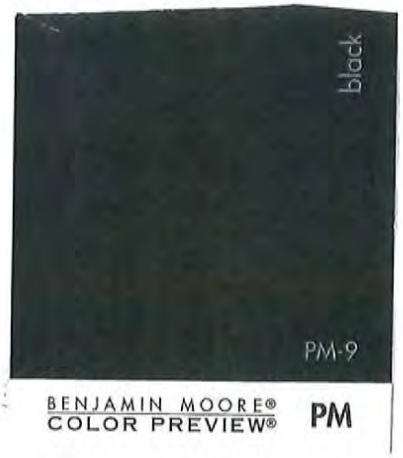
Forehead- AF-710	Beam- Grey	Window trim- universal black

Option B

Forehead-AF-675	Beam- Kendall Charcoal	Window trim- black

Lettering selections from left to right

Gold dust P-270	Silver 20	Bronze 30



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Portella Iron Doors

Maintenance Information.

Portella recommends using Murphy's oil to maintain your door(s). Dilute Murphy's oil with water (2/3 of water to 1/3 of Murphy Oil). Use a soft cloth and wipe door gently inside and out removing all accumulated dust. DO NOT USE ANY HARSH CHEMICALS OR ABRASIVE CLEANING MATERIALS.

Download full specifications:
Hardware Boring
Mortice Lock
Installation Schematic
Door Swing Configurations

Technical Specifications

Portella products exceed industry standards so our doors are not only beautiful—they are built to last.

Portella is the only iron door manufacturer who offers a rabetted one piece jamb with shaped kerf mold and one piece door stile/rails. Our unique patented design eliminates the use of multi-pieced together tube steel covered with bondo used by our competitors.

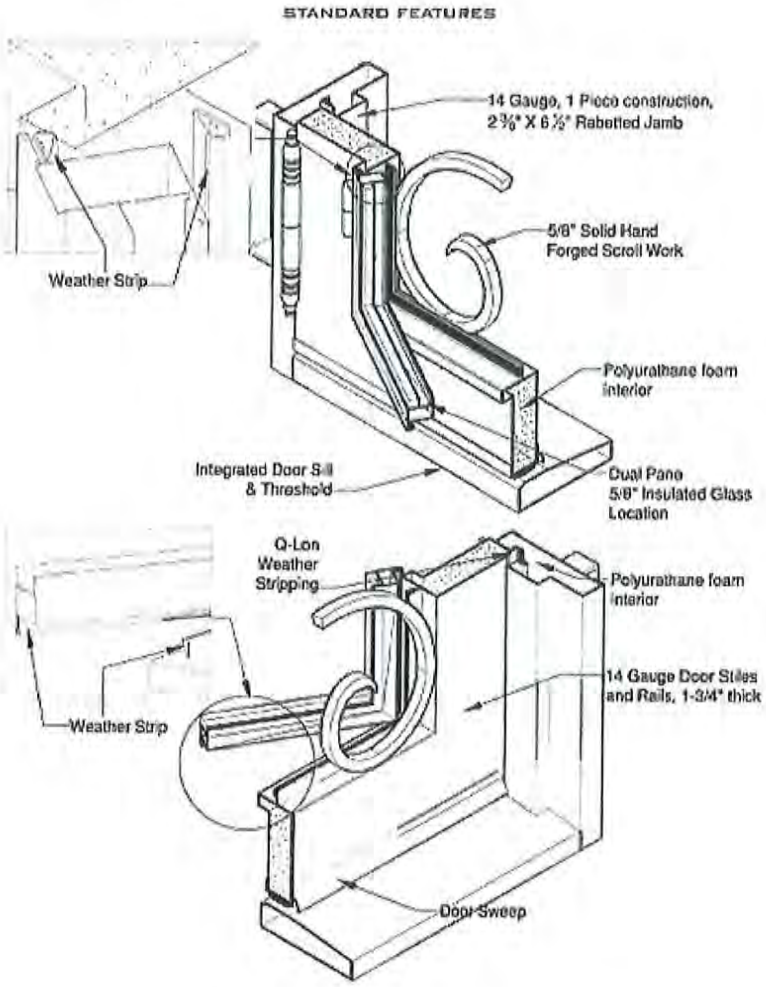
Portella Iron Doors provides exceptional service which includes:

- - experienced sales representatives allow you to view our products firsthand and answer any questions you may have
- - highly-trained professional installation team on staff

Our quality is so exceptional we back it with a 10 Year Warranty.

A complete fully integrated system includes:

- - one piece construction fully welded 14 gauge steel frame
- - pre-hung fully welded 14 gauge, 1 3/4" thick door
- - dual sealed operable glass window frames
- - heavy duty concealed ball bearing mortised hinges
- - closed cell polyurethane foam cores on jambs and stiles
- - factory applied and sealed, integrated sub-sill and threshold
- - durable factory applied faux finishes with 5 year warranty
- - Air and water resistant Q-lon compression weather stripping and durable drip edge, multi-bulb door sweeps
- - handle systems with a premium dead bolt and pull handles which utilize an innovative roller-catch closure system allowing doors to open and close with minimum amount of effort (standard and mortise boring available options)



Architect Series Technical Specifications

Our steel and iron products exceed industry standards...making our doors not only beautiful— they are built to last.

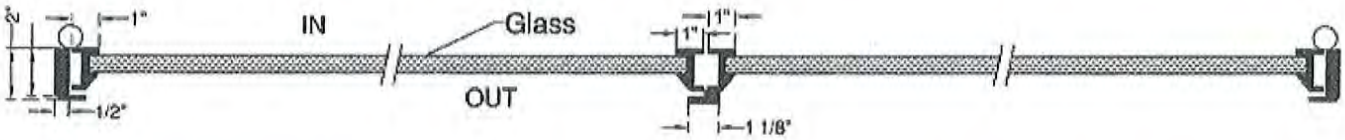
Narrow sight lines, exceptional strength, and unique sizing are a few of the trademark features of these hot rolled steel doors and windows. Other features include factory glazed, insulated Low-E glass for safety and UV protection and hardware options including mortise locking hardware and custom pull handles. Our Architect Series is the perfect choice for design and quality that to for generations to come.

Our Architect Series doors and windows include:

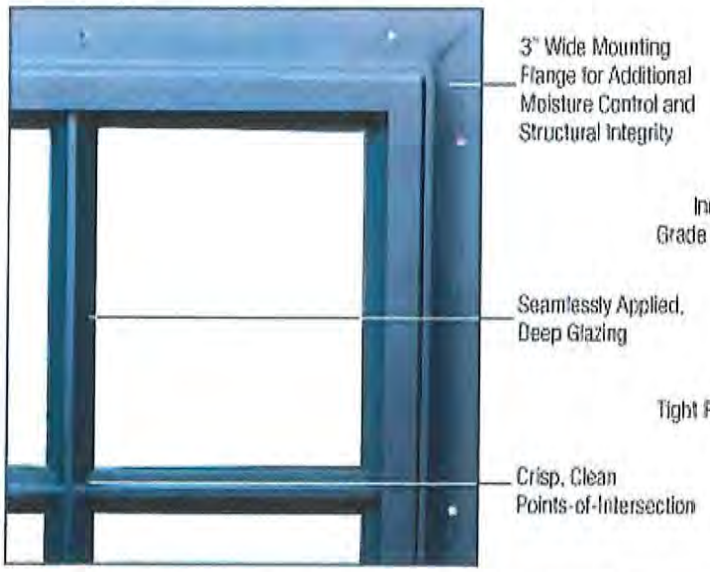
- - Narrow sight lines
- - Dual glazed, insulated Low-E glass to meet current energy rating requirements
- - Oversized door design and construction for doors over 10 ft. tall
- - Three factory finish options (custom finishes also available): Dark Bronze, Steel Gray, Charcoal
- - Factory glazed in a controlled environment
- - Deep steel divisions allow for thicker glazing combinations and improved energy values
- - A continuous 1/4" x 3" steel mounting flange and flashing for increased structural integrity and moisture protection

- - Factory applied and sealed integrated threshold
- - Windows with Roto-Crank Adjusters or Hold-Open Stays
- - Windows include hiqh-quality bronze hardware
- - Steel window screens optional

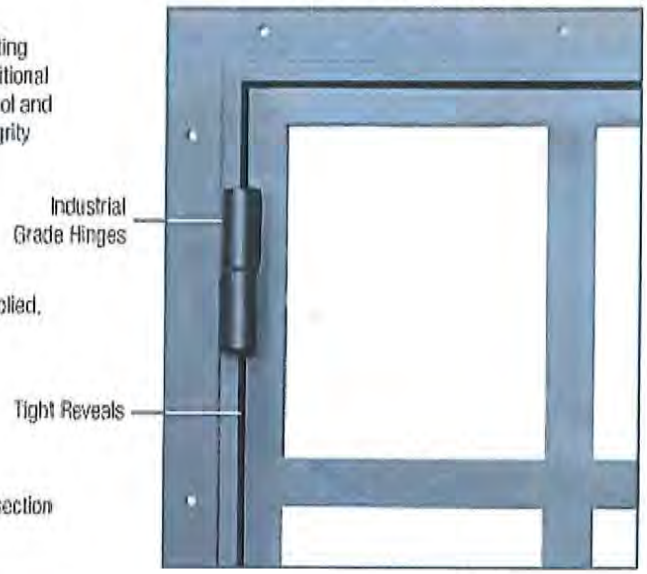
ARCHITECT SERIES CROSS SECTION



EXTERIOR DETAIL



INTERIOR DETAIL



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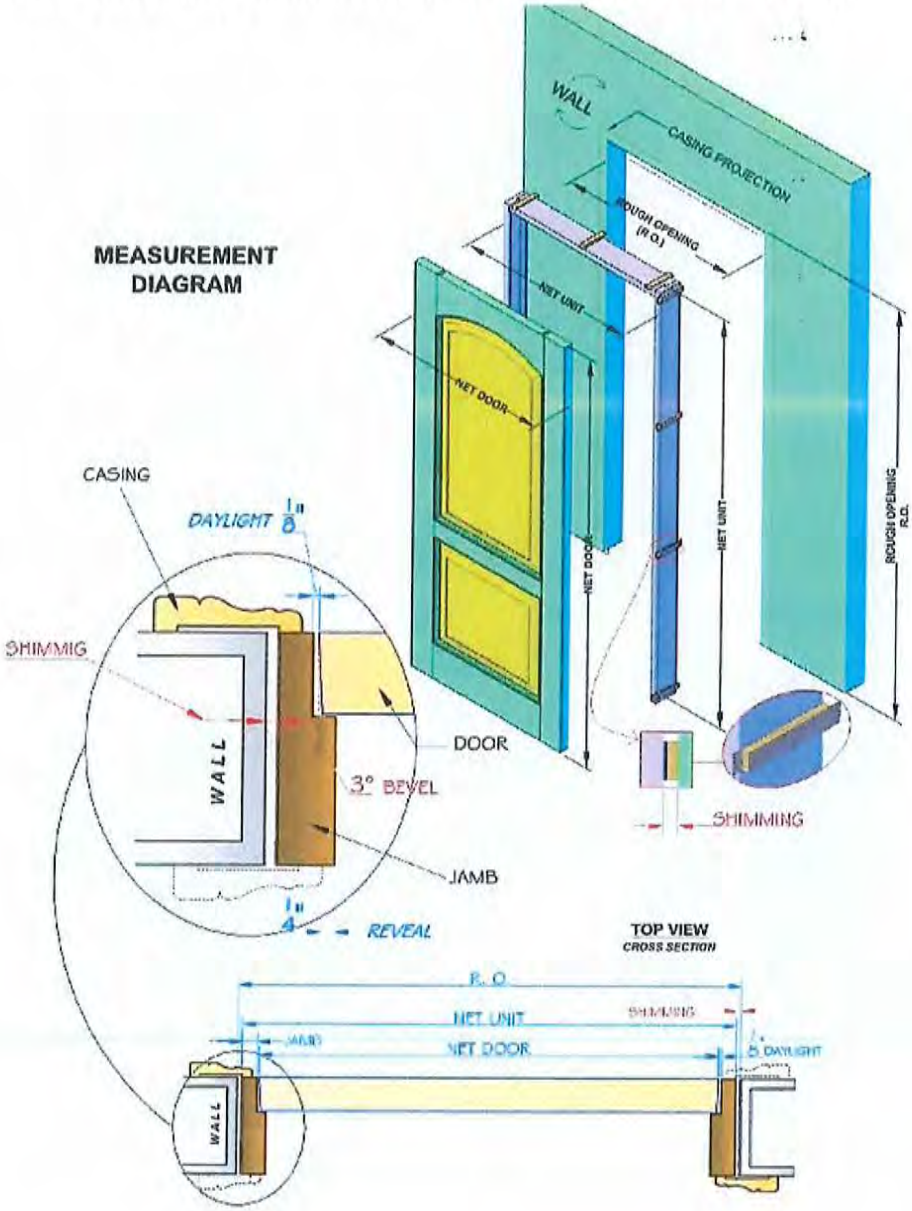
Portella is a nationally recognized manufacturer of custom steel doors, steel windows, contemporary metal doors, iron doors, steel French and European doors, iron gates, iron railings, iron hardware and other metal products. Our reputation for quality of workmanship, attention to detail, and superior customer service is highly regarded by our peers in the building industry. If you are building or remodeling, we have a steel door, steel window, gate or railing to complement your architectural style (traditional, classic, or modern), and if we don't - we'll design something absolutely perfect just for you.

Technical info

Standard Sizing and Prehung
ROUGH OPENING AND NET UNIT
- Measurement Diagram
- Single Door
- Double Doors
- Single Door One Sidelight
- Single Door Two Sidelights
- Double Doors One Sidelight
- Double Doors Two Sidelights

Glass Standards
Millwork Standards



More To Explore:

Rough Opening	Door Width	Jamb Thickness	Net Unit	Shimming	Opening Radius
38"	18" x 2	¾" x 2	37 ½"	¼" x 2	
38 ¼"	18" x 2	¾" x 2	37 ½"	3/8" x 2	
38 ½"	18" x 2	¾" x 2	37 ½"	½" x 2	
38 ¾"	18" x 2	1" x 2	38"	3/8" x 2	
39"	18" x 2	1" x 2	38"	½" x 2	
39 ¼"	18" x 2	1 ¼" x 2	38 ½"	3/8" x 2	
39 ½"	18" x 2	1 ¼" x 2	38 ½"	½" x 2	
39 ¾"	18" x 2	1 ½" x 2	39"	3/8" x 2	
40"	18" x 2	1 ½" x 2	39"	½" x 2	
40 ¼"	18" x 2	1 ¾" x 2	39 ½"	3/8" x 2	
40 ½"	18" x 2	1 ¾" x 2	39 ½"	½" x 2	
40 ¾"	19" x 2	1" x 2	40"	3/8" x 2	
41"	19" x 2	1" x 2	40"	½" x 2	
41 ¼"	19" x 2	1 ¼" x 2	40 ½"	3/8" x 2	
41 ½"	19" x 2	1 ¼" x 2	40 ½"	½" x 2	
41 ¾"	19" x 2	1 ½" x 2	41"	3/8" x 2	
42"	19" x 2	1 ½" x 2	41"	½" x 2	
42 ¼"	19" x 2	1 ¾" x 2	41 ½"	3/8" x 2	
42 ½"	19" x 2	1 ¾" x 2	41 ½"	½" x 2	
42 ¾"	20" x 2	1" x 2	42"	3/8" x 2	
43"	20" x 2	1" x 2	42"	½" x 2	
43 ¼"	20" x 2	1 ¼" x 2	42 ½"	3/8" x 2	
43 ½"	20" x 2	1 ¼" x 2	42 ½"	½" x 2	
43 ¾"	20" x 2	1 ½" x 2	43"	3/8" x 2	
44"	20" x 2	1 ½" x 2	43"	½" x 2	
44 ¼"	20" x 2	1 ¾" x 2	43 ½"	3/8" x 2	
44 ½"	20" x 2	1 ¾" x 2	43 ½"	½" x 2	
44 ¾"	21" x 2	1" x 2	44"	3/8" x 2	
45"	21" x 2	1" x 2	44"	½" x 2	
45 ¼"	21" x 2	1 ¼" x 2	44 ½"	3/8" x 2	
45 ½"	21" x 2	1 ¼" x 2	44 ½"	½" x 2	
45 ¾"	21" x 2	1 ½" x 2	45"	3/8" x 2	
46"	21" x 2	1 ½" x 2	45"	½" x 2	
46 ¼"	21" x 2	1 ¾" x 2	45 ½"	3/8" x 2	
46 ½"	21" x 2	1 ¾" x 2	45 ½"	½" x 2	
46 ¾"	22" x 2	1" x 2	46"	3/8" x 2	
47"	22" x 2	1" x 2	46"	½" x 2	
47 ¼"	22" x 2	1 ¼" x 2	46 ½"	3/8" x 2	
47 ½"	22" x 2	1 ¼" x 2	46 ½"	½" x 2	
47 ¾"	22" x 2	1 ½" x 2	47"	3/8" x 2	
48"	22" x 2	1 ½" x 2	47"	½" x 2	
48 ¼"	22" x 2	1 ¾" x 2	47 ½"	3/8" x 2	
48 ½"	22" x 2	1 ¾" x 2	47 ½"	½" x 2	
48 ¾"	23" x 2	1" x 2	48"	3/8" x 2	
49"	23" x 2	1" x 2	48"	½" x 2	
49 ¼"	23" x 2	1 ¼" x 2	48 ½"	3/8" x 2	
49 ½"	23" x 2	1 ¼" x 2	48 ½"	½" x 2	
49 ¾"	23" x 2	1 ½" x 2	49"	3/8" x 2	
50"	24" x 2	¾" x 2	49 ½"	¼" x 2	
50 ¼"	24" x 2	¾" x 2	49 ½"	3/8" x 2	
50 ½"	24" x 2	¾" x 2	49 ½"	½" x 2	
50 ¾"	24" x 2	1" x 2	50"	3/8" x 2	
51"	24" x 2	1" x 2	50"	½" x 2	
51 ¼"	24" x 2	1 ¼" x 2	50 ½"	3/8" x 2	
51 ½"	24" x 2	1 ¼" x 2	50 ½"	½" x 2	
51 ¾"	24" x 2	1 ½" x 2	51"	3/8" x 2	
52"	24" x 2	1 ½" x 2	51"	½" x 2	
52 ¼"	24" x 2	1 ¾" x 2	51 ½"	3/8" x 2	
52 ½"	24" x 2	1 ¾" x 2	51 ½"	½" x 2	
52 ¾"	25" x 2	1" x 2	52"	3/8" x 2	
53"	25" x 2	1" x 2	52"	½" x 2	
53 ¼"	25" x 2	1 ¼" x 2	52 ½"	3/8" x 2	
53 ½"	25" x 2	1 ¼" x 2	52 ½"	½" x 2	
53 ¾"	25" x 2	1 ½" x 2	53"	3/8" x 2	

Portella Iron Doors

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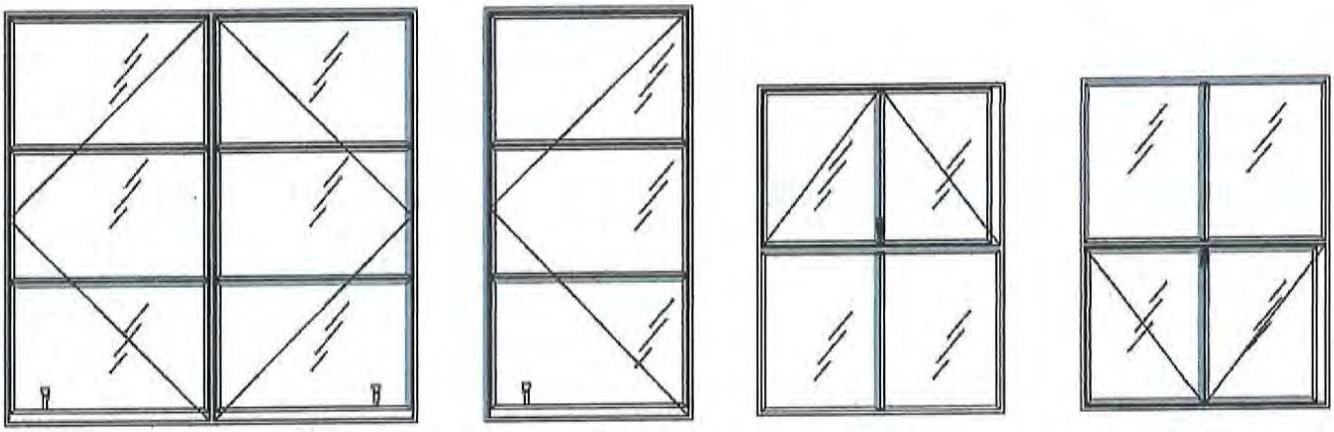
CITY OF SONOMA

Custom Steel Windows

Our steel windows exceed all industry standards so they are not only beautiful—they are built to last.

Portella Windows feature:
- Narrow sight lines
- Dual, factory glazed in a controlled environment
- Deep steel divisions allow for thicker glazing combinations and improved energy values
- A continuous 1/4" x 3" steel mounting flange and flashing for increased structural integrity and moisture protection
- Insulated, Low-E glass meets current energy rating requirements and UV protection
- Three factory finish options: dark bronze, steel gray, charcoal (custom finishes also available)
- Roto-Crank Adjusters or Hold-Open Stays
- Hiqh-quality bronze hardware
- Steel screens optional

Steel Window – Double Casement with hold open stays, historical window



Double Casement Single Casement Awning Hopper

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Portella is a nationally recognized manufacturer of custom steel doors, steel windows, contemporary metal doors,

iron doors, steel French and European doors, iron gates, iron railings, iron hardware and other metal products. Our reputation for quality of workmanship, attention to detail, and superior customer service is highly regarded by our peers in the building industry. If you are building or remodeling, we have a steel door, steel window, gate or railing to complement your architectural style (traditional, classic, or modern), and if we don't - we'll design something absolutely perfect just for you.

ROCKY MOUNTAIN®
HARDWARE

Mack Passage Set - 2 1/2" x 10"

MACK

E21056-E21056

Geometrically pleasing, our Mack Collection is characterized by soft, angular planes that highlight the artistry of hand-cast bronze. Offered in an assortment of versatile profiles, each with a hand-applied patina that grows richer and deeper with age.

OPTIONS

The interior door hardware set as seen above is shown in passage function with the L21005 Emile lever in silicon bronze, dark patina. Interior door sets can be designed as passage, privacy or dummy locksets, you would find this hardware on bedroom and bathroom doors as well as on closets and pantries. Available in a wide variety of patina options with your choice of handle. Visit www.rockymountainhardware.com to view more options.

Shown in weathered zinc.

VINTAGE BARN ANGLED SHADE SCONCE

~~$219 - $269~~ **$129 - $269**

Select Items On Final Sale

All the functional style of the enameled fixture that's illuminated American barns for the last century, redesigned with an angled shade that directs light where you need it.

Hide product details...

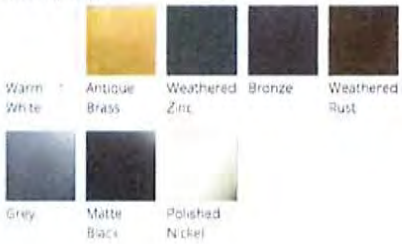
- Made of steel and aluminum
- Weathered zinc shade has weathered zinc cap
- Reflector finish matches exterior finish of shade
- Uses one 60W max. standard Edison bulb (sold separately)
- Wet UL listed: suitable for use indoors or outdoors, including areas that receive direct contact with rain, snow or excessive moisture
- Hardwire

DIMENSIONS

Small: shade, 9¾" diam.; 8"W x 20"D x 18"H overall; 9 lbs.

Medium: shade, 11¼" diam.; 8"W x 23"D x 22"H overall; 10 lbs.

Finish Options



VINTAGE BARN ANGLED SHADE SCONCE

~~$219 - $269~~ **$129 - $269**

Select Items On Final Sale

SIZE: Choose Size

FINISH: Choose Finish

PRICE QUANTITY

ECO HALOGEN EDISON FROST BULB (SET OF 2) - 4"L

$5

See all product details.

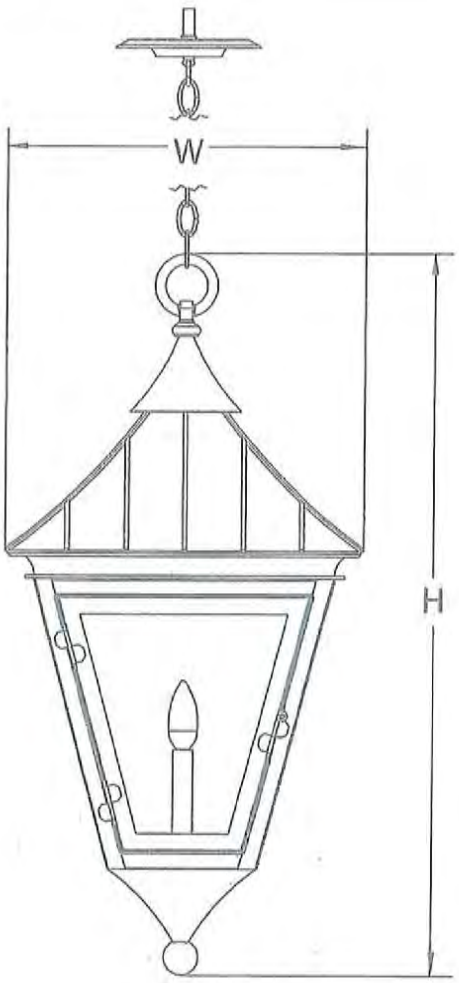
WATTAGE: Choose Wattage

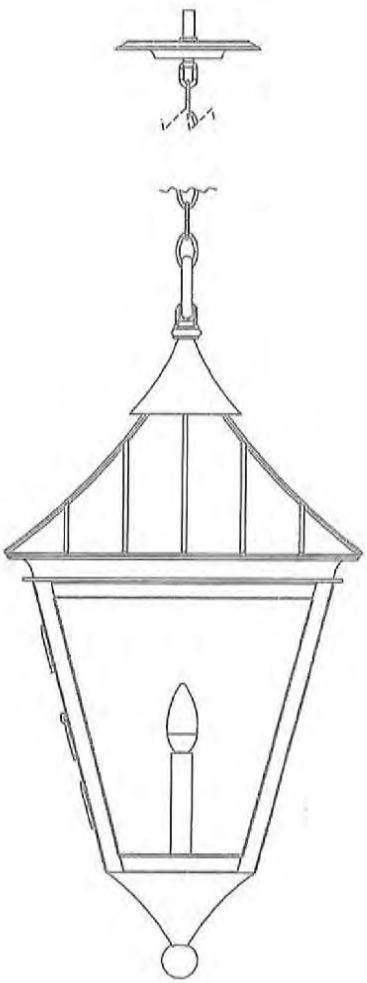
PRICE QUANTITY

Tweet

JUN 2 0 2015

MARK MARESCA / MM-1300





MARESCA STANDING SEAM		W	H	D	LAMP	CANOPY	X	Y	Z	ETL	WEIGHT
HANG LARGE	MM-1300HL	21	41.5		2-60W-C*	6" DIAM				DAMP	45 LBS
HANG REGULAR	MM-1300HR	15	30.75		1-60W-C*	6" DIAM				DAMP	22 LBS

AVAILABLE FINISHES

STANDARD	BC, BL, BP, DC, FC, HB, RC, WH
PREMIUM I	DB, PT, SB, VN, ZC
PREMIUM II	N/A

AVAILABLE GLASS

STANDARD	CL
PREMIUM	CG, ET, IC, GN, MI, PT, RT, SD, TM

DETAILS

Designed by Mark Maresca.

Photographed in flux copper with clear glass.

*Also available with three candelabra cluster. Please specify.

WARNING: Large version weighs 45 lbs. Installer MUST use an appropriately rated junction box. Please contact your sales coordinator for pre-installation assistance.

Ships with complimentary bulb(s).

JAN 20 2015

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BEVOLO
– established 1945 –

Governor® Bracket Mount

Standard Lantern Sizes

Height	Width	Depth
24.0"	6.0"	6.0"
30.0"	7.5"	7.5"
36.0"	9.25"	9.25"

JAN 30 2015

BEVOLO

– established 1945 –

Six-Sided French Quarter® Post/Column Mount

Standard Lantern Sizes

Height	Width	Depth
19"	13"	11.75"
22"	14"	12.5"
25"	15"	13.75"
27"	17"	14.5"

JAN 2 0 2015

City of Sonoma

No. 1 The Plaza
Sonoma, California 95476-6618
Phone (707) 938-3681 Fax (707) 938-8775
E-Mail: cityhall@sonomacity.org

Sonoma Sister Cities:

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Kaniv Ukraine
Patzcuaro Mexico
Penglai China
Tokaj Hungary

February 25, 2015

Enterra Associates
Attn: Rick Swinth
1275 4th Street #240
Santa Rosa, CA 95404

Subject: Consideration of building elevations details, exterior color and materials, and outdoor lighting for a commercial building (Pangloss Cellars) located at 35 East Napa Street (APN 018-212-008).

Dear Mr. Swinth:

On Tuesday, February 17, 2015, the Design Review and Historic Preservation Commission (DRHPC) considered building elevations details, exterior color and materials, and outdoor lighting for a commercial building (Pangloss Cellars) located at 35 East Napa Street. After discussion and public testimony, the DRHPC voted 4-0 (with one commissioner absent) to approve the proposal for the east elevation as submitted. The consideration of the north elevation was continued to the meeting on March 17, 2015.

All building improvements shall be in conformance with applicable requirements of the 2013 California Building Code and where required by the 2013 California Building Code, shall obtain a building permit prior to installation.

If you have any questions about this matter, please do not hesitate to call.

Sincerely,

Wendy Atkins

Wendy Atkins
Associate Planner

cc: Richard and Mary Ann Cuneo
P.O. Box 4
Vineburg, CA 95487-0004

Mary Martinez, via email

Patricia Cullinan, via email

Alice Duffee, via email

SLHP Historic Survey, via email

RICHARD A. CUNEO
macuneo@cuneoproperties.com

February 26, 2015

City of Sonoma
Design Review and Historic
Preservation Commission

Attention Commissioners:
Kelso Barnett, Chair
Ton Anderson
Robert McDonald
Micaelia Randolph
Leslie Tippell
Christopher Johnson

Subject: 35 East Napa Street

Dear Commissioners:

We are writing this letter to express our support for the proposed exterior renovation project of the building located at 35 East Napa Street. Pangloss Cellars will be the new occupant of the premises. They are a small artisan Sonoma winery.

We are delighted to see the building being brought to life and we believe the project is both respectful of the building and of the surrounding buildings on the Plaza. The applicant is committing a major effort as well as a significant expense to enhance the building's character in order to create a beautiful landmark of which our community can be proud.

Having attended the first meeting of the Design Review and Historic Preservation Commission, to evaluate this project, we are especially impressed by the applicant's responsiveness to the committee's input. The applicant has implemented significant changes to the design to accommodate the requests put forth by the commission.

Should you have any questions, please do not hesitate to contact us.

Thank you for your consideration,

Richard A. Cuneo

Mary Ann Sebastiani Cuneo

Mary Ann Sebastiani Cuneo

PAID
FEB 2 6 2015

CITY OF SONOMA
CASH___ CHECK___

P.O. BOX AA SONOMA, CA 95476

Shone Real Estate Investments
Sherry and Don Shone
1495 Hill Road
Glen Ellen, Ca 95442
707-938-1651

02/27/2015

To: The Members of the Design Review Committee and the City of Sonoma

35 East Napa Street project by Pangloss Cellars

The applicant, Pangloss Cellars, is a tenant of a historic building we own in downtown Glen Ellen – the Poppe Building. The building is a designated historic landmark and as such, all renovations and modifications of the building are under significant scrutiny.

We are writing this letter to let the committee members know that the applicant, Pangloss Cellars, did a very respectful and thorough job renovating and adding tenant improvements to our building. Working closely with the Glen Ellen Historic Society, the Pangloss team went to great lengths to not only preserve the historic characteristics of the building but enhance them. Examples of their efforts included exposing the original floors, using reclaimed lumber and dedicating an entire wall to a photo and artifact display of the history of the building developed in close cooperation with the Glen Ellen Historic Society.

We are pleased to see the Pangloss team take on another renovation of an old, beautiful building in our community and we hope that like us, you will support their efforts.

Best regards, Donald Shone
Sherry Shone

PATRICIA CULLINAN
425 DENMARK ST
SONOMA CALIFORNIA 95476
707-938-5721

February 26, 2015

City of Sonoma
Design Review and Historic Preservation Commission
#1 Sonoma Plaza
Sonoma, CA 95476

Dear Members,

As a native Sonoman and preservationist, I am personally interested in and have diligently worked at preserving the character of Sonoma and more importantly the Historic Sonoma Plaza. I have reviewed the proposed remodeling for 35 East Spain Street presented at the February Design Review and Historic Preservation Commission meeting.

I have the following comments:

Background regarding the designation of the Sonoma Plaza as a National Landmark, which includes the Hotz building

The documents for the Sonoma Plaza National Landmark 1974 state:

1. Napa Street between Broadway and First Street East, South

- "Several stone structures with altered front exteriors facing the plaza along with more modern structures occupying this commercial area. The buildings circa 1890 to 1930, contribute to the visual continuity of Sonoma Plaza.' (Fig. 1 Photo of Hotz building from 1974 NR update)"

2. The 1974 National Register (NR) documents state that the buildings on the south side of Napa Street East

- Contribute to the visual continuity of the Sonoma Plaza and this visual affect needs to be a critical decision factor when reviewing and approving proposed changes to the facades of the buildings surrounding the Plaza.

3. When updating the National Register District documentation the 1992 update states:

"The district has undergone minor change but still retains a great deal of integrity from the period of significance (1835-1944). The district contains buildings from the 1830's to 1930's. The district in its past had the look of a small country town center. It essentially still retains that character. There are no new high rise buildings intrusions. Most of the changes are limited to low rise new construction or the replacement of wood sash windows with aluminum and the removal of some decorative details for a few of the buildings".

In the current Historic Resource Evaluation analysis for the Hotz Building, Alice Duffee states "the building at 35 Napa Street East has lost enough integrity to render it no longer historically significant under the criteria of the California Register of Historic Places."

The evaluation implies therefore that the building no longer retains enough integrity to be contributing, but the fact remains that the building retains the traditional components of a commercial storefront, including the storefront entry, storefront windows, transom (and the projects above the transom) and bulkhead.

The proposed Plans do not respect the traditional architectural components that make the building visually flow with the other buildings within the Historic Sonoma Plaza.

Rather than evaluating for an individual listing the evaluation should look if the proposed design is essential to the continuity of the Landmark District

The Applicant States that they propose replacing two significant elements that maintain Sonoma's character and are a reflection of a historic commercial neighborhood:

- Pedestrian scale of the street windows
- The horizontal separation of the upper transom window that brought light to the back of the building

The proposed plans, submitted to the DRHPC at the February meeting, retained the transom windows, (Historic Resource Evaluation pg. 11, para. 1) with appropriate horizontal separation over the entrance.

The upper transom windows which were to be retained, now are being changed to and incorporated into a tall "CurtainWall" a tall continuous bank of windows.

The new design proposes to keep some decorative elements as mitigation for changing the design of the front of the building, from a pedestrian friendly storefront with strong horizontal lines, to a "CurtainWall" of windows with no pedestrian scale.

The applicant states that patrons of the wine bar will enjoy, from the "inside" being able to view Sonoma through this expansive window façade. The residents and visitors to Sonoma may have a very different view looking at a "CurtainWall" of windows, from the "outside". Nowhere on the Plaza is there a building that utilizes this type of frontage design. What is being ignored by the proposed design is a classic storefront design that honors the historic traditional design.

The applicant has stated that this proposed window design is in keeping with the originally design used when the building was built. Contrary to the verbiage in the application use of a contemporary "CurtainWall" of windows is in stark contrast to not only the current design elements of the building but changes the building's relationship with the other buildings on the south side of Napa Street East.

In analysis of the Hotz building one still has to assess whether the building 'hangs together.' The Hotz building still retains the transom windows and bulkhead(awning), even though the entry below the transom is currently not visually aesthetic. In my opinion, removing these elements lessens the integrity of the building and the streetscape. It is also important to note that the Hotz Building is compatible in urban design terms with the building next door, which currently looks like it is part of the same building. The changes remove this compatibility.

A question to consider is: "Just because a building is non-contributing, doesn't mean that you should ignore its urban design contribution"

The Hotz building is also in an extremely prominent location and this proposed design could set a bad precedent for non-traditional treatment of storefronts around the Plaza.

A "CurtainWall" of windows is not the classic storefront design whereby the purpose of the storefront windows is to display merchandise and the purpose of the transom or clerestories is to add additional light to the back of the store.

In theory the present proposal may have the same purpose, but does not honor the historic functions of the traditional design, which we repeat with our storefront design guidelines today. It's a poor urban design solution, does not honor the pedestrian environment, does not honor Sonoma's historic environment around the Plaza and is a poor design solution.

Additionally, the proposed "CurtainWall" of windows gives the building a false sense of the use and character of the building the large front windows not characteristic of one story commercial buildings in Sonoma rather like a commercial store in San Francisco's Union Square with multiple interior stories (see National Park Service Bulletin #56 'Interpreting the *Secretary of the Interior's Standards for Rehabilitation* discusses the Subject: Alterations without Historical Basis and the Applicable Standards for Alterations.)

I respectfully request that the City of Sonoma consider hiring a peer reviewer for the proposed project that takes into consideration the character of the Hotz building in light of its contribution to the National Landmark Status of the Plaza and how the proposed changes would affect the integrity of the Landmark and National Register district and the contribution of the entire area to the National Registry District.

Why did the Planning Department allow the destruction of the integrity of a building in the National Landmark? If the DRHPC accept the current finding of the Historic Resource Evaluation that the Hotz Building can no longer convey its significance, then our Planning Department allowed that to happen. If the city approved changes to the building in the 1970's with the understanding that it would NOT compromise its integrity, then they cannot accept the current findings.

Sincerely,

Patricia Cullinan

National Park Service
U.S. Department of the Interior
Technical Preservation Services

ITS Number 56

Interpreting The Secretary of the Interior's Standards for Rehabilitation

Subject: Alterations without Historical Basis

Applicable Standards:
2. Retention of Historic Character
3. Recognition of Historic Period
6. Repair/Replacement of Deteriorated or Missing Features Based on Historic Evidence
9. Compatible New Additions/Alterations

Issue: Alterations to a historic building made during rehabilitation for a new or a continuing use must not alter the historic character of the building. Distinctive historic features in one location should not be replicated in another portion of the building without documentary or physical evidence. Conjectural changes create a false sense of historical development and are contrary to the *Secretary of the Interior's Standards for Rehabilitation.* When there is no record of the historic appearance of a building, the rehabilitation should take into consideration its historic use and remaining evidence to design a compatible new or replacement feature.

Application 1 (*Incompatible treatment*): This early-twentieth century tobacco and cotton warehouse is sited on the main commercial street in a historic district. Prior to rehabilitation the front of the building featured one-over-one windows, two pedestrian doors and an incompatible recessed storefront that had been added in the mid-twentieth century. Original large, arched openings on a side elevation that had provided access to the warehouse area were still extant. When the warehouse was rehabilitated for retail use, one of the objectives was to create large display windows on the primary elevation. The owner chose to base the design of these new shop windows on the historic arched openings located on the side of the building. The front was further changed by the addition of a heavy new cornice to the stepped parapet. These conjectural changes–the new arched openings and the large cornice–diminish the historic utilitarian character of the property and convey a false sense of historicism. This project does not meet the Standards.

Clockwise from top left:

A. The primary elevation of the ground floor of this historic warehouse, which had been altered prior to rehabilitation, featured double-hung windows, two pedestrian doors and a recessed storefront.

B. Historically, the warehouse space was accessed from the side via large arched loading bays.

C. During rehabilitation, the original arched masonry openings on the side of the building were replicated on the front and a heavy cornice was also added to the parapet. These treatments resulted in a false sense of the historic appearance of the building.

Application 2 (*Incompatible treatment*): This 1866, three-story, commercial building was first altered in 1914 when the façade was redesigned in the Neo-classical style. During the 1960s, the 1914 fenestration on the second and third floors was replaced with incompatible windows separated by an aluminum panel. As there was no historic documentation to guide the recent rehabilitation of the building, the decision was made to install a two-story, curtain-wall glazing system rather than to retain the existing separation between the second and the third floors. The installation of this two-story curtain wall went hand-in-hand with the removal of a portion of the third floor to create a two-story atrium. Taken together, these changes give the building an appearance at odds with its historic character on both the interior and the exterior and, thus, the rehabilitation fails to meet the Standards.

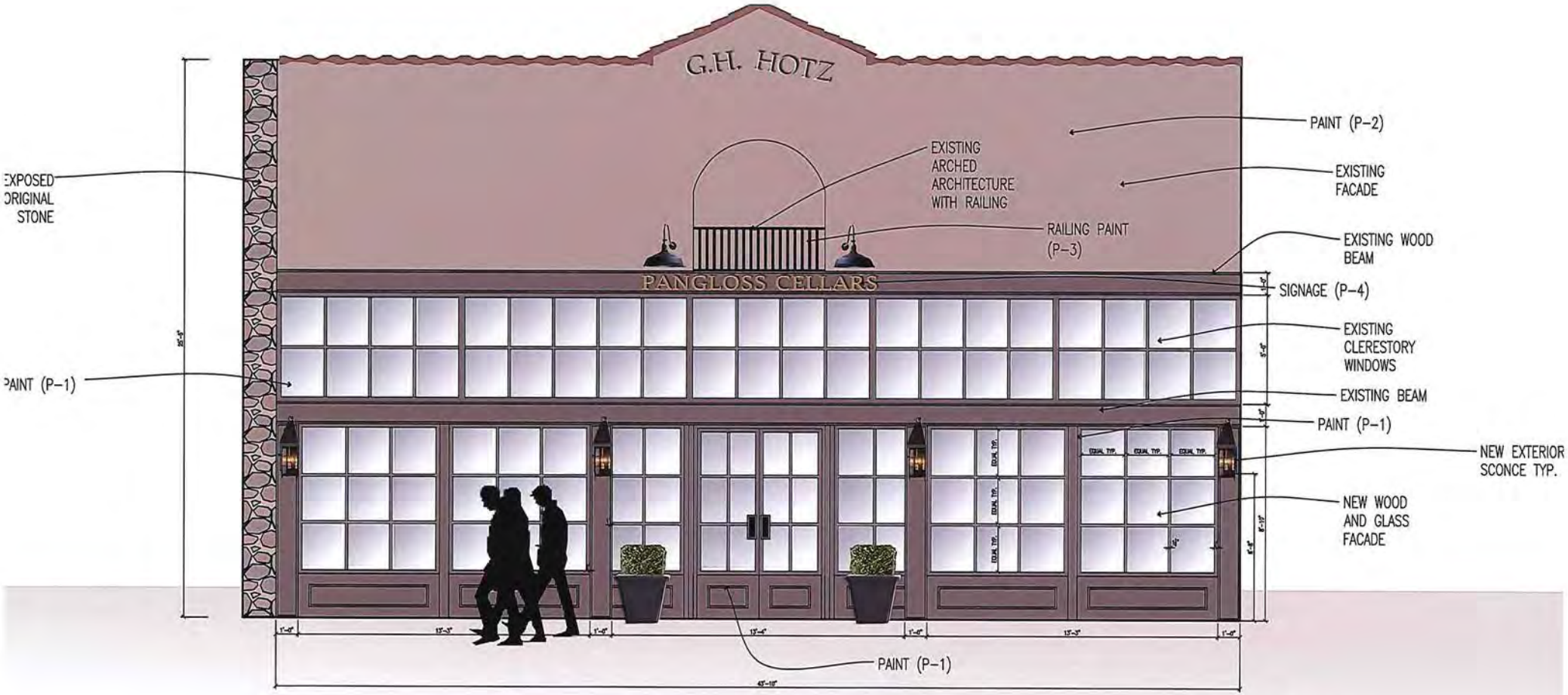
Clockwise from top left:

A. The historic windows on the second and third floors of this historic building had already been replaced in the 1960s with an inappropriate glass and metal panel system.

B. During rehabilitation, an incompatible curtain-wall window system was installed creating a two-story appearance rather than retaining the three-story historic appearance of the building.

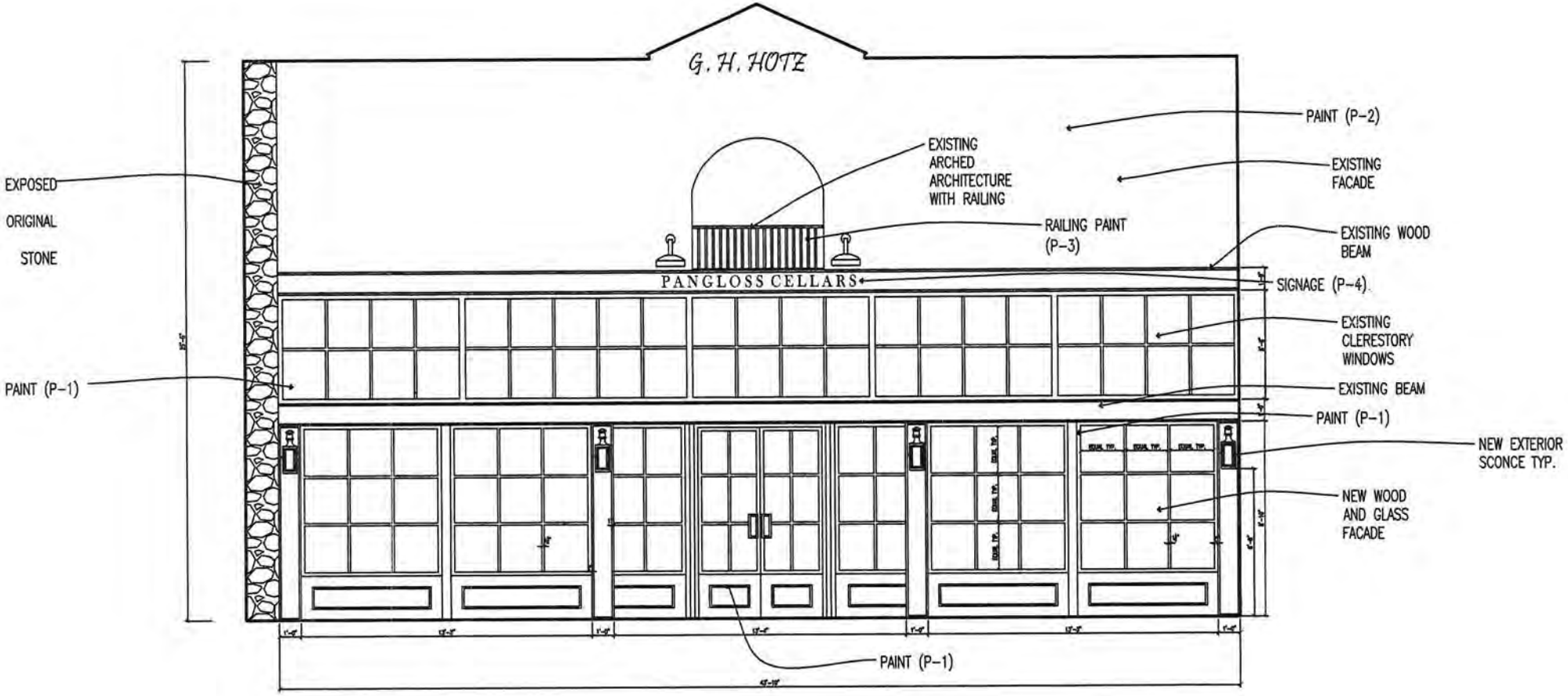
C. The removal of a portion of the third floor gives that space the appearance of a mezzanine overlooking a newly created two-story space behind the new curtain wall.

These bulletins are issued to explain preservation project decisions made by the U.S. Department of the Interior. The resulting determinations, based on the **Secretary of the Interior's Standards for Rehabilitation**, are not necessarily applicable beyond the unique facts and circumstances of each particular case.



CONCEPT DRAWING ONLY
TO BE REVIEWED AND STAMPED BY
ARCHITECT.

MAR 1 2 2015


G. H. HOTE
PANGLOSS CELLARS
EXPOSED ORIGINAL STONE
PAINT (P-1)
EXISTING ARCHED ARCHITECTURE WITH RAILING
RAILING PAINT (P-3)
PAINT (P-2)
EXISTING FACADE
EXISTING WOOD BEAM
SIGNAGE (P-4)
EXISTING CLERESTORY WINDOWS
EXISTING BEAM
PAINT (P-1)
NEW EXTERIOR SCONCE TYP.
NEW WOOD AND GLASS FACADE
PAINT (P-1)

MAR 1 8 2015

March 17, 2015
Agenda Item #4

M E M O

To: Design Review and Historic Preservation Commission

From: Associate Planner Atkins

Subject: Portable Freestanding Sign Regulations Update

Background

At the January 20, 2015 DRHPC meeting, the DRHPC discussed and heard public comments related to portable freestanding signs. The results from the meeting involved a revision to the sign regulations that would allow "alley" business that front the Plaza the ability to apply to display portable freestanding signs in front of the business in the interior of an alley. The revised regulations would also remove the allowance for the Place de Pyrenees businesses to display portable freestanding signs on the Plaza sidewalk. In addition, the DRHPC directed staff to work on a handout that would summarize the allowances for administrative review of portable freestanding signs and provide a number of examples of signs that could be approved administratively

Staff is working on revising the sign regulations and the handout and anticipates getting drafts of both of these items to the DRHPC and interested members of the public at the April 21, 2015 DRHPC meeting.

Meanwhile, Laurie Decker has put together some photographs of existing portable freestanding signs (see attached) and when looked at collectively it may provide some ideas for the DRCHP to consider on types of temporary signs that may be approved administratively or types the committee may want to prohibit.

Finally, a list of Legal Portable Freestanding Sign has been included as requested by the DRHPC.

Attachments:
1. Portable freestanding sign examples
2. Legal Portable Freestanding Sign List

cc: Portable Freestanding Sign Interest List

Examples of existing temporary signage

Plaza Retail Overlay Zone

- Chalkboard or dry-erase board
- Wood or dark metal frame
- Typically narrow and tall, although shapes vary
- Temporary messaging (highlighting sales, products, etc.)

Examples of existing temporary signage

Plaza Retail Overlay Zone

- "Open" pedestal signs
- Easel sign with daily menu board

Legal Portable Freestanding Signs

(Updated 03/11/15)

Grandfathered A-Board Signs

Business Name	Location	Date Approved
Murphy's Irish Pub	Entrance to Place des Pyrenees alleyway	pre-1998
Century 21 Wine Country	561 Broadway	1998*
Chanticleer Books	526 Broadway	1998*
Coldwell Banker	800 Broadway	pre-1998
Dave's Muffler Service	925 West Napa Street	1998*
Frank Howard Allen Realtors	520 Broadway	1998*
Jump Start Java Cart	925 West Napa Street	1998*
Klein's Music	521 Broadway	1998*
Merle Norman Cosmetics	645 Second Street West	1998*
The Framery	762 Broadway	pre-1998
The Wine Rack Shop	536 Broadway	1998*

*Per Planning Director Goodison

Design Review and Historic Preservation Commission (ARC or DRC) Approved A-Boards

Business Name	Location	Date Approved
Adobe Net Café *(no longer in business)*	135 West Napa Street	4/20/2004
Architectural Elements	255 West Napa, Ste C	pre-1998
Beautiful Nails	539 Broadway, Suite A	9/16/2003
By the Square *(no longer in business)*	521 Broadway, Suite B	9/16/2003
Caffe Andiamo	20490 Broadway	12/16/2003
La Casa Restaurant	121 East Spain Street	11/18/2003
Lily's Lingerie *(no longer in business)*	120 West Napa Street	4/20/2004
Saret Gallery	111 East Napa, Unit A	12/16/2003
The Girl & The Fig	110 West Spain Street	8/19/2003
Wilson's Lock and Key	820 West Napa Street	pre-1998

Sonoma Truck and Auto Center *(no longer in business)*	870 Broadway	2/15/2005	**1 sign only**
S. Cutright Salon	686 West Napa Street	6/19/2007	
California Instituet of Massage & Spa and Sonoma Massage	772 West Napa Street	10/16/2007	
Wireless Mann *(no longer in business)*	897 West Napa Street	10/16/2007	
AAA Insurance	650 Second Street West	10/16/2007	**90-day expires 1/16/08**
Chateau Sonoma	153 West Napa Street	10/16/2007	
Villa Terrazza Patio & Home	869 Broadway	7/21/2009	
Robin's Nest *(no longer in business)*	116 East Napa Street	7/21/2009	
The Red Grape	529 First Street West	8/17/2010	*** valid for 60 days only**
Top That Yogurt	531 Broadway	5/19/2009	*** repealed 11/17/09**
The Valley Wine Shack	535 West Napa Street	6/15/2010	
Café Scooteria	455 West Napa Street	5/15/2012	***Scooter sign on vintage Vespa**
Epicurean Connection	122 West Napa Street	6/21/2012	
Tri-Tips Trolley *(no longer in business)*	455 West Napa Street	4/15/2014	***Two signs to indicate temporary parking**
PK Sonoma	120 West Napa Street	8/21/2012	
Reader's Books	130 East Napa Street	7/19/2014	**Approved administratively**
Frame Factory	148 East Napa Street	10/29/2014	**Approved administratively**

March 17, 2015
Agenda Item #5

M E M O

To: Design Review and Historic Preservation Commission

From: Associate Planner Atkins

Subject: Review of Interior Remodelings/Demolitions

At the January 15, 2015 meeting, the DRHPC requested that staff address interior demolitions as potentially related to the Certified Local Government (CLG) program. In addition, the DRHPC requested clarification on the restrictions of what can be demolished under the CLG.

There is nothing in the Development Code that gives the Design Review and Historic Preservation Commission any review authority with regard to remodeling projects in which interior elements are demolished or substantially altered, but exterior walls and roof elements are retained. Currently, the Building Department reviews internal demolitions building permits and confirms the construction is consistent with the California Building Code. In addition, the CLG certification does not include any requirements for design review of internal demolitions.

When the City applied to become a CLG, the State Office of Historic Preservation reviewed Municipal Code section 19.54.090 Demolition permit and found that the existing code (attached) was consistent with the CLG goals. The OHP did not recommend, much less require, that the City adopt regulations governing internal demolitions and remodels.

That said, staff is researching Development Code amendment options that, if adopted, would establish a review process for significant internal changes and/or demolitions within certain types of historic structures, such as movie theaters and churches, as consideration of this option is called for in the City's adopted Preservation Plan.

Attachments:
1. 19.54-090—Demolition Permit

cc: Mary Martinez, via will call at City Hall

George McKale, via email

Patricia Cullinan, via email

Alice Duffee, via email

19.54.090 Demolition permit.
A. Purpose. Sonoma has a significant heritage of historic buildings, as exemplified by the designation of the Sonoma Plaza as a National Historic Landmark. These buildings provide a tangible link to the city's past, foster civic pride and a sense of community, and constitute an important aesthetic, cultural, and economic resource. In order to preserve this heritage while respecting the rights of the property owners, this chapter establishes provisions for the review of demolitions, including a requirement for demolition permits.

B. Applicability. For any proposed demolition, a demolition permit shall be obtained prior to the issuance of a building permit, unless the demolition is exempted by subsection (C) of this section. Applications for a demolition permit shall be subject to the review and approval by the design review and historic preservation commission (DRHPC).

C. Exemptions. The following categories of demolition shall be exempt from DRHPC review:

1. Structures that are less than 50 years of age and that are not identified in the inventory of historic structures prepared by the League for Historic Preservation;

2. Detached accessory structures that are not identified in the inventory of historic structures prepared by the League for Historic Preservation;

3. Structures that the building official has determined present a clear and immediate threat to public safety.

D. Timing. When an application for demolition is associated with a development proposal that requires a discretionary permit from the planning commission, the review of the demolition application shall be completed prior to commencing review of any other application for a discretionary permit.

E. Application Requirements and Procedures. Any person seeking approval of a nonexempt demolition in compliance with this chapter shall make application for a demolition permit prior to an application for a building permit, in compliance with SMC 19.52.040, Application preparation and filing. It is the responsibility of the applicant to provide evidence in support of the findings required by subsection (G) of this section, Findings, Decision.

1. Commencement of Review. The review of an application for a demolition permit shall not be initiated until the planning division receives a complete application, including all required documentation as specified in the application form and any additional information required by the city planner in order to conduct a thorough review of the proposed demolition.

2. Notice and Hearing. The design review and historic preservation commission shall conduct a public hearing on an application for a demolition permit. Notice of the public hearing shall be provided, and the hearing shall be conducted in compliance with Chapter 19.88 SMC, Public Hearings, and may approve, approve with conditions, or disapprove the demolition permit in compliance with this section.

3. Factors to Be Considered. In the course of demolition permit review, the consideration of the design review and historic preservation commission shall include the following factors:

a. The relative historical significance, if any, of the structure proposed for demolition;

b. The contribution, if any, the structure makes to a historic context;

c. The cost of preserving or rehabilitating the structure;

d. The potential for adaptive re-use; and

e. The potential for relocating the structure.

4. Cooling-Off Period. Prior to taking final action on an application for a demolition permit, the design review and historic preservation commission may impose a cooling-off period of up to six months in order to allow an opportunity to investigate alternatives to demolition.

F. Determination of Significance. For purposes of requiring an application for a demolition permit, it shall be presumed that a structure possesses historic significance if said structure is identified in the inventory of historic structures prepared by the Sonoma League for Historic Preservation. However, in its review of an application for a demolition permit, the design review and historic preservation commission may determine that a listed structure is not historically significant if, based on evidence in the record, it finds that:

1. The listing in the inventory is based on erroneous information; or

2. The structure does not meet the criteria for historic significance as defined by the State Office of Historic Preservation.

G. Findings, Decision. Following the public hearing, the design review and historic preservation commission may approve or approve with conditions or disapprove a demolition permit application. In order to approve an application for a demolition permit, the design review and historic preservation commission must find that:

1. The structure is not historically significant, based upon the criteria established by the State Office of Historic Preservation; or

2. The structure does not represent a unique and irreplaceable historic or architectural resource;

3. The community benefit of preserving the structure is outweighed by the cost of preservation and rehabilitation;

4. The adaptive re-use of the structure is infeasible or inappropriate, due to economic considerations, structural conditions or land use incompatibility; and

5. The relocation of the structure is infeasible due to cost, structural conditions or lack of an interested taker.

H. Review of Replacement Structures. Notwithstanding the limitations on the architectural review set forth in SMC 19.54.080(B), the DRHPC may require, as a condition of approval for a demolition permit issued within the Historic Overlay zone, that any replacement structures, including single-family

residences, be subject to architectural review in order to assure that the new construction is compatible with the historic context of the site.

I. Expiration. If a building permit has not been applied for and issued within one year of demolition permit approval, the approval shall become void, unless an extension is approved in compliance with Chapter 19.56 SMC, Permit Implementation, Time Limits, Extensions. (Ord. 06-2013 § 3, 2013; Ord. 07-2007 § 1 (Exh. A), 2007; Ord. 2003-02 § 3, 2003).