



City of Petaluma, CA
Site Plan and Architectural Review Committee

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Minutes

Regular Meeting September 25, 2003
City Council Chambers 3:00 p.m.
City Hall, 11 English Street Petaluma, CA
Telephone: 707-778-4301 E-Mail: cdd@ci.petaluma.ca.us
FAX: 707-778-4498 Web Page: <http://www.ci.petaluma.ca.us>

The Site Plan and Architectural Review Committee encourages applicants or their representatives to be available at the meeting to answer questions so that no agenda item need be deferred to a later date due to a lack of pertinent information.

Roll Call: Present: Teresa Barrett, Janet Gracyk, Terry Kosewic (arrived at 3:20 pm), Jack Rittenhouse*

*Chairperson

Staff: Irene Borba, Senior Planner
Phil Boyle, Associate Planner
Kim Gordon, Assistant Planner
Anne Windsor, Administrative Secretary

Approval of Minutes: Minutes of September 11, 2003 were approved as amended. M/S Barrett/Gracyk, 4-0.
Committee Members' Report:
Correspondence: None
Public Comment: None
Legal Resource Statement: Was noted on the agenda.
Appeal Statement: Was noted on the agenda

Public hearing began @ 3:50.

HISTORIC & CULTURAL PRESERVATION COMMITTEE BUSINESS:
NEW BUSINESS:
PUBLIC HEARING:

1
2 **I. WAY FINDING SIGN PROGRAM, Central Petaluma Business District,**
3 **Downtown Historic District and various other locations**
4 **Planner: Irene Borba**
5

6 The City of Petaluma Economic Development and Redevelopment is requesting
7 review and approval by the Historic and Cultural Preservation Committee of a
8 Way Finding Sign Program to be within the Central Petaluma Business District,
9 Downtown Historic District and other various locations outside the center of the
10 city.

11
12 Irene Borba presented the staff report.

13
14 Kit Hinrichs and Nick Groh, Pentagram Design, Inc.: Presented the Way Finding Sign
15 Program.

16
17 Chair Rittenhouse: Asked for clarification on the direction they are asking for from the
18 committee.

19
20 Kit: Asking for a choice between the two concepts.

21
22 Committee Member Kosewic: Can you age the signs for particular districts? A Street
23 and Oakhill Brewster Historic districts were not mentioned.

24
25 Kit: If you age the signs in a City of this size would be more confusing.

26
27 Committee Member Kosewic: Information signs are blue and white and you went to a
28 completely different color, why?

29
30 Kit: Did not want it to look like State highway signs.

31
32 Committee Member Kosewic: Some signs that are already here and were put up by the
33 Factory Outlet Mall. Would you be taking down or modifying these signs?

34
35 Nick: We will be replacing all the Way Finding signs.

36
37 Chair Rittenhouse: Does photovoltaic work for these signs?

38
39 Nick: Does not look very good.

40
41 Public comment opened:

42
43 Mary Schearer, 40 Mission: Glad the City is doing a Way Finding sign program. Like
44 the fret work. Have concerns about seeing the signs – like the consistency though.

45
46 Brent Russell, 202 Webster: Both concepts are attractive in their own way. I think the

1 red is less desirable; like the fret work and prefer Concept 1.

2

3 Brian Rossen, Mountain View: Need the minimum requirements for readability,
4 functionality needs to be a priority.

5

6 Public comment closed:

7

8 Committee Member Barrett: Like concept 1 better, however, do not like it very much.
9 Yellow and black remind me of civil defense – very institutional and edgy – not
10 appropriate here – too urban and hard edged. There is too much information on each
11 sign. People will have difficulty trying to read all this. I like the international symbols.
12 Move more in the direction of fewer words and more symbols. Script is too industrial.
13 Really dislike the mustard. Agree with Mr. Russell regarding the red – does not look
14 personal. Do not like the branding (frets) on the signs that brands each district. Do
15 something more stylized like a movie canister or a ticket for the theater district.
16 Waterfront District fret does look a little like waves. Would prefer some chickens, eggs
17 or roosters – nothing is organic. Frets and signs do not juxtapose, like the maps and the
18 information on pedestrian signs. Look at the writing on poles along the Embarcadero in
19 San Francisco – like that they tell stories. Signs need to be vandal resistant.

20

21 Committee Member Gracyk: There are aspects that I find appealing. Prefer the 2nd
22 concept, however, do not know if it is Petaluma. The scroll work does not reflect the
23 place – seems unnecessary. Petaluma is an old and practical town – signs do not reflect
24 this. Is not necessarily apparent if you do not live here. Going toward cute – do not want
25 to do that. Concerned about the black and yellow and readability – butter yellow might
26 be nice, particularly for Petaluma. Red on black on yellow on concept 2 may be going to
27 far. Directional signs with a broad base need to be carefully placed – Golden Concourse
28 gets congested – do not want a wide based sign in this location. Mark the historic
29 districts. Hospitals in general were missed.

30

31 Committee Member Kosewic: Districts need to be defined, historic, warehouse, theater,
32 haystack landing, etc. Do not feel a need for contemporary – would like something of a
33 historic nature. Look at East D Street neighborhood street signs – done very well. Want
34 as much information as possible. I like the fretwork, however, it's half hidden by the
35 sign. Adjust signs to hang out more. Suggest you pick up fretwork on tree grates that
36 were just approved for the streetscape master plan. Needs to be a reflective background –
37 would not have to light the signs in the evening. Pick a time period prior to 1920 and
38 look at the colors used then – this would speak more to Petaluma. Signs need to be of a
39 historic nature.

40

41 Chair Rittenhouse: The Way Finding sign program needs to be taken as a Petaluma
42 attitude and not a downtown attitude. Petaluma is a town of diverse people. Look at
43 hospitals, parks, civic centers, boys and girls clubs, golf courses, airport, sports
44 complexes.

45

46 Jeanne Miche: The original goal was to direct people to the historic downtown and then

1 later develop signs for other areas of the city. We want to direct people to downtown and
2 parking so that they can frequent our businesses.

3
4 Chair Rittenhouse: Can direct people to historic downtown without doing all the fancy
5 fluff – would prefer to see more signs for other things. Prefer the graphic quality,
6 layering and style better on the 2nd concept. Need to look at Putnam Plaza regarding size
7 of a signs. Like ideas regarding the large signs bringing you into town – like the back
8 lighting. Am hearing two different directions from the Committee.

9
10 Committee Member Gracyk: Is there a 3rd way? Can we agree as a committee what that
11 could look like? Can we agree on not creating historic signs Katherine Johnson, who
12 submitted a letter, wants something sympathetic to historic but does not want to mimic.

13
14 Committee Member Barrett: Tone down fluff. Drop fret artwork completely.

15
16 Committee Member Kosewic: Important to have a historic feel. Concept 2 has a space
17 age feeling. Font that is used could give a historic feel. Change the districts by changing
18 the lettering.

19
20 Committee Member Gracyk: Use concept 2 for Petaluma entry signs and major
21 intersections. Can we have agreement?

22
23 Chair Rittenhouse: Have a fundamental problem with the whole sign program – would
24 like a City-wide program.

25
26 Committee Member Barrett: Approving a sign program for downtown will set the
27 standard for the entire city. The entry sign is very large – do not know if I want to see it
28 at all freeway exits. Do not like the character of the sign, particularly the mustard color.

29
30 Committee Member Gracyk: Can we do something contemporary at these major freeway
31 exits?

32
33 Committee Member Kosewic: Need to stay away from modern because it does not speak
34 to historic districts, historic district signs can point to any other districts.

35
36 Kit: Needed your input earlier in the process. Let us come back to you with ideas.

37
38 Chair Rittenhouse: Reexamine the scope – synthesize a program that will work for many
39 agendas.

40
41 The Committee is at an impasse.

42
43 M/S Barrett/Rittenhouse to continue to a date uncertain. 4-0

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45 Break at 5:05

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Public hearing resumed @ 5:15.

II. TUTTLEMAN ACCESSORY BUILDING, 419 Keokuk Street
AP No: 006-155-009
File: 03-SPC-0338
Planner: Phil Boyle

Applicant is requesting Historic and Cultural Preservation Committee review and approval of plans for demolition of a garage and construction of an accessory building at 419 Keokuk Street within the Oakhill Brewster Historic District.

Phil Boyle presented the staff report. Staff report should say 1-car garage and not 2.

Brent Russell: Gave background of the project.

Public hearing opened:

Kimberly Clarkson, 415 Keokuk: I am a neighbor and in favor of the project, however, I have concerns about privacy. Would prefer no window or a small window on the elevation next to my property to protect my privacy. Do not want the color to be too light so it will reflect light and do not want it to be a rental unit.

Chair Rittenhouse: Accessory building is to be painted the same color as the main house?

Brent Russell: Paint color to match house is a requirement of the Zoning Ordinance.

Committee Member Kosewic: Can the bathroom window be obscure glass?

Brent Russell: Yes.

Public comment opened:

Public comment closed.

Committee comments:

Committee Member Gracyk: Think it is appropriate for the neighborhood. Appreciate the architect thinking of the neighbors and their privacy and the integrity of the neighborhood. Pleased to see the windows and the garage doors that were chosen. Having a window that is obscured on the bottom half would still give you light and would provide privacy for the neighbor. Do feel it needs to be painted the same color as the main house. The rental is a zoning issue.

Committee Member Kosewic: Just want to make sure siding it is not hardy plank.

1 Committee Member Barrett: Agree with Committee Member Gracyk.

2

3 Chair Rittenhouse: Agree.

4

5 M/S Barrett/Gracyk. 4-0.

6

7 Public hearing ended at 5:25.

8

9

10 Hhearing began @ 3:10

11

12 **SITE PLAN AND ARCHITECTURAL REVIEW COMMITTEE BUSINESS:**
13 **OLD BUSINESS:**

14

15 **III. TRADITIONS/TURNBRIDGE SUBDIVISION, Sonoma Mountain Parkway**
16 **and Maria Drive**

17

18 **AP NO: 137-440-010**

19

20 **File: 03-SPC-0459-CR**

21

22 **Planner: Phil Boyle**

23

24 Applicant is requesting Site Plan and Architectural review of the proposed sound

25

26 wall on the western property line of the Traditions/Turnbridge Subdivision

27

28 located at Sonoma Mountain Parkway and Maria Drive.

29

30 Phil Boyle presented the staff report.

31

32 David Bradley, Ryder Homes: Presented the proposed sound wall.

33

34 Committee Member Kosewic arrived at 3:20 p.m.

35

36 Committee Member Barrett: Asked if the applicant would put a bubbler with vines if the

37

38 Sonoma County Water Agency allowed.

39

40 Committee comments:

41

42 Committee Member Barrett: I have no problems if it looks like what is presented, would

43

44 like the color to be an earth tone. Want to pursue some kind of vine that would grow up

45

46 and over toward the backyards – want this as graffiti abatement.

47

48 Committee Member Gracyk: It would be nice to see something with more structural

49

50 interest, investigate the possibility of varying colors. Need to look at a different color.

51

52 Encourage you to work with the Water Agency to work out some type of landscaping

53

54 because it's very harsh and will invite graffiti.

55

56 Committee Member Kosewic: Don't have a problem with the color, graffiti will color it.

57

58 Opposed to vines on the backyard side. Prefer it to be left as it is.

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Chair Rittenhouse: Suggest the applicant bring in the color consultant that worked on the houses and work with staff. Work with the Water agency for a bubbler system for a vine. Cap of wall to point toward McDowell.

David Bradley: Will take another shot at the Water Agency and will consult with our color agent.

M/S Gracyk/Barrett to approve the sound wall as conditioned. 4-0

- Applicant to work with staff regarding the color
- Applicant to work with the Sonoma County Water Agency to clarify if landscaping is feasible.
- CAP detail to point toward McDowell Boulevard
- Applicant can proceed with construction of wall prior to approval with SCWA regarding landscaping.

Hearing ended at 3:45.

Hearing began at 5:30

OLD BUSINESS:

**IV. McDOWELL BUSINESS CENTER, 1240 North McDowell Blvd.
AP No.: 137-011-020
File: SPC01047 and 03-CCM-0467-CR
Planner: Kim Gordon**

Applicant is requesting Site Plan and Architectural Review Committee review of plans for compliance with the SPARC conditions of approval for McDowell Business Center.

Kim Gordon presented the staff report.

Vin Smith, Basin Street Properties: Presented the changes to the project and addressed the areas of concern that the Committee had expressed. Vin presented a more detailed landscape plan to the Committee than was sent in the packet.

Committee Member Kosewic: Previously Basin Street has put a volleyball court or basketball court for an amenity, why not here?

Vin Smith: Did not have the room here for a volleyball court. Can stripe a half court basketball court.

Commission comments:

Committee Member Gracyk: Thanked the applicant for the detailed landscape plan – did

1 a nice job. Would like trees that arch across the street at North McDowell. Want to poll
2 the committee about that. Suggested not mixing the astilbe and ivy. Ivy can be very
3 invasive and may destroy the astilbe.

4
5 Committee Member Kosewic: Do not think a canopy tree on a major road like
6 McDowell would work – would be problematic with the large trucks – would have the
7 feel that you get in a residential neighborhood. Redwoods are fine here.

8
9 Committee Member Barrett: Also think Redwoods are fine here. Can you move the
10 water fountain?

11
12 Vin Smith: Yes, we put it where we did because it makes more sense.

13
14 Committee Member Barrett: What about dedicating a fountain in the future if the
15 easement did happen?

16
17 Committee Member Kosewic: The problem is not the water lines but a drain. Where
18 they have it is where most people would use it.

19
20 Vin Smith: The purpose is for people who walk, ride bikes, or run and would enter the
21 building here.

22
23 Committee Member Barrett: I think a fountain closer to the main entrance would be
24 more useful.

25
26 Chair Rittenhouse: Agree with Terry on the water fountain – would be better used in the
27 back near the break area. Redwood trees are fine and consistent with what is there. In
28 general the applicant has met the intent of the conditions. Add wheel stop as a condition.
29 I like the secondary entry, like metal awning.

30
31 Committee Member Gracyk: Agree with Teresa on the drinking fountain. Transit
32 coordinator asked for a bus stop – did not see.

33
34 Vin Smith: Showed the bus stop on the plans.

35
36 Chair Rittenhouse: If Teresa and Janet want the water fountain moved, I would agree
37 with that decision.

38
39 Vin Smith: We will move the fountain closer to the front entrance.

40
41 Committee Member Gracyk: Think the changes are good.

42
43 Vin Smith: Staff included conditions 25-30 which are new. On Condition 28 – would
44 like to remove and have SPARC approve the landscape plan presented today.

45
46 M/S Barrett/Rittenhouse to approve the amended plan as conditioned. 4-0.

1
2 Landscape plan submitted for building permit shall be in substantial conformance with
3 the landscaping plan submitted for SPARC review and date stamped 9-25-03.

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5 Hearing ended @ 5:56
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8 **COMMITTEE BUSINESS:**

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10 **V. REPORTS:**

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12 **Planning Staff Reports:** None

13 **Liaison Reports:** Planning Commission: forwarded a recommendation to the
14 City Council to approve Kohl's at the Redwood Gateway Center.

15 Tree C

16 ommittee: City Manager met with the Committee to discuss goals and objectives.
17

18
19 **VI. FUTURE AGENDA ITEMS:**

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21 **SPARC Submittal requirements**

22 **Haystack Landing – preliminary review**

23 **Mishi Building – preliminary review**

24 **Bank of America in Plaza South – preliminary review**
25

26
27 **Adjournment: 5:56**
28