

# CITY OF CALISTOGA

## STAFF REPORT

**TO: CHAIRMAN MANFREDI AND PLANNING COMMISSIONERS**

**FROM: ERIK V. LUNDQUIST, SENIOR PLANNER**

**MEETING DATE: JULY 11, 2012**

**SUBJECT: ARCO (MORE 4 LESS) IMAGERY UPGRADE – DESIGN REVIEW (DR 2012-01) – 940 PETRIFIED FOREST ROAD (APN 011-370-024)**

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### **REQUEST**

Consideration of a Design Review (DR 2012-01) application to upgrade the exterior imagery at the service station by: installing new decals and laserline lighting to canopy; replacing under-canopy lights; and refacing gas dispensers located at 940 Petrified Forest Road (APN 011-370-024) within the “CC-DD”, Community Commercial-Design District. No changes to use or operations are being proposed as part of this application. This proposed action is exempt from the California Environmental Quality Act (CEQA) under Section 15301 of the CEQA Guidelines.

### **PROJECT SETTING AND BACKGROUND**

The subject site is approximately 1.22 acres in size and is located at the corner of Foothill Boulevard and Petrified Forest Road. Land uses in the vicinity consist mainly of highway-oriented service and commercial uses. The site is located within an Entry Corridor (EC-6) as identified on Figure LU-6 and the Petrified Forest Gateway as identified on Figure LU-7 in the Land Use Element of the City’s General Plan (Attachment 3 & 4). The site is currently is zoned “CC-DD”, Community Commercial-Design District. Existing site improvements include a convenience market, three fuel dispensing islands, parking areas, and several small landscaped areas.

The existing convenience market and gas station on the project site were established in the early 1980s. Following is a synopsis of the events that have occurred relative to signage and design review approvals since then:

- On June 8, 1999, staff reviewed a request to reface an existing non-conforming monument sign and permitted the copy change without Design Review or Planning Commission approval. At the time copy changes were not considered “new” signs.

- 32 • On September 8, 1999, the Design Review Board approved new paint colors  
33 for the More For Less convenience market.
- 34
- 35 • On September 27, 1999, a Variance to permit additional signage in excess of  
36 32 square feet was denied by the Planning Commission.
- 37
- 38 • On May 14, 2003, the Planning Commission approved the center  
39 identification sign, painting, business identification sign and illuminated  
40 bullnose along pump canopy.
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42 **FIGURE 1 – PROJECT SITE**



44 SOURCE: Google Maps (c. 2012)

45 **PROJECT DESCRIPTION**

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49 On March 5, 2012, the Planning and Building Department received an application from  
50 Stantec Architecture to upgrade the imagery at the Arco (More 4 Less) gas station  
51 located at the southeast corner of Petrified Forest Road and Foothill Boulevard.  
52 Materials received as part of the application are attached to this report and are  
53 summarized below.

- 55 • New stucco finishes on entire convenience market. The proposed colors are “BP  
56 Pearl” and “BP Dark Pearl”<sup>1</sup>.
- 57
- 58 • Remove “eyebrow” fascia and replace with new Arco fascia bullnose decal and  
59 LED laserline on canopy. No signage will be installed on canopy.
- 60
- 61 • Replacement of the corporate “jackets” on each existing fuel pump and  
62 replacement of each existing spanner.
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- 64 • Replace all existing canopy downlights with new LED downlights.
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66 The applicant is not proposing any signage changes as part of this application. The  
67 monument sign will remain as currently designed. No building face sign currently exists.  
68 The pump jackets and spanners have not historically been counted towards the  
69 aggregate signage allowed.

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## 71 **ANALYSIS**

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73 Review of this application is subject to the development standards and findings of  
74 Sections 17.06 (Design Guidelines). The project is also subject to goals, policies and  
75 narrative in the Land Use and Community Identity Elements of the General Plan that  
76 address Entry Corridors. The following analysis considers the project’s consistency with  
77 these regulations and policies.

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### 79 **Petrified Forest Road Entry Corridor**

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81 The Land Use Element of the City’s General Plan establishes Entry Corridor Overlays at  
82 major entry points into Calistoga. These areas present a unique opportunity to preserve  
83 and protect the “country town” appearance of Calistoga. Development in these areas  
84 should maintain existing rural and open space qualities. Appropriate site layout,  
85 architecture, and setbacks are to be employed to create an understated visual  
86 appearance for development that is visible from the roadway.

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88 The subject property is located within the “Petrified Forest Road” Entry Corridor (Entry  
89 Corridor 6). Most of the properties in this area are highway-oriented with little indication  
90 that this is an entrance to Calistoga. General Plan narrative states a desire for new  
91 development along Petrified Forest Road should retain or enhance tree cover visible from  
92 the roadway. Objective CI-2.1 under Goal CI-2 of the Community Identity Element of the  
93 General Plan calls for the protection of Calistoga’s entrance points. Implementing policy  
94 P2 states that the Design Review process shall be used to require new development at

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<sup>1</sup> The Building Department has issued a building permit to re-stucco the entire building in order to correct an unsafe condition. A separation occurred on the upper corner of the store canopy located at the northwest corner.

95 the major entrances to the city to be aesthetically pleasing, provide buffering between  
96 land uses, and retain open space, unique land features and small-town rural character.

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### 98 Petrified Forest Gateway Area

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100 Similar to the Entry Corridor policies, the Petrified Forest Road Gateway Area contained  
101 in the Land Use Element provides additional policies to ensure that the character of the  
102 area will have an understated visual appearance and will provide a preview of the  
103 community's unique qualities. This is achieved through "land use considerations",  
104 "development and design considerations" and "connectivity considerations". The  
105 proposed aesthetical upgrades must not affect the rural setting and the new lighting must  
106 be designed to preserve and protect the nighttime environment.

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108 As noted the applicant is proposing to replace the "jackets" of the existing fuel dispensing  
109 pumps and the "spanners" located above the fueling pumps by applying new corporate  
110 (Arco) decals to each pump and spanner. Attachment 6 shows the proposed markings  
111 that will be applied to the existing fueling pumps. The applicant has requested the option  
112 of being able to install interior illuminated spanners above the fueling pump. Staff is not  
113 supporting this request and is recommending a condition of approval (Condition No. 1)  
114 that the spanners remain non-illuminated so not to affect the nighttime environment.

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116 Moreover, the applicant is also requesting to replace the existing canopy downlights with  
117 new LED lights. To minimize the amount of obtrusive light and to conserve energy, Staff  
118 is recommending as a condition of approval that the canopy downlights be flush mounted  
119 and be reduced from 4 per row to 3 per row. This condition of approval will minimize  
120 lighting intensity as mandated by the General Plan.

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### 122 CORRESPONDENCE

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124 As of the writing of this report Staff has not received any correspondence regarding this  
125 matter.

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### 127 FINDINGS:

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129 To reduce repetition, all of the necessary findings are contained in the respective  
130 attached Resolution.

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### 132 ENVIRONMENTAL REVIEW

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134 Staff has determined that the proposed project is Categorically Exempt from the  
135 requirements of the California Environmental Quality Act (CEQA) pursuant to Section  
136 15301 (Existing Facilities) of the CEQA Guidelines.

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138 **RECOMMENDATIONS**

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140 Staff recommends that the Planning Commission:

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- 142 A. File a Notice of Exemption for the Design Review pursuant to Section 15301 of the
  - 143 CEQA Guidelines.
  - 144
  - 145 B. Approve Design Review (DR 2012-01) to upgrade the exterior imagery at the
  - 146 service station by: installing new decals and laserline lighting to canopy;
  - 147 replacing under-canopy lights; and refacing gas dispensers located at 940
  - 148 Petrified Forest Road (APN 011-370-024) within the “CC-DD”, Community
  - 149 Commercial-Design District, subject to conditions of approval.
  - 150

151 **NOTE:** The applicant or any interested person is reminded that the Calistoga Municipal  
152 Code provides for a ten (10) calendar day appeal period. If there is a disagreement with  
153 the Planning Commission, an appeal to the City Council may be filed. The appropriate  
154 forms and applicable fee must be submitted prior to 5:00 p.m. on or before the tenth  
155 calendar day following the Commission's final determination.

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157 **ATTACHMENTS**

- 158
- 159 1. Vicinity Map
  - 160 2. Resolution PC 2012-\_\_\_\_
  - 161 3. Figure LU-6 and Corresponding Narrative: Entry Corridors
  - 162 4. Figure LU-7 and Corresponding Narrative: Petrified Forest Gateway
  - 163 5. Photo Example of Bullnose Detail and Awning Color
  - 164 6. Site Plan and Imagery Details
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