



## City of Calistoga

### Planning Commission

### Agenda Item Summary

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<b>DATE</b>	November 18, 2020
<b>ITEM</b>	Dr. Wilkinson's Fair Way Façade Mural – Sign Permit
<b>APPLICANT</b>	LDMUD, LLC
<b>PROPERTY ADDRESS</b>	1507 Lincoln Avenue
<b>ASSESSOR'S PARCEL NOS.</b>	011-092-038
<b>GENERAL PLAN DESIGNATION</b>	Downtown Commercial Downtown Character Area – Historic District
<b>ZONING DISTRICT</b>	DC: Downtown Commercial
<b>STAFF CONTACT</b>	Zach Tusinger, Planning & Building Director
<b>POTENTIAL CONFLICTS</b>	None
<b>RECOMMENDATION</b>	Consider approving the sign permit application.
<b>SUGGESTED MOTION</b>	"I move that the Planning Commission adopt a resolution approving the sign permit for the proposed mural at 1507 Lincoln Avenue Lincoln Avenue"

# CALISTOGA PLANNING COMMISSION

## STAFF REPORT

**To:** Calistoga Planning Commission  
**From:** Zach Tusinger, Planning & Building Director  
**Meeting Date:** November 18, 2020  
**Subject:** Sign Permit Application for a Mural on the Fair Way Façade of the Dr. Wilkinson's Resort at 1507 Lincoln Avenue

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### ITEM

Consideration of a sign permit application from LDMUD, LLC for a large mural on the Fair Way façade of the Dr. Wilkinson's Resort at 1507 Lincoln Avenue.

### BACKGROUND

LDMUD, LLC is in the process of renovating and expanding the existing Dr. Wilkinson's Resort. Twice in the last year and a half, the Planning Commission has granted use permit and design review approvals for the refresh and modest expansion of the resort property. The property owner has submitted to staff a sign permit application package to update the signage for the resort. The historic neon sign will remain. As part of the package, the applicant requests to incorporate a new, large linear mural on the Fair Way façade of the property.

While sign permits are generally reviewed at the staff level, there are some types of sign permits that either are required to go to the Planning Commission for review, or which are unique and staff elects to refer to the Planning Commission for the final review and decision. Mural signs, such as the one proposed, are specifically required to go to Planning Commission under CMC Section 17.58.060(B)12.

The mural sign as proposed would be painted on the existing façade and would incorporate the parapet. The mural would extend for nearly 80 feet. The design of the mural incorporates a gray, mid-century motif that features the geometrical design of existing cinder-block architectural features of the property. Other elements include a winding river that, poppies, palm trees, and a geyser. The river ultimately transitions into a silhouette that portrays a woman 'making a wish'. This design element would extend around the corner of the façade to a wishing well near the entrance to the spa on Lincoln Avenue. The top of the mural as noted, incorporates the building's parapet, where a graphic



*Fair Way facade, and proposed mural location*

34 representation of the Palisades is playfully recreated. No other improvements are  
35 proposed as part of this project.

## 36 **DISCUSSION**

### 37 Zoning Code

38 Review of this application is subject to Chapter 17.58, Signs and Advertising, of the  
39 Zoning Code. The purpose of this chapter is to:

40 (A) provide standards for the regulation of signs in order to promote and protect the  
41 public health, safety and welfare;

42 (B) provide for signage that effectively presents a business name or message for  
43 public convenience, while also preserving and enhancing the scenic beauty of  
44 Calistoga as an economic asset; and

45 (C) prevent excessive and confusing signs which can result in visual clutter and  
46 increase hazards to pedestrians and motorists. (CMC 17.58.010)

47 As detailed in the Background section, large mural signs are specifically reviewable by  
48 the Planning Commission and should be considered in a manner similar to a  
49 conventional design review.

50 Section 17.58.070(C) says that “sculptures, statues, mosaics, *murals* and similar  
51 decorative depictions that do not contain a name, logo, image or symbol related to a  
52 business...*shall complement the architectural character of the building and adjoining*  
53 *structures* (emphasis added).” Whether the design of the proposed mural sign conflicts  
54 with the designs or character of any of the adjoining properties in the immediate area is  
55 a determination that will have to be weighed by the Planning Commission.

### 56 Calistoga General Plan

57 In order to maintain and enhance Calistoga’s small-town character and the urban  
58 design quality of the downtown, development in the DC: Downtown Commercial Zoning  
59 District is to be guided by relevant policies of the General Plan’s Community Identity  
60 Element and the character areas, gateways and entry corridors of the Land Use  
61 Element.

62 The Community Identity Element of the General Plan states that “attention to urban  
63 design criteria can help ensure that future development fits within the existing built  
64 environment and permit the continued growth of Calistoga in a manner which maintains  
65 its existing small-town atmosphere. Landscaping, signage, traffic and noise all play a  
66 key role in enhancing the quality of life.”

67 The subject property is located in the Downtown Character Area’s Historic District. The  
68 objectives of the Historic District are to:

- 69 • enhance the commercial primacy and dominance of the Historic District
- 70 • ensure that all development shall respect and draw inspiration from the  
71 architectural language of the Historic District

- 72       • provide for a visitor experience that shall be enhanced by a sense of discovery
- 73       • encourage the Historic District experience to be seamless without large gaps of
- 74       inactivity

75       **PUBLIC COMMENT**

76       As of November 18, 2020, no comments regarding this application had been received.

77       **RECOMMENDATION**

78       Staff recommends that the Planning Commission discuss the proposed mural sign  
79       design application and either approve with conditions, table after providing feedback to  
80       the applicant, or decline to approve the application. A draft resolution with conditions of  
81       approval is attached.

**ATTACHMENTS**

1.   Draft Resolution
2.   Vicinity Map
3.   Request Letter
4.   Mural Design