



## City of Calistoga

### Planning Commission

### Agenda Item Summary

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<b>DATE</b>	December 9, 2020
<b>ITEM</b>	Continued Item: 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 with conditions.
<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.”

# CALISTOGA PLANNING COMMISSION

## STAFF REPORT

**To:** Calistoga Planning Commission  
**From:** Zach Tusinger, Planning & Building Director  
**Meeting Date:** December 9, 2020  
**Subject:** **Continued Item - 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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### 1 ITEM

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

### 4 BACKGROUND

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

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

17 The mural sign as proposed  
18 would be painted on the  
19 existing façade and would  
20 incorporate the parapet. The  
21 mural would extend for nearly  
22 80 feet. The updated design  
23 of the mural incorporates a  
24 gray, mid-century motif that  
25 features the geometrical  
26 design of existing cinder-  
27 block architectural features of  
28 the property. Other elements  
29 include a winding river, palm  
30 trees, flowers, and grape vines. The river ultimately transitions into a silhouette that  
31 portrays a woman 'making a wish'. This design element would extend around the corner  
32 of the façade to a wishing well near the entrance to the spa on Lincoln Avenue. No  
33 other improvements are proposed as part of this project.



*Fair Way facade, and proposed mural location*

34 At its November 18, 2020 meeting, the applicant presented the proposed design. While  
35 generally in favor of a mural at this location, the Planning Commissioners provided  
36 feedback to the applicant and requested alterations and refinement to the design,  
37 including more muted colors, more details regarding the ‘wish’ concept and execution,  
38 possible incorporation of grape vines or vineyards, and other changes and  
39 modifications. Applicant agreed to work with the artist to refine the designs and resubmit  
40 them for additional consideration by the Commission.

## 41 **DISCUSSION**

### 42 Zoning Code

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

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

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

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

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

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

### 61 Calistoga General Plan

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

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

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

- 74 • enhance the commercial primacy and dominance of the Historic District
- 75 • ensure that all development shall respect and draw inspiration from the  
76 architectural language of the Historic District
- 77 • provide for a visitor experience that shall be enhanced by a sense of discovery
- 78 • encourage the Historic District experience to be seamless without large gaps of  
79 inactivity

80 **PUBLIC COMMENT**

81 As of December 1, 2020, no written comments regarding this application had been  
82 received.

83 **RECOMMENDATION**

84 Staff recommends that the Planning Commission discuss the revised mural design and  
85 either approve with conditions, table after providing additional feedback to the applicant,  
86 or decline to approve the application. A draft resolution with conditions of approval is  
87 attached.

**ATTACHMENTS**

1. Draft Resolution
2. Updated Mural Description
3. Updated Mural Design