



City of Calistoga
Planning Commission
Agenda Item Summary

DATE	December 9, 2020
ITEM	Sign Permit Application Referral
APPLICANT	LD MUD, LLC
ASSESSOR'S PARCEL NO.	011-092-038
ADDRESS	1507 Lincoln Avenue
GENERAL PLAN DESIGNATION	Downtown Commercial Downtown Character Area – Historic District
ZONING DISTRICT	DC: Downtown Commercial
STAFF CONTACT	Zach Tusinger, Planning & Building Director
POTENTIAL CONFLICTS	None
RECOMMENDATION	Consider approving by motion the design of the proposed signage for Dr. Wilkinson's Resort.
SUGGESTED MOTION	"I move that the Planning Commission approve the sign permit for the proposed signage 1507 Lincoln Avenue."

**CALISTOGA PLANNING COMMISSION
STAFF REPORT**

To: Calistoga Planning Commission
From: Zach Tusinger, Planning & Building Director
Meeting Date: December 9, 2020
Subject: **Sign Permit Application for New Signage at Dr. Wilkinson’s Resort – 1507 Lincoln Avenue**

ITEM

Consideration of a sign permit application referral to the Planning Commission for new signage at the Dr. Wilkinson’s Resort.

BACKGROUND

1 The Dr. Wilkinson’s Resort has applied for sign permits to refresh the signage for the
2 property and incorporate new signage. The proposed signs all conform to the sign code
3 in terms of size, location, and materials. However, while temporary signage featuring
4 the same proposed designs was in place, staff received at least one complaint
5 regarding the appropriateness of the proposed sign design. As such, staff has elected to
6 refer the sign package to the Planning Commission for review and possible approval.

DISCUSSION

Zoning Code

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

- 11 (A) provide standards for the regulation of signs in order to promote and protect
12 the public health, safety and welfare;
- 13 (B) provide for signage that effectively presents a business name or message for
14 public convenience, while also preserving and enhancing the scenic beauty of
15 Calistoga as an economic asset; and
- 16 (C) prevent excessive and confusing signs which can result in visual clutter and
17 increase hazards to pedestrians and motorists. (CMC 17.58.010)

18 Under CMC Section 17.58.060.A, the Planning and Building Director may refer any sign
19 permit application to the Planning Commission for review. The unique design of the
20 signage at a prominent downtown location necessitates such a referral in this case.

21 It should be noted that there is nothing in the code that would specifically prohibit what
22 is proposed. CMC Section 17.58.070.C states that, “For sculptures, statues, mosaics,
23 murals and similar decorative depictions that do not contain a name, logo, image or
24 symbol related to a business, their design shall complement the architectural character
25 of the building and adjoining structures.”

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

31 Calistoga General Plan

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

37 The subject property is located in the Downtown Character Area’s Historic District. The
38 Historic District is intended to clearly define Calistoga’s community heritage of a small
39 town lined with pedestrian oriented shopping and services for visitors. One of the
40 objectives of the Historic District is that, “All development within the Historic District shall
41 respect and draw inspiration from the architectural language of the Historic District.”

42 At issue is whether the proposed signage is in accordance with the various policies of
43 the General Plan and Urban Design Plan, as well as the Zoning Ordinance.

44 It should be noted that a similar sign design referral to the Planning Commission was
45 made in 2019 for Suzie’s Bar. The Planning Commission ultimately chose not to
46 approve that design as presented.

47 **RECOMMENDATION**

48 Staff recommends that the Planning Commission discuss the proposed sign designs
49 and either approve, approve with conditions, or decline to approve.

ATTACHMENTS

1. Application Materials – Updated Main Sign Graphic with Alternate Possibility
2. Comprehensive Sign Package Submittal