

**CALISTOGA PLANNING COMMISSION
STAFF REPORT**

To: Calistoga Planning Commission
From: Zach Tusinger, Planning & Building Director
Meeting Date: April 28, 2021
Subject: **Sign Permit Application for Signage at Aubert Wines Located at 333 Silverado Trail**

1 **ITEM**

2 Consideration of a sign permit application from Robert Sanders & Company requesting
3 a sign permit to add signage for Aubert Wines located at the 333 Silverado Trail.

4 **BACKGROUND**

5 The applicant is requesting approval of signage for the winery located at 333 Silverado
6 Trail. All signage in Planned Development Districts is supposed to go to the Planning
7 Commission for review and approval (see CMC 17.58060.B(8)).

8 The application that is the subject of this item requests permission for two signs. One a
9 modified monument sign with a post and hanging sign located in the driveway easement
10 that runs through the adjacent parcel, and the other a gate mounted sign.

11 **DISCUSSION**

12 Zoning Code and General Plan

13 Review of this application is subject to Chapter 17.58, Signs and Advertising, of the
14 Zoning Code. As noted in the Background section, signs visible from the public right-of-
15 way are reviewable by the Planning Commission and should be considered in a manner
16 similar to a conventional design review.

17 Under the Municipal Code, businesses in the Planned Development area are generally
18 allowed up to 50 total square feet of signage that would be visible from the public right-
19 of-way (though the code notes that square footage is ultimately dependent on the scale
20 of development in the area) and should typically not exceed eight feet.

21 The proposed modified hanging monument sign would be 8' tall to the top of the
22 structural post, with a masonry natural rock base. The affixed cantilevered hanging sign
23 would measure 7' wide by 4'6" high for a square footage of 31.5sf. There are alternative
24 methods for measuring the square footage of signs. In some jurisdictions the method of
25 measurement is clearly detailed in the sign code. Calistoga's municipal code offers
26 some guidance at CMC 17.58.050:

27 A. Sign Area Computation.

- 28 1. Sign area shall be computed by calculating the sign copy, images and the sign
29 background, and sign frame or border if one exists.

30 2. All sides of a sign containing copy or images shall be included in the calculation of
31 aggregate sign area, except as follows:

32 a. A double-faced hanging, directory, monument, center identification, under canopy,
33 or similar sign, in which case only one side shall be counted in the aggregate sign
34 area.

35 b. Signs located on the ends of an awning facing outward shall count as only one
36 sign for the purposes of this chapter.

37 3. At the discretion of the Planning Commission, an alternative measurement may be
38 applied; provided, that the method of computation does not exclude the area between the
39 words or images on the sign.

40 In this case, staff does not believe that the steel cantilevered structure from which the
41 hanging sign is attached should be included as part of the sign square footage as part
42 of the "frame or border". However, as noted in the code, alternative measurement may
43 be applied at the discretion of the Planning Commission.

44 The sign is proposed to be internally illuminated (which requires specific planning
45 commission approval per CMC 17.58.060.B(11)) and is to be located on the adjacent
46 property in the driveway easement, where a sign is allowed to be placed. See
47 Attachment 3.

48 The other proposed sign, which would simply say 'Aubert', would be mounted on the
49 winery's existing gate and consist of polished brass. That sign's proposed dimensions
50 are 62" wide by 42.5" high for a square footage of 18.3sf.

51 Other Existing Signage on Silverado Trail

52 Staff believes any discussion of new signage in this area should also include a review of
53 the existing signage for businesses along Silverado Trail in this area of Calistoga.

- 54 • Kingdom Hall at 975 Silverado Trail: 84"W x 49"H (29sf)
55 **absolute height is 57"*
- 56 • Von Strasser Winery at 965 Silverado Trail: 60"W x 108"H* (39sf**)
57 **absolute height is 126"*
58 ***square footage is reduced as sign is*
59 *not rectangular.*
- 60 • Calistoga Mineral Water at 865 Silverado Trail: 95"W x 62"H (41sf)
61 **absolute height is 74"*
- 62 • Solage at 755 Silverado Trail: 84"W x 84"H (49 sf)
63 **flush with ground/landscaping*
- 64 • Resort at 400 Silverado Trail: 32"W x 56"H (12.5sf)
65 **flush with ground/landscaping*

- 66 • Brian Arden Wines at 331 Silverado Trail: 84"W x 48"H* (28sf)
67 *absolute height is 96"

68 **RECOMMENDATION**

69 Staff recommends that the Planning Commission discuss the proposed sign design
70 application and either approve with conditions or decline to approve the application.
71 Staff specifically recommends the Planning Commission weigh in on:

- 72 • The design of the hanging sign
- 73 • The method of measurement for calculating are of the hanging sign
- 74 • The proposed lighting for the hanging sign as detailed on the plans

75 A draft resolution with conditions of approval is attached.

ATTACHMENTS

1. Draft Resolution with Conditions of Approval
2. Request Letter and Plans
3. Easement