

CITY OF SANTA ROSA  
DEPARTMENT OF COMMUNITY DEVELOPMENT  
STAFF REPORT FOR CULTURAL HERITAGE BOARD  
October 7, 2009

**PROJECT NAME**

Jackson's Bar &amp; Oven

**APPLICANT**

Josh Silvers

**LOCATION**135 4<sup>th</sup> Street**PROPERTY OWNER**

Dino D'Argenzio

**ASSESSOR'S PARCEL NUMBER**

010-074-013

**FILE NUMBER**

SI 09-077

**PROJECT SITE ZONING**

PD-H

**GENERAL PLAN DESIGNATION**

Retail and Business Services

**APPLICATION DATE**

September 28, 2009

**APPLICATION COMPLETION DATE**

September 28, 2009

**PROJECT PLANNER**

Heather Hines

**RECOMMENDATION**

Approval

**PROPOSAL**

The applicant is requesting approval of a sign permit for two signs, a projecting sign and a wall sign, on the building located at 135 4<sup>th</sup> Street within the Railroad Square Preservation District.

**HISTORY**

The existing building at 133/135 4<sup>th</sup> Street is single story Mission Revival built in approximately 1925. The building is considered a contributor both to the Railroad Square National Register Historic District and the locally designated Railroad Square Preservation District.

In the National Register of Historic Places Nomination Form completed for the Railroad Square District the building at 133/135 4<sup>th</sup> Street is listed under the heading of "Buildings and Sites Visually Contributing to the Character of the District". The building was described as a "1-story, 2 bay, stucco, Mission Revival theme false front, (with) conforming structural rehab. (completed) in 1978."

**PROJECT DESCRIPTION**

The applicant is requesting approval of two building signs, including one projecting sign and one wall sign. The projecting sign is to be located at the corner of the building and attached with ½" by 8" by 10" metal mounting plates painted to match the building. The proposed projecting sign is 72" tall by 30" in

width and is an internally illuminated double faced cabinet sign. The face of the sign is aluminum with push through individual letters. The top of the sign would line up with the lower edge of the cornice and the lower edge of the sign would be just above the top of the existing stop sign (approximately 15 feet).

The wall sign is proposed on the east facing elevation, facing Davis Street. The wall sign is the same copy as the projecting sign and is centered between existing window openings on the west façade. The proposed sign is 36" tall by 120" wide and is a non-illuminated single face display. The sign materials are aluminum with vinyl push through letters.

The proposed signs have been presented to the Historic Railroad Square Association and were approved as presented.

### ZONING CODE REQUIREMENTS

Chapter 20-38 (signs) specifies that all signs located within a Historic District shall be reviewed by the Cultural Heritage Board and shall comply with the historic guidelines pertaining to that district.

Table 3-10 specifies that each tenant of a multi-tenant building may have two signs. Sign area is limited to 1 square foot for each linear foot of primary building frontage. Corner parcels are afforded an additional 0.5 square feet in sign area for each linear foot of secondary frontage.

*The primary tenant frontage on 4<sup>th</sup> Street is approximately 19'-3", while the secondary frontage on Davis Street is 96'-1/2". Based on these numbers and the maximum sign area allowed per Table 3-10, both signs are well within the allowable sign area.*

### HISTORIC PRESERVATION REVIEW STANDARDS

Applicable historic review guidelines for the CHB to consider in their discussion:

#### ***Processing Review Procedures for Owners of Historic Properties***

New signage should be kept unobtrusive by selecting traditional materials such as wood, metal, or stone, and carefully placing sign in locations that do not damage or conceal architectural features and details.

*The proposed signs are primarily metal and are placed so as not to damage or conceal architectural features or details of the contributing building.*

New signs should be sized to be consistent with the pedestrian scale of the district. Graphics should be kept simple and legible.

*The signs are sized well within the parameters of the City's sign code and do not overpower the building. The graphics are simple and legible and consistent with the types of signs found elsewhere in the District.*

Limit the number of colors and signs and relate the colors to adjacent structures.

*The two signs are within the allowable number of signs for a multi-tenant building located on a corner lot. The color palette compliments the building as well as other buildings in the area.*

### ***City of Santa Rosa Design Guidelines***

Select traditional materials for new signs wherever possible.

Place signs in locations that do not damage or conceal architectural features and details

Maintain a size that is consistent with the pedestrian scale of the district.

Keep graphics simple and legible.

### ***Railroad Square Plan***

New signs should be compatible with the character of the building and the district in scale, materials, and color.

*The proposed window signs are consistent with other signs in the Railroad Square Preservation District. The size, materials, and colors will compliment the character of the building and the surrounding neighborhood.*

The overall design concept for Railroad Square is to retain and enhance the distinctive architectural character that existed from around 1900 to the 1930s. Signing should adhere to this concept.

*The proposed sign does not detract from the architectural character of the district.*

The function of Railroad Square is to operate as an historic specialty shopping center. Major users will be pedestrians and browsers. Signing should be oriented to these users.

*The sign area and proposed orientation is consistent with the predominately pedestrian environment of the Railroad Square shopping area.*

### **RECOMMENDATION**

The proposed sign is consistent with the requirements of the Zoning Code as well as the historic preservation review standards as outlined above. Staff recommends approval of the sign application and has attached a resolution of approval for the Cultural Heritage Board's consideration.

### **Attachments:**

- Disclosure Form
- Locational Map
- 133/135 4<sup>th</sup> Street DPR
- Sign Detail Sheets



Department of  
Community  
Development

# DISCLOSURE FORM

Please Type or Print

File No. S109.077	Quad.
Related Files	
<b>Department Use Only</b>	

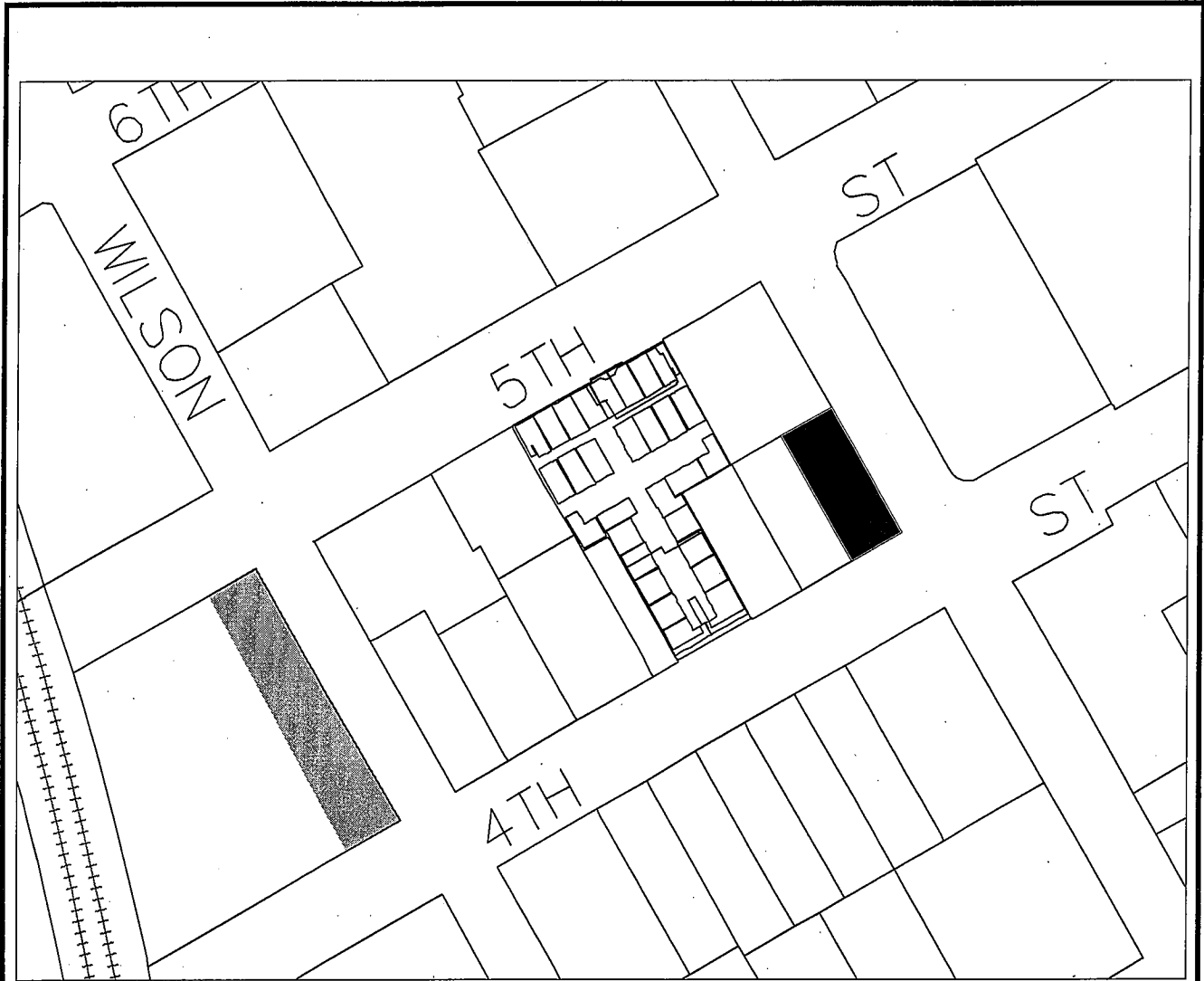
<http://ci.santa-rosa.ca.us/cd/>

D I S C L O S U R E  F O R M	Project Title: <u>Josh Silvers</u> (Include site address)	
	Please provide the name of each individual, partnership, corporation, LLC, or trust who has an interest in the proposed land use action. Include the names of all applicants, developers, property owners, and each person or entity who holds an option on the property.	
	Individuals: Identify all individuals. Partnerships: Identify all general and limited partners.. Corporations: Identify all shareholders owning 10% or more of the stock and all officers and directors (unless the corporation is listed on any major stock exchange, in which case only the identity of the exchange must be listed). LLCs: Identify all members, managers, partners, officers and directors. Trusts: Identify all trustees and beneficiaries. Option Holders: Identify all holders of options on the real property.	
	<u>Full Name:</u>	<u>Address:</u>
	<u>Joselyn Linn Silvers</u>	<u>3224 Poplar Ave.</u>
	<u>Benjamin Silvers</u>	<u>SR 95401</u>
In addition, please identify the name of each civil engineer, architect, and consultant for the project.		
<u>Full Name</u>	<u>Address:</u>	

Additional names and addresses attached:  Yes  No

The above information shall be promptly updated by the applicant to reflect any change that occurs prior to final action.

I certify that the above information is true and correct: \_\_\_\_\_ (Applicant) \_\_\_\_\_ (Date)



N

**JACKSON'S BAR & OVEN**

135 4<sup>th</sup> Street

SI 09-077

State of California — The Resources Agency  
DEPARTMENT OF PARKS AND RECREATION  
**PRIMARY RECORD**

Primary #  
HRI #

Trinomial

NRHP Status Code 1D – Listed in the National Register  
as a contributor to a district.  
5D1 – Contributor to a district that is  
listed or designated locally.

Review Code

Reviewer

Date

Page 1 of 1

\*Resource Name or #: 133 4<sup>th</sup> Street

P1. Other Identifier:

\*P2. Location:  Not for Publication  Unrestricted

\*a. County: Sonoma

and (P2b and P2c or P2d. Attach a Location Map as necessary.)

\*b. USGS 7.5' Quad:

Date:

T

; R

; ¼ of

¼ of Sec

; M.D.

B.M.

c. Address: 133 4<sup>th</sup> Street

City: Santa Rosa

Zip: 95401

d. UTM: Zone: 10 ; mE/ mN (G.P.S.)

e. Other Location Data: (e.g., parcel #, directions to resource, elevation, etc., as appropriate) Elevation:

APN 010-074-013 RAILROAD SQUARE DISTRICT

\*P3a. Description: (Describe resource and its major elements. Include design, materials, condition, alterations, size, setting, and boundaries)

Style: Mission Revival

Alterations:

\*P3b. Resource Attributes: (List attributes and codes)

\*P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other (Isolates, etc.)

P5a. Photo or Drawing (Photo required for buildings, structures, and objects.)



P5b. Description of Photo: (View, date, accession #)  
Photo taken from the street in 2007 as part of the Cultural Heritage Survey Update Project.

\*P6. Date Constructed/Age and

Sources:  Historic

Prehistoric  Both

Est. 1925

\*P7. Owner and Address:

\*P8. Recorded by: (Name, affiliation, and address)

Corbin Johnson, Santa Rosa  
Dept. of Community Development

\*P9. Date Recorded: 2007

\*P10. Survey Type: (Describe)

Windshield survey

\*P11. Report Citation:

Dan Peterson Survey, 1977; Railroad Square National Register Nomination Forms, 1978

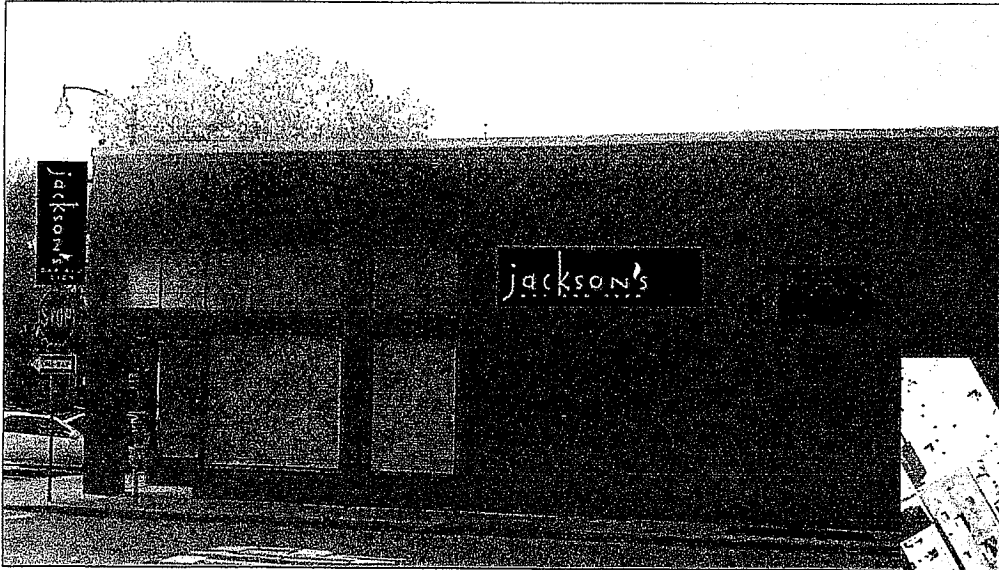
\*Attachments:  NONE  Location Map  Sketch Map  Continuation Sheet  Building, Structure, and Object Record

Archaeological Record  District Record  Linear Feature Record  Milling Station Record  Rock Art Record

Artifact Record  Photograph Record  Other (List):

DPR 523A (1/95)

\*Required information



← Indicates Sign Area's

Proposed Signs



CUSTOMER APPROVAL

L.L. APPROVAL

Customer Signature  
Copy, Colors & Sizes

By \_\_\_\_\_  
Co. \_\_\_\_\_



3627 Mt. Vernon Rd. Sebastopol CA. 95472  
Phone 707-829-7332 Fax 707-829-9059

JOB NAME: JACKSON'S

ADDRESS: 135 Fourth St

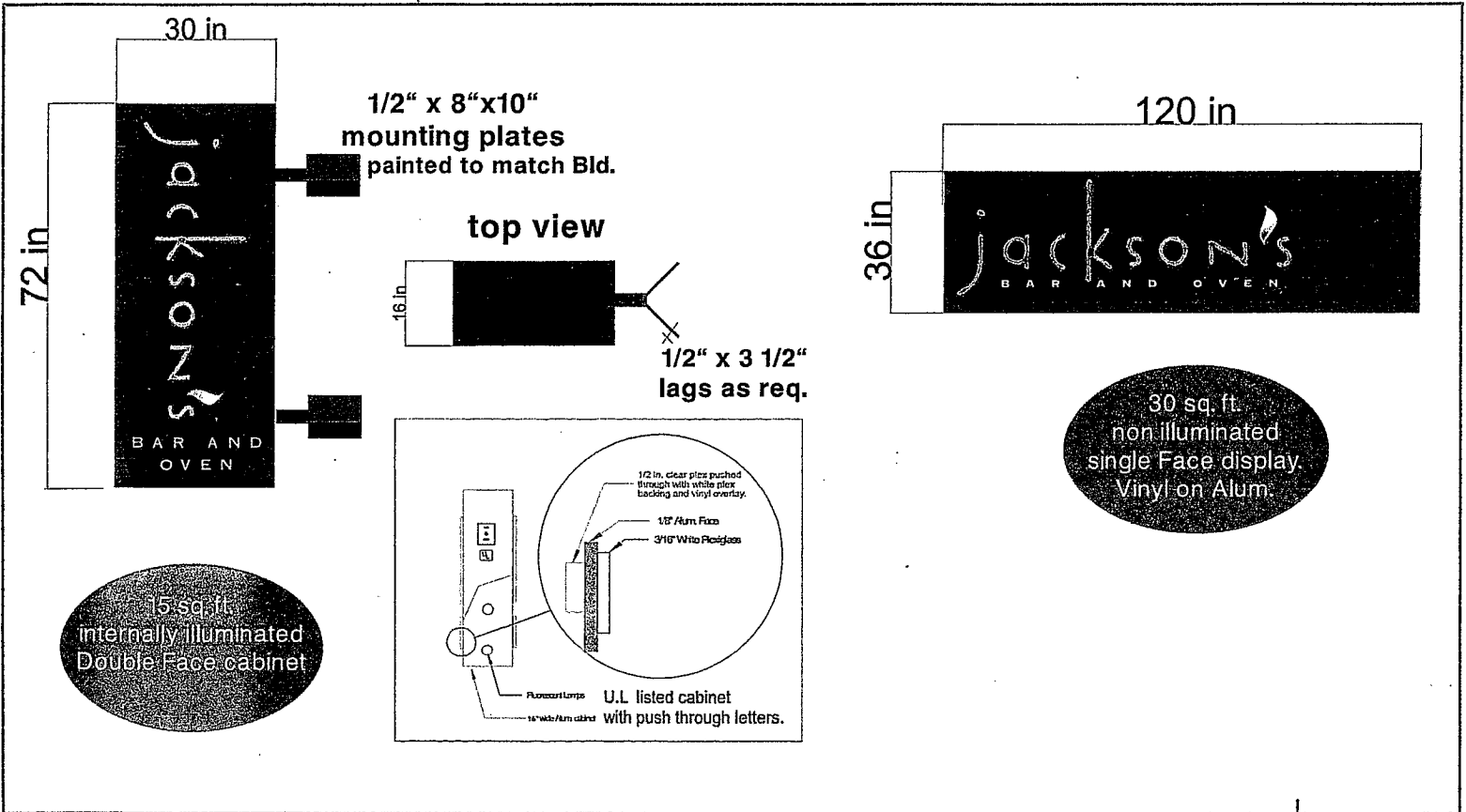
Scale: AS NOTED Drawn By: TODD Revision:

Date: 8/26/09 Approved by: Drawing#: 1 of 2

CITY OF SANTA ROSA  
P.O. Box 1678  
Santa Rosa, CA 95402

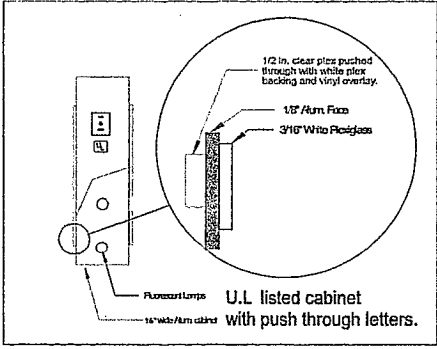
SEP 28 2009




DEPARTMENT OF  
COMMUNITY DEVELOPMENT



30 sq. ft.  
non illuminated  
single Face display.  
Vinyl on Alum.

15 sq. ft.  
internally illuminated  
Double Face cabinet



CUSTOMER APPROVAL  Customer Signature _____ Copy, Colors & Sizes	L.L. APPROVAL By _____ Co. _____	 	 3627 Mt. Vernon Rd. Sebastopol CA. 95472 Phone 707-829-7332 Fax 707-829-9059	JOB NAME: <b>jackson's</b>		
	ADDRESS: <b>135 Fourth St</b>			Scale: AS NOTED	Drawn By: <b>TODD</b>	Revision
				Date: <b>8/26/09</b>	Approved by	Drawing#: <b>2 of 2</b>

*Sept 4, 2009*  
*Approved*  
*Lynnda Lopez*  
*Mike Montague*  
*RHS & A*  
*Project Review*  
*Committee*