

CITY OF SANTA ROSA
DEPARTMENT OF COMMUNITY DEVELOPMENT
STAFF REPORT FOR CULTURAL HERITAGE BOARD
MAY 5, 2010

PROJECT NAME

Cokas Diko Sign

APPLICANT REPRESENTATIVE

Kathryn Raimondi

LOCATION127 4th Street**PROPERTY OWNER**

Lynda Angell

ASSESSOR'S PARCEL NUMBER

010-074-015

FILE NUMBER

SI10-022

PROJECT SITE ZONING

PD 0442-H

GENERAL PLAN DESIGNATION

Transit Village Mixed Use

APPLICATION DATE

March 31, 2010

APPLICATION COMPLETION DATE

March 31, 2010

PROJECT PLANNER

Jessica Jones

RECOMMENDATION

Approval

PROPOSAL

The applicant is requesting approval of one new sign for The Garden Shop Cokas Diko, which is located at 127 4th Street in the Railroad Square Preservation District.

HISTORY

The subject building is a single-story Spanish colonial revival that was built in approximately 1925. The building is considered a contributor to both the Railroad Square National Register Historic District and the locally designated Railroad Square Preservation District.

PROJECT DESCRIPTION

The project proposes a new projecting sign for The Garden Shop Cokas Diko. The proposed sign would project out 40-inches from the wall above the store entry, and the bottom of the sign will be approximately eight feet above the sidewalk. The sign will hang from a black iron, scrolled bracket. The sign, which will be made of a wood composite material, will be

approximately 18-inches tall by 28-inches long, and will hang from the bracket by chain links. The proposed colors are black and yellow.

ZONING CODE REQUIREMENTS

Zoning Code 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.

Zoning Code Table 3-10, Sign Standards for Commercial and Industrial Zones, allows up to 1-square-foot for each linear foot of primary building frontage. The building frontage is approximately 40 feet, which would allow up to 40 square-feet of signage for the two businesses that share the building. The proposed sign is approximately 3.5 square-feet in size. The Zoning Code also specifies that a projecting sign shall not extend more than 12-inches from the building wall to the inside edge of the sign. The proposed sign will extend approximately 1-inch from the building wall to the inside edge of the sign.

HISTORIC PRESERVATION REVIEW STANDARDS

Applicable historic review guidelines for the Cultural Heritage Board 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 signs in locations that do not damage or conceal architectural features and details.

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

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

Railroad Square Plan

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

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

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

ANALYSIS

The proposed sign is in keeping in both size and materials with the type of signs characteristic of Railroad Square, and has been approved by the Railroad Square Association's Project Review Committee.

It should be noted that the applicant has revised the sign since the Railroad Square Association's Project Review Committee's approval. Specifically, at the request of City staff, the applicant reduced the length of the sign from a 40-inch projection from the wall to a 30-inch projection. Staff requested the reduction based on a similar requirement of a recently approved projecting sign at Jack and Tony's restaurant down the street from the subject site, which was approved with a 30-inch projection, and based on other similar signs along 4th Street.

RECOMMENDATION

The Community Development Department recommends that the Cultural Heritage Board, by resolution, adopt a Sign Permit for The Garden Shop Cokas Diko.

Attachments:

- Draft Resolution
- Location Map
- DPR Survey Form
- Project Plans
- Approval from Railroad Square Project Review Committee, dated March 23, 2010

RESOLUTION NUMBER (to be entered by secretary)

RESOLUTION OF THE CULTURAL HERITAGE BOARD OF THE CITY OF SANTA ROSA APPROVING A SIGN PERMIT FOR THE GARDEN SHOP COKAS DIKO LOCATED AT 127 4TH STREET IN THE RAILROAD SQUARE PRESERVATION DISTRICT, ASSESSOR'S PARCEL NUMBER 010-074-015, FILE NUMBER SI10-022

WHEREAS, on May 5, 2010, the Cultural Heritage Board of the City of Santa Rosa considered the Sign Permit, at which time it received written and oral reports of staff, testimony, and other evidence presented by all those who wished to be heard on the matter; and

WHEREAS, the Cultural Heritage Board of the City of Santa Rosa, after due consideration, investigation, and study made by itself and on its behalf and due consideration of all evidence and reports offered at said hearing does find and determine the following:

The project, as conditioned, will not constitute a nuisance or be injurious or detrimental to the public health, safety, or general welfare in that, as conditioned, no nuisance has been found to exist;

The proposed project, as conditioned, complies with Chapter 20-38 (signs) of the Zoning Code allowing a projecting sign within the size allowances for the 40 lineal feet of building frontage;

The proposed project, as conditioned, is consistent with the sign criteria as outlined in the Railroad Square Plan in that the project sign is consistent with the type, size, materials, and colors of other signs on 4th Street and within Railroad Square, and in that the sign is oriented to pedestrians;

The proposed project is consistent with the applicable standards outlined in the Processing Review Procedures for Owners of Historic Properties in that the signs are limited, include a simple color palette, and are consistent with the pedestrian nature of the Railroad Square Preservation District;

The proposed project is consistent with the applicable standards outlined in the City of Santa Rosa Design Guidelines in that the sign is unobtrusive, constructed of compatible materials, and limited in size and number; and

The size, location, and design of the sign for The Garden Shop Cokas Diko are visually complementary and compatible with the scale and architectural style of the building and the surrounding contributing structures within the Railroad Square Preservation District.

WHEREAS, the proposed project has been reviewed in compliance with the California Environmental Quality Act (CEQA) and as proposed is considered to qualify for a Class 11 categorical exemption pursuant to Section 15311.

NOW, THEREFORE BE IT RESOLVED, the Cultural Heritage Board of the City of Santa Rosa does hereby approve the Sign Permit subject to the following conditions:

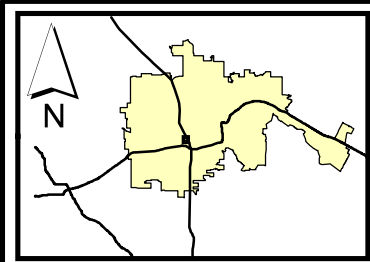
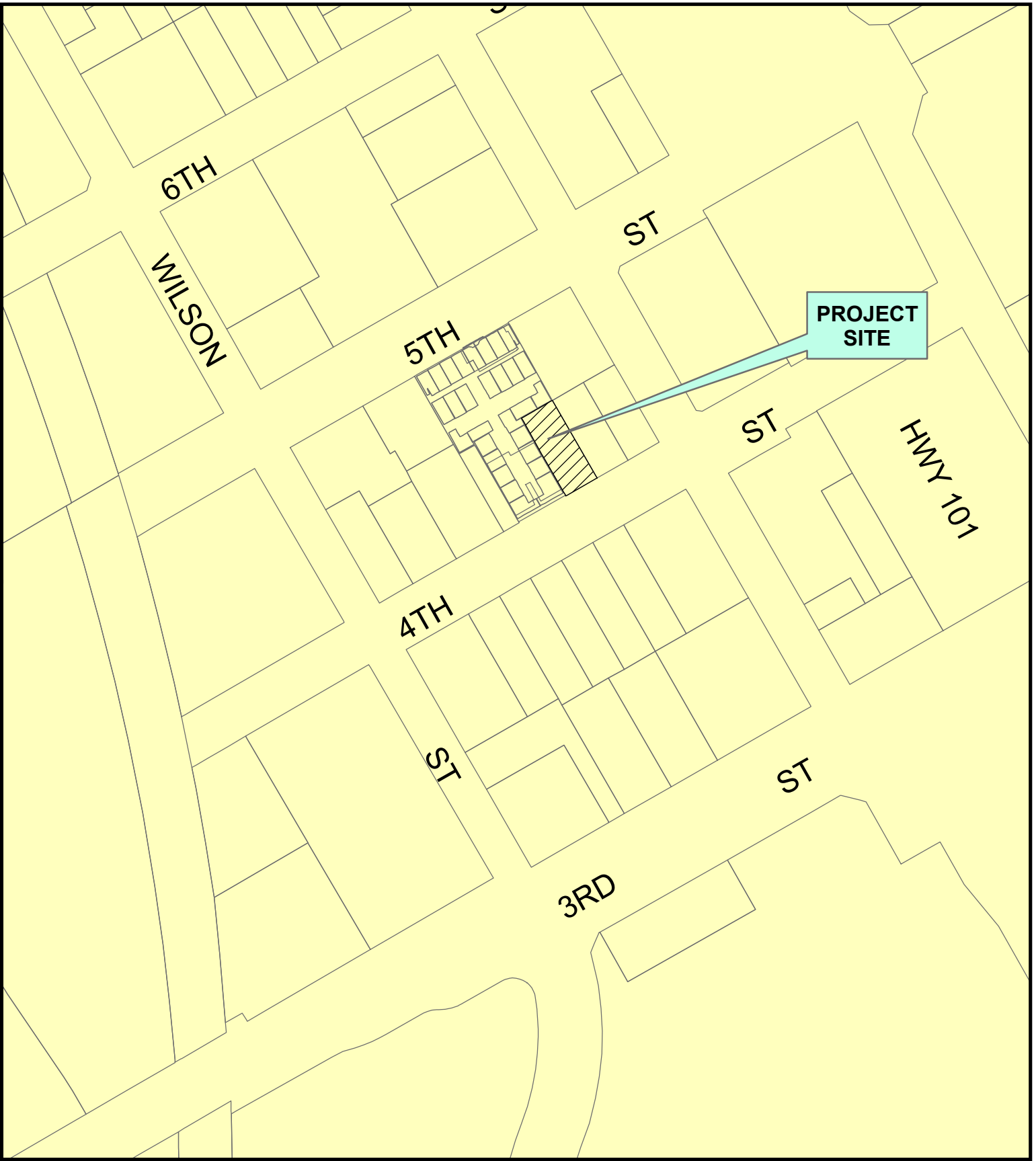
1. A building permit is required. Building permits for sign installations shall be separate permits from other building permits issued for construction and may require approval of an encroachment permit for signs projecting over the public right-of-way.
2. Construction drawings for the projecting sign shall be reviewed and approved by Planning Staff prior to the issuance of the building permit.
3. Comply with all applicable federal, state, and local codes. Failure to comply may result in issuance of a citation and/or revocation of approval.
4. Comply with the latest adopted ordinances, resolutions, policies, and fees adopted by the City Council at the time of building permit review and approval.
5. The materials, colors, and appearance of this project, as presented for issuance of a building permit, shall be the same as that approved by the Cultural Heritage Board. Any future alterations, expansions, remodeling, etc., will be subject to review and approval of the Cultural Heritage Board.
6. The sign shall be durably constructed and continually maintained in accordance with the approved plans.
7. This sign approval shall be valid for one year. If construction has not commenced within one year from date of approval this approval shall automatically expire and shall be invalid unless an application for extension is filed prior to expiration.

DULY AND REGULARLY ADOPTED by the Cultural Heritage Board of the City of Santa Rosa on this 5th day of May, 2010, by the following vote:

AYES:
NOES:
ABSTAIN:
ABSENT:

APPROVED: _____
 Bryan Much, Chair

ATTEST: _____
 Clare Hartman, Secretary



LOCATION MAP

COKAS DIKO SIGN
127 4TH STREET
FILE NO. S110-022



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 #: 125 4th 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:

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1/4 of

1/4 of Sec

; M.D.

B.M.

c. Address: 125 4th 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 010-074-015 RAILROAD SQUARE DISTRICT

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

Style: Spanish Colonial Revival

Alterations: one bay non-conforming alterations (as noted in National Register Forms, 1978); left bay changed back to solid glass from T-111 and smaller windows as shown in 1978 photo; transom windows changed

*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



The Garden Shop Sign (cokas diko)

Bracket:
 Iron bracket painted black aprox 12X30"
 Uses 4 bolts for attachment on wooden wall

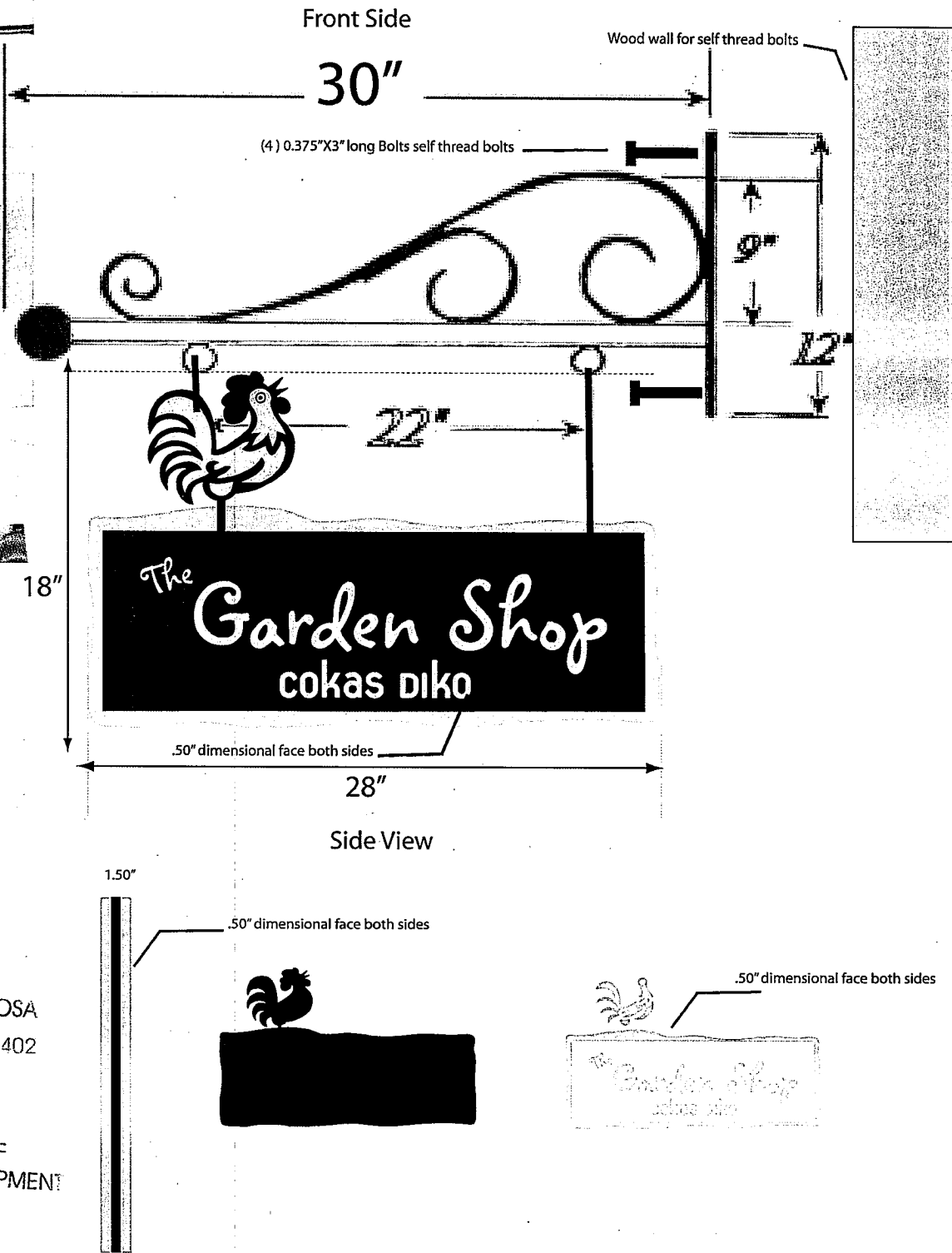
Sign:
 Dimentional Wood Composite sign aprox 18"HX28"wide
 .250" core plus 2 faces .50" faces
 using 2 paint colors ■ □
 Total 1.250" deep

Method of attachement: Chain links

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

APR 16 2010

DEPARTMENT OF
 COMMUNITY DEVELOPMENT



TO: CULTURAL HERITAGE BOARD

FROM: RAILROAD SQUARE PROJECT REVIEW COMMITTEE

RE: EXTENSION SIGN FOR COKAS DIKO @ 127 4TH STREET in Railroad Square

DATE: MARCH 23, 2010

Please see drawings of an extension sign for Cokas Diko.

Some comments:

Sign is long but due to it being narrow, it does not appear to be large.

Wrought iron could be less fancy.

All on the Committee liked the design of the sign and has approved it as submitted.

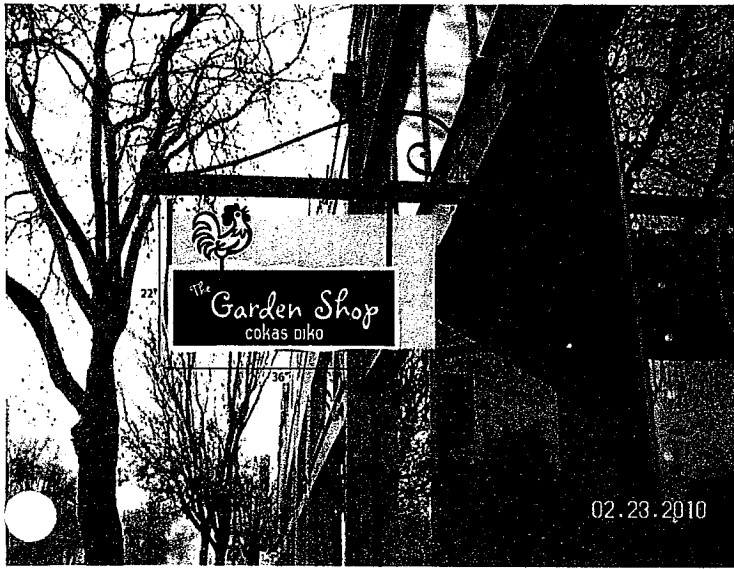
Thank you...

Dick Carlile
Larry Silver
Dee Richardson
Mike Montague
Lynda Angell

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

MAR 30 2010

DEPARTMENT OF
COMMUNITY DEVELOPMENT



The Garden Shop Sign (cokas diko)

Bracket:
 Iron bracket painted black approx 12X40"
 Uses 4 bolts for attachment on wooden wall

Sign:
 Conventional PVC sign approx 22"HX36"wide
 .50" core plus 2 faces .50" faces
 using 2 vinyl colors
 Total 1.50" deep

Method of attachment: Chain links

*3-23-10
 Approved,
 Railroad Avenue
 Project Review
 Committee
 Levesy*

