



**AGENDA
SPECIAL MEETING OF THE PLANNING COMMISSION**

TUESDAY, SEPTEMBER 10, 2019

PUBLIC SESSION: 6:30 p.m.

CLOVERDALE PERFORMING ARTS CENTER, 209 N. CLOVERDALE BLVD., CLOVERDALE, CA 95425

The Cloverdale Planning Commission welcomes you to its meetings that are typically scheduled for the 1st Tuesday of the month. Your interest and participation are encouraged and appreciated. ***Please silence all pagers, cellular telephones and other communications devices upon entering the meeting.***

ADDRESSING THE PLANNING COMMISSION:

When asked to do so by the Chair, those wishing to address the Commission are asked to step up to the podium. Speak directly into the microphone so everyone in the audience can hear your comments and so they'll be recorded into the official record. State your name and City of Residence for the record. Per City Council Policy, three (3) minutes are typically allotted to each speaker. However, the Planning Commission Chair may revise the amount of time allotted. Public comments will normally be received after staff presentations on an agenda item and before the Commission starts deliberations.

We may disagree, but we will be respectful of one another.

All comments will be directed to the issue at hand, and addressed to the Planning Commission.

Personal attacks are unacceptable.

DISABLED OR SPECIAL NEEDS ACCOMMODATION: In compliance with the Americans with Disabilities Act, if you need assistance to attend or participate in a meeting, please contact the City Clerk's office at 894-2521. Notification at least 48-hours prior to the meeting will assist the City Clerk in assuring that reasonable accommodations are made to provide accessibility to the meeting.

WAIVER WARNING: If you challenge decisions/directions of the Planning Commission in court, you may be limited to raising only those issues you or someone else raised at public hearings(s) described in this Agenda, or in written correspondence delivered to the City of Cloverdale at, or prior to, the public hearing(s).

OPENING:

- Call to Order
- Pledge Of Allegiance
- Roll Call
- Agenda Review (changes/deletions)
- Declaration of Conflicts of Interest

PUBLIC COMMENT PERIOD:

Under this item, citizens may speak on matters within the Planning Commission's jurisdiction, which are not on the agenda. The Planning Commission is prohibited under the Public Meeting Law from taking action on matters that are not on the agenda, however, the Commission may take citizen's input under advisement, direct staff to place the matter on a future agenda for discussion and/or possible action or refer matters to staff for follow-up.

CONSENT CALENDAR:

1. By motion, approve the Meeting Minutes of August 6, 2019

NON-PUBLIC HEARING ITEMS:

None

PUBLIC HEARING ITEMS:

2. Cloverdale Chamber of Commerce Planned Sign Program Permit (PSP 037-2019)

Applicant: Cloverdale Chamber of Commerce

Project Location: 125 N. Cloverdale Boulevard (APN 001-241-008)

Project Description: Planned Sign Program Permit (PSP 037-2019) to install an off-site wall sign.

Environmental Assessment: Categorically Exempt: Section 15301, CEQA Guidelines – Existing Facilities; Section 15311, CEQA Guidelines – Accessory Structures).

Recommendation: Consider the application and by Resolution approve the requested Planned Sign Program Permit (PSP 037-2019), subject to the recommended conditions of approval

OTHER BUSINESS: None

PLANNER'S REPORT/COMMUNICATIONS: The Planner's Report is a verbal report for informational purposes only.

PLANNING COMMISSION DIRECTION TO STAFF:

ADJOURNMENT: Adjourn to the next meeting Tuesday, October 1, 2019, at 6:30 p.m., or alternate date as requested, at the Cloverdale Performing Arts Center, 209 N. Cloverdale Blvd., Cloverdale, CA 95425.

The City does not transcribe its proceedings. Anyone who desires a verbatim record of this meeting should arrange for attendance by a court reporter or for other acceptable means of recordation. Such arrangements will be at the sole expense of the individual requesting the recordation. Questions about this agenda should be directed to City Hall at (707) 894-1712.

CERTIFICATION

I, Maria McArthur, do hereby declare under penalty of perjury that the foregoing agenda was posted on: (1) the outdoor bulletin board at City Hall, 124 N. Cloverdale Blvd., Cloverdale, California, and (2) Cloverdale Performing Arts Center, 209 N. Cloverdale Blvd., Cloverdale, CA 95425; and available for public review, prior to or on this 5th day of September 2019, at or before 5:00 p.m.

/s/ Maria McArthur

Maria McArthur, Interim City Clerk



DRAFT MINUTES
MEETING OF THE PLANNING COMMISSION

TUESDAY, AUGUST 6, 2018

PUBLIC SESSION: 6:30 p.m.

CLOVERDALE PERFORMING ARTS CENTER, 209 N. CLOVERDALE BLVD., CLOVERDALE, CA 95425

OPENING:

- Call to Order – Chairperson Shanahan called the meeting to order at 6:30 p.m.
- Pledge of Allegiance
- Roll Call: Present: Commissioner Cox, Commissioner Asay, Alternate Commissioner Davis, Alternate Commissioner Reyes, Chair Shanahan
Absent: Commissioners Wagy and Domke
- Agenda Review (changes/deletions) None
- Declaration of Conflicts of Interest: Alternate Commissioner Reyes recused herself from Item 2.

PUBLIC COMMENT PERIOD ON MATTERS NOT ON THE AGENDA: None

CONSENT CALENDAR:

1. Approval of Minutes

By motion, approve the June 4, 2019 Meeting Minutes

On a motion by Commissioner Cox, seconded by Commissioner Davis, approved the Consent Calendar. The motion carried on a roll call vote with Commissioners Domke and Wagy noted as absent and Commissioner Asay abstaining. (Ayes Chair Shanahan, Commissioner Cox, Alternate Commissioner Davis and Alternate Commissioner Reyes; Absent- Commissioners Domke and Wagy; Abstaining - Commissioner Asay)

NON-PUBLIC HEARING ITEMS:

Alternate Commissioner Reyes recused herself and left the dais at this time.

2. Persons Design Review Application (DR 028-2019)

Applicant: Tyler Persons
Project Location: 107 Orion Court (APN 117-350-017)
Project Description: Design Review application to construct a new single-family residence and detached garage/workshop with accessory dwelling unit (ADU) and related site improvements in the Sunrise Hills II subdivision.
Environmental Assessment: Categorically Exempt under Sections 15303 (New Construction) of the CEQA Guidelines.

Associate Planner Miranda summarized the design review application to construct a new single-family residence and detached garage/workshop with accessory dwelling unit (ADU) and related site improvements at 107 Orion Court in the Sunrise Hills II subdivision.

In response to Commissioner Asay's inquiries regarding visual concerns, Mr. Miranda stated per state law accessory dwelling units are exempt from design review; however, the design of the garage is under the purview of the Planning Commission. Commissioner Asay clarified that he wanted to see more screening in front of the garage to reduce the visual impact from the hillside location above all the other rooftops.

Tyler Persons, applicant, introduced himself and stated he was available to answer questions. Commissioner Asay complimented Mr. Persons on the design of the home and compatibility with the local character. He expressed concern that glare from the windows would create a negative impact. Additional screening would address this. He asked for more screening in front of the garage. Commissioner Asay asked for two modifications to the conditions of approval: 1) place additional tree screening in front of the garage, and 2) add the dedicated trail to the parcel map.

Public Comments: There were no public comments.

Assistant City Manager/CDD Thompson stated the Commission could add the following condition of approval: "Prior to building permit issuance, the applicant shall submit landscape plans that increase screening on the eastern side of the garage, as well as adds trees on the southeast side of the garage unit." An additional condition was added to require that the route of the dedicated trail be placed on the map.

On a motion by Commissioner Cox, seconded by Commissioner Asay, approved Resolution No. 11-2019, titled "A Resolution of the City of Cloverdale Planning Commission approving a Major Design Review (DR 028-2019) to allow for construction of a new single-family dwelling and detached accessory dwelling unit at 107 Orion Court within the Sunrise Hills II Subdivision (APN 117-350-017)," as revised to include the following conditions of approval: (1) prior to building permit issuance, the applicant shall submit landscape plans that increase screening on the eastern side of the garage, as well as adds trees on the southeast side of the garage unit; and (2) require that the dedicated trail be identified in the site plan. The motion carried on a roll call vote with Alternate Commissioner Reyes abstaining. (Ayes – 4; Chair Shanahan, Commissioner Cox, Commissioner Davis, and Commissioner Asay; Absent – Commissioners Domke and Wagy; Abstaining - Alternate Commissioner Reyes)

PUBLIC HEARING ITEMS: None

OTHER BUSINESS: None

PLANNER'S REPORT/COMMUNICATIONS:

Assistant City Manager/CDD Thompson introduced the newest Planning Commissioner, Chad Asay, who works for Sonoma Clean Power and has extensive background with resorts. Mr. Asay moved to Cloverdale from Park City, Utah. Assistant City Manager/CDD Thompson commented that applications are being taken to fill a vacancy on the Planning Commission.

Assistant City Manager/CDD Thompson reviewed the current and upcoming projects:

- Baumgardner Ranch has completed its environmental analysis.
- The Wellness Center is moving forward, and many projects are converging in that area that will include the school district, the Citrus Fair, and Alexander Valley Health Care.
- Cherry Creek is getting ready to submit their infill project, which will be exempt from CEQA; however, a biological study and a traffic study were conducted.
- The Six Acres Water Company annexation is in process
- The Right to Industry Ordinance is on hold pending comments from Alexander Valley Resort
- A meeting will be held regarding the Skate Park at City Hall

- The City is waiting on a grant for SB2 to increase downtown housing. Staff will prepare a report and resolution for Council

PLANNING COMMISSION DIRECTION TO STAFF:

ADJOURNMENT: Adjourned the meeting at 7:20 p.m. to Tuesday, September 3, 2019, at 6:30 p.m., or alternate date as requested, at the Cloverdale Performing Arts Center, 209 N. Cloverdale Blvd., Cloverdale, CA 95425.

The foregoing minutes were approved by the City Council of the City of Cloverdale at its regular meeting held on the ___ day of _____, 2019 by the following roll call vote:

Ayes: ()
Noes: ()
Absent: ()
Abstaining: ()

APPROVED:

ATTEST:

Mike Shanahan, Chairperson

Maria McArthur, Interim City Clerk

Meeting Date:	September 10, 2019
Applicant:	Cloverdale Chamber of Commerce
Property Owner:	David and Michele Reynolds
Project Location:	125 N. Cloverdale Boulevard (APN 001-241-008)
Zoning Designation:	Downtown Commercial (DTC)
General Plan Designation:	Downtown Commercial (DTC)
Project Description:	Planned Sign Program Permit (PSP 037-2019) to install an off-site wall sign.
Environmental Assessment:	Categorically Exempt: Section 15301, CEQA Guidelines – Existing Facilities; Section 15311, CEQA Guidelines – Accessory Structures

A. Staff Recommendation

That the Planning Commission consider the application and by Resolution (**Attachment 1**) approve the requested Planned Sign Program (PSP 037-2019), subject to the recommended conditions of approval.

B. Background

Existing Conditions and Adjacent Land Uses

The 2,614 square-foot project site is developed with a one-story 1,320 square-foot commercial building. The property located at 125 N. Cloverdale Boulevard is deep and narrow with the building currently used by R-Salon located on the street side (eastern) half of the property. The rear (west) half of the property is undeveloped but serves as unpaved parking and provides ingress and egress to W. Second Street and Commercial Street through an unpaved alleyway.

The project site is located two properties south of the intersection of N. Cloverdale Boulevard and W. Second Street (**Attachment 2**). There are commercial land uses to the north, and on the developed properties further to the south, and across the street to the east are commercial and office uses. Properties to the west are developed with single-family and multi-family residences on Commercial Street. Adjacent land uses are as follows:

North:	Multi-tenant commercial/office building
South:	Vacant undeveloped
East:	City Hall, City Plaza
West:	Single-family and multi-family residences

C. Project Description

The applicant proposes to paint the “X” image from the “Experience Cloverdale” marketing, branding and promotion campaign. The sign would be approximately 7’ by 7’ and painted yellowish/green and would include the longitude and latitude in small white lettering below the X (**Attachment 3**).

D. Analysis

General Plan

The site is designated Downtown Commercial (DTC) on the City's General Plan Land Use Map. This designation which is intended for a wide variety of uses consistent with historic downtown uses. The following are some of the goals and policies of the City's adopted General Plan applicable to new development:

- Goal LU 2 proclaims that the downtown will be the commercial, cultural and governmental core of the City.
- Policy LU 2-1 seeks to maintain the downtown as the focal point for the community, providing a strong community image and serving as an anchor for economic growth.
- Policy UL 1-4 strives to eliminate excess lighting from illuminated signs.

The Cloverdale Chamber of Commerce board developed a marketing, branding and promotion campaign after being approached by the City in early 2017. The "Experience Cloverdale" campaign brand has been used for brochures, coasters, window posters, freeway banners, hats, shirts and license plate holders to help convey the message. The Chamber also encourages local businesses to use the theme and graphics for their own marketing and promotion campaigns. As a result, the proposed project is consistent with the goals, policies and implementations measures of the General Plan and the DTC General Plan land use designation as it helps to promote and reinforce the downtown as the commercial, cultural and governmental core of the City. The project would also help maintain a strong community image and therefore has been determined to be consistent with the goals, policies and implementation measures of the General Plan.

Zoning/Nonconforming Uses and Structures

The site is zoned Downtown Commercial (DTC) on the City's Zoning Map, and zoning adjacent to the site is as follows:

North:	Downtown Commercial (DTC)
South:	Downtown Commercial (DTC)
East:	Public Institutional (P-I)
West:	Office/Multi-Family Residential (ORM)

Section 18.12.030(20)(Development Standards for Off-site Signs) states that in addition to the individual business signs allowed, the following signs are allowed and are not counted towards the maximum allowable sign square footage:

- On-site or off-site signs erected by the City that direct customers to businesses, locations, or attractions.

According to Table 18.12.020-A (Signs Permitted in Various Zoning Districts) off-site signs are permitted subject to review and approval of a Planned Sign Program by the Planning Commission.

Planned Sign Program

The applicant proposes to paint a 7' x 7' "X" on the 60-foot long south facing wall of the existing commercial building. The longitude and latitude will be featured below the X, which is part of a broader marketing, branding and promotion campaign. The X mural will be painted a yellowish/orange color, with white lettering for the longitude and latitude below. The sign has been designed and conditioned to be visually compatible with the use and conditions of the property. The total sign area represented by the application is approximately 49 square-feet.

Conclusion

Planned Sign Programs may allow for flexibility to the sign standards set forth in the Chapter 18.12 (Sign Regulations) of the Zoning Ordinance in order to achieve aesthetic compatibility of signs within a project, allow for design creativity and flexibility in number, size and placement of signs. In reviewing the circumstances of the site and the design of existing signs, staff finds that the proposal is not excessive given that the commercial building has one wall sign on the front (east) facade and there are no signs on the south facing facade.

Public Notice

The Notice of Public Hearing was published in the Press Democrat on September 1, 2019. Notice of the public hearing was also mailed to property owners within 300' of the proposed project on August 29, 2019.

Environmental Review

The project qualifies for a Class 1 (Section 15301 – Existing Facilities) CEQA exemption because the commercial building is existing and painting one 49 square-foot sign on the side of the building is considered a negligible expansion of the existing use.

The project also qualifies for a Class 11 (Section 15311 – Accessory Structures) CEQA exemption because the installation of off premise signs is accessory to the existing commercial building.

E. Staff Recommendation

Staff recommends the Planning Commission adopt the attached resolution which approves a Panned Sign Program (PSP 037-2019) to allow for an off-site sign to be installed on the south facing wall of the commercial building located at 125 N. Cloverdale Boulevard, subject to the recommended conditions of approval.

Attachments

1. Draft Resolution
2. Location Map/City Zoning Map
3. Sign details and photo simulation

X:\Community Development\Applications\2019\PSP 037-2019 Experience Cloverdale Mural 125 N. Cloverdale Blvd\PC staff report Experience Cloverdale Mural 125 N. Cloverdale Blvd.docx

CITY OF CLOVERDALE

PLANNING COMMISSION

RESOLUTION NO. 12-2019

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CLOVERDALE APPROVING A PLANNED SIGN PROGRAM PERMIT (PSP 037-2019) TO ALLOW FOR AN OFF-SITE WALL SIGN AT 125 N. CLOVERDALE BOULEVARD (APN 001-175-003)

WHEREAS, an application for a Planned Sign Program submitted by the applicant, Cloverdale Chamber of Commerce, on behalf of the property owners, David and Michele Reynolds, to allow the installation of an off-site wall sign on the south facing wall of the commercial building located at 125 N. Cloverdale Boulevard; and

WHEREAS, the site is designated Downtown Commercial (DTC) on the City's adopted General Plan Land Use Map and the proposal is consistent with the DTC land use designation which is intended for a wide variety of uses consistent with historic downtown uses; and

WHEREAS, the project helps to reinstate the downtown as the commercial, cultural and governmental core of the City and helps to maintain a strong community image and therefore has been determined to be consistent with the goals, policies and implementation measures of the General Plan; and

WHEREAS, the site is located in the Downtown Commercial (DTC) Zoning District on the City's adopted Zoning Map and Planned Sign Programs are permitted in Commercial Zoning Districts upon review and approval by the Planning Commission; and

WHEREAS, the Planning Commission considered the request and a related staff report on September 10, 2019 for the purpose of reviewing the proposed Planned Sign Program application and considered all written and verbal communication, including the staff report; and

WHEREAS, the applicant and members of the public were present to speak on the application; and

WHEREAS, based upon the information presented in the application materials, the Planning Commission finds that this project qualifies for a Class 1 categorical exemption under California Environmental Quality Act (CEQA) Guidelines Section 15301 – Existing Facilities as well as a Class 11 (Section 15311 – Accessory Structures) CEQA exemption because the commercial building is existing and installation of the 49 square-foot wall sign is considered to be a negligible expansion of the existing use; and

WHEREAS, based upon the information presented in the application materials, the Planning Commission finds that this project is consistent with the development density established by the existing zoning and general plan policies, and there are no impacts peculiar to the project that were not analyzed in the General Plan EIR. Pursuant to CEQA Guidelines section 15183, no additional environmental review is required for the project; and

WHEREAS, the Planning Commission has determined that all the following findings required by the Planned Sign Program Section 18.03.170 have been met. Based on the application information and the information contained in the staff report, the following findings have been made:

1. Signs are visually compatible with the building they identify by utilizing materials, colors, or design motif included in the building.

The off-site wall sign will feature a 7' x 7' "X" on the 60-foot long south facing wall of the existing commercial building. The longitude and latitude will be featured below the X, which is part of a broader marketing, branding and promotion campaign. The X mural will be painted a yellowish/orange color, with white lettering for the longitude and latitude below. The sign has been designed and conditioned to be visually compatible with the use and conditions of the property.

2. Signs are compatible with surrounding land uses and placement, design, and lighting characteristics do not adversely affect surrounding properties.

The project will not be excessive given that the existing commercial building currently used by a salon features one wall sign on the front of the building beside the main entrance and no signs on the south facing wall. The scale of the sign is compatible with not only the size of the site and building, but with existing signs within the downtown area and other commercial businesses throughout the City. The off-site wall sign has been conditioned to prohibit lighting so as not to adversely affect surrounding properties.

3. Signs are in accordance with all applicable requirements of this code and other applicable law.

Planned Sign Programs may allow for flexibility to the sign standards set forth in the Chapter 18.12 (Sign Regulations) of the Zoning Ordinance in order to achieve aesthetic compatibility of signs within a project, allow for design creativity and flexibility in number, size and placement of signs. In reviewing the circumstances of the site and the outcome of similar sign permit requests, the Commission finds that the project is not excessive given the commercial building upon which the off-site wall sign will be installed is existing and features one wall sign on the front of the building beside the main entrance and no signs on the south facing wall. Together with the fact that the sign will not be internally illuminated, the project is therefore compatible with not only the size of the site and building, but with existing signs within the downtown. A condition of approval is added

stipulating that the wall sign may be externally illuminated by downlighting mounted above the X, in accordance with Section 18.12.060. Furthermore, the conditions of approval ensure that the sign will not be detrimental to the public health, safety or general welfare.

NOW, THEREFORE BE IT RESOLVED the above recitals are true and correct and incorporated herein by reference; and

BE IT FURTHER RESOLVED that based on the above findings, the Planning Commission of the City of Cloverdale does hereby grant a Planned Sign Program to allow the installation of an off-site wall sign on the south facing wall of the existing commercial building located at 125 N. Cloverdale Boulevard, subject to the following conditions:

CONDITIONS OF APPROVAL
PLANNED SIGN PROGRAM FOR AN OFF-SITE WALL SIGN
125 N. CLOVERDALE BOULEVARD

Planning:

1. Planned Sign Program (PSP 037-2019) approval is granted to allow for installation of an off-site wall sign on the south facing wall of the existing commercial building located at 125 N. Cloverdale Boulevard, Cloverdale, CA as summarized above and shown in the plan set submitted August 22, 2019, to the Community Development Department. The applicant shall adhere to the Planned Sign Program application materials and the Conditions of Approval. Minor modifications to the approved plans and/or Conditions of Approval require Community Development Department approval. More significant modifications to the approved plans and/or Conditions of Approval require Planning Commission approval.
2. This approval is subject to appeal within 10 consecutive days from the date of approval.
3. The applicant shall include and print all of these Conditions of Approval on the building plan set submitted to the City of Cloverdale's Building Department prior to issuance of the Building Permit.
4. All conditions of this Planned Sign Program Permit (PSP 037-2019) are necessary to protect the general health, safety and welfare, and to minimize or eliminate adverse environmental effects of the project. If any condition of this permit is held to be invalid by a court, then the entire permit shall be invalid. The Planning Commission specifically declares that it would not have issued this permit unless all of the conditions herein are held as valid.
5. This Planned Sign Program Permit (PSP 037-2019) shall expire, and become null and void, two years from the date of approval (September 10, 2019) unless exercised through the issuance of a Building Permit, or a written request for an extension of time is submitted to the Community Development Department prior to the expiration date (September 10, 2021) and an extension is granted by the Planning Commission.

6. The approval of this permit shall be subject to the latest adopted Ordinances, Resolutions, Policies and fees of the City of Cloverdale. Applicant shall be responsible for any and all costs associated with any required special inspections necessary for the project.
7. The wall sign may be externally illuminated in accordance with Zoning Ordinance Section 18.12.060 (General Sign Standards). Any lighting shall be maintained in accordance with Section 18.09.050 (Outdoor Lighting) and shall not affect surrounding properties.

The foregoing Resolution No. 12-2019 was duly introduced and adopted by the Planning Commission of the City of Cloverdale at its regular meeting of September 10, 2019, by the following roll call vote:

Ayes:
Noes:
Absent:
Abstain:

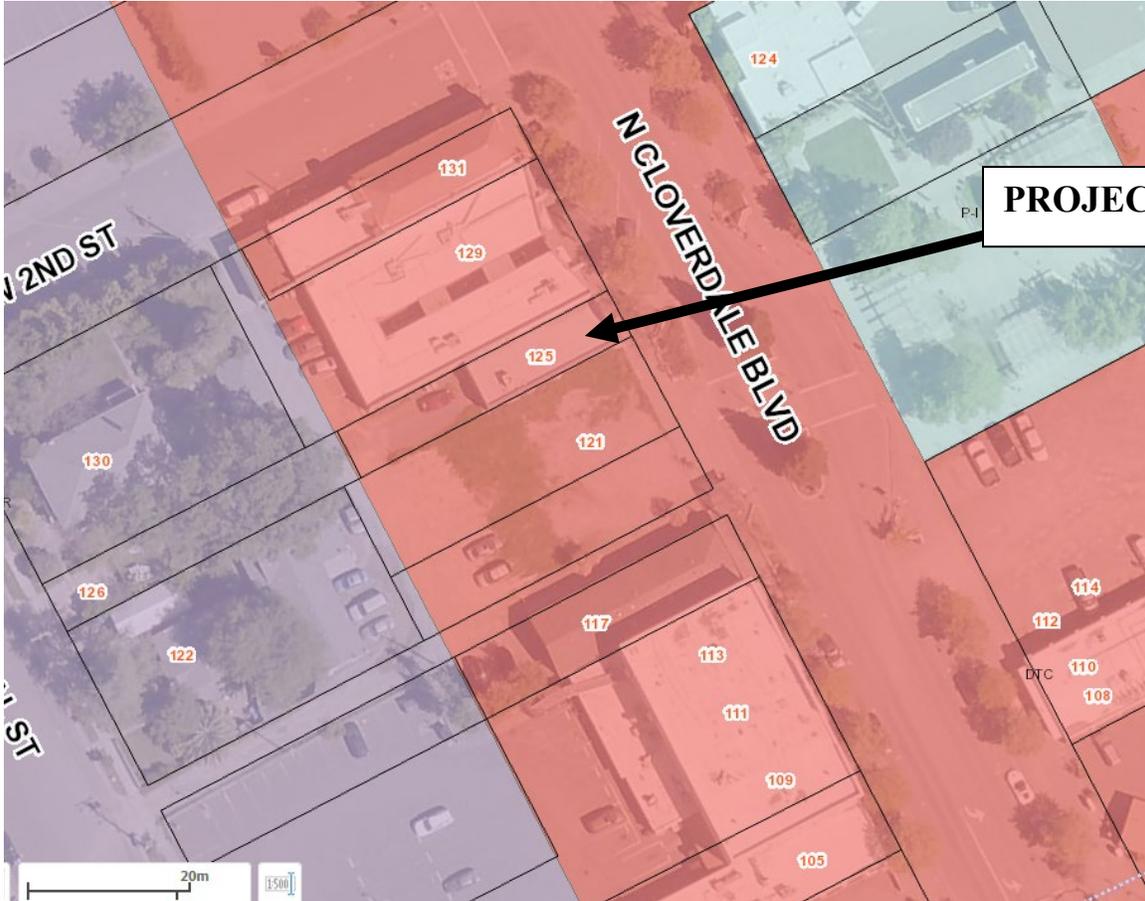
APPROVED:

ATTEST:

Mike Shanahan, Chairperson

Maria McArthur, Interim City Clerk

ATTACHMENT 2
Location Map/City Zoning Map



125 N. Cloverdale Boulevard (APN 001-175-003)

“Experience Cloverdale” Mural Art



The “X” mural area will cover a 7’ by 7’ portion of the wall. The bottom of the “X” has the longitude and latitude coordinates for the City of Cloverdale. The lower right side of the wall displays the “hash tags”:

#experiencecloverdale

#sonomacounty

#cloverdaleca

The “X” is: CMYK C044 M015 Y100 K004

Pantone is 7745C

The text is “Silent White,” a pure clean, brilliant white. See color swatch attached.