

CITY OF SANTA ROSA
DEPARTMENT OF COMMUNITY DEVELOPMENT
STAFF REPORT FOR CULTURAL HERITAGE BOARD
February 7, 2018

PROJECT NAME

Quick Pick Market & Deli

APPLICANT

Rajinder Singh

LOCATION

201 W 7th Street

PROPERTY OWNER

Jensen Jennifer

ASSESSOR'S PARCEL NUMBER

010-155-008

FILE NUMBER

SI17-012

PROJECT SITE ZONING

R-1-6-H

GENERAL PLAN DESIGNATION

Low Density Residential

APPLICATION DATE

March 31, 2017

APPLICATION COMPLETION DATE

March 31, 2017

PROJECT PLANNER

Monet Sheikhal

RECOMMENDATION

Approval

PROPOSAL

The applicant is requesting approval of a sign permit for two wall signs located at 201 W 7th Street in the West End Preservation District.

HISTORY

The property located at 201 W 7th Street is considered a contributor to the West End Preservation District. Currently, it is a mixed used residential/commercial building. The property has been used as a neighborhood market as early as 1958 (Polk's Santa Rosa business Supplement, 1958, Sonoma County History and Genealogy Library).

The West End Preservation District was designated by the City Council in 1996 after recommendation by the Cultural Heritage Board on May 28, 1996. The West End Preservation District is significant as a predominantly single-family residential neighborhood made up of modest single-story vernacular houses on narrow but deep lots. Although a variety of architectural styles are found within the neighborhood, homes are predominately bungalows and Queen Anne or Colonial cottages.

PROJECT DESCRIPTION

The applicant is requesting approval of two non-illuminated plex letter wall signs. The 20.5-feet by 14-inch wall signs are to be placed on each one of the store frontages. The letters will be non-illuminated ½-inch red plex mounted on wall with 3/16-inch studs. The sign will be approximately 12-feet from ground level.

ZONING CODE REQUIREMENTS

Chapter 20-38 (Signs) specifies that signs located within a Historic District are subject to a Sign Application (not Landmark Alteration Permit) and may be reviewed by the Cultural Heritage Board. Proposed signs shall comply with the historic guidelines pertaining to that district.

The primary frontage of the subject building along West 7th Street has a length of 31.5-feet and the secondary frontage along Madison Street has a length of 83.5-feet, thus the 46.66 square foot proposed sign is well within the allowable sign area (1 square foot for each linear foot of primary frontage and 0.5 square feet for each linear foot of secondary frontage) for projecting signs.

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 the sign in locations that do not damage or conceal architectural features and details.

While the proposed material is plex, it will have the appearance of wood.

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

The sign is sized well within the parameters of the City's sign code and does 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 style and colors are similar to the existing wall sign on the property across the street at 202 W 7th Street.

City of Santa Rosa Design Guidelines

Design signage to be simple and easy to read.

The sign has simple graphics and large fonts and will not be illuminated.

RECOMMENDATION

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

Attachments:

- Sign Detail Sheets
- Resolution