



**5. COMMENTS FROM THE PUBLIC REGARDING ITEMS NOT ON THE AGENDA:** None.

**6. STATEMENTS OF CONFLICTS OF INTEREST:** None.

**7. REGULAR AGENDA:**

- A. 250 Morris Street – Sign Exception** – The application includes adding three illuminated wall signs, one freestanding sign, one address sign and three additional non-illuminated directional signs.

Associate Planner Jay presented the staff report and was available for questions.

Chair Luthin asked for Board questions of staff. Seeing none, he invited the applicant to speak.

The applicant gave a presentation and was available for questions.

Chair Luthin asked for Board questions of staff. Seeing none, he asked for Board deliberations.

The Board discussed the application as follows:

**Ted Luthin, Chair**

Is internal lighting hunky-dory in the Industrial zone? I know it's a no-no in the Downtown Core.

**John Jay, Associate Planner**

Let me pull up the ordinance real quick.

**Melissa Hanley, Board Member**

While he's pulling that up, Chair Luthin, this is really your area, so I'm curious what your thoughts are on this.

**Ted Luthin, Chair**

I like the painting of the fascia; I think that's going to really help the building. I like the big, bold letters and the color of Caliber Collision; I think against the dark grey it's really going to pop and look good. I feel that the Caliber Collision letters on the fascia are a little out of scale; they're crowding that space. It doesn't say what the fascia height is, and actually that's a question I have for our applicant. I see that the letter and underscore is 2 feet, 10 inches, but what is that in real life against the fascia? Then the thing with the monument sign, if we allow a third sign then from that corner on Morris we'd have a monument sign here, we'd have a wall sign here, we'd have a wall sign here, so we're going to have three big and bold signs visible from quite a distance. I question whether the third sign is justified or whether we say let's go with the wall signs but not the monument sign; that seems excessive. It doesn't seem like you need three signs to be visible from Morris Street, and if you are going to get rid of one, I think the monument sign would be it; if any of them feel like an afterthought, it's that.

**John Jay, Associate Planner**

The code mentions that all internal illuminated signs must be reviewed and approved by the Design Review Board and are generally not allowed within the Central Downtown Core

district, or within any other Residential district, or within proximity to an existing Residential use. It doesn't mention anything within the Industrial districts not being allowed.

**Ted Luthin, Chair**

Then my only other comment is I'd rather not have the race way, I'd much rather have the electrical happening inside of that fascia and not have letters hanging off a raceway outside the building. Sarah, do you know how tall that fascia is?

**Sarah Bergh**

The fascia is 83 inches tall with 2-inch retainers on top and bottom.

**Ted Luthin, Chair**

Oh, wow.

**Melissa Hanley, Board Member**

So these letters have to be 5 feet tall then.

**Ted Luthin, Chair**

The drawing says it is 2 feet, 10 inches.

**Melissa Hanley, Board Member**

Then the rendering is not correct.

**Ted Luthin, Chair**

The rendering is way off.

**Sarah Bergh**

We're completing the work for somebody else that did the drawings. Their renderings are off, but the sign band type is 83 inches with 2 foot, 10 inch tall letters.

**Lars Langberg, Vice Chair**

That's closer to the Key Auto Body sign, a little bit more than the scale of that one.

**Cary Bush, Board Member**

Plus 7 feet.

**Ted Luthin, Chair**

Yes, something is awry

**Melissa Hanley, Board Member**

Without an accurate elevation to review this at proper scale, I'm not comfortable making a decision one way or the other.

**Ted Luthin, Chair**

Yes, something is not right here, because if this is 25 feet, then that can't be 7 feet. I suspect that's larger than 25 feet. I totally agree we need accurate elevations, because I don't know that I believe what I'm seeing here if the fascia is actually 83 inches tall.

**Melissa Hanley, Board Member**

I would echo your comments about the raceway. We should push for better.

**Ted Luthin, Chair**

Yes, that fascia has got to be accessible in that space. There's got to be some accessible space where you could chase some electrical and come through with real letters.

**Melissa Hanley, Board Member**

I would also echo Chair Luthin's comments about the additional monument sign. It seems like a tremendous amount of scale signage for something that's probably not that hard to find.

**Ted Luthin, Chair**

Yes, I think these letters are going to be big and bold and pretty significant out here. You're not going to miss this place.

**Lars Langberg, Vice Chair**

And it's not a pedestrian establishment. The vehicular approach is what's important there.

**Melissa Hanley, Board Member**

It's destination retail too. You're not going mosey on over to Caliber Collision.

**Ted Luthin, Chair**

It's not a spontaneous decision.

**Melissa Hanley, Board Member**

You're not happening upon it; you're going there for a reason.

**Cary Bush, Board Member**

Page 18 has a Key Auto Body is now Caliber Collision. That's saying it's 3 feet, 6 inches and it's on the same fascia. I think all the other letters were 2-foot in height, so the scale of it is really quite tricky to make heads or tails of. I'm in the same camp as my fellow Board members.

**Ted Luthin, Chair**

I don't have any issue with the secondary signs; the office and onsite navigation doesn't concern me.

Chair Luthin invited the applicant to provide comments, saying the Board appears to be heading for a motion to continue the item in order to get more information.

**Sarah Bergh**

Yes, it sounds reasonable to me, and with the amount of signage that they are proposing, I understand getting rid of the freestanding.

**Marshall Balfe, Board Member**

I just thought of something. If these letters light up, what's the timeframe going to be? Are they going to be lit up all night, or should they be on timers and go on and off, or what?

**Ted Luthin, Chair**

That's a good question and is something we might want to condition our approval on, that they are on timers. The other possible condition for approval would be to require that they be on dimmers as well so that the light intensity could be adjusted after the fact.

**Lars Langberg, Vice Chair**

Yes, it's non-residential, but it's Laguna, so for nighttime critters or that kind of thing.

**Ted Luthin, Chair**

Yes, good point, Marshall.

**Melissa Hanley, Board Member**

I'm actually wondering the validity of having it illuminated. It's not like there's a nighttime business need, I would assume.

**Lars Langberg, Vice Chair**

That's a good question.

**Ted Luthin, Chair**

Yes, I don't think Key Auto Body has been lit. I'm not sure anybody in that corridor has lit signage. That's a good question. The Barlow doesn't even have lit signage.

**Melissa Hanley, Board Member**

Exactly.

**Lars Langberg, Vice Chair**

And up high and that big, it's going to pop.

**Melissa Hanley, Board Member**

It's going to be a lot, yes.

**Lars Langberg, Vice Chair**

Yes.

**Ted Luthin, Chair**

I wouldn't be opposed to unlit letters either.

**Lars Langberg, Vice Chair**

I bet we'd complaints pretty quickly if they were lit.

**Melissa Hanley, Board Member**

I think we'd be setting precedent certainly along that strip, but even downtown really.

**Ted Luthin, Chair**

I think Safeway is halo lit. I think Rite Aid is internally lit. We really don't have much in terms of internally lit signage in town.

**John Jay, Associate Planner**

The only ones that are still there are the old businesses in Redwood Marketplace at the north end, and even their large monument sign out front is now up-lit.

**Melissa Hanley, Board Member**

It would solve that raceway issue.

**Ted Luthin, Chair**

Yes, it would solve the raceway issue, and with the straight up contrast to the dark grey with the white letters, even in nighttime settings you're not going to miss it.

**Melissa Hanley, Board Member**

That's going to look great. The design of it is nice.

**Ted Luthin, Chair**

It is nice, yes. I think it's going to pop. NAPA Auto Parts has got an internally lit sign, but it's horrible.

**Melissa Hanley, Board Member**

It's probably been there since the sixties.

**Ted Luthin, Chair**

That exact sign has probably been there since the sixties. I think that's a good point.

**Lars Langberg, Vice Chair**

So then are we asking them to come back with proper scale drawings and a proposal for signs that are not illuminated?

**Ted Luthin, Chair**

I think that's what we're doing.

**Melissa Hanley, Board Member**

I agree with that.

**Cary Bush, Board Member**

If these are the square footage calculations that were given by staff, are we still following staff recommendation to keep it at 175 square feet?

**Ted Luthin, Chair**

That would be my take. I would say 175 square feet, and I think we would recommend that they achieve that by eliminating the monument sign.

**Lars Langberg, Vice Chair**

Right.

**Cary Bush, Board Member**

Right.

**Melissa Hanley, Board Member**

Yes, I agree.

**Ted Luthin, Chair**

I think we would say that we'd allow the third sign if the monument signs are moved.

**Cary Bush, Board Member**

Seems reasonable.

**Melissa Hanley, Board Member**

Yes.

Chair Luthin opened public comment. Seeing none, he closed public comment and asked for a motion for continuance from the Board.

Vice Chair Langberg moved to continue the public hearing for a sign exception at 250 Morris Street, with direction to the applicant that they provide the Board with properly scaled

drawings, a proposal for non-illuminated signage for the three sides of the fascia, and no monument sign.

Board Member Bush seconded the motion.

AYES: Chair Luthin, Vice Chair Langberg, and Board Members Balfe, Bush  
and Hanley

NOES: None

ABSTAIN: None

ABSENT: Board Member Level

**Ted Luthin, Chair**

I'd like to say that I've used Key Auto Body a number of times and I'm really happy that we still have an auto body place in town, so I'm very pleased to see that service remain. It's nice to have these kind of industrial service oriented businesses in town, so I'm glad somebody new has taken it over and will continue it on.

**John Jay, Associate Planner**

Do you want to make an amendment to Vice Chair Langberg's motion that we continue it to a date certain, which is the next meeting on October 19<sup>th</sup>?

**Melissa Hanley, Board Member**

Sarah, is that enough time for you to put together your documents?

**Sarah Bergh**

Yes, that's fine with us.

**Lars Langberg, Vice Chair**

I'll amend my motion as stated by Associate Planner Jay to continue to the next meeting of the Design Review Board on October 19<sup>th</sup>.

**Ted Luthin, Chair**

Do we need another vote or are we good?

**John Jay, Associate Planner**

Board Member Bush seconded it, so as long as he's good with that, then we're good to go.

**Cary Bush, Board Member**

Yes, I second the amendment.

**Lars Langberg, Vice Chair**

I won't be at that meeting. Does that matter?

**Ted Luthin, Chair**

I won't be at that meeting either.

**John Jay, Associate Planner**

As long as we have a quorum of Board Members Bush, Hanley, and Balfe, it should be fine.

**Cary Bush, Board Member**

It's on my calendar, so I should be available.

**John Jay, Associate Planner**

And Board Member Balfe, you're able to make the next meeting on the 19<sup>th</sup>?

**Marshall Balfe, Board Member**

As far as I know.

**Ted Luthin, Chair**

Sounds good. Sarah, thank you for your application and we look forward to seeing you next time.

**Sarah Bergh**

Thank you. See you next time.

**John Jay, Associate Planner**

And if you have any additional questions, please reach out to me and I'll provide any help that I can.

**8. SUBCOMMITTEE UPDATES**

**Lars Langberg, Vice Chair**

The Design Guideline Subcommittee will meet on October 11<sup>th</sup> with a consultant hired to lead the subcommittee through that process.

- 9. ADJOURNMENT:** Chair Luthin adjourned the meeting at 4:28 p.m. The next regularly scheduled Tree/Design Review Board meeting will be held on Wednesday, October 19, 2022 at 4:00 P.M.