



City of Ukiah, CA  
Design Review Board

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MINUTES

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3 **Regular Meeting** **August 13, 2009**  
4 **Conference Room 3** **3:00 p.m.**  
5 **Ukiah Civic Center, 300 Seminary Avenue**

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6 **1. CALL TO ORDER**

7 **2. ROLL CALL Present:** Nick Thayer, Tom Liden  
8 Alan Nicholson, Jody Cole,  
9 Richard Moser, Chair  
10 **Absent:** Tom Hise, Estok Menton  
11 **Others Present:** Dwight Ashdown, Architect  
12 **Staff Present:** Jennifer Faso, Associate Planner  
13 Kim Jordan, Senior Planner  
14 Cathy Elawadly, Recording Secretary

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16 **3. CORRESPONDENCE – None**

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18 **4. APPROVAL OF MINUTES – July 9, 2009**

19 **M/S Liden/Nicholson** to approve the July 9 minutes, as submitted. Motion carried with  
20 Member Cole abstaining.

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22 **5. AUDIENCE COMMENTS ON NON-AGENDA ITEMS – None**

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24 **6. RIGHT TO APPEAL – Chair Moser** read the appeal process. For matters heard  
25 at this meeting, the final date to appeal is August 24, 2009 at 5 pm.

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27 **7. NEW BUSINESS**

28 **7A. Site Development Permit No. 09-33 SDP-PC**, Grocery Outlet, 1203 N. State  
29 Street, APN 001-360-23 & 001-360-27, Proposed exterior façade upgrade.  
30 Recommendations to Planning Commission.

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32 Staff presented the staff report.

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34 DRB general comments/questions:

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36 Landscaping

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- 38 • Improvements appear to be minimal.
  - 39 • Recommended pruning the bushes and allow them to grow an additional two feet to screen vehicles in parking area.
  - 40 • If a planter were added in front of the building, some type of irrigation system would be necessary.
  - 41 • Addition of greenery would complement the building and likely draw customers.
- 42  
43

44 Drainage – gutters and downspout are existing as shown on the site plans.

45  
46 Awning

- 47
- New metal awning is an improvement to what is existing.

- Metal awning would be more architecturally pleasing if vegetative plants or some type of articulation is added to soften the appearance, such as a trellis and/or some kind of extension that could be welded onto the structure. An extension of some type should not be a problem because the area is striped for storage of carts rather than for vehicles and pedestrian use.
- As an example, there was a project that used recycled redwood to create a trellis with Wisteria vines growing on it, which proved to be highly effective in terms of enhancing the appearance of the building.
- There is space in the shopping cart area to remove some of the paving and add a planter to soften appearance of the steel columns of the metal awning.

#### Cart Corral

- Reconfiguring of the shopping cart area would improve the overall layout of the site as well as provide space for better on-site circulation.

#### Signage

- Both the street sign and sign on the building are large. Out of proportion with the building.
- It was noted the outlet store likes to display items outside; the recommended hanging signs would be beneficial in this regard.
- While the large metal sign on the building is allowed and the white lettering on the red background is corporate. Asked the applicant to consider changing the design of the sign on the building such that there would be individual red lettering on a background. The 'Grocery Outlet, Bargain Market' could be individual lettering on a stucco background to soften the appearance of the building rather than the large red background being such a dominant feature.
- The sign on the building is almost too large to be read as a sign. Encourages the use of smaller signs (pedestrian size) to hang down from the awning as a form of advertising, such as 'Fresh Produce' etc. It is doubtful there would be any loss of visibility relative to advertising the business if the red background were eliminated since the existing street sign can be clearly seen from the street.
- Consider breaking the sign square footage broken up into smaller signs, such as hanging signs under the eaves of the awning.

#### Building Form & Finishes

- The members inquired about the choice of building materials, the canopy/awning and whether the building will just be painted or is stucco a consideration? There was discussion about building materials, color scheme and type of paint, such as the use of acrylic paint with texture or acrylic stucco.
- Requested clarification that the building treatment will be paint with texture rather than stucco.

#### **Dwight Ashdown** comments:

- Parking Area - One aspect of the project improvements would be repairs and/or minor reconfiguration to the parking area to provide for diagonal parking in front of the store that fronts N. State Street.
- Landscaping - There will be minor landscaping improvements to the existing landscaping feature in front of the retail establishment.
- Signage – The signage complies with City guidelines/standards. The street sign is the existing sign and will be refaced.

- 1 • Awning extension – The problem with adding a trellis or some other type of
- 2 articulation is the potential for large trucks or other large vehicle to run into it.
- 3 • The intent is to make repairs to the plywood paneling (T-111) and paint it.
- 4 Improvements would be the use of acrylic paint with texture and to continue the
- 5 T1-11 around the sides of the building to shield the roof. He showed a photo
- 6 rendering of another Grocery Outlet store in Tracy, noting the paint and overall
- 7 design of the building to be more vibrant than the proposed project in Ukiah and
- 8 pointed out the Grocery Outlet has certain corporate rules that must be met. He
- 9 will consult with the corporate office regarding the recommended changes to the
- 10 large sign on the building.
- 11 • Interested in doing what can be done to improve the look of the building at
- 12 minimal cost. The objective is to paint the building and provide for new structure
- 13 on the ‘returns.’ He will consult with corporate about the application of stucco.
- 14 • The applicant inquired whether the DRB comments/recommendations should be
- 15 interpreted as directives or does he consult with corporate?

#### 16 DRB Role

- 17 • DRB comments/recommendations are recommendations in a voluntary/informal
- 18 process. The Planning Commission appreciates the input and the applicant’s
- 19 willingness to work with the DRB.

#### 20 Staff comments:

- 21 • The Ukiah Sign Code determines sign area based on lot frontage rather than
- 22 building frontage, which allows for signs that are disproportionate to the building
- 23 frontage.
- 24 • The input/recommendations made by the DRB will be incorporated into the
- 25 Downtown Design District Commercial Design Guidelines checklist for review by
- 26 the Planning Commission.
- 27 • The Planning Commission values/relies on input from the design comments
- 28 made by the DRB because there are many design professionals on the Board.

#### 29 **DRB discussion recommendations to the Planning Commission:**

- 30 1. Provide additional landscaping features if possible and make improvements to
- 31 the existing landscaping in front of the building - removing some of the paving in
- 32 the shopping cart area and add a planter to help soften the steel columns of
- 33 the metal awning; use of wisteria in pots to grow on the steel columns for the
- 34 canopy.
- 35 2. Consider consulting with a local landscape architect for planting
- 36 recommendations.
- 37 3. Reconfigure the shopping cart area to improve on-site circulation and parking.
- 38 4. Consider improvements to the shopping cart corral, such as a half wall with a
- 39 “greenscreen” that vines can grow on.
- 40 5. Okay with the metal awning. Does not appear that the awning can wrap around
- 41 the building corners based on the site plan and parking plan.
- 42 6. Consider the following for signage: eliminating the red background color and use
- 43 individual lettering for the sign on the building; hanging signs under the canopy;
- 44 smaller freestanding sign.
- 45 7. Consider for the under canopy signs, signs that advertise individual products that
- 46 are being sold and that could be changed out to advertise current products for
- 47 sale since products sold are not always the same.
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- 1 8. Consider an extension of the awning could serve as a trellis.  
2 9. Preference for the use of stucco rather than paint with texture since this would  
3 tie the building together. If not stucco, suggest that a sample of the  
4 alternative be provided at Planning Commission with an explanation of the  
5 process. T1-11 on a west facing elevation may be a maintenance issue.  
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7 **8. MATTERS FROM THE BOARD:**

8 None.

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10 **Chair Moser** left the meeting at 4:31 p.m.

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12 **Member Thayer** arrived at 4:40 p.m.

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14 **9. MATTERS FROM STAFF:**

15 **9A. Review, comment and discuss** revised Façade Improvement Program  
16 Application Score Card and discuss redevelopment statutory requirements, especially  
17 related to blight.  
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19 Need to revise the Scorecard to include blighted physical conditions that would make a  
20 building/site eligible for façade improvement money. In order to approve FIP money, the  
21 DRB will need to indicate how the building/site is blighted and this cannot be a  
22 conclusionary state, but rather must state/identify the conditions that make the  
23 building/site blighted.

24 For "homework" points need to be assigned to each item in the scorecard. Could assign  
25 each item one (1) point to establish a baseline value and adjust each item in each  
26 category up from that is point. For the Location section, it could be that more than one  
27 location has the same point value based on previous discussions of the Board.  
28 Requested that the DRB mark up their scorecards for the next meeting and be ready to  
29 set the points and identify physical characteristics of blight to be included in the  
30 scorecard.  
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32 **12. SET NEXT MEETING/ADJOURNMENT**

33 The next regular meeting will be September 10, 2009. There being no further business,  
34 the meeting adjourned at 4:56 p.m.  
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37 Richard Moser, Chair  
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40 Cathy Elawadly, Recording Secretary