



City of Ukiah, CA
Design Review Board

MINUTES

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2
3 **Regular Meeting**

October 13, 2011

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5 **Ukiah Civic Center, 300 Seminary Avenue**

6 **1. CALL TO ORDER:** Chair Hise called the Design Review Board meeting to order at 3:19
7 p.m.

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9 **2. ROLL CALL Present:** Tom Liden, Alan Nicholson, Nick
10 Thayer, Howie Hawkes, Chair Tom Hise
11 **Absent:** Estok Menton
12 **Staff Present:** Kim Jordan, Senior Planner
13 Jennifer Faso, Associate Planner
14 Cathy Elawadly, Recording Secretary
15 **Others present:** None

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17 **3. CORRESPONDENCE:** None

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19 **4. APPROVAL OF MINUTES:** - The minutes from the August 4, 2011 meeting are deferred
20 to the next regular meeting.

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22 **M/S Thayer/Liden** to approve the August 4, 2011 minutes, as submitted.

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24 **5. AUDIENCE COMMENTS ON NON-AGENDA ITEMS:** None.

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26 **6. RIGHT TO APPEAL:** There are no appealable items.

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28 **7. UNFINISHED BUSINESS:**

29 **7A. Downtown Zoning Code Design Guidelines.** Continue working on development of
30 Downtown Zoning Code (DZC) Design District Guidelines, including incorporating the
31 Downtown Design District Guidelines for Signs and Materials into the DZC Guidelines.

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33 The Board reviewed the Sign Standards discussed to date for each district.

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35 Staff requested the DRB look at photographs of specific signs submitted by board members that
36 are located in the subject districts and make comments about the form, how the sign relates to
37 the aesthetics/architecture of the building, compatibility to the type of business in terms of
38 whether or not it appropriately fits the theme of the business, materials (metal, plastic,
39 fabric/canvas), how the sign is lit, (neon, backlit, uplighting from above or even below the sign for
40 enhancement purposes), the type of sign (monument/freestanding that include 'can' sign design,
41 pole, building signs, signs that have lettering on a building to identify the business and whether or
42 not placement and/or how sign is mounted is aesthetically pleasing and in good
43 taste/complementary to the building, other types of signs such as sandwich/A-frame,
44 projecting/blade, window, signs that are integrated into awnings, etc., and other elements about
45 signs such as lettering and on what type of background, what type of signage is appropriate for
46 multi-tenanted buildings and how should corporate logos be addressed.

47
48 Discussion about what constitute a temporary sign and/or banner sign citing examples thereof.

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50 The following comments were made by the DRB about specific signs:

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52 **Trust Tattoo**

- 1 – Good sign.
- 2 – Building has no architectural interest.
- 3 – Sign is creative and relates well to the business and the business identity.

4 5 **North Valley Bank**

- 6 – Good simple sign without lighting.

7 8 **Graces**

- 9 – Building mounted sign is hand painted.
- 10 – Good choice of font style and colors.
- 11 – Building has lighting, but it is not located to specifically light the sign.

12 13 **David Scott Salon**

- 14 – Good sign.
- 15 – Sign is internally lit with a “can.”
- 16 – Can is wrapped with metal cut out with the name of the business.
- 17 – It is not the intent to prohibit this type of sign when prohibiting canned signs. Signs that
- 18 use the “can” as internal lighting wrapped with a non-plastic material would be allowed.

19 20 **Savings Bank**

- 21 – Freestanding sign in Redwood Business Park.
- 22 – Good example of sign design related to building design and materials.

23 24 **Taco Loco 2**

- 25 – Internally lit canned monument sign.
- 26 – This is the type of monument sign that would be prohibited.
- 27 – The design, font, color, graphics on the sign are fine.
- 28 – This sign could be done on sign board or other material with same design and different
- 29 type of lighting and the sign would comply with the guidelines.

30 31 **Pano Stephens Sign**

- 32 – Good sign.
- 33 – Simple individual letters.

34 35 **Carter-Momsen Sign**

- 36 – Good blade sign.
- 37 – Design matches the building.
- 38 – Good color selection and is an appropriate sign type for all of the districts.

39 40 **Coffee Critic Freestanding Sign**

- 41 – Internally lit pole sign.
- 42 – Light letters on a dark background makes the sign easier to read.

43 44 **DRB comments:**

- 45 ▪ Sign designs should be architecturally related to the building, especially when the
- 46 building has architecturally interesting details.
- 47 ▪ When the building lacks architectural details, sign design should relate to the business.
- 48 ▪ Sign materials should be compatible with building materials.
- 49 ▪ Examples of internally lit canned signs that are prohibited include the former Co-Op sign,
- 50 market at Oak and Mill Streets.
- 51 ▪ Examples of canned signs that are integrated into an awning may be appropriate with
- 52 DRB review include: Shoe Fly and Socks, Ukiah Brewing Company.
- 53 ▪ Temporary Signs - Need to define what these are and determine length of time allowed.
- 54 Are these different from a banner? If so how?
- 55 ▪ Light letters on a dark background are the easiest to read. However, most signs are dark
- 56 letters on a light background.

- Multi-tenanted buildings. Design of the monument sign should relate to the building since each sign located on the monument will likely have its own identity. Ideally, tenant signs would all be required to use the same font and colors to create a cohesive design and businesses could use their own design on building mounted and window signs. The Pear Tree Center Sign is an example of a monument sign that relates to the design of the shopping center. The individual tenant signs on the monument are the corporate colors and fonts and make the sign look “busy” and non-cohesive. Since these are corporate colors and fonts their use may not be prevented on a monument sign.

The following is a summary of sign standards for each district as a result of this meeting:

Historic District

- No freestanding signs.
- No internally lit canned signs.
- Lighting to be integrated into the sign.
- Materials – metal cutouts, hand painted, vinyl decal/stick-on sign board allowed.
- Window signs allowed – subject to % limitation included in Sign Ordinance.
- Projecting sign/blade sign allowed.
- Canopy sign allowed.
- Lighting allowed – back lighting, direct lighting.
- Lighting prohibited – uplighting, spillover.
- Sandwich board/A-frame allowed. Materials – wood, metal, painted sign board. No plastic.
- Neon allowed.
- Fabric/canvas – allow as a material. Need to distinguish from “temporary” signs.

Main Street District

- No pole sign (single and double pole prohibited).
- One freestanding sign per parcel.
- Monument style freestanding sign is allowed. Monument style signs have less conflict with street trees than building mounted signs due to height and location.
- One monument sign per parcel.
- No internally lit canned signs.
- Window signs allowed – subject to % limitation included in Sign Ordinance.
- Projecting sign/blade sign allowed.
- Canopy sign allowed.
- Neon allowed.
- Fabric/canvas – allow as a material. Need to distinguish from “temporary” signs.

Perkins Street

- No pole sign (single and double pole prohibited).
- One monument sign per parcel.
- Monument style freestanding sign is allowed. Monument style signs have less conflict with street trees than building mounted signs due to height and location.
- Freestanding monument sign - maximum height of 12-feet measured from grade of sidewalk.
- No internally lit plastic canned signs.
- Window signs allowed – subject to % limitation included in Sign Ordinance.
- Projecting sign/blade sign allowed.
- Canopy sign allowed.
- Neon allowed.
- Fabric/canvas – allow as a material. Need to distinguish from “temporary” signs.

Modification to Sign Guidelines

- Allow applicant to request DRB approval of signs that do not comply with the requirements but that may have design/architectural merit.

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Design Award for Signage

- Community nominations for signs. Main Street could assist with this.
- DRB to make a recommendation to City Council, selecting from the best of the signs nominated by the community.
- City Council to select the best signs.
- One criteria – what promotes the “Best of Ukiah.”

8. MATTERS FROM THE BOARD

None.

10. MATTERS FROM STAFF

None.

11. SET NEXT MEETING/ADJOURNMENT

The next meeting will be November 10 at 3:00 p.m. The meeting adjourned at 4:49 p.m.

Cathy Elawadly, Recording Secretary