



HEARING BODY: Planning Commission
MEETING DATE: August 17, 2022
PREPARED BY: H. Gurewitz
PRESENTED BY: H. Gurewitz

AGENDA ITEM SUMMARY REPORT

APPLICATION NO.: Design Review 14-22 (DR 14-22)

OWNER: Petersen and Sons LLC (current)/Tall Man Brewing
Pending)

APPLICANT: Terrence Patrick Broderick

AGENT: N/A

PROJECT: Establish a brewery/restaurant in an existing building.

LOCATION: 362 N. Franklin St.

APN: 008-154-01

LOT SIZE: 0.16 acre

ZONING: Central Business District

ENVIRONMENTAL DETERMINATION: The proposed project is exempt from CEQA under CEQA Guidelines 15301 Existing Facilities

SURROUNDING LAND USES:
NORTH: City Hall and Gym
EAST: Public Parking Lot and Footlighters Building
SOUTH: Retail stores
WEST: Retail stores

APPEALABLE PROJECT: **Can be appealed to City Council**

PROJECT DESCRIPTION

The proposed project would establish a brewery/restaurant at 362 N. Franklin St. in an existing 7,084 square foot building.

The proposed project would change the exterior by repainting the building and adding new signage, benches, and planters on the sidewalk. Additionally, there will be a compressor for the cooler, a stack for the brew kettle, and a brew house fan mounted on the roof of the building, but not visible from public right of way.

View of the Building in 1908:



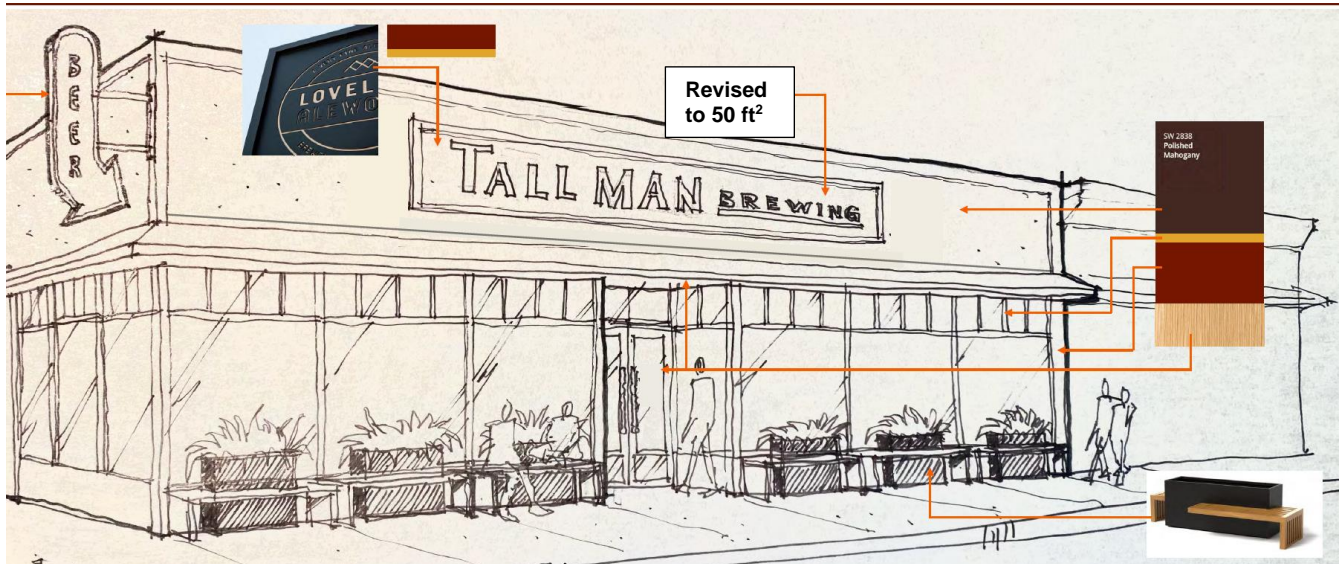
View of the Building in 1942 (post fire):



View of Building at Present:

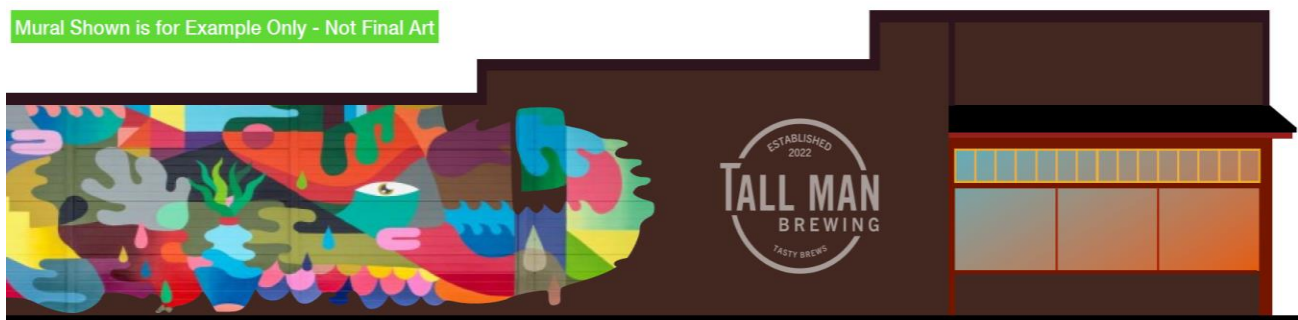


Proposed Front View:



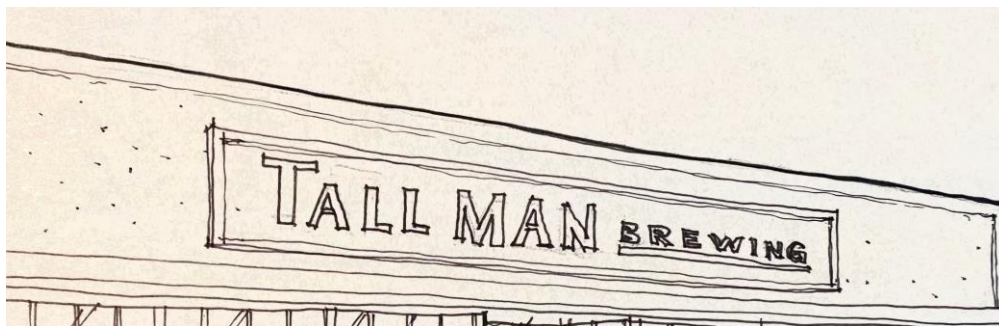
Proposed Side View:

Mural Shown is for Example Only - Not Final Art

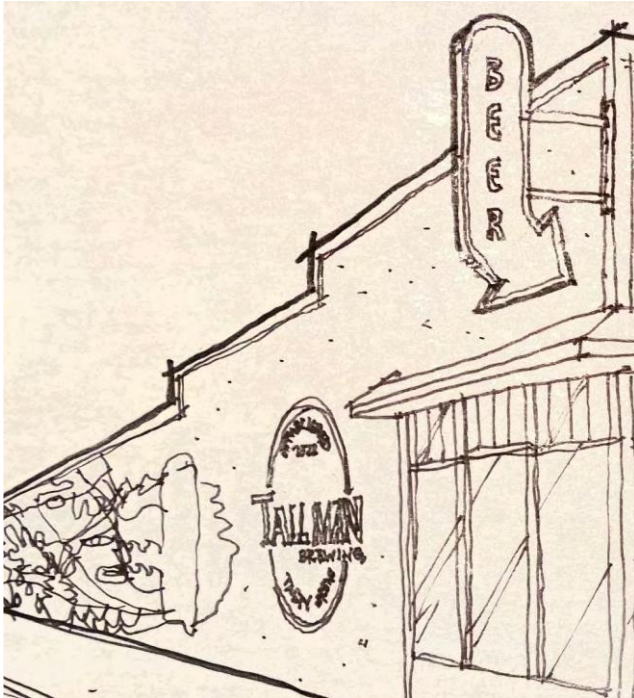


Proposed Signage:

“Engraved painted façade-mounted 50 ft² panel sign to read Tall Man Brewing. The wood panel sign will be deep red color, with accent lettering in the ochre yellow color mounted to the brown building façade. We will explore spot armature illumination from above the sign pointing back to the façade.”



Plans also include a painted logo (and possibly an eventual mural) facing Laurel Street and a corner mounted projecting 12 ft² blade sign to read BREW or BEER. While the drawing shows the projecting sign as being above the building facade, the applicant has confirmed in writing that the sign will not exceed the height of the building. It will be powder coated metal fabrication painted with flat colors and with no internal illumination.



DESIGN REVIEW

The proposed project will change the color of the building from the existing “cream” and aqua to a dark brown façade with red and ochre trim. It also includes placing sidewalk furniture/flower pots on Franklin St. The building was originally built in 1906. The second story was destroyed by a fire in the 1940’s and the present façade is characteristic of mid-century commercial design. As defined in the code, this building is a historic resource because it is identified in a historic resources survey. However, because the proposed changes to the exterior are limited to 1) painting the building; 2) signage; and 3) placement of bench/flowerpots on the sidewalk, the scope of work does not trigger a historic resource evaluation, as this is incidental and temporary cosmetic work.

The applicant states that the exterior color is inspired by Tall Man Brewing Stout and notes that the historical B&W photo of the original building leans darker as to other street buildings. They further note that the red/ochre accent trim colors are in accord with a perceived “Western” aesthetic.

Design and colors are subjective and it is at the discretion of planning commission to determine if the proposed colors comply with the City’s Design Guidelines (Chapter 2 Colors Section, pg. 16):

- Enhance different parts of a building’s façade;
- Be consistent with the desired architectural style visually relate building elements to each other, and also individual facades to each other;
- Complement neighboring facades (but should not replicate);
- Reflect the basic colors of the architectural style or period of the building or its environment;
- Are harmonious and contrasting compatible colors.

The proposed exterior changes are consistent with the requirement for two or more colors on a façade and the placement of the benches/flowerpots are consistent with the preferred standards for pedestrian amenities in the Citywide Design Guidelines.

Condition #1: Applicant shall submit an application for a street furniture permit and comply with all the general provisions thereof.

Signage – ILUDC Analysis

The colors of the sign will be harmonious with one another and related to the dominant colors of the structure. The signs have been designed by a professional and proposed to use durable materials. The applicant is exploring spot armature illumination from above the sign pointing back to the façade, which will minimize light and glare on surrounding rights-of-way and properties.

The form of the projecting sign has been modified to comply with the requirements of ILUDC Chapter 18.38 Signs with one exception 18.38.050(M), which states that prohibited signs include:

Signs in the form or shape of a directional arrow, or otherwise displaying a directional arrow, except as may be approved by the review authority for safety, convenience and control of vehicular and pedestrian traffic within the premises of the subject use; and 18.38.050(P) prohibits signs with reflective material;

The applicant’s designer feels strongly that the arrow shape is an important element of the project’s design and has requested that the Planning Commission consider allowing an exception to this prohibited sign type. Staff recommends Special Condition 2 for compliance with this regulation.

Condition #2: The arrow component of the Corner sign shall be removed from the bottom right side of the sign to form an oval shaped sign.

The proposed signage (including the painted logo) will be less than 100 square feet in total area and the primary frontage sign area will not exceed the length of primary frontage and thus the signs are in compliance with the size requirements for signage.

Further, per 18.38.080(D)(1), a mural without text visible from a public right-of-way may be approved in addition to (not counted as part of) the sign area allowed by § 18.38.070

(Zoning District Sign Standards). Upon completion of the mural's design, the mural will require additional design review.

Condition #3: Upon completion of design for the mural on the Laurel St. side of the building, an application for design review shall be submitted.

Signage – Citywide Design Guidelines

The proposed signage is designed to relate to the architectural features of the building and create visual interest. They can be found to coordinate with the building design, materials, color, size, and placement. The signs use brief messages, will be unique, and use light colored letters on darker backgrounds. Lettering styles are easy to read.

The placement of the signs will not obstruct scenic views and will be below the roofline. Each sign has less than three colors and are within the character of the building and all are designed to be easily legible.

Both the proposed wood and metal materials of the signs are considered durable materials and will be professionally made and would complement the building. The wall signs will not project more than 6 inches from the surface. The logo painted directly on the Laurel St. side of the building can be considered a "ghost" sign which, according to the design guidelines, "*On historic structures ghost signs often lend an air of age and authenticity.*"

The proposed frontage sign will be indirectly illuminated from directional/covered lighting above. The applicant is proposing *spot armature illumination from above the sign pointing back to the façade.*

Design Review Criteria

The proposed changes to the building include the painting of the building, signage, and the placement of street furniture/flowerpots. The relevant criteria for design review in the ILUDC include:

- Complies with the purpose and requirements of this [Design Review] Section;
- Provides attractive and desirable site layout and design, including building arrangement, exterior appearance and setbacks, drainage, fences and walls, grading, landscaping, lighting, signs, etc.;
- Provides efficient and safe public access, circulation, and parking;
- Provides appropriate open space and landscaping, including the use of water efficient landscaping;
- Is consistent with the General Plan, any applicable specific plan; and
- Complies and is consistent with the City's Design Guidelines.

Based on the above analysis and as conditioned the proposed project can be found to

be compliant with the Inland Land Use and Development Code and in conformance with the Citywide Design Guidelines (2022).

GENERAL PLAN CONSISTENCY ANALYSIS

The proposed project is consistent with the following goals and policies:

- *Goal CD-1 Ensure that new development demonstrates excellence of design and sensitivity to the character of the surrounding neighborhood.*
The proposed project has been designed by a professional designer with specific attention to the City of Fort Bragg and Downtown's unique character.
- *Goal CD-2 Preserve the Central Business District as the commercial, civic, historic, and cultural center of the community.*
The design of the project would bring back historic elements of the building and bring it more in line with the historic feel of downtown.
- *Policy CD-2.5 Strengthen the distinctive identity and unique sense of place of the Central Business District.*
The exterior modifications would create a distinctive look that is proposed to create a corner anchor at Laurel and Franklin St.
- *Policy CD-7.1 Public Art: Encourage the provision of murals, fountains, sculptures, and other forms of public art in public spaces and parks.*
The proposed project includes a mural that will add interest to a currently long blank wall.

The proposed project does not conflict with any goals, policies, or programs of the Inland General Plan.

ENVIRONMENTAL DETERMINATION

In accordance with the California Environmental Quality Act (CEQA), the proposed project underwent a preliminary review in compliance with CEQA Guidelines 15060 and review for exemption under 15061. It was determined that the proposed project is exempt from CEQA as a Class 1 Existing Facilities project. The proposed project is in an existing building and while there is a change of use, it has been determined that the proposed use will not significantly change the intensity of use in terms of water, utilities, or traffic. Thus, because there is no change in intensity of use, the project is eligible for a CEQA exemption under CEQA Guidelines 15301 Existing Facilities.

Section 15300.2 provides exceptions to CEQA exemptions. In compliance with the guidelines, staff reviewed the project to determine if there were any exceptions to the exemption:

- There is no indication that there would be successive projects of the same type and/or in the same place that would create significant cumulative impacts over time;
- There is no reasonable possibility that the activity will have a significant impact on the environment due to unusual circumstances;
- The project is not located on a scenic highway;
- The site is not a hazardous waste site on Envirostar nor Geotracker; and
- The proposed project would not cause substantial adverse change in the significance of a historical resource. In consultation with the City's CEQA consultant, it was determined that painting and the placement of sidewalk furniture and signage are not considered architectural changes that would be considered significant as buildings are regularly repainted and get new signage over time. Thus, the historic listing does not affect the project's eligibility for a Class 1 exemption.

Thus, the proposed project is exempt under CEQA Guidelines 15301.

RECOMMENDED PLANNING COMMISSION ACTION

Review conditions and adopt a resolution approving Design Review 14-22 for Tall Man Brewing at 362 N. Franklin St.

ALTERNATIVE PLANNING COMMISSION ACTIONS

- Add conditions to the project and approve.
- Provide additional direction to the applicant/staff and continue hearing to a later date.
- Adopt a resolution denying Design Review 14-22 for 362 N. Franklin St.

ATTACHMENTS

1. Design proposal