



City of Fort Bragg

416 N Franklin Street
Fort Bragg, CA 95437
Phone: (707) 961-2823
Fax: (707) 961-2802

Meeting Agenda Planning Commission

Wednesday, December 15, 2021

6:00 PM

Town Hall, 363 N.Main Street

Special Meeting

MEETING CALLED TO ORDER

PLEDGE OF ALLEGIANCE

ROLL CALL

PLEASE TAKE NOTICE

Due to technical issues with recording and streaming equipment at Town Hall, this Planning Commission meeting will not be recorded, streamed, or televised. Town Hall will be open for the public to attend the meeting in person and minutes will be made available on the City of Fort Bragg website the following week or as soon thereafter as possible. Additionally, in light of the continued state of emergency related to COVID-19, certain safety protocols remain in effect to reduce the risk of COVID-19 transmission. City employees and Planning Commissioners in attendance will be masked and will have either provided proof of vaccination or a recent negative COVID-19 test to City Administration. All members of the public attending the meeting shall wear a mask and remain socially distanced inside Town Hall.

1. PUBLIC COMMENTS ON: (1) NON-AGENDA & (2) CONSENT CALENDAR ITEMS

MANNER OF ADDRESSING THE PLANNING COMMISSION: All remarks and questions shall be addressed to the Planning Commission; no discussion or action will be taken pursuant to the Brown Act. No person shall speak without being recognized by the Chair or Acting Chair. Public comments are restricted to three (3) minutes per speaker.

TIME ALLOTMENT FOR PUBLIC COMMENT ON NON-AGENDA ITEMS: Thirty (30) minutes shall be allotted to receiving public comments. If necessary, the Chair or Acting Chair may allot an additional 30 minutes to public comments after Conduct of Business to allow those who have not yet spoken to do so. Any citizen, after being recognized by the Chair or Acting Chair, may speak on any topic that may be a proper subject for discussion before the Planning Commission for such period of time as the Chair or Acting Chair may determine is appropriate under the circumstances of the particular meeting, including number of persons wishing to speak or the complexity of a particular topic. Time limitations shall be set without regard to a speaker's point of view or the content of the speech, as long as the speaker's comments are not disruptive of the meeting.

BROWN ACT REQUIREMENTS: The Brown Act does not allow action or discussion on items not on the agenda (subject to narrow exceptions). This will limit the Commissioners' response to questions and requests made during this comment period.

2. STAFF COMMENTS

3. MATTERS FROM COMMISSIONERS

4. CONSENT CALENDAR

All items under the Consent Calendar will be acted upon in one motion unless a Commissioner requests that an individual item be taken up under Conduct of Business.

- 4A. [21-575](#) Minutes of the September 22, 2021 Planning Commission Meeting

Attachments: [Minutes of September 22, 2021](#)

- 4B. [21-577](#) Minutes of the September 29, 2021 Planning Commission Meeting

Attachments: [Minutes of September 29, 2021](#)

- 4C. [21-647](#) Resolution Making the Legally Required Findings to Authorize the Conduct of Remote "Telephonic" Meetings During the State of Emergency

Attachments: [PC Reso Authorizing Remote Meetings](#)
[Att. 1 09292021 Dr Coren Letter](#)

5. DISCLOSURE OF EX PARTE COMMUNICATIONS ON AGENDA ITEMS

6. PUBLIC HEARINGS

- 6A. [21-632](#) Receive Report, Conduct Public Hearing, and Consider Adoption of Planning Commission Resolution Approving Formula Business Use Permit 4-21 and Sign Permit 13-21 For The Baymont Inn & Suites

Attachments: [12152021 Baymont Inn Staff Report](#)
[Att. 1 Resolution Baymont Inn & Suites](#)
[Att. 2 Sign Plan](#)
[Att. 3 DR 7-21 Baymont Staff Report](#)
[Att. 4 Permit DR 7-21](#)
[Att. 5 Public Comment](#)

7. CONDUCT OF BUSINESS

ADJOURNMENT

The adjournment time for all Planning Commission meetings is no later than 9:00 p.m. If the Commission is still in session at 9:00 p.m., the Commission may continue the meeting upon majority vote.

STATE OF CALIFORNIA)
)ss.
COUNTY OF MENDOCINO)

I declare, under penalty of perjury, that I am employed by the City of Fort Bragg and that I caused this agenda to be posted in the City Hall notice case on December 12, 2021.

Chantell O'Neal
Assistant Director, Community Development Department

NOTICE TO THE PUBLIC

Materials related to an item on this agenda submitted to the Commission after distribution of the agenda packet are available for public inspection in the Community Development Department at 416 North Franklin Street, Fort Bragg, California, during normal business hours. Such documents are also available on the City's website at www.fortbragg.com subject to staff's ability to post the documents before the meeting.

ADA NOTICE AND HEARING IMPAIRED PROVISIONS:

It is the policy of the City of Fort Bragg to offer its public programs, services and meetings in a manner that is readily accessible to everyone, including those with disabilities. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities.

If you need assistance to ensure your full participation, please contact the City Clerk at (707) 961-2823. Notification 48 hours in advance of any need for assistance will enable the City to make reasonable arrangements to ensure accessibility.

This notice is in compliance with the Americans with Disabilities Act (28 CFR, 35.102-35.104 ADA Title II).



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Text File

File Number: 21-575

Agenda Date: 12/15/2021

Version: 1

Status: Consent Agenda

In Control: Planning Commission

File Type: Consent Calendar

Agenda Number: 4A.

Minutes of the September 22, 2021 Planning Commission Meeting



City of Fort Bragg

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Meeting Minutes Planning Commission

Wednesday, September 22, 2021

6:00 PM

Via Video Conference

MEETING CALLED TO ORDER

Chair Logan called the meeting to order at 6:00 P.M.

PLEDGE OF ALLEGIANCE

ROLL CALL

Present 5 - Chair Jeremy Logan, Vice Chair Jay Andreis, Commissioner Stan Miklose, Commissioner Michelle Roberts, and Commissioner Nancy Rogers

1. PUBLIC COMMENTS ON: (1) NON-AGENDA & (2) CONSENT CALENDAR ITEMS

None.

2. STAFF COMMENTS

Assistant Director O'Neal took a poll for attendance at a special meeting to vote on a resolution on the ability to continue holding virtual meetings. Commissioners asked clarifying questions which O'Neal answered. The date and time of the special meeting was established for Wednesday, September 29, 2021 at 6:00 P.M.

O'Neal informed Commissioners that an item for a potential moratorium on cannabis businesses will be on an upcoming City Council meeting.

3. MATTERS FROM COMMISSIONERS

Commissioner Miklose requested an update on the gas station at 225 N. Main Street. Assistant Director O'Neal provided the update.

4. CONSENT CALENDAR

Approval of the Consent Calendar

Commissioner Andreis abstained as he was not present for the August 5, 2021 Planning Commission Meeting.

A motion was made by Commissioner Roberts, seconded by Chair Logan, to approve the Consent Calendar. The motion carried by the following vote:

Aye: 4 - Chair Logan, Commissioner Miklose, Commissioner Roberts and Commissioner Rogers

Abstain: 1 - Vice Chair Andreis

4A [21-471](#) Minutes of the August 5, 2021 Planning Commission Meeting

These Minutes were approved on the Consent Calendar.

5. DISCLOSURE OF EX PARTE COMMUNICATIONS ON AGENDA ITEMS

None.

6. PUBLIC HEARINGS

6A [21-487](#) Receive Report, Hold Public Hearing, and Consider Adopting a Resolution for the Design Review (DR 5-21) of a Proposed Mural at 221 E. Redwood Ave

Chair Logan opened the Public Hearing at 6:13 P.M.

Associate Planner Gurewitz presented the prepared report after which she and applicant's agent Lia Morsell responded to Commissioners' clarifying questions.

PUBLIC COMMENT:

- *Megan Caron
- *Jacob Patterson

Chair Logan closed the Public Hearing at 6:44 P.M.

DELIBERATION:

Under deliberation, Commissioners discussed the issue of whether or not to approve the mural without first seeing a design sketch.

A motion was made by Chair Logan, seconded by Commissioner Miklose, that this Planning Resolution be adopted. The motion carried by the following vote:

Aye: 4 - Chair Logan, Commissioner Miklose, Commissioner Roberts and Commissioner Rogers

No: 1 - Vice Chair Andreis

Enactment No: RES PC10-2021

6B [21-486](#) Receive Report, Hold Public Hearing, and Consider Adoption of Planning Commission Resolution Recommending Approval of Coastal Development Permit Amendment 3-17/19/21, Design Review Amendment 5-17/19/21, and Lot Merger 1-21 of APN 018-340-04-00 and APN 018-340-06-00 for the Danco Mixed-Income Senior, Multi-family, and Permanently Supportive Housing Project Located at 441 South Street

Chair Logan opened the Public Hearing at 6:55 P.M.

Assistant Planner Locke presented the prepared report and responded to Commissioners' clarifying questions.

PUBLIC COMMENT:

*Jacob Patterson

Chair Logan closed the Public Hearing at 7:03 P.M.

DELIBERATION:

None.

A motion was made by Vice Chair Andreis, seconded by Commissioner Rogers, that this Planning Resolution be adopted. The motion carried by the following vote:

Aye: 5 - Chair Logan, Vice Chair Andreis, Commissioner Miklose, Commissioner Roberts and Commissioner Rogers

Enactment No: RES PC11-2021

7. CONDUCT OF BUSINESS

ADJOURNMENT

Chair Logan adjourned the meeting at 7:04 P.M.



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Text File

File Number: 21-577

Agenda Date: 12/15/2021

Version: 1

Status: Consent Agenda

In Control: Planning Commission

File Type: Consent Calendar

Agenda Number: 4B.

Minutes of the September 29, 2021 Planning Commission Meeting



City of Fort Bragg

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Meeting Minutes Planning Commission

Wednesday, September 29, 2021

6:00 PM

Via Video Conference

Special Meeting

MEETING CALLED TO ORDER

Chair Logan called the meeting to order at 6:00 P.M.

PLEDGE OF ALLEGIANCE

ROLL CALL

Present 5 - Chair Jeremy Logan, Vice Chair Jay Andreis, Commissioner Stan Miklose, Commissioner Michelle Roberts, and Commissioner Nancy Rogers

1. PUBLIC COMMENTS ON: (1) NON-AGENDA & (2) CONSENT CALENDAR ITEMS

None.

2. STAFF COMMENTS

None.

3. MATTERS FROM COMMISSIONERS

None.

4. CONSENT CALENDAR

5. DISCLOSURE OF EX PARTE COMMUNICATIONS ON AGENDA ITEMS

None.

6. PUBLIC HEARINGS

7. CONDUCT OF BUSINESS

7A. [21-517](#) Receive Report and consider Adoption of Planning Commission Resolution Making the Legally Required Findings to Authorize the Conduct of Remote "Telephonic" Meetings During the State of Emergency

Community Development Department Administrative Assistant Peters presented the prepared report and Commissioners asked clarifying questions of staff and City Attorney Collins. Commissioners then discussed pros and cons, including safety of participants, barriers to community participation, setting an example to meet in person, complications with

noticing, and greater effectiveness of handling land use entitlement matters in person.

Chair Logan made a motion, seconded by Commissioner Rogers, to deny the resolution.

Aye: 5 - Chair Logan, Vice Chair Andreis, Commissioner Miklose, Commissioner Roberts and Commissioner Rogers

ADJOURNMENT

Chair Logan adjourned the meeting at 6:40 P.M.

Jeremy Logan, Chair

Sarah Peters, Administrative Assistant

IMAGED (_____)



City of Fort Bragg

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Text File

File Number: 21-647

Agenda Date: 12/15/2021

Version: 1

Status: Consent Agenda

In Control: Planning Commission

File Type: Planning Resolution

Agenda Number: 4C.

Resolution Making the Legally Required Findings to Authorize the Conduct of Remote
"Telephonic" Meetings During the State of Emergency

RESOLUTION NO. PC ____-2021

RESOLUTION OF THE FORT BRAGG PLANNING COMMISSION MAKING THE LEGALLY REQUIRED FINDINGS TO AUTHORIZE THE CONDUCT OF REMOTE “TELEPHONIC” MEETINGS DURING THE STATE OF EMERGENCY

WHEREAS, on March 4, 2020, pursuant to California Gov. Code Section 8625, the Governor declared a state of emergency; and

WHEREAS, on September 17, 2021, Governor Newsom signed AB 361, which bill went into immediate effect as urgency legislation; and

WHEREAS, on September 29, 2021, the Fort Bragg Planning Commission resolved to hold in-person meetings due to the nature of public hearings for land use matters, while continually monitoring the nature of the threat associated with the emergency; and

WHEREAS, AB 361 added subsection (e) to Gov. Code Section 54953 to authorize legislative bodies to conduct remote meetings provided the legislative body makes specified findings; and

WHEREAS, as of December 7, 2021, the COVID-19 pandemic has killed more than 74,221 Californians; and

WHEREAS, social distancing decreases the chance of spread of COVID-19; and

WHEREAS, Dr. Coren, the Mendocino County Health Officer, has strongly recommended that public bodies continue to meet remotely to the extent possible to reduce the risk of COVID-19 transmission; and

WHEREAS, it is appropriate for this body to make the findings specified in subsection (3)(1) of section 54953, to thereby authorize this body and all of its standing subcommittees to meet remotely;

NOW, THEREFORE, IT IS RESOLVED by the Planning Commission of the City of Fort Bragg as follows:

1. This legislative body finds that as a result of the emergency, meeting in person would present imminent risks to the health or safety of attendees.

The above and foregoing Resolution was introduced by Commissioner _____, seconded by Commissioner _____, and passed and adopted at a special meeting of the Planning Commission of the City of Fort Bragg held on the 15th day of December, 2021, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:
RECUSED:

ATTEST:

Jeremy Logan
Chair

Sarah Peters
Administrative Assistant



**Public Health Department
of Mendocino County**

Healthy People, Healthy Communities

Andy Coren, MD, County Health Officer



Recommendation Regarding Continued Remote Public Meetings of Governmental Bodies

September 29, 2021

In light of the continued state of emergency related to COVID-19, as the County Health Officer, I recommend that public bodies continue to meet remotely to the extent possible.

This recommendation is made due to the continued threat of COVID-19 to this community with the ongoing surge in cases and deaths experienced since the Labor Day holiday, the current county vaccination rate, and a concern for continued risk during the upcoming holidays. Additionally, I make this recommendation based on the unique characteristics of public governmental meetings (such as the increased mixing associated with bringing people together from across the community, the need to enable those who are immunocompromised or unvaccinated to be able to safely continue to fully participate in such governmental meetings, and the challenges with fully ascertaining and ensuring compliance with vaccination and other safety recommendations at such meetings), and the continued increased safety protection that physical/social distancing provides as one means by which to reduce the risk of COVID-19 transmission.

Therefore, I strongly recommend teleconferencing through online meetings as this type of meeting presents the lowest risk of transmission of SARS-CoV-2, and allows for the participation of the community, local agency staff, presenters, and local agency governing bodies in a safe environment, with no risk of contagion.

I will continue to evaluate this recommendation on an ongoing basis, paying particular attention to the pandemic stage of our community. I will communicate when there is no longer such a recommendation with respect to meetings for public bodies.

A handwritten signature in blue ink, appearing to read "Howard A. Coren, M.D.", written over a horizontal line.

Dr. Howard A. Coren, M.D.,
Mendocino County Health Officer

Dated: September 29, 2021



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Text File

File Number: 21-632

Agenda Date: 12/15/2021

Version: 1

Status: Public Hearing

In Control: Planning Commission

File Type: Planning Resolution

Agenda Number: 6A.

Receive Report, Conduct Public Hearing, and Consider Adoption of Planning Commission Resolution Approving Formula Business Use Permit 4-21 and Sign Permit 13-21 For The Baymont Inn & Suites

DECISION DATE:	December 15, 2021
PREPARED BY:	K. Locke
PRESENTED BY:	K. Locke
DECISION BY:	Planning Commission

AGENDA ITEM SUMMARY REPORT

APPLICATION NO.: Use Permit 4-21 (UP 4-21) & Sign Permit 13-21 (SP 13-21)

APPLICANT: Manish Bhatt

OWNER: Same as applicant

REQUEST: Use permit to operate a formula business and install a new sign.

LOCATION: 250 South Main Street

ASSESSOR'S PARCEL NO.: 008-172-02

LOT SIZE: 37,500 SF

ZONING: Commercial General (CG)

ENVIRONMENTAL DETERMINATION: The project is exempt from CEQA per Categorical Exemption 15301(a) for existing facilities.

SURROUNDING LAND USES:

NORTH:	Ocean Breeze Lodge
EAST:	Vacant Parcel
SOUTH:	AmeriGas Propane
WEST:	Mendocino Coast Chamber of Commerce

APPEALABLE PROJECT: Can be appealed to City Council

BACKGROUND & PROJECT DESCRIPTION

The Ebb Tide Lodge is a 32-unit motel which has been operating since the 1960's. The hotel is located at the northeast corner of the intersection of Highway 1 and Maple Street at 250 S Main (**Figure 1 – Location Map**). The property is zoned as General Commercial (GC). The hotel was recently sold and the applicant is applying for a use permit to operate a formula hotel chain and a sign permit.



Figure 1 – Location map

Prior to the submittal of the use permit, the Baymont Inn (applicant) applied for Design Review 7-21 and Sign Permit 13-21. The proposal included a new color scheme, a gazebo, and a new sign. The proposal would also transition the Ebb Tide Lodge into the Baymont Inn & Suites. The Baymont is a midscale hotel/motel chain independently operated under franchise agreements. As of 2018, there are roughly 500 Baymont Inn locations across the United States.

At the time of this submittal, the City had a formula business moratorium, preventing approval of applications for a formula business until spring 2022. When reviewing the entitlements, it was determined that the proposal would be considered a formula business, so the sign permit was withdrawn until the formula business use permit could be heard. A formula business based on Section 18.100.020(F) of the Inland Land Use and Development Code (ILUDC) is defined as a commercial establishment with ten or more locations along with two other standardized features such as an array of merchandise/menu, décor, uniforms, façade, color scheme, or exterior signage.

This moratorium prevented the transition to the Baymont Inn and installation of new signage, but the non-formulaic aspects such as color scheme, pergola, and numerous interior improvements were permitted through administrative Design Review (DR 7-21) under the agreement that the hotel would maintain operations under Ebb Tide until all appropriate land use entitlements were obtained. The staff report and permit associated with DR 7-21 are included as Attachment 3 & 4 in concurrence with the Regulations of Formula Business identified under 18.46.030.B. As of

November 8, 2021 the City Council repealed the moratorium, allowing the formula business use permit and sign permit to proceed.

Signs

The Ebb Tide Lodge has two existing signs on the property, one free standing and one wall sign on the southern elevation. See the figures below for existing signage:

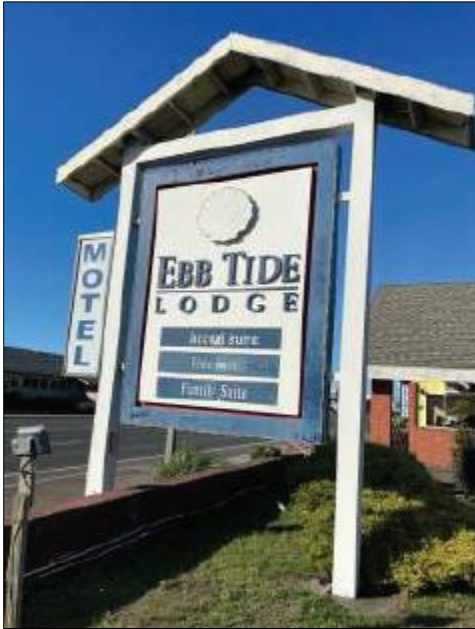


Figure 2 – Freestanding Sign



Figure 3 – Wall Sign

The applicant is proposing to remove the wall sign and modify the existing cabinet to include Baymont Inn branding. The cabinet would be a double-sided polycarbonate face with an opaque background mounted on the existing sign frame. The cabinet would have an LED illuminated logo and lettering while the background would remain opaque. The proposed signage is shown on figure three and four below.

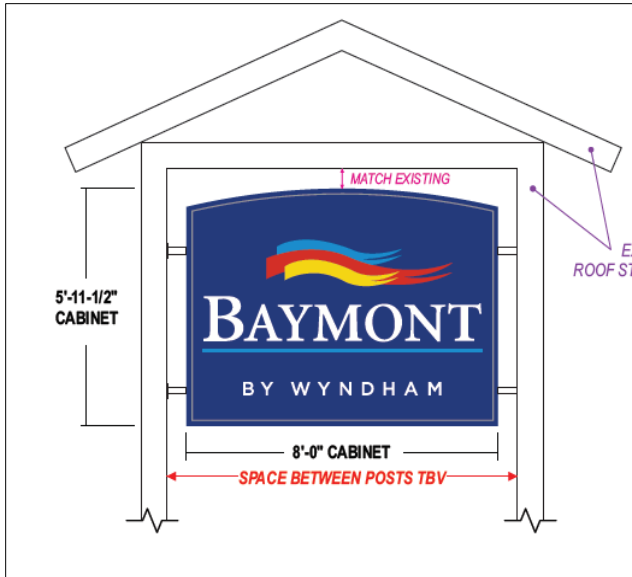


Figure 3 – Proposed Sign



Figure 4 – Simulated Night View

Full-proposed signage may be found in **Attachment 2**.

USE PERMIT ANALYSIS & FINDINGS

1. The proposed use is consistent with the General Plan and any applicable specific plan;

The proposed hotel does not conflict with any applicable General Plan goal, policy, or program and is not related to any specific plan. The use is consistent with the General Plan with Use Permit approval.

2. The proposed use is allowed within the applicable zoning district and complies with all other applicable provisions of this Development Code and the Municipal Code;

The ILUDC classifies and regulates the uses of land and structures within City limits. The proposed project is considered *Lodging – Hotel or Motel*, which is an allowable land use with Use Permit approval in the General Commercial zoning district. The General Commercial zone is intended to support a wide range of service-related uses; which hospitality is a part of. With use permit approval, the applicant shall comply with this finding.

3. The design, location, size, and operating characteristics of the proposed activity are compatible with the existing and future land uses in the vicinity;

The Ebb Tide Lodge has operated as a hotel for the past 60 years in this location. The applicants are not proposing any expansions of use and would maintain similar operations as a hotel. Hotels are found throughout the General Commercial zone and are expected in that zone. As the hotel is already built out and has operated/will continue to operate in a similar manner, the use will remain compatible with existing and future land uses.

4. The site is physically suitable in terms of design, location, shape, size, operating characteristics, and the provision of public and emergency vehicle (e.g., fire and medical) access and public services and utilities (e.g., fire protection, police protection, potable water, schools, solid waste collection and disposal, storm drainage, wastewater collection, treatment, and disposal, etc.), to ensure that the type, density,

and intensity of use being proposed would not endanger, jeopardize, or otherwise constitute a hazard to the public interest, health, safety, convenience, or welfare, or be materially injurious to the improvements, persons, property, or uses in the vicinity and zoning district in which the property is located.

The site is already built out and no changes are proposed which would substantially affect design, location, shape, size, operating characteristics, access of emergency vehicles, and related public services. Due to existing operating characteristics, the proposed project would not endanger the interests listed above.

5. The proposed use complies with any findings required by §18.22.030 (Commercial District Land Uses and Permit Requirements).

Table 2-6 identifies that a Use Permit is required for formula businesses in this district. See formula business and sign findings analysis below for specific compliance with those requirements.

18.22.030 C.4. also requires the review authority first make the appropriate zoning district finding that a project/use in the CG (General Commercial) district;

a. The uses generally require larger display and/or storage areas;

The proposed use is for a hotel, which generally requires a large amount of storage in order to provide adequate services to customers. Items in storage for hotels include:

- Disposable hotel amenities such as shampoo, toothbrushes, and cups.
- Textiles such as sheets, blankets, and covers for bedding.
- Hotel furniture and replacement furniture.
- Hotel room supplies such as small appliances to hair dryers.
- Housekeeping supplies
- Breakfast and buffet supplies.

The combination of supplies necessary to run a hotel allows the proposed use to comply with this finding.

b. The use is not dependent on heavy customer traffic per square foot.

The existing hotel contains 32 rooms which can generally support one to four guests per room. The applicant is not proposing to expand the hotel. Assuming at peak usage there are four guests per room, there is a maximum of 128 customers on site at any given time. The site is 37,500 SF which means there is theoretically one customer per 292 SF at peak usage and one customer per 1,171 SF at its lowest usage. The CG (General Commercial) zoning district is applied to areas of the City that are appropriate for less compact and intensive commercial uses than those accommodated within the CBD zone. Most stores in the CBD generally range from 1000-3000 SF. Generally, these stores can support 25-50 customers, which means in lower usage hours in a 3000SF store, there would be one customer per 120 SF. This usage is over double the usage rate of the hotel in off hours, therefore the use is not heavily dependent on customer traffic per square foot.

FORMULA BUSINESS ANALYSIS & FINDINGS

1. The commercial establishment will add to, rather than detract from, the overall economic and cultural vitality of the City;

While the City's primary economy has shifted towards tourism, the City's mission remains to be a friendly city with a small town character and a strong sense of community that values its roots in the fishing and timber industries. This shift means providing a wide variety of lodging options is important to attracting tourists to see what Fort Bragg has to offer. Hotels in the City should be safe, clean, and close to activities to add to the economic vitality of the City. Over the past year, the Ebb Tide Lodge has had numerous code enforcement violations and illicit activities on the premises. In addition, based on site visits conducted by code enforcement, the fire department, and the Mendocino County Building Department, much of the building was in a state of disrepair. Much of which was visible from Main Street. The hotel lacked many of the desirable traits tourists seek when browsing lodging options for vacation.

The applicant has already made and plans to make numerous permitted upgrades to the site. Upgrades include renovating rooms, installing water efficient landscaping, repainting to blend with the surrounding area, and providing onsite amenities such as a common area. The combination of these upgrades will allow the Baymont Inn to contribute to the economic vitality of the City. A comparison of the rooms is shown on figure five and six below.



Figure 5 – Ebb Tide Lodge



Figure 6 – Baymont Renovated Room

Cultural vitality is the practice of supporting arts and culture within the community. For a hotel, cultural vitality may prove to be a difficult element to incorporate, as most communities do not view a hotel as needing to incorporate or supporting of the arts as part of their development plan. What makes Fort Bragg a vibrant community are the amenities in town and along the coast. In order to participate in supporting arts and culture, hotels should direct tourists to the sites that make Fort Bragg special. The Baymont intends to do this through directional signage as shown on figure seven. These custom-made signs will be placed in rooms and will have a QR code that will provide directions to local destinations. The Baymont has these signs for the Central Business District, Noyo Harbor, Pacific Star Winery, and Point Cabrillo Lighthouse.



Figure 7 – Directional Signage

2. The commercial establishment will not result in an over-concentration of formula business establishments in its immediate vicinity or in the City as a whole;

The nearest hotel business that falls under the definition of a formula business is the Motel 6 at 400 S. Main Street. The Motel 6 is located roughly 500ft from the proposed Baymont Inn. No other formulaic hotel is located within 2500ft.

In terms of comparable size (square footage, amount of rooms, etc.) there are 19 hotels/motels including the Ebb Tide Lodge operating in the City. Out of the 19, 14 are non-formulaic while five are formulaic. Should the Ebb Tide Lodge transition to the Baymont Inn, there would be six formulaic hotels operating in the City, or 31% of all hotels of comparable size. This ratio does not include bed and breakfasts.

Based on the lack of formulaic lodging in the immediate vicinity, and the majority of hotels remaining non-formulaic, the proposed Baymont would meet this finding.

3. The commercial establishment will complement existing businesses;

Per Element 2 of the Inland General Plan, “Fort Bragg serves as the regional service center for the Mendocino coast and many support services needed for recreation and tourist-oriented businesses on the coast are located here”. As many businesses here are geared towards tourism, local business and lodging options are reliant on each other to bring tourists to the Mendocino Coast. These tourists can generate sales for nearby local retail and service businesses. The Baymont’s central location, proximity to other businesses, services, and attractions would allow the tourism industry to support existing businesses. Therefore, complying with this finding.

4. The commercial establishment will promote diversity and variety to assure a balanced mix of commercial uses to serve both resident and visitor populations;

The General Commercial zone is intended to support a variety of commercial uses. The General Commercial zone already has a healthy mix of services such as grocery stores, restaurants, cinemas, and lodging. The Baymont Inn is renovating an existing hotel so it will not change the diversity or variety in the area/zone. As mentioned previously, the CG zone is intended to support hotels, which in turn supports visitor populations. As well, there is a reasonable balance of formula hotels vs. non formula hotels as shown in finding two, allowing for compliance with this finding.

As a hotel, lodging may be associated with service resident populations by providing lodging for visiting family members of residents. By ensuring visitor serving accommodations available in the City include a wide array of both unique and familiar lodging options, visiting family members of residents, have variety available to suit their preferences and make they’re stay comfortable.

5. The commercial establishment has been designed to preserve and enhance the City’s small town character;

Small town character is generally defined through a variety of factors but there is no singular standard to look for. It may be the preservation of existing use and buildings, infilling existing urban centers, preservation of history through art and civic centers, conservation of the natural scenic landscape, and creating a cohesive sense of place. Because the remoteness of Fort Bragg is one of its greatest assets, assuring a range of traveler accommodations exist visitors of all walks of life can experience the one-of-a-kind character Fort Bragg has to offer. The Ebb Tide Lodge generally detracted from instead of reflecting the vision for preserving and enhancing the City’s reputation. As mentioned previously, the hotel has been in a state of

disrepair and has had illicit activity on site. In comparing online ratings, the Ebb Tide is the worst hotel in Fort Bragg by guests on many travel sites. The hotel was generally not a place where the public and tourists looked for “small town character”.

The Baymont Inn would be maintaining and continuing the longstanding use of a hotel in place of the Ebb Tide Lodge. The exterior changes that have been done are minimal and meant to blend with the character of the area. The interior changes do not remove “character” indicative of Fort Bragg as the Ebb Tide lacked said character. The Ebb Tide Lodge’s architectural style falls into “mid-century modern” which is not typical of the historic Victorian architectural style of the City. In order for the City to rely on its reputation as an emerging destination, to sustain and grow its tourism industry, and to draw visitors to experience Fort Bragg, developers should be encouraged to revitalize dilapidated structures in a way that preserve and enhance the commercial character of town.

6. The commercial establishment’s exterior design limits “formula” architectural, sign and other components;

The applicants are not proposing any changes to the architecture and the proposed sign is the only exterior formulaic feature. The applicant has remained flexible with the sign to limit formulaic features while still being able to maintain brand recognition. The sign has changed through staff review from a white illuminated cabinet pole sign to a dark blue, opaque with illuminated lettering sign mounted on the existing sign frame. These revisions have allowed the sign to blend with the site and surrounding area.

In terms of other components such as décor, hotel rooms generally all have a similar room layout. When viewing the décor of the renovated rooms as shown on figure 6, it is difficult to find “formula” elements. There are no specific features in the room that differentiate it as a formulaic hotel compared to other hotels in the City. Due to the minimal additions of formulaic features, the applicants will comply with this finding.

7. The commercial establishment’s exterior design integrates existing community architectural design features.

The proposed formula business does not intend to make any exterior changes to the structure beyond the previously approved paint color. As mentioned in finding six, the new sign will incorporate some of the design features of the original sign. In maintaining the structure of the sign, the applicants would comply with this finding.

SIGN PERMIT ANALYSIS & FINDINGS

1. The proposed signs do not exceed the standards of §§ 18.38.070 (Zoning District Sign Standards) and 18.38.080 (Standards for Specific Sign Types), and are of the minimum size and height necessary to enable pedestrians and motorists to readily identify the facility or site from a sufficient distance to safely and conveniently access the facility or site;

See the chart below for ILUDC section 18.38.070 and 18.38.080 comparison:

Requirement Type	Requirement	Proposed	Compliant? (Y/N)
Sign Type	Freestanding	Freestanding	Y

Sign Height	14ft	18ft 10"	N (Y with special condition #1 below)
Sign Area	100 Sq. Ft.	95.4 Sq. Ft.	Y

The existing Ebb Tide Lodge sign is a nonconforming sign due to its height. As the applicants are changing the sign, they will need to bring it into conformance per ILUDC section 18.38.090. Staff are proposing the following special condition to bring the sign into conformance:

Special Condition #1: Prior to submittal of building permits, the applicant shall revise their sign plan to show the proposed bracket and roof cover at the top of the sign to be 14' in height.

2. That the placement of the sign on the site is appropriate for the height and area of a freestanding or projecting sign;

With special condition #1 listed above, the sign shall comply with this finding.

3. That a flush or projecting sign relates to the architectural design of the structure. Signs that cover windows, or that spill over natural boundaries, and/or cover architectural features shall be discouraged;

This finding is not applicable.

4. The proposed signs do not unreasonably block the sight lines of existing signs on adjacent properties;

There are no signs of adjacent properties located near the existing/proposed sign. Therefore, it will not block site lines of signs on adjacent properties.

5. The placement and size of the sign will not impair pedestrian or vehicular safety;

The exiting sign location will not change and is located out of the public right of way and sightlines. Therefore, it will not impair pedestrian and vehicular safety.

6. The design, height, location, and size of the signs are visually complementary and compatible with the scale and architectural style of the primary structures on the site, any prominent natural features on the site, and structures and prominent natural features on adjacent properties on the same street; and

The proposed sign would match existing colors on site (blue, gray, and white) and compliment the building. There are no prominent natural features on site or adjacent on the same street that the sign would conflict with or block.

7. The proposed signs are in substantial conformance with the design criteria in § 18.38.060(E) (Design criteria for signs) and the Citywide Design Guidelines for signs.

The proposed sign is in substantial conformance of the design criteria listed in 18.38.060 and the design guidelines. The proposed sign has been designed by professionals, will have a similar scale to the site, will use durable materials, uses a brief symbol and has high legibility, uses illuminated lettering rather than cabinet, is placed near the entrance of the site, has a non-reflective finish, and will remain placed perpendicular to the street.

RECOMMENDATION

Staff recommends that the Planning Commission: Open a public hearing, receive staff report, take testimony for the applicant and the public, close the public hearing and deliberate, and consider adoption of a Resolution to approve Use Permit 4-21 (UP 4-21) and Sign Permit 13-21 (SP 13-21) subject to standard and special conditions.

ALTERNATIVE ACTIONS

1. Hold a hearing, close the hearing, deliberate without a decision, and revisit the application at a date certain for a decision pending the addition of any new findings.
2. Hold the hearing, and continue the hearing to a date certain if there is insufficient time to obtain all input from all interested parties. At the date certain, the Commission may then deliberate and make a decision.
3. Deny the Application.

GENERAL & USE PERMIT FINDINGS

1. The proposed project is consistent with the purpose and intent of the zoning district, as well as all other provisions of the General Plan, Inland Land Use and Development Code (ILUDC) and the Fort Bragg Municipal Code in general;
2. The design, location, size, and operating characteristics of the proposed activity are compatible with the existing and future land uses in the vicinity;
3. The site is physically suitable in terms of design, location, shape, size, operating characteristics, and the provision of public and emergency vehicle (e.g., fire and medical) access and public services and utilities (e.g., fire protection, police protection, potable water, schools, solid waste collection and disposal, storm drainage, wastewater collection, treatment, and disposal, etc.), to ensure that the type, density, and intensity of use being proposed would not endanger, jeopardize, or otherwise constitute a hazard to the public interest, health, safety, convenience, or welfare, or be materially injurious to the improvements, persons, property, or uses in the vicinity and zoning district in which the property is located;
4. The project complies with Specific Use Regulations established for the project;
5. For the purposes of the California Environmental Quality Act (CEQA), this project was found to be exempt under Section 15301(a) – Existing Facilities.

FORMULA BUSINESS FINDINGS

1. The commercial establishment will add to, rather than detract from, the overall economic and cultural vitality of the City; and
2. The commercial establishment will not result in an over-concentration of formula business establishments in its immediate vicinity or in the City as a whole; and
3. The commercial establishment will complement existing businesses; and
4. The commercial establishment will promote diversity and variety to assure a balanced mix of commercial uses to serve both resident and visitor populations; and
5. The commercial establishment has been designed to preserve and enhance the City's small town character; and
6. The commercial establishment's exterior design limits "formula" architectural, sign and other components; and

7. The commercial establishment's exterior design integrates existing community architectural design features.

SIGN PERMIT FINDINGS

1. The proposed signs do not exceed the standards of §§ 18.38.070 (Zoning District Sign Standards) and 18.38.080 (Standards for Specific Sign Types), and are of the minimum size and height necessary to enable pedestrians and motorists to readily identify the facility or site from a sufficient distance to safely and conveniently access the facility or site;
2. That the placement of the sign on the site is appropriate for the height and area of a freestanding or projecting sign;
3. That a flush or projecting sign relates to the architectural design of the structure. Signs that cover windows, or that spill over natural boundaries, and/or cover architectural features shall be discouraged;
4. The proposed signs do not unreasonably block the sight lines of existing signs on adjacent properties;
5. The placement and size of the sign will not impair pedestrian or vehicular safety;
6. The design, height, location, and size of the signs are visually complementary and compatible with the scale and architectural style of the primary structures on the site, any prominent natural features on the site, and structures and prominent natural features on adjacent properties on the same street; and
7. The proposed signs are in substantial conformance with the design criteria in § 18.38.060(E) (Design criteria for signs) and the Citywide Design Guidelines for signs.

STANDARD CONDITIONS

1. This action shall become final on the 11th day following the decision unless an appeal to the Planning Commission is filed pursuant to ILUDC Chapter 18.92 - Appeals.
2. The application, along with supplemental exhibits and related material, shall be considered elements of this permit, and compliance therewith is mandatory, unless an amendment has been approved by the City. Any condition directly addressing an element incorporated into the application exhibits shall be controlling and shall modify the application. All other plans, specifications, details, and information contained within application shall be specifically applicable to the project and shall be construed as if directly stated within the condition for approval. Unless expressly stated otherwise, the applicant is solely responsible for satisfying each condition prior to issuance of the building permit.
3. This permit shall be subject to the securing of all necessary permits for the proposed development from City, County, State, and Federal agencies having jurisdiction. All plans submitted with the required permit applications shall be consistent with this approval. All construction shall be consistent with all Building, Fire, and Health code considerations as well as other applicable agency codes.
4. The applicant shall secure all required building permits for the proposed project as required by the Mendocino County Building Department.
5. If any person excavating or otherwise disturbing the earth discovers any archaeological site during project construction, the following actions shall be taken: 1) cease and desist from all further excavation and disturbances within 100 feet of the discovery; and 2) notify the Director of Public Works within 24 hours of the discovery. Evidence of an archaeological site may include, but is not necessarily limited to shellfish, bones, flaked and ground stone tools, stone

flakes produced during tool production, historic artifacts, and historic features such as trash-filled pits and buried foundations. A professional archaeologist on the list maintained by the Northwest Information Center of the California Historical Resources Information System or Listed by the Register of Professional Archaeologists shall be consulted to determine necessary actions.

6. This permit shall be subject to revocation or modification upon a finding of any one or more of the following:
 - (a) That such permit was obtained or extended by fraud.
 - (b) That one or more of the conditions upon which such permit was granted have been violated.
 - (c) That the use for which the permit was granted is so conducted as to be detrimental to the public health, welfare, or safety or as to be a nuisance.
 - (d) A final judgment of a court of competent jurisdiction has declared one or more conditions to be void or ineffective, or has enjoined or otherwise prohibited the enforcement or operation of one or more conditions.
7. Unless a condition of approval or other provision of the Inland Land Use and Development Code establishes a different time limit, any permit or approval not exercised within 24 months of approval shall expire and become void, except where an extension of time is approved in compliance with ILUDC Subsection 18.76.070 (B).
 8. Applicant shall indemnify, hold harmless and defend the City of Fort Bragg against any claim brought against the City stemming from the City's adoption of this Resolution.
 9. The Standard and Special Conditions of Approval shall be incorporated and printed in the Construction Plans submitted at time of building permit application.

SPECIAL CONDITIONS

Special Condition #1: Prior to submittal of building permits, the applicant shall revise their sign plan to show the proposed bracket and roof cover at the top of the sign to be 14' in height.

ATTACHMENTS

1. Approval Resolution
2. Proposed Sign Plan

NOTIFICATIONS

1. Public Hearings
2. Applicant, Agent, Owner
3. Planning Commission

RESOLUTION NO. PC -2021

RESOLUTION OF THE FORT BRAGG PLANNING COMMISSION FOR APPROVAL OF USE PERMIT 4-21 (UP 4-21) & SIGN PERMIT 13-21 (SP 13-21) FOR THE OPERATION OF A FORMULA BUSINESS HOTEL AND NEW SIGN AT 250 SOUTH MAIN STREET

WHEREAS, Manish Bhatt (“Applicant”) submitted an application for a Formula Business Use Permit and Sign Permit to operate a formula hotel; and

WHEREAS, the Project is located at 250 South Main Street (APN 008-172-02) in the General Commercial (CG) zoning district, and

WHEREAS, the Project is subject to the Fort Bragg Inland General Plan and Inland Land Use and Development Code (ILUDC); and

WHEREAS, the Planning Commission held a duly noticed public hearing on December 15, 2021, to consider the Project and take public testimony; and

WHEREAS, pursuant to California Environmental Quality Act (“CEQA”), the Project is Categorically Exempt per 15301(a) existing facilities; and

NOW, THEREFORE, BE IT RESOLVED that the City of Fort Bragg Planning Commission, based on the entirety of the record before it, which includes without limitation, CEQA, Public Resources Code §21000, et seq. and the CEQA Guidelines, 14 California Code of Regulations §15000, et seq.; the Fort Bragg General Plan; the Fort Bragg Inland Land Use and Development Code; the Project applications; and public testimony submitted as part of the Planning Commission’s special meeting of December 15, 2021, and Planning Commission deliberations; the Planning Commission of the City of Fort Bragg hereby finds as follows:

General & Use Permit Findings

1. The foregoing recitals are true and correct and made a part of this Resolution;
2. The documents and other material constituting the record for these proceedings are located at the Community Development Department;
3. The proposed project is consistent with the purpose and intent of the zoning district, as well as all other provisions of the General Plan, Inland Land Use and Development Code (ILUDC) and the Fort Bragg Municipal Code in general;
The proposed hotel does not conflict with any applicable General Plan goal, policy, or program and is not related to any specific plan. The use is consistent with the General Plan with Use Permit approval. The ILUDC classifies and regulates the uses of land and structures within City limits. The proposed project is considered Lodging – Hotel or Motel, which is an allowable land use with Use Permit approval in the General Commercial zoning district. The General Commercial zone is intended to support a wide range of service-related uses, which hospitality is a part of. With use permit approval, the applicant shall comply with this finding.

4. The design, location, size, and operating characteristics of the proposed activity are compatible with the existing and future land uses in the vicinity;
The Ebb Tide Lodge has operated as a hotel for the past 60 years in this location. The applicants are not proposing any expansions of use and would maintain similar operations as a hotel. Hotels are found throughout the General Commercial zone and are expected in that zone. As the hotel is already built out and has operated/will continue to operate in a similar manner, the use will be compatible with existing and future land uses.

5. The site is physically suitable in terms of design, location, shape, size, operating characteristics, and the provision of public and emergency vehicle (e.g., fire and medical) access and public services and utilities (e.g., fire protection, police protection, potable water, schools, solid waste collection and disposal, storm drainage, wastewater collection, treatment, and disposal, etc.), to ensure that the type, density, and intensity of use being proposed would not endanger, jeopardize, or otherwise constitute a hazard to the public interest, health, safety, convenience, or welfare, or be materially injurious to the improvements, persons, property, or uses in the vicinity and zoning district in which the property is located;
The site is already built out and no changes are proposed which would substantially affect design, location, shape, size, operating characteristics, access of emergency vehicles, and related public services. Due to existing operating characteristics, the proposed project would not endanger the interests listed above.

6. The project complies with Specific Use Regulations established for the project;
See formula business and sign findings analysis below.

The proposed use complies with any findings required by §18.22.030 (Commercial District Land Uses and Permit Requirements).

- a. The uses generally require larger display and/or storage areas;
The proposed project involves larger amounts of storage in order to serve customers as described in the staff report dated December 15, 2021.

 - b. The use is not dependent on heavy customer traffic per square foot.
The proposed use has a peak usage of customer per square foot that is not indicative of heavy customer traffic as describe in the staff report dated December 15, 2021.
7. For the purposes of the California Environmental Quality Act (CEQA), this project was found to be exempt under Section 15301(a) – Existing Facilities.

Formula Business Findings

1. The commercial establishment will add to, rather than detract from, the overall economic and cultural vitality of the City;
The proposed rebranding of this hotel compliments rather than detracts from the overall economic and cultural vitality of the City as described in the staff report dated December 15, 2021.

2. The commercial establishment will not result in an over-concentration of formula business establishments in its immediate vicinity or in the City as a whole;
The project does not result in an over-concentration of formula business for lodging in the area or in the City as a whole. The proposed formula hotel is a considerable distance from another formula hotel and a majority of hotels in the City are non-formulaic as described in the project staff report, dated December 15, 2021.
3. The commercial establishment will complement existing businesses;
Many businesses in the City of Fort Bragg are geared towards tourism, meaning local business and lodging options are reliant on each other to bring tourists to the Mendocino Coast. Tourism generates sales for nearby local retail and service businesses. The Baymont's central location, proximity to other businesses, services, and attractions would allow the tourism industry to support and complement existing businesses. Based on analysis herein and the project staff report dated December 15, the project shall comply with finding three.
4. The commercial establishment will promote diversity and variety to assure a balanced mix of commercial uses to serve both resident and visitor populations;
The General Commercial zone is intended to support a variety of commercial uses. The General Commercial zone already has a healthy mix of services such as grocery stores, restaurants, cinemas, and lodging. The Baymont Inn is renovating an existing hotel so it will not change the diversity or variety in the area/zone. The CG zone is intended to support hotels, which in turn supports visitor populations. As well, there is a reasonable balance of formula hotels and non-formula hotels.

As a hotel, lodging may be associated with service resident populations by providing lodging for visiting family members of residents. By ensuring visitor serving accommodations available in the City including a wide array of both unique and familiar lodging options, visiting family members of residents will have variety available to suit their preferences and make they're stay comfortable. Based on analysis herein, the project shall comply with finding four.

5. The commercial establishment has been designed to preserve and enhance the City's small town character; and
Small town character is generally defined through a variety of factors like preservation of existing use and buildings, infilling existing urban centers, and creating a cohesive sense of place. Because the remoteness of Fort Bragg is one of its greatest assets, assuring a range of traveler accommodations exist visitors of all walks of life can experience the one-of-a-kind character Fort Bragg has to offer. The Ebb Tide Lodge generally detracted from instead of reflecting the vision for preserving and enhancing the City's destination reputation. The Baymont Inn would be maintaining and continuing the longstanding use of a hotel in place of the Ebb Tide Lodge. The proposed changes to formula use by Baymont will revitalize a dilapidated structure in a way that preserves and enhances the commercial character of town.

6. The commercial establishment’s exterior design limits “formula” architectural, sign and other components;
The applicants are not proposing any changes to the architecture and the proposed sign is the only exterior formulaic feature. The applicant has remained flexible with the sign to limit formulaic features while still being able to maintain brand recognition. The sign has changed through staff review from a white illuminated cabinet pole sign to a dark blue, opaque with illuminated lettering sign mounted on the existing sign frame. These revisions have allowed the sign to blend with the site and surrounding area.

In terms of other components such as décor, hotel rooms generally all have a similar room layout. There are no specific features in the room that differentiate it as a formulaic hotel compared to other hotels in the City. Due to the minimal additions of formulaic features, the applicants will comply with this finding.

7. The commercial establishment’s exterior design integrates existing community architectural design features.
The proposed formula business does not intend to make and exterior changes to the existing structure. The proposed sign would maintain some of the original features of the original as described by the project staff report, dated December 15, 2021.

Sign Permit Findings

1. The proposed signs do not exceed the standards of §§ 18.38.070 (Zoning District Sign Standards) and 18.38.080 (Standards for Specific Sign Types), and are of the minimum size and height necessary to enable pedestrians and motorists to readily identify the facility or site from a sufficient distance to safely and conveniently access the facility or site;
The existing Ebb Tide Lodge sign is a nonconforming sign due to its height. The following special condition shall allow the project to comply with this finding:

Special Condition #1: Prior to submittal of building permits, the applicant shall revise their sign plan to show the proposed bracket and roof cover at the top of the sign to be 14’ in height.

2. That the placement of the sign on the site is appropriate for the height and area of a freestanding or projecting sign;
With Special Condition #1, the sign shall comply with this finding.

3. That a flush or projecting sign relates to the architectural design of the structure. Signs that cover windows, or that spill over natural boundaries, and/or cover architectural features shall be discouraged;
This finding is not applicable to the proposed sign.

4. The proposed signs do not unreasonably block the sight lines of existing signs on adjacent properties;

There are no signs of adjacent properties located near the existing/proposed sign. Therefore, it will not block site lines of signs on adjacent properties.

5. The placement and size of the sign will not impair pedestrian or vehicular safety; *The exiting sign location will not change and is located out of the public right of way and sightlines. Therefore, it will not impair pedestrian and vehicular safety.*

6. The design, height, location, and size of the signs are visually complementary and compatible with the scale and architectural style of the primary structures on the site, any prominent natural features on the site, and structures and prominent natural features on adjacent properties on the same street; *The proposed sign would match existing colors on site (blue, gray, and white) and compliment the building. There are no prominent natural features on site or adjacent on the same street that the sign would conflict with or block, allowing compliance with this finding.*

7. The proposed signs are in substantial conformance with the design criteria in § 18.38.060(E) (Design criteria for signs) and the Citywide Design Guidelines for signs; *The proposed sign is in substantial conformance of the design criteria listed in 18.38.060 or the design guidelines. The proposed sign has been designed by professionals, will have a similar scale to the site, will use durable materials, uses a brief symbol and has high legibility, uses illuminated lettering rather than a cabinet, is placed near the entrance of the site, has a non-reflective finish, and will be placed perpendicular to the street.*

BE IT FURTHER RESOLVED that this Resolution shall become effective immediately upon its passage and adoption.

The above and foregoing Resolution was introduced by _____, seconded by _____, and passed and adopted at a special meeting of the Planning Commission of the City of Fort Bragg held on the 15th day of December 2021, by the following vote:

**AYES:
NOES:
ABSENT:
ABSTAIN:
RECUSED:**

Jeremy Logan, Chair

ATTEST:

Sarah Peters, Administrative Assistant

Stratus™

stratusunlimited.com

888.503.1569

SITE ADDRESS:

BAYMONT INN & SUITES
250 S MAIN ST
FORT BRAGG, CA 95437

Wyndham Contact: Frank Picinic
Stratus Project Manager:
Stratus Sales: Nick Weigel

OWNER'S SCOPE OF WORK:

- Owner to provide (1) primary circuit (120v) for EACH sign location.
- Sign contractor is responsible for all secondary wiring. If primary is not present at time of install, the owner is responsible for making the final connection.
- Owner is to provide unrestricted access to the area behind where each sign is located.
- The access panel is to be approx. 24" x 36".
- 5/8" plywood blocking is to be provided behind where each sign and lighting is to be installed.

SIGN PACKAGE:

(1) One new D/F illum. pylon sign

PERMITTING DETAILS:

TBD

CUSTOMER APPROVAL / SIGNATURE:

SIGNATURE: _____ DATE: _____



WYNDHAM



PYLON SIGN

Stratus™

stratusunlimited.com

8959 Tyler Boulevard
Mentor, Ohio 44060

888.503.1569

CLIENT:



ADDRESS:

250 S MAIN ST
FORT BRAGG, CA 95437

PAGE NO.:

2

ORDER NUMBER:

00000

SITE NUMBER:

00000

ELECTRONIC FILE NAME:

WYNDHAM\BAYMONT INN & SUITES\2021\CA\ Baymont Inn & Suites_Fort Bragg_Sales

PROJECT NUMBER:

85903

PROJECT MANAGER:

NICK WEIGEL

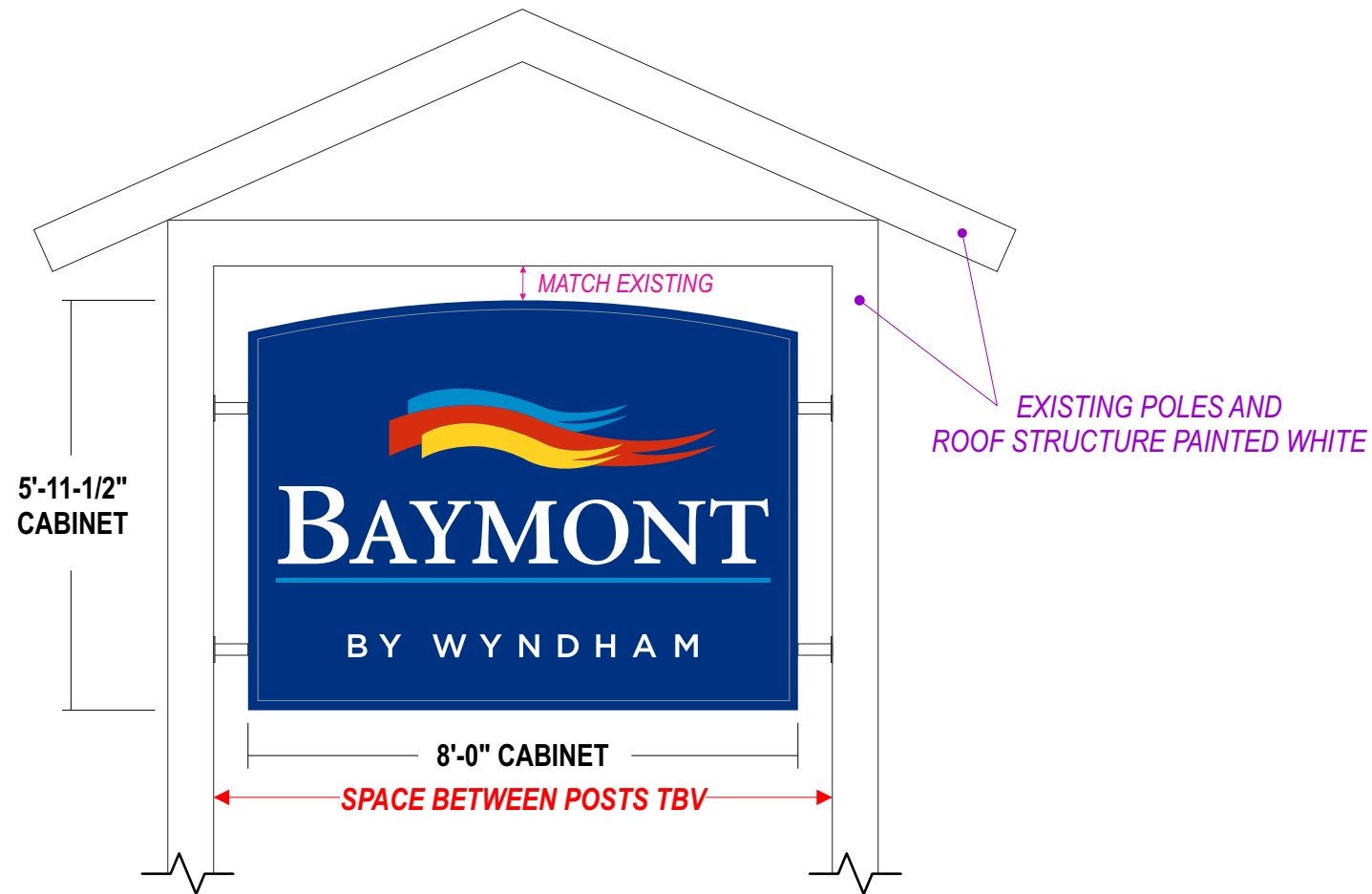
Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	352815	09/24/21 DSG-AK					
Rev 1	355089	10/07/21 DSG-RU	Revised graphics to opaque and night view illum. letters & logo				
Rev 2	358601	11/03/21 JH	Revised to new cabinet on existing structure				

A

D/F INT. ILLUM. CABINET

Scale: 3/8"=1'-0"

47.7 square feet



SIMULATED NIGHT VIEW



PROPOSED SIGNAGE



EXISTING CONDITIONS



EXISTING CABINET & SUPPORT BRACKETS TO BE REMOVED & REPLACED;
MOTEL CABINET TO BE REMOVED & NOT REPLACED

- CABINET:** 8" deep Aluminum extrusion cabinet w/ retainers - painted match Wyndham specs
- FACE:** Flat Polycarbonate w/ Opaque vinyl background - *only Logo and graphics to illuminate at night* to match Wyndham specs
- ILLUMINATION:** Internally illuminated with LEDs as required by manufacturer
- POLE:** Cabinet to be mounted to pole w/ support tubes to match existing - *details tbv*
- QUANTITY:** (1) ONE NEW D/F CABINET W/ SUPPORT TUBES REQUIRED

StratusTM

stratusunlimited.com

8959 Tyler Boulevard
Mentor, Ohio 44060

888.503.1569

CLIENT:



ADDRESS:

250 S MAIN ST
FORT BRAGG, CA 95437

PAGE NO.:

3

ORDER NUMBER:

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ELECTRONIC FILE NAME:

WYNDHAM\BAYMONT INN & SUITES\2021\CA\ Baymont Inn & Suites_Fort Bragg_Sales

PROJECT NUMBER:

85903

PROJECT MANAGER:

NICK WEIGEL

Rev #	Req #	Date/Artist	Description	Rev #	Req #	Date/Artist	Description
Original	352815	09/24/21 DSG-AK					
Rev 1	355089	10/07/21 DSG-RU	Revised graphics to opaque and night view illum. letters & logo				
Rev 2	358601	11/03/21 JH	Revised to new cabinet on existing structure				

PRINTS ARE THE EXCLUSIVE PROPERTY OF STRATUS. THIS MATERIAL SHALL NOT BE USED, DUPLICATED, OR OTHERWISE REPRODUCED WITHOUT THE PRIOR WRITTEN CONSENT OF STRATUS.

DECISION DATE:	October 25, 2021
PREPARED BY:	K. Locke
DECISION BY:	Community Dev. Director

AGENDA ITEM SUMMARY REPORT

APPLICATION NO.: Design Review 7-21 (DR 7-21)

APPLICANT: Manish Bhatt

OWNER: Same as applicant

REQUEST: Design Review to allow for a change of paint color, construct a pergola, and new signage.

LOCATION: 250 South Main Street

ASSESSOR'S PARCEL NO.: 008-172-02

ENVIRONMENTAL DETERMINATION: The project is exempt from CEQA per Statutory Exemption 15301(a) for existing facilities involving minor interior and exterior alterations and 15303 new construction or conversion of small structures.

SURROUNDING LAND USES:

NORTH:	Ocean Breeze Lodge
EAST:	Vacant Parcel
SOUTH:	AmeriGas Propane
WEST:	Mendocino Coast Chamber of Commerce

APPEALABLE PROJECT: Can be appealed to Planning Commission

PROJECT DESCRIPTION & ANALYSIS

The Ebb Tide Lodge is a 32 unit motel which has been operating since the 1960's. The project site is located in the northeast corner of the intersection of Highway One and Maple Street at 250 S Main (**Figure 1 – Location Map**). The property is zoned as General Commercial (GC). The applicant is requesting Design Review approval to permit minor changes to the existing site. The proposed scope of work includes a new color scheme and a pergola. The application does not include any expansion of the existing structures.



Figure 1 – Location map

Color Scheme

The existing color scheme for the Ebb Tide Lodge is a mix of a mustard yellow and red brick as the body with white trim and red doors. The applicant is proposing a light gray body labeled “Steel City” and a darker blue accent labeled “Sea Isle”. A rendering of the proposed scheme is found on **Figure 2** below.



Figure 2 – Color Scheme

Pergola

The applicant additionally is proposing to install a 12' x16' Cedar Gazebo with an aluminum roof. The gazebo would be located at the center of the site in a small landscaped common area for guests. The proposed gazebo design is shown on **Figure 3** and the gazebo location is shown on **Figure 4**.



Figure 3 – Proposed Gazebo

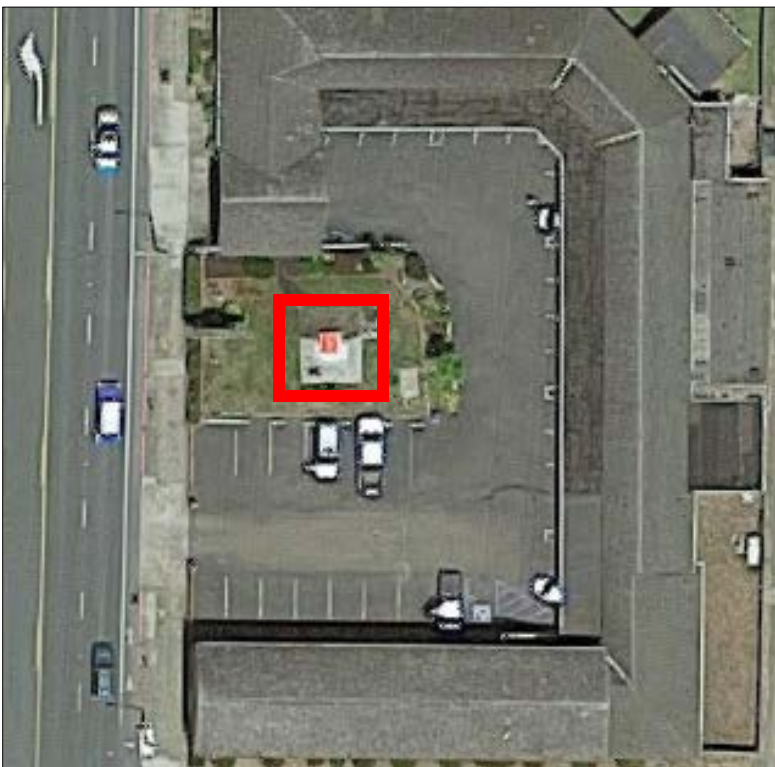


Figure 4 – Gazebo Location

Signs

The application originally proposed a revised sign plan. After review of the proposed sign, Staff believe that it would elevate the project to be considered a “formula business” as defined in ILUDC section 18.100.020. An additional use permit and Planning Commission approval is required for formula businesses greater than 2000 square feet per ILUDC section 18.46.030. However, the City currently has a formula business moratorium, preventing any approval of formula business until the moratorium is lifted by City Council. Therefore, the proposed sign or any change which establishes this site as a formula business cannot be approved at this time. As a result, the applicant agreed to remove the sign from this application. Staff have also proposed the following condition:

1. Special Condition #1: Prior to operating as a formula business as defined in ILUDC section 18.100.020 under “Formula Business Regulations”, approval of a use permit is required prior to installing/maintaining two or more any of the following standardized features: an array of merchandise/menu, décor, uniforms, façade, color scheme, exterior signage including a trademark or service mark as signage.

The applicant intends to maintain operations as the “Ebb Tide Lodge” until they apply for and receive approval for any formulaic change.

DESIGN REVIEW FINDINGS

1. The project shall comply with the purpose and requirements of this Section.

The proposed design, as conditioned, is consistent with the purpose and requirements of Design Review.

2. The project shall provide architectural design, building massing, and scale appropriate to and compatible with the site surroundings and the community.

With regard to appropriateness and compatibility of building scale, the existing structure will not be enlarged or expanded, so the building scale will remain the same. However, the proposed color scheme differs significantly from the existing scheme, which changes the visual impact of the site. The more neutral blue and gray palette may actually lessen visual impact compared with the bright yellow and red currently. The palette is also more closely related to the businesses located to the north and south, allowing for compatibility with the surrounding area.

3. The project shall provide attractive and desirable site layout and design, including building arrangement, exterior appearance and setbacks, drainage, fences and walls, grading, landscaping, lighting, signs, etc.

The applicant has not proposed any changes to the site layout and design, setbacks, drainage, fences and walls, grading, landscaping, lighting, etc.

4. The project shall provide efficient and safe public access, circulation, and parking.

No changes to circulation, walkways or parking spaces are proposed. The project preserves all existing public access, circulation and parking, and is consistent with ILUDC requirements.

5. The project shall provide appropriate open space and landscaping, including the use of water efficient landscaping.

No changes to the existing open space and landscaping are proposed.

6. The project shall be consistent with the General Plan, any applicable specific plan. The proposed changes are minor and do not conflict with any of the goals, policies, or programs in the Inland General Plan, therefore complying with this section.

7. The project shall comply and be consistent with the City's Design Guidelines. The following excerpts of the Fort Bragg Citywide Design Guidelines apply to the proposed changes:

- Exterior materials, textures, and colors should complement the architectural style of theme of a building.
- In general, fluorescent, garish colors should be avoided. Colors and materials should be durable and weather resistant.
- Common open space should be provided on-site.

The proposed changes comply with each of the following guidelines. The color palette is complementary to the coastal architecture of the City and is not a fluorescent or garish color. The site already has a common open space and the gazebo would only provide an additional feature to said open space.

RECOMMENDATION

Staff recommends approval of Design Review 7-21 based on analysis, findings, and conditions contained herein.

GENERAL FINDINGS

1. The proposed project is consistent with the purpose and intent of the zoning district, as well as all other provisions of the General Plan, Inland Land Use and Development Code (ILUDC) and the Fort Bragg Municipal Code in general;
2. The design, location, size, and operating characteristics of the proposed activity are compatible with the existing and future land uses in the vicinity;
3. The site is physically suitable in terms of design, location, shape, size, operating characteristics, and the provision of public and emergency vehicle (e.g., fire and medical) access and public services and utilities (e.g., fire protection, police protection, potable water, schools, solid waste collection and disposal, storm drainage, wastewater collection, treatment, and disposal, etc.), to ensure that the type, density, and intensity of use being proposed would not endanger, jeopardize, or otherwise constitute a hazard to the public interest, health, safety, convenience, or welfare, or be materially injurious to the improvements, persons, property, or uses in the vicinity and zoning district in which the property is located;
4. The project complies with Specific Use Regulations established for the project;
5. For the purposes of the California Environmental Quality Act (CEQA), this project was found to be exempt under Section 15303 – conversion of existing structures to new uses.

DESIGN REVIEW FINDINGS

Pursuant to ILUDC Section 18.71.050(F), The Planning Commission finds that the project:

1. Complies with the purpose and requirements of this Section;

2. Provides architectural design, building massing, and scale appropriate to and compatible with the site surroundings and the community;
3. Provides attractive and desirable site layout and design, including building arrangement, exterior appearance and setbacks, drainage, fences and walls, grading, landscaping, lighting, signs, etc.;
4. Provides efficient and safe public access, circulation, and parking;
5. Provides appropriate open space and landscaping, including the use of water efficient landscaping;
6. Is consistent with the General Plan, any applicable specific plan; and
7. Complies and is consistent with the City's Design Guidelines.

STANDARD CONDITIONS

1. This action shall become final on the 11th day following the decision unless an appeal to the Planning Commission is filed pursuant to ILUDC Chapter 18.92 - Appeals.
2. The application, along with supplemental exhibits and related material, shall be considered elements of this permit, and compliance therewith is mandatory, unless an amendment has been approved by the City. Any condition directly addressing an element incorporated into the application exhibits shall be controlling and shall modify the application. All other plans, specifications, details, and information contained within application shall be specifically applicable to the project and shall be construed as if directly stated within the condition for approval. Unless expressly stated otherwise, the applicant is solely responsible for satisfying each condition prior to issuance of the building permit.
3. The application, along with supplemental exhibits and related material, shall be considered elements of this permit, and compliance therewith is mandatory, unless an amendment has been approved by the City.
4. This permit shall be subject to the securing of all necessary permits for the proposed development from City, County, State, and Federal agencies having jurisdiction. All plans submitted with the required permit applications shall be consistent with this approval. All construction shall be consistent with all Building, Fire, and Health code considerations as well as other applicable agency codes.
5. The applicant shall secure all required building permits for the proposed project as required by the Mendocino County Building Department.
6. If any person excavating or otherwise disturbing the earth discovers any archaeological site during project construction, the following actions shall be taken: 1) cease and desist from all further excavation and disturbances within 100 feet of the discovery; and 2) notify the Director of Public Works within 24 hours of the discovery. Evidence of an archaeological site may include, but is not necessarily limited to shellfish, bones, flaked and ground stone tools, stone flakes produced during tool production, historic artifacts, and historic features such as trash-filled pits and buried foundations. A professional archaeologist on the list maintained by the Northwest Information Center of the California Historical Resources Information System or Listed by the Register of Professional Archaeologists shall be consulted to determine necessary actions.
7. This permit shall be subject to revocation or modification upon a finding of any one or more of the following:
 - (a) That such permit was obtained or extended by fraud.

- (b) That one or more of the conditions upon which such permit was granted have been violated.
 - (c) That the use for which the permit was granted is so conducted as to be detrimental to the public health, welfare, or safety or as to be a nuisance.
 - (d) A final judgment of a court of competent jurisdiction has declared one or more conditions to be void or ineffective, or has enjoined or otherwise prohibited the enforcement or operation of one or more conditions.
8. Unless a condition of approval or other provision of the Inland Land Use and Development Code establishes a different time limit, any permit or approval not exercised within 24 months of approval shall expire and become void, except where an extension of time is approved in compliance with ILUDC Subsection 18.76.070 (B).

SPECIAL CONDITIONS

1. Prior to operating as a formula business as defined in ILUDC section 18.100.020 under “Formula Business Regulations”, approval of a use permit is required prior to installing/maintaining two or more of the following standardized features: an array of merchandise/menu, décor, uniforms, façade, color scheme, exterior signage including a trademark or service mark as signage.
2. The applicant shall apply for a water waiver with the City prior to re-painting the building.
3. The applicant shall apply for a building permit and receive issuance prior to construction of the gazebo.



City of Fort Bragg
Community Development Department
416 North Franklin Street
Fort Bragg, California 95437
707-961-2827
www.city.fortbragg.com

Project Planner: Kevin Locke
Decision Date: 10/25/2021

DEVELOPMENT PERMIT

Permit Type and Number:	Design Review 7-21 (DR 7-21)
Owner:	Manish Bhatt
Applicant:	Same as Applicant
Agent:	N/A
Project Description:	Design review to construct a pergola and a change of paint color
Address:	250 S Main Street
Assessor's Parcel Number:	008-172-02
Permit Effective Date:	Ten (10) days following the Notice of Final Action from the City: November 5, 2021
Permit Expiration Date:	This permit shall expire and become void, except where an extension of time is approved in compliance with Municipal Code Section 18.76.070(B), if not exercised within twenty-four (24) months of approval.
Conditions of Approval:	See attached findings and conditions.

Some Development Permits are appealable to the Planning Commission. Contact the Community Development Department at (707) 961-2827, for information pertaining to the appeal process.

Community Development Department Statement: I hereby certify that all conditions which must be met prior to issuance of this permit have been met and that this permit is deemed by the City of Fort Bragg Community Development Department to be a valid permit subject to all conditions of approval.


Community Development Director

10/26/2021
Date

Owner's Statement: I am the owner of the property subject to this permit (or his/her authorized agent) and I hereby certify that I have reviewed the conditions of approval and will establish and continue the use of the subject property in compliance with the specified conditions and applicable sections of the Fort Bragg Municipal Code. I further grant permission for City staff to enter upon the premises for which the permit is issued to verify compliance with the required conditions.

Owner

Date

GENERAL FINDINGS

1. The proposed project is consistent with the purpose and intent of the General Commercial (GC), as well as all other provisions of the General Plan, Inland Land Use and Development Code (ILUDC) and Fort Bragg Municipal Code in general;
2. The design, location, size and operating characteristics of the proposed activity are compatible with the existing and future land uses in the vicinity.
3. The site is physically suitable in terms of design, location, shape, size, operating characteristics, and the provision of public and emergency vehicle (e.g., fire and medical) access and public services and utilities (e.g., fire protection, police protection, potable water, schools, solid waste collection and disposal, storm drainage, wastewater collection, treatment, and disposal, etc.), to ensure that the type, density, and intensity of use being proposed would not endanger, jeopardize, or otherwise constitute a hazard to the public interest, health, safety, convenience, or welfare, or be materially injurious to the improvements, persons, property, or uses in the vicinity and zoning district in which the property is located;
4. The project complies with the Specific Use Regulations found in ILUDC Section 18.71.050(F) for Design Review; and
5. For the purposes of the California Environmental Quality Act (CEQA), this project was found to be exempt per Statutory Exemption 15301(a) for existing facilities involving minor interior and exterior alterations and 15303 new construction or conversion of small structures.

PERMIT FINDINGS

Pursuant to ILUDC Section 18.71.050(F), The Community Development Director finds that the project:

1. Complies with the purpose and requirements of this Section;
2. Provides architectural design, building massing, and scale appropriate to and compatible with the site surroundings and the community;
3. Provides attractive and desirable site layout and design, including building arrangement, exterior appearance and setbacks, drainage, fences and walls, grading, landscaping, lighting, signs, etc.;
4. Provides efficient and safe public access, circulation, and parking;
5. Provides appropriate open space and landscaping, including the use of water efficient landscaping;
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STANDARD CONDITIONS

1. This action shall become final on the 11th day following the decision unless an appeal to the Planning Commission is filed pursuant to ILUDC Chapter 18.92 - Appeals.
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5. The applicant shall secure all required building permits for the proposed project as required by the Mendocino County Building Department.
6. If any person excavating or otherwise disturbing the earth discovers any archaeological site during project construction, the following actions shall be taken: 1) cease and desist from all further excavation and disturbances within 100 feet of the discovery; and 2) notify the Director of Public Works within 24 hours of the discovery. Evidence of an archaeological site may include, but is not necessarily limited to shellfish, bones, flaked and ground stone tools, stone flakes produced during tool production, historic artifacts, and historic features such as trash-filled pits and buried foundations. A professional archaeologist on the list maintained by the Northwest Information Center of the California Historical Resources Information System or Listed by the Register of Professional Archaeologists shall be consulted to determine necessary actions.
7. This permit shall be subject to revocation or modification upon a finding of any one or more of the following:
 - a. That such permit was obtained or extended by fraud.
 - b. That one or more of the conditions upon which such permit was granted have been violated.
 - c. That the use for which the permit was granted is so conducted as to be detrimental to the public health, welfare, or safety or as to be a nuisance.
 - d. A final judgment of a court of competent jurisdiction has declared one or more conditions to be void or ineffective, or has enjoined or otherwise prohibited the enforcement or operation of one or more conditions.
 - e. Unless a condition of approval or other provision of the Inland Land Use and Development Code establishes a different time limit, any permit or approval not exercised within 24 months of approval shall expire and become void, except where an extension of time is approved in compliance with ILUDC Subsection 18.76.070 (B).
8. The Standard and Special Conditions of Approval shall be incorporated and printed in the Construction Plans submitted at time of building permit application.

9. Applicant shall indemnify, hold harmless and defend the City of Fort Bragg against any claim brought against the City stemming from the City's approval of this project.

SPECIAL CONDITIONS

1. Prior to operating as a formula business as defined in ILUDC section 18.100.020 under "Formula Business Regulations", approval of a use permit is required prior to installing/maintaining two or more of the following standardized features: an array of merchandise/menu, décor, uniforms, façade, color scheme, exterior signage including a trademark or service mark as signage.
- ~~2. The applicant shall apply for a water waiver with the City prior to re-painting the building.~~
3. The applicant shall apply for a building permit and receive issuance prior to construction of the gazebo.

From: [Jacob Patterson](#)
To: [cdd; Peters, Sarah](#)
Subject: Public Comment -- 12/15/21 PC Mtg., Item No. 6A, Sign Permit 13-21
Date: Tuesday, December 14, 2021 4:47:09 PM
Attachments: [Chapter 4- Sign Design Guidelines 201401230929463611.pdf](#)

Planning Commission,

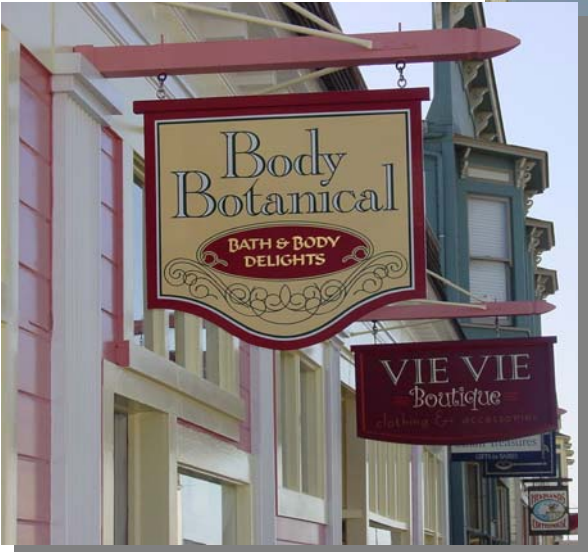
I thought it would be useful for you to review Chapter 4 of the Citywide Design Guidelines that apply to signs for the agenda item. Consistency is a requirement and they are referenced in the staff report but not quoted or included in the agenda materials.

Regards,

--Jacob

CHAPTER 4

SIGN DESIGN GUIDELINES



SECTION 4.1

SIGN DESIGN GUIDELINES FRAMEWORK

4.11 Introduction

Signs are one of the most noticeable visual elements along Fort Bragg's commercial streets and highway. Not only do signs communicate something about goods and services being offered at a particular establishment, they also communicate something about the quality of the businesses and the image of the community in general. Taken together with other visual elements in the City's environment, signs play a major role in how people perceive Fort Bragg's image. Well-designed signs that communicate their message clearly, without attempting to compete for attention will help create a more pleasing visual environment along Fort Bragg's streets.

4.12 Sign Design Guidelines Organization and Applicability

The guidelines in this Chapter apply to all new signs and the modification or reconstruction of existing signs throughout the City. The purpose of these sign design guidelines is four-fold:

- 1) Further implement the intent of the Development Code related to signs
- 2) Assist businesses and sign designers to better understand the City's expectations for well-designed, high quality signs
- 3) Assist those responsible for reviewing sign permit applications by having criteria upon which to judge appropriateness of sign design submittals
- 4) Improve the overall quality of signs throughout the City

To achieve these goals, the sign design guidelines are divided into the following sections:

Section 4.2: General Sign Design Guidelines

This section will describe basic sign design guidelines that are applicable to all signs, regardless of type.

Section 4.3: Design Guidelines for Specific Sign Types

This section describes design guidelines specific to sign types and identifies some of the development types in the community where the signs might most appropriate.

SECTION 4.2 GENERAL SIGN DESIGN GUIDELINES

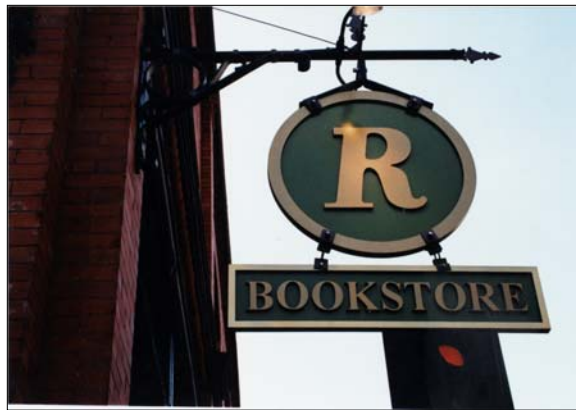
DESIGN PRINCIPLE: *Signs will contribute to and enhance the character of Fort Bragg.*

4.21 Introduction

This section provides basic design guidance for all signs, regardless of specific type or location within the community. The guidelines address issues related sign legibility, placement on the facade, color and materials, and effective illumination.

4.22 Sign Legibility

- **Use a brief message.** The fewer the words, the more effective the sign's message. A sign with a brief, succinct message is simpler and faster to read, looks cleaner, and is generally more attractive. Businesses with long names are encouraged to use a generic identification (e.g., "CLEANERS") rather than force too many words into the allowed sign area.
- **Ensure legibility.** An effective sign should do more than attract attention; it should communicate its message clearly. Usually, this is a question of the readability of words and phrases. The most significant influence on legibility is lettering style and spacing. The following guidelines should be used to help ensure that signs are easy to read.
- **Use easy to read lettering styles.** Avoid hard-to-read, intricate typefaces. Typefaces that are difficult to read reduce the sign's ability to communicate.



Use easy to read lettering styles



Avoid typefaces that are hard to read at a glance

- **Avoid spacing letters and words too close together.** Crowding of letters, words, or lines will make any sign more difficult to read. Conversely, over-spacing these elements causes the viewer to read each item individually, again obscuring the message. Lettering should not occupy more than 75 percent of the sign face.
- **Limit the number of lettering styles in order to increase legibility.** A general rule to follow is to limit the number of different letter types to no more than two for small signs (generally up to 10 square feet) and three for larger signs.
- **Encourage unique signs, but avoid typefaces that are too faddish or bizarre.** These typefaces may look good today, but may soon go out of style. The image conveyed may quickly become that of a dated and unfashionable business.



Use significant contrast to increase legibility

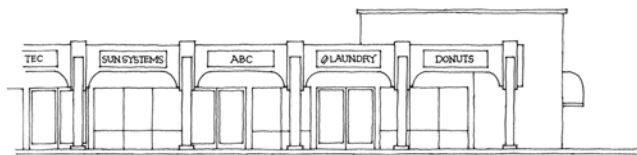
- **Use significant contrast.** If there is little contrast between the brightness or hue of the message of a sign and its background, it will be difficult to read. Generally, light colored letters and a darker, contrasting background presents the most visible and best-looking image.
- **Avoid signs with strange shapes.** Signs that are unnecessarily narrow or oddly shaped can restrict the legibility of the message. If an unusual shape is not symbolic in nature, it will probably be confusing.
- **Use symbols and logos.** Pictographic images will usually register more quickly in the viewer's mind than a written message. If the nature of the business suggests a particular symbol or logo to identify the business, this should be incorporated into the sign.



Pictographic images are encouraged

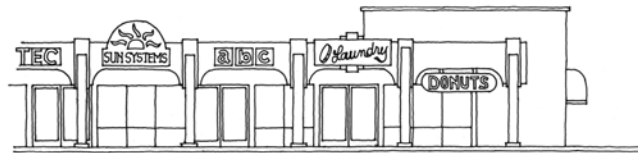
4.23 Sign Placement

- Signs should be designed to relate to the architectural features of the building on which they are located and create visual continuity with other storefronts on the same or adjacent buildings.
- Signs should be placed at or near the public entrance to a building or main parking area to indicate the most direct access to the business.
- Signs should be placed consistent with the proportions of the building's façade. For example, a particular sign may fit well on an upper, more basic wall, but would overpower and obstruct the finer detail of a lower storefront area. A sign appropriate near the building's entry may look tiny and out of place above the ground level.
- Signs should not be located so that they cover or interrupt the architectural details or ornamentation of a building's façade.
- Signs should not project above the edge of the rooflines and should not obstruct windows and/or doorways.
- The location and extent of signs and advertising should not obstruct scenic views.



APPROPRIATE

employ a consistent sign pattern



INAPPROPRIATE

inconsistent sign patterns create confusion

4.24 Sign Color

- Too many colors overwhelm the basic function of communication. The colors compete with the sign's content for the viewer's attention. Limited use of the accent colors can increase legibility, while large areas of competing colors tend to confuse and disturb. Colors should be limited to no more than three on a single sign.
- Contrast is an important influence on the legibility of signs. The most aesthetic and effective graphics are produced when light colored letters and images are placed on a dark contrasting colored background.



Too many colors can create a chaotic and confusing message

- Bright day-glo (fluorescent) colors should be avoided as they are distracting and do not blend well with other background colors.
- Sign colors should relate to and complement the materials or color scheme of the buildings, including accent and trim colors.

4.25 Sign Materials

- Sign materials should be selected with consideration for the architectural design of the building's façade. Sign materials should complement the materials on the façade and should contribute to the legibility of the sign.
- Sign materials should be very durable. Paper and cloth signs are not suitable for outside because they deteriorate quickly. When wood is used, it should be properly sealed to keep moisture from soaking into the wood and causing the sign's lettering to deteriorate.
- The following sign materials are encouraged for downtown Fort Bragg:
 - ❑ Wood (carved, sandblasted, etched, properly sealed and painted, or stained)
 - ❑ Metal (formed, etched, cast, engraved, and properly primed and painted or factory coated to protect against erosion)
 - ❑ Subtle custom neon tubing incorporated into sign or reminiscent of historic signs



Current use of neon lighting in Downtown Fort Bragg

4.26 Sign Illumination

- If the sign can be illuminated by an indirect source of light, this is usually the best arrangement because the sign will appear to be better integrated with the building's architecture. Light fixtures supported in front of the sign cast light on the sign and generally a portion of the building as well. Indirect lighting emphasizes the continuity of the building's surface and signs become an integral part of the facade. Conversely, internally illuminated cabinet signs where only the sign face is illuminated tend to stand out and not appear integrated with the building's facade.
- Whenever indirect lighting fixtures are used, care shall be taken to properly shield the light source.

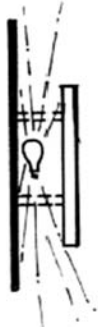


Internally illuminated signs are discouraged



Signs illuminated by a direct shielded light source are encouraged

- Individually illuminated letters, either internally illuminated or back-lighted solid letters (reverse channel), are a preferred alternative to internally illuminated plastic-faced cabinet signs. Signs comprised of individual letters will be better integrated with the building because they use the building's façade as their background.
- The use of backlit, individually cut letter signs is strongly encouraged for all types of business and signs, including monument-type signs.



Backlit letter signs are encouraged

Good example of a backlit sign that is easy to read at night

- If internally illuminated cabinet signs are used, their sign panels should be opaque so that when illuminated only the lettering, not the background, is illuminated. The background or field should have a nongloss, nonreflective finish.
- Blinking, rotating, flashing, changing, or reflecting lights are highly discouraged.
- Electrical transformer boxes and raceways should be concealed from public view. If a raceway cannot be mounted internally behind the finished exterior wall, the exposed metal surfaces of the raceway should be finished to match the background wall, or integrated into the overall design of the sign.



- If raceways are necessary, they should be as thin and narrow as possible and should never extend in width or height beyond the area of the sign's lettering or graphics.
- All exposed conduit and junction boxes should be appropriately concealed from public view.
- Use of energy-efficient, high intensity discharge lamps are encouraged.

SECTION 4.3 DESIGN GUIDELINES FOR SPECIFIC SIGN TYPES

4.31 Introduction

Each of the various sign types present particular issues that need to be considered. The guidelines in this section address issues of good design, placement, and compatibility for each of the following sign types:

- Wall Signs
- Projecting Signs
- Hanging Signs
- Awning Signs
- Window Signs
- Figurative Signs
- Freestanding Monument Signs
- Pole-Mounted Signs

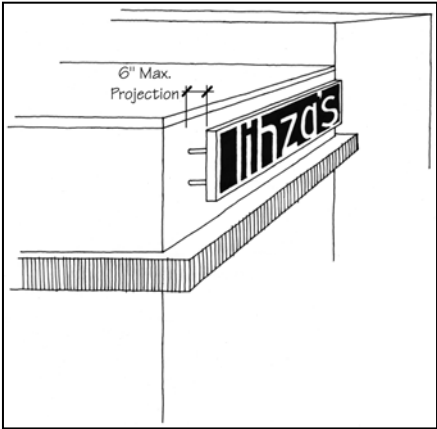
4.32 Wall Signs

- A wall sign should be located where the architectural features or details of the building suggest a location, size, or shape for the sign. The best location for a wall sign is generally a band or blank area between the first and second floors of a building.



Appropriate wall signs

- Wall signs should not project from the surface upon which they are attached more than that required for construction purposes and in no case more than 6 inches.
- Wall signs and "ghost" signs painted directly on a structure may be appropriate in some cases. While generally not appropriate on historic structures (unless being renovated on an existing building), these types of signs often lend an air of age and authenticity.



Wall painted "ghost" sign

- Internally-illuminated cabinet-type signs are discouraged. Internally-illuminated, individually-cut channel letters are permissible.



Inappropriate use of wall signs

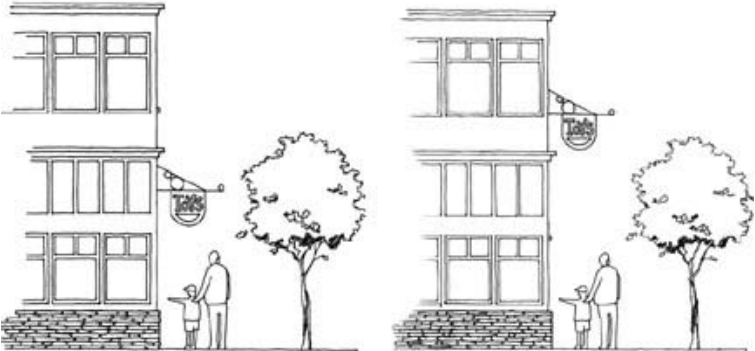
- New wall signs for individual businesses in a shopping center should be placed consistent with the location of signs for other businesses in the center. This will establish visual continuity among storefronts and create a unified appearance for the center.
- For new and remodeled shopping centers, a comprehensive sign program for all signs in the center should be developed.

4.33 Projecting Signs

- The use of small, pedestrian-oriented signs is strongly encouraged. Projecting signs are especially appropriate in downtown Fort Bragg and Neighborhood Commercial developments.
- Projecting signs should be used for ground floor uses only. On a multi-storied building, the sign should be suspended between the bottom of the second story windowsills and the top of the doors or windows of the first story. On a one-story building, the top of the sign should be in line with the lowest point of the roof.
- The scale of projecting signs should not detract from the architectural character of the building.
- Projecting signs should be hung at a 90-degree angle from the face of the building.



Projecting signs are common downtown



*Projecting signs should be oriented to the pedestrian
APPROPRIATE*

*Avoid projecting signs not oriented to pedestrian
INAPPROPRIATE*

- It is recommended that the distance between projecting signs be at least 25 feet.
- Sign supports and brackets should be compatible with the design and scale of the sign and the architectural design of the building. Decorative iron and wood brackets are encouraged.
- Internal illumination of projecting signs is strongly discouraged.



Discourage internally illuminated projecting signs



Use of projecting signs in an alley

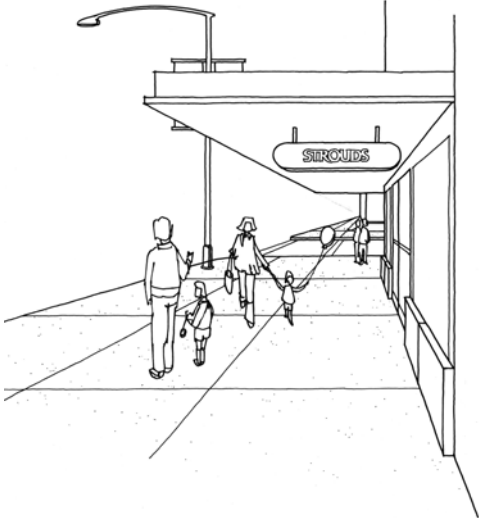


Appropriate projecting sign



4.34 Hanging Signs

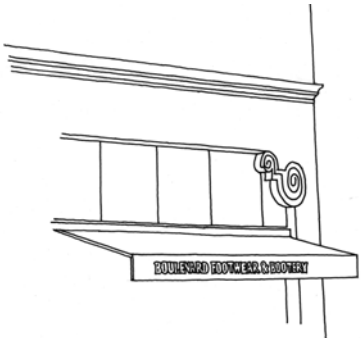
- Where overhangs or covered walkways exist, pedestrian-oriented hanging signs are encouraged. Signs should be hung over the pedestrian right-of-way consistent with the Development Code.
- Hanging signs should be simple in design and not used to compete with any existing signage at the site, such as wall signs.



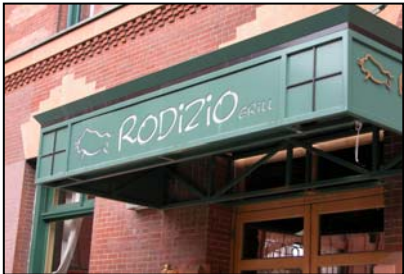
Appropriate hanging signs

4.35 Awning Signs

- Signs on awnings should generally be limited to ground floor and second floor uses only.
- The text of the sign should be located only on the valance portion of the awning. Letter color should be compatible with the awning and the building color scheme.
- The shape, design, and color of the awnings should be carefully designed to coordinate with, and not dominate, the architectural style of the building. Where multiple awnings are used on the building, the design and color of the sign awnings should be consistent with all other awnings.
- Backlit, internally illuminated awnings are strongly discouraged.
- Only permanent signs that are an integral part of the canopy or awning should be used. To avoid having to replace awnings or paint out previous tenant signs when a new tenant moves in, the use of replaceable valances should be considered.



Place lettering on valance only



Appropriate awnings

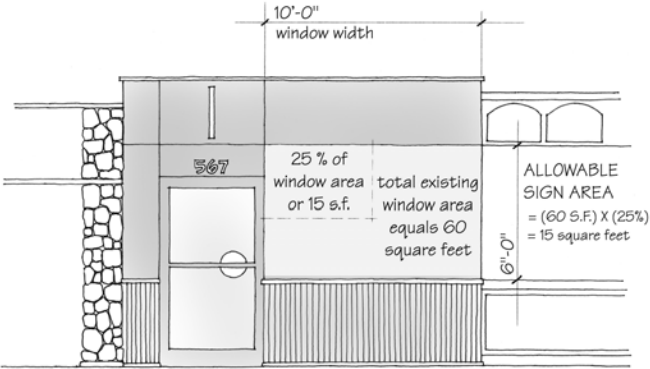
- Awning signs should be painted directly on the awning. The use of adhesive/press lettering is strongly discouraged.

4.36 Window Signs

- Window signs (permanent or temporary) should not cover more than 25-percent of the area of each window.
- Window signs should be primarily individual letters placed on the interior surface of the window and intended to be viewed from outside. White and gold-leaf paint are the recommended colors. Glass-mounted graphic logos may also be applied as long as they comply with the 25-percent area limitation.
- The text or sign copy of a window sign should be limited to the business name, and brief messages identifying the product or service (e.g. "maternity wear" or "attorney"), or pertinent information (e.g. "reservations required").



Appropriate window signage in Downtown Fort Bragg



WINDOW SIGN AREA CALCULATION EXAMPLE



Appropriate window signs

4.37 Monument Signs

- Freestanding monument-type signs (on ground) are strongly encouraged over signs mounted on poles.
- Monument signs may be internally illuminated, however, the sign copy should be the only portion of the sign face that is illuminated. The sign background or field should be opaque with a nongloss, nonreflective finish. Signs with individual back-lit letters, or stenciled panels with three-dimensional push-through graphics are encouraged.



- The sign area and height of the sign should be in proportion to the site and surrounding buildings. Signs should not be overly large so as to be a dominant feature of the site.
- Monument signs should be placed perpendicular to the street.
- Monument signs should be placed so that sight lines at entry driveways and circulation aisles are not blocked.
- Monument signs should be designed to create visual interest and compliment their surroundings. Monument signs should incorporate architectural elements, details, and articulation as follows:
 - ❑ Provide architectural elements on the sides and top to frame the sign pane(s). Use columns, pilaster, cornices, and similar details to provide design interest.
 - ❑ Incorporate materials and colors into the sign support structures to match or be compatible with materials and colors of the development the sign serves so it does not appear out of scale with its adjacent building(s).
 - ❑ Monument signs shall incorporate landscaping at their base.
 - ❑ Landscaping around monument signs should be designed to ensure the long-term readability of the sign.



Place monument signs perpendicular to street

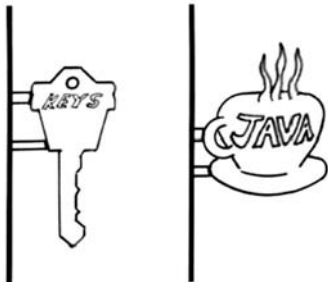
- For house conversions, bed and breakfast inns, and other small-scale commercial uses, simple, freestanding signs may be appropriate.



Simple freestanding signs are appropriate for some small-scale commercial uses

4.38 Figurative Signs

- Signs, which advertise the occupant business through the use of graphic or crafted symbols, such as shoes, keys, glasses, or books, are encouraged. Figurative signs may be incorporated into any of the allowable sign types identified above.



Existing figurative sign in Fort Bragg

4.39 Pole Signs

- Pole-mounted signs are discouraged for parcels with less than 100 feet of street frontage as such signs would typically be out of scale with smaller parcels and would allow tall signs too close together, which would disrupt visibility.
- Pole signs supported by 2 poles or structures are encouraged over signs supported by single poles, which usually appear overly top heavy.
- Pole signs incorporate architectural elements into the sign portion of the sign as well as the supporting structure.
- Pole signs may be internally illuminated, however, the sign copy should be the only portion of the sign face that is illuminated.
- Pole signs should incorporate a landscaped area at the base of the sign equal to one to two times the size of the sign face.



Pole signs with two supports are preferred



From: [Jacob Patterson](#)
To: [cdd](#); [Peters, Sarah](#)
Cc: [Kevin Locke](#); [O'Neal, Chantell](#)
Subject: Pubic Comment -- UP 4-21 & SP 13-21
Date: Wednesday, December 15, 2021 5:17:43 PM

Planning Commission,

Although I support granting the formula business use permit per the staff recommendations, I cannot support the sign permit because of the internally-illuminated polycarbonate sign face. In order to be consistent with the Code requirements applicable to signs and the Citywide Design Guidelines, the sign needs to be made of materials that are also represented in the primary building on the site, which is primarily wood and glass and does not include polycarbonate panels. These sign types are also discouraged by our design guidelines where external-illuminated wooden signs are encouraged. This sign should be conditioned to require a solid panel sign, ideally painted and sealed wood, with gooseneck lighting. In addition, the Code requires the street number to be included in the freestanding monument sign and it is not included. I am concerned that the staff report asserts that this sign is consistent with the applicable code requirements and design guidelines but doesn't provide the text of those requirements. When I looked the actual language up, it is clear that this sign needs further modification in order to be approved.

Accordingly, I object to SP 13-21 unless it is conditioned to bring it into conformity with our code requirements, particularly 18.38.060.E.3, Materials and structure, part a. "Sign materials (including framing and supports) shall be representative of the type and scale of materials used on the primary on-site structure and on other on-site signs." The polycarbonate face of the sign is not consistent with this requirement nor is it encouraged by the design guidelines.

On a procedural note, I strongly object to the City not recording this public hearing agenda item in any way just because Matteo is out on vacation. That is ridiculous and does not comply with proper procedures for land use entitlement public hearings in my opinion, which should have at least an audio recording so there is a complete and accurate record of the hearing proceedings for the administrative record for this entitlement.

On another note, although not mentioned in the staff materials, this sign permit was going to be administratively approved by staff and no formula business use permit was going to be required for this project based on a Notice of Pending Action that was issued by the Community Development Department. I am disturbed that errors and oversights like that keep happening.

Regards,

--Jacob