

PC RESOLUTION NO. 2023-XX

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF HEALDSBURG APPROVING AN AMENDMENT TO DESIGN REVIEW APPLICATION DR 2003-02 TO ALLOW THE USE OF TRADEMARK COLORS FOR THE VALERO GAS STATION LOCATED AT 186 DRY CREEK ROAD (APN 089-081-023).

WHEREAS, on January 10, 2023, an application was received from Gus Ortega of Sign Development, Inc. for an amendment to an approved design review application for the remodel of a gas station. The Project being requested was to remove a Planning Commission condition of approval which prohibited the use of “trademark” colors on a gas station canopy and convenience store; and

WHEREAS, in 2003, the Planning Commission approved Design Review 2003-02 approving a remodel for an existing gas station which included a new color scheme for the convenience store and canopy structure but prohibited the use of “trademark colors; and

WHEREAS, prior to taking action on the Project, and at a properly noticed public hearing on April 11, 2023, the Planning Commission reviewed written and oral staff reports, took testimony and received into the record all pertinent documents related to the Project; and

WHEREAS, after deliberating, the general consensus of the Planning Commission was as follows:

1. Prefer to create parity and allow some level of trademark color that would be subtler than the proposed and meet the intent of the Citywide Design Guidelines. The Commission felt that the “Valero blue” was understated and similar to blues used on other canopies in Healdsburg;
2. Prefer to not include the proposed yellow color on the canopy; and
3. Prefer to allow a small amount of illumination on the canopy. The Commission clearly stated that they did not prefer that the whole canopy be illuminated.

WHEREAS, the Planning Commission voted to continue the item to the next meeting in order to allow the applicant to submit revised plans for the canopy structure in order to be more consistent with the general consensus of the Commission’s recommendations on the design; and

WHEREAS, prior to taking action on the revised Project, and at a properly noticed public hearing on April 25, 2023, the Planning Commission reviewed written and oral staff reports, took testimony and received into the record all pertinent documents related to the Project; and

WHEREAS, the application qualifies for a Class 1 categorical exemption under the California Environmental Quality Act Guidelines Section 15301, Existing Facilities, in that the project involves a minor exterior alteration to a canopy structure to include trademark colors of the Valero Company; and

NOW, THEREFORE BE IT RESOLVED that the Healdsburg Planning Commission makes the findings required to approve an amendment to Major Design Review DR 2003-02 with the conditions attached hereto as Exhibit A, as follows:

Major Design Review Findings (DR 2003-02):

Pursuant to Land Use Code section 20.28.125, the Planning Commission is required to make the following findings in order to approve a Major Design Review Permit; staff has provided suggested findings below.

- A. The proposed development or use is consistent with all applicable policies and requirements of the General Plan and Land Use Code.

The proposed project does not include any new site development which would result in the gas station being non-compliant with the policies of the General Plan or the standards of the Land Use Code. There are no policies or Code standards related to the use of trademark colors on gas station canopies. Therefore, the canopy design and colors are consistent with this finding.

- B. The proposed design of the development or use, and all appurtenant structures, is consistent with the policies set forth in the Citywide Design Guidelines, as may be amended from time to time.

Color consistency is not required by the Citywide Design Guidelines, the General Plan, or the Land Use Code. The use of exclusively earth tone colors is also not required, but only a recommendation contained in the guidelines. Furthermore, staff finds that in order to achieve a degree of parity with other gas stations in the City, allowing the use of “Valero blue” on the canopy is acceptable and consistent with the general consensus of the Commission stated at the previous Planning Commission hearing. A small area of illumination (blue light bar) will be consistent with the blue color of the canopy itself. As such, the project as proposed will be consistent with the Citywide Design Guidelines.

- C. The proposed development or use is consistent with the purposes of the zoning district in which it is located.

The Mixed Use (MU) zoning designation implements the Mixed Use (MU) land use designation of the Healdsburg General Plan. The existing gas station use will remain and therefore will not have any impacts on the special purposes of the district MU district. Therefore, the project is consistent with this finding.

- D. The proposed development or use is consistent with all other conditions imposed by the Planning Commission or City Council with respect to any matter related to the purpose of design review.

The project as proposed will alter one of the conditions imposed by the Planning Commission as part of its 2003 approval which prohibited the use of trademark colors. The Planning Commission at its April 11, 2023 meeting noted that the condition was based on prior design guidelines no longer in effect and that with the proposed changes the blue canopy would be consistent with the current Citywide Design Guidelines and the prior condition should be removed.

BE IT FURTHER RESOLVED that the Healdsburg Planning Commission does hereby approve the amendment to Design Review DR 2003-02.

DULY AND REGULARLY ADOPTED by the Healdsburg Planning Commission on the 25th day of April 2023, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

Approved:

Attest:

Phil Luks, Chair

Scott M. Duiven, Secretary

CONDITIONS OF APPROVAL

Major Design Review Application DR2003-02
186 Dry Creek Road
April 25, 2023

Community Development Department

1. The project shall be developed in accordance with Attachment 4 (Plan Set) and Attachment 5 (Color Samples) dated April 14, 2023, except as conditioned or modified herein.
2. Any modifications to the approved plans must receive the prior approval of the City of Healdsburg. Minor modifications may be approved by the Community Development Department Director; however, major modifications require Planning Commission approval.
3. Amended Design Review Permit No. DR 2003-02 shall lapse and shall become void one year following the date on which the amended design review became effective, unless prior to the expiration of one year a building permit is issued for the project.
4. Any future tenant signage requires a sign permit application reviewed and approved by the Community Development Department prior to installation. All future signs shall be consistent with the Land Use Code and the Citywide Design Guidelines and be modest in scale and design.