



City of Rohnert Park Planning Commission Report

DATE: January 25, 2018

ITEM No: 9.3

SUBJECT: PLS117-0019 Sign Program for Bear Republic Brewing Company

LOCATION: 5000 Roberts Lake Road

REQUEST: Required Sign Program Approval

APPLICANT: Mike Rathbun, Superior Electrical Advertising, Inc.

Subject

A Sign Program for Bear Republic Brewing Company.

Background

The Conditional Use Permit and Site Plan and Architectural Review approval required a Sign Program for all signs related to development. Once adopted a Sign Program is kept at the City and all signs within the project site must be in conformance. Bear Republic Brewing Company has submitted a Sign Program for the brewery.

Applicant's Proposal

Bear Republic Brewing Company proposes three (3) signs; one on the building tower, one on the silo, and a monument sign. to be located at the intersection of Roberts Lake Road and the private driveway aisle. The signs will consist of individual letters with company logos and graphics. The building tower sign will measure approximately 8.75 feet by 20 feet. The sign will include two sets of red, yellow, and green stripes, yellow letters with red trim and a graphic of company's bear logo in the middle. The sign will be interior illuminated with LED lighting. The silo sign will measure approximately 6.5 feet by 7 feet. The sign will include the company's 'Racer 5' logo with red lettering with black outline. The sign will be interior illuminated with LED lighting. The monument sign will measure approximately 8 feet by 8 feet. The sign will include

two sets of red, yellow, and green stripes, yellow letters with red trim and a graphic of company's bear logo in the middle. The sign will be interior illuminated with LED lighting.

Staff Analysis

The Sign Program is to assure that signage on the buildings is in conformance with the provisions of the Zoning Ordinance in particular the provisions regulating the design, illumination, location, materials, number size and type of signs. The proposed wall signs are modest compared to the size of the structures on which they will be placed. They are consistent with the wall signs on the building plans approved by the Planning Commission in 2016. The monument sign is an attractively designed structure that would provide directions on where to turn into the private driveway to access the brewery.

Environmental Determination

The proposed Sign program is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) under Article 19 Categorical Exemptions Section 15311 Accessory Structures Class II (a) On-Premises signs. No further action is required pertaining to environmental review.

Findings

Findings for the Program are included in the attached resolution.

Public Notification

Public notification is not required for a Sign Program

Staff Recommendation

Based on the analysis of this report and the attached resolution, Staff recommends that the Planning Commission, by motion, adopt Resolution No. 2018-07 approving a Sign Program for Bear Republic Brewing Company, subject to the Conditions of Approval.

Attachments:

Resolution No. 2018-07

Exhibit A: Bear Republic, Sign Submittal Package

APPROVALS:

Brett Bollinger, Planning Consultant

Date

Jeffrey Beiswenger, Planning Manager

Date

PLANNING COMMISSION RESOLUTION NO. 2018-07

**A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF ROHNERT PARK, CALIFORNIA, APPROVING A SIGN PROGRAM FOR
BEAR REPUBLIC BREWING COMPANY AT 5000 ROBERTS LAKE ROAD
(APN 160-010-031)**

(Mike Rathbun, Superior Electrical Advertising for Bear Republic Brewing Company)

WHEREAS, the applicant, Mike Rathbun, filed Planning Application No. PLSI17-0019 for a Master Sign Program for the property located at 5000 Roberts Lake Road (APN 160-010-031), in accordance with the City of Rohnert Park Municipal Code;

WHEREAS, Planning Application No. PLSI17-0019 was processed in the time and manner prescribed by State and local law;

WHEREAS, on January 25, 2018, the Planning Commission reviewed Planning Application No. PLSI17-0019 at which time interested persons had an opportunity to testify either in support of or opposition to the project; and,

WHEREAS, at the January 25, 2018, Planning Commission meeting, upon considering all testimony and arguments, if any, of all persons desiring to be heard, the Planning Commission considered all the facts relating to Planning Application No. PLSI17-0019;

**NOW, THEREFORE, THE PLANNING COMMISSION OF THE CITY OF
ROHNERT PARK DOES RESOLVE, DETERMINE AND ORDER AS FOLLOWS:**

Section 1. That the above recitations are true and correct.

Section 2. Factors considered. The Planning Commission, in approving Planning Application No. PLSI17-0019 makes the following factors, to wit:

- A. *That the proposed location of the use is in accordance with the objectives of the zoning ordinance and the purposes of the district in which the sign is located.*

Criteria Satisfied. The subject property is located on a property that is over two (2) acres in size, which requires a Master Sign Program prior to the installation of any signs per the City's Zoning Ordinance. The Use of the property was approved by the Planning Commission and the Sign Program reflects the signs that were included on the approved plans for the Bear Republic Brewing Company.

- B. *That the proposed location of the sign and the conditions under which the sign would be operated and maintained will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.*

Criteria Satisfied. The proposed wall signs and monument sign are very modest in size compared to the size of the structures they will be placed on. The materials and colors used in the monument sign reflect the materials included in the brewery building and

structures. The signs will clearly direct customers to the uses on the site and will adequately identify the business on the property.

Section 4. Environmental Clearance. The project is categorically exempt from the California Environmental Quality Act (CEQA), Article 19, Section 15311 accessory structures on-premises signs.

NOW THEREFORE BE IT RESOLVED, that the Planning Commission does hereby approve Planning Application No. PLSI17-0019 subject to the following conditions:

1. The Sign Program approval shall expire one year from the Planning Commission approval date, unless prior to the expiration a building permit is issued and construction is commenced and diligently pursued toward completion and the use is initiated, or an extension is requested and approved.
2. The facility shall comply with any and all applicable provisions of the Rohnert Park Municipal Code and any state or federal agency requirements.
3. Prior to the installation of any signs, the applicant shall submit and receive approval of a Sign Review application.
4. The signs shall conform to Exhibit A.
5. Prior to installation of signs for the building on the Redwood Drive frontage of the property, an amendment to the Sign program shall be submitted with sign details on the proposed signs for that building and use.

BE IT FURTHER RESOLVED that said action shall not be deemed final until the appeal period has expired and that the appeal period shall be ten (10) working days from the date of said action. No building permits shall be issued until the appeal period has expired, providing there are no appeals.

DULY AND REGULARLY ADOPTED on this 25th day of January, 2018 by the City of Rohnert Park Planning Commission by the following vote:

AYES: _____ NOES: _____ ABSENT: _____ ABSTAIN: _____

ADAMS _____ BLANQUIE _____ BORBA _____ GIUDICE _____ HAYDON _____

Chairperson, Rohnert Park Planning Commission

Attest: _____
Susan Azevedo, Recording Secretary

EXHIBIT A



5000 Roberts Lake Rd., Rohnert Park, CA 94928



RECEIVED

DEC 23 2017

CITY OF ROHNERT PARK

1 VICINITY MAP
SCALE: NTS



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Facsimile: 562.435.1867

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Project:
Bear Republic Brewing Co.

Address:
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Rohnert Park, CA 94928

Account Manager:
Mike Rathbun

Designer:
Art Desharnais 3.50

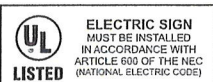
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Design No.: 17-12-4124-03

Date: 12.15.17

Reg. No.:

Revisions:
R1 AD (1.00) 12/20/17 Add sign side views & square footages.
R2 AD (1.00) 12/20/17 Revise per red lines mark-up.
R3 AD (1.00) 12/21/17 Revise to add photo rendering of Mon. Sign.



APPROVALS

FOR JOB CHECK DATE

Acct. Mgr.

FOR CONSTRUCTION DATE

Acct. Mgr.

Design

FOR INSTALL ONLY DATE

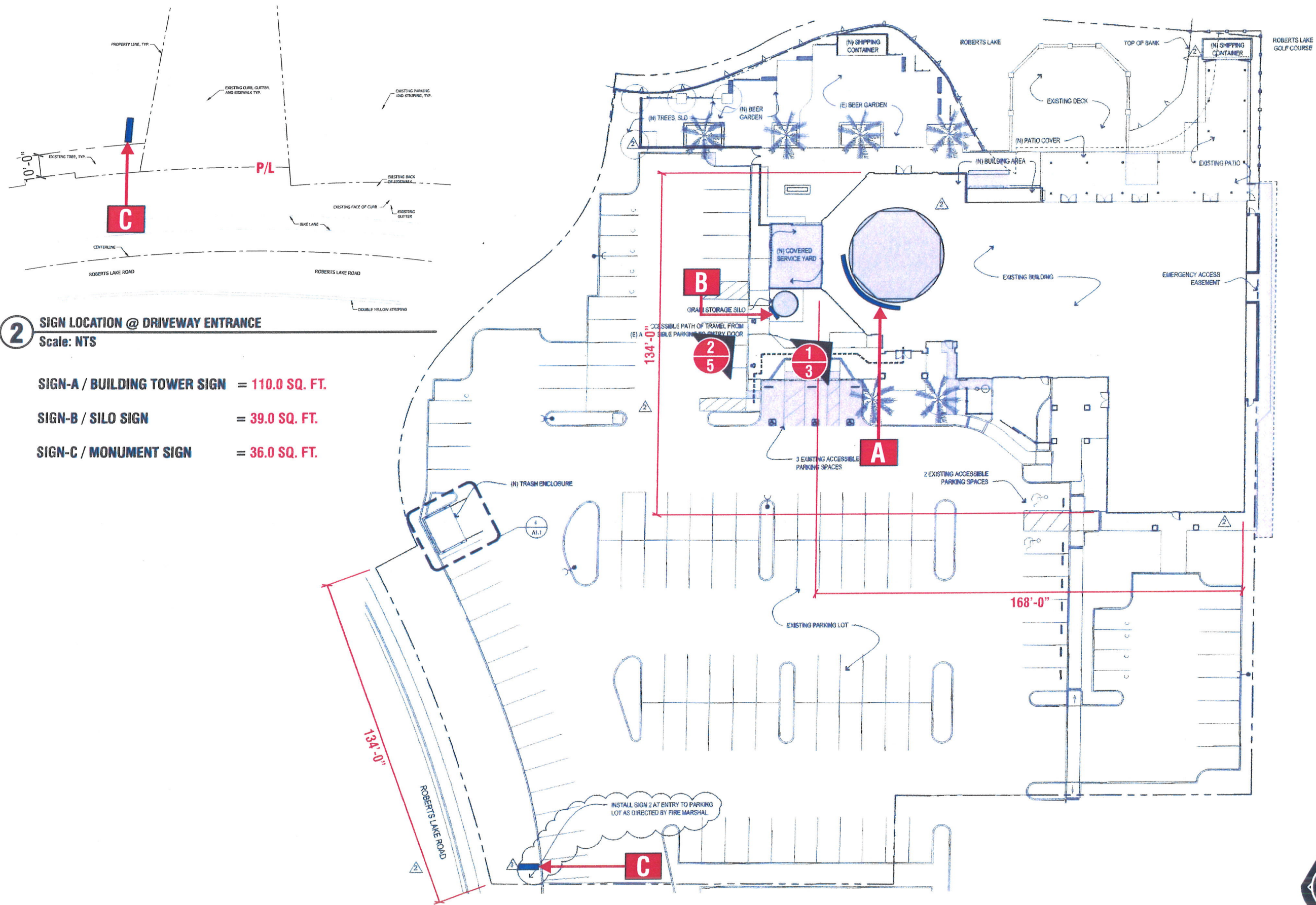
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- 2 SIGN LOCATION @ DRIVEWAY ENTRANCE**
Scale: NTS
- SIGN-A / BUILDING TOWER SIGN = 110.0 SQ. FT.**
- SIGN-B / SILO SIGN = 39.0 SQ. FT.**
- SIGN-C / MONUMENT SIGN = 36.0 SQ. FT.**

1 OVERALL SITE PLAN / SIGN LOCATIONS
Scale: NTS



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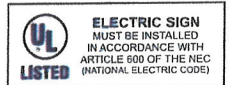
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Date: **12.15.17**

Reg. No.:

- Revisions:
- R1 AD (1.00) 12/20/17** Add sign side views & square footages.
 - R2 AD (1.00) 12/20/17** Revise per red lines mark-up.
 - R3 AD (3.50) 12/21/17** Revise to add photo rendering of Mon. Sign.
 - R4 AD (.25) 12/21/17** Delete Mon. option.
 - R5 AD (2.50) 1/03/18** Revise site plan;



• APPROVALS •

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1 STOREFRONT ELEVATION @ TOWER - PROPOSED CUSTOM FABRICATED CURVED DUAL-ILLUMINATED CHANNEL LETTER & PLAQUE SIGN
Scale: Approx. 1/4" = 1'-0"



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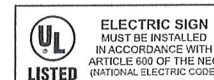
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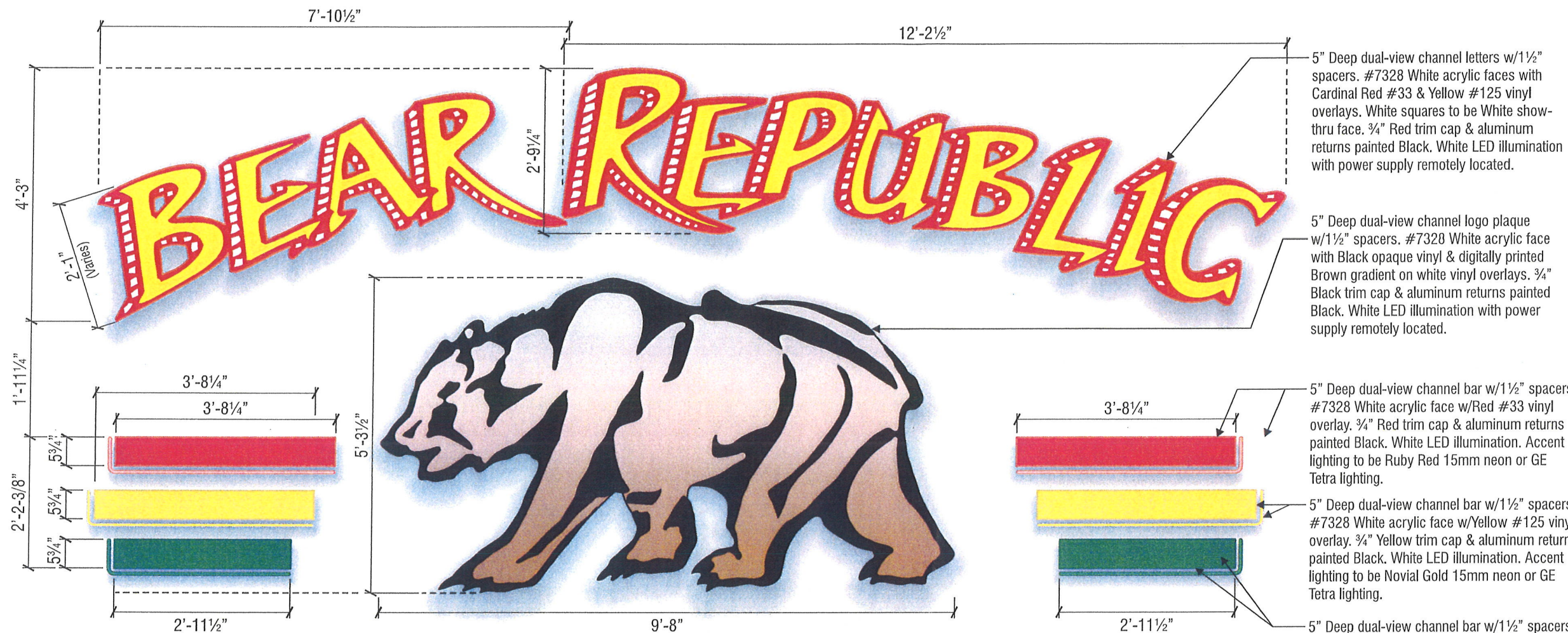
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A SIGN ELEVATION/ INTERNALLY ILLUM. DUAL-VIEW CHANNEL LETTERS, LOGO PLAQUE & BARS W/ACCENT LIGHTING

Qty: One (1) Sign Required

110.0 Sq. Ft.

Scale: 1/2" = 1'-0"

Note to All Contractors

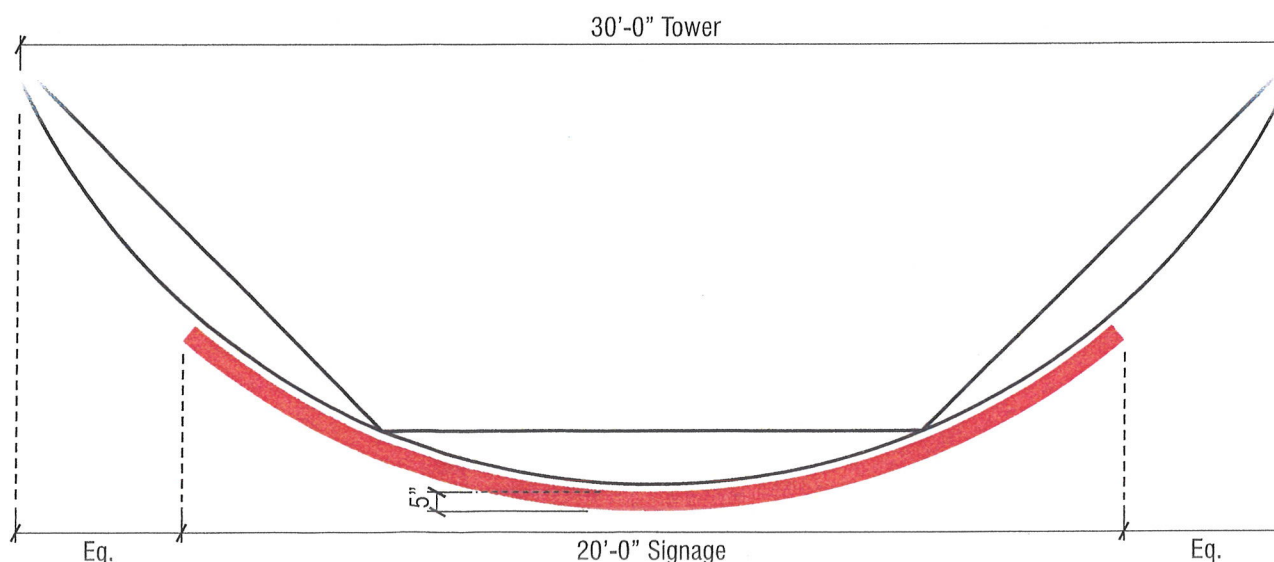
120 Sign Voltage

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign. All wall penetrations to be sealed with UL Listed silicone sealant.



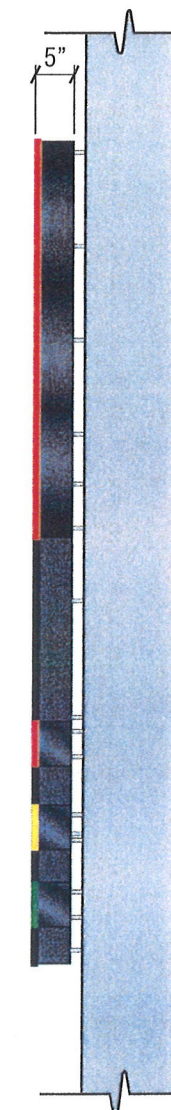
2 NIGHT VIEW DETAIL

Scale: NTS



1 PLAN VIEW

Scale: 1/4" = 1'-0"



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Designer:
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Scale: **AS NOTED**

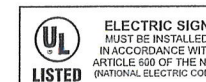
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R3 AD (1.00) 12/21/17 Revise to add photo rendering of Mon. Sign;



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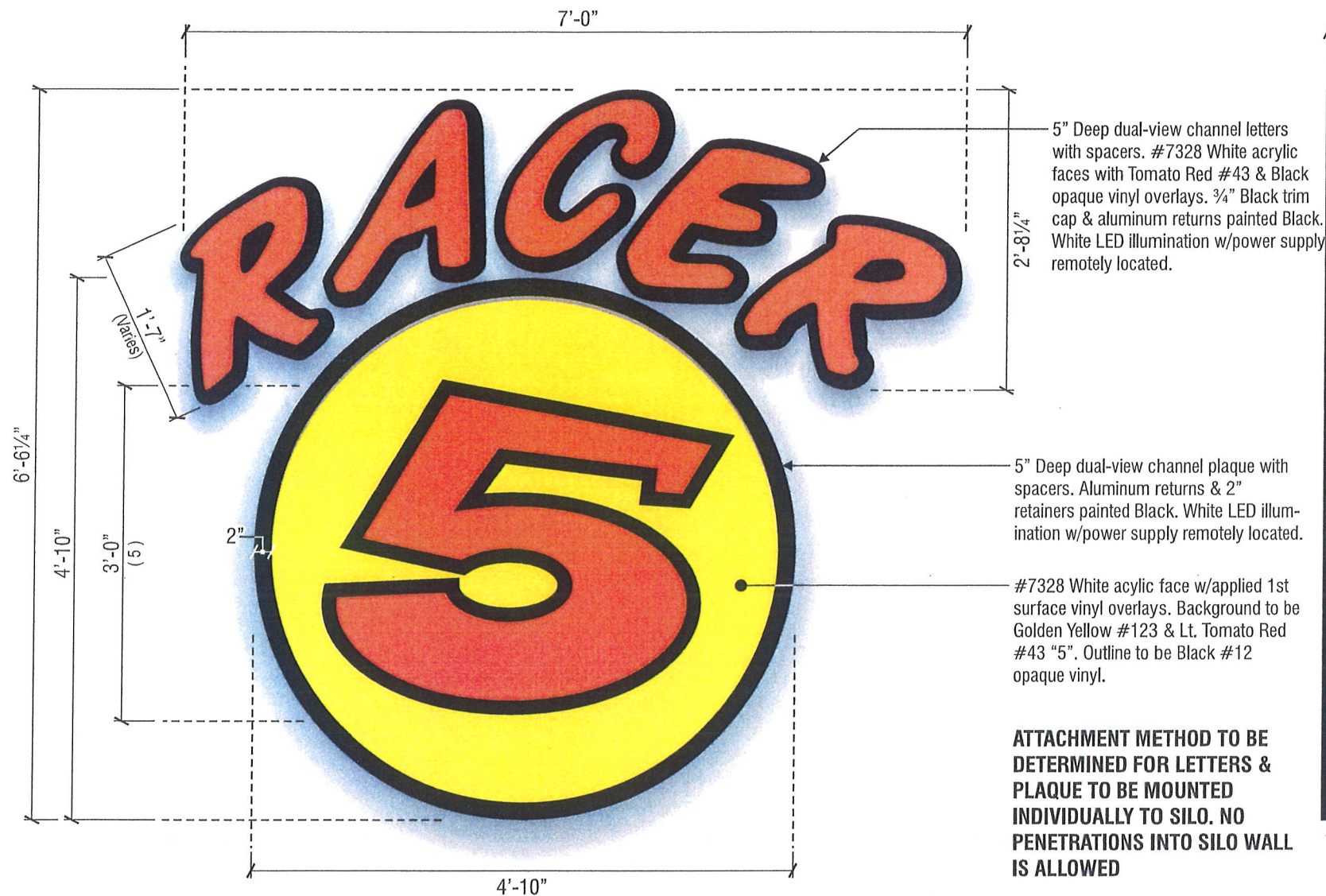
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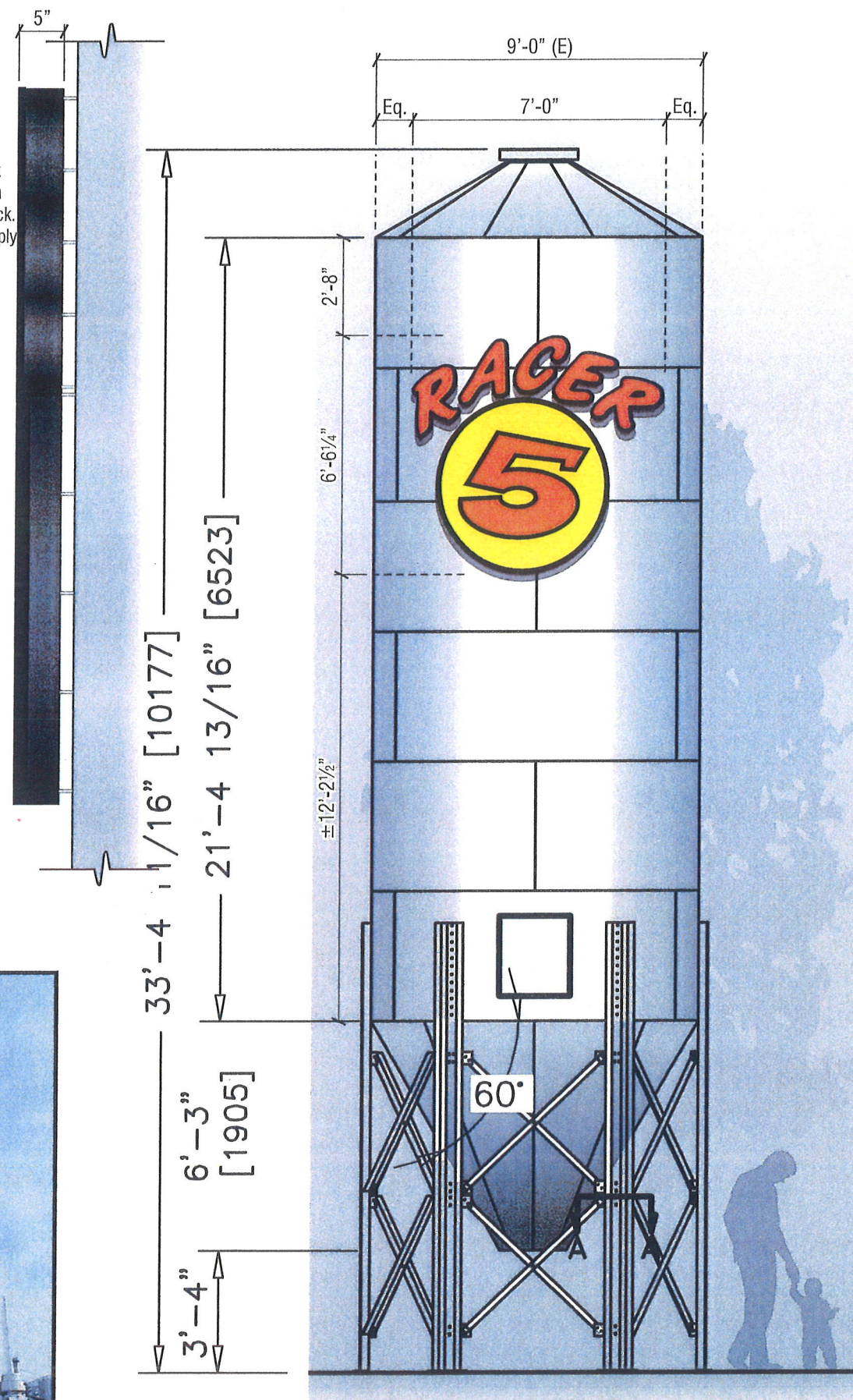
B SIGN ELEVATION/ INTERNALLY ILLUM. DUAL-VIEW CHANNEL LETTERS & LOGO PLAQUE 39.0 Sq. Ft.
Qty: One (1) Sign Required Scale: 3/4" = 1'-0"



3 NIGHT VIEW DETAIL
Scale: NTS



2 PROPOSED PEGGED-OFF ILLUMINATED SIGNAGE
Scale: NTS



1 ELEVATION @ SILO - PROPOSED CUSTOM FABRICATED DUAL-ILLUMINATED SIGNAGE
Scale: Approx. 1/4" = 1'-0"



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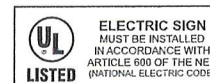
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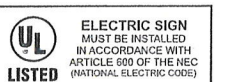
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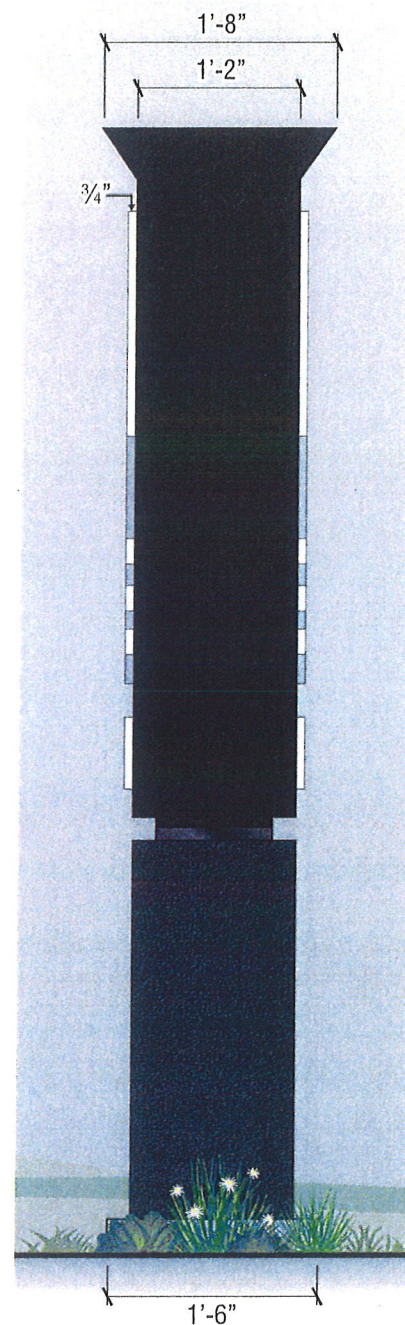
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C SIGN ELEVATION / PROPOSED CUSTOM FABRICATED INTERNALLY ILLUMINATED D/F MONUMENT SIGN

Quantity: One (1) Sign Required

Note to All Contractors

120 Sign Voltage

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign. All wall penetrations to be sealed with UL Listed silicone sealant.

39.0 Sq. Ft.

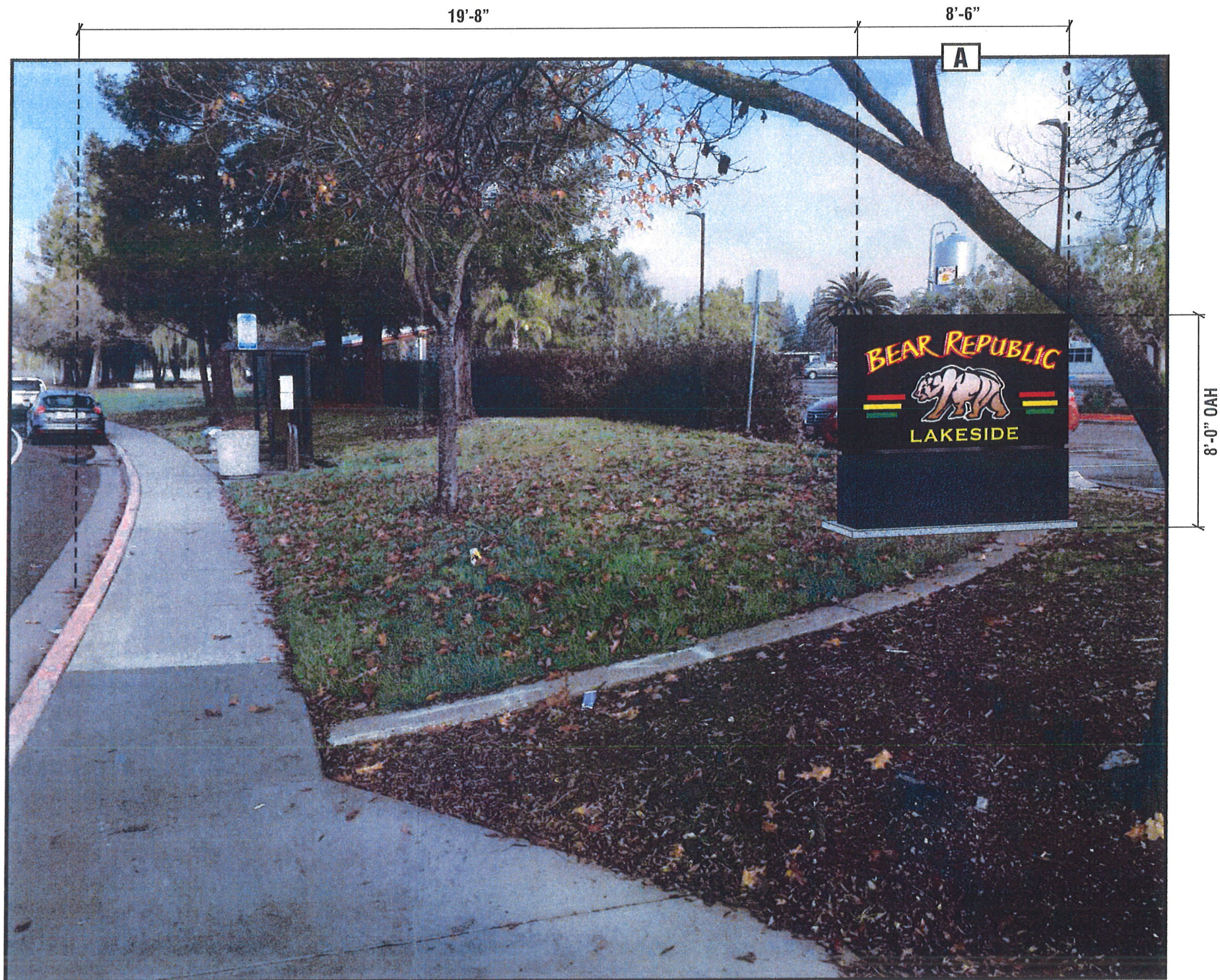
Scale: 3/4" = 1'-0"

1 SIDE VIEW

Scale: 3/4" = 1'-0"



1 EXISTING SIGN PLANTER CONDITIONS
NTS



2 PLANTER ELEVATION @ DRIVEWAY ENTRANCE- PROPOSED INTERNALLY ILLUMINATED D/F MONUMENT SIGN
Scale: NTS



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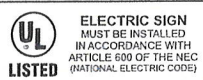
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