



## City of Rohnert Park Planning Commission Report

**DATE:** October 13, 2016

**ITEM No:** 8.2

**SUBJECT:** PLSI16-0014 Sign Program for the Oxford Suites Hotel

**LOCATION:** 67 Golf Course Drive West

**REQUEST:** Required Sign Program Approval

**APPLICANT:** Robin Esquivel, Viking Sign Installations for Oxford Suites.

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### **Subject**

A Sign Program for the Oxford Suites hotel.

### **Background**

The Wilfred Dowdell Specific Plan requires a Sign Program for all signs related to development in Village North and Village South of the Specific Plan. Once adopted a Sign Program is kept at the City and all signs within the project must be in conformance. Oxford Suites has submitted a Sign program for the hotel. However, this does not include signs for the building that will be developed on the Redwood Drive frontage of the property. The Sign Program will need to be amended to allow for signs related to that building.

### **Applicant's Proposal**

Oxford Suites proposes two (2) wall signs on the building. One of the signs will face Golf Course Drive West and will be located over the main entrance and Porte Cochere to the building just below the roof line of the central tower element. The second wall sign will face Redwood Drive on the northeast building wall. The signs will consist of individual letters and will measure approximately 6.25 by 21 feet. The color of the letters will be semi-gloss black and with interior LED lighting. The letters will be mounted on a raceway since there is no access

behind the building wall for electrical wiring. The raceway provides an enclosure for the electrical wiring for lighting the individual letters.

A monument sign will be located at the main driveway entrance to the hotel on Golf Course Drive West. The sign is eight (8) feet high and sixteen (16) feet long. However, the actual sign face is 4.25 feet high and 7.5 feet long. The sign face reads Oxford Suites with the company logo and the number 67 below representing the hotel address. The sign structure is constructed of a stone base and columns with a wood trellis covering the top of the structure. Lighting will consist of interior lighting of the sign panel and number and lighting in the trellis framework to down light the sign structure during the evening hours.

The site plan does show the outline of a monument sign at the corner of Golf course Drive West and Redwood Drive. This sign will be for the future building on the Redwood Drive frontage of the property. An amendment to this Sign Program will be required prior to signage on the future building.

### **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 building and the property frontage along three surrounding streets. They are consistent with the wall signs on the building plans approved by the Planning Commission and City Council. The monument sign is an attractively designed structure that matches the stone and wood accents on the hotel building. Lighting of the sign faces and the sign structure will result in an attractive sign during the evening hours.

As mentioned above, when signs are proposed for the building on the Redwood Drive frontage amendment to the Sign Program can be requested for their related wall and monument signs.

### **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. 2016-29 approving a Sign Program for Oxford Suites at 67 Golf Course Drive West, subject to the Conditions of Approval.

Attachments:

Resolution No. 2016-29

Exhibit A Site Plan Indicating Wall and Monument Signs

Exhibit B Building Elevation with Wall Sign Facing Golf Course Drive West

Exhibit C Building Elevation with Wall Sign Facing Redwood Drive

Exhibit D Day Time and Night time Elevations of Monument Sign

Exhibit E Details of the Monument Sign

### APPROVALS:

  
\_\_\_\_\_  
Norman Weisbrod, Technical Advisor

  
\_\_\_\_\_  
Date

  
\_\_\_\_\_  
Jeff Beiswenger, Planning Manager

  
\_\_\_\_\_  
Date

**PLANNING COMMISSION RESOLUTION NO. 2016-29**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE  
CITY OF ROHNERT PARK, CALIFORNIA, APPROVING A SIGN PROGRAM FOR  
OXFORD SUITES HOTEL AT 67 GOLF COURSE DRIVE WEST (APN 045-055-030)  
(Robin Esquivel, Viking Sign Installations for Oxford Suites)**

**WHEREAS**, the applicant, Robin Esquivel, filed Planning Application No. PLSI16-0014 for a Master Sign Program for the property located at 67 Golf Course Drive West (APN 045-055-030), in accordance with the City of Rohnert Park Municipal Code;

**WHEREAS**, Planning Application No. PLSI16-0014 was processed in the time and manner prescribed by State and local law;

**WHEREAS**, on October 13, 2016, the Planning Commission reviewed Planning Application No. PLSI16-0014 at which time interested persons had an opportunity to testify either in support of or opposition to the project; and,

**WHEREAS**, at the October 13, 2016, 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. PLSI16-0014;

**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. PLSI16-0014 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 in the Wilfred Dowdell Specific Plan which requires a Master Sign Program prior to the installation of any signs. The Use of the property was approved by the Planning Commission and City Council and the Sign Program reflects the signs that were included on the approved plans for the Oxford Suites Hotel.

- 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 two buildings. The materials used in the monument sign reflect the materials included in the hotel building. 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. PLSI16-0014 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 Exhibits A through E attached.
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 13th day of October, 2016 by the City of Rohnert Park Planning Commission by the following vote:

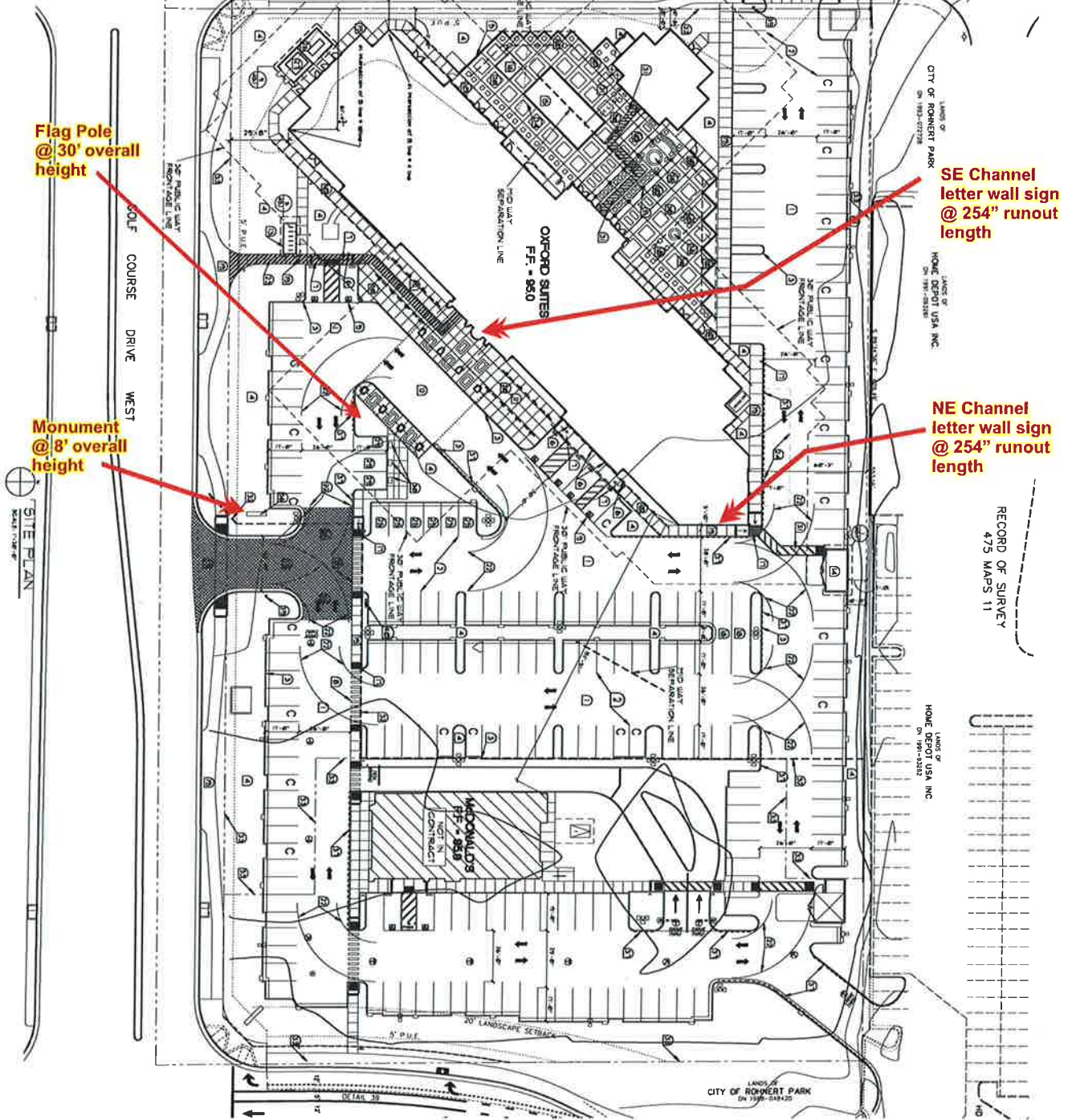
AYES: \_\_\_\_\_ NOES: \_\_\_\_\_ ABSENT: \_\_\_\_\_ ABSTAIN: \_\_\_\_\_

ADAMS \_\_\_\_\_ BLANQUIE \_\_\_\_\_ BORBA \_\_\_\_\_ GIUDICE \_\_\_\_\_ HAYDON \_\_\_\_\_

\_\_\_\_\_  
John Borba, Chairperson, Rohnert Park Planning Commission

Attest: \_\_\_\_\_  
Susan Azevedo, Recording Secretary

Revised:  
October 06, 2016



SITE KEYNOTES

1. ASPHALT PAVING - TYPICAL
2. 6" CONCRETE CURB - TYPICAL
3. 6" CONCRETE CURB - TYPICAL
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100. 6" CONCRETE CURB - TYPICAL

SITE DATA

DATE	10/06/2016
BY	JUDSON ENGINEERING
CHECKED	JUDSON ENGINEERING
APPROVED	JUDSON ENGINEERING
PROJECT	OXFORD SUITES
LOCATION	67 GOLF COURSE DRIVE WEST, ROHNERT PARK, CA 94925
OWNER	OS INNCO, INC.
DESIGNER	JUDSON ENGINEERING
DATE	10/06/2016
BY	JUDSON ENGINEERING
CHECKED	JUDSON ENGINEERING
APPROVED	JUDSON ENGINEERING
PROJECT	OXFORD SUITES
LOCATION	67 GOLF COURSE DRIVE WEST, ROHNERT PARK, CA 94925
OWNER	OS INNCO, INC.
DESIGNER	JUDSON ENGINEERING

SITE PLAN

OXFORD SUITES  
67 GOLF COURSE DRIVE WEST  
ROHNERT PARK, CA 94925

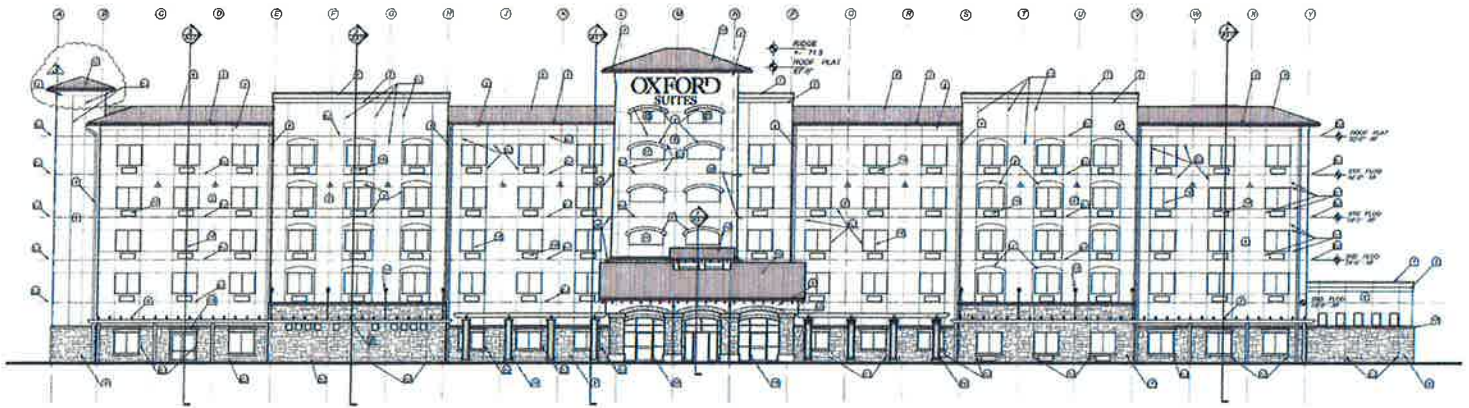
OS INNCO, INC.  
475 BELLEVUE DRIVE  
SUITE 210  
BEND OREGON 97701  
541.382.2188

STEVEN W. JUDSON  
JUDSON ENGINEERING  
1000 WHEEL DRIVE  
BEND OREGON 97701  
541.382.2188



A1.0





67 Golf Course Drive West, Rohnert Park California

Southeast Elevation

1 SOUTH EAST ELEVATION

360.00"  
Scale: 3/64" = 1'

Approved as noted  
OSINCCO  
08/24/2016

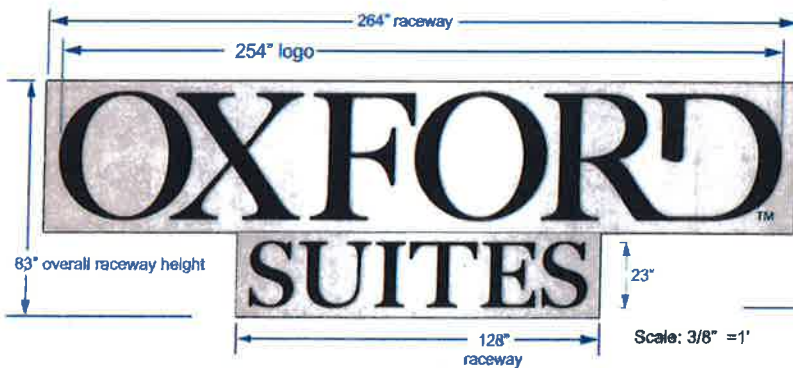
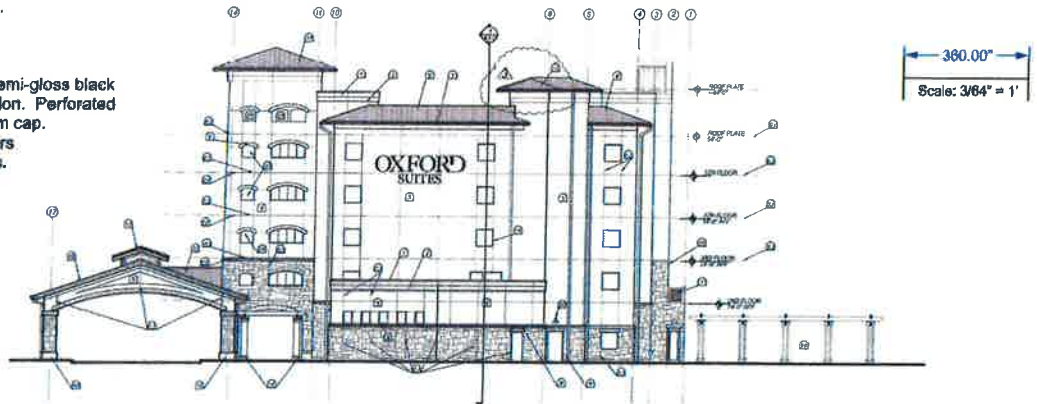
Face-lit formed aluminum channel letters finished Semi-gloss with 3" return depth.  
Install flush to storefront with remote power supplies. UL listed. White LED illumination.  
Perforated black vinyl overlay on white plex faces with black trim cap.  
Note: stroke widths for selected portions of characters adjusted on this shop drawing to allow LED modules.  
Maximum weight per character @ 54 lbs



67 Golf Course Drive West, Rohnert Park California.

NE Elevation.

Face-lit formed aluminum channel letters finished Semi-gloss black with 3" return depth. UL listed. White LED illumination. Perforated black vinyl overlay on white plex faces with black trim cap.  
 Note: stroke widths for selected portions of characters adjusted on this shop drawing to allow LED modules.  
 No access behind storefront for electrical work, so, signage will be raceway mounted for installation.  
 Texture finish raceway to match fascia (contains power supplies & is behind branding).  
 Assembled sign weight @ 354 lbs.



Raceway @ 264" W x 83" H x 5" depth overall.

End view  
5" deep  
Raceway

End view  
3" deep  
channel  
letters



Illumination View





67 Golf Course Drive West, Rohnert Park California

	File: Oxford/Rohnert Park CA/07 GCD Mont Trinita Scale: 1/8" = 1' Client: Oxford Development, Brent Matthews, Dev. Mgr. Email: bmatthews@oxforddev.com, 941.382.3188, 941.413-3366 Drawn By: Kevin Wells, kdwells@carlsonsign.com Date: August 19, 2016	 Approved color, design, size, & spelling Date Brent Matthews 08/24/2016 <small>This design is the exclusive property of Carlson Sign Co. Others using this design will be subject to prosecution.</small>
	1800 NE Polina Road, Suite 100, Oregon 97701 Tel: (503) 265-2155 Fax: (503) 265-2156	



Approved as noted  
OSINCCO  
08/24/2016

Finish color for address numbers  
to match semi-gloss Matthews Paint  
#21941 Rouge Gold Metallic.

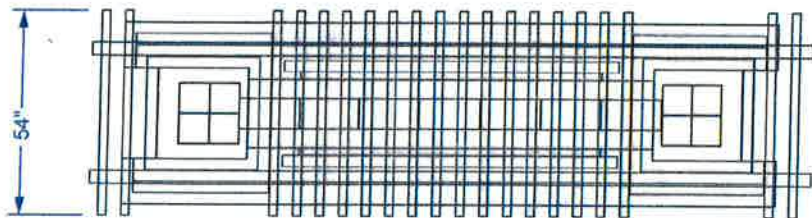
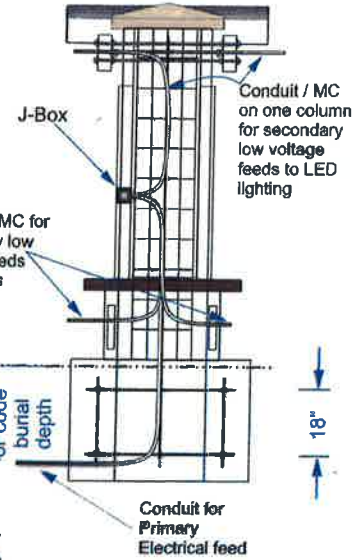
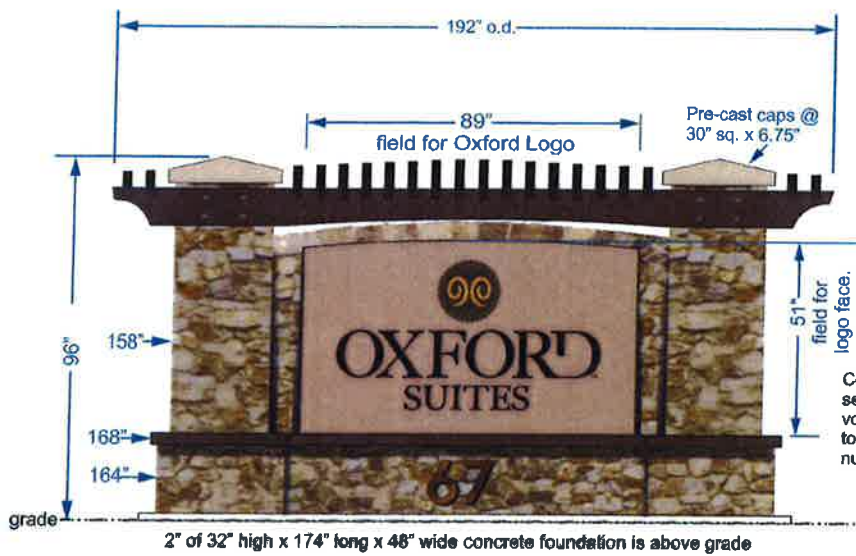
Primary ID sign, double faced.  
Fabricated as cedar for beams & lattice  
planks with formed aluminum & masonry  
for branding components. 96" overall  
height from grade to top of sign. Pre-cast  
caps @ 30" sq. x 6.75". Cut stone for  
soldier course top arch on field.  
LED illuminated push-thru plex logo, halo  
lit field perimeter & halo lit address numerals.  
Field to match SW 7714 Oak Barrel.  
Beams to match SW 6083 Sable.  
Masonry to match Tuscany, ex  
Telluride Stone Co., 5085 Colorado Blvd.,  
Denver, CO 80216 303.388.8863  
LED down-light onto masonry base from  
formed aluminum foundation cap &  
LED down-light behind horizontal  
beams onto masonry.

SW 6083  
Sable

SW 7714  
Oak Barrel



illumination view



Plan view wireframe



Plan view masonry caps and backlit sign faces with push-thru plex for copy and halo illumination onto center masonry field.



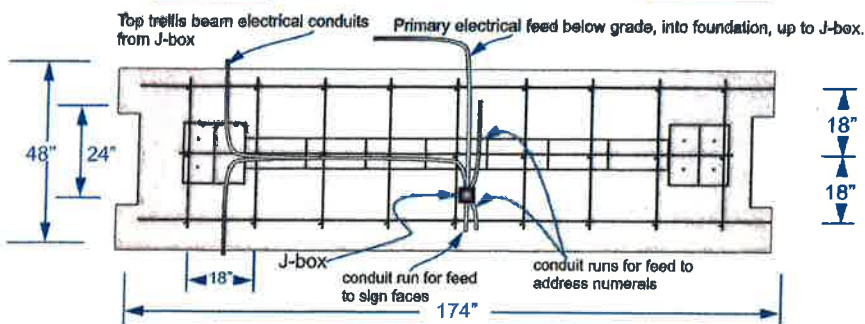
Plan view wood beams/trellis and LED "C" channel downlight inside each beam



Plan view formed aluminum caps over masonry with LED downlights onto base



Plan view masonry resting on / skinned over concrete foundation & CMU block.



Plan view concrete foundation with placements for electrical sweeps and #5 rebar cage @ 18" o.c., showing CMU stacked solid fill concrete & vertical rebar.