



TRINITY COUNTY
COMMUNITY DEVELOPMENT DEPARTMENT
BUILDING - ENVIRONMENTAL HEALTH – 61 AIRPORT ROAD, PO BOX 476
PLANNING- CANNABIS – 530 MAIN ST., PO BOX 2819
NATURAL RESOURCES – 509 MAIN ST., PO BOX 476
WEAVERVILLE, CALIFORNIA 96093
PHONE 530.623-1351, FAX 530.623.1353

Ed Prestley, Deputy Director

MEMORANDUM

DATE: March 26, 2024

TO: Members of Weaverville Architectural Review Committee (WARC) and Public

FROM: Bella Hedtke, Senior Planner – Planning Division

SUBJECT: Continue discussion regarding outreach materials and strategies for educating property and business owners in the Weaverville Historic District under Trinity County Code Chapter 17.29C (Item 2)

Previous Discussion at January 9, 2024 WARC Meeting:

Discuss complaints and violation process of complaints received about signage in the downtown district and tables/merchandise on sidewalks.

Committee discussed retrieving prior letters and information sent to parcel owners, an MOU from CalTrans about sidewalk signs, and ways to handle violation enforcement. It was determined to review historical documents and update them as needed, create an education handout/letter, and possible need for an ordinance amendment.

April 3, 2024 Discussion:

Complaint: Planning Division was forwarded a complaint via mail on March 18, 2024 that was sent to Caltrans regarding a “Distracting A-sign/I-signs on sidewalk of Hwy 3 between Main and Center Streets, Weaverville”. Given that this complaint is relevant to the discussion item, staff included the anonymous complaint for Committee review (Attachment 1).

Research Findings:

Planning staff located historic outreach letters (1989 and 2006) that may have been used to help inform business owners in the Historic Districts for review and discussion (Attachment 2).

Staff Recommendation:

Staff recommends that the Committee, with the newly appointed District 2 Planning Commissioner, review, discuss and provide specific direction for staff to continue their efforts on outreach strategies and methods that inform property and business owners in the Historic Districts. Suggested efforts could include reaching out to other historic districts to discuss similar efforts, drafting specific outreach materials, discussing methods of distribution of outreach materials (email, mail, door to door, etc.) and general timelines for completion of each task.

Attachments:

1. Complaint of Sign in Historic District (March 14, 2024)
2. Example Outreach Documents (1989 and 2006)

Received

March 14, 2024

MAR 18 2024

Trinity County
Planning/Cannabis

Cal Trans District 2 Office
1015 Butte Street
Redding CA 96001

RE: Distracting A-sign/I-signs on sidewalk of Hwy 3 between Main and Center Streets, Weaverville

Historically, the building tenants at the north corner of Main and Hwy 3 in Weaverville CA use wooden large lettered signs placed high on the building to advertise their businesses. These signs have been approved by the Weaverville Historic District Architectural Review Committee. The lettering is clearly read by passing traffic, and the high on-building placement keeps parked or moving vehicles from making the signs hard to see/read quickly.

A new building tenant Gorgeous by Design is putting out A-signs/I-signs, written in cursive, on the sidewalk. Today one of those signs had fallen into the Hwy 299 roadway. The Gorgeous by Design signs are in small letters in cursive—Cursive-style is not read by a significant number of US population. Further the signs are not readable at the distance from their sidewalk placement to a vehicle. Further, this is Weaverville's three-way stop corner that has had horrific accidents. Please do not allow this store, or any store, to place any A-signs or I-signs on the sidewalks of Hwy 3.

Thank you.

Residents regularly using the Hwy 3 & Main St Intersection

*Please note CalTrans sign approval, for signs such as described herein, is needed before a sign is sent to the Weaverville Historic District Architectural Review Committee for approval.

cc: Trinity County Planning Department
Weaverville Historic District Architectural Review Committee

Attachment 2



TRINITY COUNTY

DEPARTMENT OF TRANSPORTATION AND PLANNING

P.O. DRAWER 2490
WEAVERVILLE, CA 96093-2490

PUBLIC WORKS DIVISION
(916) 623-1365

PLANNING DIVISION
(916) 623-1351

June 7, 1989

Dear Owner/Merchant

WE NEED YOUR HELP!

The Architectural Review Committee, a group of volunteers appointed by the Board of Supervisors, would like to introduce itself to you and explain the services and design assistance it can provide in maintaining the exterior appearance of the buildings and grounds in the Weaverville Historic District.

The Weaverville Historic District was established on March 20, 1972 and is included on the National Register of Historic Places. As a designated historic area, the County needed to establish an architectural committee to review any modifications which may affect the area. The Board of Supervisors was encouraged by the State to appoint a Committee of "professionals" (e.g. lawyers, architects, specialists in historic preservation); however, the Board chose to appoint a group of your fellow merchants, builders, and neighbors who are familiar with the community and its economic needs as well as its historic past. The current members of the committee are: Emilie Brady, downtown merchant; Hal Goodyear, Historical Society member; Bob Morris, builder; Bob Muir, Planning Commissioner and Committee Chairman; Helen Woods, artist.

The Committee is charged by county ordinance with carrying out the provisions of the "Architectural and Preservation" Section of the County Zoning Ordinance (Section 29.5) and the Guidelines, adopted by resolution of the Board of Supervisors, which assist the Committee and public in determining the appropriateness of the various modifications which may be proposed within the District. In addition to review of private projects, the "Historic" designation provides some protection from federal or state projects which may be inappropriate to the area.

The primary goal established for the District is to increase public interest in the downtown area, to encourage tourists to spend time in the community and to foster greater community pride in its historic past. The guidelines discourage the artificial wild west, Disneyland, theme park look. Also discouraged are the use of materials that are out-of-character with Weaverville history. For instance, the 4' x 8' sheets of lattice work are not generally appropriate on commercial buildings, but lattice work with 6" x 6" square openings may be appropriate for residential structures.

ENGINEERING PERMIT SERVICES SOLID WASTE AIRPORTS COUNTY ROADS
LOCAL AGENCY FORMATION COMMISSION PARK DEVELOPMENT

Attachment 2

Likewise, plywood is appropriate to provide for shear strength in building construction, but is not appropriate as an external surface material. The ordinance and resolutions also include standards for signs and removal of trees. Signs should be constructed of wood with lettering reminiscent of Weaverville's historic past. Neon and internally illuminated signs are specifically prohibited (those which existed prior to January 14, 1988 may continue as non-conforming signs, but will need to be replaced with wooden signs when replacement or maintenance becomes necessary). Trees are an important part of Weaverville's development. The guidelines allow for removal of trees when necessary, but require that new trees be planted as substitutes. All such modifications require approval by the Committee. Violations to the ordinance will result in notices or phone calls to the affected owners and merchants.

This letter is provided to assist in your understanding of the important role you play in protecting the economic and cultural atmosphere of the District. As you are aware it is the appearance of the area, as well as the goods and services you provide, that encourage tourists to stop and spend time walking in the District.

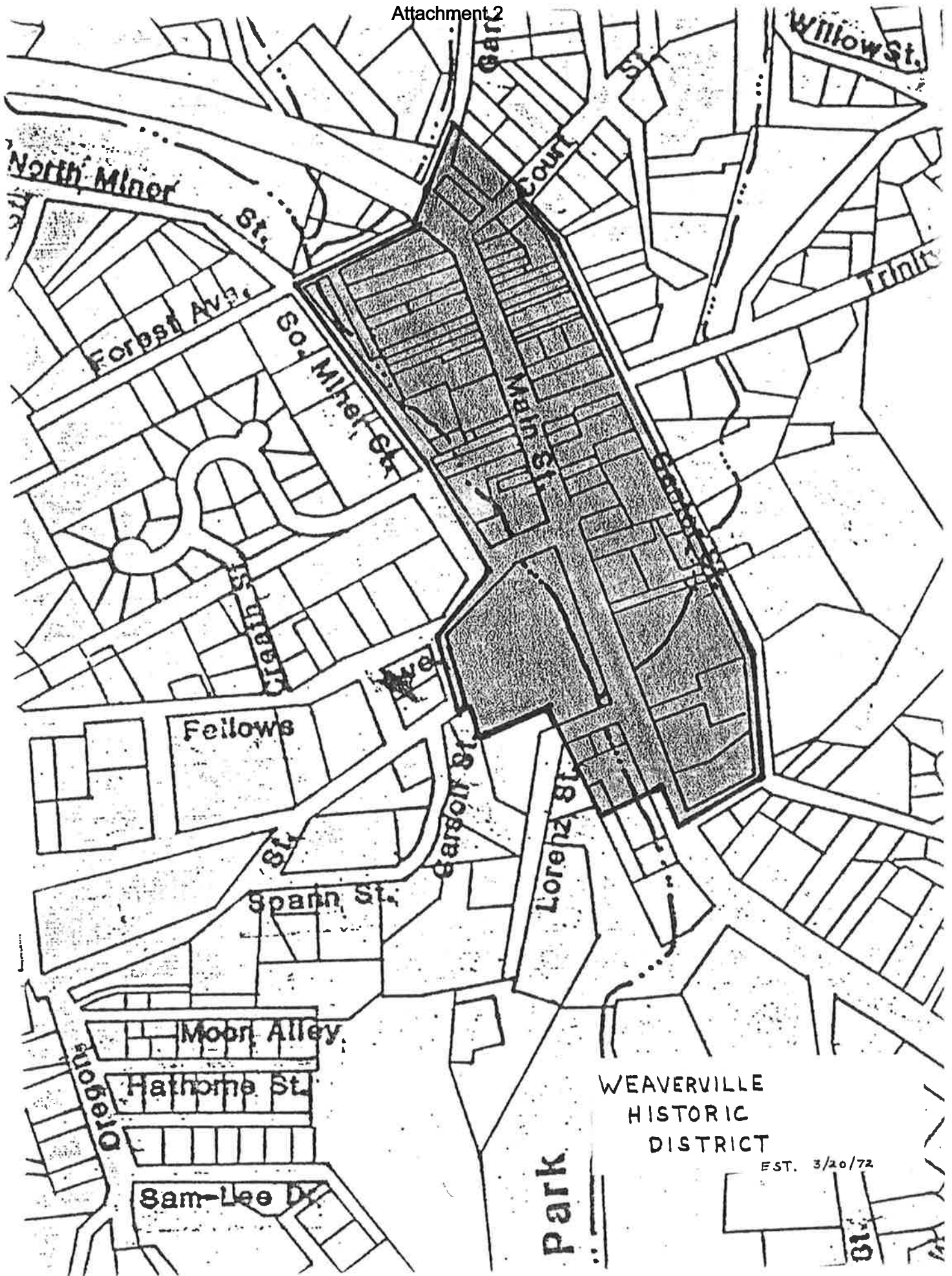
If you have any questions concerning this letter or the ordinance and guidelines, please contact the Planning Department for assistance. A copy of the Ordinance and guidelines is available for review at the Library and the Planning Department. If you have constructive suggestions which could assist the Committee in its review of projects, please feel free to offer them. Your support and involvement is encouraged.

Sincerely,



Bob Muir, Chairman
Architectural Review
and Preservation Committee
District II

BM;JJ:jm



WEAVERVILLE
HISTORIC
DISTRICT

EST. 3/20/72

Attachment 2



TRINITY COUNTY PLANNING DEPARTMENT

60 Glen Road. * P.O. BOX 2819
WEAVERVILLE, CA 96093
(530) 623-1351 FAX (530) 623-1353

&

Weaverville Architectural
Review Committee

May 5, 2006

Dear Weaverville Historic District Business Owner/Landlord,

We are writing to all of the landlords and business owners in the Historic District to make them aware of the role of the Architectural Review Committee. Basically, we assist the County in keeping the exteriors of all the businesses in the Historic District within guidelines set out by the Board of Supervisors in an Ordinance. The Board of Supervisors appoints us specifically for that purpose.

The ordinance with the guidelines is quite lengthy. The main point we need to get across to everyone is that if you are making a physical change to the outside appearance of your property; adding a new sign, paint, lighting, construction, etc. it requires Weaverville Architectural Review Committee approval prior to placement. This also includes any signage visible from the outside of the building (including window lettering). The planning department can provide you with a more detailed description of the ordinance so you can better understand the specific requirements of the guidelines. After you submit an application, they will promptly arrange a meeting between you and the committee for review and to get approval.

It is important for business and property owners to understand that what you do affects all the businesses in the Historic District. The Architectural Review Committee always tries to fairly balance the requirements of the ordinance with the pressures of operating a small business in our community.

In the near future, we are going to be contacting businesses to address any non-conforming signs (including sandwich boards), banners, etc. currently outside the guidelines.

Our Historic District has the special distinction of being listed in the National Historic Register. This listing can be affected if we fail to maintain our historic character. If you need further information, please contact Kathleen Hitt at the Trinity County Planning Department. Her phone number is 623-1351 x. 6.

Thank you for your consideration. We hope the summer season is a successful one for all!

The Weaverville Architectural Review Committee:

Planning Commissioner-Chuck Johnson
Arts Council Representative-Jane Belden
Historical Society Representative-Bill McCoy
Architect/Contractor/Builder Representative-Bob Morris
Business Person Representative-Susie Olson
Planning Department Representative-Kathleen Hitt

etc:

[]

re: _____ (APN: _____)

Dear _____:

It is our understanding that you (or your tenant) ^{has} _____

add line

The Trinity County Zoning Ordinance (Section 29.5) requires that such improvements be reviewed and approved by the Architectural Review Committee prior to construction (installation, development). Please contact me as soon as possible so that we can ^{view} ~~receive~~ the development guidelines affecting your project. After our discussion ~~we can set~~ a meeting date ^{can be set} with the Architectural Review Committee.

The Architectural Review Committee is composed of local residents who share your desire to retain the historic integrity of the district while enhancing its economic potential. Your cooperation in this matter is greatly appreciated.

You will be pleased to learn that there are no fees required for hearings by the Architectural Review Committee (unless the cost of materials exceeds \$5,000).

Sincerely,

John Alan Jelicich,
Senior Planner

JAJ:jm