



MEMORANDUM

TO: Architectural Review Committee

FROM: Brian Pedrotti, Community Development Director

BY: Patrick Holub, Associate Planner

SUBJECT: Continued Consideration of Administrative Sign Permit 22-002; New Signage for an Existing Business; Location – 161 Traffic Way; Applicant – Kelly Keane, Tasty Thai

DATE: October 17, 2022

SUMMARY OF ACTION:

Recommendation of approval to the Community Development Director will allow for approval of signage to be installed for an existing business to replace the existing unpermitted signage.

IMPACT ON FINANCIAL AND PERSONNEL RESOURCES:

None.

RECOMMENDATION:

Review the proposed signage and make a recommendation to the Community Development Director.

BACKGROUND:

The subject property is zoned Village Mixed Use (VMU), is located in the D-2.4 Historic Character Overlay District, and requires review by the Architectural Review Committee (ARC) for compliance with the Design Guidelines and Standards for Historic Districts (Design Guidelines”).

On June 20, 2022, the ARC reviewed the existing signage and made a number of comments, including:

- The project site relates more closely with the Traffic Way auto-related uses rather than the historic character of the Village and would take that into account when reviewing the signs;
- The Committee was supportive of the existing signage colors;

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- The Committee would like to see the yellow mansard removed to make signs more compatible with the building;
- The proposal needs to be amended to meet the requirements of the Guidelines;
- The Committee suggested adding a border to create depth or dimensionality;

The Committee's final recommendation was to use only one (1) wall sign per building frontage, frame the signs to add depth and remove the yellow embossed element under the as-built signs.

Since the previous review, the business owner has contracted with a sign contractor and created an alternative design that was not reviewed at the previous meeting. The sign proposal is included as Attachment 1. The staff report and minutes from the June 20, 2022 meeting are included as Attachment 2.

ANALYSIS OF ISSUES:

Project Description

The applicant is proposing to install signage on the Traffic Way and Nelson street frontages. In addition to the two (2) new proposed signs, the existing "Café" sign on the Bridge Street frontage is proposed to remain.

The proposed new signs consist of ½" raised white letters on a 3 millimeter alupanel, which is a composite panel constructed of sheets of aluminum sandwiching a polyethylene core. The sign board is proposed to be installed over the existing embossed yellow mansard and each panel is approximately 47.33 square feet in size for a total of 94.66 square feet. The existing "Café" sign is 9.5"x36" for a total of 2.38 square feet. In total, including the existing "Café" signage, the current proposal accounts for a total of 97.04 square feet. With building frontages of 28'9", 29'9" and 25'3", the location is allowed a maximum of 138.13 square feet of signage, thus the proposal is within the allowable sign area for the location. With regard to the number of allowable signs, the proposal is within the allowable number of signs based on the three (3) public street frontages, which allow for three (3) wall signs.

All existing signage, with the exception of the "Café" sign will be removed in conjunction with this proposal.

Design Guidelines

The proposed signage consists of a royal blue composite aluminum panel in a matte finish with raised white lettering. The blue alupanel has an orange-brown painted sign border. Due to being constructed from a composite metal panel, the proposal meets the requirements of the Design Guidelines, which specify that signs be made of wood, metal or some other material that replicates the appearance of wood or metal. The Guidelines state that sign colors shall compliment the building color scheme. With this proposal, the

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applicant has proposed to match the color of the signboard to the color of the window framing on the building. Staff is seeking an opinion from the ARC as to whether the sign's chosen colors are complimentary to the building and the surrounding area.

The sign's lettering is proposed to be a cursive script. The Design Guidelines state that sign materials and lettering styles shall be consistent with the historic period. Staff is seeking a recommendation from the ARC as to whether the proposed font is consistent with the historic period. The Guidelines also require that any signs painted on a signboard or other thin material be framed on all sides to provide depth to the sign. Staff is seeking feedback from the ARC regarding the applicant's proposed painted sign border.

ALTERNATIVES:

1. Recommend approval of the proposal to the Community Development Director;
2. Do not recommend approval of the proposal and provide direction to the applicant to amend their proposal; or
3. Provide other direction to staff.

ADVANTAGES:

Approval of the project will allow the applicant to replace the unpermitted signage with signage consistent with the surrounding area and Design Guidelines.

DISADVANTAGES:

None identified.

PUBLIC NOTIFICATION AND COMMENTS:

The Agenda was posted at City Hall and on the City's website in accordance with Government Code Section 54954.2.

Attachments:

1. Sign Proposal including existing signage
2. Staff Report and Minutes from the June 20, 2022 ARC meeting
3. Village Design Guidelines