

Memorandum

To: Planning Commission Members
From: The Development Department
CC: Honorable Members of City Council, Clerk of Council, City Departments
Date: August 29, 2014
Re: Staff Report for Venue 62 – Certificate of Appropriateness (HPA Sign)

Item # 8 – Venue 62 – Certificate of Appropriateness (HPA - Sign)
(PID# 201407290041)

Application: Certificate of Appropriateness – HPA Sign
Location: 3995 Broadway
Applicant: Matt Yerkes
Zoning: CBD
Use: Banquet Facility

Relevant Code Section(s):

- 1138.04(e) Historical Preservation and Sign Code – Design Requirements, Signs
- 1138.25(b)(1) Historical Preservation and Sign Code – Permanent Signs, Illumination
- 1138.28 Historical Preservation and Sign Code – Schedule of Sign Regulations

Project Summary:

The applicant is requesting approval of a Certificate of Appropriateness for a new wall sign at 3995 Broadway for Venue 62. The wall sign will be 10 square feet in area featuring the Venue 62 name in individually mounted black letters. The sign will be lit by the existing two decorative gooseneck lighting fixtures over the building's entrance on Broadway.

Code Analysis:

1. Section 1138.04(e) states that all signs within the historical area shall conform to color and material standards of this section, be of such style or design that reflects the era during which the structure was built, and shall conform to the requirements of Chapter 1138 and Section 1145.14 of the Codified Ordinances. Sign size and shape shall respond to the existing proportions of period structures, and signs shall not be permitted to cover, "blank-out" or close existing window and doorway openings or otherwise hide important architectural features.

Criteria Met: The proposed sign conforms to the color and material standards for the HPA. The proposed wall sign is within the size requirements for the building and, in the opinion of staff, is in proportion with the rest of the structure.

2. Section 1138.25(b)(1) states that permanent sign illumination shall be from a concealed or indirect light source and shall not flash, blink, fluctuate, travel, more or in any way fail to provide constant illumination and shall not create a hazard or visibility problem or interfere with or impair vehicular traffic. The level of illumination emitted from a sign shall not be of any intensity to constitute a demonstrable safety hazard to vehicular movement on any street from which the sign may be viewed. Illuminated signs shall be constructed and maintained so that the source of illumination is shielded or otherwise prevented from beaming directly onto adjacent properties or streets.

Criteria Met: The proposed sign will be lit by the existing two decorative gooseneck fixtures over the building's primary entrance. Lighting will not flash, fluctuate, or in any way fail to provide constant illumination. The lighting is directed down onto the sign and will not reflect onto or inhibit traffic on Broadway.

3. Section 1138.28, titled Schedule of Sign Regulations, states that signs shall only display the address, name of business, primary use, graphics, or phone number.

Criteria Met: The proposed sign displays the name of the business.

4. Section 1138.28 titled Schedule of Sign Regulations, states that the maximum area of signs shall not exceed one (1) square foot of signage per four (4) linear feet of frontage; with a twenty-five (25) foot maximum total on all signs.

Criteria Met: The proposed sign is 10 square feet in area. Based on the building's 40' of frontage on Broadway, 10 square feet of signage is permitted for the building.

Recommendation(s):

Based on the review criteria, the Development Department recommends Planning Commission make a recommendation of approval to City Council for the Certificate of Appropriateness as submitted.