

Memorandum

To: Planning Commission Members
From: The Development Department
CC: Honorable Members of City Council, Clerk of Council, City Departments
Date: October 31, 2014
Re: Staff Report for Sylvan Learning – Certificate of Appropriateness (HPA Sign)

Item #2 – Sylvan Learning – Certificate of Appropriateness (HPA - Sign) (PID# 201409160051)

Application: Certificate of Appropriateness – HPA Sign
Location: 4067 Third Street
Applicant: Stephen Gaston
Zoning: CBD
Use: Learning Center

Relevant Code Section(s):

- 1138.04(e) Historical Preservation and Sign Code – Design Requirements, Signs
- 1138.25(a)(3) Historical Preservation and Sign Code – Ground Mounted 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 to replace the existing ground sign for Sylvan Learning at 4067 Third Street. The application also includes new signs on the entrance door and rear door. The proposed ground sign will be approximately 7.8 square feet, the entrance door (window) sign will be 2.3 square feet, and the rear door sign will be 4.2 square feet. The proposed ground sign will feature the Sylvan Learning name, logo and address, and the door signs will feature the name, logo and phone number. On all proposed signs, the name and logo will be “Reed” green and “Old World” blue from the HPA color palette, the address on the ground sign and phone number on the rear door will be black, and phone number on the entrance door will be white.

Sylvan Learning shares a building with two other tenants (Studio on Park and Woodard Family Dentistry); however the entrance to Sylvan Learning is separate from the other tenants and located off Third Street. Chapter 1138 allows multi-tenant buildings to have a second ground sign if the tenant has pedestrian access from the front and rear of the property. The building has parking off both Arbutus Avenue and Third Street.

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: Colors selected for all proposed signs are from the approved color palette – "Reed", "Old World", and black on a white background.

2. Section 1138.25(a)(3) states that ground mounted signs shall be limited to signs denoting the identification of the occupant, the address of the premises and its primary use, and the business phone number. Ground mounted signs shall be limited to one sign per property, regardless of the number of buildings or business establishments on such property. The size of the sign shall not exceed eight feet in height and shall not exceed a total of twenty-five square feet. There shall be permanent landscaping planted at the base of the sign.

Criteria Met: The proposed ground sign will display the business name, logo, and address. The overall height of the sign is not proposed to change and the sign will be within the permitted sign area. A landscape area currently exists at the base of the sign.

Although Section 1138.25(a)(3) states that ground mounted signs shall be limited to one sign per property, and a ground sign also exists for the other building tenants along Park Street, section 1138.25(6) allow for a second sign to be placed on a property where pedestrian access exists from parking facilities in the front and rear of the property.

3. 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, move 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: No changes are proposed to the existing lighting. Materials indicate that the current lighting for the ground sign is on a timer to provide constant lighting for a specified amount of time every night.

4. 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 signs display the name, logo, phone number and address of the business.

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.