

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 Perini Insurance Agency LLC – Certificate of Appropriateness (HPA Sign)

Item #9 – Perini Insurance Agency LLC – Certificate of Appropriateness (HPA - Sign) (PID# 201410210060)

Application: Certificate of Appropriateness – HPA Sign
Location: 3886 Broadway
Applicant: Nickolas P. Perini
Zoning: PSO (Professional Services)
Use: Multi-tenant Office (Insurance, Financial Services, Realty)

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 reconfigure the signage at 3886 Broadway to include an additional tenant. The two existing tenant signs will be reduced in area to make room for the third tenant sign without increasing the overall area of the existing sign. The proposed sign tenant signs will be each be eight (8) square feet in area for a total of 24 square feet of signage; matching the size of the existing sign on the site.

The applicant has indicated that all colors proposed for the three tenant signs will be from the approved HPA color palette: Bryce Canyon (red), Pale Cadet (light blue), and Old World (blue), with additional black lettering. All signs will have a white background and will utilize the existing sign posts. Existing landscaping at the base of the sign will not be impacted and no lighting is proposed to illuminate the sign.

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: All proposed colors for the three tenant signs are from the approved color palette: Bryce Canyon, Pale Cadet, and Old World.

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 tenant signs display the occupants, primary uses and phone numbers. Landscaping currently exists at the base of the sign and will not be affected by the proposed sign reconfiguration. The proposed sign will be twenty-four (24) square feet in area.

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: The proposed sign will not be illuminated.

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 sign displays the name, primary use and phone numbers of the individual tenants.

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.