



## CITY OF SAUSALITO PLANNING DIVISION MEMORANDUM

Date: November 30, 2011  
To: Historic Landmarks Board (HLB)  
From: Heidi Burns, Associate Planner  
Subject: **HLB Study Session Review #1 of a Sign Permit and Awning (DR-EA 11-331) for 670 Bridgeway (APN 065-133-10)**

### Summary:

The applicant Eric Long with Don Olsen Associates, and owner, John McManus, are requesting a Sign and Awning Permit for an existing commercial building located in the City's C-C (Central Commercial) Zoning District and Historic Overlay District at 670 Bridgeway.

### Requested Sign and Awning Permit:

The applicant is requesting a Sign and Awning permit for business identification signage for the Napa Burger Co. (to replace Winships restaurant). The proposed projecting sign would have a similar scale as the existing and previously approved Winships sign. The sign would also utilize the existing sign bracket. The proposed awning is to replace the existing Winships awning and will be retractable. Refer to the project plans for more detailed information (see **Attachment 1**).

### HLB Study Session:

Pursuant to Section 10.46.060 of the Zoning Ordinance, a Design Review Permit to be jointly reviewed by the Historic Landmarks Board and the Planning Commission is required when any exterior modifications to a building in the Historic Overlay District are proposed. Additionally, if a sign is proposed in the Historic Overlay District the HLB and Planning Commission must review the sign and awning pursuant to the Historic District Guidelines for sign permits (see **Attachment 2**). The purpose of the HLB study session is to review the proposed renovations prior to the joint HLB/PC hearing (date yet to be determined) and provide direction to the applicant if necessary.

### Attachments:

1. Project Plans
2. Historic District Sign Guidelines

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**10.42.070 Sign Standards in the Historic Overlay District and for Properties Listed on the Local Register**

- A. Purpose.** In addition to the general purposes of this chapter identified in Section 10.42.010 (Purpose), the purpose of this section establishing regulations for signs in the Historic overlay district and for structures and/or sites listed on the local register are as follows:
1. To establish reasonable standards for business identification in the historic district and for properties listed on the local register;
  2. To reinforce the historic qualities of downtown Sausalito;
  3. To assist property and business owners in understanding community signage expectations;
  4. To encourage creativity within a controlled framework;
  5. To promote economic vitality; and
  6. To provide a regulatory framework for the Historic District Sign Design Guidelines.
- B. Applicability.** This section applies to all buildings, sites and businesses located within the Historic overlay district and/or listed on the local register. In addition, all signs in the applicable areas are subject to the other applicable sections of this Chapter 10.42 (Sign and Awning Regulations) and the Sausalito Historic District Sign Design Guidelines.
- C. Sign Types Permitted.** The following sign types are permitted in the Historic overlay district and on structures listed on the local register, as determined eligible by the Planning Commission:
1. Wall signs;
  2. Projecting signs;
  3. Awning signs;
  4. Window signs;
  5. Hanging signs;
  6. Plaque signs;
  7. Directory signs;
  8. Address signs;
  9. Menu signs;
  10. Temporary signs; and
  11. Special Signs.
- D. Sign Types Strongly Discouraged.** Signs are strongly discouraged which are considered incompatible with the Historic overlay district, which adversely affect the health, safety and/or general welfare of the community, or which might create confusion to the public or to public safety officials responding to community emergencies. In addition, the following sign types are strongly discouraged in the Historic overlay district and on structures listed on the local register:
1. Banner signs (see exception under subsection (P) (Temporary Signs));
  2. Neon signs;
  3. Roof signs;

4. Interior illuminated signs;
5. Freestanding signs;
6. Electronic and reader board signs;
7. A-frame signs;
8. Changeable letter signs;
9. Flashing, illuminated, phosphorescent signs;
10. Signs incorporating lights or movement as viewed from the public right-of-way or from any area open to the public;
11. Off-premise signs;
12. Floating signs; and
13. Signs containing glossy finish.

**E. Exempt Signs.** The following signs will be allowed in the Historic overlay district without a Sign Permit and shall not be included in the calculation of maximum sign area:

1. Interior signs not visible from any public right-of-way or from any area open to the public;
2. Interior signs located within 15 feet of business frontage and visible by the public that contain lettering of 1 inch or less;
3. Interior signs visible by the public and located more than 15 feet from the business frontage that contain lettering 3 inches or less;
4. Public information signs required by City, State or Federal laws;
5. Name plate signs on doors not exceeding 2" x 24" and administratively approved by the Community Development Director; and
6. One alarm sign not exceeding an aggregate of 1 square foot, indicating presence of alarm device and identifying representative to be contacted in case of alarm activation.

**F. General Regulations.** The following standards shall apply to all sign types in the Historic overlay district or on structures listed on the local register:

1. Total number of signs shall be at discretion of Planning Commission and Historic Landmarks Board.
2. Commercial signage should be limited to 0.5 square feet of signage per lineal foot of street frontage. Exceptions may be granted for narrow buildings. Store information under 1" in height (e.g. hours of operation) shall not be included in size calculations.
3. Materials should be appropriate to historic nature of district and/or structure listed on the local register and may include carved wood signs and individual cast or cut metal letters.
4. All signs should be of high quality workmanship, with clean and finished edges and materials.
5. Colors should be appropriate to the historic district or structure listed on the local register and relative to the location, size and context of the structure, business or site.
6. Lighting should be unobtrusive and controlled by dimmers.
7. Upper floor signage should be limited to six (6) square feet. Upper floor signage may include projecting signs at ground floor level entries, projecting signs at upper floor window level, or lettering applied directly to upper floor windows.

Upper floor signage should be generally smaller than signage for ground floor tenants.

8. The use of historical sign precedents that are generally within the parameters of these guidelines shall be encouraged where appropriate to the building and location.
9. Any sign shall be installed in a manner to minimize damage or degradation to historic buildings, consistent with the Secretary of Interior Standards.

**G. Wall Signs.** Wall signs, defined in Section 10.42.030 (Sign Definitions) are subject to the following guidelines:

1. Signs should identify building or major tenant's name only.
2. Wall signs should not be painted directly to wall surfaces unless the Historic Landmarks Board finds they are of historic significance.
3. Signs should consist of individual solid metal, wood, stone or glass letters, or flush-mounted carved, routed or sandblasted wood plaques.
4. Signable area (defined by Section 10.42.030, Sign Definitions) should not exceed 15% of the business façade.
5. Wall signs should be limited in size, as follows:
  - a. Individual letter size: 12". If all capital letters used: 8".
  - b. Total signage area: 40% of signable area.
  - c. Length of signage: 75% of signable area width. For single tenant in multi-tenant building: 2/3 of individual tenant storefront.
  - d. Projection: 4" maximum from face of wall surface.

**H. Projecting Signs.** Projecting signs are encouraged in the Historic overlay district and should be oriented to pedestrians on the sidewalk in front of the building. Projecting signs are also subject to the following guidelines:

1. Maximum projection from building face: 36".
2. Minimum clearance between building face and sign: 6".
3. Maximum area: 6 square feet. Irregular-shaped signs should fit within an imaginary rectangle not exceeding 9 square feet.
4. Mounting brackets shall be reviewed for design, decorative nature, uniqueness and shadowing effects on business wall surfaces.
5. Shape and design of sign shall be reviewed and may include logos, irregular outlines, and two- or three-dimensional icon signs.

**I. Awning Signs.** Awning signs shall be reviewed for conformance to the following guidelines:

1. Size of awning signs should be limited, as follows:
  - a. Letter height: 8".
  - b. Logo height (on sloping awning face): 12".
  - c. Logos and other design elements on sloped awning face: 10% of awning face.
  - d. Letters, logos and other design elements may be allowed on the sides (closed ends of awnings) provided they are smaller than those on the front and do not exceed 40% of the awning end panel area.

2. Upper-level awning signs may be allowed at the discretion of the Historic Landmarks Board and the Planning Commission and should be limited to the business name or type.

**J. Window Signs.** Window signs shall meet the following guidelines, unless otherwise approved by the Historic Landmarks Board or Planning Commission:

1. Copy should be limited to business name, address, hours of operation, emergency telephone numbers and business tenant logos.
2. Area should not exceed 25% of any single window area or 10% of aggregate ground floor window area, whichever is less.
3. Copy should be limited to 8" in height.
4. Store information copy under 1" in height and credit card logos under 2" in height are included in window coverage, but not maximum sign area allowed.
5. Signs taped to windows or suspended independent of the glass are not allowed.

**K. Hanging Signs.** Hanging signs are similar to projecting signs except they are below awnings, balconies or beams and are generally smaller in size. Hanging signs are subject to the following guidelines:

1. Maximum size: 4 square feet.
2. Minimum clearance above pedestrian areas: 8'.
3. Designed to be viewed closely by pedestrians.
4. Located perpendicular to pedestrian movement.

**L. Plaque Signs.** Plaque signs are smaller wall signs attached to surfaces adjacent to shop front entries and generally limited to the business name or logo and designed for viewing by pedestrians at close range. Plaque signs are subject to the following guidelines:

1. Placed near tenant entries.
2. Size limited to fit within an imaginary rectangle of 3 square feet.
3. Limit projection to a maximum of 3".
4. Historic designation plaques are encouraged. Historic designation plaques are subject to review and approval by the Historic Landmarks Board but shall not be counted in calculation of maximum sign area.

**M. Directory Signs.** Tenant directory signs may be allowed for buildings with multiple tenants without direct public street frontage, including buildings with upper floors and buildings with businesses in a courtyard. Directory signs are subject to the following guidelines:

1. Oriented to pedestrians in immediate area.
2. Sign copy may include building and project name, project logo, address, business tenant names, suite numbers or letters.
3. Project name or logos should be limited to 6" in height. Other sign copy should be limited to 2" in height.

**N. Address Signs.** Address signs shall be prominently displayed from the street and limited to the street address number. Address signs are also subject to the following

guidelines:

1. Placement limited to doors, transoms, or wall surfaces adjacent to entries.
2. Script letter strongly discouraged, except where appropriate based on demonstrated historic precedence.
3. Individual numbers on glass surfaces on or above doorways encouraged.
4. Numbers on glass in another color field discouraged.

**O. Menu Signs.** Menu signs are encouraged for all restaurants with sit-down dining but are not included in calculation of maximum sign area. The following guidelines shall apply:

1. Mounted on walls adjacent to restaurant entries.
2. Sign boxes or plaques will be reviewed for materials, design features and nighttime lighting.

**P. Temporary Signs.** Temporary signs, as defined in Section 10.42.030 (Sign Definitions), must be approved by the Community Development Director and are subject to the following guidelines:

1. The Historic Landmarks Board and Planning Commission may approve the location, supporting brackets and general banner design of signs for changing events. The Community Development Director may approve subsequent or periodic changes.
2. Temporary signs announcing retail sales will be reviewed for compatibility with the Historic District and are subject to the following:
  - a. Size: 3 square feet.
  - b. Letters: 6" in height.
  - c. Aggregate area of all temporary signs on a business tenant frontage: 10% of display window area.
  - d. Illuminated, luminescent and fluorescent signs strongly discouraged.
3. Temporary real estate sale or lease information and construction, alteration and repair signs shall be reviewed for compatibility with the Historic overlay district and are subject to the following:
  - a. Size: 3 square feet.
  - b. Letters: 3" in height.
  - c. Aggregate area of temporary signs on business frontage: 6 square feet.
  - d. Illuminated, luminescent and fluorescent signs discouraged.
4. The number and duration of temporary signs shall be at the discretion of the Community Development Director, subject to the following:
  - a. Duration: No greater than 30 days.
  - b. Frequency: No more than 4 times per year.
  - c. Period of at least 30 days between any of four display periods, unless waived by the Community Development Director.

**Q. Special Signs.** Creative signs that do not fit within another identified category may be allowed, subject to the following guidelines:

1. Moveable signs require Historic Landmarks Board and Planning Commission approval prior to initial use.

2. Review by the Planning Commission and Historic Landmarks Board shall consider appropriateness to and compatibility with the Historic District.
3. Special signs shall only be approved if the Historic Landmarks Board and Planning Commission can make one or more of the following findings:
  - a. Proposal contributes to the vitality of the Historic District.
  - b. Proposed sign provides a better visual building and signage relationship for a difficult building or location.
  - c. Proposal maintains a size and character appropriate to the pedestrian scale of the Historic District.
4. Special signs shall be creative and unique to the business, location, building architecture or neighborhood character.

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