CITY OF SAUSALITO
PLANNING DIVISION
MEMORANDUM

Date: March 12, 2014
To: Historic Landmarks Board (HLB)
From: Steve Padovan, Contract Planner
Subject: **HLB Review and Recommendation on a New Awning and Signage for Barcelino Clothing at 755 Bridgeway (APN: 065-071-24)**

Background:
On February 10, 2014, an application was submitted by Barcelino Continental Corp. requesting a Design Review Permit and Sign Permit to install a new awning over the sidewalk and for new awning, wall and window signage for a Barcelino clothing store in the Downtown Historic District at 755 Bridgeway.

The applicant recently received an Occupational Use Permit for the clothing store and currently occupies the entire floor space in the building.

Proposed Project:
The proposed project consists of the following as shown in Exhibit D:

1) Installation of a 5 foot deep by 22½ foot long, fixed, steel framed awning made of a teal-colored acrylic fabric. The awning will stretch across the entire store frontage and have the business name "Barcelino" painted in four locations on the awning with a maximum letter height of 7 inches and a sign area of 0.55 feet each, for a total sign area of 2.2 square feet.

2) Installation of a new wall sign centered above the awning with a maximum letter height of 20 inches and a sign area of 4.2 square feet. The sign will be non-illuminated and constructed of metallic bronze colored acrylic plastic.

3) Installation of two new window signs with a maximum letter height of 5.625 inches and a sign area of 0.4 square feet for a total sign area of 0.8 square feet.

Total sign area will be 7.2 square feet and no new exterior lighting or landscaping is proposed.

City Records:
The contents of the City's archive files for the property located at the Community Development Department identify the following items:

1. Planning Commission Review:
    a. Use Permit #312 and Variance #122 – June 18, 1963 - Retail sales use approved with no on-site parking
    b. Variance #406 – January 25, 1977 – Additional 2nd floor area and ground floor area denied
    c. Variance #414 – June 15, 1977 – Additional ground floor area denied
    d. CUP 99-59 – June 23, 1999 – Holiday Shoppe retail gift shop use approved
    e. DR 02-39 – August 14, 2002 - Business Identification Signage approved for Holiday Shoppe

2. CAAB Review:
    a. May 12, 1965 – Approval of wall sign
    b. July 6, 1976 – Approval of window air conditioner
    c. January 1972 – Review of enclosure at the rear of the property. Not approved.

3. Building Permits Issued
    a. 4420A – September 9, 1964 – Alteration of building
    b. 4475 – January 12, 1965 – Replace masonry wall and add mezzanine
    c. 5937 – July 25, 1972 – Concrete slab in rear of building
    d. A7764 – May 18, 2000 – Re-roof of building
    e. B2013-648 – October 9, 2013 – Reroof of building

The County Assessor's Records do not indicate when the subject building was constructed. However, the historic records in the City indicate that the building was constructed in 1899.

Discussion:

The building has undergone a complete interior remodel for the new clothing store and no exterior changes or signage were proposed at that time. Now that the store is operating, the applicant is requesting an awning and signage. Staff is requesting that the HLB conduct a preliminary review of the awning and sign proposal and provide comments along with a recommendation to forward the application to a joint PC/HLB meeting.

Attachments:
1. Vicinity Map
2. Awning and Sign Plans
3. Excerpts from Historic Design Guidelines

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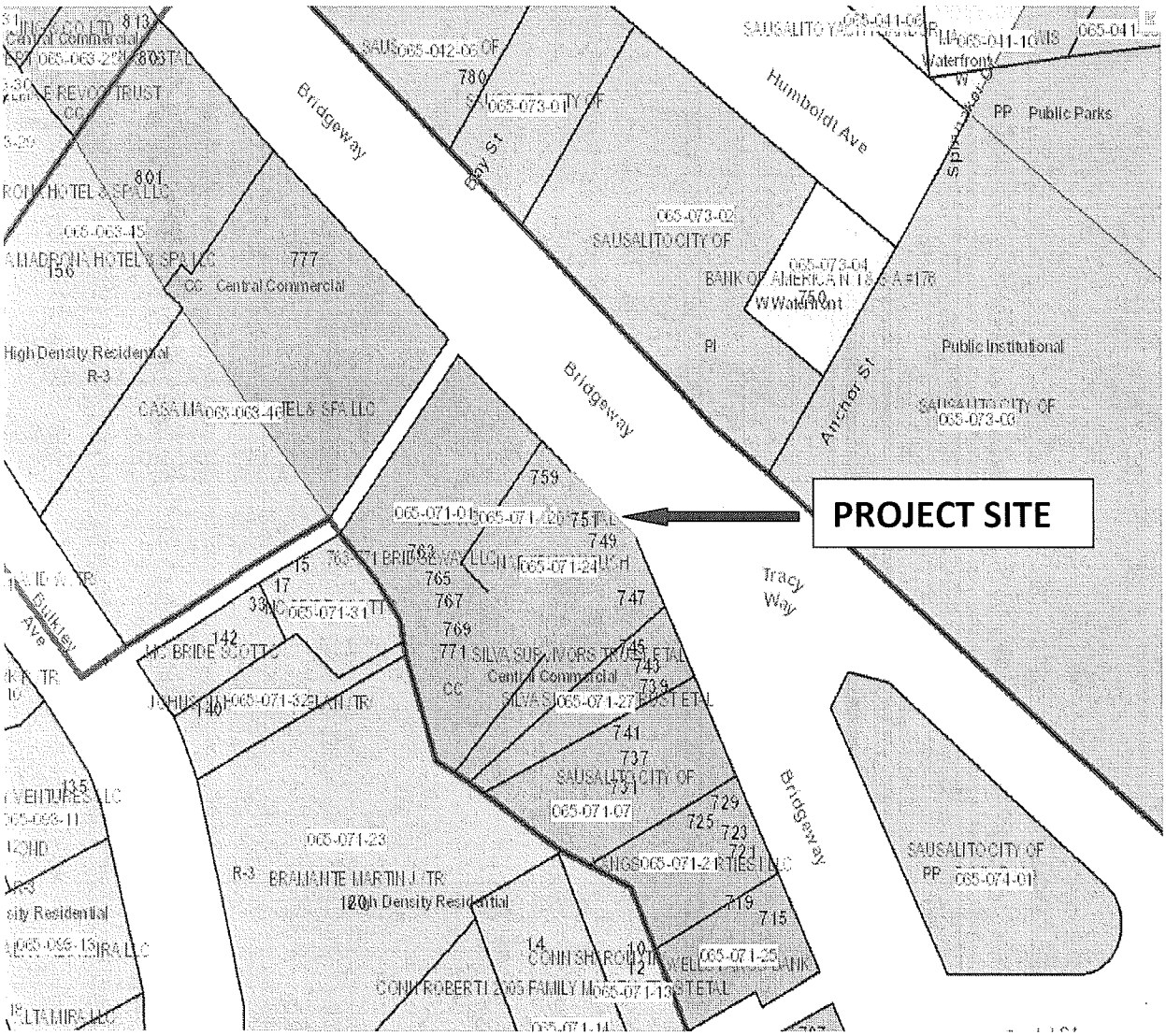
VICINITY MAP

755 BRIDGEWAY

CUP 13-313



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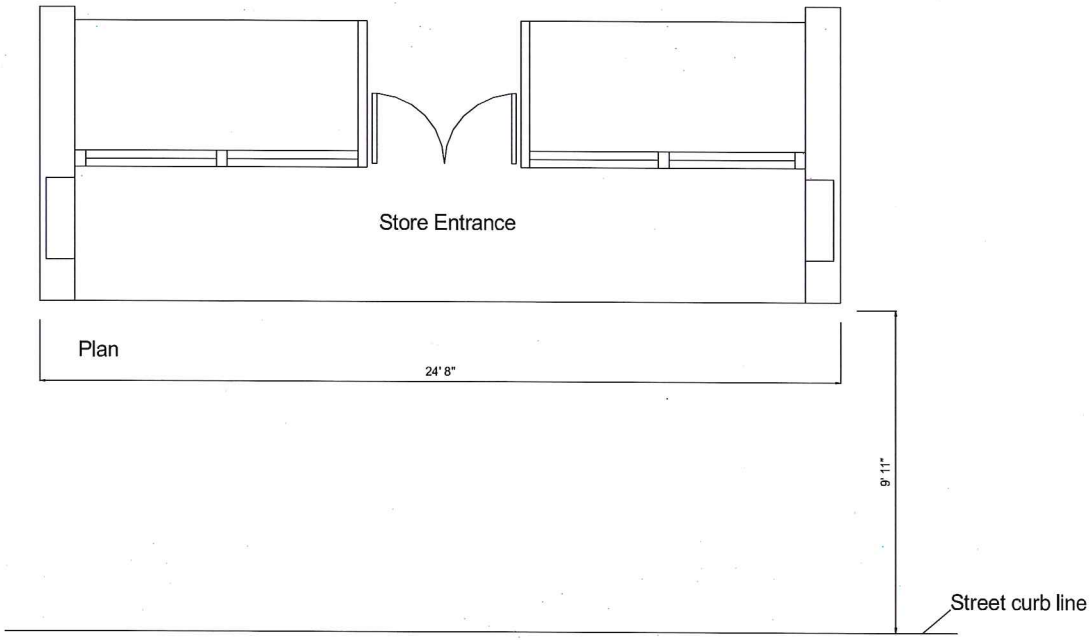
FEB 1 0 2014
CITY OF SAUSALITO
COMMUNITY DEVELOPMENT

2nd Floor

Ground Floor

Elevation



Plan Preparer: Bahram Nazarian, Signature _____
Phone: 415-710-9900, Fax: 415-927-1081
Project Address: 755 Bridgeway, Sausalito, CA 94965

Bridgeway

BARCELINO AWNING AND SIGNS

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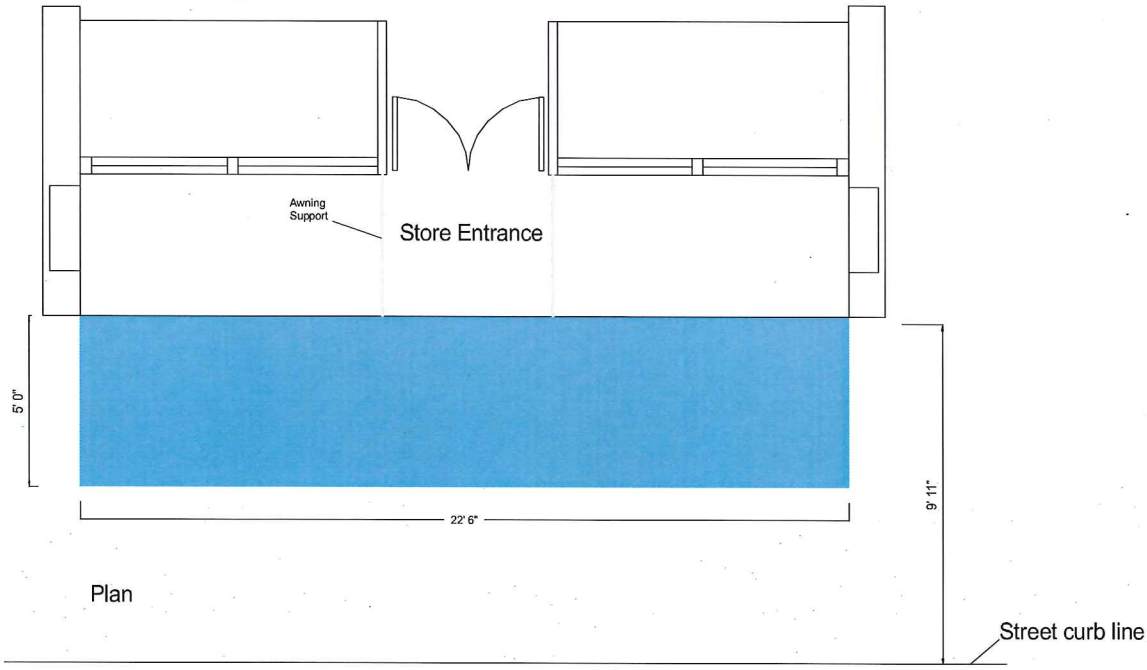
COMMUNITY DEVELOPMENT

2nd Floor

Ground Floor

Elevation



Plan

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Bridgeway

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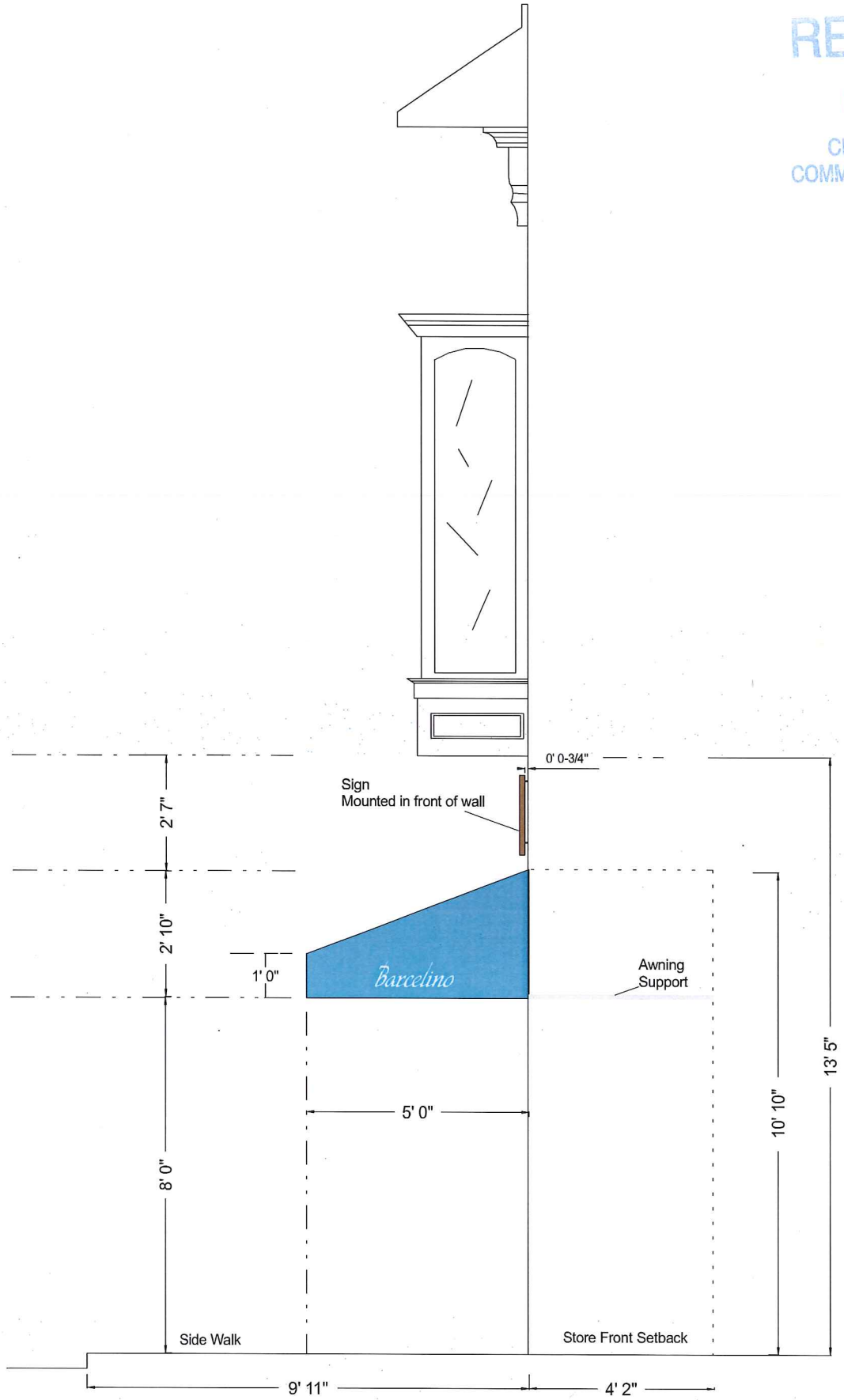

Side Elevation

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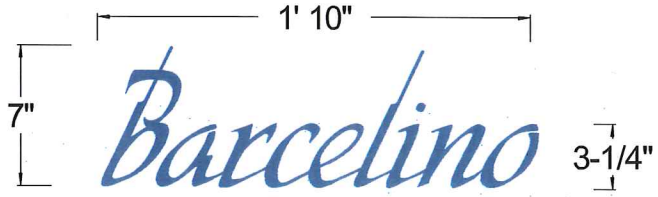
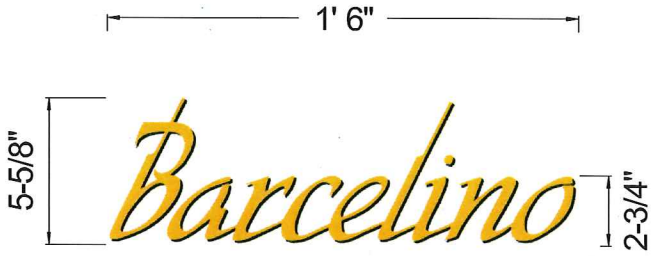
Exterior Surface Wall Sign
Mounted to the wall
3/4" space from back of sign to the wall
Color Metallic Bronze
Vacuum formed Acrylic
4.21 Sq. Ft.



Awning Sign
Painted on awning
Color white
Sign Area = .55 Sq. Ft.



Window Decal Sign
Applied to glass from inside
Color Gold with Black drop shadow
Sign Area = .39 Sq. Ft.

Barcelino Signs Details

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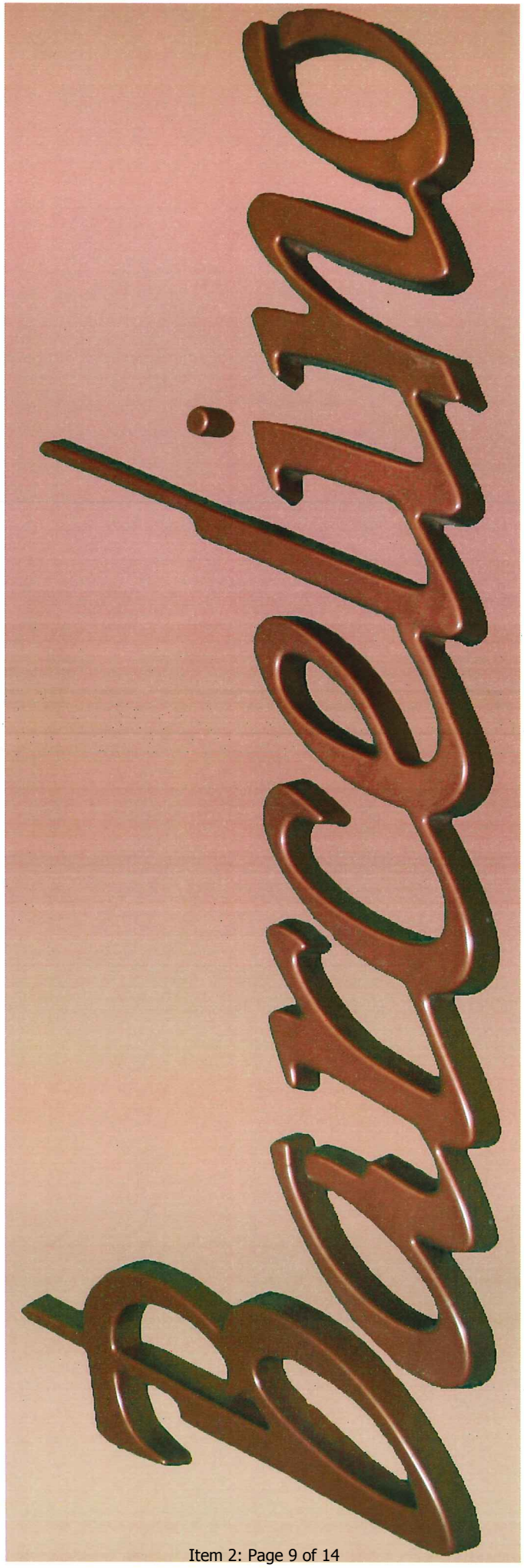
Phone: 415-710-9900, Fax: 415-927-1081
Project Address: 755 Bridgeway, Sausalito, CA 94965

Actual Barcelino sign photograph super imposed over the building background color.



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COMMUNITY DEVELOPMENT

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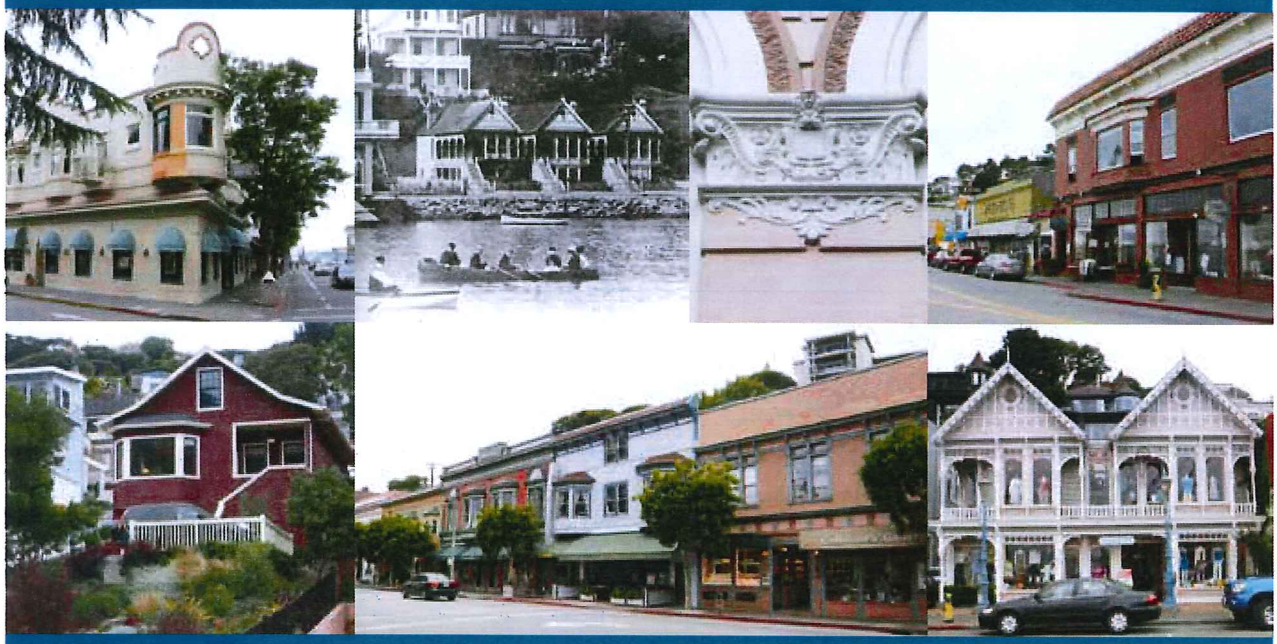
Barcelino

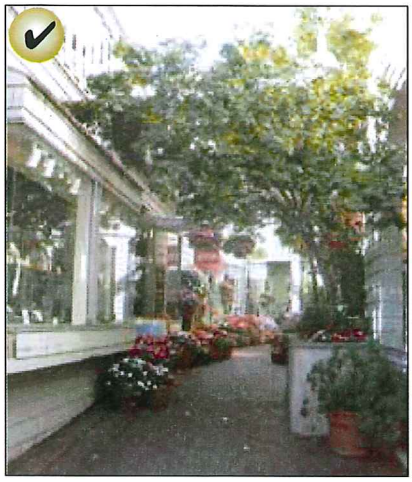
Awning Color & Fabric
Sunbrella, Color: 4612, Aruba (aquamarine)
Made with 100% Sunbrella® acrylic

Historic Design Guidelines



City of Sausalito

September 2011



An entry court is appropriate where a break between buildings occurs.

The use of public art is encouraged.

Entry Courts

Entry courts may occur as a part of an established alley right-of-way or where a break occurs between buildings. Entry courts are used to allow access to multiple businesses or other type of use.

3.10 An entry court may be considered in limited conditions.

- They are allowed when they occur as a part of an alley right-of-way.
- They are appropriate where two buildings are separated by a space between property lines.

E. Public Art

Public art is welcomed as an amenity. It should be designed as an integral component of the urban environment. It should be strategically located to serve as accent to a streetscape, plaza, park or other public area.

3.11 The use of public art is encouraged.

- Incorporate art into streetscapes or building elements that complement the context and character of the setting.
- Strategically place public art at civic facilities to serve as accents.

3.12 Public art should be compatible with the historic context of downtown.

- Art installation should not impede one's ability to interpret the historic character of downtown.
- Locate public art such that the ability to perceive the character of historic buildings nearby is maintained. Placing a large sculpture in front of a historic building front, for example, is inappropriate.

3.13 Locate public art installations to enhance the urban environment.

- Locate artwork in strategic locations such as gateways or as focal points in public plazas or parks.
- Also, place public art within the urban environment. In this case, an artist could "customize" or reinterpret conventional features of a streetscape or seawalk. For example, an artist might design a gate feature, tree grate or planter.

F. Signs

Historically, a sign mounted and/or painted on the exterior of a building advertised the primary business conducted on the premises. Many of these signs still remain today and should be preserved.

3.14 Preserve a historic sign where it exists, when feasible.

- See City's Zoning Ordinance for further sign regulations.

G. Awnings and Canopies

Traditionally, awnings and canopies were noteworthy features of buildings in the downtown core, and their continued use is encouraged. These elements are simple in detail, and they reflect the character of the buildings to which they are attached.

3.15 A fabric awning is encouraged.

- Historically, fabric awnings were most commonly found in Sausalito's downtown area.
- Operable awnings are encouraged, but rigid frame types may also be considered.
- Using an operable awning is encouraged because it can be an energy efficient mechanism for managing interior light and air conditions.

3.16 A fixed metal canopy may be considered.

- Appropriate supporting mechanisms are wall mounted brackets and chains consistent with the style of the building.

3.17 An awning or canopy should be in character with the building and streetscape.

- Mount an awning or canopy to accentuate character-defining features. The awning or canopy should fit in the opening of the building.
- Use colors that are compatible with the overall color scheme of the facade. Solid colors are encouraged.
- Simple shed shapes are appropriate for rectangular openings. Odd shapes, bullnose awnings and bubble awnings are inappropriate.
- Internal illumination of an awning is inappropriate.
- Awnings should remain a subordinate feature on the facade, where they are used.

H. Outdoor Site Amenities

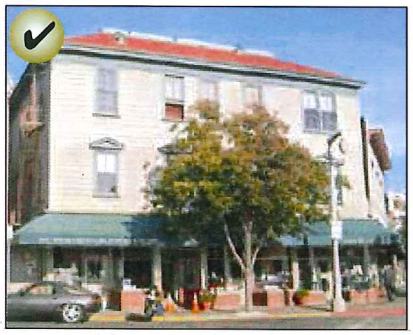
3.18 Locate a new deck to minimize visual impacts on historic resources.

- Placing it to the side or rear of a property is preferred, especially in a residential context.

3.19 Locate outdoor spas, swimming pools and other water features to minimize visual impacts on historic structures and landscapes.

- This includes pergolas and other shelters for these features.

Historic signs, such as this one mounted and painted on the exterior of a building, should be preserved.



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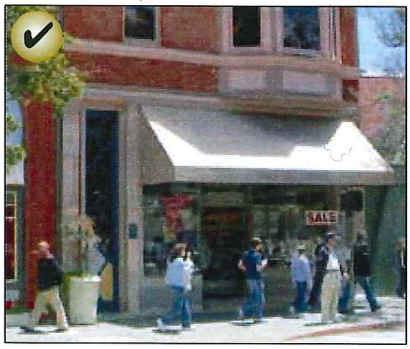

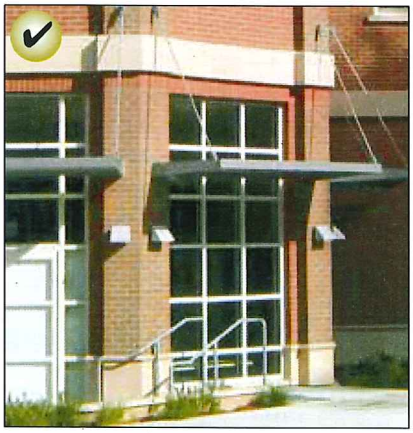

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