I. DISCUSSION

This is a continued public hearing to consider a new replacement sign face design for an existing double-faced monument sign. The application was initially reviewed by the Commission at its May 16, 2019 meeting, along with a proposed wall sign. At that meeting, the ARC approved the wall sign and continued its review of the proposed monument sign face to the June 6, 2019 meeting. The feedback and direction provided by the Commission pertaining to the proposed sign face were as follows:

- Revise the sign copy layout so that “Benjamin Moore” is a single line of copy, as opposed to two lines, “Creative Paint” is a single line of copy, as opposed to two lines, and “Benjamin Moore” is stacked directly over “Creative Paint”.

- Revise sign panel background color to be solid red, as opposed to red and blue.

II. RECOMMENDATION

Staff recommends that the ARC confirm that the project is exempt from CEQA and approve the proposed signage, with any revisions that may be required, subject to the attached conditions of approval or as they may be modified by the Commission.

III. ATTACHMENTS

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<th>Attachment A</th>
<th>Staff Recommended Conditions of Approval</th>
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<td>Attachment B</td>
<td>Revised Monument Sign Face Plans</td>
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<td>Attachment C</td>
<td>May 16, 2019 Architectural Review Commission Staff Report (including Attachment C – Plans. All other attachments are available for viewing online or in the Planning Division.)</td>
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GENERAL SPECIFICATIONS

Logo and 'Benjamin Moore': 5" deep Fabricated Aluminum Channels with trim-cap type retainers. White Acrylic faces with 3M Vinyl applied to first surface of Logo.

Backer Panel: .125 Flat aluminum panel painted RED

COLOR SPECIFICATIONS

Letters: □ WHITE (faces)
Vinyl: □ 3M #3630-51 Silver Gray (no PMS match-closest to Cool Gray 9)
Vinyl: □ 3M White (registration mark)

Paint: □ RED (semi-gloss to match PMS 200C)
Trim Cap: □ WHITE

□ WHITE (pre-coat aluminum)
GENERAL SPECIFICATIONS
White Polycarbonate Faces w/ 3M translucent vinyl applied to first surface. Logo and Logotype to be weeded from background vinyl to show thru to face. White LED Illumination. Cabinet to be retofit with white LED’s.

COLOR SPECIFICATIONS
Polycarbonate: [ ] WHITE (Face)

Vinyl: [ ] 3M #3730-53L Cardinal RED (matches PMS 2006)
[ ] BLUE 3M #3730-137L European BLUE (no PMS match)

Double-Face Monument Sign

N.T.S.

[Diagram showing尺寸 and replacement face options]