I. INTRODUCTION

A. Project Description

Public hearing to consider approval of a Sign Permit for the installation of one wall sign at an existing retail building. The wall sign would be located on the east elevation of the facility, over the existing storefront windows.

B. Background

The existing, single-story, stand-alone building was constructed in 1954; a renovation of the site was reviewed and approved by the ARC in 1992 and included repaving, restriping and landscape improvements.

C. Project Location

The site is located on the west side of Contra Costa Blvd., on the southwest corner of the Contra Costa Blvd. and Woodsworth Ln. intersection. Assessor's Parcel Number: 150-150-055.

II. GENERAL INFORMATION

A. General Plan

The General Plan designates the site as Mixed Use.

B. Zoning
The site is located in the PUD-347, zoning district.

C. Site Description and Existing Land Use

The existing 0.2 acre (8,712 square foot) project site is relatively flat and is developed with one 2,592 square foot, single-story building.

D. Surrounding Zoning and Uses

<table>
<thead>
<tr>
<th>Zoning</th>
<th>Uses</th>
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</thead>
<tbody>
<tr>
<td>North</td>
<td>PUD-548 Retail</td>
</tr>
<tr>
<td>South</td>
<td>PUD-347 Retail &amp; Post Office</td>
</tr>
<tr>
<td>East</td>
<td>PUD-347 Retail</td>
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<tr>
<td>West</td>
<td>PUD-347 Church</td>
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E. CEQA Status

Pursuant to Section 15301 and 15311 of the California Environmental Quality Act (CEQA) of 1970, as amended, this project is determined to be a Class 1 & 11 categorical exemption, which consists of replacement of on-premise signs.

F. Public Notices

Public notices were sent in advance of the public hearing to all property owners within 300 feet of the project site.

III. PURPOSE AND SCOPE OF REVIEW

A. Purpose

The purpose of Architectural Review is to consider the following elements in evaluating a Sign Permit application:

Signage

1. Ensure sign visibility and legibility, including letter height and legibility, contrast background relationship, placement and location, and the impact of other signs in the vicinity, and the average travel speed on adjacent streets.

2. Intensity of sign illumination of both the proposed sign and other signs in the vicinity, and other light sources such as street lights or canopy lights.

3. The relation of the signs to the architectural design of the building. An attractive scale between the sign, the building and the immediate surroundings shall be maintained.
4. Ensure the graphic design of a sign, including emphasis on simplicity, style, trademarks or business identification and use of symbols.

5. Ensure substantial compliance with City-wide sign design guidelines.

IV. ANALYSIS

A. Proposed Signage

Wall Sign
The proposed sign would be mounted on the east facing building elevation. It includes the following design features:

- General Sign Design
  - Material: aluminum face and returns
  - Depth: ½” thick letters, mounted to wall surface with ½” spacers
  - Sign Copy Height
    - Stacked lettering: “Minuteman” over “Press” – 28-inches combined height
    - logo – 28-inches
  - Sign Copy Colors
    - “Minuteman” and “Press” – 341 green
    - “M” logo – 341 green and 165 orange

Staff Comments

Wall Sign Design: The wall sign would be centered over the storefront window system. The colors are darker than the white background of the existing wall surface. The logo is taller than the largest letter, however it matches the height of the stacked lettering, at 28 inches combined.

Wall Sign Area: The applicant is requested a sign area consistent with regulations under the City Sign Ordinance. The zoning ordinance permits 1 square foot of sign area for each linear foot of building frontage. The building is approximately 32-feet 4-inches in length, thus, their request for a 28.8 square foot sign complies with the provisions of sign ordinance for sign area.

B. Design Guidelines

The following City-Wide Sign Design Guidelines are applicable to the project as summarized below:

SG.IV.C.3 – General Sign Guidelines: Signs should efficiently advertise the business so that passers-by can readily understand the message. The copy and background color selections provide adequate contrast to enhance visibility and readability to passers-by.
SG.IV.D.5 – Logo cabinets are allowed, but should generally not exceed the height of associated sign lettering. The wall sign proposes a logo that, at 28-inches tall, exceeds the tallest letter at approximately 12-inches. The applicant, however, has proposed to stack the wording “Minuteman” over the wording “Press” so that the logo does not exceed the combined height of 28-inches. Thus, the Commission should provide input and direction on the logo size in relation to the letter heights.

SG.IV.E.1 – Sign Content: The message on monument signs should be simple and concise, advertising the name and type of business only. Secondary information, such as corporate slogans, telephone numbers, and product lines, do not belong on monument signs. This information is better suited on secondary or window signs. The proposed signage copy displays the name of the business only.

SG.IV.I.2 – Colors: They should be simple and basic, limited to one or two color. The applicant has proposed a simple color scheme of two colors.

V. CONCLUSION

The proposed wall sign would comply with the sign ordinance and many of the Sign Design Guidelines. The sign is clear to read and is designed with a simple color palette. Staff recommends the ARC discuss the proposed logo size and provide direction to staff and the applicant.

VI. 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.

VII. ATTACHMENTS

Attachment A  Staff Recommended Conditions of Approval
Attachment B  Location Map
Attachment C  Proposed Project Plans & Site Photos
Attachment D  Public Notice