

**CITY OF ST. HELENA
PLANNING DEPARTMENT 1480 MAIN STREET-ST. HELENA, CA 94574
PLANNING COMMISSION**

MAY 7, 2013

AGENDA ITEM: 7.2

2013-29: Request of **EILEEN BLANC**, representing **WELLS FARGO BANK**, for a **SIGN PERMIT** to install two (2) single-sided identification signs, measuring a total of 35.6 sq. ft. at **1107 MAIN STREET** in the CB: Central Business Zoning district. (APN: 009-261-006) (CEQA STATUS: Exempt)

NOTE: This item is recommended for approval on the Consent Calendar.

PREPARED BY: Greg Desmond, Interim Planning Director

APPLICATION FILED: 4/17/13

ACCEPTED AS COMPLETE: 4/17/13

LOCATION OF PROPERTY: 1107 Main Street

APN: 009-261-006

GENERAL PLAN: Central Business

ZONING: CB: Central Business

APPLICANT: Eileen Blanc

PHONE: 485.7555

PROPERTY OWNER: Wells Fargo

PHONE: 904.391.7824

PROJECT DESCRIPTION:

This project is a request to replace two existing identification signs for Wells Fargo Bank located at 1107 Main Street.

The existing signs total 52.1 sq. ft. The proposed replacement signs will total 35.6 sq. ft. with dimensions of 2'-8 5/8" high by 6'-6 3/4" wide.

The proposed signs will be fabricated as individual letters attached to the exterior of the building. Signs will be located at the front of the building facing Main Street and to the rear, facing Mitchell Avenue.

Each of the signs will be illuminated by 3 goose neck lights which will be shielded and installed to limit illumination to the face of each sign.

REQUIRED ACTIONS:

1. CEQA determination that this project is exempt from the requirements of CEQA pursuant to Section 15311 of the CEQA Guidelines which exempts on-premise business signs.
2. Accept the required findings and approve a Sign Permit for installation of replacement identification signs at 1107 Main Street.

ANALYSIS: GENERAL PLAN/ZONING

The site is zoned CB: Central Business. The general plan designation is Central Business.

ANALYSIS: CEQA

This project is exempt from the requirements of CEQA pursuant to Section 15311 of the CEQA Guidelines, which exempts on-premise business signs.

ANALYSIS: SIGN REGULATIONS

Pursuant to Zoning **Code Section 17.148.040**, of the municipal code, no signs proposed whose design components do not fall within the administrative sign regulations for this district shall be installed without first obtaining a sign permit.

According to the **Zoning Code Chapter 17.148.010**, Definitions:

“Identification Sign” means a sign designed to identify the name of a commercial business.

Pursuant to Zoning **Code Section 17.148.040** (b) (cb) (i) all signs in the CB: Central Business Zoning district, must comply with the following regulations:

- i. The aggregate area of all signs on the primary frontage, including incidental signs, shall not exceed the lesser of forty (40) square feet in sign area or a ratio of one square foot of signage to one linear foot of business frontage.
 - *There is one proposed identification sign (17.8 sq. ft.) at the primary frontage.*
- ii. No single sign shall exceed twenty (20) square feet in size.
 - *Both proposed signs are 17.8 sq. ft.*
- iii. Secondary frontage signs per business: one sign for each secondary frontage.
 - *Only one sign is proposed for the secondary frontage.*
- iv. Maximum cumulative sign area for all secondary frontage signs, including both sides of a two-sided sign: twenty (20) square feet.
 - *Only one, single-sided, sign is proposed for the secondary frontage and it is 17.8 sq. ft.*

STAFF COMMENTS / RECOMMENDATIONS:

Staff recommends approval of the proposed signs as they comply with all regulations governing signage in the CB: Central Business district. Additionally staff finds that the proposed signs are more aesthetically pleasing than the existing signs.

PLANNING COMMISSION ACTION:

1. CEQA determination that this project is exempt from the requirements of CEQA pursuant to Section 15311 of the CEQA Guidelines which exempts on-premise business signs.
2. Accept the required findings and approve a Sign Permit for installation of replacement identification signs at 1107 Main Street.

ATTACHMENTS:

Statement/Exhibits.....	3
Conditions.....	9

**WELLS
FARGO**

before



after



199398
St Helena
St Helena, CA
1107 Main Street
Leased Site

~~HILTON~~DISPLAYS

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CODE & BRANDING UTILIZATION

Ground Signs	Allowed by Code	Currently Installed	Current % Utilized	Proposed	Proposed % Utilized	Δ (%Delta)
Height (ft.):	N/A	N/A	N/A	N/A	N/A	N/A
Number:	N/A	N/A	N/A	N/A	N/A	N/A
Square Footage (ft.):	N/A	N/A	N/A	N/A	N/A	N/A

Wall Signs	Allowed by Code	Currently Installed	Current % Utilized	Proposed	Proposed % Utilized	Δ (%Delta)
Height (ft.):	N/A	N/A	N/A	N/A	N/A	N/A
Number:	2	2	100%	2	100%	0
Square Footage (ft.):	60	52.1	87%	35.6	59.3%	-31.7%

Total Signage	Allowed by Code	Currently Installed	Current % Utilized	Proposed	Proposed % Utilized	Δ (% Delta)
Number:	2	2	100%	2	100%	0
Square Footage (ft.):	60	52.1	87%	35.6	59.3%	-31.7%

% Delta is calculated: proposed signage / current signage

Ground Signs

Existing:	0
New:	0
Remove Only:	0
Net Change +/- :	0
Wind Load:	N/A

Disclaimer: For wind-speeds in specific regions of the country it may be necessary to have engineered drawings completed at an additional charge.

Wall Signs

Existing:	2
New:	0
Remove Only:	0
Net Change +/- :	0

All Secondary Signs

Existing:	15
New:	0
Remove Only:	0
Net Change +/- :	0

Additional Code Information

Directional Information:
Window Signage Count Against Sq. Ft.:
Set Back Restrictions:
Permit Information:
Other:

Height Allowed:	n/a
Yes/No:	n/a
Pylon:	n/a
Contact:	n/a
Cost to Renew:	n/a
Number Allowed:	n/a
% of Window Allowed to be Used.:	n/a
Directional:	n/a
Cost:	Varies
Expiration Date:	n/a

Branding Rationale / Comments

Ground Signs not specified in the code

E01,E02: No sign can exceed 20 SF. in the central business district.

E16-17 Awnings are being re-skinned by others. Kathy McEvoy replacing awnings currently. They are falling apart and St. Helena won't allow red, so the awnings will remain the same color as they are now.

Internal illumination is not allowed. Goose neck lamps are added for external illumination.

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Revisions:

File Location:

Date: 01/23/2013

Designer:MR PM: VF

City/State: St Helena, CA

Address: 1107 Main Street

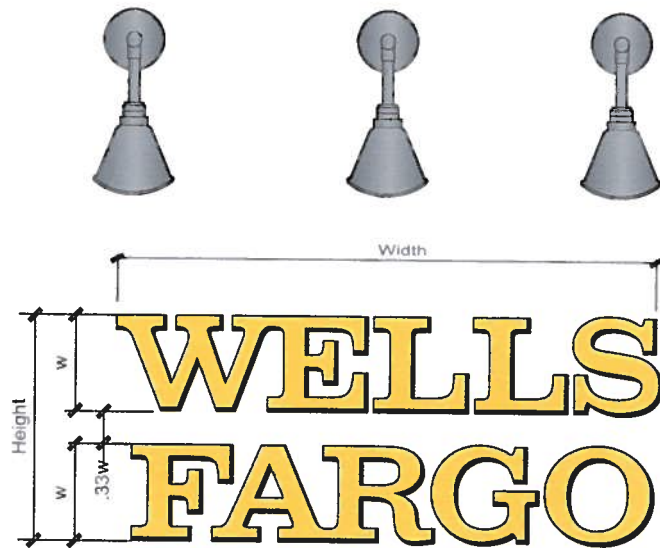
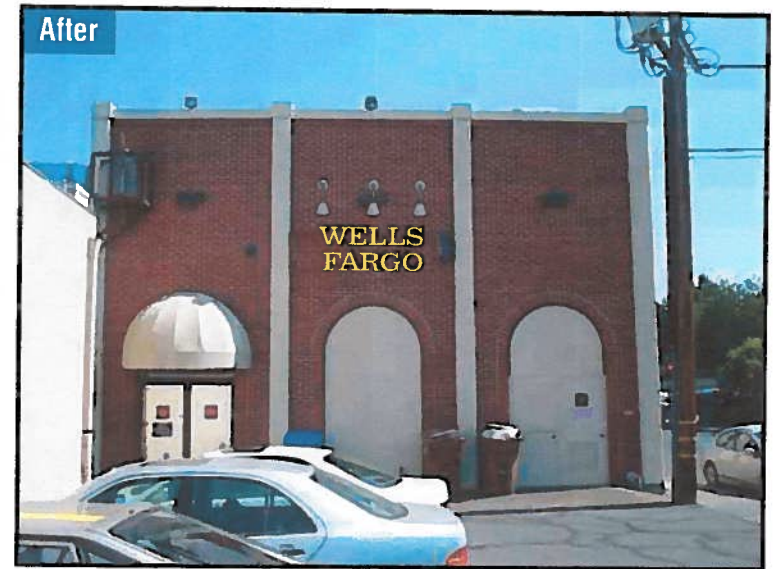
Drawing # **ESP**

Site Name **199398**

E02 Reverse Channel Letters (Non-Illuminated) - RCL-14-ST / Qty (1)

Remove existing letter set from fascia. Patch and paint wall fascia to match and leave like new appearance. Install new reverse channel letters. Stud mounted to fascia.

New goose neck lights (3) are added for external illumination. Lights require a new electrical circuit, controlled by photocell and timeclock.



Elevation | Reverse1Channel Letters | Stacked | Non-Illuminated
Scale: N.T.S.

Plan | Reverse Channel Letters
Scale: N.T.S.

Model Number	w	Height	Width	Depth	Sq.Ft.
RCL-14-ST	1'-2"	2'-8 5/8"	6'-6 3/4"	2"	17.8

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File Location:

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Address: 1107 Main Street

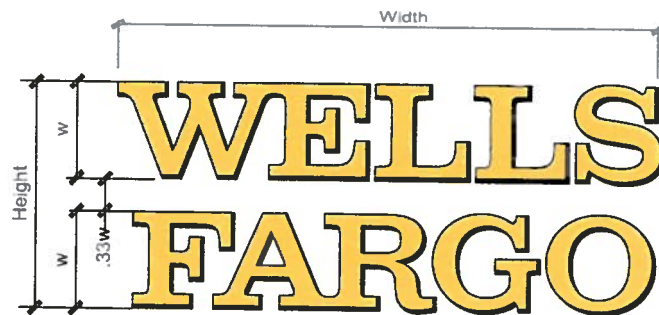
Drawing # **E02**

Site Name **199398**

E01 Reverse Channel Letters (Non-Illuminated) - RCL-14-ST / Qty (1)

Remove existing letter set from fascia. Patch and paint wall fascia to match and leave like new appearance. Install new reverse channel letters. Stud mounted to fascia.

New goose neck lights (3) are added for external illumination. Lights require a new electrical circuit, controlled by photocell and timeclock.



Elevation | Reverse1Channel Letters | Stacked | Non-Illuminated
Scale: N.T.S.

Plan | Reverse Channel Letters
Scale: N.T.S.

Depth

Model Number	w	Height	Width	Depth	Sq.Ft.
RCL-14-ST	1'-2"	2'-8 5/8"	6'-6 3/4"	2"	17.8

Side View
Scale: N.T.S.

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Revisions:

File Location:

Date: 01/23/2013

Designer: MR PM: VF

City/State: St Helena, CA

Address: 1107 Main Street

Drawing # E01

Site Name 199398

SIGN PERMIT 2013-29

THE CITY OF ST. HELENA STATE OF CALIFORNIA, GRANTED TO 1107 MAIN STREET

Applicant: Eileen Blanc, representing Wells Fargo Bank

APN: 009-261-006

Recitals

1. The applicant, Eileen Blanc, representing Wells Fargo Bank, has submitted a sign permit application to install two (2) identification signs, totaling 35.6 sq. ft. to replace two (2) existing identification signs at the front and rear elevations of the existing building located at 1107 Main Street in the CB: Central Business district.
2. The Planning Commission of the City of St. Helena held a public hearing on May 7, 2013.

Resolution

The Planning Commission of the City of St. Helena, State of California, approved the Sign Permit on the following basis:

A. The Planning Commission hereby finds that this project is exempt from the California Environmental Quality Act pursuant to Section 15311, Class 11 (a), which exempts installation of on premise signs.

B. The Sign Permit for the above described is granted subject to compliance with the following conditions. The permit shall be in conformance with all City ordinances, rules, regulations and policies in effect at the time of issuance of a building permit. The conditions noted below are particularly pertinent to this permit and shall not be construed to permit violation of other laws and policies not so listed.

1. The Sign Permit shall be vested within one (1) year from the date of approval. The Permit may be extended for up to two (2) one-year periods pursuant to the St. Helena Municipal Code, Section 17.08.130, Extension of Permits and Approvals. Any request for an extension of the Sign Permit must be justified in writing and received by the Planning Department at least thirty (30) days prior to expiration.
2. This permit is valid for this use only. New permits must be applied for upon any change in use. This permit will expire if the use is discontinued pursuant to then existing ordinances and regulations.
3. The applicant will defend and indemnify and hold the City, its agents, officers, and employees harmless of any claim, action or proceedings to attack, set aside, void or annul an approval so long as the City promptly notifies the applicant of any such claim, action, or proceedings and the City cooperates fully in the defense of the action or proceedings.
4. This Sign Permit shall run with the land and shall be binding upon all parties having any right, title or interest in the real property or any part thereof, their heirs, successors and assigns, and shall inure to their benefit and benefit of the City of St. Helena.
5. The sign authorized by this permit shall conform to the details and dimensions shown on the Exhibits which were reviewed and approved by the Planning Commission at their May 7, 2013 meeting.
6. Illumination beyond that approved through this permit is not allowed.

7. An Encroachment Permit shall be obtained by the applicant prior to installation of the sign if work involves locating of any person or structure on public property, such as a sidewalk, driveway, or street, if necessary.
8. Provided they are in general compliance with the sign ordinance, minor modifications may be approved by the Planning Director.
9. The applicant shall adhere to St Helena Municipal Code Section 17.148 – Signs, which regulates signs within the City of St. Helena. Specifically the applicant shall be aware of the prohibition of signs listed as prohibited, including portable freestanding signs.

I HEREBY CERTIFY that the foregoing Sign Permit was duly and regularly approved by the Planning Commission of the City of St. Helena at a regular meeting of said Planning Commission held on May 7, 2013 by the following roll call vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Greg Desmond
Interim Planning Director

Eileen Blanc
Representing Wells Fargo Bank