

"Placerville, a Unique Historical Past Forging into a Golden Future"



**CITY OF PLACERVILLE PLANNING COMMISSION
STAFF REPORT
AUGUST 21, 2018 REGULAR MEETING**

Subject: Planning Commission Review for Approval of a Comprehensive Plan for Exterior Lighting, Signage, Mechanical Equipment, and Awning to satisfy Condition 3 of Site Plan Review (SPR) 12-02.

Location: 301 and 305 Main Street, Placerville. **Assessor Parcel Numbers:**001-212-13, 001-212-14.

Contact: Andrew Painter, City Planner
Development Services Department

Date Prepared: August 7, 2018

Background: On June 5, 2012, the Planning Commission found that SPR 12-02 was categorically exempt from the California Environmental Quality Act (CEQA) under Sections 15331 and 15301, in that the request was consistent with the Secretary of Interior Standards for Rehabilitation. The Commission further conditionally approved Option 1 for SPR 12-02, the request by Sue and Tim Taylor to alter the exterior of two existing commercial buildings located at 301 and 305 Main Street. Approved exterior elevations from 2012 are provided as **Attachment A**.

The Commission adopted six Conditions of Approval for SPR 12-02 that are provided as follows:

1. *Any proposed future change to the site or modification to the application beyond what is authorized under this permit shall be submitted to the Community Development Department for a determination of appropriate procedures.*
2. *After Planning Commission approval, applicant will need to submit three copies of construction plans and supporting documents, prepared by a California licensed architect or engineer, to the Building Division for review and Building Permit issuance. An additional copy will be sent to the El Dorado County Fire Protection District for their review.*
3. *A comprehensive plan for exterior lighting, signage and mechanical equipment such as those for a heating and air circulation system shall be submitted to the Planning Commission for approval, consistent with the criteria within §10-4-9(G) of the Zoning Ordinance.*
4. *Sidewalk shall be replaced or repaired with a finish treatment and gray color which shall be subject to review by Staff for conformance to City standards along the building frontage with Main Street, Center Street, and Stagecoach Alley. Broken sections of curb and gutter shall be replaced. Accessible ramps shall be installed at the northeast corner of Main Street and Center Street and the southeast corner of Center Street and Stagecoach Alley. Pavement within the pedestrian path of travel shall be replaced to meet ADA requirements to be free of abrupt edges and have less than 5% slope.*
5. *All improvement plans shall conform to the requirements of these Conditions of approval and shall be signed by the El Dorado County Fire Protection District, the Community Development Director, and the City Engineer.*
6. *An encroachment permit shall be obtained for any work within City right-of-way or with City facilities. The encroachment permit application shall be processed and approved concurrently with the improvement plans.*

The 2012 applicant submittal did not provide accommodation for mechanical equipment such as those for a heating and air circulation system, for exterior lighting, business signage or the intended awning

replacement for 305 Main Street. These are design contents subject to Planning Commission approval under Section 10-4-9: Site Plan Review of City Code. SPR 12-02 Condition of Approval 3 required these details, consistent with the criteria within Section 10-4-9(G), to be submitted to the Planning Commission for approval. The Subject requests are the follow up details for Commission consideration.

Construction Status: Construction permits for structural stabilization of the buildings, reroof, HVAC systems for both buildings, as well as for tenant improvement for the ground floor of 305 Main Street were issued, inspected and finalized. Building occupancy has been authorized only for the ground floor of the 305 Main Street building. This space is occupied by a retail ice cream business.

Figure 1.



The second story of 305 Main Street and the first and second story of 301 Main Street are unfinished. Building occupancy has not been permitted. Construction permits and inspections for interior improvements will be required before occupancy is granted for these spaces. There are no active construction permits for either building.

Under City Permit issued in 2011, the “Hangman’s Tree Historic Spot” sign of sixty-one (61) square feet was installed on the Main Street side of the building. This permit was completed and finalized in 2012. This sign replaced a sign with the same sign copy. A temporary a-board sign placed on the sidewalk and an ice cream cone figure sign affixed to the building at the front window level, both unpermitted, are utilized when the retail ice cream business is open. See Figure 1.

Submittal Requests and Analysis: The property owners have prepared a plan to address the required follow-up items for Planning Commission approval. The Applicant Submittal Package is provided as **Attachment B**.

Exterior Lighting Plan

The applicants’ propose a carriage lantern style fixture for the west elevation (Center Street) of the 301 Main Street building to replace an existing wall pack light. An antique exterior lamp was chosen to replace a mercury vapor light on the north elevation (Stage Coach Alley) of 305 Main Street. Fixtures chosen compliment the rehabilitation done on both buildings in that the fixture styles are reminiscent of those used for centuries when light sources were from candles and from oil lamps. Lighting therefore meets Site Plan Review criterion (G)4(g) under Section 10-4-9 of the Zoning Ordinance, requiring that exterior lighting be part of the architectural concept with fixtures that are harmonious with building design. Staff recommends approval of the exterior lighting fixtures and plan.

Mechanical Equipment

Site Plan Review criterion (G)4(f) under Section 10-4-9 of the Zoning Ordinance calls for the screening or locating mechanical equipment so they are not visible from any public ways.

The applicants’ proposed and received construction permit approval to construct a roof platform on which heating, ventilating and air conditioning (HVAC) equipment was placed. Platform location is on the eastern roof hip, eight feet inward from the building’s north elevation roof edge. Location effectively screens the equipment from view from Center Street, Stage Coach Alley and Main Street. Site Plan Review Criterion is met. Staff recommends approval of the equipment location.

305 Main Street Awning

A canvas awning is proposed by the applicants. Awning material is by SunSetter. Proposed color is "Western Red." Awning would span the width of the building's Main Street frontage. It would be mounted below the "Hangman's Tree Historic Spot" wall sign and above the transom windows of the ice cream business. "Ice Cream Saloon" sign copy would be added to the awning's valance where indicated in Attachment B. Materials appear of durable quality. Red color compliments the red trim used on the building. The request is therefore consistent with Site Plan Review Criteria 4(c) and (e) having to do with the use of durable materials and colors harmonious to the site and surrounding area. If the awning is approved by the Planning Commission a construction permit will be required for its installation. Staff recommends conditional approval.

Sign Plan

Proposed sign plan involves a request for a variety of sign types. These correspond to several sign types, include wall, canopy, mural, projecting, directory, and possibly historic. Sign locations are on the Main Street (south elevation) and Stage Coach Alley (north elevation) street frontages.

Attachment B includes the applicants' position that the *Hangman's Tree Historic Spot* sign copy on the building's Stage Coach Alley that was uncovered by the applicant and touched up with paint during building rehabilitation, along with the *Herrick Brick Est. 1853* sign copy that was painted also during building rehabilitation along the Alley elevation, are murals. In their support of the Historic Spot sign as a mural, they reference the Exempt Signs subsection, (C)11, of Section 10-4-17 regarding murals, they provided a circa 1940 photo image of the north elevation that is in reference to the State's Historic Landmark designation for the site.

Table 1 contains staff's analysis of the sign plan. Where indicated, staff seeks Planning Commission determination as to the sign type. **Exhibit 1** contains City definitions and relevant regulation within City Code Section 10-4-17: Sign Regulations. **Exhibit 2** contains relevant Site Plan Review design criteria for signs within Section 10-4-9(G)5 of City Code. Provided as **Exhibit 3** are relevant guidelines for signs found in Chapter XIII A and B of the Development Guide. **Exhibit 4** contains definitions of the terms *mural* and *graphic* from common sources.

As analyzed in Table 1, the new canopy (hanging) signs over the Main Street sidewalk frontage for both buildings (sign #1 and #7), the new wall sign that would be placed on the 301 Main Street building's Stage Coach Alley street frontage (sign #5), the awning sign at 305 Main (sign #8), and the projecting ice cream cone board sign (sign #9) to be mounted at approximately the 2nd floor window sill level along the 305 Main Street building elevation, meet aesthetic, scale, material, color and location design criteria under Site Plan Review, and the Development Guide. Staff recommends approval of these signs, as conditioned.

Also as analyzed in Table 1, Staff is seeking determinations by the Planning Commission as to the sign types for the staff assigned sign numbers 2, 4, 6 and 10. These Commission determinations would then categorize these signs as to if they are or are not exempt from the Sign Regulations. All non-exempt signs would be subject to the sign regulations that authorize the number of signs for each separate entity or occupancy (2), and aggregate area for each business, entity or occupancy based on business frontage under Section 10-4-17(G)1 of City Code, unless deviations from these regulations are approved by Planning Commission under the Master Sign Plan provisions under Section 10-4-17(H).

A sign permit, per Section 10-4-17(F) of the Zoning Ordinance, will be required for any sign that is determined by the Planning Commission to not be exempt from the City's Sign Regulations, and approved by the Commission under the sign plan. In that building occupancy has not been granted for

301 Main Street, the placement of any sign for this building will not be allowed nor will the City issue a sign permit for this space until a certificate of occupancy is granted by the City for tenant occupancy.

Planning Commission Authority: The Commission is granted the authority to supervise the administration of the Zoning Ordinance under Section 10-3-1(A); to act upon all applications for site plans under Section 10-3-1(C); and, is granted the authority to determine if a sign has historic significance under Section 10-4-17(G)6a.

As analyzed by staff in Table 1, some of the signs presented by the applicants in their submittal package do not easily classify under the sign definitions of Section 10-4-17(B). Staff assigned numbers to signs for ease of reference. Staff requests the Planning Commission utilize its supervision authority of the administration of the Zoning Ordinance making determinations as to the type of sign for sign numbers (2), (4), (6) and (10). Determinations will classify the signs as to whether they are exempt or not from the provisions under the Site Regulations.

Public Notice and Comments: Staff posted a public notice on the City's website and Facebook account, and notified property owners within 500 feet of the site of this public hearing. At the time of the writing of this report no written communications from the public regarding this proposal were received.

Recommendation

A. Recommended Findings and Action Regarding Exterior Lighting, Roof Equipment Screening and Partial Sign Plan for SPR 12-02

- I. Make the following findings:
 - (a) On June 5, 2012, the Planning Commission found that SPR 12-02 was categorically exempt from the California Environmental Quality Act (CEQA) under Sections 15331 and 15301, in that the request was consistent with the Secretary of Interior Standards for Rehabilitation.
 - (b) The proposed carriage lantern style fixture for the west elevation (Center Street) of the 301 Main Street building to replace an existing wall pack light, and the antique exterior lamp chosen to replace a mercury vapor light on the north elevation (Stage Coach Alley) of 305 Main Street compliment the rehabilitation done on both buildings. Proposed fixture styles are reminiscent of those used for centuries. Fixtures meet Site Plan Review criterion (G)4(g) under Section 10-4-9 of the Zoning Ordinance that requires that exterior lighting be part of the architectural concept with fixtures that are harmonious with building design.
 - (c) The roof platform on which heating, ventilating and air conditioning (HVAC) equipment was placed is located on the eastern roof hip, eight feet inward from the building's north elevation roof edge, screening the equipment from view from Center Street, Stage Coach Alley and Main Street, therefore meeting Site Plan Review criterion (G)4(f) under Section 10-4-9 of the Zoning Ordinance.
 - (d) The proposed canvas awning for 301 Main Street would be comprised of durable materials and have colors that are harmonious to the site and surrounding area of request, therefore it is consistent with Site Plan Review Criteria 4(c) and (e) under Section 10-4-9 of the Zoning Ordinance.

(e) As analyzed in staff's report, the new canopy (hanging) signs over the Main Street sidewalk frontage for both buildings (sign #1 and #7), the new wall sign that would be placed on the 301 Main Street building's Stage Coach Alley street frontage (sign #5), the awning sign at 305 Main (sign #8) and the projecting ice cream cone board sign (sign #9) along the 305 Main Street building frontage, meet aesthetic, scale, material, color and location design criteria under Site Plan Review, and the Development Guide.

II. Conditionally approve under SPR 12-02 the lighting plan, the location for roof mounted HVAC equipment, the canvas awning for 305 Main Street, along with the new canopy (hanging) signs over the Main Street sidewalk frontage for both buildings (sign #1 and #7), the new wall sign that would be placed on the 301 Main Street building's Stage Coach Alley street frontage (sign #5), the awning sign at 305 Main (sign #8) and the projecting ice cream cone board sign (sign #9) to be mounted at approximately the 2nd floor window sill level along the 305 Main Street building elevation, meet aesthetic, scale, material, color and location design criteria under Site Plan Review, and the Development Guide. Approval is subject to two new conditions as follows. Planning Commission Conditions of Approval 1 through 6 (provided on page 1), adopted June 5, 2012 remain in effect.

7. A sign permit, per Section 10-4-17(F) of the Zoning Ordinance, shall be required from the Development Services Department for said conditionally approved signs, prior to their placement.

For the building at 301 Main Street, the placement of any approved sign for this building will not be allowed nor will the City issue a sign permit for this space until a certificate of occupancy is granted by the City for tenant occupancy.

8. A construction permit shall be obtained from the Development Services for the canvas awning and its support structure, consistent with that approved by the Planning Commission, prior to its placement on the building at 305 Main Street.

B. Consider the application materials, staff's report, including table and exhibits, and the public record regarding existing and proposed signs for the site. Make determinations under SPR 12-02 regarding sign numbers (2), (4), (6) and (10) as to the type of sign it correspondingly falls under using the definitions under Section 10-4-17(B) of the Zoning Ordinance.

C. For those signs determined under Recommendation B to not be exempt from the Sign Regulations, make required findings for sign plan:

1. That said signs and the overall sign plan proposed contributes to or does not contribute to the design quality of the site and surrounding area that will be superior to, or will not be superior to, the quality that would result under the regulations and standards of the Sign Regulations.

2. That the proposed sign plan signs are compatible or are not compatible with the style and/or character of existing improvements on the site and are well-related to each other.

D. For those signs determined under Recommendation B to not be exempt from the Sign Regulations, approve or do not approve the signs as part of the Partial Sign Plan under Recommendation A for SPR 12-02.

Table 1. Sign Type Analysis

Building Address	Building Elevation	Applicant Described Sign Types	Sign Types Per Section 10-4-17: Sign Regulation (See Table 2)	Staff Assigned Sign #	Staff Analysis
301 Main Street Herrick Building	Main Street (South)	New Hanging sign (approx. 15"x 30") Material: wood Sign Area: approx. 3.1 sq. ft.	Canopy Sign (Per code definition, considered a wall sign)	(1)	Signs (1), (5) and (7) are attractive, share common architectural style, form and color, are scaled well for their location on the building, are to be constructed with durable wood material, and appear harmonious with the building design and existing Main Street buildings in vicinity. Signs are therefore consistent with Site Plan Review Criteria Section 10-4-9(G)5(a), (d) and (e), and under Chapter XIII A and B of the Development Guide sign guidelines.
	Business Frontage: 40 lineal feet Sign Area: Approx. 10.5 sq. ft.	New Mural or Reference. Sign Copy: <i>Taylor • Drobesh Restoration 2013</i> Sign Area: 5.5 sq. ft.	Undetermined	(2)	<ul style="list-style-type: none"> • Contains mural characteristics (painted graphic); sign shares characteristics/similarities to a memorial tablet, plaque, or an incidental sign (e.g. provides information of premises). • Staff seeks Planning Commission determination as to sign type, but it appears to be exempt.
		New Address Board Sign Area: not provided	Directory Sign / Incidental, provided not more than 2 sq. ft. in sign area	(3)	Exempt if not more than 2 sq. ft.
	Stage Coach Alley (North) Business Frontage: 40 lineal feet	Mural. Sign copy: <i>Herrick Brick Est. 1853</i> Sign Area: approx. 9.0	Undetermined	(4)	<ul style="list-style-type: none"> • Sign shares characteristics of an incidental sign (e.g. provides information of historic name of the building). • Painted representation of building gives it a mural character, but it does identify the premise which is a disqualifying component for an exempt mural. • Staff seeks Planning Commission determination as to sign type.
	Sign Area: Approx. 46 sq. ft.	New Sign (2'x18.5') <i>Taylor's General Store</i> Sign Area: 37.0 sq. ft. Material: wood Mounting Location: between first and 2 nd floors	Wall Sign	(5)	See Staff Analysis under Sign # (1).
	Total Business Frontage: 80 lineal ft. Total Sign Area: approx. 56.5 sq. ft. Maximum Sign Regulation Wall Sign Aggregate Area per business frontage: 119.4 sq. ft.				

Table 1. Sign Type Analysis (continued)

Building Address	Building Elevation	Applicant Described Sign Types	Sign Types Per Section 10-4-17: Sign Regulation (See Table 2)	Staff Assigned Sign #	Staff Analysis
305 Main Street Hangman's Tree Building	Main Street (South)	Historic Sign Sign copy: <i>Hangman's Tree Historic Spot</i> Sign Area: approx. 61.0 sq. ft.	Undetermined	(6)	<ul style="list-style-type: none"> As mentioned by applicants, permit issued in 2011 for a wall sign. Sign is a reproduction of a sign that once existed at same location. A Historic Sign designation requires Planning Commission determination that sign has historic significance. Age of this sign is approximately 6 years. Staff seeks Planning Commission determination as to sign type.
	Business Frontage: 17.7 lineal feet	Hanging Sign Sign copy: <i>Hangman's Tree Ice Cream Saloon</i> Material: wood Sign Area: approx. 3.1 sq. ft.	Canopy Sign (Per Code definition, considered a wall sign)	(7)	See Staff Analysis under Sign # (1).
	Total Sign Area: Approx. 74.6 sq. ft	New Sign on Awning. Sign copy: <i>Ice Cream Saloon</i> Sign Area: 5.0 sq. ft.	Awning Sign (Per Code definition, considered a wall sign)	(8)	Off-white color of sign copy blends well with burgundy colored awning fabric and the base and trim color of the 305 Main Street Hangman Building. It is scaled well in its relationship with the awning. Sign is therefore consistent with Site Plan Review Criteria 10-4-9(G)5(a), (c), (d), (e), and under Chapter XIII A and B of the Development Guide sign guidelines.
		New Ice Cream Cone Board Sign Area: 5.5 sq. ft. Mounting Location: 2 nd floor window sill level	Projecting Sign	(9)	The cone board is a simple and creative use of art to convey use and the nature of the business onsite. Sign meets Site Plan Review Criteria and Development Guide for design, location placement and durable materials.
	Stage Coach Alley (North) Business Frontage: 17.7 lineal feet Total Sign Area: Approx. 108 sq. ft	New Mural or Historic Sign Sign copy: <i>Hangman's Tree Historic Spot</i> Applicant touched up sign during March 2014; sign copy shown in circa 1940 submitted by applicant. Sign Area: 108.0 sq. ft.	Undetermined	(10)	<ul style="list-style-type: none"> Sign comprised entirely of written words painted on exterior wall. City Code components of an exempt mural, pictures, paintings or similar graphics applied directly to a wall, are not present. This sign does share characteristics of an incidental sign (e.g. provides information of the site premises). A Historic Sign designation requires Planning Commission determination that sign has historic significance. Staff seeks Planning Commission determination as to sign type.
Total Business Frontage: 35.4 lineal feet Total Sign Area: approx. 182 .6 sq. ft. Maximum Sign Regulation Wall Sign Aggregate Area per business frontage: approx. 71 sq. ft.					

Exhibit 1. Section 10-4-17(B) Definitions and Applicable Provisions Within Section 10-4-17*(B) Definitions:*

ADVERTISING STRUCTURE: Any structure or device erected for the purpose of supporting any sign or other advertising or informational media in the framework of the sign.

AWNING SIGN: A sign painted upon or affixed to an awning. For the purposes of this Chapter, an awning sign shall be considered a wall sign.

CANOPY SIGN: Any sign that is a part of or attached to an awning, canopy or other fabric, plastic or structural protective cover over a door entrance, window, or outdoor service area. For the purposes of this title, a canopy sign shall be considered a wall sign.

DIRECTORY SIGN: A sign displaying the name of each occupant of a building, who is engaged in a business, profession, or occupation, provided such sign does not exceed two (2) square feet.

INCIDENTAL SIGN: A sign intended primarily for the convenience and direction of the public on the premises which does not advertise but is informational only and does not contain any commercial messages. Incidental signs include those which denote hours of operation, entrances and exits, no parking, loading only, telephone, and other signs required by law.

ILLEGAL ON-PREMISE SIGN: This term means any of the following:

1. Any on-premise sign erected without first complying with all ordinances and regulations in effect at the time of its construction and erection or use;
2. Any on-premise sign that was legally erected, but whose use has ceased, in that the business identified or advertised has been abandoned.
3. An on-premises sign which is a danger to the public, creates or causes a nuisance or is unsafe.

PROJECTING SIGN: Signs other than wall signs which are attached to and project from a structure or building face usually perpendicular to the building face.

SIGN: Any device, fixture, placard, or structure that uses any color, form, graphic, illumination, symbol, or writing to advertise, announce the purpose of or identify the purpose of a person or entity or to communicate information of any kind to the public.

SIGN AREA: The area of a sign face or sum of sign faces computed by means of the smallest square, circle, rectangle, triangle or combination thereof that encompasses the extreme limits of the writing, representation, emblem, canister or display together with any material or color forming an integral part of the background of the display, but not including architectural features, bracing, framework or pole structure.

TEMPORARY SIGN: A sign which is temporary in nature and is not permanently affixed to an object or structure. Temporary signs include: flags (not including flags of nations or states); banners; searchlights; sandwich boards; A-boards; sidewalk signs; curb signs; captive balloons, and other air, windblown or inflatable devices.

WALL SIGN: Any sign attached parallel to but within six (6) inches of a wall, painted on a wall surface of or erected and confined within the limits of an outside wall of any building or structure which is supported by such wall or building.

Exhibit 1 (continued)*(C)11. Exempt Signs:*

2. *Memorial tablets, cornerstones or similar plaques.*
5. *Name plates, indicating the name, address and profession of the occupant not exceeding two square feet in area.*
6. *Incidental signs, displayed strictly for direction, safety or convenience of the public including signs that identify restrooms, public telephones, parking area entrances and exits, freight entrances provided signs do not exceed more than four (4) in number on any parcel or two (2) per street frontage whichever is greater.*
11. *Murals (pictures, paintings or similar graphics applied directly to a wall) provided that no mural or portion thereof identifies a business, entity, occupancy or premises.*

(F)6a. Historic Signs:

- a. *A sign having historical significance, as determined by the Planning Commission by minute order, shall not be deemed an illegal or non-conforming sign subject to the removal provisions of this Chapter.*
- b. *Historic signs are not subject to the sign area limitations set herein for entities, occupancy, or businesses with historic signs.*
- c. *Illumination of historic signs shall be subject to review and approval by the Planning Commission.*

Exhibit 2. Section 10-4-9(G. Criteria) 5. Signs**5. Signs:**

- (a) *Wall signs shall be accomplished in continuity with the architectural concept. Size, color, lettering, location and arrangement shall be harmonious with the building design, and shall be compatible with approved signs on adjoining buildings. Signs shall have good proportions...*
- (c) *Materials used in signs shall have good architectural character and be harmonious with building design and surrounding landscape. Wherever possible signs shall be incorporated within the building components such as fascias, and/or eaves.*
- (d) *Every sign shall have good scale in its design and in its visual relationship to buildings and surroundings.*
- (e) *Colors shall be harmonious and used with restraint. Lighting shall be harmonious with the design. If external spot or floodlighting is used, it shall be arranged so that the light source is shielded from view.*

Exhibit 3. Development Guide – Chapter XIII. Sign Guidelines

A. General Guidelines

1. Signs will be maintained in good condition, including the display surface. Signs should be kept clean, legible, and free of graffiti or other disfigurements. The adjacent landscaped area will also be consistently maintained.
2. All signs should be of professional quality, utilizing materials and finishes and trim elements that complement those used in the adjacent architecture and site design.
3. Developments that accommodate several tenants should utilize a single sign structure. Monument signs of this nature should be designed with an appropriate base or pedestal that integrates the sign with the architectural and/or landscape design elements.
4. Signs for individual tenants should be well designed with a consistent theme and should be logically placed on the building face.

B. Main Street Historic Area

(A) General Design Characteristics

1. Signs in this area in particular should respect the character of the architectural design and respond to the proportion and style of details and ornamentation.
2. Signage programs should minimize signs and avoid clutter. One well designed, well placed sign on the face of the building is preferred. Free-standing pole mounted signs are not allowed in the historic area.
3. Color selection should demonstrate harmony and continuity with the colors of the building.
4. Quality materials and professional fabrication are essential for signs of any sort in the historic area.
5. Signs that re-create traditional approaches are encouraged, such as wall-painted signage, flush wall-mounted signs, or signs hanging from the interior against the window.
6. Hanging signs that project into the sidewalk space perpendicular to the walk are also consistent with the historic elements of Main Street and are encouraged. Hanging signs may extend no more than four (4') feet beyond the building or wall upon which they are placed, and must maintain a minimum vertical clearance of eight (8) feet to the sidewalk.

(B) Placement: Signage should be installed in appropriate "sign areas" as defined by the existing architecture of the façade.

1. Placement or location should not obscure or cover a vertical architectural element such as a column or pilaster.
2. Signage should fit entirely within horizontal divisions (e.g. sign band).
3. Where no architectural divisions exist or are evident, signage should be proportionately scaled to the façade and placed to respect window and door openings.
4. Sign should not cover the entire width of any façade.

(C) Material: Sign materials should be consistent with the traditional character of the Main Street Historic Area. Appropriate materials are:

Metal (Iron, Steel, brass, copper, aluminum and other natural finishes); Painted metal, including powder-coated or enameled metal; Wood (painted or natural, including carved or sand-blasted lettering); Glass; Fiberglass, high-density urethane foam, and similar "cast" or formed materials to create 3-dimensional objects, including individual lettering, and Other painted lettering.

Exhibit 4. Definitions of the Terms *Mural* and *Graphic* From Common Sources

Graphic Definitions

Merriam-Webster:

1a: of or relating to the pictorial arts; *also* : pictorial

b: of, relating to, or involving such reproductive methods as those of engraving, etching, lithography, photography, serigraphy, and woodcut

c: of or relating to the art of printing

d: relating or according to graphics

2: formed by writing, drawing, or engraving

- *graphic* inscriptions

3: *usually* graphic

a: marked by clear lifelike or vividly realistic description

b: vividly or plainly shown or described

- a *graphic* sex scene

4: *usually* graphical: of, relating to, or represented by a graph

5: of or relating to the written or printed word or the symbols or devices used in writing or printing to represent sound or convey meaning

- the *graphic* symbols of the ancient Egyptians

TechTerms:

A graphic is an image or visual representation of an object. Therefore, computer graphics are simply images displayed on a computer screen. Graphics are often contrasted with text, which is comprised of characters, such as numbers and letters, rather than images.

Mural Definitions

Definition of “mural” from the [Cambridge Academic Content Dictionary](#) © Cambridge University Press:

Mural *noun*: a large picture painted on a wall.

From Wikipedia, the free encyclopedia

A mural is any piece of artwork painted or applied directly on a wall, ceiling or other permanent surface. A distinguishing characteristic of mural painting is that the architectural elements of the given space are harmoniously incorporated into the picture.

Some wall paintings are painted on large canvases, which are then attached to the wall (e.g., with marouflage). Whether these works can be accurately called "murals" is a subject of some controversy in the art world, but the technique has been in common use since the late 19th century.

Dictionary of Unfamiliar Words by Diagram Group Copyright © 2008 by Diagram Visual Information Limited

Mural: A painting or decoration applied to a wall, usually executed in oil, fresco, or tempera.

Attachment A

**Planning Commission Approved Building Elevations (Option 1) for
301 & 305 Main Street – SPR 12-02**

APPROVED SITE PLAN
 CITY OF PITTSBURGH PLANNING DIVISION
 Conditions applicable to this project are attached
 signed *[Signature]* For P.C.
 City Planning Division
 Date 6-5-2012



FRONT ELEVATION
 OPTION 1

SCALE: 1/8" = 1'-0"

RECEIVED 6-5-2012 @ P.C.

APPROVED SITE PLAN **SPR12-02**
CITY OF PLACEVILLE - PLANNING DIVISION

Conditions applicable to this project are attached

Signed *Andrew Pardo* For P.C.,
City Planning Division

Date 6-5-2012



MAIN BODY
BENJAMIN MOORE
MAPLE LEAF RED:
2084-20
OR RUSTIQUE:
AF-215
OR PITTSBURGH PAINTS
FOND MEMORY 521-4

SIDE ELEVATION
OPTION 1

SCALE: 1/8" = 1'-0"

Received 6-5-2012 @ P.C.

APPROVED SITE PLAN SPR 12-02
CITY OF PLACERVILLE - PLANNING DIVISION

Conditions applicable to this project are attached.

Signed [Signature] FOR P.C.
City Planning Division

Date 6-5-2012

NOTE: IN 2011, THE CITY COUNCIL DECLARED THAT THE ROOF SIGN & SUPPORT STRUCTURE WERE A PUBLIC NUISANCE SUBJECT TO REMOVAL.



SCALE: 1/8" = 1'-0"

Received 6-5-2012 @ P.C.

Attachment B

Applicant Submittal Package