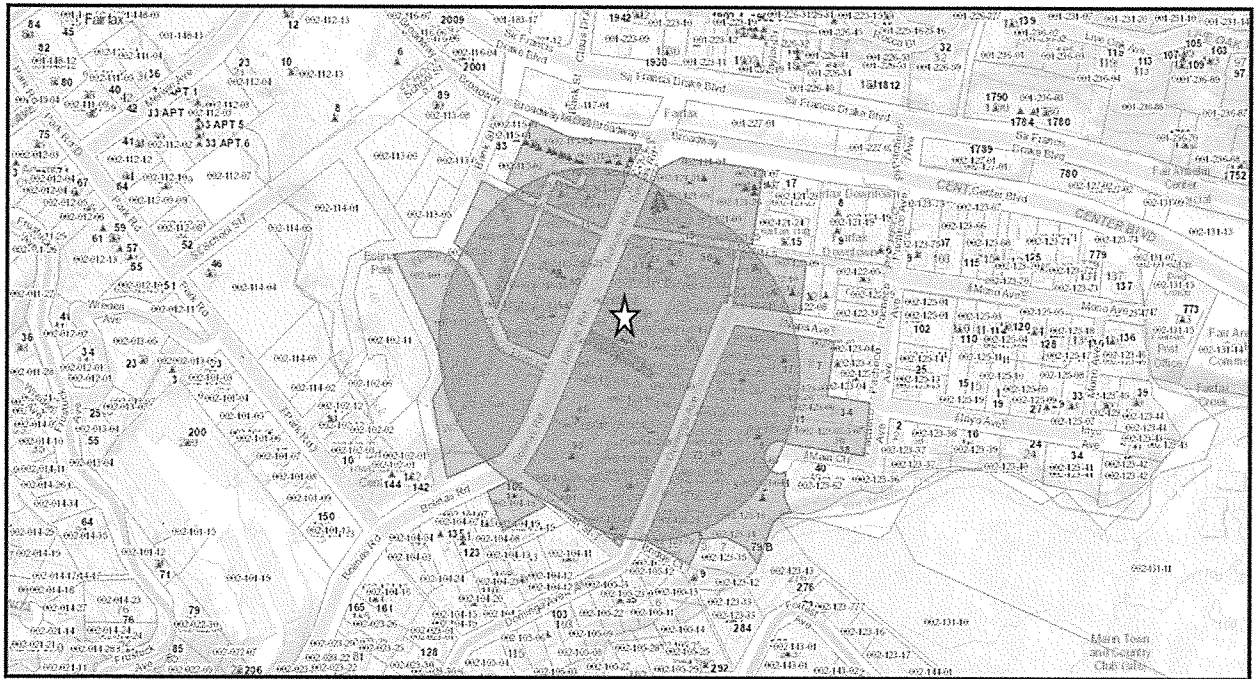


**TOWN OF FAIRFAX
STAFF REPORT
Department of Planning and Building Services**

TO: Fairfax Planning Commission
DATE: October 19, 2017
FROM: Linda Neal, Senior Planner
LOCATION: 61 Bolinas Road; Assessor's Parcel No. 002-122-31
PROJECT: Business identification sign and exterior color change
ACTION: Sign Permit: Application # 17-37
ZONING: Central Commercial CC Zone
APPLICANT: Laura Kehrlein, Architect
OWNER: Nicole Delecce
CEQA STATUS: Categorically exempt, section 15301(b)



61 BOLINAS ROAD

BACKGROUND

The level, 3,125 square-foot site is developed with a 1,150 square-foot commercial building that predates 1924 though the actual construction year cannot be found in the Town's records. The building has 21 feet 2 inches of frontage on Bolinas Road.

The building was previously the location of Sherman's General Store.

DISCUSSION

Town Code §17.064.020(1) dictates how a sign area is calculated as follows:

"The area in square feet of the smallest rectangle enclosing the total exterior surface of a sign having but one exposed exterior surface".

Town Code § 17.064.050(A)(1) limits the area of permanent identification signs for each building to 1 square-foot for each 1 foot of building frontage. The code also gives the authority to grant exceptions to the sign ordinance regulations to the Planning Commission [Town Code 17.064.100(A)].

The applicant is proposing to erect a 41.5 square-foot business identification sign with a sign copy that reads, "Bliss Fairfax". The sign face will be turquoise, the lettering will be white with silver trim which will also outline the exterior of the sign and the sign logo. The building has only 21 feet 2 inches of frontage which allows the building at 61 Bolinas Road a total sign square footage of 21 square-feet. The applicant is requesting an exception to the Sign Ordinance to erect the 41.5 square foot sign depicted in the applicant's supplemental submittal information which exceeds the permitted sign square footage by 20.5 square-feet (Attachment A).

The Code indicates that the Commission may grant an exception to the sign ordinance regulations if it finds that the exception is not inconsistent with the purpose and intent of the Sign Ordinance and that the strict adherence to the regulation may cause unnecessary hardship if one of the following exists:

- (1) Exceptional or extraordinary circumstances or conditions, not resulting from any circumstances or conditions, not resulting from any act of the owner or applicant, apply to the location under consideration and not generally to other business or properties in the vicinity.
- (2) The exception is the minimum necessary to serve its intended use;
- (3) The application submitted is extraordinary and outstanding in design; or
- (4) The sign is of historical significance.

Staff believes the proposed sign meets the purpose and intent of the Sign Ordinance and will; a) protect and enhance the town's natural setting and small scale residential character; and, b) preserve the historic character of the building at 61 Bolinas Road.

The design of the sign is visually pleasing while also being unique and being the minimum necessary to fill the false front of the building (which extends above the building roofline 1 to 2 feet) in a balanced manner (Attachment B). A conforming sign of just 21 square-feet would not be adequate for the large area of building façade above the front door and display windows.

The applicant is also proposing to repaint the building and has provided the Commission with paint samples for the façade and the trim but the exterior color change is not under the purview of the Planning Commission since no structural changes are proposed to the exterior of the building [Town Code 17.072.030(B)].

RECOMMENDATION

1. Conduct the public hearing.
2. Move to approve the proposed 41.5 square-foot business identification sign depicted in the applicant's supplemental information with the sign copy, "Fairfax Bliss" based on the following finding:

The sign complies with the purpose section of the Fairfax Sign Ordinance, Town Code Chapter 17.064 and it is the minimum sign square footage necessary to serve the signs intended use which is to fill the false front of the building at 61 Bolinas Road in a proportional manner.

ATTACHMENTS

Attachment A – Applicant's supplemental information

Attachment B – photograph of false front projecting above the roofline

CLIENT:

Nicole Bliss
<bliss@blissbythesea.biz>

Project Notes & Shipping/Delivery/Installation Instructions:

PROOF #

Proof#4 Date: 9/6/17

TOWN OF FAIRFAX

SEP 14 2017

RECEIVED

ATTACHMENT **A**



APPROVAL

YES **NO**

YES IF YOU AGREE TO THE FOLLOWING TERMS & CONDITIONS

- ✓ Layout is OK for PRODUCTION
- ✓ Spelling & Content is OK
- ✓ Size & Material is OK
- ✓ Quantity is OK
- ✓ Color is OK without SAMPLE

NOT INCLUDED- ADD COST FOR

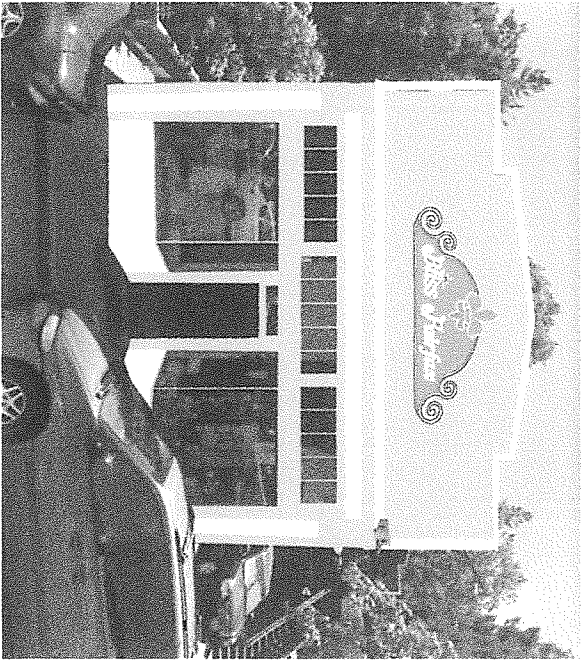
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- ✓ No changes
- Artwork Design/Setup Fee
- Color Match & Resolution Sample Fee
- RUSH Jobs & RE-Printing Fees
- Shipping & Packaging Installation



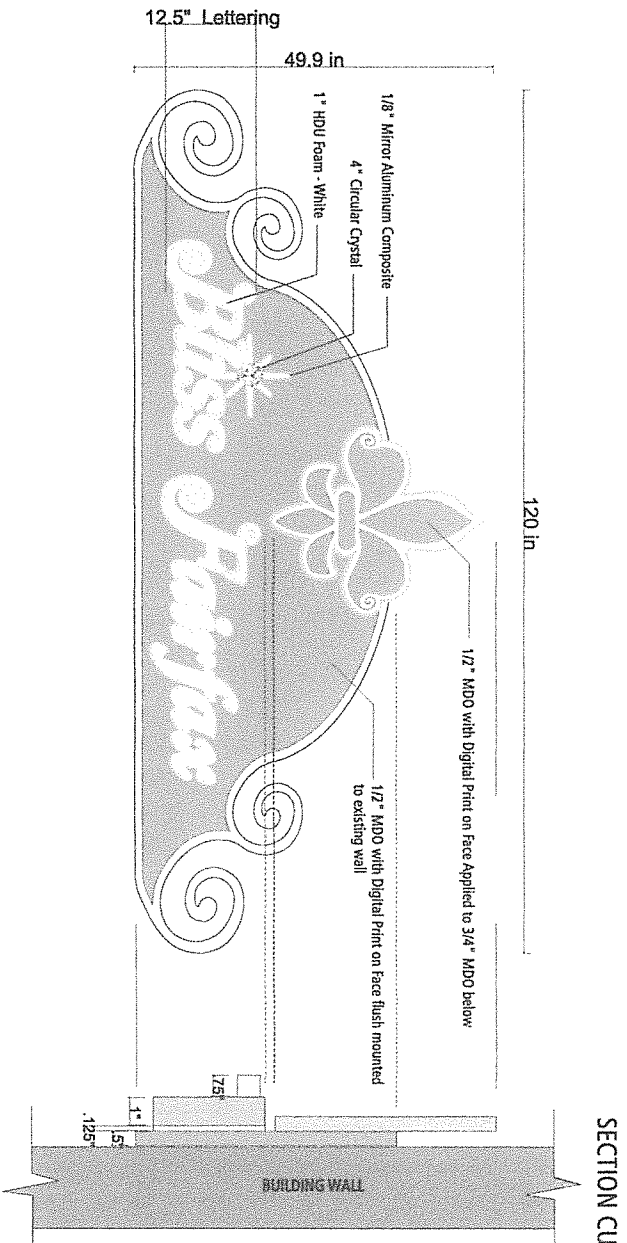
PH: 415.457.4091 FAX: 415.457.5754
 sales@dcsigns.com
 www.dcsigns.com
 36 Belvedere St. Suite 2, San Rafael, CA. 94901



PROJECT CONTEXT



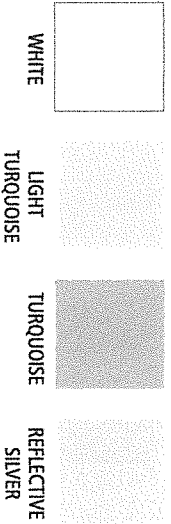
PROJECT DETAILS



SECTION CU

REV NO.	PAGE NO.
0	2

PROJECT COLORS



INSTALLATION METHOD

- 1 Flush Mounted Installation
Method: 1/4" Flange head 3" long wooden lags installed flush into wooden siding at 10 evenly spaced end points through the 3/4" MDO face of sign. PL Construction Adhesive will be used in conjunction with mechanical fasteners to hold all MDO and Aluminum Composite Connections together.



SPECIFICATIONS

- Item: Flush Mounted Bliss Fairfax Sign
 Backing Material: 1/2" MDO Painted to Color
 Logo Material: 1/2" MDO with full digital print applied to face
 Top Lettering Material: 1" HDU Foam painted white
 Base Lettering Material: 1/8" Mirror Aluminum Composite
 Size: 120" wide x 49.9" high
 Adhesives: PL Construction Adhesive
 Cut Type: CNC cut
 Quantity: 1x

Notes:

- Frontage Design Requirements
- Total Front linear length = 21'-2"
- Total Signage Square Feet = 19.2 sq ft total

NO.	REVISIONS	BY	DATE	PROJECT TITLE:	CONTACT:
				Bliss - 61 Bolinas Road, Fairfax	MILTON DAVIS
				SHEET TITLE: Project Details 091217	PHONE: 415-457-4091
				FILE NAME:	FAX: 415-457-5754
				PROJECT CONTACT(S): Nicole Dalecco	EMAIL: sales@dsdesigns.com
					36 BELVEDERE ST.
					SAN RAFAEL, CA 94901
					LICENSED & BONDED
					ST.CONTRACTORS LIC.#831319

SCALE: Per details



PAINTING PLAN

REV NO.	PAGE NO.
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NOTES:

NO.	REVISIONS	BY	DATE	PROJECT TITLE:	CONTACT:
0				Bliss - 61 Bollinas Road, Fairfax	MILTON DAVIS
				SHEET TITLE: Painting Layout 091317	PHONE: 415-457-4091
				FILE NAME:	FAX: 415-457-5754
				PROJECT CONTACT(S): Nicole Delecco	EMAIL: sales@dsdesigns.com
					36 BELVEDERE ST.
					SAN RAFAEL, CA 94901
					LICENSED & BONDED
					ST.CONTRACTORS LIC.#831319

SCALE: not to scale



SITE PLAN

SITE MAP 1:2000

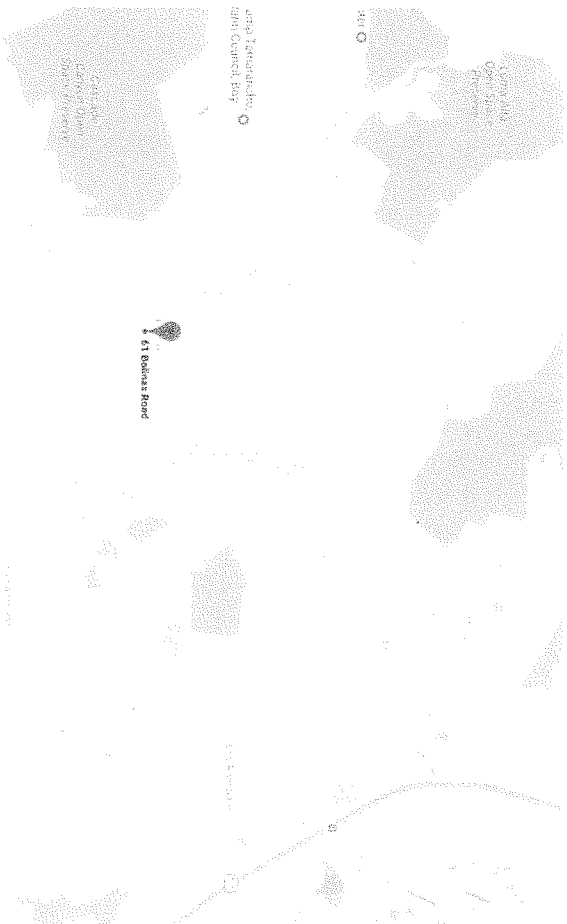
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- 1 Flush Mounted Sign
Total Front linear length = 21'-2"

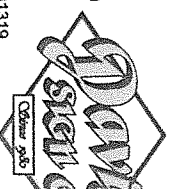
NOTES:

NO.	REVISIONS	BY	DATE
0			
PROJECT TITLE: Bliss - 61 Bolinas Road, Fairfax			
SHEET TITLE: Site Plan 091217			
FILE NAME:			
PROJECT CONTACT(S): Nicole Delece			
SCALE: not to scale			



CONTACT: MILTON DAVIS
PHONE: 415-457-4091
FAX: 415-457-5754
EMAIL: sales@ddsdesigns.com

36 BELVEDERE ST.
SAN RAFAEL, CA 94901
LICENSED & BONDED
STCONTRACTORS LIC.#831319



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OC  Benjamin Moore® OC

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Chantilly Lace

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 Benjamin Moore®

Ocean Front

