



# Memorandum

**TO:** PINOLE PLANNING COMMISSION  
**FROM:** ANNE HERSCH, AICP, ASSOCIATE PLANNER  
**SUBJECT:** DR 08-18 PAMPERING FACES SIGN  
**DATE:** JANUARY 12, 2009

**Property Owner:**

Geoff Torretta  
1890 San Pablo Ave.  
Pinole, CA 94564

**Applicant:**

Pampering Faces Skincare  
Ching Sarmiento  
1890 San Pablo Ave. #2  
Pinole, CA 94564

**PROJECT:** Pampering Faces Sign  
**FILE:** DR 08-18  
**LOCATION:** 1890 San Pablo Avenue  
**APN:** 401-092-009  
**ZONING:** C1-Neighborhood Business  
**PLANNER:** Anne Hersch, Associate Planner

## REQUEST

The applicant is seeking Design Review approval for a new wall-mounted, non-electric sign at 1890 San Pablo Ave.

## PROJECT DESCRIPTION

The applicant is seeking Design Review approval to install a new 13.75 sq. ft. wall-mounted, non-electrical sign for Pampering Faces, a 650 sq. ft. skincare business, at 1890 San Pablo Ave. The site is zoned C1-Neighborhood Business. There is a salon/day spa on-site (Thee Salon) and a Farmer's Insurance office that occupy neighboring suites. The proposed business sign for Pampering Faces is considered "primary" as defined in the Pinole Zoning Code.

## ANALYSIS

Per Section 17.28.020 (U), a primary sign is "a sign which identifies the business or organization located in the premises, or advertises or informs about business, products or services sold or rendered on premises." The proposed sign identifies the business name, phone number and website. There is no sign program for the building at 1890 San Pablo Ave.

### Proposed Sign Size

Section 17.28.030 "Sign Regulations" of the Pinole Zoning Code defines total sign permitted for a

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business. Allowed sign area is determined by the size of the business space. For a business with area of 0-2500 sq. ft., 200 sq. ft. of sign area is permitted. The Pampering Faces studio is 650 sq. ft. The proposed sign is 5.5ft. x 2.5 ft., a total area of 13.75 sq. ft., well within the size requirements of the Zoning Code.

The sign will be mounted to the second story of the building façade with non-corrosive screws. Sign graphics and lettering will be printed with eco solvent ink and laminated on the sign. The business name and related graphics are red. The business phone numbers and website text are black. The sign has a red exterior trim and interior yellow border.

The proposed sign is compatible with the existing signage with respect to size, shape, and color. The other signs employ a white background with red text and business logos. All of the signs are non-illuminated, non-electrical, and made of wood.

#### Existing Signage

There are two existing signs affixed to the building. The *Thee Salon & Spa* sign measures 3 ft. x 6 ft., a total of 18 sq. ft. in area and is located at the street level.

There is an additional sign located on the second story façade that has not been reviewed or received a building permit. Staff is working with the property owner to resolve this code compliance issue.

#### **ENVIRONMENTAL REVIEW**

The project is Categorically Exempt per Section 15301 Existing Facilities, of the California Environmental Quality Act.

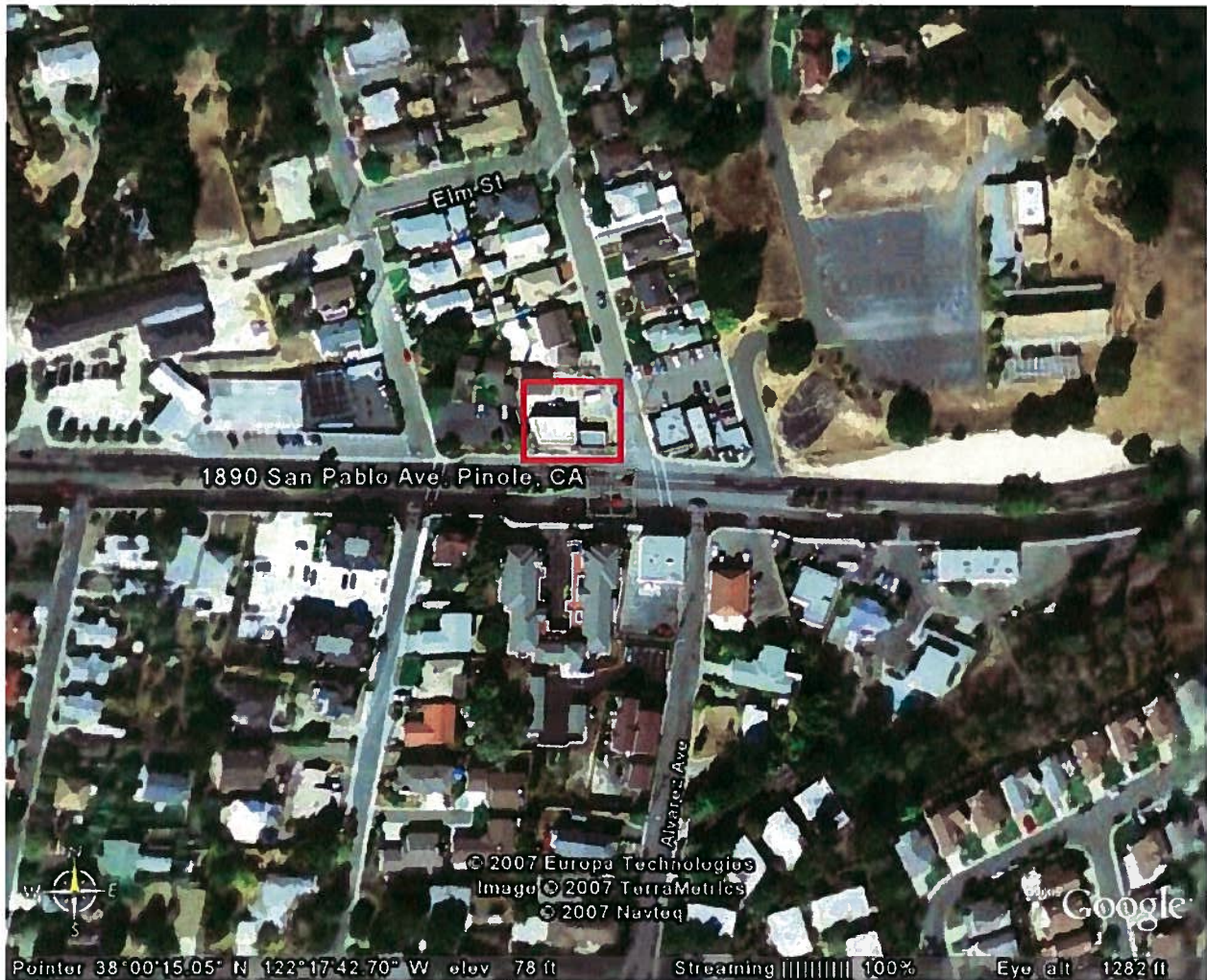
#### **STAFF RECOMMENDATION**

Pass Resolution 09-01 approving the sign as conditioned.

#### **ATTACHMENTS**

1. Location Map
2. Resolution (Exhibit A: Conditions of Approval)
3. Project Plan Set: Site Plan, Sign Design, Photo Simulations

**ATTACHMENT 1  
LOCATION MAP FOR  
1890 SAN PABLO AVE.  
PINOLE, CA 94564**



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**ATTACHMENT 2  
RESOLUTION 09-01**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PINOLE APPROVING  
A 13.75 SQ. FT. PRIMARY SIGN FOR PAMPERING FACES LOCATED AT 1890 SAN PABLO  
AVENUE (APN: 401-092-009)  
DESIGN REVIEW # 08-18**

**WHEREAS**, Ching Sarmiento filed an application with the City of Pinole (hereinafter referred to as City) for Design Review for Pampering Faces located at 1890 San Pablo Ave. (APN: 401-092-009) and in accordance with Title 17 of the Pinole Municipal Code; and

**WHEREAS**, the Planning Commission of the City of Pinole is the appropriate authority to hear and take action on this project; and

**WHEREAS**, the Planning Commission of the City of Pinole finds that in accordance with the California Environmental Quality Act, the project is Categorically Exempt per Section 15301 of the California Environmental Quality Act, Accessory Structures (consists of construction, or replacement of minor structures accessory to existing commercial, industrial or institutional facilities); and

**WHEREAS**, the Planning Commission finds, after due study, deliberation, and public hearing, that the following circumstance exists for approving DR 08-18;

**1. Design Review**

**FINDING:** Consideration of the appearance and design of other structures in the surrounding area in an endeavor to provide that the proposed buildings or sign will be not unsightly, obnoxious or undesirable in appearance to the extent it will hinder the harmonious development of the area, impair the desirability of the area for the uses permitted therein, limit the opportunity to attain optimum use and value of the land and improvements, or otherwise adversely affect the general property and welfare.

**EVIDENCE:** Based upon the depth and variety of architectural components and colors, the proposed sign will not be unsightly, obnoxious or undesirable in appearance, and will not hinder the harmonious development of the area, impair the desirability of the area for the uses permitted, nor limit the opportunity to attain optimum use and value of the land and improvements, or otherwise affect the general property and welfare.

**NOW, THEREFORE, BE IT RESOLVED** by the Planning Commission of the City of Pinole hereby approves DR 08-18 based on the findings contained in the Resolution, as provided in the staff report, and subject to the Conditions of Approval (Exhibit A) and Findings contained in the Resolution. This approval remains effective for one year from the date approval and may be granted an extension.

**PASSED AND ADOPTED** by the Planning Commission of the City of Pinole on this 12<sup>th</sup> day of January 2009, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Maureen Tomes, Chair, 2008-2009

ATTEST:

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Winston Rhodes, AICP, Planning Manager

**EXHIBIT A: RESOLUTION 09-01  
CONDITIONS OF APPROVAL: DR 08-18 PAMPERING FACES SIGN**

		<u>Timing/ Implementation</u>	<u>Enforcement/ Monitoring</u>	<u>Verification (date and Signature)</u>
1.	The project shall be constructed in substantial compliance with the approved Design Review Sign Package for Ching Sarmiento DR 08-18 as approved by the Planning Commission (Sign Package).	On-Going	Planning	
2.	The Applicant shall hold harmless the City, its Council Members, its Planning Commission, officers, agents, employees, and representatives from liability for any award, damages, costs and fees incurred by the City and/or awarded to any plaintiff in an action challenging the validity of this permit or any environmental or other documentation related to approval of this permit. Applicant further agrees to provide a defense for the City in any such action.	On-Going	Planning	
3.	All building permit drawings and subsequent construction shall substantially conform with the approved planning application drawings. Any modifications must be reviewed by the City Planner who shall determine whether the modification requires additional approval of the Planning Commission.	On-Going	Planning	
4.	Failure to obtain prior approval to modify the approved plans may result in having to pay double the original planning application permit fee and/or withholding of the occupancy permit until such time as the modification(s) to the plans has been reviewed and approved by the Planning Commission.	On-Going	Planning	
	<b>Prior to Issuance of Building Permits</b>			
5.	The Planning Manager shall review the sign permit submitted with the building permit application for architectural consistency with the approved plans.	Prior to Building Permits	Planning	

Proposed sign



67"



30"

1 Ecosol ink . Printed  
& Laminated

2 MDO- Prime wood  
for signage

3 Mounted with non- corrosive 6 screws