



# Memorandum

**TO:** PINOLE PLANNING COMMISSION  
**FROM:** ANNE HERSCH, AICP, ASSOCIATE PLANNER  
**SUBJECT:** DR 09-05 AMAZING HAIRCUTS NEW BUSINESS SIGN  
**DATE:** AUGUST 10, 2009

<b>Property Owner:</b> Eva Matta 130 Cardinal Way Hercules, CA 94547	<b>Applicant/Representative:</b> Amazing Haircuts Larry Honorio 2501 San Pablo Ave. Pinole, CA 94564
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<b>PROJECT:</b> Amazing Haircuts Sign <b>FILE:</b> DR 09-05 <b>LOCATION:</b> 2501 San Pablo Ave. <b>APN:</b> 401-184-012 <b>ZONING:</b> MU-Mixed Use <b>GP LU:</b> Downtown Commercial/High Density Residential <b>PLANNER:</b> Anne Hersch
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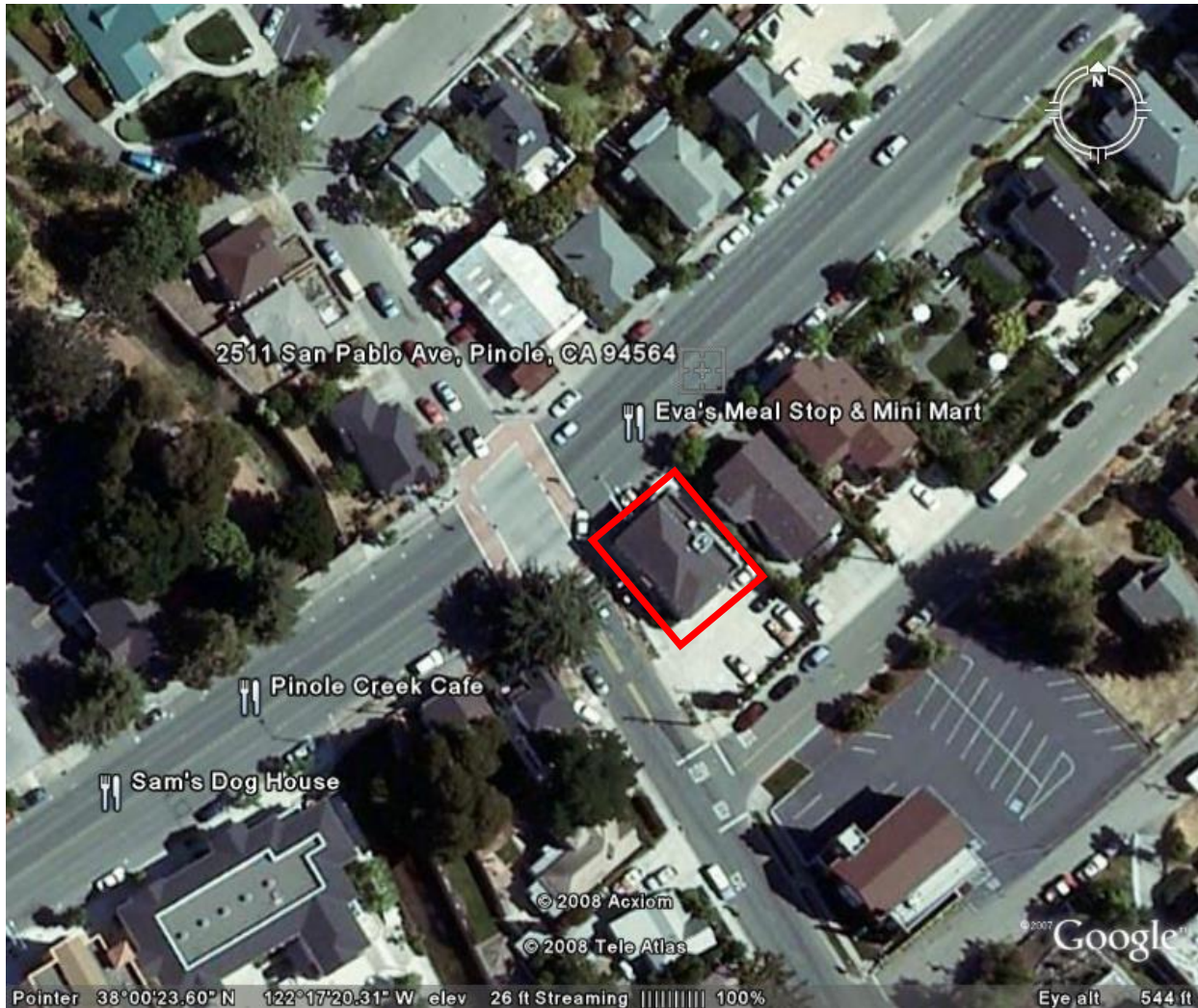
## **REQUEST**

The applicant is seeking Design Review approval for a new business sign for Amazing Haircuts at 2501 San Pablo Ave.

## **STAFF RECOMMENDATION**

Adopt Resolution 09-11 approving DR 09-05 Amazing Haircuts new business sign with project conditions.

**SITE LOCATION**



Direction from Project Site	Land Use
North	San Pablo Ave
West	Pinole Creek Cafe
South	Parking
East	Eva's Meal Stop and Mini Mart

**Figure 1.** Site Location: 2501 San Pablo Avenue

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**PROJECT DESCRIPTION**

The applicant is seeking Design Review approval to install a new business sign for Amazing Haircuts at 2501 San Pablo Ave. The sign is 4.74 sq. ft in area. The proposed building affixed signage for Amazing Haircut is considered “primary” as defined in the Pinole Zoning Code.

**BACKGROUND**

The current business owner completed all tenant improvements on December 23, 2008 and was issued a business license on December 29, 2008. The business has been operating lawfully as a hair service establishment for the past eight (8) months. A local sign maker was previously at this location and vacated in 2008. Due to the change in use from a sign retail business to a hair salon, Commission approval is required for a new business sign.

**ANALYSIS**

*Proposed Signage*

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.

Section 17.28.030 A (3) “Sign Regulations” of the Pinole Zoning Code defines total permitted sign area for a business. Allowed sign area is determined by the size of the business space. The business is approximately 800 sq. ft. For a business with an area of 0- 2,500 sq. ft., 200 sq. ft. of sign area is permitted. The Amazing Haircut sign is 1’10” in height by 2’7” in width for a total sign area of approximately 3 sq. ft. The proposed Amazing Haircut sign is well under the permitted sign area.

<b>Business Area</b>	<b>Maximum Total Sign Area Permitted</b>
0 - 2,500 sq. ft. =	200 sq. ft.
2,501 - 5,000 sq. ft. =	250 sq. ft.
5,501 - 7,500 sq. ft. =	300 sq. ft.
7,501 - 10,000 sq. ft. =	400 sq. ft.
10,001 - 30,000 sq. ft. =	450 sq. ft.
30,001 and over =	500 sq. ft.

The proposed “Amazing Haircut” sign includes print with lamination displayed on the front façade of a ½” double sided wood, providing visibility from both directions on San Pablo Ave. The sign will project from the building and is subject to Section 17.28.030 (J) “Projecting Signs” of the Pinole Municipal Code. A special condition has been included in the Conditions of Approval and requires that the applicant provide a clear space of at least six (6) inches between the sign and the building. The proposed sign conforms to the requirements outlined in Section 17.28.030 (J) as it meets the minimum projection, sign area, and installation/hanging requirements.

*J. Projecting Signs.*

1. *Policy: Businesses may have the option of installing a wall sign and/or a projecting sign.*
2. *Limitations: A projecting sign may be permitted to the following conditions:*
  - a. *It shall be suspended with a clear space of at least six inches between the sign and the building;*
  - b. *It may not project more than sixty-six inches from the surface of the building to which it is attached;*
  - c. *It may not contain more than thirty square feet of display area per side (excluding the suspension structure);*
  - d. *In the case of a one-story building, the top of the sign shall, exclusive of the suspension structure, be no higher than the roof eave line.*
  - e. *The bottom of the sign shall not be lower than seven and one-half feet above the ground level.*
  - f. *Projecting signs are permitted only at right angles to the building front;*
  - g. *Projecting signs shall be spaced to maximize the visibility of signing;*
  - h. *Projecting signs may be internally illuminated.*

**ENVIRONMENTAL REVIEW**

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

**ATTACHMENTS**

1. Resolution with Exhibit A: Conditions of Approval
2. Project Exhibit

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**ATTACHMENT 1**

**PLANNING COMMISSION RESOLUTION 09-11**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PINOLE APPROVING SIGNAGE FOR AMAZING HAIRCUT LOCATED AT 2501 SAN PABLO AVE. (APN: 401-184-012) DESIGN REVIEW # 09-05**

**WHEREAS**, Larry Honorio filed an application with the City of Pinole (hereinafter referred to as City) for Design Review for Amazing Haircut (APN: 401-184-012) 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 Guidelines, Accessory Structures (consists of construction, or replacement of minor structures accessory to existing commercial, industrial or institutional facilities); and

**WHEREAS**, a notice of public hearing was distributed to all property owners within 1,000 ft. of the project site and a notice was published in the July 31, 2009 edition of the West County Times as required by City Ordinance 2006-02 and Government Code Section 65090; and

**WHEREAS**, after the close of public hearing, the Planning Commission considered all public comments received both before and during the public hearing, the presentation by City staff, the staff report, and all other pertinent documents regarding the proposed development; and

**WHEREAS**, the Planning Commission finds, after due study and deliberation that the following circumstance exists for approving DR 09-05;

1. The proposed signage is consistent with the zoning regulations contained within Section 17.28 of the City's Municipal Code.
2. Based upon the materials and colors, the proposed sign for Amazing Haircut 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 adversely affect the general property and welfare.
3. The proposed signage is well composed and effectively identifies the business use.

**NOW, THEREFORE, BE IT RESOLVED** by the Planning Commission of the City of Pinole hereby approves DR 09-05 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 10<sup>th</sup> day of August 2009, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

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Dave Kurrent, Chair, 2009-2010

ATTEST:

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Winston Rhodes, AICP, Planning Manager

**EXHIBIT A: CONDITIONS OF APPROVAL DR 09-05 AMAZING HARCUTS 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 Amazing Haircut Sign DR 09-05 as approved by the Planning Commission on August 10, 2009 and date stamped received June 16, 2009, 2009 (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 Planning Manager who shall determine whether the modification requires additional approval of the Planning Commission or City Council.	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 building permit application and drawings shall be reviewed for architectural consistency with the approved plans by the Planning Manager.	Prior to Building Permits	Planning	

**EXHIBIT A: CONDITIONS OF APPROVAL DR 09-05 AMAZING HARICUTS SIGN**

		<u>Timing/ Implementation</u>	<u>Enforcement/ Monitoring</u>	<u>Verification (date and Signature)</u>
SC 1.	The applicant shall provide a clear space of six (6) inches between the sign and the building. This revision shall be shown on the building permit drawings at the time of permit submittal.	Prior to Building Permits	Planning	



Proposed sign

*[Handwritten signature]*

Tenant

*DAENA M. HORVATH*



1. Print with lamination
2. 4 Bolts
3. 4 screws mounted on the wall & Ceiling
4. 1/2" double sided wood for signage.
5. Painted metal clamp

*[Handwritten signature]*

Landlord approval

*GENDEVA A. MATTA*