



Staff Report to the Zoning Administrator

Application Number: **121088**

Applicant: David Ford
Owner: Wells Fargo Bank
APN: 039-111-77

Agenda Date: July 20, 2012
Agenda Item #: 3
Time: After 9:00 a.m.

Project Description: Proposal to revise the signage at an existing commercial building (Wells Fargo Bank) to increase the size of the existing monument sign and reduce the size of two existing wall signs, to result in a net increase of 1.25 square feet over the approved sign area, and to replace an existing unpermitted channel letter sign of around 30 square feet on the north elevation of the building with a fourth illuminated sign of 14.65 square feet, resulting in a total sign area of 65.8 square feet on PA zoned property. Requires a Variance to allow for four business signs with a combined sign area that exceeds 50 square feet and an Amendment to Permits D-72-10-02 and 00-0694.

Location: Property located on the northwest corner of Soquel Drive and Sunset Drive (7701 Soquel Drive).

Supervisory District: Second District (District Supervisor: Ellen Pirie)

Permits Required: Amendment to Commercial Development Permits and Variance.

Technical Reviews: None

Staff Recommendation:

- Certification that the proposal is exempt from further Environmental Review under the California Environmental Quality Act.
- Approval of Application 121088, based on the attached findings and conditions.

Exhibits

- | | |
|------------------|---|
| A. Project plans | D. Categorical Exemption (CEQA determination) |
| B. Findings | E. Assessor's, Location, Zoning and General Plan Maps |
| C. Conditions | |

Parcel Information

Parcel Size: 27,573.5 square feet (0.63 acres)
Existing Land Use - Parcel: Commercial office (Wells Fargo Bank)

Existing Land Use - Surrounding: Commercial to the south and southeast (two gas stations and a regional shopping center), public facilities to the northwest and northeast (public library and two churches) and residential to the north.

Project Access: Sunset Way and Ledyard Way.

Planning Area: Aptos

Land Use Designation: C-O (Office)

Zone District: PA (Professional and Administrative Office)

Coastal Zone: ☐ Inside ☒ Outside

Appealable to Calif. Coastal Comm.: ☐ Yes ☒ No

Environmental Information

Geologic Hazards: Not mapped/no physical evidence on site

Soils: N/A

Fire Hazard: Not a mapped constraint

Slopes: N/A

Env. Sen. Habitat: Not mapped/no physical evidence on site

Grading: No grading proposed

Tree Removal: No trees proposed to be removed

Scenic: Not a mapped resource

Drainage: Existing drainage adequate

Archeology: Not mapped/no physical evidence on site

Services Information

Urban/Rural Services Line: ☒ Inside ☐ Outside

Water Supply: Soquel Creek Water District

Sewage Disposal: Santa Cruz County Sanitation District

Fire District: Aptos/La Selva Fire Protection District

Drainage District: Zone 6 Flood Control District

History

Development Permit D-72-10-2, to construct a one-story commercial bank building, was approved on November 6, 1972. This permit did not include any signs at the bank and required as a Condition of Approval, that a separate application be submitted for signage. The bank was then constructed under Building Permit #32963 issued February 16, 1973. Application 82-203-PD was approved April 16, 1982, to allow for a 7 square foot sign at the night depository. Other signage at the bank was not recognized until May 17, 2001, when business signage of 49.9 square feet was approved per Minor Variation 00-0694 to D-72-10-2 which also included grading drainage and landscape improvements at the bank. The approved update to the signage at the bank, included a monument sign at the corner of Soquel Drive and Sunset Way, two lighted signs mounted beneath the roof overhang at the south and east elevations and revised directional signage. The application did not approve the channel letter sign that is mounted on wall at the north elevation of the bank, which was shown on the submitted plans as "To be removed". The currently existing signage at the bank is similar to the approved signage as

depicted on Exhibit B, except that the monument sign, shown on the approved plans as being mounted between two stone columns, is now mounted on a low concrete pedestal and the channel letter sign was never removed.

Project Setting

The bank is situated at the corner of Sunset Way and Soquel Drive, a busy arterial street, and is opposite the intersection with State Park Drive, which has direct access to and from Highway One. The parcel also has frontage along Ledyard way, so that the parcel has frontage on three streets. To the south of the parcel across Soquel Drive and kitty-corner to the bank is the Rancho del Mar Shopping Center including Safeway and a gas station. To the northeast adjacent to the bank, and to the southwest across Soquel Drive, there are churches and to the northwest is the Aptos Public Library. Therefore the bank occupies a highly visible location.

Zoning & General Plan Consistency

The subject property is a parcel of approximately 27,575.5 square feet, located in the PA (Professional and Administrative Office) zone district, a designation that allows commercial uses. The existing bank is a principal permitted use within the zone district and the zoning is consistent with the site's (C-O) Commercial Office General Plan designation.

Analysis and Discussion

As noted, the existing approved signs at the bank include a monument sign located at the corner of Soquel Drive and Sunset Way, and two smaller signs that are mounted just beneath the roof overhang on the south and west elevations of the bank, facing Soquel Drive and Sunset Way respectively. The proposal is to replace these signs and also one unpermitted channel letter sign located on the north elevation of the building facing Ledyard way, with new signage that reflects the updated corporate signage for Wells Fargo Bank. Existing corporate signage is red and black with yellow lettering and a white logo. The proposed signs will be entirely red background with larger yellow lettering and no logo for the roof mounted signs but a revised dark red logo on the monument sign.

The proposal is to replace the two existing 16.25 square foot signs mounted beneath the roof overhang and the unpermitted channel letter sign of around 30 square feet with three identical signs of 14.65 square feet each, and to replace the existing 15.35 square foot monument sign with a new monument sign of 21.85 square feet. The existing wall mounted channel letter sign will be removed and the wall repaired and re-painted. In addition to the changes to the business signage, two small directional signs adjacent to the parking area are also proposed to be replaced.

In order that the bank be visible from each of the three streets that it fronts on to, as well as from State Park Drive that is opposite the site, additional signage is required. In addition, the bank parking lot, which is located to the east and south of the building, is accessed from both Ledyard Way to the north and from Sunset Way to the south but not directly from Soquel Drive. Therefore, in order to reduce traffic at the intersection of State Park Drive, Sunset Way and Soquel Avenue it is desirable that bank customers that are coming from the north on Soquel Drive, access the bank via Ledyard Way, thereby reducing traffic at the busy intersection.

The proposed revised signage will make only minor changes to the configuration of the existing approved signage and will, in addition, allow for one new lighted sign on the north elevation of the building facing northwards on Soquel Drive and towards Ledyard Way, so that the bank and parking lot access can easily be seen from the north, even at night.

The increase in the total allowed sign area from 49.9 square feet to 65.8 square feet will not materially change the impact of the bank signage on surrounding uses. The proposed replacement monument sign, which will be located in the same location as the existing sign, will comply with the standards for free standing signs set out in 13.10.581(d) in that it will not exceed 7 feet in height as measured from the level of the adjacent roadway. The proposed sign will be set back at least 5 feet from the edge of the right-of-way and will not block sight lines for traffic turning right from Sunset Way onto Soquel Drive.

Design Review

The proposed business signs comply with the requirements of the County Design Review Ordinance, in that the proposed signs to be located beneath the roof overhang have been designed as an integral part of the building design and do not extend above the upper line of the roof fascia. The proposed free standing sign will be in the same location as the existing sign and is of a design consistent with the architectural character of the building. In order to reduce the visual impact on surrounding land uses and the natural landscape the proposed monument sign has been designed to be an integral part of the landscaped area at the corner of Soquel Drive and Sunset Way.

Environmental Review

The proposed project is eligible for a Categorical Exemption, per the requirements of the California Environmental Quality Act (CEQA) under Class 1 - Existing Facilities (Section 15301), since the proposed signage will be mounted on an existing bank and the use is allowed within the parcel's PA (Professional and Administrative Office) zone district.

Conclusion

As proposed and conditioned, the project is consistent with all applicable codes and policies of the Zoning Ordinance and General Plan/LCP. Please see Exhibit "B" ("Findings") for a complete listing of findings and evidence related to the above discussion.

Staff Recommendation

- Certification that the proposal is exempt from further Environmental Review under the California Environmental Quality Act.
- **APPROVAL** of Application Number **121088**, based on the attached findings and conditions.

Supplementary reports and information referred to in this report are on file and available for viewing at the Santa Cruz County Planning Department, and are hereby made a part of the administrative record for the proposed project.

The County Code and General Plan, as well as hearing agendas and additional information are available online at: www.co.santa-cruz.ca.us

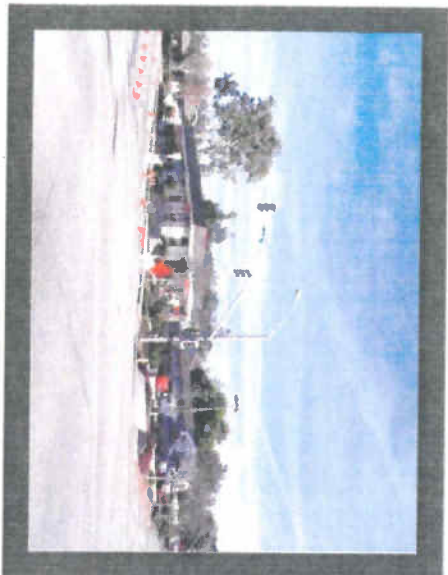
Report Prepared By: Lezanne Jeffs
Santa Cruz County Planning Department
701 Ocean Street, 4th Floor
Santa Cruz CA 95060
Phone Number: (831) 454-2480
E-mail: lezanne.jeffs@co.santa-cruz.ca.us

WELLS FARGO

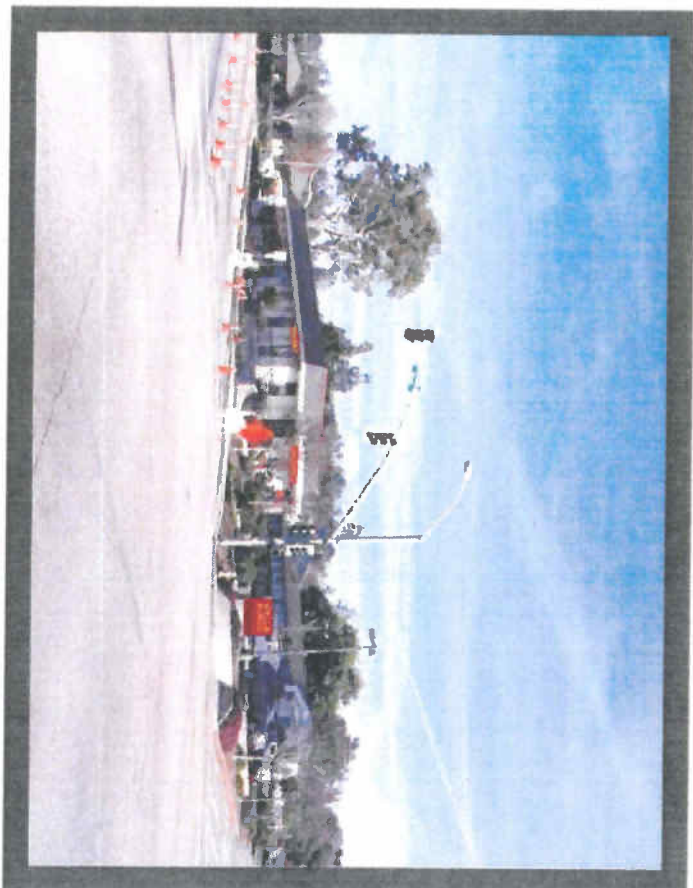
Store Number #199588

Aptos 7701 Soquel Dr. Aptos, CA. 95003
Owned

NOT TO SCALE
RENDERING IS AN ARTIST'S CONCEPTION
AND DOES NOT REPRESENT AN OFFICIAL
STATEMENT OF THE BANK OF AMERICA
OR ITS AFFILIATES. THE BANK OF AMERICA
AND ITS AFFILIATES ARE NOT RESPONSIBLE
FOR ANY ERRORS OR OMISSIONS.



BEFORE



AFTER



Signitech

4444 Federal Blvd. San Diego CA 92112
Phone: (619) 527-4100 / Fax: (619) 527-4111
www.signitechUSA.com



Wells Fargo

#199588

Aptos
7701 Soquel Dr
Aptos, CA. 95003

Date: 03/19/12

Salesperson: Art Navarro

Coordinator: Aston S. Turkeltaub

Designer: Scott Moller

Scale: As Noted

Revisions

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CUSTOMER APPROVAL

Customer Signature _____ Date _____
COPY COLORS & SIZES

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Drawing Number: 12-00340

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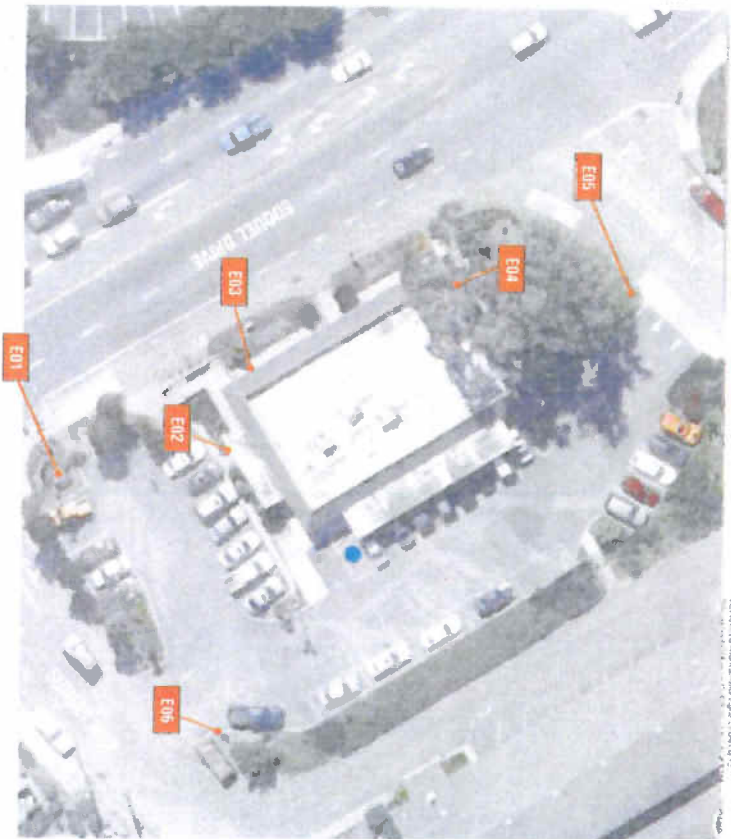
Sheet: 1

Of: 19

R4

SIGN LEGEND

SIGN #	EXISTING SIGN	SF	RECOMMENDED SIGN	SF	QTY
E01	MONUMENT SIGN	15.3	M-22	22	1
E02	WALL CABINET	16.25	CHSP-10-H-SC-CUSTOM	14.6	1
E03	WALL CABINET	16.25	CHSP-10-H-SC-CUSTOM	14.6	1
E04	FCO LETTERS	18	CHSP-10-H-SC-CUSTOM	14.6	1
E05	INFORMATIONAL SIGN		IS-20-48		1
E06	INFORMATIONAL SIGN		IS-20-48		1



SITE PLAN

N.T.S.



PROPOSED E01



PROPOSED E02



PROPOSED E03



PROPOSED E04



Signtech

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Wells Fargo

#199588

Aptos
7701 Soquel Dr
Aptos, CA, 95003

Date: 03/19/12

Salesperson: Art Navaro
Coordinator: Aaron S. Tinkelstein
Designer: Scott Moller
Scale: As Noted

Revisions

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△	△
△	△
△	△

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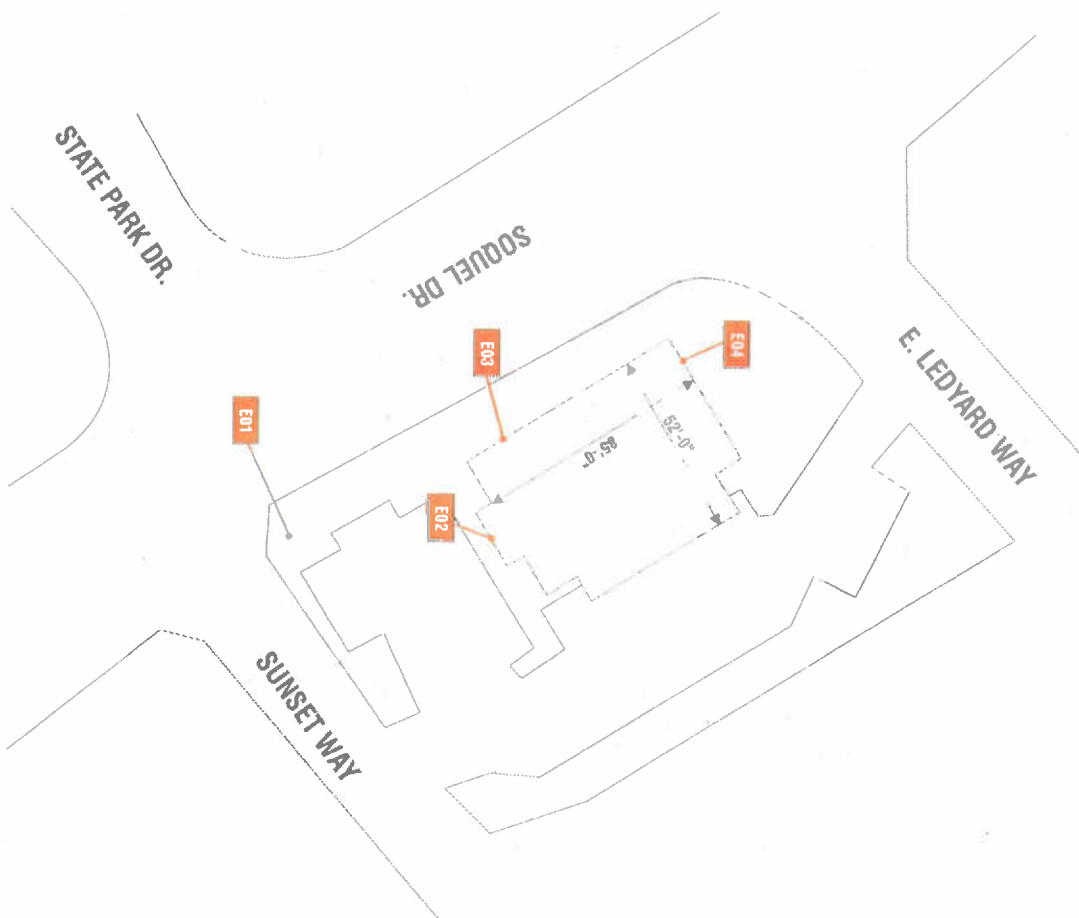
Drawing Number: 12-00340

Work Order Number: 55174



Sheet: 3

Of: 19

R4



SITE PLAN

	
Sintech 4444 Federal Blvd. San Diego CA 92102 Phone: (619) 527-4100 / Fax: (619) 527-4111 www.sintechusa.com	
	
Wells Fargo # 199588 Aptos 7701 Soquel Dr Aptos, CA 95003 Date: 03/19/12 Salesperson: Art Navarro Coordinator: Aaron S. Turkelaitis Designer: Scott Modley Scale: As Noted	
Revisions	
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CUSTOMER APPROVAL	
Customer Signature	Date
COPY COLORS & SIZES	
Signatch does NOT provide primary color or size information. Sign RESPONSIBILITY OF OTHERS!	
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Work Order Number	55174
Sheet: 4	R4
Of 19	

E01

SIGNTYPE

M-22

30' wide & 6' high by 10' wide & 6' high
 30' wide & 6' high by 10' wide & 6' high
 30' wide & 6' high by 10' wide & 6' high
 30' wide & 6' high by 10' wide & 6' high



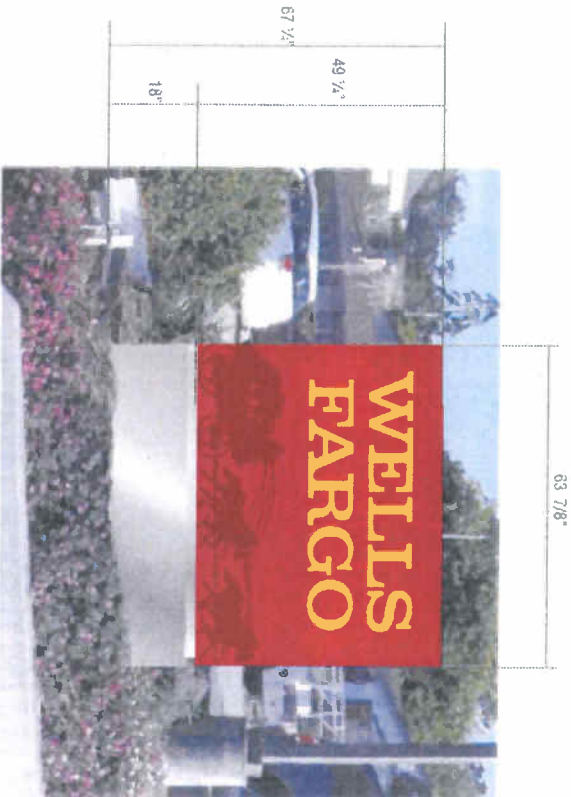
SIGN ELEVATION

SCALE: 3/8" = 1'-0"

E01

EXISTING

MONUMENT SIGN



SIGN ELEVATION

SCALE: 3/8" = 1'-0"

E01

PROPOSED

M-22

CUSTOM COMMENTS: MONUMENT IS SETBACK 60' FROM SIDEWALK



MONUMENT SIGN AT (+) 100' AWAY



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Wells Fargo

#1995388

Aptos
 7701 Soquel Dr
 Aptos, CA 95003

Date: 03/19/12

Salesperson: Art Nazario

Coordinator: Aaron S. Jukelaiah

Designer: Scott Moller

Scale: As Noted

Revisions

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CUSTOMER APPROVAL

Customer Signature _____ Date _____

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R4



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Wells Fargo

#199588

7701 Soquel Dr
Apios, CA. 95003

Date: 03/19/12

Salesperson: Alt Navarro

Coordinator: Aaron S. Turkeltaub

Designer Scott

Scale: As Noted

Revisions

Revisions

CUSTOMER APPROVAL

Customer Signature _____ Date _____

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Customer Signature _____

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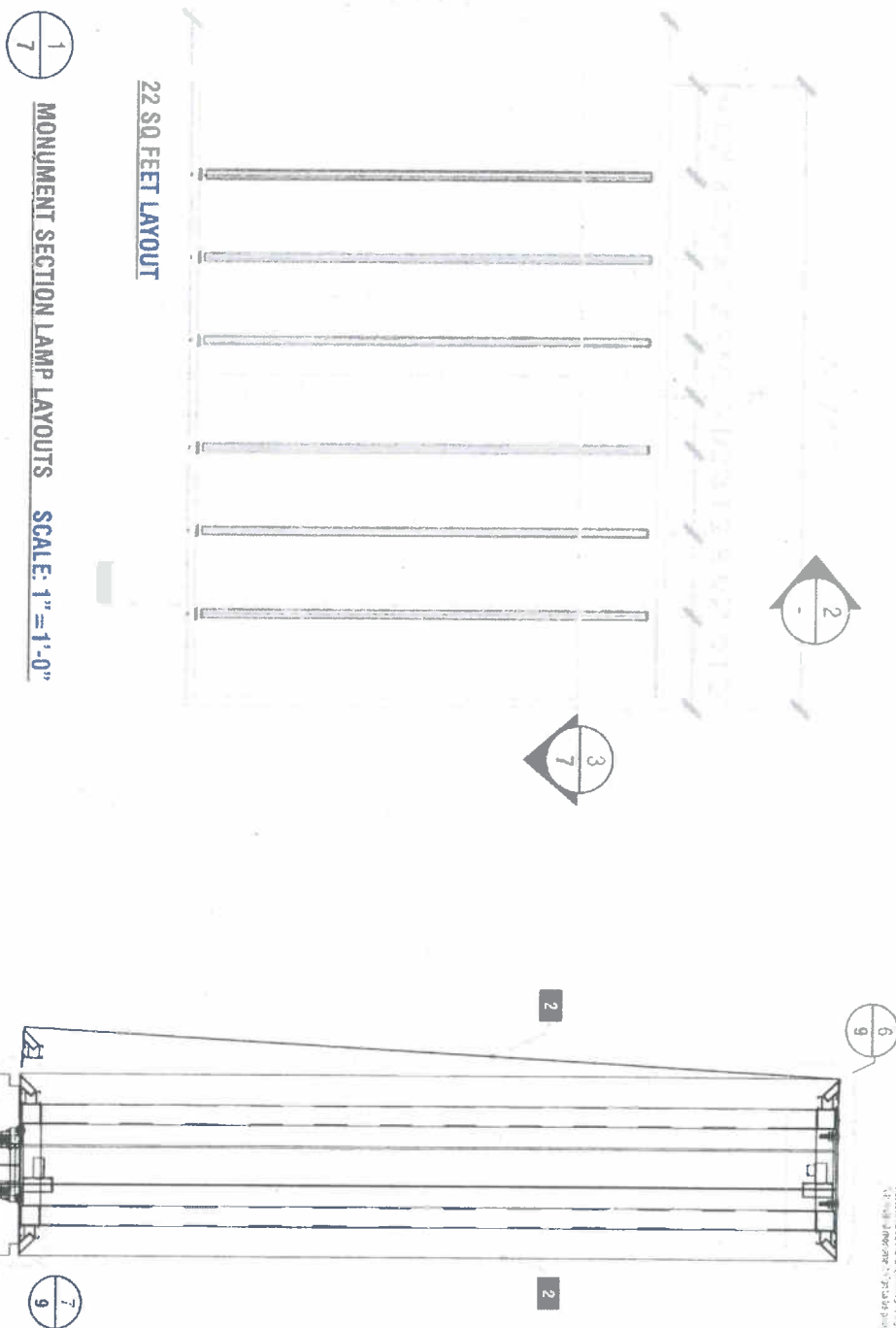
Work Order Number: 55174

Sheet: 6

19-01

R4

-10-



PLAN SECTION N.T.S.

DETAIL AT YELLOW END
N.T.S.

DETAIL AT RED END
N.T.S.



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[illegible]

Wells Fargo

4199588

Aplus

1001 Soquel Dr
Aptos, CA. 95003Date: 03/19/12

Sabaperson: Art Navarro
Coordinator: Aaron S. Turkeltaub

Designer Scott Miller

Scale: As Noted

Revisions

CUSTOMER APPROVAL

Customer Signature _____ **Date** _____

COPY COLORS & SIZES

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Custom or Signature **Date**

Drawing Number 12-00340

Work Order Number: 65174

Sheet: 8

 $\alpha = 19$ R2



55

Of 19 R4

E03

SIGNTYPE

CHSP-10-H-SC-CUSTOM

WITH FINISH BACK

NOTES:
1. SEE ELEVATION FOR SIGN TYPE AND SIZE.
2. SEE ELEVATION FOR SIGN TYPE AND SIZE.
3. SEE ELEVATION FOR SIGN TYPE AND SIZE.
4. SEE ELEVATION FOR SIGN TYPE AND SIZE.



LOOKING OPPOSITE E03 ACROSS E. LEONARD DRIVE



SIGN ELEVATION

SCALE: 1/16" = 1'-0"

E03

EXISTING

WALL SIGN



SIGN ELEVATION

SCALE: 1/16" = 1'-0"

E03

PROPOSED

CHSP-10-H-SC-CUSTOM

CUSTOM COMMENTS: STAGING PANEL IS SELF-CONTAINED AND SUSPENDED.
REQUIRES ALPOLIC BACK.
WOOD WALL COLOR: FROZE CL 181 "WHITE SHADOW"



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Wells Fargo

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Aptos
7701 Soquel Dr
Aptos, CA 95003

Date: 03/19/12
Salesperson: Art Navarro
Coordinator: Aaron S. Dunkelshaub
Designer: Scott Miller
Scale: As Noted

Revisions

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CUSTOMER APPROVAL

Customer Signature _____ Date _____

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Work Order Number: 55174

Sheet: 11

Of: 19 R4

E04

SIGNTYPE

CHSP-10-H-SC-CUSTOM

WITH FINISH BACK

NOT A CONTRACT DOCUMENT
THIS DRAWING IS NOT A CONTRACT DOCUMENT
IT IS A PRELIMINARY DESIGN ONLY
IT IS NOT TO BE USED FOR CONSTRUCTION
IT IS NOT TO BE USED FOR ANY OTHER PURPOSE



LOOKING OPPOSITE E04 ACROSS STATE PARK DRIVE



SIGN ELEVATION

SCALE: 3/16" = 1'-0"

E04

EXISTING

WALL SIGN



SIGN ELEVATION

SCALE: 3/16" = 1'-0"

E04

PROPOSED

CHSP-10-H-SC-CUSTOM

CUSTOM COMMENTS: SIGN IS SELF-CONTAINED.
WOOD WALL COLOR: FRAZER CL181 "WHITE SHADOW"
RESTORATION AREA: 3' X 10' = 30 SQ. FT.



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Wells Fargo

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Aptos
7701 Soquel Dr
Aptos, CA 95003

Date: 03/19/12

Salesperson: Art Navarro
Coordinator: Aaron S. Tuxell/Hub
Designer: Scott Miller

Scale: As Noted

Revisions

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CUSTOMER APPROVAL

Customer Signature _____ Date _____
COMP. COLORS & SIZES _____ Date _____

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Of: 19

R4



MAY VARY

 $\pm 2''$

LAGS INTO METAL SHIELDS (VERIFY)



For more information, please contact:

-18-

Trim Cap Overlap Chart

WELLS FARGO

Smallest Dropshadow Width

Largest Dropshadow Width

Elevation | Smallest & Largest Drop Shadow Widths (Reference Only) | N.T.S.

Sign type	Smallest Drop Shadow	Largest Drop Shadow	Trim Cap Overlap*	Trim Cap Size
CH-10-H	0.1008"	0.5485"	1/8"	3/4"
CH-12-H	0.1186"	0.6575"	1/8"	3/4"
CH-15-H	0.1483"	0.8218"	1/8"	3/4"
CH-18-H	0.187"	0.9864"	1/8"	3/4"
CH-21-H	0.2076"	1.152"	3/16"	1"
CH-24-H	0.2373"	1.3144"	3/16"	1"
CH-27-H	0.267"	1.479"	3/16"	1"
CH-30-H	0.2968"	1.6485"	3/16"	1"
CH-36-H	0.3559"	1.9787"	3/16"	1"
CH-42-H	0.4154"	2.3007"	3/16"	1"

* Indicates the recommended amount and/or area of the trim cap that overlaps the face of each letter.
A tolerance of 1/32" is allowed as long as the smallest dropshadow is still visible

1. DETERMINE & VERIFY SMALLEST AND LARGEST DROP SHADOW AREAS OF EACH LETTER AND FOR ACCURATELY APPLYING ALL VINYLS INCLUDING DROP SHADOW AND TRIM CAP
2. CORRECT TRIM CAP MATERIAL TO BE ORDERED WITH FIXED DIMENSIONS AND APPLYING TO LETTER FACE ACCURATELY
3. DETERMINE THE MINIMUM AMOUNT OF TRIM CAP OVERLAP ON THE LETTER FACE, BASED ON THEIR FABRICATION METHODS. REQUIRED TO SECURE THE LETTER FACE WITHOUT IMPEDING THE DROP SHADOW
4. CUSTOM ARTWORK IS REQUIRED FOR CHANNEL LETTERS - CH-10-H AND CH-12-H IN ORDER TO ENSURE TRIM CAP DOES NOT IMPEDE THE DROP SHADOW AT ITS SMALLEST WIDTHS. - CUSTOMER TO SUPPLY

211 8th St., San Diego, CA 92101
Riverview Business Center # 242-19
325 West 10th St., San Diego, CA 92101
32 West 10th St., San Diego, CA 92101



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MSA ISO 9001:2008 CEBA

Wells Fargo

#199588

Aptos
7701 Soquel Dr
Aptos, CA 95003

Date: 09/19/12
Salesperson: Art Navarro
Coordinator: Aaron S. Tucker
Designer: Scott Miller
Scale: As Noted

Revisions

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CUSTOMER APPROVAL

Customer Signature _____ Date _____

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Of: 19

R4

LED LAYOUT

MATERIAL ESTIMATE				TOTAL ESTIMATE			
Code	Material	Description	Unit	Price	Qty	Amount	Unit
100	LED Strip	100' x 1/2" x 1/4"	ft	\$1.50	100	\$150.00	ft
200	LED Strip	200' x 1/2" x 1/4"	ft	\$1.50	200	\$300.00	ft
300	LED Strip	300' x 1/2" x 1/4"	ft	\$1.50	300	\$450.00	ft
400	LED Strip	400' x 1/2" x 1/4"	ft	\$1.50	400	\$600.00	ft
500	LED Strip	500' x 1/2" x 1/4"	ft	\$1.50	500	\$750.00	ft
600	LED Strip	600' x 1/2" x 1/4"	ft	\$1.50	600	\$900.00	ft
700	LED Strip	700' x 1/2" x 1/4"	ft	\$1.50	700	\$1050.00	ft
800	LED Strip	800' x 1/2" x 1/4"	ft	\$1.50	800	\$1200.00	ft
900	LED Strip	900' x 1/2" x 1/4"	ft	\$1.50	900	\$1350.00	ft
1000	LED Strip	1000' x 1/2" x 1/4"	ft	\$1.50	1000	\$1500.00	ft
TOTAL						\$1500.00	



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Wells Fargo
#199588
Aptos
7701 Soquel Dr
Aptos, CA 95003

Date: 03/19/12
Salesperson: Art Navarro
Coordinator: Aaron S. Tuckelhaub
Designer: Scott Miller
Scale: As Noted

Revisions

1	Δ
2	Δ
3	Δ
4	Δ
5	Δ

CUSTOMER APPROVAL

Customer Signature _____ Date _____

COPY COLORS & SIZES _____

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R4

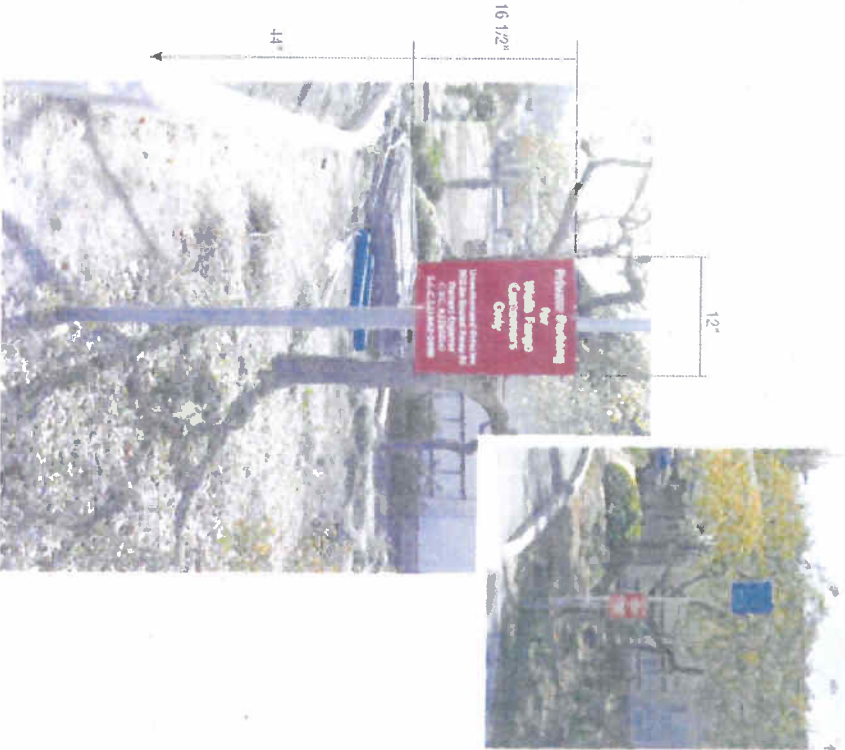
E05

SIGNTYPE

IS-20-48

REVISIONS
 1. 03/19/12
 2. 03/19/12
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 6. 03/19/12
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 98. 03/19/12
 99. 03/19/12
 100. 03/19/12

PHOTO SHOWING BOTH
 SIGNS TO BE REMOVED



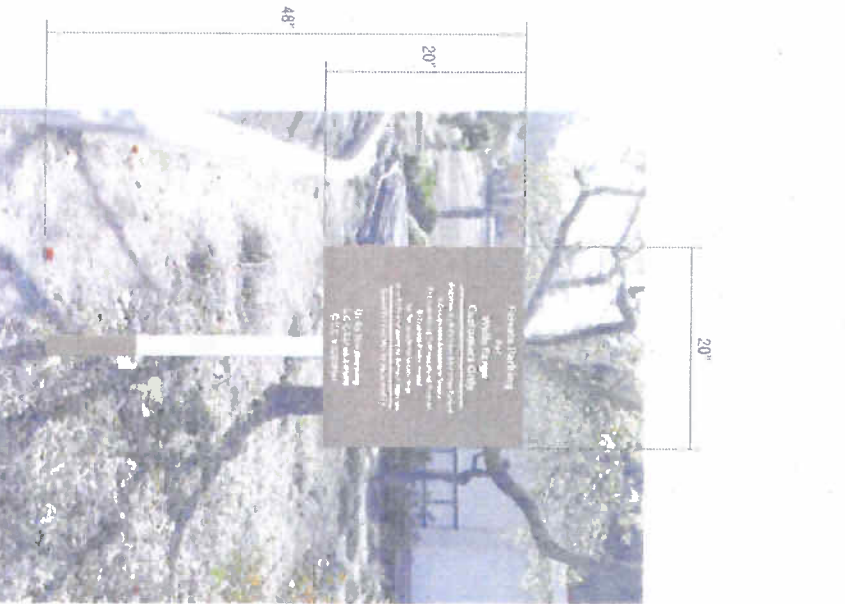
SIGN ELEVATION

SCALE: 1" = 1'-0"

E05

EXISTING

EXISTING INTERNATIONAL SIGN



SIGN ELEVATION

SCALE: 1" = 1'-0"

E05

PROPOSED

IS-20-48

CUSTOM COMMENTS: BOTH SIGNS AT THIS LOCATION TO BE REMOVED



Signitech

4444 Federal Blvd., San Diego, CA 92112
 Phone: (619) 527-6100 / Fax: (619) 527-6111
 www.signitechUSA.com



Wells Fargo

#1995388

Aptos
 7701 Soquel Dr
 Aptos, CA 95003

Date: 03/19/12

Salesperson: Art Navarro

Coordinator: Aaron S. Turkelkaub

Designer: Scott Moller

Scale: As Noted

Revisions

△	△
△	△
△	△
△	△
△	△

CUSTOMER APPROVAL

Customer Signature _____ Date _____

COPY COLORS & SIZES

Signitech does NOT provide primary electrical to sign location.
 RESPONSIBILITY OF OTHERS!

Customer Signature _____ Date _____

This design is the exclusive property of Signitech and cannot be reproduced in whole or in part without the prior written approval.

Drawing Number: 12-00340

Work Order Number: 55174

Sheet: 17

Of: 19

R4

E06

SIGNTYPE

IS-20-48

Site plan and elevation views are for informational purposes only. They are not to be used for construction. The design is the property of Signtech and cannot be reproduced in whole or in part without the prior written approval of Signtech.



SIGN ELEVATION

SCALE: 1/2" = 1'-0"

E06

EXISTING

EXISTING INFORMATIONAL SIGN



SIGN ELEVATION

SCALE: 1/2" = 1'-0"

E06

PROPOSED

IS-20-48

CUSTOM COMMENTS:



Signtech

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7701 Soquel Dr
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Revisions

△	△
△	△
△	△
△	△

CUSTOMER APPROVAL

Customer Signature _____ Date _____

Signtech does NOT provide primary electrical to sign location. RESPONSIBILITY OF OTHERS!

This design is the exclusive property of Signtech and cannot be reproduced in whole or in part without the prior written approval of Signtech.

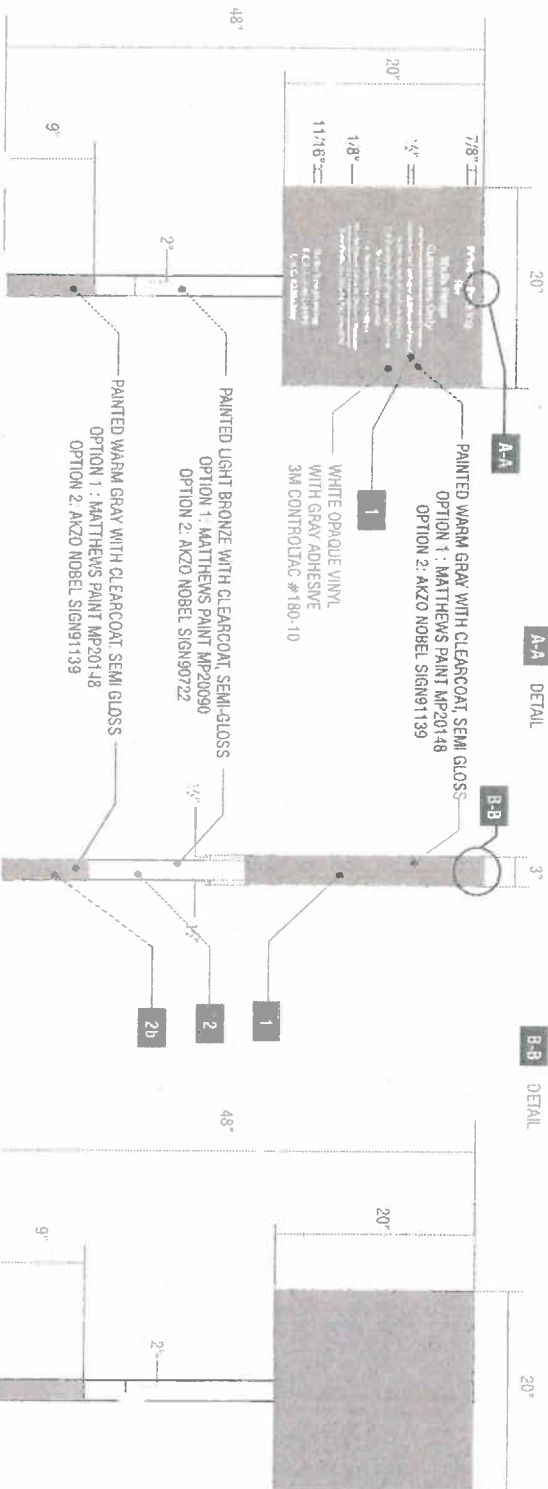
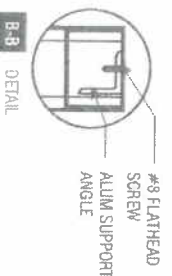
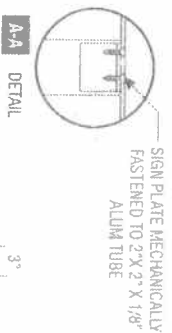
Drawing Number: 12-00340

Work Order Number: 55174

Sheet: 18

Of: 19

R4



FRONT VIEW SCALE: 1"=1'-0"

END VIEW SCALE: 1"=1'-0"

BACK VIEW SCALE: 1"=1'-0"

1. PANEL FABRICATED 200" ALUMINUM PANEL WITH SURFACE APPLIED GRAPHIC. PAINTED WARM GRAY WITH CLEARCOAT, SEMI-GLOSS.
- OPTION 1: MATTHEWS PAINT MP20148
- OPTION 2: AKZO NOBEL SIGN91139
- 1A. FABRICATED INTERNAL STRUCTURE TO PRODUCE SURFACES FREE FROM OIL, CANNING, WRAPPING, DISTORTION OR ANY IRREGULARITIES OR INCONSISTENCIES.
- 1B. ALL WELDS TO BE GRIND SMOOTH PRIOR TO PAINTING.
- 1C. SECURE PANEL TO POST WITH COUNTERSINK MECHANICAL FASTENERS. PAINTED TO MATCH ADJACENT SURFACE COLOR.
- OPTION 1: MATTHEWS PAINT MP20148
- OPTION 2: AKZO NOBEL SIGN91139
- 2A. WELD END CAP PAINT TO MATCH POST.
- 2B. PAINT STRIPE ALONG BOTTOM OF POST. ALL SIDES WARM GRAY WITH CLEARCOAT, SEMI-GLOSS.
- OPTION 1: MATTHEWS PAINT MP20148
- OPTION 2: AKZO NOBEL SIGN91139
4. MODIFIING EXISTING CONDITIONS TO DETERMINE APPROPRIATE MECHANICAL FASTENERS AND RECOMMENDED FOOTING CONFIGURATIONS.
5. FOOTINGS TO WITHSTAND LOCAL WINDLOAD AND WEATHER CONDITIONS.
6. TYPESTRIPE: MARYBLO PRO BOLD, KISS CUT VINYL LETTERS. ALL COPY: WHITE OPAQUE VINYL WITH GRAY ADHESIVE. 3M CONTROLTAC #180-10.
- ALL SIGN GRAPHICS AND/OR COPY AS SHOWN IN THE EXHIBITS.

MANUFACTURE AND INSTALL TWO (2) NON-ILLUMINATED INFORMATIONAL SIGNS - POLE MOUNTED

Signitech

4444 Federal Blvd., San Diego, CA 92112
 Phone: (619) 527-4100 / Fax: (619) 527-4111
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Wells Fargo

#199588
 Aptos
 7701 Soquel Dr
 Aptos, CA 95003

Date: 03/19/12
 Salesperson: Art Navarro
 Coordinator: Aaron S. Turkeltaub
 Designer: Scott Moller
 Scale: As Noted

Revisions

CUSTOMER APPROVAL

Customer Signature _____ Date _____

Customer Title _____

Customer Company Name _____

Customer Address _____

Customer City/State/Zip _____

Customer Phone/Fax _____

Customer Email _____

Customer Signature _____ Date _____

Customer Title _____

Customer Company Name _____

Customer Address _____

Customer City/State/Zip _____

Customer Phone/Fax _____

Customer Email _____

Sheet: 19

Of: 19

Work Order Number: 55174

Drawing Number: 12-00340

The design is the exclusive property of Signitech and cannot be reproduced without the written consent of Signitech.

Development Permit Findings

- 1. That the proposed location of the project and the conditions under which it would be operated or maintained will not be detrimental to the health, safety, or welfare of persons residing or working in the neighborhood or the general public, and will not result in inefficient or wasteful use of energy, and will not be materially injurious to properties or improvements in the vicinity.**

This finding can be made, in that the signs will be located in an area designated for commercial uses. The proposed revisions to existing signage and the installation of one additional lighted sign at the bank will not deprive adjacent properties or the neighborhood of light, air, or open space. The increase in the total allowed sign area from 49.9 square feet to 65.8 square feet, which allows for design changes to the existing signage and the addition of one new sign at the north elevation to replace an existing unpermitted sign, will not materially change the impact of the bank signage on surrounding uses. The proposed replacement monument sign, which will be in the same location as the existing sign, will comply with the standard for free standing signs set out in 13.10.581(d) in that it will not exceed 7 feet in height as measured from the level of the adjacent roadway. The proposed sign will be set back a minimum of 5 feet from the edge of the right-of-way and will not block sight lines for traffic turning right from Sunset Way onto Soquel Drive.

- 2. That the proposed location of the project and the conditions under which it would be operated or maintained will be consistent with all pertinent County ordinances and the purpose of the zone district in which the site is located.**

This finding can be made, in that the proposed location of the signs and the conditions under which they would be operated or maintained will be consistent with all pertinent County ordinances and the purpose of the PA (Professional and Administrative Office) zone district and previous review requirements, as the primary use of the signs will be for advertising the location of one bank that meets all current site standards for the zone district and conforms to all previous development approvals.

- 3. That the proposed use is consistent with all elements of the County General Plan and with any specific plan which has been adopted for the area.**

This finding can be made, in that the proposed signs are consistent with the use requirements specified for the Office (C-O) land use designation in the County General Plan.

The proposed project will result in a compatible commercial design as specified in General Plan Policies 2.14.6 (Quality of Commercial Design), 8.5.2 (Commercial Compatibility with Other Uses) and 8.5.3 (Commercial Design – Areas with Unique Design Guidelines) in that the signs will be consistent with the applicable General Plan Policies. The proposed revisions to the existing signage at the bank and the provision of one additional sign at the north elevation will be consistent with the intent of all previous development approvals and will not adversely impact surrounding uses and will be appropriately sized to complement the scale of the structure.

A specific plan has not been adopted for this portion of the County.

4. **That the proposed use will not overload utilities and will not generate more than the acceptable level of traffic on the streets in the vicinity.**

This finding can be made, in that the proposed revisions to the business signage will not alter the expected level of traffic generated by the existing bank.

5. **That the proposed project will complement and harmonize with the existing and proposed land uses in the vicinity and will be compatible with the physical design aspects, land use intensities, and dwelling unit densities of the neighborhood.**

This finding can be made, in that the proposed signage is consistent with the scale and type of sign installed in the neighborhood and the proposed revisions to the business signage will be an integral part of the building design and do not extend above the upper line of the roof fascia. The proposed free standing sign will be in the same location as the existing sign and is of a design consistent with the architectural character of the building. In order to reduce the visual impact on surrounding land uses and the natural landscape the proposed monument sign has been designed to be an integral part of the landscaped area at the corner of Soquel Drive and Sunset Way.

6. **The proposed development project is consistent with the Design Standards and Guidelines (sections 13.11.070 through 13.11.076), and any other applicable requirements of this chapter.**

This finding can be made, in that the proposed revisions to the business signage at the bank will be of an appropriate scale and type of design that will enhance the aesthetic qualities of the surrounding properties and will not reduce or visually impact available open space in the surrounding area.

Variance Findings

1. **That because of the special circumstances applicable to the property, including size, shape, topography, location, and surrounding existing structures, the strict application of the Zoning Ordinance deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classification.**

The special circumstance that applies to this lot is that, due to the location of the property on Soquel Drive between the intersections of Ledyard Way and Sunset Way, the parcel has frontage on three streets. In addition the property is located at the busy intersection with State Park Drive which provides access to Highway 1. Therefore, in order that the bank be visible from each of these streets additional signage is required. Vehicle and pedestrian access to the bank is only available from Ledyard Way to the north or from Sunset Way to the south. Therefore, in order to reduce traffic at the busy intersection of State Park Drive, Sunset Way and Soquel Avenue, it is desirable that bank customers that are coming from the north on Soquel Drive access the bank from Ledyard Way. Currently the only signage facing north is an unpermitted channel letter sign and if this were removed it would be easy to bypass the northern access to the bank parking lot from Ledyard Way, thereby increasing traffic at the intersection. This approval will allow for an additional lighted sign on the north elevation of the building so that the bank and parking lot access can easily be seen from the north, even at night.

2. **That the granting of such variance will be in harmony with the general intent and purpose of zoning objectives and will not be materially detrimental to public health, safety or welfare or injurious to property or improvements in the vicinity.**

This finding can be made in that the project is located in an area designated for commercial uses. The proposed revisions to existing signage and the installation of one additional lighted sign will not deprive adjacent properties or the neighborhood of light, air, or open space. The increase in the total allowed sign area from 49.9 square feet to 65.8 square feet, which allows for design changes to the existing signage and the addition of one new sign at the north elevation to replace an existing unpermitted sign, will not materially change the impact of the bank signage on surrounding uses. The proposed replacement monument sign, which will be in the same location as the existing sign, will comply with the standards for free standing signs set out in 13.10.581(d) in that it will not exceed 7 feet in height as measured from the level of the adjacent roadway. The proposed sign will be set back a minimum of 5 feet from the edge of the right-of-way and will not block sight lines for traffic turning right from Sunset Way onto Soquel Drive.

3. **That the granting of such variance shall not constitute a grant of special privileges inconsistent with the limitations on other properties in the vicinity and zone in which such is situated.**

This finding can be made, in that the granting of a Variance to increase the maximum sign area to 65.8 square feet will not constitute a grant of special privilege to this parcel, as this property is uniquely situated with street frontage on three sides and also located close to a major freeway intersection. The main street frontage is on Soquel Drive, a major arterial street, but access to the parcel is obtained via two local streets, Sunset Way to the south and Ledyard Way to the north. Further, the bank is located at the intersection with State Park Drive which has direct access from the Highway 1 freeway. Therefore the additional signage is warranted for this

Application #: 121088
APN: 039-111-77
Owner: Wells Fargo Bank

highly visible site.

Conditions of Approval

Exhibit A: 19 sheets prepared by SIGNTECH, dated 3/19/2012

- I. This permit authorizes changes to the existing approved business signage and the placement of one additional business sign at the existing bank and changes to two directional signs associated with the parking area. Prior to exercising any rights granted by this permit including, without limitation, any construction or site disturbance, the applicant/owner shall:
 - A. Sign, date, and return to the Planning Department one copy of the approval to indicate acceptance and agreement with the conditions thereof.
 - B. Obtain a Building Permit from the Santa Cruz County Building Official.
 1. Any outstanding balance due to the Planning Department must be paid prior to making a Building Permit application. Applications for Building Permits will not be accepted or processed while there is an outstanding balance due.
- II. Prior to issuance of a Building Permit the applicant/owner shall:
 - A. Submit final plans for review and approval by the Planning Department. The final plans shall be in substantial compliance with the plans marked Exhibit "A" on file with the Planning Department. Any changes from the approved Exhibit "A" for this development permit on the plans submitted for the Building Permit must be clearly called out and labeled by standard architectural methods to indicate such changes. Any changes that are not properly called out and labeled will not be authorized by any Building Permit that is issued for the proposed development. The final plans shall include the following additional information:
 1. Indicate materials and colors for proposed signs as they were approved by this Discretionary Application.
 - B. Submit two copies of the approved Discretionary Permit with the Conditions of Approval attached.
- III. All construction shall be performed according to the approved plans for the Building Permit. Prior to final building inspection, the applicant/owner must meet the following conditions:
 - A. All site improvements shown on the final approved Building Permit plans shall be installed.
 - B. All inspections required by the building permit shall be completed to the satisfaction of the County Building Official.

- C. Pursuant to Sections 16.40.040 and 16.42.100 of the County Code, if at any time during site preparation, excavation, or other ground disturbance associated with this development, any artifact or other evidence of an historic archaeological resource or a Native American cultural site is discovered, the responsible persons shall immediately cease and desist from all further site excavation and notify the Sheriff-Coroner if the discovery contains human remains, or the Planning Director if the discovery contains no human remains. The procedures established in Sections 16.40.040 and 16.42.100, shall be observed.

IV. Operational Conditions

- A. In the event that future County inspections of the subject property disclose noncompliance with any Conditions of this approval or any violation of the County Code, the owner shall pay to the County the full cost of such County inspections, including any follow-up inspections and/or necessary enforcement actions, up to and including permit revocation.

- V. As a condition of this development approval, the holder of this development approval ("Development Approval Holder"), is required to defend, indemnify, and hold harmless the COUNTY, its officers, employees, and agents, from and against any claim (including attorneys' fees), against the COUNTY, its officers, employees, and agents to attack, set aside, void, or annul this development approval of the COUNTY or any subsequent amendment of this development approval which is requested by the Development Approval Holder.

- A. COUNTY shall promptly notify the Development Approval Holder of any claim, action, or proceeding against which the COUNTY seeks to be defended, indemnified, or held harmless. COUNTY shall cooperate fully in such defense. If COUNTY fails to notify the Development Approval Holder within sixty (60) days of any such claim, action, or proceeding, or fails to cooperate fully in the defense thereof, the Development Approval Holder shall not thereafter be responsible to defend, indemnify, or hold harmless the COUNTY if such failure to notify or cooperate was significantly prejudicial to the Development Approval Holder.

- B. Nothing contained herein shall prohibit the COUNTY from participating in the defense of any claim, action, or proceeding if both of the following occur:

1. COUNTY bears its own attorney's fees and costs; and
2. COUNTY defends the action in good faith.

- C. Settlement. The Development Approval Holder shall not be required to pay or perform any settlement unless such Development Approval Holder has approved the settlement. When representing the County, the Development Approval Holder shall not enter into any stipulation or settlement modifying or affecting the interpretation or validity of any of the terms or conditions of the development approval without the prior written consent of the County.

- D. Successors Bound. "Development Approval Holder" shall include the applicant and the successor'(s) in interest, transferee(s), and assign(s) of the applicant.

Minor variations to this permit which do not affect the overall concept or density may be approved by the Planning Director at the request of the applicant or staff in accordance with Chapter 18.10 of the County Code.

Please note: This permit expires three years from the effective date listed below unless a building permit (or permits) is obtained for the primary structure described in the development permit (does not include demolition, temporary power pole or other site preparation permits, or accessory structures unless these are the primary subject of the development permit). Failure to exercise the building permit and to complete all of the construction under the building permit, resulting in the expiration of the building permit, will void the development permit, unless there are special circumstances as determined by the Planning Director.

Approval Date: _____

Effective Date: _____

Expiration Date: _____

Steven Guiney, AICP
Deputy Zoning Administrator

Lezanne Jeffs
Planner
Project

Appeals: Any property owner, or other person aggrieved, or any other person whose interests are adversely affected by any act or determination of the Zoning Administrator, may appeal the act or determination to the Planning Commission in accordance with chapter 18.10 of the Santa Cruz County Code.

CALIFORNIA ENVIRONMENTAL QUALITY ACT

NOTICE OF EXEMPTION

The Santa Cruz County Planning Department has reviewed the project described below and has determined that it is exempt from the provisions of CEQA as specified in Sections 15061 - 15332 of CEQA for the reason(s) which have been specified in this document.

Application Number: 121088

Assessor Parcel Number: 039-111-77

Project Location: 7701 Soquel Drive, Aptos CA 95003

Project Description: Proposal to revise the signage at an existing commercial building (Wells Fargo Bank), to add one additional sign of 14.65 square feet mounted beneath the roof overhang and to increase the total sign area from 49.9 square feet to 65.8 square feet.

Person or Agency Proposing Project: David Ford

Contact Phone Number: (510) 387 0546

- A. _____ The proposed activity is not a project under CEQA Guidelines Section 15378.
B. _____ The proposed activity is not subject to CEQA as specified under CEQA Guidelines Section 15060 (c).
C. _____ Ministerial Project involving only the use of fixed standards or objective measurements without personal judgment.
D. _____ Statutory Exemption other than a Ministerial Project (CEQA Guidelines Section 15260 to 15285).

Specify type:

E. X Categorical Exemption

Specify type: Class 1 - Existing Facilities (Section 15301)

F. **Reasons why the project is exempt:**

Changes to signage at an existing commercial building, no new construction.

In addition, none of the conditions described in Section 15300.2 apply to this project.

Lezanne Jeffs, Project Planner

Date: _____

EXHIBIT D

FOR TAX PURPOSES ONLY

THE ASSESSOR MAKES NO GUARANTEE AS TO THE ACCURACY NOR ASSUMES ANY LIABILITY FOR OTHER LIES. NOT TO BE REPRODUCED. ALL RIGHTS RESERVED.
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POR. APTOS RANCHO
SEC. 7 & 18, T.11S., R.1E. M.D.B. & M.

Tax Area Code
69-273

39-11

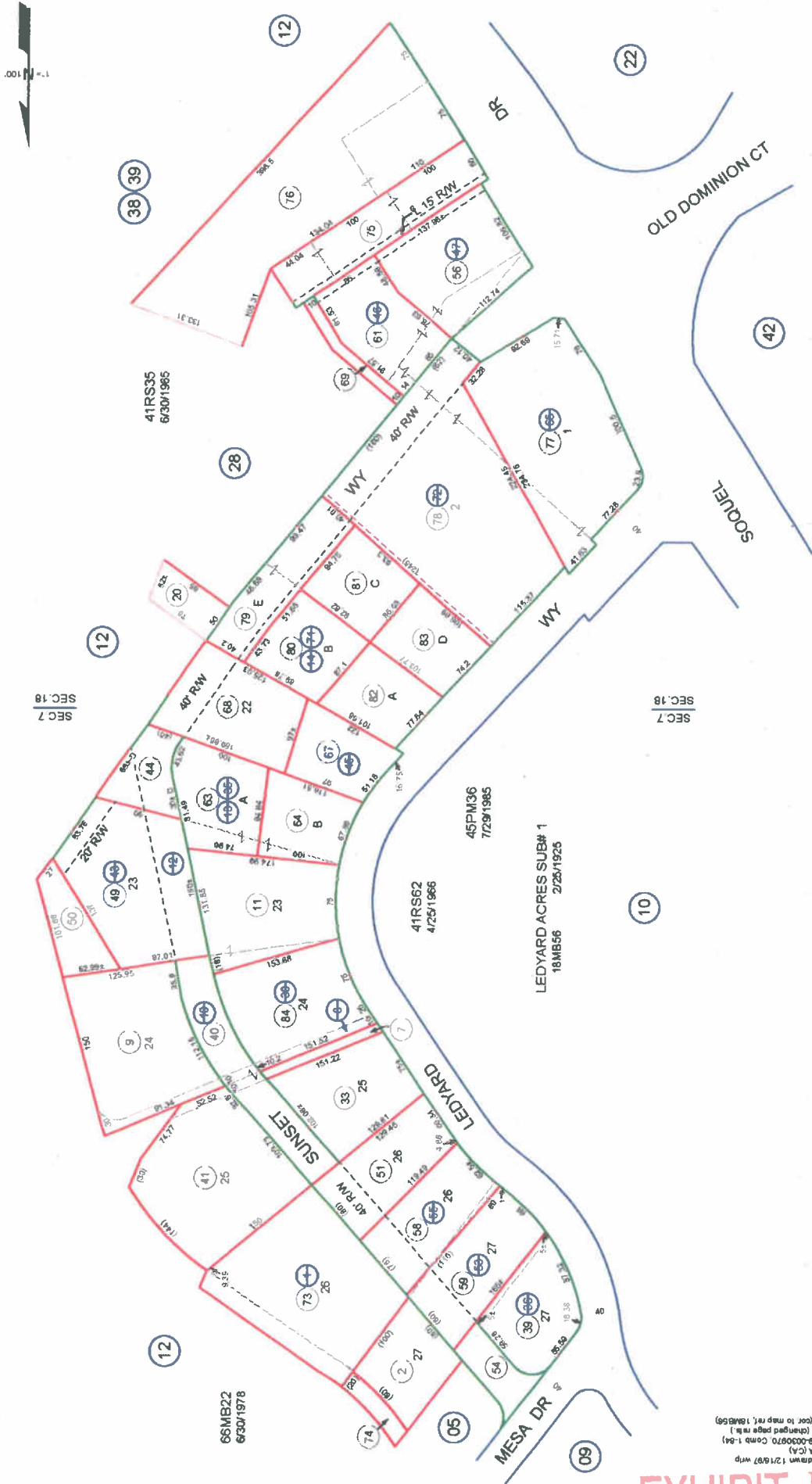


EXHIBIT E

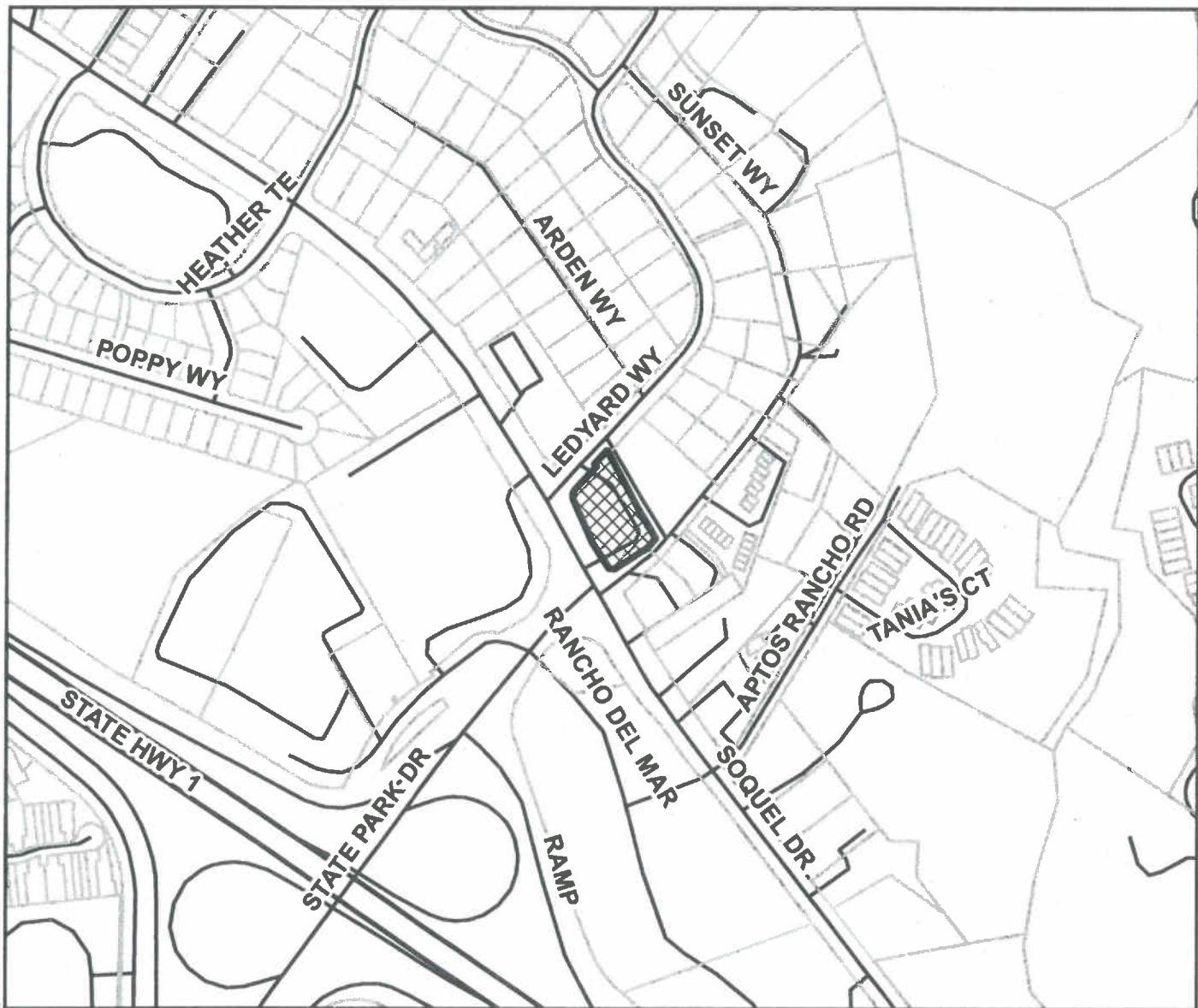
Electronically Redrawn 1/21/97 wrp
Rev 4/29/96 KSA (CA)
Rev 7/19/95 CB (8-0000070 Comb 1-84)
Rev 5/17/91 mwm (changed page m.b.)
Rev 1/20/11 mc (cor to map ref, 18MB55)

Note - Assessor's Parcel & Block
Numbers Shown in Circles.

Assessor's Map No. 39-11
County of Santa Cruz, Calif.
Dec., 1997

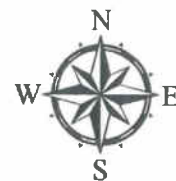


Location Map



LEGEND

-  APN: 039-111-77
-  Assessors Parcels
-  Streets
-  State Highways

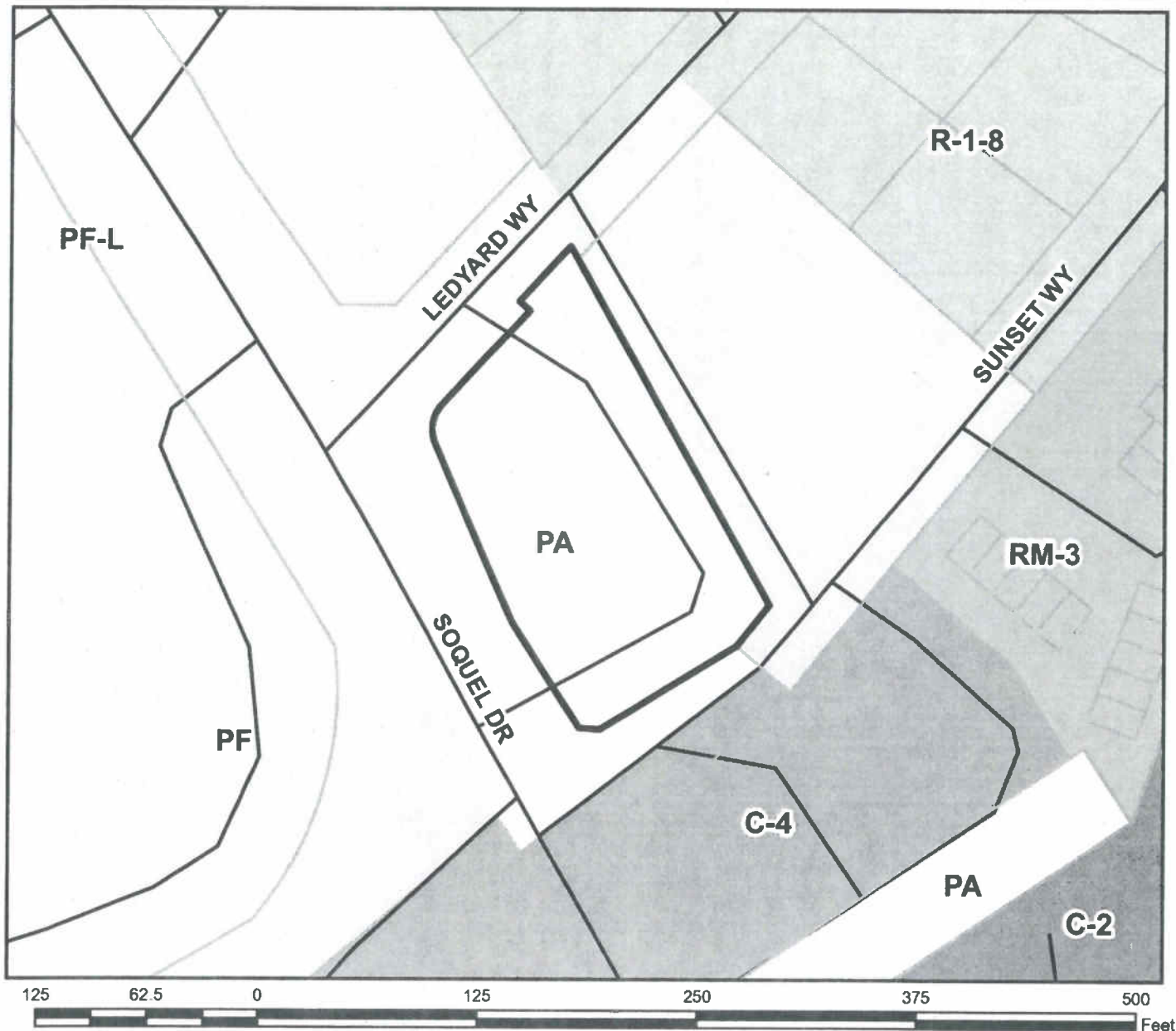


Map Created by
County of Santa Cruz
Planning Department
July 2012

EXHIBIT E

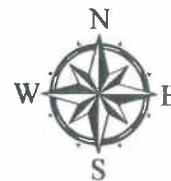


Zoning Map



LEGEND

- APN: 039-111-77
- Assessors Parcels
- Streets
- COMMERCIAL-PROF OFFICE
- PUBLIC FACILITY
- RESIDENTIAL-SINGLE FAMILY
- RESIDENTIAL-MULTI FAMILY
- COMMERCIAL-SERVICE
- COMMERCIAL-COMMUNITY

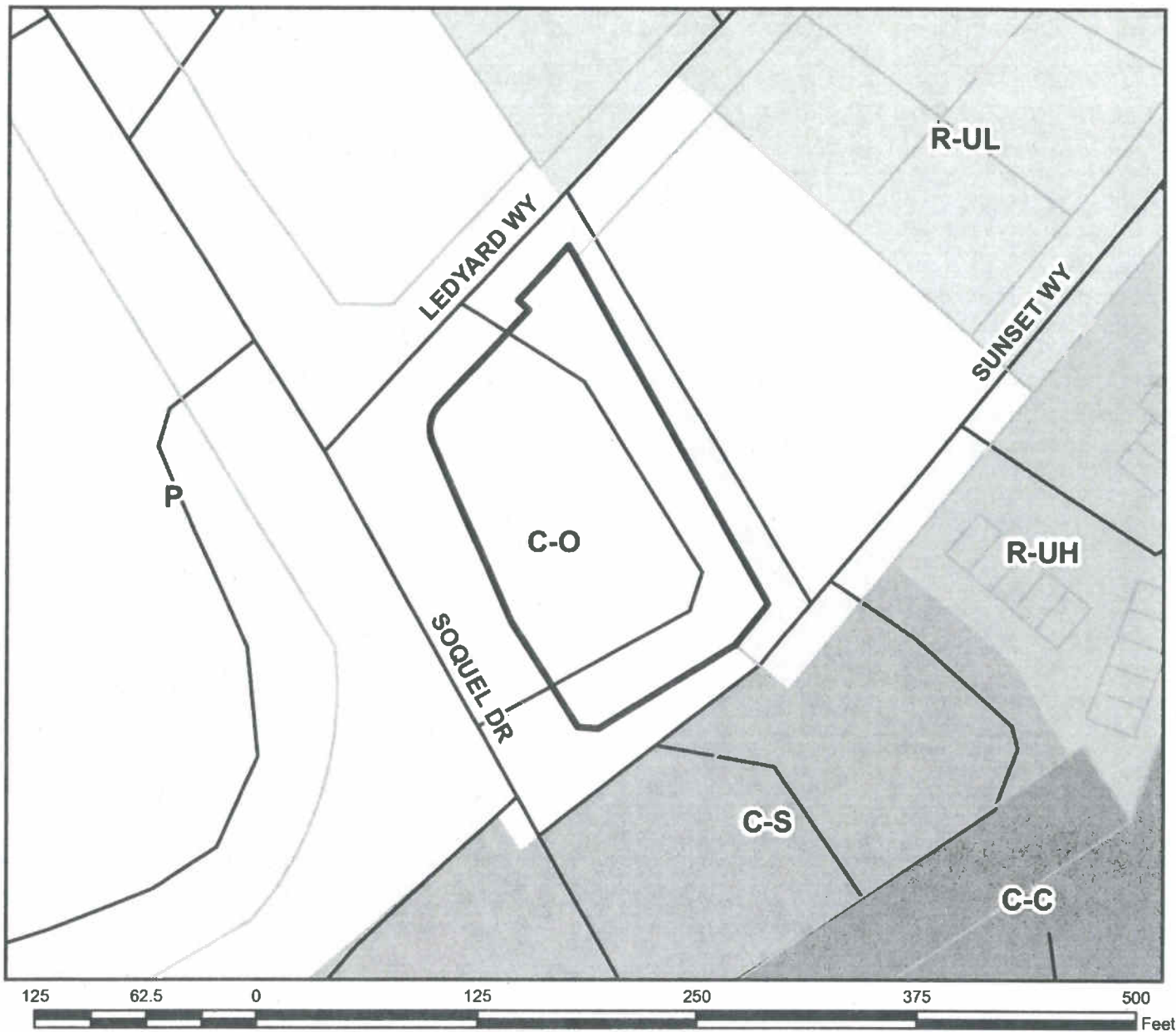


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Planning Department
July 2012

EXHIBIT E

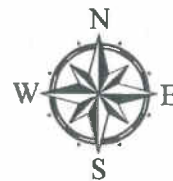


General Plan Designation Map



LEGEND

- APN: 039-111-77
- Assessors Parcels
- Streets
- Commercial-Office
- Public Facilities
- Residential - Urban Low Density
- Residential - Urban High Density
- Commercial-Service
- Commercial-Community



Map Created by
County of Santa Cruz
Planning Department
July 2012

EXHIBIT E