

CITY OF VISALIA
HISTORIC PRESERVATION ADVISORY COMMITTEE
Wednesday, September 27, 2023, at 5:30PM

CHAIR: Walter Deissler VICE-CHAIR: Tyler Davis

COMMITTEE MEMBERS:
Patty Kane, Jay Hohlbauch, Jordan Mulrooney, Karen Ayala

City of Visalia Administration Building
220 North Santa Fe Street, Visalia CA

AGENDA

A. Citizen's Comments

B. Project Reviews

1. **HPAC No. 2023-18:** A request by Ernie S. Flores for approval of a freestanding sign within the O-C (Office Conversion) Zone. The project site is located at 502 South Willis Street (APN: 096-142-018).

C. Discussion Items

1. Historic Recognition/Awards Program
2. Historic District Survey Project
 - a. Review of Properties
3. Committee and Staff Comments
 - a. Project Updates
4. Identification of Items for Future Agendas

D. Adjournment

In compliance with the Americans Disabilities Act, if you need special assistance to participate in meetings call (559) 713-4443 (Staff Representative) 48-hours in advance of the meeting. For Hearing Impaired – Call (559) 713-4900 (TTY) 48-hours in advance of the scheduled meeting time to request signing services. Visually Impaired - If enlarged print or a Braille copy is desired, please request in advance of the meeting and services will be provided as possible after the meeting. City Staff to the Committee is Cristobal Carrillo, Associate Planner, 559-713-4443, cristobal.carrillo@visalia.city.

Este Aviso es para informarle que habra una audiencia para el público ante el Comité de Preservación Histórica de la Ciudad de Visalia. Para más información, o para dar comentario público respecto a esta solicitud, por favor llame Cristobal Carrillo, Associate Planner, al numero (559) 713-4443 o cristobal.carrillo@visalia.city. Additional information about the Historic Preservation Advisory Committee may be found by contacting Cristobal Carrillo, Associate Planner at 559-713-4443, or emailing cristobal.carrillo@visalia.city.





REPORT TO THE CITY OF VISALIA HISTORIC PRESERVATION ADVISORY COMMITTEE

HEARING DATE: September 27, 2023

PROJECT PLANNER: Nathan Perez, Planning Intern
Phone: (559) 713-4449
E-mail: nathan.perez@visalia.city

SUBJECT: Historic Preservation Advisory Committee Item No. 2023-18: A request by Ernie S. Flores for approval of a freestanding sign within the O-C (Office Conversion) Zone. The project site is located at 502 South Willis Street (APN: 096-142-018).

STAFF RECOMMENDATION

Staff recommends that the Historic Preservation Advisory Committee (HPAC) approve the proposed signage with modifications, as described in the report and conditions.

SITE DATA

The site is zoned O-C (Office Conversion) and contains a realty office and a four-stall parking lot. The project site is located within the Historic District and is not listed on the Local Register of Historic Structures.

PROJECT DESCRIPTION

The applicant is requesting approval for a 20.5 square foot freestanding sign for NextHome Realty. The signage has already been placed onsite, but is proposed for modification to comply with City of Visalia development standards for height and location. The sign is made of aluminum composite material and is in the shape of a pentagon, in conformance with NextHome Realty design and material company specifications (see Exhibit "E"). The signage is currently held up by two unadorned wooden posts, but is proposed for modification to include caps similar to those found on an existing stair rail on the project site (see Exhibit "C"), and to other Arts and Crafts style signage in the surrounding Historic District.



As noted previously, the proposed signage has already been placed onsite, without HPAC review or issuance of a Building Permit. A courtesy notice from City of Visalia Code Enforcement staff was sent to the property owner on July 24, 2023, detailing the code violations. The applicant has stated that the proposed sign has been designed in conformance with the strict corporate signage standards of NextHome Realty. As such, the applicant states that the design cannot be easily modified.

DISCUSSION

Development Standards

Freestanding signs within the O-C Zone must be setback a minimum five (5) feet from property line, be no taller than six (6) feet, and not exceed 35 square feet in size. The square footage of the existing sign is compliant with standards. However, the proposed sign is currently within the City right of way, and is approximately 7 feet, 11 inches in height. The proposal from the

applicant corrects the setback and height issues by reducing the overall height and relocating the signage. Condition of Approval No. 1.b is included requiring the signage to comply with the O-C zone's setback and height standards. Condition of Approval No. 4 has also included requiring the applicant to obtain all necessary approvals for placement of the freestanding sign, in this case a Building Permit. Compliance with development standards will be verified during Building Permit review and inspections.

Normally the Visalia Municipal Code (VMC) requires freestanding signs to contain sign bases that are not less than 50% of the width of the widest part of the sign. However, for sites that contain residential conversions of structures, VMC Section 17.48.110.C.7 allows for the placement of posts, so long as they are compatible with the structure onsite and maintain a residential character and appearance. For historic properties, this typically consists of signage on two posts, made of wood or wood like materials. Per the elevations provided in Exhibit "B", the proposed signage is considered appropriate.

Architectural Compatibility

For the proposed signage, Visalia Municipal Code Section 17.56.050.C.4 permits the HPAC to approve, conditionally approve, or deny a sign application based upon its proposed design and/or materials. The freestanding sign posts are made of wood materials similar to the building exterior and other signage within the Historic District. Although the sign face is made of aluminum composite material, it does not convey a metallic appearance from view of the public right of way. Instead, it appears to be made of wood and as such is also considered compatible with the site and surrounding area. It should be noted as well that aluminum composite signage has previously been approved by the HPAC for sites that only contain a Historic District designation.

For the signage design, the existing signage contains little ornamentation and conveys a modern minimalistic appearance. The applicant proposes modifying the signage to add wood caps, similar to caps on wooden railings located across the western elevation of the building (see Exhibit "C"). This will increase compatibility of the signage with the structure onsite. No other design modifications are proposed by the applicant, due to strict design standards required by the NextHome Realty company. However, staff believes that additional modifications should be employed to reduce the minimalistic appearance of the signage. Staff recommends the inclusion of bordering around the perimeter of the signage, to frame the sign and create a historic appearance in keeping with other signage in the Historic District. Specific examples can be found at 515 West Noble Avenue (see Figure 1/Exhibit "F"), in which signage with a pentagonal shape was softened through the inclusion of caps and bordering. Staff recommends that Condition of Approval No. 1.a be included requiring the incorporation of bordering to the signage similar to that found at 515 West Noble Avenue.

With the above modifications and conditions, staff has determined that the signage would be compatible with the site and surrounding area.



Figure 1

FINDINGS AND CONDITIONS

For HPAC Item No. 2023-18 staff recommends that the Committee approve the request, subject to the findings and conditions listed below:

Findings:

1. The site is within the Historic District and is not listed on the Local Register of Historic Structures.
2. That the proposal as modified is in keeping with the purpose and intent of the Historic Preservation Element and Ordinance as it will increase compatibility with the structures onsite and signage within the surrounding area and Historic District.
3. That the proposal as modified will not be injurious to the surrounding properties or character of the Historic District as the inclusion of bordering on signage will soften the modern minimalistic appearance of the signage, thereby increasing compatibility with the Historic District.
4. That the proposal as modified is consistent with the surrounding area, and the Historic District, as the inclusion of bordering on signage will soften the modern minimalistic appearance of the signage and increase architectural compatibility.

Conditions:

1. That the project shall be developed in substantial compliance with the site plan in Exhibit "A", signage elevations in Exhibit "B", wooden stair rail elevations in Exhibit "C", and operational statement in Exhibit "D", except as modified below:
 - a. That the sign face include bordering similar to the borders outlining the freestanding sign located at 515 West Noble Avenue, as depicted in Exhibit "F".
 - b. That the total sign height be reduced to six feet and structure be setback five feet from the property boundaries.
2. That the project undergoes the appropriate City permitting process.
3. That any significant changes to the exterior of onsite structures be brought back to the Historic Preservation Advisory Committee prior to issuance of a Building Permit.
4. That all other City codes and ordinances be met.
5. That the approval from the Historic Preservation Advisory Committee shall lapse and become void twelve months after the date on which it became effective, unless the conditions of the approval allowed a shorter or greater time limit, or unless prior to the expiration of twelve months a building permit is issued by the city and construction is commenced and diligently pursued toward completion on the site that was the subject of the approval.

ATTACHMENTS

- Exhibit "A" – Site Plan
- Exhibit "B" – Signage Elevations
- Exhibit "C" – Existing Stair Rail
- Exhibit "D" – Operational Statement
- Exhibit "E" – NextHome Realty Design Specifications
- Exhibit "F" – Signage Elevation, 515 West Noble Avenue
- Aerial Map
- Historic District and Local Register Map

APPEAL INFORMATION

According to the City of Visalia Zoning Ordinance Section 17.56.060, an appeal to the City Council may be submitted within ten days following the date of a decision by the Historic Preservation Advisory Committee (HPAC). An appeal shall be in writing and shall be filed with the City Clerk at 220 N. Santa Fe Street. The appeal shall specify errors or abuses of discretion by the HPAC, or decisions not supported by the evidence in the record. The appeal form can be found on the city's website www.visalia.city or from the City Clerk.

EXHIBIT "A"

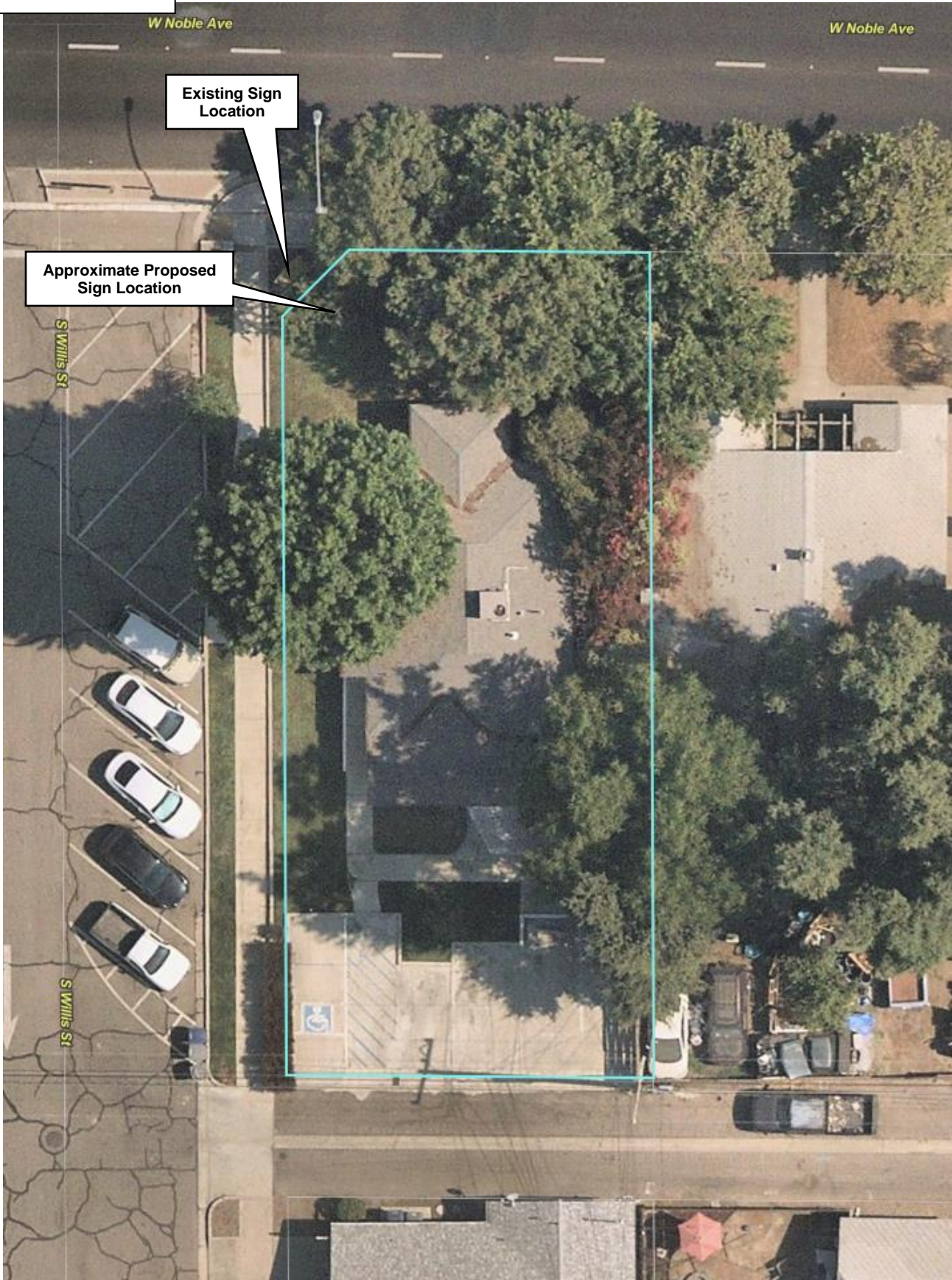


EXHIBIT "B"



EXHIBIT "C"

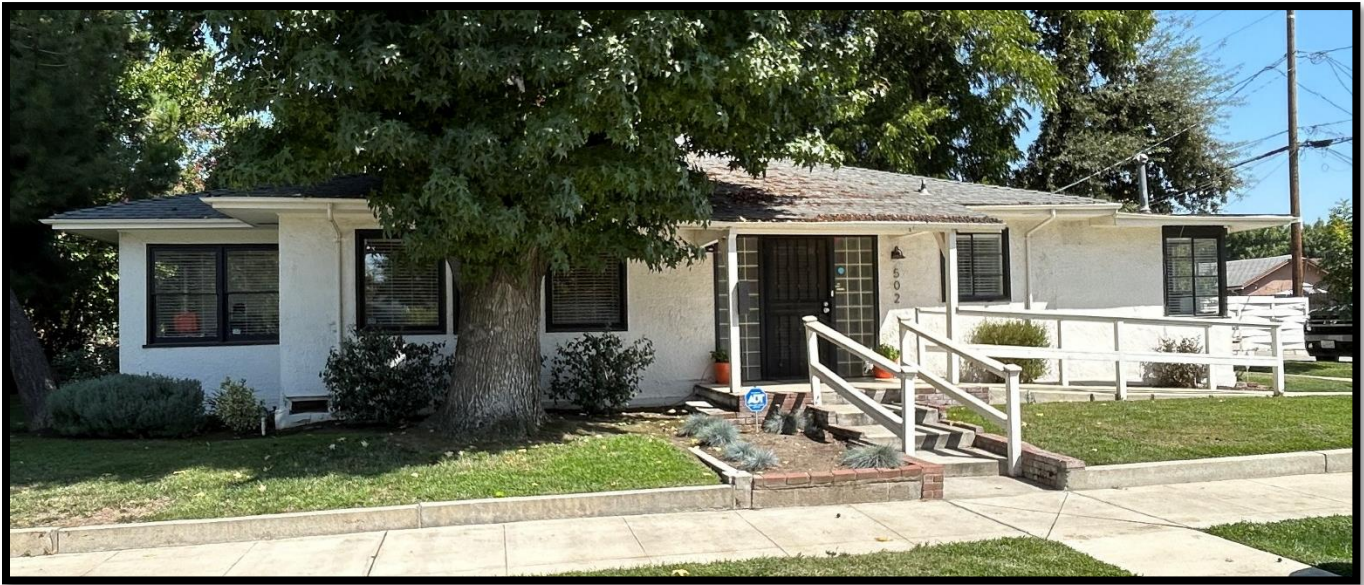


EXHIBIT "D"

September 1, 2023

Reference 502 S. Willis Street, Visalia, Ca. 93277

Case #CE230780

To Whom It May Concern:

I am submitting this Plan of Action on behalf of Mrs. Fatema O. Salehi, owner of the property located at 502 S. Willis Street, Visalia, Ca. 93277. As the lessee of the said address, Mrs. Salehi has granted me signed permission to correspond to the violations that have been addressed in the Courtesy Notice dated July 24, 2023.

Plan of Action to the violation of the sign placement and design not being compliant with the Historical Preservation Advisory Committee.

- 1) To retain the current sign design as is, but to add wooden caps on the top of each post to match the wooden caps that are currently in place on the wooden railing that is in the front of the office. This would match the current ornamentation and add to the historical value of the property.
- 2) To retain the current sign design with added wooden post caps, but move the current sign back from the current location to 6'-7' from the required city setback/right of way. This would then be in compliance of the city's sign ordinance.
- 3) To retain the current sign with wooden post caps, but also cut each current post down by 1 ½ feet so that highest pitch point of the current sign down to the level ground will be 6'. This would then be in compliance of the city's sign ordinance.
- 4) NextHome True North Realty is a branded franchise. As a franchise, we have very strict guidelines that we have to adhere to in regards to our signage design and color scheme.

(see attached information on sign and color branding requirements from NextHome Corporation)

Plan of Action to the violation of the sign of sign installed without a building permit.

- 1) Upon final approval of the current sign design and the new sign location, we will submit the proper building permit.

Together with Mrs. Salehi, we hope that you will take in to consideration and approve our proposals. As a lessee and local business owner, it is imperative to me to keep the property at 502 S. Willis Street, Visalia, Ca. in the most pristine condition so as to not add to the blight and ugliness of neighboring historical properties. This was my dream office, and as such we will continue to add positively to the beautification of such a terasured property.

Thank You



Ernie S. Flores, M.A.

Colors & Fonts

Company Colors Our primary company colors are an essential component of the NextHome brand identity. The combination of orange and gray is elegant, yet powerful. Associated with warmth and joy, orange represents enthusiasm, happiness, creativity, and success.

In special cases, the use of secondary colors is permitted. Please see Appendix at the end of this document for details.



NextHome Orange
Pantone Orange 021 U
HEX Color: #FF6C2C

C = 0
M = 60
Y = 100
K = 0

R = 255
G = 108
B = 44



NextHome Gray
Pantone Cool Gray 8 U
HEX Color: #959499

C = 44
M = 36
Y = 35
K = 1

R = 149
G = 148
B = 153

Company Fonts The NextHome identity system uses the typefaces Fort and Fort XCond. Font licenses can be purchased from Village Type & Design, LLC:
<http://vllg.com/mckl/fort/buy>
http://vllg.com/mckl/fort_xcond/buy

Purchasing the Fort font license is not required. Using Arial typeface is a comparable, free alternative.

FORT LIGHT
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FORT BOOK
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FORT MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FORT BOLD
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

FORT XCOND MEDIUM
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Logo Usage

Vertical Logo The NextHome vertical logo uses the typeface Fort in Book weight.



In the vertical logo, the sub-branding limit will be set at the ends of the “N” and “e.” Any sub-brand name extending beyond this point will be separated to two lines. The sub-brand name must be displayed in all caps.



Correct Placement:



Incorrect Placement:



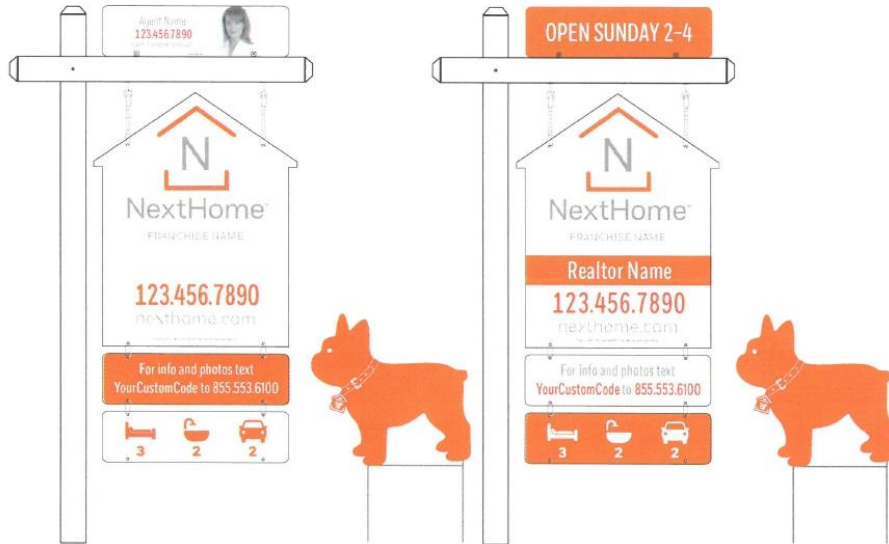
Registered Trademark Placement

- In the horizontal logo, the registered trademark is placed along the bottom right portion of the logo.
- In the vertical logo, the ® is placed along the upper right of "NextHome."
- Special attention should be given when working with the logo at a smaller size, as the size of the ® may need to be adjusted to be legible.
- When producing marketing or swag materials that cannot accommodate the registered trademark, please contact marketing@nexthome.com for approval before proceeding.



Signs

Sign Assembly Examples



- A. Office sign 1, agent rider with photo, Mobile Connect rider, Bed/Bath/Parking rider
- B. Agent sign 2, open house rider, Mobile Connect rider, Bed/Bath/Parking rider



- C. Agent sign 1, Mobile Connect, Bed/Bath/Parking rider
- D. Office sign 2, agent rider with photo, Mobile Connect rider

Signs

Yard Signs

Dimensions 24 x 30

Paint color to match
Pantone Orange 021 U
Pantone Cool Gray 8 U

Typography

Franchise name: 84/101pt Fort Book / Pantone Cool Gray 8 U / Track: 50
Telephone number: 327/392pt Fort XCond Medium / Pantone Orange 021 U / Track: 20
Website: 147/176pt Fort Light / Pantone Cool Gray 8 U / Track: 10

Office Sign 1



Office Sign 2



Agent Sign 1



Agent Sign 2





48" x 61.5" Aluminum Composite Sign Single Sided
\$323.30 + Tax

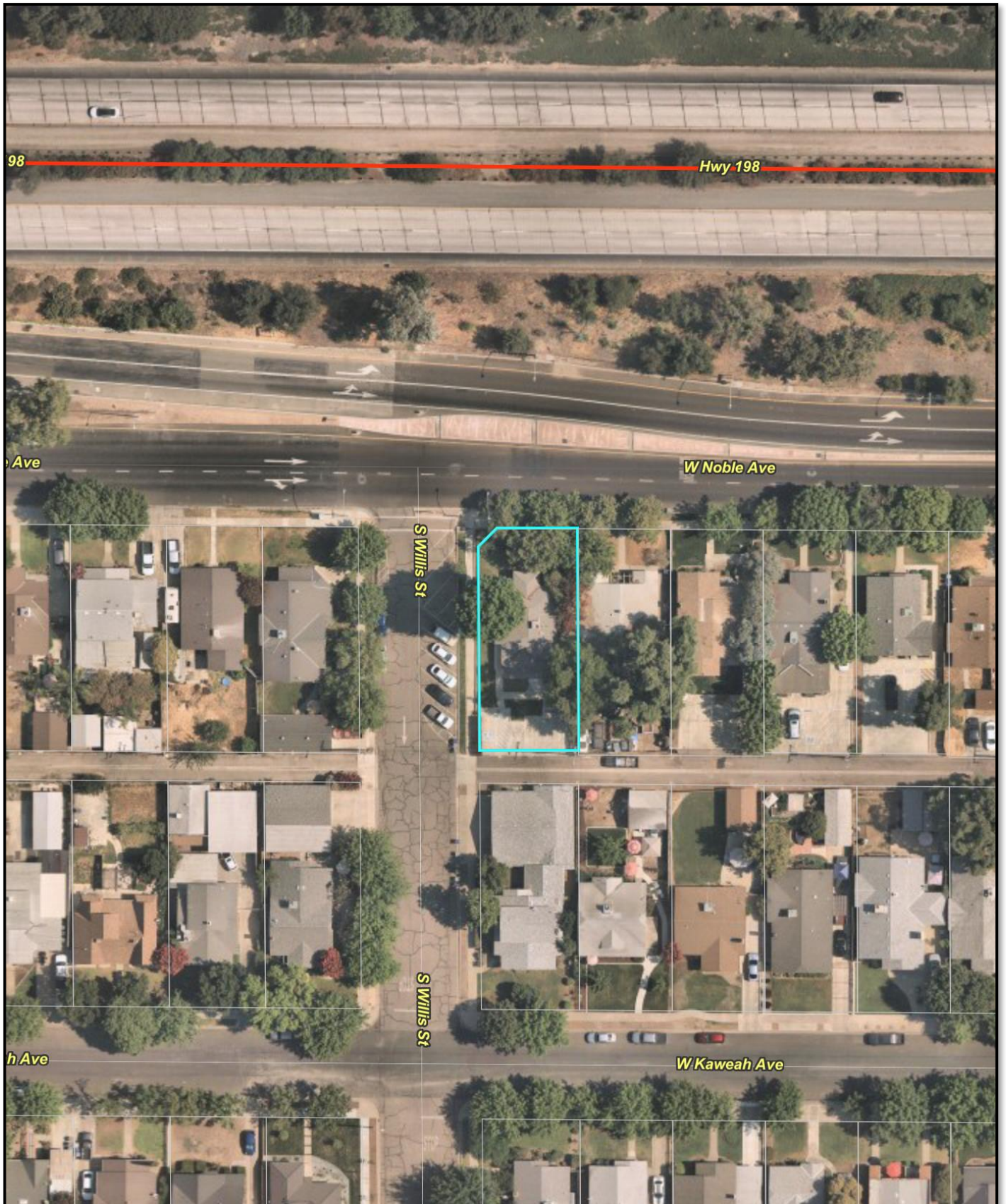


48" x 61.5" Aluminum Composite Sign Single Sided
w/ Custom Cut
\$373.30 + Tax

EXHIBIT "F"



Aerial Map



Historic District and Local Register Map

