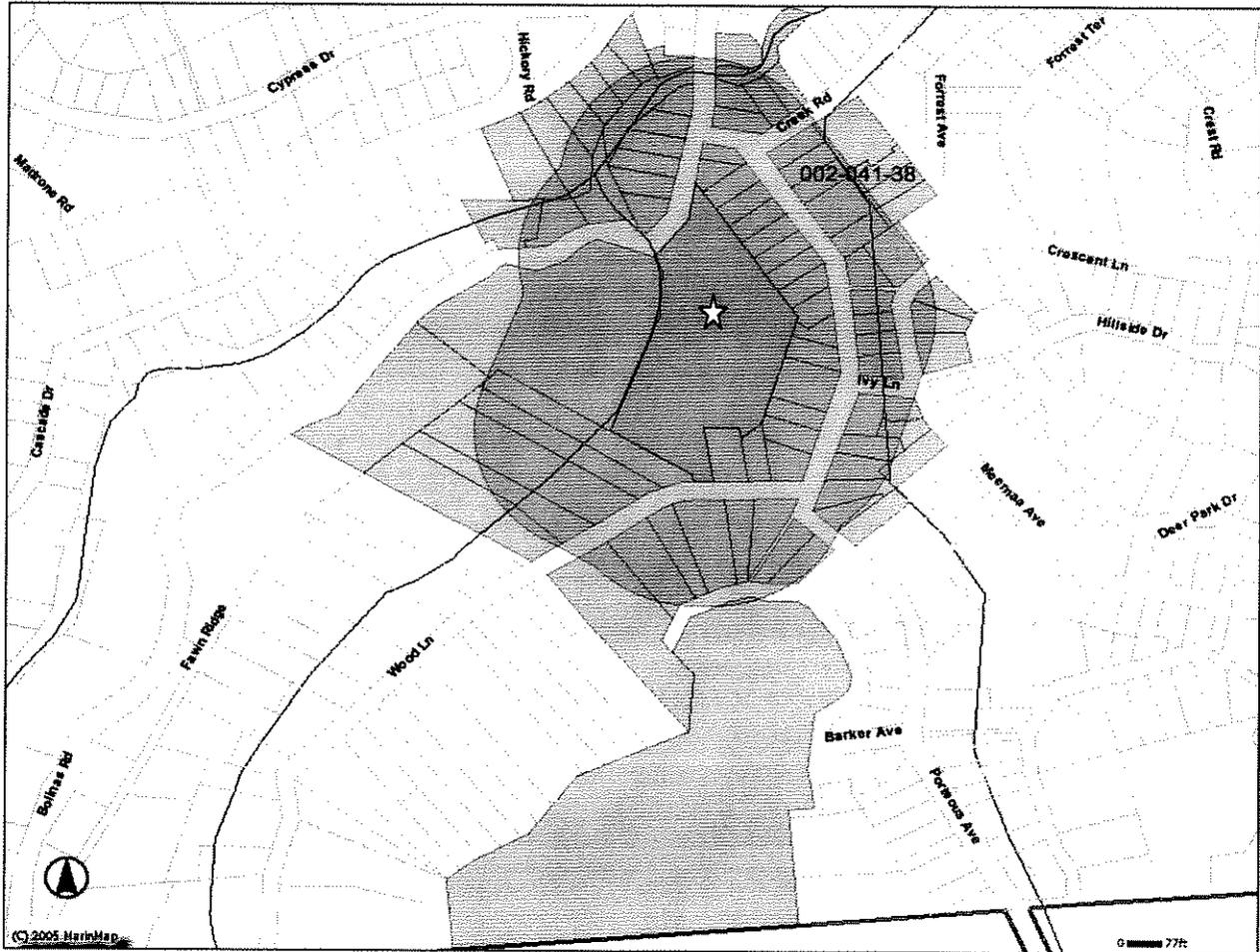


**TOWN OF FAIRFAX
STAFF REPORT**
Department of Planning and Building Services

TO: Fairfax Planning Commission
DATE: November 15, 2012
FROM: Jim Moore, Director of Planning and Building Services
Linda Neal, Senior Planner
LOCATION: 367 Bolinas Road; Assessor's Parcel No. 002-041-38
PROJECT: Two new sign and exterior lighting
ACTION: Exceptions to the Sign Ordinance regulations; application # 12-34
APPLICANT: Deer Park Villa
OWNER: Joseph, Harry and Jacqueline Ghiringelli and Dolores Forni Trust
CEQA STATUS: Categorically exempt section(s) 15301(g)



367 BOLINAS ROAD

BACKGROUND

Currently existing on this 3.63 acre, mostly level parcel, are three living units and the Deer Park Villa Restaurant which was established in 1922.

The applicant has provided a historical photograph of the restaurants previous signage in his supplemental information and two other historical signs are included in Exhibit B.

Currently existing on the site is one sign that includes the business identification name, "Dear Park Villa" and a laundry list of services and the year the business was established, "Weddings, Banquets, Catering Est 1922".

DISCUSSION

The purpose and intent of the Sign Ordinance is to:

- Protect the public health, safety and general welfare of the town by ensuring that the number, type, size and design of all signs will be compatible with the town's unique character;
- Safeguard and enhance property values;
- Protect the town's natural setting and small scale residential character;
- Protect the high quality of architectural design of the newer buildings and preserve the character of older buildings;
- Improve the appearance of the Town as a place to live and work, and as an attraction to no-residents who come to visit or to trade;
- Encourage sound signing practices as an aid to businesses and for the information of the public; and
- Encourage creative designs and a high quality sign program throughout the town through the implementation of the design review criteria and standards in the Zoning Ordinance.

This application is requesting Planning Commission approval for the following new signs:

1. A 15.75 square foot sign that reads, "STEAK HOUSE GRILL AND BAR AT DEER PARK VILLA" that has a reddish sign background with white lettering and brown trim. This sign has been erected on top of the existing Deer Park Villa sign.
2. A 1.5 square foot neon "OPEN" sign with orange lettering and circular blue detailing.
3. Small Christmas tree lights placed on the hedges that line the driveway [per Town Code

17.064.020 a sign is any written, pictorial representation, symbol, insignia, banner, placement of lighting or any other feature of similar character, or whatever material, which is used to identify, announce, direct attention to or advertize which is erected on the ground or any bush, tree, rock, wall, post, fence, building, structure, vehicle or in or on any place whatsoever and which is visible from outside a building].

The proposed sign program requires the approval of the following exceptions to the sign ordinance:

1. An exception to the number of signs to have three signs instead of the permitted two [Town Code § 17.064.050(B)].
2. An exception to have a neon open sign [Town Code § 17.064.060(F)].
3. An exception to have a second freestanding sign [Town Code § 17.064.060(G)].

In order to approve an exception to the sign ordinance regulations the Commission must be able to make one of the following findings for each exception:

1. Exceptional or extraordinary 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 the signs intended use;
3. The application submitted is extraordinary and outstanding in design; or
4. The sign is of historical significance.

Business Identification Signs

There are certain sound signing practices accepted throughout the sign industry and one of them is to keep the amount of sign type (sign lettering) to a minimum. The sign industry suggests that text be 3 to 5 words in length. Motorists have but seconds to read a sign. While it may be tempting to include as much information as possible when designing a sign, it is often more effective to keep the message simple and uncluttered (without a laundry list of services offered by the business). Customers can learn more about the types of services a business offers once they are inside.

Directional Lighting

While the white Christmas lights positioned along the driveway may provide some directional lighting, lighting placed in the ground at the base of the existing hedges along the driveway would be much more effective.

RECOMMENDATION

Staff recommends that the Commission approve a new sign for the business subject to the following conditions and based on the following findings:

Recommended Conditions

The second sign that reads, "STEAKHOUSE GRILL AND BAR AT DEER PARK VILLA" and the neon sign shall be removed.

The existing sign background shall be painted red.

The laundry list that reads, "Weddings • Banquets • Catering Est 1922" shall be removed and shall be replaced with white letters of the same size that read, "STEAKHOUSE GRILL AND BAR".

The existing driveway lighting shall be relocated to the inside bottom of the hedges to light the driveway better without causing an excess of illumination in the yard area.

Recommended Findings

The sign as approved meets the purpose of the Sign Ordinance by protecting the town's natural setting and small scale residential character, preserving the character of one of the older buildings/businesses in town and by being compatible with the town's unique character:

The proposed change to the existing sign, incorporating the historic red background of some of the previous Deer Park Villa signs, and utilizing the existing sign frame, minimizes the number of exceptions being requested to the Sign Ordinance regulations to one.

The location of the restaurant, setback from Bolinas Road amongst the trees, warrants the use of a freestanding sign and the incorporation of the "Grill and Bar" new component of the business to that sign.

ATTACHMENTS

Exhibit A – applicant's supplemental information

Exhibit B – historic sign photographs provided by the applicant

NOV 08 2012

DEER PARK VILLA

RECEIVED

IN RESPONSE TO THE DEPARTMENT OF PLANNING AND BUILDING SERVICES
LETTER DATED 10/25/2012.

To The Town Of Fairfax, The Planning Commission, The Town Council, The Chamber of
Commerce, and Others:

The reason for signage at DPV:

ITEMS: 1, 4 and 6.

Before we took the measure of adding signage we actually removed a clutter of signs that had been at the DPV entrance. There were three other signs – one pointing out where deliveries went, one that had our catering office hours on it, and one other sign. All of those were removed. We cleaned up the remaining sign to bolster the image for the catering and centered a new smaller sign on top of the existing one giving prominence to the restaurant.

Deer Park Villa has always been a restaurant and also featured parties and catering. The last decade or so the business was having a very tough time staying in business.

Deer Park Villa is one business -- it needs to market the catering and the restaurant to remain in business. It has one checking account and one management team.

When I joined forces with my sister we added the sign to give DPV a reasonable chance for a comeback. Once again, DPV was in dire straits and the hardship it endured meant that the doors would have to be closed for good.

The resurrection of the business, still one of the top tax contributors to this community, and one of the top employers in the community, is no easy task. The restaurant, which has resided in this location since 1922, needed to be promoted well so it could survive. Signage is vital for this effort to be successful.

It should be pointed out that we cleaned up and improved the signage and entry way.

Deer Park Villa sits on almost four acres of land and the idea that one sign is all we need to garner attention to the business is preposterous. By calculation of square footage, Deer Park Villa the business, may have the smallest footprint of signage in the town. In order to be seen through the forest of trees and foliage that has been kept up in excellent condition, and improved by our arrival, the sign needs to be obvious. As DPV celebrates its historic 90th year in business, the restaurant and catering company deserves the support of the town not the scrutiny. The town needs to be pro business and in many cases we have seen the town act in a pro business way. We hope to be treated with respect and appreciation as well. The restaurant business is a humbling

EXHIBIT #

A

Conclusion:

We are under attack by a disgruntled neighbor who lives on the border of our property. There may be a few others but I'm not sure. Deer Park Villa needs to be competitive to stay in business and attacks on a business we have had for 75 years and has served this town and county for 90 years cannot be tolerated. We have proven to be good neighbors to our community and have been outstanding stewards of the Deer Park Villa property. The business, the jobs, the tax revenue, the entire future of the Deer park Villa property, and more, is all at risk if this attack is allowed to happen.

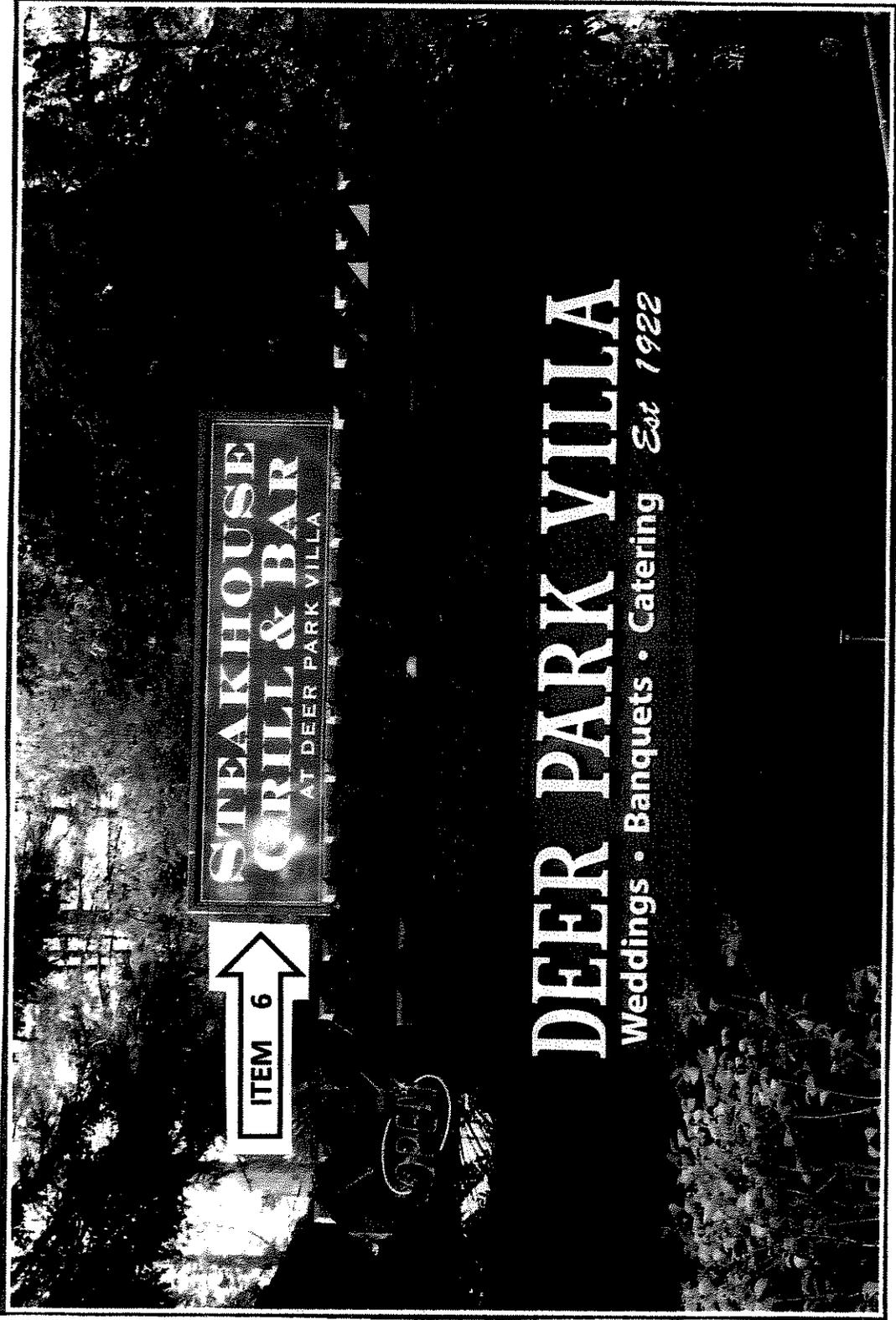
We look forward to continue our important role in our community as a major tax contributor, employer, and historical business. The signs and lighting at Deer Park Villa are vital. We look forward to your support.

Thanks,

Mike Ghiringhelli

415-302-0318 Cell

mg@gfoods.net



STEAKHOUSE
GRILL & BAR
AT DEER PARK VILLA

ITEM 6

DEER PARK VILLA

Weddings • Banquets • Catering Est 1922

ONE SIGN



TWO SIGNS



Product Catalog

for professionals

[Products](#) > [Halogen](#) > [PAR](#) > [PAR20](#) > 17868

17868 – 50PAR20/H/FL25

GE PAR20

- Standard Halogen - Crisp, white light

Energy Savings

GENERAL CHARACTERISTICS

Lamp type	Halogen - PAR
Bulb	PAR20
Base	Medium NP
Filament	CC-8
Rated Life	3000 hrs/6000 hrs

PHOTOMETRIC CHARACTERISTICS

Initial Lumens	570 /498
Center Beam Candlepower (CBCP)	1500
Color Temperature	2800 K
Beam Spread	25.0 °
Nominal Initial Lumens per Watt	11/11

ELECTRICAL CHARACTERISTICS

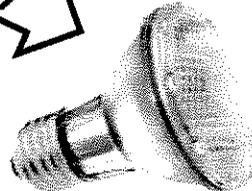
Wattage	50 /46
Voltage	130 /120

DIMENSIONS

Maximum Overall Length (MOL)	3.1250 in (79.3 mm)
Bulb Diameter (DIA)	2.5000 in (63.5 mm)

PRODUCT INFORMATION

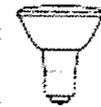
Product Code	17868
Description	50PAR20/H/FL25
Standard Package	Case
Standard Package GTIN	00043168178686
Standard Package Quantity	15
Sales Unit	Unit
No Of Items Per Sales Unit	1
No Of Items Per Standard Package	15
UPC	043168970112



Print this P

Convert to

Bulb



[View Larger](#)

ADDITIONAL RESOURCES

[Catalogs](#)

[Testimonials](#)

Brochures

[Product Brochure](#)

- [Halogen Lamps](#)

[MSDS \(Material Safety Data Sheets\)](#)

[Disposal Policies & Recycling Information](#)

CAUTIONS & WARNINGS

-

[See list of cautions & warnings.](#)



DIRECTIONAL LIGHTS DL-20-NL-SERIES



TYPE

SPECIFICATIONS

CONSTRUCTION: Cast aluminum, cast brass or composite bullet; matching heavy duty cast aluminum, brass or composite adjustable swivel

LENS: None supplied on standard model and -AC model. High impact clear tempered convex glass included on -EC models and as an option on -AC models (add -L)

O-RING: High temperature red silicone

LAMP SUPPLIED: None. Use only outdoor rated PAR20 lamps (50w max)

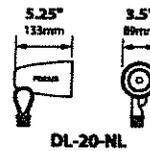
LAMP OPTIONS: We recommend 9w PAR20 Arrow LED with 50,000 hour average rating.

SOCKET: High temperature ceramic medium base with 250°C silicone lead wires

WIRING: Standard 120v Black, White and Ground 9" lead wires

MOUNTING: None supplied. See Mounting Accessories below for options

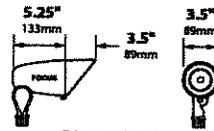
FINISH: Aluminum-Black texture polyester powder coat. Optional finishes available. Brass-Unfinished brass. Optional finishes available.



DL-20-NL



DL-20-NL-I



DL-20-NL-AC



DL-20-NL-AC-BAR
mounted on
FA-26-BAR

ORDERING INFORMATION

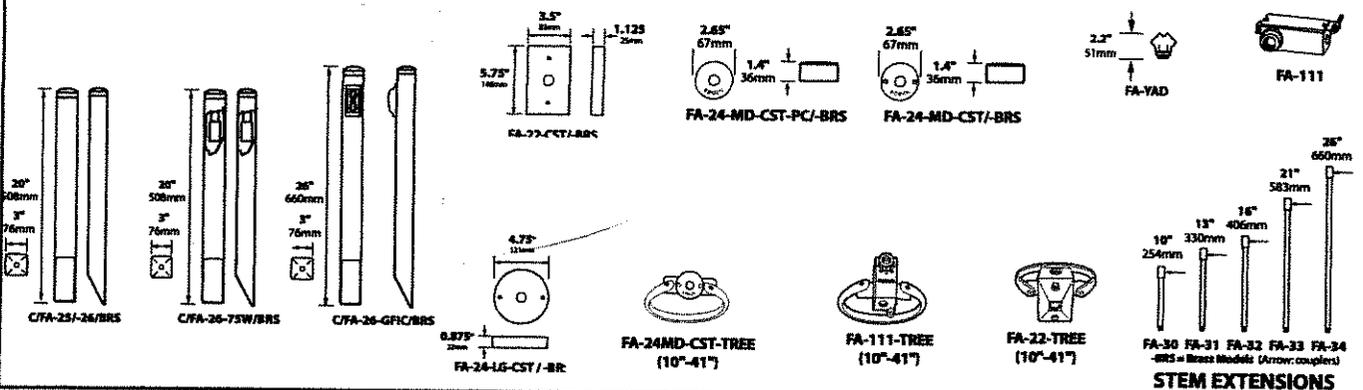
CATALOG NO.	DESCRIPTION	LAMP	SHIP WEIGHT
DL-20-NL-BLT	Cast Aluminum PAR20 Bullet	None	2.0 lbs.
DL-20-NL-BRS	Cast Brass PAR20 Bullet	None	3.0 lbs.
CDL-20-NL	Composite PAR20 Bullet	None	2.0 lbs.
DL-20-NL-EC-BLT	Cast Aluminum PAR20 Bullet, Extension Collar, Convex Lens	None	3.0 lbs.
DL-20-NL-EC-BRS	Cast Brass PAR20 Bullet, Extension Collar, Convex Lens	None	4.0 lbs.
DL-20-NL-EC-CDL	Composite PAR20 Bullet, Extension Collar, Convex Lens	None	3.0 lbs.
DL-20-NL-AC-BLT	Cast Aluminum PAR20 Bullet, Angle Collar	None	3.0 lbs.
DL-20-NL-AC-BRS	Cast Brass PAR20 Bullet, Angle Collar	None	5.0 lbs.
DL-20-NL-AC-CDL	Composite PAR20 Bullet, Angle Collar	None	3.0 lbs.

IP54

-EC & -AC Models with Lens



MOUNTING ACCESSORIES



BEAM/GLARE CONTROL ACCESSORIES

FA-08-06	Round 1/4" Hex Cell Louver
FA-10-20-BLUE	Blue Tempered Glass Lens
FA-10-20-GREEN	Green Tempered Glass Lens
FA-38-BLT	Aluminum Extension Cap, Tempered Convex Glass Lens
FA-38-AC-BLT	Aluminum Angle Cap, Tempered Convex Glass Lens
FA-94	6" Extra-Long Extension Shield (aluminum only)
FA-98-20	Linear Spread Tempered Glass Lens
FA-104-20	Wide Spread Tempered Glass Lens Softener
CFA-38-BLT	Composite Extension Cap, Tempered Convex Glass Lens
CFA-38-AC-BLT	Composite Angle Cap, Tempered Convex Glass Lens

JOB INFORMATION

Type: _____ Date: _____

Job Name: _____

Cat. No.: _____

Lamp(s): _____

Specifier: _____

Contractor: _____

Notes: _____

FOCUS INDUSTRIES INC.
25301 COMMERCENTRE DRIVE
LAKE FOREST, CA 92630

www.focusindustries.com
sales@focusindustries.com
(949) 830-1350 • FAX (949) 830-3390

Black Texture (Standard)	Antique Verde	Bronze Texture	Camel	White Texture	Hamper Texture	Rust	Weathered Iron	Weathered Brown	Stucco	Ribbed Metal	Chrome Plated	Tara Coated	Acid Rust	Acid Weather	Black Acid Weather
-BLT	-ATV	-BRT	-CAM	-WTX	-HTX	-RST	-WIR	-WBR	-STU	-RBV	-CPR	-TRC	-BAR/CAR	-BAV/CAV	-BAT

13'-0"

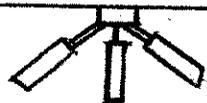
7'-0"

2'-3"

**STEAKHOUSE
GRILL & BAR**
AT DEER PARK VILLA

OPEN

ITEM 7



DEER PARK VILLA
Weddings • Banquets • Catering Est 1922

3'-0"

13'-10"

6'-4"

SCALE 1/2" = 1'-0"

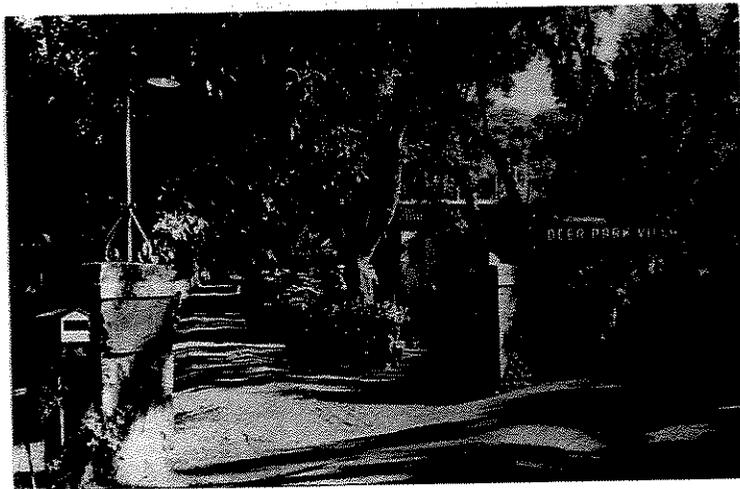


EXHIBIT # 3