

300 SEMINARY AVE., UKIAH, CA 95482-5400

September 23, 1996

- ADMIN. 707/463-6200 • PUBLIC SAFETY 463-6242/6274 •
- FAX # 707/463-6204 •

Ms. Sandy Swett  
Swett Equity, Inc.  
201 Brightstone Circle  
Folsom, CA 95630

Dear Sandy:

I am writing to confirm that the proposed application to allow the changing of the sign face for the freestanding pole sign at the Denny's restaurant located at 105 Pomeroy Circle has been approved. This approval actually consists of a joint administrative approval by Planning Director Robert Sawyer and Assistant Redevelopment Director Larry DeKnoblough to amend a previously approved Site Development Permit (#89-45) that permitted the installation of the sign at its present location and height.

Specifically, Mr. Sawyer has determined that the proposed changes do not constitute a major exterior modification of the existing sign, and does not, therefore, require formal amendment of the discretionary action by the Planning Commission. Mr. DeKnoblough's review and approval are to allow the proposed sign face in the Design Review District since he is City staff liaison for the Design Review Board, which reviews design issues in a specific area of the City that includes the Denny's restaurant site.

The changes proposed in your application have been added to the Site Development permit file, but a separate Sign Permit file will also be created to ensure that this project can be referenced by project control number (#89-45) or address. The color plates will be filed with the Site Development Permit.

Also enclosed is the check that you mailed. There is currently no charge for processing Sign Permits, and no fees will be applied for the modification of the Site Development Permit since no sizeable amount of staff time was required.

I would especially like to thank you for the careful preparation of this request since it would have been much more difficult for a decision to be made without the exhibits that were included. Please contact me if I can assist you further.

Sincerely,

Dave Lohse  
Associate Planner

M E M O R A N D U M

DATE: JANUARY 16, 1989  
TO: PLANNING COMMISSION  
FROM: MICHAEL F. HARRIS, DIRECTOR OF PLANNING *Michael Harris*  
SUBJECT: SITE DEVELOPMENT PERMIT APPLICATION NO. 89-45  
APPLICANT: AMERICAN MANAGEMENT COMPANY (DENNY'S RESTAURANT), BARBER  
SIGN COMPANY AS AGENT  
LOCATION: 105 POMEROY AVENUE

RECOMMENDATION: Approve the 50 foot height sign as proposed.

ZONING: C-N, Neighborhood Commercial.

GENERAL PLAN DESIGNATION: Commercial.

ENVIRONMENTAL ASSESSMENT: Categorically Exempt Under Class 11(a), On-Premise Signs as an Accessory Structure.

PROPOSAL: The applicant proposes to remove the existing pole sign and install a new sign on the existing pole.

ANALYSIS: Section 3227 No. 12 of the Sign Ordinance states that prepared food, gasoline and lodging businesses related to the travelling public along U.S. 101 freeway, within 600 feet of the freeway center line and 300 feet of the centerline of any intersecting street within the City limits, may have the allowed free standing sign at a height not to exceed 50 feet regardless of the main building height, with Planning Commission site development permit approval.

The application indicates that all existing signage extrusions and embellishments will be removed from the existing steel pipe. In its place a new internally illuminated sign will be installed. The pole will then be painted a brown color. The existing sign is 75' in height. The message portion of the new sign will be approximately the same height as the existing sign. The new sign will have the same colors of yellow and brown.

Staff agrees with the applicant that it will be a definite aesthetic improvement to the site and the adjacent area and recommends in favor.

Attached for your information is a copy of:

1. Location Map.
2. Site Plan.
3. Elevations of proposed sign.

MFH:AY:ks  
Attachments

R:Rpts2

MINUTES

CITY OF UKIAH PLANNING COMMISSION

JANUARY 25, 1989

MEMBERS PRESENT

David Dickey  
Leif Farr  
Eunice Knutson  
Sheridan Malone  
Tom Mason  
Angelina Svendsen  
Frank McMichael, Chairman

STAFF PRESENT

Michael Harris  
Director of Planning  
Alice Yarbrough  
Planning Assistant  
Karen Smith  
Recording Secretary

OTHERS PRESENT

Gary Akerstrom  
Frank Shaw Bacik  
Warren Barber  
Gail Brown  
Don Daniels  
Mike Jones  
Cindy Lindgren  
Morey McCloud  
Barbara Redding  
Steve Redding  
Brian Sawyer  
Chris Sawyer  
Warren Sawyers  
Butch Spolini  
Craig Vincent  
Matt Wilson  
Patrick Wilson

The meeting was called to order at 7:01 p.m. by Chairman McMichael. Roll was taken with the results listed above. Commissioner Knutson arrived at 7:11 P.M.

APPROVAL/CORRECTION OF MINUTES - JANUARY 11, 1989

ON A MOTION by Commissioner Malone, seconded by Commissioner Dickey, it was carried by the following roll call vote to approve the Planning Commission Minutes of January 11, 1989, as submitted:

AYES: Commissioners Dickey, Farr, Malone, Mason, Svendsen, and Chairman McMichael.  
NOES: None.  
ABSENT: Commissioner Knutson.

APPEAL PROCESS

Chairman McMichael reviewed the appeal process.

6. SITE DEVELOPMENT PERMITS

- ✓6A. Site Development Permit No. 89-45, American Management Company. New 50' high free-standing sign on existing pole located at 105 Pomery Avenue, zoned C-N, Neighborhood Commercial District.



Planning Assistant Yarbrough advised Commission that Section 3227 No. 12 of the Sign Ordinance allows businesses such as prepared food, gasoline and lodging which are related to the travelling public along U.S. 101 and within a prescribed rectangle around freeway interchanges to have a 50 ft. tall sign, subject to review by the Planning Commission. The message of the sign will be approximately the same as the existing sign, it will be internally illuminated, the same colors of yellow and brown and the pole will be repainted. All embellishments will be removed. Staff believes that it would be an aesthetic improvement to the whole area and recommends approval.

Discussion ensued concerning the standard sign heights.

In response to a question, Butch Spolini, 221 2nd St., Petaluma, CA, advised that he works for Barber Sign Co. and that Young Electric Sign Co. has the contract for all Denny's in the United States. He stated that Young Electric Sign Co. manufactures the signs and Barber Sign Co. installs them in this area.

ON A MOTION by Commissioner Mason, seconded by Commissioner Malone, it was carried by the following roll call vote to approve Site Development Permit Application No. 89-45, to allow construction of a 50 foot high sign:

AYES: Commissioners Dickey, Farr, Malone, Mason, Svendsen, and Chairman McMichael.

NOES: None.

ABSENT: Commissioner Knutson.

#### PUBLIC HEARINGS

5A. Use Permit Application No. 89-41, as filed by Craig Vincent, to permit an 8 foot fence along the rear property line of a parcel located at 1310 So. Dora Street, zoned R-1, Single Family Residential.

Planning Assistant Yarbrough indicated that the applicant recently constructed an 18 inch high redwood deck in the rear yard of his parcel. Because of the elevation of the deck, the applicant claims that the six foot fence no longer provides privacy. In looking at the parcel during field inspection it also appears that there is a 1½' to 2' grade differential from the building pad to the west of the applicant's property. This eliminates privacy from the neighbors bedroom windows which is now accentuated by the construction of the redwood deck. Staff is recommending approval.

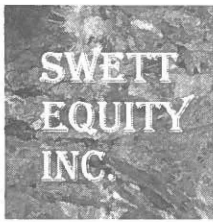
PUBLIC HEARING OPENED - 7:10 P.M.

Commissioner Knutson arrived at 7:11 P.M.

Craig Vincent, 1310 S. Dora St., applicant, indicated that the fence would probably be a solid fence constructed of plywood siding, with 4" x 4" struts and they may use some decorative braiding on the top. They are going to dato out 4" x 4"s and slide a 4' x 8' sheet into the center so that both sides will look identical.

Discussion followed regarding the Commission's concern that a fence like this be aesthetically appealing.





## **PERMIT & DEVELOPMENT CONSULTING**

201 Brightstone Circle • Folsom, Ca 95630 • (916) 353-1998

**Mr. Dave Lohse  
City of Ukiah/Planning Dept.  
300 Seminary Avenue  
Ukiah, CA 95482**

**September 9, 1996**

**Re: FACE CHANGE at existing Denny's Restaurant located @ 105  
Pomeroy, Ukiah, CA**

**Dear Dave,**

**My apologies for taking so long to finally get the attached drawings to you regarding a face/cabinet change at the above subject site. There will be no structural, electrical, dimension or location changes.**

**As we discussed previously by phone, we should be able to accomplish this with a sign permit. Therefore I have enclosed a completed application, 4 dimensioned drawings of the face and one full size specs. sheet of the cabinet and face along with a sample/color board and one color rendition of the sign. for your use in the approval process.**

**The sign manufacturer is Dualite Sales & Service, Inc. @ One Dualite Lane, Williamsburg, Ohio 45176. The installer is Sheldon Signs & Lighting @ 109 Soda Bay Road #B, Lakeport, CA 95453. Sheldon Signs and Lighting contractors license #590356, a C-45, expiring 3/31/98. I have also attached a copy of their workers comp. certificate.**

**I have enclosed a check for \$100.00 for the processing/permit. I was unsure of the amount but figured this might get the process started. Let me know if I need to send more money, I will do so promptly.**

**I have asked Denny's to forward a survey/site plan of the site by over night mail to your attention, you should receive both of the packages Tuesday.**

**I have also faxed the application to the property owner and asked them to send the application after signature back to your attention.**

**I have attached photographs of the Folsom Auto Mall for your use also. I hope they help. If I recall correctly the City of Ukiah is looking at the Auto Mall concept. I put some notes on the back to give you an idea where the photos were taken. Essentially the dealerships are 1-3 acres away from the freeway but at certain points you can catch a glimpse of them and most certainly you can see the American flag. The dealerships do front the Folsom Blvd. off ramp and Folsom Blvd. Aesthetically, they are nice looking buildings and the set backs seem to work well. Anyway, I hope it isn't too late to be of any benefit to you.**

**Once you receive all of the information promised, if you could mail back the approval/permits, I would greatly appreciate it. I recently injured my back and driving is very uncomfortable for me right now. If you can't, I understand & will make other arrangements.**

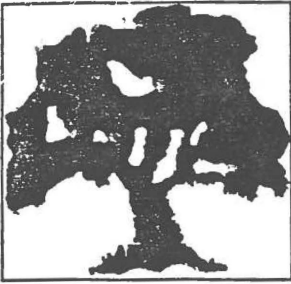
**If you have any questions regarding this letter or any of the attached documents, please feel free to call me. If I am not in, just leave me a voice mail and I will get back with you.**

**Thank you again for all of your assistance and cooperation on this project I really appreciate it.**

**Sincerely,**

A handwritten signature in cursive script, appearing to read "Sandy Swett". The signature is fluid and elegant, with a long, sweeping underline that extends to the left.

**Sandy Swett  
President**



CITY OF UKIAH  
300 Seminary Avenue, Ukiah, CA 95482  
(707) 463-6200

PLANNING DEPARTMENT

SIGN PERMIT

NO. \_\_\_\_\_

I. PROJECT INFORMATION:

SIGN TYPE: ☒ Cabinet ☐ Can Letters ☐ Individual Letters (raceway mounted)  
☐ Non-Illuminated ☐ Other: \_\_\_\_\_

	Proposed	sq.ft.	Existing	sq.ft.	Allowed (Staff)	sq.ft.
AREA OF SIGNS: (wall)	<u>235</u>	<u>sq.ft.</u>	<u>235</u>	<u>sq.ft.</u>	<u>sq.ft.</u>	<u>sq.ft.</u>
(freestanding)	<u>sq.ft.</u>	<u>sq.ft.</u>	<u>sq.ft.</u>	<u>sq.ft.</u>	<u>sq.ft.</u>	<u>sq.ft.</u>
(window)	<u>sq.ft.</u>	<u>sq.ft.</u>	<u>sq.ft.</u>	<u>sq.ft.</u>	<u>sq.ft.</u>	<u>sq.ft.</u>

AMOUNT OF STREET FRONTAGE: \_\_\_\_\_

SIGN ILLUMINATION: ☒ Internal (neon tubing) ☐ Exterior (directional lighting) ☐ Non-Illuminated  
Other: \_\_\_\_\_

SIGN COLORS: Letters: Red Trim: Green Background: Gold/Yellow  
SIGN MATERIALS: Letters: Flex Background: Flex Other: Flex

PART II: GENERAL INFORMATION (print/ink)

Owner's Name: Denny's Investors - Ukiah - % American Management Group  
Address: 2 Muth Drive  
Orinda, CA 94563 Zip Code: 94563  
Phone No.: (510) 254-9600

Applicant's Name: Swett Equity Inc. (agent for owner) Sandy Swett  
Address: 201 Brightstone Cr.  
Folsom, CA Zip Code: 95630  
Phone No.: (916) 353-1998

Contractor's Name: Sheldon Signs & Lighting  
Address: 750 S Main St.  
Lakeport, CA Zip Code: 95453  
Phone No.: (707) 263-1413  
Business License No. C-45 # 590356

Address or precise location of subject property: 105 Pomeroy  
Number Street Name Cross Street  
Assessor Parcel No(s): 179-061-02

Project Description: Face and cabinet change. No change  
in dimensions. No change in structure.  
No change in location



### PART III: AFFIDAVIT

I/we, the undersigned, solemnly understand and hereby certify and declare under penalty of perjury that all information presented in this application and on required plans are accurate, true and correct to the best of my/our information and belief.

I/we understand that intentional misrepresentation of factual information may invalidate development entitlement approvals granted by the Ukiah Redevelopment Agency in reliance upon such information. I/we also understand that failure of the property owner, applicant, or a duly authorized representative to appear at a hearing at which this application appears on the agenda may result in delayed processing of the application.

I affirm that I am the owner of the real property which is the subject of the application, or that I am duly authorized to represent said property owner or agent in this matter before the Ukiah Redevelopment Agency.

Executed this \_\_\_\_\_ day of the month of \_\_\_\_\_, and year \_\_\_\_\_.

\_\_\_\_\_  
Signature of Property Owner

(Property Owner is required to sign before permit can be processed.)

\_\_\_\_\_  
Signature of Applicant

\_\_\_\_\_  
Agent for Applicant

(Agents are required to submit written authorization from the property owner/applicant.)

### PART IV: APPLICATION SUBMITTAL REQUIREMENTS

The applicant must submit the following materials: Plans must be folded to a 8½" x 11" size.

**Location Map - Assessor's Parcel Map showing:**

- Assessor's Parcel Number,
- Distance to nearest public street,
- North arrow,
- Map scale.

**Building Elevations** - Plans must include front, rear and side views of building facades. Materials and color must also be shown on the plans. One plan must be colored. Signage for the building(s) must be shown.

**Contact Persons -** David Lohse, Associate Planner - (707) 463-6200.  
Marie Ulvila, Administrative Secretary - (707) 463-6203

**NOTE:** Applicants are encouraged to submit plans to the Current Planning Division for preliminary review and notify surrounding property owners of the project being proposed.

## V. SIGN DIAGRAMS

1. Provide a scaled elevation of the building and proposed signs, and show all dimensions. Also, if sign is freestanding or projecting, indicate location of the property line.

To follow by express mail

2. Provide a scaled site plan showing dimensioned property lines, building footprint, and location of proposed signs and a north arrow.

**STAFF USE**

Application No. \_\_\_\_\_ Receipt No. \_\_\_\_\_

Date Submitted: \_\_\_\_\_ Zoning: \_\_\_\_\_

Assessor's Parcel No.: \_\_\_\_\_

Environmental Determination: \_\_\_\_\_

Hearing Date: Design Review Board: \_\_\_\_\_

Hearing Date: Planning Commission: \_\_\_\_\_

\_\_\_\_ Electrical Permit Required \_\_\_\_ Building Permit Required

\_\_\_\_ Public Right-Of-Way Sign

Permit Number: \_\_\_\_\_ Encroachment Permit Number: \_\_\_\_\_

Site Inspection Notes: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Approved by: \_\_\_\_\_ Date : \_\_\_\_\_

Title: \_\_\_\_\_



**STATE  
CONSTRUCTION  
INSURANCE  
FUND**

P.O. BOX 807, SAN FRANCISCO, CA 94101-0807

**CERTIFICATE OF WORKERS' COMPENSATION INSURANCE**

ISSUE DATE: 08-22-96

POLICY NUMBER: 1029478 - 96  
CERTIFICATE EXPIRES: 08-22-97

CONTRACTORS' STATE LICENSE BOARD-WORKERS COMP  
P.O. BOX 26000  
SACRAMENTO CA 95826

JOB: LIC. # 590356  
INCEPTION DATE: 08-22-96  
D.O.: SANTA ROSA

This is to certify that we have issued a valid Workers' Compensation insurance policy in a form approved by the California Insurance Commissioner to the employer named below for the policy period indicated.

This policy is not subject to cancellation by the Fund except upon 10 days' advance written notice to the employer.

We will also give you 10 days' advance notice should this policy be cancelled prior to its normal expiration.

This Certificate of Insurance is not an insurance policy and does not amend, extend or alter the coverage afforded by the policies listed herein. Notwithstanding any requirement, term, or condition of any contract or other document with respect to which this certificate of insurance may be issued or may pertain, the insurance afforded by the policies described herein is subject to all the terms, exclusions and conditions of such policies.

*Kenneth C. Bollier*  
PRESIDENT

EMPLOYER'S LIABILITY LIMIT INCLUDING DEFENSE COSTS: \$1,000,000.00 PER OCCURRENCE.

STANDARD EXCLUSION: INDIVIDUAL EMPLOYERS AND HUSBAND AND WIFE EMPLOYERS ARE NOT ELIGIBLE FOR BENEFITS AS EMPLOYEES UNDER THIS POLICY.

EMPLOYER

LEGAL NAME

SHELDEN SIGNS AND LIGHTING  
750 S. MAIN ST  
LAKEPORT CA 95453

BASTIAN, BRADLEY S. AND  
BASTIAN, DEBBIE



# RECEIVED

300 Seminary Avenue, Ukiah, CA 9548;

(707) 463-6201

SEP 12 1996

PLANNING DEPARTMENT

CITY OF UKIAH  
PLANNING DEPT.  
SIGN PERMITNO. h/c \*

## I. PROJECT INFORMATION:

SIGN TYPE: ☒ Cabinet ☐ Can Letters ☐ Individual Letters (raceway mounted)  
☐ Non-Illuminated ☐ Other: \_\_\_\_\_

AREA OF SIGNS: (wall) (freestanding) (window)	Proposed	sq.ft.	Existing	sq.ft.	Allowed (Staff)	sq.ft.
		<u>235</u>	<u>sq.ft.</u>	<u>235</u>	<u>sq.ft.</u>	

AMOUNT OF STREET FRONTAGE: \_\_\_\_\_

SIGN ILLUMINATION: ☒ Internal (neon tubing) ☐ Exterior (directional lighting) ☐ Non-Illuminated  
Other: \_\_\_\_\_SIGN COLORS: Letters: Red Trim: Green Background: Gold/Yellow  
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## PART II: GENERAL INFORMATION (printing)

Owner's Name: Denny's Investors - Ukiah - % American Management GroupAddress: 2 Muth DriveOrinda, CA 94563Zip Code: 94563Phone No.: (510) 254-9600Applicant's Name: Swett Equity Inc. (agent for owner) Sandy SwettAddress: 201 Brightstone Ct.Folsom, CAZip Code: 95630Phone No.: (916) 353-1998Contractor's Name: Sheldon Signs & LightingAddress: 750 S. Main StLakeport, CAZip Code: 95453Phone No.: (707) 263-1412Business License No. C-45 # 590356Address or precise location of subject property: 105 Pioneer

Number

Street Name

Cross Street

Assessor Parcel No(s): 179-061-02Project Description: Face and cabinet change. No change  
in dimensions. No change in structure.  
No change in location\* Sign face change actually constitutes an Amendment of SDP 89-45;  
see NOTE to FILE.

**PART III: AFFIDAVIT**

I/we, the undersigned, solemnly understand and hereby certify and declare under penalty of perjury that all information presented in this application and on required plans are accurate, true and correct to the best of my/our information and belief.

I/we understand that intentional misrepresentation of factual information may invalidate development entitlement approvals granted by the Ukiah Redevelopment Agency in reliance upon such information. I/we also understand that failure of the property owner, applicant, or a duly authorized representative to appear at a hearing at which this application appears on the agenda may result in delayed processing of the application.

I affirm that I am the owner of the real property which is the subject of the application, or that I am duly authorized to represent said property owner or agent in this matter before the Ukiah Redevelopment Agency.

Executed this 9<sup>th</sup> day of the month of September, and year 1996.

*Ronald [Signature]*  
Signature of Property Owner

*[Signature]*  
Signature of Applicant

(Property Owner is required to sign before permit can be processed.)

*[Signature]*  
Agent for Applicant

(Agents are required to submit written authorization from the property owner/applicant.)

**PART IV: APPLICATION SUBMITTAL REQUIREMENTS****NOTE**

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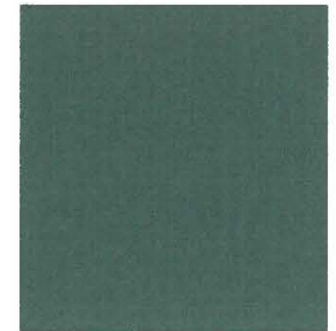
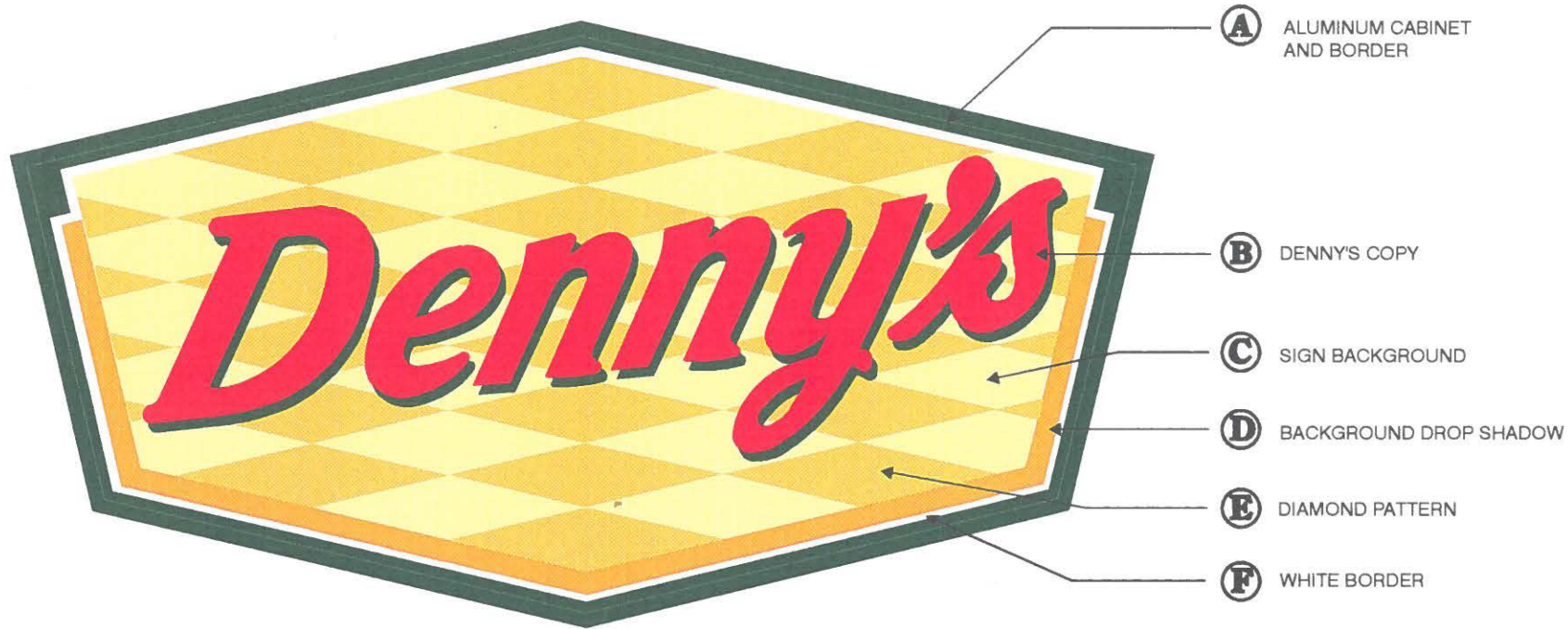
- Assessor's Parcel Number,
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Marle Ulvila, Administrative Secretary - (707) 463-6203

**NOTE:** Applicants are encouraged to submit plans to the Current Planning Division for preliminary review and notify surrounding property owners of the project being proposed.





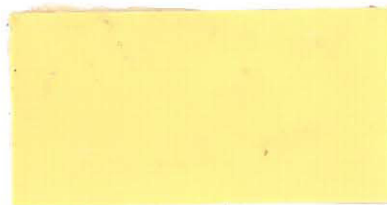
ALUMINUM -  
PAINTED TO MATCH  
# 4-147 DENNY'S GREEN



**A** DENNY'S GREEN  
# 4-147



**B** DENNY'S RED  
# 1-265



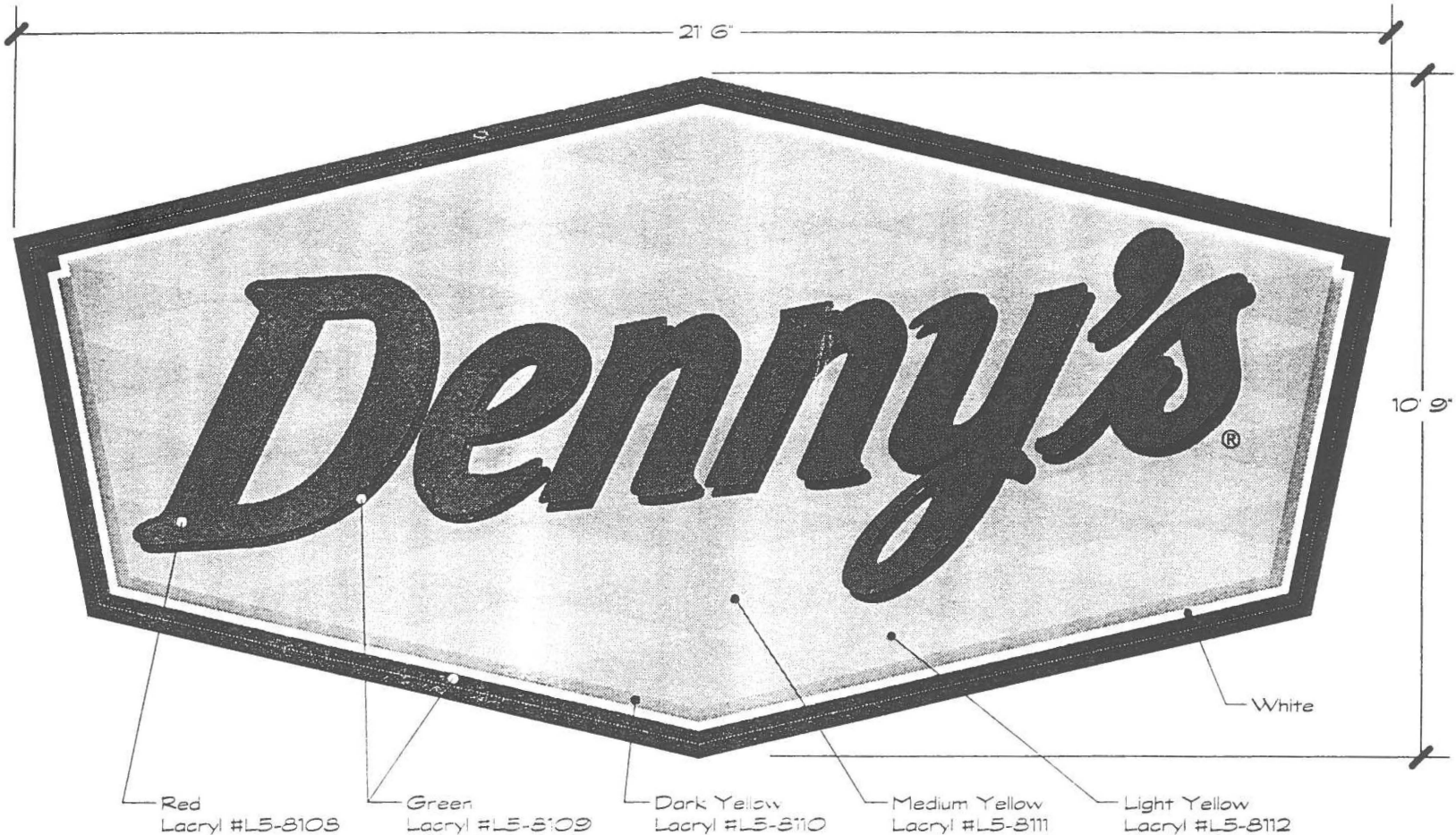
**C** DENNY'S LT. YELLOW  
# 3-094



**D** DENNY'S DRK. YELLOW  
# 3-092



**E** DENNY'S MED. YELLOW  
# 3-093

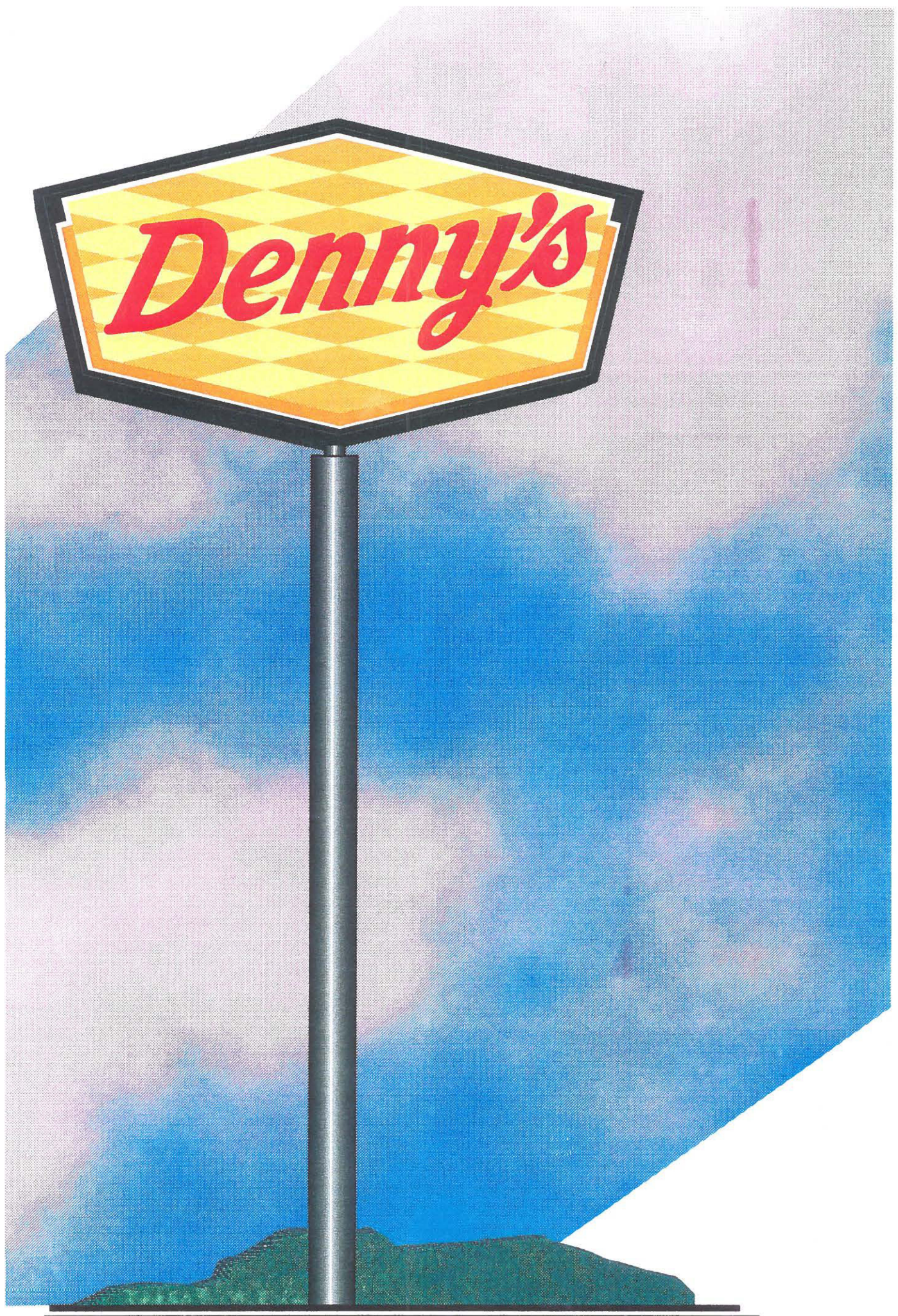


Dualite Sales & Service, Inc.

WILLIAMSBURG, OHIO • (513) 724-7100

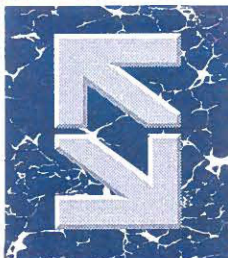
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**DOUBLE FACE POLE SIGN**

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**Jim Sterk**

310.495.3808

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Long Beach, CA 90813-1195

SIGNAGE  
CORPORATE IDENTITY



