

Master Sign Program
July 24, 2024
2155, 2165, 2175 A, and 2175 41st Avenue

A. General Sign Regulations

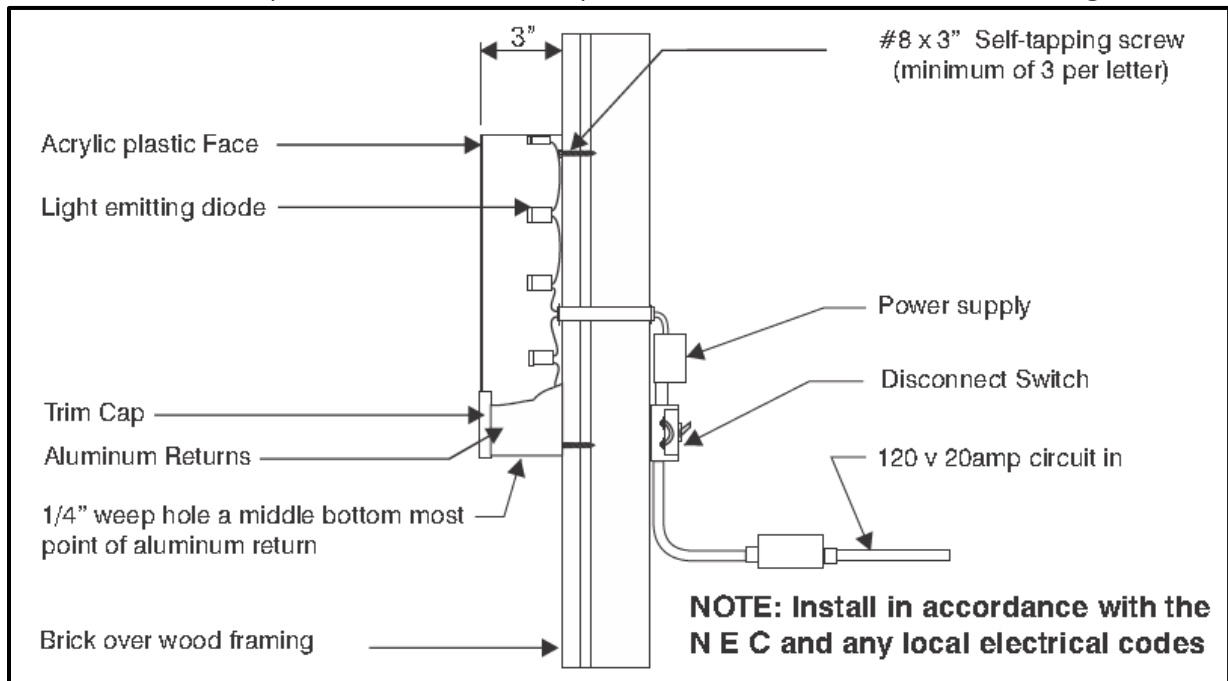
1. All signs are subject to the Capitola Zoning Ordinance.
2. All new, replaced, and modified signs that are not otherwise exempt require a sign permit approved by the city.
3. Exposed conduit or raceways for lighting or signage is prohibited.
4. Effect of Master Sign Program.
 1. All subsequent signs proposed for a development or property subject to an approved master sign program shall comply with the standards and specifications included in the master sign program.
 2. Signs consistent with an approved master sign program are permitted with an administrative sign permit.
 3. Approval of a master sign program shall supersede the regulations of CMC Chapter 17.80 Signs. Any aspect of the proposed signs not addressed by the master sign program shall comply with CMC Chapter 17.80 Signs.

B. Monument Sign

1. Number: One monument sign with four individual signs incorporated
2. Location: Located a minimum of 5 feet behind the back of sidewalk within the existing planter.
3. Materials:
 - a. Monument to have stucco siding painted off-white located with a wood clad top.
 - b. Sign Materials: Four individual hand-painted aluminum signs
4. Dimensions:
 - Overall Monument Sign: Six feet wide by five feet nine inches tall.
 - Base: Six inches above grade
 - Monument sign divided into four equal quadrants measuring 2 feet 9 inches wide by one foot ten inches tall. Each tenant is allowed one sign in the respective quadrant
5. Height: The top of monument sign shall not exceed eight feet above adjoining sidewalk and in no circumstances five feet nine inches above the planter.
6. Sign Area: 34.5 square feet

C. Wall Signs above Archways for Tennant Spaces at 2155, 2165, and 2175 41st Avenue

1. Number of Signs: Three total. One for each tenant
2. Location: Each tenant is permitted one wall signs that center above the prominent brick arch that frames the respective tenant space, and center vertically between the top of the arch and the top of the parapet wall directly above.
3. Design: Individual channel letter signs curved to match the archway of the building
4. Materials:
 - a. Face 3/16 inch acrylic sheeting
 - b. Trim Cap: plastic
 - c. Return (side of channel letters): minimum 3 inch aluminum sheeting



5. Sign Dimension and Area:

| Location | Width | Height | Maximum Sign Area |
|------------------------------|---------|----------|-------------------|
| 2155 41 st Avenue | 20 feet | 2.5 feet | 50 sf |
| 2165 41 st Avenue | 20 feet | 2.5 feet | 50 sf |
| 2175 41 st Avenue | 20 feet | 2.5 feet | 50 sf |

*The maximum lettering height for stacked text signs includes both lines at 2.5 feet.

6. Lighting: Individual internal illumination.

D. Wall Sign between Archways for Tennant Space 2175 Suite A and 5th possible tenant

1. Number of Signs: One wall sign
2. Location: The tenant at 2175 A is permitted one wall sign between units 2165 and 2175 centered between the top of the archways. The possible 5th tenant wall sign would replace the wall art.
3. Design: Sign must fit within maximum dimensions of six feet tall by six feet wide and may be a mix of lettering and logos.
4. Materials: Materials may vary if letters and logos are raised, routed into the sign face, or designed to give the sign variety and depth.
5. Maximum Dimension: Six feet tall by six feet wide
6. Maximum Sign Area: 36 square feet
7. Lighting: 1 gooseneck style solar downlight

D. Wall Art

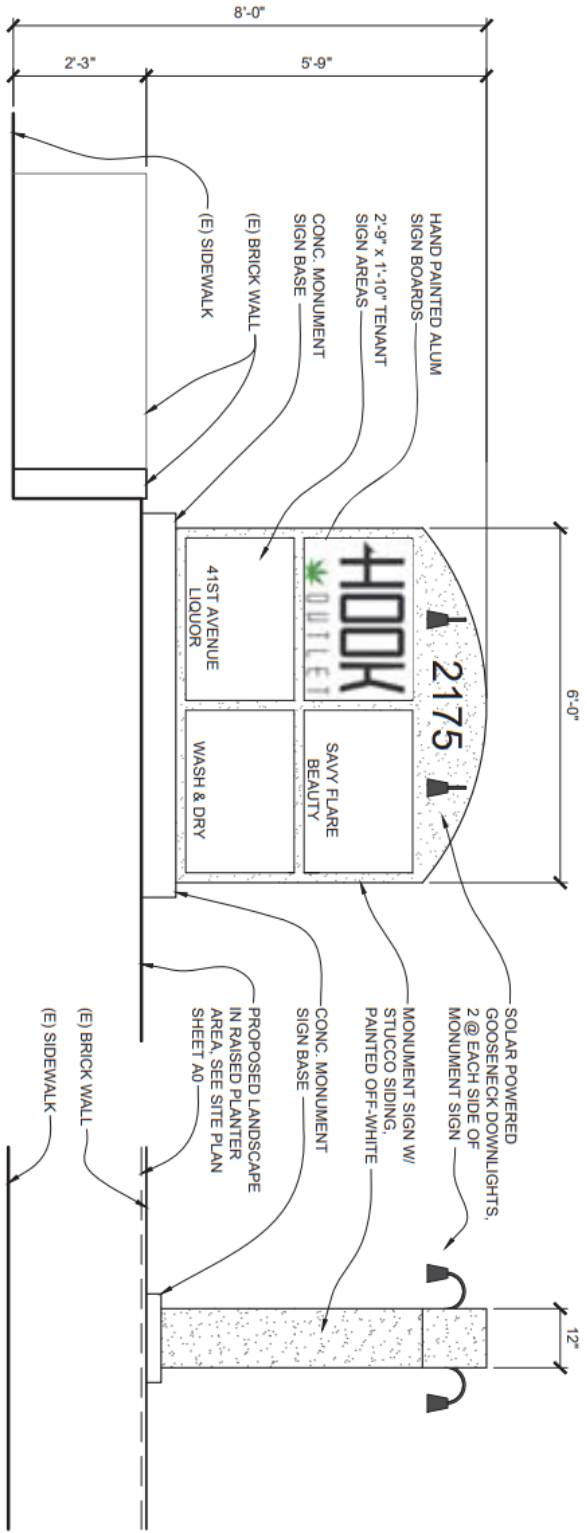
1. To maintain symmetry in the building design, one decorative wall art piece is permitted on the exterior of the wall between units 2155 and 2165 centered between the top of the archways.
2. Maximum Dimensions: Six feet tall by six feet wide.
3. Maximum Sign Area: 36 square feet
4. Material: Not regulated
5. Lighting: 1 gooseneck style solar downlight
6. If unit 2155 or 2165 were to be subdivided to create an additional tenant space, the decorative wall art will be replaced with a wall sign subject to the same standards as Space 2175A.

Example Artwork from 2024 Applicant

The proposed placeholder artwork for the signage plan captures the essence of Capitola's unique charm. The warm and appealing color scheme is inspired by the vibrant buildings of Capitola Village, reflecting the town's lively and colorful character. The colors form a dynamic wave pattern set against a radiant sun, symbolizing the bright and welcoming beaches that define our seaside community. This artwork not only highlights the natural beauty of Capitola but also evokes the warm and inviting atmosphere that makes our town so unique.



Details of Monument Sign



8'-0"

2'-3"

5'-9"

6'-0"

12"

HAND PAINTED ALUM
SIGN BOARDS

2'-9" x 1'-10" TENANT
SIGN AREAS

CONC. MONUMENT
SIGN BASE

(E) BRICK WALL

(E) SIDEWALK

2175

HOOK
OUTLET

41ST AVENUE
LIQUOR

SAVY FLARE
BEAUTY

WASH & DRY

SOLAR POWERED
GOOSENECK DOWNLIGHTS,
2 @ EACH SIDE OF
MONUMENT SIGN

MONUMENT SIGN W/
STUCCO SIDING,
PAINTED OFF-WHITE

CONC. MONUMENT
SIGN BASE

PROPOSED LANDSCAPE
IN RAISED PLANTER
AREA, SEE SITE PLAN
SHEET A0

(E) BRICK WALL

(E) SIDEWALK