



STAFF REPORT

TO: PLANNING COMMISSION
MEETING DATE: OCTOBER 13, 2026
FROM: ERIN VENTURA, PLANNING CONSULTANT
SUBJECT: SIGN PERMIT APPROVAL
54 MAIN STREET- BESPOKE PERFUME BAR
APN 018-161-006

RECOMMENDATION:

Approve the sign permit application for 54 Main Street (Bespoke Perfume Bar)), for a double sided 16"x 24") = 2.66 sq. ft.) 5.33Sign Permit sq. ft. sign.

BACKGROUND:

Melissa Ramer, submitted an application for a Sign Permit (Exhibit A) for 54 Main Street, Sutter Creek. They are proposing a new hanging sign. The business has since relocated to the second floor of the building.

See Table 1 for the proposed sign checklist.

Table 1. Proposed Sign Checklist

Site	54 Main Street (018-161-006)
Building Plan	N/A
Lot Size	.12 acres / 5,227 sq. ft.
Zoning	DTC- Downtown Commercial
General Plan Land Use Designation	DTC- Downtown Commercial
Main Street Historic District	Yes
Historic District	No
Building Frontage in Lineal Feet	43
Sign Preparer	Day Dream Designs
Code Section	15.16 – Signs,
15.16.070 – Signs in Historical District	
A. Frontage length: 43 feet	Proposed: 2.6 sq. ft., Allowed: 16 sq. ft.
	Total Proposed: 5.3 sq. ft., Allowed: 25 sq. ft.
Property Owner Approval	Yes

DISCUSSION:

The sign as presented meets the Code requirements.

Table 2 Sign Specifications				
Sign Type	Measurements	Sq. ft.		Total sq. ft.
Aluminum/composite White, pink, purple. Hanging above walkway	16" x 24" =	2.66 sf	Double sided	5.33 sf
			Total Square Feet	5.33 sf

The proposed sign will serve Bespoke Perfume Bar, a second floor business located on Main Street within the Downtown Commercial Zoning District. The business is located in an existing building. The double-sided sign will hang from chains on the second floor balcony. The applicant also has a previously approved sign at the street level.

ENVIRONMENTAL:

The project is Class 11 CEQA exempt based on section 15311(a) On-premise signs. No further environmental review is required.

BUDGET IMPACT:

None.

* * *