

P93-131 - FIDELITY INVESTMENTS SIGN VARIANCE

REQUEST: Variance to allow an additional sign which is a detached monument sign for a business within the Point West Planned Unit Development (PUD) (Fidelity Investments), where only one attached or one detached sign is permitted, located on 0.68± developed acres in the Shopping Center Review PUD (SC-R PUD) zone.

LOCATION: 1760 Challenge Way
277-0271-010-0000
Point West Planned Unit Development
Council District 3

APPLICANT:	J and L Signs, Tom Pforsich, (707) 525-8521 P.O. Box 5099, Santa Rosa, CA 95402
OWNER:	Andrew Estopinol, (916) 929-1200 1851 Heritage Way, Sacramento, CA 95815
PLANS BY:	Tsunami, Ponder Design (AIA), 101 South Park, San Francisco, CA 94107
APPLICATION FILED:	August 26, 1993
STAFF CONTACT:	Dawn Holm, 264-5851

SUMMARY/RECOMMENDATION: The applicant is requesting a variance to allow a detached monument sign in addition to the existing attached sign that is located on the building. The existing 8, 044 square foot office building is occupied by two tenants. In order to meet the applicant's objectives, the project requires the variance described above. Staff recommends approval of the project. This recommendation is based on staff's opinion that the existing sign guidelines need to be amended for the Point West PUD.

PROJECT INFORMATION:

General Plan Designation:
Existing Land Use of Site:
Existing Zoning of Site:

Regional Commercial and Office
Office
SC-R PUD

Surrounding Land Use and Zoning:

North: Restaurant and Bank; SC-R (PUD)
 South: Shopping Center and Fire Station; SC-R (PUD) and A
 East: Shopping Center; SC-R (PUD)
 West: Office, Restaurant and Retail; SC-R (PUD)

Property Dimensions:	Irregular
Property Area:	.68± gross acres
Height of Existing Office:	Single Story
Number of Existing Signs:	One Attached
Number of Proposed Signs:	One Attached and One Detached
Square Footage of Detached Sign:	16 square feet
Topography:	Flat
Street Improvements:	Existing
Utilities:	Existing

OTHER APPROVALS REQUIRED: In addition to the entitlements requested, the applicant will also need to obtain the following permits or approvals, including, but not limited to:

<u>Permit</u>	<u>Agency</u>
Sign Permit	Building Division

STAFF EVALUATION: Staff has the following comments:**A. Policy Considerations**

The existing office development conforms to the General Plan designation of regional commercial and offices. In addition, the site is designated for office use within the Point West Planned Unit Development (PUD). The applicant's request is to allow additional signage on an existing parcel within the PUD. On October 27, 1988, the sign guidelines for the Point West PUD (P88-431), were amended as follows:

Section A - General Requirements, subparagraph 8 - All signs in Point West shall be either: a) placed flat against the building to which it is attached; or b) a detached monument sign.

Section A - General Requirements, subparagraph 9 - Detached monument signs shall meet the following requirements: a) only one monument sign shall be permitted per parcel per public street frontage...

Section C (which relates to signs located in the Shopping Center (SC) zone - One attached sign per tenant per public street frontage. Maximum sign area for the attached sign shall meet the requirements of the City Sign Ordinance and Section 5-D of these development guidelines. If tenant prefers a detached monument identification sign, an attached sign will not be permitted.

The signage being proposed by the applicant is not in conformance with the existing guidelines as set forth for developments within the Point West PUD; therefore, a variance is required. Several commercial establishments within the Point West PUD have been granted variances for signage in the past. Planning staff will be recommending an amendment to the sign guidelines for the Point West PUD, based upon the number of variance requests that have been submitted and approved.

B. Site Plan Design/Zoning Requirements

1. Setbacks

There are no proposed increases in the total building square footage. This results in no changes in existing setbacks or additional required parking. Also, additional parking is not required as there is not a change in the type of use.

2. Signage

The existing office building has one attached sign located on the north side of the building. There is currently a detached monument sign located on the subject site that the applicant is requesting to utilize. The existing sign has been located on the property for approximately ten years. Planning staff and the Building Division staff, have been unable to locate permits for the existing sign and recommended that the applicant submit an application to obtain a variance to prevent signage problems in the future.

Staff surveyed the signage in the Point West PUD area (Attachment C). The majority of the commercial uses in the area have either two attached signs or one detached sign with one attached sign. The applicant has indicated that the monument sign will be located a minimum of 10 feet from all property lines and driveways. In addition, the sign area of the detached sign will not exceed 16 square feet. In summary, staff supports the Variance to allow the detached monument sign in addition to the existing attached sign for the following reasons:

- The total area of the detached sign will not exceed 16 square feet;
- The detached monument sign is not within any required setback area; and

- The requested number of signs is in conformance with the signage that has been allowed for similar uses within the PUD.

PROJECT REVIEW PROCESS:

A. Environmental Determination

The proposed project is exempt from environmental review pursuant to State EIR Guidelines (CEQA Section 15311 {a}).

B. Summary of Agency Comments

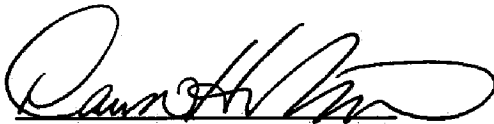
The project has been reviewed by several City Departments and other agencies. No comments have been received.

PROJECT APPROVAL PROCESS: Of the entitlements below, Planning Commission has the authority to approve or deny the entitlement below. The Planning Commission action may be appealed to the City Council. The appeal must occur within 10 days of the Planning Commission action.

RECOMMENDATION: Staff recommends the Planning Commission adopt the attached Resolution approving a Variance to allow an additional sign which will be a detached monument sign.

Report Prepared By,

Report Reviewed By,



Dawn Holm, Associate Planner



Scot Mende, Senior Planner

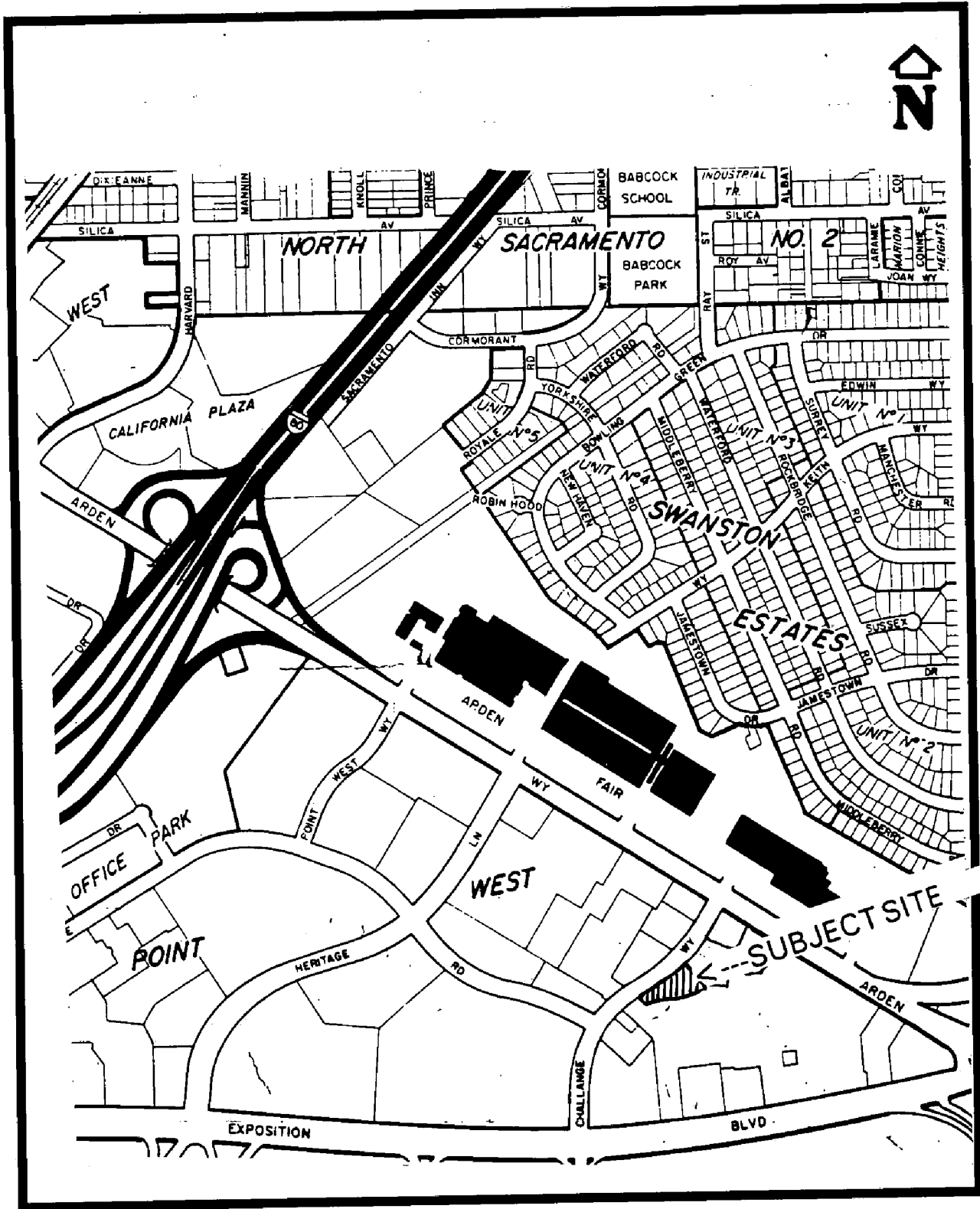
Attachments

Attachment A	Vicinity Map
Attachment B	Land Use and Zoning Map
Attachment C	Surrounding Development Sign Survey
Attachment D	Resolution Approving Variance
Exhibit D-1	Site Plan
Exhibit D-2	Sign Detail

ATTACHMENT A

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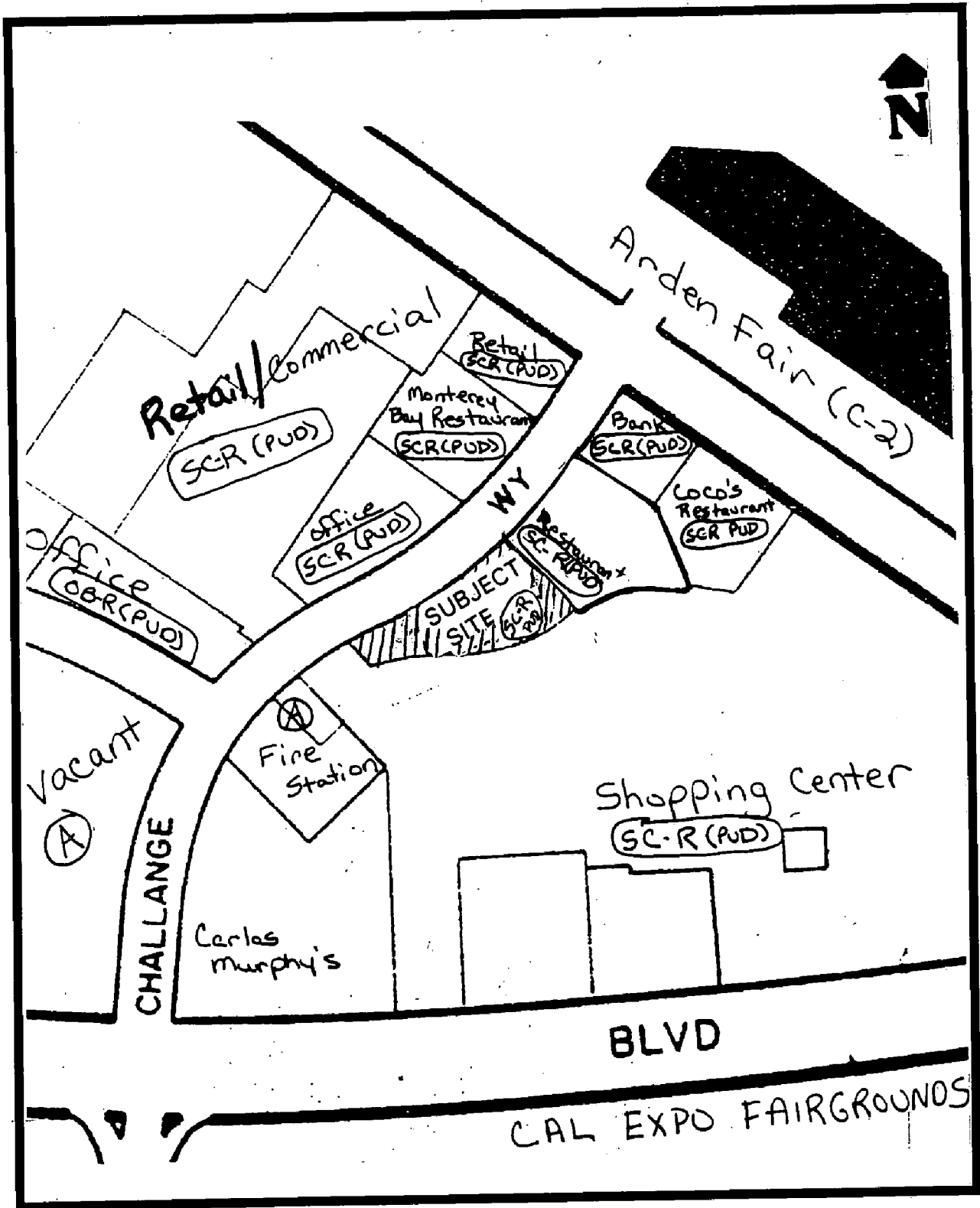
VICINITY MAP

ATTACHMENT B

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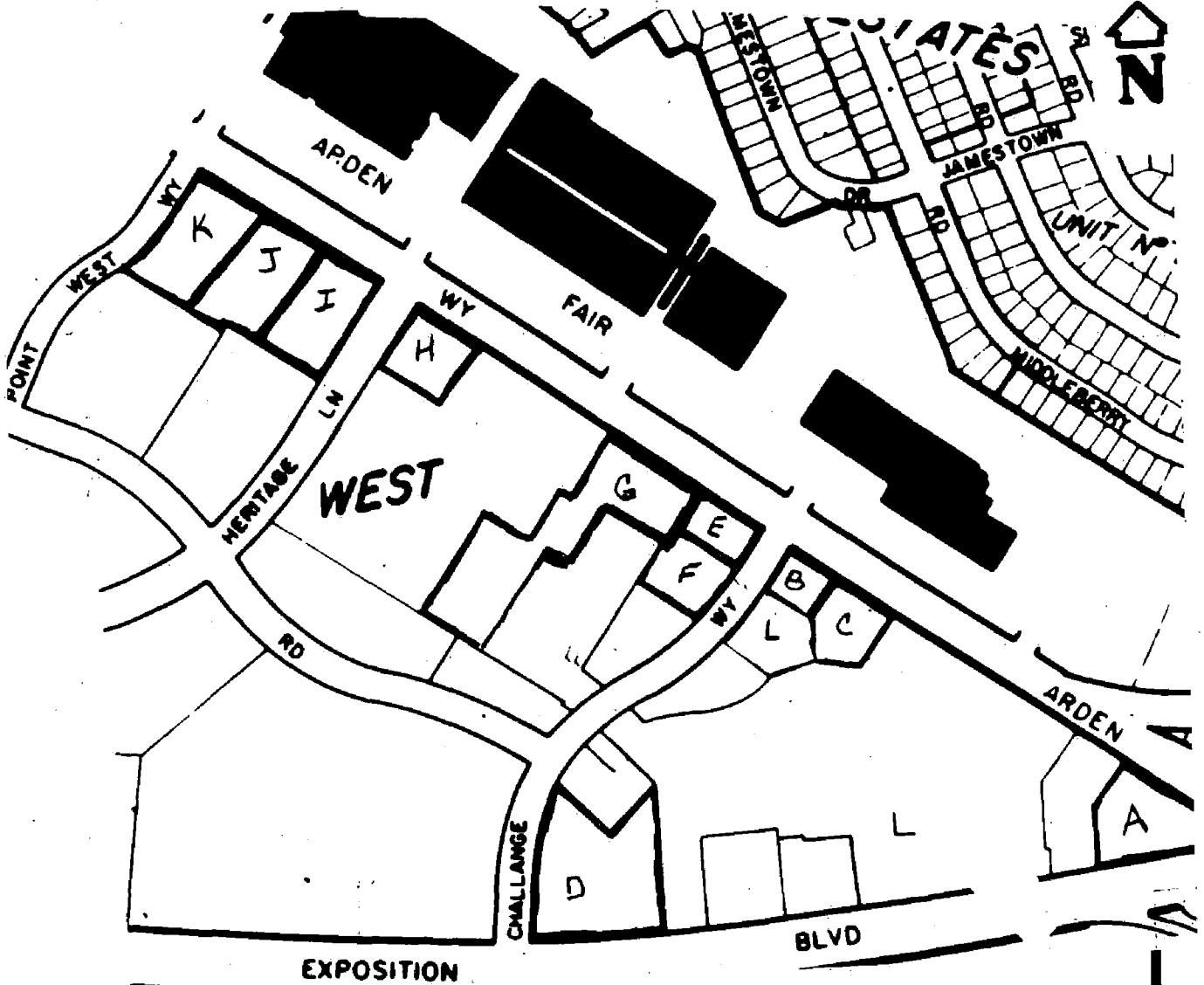
LAND USE AND ZONING MAP

ATTACHMENT C

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- #A - Home Savings Bank - 4 attached signs
- #B - Sumitomo Bank - 3 attached signs
- #C - Coco's Restaurant - 2 attached and 1 detached sign
- #D - Carlos Murphy's Restaurant - 1 attached and 1 detached sign
- #E - Big and Tall - 1 attached and 1 detached sign
- #F - Monterey Bay Canary Restaurant - 2 attached and 1 detached sign
- #G - First Interstate Bank - 2 attached and 1 detached sign * Variance approved 8/91
- #H - Shell Gas Station - 4 attached and 1 detached sign * Variance approved 8/92
- #I - El Torito's Restaurant - 1 attached and 1 detached sign
- #J - World Savings Bank - 2 attached and 1 detached sign
- #K - Peppermill Restaurant - 1 attached and 1 detached sign
- #L - The Olive Garden Restaurant - 1 attached and 1 detached sign * Variance approved 1/92

SURROUNDING DEVELOPMENT SIGNAGE

EXHIBIT D-1

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PLANS			
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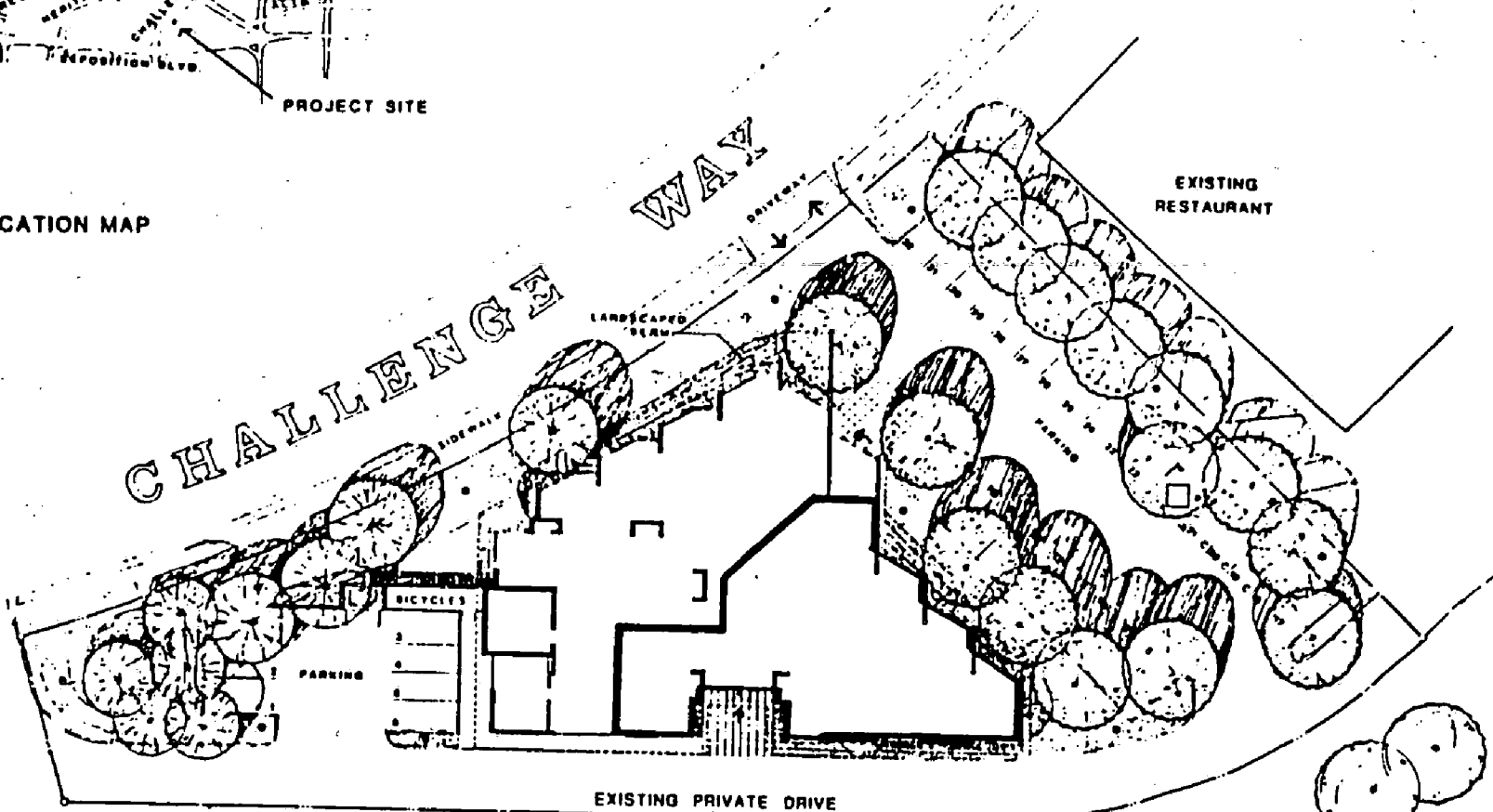


PROJECT SITE

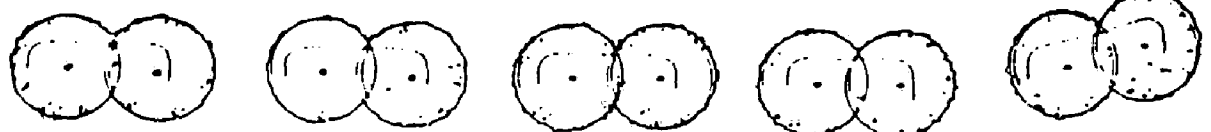
LOCATION MAP

CHALLENGE WAY

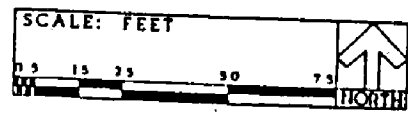
EXISTING RESTAURANT



EXISTING PRIVATE DRIVE



EXISTING COMMERCIAL CENTER PARKING



Associates Lease

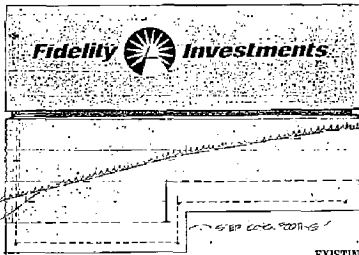
EXHIBIT A

SEE DETAIL ATTACHED

Typical Each Side

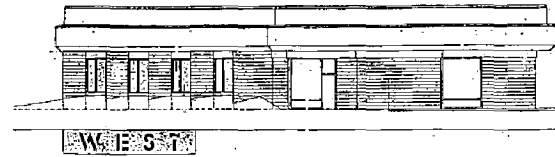
Color of Letters are to be White
Diameter of Corporate Logo to be Gold, Inset Sunburst and Pyramid are to be White

Letter Height to be 6"
Logo Diameter to be 1'-0"



EXISTING MONUMENT SIGN

EXISTING MOUNTING FACE TO BE CLEANED AND PAINTED AS REQUIRED
PROVIDE SHOP DRAWING FOR REVEL



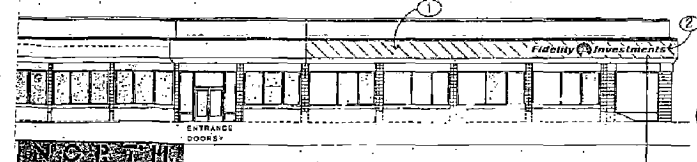
10 LIGHTED MONUMENT SIGN

Typical Sales Entry Signage
Where Vent the Cut Letters
Diameter of Corporate Logo to be Gold, Inset Sunburst and Pyramid are to be White
Approximate Spaced to be 2'-0"
Attached to Cladding at Entry
Topside of Ventstone

Fidelity Investments
Small Fonts
Sunburst, Pyramid
Roads, Account
Asset Management Account
Investment Information

THESE ITEMS APPLY TO ENTRY SIGNAGE, SEE DETAIL 12 THIS SHEET

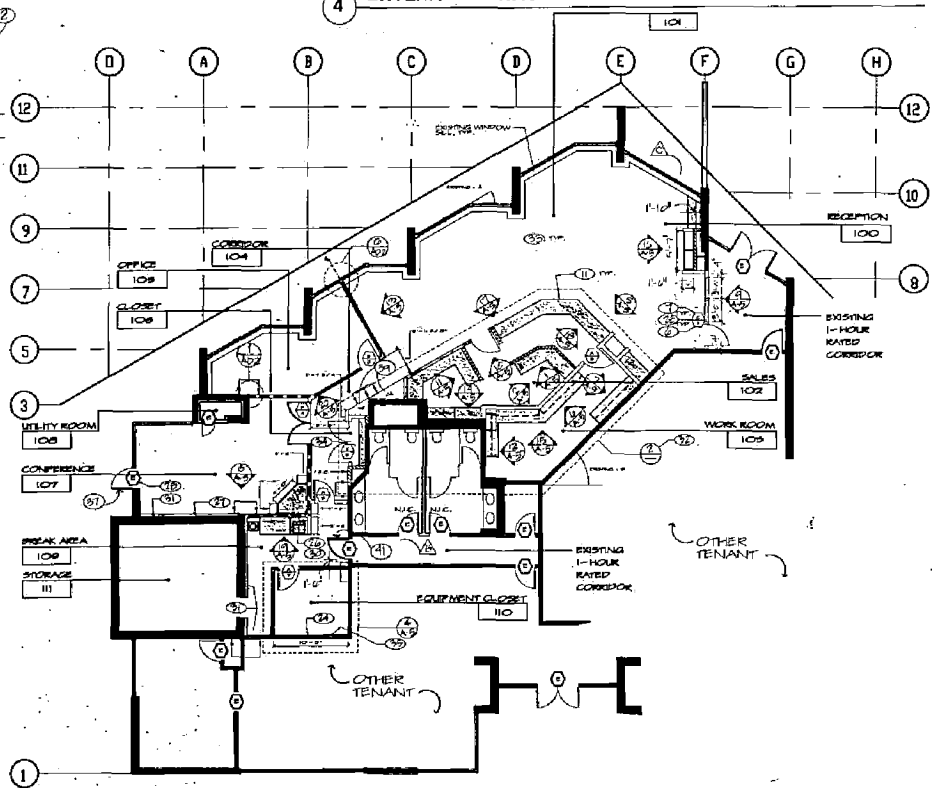
4 EXTERIOR SIGNAGE



CLEAN AND REPAINT EXISTING BUILDING FACADA PRIOR TO INSTALLATION OF EXTERIOR ILLUMINATED SIGNAGE.
EXTERIOR ILLUMINATED SIGNAGE TO BE ASSOCIATED WITH TENANT'S TIME CLOCK IN EQUIPMENT ROOM.

11 EXTERIOR SIGNAGE

Internally Illuminated Channel Letters Mounted to the Exterior Facade of Building
Color of Letters are to be White
Diameter of Corporate Logo to be Gold, Inset Sunburst and Pyramid are to be White
Letter Height to be 6"
Logo Diameter to be 2'-0"

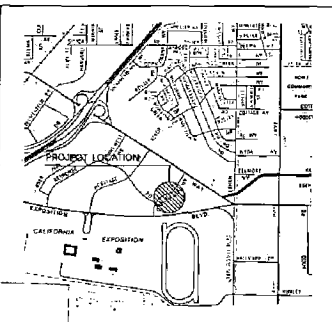


1 CONSTRUCTION PLAN
SCALE: 1/8" = 1'-0"

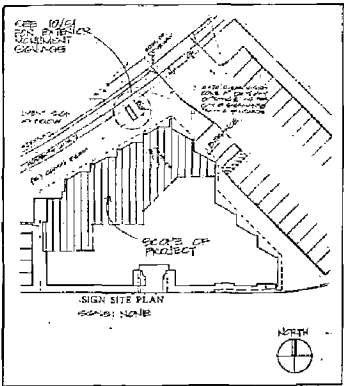
EXHIBIT D-2

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VICINITY MAP



SITE PLAN



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Fidelity Investments
FIDELITY PROPERTIES, INC.
7 WATER STREET
BOSTON, MA 02109

FBSI
1760 Challenge Way
Sacramento, CA

ISSUE	DESCRIPTION	DATE
A	BOOKING AND PERMIT	5/19/93
B	ADDENDUM #1	5/27/93
C	ADDENDUM #2	6/29/93

TSUNAMI
PONDER
DESIGN

107 South Park
San Francisco, California 94101
415.574.1200 Fax: 415.546.7251

DRAWN BY: CHECKED BY: RCB/KK
SCALE: NONE
JOB NUMBER: 93008 00

INTERIOR/
EXTERIOR
SIGNAGE

S-1