

CITY PLANNING COMMISSION

927 10TH STREET, SUITE 300 - SACRAMENTO, CALIFORNIA 95814

APPLICANT	John G. Waterbury - 1910 Olympic Blvd., Ste. 333, Walnut Creek, CA 94596				
OWNER	Exposition Center Associates - 1910 Olympic Blvd., Walnut Creek, CA 94596				
PLANS BY	Pacific Neon Co. - 1576 Silica Avenue, Sacramento, CA				
FILING DATE	11-10-83	50 DAY CPC ACTION DATE		REPORT BY:	JP:sg
NEGATIVE DEC.	Ex. 15111(a)	EIR		ASSESSOR'S PCL. NO.	277-272-14

- APPLICATION:
1. Special Permit to allow the placement of one on-site attached sign and two on-site detached signs in the Point West PUD (Point West PUD Guidelines Sec. 5-A)
 2. Variance to exceed the 16 square foot sign limitation (Sign Ordinance Sec. 3.63a)
 3. Variance to locate two detached signs in required building setback in the OB-R zone (Sign Ordinance, Sec. 3.63b)

LOCATION: Northeast corner of Heritage Lane and Response Road

PROPOSAL: The applicant is requesting the necessary entitlements to erect one 16 square foot attached sign and two eight square foot detached monument signs in the Point West PUD.

PROJECT INFORMATION:

1974 General Plan Designation: Commercial & Offices
1965 Industrial Park Community
Plan Designation: New State fair site
Point West PUD Designation: Office building
Existing Zoning of Site: OB-R
Existing Land Use of Site: Office building (under construction)

Surrounding Land Use and Zoning:

North: Office building under construction; SC-R
South: Vacant; A
East: Office building under construction; OB-R
West: Offices; OB-R

Parking Required:	287 spaces
Parking Provided:	287 spaces
Property Dimensions:	Irregular
Property Area:	3.42 acres
Square Footage of Building:	71,750 sq. ft.
Height of Building:	45 feet above grade
Exterior Building Materials:	Salmon colored brick with reflective glass
Type of Signs:	1 attached sign; 2 detached monument signs
Size of Signs:	Attached: 16 sq. ft. (2'x 8'±); detached: 8 sq. ft. each (total 16 sq. ft.)
Height of Signs:	Attached: 16± ft. from ground; detached: 3 ft.
Colors and Materials:	Attached: non-illuminated cast aluminum letters with bronze finish; detached: concrete with tile background to match building - aluminum letters with bronze finish

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STAFF RECOMMENDATION: Staff recommends the following actions:

1. Approval of the special permit to allow one attached on-site sign and two detached on-site signs in the Point West PUD, subject to conditions and based on findings of fact which follow;
2. Approval of the variance to exceed the 16 square foot sign limitation in the OB-R zone , subject to conditions and based on findings of fact which follow;
3. Approval of the variance to locate two detached signs in the required building setback in the OB-R zone, subject to conditions and based on findings of fact which follow.

Conditions - Special Permit and Variances

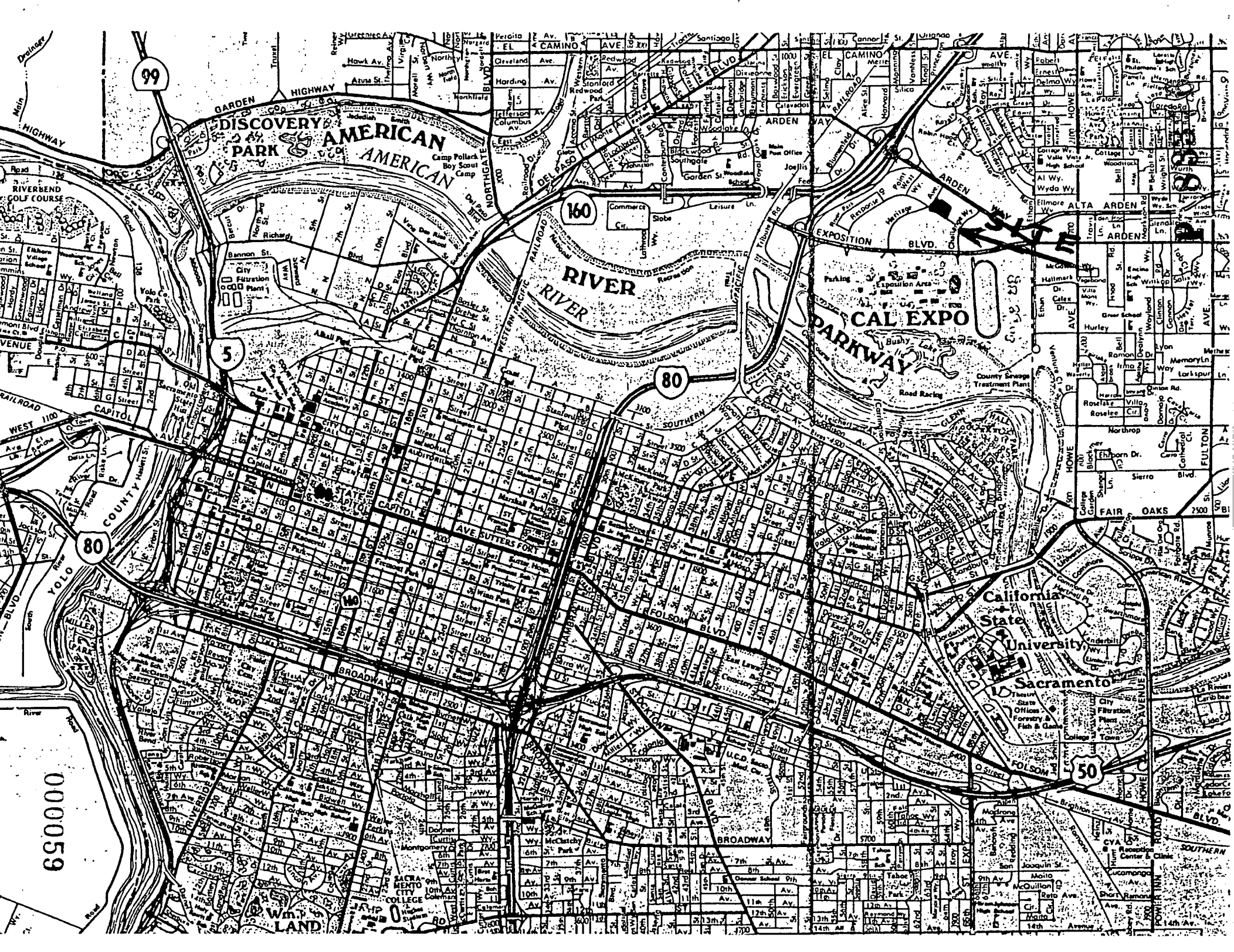
- a. A maximum of one tenant's name may be displayed on each monument sign;
- b. No additional signage will be approved for the subject site;
- c. In all leases with potential office building tenants the tenants shall be notified in the lease that no additional signage will be approved for the subject site;
- d. The signs allowed shall be per Exhibits D and E.

Findings of Fact - Special Permit

- a. The granting of the special permit to allow two detached tenant identification signs and one attached building identification sign is not a special privilege granted to one individual property owner in that there are other tenant identification signs in the Point West PUD area;
- b. The granting of this special permit will not be injurious to the surrounding properties in that the proposed signs will not significantly change the characteristics of the area;
- c. The granting of the special permit is based on sound principles of land use in that the signs are compatible with other signage in the Point West area.

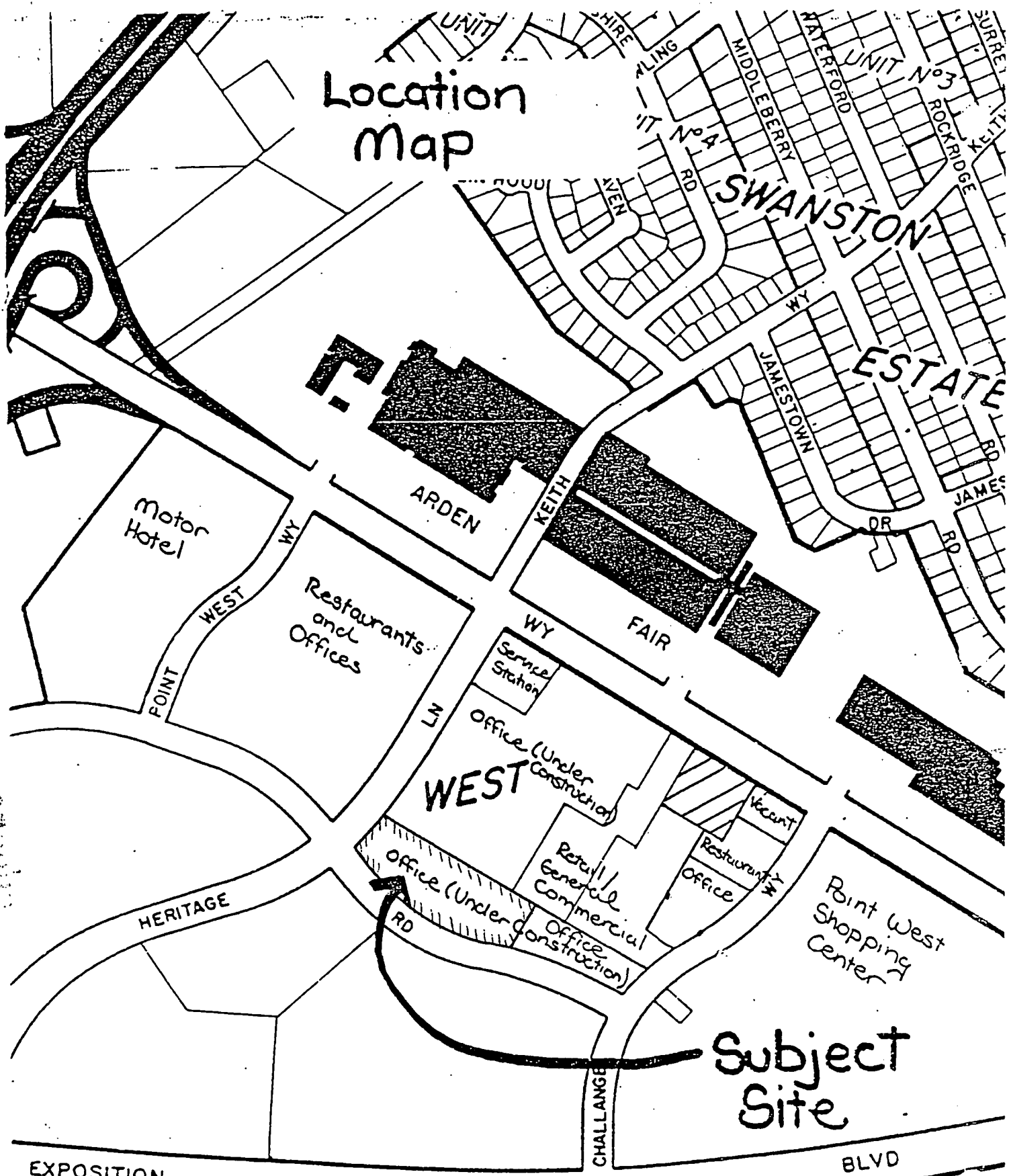
Findings of Fact - Variances

- a. The granting of the proposed variances is based upon extraordinary circumstances in that signage within this area is subject to both the requirements of the City Sign Ordinance and Point West PUD Guidelines;
- b. The variances, as conditioned, will not constitute a special privilege extended to one property owner in that similar requests for such signage have been granted in this area;
- c. The variances will not materially or adversely affect the health and safety of persons residing or working in the area in that the signs will be constructed to code requirements.



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Location Map



Subject Site

EXPOSITION

BLVD

MAP

EXPO

NO.

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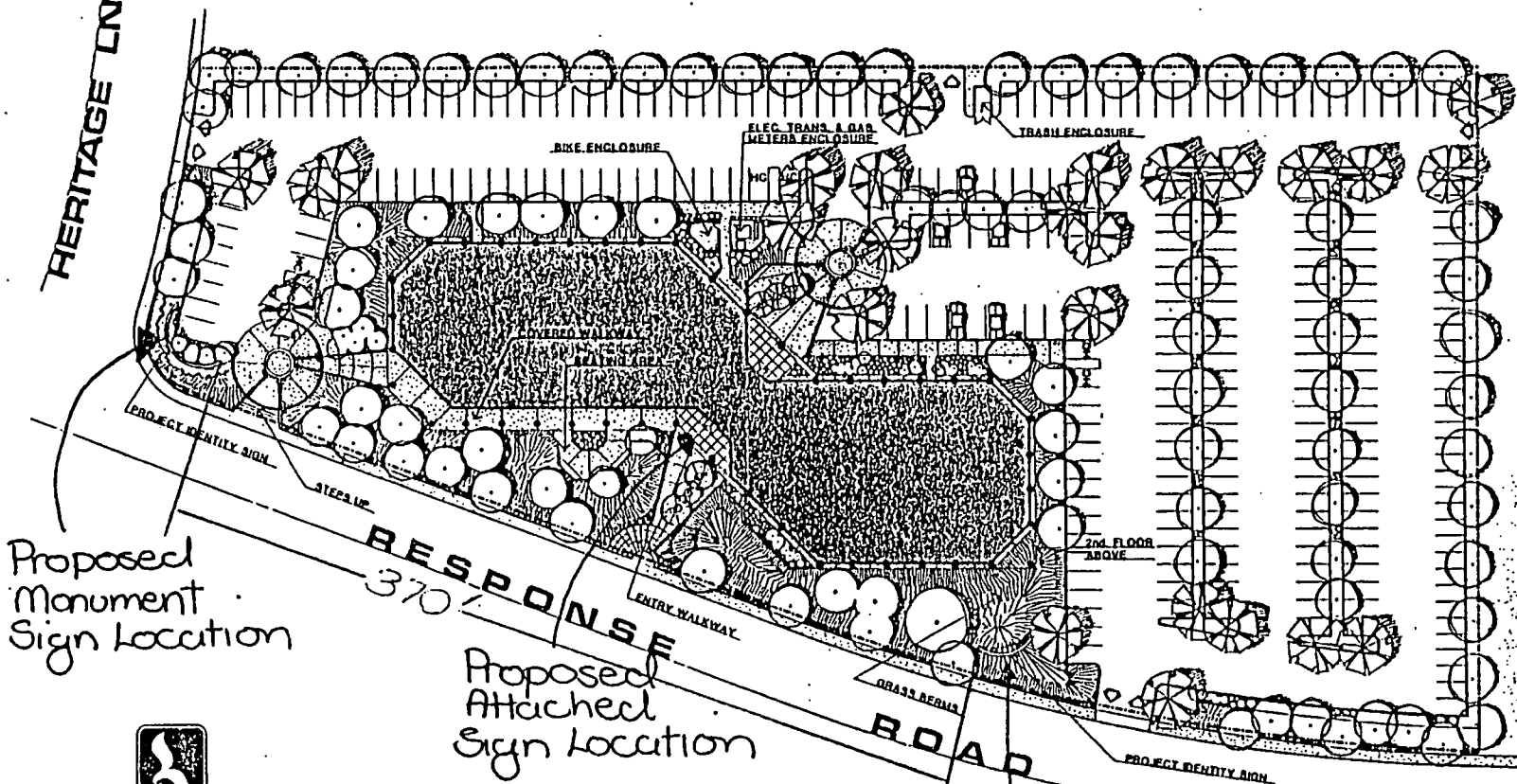
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PCS-376

12-15-83

N6-30

HERITAGE LN.



Proposed Monument Sign Location

Proposed Attached Sign Location

Proposed Monument Sign Location



SITE PLAN



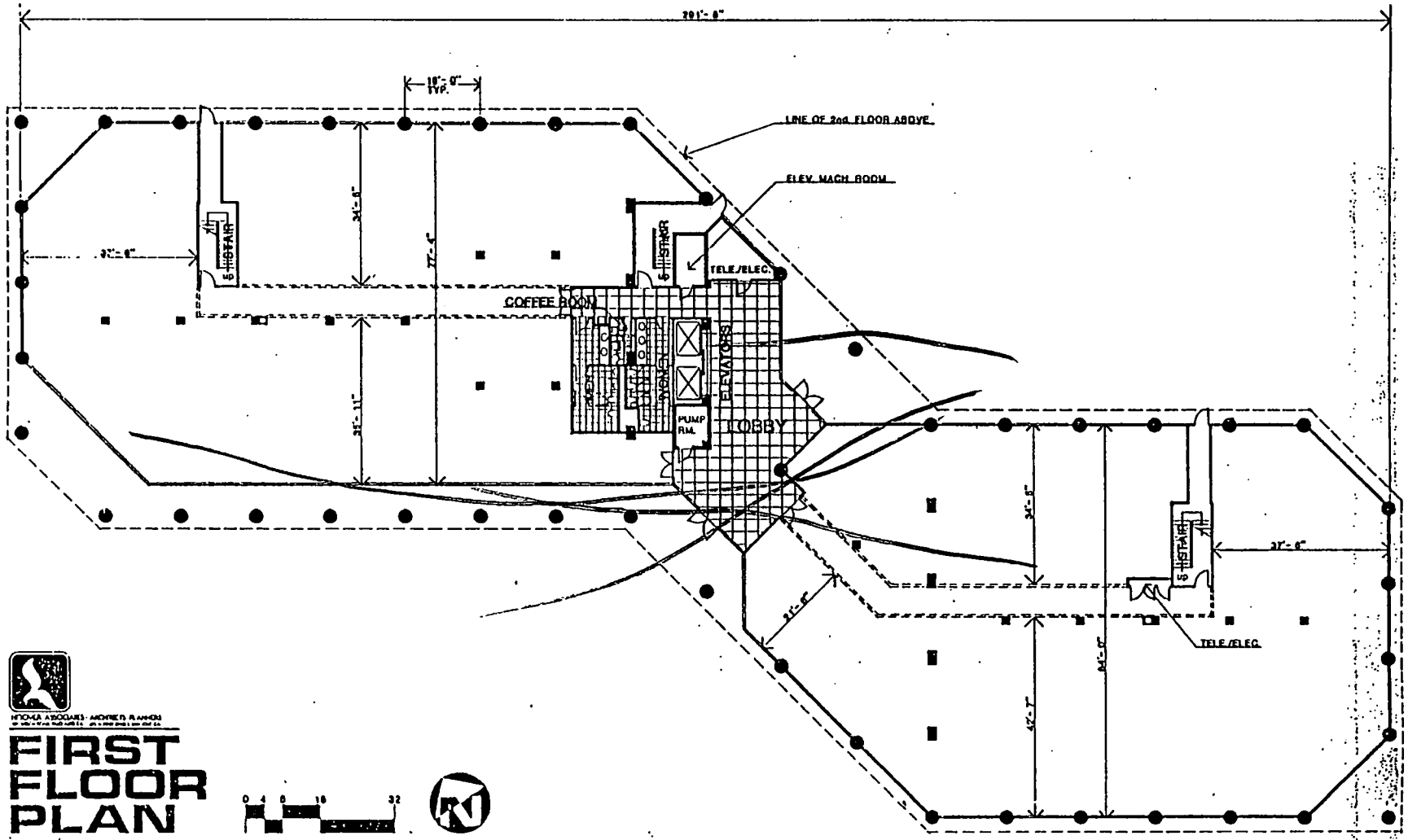
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Exhibit A

P83-376

12-15-83

No. 30



WORLD ASSOCIATES ARCHITECTS P.A.
 1000 W. 10th Street, Suite 1000, Denver, CO 80202

FIRST FLOOR PLAN



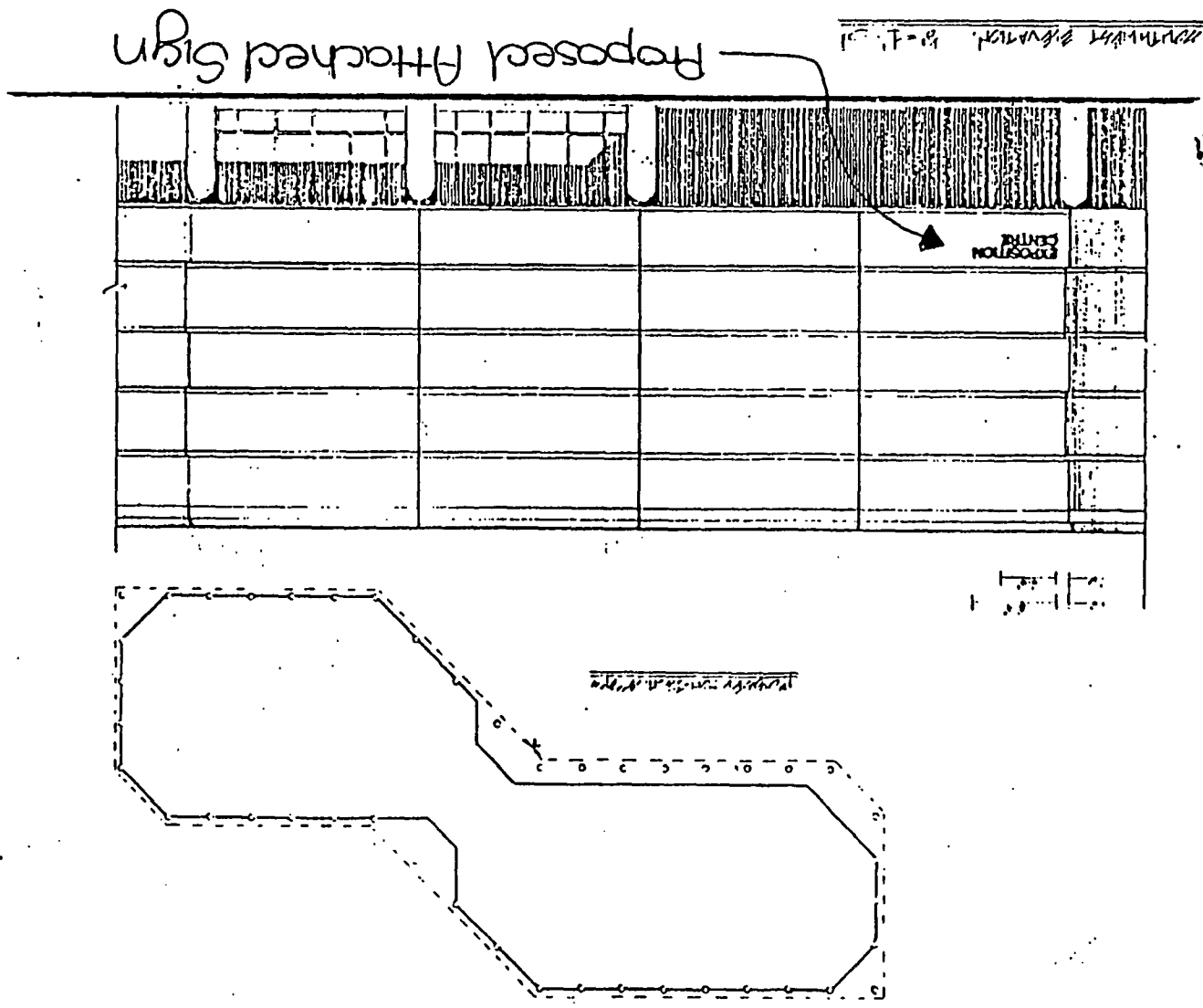
Exhibit B

Pacific Sign & Graphics, Inc.
 1315 S. Main Street, Suite 100
 San Mateo, CA 94401
 (415) 351-1111
 FAX (415) 351-1112



STATE OF CALIFORNIA
 COUNTY OF SAN MATEO
 SUPERVISOR'S OFFICE
 1000 CALIFORNIA STREET
 SAN MATEO, CALIFORNIA 94401

Exhibit D



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THE BOARD OF SUPERVISORS HAS REVIEWED THE APPLICATION FOR A PERMIT TO CONSTRUCT AND HAS GRANTED THE PERMIT.

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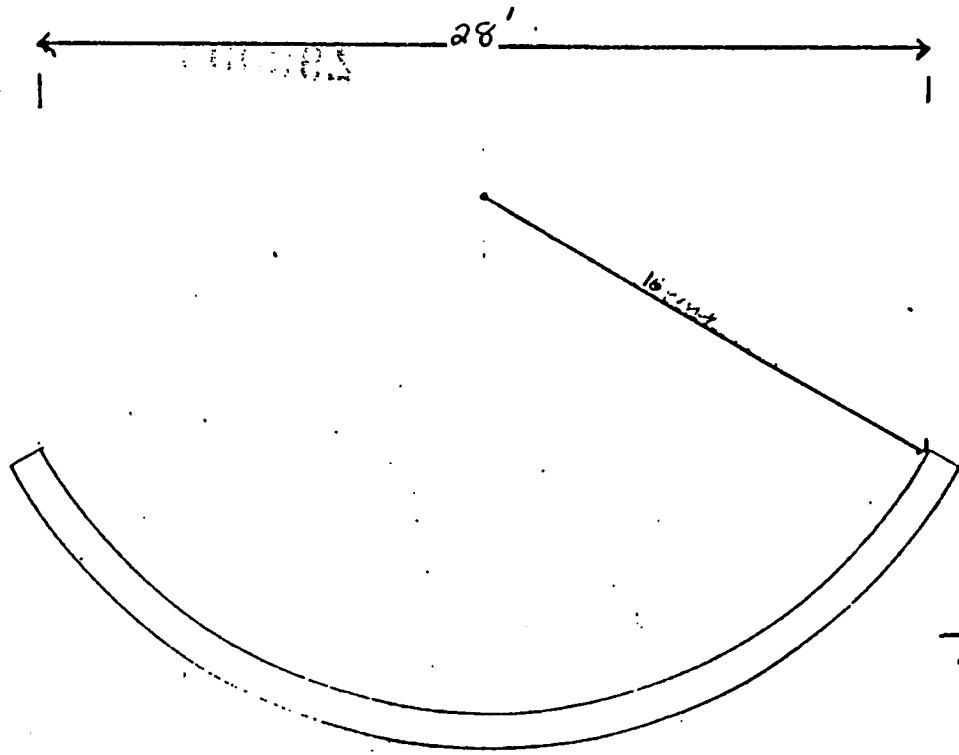
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No. 30



*NO SIGN ON THE EAST SIDE OF THE CURVE
 COMPLETE CURVE WITH THE FRONT OF THE SIGN
 IN ORDER TO AVOID THE TRUCK STOP SIGN.*

Exhibit E

PLANNING DEPARTMENT
 1500 PACIFIC AVENUE, SUITE 100
 OAKLAND, CALIFORNIA 94612
 PHONE (415) 771-2000

APPLICANT: [Name]
 PROJECT: [Name]
 DATE: [Date]

APPROVED: [Signature]
 DATE: [Date]

RECEIVED: [Date]

PLANNING DEPARTMENT
 1500 PACIFIC AVENUE, SUITE 100
 OAKLAND, CALIFORNIA 94612
 PHONE (415) 771-2000

- d. The variances do not constitute use variances in that office buildings are allowed in the UB-R zone;
- e. The project is consistent with the 1974 General Plan and the Point West PUD which designate the site for office use.

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BACKGROUND INFORMATION: The applicant previously requested the necessary entitlements to allow the placement of the three proposed signs on the subject site (P83-222). On August 25, 1983 the Planning Commission approved one attached sign and one detached monument sign for the site and denied the request for the second detached monument sign. Subsequent to the applicant's hearing, the Planning Commission held two special study sessions on signage in the Point West PUD. After these meetings several requests for signage which exceeded the number, height and area limitations of both the Sign Ordinance and Point West PUD Guidelines were granted by the Planning Commission. The applicant, therefore, is requesting the necessary entitlements to allow one attached on-site sign and two detached on-site monument signs for the subject site as he originally proposed.

STAFF EVALUATION: Staff has the following comments regarding this proposal:

1. The subject site is a 3.42 acre corner lot on which a three story (45 foot high), 71,750 square foot office building is under construction (P82-008). The applicant is proposing to erect two detached monument signs with eight square feet of copy each within the setback areas (Exhibits A, C and E). These signs would be used as tenant identification signs.

Staff has no objection to the placement of two monument signs on the site as the parcel has two street frontages and the signs are low profile in comparison to the size of the building under construction. The two monument signs are 370 feet apart, conforming to the Point West PUD Guidelines requiring that there is a minimum distance of 300 feet between detached signs (Exhibit A). The signs also conform to the Guidelines in that they are a minimum of 10 feet from all driveways and property lines. In addition, monument signs similar to the applicant's proposed signs can be found in the Point West PUD area.

2. The applicant is also proposing a 16 square foot attached sign above the main entrance of the building (Exhibits A, C and D). The purpose of this sign would be to identify the building, Exposition Centre, rather than a tenant identification sign.

Staff has no objection to the placement of this sign on the building. Several attached signs exceeding the 16 square foot area limitation have recently been approved in the Point West PUD. The 105,000 square foot parcel to the east of the subject site (Capital Federal Savings and Loan), for example, was recently given approval for two attached signs totaling 265 square feet in size (P83-254). Staff feels that the attached sign proposed by the applicant is a reasonable size for the building and will not create an adverse impact on the streetscape in the Point West PUD area.

3. As stated above, staff does not feel that the three signs proposed by the applicant constitute an unreasonable request because of the size of the subject parcel and the office building under construction on the site. Staff, however, does recommend that no further on-site signage be allowed. The three proposed signs, if approved, will identify the office building in addition to a maximum of two major tenants. This is sufficient identification for all future occupants of the office building. Staff also recommends that in all leases with potential office building tenants that the tenants be notified that no additional signage will be approved for the subject site.