

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 Ave., Sacramento, CA				
FILING DATE	7-6-83	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 attached sign and two 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) *16 sq. ft. in center*
1 detached @ 8 sq. ft. on corner / 1 tenant
 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 Pont 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

APPLC. NO. P83-222

MEETING DATE August 25, 1983

CPC ITEM NO. 13

002356

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

1. The subject site is a 3.42 acre corner lot on which a 71,750 square foot office building is under construction (P82-008). The applicant is proposing to erect one 16 square foot attached sign above the main entrance and two detached monument signs with eight square feet of copy each within the setback area (Exhibits A-D). The proposed detached signs are each 28 foot wide crescents with 16 foot radius and three feet high (Exhibit E). The size, location and amount of signage proposed does not conform to the Point West PUD Guidelines or the City's Sign Ordinance. The applicant, therefore, is requesting the necessary entitlements to erect the three signs.
2. The proposed signs were reviewed by the Point West Architectural Review Committee. They have concerns regarding the amount of signage, that no specific lettering is proposed for the signs and that the detached signs are not in keeping with the architectural lines of the rest of the project (Exhibit F).
3. Staff can find no hardship to justify allowing more than the maximum amount of signage permitted on the subject site. One monument sign located at the southern entrance of the office building or the proposed attached identification sign would sufficiently identify the "Exposition Centre" office building to passing motorists and pedestrian traffic. Both of these alternatives are allowed by the City Sign Ordinance and the Point West PUD Guidelines. If the applicant chooses to erect the detached monument sign, staff has no objection if it is placed in a portion of the required building setback. The sign must, however, be located a minimum of 10 feet to any property line or driveway as per the PUD Guidelines. Staff has no objections to the design of the proposed monument sign and believes such a sign would enhance the site.

Staff also has a concern with the amount of signage this site is allowed because there are two adjacent office buildings under construction that may request similar signage. By granting an exception for this site, the two adjacent sites will be encouraged to make a similar request.

STAFF RECOMMENDATION: Staff recommends the following actions:

- X1. Denial of the special permit to allow one attached sign and two detached signs in the Point West PUD based on findings of fact which follow;
- X2. Denial of the variance to exceed the 16 square foot sign limitation in the OB-R zone based on findings of fact which follow;
- X3. Denial of the variance to locate two detached signs in the required building setback in the OB-R zone based on findings of fact which follow..

Findings of Fact

- a. This permit, if granted, would not be based upon sound principles of land use in that (1) three signs are not needed to identify the office building on the subject site; and (2) the approval of more than one sign for the subject site would encourage the proliferation of signage on neighboring sites, affecting the streetscape of the PUD area.
- b. The signs, as proposed, are not consistent with the guidelines proposed for signs as outlined in the Point West PUD Guidelines.

X see page 3
P83-242

August 25, 1983

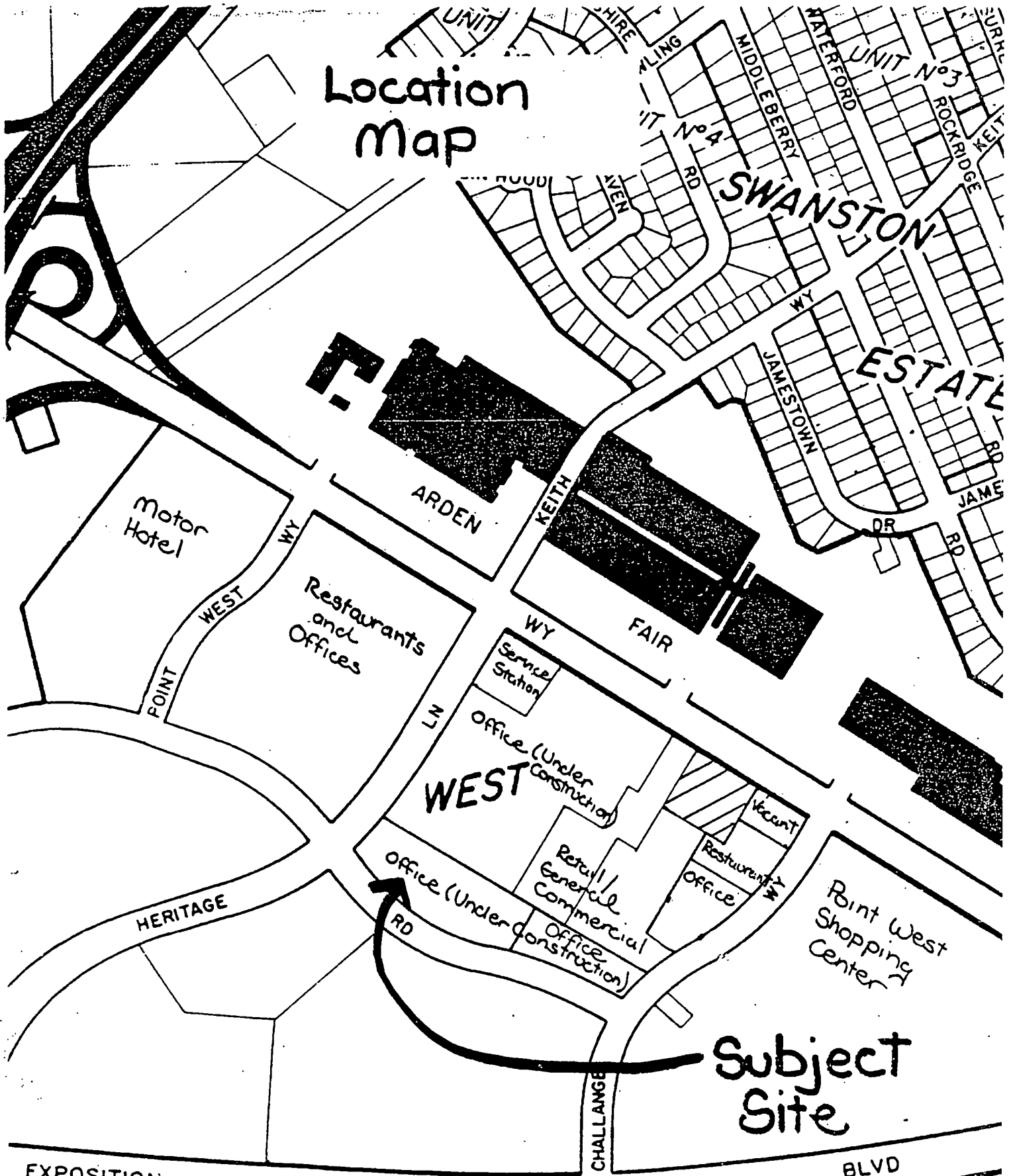
Item 13

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- c. The variance, if approved, would constitute a special privilege extended to one property owner in that no hardship has been demonstrated to justify the erection of three identification signs on the subject site;
- d. The granting of the requested variance would not be in harmony with the expressed purpose of the City's Sign Ordinance to:
 - 1. "Reserve and improve the appearance of the City as a place in which to live and to work, and as an attraction to non-residents who come to visit or trade", and
 - 2. "which eliminates excessive and confusing sign displays".

** CPC of the app. per + variances
of one 16 sq. ft. of @ one 8 sq. ft.
A monument @ for one tenant*

Location Map



EXPOSITION

BLVD

MAP

EXPO

NO.

2

002359

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P83-204

8-25-83
7-28-83

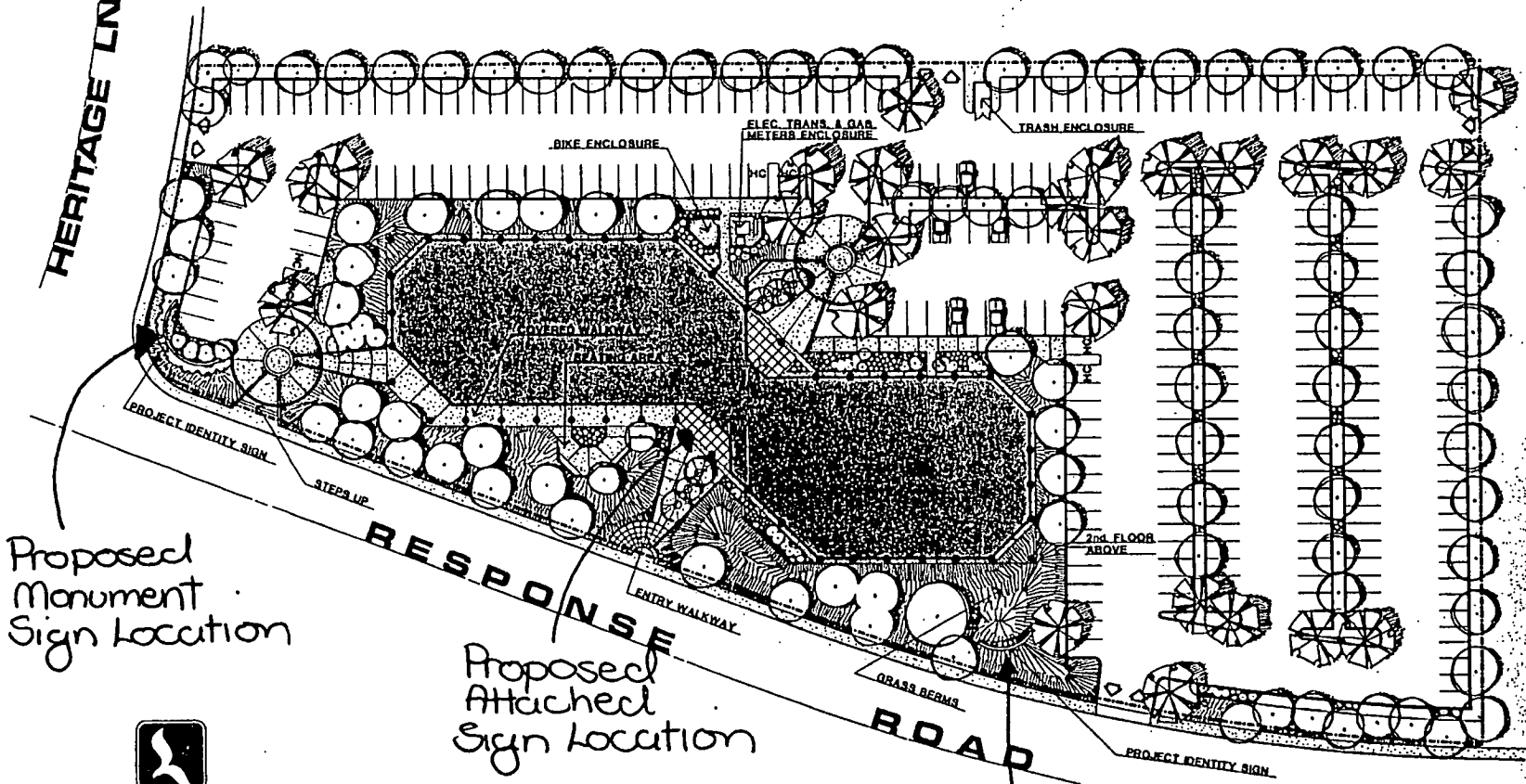
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HERITAGE LN.



Proposed Monument Sign Location

Proposed Attached Sign Location

Proposed Monument Sign Location



HOOPER ASSOCIATES ARCHITECT PLANNERS
100 WEST 10TH AVENUE, SUITE 200, DENVER, CO 80202

SITE PLAN

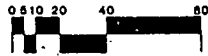
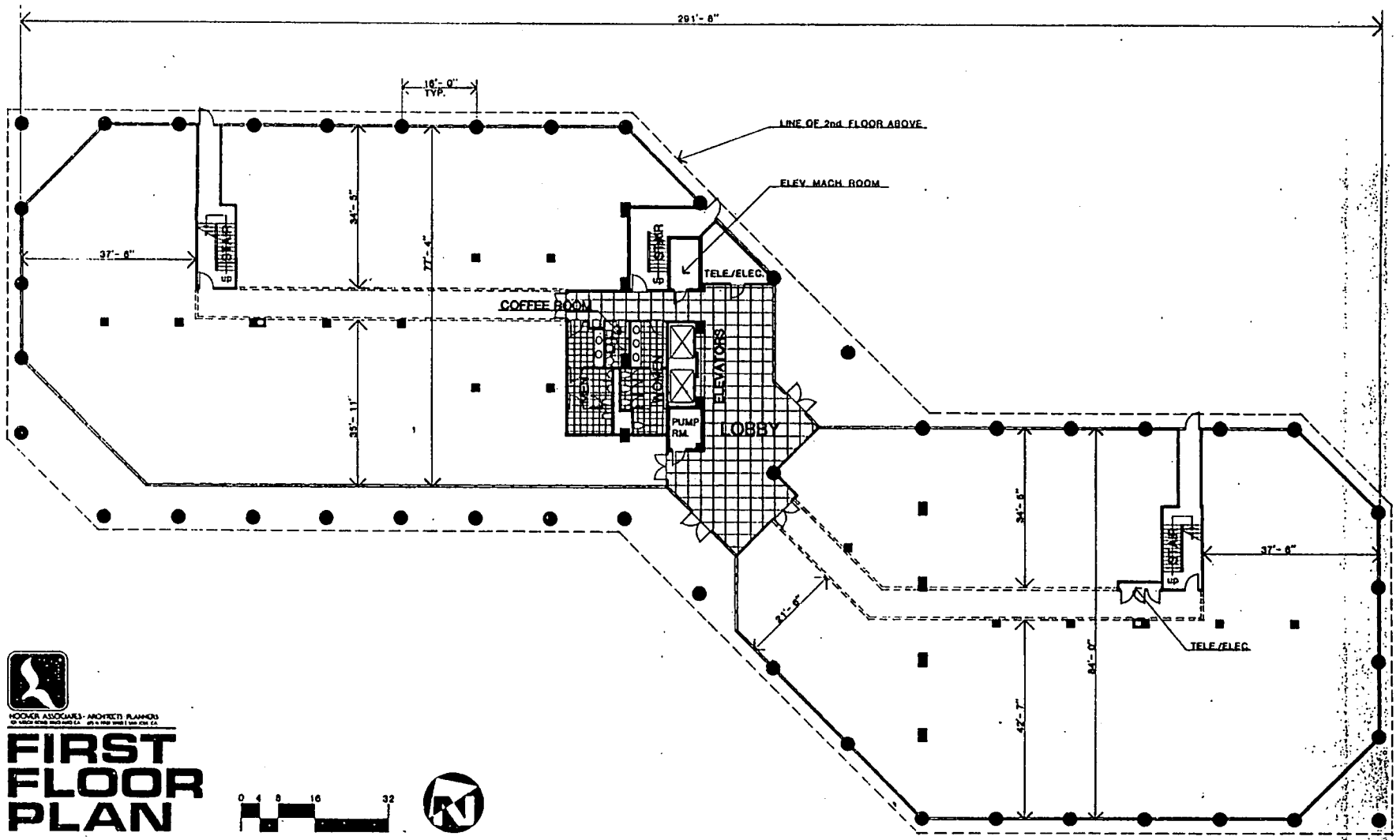


Exhibit
A

PS3-222

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 HOOKER ASSOCIATES - ARCHITECT PLANNERS
 10000 W. 10th Ave., Suite 100, Denver, CO 80202
FIRST FLOOR PLAN

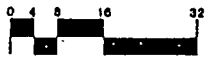
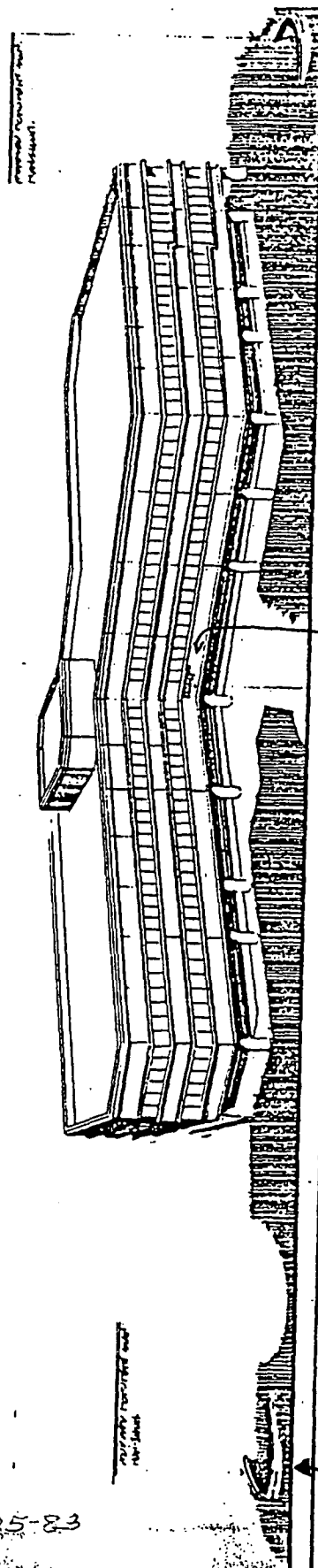
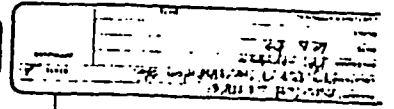
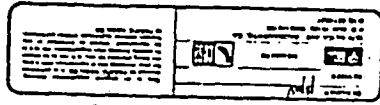


Exhibit B

Exhibit C



Proposed Monument Sign

Proposed Attached Sign

Proposed Monument Sign

002362

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Handwritten notes in the bottom left corner, including the word 'Proposed' and other illegible scribbles.

002363

SHOULD BE SHOWN ON ALL PLAN CUTS IN OFFICE.
IN ORDER TO BE USED IN OFFICE PLAN.

PROPOSED SIGN
PROPOSED SIGN, 6'-1" x 1'

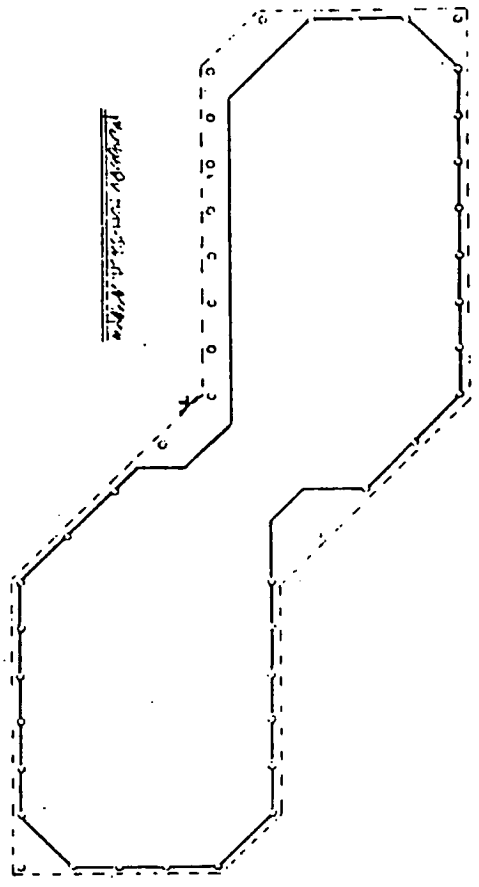
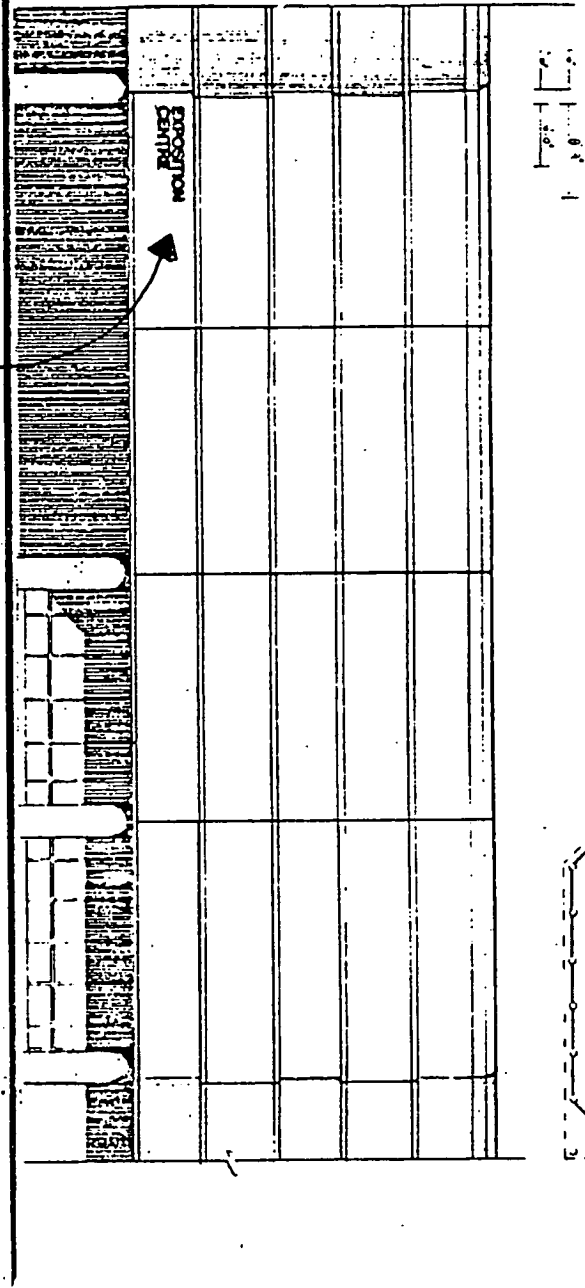


Exhibit D

ACCOUNT: [Handwritten]

LOCATION: [Handwritten]

DATE: [Handwritten]

SCALE: [Handwritten]

STATE: [Handwritten]

APPROVED: [Handwritten]

LISTED IN APPROVAL: [Handwritten]



DESIGNER: [Handwritten]

IN VISIT: [Handwritten]

MEMBERS: [Handwritten]

1538 SHILOH AVE., SACRAMENTO, CA
P.O. BOX 15100 95815-0100
(916) 927-0027

This is an original unaltered drawing created by Pacific Neon Co. It is submitted for your personal use only and is not to be used for any other purpose without the written permission of Pacific Neon Co.

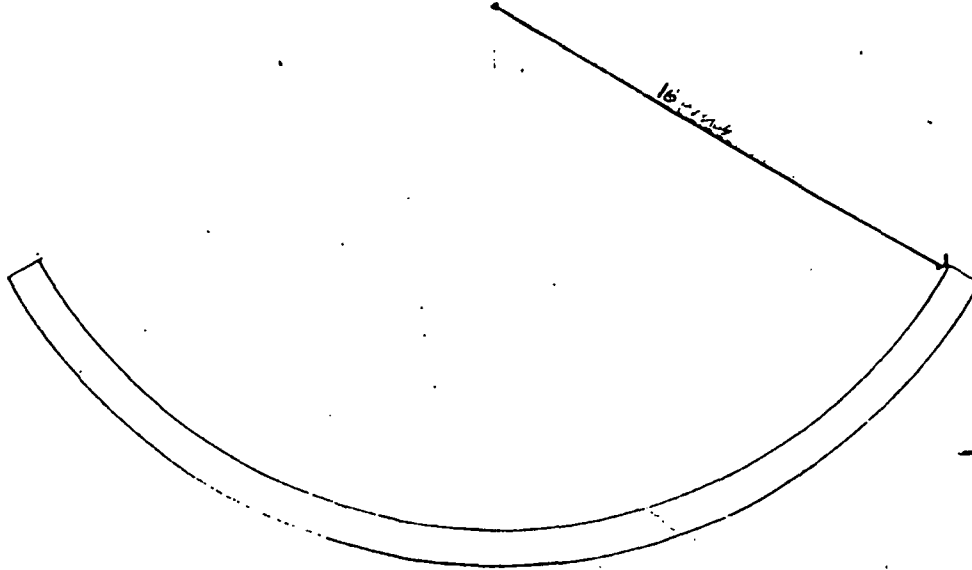
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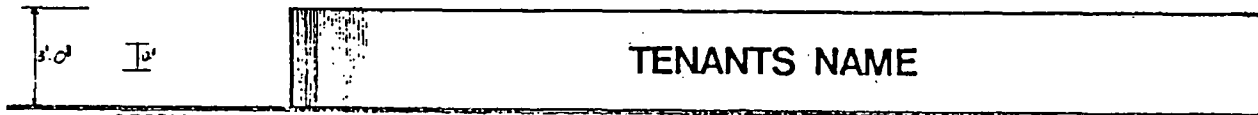
002364

28'



*NO CURVED SIGN STRUCTURE
 COMPLETE WITH THE FIRST OF EACH SIGN
 TO BE SET AND WITH THE SIGN STRUCTURE.*

10'



Proposed Monument Sign

DESIGNER: **96** MEMBER: **96**
 1545 SILVER AVE. SACRAMENTO, CA
 P.O. BOX 15100 SACRAMENTO, CA
 PH. 916.937.0337

APPROVED: **96**
 1545 SILVER AVE. SACRAMENTO, CA
 P.O. BOX 15100 SACRAMENTO, CA
 PH. 916.937.0337



APPROVED: _____ DATE: _____
 SIGNATURE: _____
 TITLE: _____
 COMPANY: _____

Exhibit E

Exhibit F

THE BEVERLY GARLAND MOTOR LODGE

SACRAMENTO

CITY PLANNING DEPARTMENT AUGUST 4, 1983

AUG 15 1983

RECEIVED

Ms. Joy Patterson
SACRAMENTO CITY PLANNING
927 - 10th Street #300
Sacramento, California 95814

Re: Exposition Center Sign Requests

Dear Joy:

The Point West Architectural Review Committee has reviewed the plans submitted on the above project and cannot approve the plans for the following reasons:

The C C & R's do not allow for more than one sign per parcel (note: section 5 - Sign Regulations, A5a and A5d). The detached signs are not in keeping with the C C & R's in that they are not permitted if a building sign is permitted and the Architectural Review Committee cannot approve any detached sign without specific lettering. Further, the A.R.C. is not particularly pleased with the two (2) detached signs in that they are semi-circular in nature and are not in keeping with the architectural lines of the rest of the project.

The A.R.C. would recommend a straight-line design which would be in keeping with the architectural lines of the project.

If you have any further questions, please feel free to call me.

Sincerely,

Fillmore Crank
Fillmore P. Crank, Jr.
Senior Member
Point West Architectural Review
Committee

FPC:kg
cc: Walt Rohrer
Cathy Templeton
Enclosures

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8-25-83

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STAFF REPORT AMENDED 2-25-82
CITY PLANNING COMMISSION

927 - 10th Street - SACRAMENTO, CALIFORNIA 95814

Staff report for building
On site
Pertains to signs

APPLICANT	John G. Waterbury, 1990 N. California Blvd., Suite 830, Walnut Creek, CA 94596		
OWNER	Exposition Centre Associates, 900 Cherry Avenue, Ste. 200, San Bruno, CA 94066		
PLANS BY	Hoover Associates		
FILING DATE	1-20-82	50 DAY CPC ACTION DATE	REPORT BY: TM:bw
NEGATIVE DEC.	2-12-82	EIR	ASSESSOR'S PCL. NO. 277-272-06

- APPLICATION:
1. Negative Declaration
 2. Special Permit to develop a 71,750+ square foot office building on 3.4 acres in the Office Building, OB, zone within the Point West PUD

LOCATION: Northeast corner Heritage Lane and Response Road

PROPOSAL: The applicant is requesting the necessary entitlements to develop a three-story office building with the OB-R zone in the Point West PUD.

PROJECT INFORMATION:

1974 General Plan Designation:	Commercial and Office
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:	Vacant
Surrounding Land Use and Zoning:	
North:	Commercial; SC-R
South:	Vacant; A
East:	Vacant; OB-R
West:	Office, Apartments; OB-R, R-3-R
Parking Required:	287 spaces
Parking Provided:	287 spaces
Parking Ratio:	1:250 sq. ft. gross floor area
Property Dimensions:	Irregular
Property Area:	3.42 acres
Square Footage of Building:	71,750
Height of Building:	45 feet above grade
Building Site Plan:	
Building Coverage:	15 percent
Landscaped Area:	30 percent
Surfaced Area:	55 percent
Materials:	Salmon colored brick with reflective glass

PROJECT BACKGROUND: On November 13, 1980, the Planning Commission approved a special permit (P-9218) to allow the development of a 45-foot tall, 68,000 square foot office building on the subject site.

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STAFF EVALUATION: The proposed office building is consistent with the OB zoning and the Point West designated land use for this site. This project is also similar in height and square footage to the previously approved project for this site. Staff finds the overall proposal in compliance with the intent and purpose of the Point West Guidelines, but wishes to make the following comments regarding certain aspects of the project:

- ① The site plan indicates two detached identification signs. Other office projects within Point West, such as the Farm Bureau and World Savings were allowed only one monument sign as permitted in the Sign Ordinance. Staff therefore recommends that only one monument sign be permitted and that this sign be located outside of the required setback areas and conform to the requirements of the City Sign Ordinance.
2. The site plan indicates a substantial amount of landscaping throughout the site as well as possible compliance with the 50 percent parking area shading requirement. To insure compliance with the 50 percent shading requirement and the requirement of the PUD Guidelines, staff requests that the applicant submit a detailed landscape and irrigation plan for the review and approval of the Planning Director prior to the issuance of building permits. In addition, staff requests that these plans incorporate an undulating landscape berm between the parking lots and the public street frontages.
3. The proposed parking ratio of one space per 250 square feet of gross floor area will satisfy the required parking ratio for non-medical or dental offices only. Therefore, staff wishes to inform the applicant that such uses are not allowed for this site.
4. The site plan indicates that visitor bicycle parking will be provided adjacent to the Pedestrian Plaza, midway and north of the building. Staff recommends that the applicant also provide for a minimum of seven secure employee bicycle spaces within the building.
5. The applicant has indicated that brick pavers and reflective glass will be used on the exterior of the building. Staff requests that the applicant submit samples of the type of reflective glass to the Planning Director for review and approval prior to the issuance of building permits. This is to insure that the glass utilized will be partially reflective (such as solar bronze glass) only. Staff finds the use of highly reflective glass inappropriate to the design and materials used in the buildings located in the general vicinity of the subject site.

STAFF RECOMMENDATION: Staff recommends the following actions:

1. Ratification of the Negative Declaration;
2. Approval of the Special Permit subject to the conditions and based upon Findings of Fact which follow:

*Conditions - Special Permit

- a. Detailed landscape and irrigation plans shall be submitted to the Planning Director for review and approval prior to the issuance of building permits. These plans shall include an undulating berm of sufficient height to shield the view of the parking lot from the adjacent public streets. Tree coverage shall be provided to meet the City's 50 percent parking lot shading as well as to provide visual relief throughout the landscaped areas;
- b. ~~The applicant shall provide for secure employee bicycle parking subject to staff review and approval prior to the issuance of building permits. A minimum of seven such spaces shall be provided within the building.~~ (CPC amended to: The applicant shall provide 7 secure employee bicycle parking subject to staff review and approval prior to the issuance of building permits.)
- c. Medical or dental office uses shall not be permitted due to non-compliance with the parking ratio required for medical and dental office uses;
- d. A sign program shall be submitted to staff for review and approval prior to the issuance of sign permits. All signage shall conform to the provisions of the PUD Guidelines and the City Sign Ordinance;
- e. The proposal shall comply with all requirements of the Point West PUD Development Guidelines.

Findings of Fact - Special Permit

- a. The special permit, as conditioned, is based on sound principles of land use in that office uses will be compatible with the surrounding, existing and designated uses;
- b. The special permit, as conditioned, will not be detrimental to the public health, safety and welfare, or result in the creation of a nuisance in that:
 - 1) adequate parking shall be provided on the subject site; and
 - 2) the on-site circulation provides for adequate ingress and egress to the adjacent developments.

*CPC approved applicant's request to use solar cool bronze glass.

- c. The special permit is in compliance with the General Plan in that it satisfies the commercial land use objective of grouping related and compatible businesses wherever possible;
- d. The project is consistent with the 1974 General Plan and the Point West PUD Schematic Plan which designates the site for commercial and office use and office buildings respectively.