



MILPITAS PLANNING COMMISSION AGENDA REPORT

PUBLIC HEARING

Meeting Date: June 23, 2010

APPLICATION: Conditional Use Permit No. UP10-0007, McCarthy Monument Sign

APPLICATION
SUMMARY:

A request to install a 7-1/2-foot tall double-faced, non-illuminated monument sign along the McCarthy Street frontage.

LOCATION:
APPLICANT:

1900 A. McCarthy Blvd. (APN 86-03-016)
Steve Peterson, Ad Art Sign Company, 652 Lockhaven Drive, Pacifica, CA 94044

OWNER:

RECOMMENDATION: Staff recommends that the Planning Commission:

Adopt Resolution No. 10-031 approving the project subject to conditions of approval.

PROJECT DATA:

General Plan/

Zoning Designation:

Highway Services (HWS)/Highway Services (HS)

Overlay District:

Site and Architectural Overlay (-S)

Specific Plan:

N/A

Site Area:

3.20 Acre

Total Allowable Sign Area:

1,741.26 square feet

Existing Sign Area:

118.89 square feet

Proposed Sign Area:

56.67

Total Sign Area:

175.56 square feet

CEQA Determination:

Categorical exempt pursuant to Section 15311, Class 11, (a) (Accessory Structures, On-premise Signs) of the California Environmental Quality Act (CEQA).

PLANNER:

Cindy Hom, Assistant Planner

PJ:

2639

ATTACHMENTS:

A. Resolution No. 31
B. Project Plans

LOCATION MAP



No scale

BACKGROUND

On November 17, 1983, the Planning Commission granted Site and Architectural approval for the installation of two (2) four-foot, four-inch non-illuminated white cement concrete monument signs with recessed lettering along the McCarthy Boulevard and Montague Expressway. These signs have been removed and no longer exist.

On April 23, 2010, Steve Peterson of Ad Art Sign Company submitted an application to erect a 7 ½ - foot tall monument sign along the McCarthy Boulevard. According the Milpitas Municipal Code (MMC) XI-30-3.01 (c), freestanding signs over six feet in height may be allowed with Planning Commission review and approval of a conditional use permit.

PROJECT DESCRIPTION

The project site is located at the northeast corner of the McCarthy Boulevard and Montague Expressway intersection on a 3.20 acre parcel developed with a four story office building with basement and surface parking and related site improvements. The project site is bounded by McCarthy Boulevard to the west, Montague Expressway to the south, the Beverly Heritage Hotel to east, and industrial and professional office buildings to the north.

The project site is zoned Highway Services and is surrounded by other industrial and professional offices to the north, west, south, and hotel uses to the east and northeast. A vicinity map of the subject site location is included on the previous page.

Project Scope

The applicant requests to install a new 7 ½-foot tall non-illuminated, double-faced multi-tenant monument sign constructed with aluminum cabinet and acrylic tenant panels. The proposed sign is centrally located along the McCarthy Boulevard street frontage and is near an existing area identification sign for the Oak Creek Business Park and an existing driveway entrance sign wall near the north driveway entrance.

Sign Area

According to Section 30-3.02(a), Maximum Permissible Sign Area, of the Sign Ordinance, the site is allowed a maximum of 1,741.26 square feet for signs (two square feet of sign area for every one lineal foot of public street frontage). As demonstrated in Table 1, the project proposes 175.56 square feet of sign area, which is less than the maximum allowed for the site.

Sign type, materials and location

The table below summarizes the type of signs, locations, and sign dimensions. For further reference, consult the associated plans for the project (Attachment B).

Table 1
Sign Summary

Sign ID	Proposed/Existing	Sign (Type)	Dimension	Sign Area Total (Sq. Ft.)
Sign A	Proposed	Monument – Fabricated with Aluminum sign cabinet with acrylic tenant panels.	5’-11”x10’-1’-4”	56.67
Sign B	Existing	Monument – Fabricated with Aluminum sign cabinet with acrylic tenant panels.	7’-6”x10’x1’-4”	56.67
Entry Sign Wall	Existing	Brick wall with letters and accent bars painted with brushed aluminum	4’-5.5”x13’-9”	62.22
<u>Total Sign Area</u>				175.56
<u>Total Allowable Sign Area</u>				1741.26

ADOPTED PLANS AND ORDINANCES CONSISTENCY

General Plan

The table below outlines the project’s consistency with applicable General Plan Guiding Principles and Implementing Policies:

Table 2
General Plan Consistency

Policy	Consistency Finding
Implementing Policy 2.a-I-3 <i>Encourages economic pursuits, which will strengthen and promote development through stability and balance.</i>	Consistent. The proposed monument sign would help promote the commercial plaza and encourage economic pursuits by providing appropriate visibility and business identification.
Implementing Policy 2.a-I-7	Consistent. The sign program will provide for

Policy	Consistency Finding
<i>Provide opportunities to expand employment, participate in partnerships with local business to facilitate communication, and promote business retention</i>	aesthetic and appropriate signage to promote business retention

Sign Ordinance

The project is consistent with Chapter 30 (Signs) of the Milpitas Municipal Code in that the proposed sign complies with the total allowable sign area, sign height, and appropriateness of the sign design by incorporating compatible colors, design, and scale with the building and other existing signs. The monument sign will also be located in planter areas as required by the Sign Ordinance.

ENVIRONMENTAL REVIEW

The Planning Division conducted an initial environmental assessment of the project in accordance with the California Environmental Quality Act (CEQA). Staff determined that the project is categorically exempt per Section 15311, (Class 11) Accessory Structures, because the project includes the construction of an on-premise sign.

PUBLIC COMMENT/OUTREACH

Staff publicly noticed the application in accordance with City and State law. As of the time of writing this report, there have been no inquiries from the public.

CONCLUSION

The project proposes a with a new non-illuminated double faced monument sign. The proposed monument sign are compatible with the four story building and other adjacent signs in terms of scale, color, design, materials and provide an orderly and attractive multi-tenant sign for the existing office building.

RECOMMENDATION

STAFF RECOMMENDS THAT the Planning Commission adopt Resolution No. 10-031 approving Conditional Use Permit No. UP10-0007, subject to the attached Conditions of Approval.

Attachments:

- A. Resolution No.
- Plans

RESOLUTION NO. 10-031

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF MILPITAS, CALIFORNIA, APPROVING CONDITIONAL USE PERMIT NO. UP10-0007, MCCARTHY MONUMENT SIGN, A REQUEST TO INSTALL A 7 ½-FOOT TALL NON-ILLUMINATED MONUMENT SIGN AT 1900 S. MCCARTHY BOULEVARD.

WHEREAS, on April 23, 2010 Steve Peterson with Ad Art Sign Company submitted an application to install a new 7 ½ -foot tall monument sign along the frontage of McCarthy Boulevard. The project site is located at 1900 McCarthy Boulevard (APN 86-03-016), zoned Highway Services with Site and Architectural Overlay (HS-S); and

WHEREAS, the Planning Division completed an environmental assessment for the project in accordance with the California Environmental Quality Act (CEQA), and recommends that the Planning Commission determine the project is categorical exempt; and

WHEREAS, on June 23, 2010, the Planning Commission held a duly noticed public hearing on the subject application, and considered evidence presented by City staff, the applicant, and other interested parties.

NOW THEREFORE, the Planning Commission of the City of Milpitas hereby finds, determines and resolves as follows:

Section 1: The recitals set forth above are true and correct and incorporated herein by reference.

Section 2: The proposed project is exempt from further environmental review pursuant to Section 15311, Class 11, (a) (Accessory Structures, On-premise Signs) of the California Environmental Quality Act (CEQA) Guidelines. The project entails the installation of a new 7 ½- foot tall double-faced, non-illuminated monument sign and new groundcover landscaping on an existing professional office development.

Section 3: The project is consistent with the Milpitas General Plan Implementing Policies which encourages 2.a-I-3 and Implementing Policy 2.a-I-7 in that the proposed monument sign would help promote the multi-tenant building, encourage economic pursuits, and promotes business retention by providing appropriate visibility and business identification.

Section 4: The project conforms to the Milpitas Zoning Ordinance in that the project provides for an aesthetic and harmonious development. The proposed sign is compatible with the main building and other adjacent signs in terms of colors, materials and design. The proposed sign will not create a traffic safety hazard in that the proposed sign location does not obstruct any sight distance for on-coming traffic.

Section 5: The project conforms the Milpitas Sign Ordinance in that the project in that the proposed sign complies with the total allowable sign area, sign height, and appropriateness of the sign design by incorporating compatible colors, design, and scale with the building and other

existing signs. The monument signs will also be located in planter areas as required by the Sign Ordinance.

Section 6: The Planning Commission of the City of Milpitas hereby recommends

PASSED AND ADOPTED at a regular meeting of the Planning Commission of the City of Milpitas on June 23, 2010

Chair

TO WIT:

I HEREBY CERTIFY that the following resolution was duly adopted at a regular meeting of the Planning Commission of the City of Milpitas on June 23, 2010, and carried by the following roll call vote:

COMMISSIONER	AYES	NOES	ABSENT	ABSTAIN
Cliff Williams				
Lawrence Ciardella				
Sudhir Mandal				
Gurdev Sandhu				
Noella Tabladillo				
Mark Tiernan				
Steve Tao				

EXHIBIT 1

CONDITIONS OF APPROVAL

CONDITIONAL USE PERMIT NO UP10-0007, MCCARTHY MONUMENT SIGN PROJECT, A REQUEST TO INSTALL A NEW 7 ½-FOOT TALL MONUMENT SIGN AT 1900 MCCARTHY BLVD. (APN 86-03-016).

1. The owner or designee shall develop the approved project in conformance with the approved plans and color and materials sample boards approved by the Planning Commission on June 23, 2009, in accordance with these Conditions of Approval.

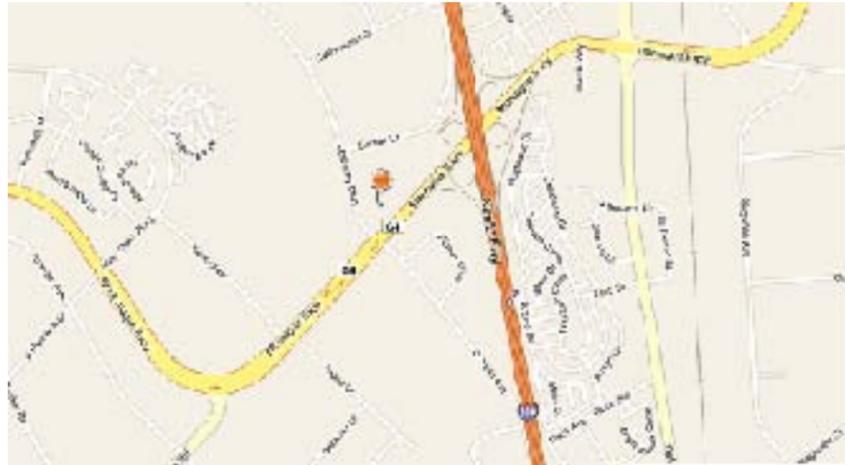
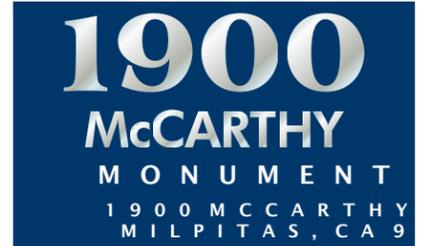
Any deviation from the approved site plan, floor plans, elevations, materials, colors, landscape plan, or other approved submittal shall require that, prior to the issuance of building permits, the owner or designee shall submit modified plans and any other applicable materials as required by the City for review and obtain the approval of the Planning Director or Designee. If the Planning Director or designee determines that the deviation is significant, the owner or designee shall be required to apply for review and obtain approval of the Planning Commission, in accordance with the Zoning Ordinance. (P)

2. Conditional Use Permit No. UP10-0007 shall become null and void if the project is not commenced within two (2) years from the date of approval. Pursuant to Section 64.06(B) of the Zoning Ordinance of the City of Milpitas:
 - a. Completes a foundation associated with the project; or
 - b. Dedicates any land or easement as required from the zoning action; or
 - c. Complies with all legal requirements necessary to commence the use, or obtains an occupancy permit, whichever is sooner.
3. Pursuant to Section 64.06(1), the owner or designee shall have the right to request an extension of Conditional Use Permit No. UP10-0007 if said request is made, filed and approved by the Planning Commission prior to expiration dates set forth herein. (P)
4. This use shall be conducted in accordance with all federal, state and local laws and regulations. (P)
5. If, at time of building permit review, there is an outstanding project job account balance due to the City for recovery of review fees, review of permits will not be initiated until the balance is paid in full. (P)
6. Prior to the issuance of building permits, the owner or designee shall include within the four first pages of the working drawings for a plan check, a list of all conditions of approval imposed by the final approval of the project. (P)
7. Prior to the issuance of building permits, the applicant shall provide a detailed landscaping and irrigation plan for proposed landscaping at the based of the monument sign. The proposed landscaping shall be in keeping with the existing landscaping theme and plant materials. (P)

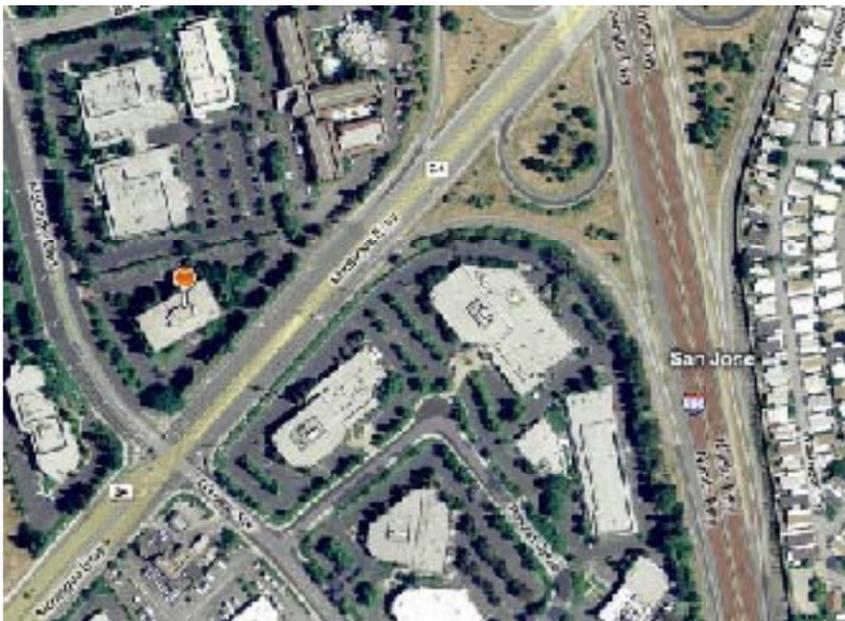
8. Prior to building permit final, all landscaping shall be installed and irrigation system in good working order. (P)
9. The developer shall not obstruct the noted sight distance areas as indicated on the City standard drawing #405. Overall cumulative height of the grading, landscaping & signs as determined by sight distance shall not exceed 2 feet when measured from street elevation. The edge of the proposed sign shall be located 10-foot minimum back from the McCarthy Boulevard Face of Curb to clear the line of sight. (E)
10. Prior to any work within public right of way or City easement, the developer shall obtain an encroachment permit from City of Milpitas Engineering Division. (E)

Key:

- E Engineering Division
- B Building and Safety Division
- F Fire Department
- P Planning



VICINITY MAP



SITE MAP

XI-30-3.02(A)(1) MAXIMUM SIGN AREA CALCULATIONS:
 1. MONTAGUE EXPRESSWAY FRONTAGE @500.78 LF
 2. MCCARTHY BLVD. FRONTAGE @ 369.85 LF
 3. GRAND TOTAL 870.63 LF WITH 1,741.26 AGGREGATE SQ. FT. SIGNAGE ALLOWANCE

XI-30-3.10(H)(2) FREESTANDING SIGNS. ONE (1) FREESTANDING SIGN ALLOWED ON MCCARTHY BLVD. FRONTAGE. TWO (2) FREESTANDING SIGNS ALLOWED ON MONTAGUE EXPRESSWAY FRONTAGE. EXISTING SIGN AREA, PROPOSED SIGN AREA AND ALLOWABLE AGGREGATE SIGN AREA
 1. MONTAGUE EXPRESSWAY MONUMENT SIGN @ 56.67 SF
 2. PROPOSED MCCARTHY BLVD. MONUMENT SIGN @ 56.67 SF
 3. AGGREGATE SIGN ALLOWANCE 1,741.26 SF, DEDUCT EXISTING & PROPOSED, 1,627.92 SF AVAILABLE.
 4. EXISTING DIRECTIONAL ENTRY FEATURE NOT CONSIDERED, THERE ARE NO EXISTING WALL SIGNS @ THIS TIME.

SCOPE OF WORK:
 INSTALL ONE (1) NON-ILLUMINATED DOUBLE FACED MONUMENT SIGN ON MONTAGUE EXPRESSWAY. LOCATION AS SHOWN ATOP BERM BEHIND PROPERTY LINE, BUT WITHIN PUE. TENANT GRAPHICS TO BE APPLIED VINYL APPLIQUE, AS SHOWN.



SITE MAP - DETAIL

SHEET 1

SALES: MARC FILOSA
 JOB #:
 DATE: 2-09-10
 DESIGNER: JACK DUBOIS
 FILENAME: 2010/M/1900 MCCARTHY SIGN 2

Revision	Date	Description
#1	3-15-10	Revise sign placement for "B"
#2	3-29-10	Revise sign A placement
#3	5-20-10	Add notes, scope etc.

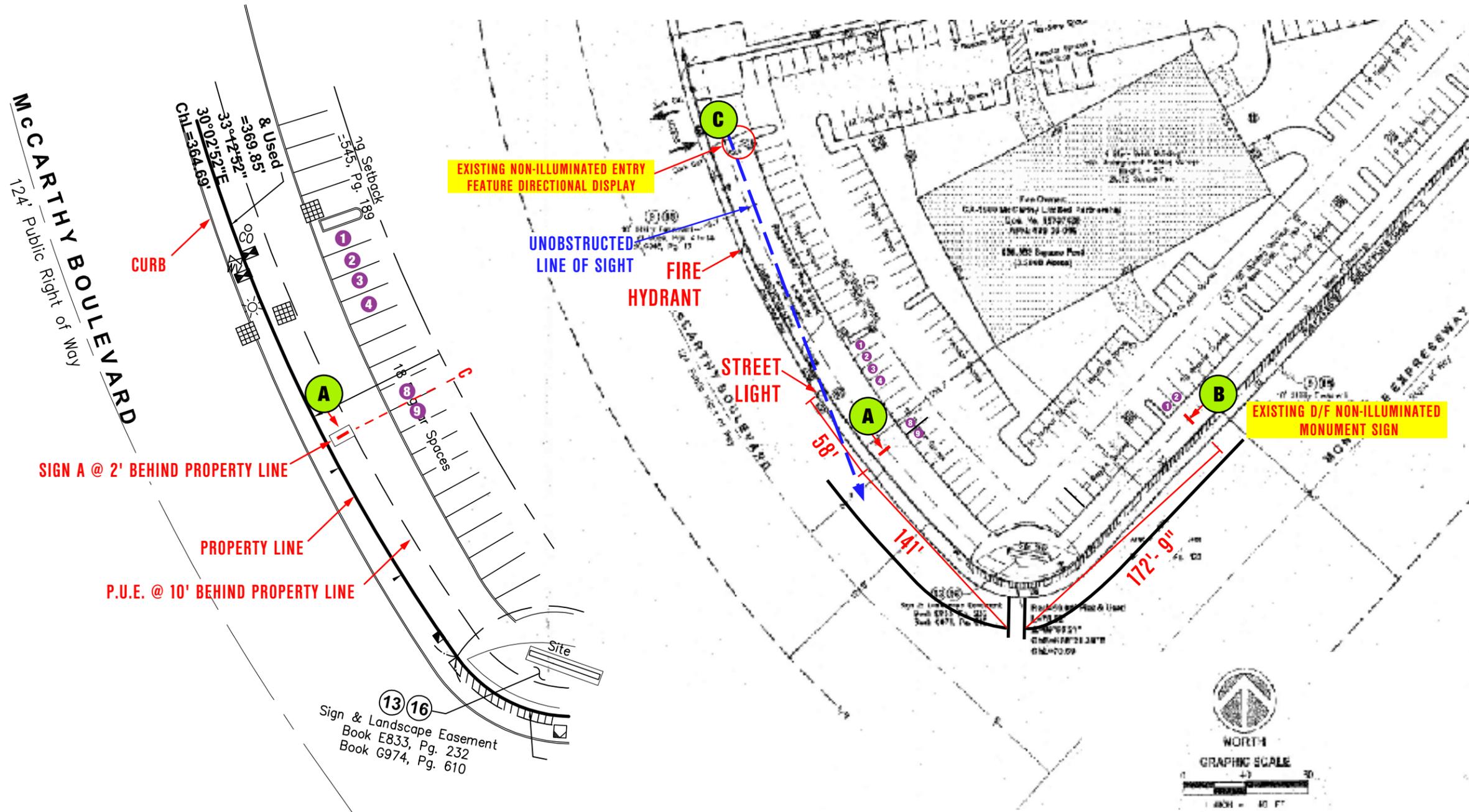
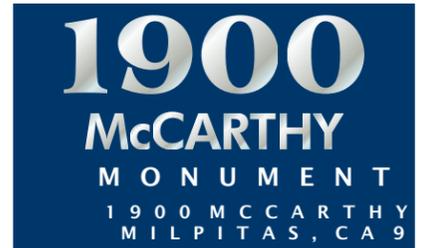
SALES APPROVAL

CUSTOMER APPROVAL

LANDLORD APPROVAL

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SITE PLAN DETAIL OF SIGN A

Scale: 1" = 50'- 0"

PARTIAL SITE PLAN

SHEET 2

SALES: MARC FILOSA
JOB #:
DATE: 2-09-10
DESIGNER: JACK DUBOIS
FILENAME: 2010/M/1900 MCCARTHY SIGN 2

Revision	Date	Description
#1	3-15-10	Revise site plan, add detail
#2	3-17-10	Revise detail "A" notes
#3	3-23-10	Revise detail "A" notes
#4	3-29-10	Revise detail "A" notes, sign A position
#5	5-20-10	Revise detail "A"

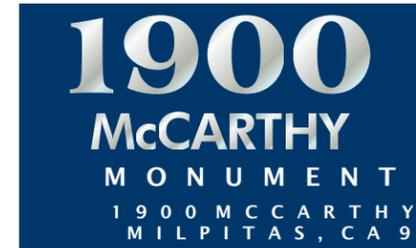
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CUSTOMER APPROVAL

LANDLORD APPROVAL

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SHEET 3

SALES: MARC FILOSA
JOB #:
DATE: 2-09-10
DESIGNER: JACK DUBOIS
FILENAME: 2010/M/1900 MCCARTHY SIGN 2

Revision	Date	Description
#1	3-15-10	Rev. callouts, sizes, colors
#2	3-17-10	Revise paint spec. add grass
#3	5-20-10	Add flowers, sq. ft. sign area note

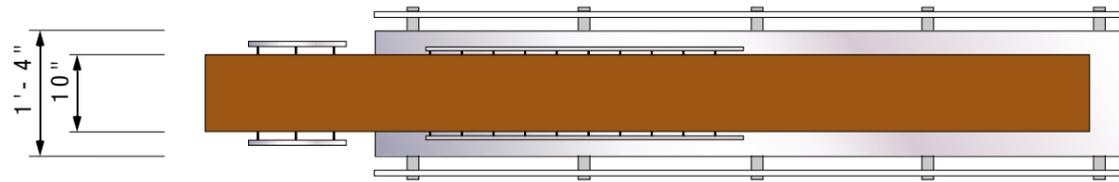
SALES APPROVAL

CUSTOMER APPROVAL

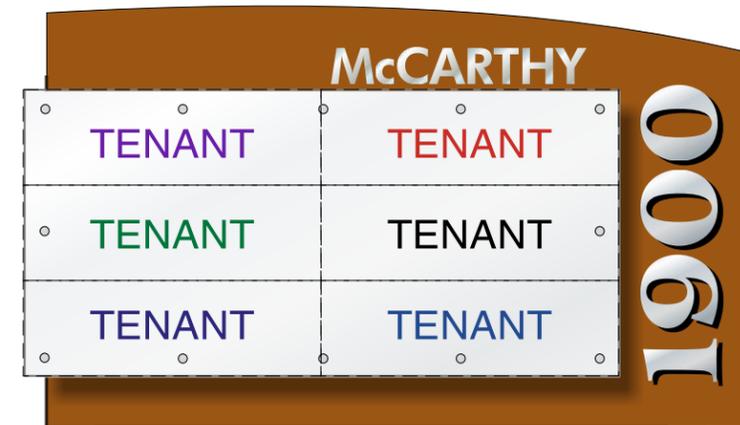
LANDLORD APPROVAL

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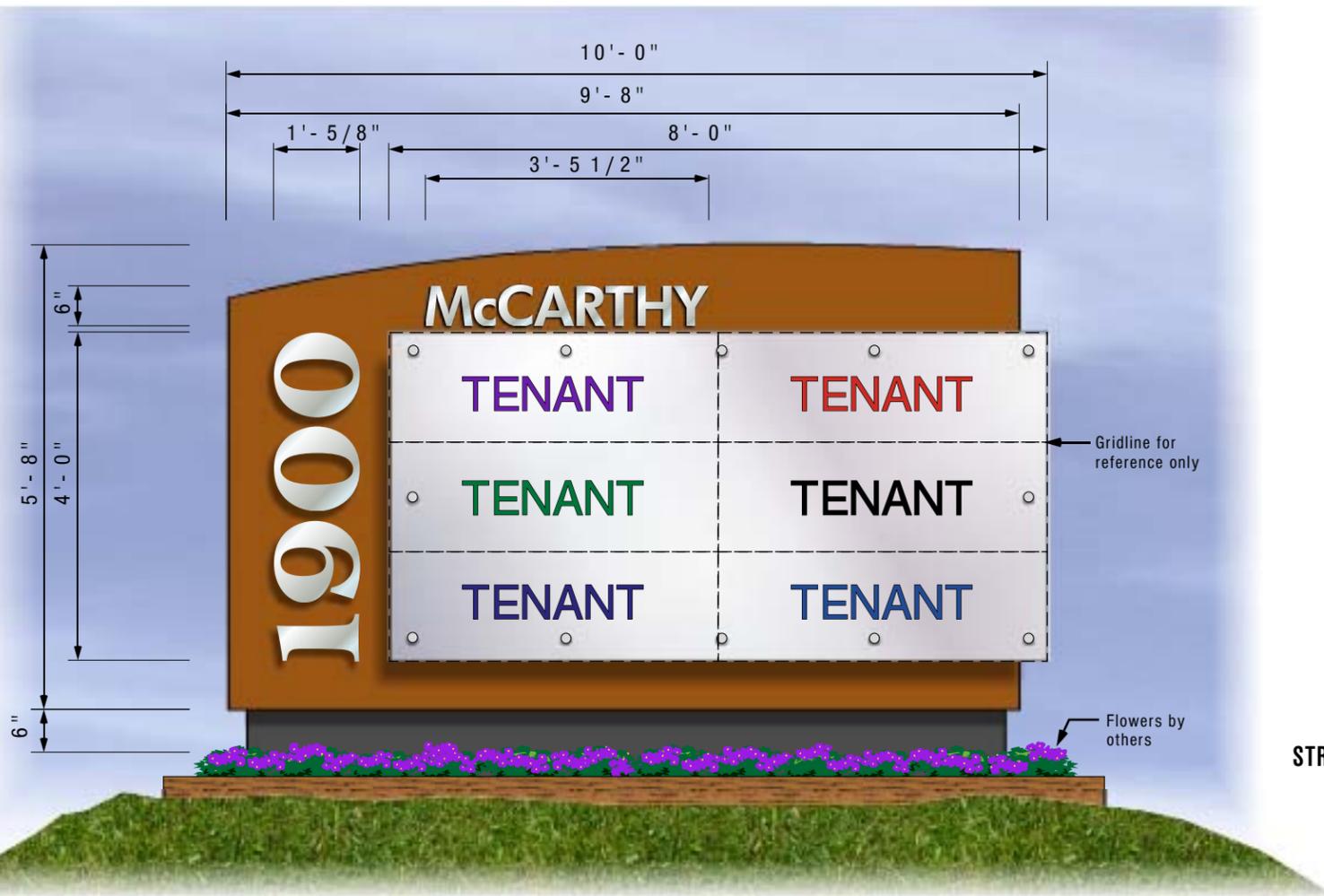
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PLAN VIEW

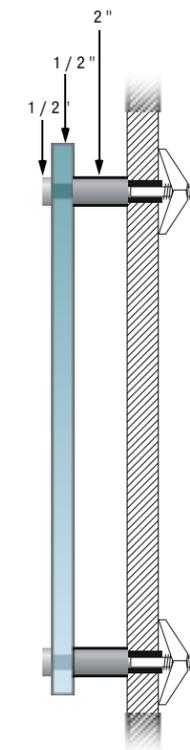


REVERSE SIDE



STREET SIDE

SIGN AREA = 56.67 SQ. FT.



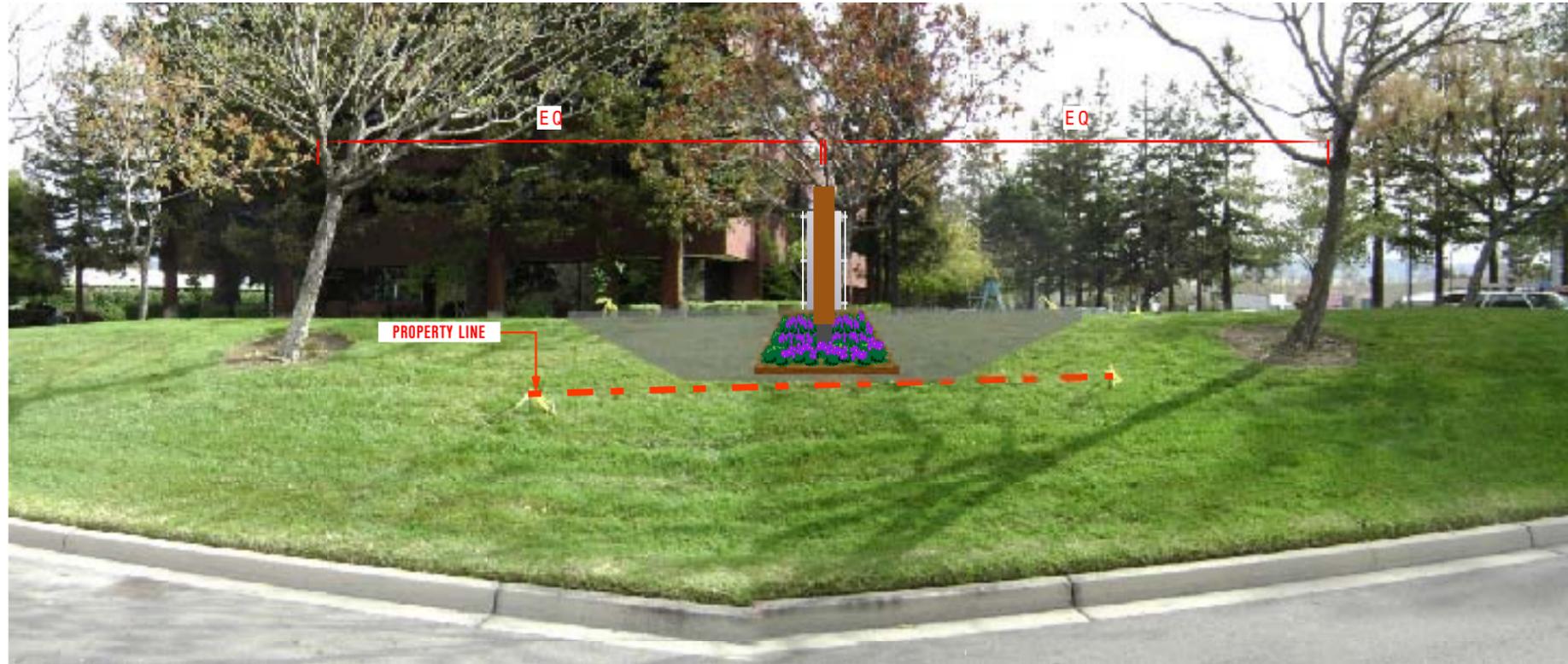
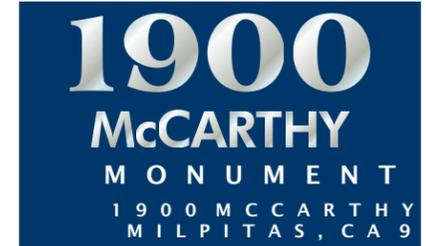
TYPICAL METAL FASTENERS MOUNTING METHOD

A D/F NON - ILLUMINATED MONUMENT SIGN SPECIFICATIONS - MCCARTHY MONUMENT SIGN

Scale: 1/2" = 1'-0"

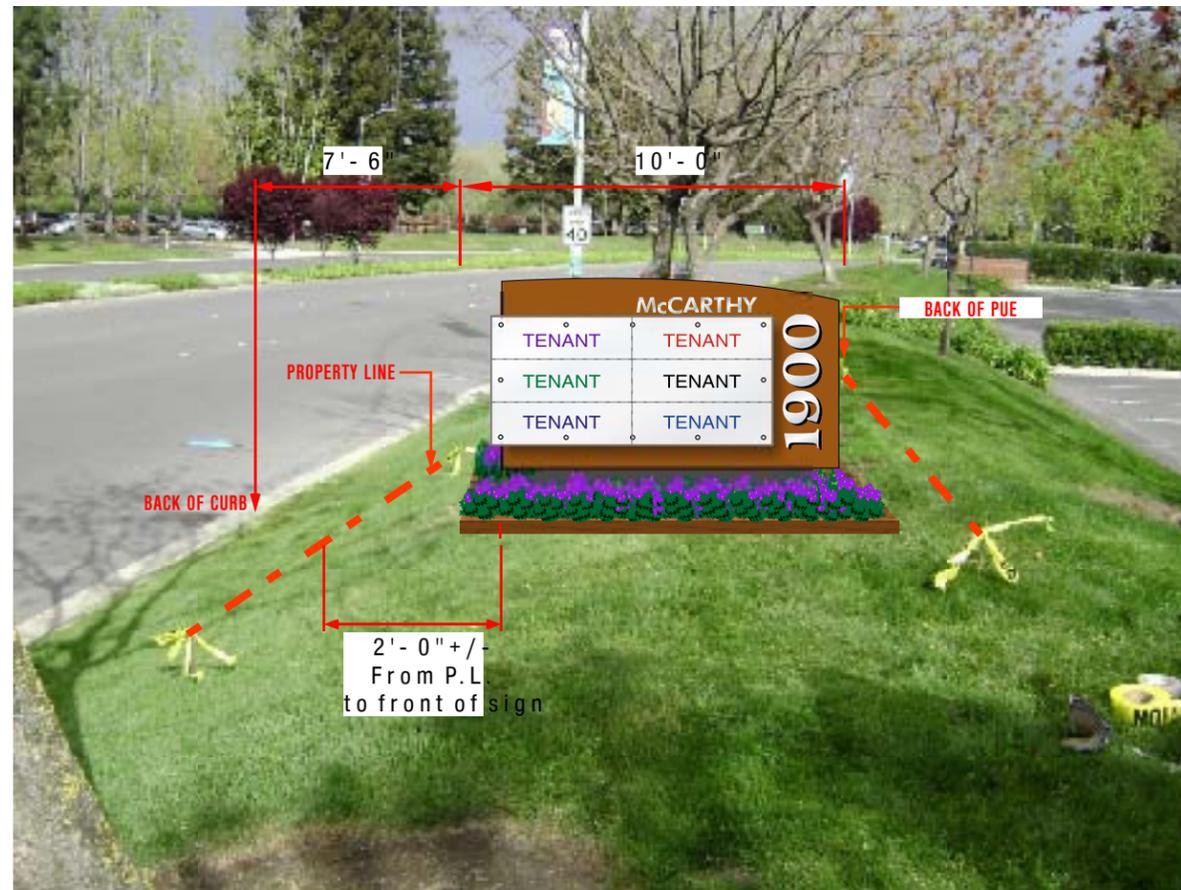
Manufacture & Install one (1) double faced non - illuminated monument sign, as shown.

Description	Specification	Finish/Vendor	Color	Description	Specification	Finish/Vendor	Color
Sign Cabinet	Aluminum	Matthews	Pnt'd 102 MP05462 Deep Russet, 3M Per tenant/logo colors	Tenant graphics	1st Surface Vinyl	3M	Per tenant/logo colors
Tenant Cabinet	Aluminum	Matthews	Pnt'd Brushed Aluminum #281-342	"McCarthy" letters	1/2" FCO Matthews	Pnt'd Brushed Aluminum #281-342	
Tenant Panel	1/2" Thick Acrylic	Acrylite	Clear Acrylic w/ polished edges	1900 numerals	1/2" FCO Matthews	Pnt'd Brushed Aluminum #281-342	
Tenant Panel	2nd Surface Vinyl	3M	Frosted Crystal #7725SE-324	Base reveal	Aluminum	Matthews	Pnt'd Dark Bronze #281-313
Tenant Panel mounting method	Metal Fasteners	Standoff Systems	1 1/2" Dia. x 2" Long Barrels (S0-152) 1 1/2" Dia. x 1/2" deep caps (S0-CAP 10) Clear Anodized Aluminum Finish				



MCCARTHY MONUMENT SIGN - PHOTO OVERLAY 1

N.T.S.



MCCARTHY MONUMENT SIGN - PHOTO OVERLAY 2

N.T.S.

SHEET 4

SALES: M A R C F I L O S A

JOB #:

DATE: 2 - 0 9 - 1 0

DESIGNER: J A C K D U B O I S

FILENAME: 2 0 1 0 / M / 1 9 0 0 M C C A R T H Y
S I G N 2

Revision	Date	Description
#1	3-15-10	Revise photo's and dims
#2	3-17-10	Revise cabinet color, add grass
#3	4-12-10	Revise photo overlays, add new dims
#4	5-20-10	Revise photo overlays, add flowers

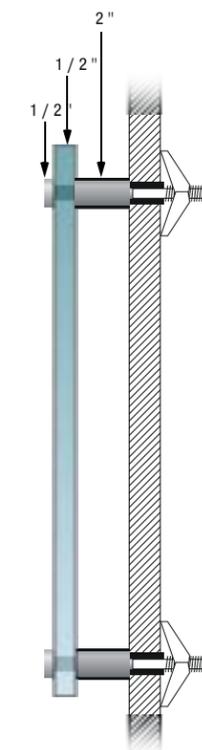
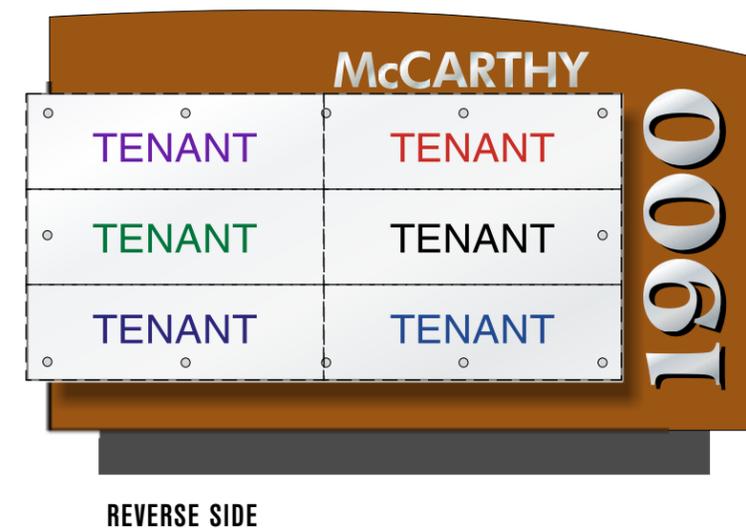
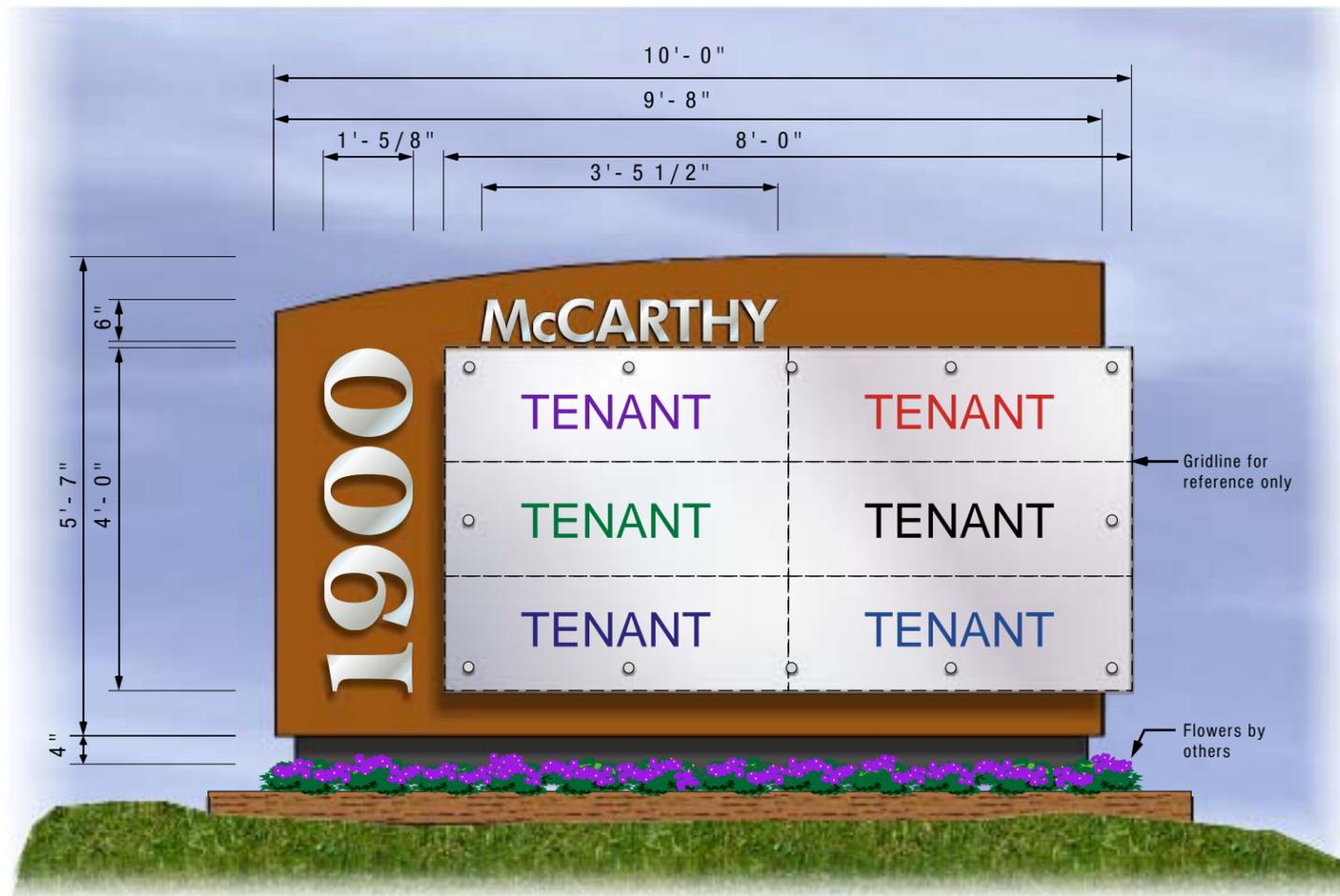
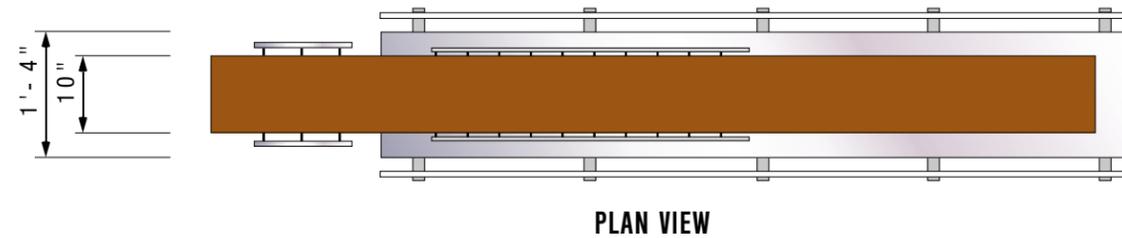
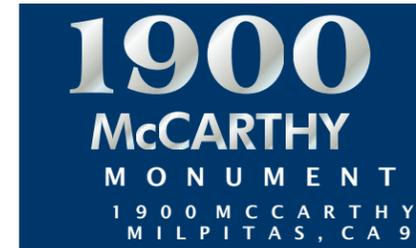
SALES APPROVAL

CUSTOMER APPROVAL

LANDLORD APPROVAL

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SHEET 5

SALES: MARC FILOSA
JOB #:
DATE: 2-09-10
DESIGNER: JACK DUBOIS
FILENAME: 2010/M/1900 MCCARTHY SIGN 2

Revision	Date	Description

SALES APPROVAL _____
CUSTOMER APPROVAL _____
LANDLORD APPROVAL _____

CONCEPTUAL DRAWING ONLY:
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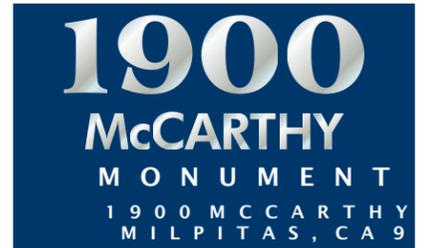
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B EXISTING D/F NON - ILLUMINATED MONUMENT SIGN SPECIFICATIONS - MONTAGUE MONUMENT SIGN Scale: 1/2" = 1'-0"

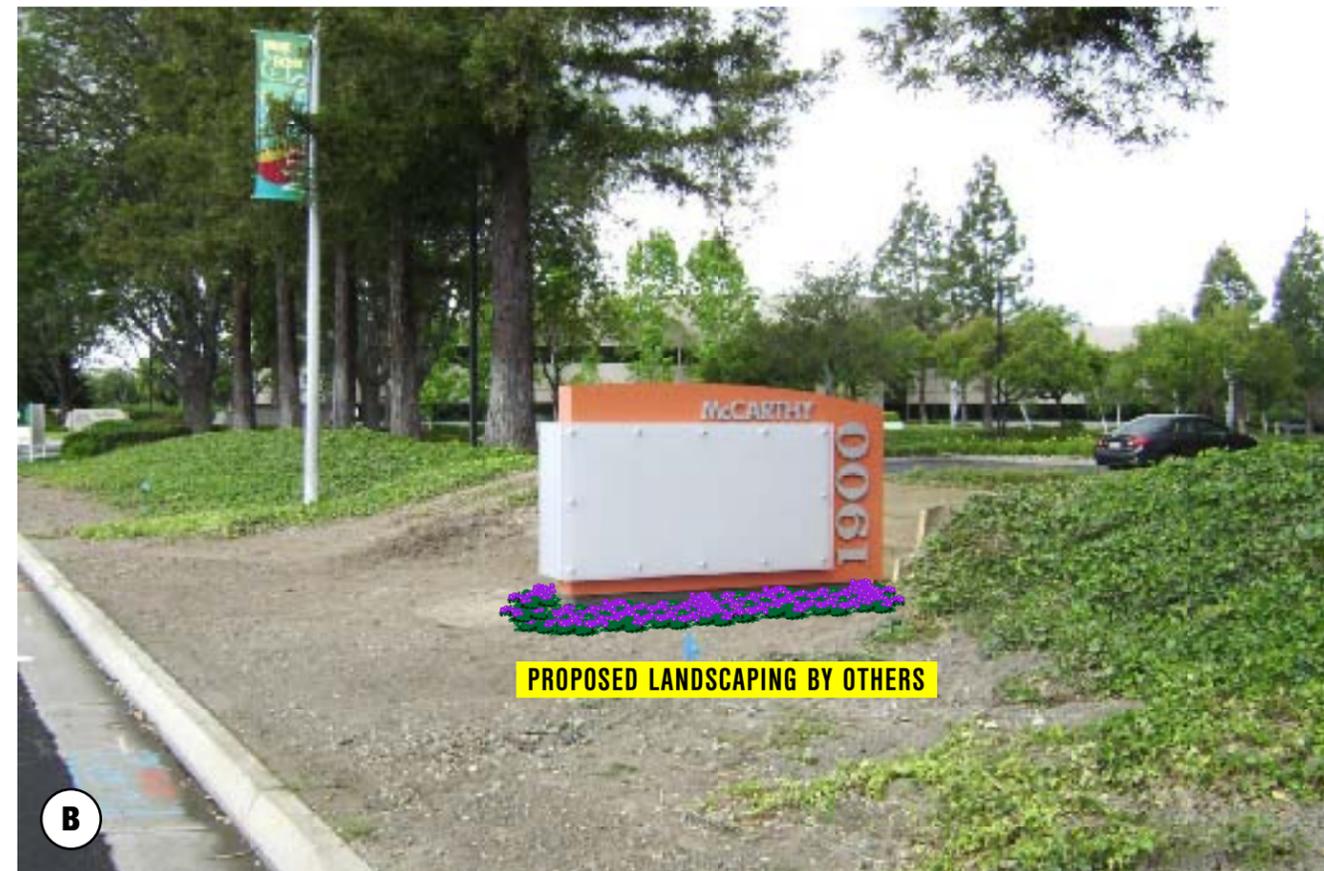
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Tenant Panel	1/2" Thick Acrylic	Acrylite	Clear Acrylic w/ polished edges	1900 numerals	1/2" FCO Matthews	Pnt'd Brushed Aluminum #281-342	
Tenant Panel background	2nd Surface Vinyl	3M	Frosted Crystal #7725SE-324	Base reveal	Aluminum	Matthews	Pnt'd Dark Bronze #281-313
Tenant Panel mounting method	Metal Fasteners	Standoff Systems	1 1/2" Dia. x 2" Long Barrels (SO-152) 1 1/2" Dia. x 1/2" deep caps (SO-CAP 10) Clear Anodized Aluminum Finish				

TYPICAL METAL FASTENERS MOUNTING METHOD



EXISTING ENTRY FEATURE/DIRECTIONAL DISPLAY - MCCARTHY BLVD.
NUMERALS, LETTERS & ACCENT BARS TO BE PAINTED MAP BRUSHED ALUMINUM #281-342
SQUARE FOOTAGE N/A



EXISTING NON-ILLUMINATED DOUBLE FACED MONUMENT SIGN ON MONTAGUE EXPRESSWAY
SIGN AREA = 56.67 SQ. FT.

SHEET 6

SALES: MARC FILOSA
JOB #:
DATE: 2-09-10
DESIGNER: JACK DUBOIS
FILENAME: 2010/M/1900 MCCARTHY SIGN 2

Revision	Date	Description
#1	4-21-10	Revise to refurbish
#2	5-20-10	Revise layout of page, add notes

SALES APPROVAL

CUSTOMER APPROVAL

LANDLORD APPROVAL

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