



MILPITAS PLANNING COMMISSION AGENDA REPORT

PUBLIC HEARING

Meeting Date: January 12, 2011

APPLICATION: **Site Development Permit No. SD10-00006 and Conditional Use Permit No. 10-0015, Park Victoria Baptist Church Sign**

APPLICATION SUMMARY:

A request for a conditional use permit and sign program to allow for the installation of a new 8¾-foot tall monument sign with new interchangeable message center.

LOCATION:
APPLICANT:

875 S. Park Victoria Drive (APN: 88-32-075)

Alex Webster, West Coast Signs, 2427 Vista Del Monte, Concord, CA 9450

OWNER:

Park Victoria Baptist Church, 875 S. Park Victoria Drive, Milpitas, CA 95035

RECOMMENDATION:

**Staff recommends that the Planning Commission:
Adopt Resolution No. 11-002 approving the project subject to conditions of approval.**

PROJECT DATA:

General Plan/

Zoning Designation:

Single Family Residential (SFL)/Single Family Residential (R1-6)

Overlay District:

N/A

Specific Plan:

N/A

Total Allowable Sign Area: 100 square feet

Total Proposed Sign Area: 96.25 square feet

CEQA Determination:

Categorically exempt from further environmental review pursuant to Section 15311 (a) (Accessory Structures, On-premise signs) of the California Environmental Quality Act (CEQA).

PLANNER:

Cindy Hom, Assistant Planner

PJ:

2662

ATTACHMENTS:

A. Resolution No. 11-002
B. Project Plans
C. Project Description

LOCATION MAP



No scale

BACKGROUND

On March 28, 2001, The Planning Commission approved a conditional use permit (UP 1579) for a wireless telecommunication facility contained inside a 14-foot tall cross atop of a 35-foot tall steeple tower on an existing church site that was granted site and architectural approval in 1964.

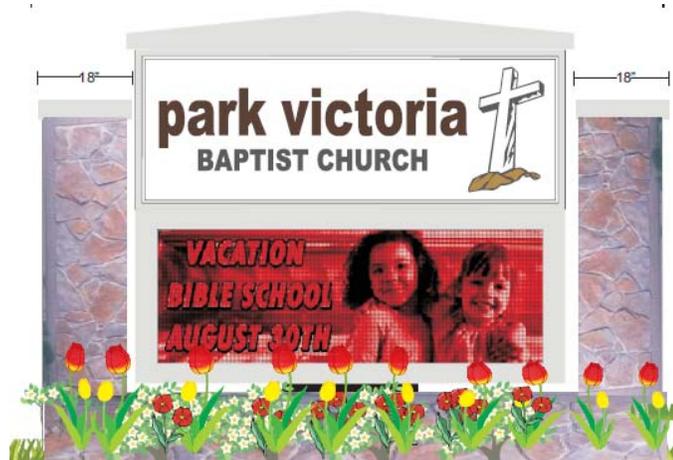
On August 11, 2010, Alex Webster of West Coast Signs submitted a site development permit and conditional use permit application for a sign program to install a new 8-foot tall, double-faced monument sign with interchangeable message center display for the church site. The application was submitted prior to the recently updated Sign Ordinance and is processed under the previous code provisions. This application is submitted pursuant to former Milpitas Municipal Code XI-30-3.03 (e) and (h) and XI-30-3.20 which requires Planning Commission review and approval of an 8-foot tall monument sign and sign program that allows for the interchangeable message center.

PROJECT DESCRIPTION

The project site is situated on a two acre parcel located on the west side of South Park Victoria Drive, near the intersection with Yellowstone Drive. The site is comprised of a two-story sanctuary building and two auxiliary single-story buildings used for classrooms with parking at the rear of the site. There is an existing wooden sign located along the South Park Victoria frontage. The site is zoned single family residential and is surrounded by residential uses on all four sides. An aerial photo of the project site and vicinity is shown on the previous page.

The applicant requests to remove the existing non-illuminated wood sign and install a new 8-foot 1-inch by 11-foot 4-inch internally illuminated, doubled faced monument sign with an interchangeable message display. The proposed sign will consist of two stacked sign cabinets. The top sign cabinet will consist of one-inch embossed letters that will be used for the church name and logo sign copy. The bottom cabinet consists of an interchangeable message display that will feature multiple messages. The proposed sign will also include a decorative stone cawling and cap that match the materials and colors of the main sanctuary building. See Figure 1 below for an illustration of the sign.

Figure 1
Proposed Monument Sign



Sign Area

According to Section 30-3.02(a), the maximum sign area for church signs is limited to 100 square feet under the previous sign ordinance. The project complies in that the proposed sign area is 96.25 square feet of sign area, which is less than the 100 square foot limitation for church signs.

Sign type, materials and location

The proposed sign will be constructed with a metal fabrication that will include an internally illuminated panel sign with 1-inch embossed lettering and logo for the Park Victoria Baptist Church ID sign and an electronic interchangeable message center that will have interchangeable messages that relate to certain church events and general inspirational messages. The proposed sign will also include a decorative stone cowling that matches the building in terms of materials, style, and color.

The proposed sign will be located along the South Park Victoria street frontage in the grass landscape area near the front of the main two-story sanctuary building. In regards to the relation with other signs in the area, the nearest signs within the vicinity are located over 5,000 feet to the north (Fire Station 2) and over 1,200 feet to the south (Christ Community Church). The proposed location is appropriate and provides good visibility without detracting from other signs or interfere traffic in that the sign will be setback to provide adequate sight distance clearance. The proposed sign fronts residential homes located across street that are approximately 100-feet away. To ensure compatibility with the architecture, neighborhood, and minimize distraction for motorists, staff recommends the following conditions:

1. Interchangeable messages shall not scroll or flash and shall hold each message for at least seven seconds. The message board center shall be turned off between the hours of 10PM and 7AM so the illumination is not distracting to the adjacent residential neighbors or interfere with traffic signal and signage.
2. Prior to building permit issuance, the applicant shall demonstrate on construction documents that the Park Victoria Baptist Church ID Sign includes a white opaque panel and when illuminated only the letters and logo are lit and the backing is blacked out.
3. Prior to building permit submittal, the applicant shall revise construction drawing to show the decorative stone cowling to be completely integrated with the body of the sign and the trim around the sign is painted to match the trim color on the column caps of the main building.

Sign Height

Per MMC XI-30-3.10 (h) (Freestanding Signs), the maximum height for freestanding height is 25-feet. As proposed, the installed height of the sign is 8-feet $\frac{3}{4}$ -inches tall which is within the maximum height limit.

Sign Program

Per the previous sign code, MMC XI_30-6.01 (c), any sign having blinking, flashing or fluttering lights or any other illuminating device which has a changing light intensity, brightness or color unless approved pursuant to a Sign Program by the Planning Commission. The applicant proposes an interchangeable message center that will display message for certain church events and inspirational

messages. As conditioned the proposed message center will be compatible with the residential neighborhood. Currently, there are two other church (Mt. Olive and Christ Community Church) facilities that have similar interchangeable message centers and are located within residential zones.

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 Church and provide a sign to direct the public.

Sign Ordinance

Due to the timing of this application, the project was reviewed and processed under the previous Sign Ordinance which allowed churches to have a total sign area of 100 square feet. The current Sign Ordinance allows a maximum of 32 square feet for conditional uses in the residential zone. Churches are considered a conditional uses in the residential zones. As such, the proposal would not meet the square foot limitation however would comply with all other development standards such as sign height, design, sign type, and location of the current Sign Ordinance. Therefore pursuant to the current sign code the size of the sign would be considered legal, non-conforming.

As proposed the sign is attractive and utilizes an appropriate design by incorporating compatible colors, design, and scale with the building. The monument sign will also be located in planter areas as required by the Sign Ordinance.

As conditioned, the proposed sign will not be detrimental or injurious to property, improvements, public health, safety, and general welfare in that the interchangeable message center will be shut off between the hours of 10 PM to 7AM and will not distract nearby residents. The proposed internally illuminated sign will not create any traffic hazards and will be setback to provide adequate site distance. The proposed location and sign design will not interfere with existing traffic signals or signage.

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 three phone inquiries requesting for additional information from the public.

CONCLUSION

The project proposes a new double faced freestanding monument sign with an electronic interchangeable message center. The proposed monument sign are compatible with the two story building and provides for an attractive and harmonious signs that is appropriately scaled to the adjacent structures and utilizes color, design, and materials that match and complement the existing building. As conditioned, the message center will not be detrimental or injurious to the surrounding area and will not create a visual distraction since the message display center will be operable during the hours of 7AM to 10PM.

RECOMMENDATION

STAFF RECOMMENDS THAT the Planning Commission adopt Resolution No. 10-048 approving Site Development Permit No. SD10-0006, Park Victoria Church Sign, subject to the attached Conditions of Approval.

Attachments:

- A. Resolution No. 11-002
- B. Project Plans
- C. Project Description

RESOLUTION NO. 11-002**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF MILPITAS, CALIFORNIA, RECOMMENDING APPROVAL OF SITE DEVELOPMENT PERMIT SD10-0006, A REQUEST FOR A SIGN PROGRAM TO ALLOW INSTALLATION OF A NEW 8 ¾ - FOOT TALL MONUMENT SIGN WITH INTERCHANGEABLE MESSAGE CENTER AT 875 S. PARK VICTORIA DRIVE.**

WHEREAS, on August 11, 2010, an application was submitted by Park Victoria Baptist Church, 875 S. Park Victoria Drive, Milpitas, CA 95035, to allow installation of a new internally illuminated, double-faced freestanding sign with interchangeable message center, located at 875 S. Park Victoria Drive, Milpitas, CA 95035 within the Single Family Residential Zoning district; 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 this project is categorically exempt per Section 15311(a), (“Accessory Structures--On-premise signs”) of the California Environmental Quality Act (CEQA) Guidelines.

WHEREAS, on January 12, 2011, 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 project is categorically exempt per Section 15311(a), (“Accessory Structures--On-premise signs”) of the California Environmental Quality Act (CEQA) Guidelines in that the proposed sign will constitute the construction of a sign structure to an existing institutional facility.

Section 3: With respect to UP10-0015, the proposed use, at the proposed location will not be detrimental or injurious to property or improvements in the vicinity nor to the public health, safety and general welfare in that it meets all requirements of the City’s Zoning Ordinance and General Plan. The proposed sign is 8 ¾- feet in height and the location of the sign complies with safety and line of sight standards. As conditioned, the proposed illumination and interchangeable message will not be distracting to nearby residents or interfere with the traffic signage.

Section 4: The proposed use is consistent with the Milpitas General Plan in that it meets General Plan Policy 2.a-I-3. The proposed sign is necessary to direct the public to the

Church’s location. The proposed colors and materials of the sign is compatible and in keeping with the character of the adjacent buildings.

Section 5: The proposed use is consistent with the Milpitas Zoning Ordinance in that the proposed use meets all the requirements set forth by the Zoning Ordinance in that the height, sign area, materials and design all meet the requirements of the Sign Ordinance.

Section 6: The Planning Commission of the City of Milpitas hereby recommends approval of conditional use permit no. UP10-0015 and site development permit no. SD10-0006, subject to the above Findings, and Conditions of Approval attached hereto as Exhibit 1.

PASSED AND ADOPTED at a regular meeting of the Planning Commission of the City of Milpitas on January 12, 2011.

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 January 12, 2011, 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				
John Luk				

EXHIBIT 1

**CONDITIONS OF APPROVAL
SITE DEVELOPMENT PERMIT NO. SD10-0006 AND CONDITIONAL USE PERMIT
UP10-0015, PARK VICTORIA BAPTIST CHURCH SIGN**

A request for approval of a 8 ¾-foot tall double-faced internally illuminated monument sign with interchangeable message center on 875 Park Victoria Drive (88-32-075)

General Conditions

1. The owner or designee shall develop the approved project in conformance with the approved plans and color and materials approved by the Planning Commission on January 12, 2011, in accordance with these Conditions of Approval. (P)
2. Any deviation from the approved elevations, materials, colors 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)

UP10-0015 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. (P)
3. Pursuant to Section 64.04-1, the owner or designee shall have the right to request an extension of Site Development Permit No. SD10-0006 and Conditional Use Permit no. UP10-0015 if said request is made, filed and approved by the Planning Commission prior to expiration dates set forth herein. (P)
4. Interchangeable messages shall not scroll or flash and shall hold each message for at least seven seconds. The message board center shall be turned off between the hours of 10PM and 7AM so the illumination is not distracting to the adjacent residential neighbors or interfere with traffic signal and signage.
5. Prior to building permit issuance, the applicant shall demonstrate on construction documents that the Park Victoria Baptist Church ID Sign includes a white opaque panel and when illuminated only the letters and logo are lit and the backing is blacked out.

6. Prior to building permit submittal, the applicant shall revise construction drawing to show the decorative stone cawling to be completely integrated with the body of the sign and the trim around the sign is painted to match the trim color on the column caps of the main building.

7. A landscaped planter at the base of the sign shall be maintained as long as the sign is in use.

PARK VICTORIA CHURCH MILPITAS CALIFORNIA

NEW MONUMENT SIGN/ ELECTRONIC MESSAGE CENTER



875 SOUTH PARK VICTORIA DRIVE



SERVING NORTHERN CALIFORNIA SINCE 1983

 925-689-0737
 925-686-4543
 westcoastsign@gmail.com

WESTCOAST SIGN
 2427 VIST DEL MONTE
 CONCORD, CA 94520
 LIC #739938

DOUBLE SIDED DAYSTAR PREMIER 32x96

ID CABINET: 3'x8'
LED CABINET: 3'3"x8'

ID CABINET: 3'x8' = 24 SQ. FT.
LED CABINET: 3.25'x8' = 26 SQ. FT.
CABINET DEPTH 18"

50 SQ. FT.

face is pan form with
embossed lettering
only letters illuminate

Sign shown with
integrated cowlings

DAYSTAR PREMIER 32x96 CAPABILITIES
VIDEO CLIPS (.AVI FILES) & ANIMATED GRAPHICS
WITH 32 SHADES OF RED



TEXT CAPABILITIES

- 4 ROWS OF 5.6" CHARACTERS
 - 3 ROWS OF 8.3" CHARACTERS
 - 2 ROWS OF 12.8" CHARACTERS
 - 1 ROW OF 20" CHARACTERS
 - 1 ROW OF 27.2" CHARACTERS
- To see a Video example go to:
www.stewartsigns.com/church3d



8'

70.03"

11.18"

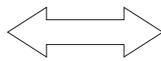
5.36"

park victoria
BAPTIST CHURCH

52.82"



3"



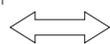
2" deep pan formed face with embossed lettering 1"

1"



White area to be opaque with just letters lighting at night.

2"





park victoria
BAPTIST CHURCH



VACATION
BIBLE SCHOOL
AUGUST 30TH

26

76
33
16

Holliston Ave



Park Victoria Baptist Church

**875 S. Park Victoria Dr.,
Milpitas, California 95035
Main Number: (408) 263-9000
*info@parkvictoria.com***

November 16, 2010

Dear City Officials,

We want to take a moment to thank you for the opportunity to submit this proposal for a new sign at Park Victoria Baptist Church. The church is excited about ministering to this community to make a difference in the lives here in Milpitas. We want to be a lighthouse of hope to those who are in need and for those who are desiring to draw closer to God. We know that the church can strengthen families and minister during difficult times and we want to be a message of encouragement to our community. All of our messages on our sign will be encouraging and the church staff and Pastor's are in agreement that the messages should be uplifting to the community and in no way judgmental. Our church is growing and we understand the importance of a sign and it's professionalism. We appreciate your consideration of this sign and if you have any questions at all, please feel free to contact us for more information.

Here is an example of the messages we will use for our sign although these may be used sparingly. We intend to let the community know of certain events such as, "Financial Peace Seminar", "Bible Study Fellowship Classes", Vacation Bible School, etc:

"Character is how you treat those who can do nothing for you"

"FAITHBOOK - God has sent you a friend request"

"A hug! The ideal gift - one size fits all"

"Freedom is Free for some and costly for others, Honor our Veterans"

"A peaceful heart finds joy in all of life's simple pleasures"

"It's not how you start, it's how you finish that counts"

"Thanks to our Police and Firemen as they daily put themselves in harms way"

Sincerely,

James Miller, Senior Pastor

Marci Miller, Pastor's Wife