



MILPITAS PLANNING COMMISSION AGENDA REPORT

PUBLIC HEARING

Meeting Date: January 22, 2014

APPLICATION: **Tasman Technology Park Master Sign Program**

SUMMARY: A request to allow for a sign program to include new wall signage and existing monument signs for an existing industrial business park.

LOCATION: 540-620 Alder Drive, 700-888 Tasman Drive, and 1371-1455 McCarthy Boulevard (APN 86-02-44, 45, 53, 54, 55, 56, 57, 58 78, 79, 80)

APPLICANT: Joe DiChoso - Corporate Sign Systems, 1014 Timothy Drive, San Jose, CA 95133

OWNER: Linda L. Carson, Tasman Technology Park

RECOMMENDATION: **Staff recommends that the Planning Commission:**
Adopt Resolution No. 14-005 approving Site Development Permit No. SD13-0019 for a new Master Sign Program at the existing Tasman Technology Business Park subject to conditions of approval.

PROJECT DATA:
General Plan/
Zoning Designation: Industrial Park (INP)/Industrial Park (MP) with Site and Architectural Overlay (-S) Recreation and Entertainment Overlay (-RE)

Site Area: 47.09 Acres

Total Allowable Sign Area: One-story buildings: A range of 299 square feet to 1,752.2 square feet + existing monument sign;
Multi-story buildings: A range of 468.34 square feet to 620.3 square feet + existing monument sign

Existing Sign Area: 36 square feet

Proposed Sign Area: 80 square feet to 180 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: Jocelyn Puga, Planning Intern

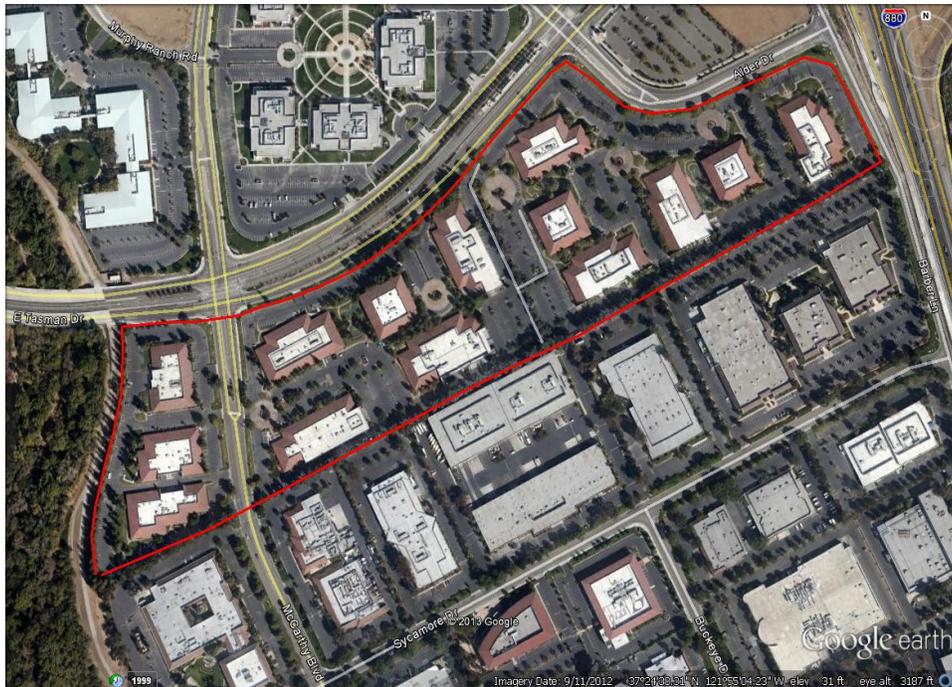
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ATTACHMENTS: A. Resolution No. 14-005
B. Project Plans

Map 1 Land Use



Map 2 Project Location



BACKGROUND

History

On April 22, 2009, the Planning Commission Subcommittee approved a Minor Site Development Permit to add a new front entrance to an existing building located at 596 Alder Drive (Building 10 as seen in Page 3 of the Site Plan). Otherwise, no building permits or planning entitlements have been issued for the site since the original construction was completed.

The Application

On October 28, 2013, Joe DiChoso with Corporate Sign Systems submitted a Site Development application to permit a sign program for Tasman Technology Park. The application is submitted pursuant to Milpitas Municipal Code (MMC) XI-10-24.05 (F), which requires Planning Commission review and approval.

PROJECT DESCRIPTION

Location and Land Use

The project is located within a 47.09-acre industrial business park developed with fourteen buildings. The project site is located at the northeast corner of the intersection at Alder Drive and Barber Lane and is bounded by East Tasman Drive to the north, Coyote Creek to the west, Sycamore Drive to the south, and Interstate 880 to the east. The property is zoned Industrial Park with Site and Architectural Overlay and a Recreation and Entertainment Overlay. Surrounding land uses include Single-Family Residential to the east, Light Industrial and Park and Open Space to the west, and Light Industrial to the north and south. See the maps on the previous page.

Project Overview

The project entails a sign program that would allow for design consistency and uniformity for tenant signage and existing monuments signs within in the Tasman Technology Park, which currently includes several commercial and industrial uses.

The sign program includes a combination of new wall signs and renovated monument signs. The proposed finish for the wall signs would consist of metal letters and logos. The proposed wall signs for single-story buildings would be placed next to the entrance door, while the wall signs for multi-story buildings would be placed above the entrance to the tenant spaces. The proposed changes to the existing monument signs entails refinishing the monument face with the same metal finish for the logo and letter treatment as proposed in the wall signs.

PROJECT ANALYSIS

The City's Sign Ordinance, includes design guidelines in Section XI-10-24.03(C) to consider the appropriateness of signs being proposed. The design guidelines take into consideration the relationship of the sign to the space on the building where the signs are located; compatibility of the materials being used with other signs proposed; visibility and legibility; relationship to height of the signs and the building and other factors. The proposed sign program and sign type and locations are appropriate and compliment the

building architecture as well with other signs in the vicinity. The proposed metal finish for the logo and letters provide an attractive scale and relates to the design of the industrial business park. The sign program emphasizes business identification and trademark. The proposed non-illuminated logo and letters will not interfere or create an intrusion of light into residential areas that are located east of the site.

Compliance with Municipal Code Development Standards

Sign Area

Pursuant to Milpitas Municipal Code XI-10-24.03 (B) (Maximum Permissible Sign Area), the site is allowed (1) one square feet of sign area for each two lineal feet of building perimeter on the subject parcel. The maximum permissible sign area allowed for the business park varies depending upon the total lineal feet of building perimeter for each building. The maximum permissible sign area allowed for one-story buildings has a range of two hundred and ninety-nine (299) square feet to one thousand seven hundred fifty-two point two (1,752.2) square feet. The maximum permissible sign area allowed for multi-story buildings has a range of four hundred and sixty-eight point three four (468.34) square feet to six hundred and twenty point three (620.3) square feet.

The proposed sign program for one-story buildings would allow signs up to twenty square feet for a building total of eighty square feet plus the existing monument sign, and there shall be no more than four signs per building. The proposed sign program for multi-story buildings would allow signs up to forty-five square feet for a building total of one hundred and eighty square feet plus the existing monument sign, there shall be no more than four signs per building. As demonstrated in the tables below, the proposed sign program is below the maximum permissible sign area allowed, and provides a limit to the number of signs.

Table 1:
Allowable Sign Area for One-Story Buildings

Building #	Address	Sign Height	Sign Length	Total Square Feet Allowed by Code	Maximum Square Feet Proposed
Building 1	1455 McCarthy Blvd	24 inches	10 inches max	299.9	80
Building 2	1421 McCarthy Blvd	24 inches	10 inches max	480	80
Building 3	1371 McCarthy Blvd	24 inches	10 inches max	1,180.3	80
Building 4	1390 McCarthy Blvd	24 inches	10 inches max	1,725.2	80
Building 5	1440 McCarthy Blvd	24 inches	10 inches max	273.66	80
Building 8	800 Tasman Dr	24 inches	10 inches max	468.34	80
Building 9	750 Tasman Dr	24 inches	10 inches max	524	80
Building 10	700 Tasman Dr	24 inches	10 inches max	620.3	80
Building 12	590 Alder Dr	24 inches	10 inches max	176.4	80
Building 13	570 Alder Dr	24 inches	10 inches max	176.4	80
Building 15	500 Alder Dr	24 inches	10 inches max	1,526.7	80
			Total	7,451.2	1,200

Table 2:
Allowable Sign Area for Multi-Story Buildings

Building #	Address	Sign Height	Sign Length	Total Square Feet Allowed by Code	Maximum Square Feet Proposed
Building 7	888 Tasman Dr	36 inches	15 inches max	468.34	180
Building 11	620 Alder Dr	36 inches	15 inches max	620.3	180
Building 14	540 Alder Dr	36 inches	15 inches max	620.3	180
			Total	1,708.94	540

Figure 1:
Proposed Wall Sign for One-Story Building



**Figure 2:
Proposed Wall Sign for Multi-Story Building**



**Figure 3:
Proposed Letters & Logo for Existing Monument Signs**



REQUIRED FINDINGS

A finding is a statement of fact relating the information that the Planning Commission or City Council has considered in making a decision. Findings discuss the rationale behind the decision to take a certain action.

Site Development Permit

To approve the Site Development Permit, the following findings must be made pursuant to Milpitas Municipal Code Section XI-10-57.03(F) (2):

General Plan

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

**Table 3:
General Plan Consistency**

Policy	Consistency Finding
Implementing Policy 2.a-I-3 <i>Encourage economic pursuits, which will strengthen and promote development through stability and balance.</i>	Consistent. The proposed wall signs and existing monument signs would help promote the business park and encourage economic pursuits by providing appropriate visibility and business identification.
Implementing Policy 2.a-I-7 <i>Provide opportunities to expand employment, participate in partnerships with local business to facilitate communication, and promote business retention.</i>	Consistent. The sign program will provide for aesthetic and appropriate signage to promote business retention.

Zoning Ordinance

The proposed sign program is consistent with the Industrial Park (MP) Zoning District. The purpose of the MP District is to accommodate, in a park-like setting, a limited group of research, professional, packaging and distribution facilities. The proposed sign program will provide uniformed signs that will help provide visible business identification in the Tasman Technology Park.

Signs

1. All elements of the sign, including design, lighting, scale, length and materials, are consistent with the intent of the General Plan, the Sign Ordinance and any applicable Specific Plan.

The project's proposed signs are in conformance with the design guidelines of the Sign Ordinance as described above. The signs include a combination of letters and a

logo on the existing monument signs and walls next to or above the entrance. The lettering on the monuments and glass wall of the building consists of a metal finish.

2. The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves.

The proposed signs provide compatibility of materials, architecture, design and continuity with other signs and buildings on-site. The signs include a combination of letters and a logo mounted on the wall and existing monument sign. The lettering on the glass wall and monument sign resembles metal finish effect.

3. The design and scale of the sign is appropriate to the distance from which the sign is normally viewed.

The proposed signs provide visibility and legibility and provide the appropriate relationship of scale and height to the building. The logo and lettering on the glass wall and monument sign is appropriate for the size of the building because the wall sign is within the designated sign bands next to or above the entrance of the building.

4. The design and materials of the sign provide a contrast between the background and letters.

The proposed design and materials of the signs provide contrast between the background logo, and letters. The signs include a combination of letters and a logo mounted on the wall or on the monument signs. The lettering on the glass and monuments resemble a metal finish.

Sign Program

1. The provisions of the Sign Program ensure consistency in design and style of all new signs.

Based on the sign proposal, the sign program, sign type, and locations provide orderly, harmonious, and aesthetic business identification for the business park. The sign program includes a combination of new wall signs and renovated monument signs. The proposed finish for the wall signs would consist of metal letters and logos. The proposed wall signs for single-story buildings would be placed next to the entrance door, while the wall signs for multi-story buildings would be placed above the entrance to the tenant spaces. The proposed changes to the existing monument signs entails refinishing the monument face with the same metal finish for the logo and letter treatment as seen in the wall signs.

2. The provisions of the Sign Program address compatibility of the design and style of any existing signs on the building or site.

The proposed signs provide compatibility of materials, architecture, design and continuity with other signs and buildings on-site. Existing wall signs on the property

include a combination of the address and business name in a white finish. The proposed signs include a combination of letters and a logo mounted on the wall or on the monument signs in a metal finish.

3. All new signs within the Sign Program are in compliance with the design guidelines of this Chapter.
 - a. *The project is consistent with Chapter 24 (Signs) of the Milpitas Municipal Code in that the proposed logo and lettering on the glass wall and monument signs is appropriate for the scale and size of the building because it is located within the designated sign band above or next to the entrance and on the existing monument signs. The proposed metal finish for the wall sign and monument sign are complementary to the existing white finish of the wall signs.*
 - b. *The proposed signs have the appropriate relationship of height of the building. The logo and lettering on the glass wall and monument sign is appropriate for the size of the building. The proposed signs depicted on the project plans on the monument signs and on the wall of the office buildings are appropriate given the height of the building.*

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 on-premise signs.

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. The table below provides a summary of the City’s public noticing for this project:

Table 3:
Public Noticing Summary

Notice of Public Hearing	Agenda
<ul style="list-style-type: none"> ▪ Posted on the site (14 days prior to the hearing) ▪ Forty-seven (47) notices mailed to property owners and residents within 300 feet to the project site (10 days prior to the hearing) ▪ Posted on the City's official notice bulletin board (10 days prior to the hearing) 	<ul style="list-style-type: none"> ▪ Posted on the City's official notice bulletin board (5 days prior to the hearing) ▪ Posted on the City of Milpitas’s Web site (one week prior to the hearing)

CONCLUSION

The Tasman Technology Park Master Sign Program project is consistent with the General Plan in that it encourages economic pursuits and business retention. As conditioned the project will be in conformance with the Milpitas Sign Ordinance in terms of sign area, design standards, and height with the approval of a sign program.

RECOMMENDATION

STAFF RECOMMENDS THAT the Planning Commission Adopt Resolution No. 14-005 approving Site Development Permit No. SD13-0019 for a new Master Sign Program at the existing Tasman Technology Business Park subject to conditions of approval.

Attachments:

- A. Resolution No. 14-005
- B. Project Plans