



Memorandum

TO: PINOLE PLANNING COMMISSION
FROM: ANNE HERSCH, AICP, ASSOCIATE PLANNER
SUBJECT: DR 09-04 PINOLE SHORES BUSINESS PARK MASTER SIGN PROGRAM
DATE: JULY 13, 2009

Property Owner/ Applicant:

Owner of Phase 1:

Pinole Shores, LLC
8775 Folsom Blvd., # 200
Sacramento, CA 95826

Representative:

Pinole Shores, LLC
Mel Souza
8775 Folsom Blvd., # 200
Sacramento, CA 95826

Owner of Phase 2:

Pinole Redevelopment Agency
2131 Pear St.
Pinole, CA 94564

PROJECT: Pinole Shores Business Park Master Sign Program
FILE: DR 09-04
LOCATION: 806-840 San Pablo Ave.
APN: 402-230-011, 012, 013, 014, 015, 016, 017, 018
ZONING: PD-Planned Development
GP LU: Office/Industrial
PLANNER: Anne Hersch

REQUEST

The applicant is seeking Design Review approval for a Master Sign Program for the Pinole Shores Business Park.

STAFF RECOMMENDATION

Approve Resolution 09-10 approving DR 09-04 Pinole Shores Business Park Master Sign Program with project conditions.

SITE LOCATION



Direction from Project Site	Land Use
North	Vacant
West	Sugar City/Concrete Manufacturing
South	Commercial/Residential
East	Existing Light Industrial

PROJECT DESCRIPTION

The applicant is seeking approval of a Master Sign Program for the Pinole Shores Business Park located at 806-840 San Pablo Ave. The Master Sign Program specifies sign requirements for primary tenant signage, individual tenant signage, and the monument sign facing the San Pablo

Ave. corridor.

BACKGROUND

The Pinole Shores Business Park was approved by the Pinole City Council in 2005. Entitlements included a General Plan Amendment, Rezone request, Conditional Use Permit, Subdivision Map and Design Review. The project included the subdivision of the original site into nine lots and development of five warehouse/light industrial buildings, two office buildings and one building for retail uses on approximately 13 acres on the western and northern portions of the site. The buildings are single-story, with mezzanine and loft areas in certain buildings. Project construction of Phase 1 commenced in 2007 and is completed. One of the project Conditions of Approval required that the applicant submit a Master Sign Program for review and approval.

City staff has been working with representatives at the Panattoni Development Corporation (project developer) for past year and a half to complete a Master Sign Program document and application. Due to layoffs within the company, there have been various project managers involved with the Pinole Shores Business Park and the Master Sign Program. An application was finally made in early May 2009 and is included as an attachment to the staff report.

All buildings have successfully completed final inspection and site construction is complete. Currently, there is a dentist's office located in the new business park that has received a Certificate of Occupancy. A temporary banner sign identifying the dentist's office is displayed. At this time, there are other prospective tenants in negotiations with the broker. However, much of the business park is vacant and Certificates of Occupancy have not been issued. No sign permits have been submitted or issued to date.

ANALYSIS

The proposed sign program will serve both Phase 1 and Phase 2 of the Pinole Shores Business Park. The program includes building affixed signs that consist of individual anodized aluminum letters or individual metal channelized letter with Plexiglas faces (for illuminated signs). The individual metal channelized letters will be internally illuminated with 60 milli-amp LED.

Building Signage 1 (as identified in the Master Sign Program) is located above a primary building entry way and has a maximum letter height of 18". Building Signage 2 is located above a secondary business entrance (in-line tenant) and has a maximum letter height of 12". In-line tenants are permitted to have one sign with the maximum 12" letter height above their business entrance. Though a permit is not required, vinyl window decal signage has also been specified in the master sign program. Vinyl signage has a maximum height of 2 ½" window text, may have a logo smaller than the window text, and allow for 1" high text of business hours, phone number, etc.

To create more flexibility within the sign program, the applicant has included a note in the submittal that makes "letters, Plexiglas colors, and letter style/font subject to architect and owner's approval." As part of any sign permit, written landlord approval is required to be provided at the time of application submittal. This is also included as a Condition of Approval.

A monument sign is also proposed and will be located just west of the driveway approach. The sign measures 5'4" in height and 8 ft. in width, for a total area slightly greater than 40 sq. ft. in area. Per

Section 17.28.030 (E) (2), "a monument sign shall not exceed 36 sq. ft. in area." Staff has included a special condition that the monument sign be reduced to 36 sq. ft. to meet the regulations of the Code at the time of building permit submittal. The sign program shall also be revised to allow a maximum monument sign of 36 sq. ft.

Zoning Code: Section 17.28.030

The Planning Commission is required to make the following findings contained in Section 17.28.030 (G) (3) in order to approve a Master Sign Program. The proposed sign program meets the findings detailed below. The findings are contained in the Resolution. (See Attachment 1)

3. *Findings required. A planned sign program shall not be approved unless the following findings are made:*
 - a. *That the proposed signs satisfy the intent of this chapter;*
 - b. *That the proposed signs are in harmony and visually related to:*
 - i. *Other signs included in the planned sign program. This shall be accomplished by incorporating several common design elements such as materials, letter style, colors, illumination, sign type or sign shape,*
 - ii. *The buildings they identify. This may be accomplished by utilizing materials, colors or design motifs included in the building being identified,*
 - iii. *The surrounding development. Approval of a planned sign program shall not adversely affect surrounding land uses or obscure adjacent conforming signs;*
 - c. *That the proposed signs will comply with all the provisions of this Chapter, except the planning commission may allow modifications with regard to:*
 - i. *Allocated sign area authorized,*
 - ii. *Number of signs allowed,*
 - iii. *Location and height of signs.*

ENVIRONMENTAL REVIEW

The project is Categorically exempt per Section 15301 Existing Facilities, of the California Environmental Quality Act.

ATTACHMENTS

1. Resolution with Exhibit A: Conditions of Approval
2. Pinole Shores Signage Program date received stamped May 21, 2009

**ATTACHMENT 1
RESOLUTION WITH CONDITIONS OF APPROVAL
(SEPARATE PAGE)**

**PLANNING COMMISSION RESOLUTION 09-10
DESIGN REVIEW # 09-04**

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PINOLE APPROVING A MASTER SIGN PROGRAM FOR THE PINOLE SHORES BUSINESS PARK LOCATED AT 806-848 SAN PABLO AVENUE (APN: 402-230-011, 012, 013, 014, 015, 016, 017, 018)

WHEREAS, Pinole Shores LLC, filed an application with the City of Pinole (hereinafter referred to as City) for Design Review for Pinole Shores Business Park located at 806-848 San Pablo Ave. (APN: 402-230-011, 012, 013, 014, 015, 016, 017, 018) and in accordance with Title 17 of the Pinole Municipal Code; and

WHEREAS, the Pinole Shores Business Park was a joint venture between the Pinole Redevelopment Agency and the Panattoni Development Corporation to create office/light industrial facilities in the City; and

WHEREAS, the Pinole Shores Business Park received original entitlement approvals for Design Review, a Conditional Use Permit, Subdivision Map, Rezone request, and a General Plan Amendment on November 15, 2005; and

WHEREAS, the original project approval includes a condition to prepare a Master Sign Program for the Pinole Shores Business Park to be reviewed and approved by the Planning Commission; and

WHEREAS, the Planning Commission of the City of Pinole is the appropriate authority to hear and take action on this project; and

WHEREAS, the Planning Commission of the City of Pinole finds that in accordance with the California Environmental Quality Act, the project is Categorically Exempt per Section 15301 of the California Environmental Quality Act Guidelines, Accessory Structures (consists of construction, or replacement of minor structures accessory to existing commercial, industrial or institutional facilities); and

WHEREAS, a notice of public hearing was distributed to all property owners within 1,000 ft. of the project site and a notice was published in the July 3, 2009 edition of the West County Times as required by City Ordinance 2006-02 and Government Code Section 65090; and

WHEREAS, after the close of public hearing, the Planning Commission considered all public comments received both before and during the public hearing, the presentation by City staff, the staff report, and all other pertinent documents regarding the proposed development; and

NOW THEREFORE BE IT RESOLVED that the Planning Commission of the City

A. Hereby finds that:

1. *That the proposed signs satisfy the intent of Chapter 17.28 "Signs" of the Pinole Municipal Code in that the proposed Master Sign Program satisfies the requirements of Chapter 17.28 and provides a cohesive sign program which*

specifies size, design criteria, and guidelines for tenants of the Pinole Shores Business Park.

2. *That the proposed signs are in harmony and visually related to:*
 - a. *Other signs included in the planned sign program. This shall be accomplished by incorporating several common design elements such as materials, letter style, colors, illumination, sign type or sign shape,*
 - b. *The buildings they identify. This may be accomplished by utilizing materials, colors or design motifs included in the building being identified,*
 - c. *The surrounding development. Approval of a planned sign program shall not adversely affect surrounding land uses or obscure adjacent conforming signs;*

The proposed signage will be composed of individual anodized aluminum letters or individual metal channelized letter with Plexiglas faces, both of which will be illuminated. Location of building signage has been specified between primary and secondary entrances and has dimensions that correlate based on location.

3. *That the proposed signs will comply with all the provisions of this Chapter, except the planning commission may allow modifications with regard to:*
 - a. *Allocated sign area authorized,*
 - b. *Number of signs allowed,*
 - c. *Location and height of signs.*

The proposed sign program complies with the provisions of Chapter 17. 32 of the Pinole Municipal Code.

- B. Hereby approves Design Review 09-04 creating a Master Sign Program for the Pinole Shores Business Park subject to the Conditions of Approval (Exhibit A) and findings contained in the Resolution.

PASSED AND ADOPTED by the Planning Commission of the City of Pinole on this 13th day of July 2009, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Dave Kurrent, Chair, 2009-2010

ATTEST:

Winston Rhodes, AICP, Planning Manager

EXHIBIT A: CONDITIONS OF APPROVAL DR 09-04 PINOLE SHORES MASTER SIGN PROGRAM

		<u>Timing/ Implementation</u>	<u>Enforcement/ Monitoring</u>	<u>Verification (date and Signature)</u>
1.	The project shall be constructed in substantial compliance with the approved Design Review Sign Package for Pinole Shores Business Park DR 09-04 as approved by the Planning Commission on July 13, 2009 and date stamped received May 21, 2009.	On-Going	Planning	
2.	The Applicant shall hold harmless the City, its Council Members, its Planning Commission, officers, agents, employees, and representatives from liability for any award, damages, costs and fees incurred by the City and/or awarded to any plaintiff in an action challenging the validity of this permit or any environmental or other documentation related to approval of this permit. Applicant further agrees to provide a defense for the City in any such action.	On-Going	Planning	
3.	All building permit drawings and subsequent construction shall substantially conform with the approved planning application drawings. Any modifications must be reviewed by the Planning Manager who shall determine whether the modification requires additional approval of the Planning Commission.	On-Going	Planning	
4.	Failure to obtain prior approval to modify the approved plans may result in having to pay double the original planning application permit fee and/or withholding of the occupancy permit until such time as the modification(s) to the plans has been reviewed and approved by the Planning Commission.	On-Going	Planning	
	Prior to Issuance of Building Permits			
5.	All sign permit applications for tenants at the Pinole Shores Business Park shall be reviewed by the Planning Manager or his/her designee for consistency with the approved Master Sign Program.	Prior to Building Permit Issuance	Planning	

EXHIBIT A: CONDITIONS OF APPROVAL DR 09-04 PINOLE SHORES MASTER SIGN PROGRAM

		<u>Timing/ Implementation</u>	<u>Enforcement/ Monitoring</u>	<u>Verification</u> (date and Signature)
6.	At the time of sign permit application submittal, the applicant shall provide written authorization from the property owner that the proposed sign has been reviewed and approved for building permit submittal.	Prior to Building Permit Issuance	Planning	
7.	Proposed signs which deviate from the Master Sign program are subject to further review by the Planning Commission for a Design Review Amendment.	Prior to Building Permit Issuance	Planning	
SC1.	The maximum size for the proposed monument sign shall be reduced from 40 sq. ft. to 36 sq. ft. in area to comply with Section 17.28.030 (E) (1) of the Pinole Municipal Code. The proposed monument sign shall be modified in size and provided at the time of building permit submittal.	Prior to Building Permit Issuance	Planning	