



Planning Commission Staff Report

September 14, 2011
Item 5.a.

- SUBJECT:** P11-0033
- APPLICANT:** Property Development Centers
- PROPERTY OWNER:** Property Development Centers
- PURPOSE:** Application for Sign Design approval of a comprehensive sign program for the Pleasanton Gateway retail/commercial development, excluding the offices.
- GENERAL PLAN:** Retail/Highway/Service Commercial, Business and professional Offices
- SPECIFIC PLAN:** Bernal Property Specific Plan (Commercial)
- ZONING:** PUD (Planned Unit Development) – C (Commercial)
- LOCATION:** South side of Bernal Avenue between the I-680/Bernal Avenue exit ramp and Valley Avenue
- EXHIBIT:**
- A. Draft Conditions of Approval, dated September 14, 2011
 - B. "Pleasanton Gateway Sign Criteria," dated "Received September 2, 2011" with Site Plans, Building Elevations, and Monument Sign and Building Sign Plans
 - C. Excerpts of the approved PUD Development Plan for PUD-02-07M
 - D. Ordinance 2014
 - E. Minutes of the First Planning Commission Work Session held on May 28, 2008.
 - F. Minutes of the Second Planning Commission Work Session held on October 14, 2009.
 - G. Planning Commission Staff Report dated August 25, 2010
 - H. Minutes of the Planning Commission Public Hearing held on August 25, 2010.
 - I. City Council Staff Report dated October 19, 2010.
 - J. Minutes of the City Council Public Hearing held on October 19, 2010.
 - K. Location Map
 - L. Noticing Area
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I. BACKGROUND

Background

Property Development Centers has submitted its request for Sign Design Review of the comprehensive sign program for the retail/commercial portion of the Pleasanton Gateway development located on the south side of Bernal Avenue between the I-680/Bernal Avenue exit ramp and Valley Avenue. The proposal will cover the location and designs of the monument signs for the entire site, design and construction details for the Safeway grocery store signs, and the design standards for the tenant signs covering location, sign area, and review procedures.

The proposal covers only the approximately 12.5-acre retail/commercial portion of the Pleasanton Gateway office, retail, and commercial development. The comprehensive sign program for the office portion, including design standards and details for the building and monument signs, would be reviewed by the Planning Commission under a separate application.

PUD-02-07M and Ordinance 2014

On September 19, 2010, the City Council introduced the Ordinance 2014 for PUD-02-7M that approved the PUD development plan for the Pleasanton Gateway development. Exhibit D is a copy of Ordinance 2014.

Exhibit C includes the pages of the approved PUD development plan of the retail/commercial section of the Pleasanton Gateway development and includes the site plan, preliminary building elevations and floor plans, and monument signs. (The pages of the PUD development plan for the office portion are not attached.)

Condition 37, below, of Ordinance 2014 defined the general design criteria for the office and retail/commercial signs with the PUD development plan.

Site and building signage shall be reviewed under a comprehensive signing program submitted to the Planning Division under a separate application. General specifications for the site/building signs shall include the following:

- a) *All monument sign locations including one project identification sign facing the I-680 freeway or the I-680/Bernal Avenue exit ramp and the Phase I monument signs on the Bernal Avenue and Valley Avenue driveway entrances;*
- b) *Tenant identification signs for the Phase 1 major tenants and retail businesses;*
- c) *Traffic-directory signs;*
- d) *One wall-mounted sign above the main lobby entrance per office building, one building parapet sign per west-facing elevation per office building, one monument identification sign per office building;*
- e) *Design details including location, height, length, illumination, colors and materials, and mounting;*

- f) *Except for the Major Tenant #1 logos, that may be internally illuminated, all Phase I retail lettering shall be composed of "halo-lit" letters or "flood-lit" letters illuminated by the gooseneck lamps shown on the building elevations. All Phase II office letters shall be composed of "halo-lit" letters;*
- g) *There shall be no limitation on sign colors or lettering styles;*
- h) *There shall be no exposed electrical raceways or transformers for any Phase I and Phase II signs. The project applicant or developer shall design and construct these buildings so that all building signs are flushed-mounted to the building wall surface with hidden electrical raceways and transformers;*
- i) *A 30-day Grand Opening banner is allowed per tenant;*
- j) *Temporary signs for a shopping center event or a sidewalk sales event per tenant are allowed; and,*
- k) *There shall be no paper window signs, balloons, or other inflatable devices of any type allowed. A window sign program featuring tastefully painted-on lettering in a decorative pattern will be considered with the master sign program.*

The comprehensive signing program shall be subject to the review and approval of the Planning Commission at a public hearing.

PUD-02-07M Public Hearings and Work Sessions

First Planning Commission Public Hearing

The Planning Commission reviewed the Pleasanton Gateway Development (PUD-02-07M and PCUP-210) at its first work session held on May 28, 2008. Exhibit J are the minutes of the work session. A summary of the Planning Commission's public hearing comments on the retail/commercial signs follows.

The Planning Commissioner felt that the project's signage should be covered by a comprehensive sign program. Commissioner O'Conner commented that he would not like to see a 12-foot tall monument sign. Commissioner Narum stated that she would like to see photomontages for anything over 6 feet. Commissioner Olson concurred and stated that freeway signage would be a sensitive issue. Commissioner Fox stated that she did not want to see 8- or 12-foot tall signs. Chair Blank felt that a 12-foot tall sign may be too high.

Second Planning Commission Public Hearing

The Planning Commission reviewed the Pleasanton Gateway Development (PUD-02-07M and PCUP-210) at its first work session held on October 14, 2009. Exhibit I are the minutes of the work session. The Planning Commission did not discuss or provide direction on the Pleasanton Gateway signs at this work session.

Planning Commission Public Hearing

The Planning Commission reviewed PUD-02-07M at its public hearing held on August 25, 2010. Exhibit G and Exhibit H are, respectively, the Planning Commission staff report and

the minutes of the Planning Commission public hearing. A summary of the Planning Commission's public hearing comments on the retail/commercial signs follows.

Commissioner Blank stated that the Planning Commission has struggled with window signs on commercial properties over the years and that the Commission has specifically restricted window signs, and that some businesses have resorted to garish displays placed more than three-feet behind the window and there is nothing that the Planning Commission can do about it.

Chair Olson stated that while he is opposed to flashy signs in bank windows, he grew up in the grocery business and this would be the first grocery store that he is aware of that could not display window signs. It was commented that grocery stores no longer use paper window signs.

Commissioner Narum stated that she sees an opportunity of the monument signs on Bernal Avenue to tie into the Downtown and that the developer has indicated a willingness to do this and inquired to have the monument signs reviewed by the Planning Commission at a public hearing. Commissioner Narum added, after listening to Staff's description of the sign design review process, that scheduling the sign program directly on the Planning Commission's agenda instead of having the Planning Commission appeal the staff action could potentially shorten the processing time for the application. Commissioner Blank concurred. Commissioner O'Conner suggested that the sign program could be placed on the Consent Calendar.

Commissioner Narum referred to the work session discussion regarding the rear (west) elevation of the Safeway building and inquired why the Planning Commission did not want people to know that there was a Safeway off of the freeway ramp as the City wants people to stop and shop there, and why there couldn't be a large "S" logo on the side of the Safeway store facing the freeway. Commissioner Blank commented that the Planning Commission wanted this to be a local store and not freeway oriented. Commissioner O'Conner concurred with Commissioner Narum. Chair Olson stated that other building signs could be viewed from the freeway.

The Planning Commission voted unanimously to recommend approval of PUD-02-07M with the added condition that the comprehensive sign program for the Pleasanton Gateway development be subject to the Planning Commission's review and approval at a public hearing.

City Council Public Hearing

Exhibit E and Exhibit F are, respectively, the City Council staff report and minutes of the City Council public hearing. The City Council did not discuss or provide direction on the Pleasanton Gateway signs. The City Council voted 4-1 for approval (Councilmember Sullivan in opposition).

Safeway Building

After the City Council hearing, the applicant requested staff to consider a change to the Safeway building, to "flip" the locations of grocery store's tower locations so that the taller

tower with the store's main entrance would be located closer to building's south side and the shorter tower with the grocery store's secondary entrance would be located closer to the building's north side. Staff concurred with the applicant's request and approved the change with the building permit.

II. SITE DESCRIPTION

Figure 1, below, is the 2005 aerial photograph/location map of the project site. Except for the construction of the Pleasanton Gateway development, the area has not changed since the 2005 aerial photograph was taken.



Figure 1: 2010 Aerial Photograph/Location Map

Table 1, **Surrounding land Uses**, on the following page, describes the surrounding land uses:

Table 1, Surrounding Land Uses

Direction	Land Use
North (across Bernal Avenue)	Office and commercial uses including restaurants, retail, and personal services.
East (across Valley Avenue)	Self-serve gasoline station with a drive-through fast-food restaurant, convenience market and carwash, vacant land, apartments, public park, and small-lot single-family homes.
South	Vacant office portion of the Pleasanton Gateway development.
West	I-680/Bernal Avenue exit-ramp and I-680 freeway.

III. PROJECT DESCRIPTION

Exhibit B is the comprehensive sign program for the retail/commercial portion of the Pleasanton Gateway development and covers the Safeway grocery store signs, monument signs, and the tenant sign design standards. The project description follows.

Monument Signs

The applicant proposes the following monument signs:

1. Sign A (Monument Sign):
One, approximately 10-foot tall by 10-foot long by 3-foot deep double-sided monument sign, located on the southeast corner of the Pleasanton Gateway development's entrance on Bernal Avenue. The proposed monument sign will be stone-faced matching the approved building materials and will be detailed with a concrete cap and a metal-cast Pleasanton Gateway medallion mounted below the cap.

Five locations would be provided on this monument sign for signs, including the "Pleasanton Gateway" sign panel, measuring 6-feet, 6-inches by 14-inches, and four tenant sign panels with each tenant sign panel measuring 5-feet, 9-inches by 13-inches. Staff calculated the total sign area for the four tenants and "Pleasanton Gateway" at approximately 35.6 square feet.

2. Sign B (Monument Sign):
Two, approximately 5-foot, 6-inch tall by 13-foot long by 2-foot deep single-sided monument signs, located on the northeast corner of the Pleasanton Gateway site on Bernal Avenue and Valley Avenue. These proposed signs will identify the Pleasanton Gateway development and four tenants to the Bernal Avenue/Valley Avenue intersection, will define and illuminate the development's entrance to/from the Bernal Avenue and Valley Avenue sidewalks, and will help to screen the plaza area from Bernal Avenue/Valley Avenue traffic noise.

The two monument signs will be separated by a distance of 12 feet to maintain the visibility of the development's plaza area and water feature on this corner of the development. The monument sign will be stone-faced matching the approved building materials and will be detailed with a concrete cap. The name "Pleasanton Gateway" would be constructed of freestanding metal letters installed on top of the monument signs and would measure approximately 18-inches tall by 9-feet long for

“Pleasanton” and 6-feet, 7-inches long for “Gateway.” Four locations would be provided on this monument sign for tenant sign panels with each panel measuring 4-feet, 6-inches by 14-inches. Staff calculated the total sign area for tenants and “Pleasanton Gateway” at approximately 35.6 square feet.

3. Sign D (Entry Columns):

Two, approximately 7-foot, 6-inch tall by 3-foot by 3-foot entry columns, located on both sides of the first driveway entrance from Valley Avenue. The entry columns will be stone-faced matching the approved building materials and will be detailed with a concrete cap, a metal-cast Pleasanton Gateway medallion, and would have a 3-foot tall lamp mounted on top of the concrete cap.

4. Sign E (Monument Sign):

One, approximately 12-foot tall by 12-foot, 9½-inch long by 4-foot deep double-sided monument sign, located on the southeast corner of the Bernal Avenue and the I-680/Bernal Avenue exit ramp. The proposed monument sign will be stone-faced matching the approved building materials and will be detailed with a concrete cap and a metal-cast Pleasanton Gateway medallion.

Five locations would be provided on this monument sign for tenant sign panels including the “Pleasanton Gateway” sign panel measuring 8-feet, 7-inches by 18-inches, and four tenant sign panels with each panel measuring 7-feet, 6-inches by 18-inches. Staff calculated the total sign area for tenants and “Pleasanton Gateway” at approximately 54.7 square feet.

5. Monument Sign Lighting:

The “Pleasanton Gateway” letters on Sign B will be up lit from recessed LED’s placed inside the concrete cap and behind the sign letters. The white “S” of the Safeway logo is internally illuminated as allowed by the PUD development plan; the red area will be opaque. The tenant sign panels on the monument signs would be an opaque, painted aluminum material. The tenant letters would be composed of pushed-through acrylic letters with an opaque face but with the letters’ edges clear so that the internal lighting will shine through creating the effect of a halo-lit sign. This detail is shown on the proposed sign program; staff considers it consistent with the lighting standards of the PUD development plan.

Safeway Grocery Store Signs

The applicant proposes the following building signs for the Safeway grocery store.

1. East Building Elevation (Parking Area):

- Sign F – One, approximately 2-foot, 9-inch tall by 10-foot, 8-inch long “US Bank” sign and logo, mounted on the building wall, and halo-lit.
- Sign B – One, approximately 6-foot, 8-inch tall by 7-foot, 3-inch long Safeway “S” logo, mounted in front of the glass entrance on the south entrance tower, internally illuminated. One, approximately 16-inch tall by 7-foot, 8-inch long “Safeway,” mounted underneath the “S” logo and in front of the glass entrance on the south entrance tower, and halo-lit.

- Sign E – One, approximately 2-foot, 9-inch tall by 11-foot, 3-inch long “Starbucks Coffee” sign, mounted on the building wall, and halo-lit.
 - Sign A-1 – One, approximately 4-foot tall by 24-foot long “Safeway” sign, mounted on the building wall, halo-lit. One, approximately 5-foot, 4-inch tall by 5-foot, 10-inch long Safeway “S” logo, mounted on the building wall, and internally illuminated.
 - Sign C – One, approximately 4-foot diameter Safeway “Signature Café” logo, mounted on the building wall and proposed to be halo-lit and internally illuminated. The applicant, however, has agreed to a condition where this logo will be revised to either use edge-lit letters, similar to monument signs, or to be illuminated by gooseneck lamps only.
 - Sign D – One, approximately 18-inch tall by 8-foot, 3-inch long “Pharmacy” sign and one, approximately 24-inch tall by 26-inch long mortar and pestle logo, mounted in front of the glass entrance on the north entrance tower, and halo-lit.
2. South Building Elevation:
- Sign H – One, approximately 3-foot tall by 18-foot long “Safeway” sign, mounted on the building wall, halo-lit. One, approximately 4-foot tall by 4-foot, 4-inch long Safeway “S” logo, mounted on the building wall, and internally illuminated.
3. West Building Elevation (I-680 and the I-680/Bernal Avenue exit ramp):
- Sign A-2 – One, approximately 3-foot tall by 18-foot long “Safeway” sign, mounted on the building wall, halo-lit. One, approximately 4-foot tall by 4-foot, 4-inch long Safeway “S” logo, mounted on the building wall, and internally illuminated.
4. North Building Elevation (Bernal Area):
- Sign A-2 – One, approximately 3-foot tall by 18-foot long “Safeway” sign, mounted on the building wall, halo-lit. One, approximately 4-foot tall by 4-foot, 4-inch long Safeway “S” logo, mounted on the building wall, and internally illuminated.

The total sign area for the Safeway signs per building elevation is approximately 260.9 square feet for the signs and logos on the east building elevation facing the parking area and approximately 71.2 square feet for the sign and logo on the south building elevation, west building elevation facing the I-680/Bernal Avenue exit ramp, and the north building elevation facing Bernal Avenue. (The sign areas stated on the Safeway drawings are based on a four-sided figure, resulting in larger sign areas, and not the eight-sided figure, which is the sign area methodology defined in the Pleasanton Municipal Code, and would result in smaller sign areas.)

Tenant Sign Guidelines

The tenant sign guidelines sets forth the design standards and review procedures for the tenant signs for the Pleasanton Gateway retail buildings. A summary follows.

1. Design Standards

- One sign allowed per side per tenant, excluding the east/west driveway opposite the first Valley Avenue traffic circle. The tenant sign locations are shown on the building elevations of the tenant sign program. For example, the guidelines will allow a tenant facing Bernal Avenue to have a sign facing Bernal Avenue and facing the parking area. End tenants will be allowed to have a sign facing three sides: street, parking area, and building end.
- Tenant sign area including logos is defined as 1.0 square foot per linear foot of the width of the tenant space applied to each frontage separately. Tenants will not be allowed to combine or consolidate sign areas from separate frontages. Thirty-percent of the allowed sign area may be utilized for a logo.
- Sign area for the Pleasanton Gateway development shall follow the definition in Section 18.08.495, Sign Area, of the Pleasanton Municipal Code – an eight-sided figure that encircles the text area of the sign.
- The maximum height for tenant signs is proposed to be 70-percent of the fascia height, but not to exceed 30 inches. The maximum height for the Major #2 tenant sign is proposed to be 80-percent of the fascia height. As conditioned, a 6-inch “drop” would be allowed for lower case letters, such as, g, j, p, q, and y.
- The maximum length of the tenant sign including logos is proposed to be 67-percent of the width of the tenant space.
- As required by the PUD development plan, all tenant signs including tenant logos shall be composed of “halo-lit” letters, or “flood-lit” letters illuminated by the gooseneck lamps that were shown on the building elevations of the approved PUD development plan. For logos, staff considers “edge-lit” acrylic letters with an opaque face, pushed-through an opaque background, to be consistent with the “halo” lighting requirement of the PUD development plan.
- Signs may be constructed of metal or plastic. As allowed by the PUD development plan, there is no limitation on sign colors or lettering styles.

2. Prohibited Signs

The signs prohibited by the sign program include any sign that does not comply with the sign program, attached window signs, stake-mounted signs placed in the perimeter landscape areas, banners not associated with a grand opening, or any type of a temporary sign not associate with a shopping center event. Additional prohibitions cover construction details, such as, non-UL-approved electrical equipment.

3. Review Procedures

All proposed tenant signs and proposed amendments to the sign guidelines for the retail/commercial buildings and for the monument signs will be subject to the review by the property owner for the retail/commercial buildings and then review and approval by the Planning Division. Safeway will be responsible for the administration of their signs.

IV. ANALYSIS

Compliance with PUD-02-07M

The proposed sign program includes the information required by the PUD development plan for the comprehensive sign program and, as discussed further, implement the sign design standards defined in the PUD development plan for the retail/commercial portion of the Pleasanton Gateway development.

Sign Illumination

As permitted by the PUD development plan, the Safeway “S” logo will be internally illuminated. Staff considers the edge lit acrylic letters and logos proposed by the applicant for the monument signs to be consistent with the “halo-lit” letter requirement of the PUD development plan. As conditioned, the sign program would also allow edge-lit letters for the tenant logos to accommodate narrow-stroke letters, such as script style letters, thereby enhancing the flexibility of the sign program. The edge-lit letter design is shown on the drawings for the monument signs.

The “Pleasanton Gateway” name on Monument Sign B would be up lit by the recessed LED lighting placed behind the sign letters in the concrete cap on the monument sign creating a “halo” effect for the development’s name while maintaining the “see-through” effect of this monument sign. Staff considers the back-lit letters to be consistent with the PUD development plan’s requirement for “halo-lit” signs for this sign.

Monument Signs

The locations of the proposed monument signs conform to the locations shown on the PUD development plan. The location of the 25-foot wide utility easement with the water line for the Castlewood golf course and homes prohibits the location of a monument sign on the Valley Avenue project frontage. For this reason, the applicant proposed the two lighted entry columns flanking the Valley Avenue driveway entrance in place of the single monument sign.

The proposed height of the monument signs – approximately 9-feet, 7-inches for Monument Sign A, approximately 5-feet, 6-inches for Monument Sign B, and approximately 11 feet, 11-inches for Monument Sign E – is proportioned well for the signs’ locations on the site. For comparison, the height of the corner monument sign for the Bernal Corners service station is approximately 9-feet, 6-inches. The maximum height for monument signs allowed in the C-N (Neighborhood Commercial) district and the C-C District, excluding service stations, is 12 feet.

The proposed design of the monument signs – stone material, concrete caps, lights, and detailing – work together with the site plan and building architecture including materials and detailing. All monuments will have a stone base matching the stone used on the buildings. The two monument signs located between the plaza area and the Bernal Avenue/Valley Avenue corner are separated by a distance of approximately 12 feet to maintain the visibility of the plaza area and water feature; will work with the buildings and landscaping to define and illuminate this development entrance to the sidewalks; and will help screen the plaza area from traffic noise.

At the first work session, the Planning commission commented on monument sign height and indicated concern with monument signs over a 6-foot height. The proposed heights of the two monument signs, at 10 feet and 12 feet, respectively, is due to the relatively tall stone bases on these signs, an architectural feature proposed by the applicant to create a strong architectural tie between the monument signs and the buildings of the Pleasanton Gateway development. As previously noted, the proposed sign heights are consistent with the sign standards of the C-N and C-C Districts, excluding the Pleasanton Downtown, of the Pleasanton Municipal Code and are compatible with the long project frontage on Bernal Avenue.

In lieu of photo analyses, the applicant will construct wood-frame mock-ups of the two monument signs in their proposed locations. The mock-ups will be located behind the construction fence with the plastic removed so that the sign mock-ups will be visible. The applicant stated that the sign mock-ups would be installed by the end of Friday, September 9th, before the Planning Commission meeting. Staff will email the Planning Commissioners photographs of the mock-ups before the meeting.

Tenant Signs

The sign program would allow a maximum tenant sign area of one square foot per linear foot of tenant space per tenant. For comparison, the building sign area allowed by the C-N (Neighborhood Commercial) district is 0.5 square feet per linear foot, the C-C District is 2.0 square feet per linear foot, and the Pleasanton Downtown is one square foot per linear foot. The proposed signs and sign areas are scaled to be proportional to the buildings. As conditioned, the tenant sign areas may not be combined between separate tenants. The applicant concurs with this condition.

The locations for the tenant signs are shown in the sign program on the building elevations. This constitutes the tenant sign locations that would be allowed by the sign program within the context of the buildings' architectural features. The height of the tenant signs is proportional to the facade areas. The tenant signs are required by the sign program to be vertically and horizontally centered on the fascia.

The maximum length of the tenant signs is proposed to be 67 percent of the width of the tenant spaces including the Major #2 tenant. Based on the building permit drawings, the smallest tenant space is approximately 21 feet wide, resulting in a maximum length of 14-feet with a 3-foot, 6-inch separation between the sign ends. Staff supports this standard of the proposed sign program because the sign area standard of one-square foot per linear foot of tenant width – resulting in 21 square feet for a 21-foot wide tenant space – would

prevent excessively large signs on the storefronts. Therefore, staff considers the height, area, and length standards to be consistent with the scale and proportion of these building elevations given their locations and visibility to Bernal Avenue and Valley Avenue.

Safeway Grocery Store Signs

The area of the proposed Safeway signs on the grocery store's building elevations is consistent with the proposed tenant sign area standard of one-square-foot per linear foot of building frontage. The height of the "Safeway" sign and the "S" logo on the building wall and store's south entrance is consistent with height shown on the building elevations provided with the PUD development plan.

The exceptions of the Safeway signs and locations to the preliminary signs and their locations shown on the building elevations of the PUD development plan include the proposed "Starbucks Coffee" sign in place of the Starbucks logo, the new "US Bank" sign and logo, the new "Signature Café" logo, and the location of the "Pharmacy" sign and logo. The "Pharmacy" sign and logo is now proposed to be located on the store's north entrance in place of the "Safeway" and the Safeway "S" logo. Staff considers these signs to be proportional to this building elevation; do not clutter this building elevation; and, therefore, is consistent with the PUD development plan.

The north, south, and west building elevations of the PUD development plan showed a 24-inch tall "Safeway" and a 36-inch tall "S" logo. The proposed sign program now shows a 36-inch tall "Safeway" and a 48-inch tall "S" logo. These signs will be vertically and horizontally centered over the trellis structures on these building elevations. Staff considers this height to be consistent with the scale and proportion of these building elevations given their locations and visibility to Bernal Avenue and the I-680 freeway. The proposed freeway sign achieves the Planning Commission's goals to enhance Safeway's visibility to the I-680 freeway without being overbearing as well as providing excellent visibility of the building signs from Bernal Avenue, from I-680.

Future Amendments to the Comprehensive Sign Program

Staff considers the proposed sign program to implement the PUD development plan requirement for the Planning Commission review of the comprehensive sign program. The PUD Development Plan, however, did not define the review procedures for an amendment to the sign program either as a tenant-specific proposal or the property owner's proposal for a comprehensive change, such as a program change for window signs or for outdoor dining area signs, which are not part of this application. Staff notes that there also situations where a tenant-specific amendment would be applicable to the entire development.

Staff recommends that future amendments to the sign program, if proposed, would be subject to staff-level review similar to other sign programs in the City. The high level of design quality exhibited by the comprehensive sign program sets the bar for the quality of any future amendments. All amendments to the sign program would be forwarded to the Planning Commission on the Zoning Administrator Actions Report, where the Planning Commission has the discretion to appeal any item for the Planning Commission's review at a public hearing.

Text Revisions

Condition #10 specifies staff-recommended changes to the “General Criteria” section of the sign program. The applicant concurs with these and they will be incorporated in the final sign program.

V. PUBLIC COMMENT

Public notices were sent to all property owners and tenants that received notices of the previous applications for the Pleasanton Gateway development. Exhibit L is a copy of the noticing area. Staff has not received any verbal or written communications from the noticed property owners and/or tenants as of the writing of the staff report. Any comments or concerns from the adjacent owners or tenants will be forwarded to the Planning Commission.

VI. CONCLUSION

The proposed sign program for the Pleasanton Gateway development including monument signs, Safeway grocery store signs, and the future tenant signs for the retail/commercial buildings achieves a functional, coordinated sign and graphics program for the development that will provide project and tenant identification, as well as enhancing the Pleasanton Gateway project at this gateway entrance to the City of Pleasanton. Staff and the applicant have worked together closely to achieve a comprehensive sign program consistent with the previous City directions and sensitive to the Pleasanton Gateway’s location on this gateway entrance to the City. The draft sign program will achieve a high level of visual interest and quality and will meet the applicant’s corporate appearance for their facilities.

VII. ENVIRONMENTAL ASSESSMENT

The proposal is categorically exempt from the California Environmental Quality ACT (CEQA) under Class 1 Categorical Exemption, Section 15303(a) (g), Existing Facilities, of the CEQA Guidelines. The Class 1 exemption covers exterior alterations to existing structures and new copy or modified copy to on-premises signs. Therefore, no new environmental document accompanies this staff report.

VIII. STAFF RECOMMENDATION

Staff recommends the Planning Commission approve Case P11-0033 subject to the draft conditions of approval listed in Exhibit A.

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