Item 1: BENJAMIN MOORE SIGNAGE
655 CONTRA COSTA BLVD.
PLN 19-0158

Project Planner: Andrew Shiflet, (925) 671-5211, ashiflet@pleasanthillca.org

Applicant: Tom Schnurr, Sequoia Signs & Graphics, Inc., 110 2nd Ave S, Suite D4, Pacheco, CA 94553

Property Owner: Marilyn Messina, c/o Borelli Investment Company, 2051 Junction Ave., Suite 100, San Jose, CA 95131

I. DISCUSSION

This is a continued public hearing to consider a new replacement sign face design for an existing double-faced monument sign. The application was initially reviewed by the Commission at its May 16, 2019 meeting, along with a proposed wall sign. At that meeting, the ARC approved the wall sign and continued its review of the proposed monument sign face to the June 6, 2019 meeting. The feedback and direction provided by the Commission pertaining to the proposed sign face were as follows:

- Revise the sign copy layout so that “Benjamin Moore” is a single line of copy, as opposed to two lines, “Creative Paint” is a single line of copy, as opposed to two lines, and “Benjamin Moore” is stacked directly over “Creative Paint”.

- Revise sign panel background color to be solid red, as opposed to red and blue.

II. RECOMMENDATION

Staff recommends that the ARC confirm that the project is exempt from CEQA and approve the proposed signage, with any revisions that may be required, subject to the attached conditions of approval or as they may be modified by the Commission.

III. ATTACHMENTS

Attachment A Staff Recommended Conditions of Approval
Attachment B Revised Monument Sign Face Plans
Attachment C May 16, 2019 Architectural Review Commission Staff Report (including Attachment C – Plans. All other attachments are available for viewing online or in the Planning Division.)