Item 3: GREGORY SQUARE MONUMENT SIGN
81 GREGORY LANE
PLN 19-0242

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Applicant: DSIGNART, 3428 Hillcrest Avenue, Suite 150, Antioch, CA 94531

Property Owner: Rodrigues Holding, LLC, c/o GS Management Company, 5674 Sonoma Dr., Pleasanton, CA 94566

I. INTRODUCTION

A. Project Description

Public hearing to consider approval of a Sign Permit for the installation of one freestanding monument sign at an existing office building. The monument sign would be located along the southern frontage of the property, along Gregory Lane, south of the property’s parking entrance in a landscaped area.

B. Background

The existing office building was constructed in 1989. In 2004, the ARC reviewed a proposal to repaint the exterior of the building from a light off white color to the current dark tan/beige colors. Other various building permits have been issued over the years for building maintenance and repair.

There is an existing freestanding monument sign located in the grass strip along Gregory Lane. This existing monument sign is proposed to be removed and replaced with a new monument sign in the same approximate location.

C. Project Location

The site is located on the northwest corner of the intersection of Gregory Lane and Contra Costa Blvd. Assessor's Parcel Numbers: 150-150-080-3.

II. GENERAL INFORMATION

A. General Plan

The General Plan designates the site as Mixed Use.
B. **Zoning**

The site is located in the *PUD-347* Planned Unit District.

C. **Site Description and Existing Land Use**

The existing 1.43 acre (62,334 square foot) project site is relatively flat and is developed with three buildings: an existing three-story commercial/office building and two existing single-story commercial buildings (each vacant but most recently occupied by a restaurant use and bank use).

D. **Surrounding Zoning and Uses**

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E. **CEQA Status**

Pursuant to Section 15301 and 15311 of the California Environmental Quality Act (CEQA) of 1970, as amended, this project is determined to be a Class 1 & 11 categorical exemption, which consists of replacement of an on-premise sign.

F. **Public Notices**

Public notices were sent in advance of the public hearing to all property owners within 300 feet of the project site.

III. **PURPOSE AND SCOPE OF REVIEW**

A. **Purpose**

The purpose of Architectural Review is to consider the following elements in evaluating a Sign Permit application:

Signage
1. Ensure sign visibility and legibility, including letter height and legibility, contrast background relationship, placement and location, and the impact of other signs in the vicinity, and the average travel speed on adjacent streets.

2. Intensity of sign illumination of both the proposed sign and other signs in the vicinity, and other light sources such as street lights or canopy lights.

3. The relation of the signs to the architectural design of the building. An attractive scale between the sign, the building and the immediate surroundings shall be maintained.

4. Ensure the graphic design of a sign, including emphasis on simplicity, style, trademarks or business identification and use of symbols.

5. Ensure substantial compliance with City-wide sign design guidelines.

IV. ANALYSIS

A. Proposed Signage

Monument Sign

A new monument sign is proposed to replace an existing monument sign and would be located in the same approximate location as the existing sign. The proposed monument sign consists of an aluminum base to be painted beige to match building and an aluminum cabinet, painted burgundy to match building accent color, with ¼” thick individual address letters/numbers, painted metallic silver finish, and 1/8” thick brushed aluminum tenant panels. Tenant copy to be black vinyl.

The proposed sign includes the following design features:

- Overall Monument Sign Height: 4-feet 2-inches
- Overall Monument Sign Width: 4-feet
- Sign Cabinet Height: 3-feet 4-inches
- Sign Cabinet Width: 3-feet 8-inches
- Sign Cabinet Depth: 10-inches
- Sign Panel Area: 12.22 square feet (24.44 square feet both sides combined)
- Illumination: Non-Illuminated
- General Sign Panel Design
  - Sign Copy Height
    - “81 GREGORY” – 3.5-inches
    - “HAIR BY ROSIE” (typ. tenant panels) – 1-3/4 inches
  - Sign Copy Colors
    - “81 GREGORY” – silver metallic finish
    - “HAIR BY ROSIE” (typ. tenant panel) – black
  - Background Colors
    - “HAIR BY ROSIE” (typ. tenant panel) – brushed aluminum
Landscape

There is an existing flower bed that surrounds the monument sign base. This flower bed has not been well maintained and the project has been conditioned to include replanting the flower bed and continuously maintaining it moving forward.

Staff Comments

Monument Sign Design: Staff finds the sign to be consistent with the Citywide Sign Design Guidelines, including being constructed with quality and durable materials, incorporating copy and background colors that are bold and provide adequate contrast, and providing simple and concise sign content. The overall sign dimensions are proportionate to the building and street frontage, and are consistent with other monument signs in the area. As with the existing monument sign, the proposed sign would not be illuminated for nighttime visibility.

Monument Sign Area: The applicant is requesting a sign area consistent with the regulations under the City Sign Ordinance. The zoning ordinance permits 0.5 square foot of sign area for each lineal foot of street frontage up to a maximum of 32 square feet on one face or 64 square feet on two faces. The Gregory Square sign is proposed be 12.22 square feet per sign face and 24.44 square feet on two faces.

B. Design Guidelines

The following City-Wide Sign Design Guidelines are applicable to the project as summarized below:

SG.IV.C.3 – General Sign Guidelines: Signs should efficiently advertise the business so that passers-by can readily understand the message. The copy and background color selections, which draw on the office building’s color scheme, provide adequate contrast to enhance visibility and readability to passers-by.

SG.IV.E.1 – Sign Content: The message on monument signs should be simple and concise, advertising the name and type of business only. Secondary information, such as corporate slogans, telephone numbers, and product lines, do not belong on monument signs. This information is better suited on secondary or window signs. The proposed signage copy displays only the building address and tenant names.

SG.IV.I.2 – Colors: They should be simple and basic, limited to one or two colors. The applicant has proposed a color scheme of four colors: burgundy, beige, aluminum and black. These colors appropriately reflect the color scheme of the office building and its logo and reflect the color scheme of the warehouse building.
SG.IV.L.6 – Design: The materials, colors, textures, finish, and overall design of the monument sign should strongly incorporate the same design features from the associated building or the architectural setting. The sign cabinet and monument sign base are to be constructed of painted aluminum. The burgundy and beige found in the sign design would complement the colors of the office building.

V. CONCLUSION

The proposed monument sign would comply with the sign ordinance and many of the Sign Design Guidelines. In addition, new landscaping in the existing flower bed would provide an aesthetic/visual improvement to the existing landscape.

VI. 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.

VII. ATTACHMENTS

Attachment A  Staff Recommended Conditions of Approval
Attachment B  Location Map
Attachment C  Proposed Project Plans & Site Photos
Attachment D  Public Notice