



Memorandum

TO: PINOLE PLANNING COMMISSION
FROM: ANNE HERSCH, AICP, ASSOCIATE PLANNER
SUBJECT: DR 09-04 CVS SIGN
DATE: MARCH 23, 2009

Property Owner: Hillsboro Properties 800 Airport Blvd. Suite 510 Burlingame, CA 94010	Applicant: Sign Art, Inc. Kelly Barber 5757 E. Cork St. Kalamazoo, MI 49048
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PROJECT: CVS Sign FILE: DR 09-04 LOCATION: 1401 Tara Hills Drive APN: 402-282-005 ZONING: C1-Neighborhood Business PLANNER: Anne Hersch, Associate Planner

REQUEST

The applicant is seeking Design Review approval for new signs for the CVS Pharmacy (formerly Long's Drugs) at 1401 Tara Hills Drive.

PROJECT DESCRIPTION

The applicant is seeking Design Review approval to install new signs for CVS Pharmacy at 1401 Tara Hill Drive. New signs include two (2) "CVS Pharmacy" signs, on the north and south elevations. Each sign is 102.28 sq. ft. in area. The "Long's Drugs" copy will also be changed out on the pylon sign and replaced with "CVS Pharmacy." The proposed building affixed signage for CVS Pharmacy is considered "primary" as defined in the Pinole Zoning Code.

SITE LOCATION



Direction from Project Site	Land Use
North	Parking
West	Safeway Grocery Store
South	I-80/Landscape buffer
East	Bubbles Car Wash

Figure 1. Site Location of 1401 Tara Hills Drive

ANALYSIS

Proposed Signage

Per Section 17.28.020 (U), a primary sign is “a sign which identifies the business or organization located in the premises, or advertises or informs about business, products or services sold or rendered on premises.” The proposed sign identifies the business name. There is no existing sign program for the Appian/80 Shopping Center.

Section 17.28.030 A (3) “Sign Regulations” of the Pinole Zoning Code defines total permitted sign area for a business. Allowed sign area is determined by the size of the business space. For a business with an area of 10,001 - 30,000 sq. ft., 450 sq. ft. of sign area is permitted. The CVS Pharmacy is 25,963 sq. ft. The proposed CVS sign package includes two (2) building affixed signs measuring 102.28 sq. ft. each, 204.56 sq. ft. total, well under the permitted sign area.

Business Area	Maximum Total Sign Area Permitted
0 - 2,500 sq. ft. =	200 sq. ft.
2,501 - 5,000 sq. ft. =	250 sq. ft.
5,501 - 7,500 sq. ft. =	300 sq. ft.
7,501 - 10,000 sq. ft. =	400 sq. ft.
10,001 - 30,000 sq. ft. =	450 sq. ft.
30,001 and over =	500 sq. ft.

The proposed “CVS Pharmacy” sign (one on the north elevation and one on the south elevation) include 42” LED illuminated channel letters bolt mounted to the façade. All of the primary signage is internally illuminated and includes individual acrylic channel letters. The proposed primary signs are compatible with the existing signage with respect to size, shape, and color.

ENVIRONMENTAL REVIEW

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

STAFF RECOMMENDATION

Pass Resolution 09-04 approving the sign package as conditioned.

ATTACHMENTS

1. Resolution (Exhibit A: Conditions of Approval)
2. Project Plan Set: Site Plan, Sign Design, Photo Simulations

**ATTACHMENT 1
PLANNING COMMISSION RESOLUTION 09-04**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PINOLE APPROVING
SIGNAGE FOR CVS PHARMACY LOCATED AT 1401 TARA HILLS DRIVE
(APN:402-282-005)
DESIGN REVIEW # 09-03**

WHEREAS, Sign Art Inc. filed an application with the City of Pinole (hereinafter referred to as City) for Design Review for CVS Pharmacy located at 1401 Tara Hills Drive (APN: 402-282-005) and in accordance with Title 17 of the Pinole Municipal Code; 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, Accessory Structures (consists of construction, or replacement of minor structures accessory to existing commercial, industrial or institutional facilities); and

WHEREAS, the Planning Commission finds, after due study and deliberation that the following circumstance exists for approving DR 09-03;

1. The proposed signage is consistent with the zoning regulations contained within Section 17.28 of the City's Municipal Code.
2. Based upon the materials and colors, the proposed signs for CVS Pharmacy will not be unsightly, obnoxious or undesirable in appearance, and will not hinder the harmonious development of the area, impair the desirability of the area for the uses permitted, nor limit the opportunity to attain optimum use and value of the land and improvements, or otherwise adversely affect the general property and welfare.
3. The proposed signage is well composed and effectively identifies the pharmacy use and complements the current CVS building design.

NOW, THEREFORE, BE IT RESOLVED by the Planning Commission of the City of Pinole hereby approves DR 09-03 based on the findings contained in the Resolution, as provided in the staff report, and subject to the Conditions of Approval (Exhibit A) and Findings contained in the Resolution. This approval remains effective for one year from the date approval and may be granted an extension.

PASSED AND ADOPTED by the Planning Commission of the City of Pinole on this 23rd day of March 2009, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Maureen Toms, Chair, 2008-2009

ATTEST:

Winston Rhodes, AICP, Planning Manager

**EXHIBIT A: RESOLUTION 09-04
CONDITIONS OF APPROVAL: DR 09-04 CVS SIGN**

		<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 dated February 24, 2009 for CVS Pharmacy DR 09-03 as approved by the Planning Commission (Sign Package) unless modified by the conditions below.	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	
5.	Any temporary business signage installed at the property shall satisfy the requirements of Section 17.28 of the Pinole Municipal Code. Prior to Issuance of Building Permits	On-Going	Planning	
6.	The Planning Manager shall review the sign permit submitted with the building permit application for architectural consistency with the approved plans.	Prior to Building Permits	Planning	

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		<u>Timing/ Implementation</u>	<u>Enforcement/ Monitoring</u>	<u>Verification (date and Signature)</u>
7.	The four ancillary signs shown on the initial plan submittal shall be eliminated from approved sign package. This omission shall also be reflected on the building permit plans.	Prior to Building Permits	Planning	