

STAFF REPORT  
PLANNING COMMISSION REGULAR MEETING OF  
DATE: 3-1-94

PREPARED BY: Michael Leana, Senior Planner  
PROJECT FILE #/s: Item No. 3 - CUP 93-8  
PROJECT DESCRIPTION: Request for revision to Planned Sign Program for Old Towne Plaza.  
OWNER/APPLICANT: Larry Lindsay / Pat Riley, J. & L Signs of Santa Rosa  
PREVIOUS ACTION: Conditional Use Permit No. 93-8 approved on October 5, 1993. Proposed revision denied on December 21, 1993.  
RECOMMENDATION: Approve Resolution No. 94-10 which revokes Resolution No. 93-44 and adopts a revised planned sign program for Old Towne Plaza.

LINDSAY

BLDG.

DOWNTOWN

(GRIZIE  
LA FUENTES  
BLDG.)

REQUEST:

Approval of a revised planned sign program for Old Towne Plaza, located at 234 Oak Street and 656 First Street.

BACKGROUND:

On October 5, 1993, the Planning Commission in a 4-1 vote approved a planned sign program for Old Towne Plaza, which consists of Brentwood Liquors at 234 Oak Street and a new, unoccupied retail complex at 656 First Street. A revision to this program was subsequently denied by the Planning Commission on December 21, 1993.

The approved signage consists of the following:

For Brentwood Liquors:

- \* One (1) I.D. Sign consisting of 15" tall individual cast aluminum letters with an area of 27.5 square feet.
- \* Four (4) 16" X 68" sandblasted product signs with an aggregate area of 30 square feet.

For the Retail Complex:

- \* One (1) maximum 9 foot tall freestanding sign located in a planter along First Street with an area of 32 square feet.
- \* A maximum of four (4) building signs for major tenants: two (2) 2' X 15' tenant I.D. signs and two (2) 16" X 68" tenant product signs.
- \* One (1) 2' X 10' building sign for minor tenants identifying the tenant or product/service of the tenant.
- \* Miscellaneous pressed signs located on the windows.
- \* A maximum of two (2) illuminated directories for second story office tenants.

At its February 1, 1994 meeting, the Planning Commission held a workshop on signage for this project and provided the applicant with direction with respect to what they would like to see for signage in Old Towne Plaza. The applicant is submitting this revision based upon the dialogue from the workshop meeting.

Analysis:

The proposed revision to the previously approved Planned Sign Program includes the following additions/deletions:

1. It eliminates the "product signs" from the Brentwood Liquor building (Phase 1)  
Exterior signage for this building will include individual letters identifying the business, only. (This sign has been installed).
2. In Phase 2 (the multi-tenant building on First Street) the changes include:
  - a. The free-standing project sign is being eliminated.
  - b. Two (2) single faced interior illuminated cabinet signs identifying the project will be mounted on the west and south elevations, facing First Street and the parking lot, respectively. These signs will be wood-wrapped to match the building and the individual tenant cabinet signs.
  - c. Individual tenant signage (number and size based upon whether a tenant is a major or minor tenant) will consist of single faced internally illuminated cabinet signs wrapped with wood trim to match the building and will be mounted to the fascia.
3. All other signage (on windows and for office tenants) will remain as previously approved.

The applicant has indicated he will have a display replica at the meeting.

Staff feels the proposed changes follows the suggestions provided at the workshop meeting last month, adheres to the intent of the Planned Sign Program regulations, and consequently recommends approval.

**RECOMMENDATION:**

Pass Resolution No. 94-10 which revokes Resolution No. 93-44 and adopts a revised planned sign program for Old Towne Plaza.

**Attachment:**

Resolution No. 94-10

Approved Resolution No. 93-44

Letter of Transmittal from Applicant

Revised sign proposal with elevation drawings and signs

DELI

VIDEO

WINES

BAIT

88"

10"

16"

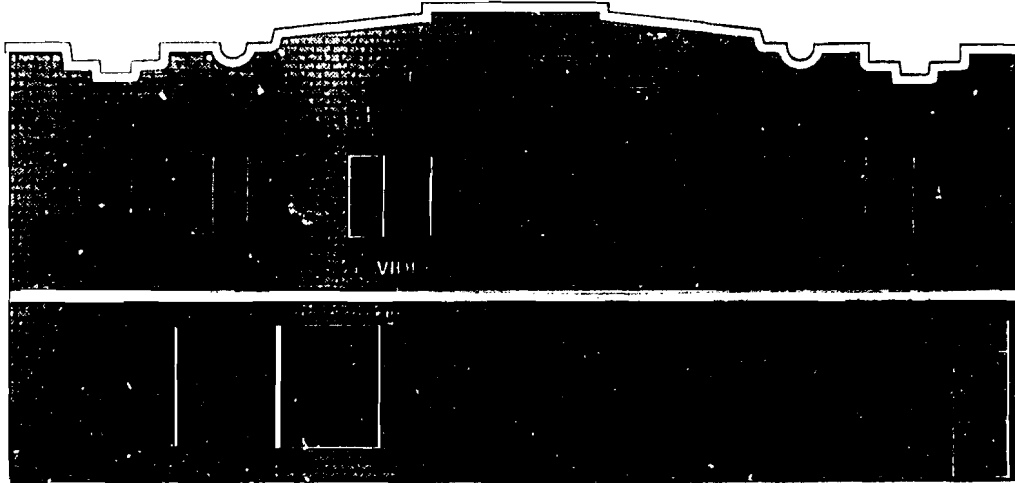
Scale 1/4"

22'

# BRENTWOOD LIQUORS

15'

Scale 3/8"



60'

## APPROVED PLAN

PERMIT NO. CUP 93-8

RESOLUTION NO. 93-44

ACTION:  APPROVED  DENIED

DATE 10/5/93

<b>BRENTWOOD LIQUOR</b>		
Brentwood	Pat Riley	M. F.
	9-06-93	1/8"

**J&L SIGNS**  
 Graphics and Visual Communications  
 Phone (702) 525-4971  
 P.O. Box 779 5277 Arco Dr. Santa Rosa Ca. 95403  
 Contractors Lic. 308203

ALLOWABLE SIGN AREA

(Multiuse or Shopping Center Type use)

PHASE I: BRENTWOOD LIQUOR - Allowed 60 sq. ft.  
Proposed 27.5 sq. ft.

PHASE II: MAIN SIGNAGE

Detached -- Allowed 75 sq. ft.  
Proposed 32 sq. ft.

Wall signage - Allowed 50 sq. ft. max.  
Proposed 48 sq. ft.

TENANT BUILDING (using "10% of total area of building the wall signs are attached to: formula)

West - Allowed 100 sq. ft.  
Proposed 84 sq. ft. max. (not including 24 sq. ft. for proposed main I.D. wall sign)

South - Allowed 345 sq. ft.  
Proposed 120 sq. ft. (not including 24 sq. ft. for proposed main I.D. wall sign)

BUILDING DIMENTIONS

Phase I 60 lin. ft. x 75 ft (alley)  
Phase II 50 ft. x 150 ft.

LOT DIMENTIONS

60' North  
200' East  
150' South  
125' West

P.S. Not certain how or if 1 sq. foot of building frontage to 1 sq. foot of sign area applies; or corner use with second frontage to be  $\frac{1}{2}$  etc.

Introduction

The purpose of this "sign program" is to maintain an overall criteria for all tenants located within the proposed project.

All signage has been designed to be compatible with the existing architecture and building color scheme.

All proposed signing is to be approved by the building owner or his designated agent.

All signage to be approved by the City of Brentwood prior to install and all required permits secured by tenants.

No other signage permitted at this time.

OLD TOWNE PLAZA  
PHASES I & II

TABLE OF CONTENTS

Introduction

I. Brentwood Liquor Building - Phase I

II. Old Towne Plaza - Phase II

- A) free standing sign
- B) major user/tenant
- C) minor tenants

III. Office Users / Tenants

Brentwood Liquor Building Phase I  
234 Oak Street  
Brentwood, CA

- A) Main Sign: will consist of one set cast aluminum letters, mounted directly to face of building.  
Copy: BRENTWOOD LIQUORS  
Illumination: indirect (optional)  
Location: see drawing  
Finish: baked enamel  
Size: 15" tall; approx. 22'0" long
- B) Secondary Signage: will consist of four(4) S/F sandblasted redwood signs mounted to face of building.  
Copy: DELI, VIDEO, BAIT, WINES  
Size: 16"x68"  
Color: Olympic Stain #913 or equal with #717 border, copy color-white  
Location: North elevation on face of building(see drawings)  
Illumination: indirect(optional)

(REV: 9/20/93)



II. Old Towne Plaza - Phase II  
656 First Street  
Brentwood, CA

- A) Freestanding Sign: One D/F sandblasted wood sign with support posts wrapped in red brick to match existing planters. Sign to be located in existing planter. Illumination: indirect(optional)  
Copy: OLD TOWNE PLAZA (pictorial)  
Size: 4' high x 8'0" long 12'0" overall  
Color: Border to match Olympic Stain # 717 or equal; copy, background and pictorial-multicolor.  
Location: in planter at First St. entrance to Plaza(southwest corner of project).
- B) Major Tenant / User: Retail user with frontage of over 50 lineal ft. at ground level.
1. Wall sign: would consist of two(2) S/F sandblasted wall signs mounted to fascia. Illumination: indirect(optional)  
Copy: tenant name, logo and service/product  
Size: 2' high x 15'0" long max.  
Color: Border to match Olympic #717; background to match Olympic #913; copy, color and logo tenants choice.  
Letter style: tenant choice  
Location: South elevation & west
  2. Secondary sign: would consist of S/F sandblasted wood signs mounted to fascia Qty: 2 maximum  
Copy: products or services, etc.  
Size: 16"x68"  
Color: background Olympic #913 or equal; with #717 border, copy color is optional  
Location: south or west elevation on fascia
  3. Misc. signs: pressure sensitive white vinyl letters located on glass, all letters 4" high max., 15% overall of glass area.
- C) Minor Tenant: single retail tenant spaces 50 lineal ft. of frontage or less at ground level.
1. Wall signs: consist of one S/F sandblasted wood sign  
Copy: tenant name, logo, product/service Illumination: indirect(optional)  
Size: 2' high x 10'0" long  
Color: background to match #913 with border #717; copy & logo color-tenant choice  
Letter style: tenant choice  
Location: south elevation  
west elevation(corner tenant may have one duplicate additional sign located on respective second frontage)

(9/20/93 revised)

2. Misc. signs: consisting of white pressure sensitive vinyl letters and graphics mounted to glass window/door areas; 15% max. of overall glass area permitted; 4" max. letter height.

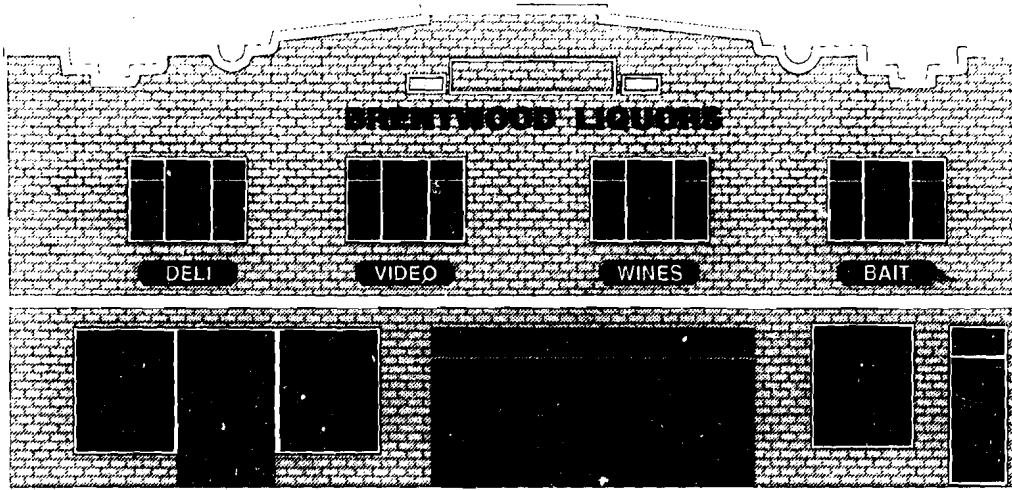
III. Office Users / Tenants

Exterior Identifications: would consist of two(2) nonilluminated directories with locking doors located to wall area, immediate to each entry at office area

Note: Remainder of office signage would be limited to inside the office area.

68" DELI VIDEO WINES 10" BAIT 16" Scale 1/4"

22' **BRENTWOOD LIQUORS** 15' Scale 3/8"



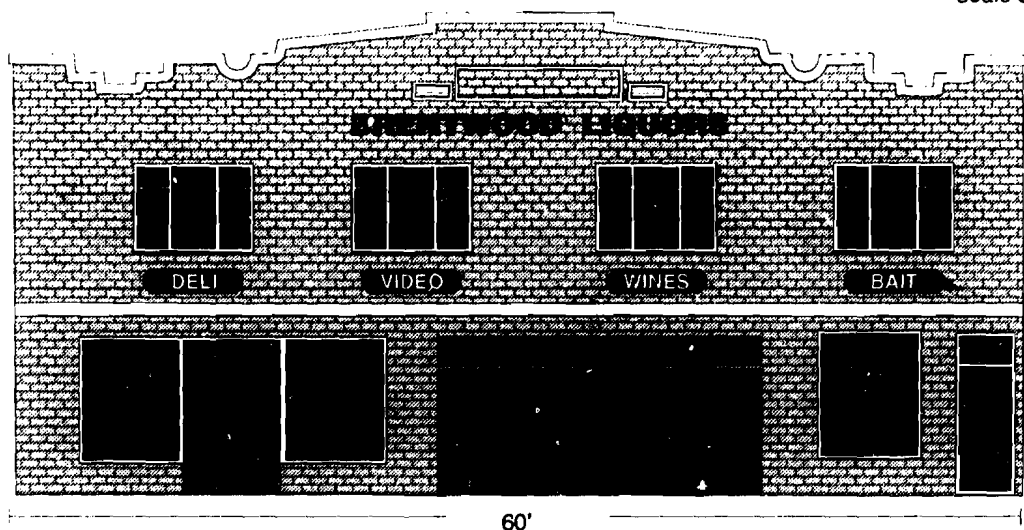
60'

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<b>BRENTWOOD LIQUOR</b>		
Client: Brentwood	Designer: Pat Riley	Contractor: M. F.
	Date: 9-06-93	Scale: 1/8"

**J & L SIGNS**  
 Graphics and Visual Communications  
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 P.O. Box 5099, 5277 Arco Dr., Santa Rosa, Ca. 95407  
 (Contractor Lic. 91823)

68" DELI VIDEO WINES 10" BAIT 16" Scale 1/4"

22' **BRENTWOOD LIQUORS** 15" Scale 3/8"

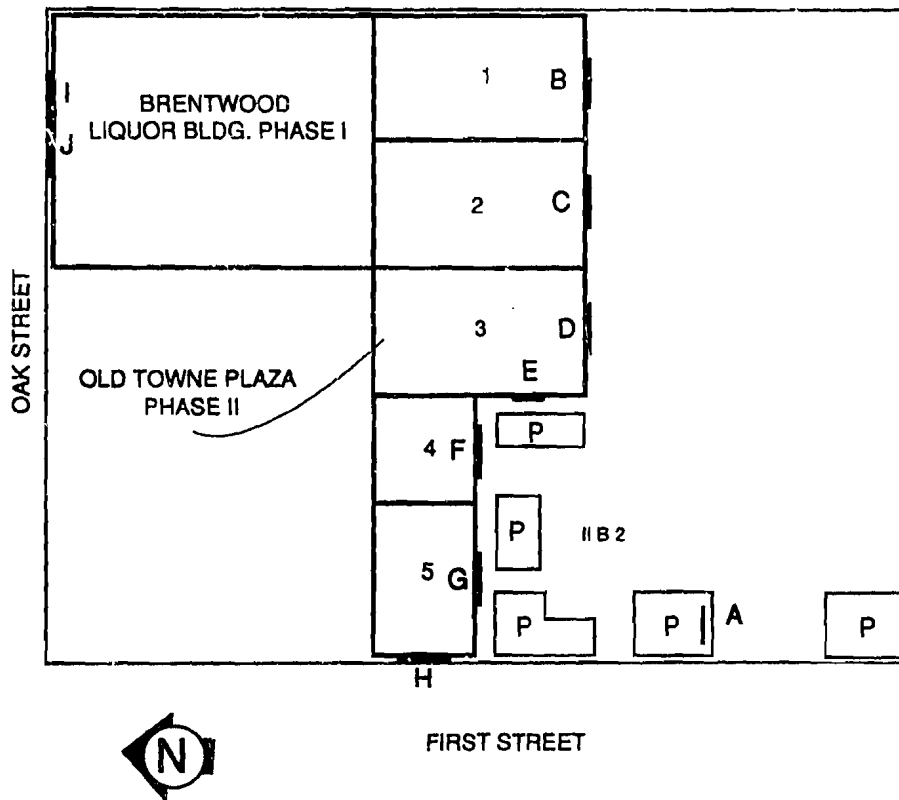


60'

<small>This drawing is the exclusive property of J &amp; L Signs all rights to the work or reproduction of all or any part of the drawing is hereby reserved. Unpublished use will be prosecuted within the US and of the law. Copyright J &amp; L Signs</small>	<b>BRENTWOOD LIQUOR</b>	
	Client Name <b>Pat Riley</b>	Client By <b>M. F.</b>
	Date <b>9-06-93</b>	Scale <b>1/8"</b>

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 Contractors Lic. 70R203

# OLD TOWNE PLAZA



## SIGN SCHEDULE (PHASE II)

- A - SIGN TYPE II A
- B - SIGN TYPE II B 1 or II B2 or II C 1
- C - SIGN TYPE II B 1 or II B2 or II C 1
- D - SIGN TYPE II B 1 or II B2 or II C 1
- E - SIGN TYPE II B 1 or II B2 or II C 1
- F - SIGN TYPE II B 1 or II B2 or II C 1
- G - SIGN TYPE II B 1 or II B2 or II C 1
- H - SIGN TYPE II B 1 or II B2 or II C 1
- I - PHASE II SIGN TYPE I - A
- J - PHASE II SIGN TYPE I - B

P - PLANTER