

CASTRO VALLEY MUNICIPAL ADVISORY COUNCIL

Minutes for March 24, 2008

(Approved as presented April 14, 2008)

- A. CALL TO ORDER:** The Chair called the meeting to order at 6:03 p.m. Council members present: Jeff Moore, Chair; Cheryl Miraglia, Vice-Chair. Council members: Andy Frank and Carol Sugimura. Council members excused: Sheila Cunha, Dean Nielsen and Dave Sadoff. Staff present: Tona Henninger, Jana Beatty, Bob Swanson and Maria Elena Marquez. There were approximately 5 people in the audience.
- B. Approval of Minutes of February 25 and March 10, 2008**
The minutes were continued to the next meeting.
- C. PUBLIC ANNOUNCEMENTS / Open Forum – None.**
- D. Consent Calendar –**
- 1. SITE DEVELOPMENT REVIEW, S-2152 – UNITED SIGN SYSTEMS –** Application to allow new signage on an existing building in a CVCBD SP-SUB 7 (Castro Valley Central Business District, Sub-Area 7) District, located at 3443 Castro Valley Boulevard, south side, 350 feet west of Redwood Road, unincorporated Castro Valley area of Alameda County, designated Assessor’s Parcel Number: 84A-0064-007-07. **This item was moved from the Regular Calendar. Staff Planner: Richard Tarbell.**
 - 2. SITE DEVELOPMENT REVIEW, S-2153 – NORCA SIGNS PLUS INC –** Application to allow replacement of signage on an existing building in a CVCBD SP SUB 7 (Castro Valley Central Business District, Sub-Area 7) District, located at 20261 Patio Drive, east side, 50 feet north of Castro Valley Boulevard, unincorporated Castro Valley area of Alameda County, designated Assessor’s Parcel Number: 84A-0085-001-03. **This item was moved from the Regular Calendar. Staff Planner: Richard Tarbell**
- Ms. Miraglia moved to approve Site Development Review, S-2152 and Site Development Review, S-2153. Ms. Sugimura seconded. Motion carried 4/0, with Mr. Nielsen, Mr. Sadoff and Ms. Cunha absent.**
- E. Regular Calendar**
- 1. CONDITIONAL USE PERMIT, C-8708 – METRO PCS -** Application to allow continued operation of a cell site, in a “A” (Agricultural) District, located at 23207 Hollis Canyon Road, east side 100 feet north of I-580 Freeway, Castro Valley area of unincorporated Alameda County, bearing County Assessor’s designation: 085A-1150-001-05. **(Continued from February 25 to April 14, 2008). Staff Planner: Richard Tarbell. Continued to April 14.**
 - 2. SITE DEVELOPMENT REVIEW, S-2152 – UNITED SIGN SYSTEMS –** Application to allow new signage on an existing building in a CVCBD SP-SUB 7 (Castro Valley Central Business District, Sub-Area 7) District, located at 3443 Castro Valley Boulevard, south side, 350 feet west of Redwood Road, unincorporated Castro Valley area of Alameda County, designated Assessor’s Parcel Number: 84A-0064-007-07. **This item was moved to the Consent Calendar. Staff Planner: Richard Tarbell.**

3. **SITE DEVELOPMENT REVIEW, S-2153 – NORCA SIGNS PLUS INC –** Application to allow replacement of signage on an existing building in a CVCBD SP SUB 7 (Castro Valley Central Business District, Sub-Area 7) District, located at 20261 Patio Drive, east side, 50 feet north of Castro Valley Boulevard, unincorporated Castro Valley area of Alameda County, designated Assessor's Parcel Number: 84A-0085-001-03. **This item was moved to the Consent Calendar. Staff Planner: Richard Tarbell**

4. **VARIANCE, V-12105 & SITE DEVELOPMENT REVIEW, S-2157 – BP WEST COAST PROD. –** Application to allow construction of a service station with a lot coverage of 31% where 20% is the maximum allowed and to locate a building 8 feet from the street lot line where 40 feet are required in the CVCBD Specific Plan Sub Area 5 (Castro Valley Central Business District Specific Plan Low Intensity Commercial) District, located at 2770 Castro Valley Boulevard, north, at the intersection on the northwest side of Wisteria Street, unincorporated Castro Valley area of Alameda County, and designated Assessor's Parcel Number: 084A-0160-006-01. **Staff Planner: Christine Greene.**

Ms. Beatty summarized the staff report. She stated that a letter was received from the Castro Valley Chamber of Commerce recommending approval with several conditions. The Redevelopment Agency had no comments on the variance as long as the proposed signage does not exceed the maximum allowed sign area for the wall mounted signage and the pole sign. Staff recommends approval. An oral update will be given at the WBZA hearing.

Michael J. Majors II, representing BP West Coast Products, and Jason Smith, both agree with all the staff report recommendations.

Mr. Moore had some concerns regarding the flood zone and storm water control issues. In his opinion, the 1-2 feet above grade elevation, it is a substantial raise in elevation, although you can accept it, it can substantially change the site plan.

Mr. Majors said that they have been successful considering the existing conditions that are present there. The other communities where they have been successful in waving that requirement or provide other type of architectural measures, water type boxes, utility boxes in the yard, water type doors, those can be a solution that would be acceptable to cities to mitigate that type of measure. He agreed that it is a huge fill.

Mr. Moore said it is really more of a heads up and he thinks it will not have an impact on the project. However, he told Mr. Majors that the property is in the flood hazard zone.

A discussion ensued among council members regarding the location of the signs on the canopy and also the location of 6 non illuminated store signs advertising special items that will be sold in the store.

Mr. Majors said that it is very effective to keep banners out of the windows for security purposes so they do not block visibility. Mr. Moore said it is not a major issue.

Mr. Majors referred to Condition # 3 from the Chamber of Commerce that requests to eliminate illumination of canopy signs on sides of canopy, he said that they are still

selling gas at night, it is a 24 hours operation, so for security purposes it should be illuminated. Mr. Moore said the site has visual impact right at the boulevard.

Regarding employee parking, Sumi Kohli, station operator, said that there are no spots designated for employee parking. There are handicap spots and customer parking. Some employees don't have cars, they live nearby so there is not a great need for parking.

Public testimony was called for. No public testimony submitted.

Mr. Frank asked Ms. Beatty about the Chamber's condition # 3 requesting to eliminate illumination of canopy signs on sides of canopy. Ms. Beatty said that the letter came in at the last minute, and staff did not have time to research it. Mr. Moore said that the Council can choose to agree or disagree with the Chamber. Personally, he has no problem with that.

Ms. Sugimura said she has no problem with the 64 square foot price sign.

Mr. Majors said they are proposing landscape around that existing sign.

Mr. Moore said that to enhance the elevation of the back side and all 4 sides, it is a nice improvement, but he has a real problem with this back facing Castro Valley Blvd., the big window to open it up. Mr. Majors said the floor plan on that side of the building, the sales area is at the back of the store and that storage in there.

Council members did not approve of the Chamber's request to eliminate illumination of canopy signs on sides of canopy as well as to create 2 on-site employee parking spaces.

Ms. Miraglia made a motion to approve Variance, V-12105 and Site Development Review, S-2157 with staff recommendations. Additional conditions include no business signage in the window; addition of architectural features to match the building on the Castro Valley Blvd side; to move the electrical services inside the building, add landscaping and additional lighting and participation in any future shared parking arrangement. Mr. Frank seconded. Motion carried 4/0 with Mr. Sadoff, Ms. Cunha and Mr. Nielsen absent.

F. Chair's Report - None

G. Committee Reports

- **Eden Area Alcohol Policy Committee**
- **Redevelopment Citizens Advisory Committee**
- **Ordinance review Committee**
- **Eden Area Livability Initiative**

Ms. Sugimura said that there are still 2 tracks and there will be two additional meetings, one regarding Physical Appearance on Thursday, March 27, and on

Monday, March 31, Safety, Social and Personal Relations, both in Nate Miley's office. The Charrete will be April 5, from 9 a.m. to 3 p.m.

- H. Staff Announcements, Comments and Reports – None.**
- I. Council Announcements, Comments and Reports – None.**
- J. Adjourn – 6:42 p.m.**

NEXT HEARING DATE: Monday, April 14, 2008