

Pape Machinery Pylon Sign Appeal PLN2021-00378

Feb 7, 2023 City Council Appeal Hearing

Tonight's Presentation

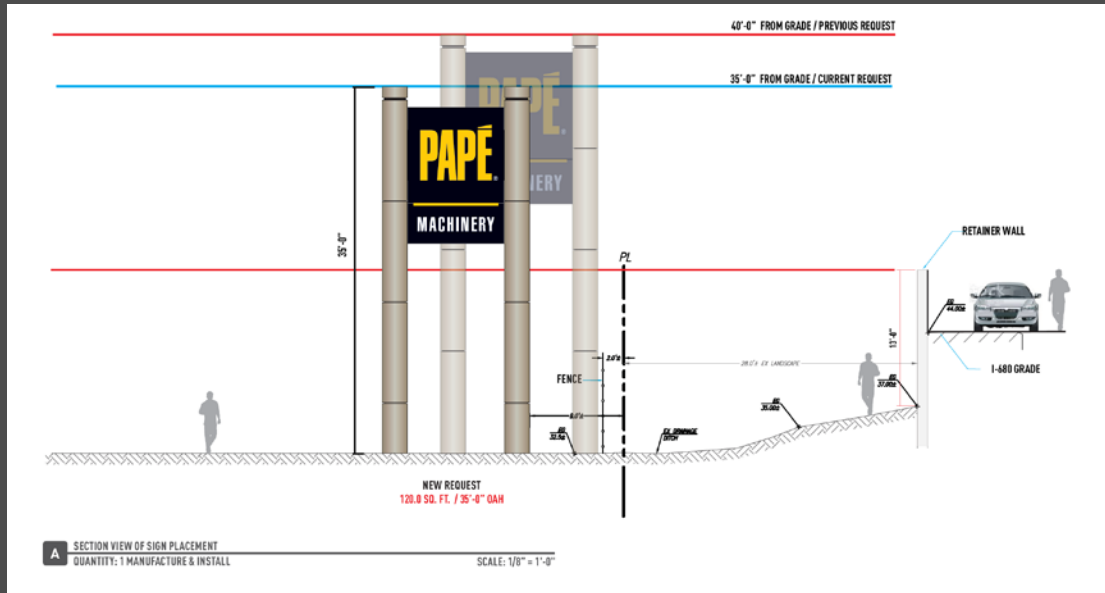
- Project Background
- Concept Evolution
- Sign Compatibility w/ site and surrounding area
- Planning Commission's Denial
- Appeal
- Economic Considerations
- Staff Recommendation

Project Background



- General Plan
 - Service Industrial
- Zoning
 - Service Industrial (I-S)

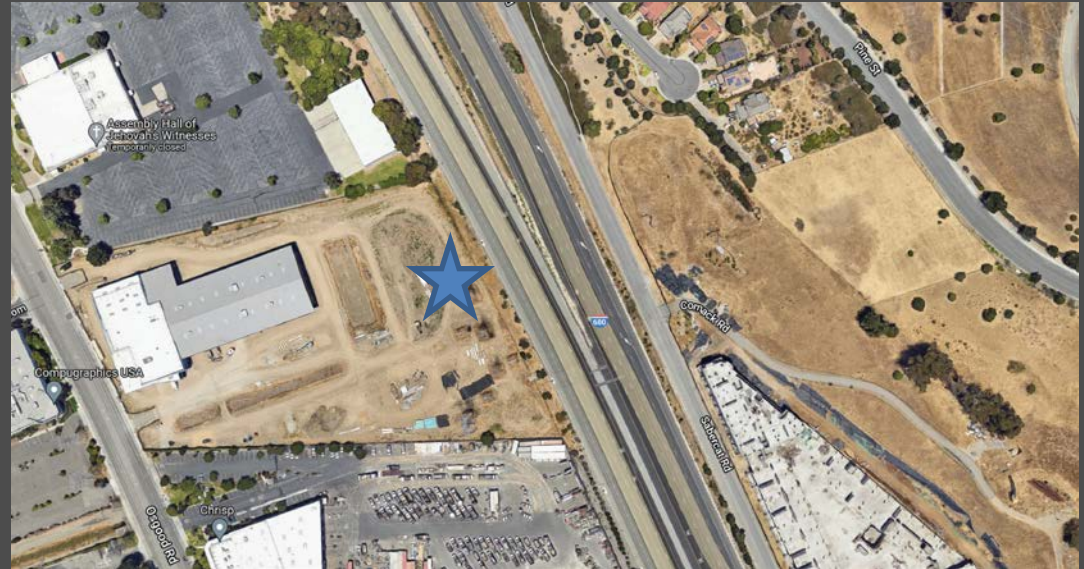
Concept Evolution – Pape Freeway Sign



- Reduced in height from 40' to 35'.
- Reduced in area from 152 square feet to 120 square feet.

Compatibility with Surrounding Uses

- Industrial site
- Nearest existing residential uses over 500' away, behind a sound wall
- No concerns raised by any neighbors
- Multiple high-voltage utility towers exist



Dec 2022 Planning Commission Hearing



- Planning Commission Hearing – 12/8/2022
- Project denied on a vote of 4-3

Dec 2022 Planning Commission Hearing

PC denied approval of the project finding:

- Suffice signage already exists
- Precedent for more signs
- Incompatible with character of the area.
- Illumination is inappropriate

Appeal

Appellant's Appeal

- Dense trees on the adjacent lot and existing lattice towers obstruct views of signs on the building. Sufficient signage not a criteria to deny a CUP.
- Few lots on the I-680 corridor are qualified to have a freeway pylon sign.
- Easements limit the potential location for a freeway sign and a grade difference necessitates the height of the sign.
- Sign would be internally illuminated and no public opposition to the sign was received

Appeal

Staff's Analysis of Appellant's Appeal

- FMC does not have a discretionary standard as to what constitutes sufficient signage. The proposal conforms to the Sign Ordinance.
- Only parcels along I-680 that qualify for this type of sign are clustered around Auto Mall Parkway
- Easements limit potential locations for the sign and existing utilities create significant visual clutter.
- Illumination is limited to the letters and logo. Potential for light spill onto residential properties or impacting drivers is negligible.

Economic Considerations

- Papé longstanding Fremont and Tri-City business
- Supplier of critical equipment for building roads, hospitals, schools, and major infrastructure.
- Dealership will serve regional cities, public utilities, and construction projects
- Biggest investment in company's history
- Significant and diversified addition to City tax base

Economic Considerations

- City ED and CDD Staff have worked closely with Papé since 2017 to bring the project to fruition
- Project awarded state tax credits from CA Governor's Office to support \$45M Fremont investment
- Complex project with major overhead and underground easements
- Company has designed appropriated scaled pylon sign to account for unique site conditions including building placement, overhead utility lines, and large equipment

Staff Recommendation

- Recommend that the City Council:
 - Find the project exempt from CEQA
 - Determine the project to be in compliance with the applicable development standards
 - Find the project is consistent with the General Plan
 - Grant the appeal and approve the project as shown in Exhibit A, subject to conditions of approval

Questions?