



# CITY OF NEWARK PLANNING COMMISSION

37101 Newark Boulevard, Newark, CA 94560-3796 • 510-794-2330 • FAX 510-790-7265

City Administration Building  
7:00 p.m.  
City Council Chambers

## MINUTES

Tuesday, January 22, 2008

### A. ROLL CALL

At 7:05 p.m., Chairperson Marshall called the meeting to order. All Commissioners were present except Vice-Chairperson Fitts (personal) and Commissioner Young (personal).

### B. MINUTES

#### B.1 Approval of Minutes of the regular Planning Commission meeting of Tuesday, January 8, 2008.

Commissioner Blowers moved, Commissioner Santana seconded, to approve the Minutes of January 8, 2008. The motion passed, 5 AYES.

### C. WRITTEN COMMUNICATIONS

None.

### D. ORAL COMMUNICATIONS

None.

### E. PUBLIC HEARINGS

None.

### F. STAFF REPORTS

#### F.1 ASR-08-1, an Architectural and Site Plan Review, for a wall sign (Ninkimono Japanese Cuisine) at 5790 Jarvis Avenue (Rosemont Square Shopping Center)

Planner Fujikawa gave the staff report. The proposed wall sign is along the building's north elevation facing Jarvis Avenue, and consists of the restaurant's name in 18-inch maximum high, individual, internally illuminated channel letters which matches other signage in this area.

Staff recommends that the Planning Commission, by motion, recommend the City Council approve ASR-08-1.

Restaurant Owner Anthony Chow, 5790 Jarvis Avenue, Newark, CA 94560, was available to answer any questions from the Planning Commission. No questions were asked.

Commissioner Kramer moved, Commissioner Bridges seconded, that the Planning Commission, by motion, recommend the City Council approve ASR-08-1, an Architectural and Site Plan Review, with Exhibit C, for a wall sign (Ninkimono Japanese Cuisine) at 5790 Jarvis Avenue (Rosemont Square Shopping Center). Motion passed 5 AYES.

This item will go before the City Council on January 24, 2008.

**F.2 Review of a conditional use permit (U-84-21) and a planned unit development (P-84-22) for sign program modifications to allow a pole sign instead of the previously approved monument sign and freeway pylon sign for the retail center (Aspenwood Marketplace) at 34883 through 34903 Newark Boulevard (previously referred to as Chipotle Plaza @ Campanella Towers)**

Planner Fujikawa gave the staff report. The subject site is on the west side of Newark Boulevard, immediately south of Highway 84. In 2004, the Planning Commission and City Council approved the plans for this two-building, 14,300 +/- sq.ft. retail center. In 2007, the Planning Commission and City Council approved a sign program for the center that included a 40-foot high freeway pylon sign and a 6-foot high monument sign along the driveway leading from Newark Boulevard to the Courtyard/Residence Inn by Marriott hotels that would list the minor tenants of the rear building.

After receiving detailed cost estimates to construct the freeway sign, along with the desire to provide better exposure for the five-tenant rear building, the developer has elected to no longer pursue the freeway and monument signs, and instead construct a 16'4" +/- high pole sign along Newark Boulevard. The proposed pole sign incorporates the distinctive sharp angle at the top and curved element at the bottom features found on the Landmark Elements at the Newark Boulevard Gateway, as well as the freestanding signs along both sides of Newark Boulevard between Highway 84 and Jarvis Avenue.

Staff recommends approval of the proposed sign program modifications subject to the conditions of approval in Resolution 1710.

Mr. Steve Coulthard, Amcoe Sign Company, 974 Commercial Street, Palo Alto, CA 94303, on behalf of the applicant BT Commercial, stated he was in agreement with the conditions.

Commissioner Santana moved, Commissioner Blowers seconded, that the Planning Commission, by Resolution 1710, approve Exhibit C, with pages 1 through 5, for a review of a conditional use permit (U-84-21) and a planned unit development (P-84-22), for sign program modifications to allow a pole sign instead of the previously approved monument sign and freeway pylon sign for the retail center (Aspenwood Marketplace) at 34883 through 34903 Newark Boulevard (previously referred to as Chipotle Plaza @ Campanella Towers). Motion passes 5 AYES.

This item will go before the City Council on January 24, 2008.

**F.3 Review of a conditional use permit (U-82-48) and a planned unit development (P-82-49) for sign modifications to the Balentine Plaza Shopping Center (bounded, generally, by Cedar Boulevard to the west, Mowry School Road to the north, Balentine Drive to the east, and Stevenson Boulevard to the south)**

Planner Fujikawa gave the staff report. The proposed sign modifications consist of:

- a. Refacing the two existing double-faced, internally-illuminated pole signs that are along Cedar Boulevard and Balentine Drive. The one along Cedar Boulevard would be relocated to Stevenson Boulevard. The top, main sign panels that read "Balentine Plaza" would be refaced with updated "Balentine Plaza" copy, while the "FoodMaxx" sign panels below would be retained and reused.
- b. Installing two single-faced, non-illuminated, six-foot high tenant directory signs within the parking lot; and
- c. Installing a double-faced, internally-illuminated, six-foot high monument sign.

Staff recommends that the Planning Commission, by Resolution 1711, approve a review of a conditional use permit (U-82-48) and a planned unit development (P-82-49) with Exhibit H, pages 1 through 5.

Commissioner Santana recused herself from the Council Chambers since she owns property within 500' of the subject site.

Mike McClure, Arrow Sign Company, 1051 46th Avenue, Oakland, CA 94601, stated he was in agreement with the conditions.

Commissioner Bridges moved, Commissioner Blowers seconded, that the Planning Commission by Resolution 1711, approve a review of a conditional use permit (U-82-48) and a planned unit development (P-82-49) with Exhibit H, pages 1 through 5, for sign modifications to the Balentine Plaza Shopping Center (bounded, generally, by Cedar Boulevard to the west, Mowry School Road to the

north, Balentine Drive to the east, and Stevenson Boulevard to the south). Motion passed 4 AYES, 1 ABSTENTION (Santana).

Commissioner Santana rejoined her fellow Commissioners.

## **G. COMMISSION MATTERS**

### **G.1 Report on City Council actions.**

None.

#### Commissioners' Comments

Commissioner Santana thanked staff for their work with FoodMaxx concerning errant shopping carts, but also mentioned that Target Store's shopping carts were now becoming a problem.

Commissioner Kramer also thanked staff on their work with FoodMaxx shopping carts.

Answering Commissioner Kramer, Community Development Director Terrence Grindall responded that the excavation at the corner of Newark Boulevard and Mayhews Landing Road was most likely a remediation issue.

Responding to Commissioner Kramer, CDD Grindall replied that the Rosemont Square Shopping Center owners are actively marketing the site.

Chairperson Marshall commented that the overall maintenance of the Rosemont Square Shopping Center should be kept up.

## **H. ADJOURNMENT**

At 7:17 p.m., Chairperson Marshall adjourned the regular Planning Commission meeting of Tuesday, January 22, 2008.

Respectfully submitted,

TERRENCE GRINDALL  
Secretary