



June 20, 2017

Robert Reber  
Adjunct Planner  
City of Hercules  
111 Civic Drive  
Hercules, CA 94547

Electronic Submittal

Re: Development Recommendations  
Safeway Project

Dear Mr. Reber:

MIG is pleased to provide the following recommendations for the proposed Safeway commercial development located on a 6.2-acre site within the City of Hercules. Attached to this memo are representative markups (site and elevation plans) and where applicable, representative photographs to illustrate the proposed improvements made by MIG Staff. In addition to design based recommendations, MIG is also recommending a Code Amendment to the current Signage Ordinance for the City of Hercules which would amend requirements for freestanding pylon signage. Specifically, the recommendations consist of:

**FACADE IMPROVEMENTS:**

To assist in the overall visual appeal of the project and ensure a more desirable experience for pedestrians and drivers, MIG Staff is recommending the incorporation of additional exterior façade improvements along the store frontages which are oriented towards the public right-of-way along San Pablo Avenue and I-80 (with respect to the Safeway supermarket). Attached is a representative site plan which identifies the specific areas staff is recommending the improvements.

**PERIMETER TRELLIS:**

MIG Staff is recommending the placement of architectural perimeter trellis features along the street-frontage of San Pablo Avenue to create a more cohesive development and linking the three proposed structures using the trellis features. In addition, the trellis features would also assist in improving the walking, driving, and biking experience for pedestrians circulating through the development parking lot. Attached is a site plan which identifies potential locations and representative photographs of potential materials and colors for the features.

**DRIVE-THRU ALTERATION:**

MIG Staff is recommending that either the drive-thru aspect of the proposed 6,000 commercial pad be removed and/or to not front the sidewalk due to potential pedestrian circulation impacts. This recommendation is also based on feedback from the December, 2016 Planning Commission study session regarding the proposed development.



### **AMENDMENT OF SIGNAGE ORDINANCE:**

Outlined in Section 34.400(h)(3)(g) of the City of Hercules Zoning Ordinance, the maximum height of a freestanding pylon sign shall not exceed thirty-five (35) feet. To incorporate the applicant's request of an 80-foot tall pylon sign, MIG Staff believes that the Signage Ordinance for the City of Hercules will need to be amended. By amending the Signage Ordinance as part of the entitlement package, this will not only permit the proposed pylon sign for the Safeway Development, but could also address future freestanding pylon signage discrepancies for future developments.

### **PROPOSED PYLON SIGNAGE DESIGN:**

During the June 1, 2017 meeting between City and MIG Staff, MIG Staff presented multiple conceptual designs for the proposed eighty-foot (80 foot) freestanding pylon sign. The conceptual designs presented by Staff assisted in creating a sense of visual appeal and reflected the City of Hercules Vision. Attached to this memo are the preliminary designs of the signage for further City Staff review and comment.

### **STAFF REPORT REFERENCE:**

At the time of the June 12, 2017 conference call between the project applicant (architect and developer) and Staff (City and MIG), MIG Staff recommended that either the drive-thru aspect of the proposed 6,000 commercial pad be removed and/or to not front the sidewalk due to potential pedestrian circulation impacts. Based on the outcome of the June 12, 2017 meeting, MIG would like to reiterate a point for the record that was made by the applicant. Specifically, MIG recommending that the location of the proposed 6,000 square foot commercial pad and Safeway fueling kiosk be reversed and that the commercial pad be reduced to address the drive-thru based uses. During the conference call, the applicant seemed reluctant or unwilling to make the revisions and made a reference to outline the recommendations as part of the Planning Commission Staff Report. MIG Staff will make note of these recommendations as part of the Planning Commission Staff Report, but wanted to further reiterate the applicant's stance as part of the record.

### **CONCLUSION:**

Please note that the design and ordinance recommendations presented are preliminary and may require further review and discussion between the appropriate entities. Should questions arise or a request for a meeting to further discuss be required, please do not hesitate to contact me with the contact information provided below. MIG looks forward in further assisting the City of Hercules on this exciting and innovative development.

Sincerely,

A handwritten signature in blue ink that reads "Peter Lange".

Peter Lange  
Project Associate



**Attachments**

- A. Improvement Site Plan**
- B. Proposed Elevations**
- C. Representative Photographs**
- D. Pylon Signage Exhibit**

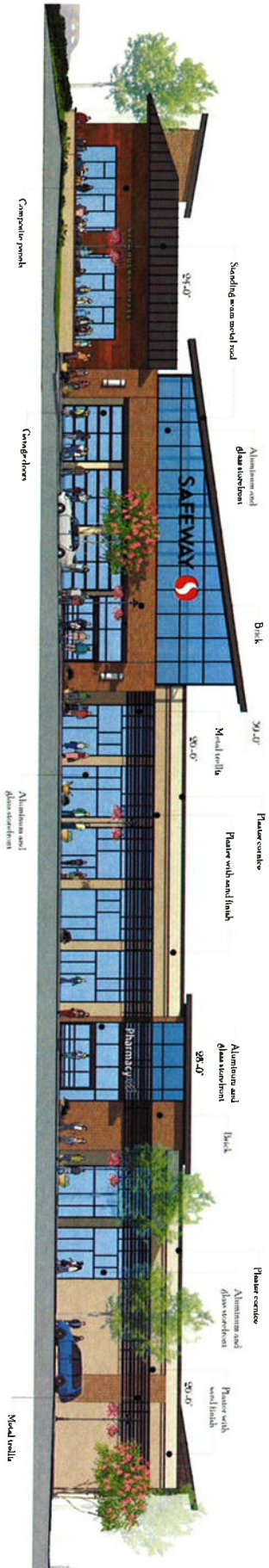




## East Elevation

Metal lath w/ green screen

1" = 10'



## South Elevation

1" = 10'









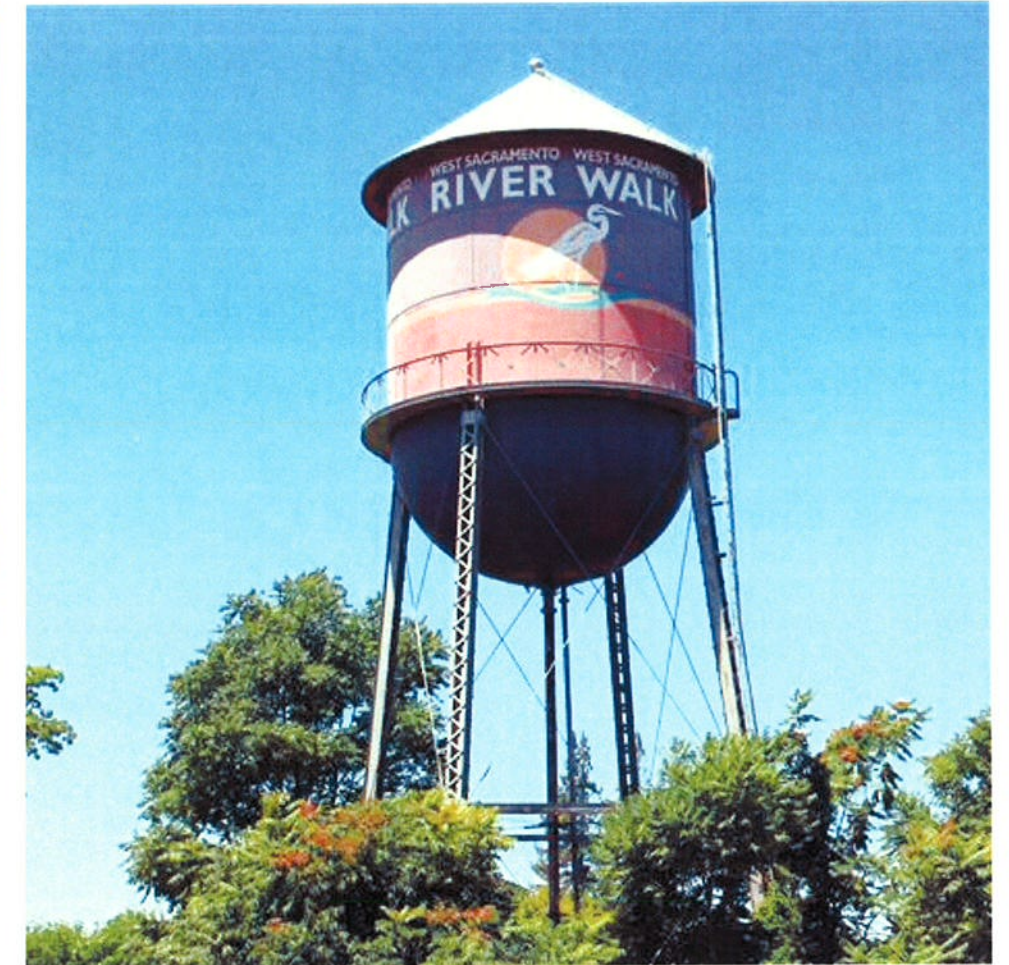
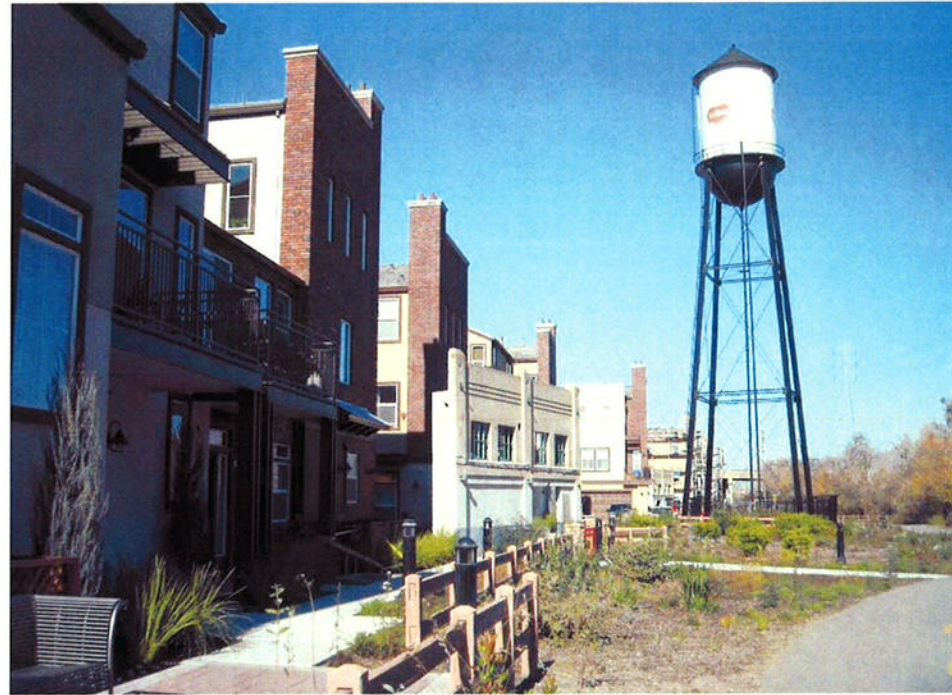
## VISION STATEMENT:

The City of Hercules is a beautiful City by the Bay and home to families of all cultural backgrounds that is accessible to all parts of the bay through multiple modes of travel.

## SIGNAGE PARAMETERS PYLON SIGNAGE MUST

- Proposed pylon signage must enhance the community and municipal identity; and
- Serve as a gateway feature to different parts of the City

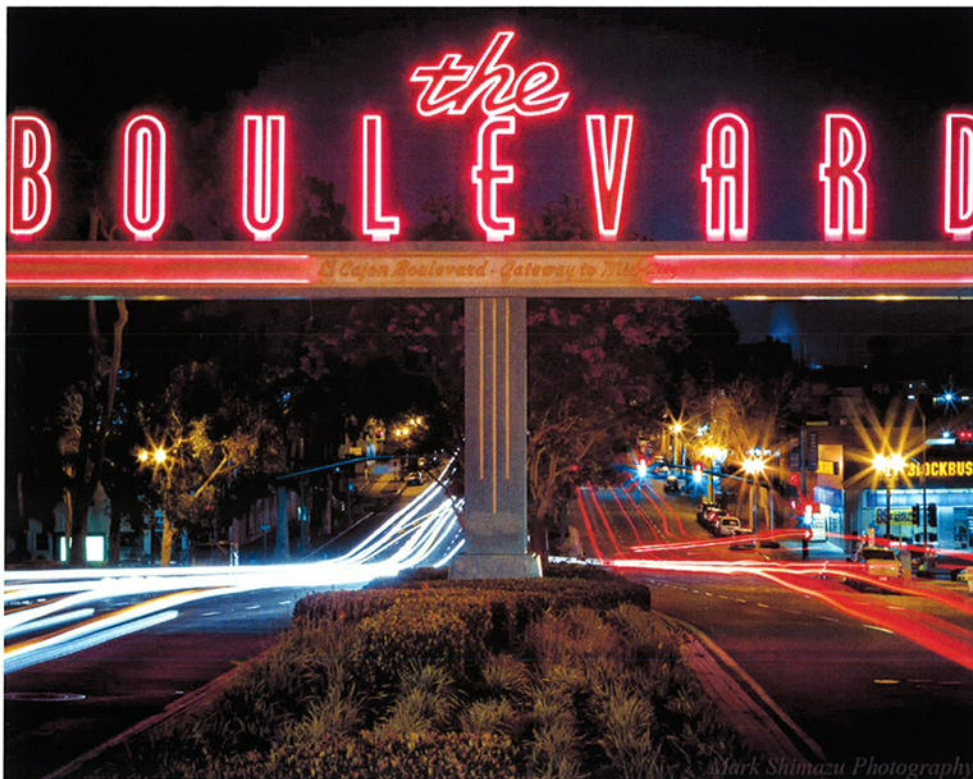
## FREESTANDING SIGNAGE EXAMPLES:



# CITY OF HERCULES: FREESTANDING SIGNAGE



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