

STAFF REPORT

Applicant /
Property Owner: 1440 Multiversity

Application: Planned Development No.PD14-001.1

Location: 800 Bethany Drive / 1440 Multiversity

General Plan/Zoning: P/QP - Public/Quasi Public

Environmental Status: A Mitigated Negative Declaration was previously prepared for the project.

Request: Consideration of a recommendation to the Planning Director for a Planned Development Permit Adjustment for a wayfinding sign located on an existing retaining wall at the corner of Bethany Drive and Bethany Way for 1440 Multiversity.

Staff Planner: Taylor Bateman, Acting Community Development Director

PROJECT DESCRIPTION

The 1440 Multiversity is proposing to install a wayfinding sign on an existing retaining wall on the corner of Bethany Drive and Bethany Way (Attachment 1 – Location Map). The sign is intended to direct the public up Bethany Drive to the entrance of 1440 Multiversity rather than through the neighborhood on Bethany Way. As proposed, the sign is approximately 150 square feet in area (25.7' x 5.8') and will consist of fabricated aluminum logo pieces with varied depth returns, halo LED illumination, and corten faces (corten is a type of metal). Illuminated dimensional letters will be mounted in front of the corten (Attachment 2 – Plans). The project also proposes to clad portions of the wall with stone. The existing retaining wall that the proposed sign would be mounted on is located in the public right-of-way and previously had a Bethany University sign and art element on it.

PROJECT BACKGROUND

On October 15, 2014, the City Council approved the redevelopment of the existing Bethany University campus into an educational learning center for the 1440 Multiversity. During the hearing, there were a number of comments from the public focused on potential impacts associated with guest traveling to/from the project site. To address issues associated with guests traveling through a residential neighborhood, project approvals required a Transportation Management Program. In particular, the project was conditioned to provide wayfinding signs at Scotts Valley Drive / Bethany Drive and consideration of signage at Bethany Drive / Bethany Way. The condition reads as follows:

Wayfinding Signage. Prior to building occupancy, the project applicant shall replace the existing Bethany Campus sign located at northeast corner of Bethany Drive and Scotts Valley Drive with a new wayfinding sign to direct guests to the project site and help prevent guests from entering adjacent roadways. The project applicant shall also identify other suitable locations for additional signage (e.g. the retaining wall located on the northeast corner of Bethany Drive and Bethany Way), subject to approval by the City's Public Works Department

In compliance with conditions of approval, 1440 Multiversity has applied for a wayfinding sign at the intersection of Bethany Way and Bethany Drive.

PROPOSED ENTITLEMENTS

The following section is a summary discussion of the relevant planning, entitlement and environmental issues associated with the proposed project.

Planned Development Zoning and Permit

The 1440 Multiversity was granted a Planned Development zoning and a Planned Development Permit. Since that approval, the 1440 Multiversity has refined the project to include a wayfinding sign proposal. To allow for the sign the applicant is proposing an adjustment to the Planned Development Permit. Adjustments are for items like minor modifications to architectural elements and for signs that are permitted by the Planned Development zoning. Per Section 17.39.200 of the Scotts Valley Municipal Code (SVMC):

The director, in his discretion, may refer any adjustment required to the design review board for input and recommendation prior to a final decision on the adjustment. The decision to grant, deny or condition an adjustment is an administrative determination and requires no hearing or notice. The action of the director shall be final. However, nothing herein shall preclude the applicant from thereafter filing an application for an amendment pursuant to Section 17.39.190.

According to the General Plan:

Planned Development zoning reflected in General Development Plan and adopted by the City Council provides the means to tailor zoning regulations and to apply specific standards for the development of a particular site. This process enables the City Council to consider the unique characteristics of a site and its surroundings to better implement the citywide objectives, goals and policies of the General Plan and to provide site-specific development standards. Anytime Planned Development zoning is utilized, the standards established for the zoning district which reflects the General Plan designation are tailored as part of a General Development Plan. Tailored zoning regulations include, but are not limited to, site intensities, location, height, coverage and appearance of structures.

As part of the Planned Development approval in 2014, the City Council approved the concept and tentative locations for wayfinding signs, furthermore, the Planned Development Zoning regulations allow for modifications to the City's sign regulations by way of an adjustment.

Design

The subject site is the location of a former Bethany University sign (Attachment 3 – Picture). That sign was removed several years ago; therefore, any new sign requires approval from the City. The current sign has been modeled to mimic the functionality of the former Bethany University sign. As proposed, the new wayfinding sign would be placed to the right side of the wall and be tapered towards the direction of 1440 Multiversity with the goal of subtly directing visitors. The design provides an artistic approach to signage that blends with the surrounding environment while serving the primary purpose of directing guests towards the 1440 Multiversity. To provide visual clarity as to the location and general appearance of the sign, the applicant has temporarily outlined the sign dimensions and location on the wall with blue tape for demonstration purposes.

STAFF RECOMMENDATION

It is recommended that the Planning Commission review the proposed Planned Development Permit Adjustment and provide input and a recommendation prior to a permit issuance determination by the Planning Director. Pursuant to Section 17.39.850 of the SVMC a Planned Development Permit for the wayfinding sign can be issued if all the following findings are made:

1. The planned development permit, as issued, furthers the policies of the general plan;
2. The planned development permit, as issued, conforms in all respects to the

planned development zoning of the property;

3. The interrelationship between the orientation, location, mass and scale of building volumes, and elevations of proposed buildings, structures and other uses on-site are appropriate, compatible and aesthetically harmonious;
4. The environmental impacts of the project have been reviewed and considered.

The following findings were made by the City Council in 2014 when the Planned Development Permit was approved:

1. *The planned development permit, as issued, furthers the policies of the general plan and the Bethany Neighborhood Special Treatment Area (BNSTA). The General Plan and the Bethany Neighborhood Special Treatment Area (BNSTA) specifies a mix of land uses to further the goals and objectives of the General Plan by providing housing and educational opportunities and the necessary City infrastructure and services needed to provide those activities.*
2. *The planned development permit, as issued, conforms in all respects to the planned development zoning of the property. Planned Development district and permit will allow the development to be designed to meet the needs of the individual property and the requirements of the BNSTA while maintaining the character of the neighborhood. This permit will enable the applicant to continue to offer educational opportunities and housing in the city.*
3. *The interrelationship between the orientation, location, mass and scale of building volumes, and elevations of proposed buildings, structures and other uses on-site are appropriate, compatible and aesthetically harmonious. The project meets the requirements of this finding in that the siting and size of the proposed buildings are designed in a compatible and cohesive manner for the campus and surrounding area and utilize the existing topography and development to create harmony.*
4. *The environmental impacts of the project have been reviewed and considered. A Mitigated Negative Declaration has been prepared and comments have been reviewed and considered.*

The above findings have been provided to assist the Planning Commission with the formulation of a recommendation. These findings will form the basis of any determination for the wayfinding sign Planned Development Permit Adjustment.

ATTACHMENTS

PAGE No.

1. Location Map Attached
2. Project Plans Attached
3. Picture of Former Bethany University Sign Attached

