

From: [Larry Culp](#)
To: [Nai Saephan](#)
Subject: Cowan & Thompson Sign Review Application
Date: Monday, June 17, 2024 10:54:21 AM

Dear Nai,

I received the subject referenced document in the mail today. I am the owner/landlord of a duplex at 1410 Elm Street, Martinez, which is relatively close to the applicants location.

Are the two separate tenants in my property eligible to participate in the sign review process outlined in your letter dated June 14, 2024?

Also, would it be possible for you to send me the current Martinez business sign ordinance?

I will be submitting a formal public hearing request as well as my written comments in another email prior to the June 14th deadline.

Best regards,

Lawrence H Culp

From: [Amy Smedley](#)
To: [Nai Saephan](#)
Subject: Sign review application comment
Date: Monday, June 17, 2024 7:26:33 PM

Hello,

I am writing in response to the letter I received today about Barry Thompson, Cowan & Thompson Construction's (County File #CDSR23-00005) request for an approval of a Sign Permit for the installation of a 52.50 square foot digital dimming LED attached wall sign on 2340 Pacheco Blvd, Martinez.

I am asking for this request to be denied.

I am a neighbor. My name is Amy Smedley. I live across from this building and proposed sign at 2336 Scenic Ave. The owner had a similar sign installed in the fall of 2022 that has since been taken down. The back of my house and my back yard were negatively affected by the illuminated sign that was recently on this property. The light would shine directly into the windows of my home. Curtains and blinds did little to mitigate the glare. I've attached a photo from when the sign was first installed. The owners accidentally left the brightness up all the way subjecting the neighborhood to this intense light. These photos were taken on September 22, 2022 at 9:30pm.

Here are my main concerns about the illuminated sign.

1. The illuminated sign is not in keeping with the area. This is a residential neighborhood; advertising and illuminated signage is out of character. When this sign was installed earlier, the owner had a looping slideshow of different advertisements and announcements. Many were unrelated to the business at the location. One slide shown on the sign advertised that other businesses could purchase advertising space on this sign. This is not appropriate for a neighborhood. When I purchased my home 20 years ago, I made the choice to live in a residential neighborhood. I would have reconsidered if I had known that an illuminated looping sign would be a prominent feature of my backyard and house. I purchased my home to enjoy the views of the Alhambra Valley and Mount Diablo. This sign is an unwelcome intrusion.
2. The location of the sign is at a notoriously tricky intersection. The building is where three streets meet at a difficult angle (Martinez Ave, Bush St. and Pacheco Blvd.). In the 20 years I've lived here, I've witnessed numerous accidents at this intersection. In fact, not long ago, a driver crashed a vehicle right into the doors of the Cowan & Thompson Building right beneath where the proposed illuminated sign is requested to be placed. Adding an illuminated sign has the potential to distract drivers at this already difficult intersection. There is a pedestrian crosswalk right before this building. I can imagine how a driver might be distracted by the illuminated sign and could miss seeing a pedestrian attempting to cross or another vehicle making a turn.

Thank you for taking the time to hear my concerns. I respectfully ask the Zoning Administer to deny the application for this LED wall sign.

Sincerely,

Amy Smedley

(510-917-9723)





From: [John Deal](#)
To: [Nai Saephan](#)
Subject: Sign at 2340 Pacheco
Date: Tuesday, June 18, 2024 2:03:34 PM

Thank you for your letter notifying us about the permit request at 2340 Pacheco blvd in Martinez. We are a definite No vote on this sign. Living across the street at 2315 Pacheco we have enough neon lighting from the liquor store. When this sign was first put up without permitting or any notification, we found out when it was left on with just a bright white screen that lit up our house. This is a working class neighborhood we do not need digital signs with scrolling ad space, it's a nuisance and very unappealing.

Thank you, John and Karen Deal

Sent from Gmail Mobile

Dear

We DO NOT oppose this

Department of Conservation and Development

30 Muir Road
Martinez, CA 94553

Phone: 1-855-323-2626

Contra Costa County

Sign, we support it

as it signifies the transition between town



John Kopchik
Director

Jason Crapo
Deputy Director

Maureen Toms
Deputy Director

Deldra Dingman
Deputy Director

Ruben Hernandez
Deputy Director

Gabriel Lemus
Assistant Deputy Director

read down

June 14, 2024

County And Residential & industrial

Notice of Intent to Render Administrative Decision

Dear Property Owner:

We also support it's possible

Economic as well as Community Alert possibilities.

A Sign-Review application has been submitted to this department for review. The County Zoning Administrator will render a decision on this application following a public comment period. If you wish to comment or request a public hearing on this matter you must submit a written statement by 5:00 P.M., Monday, June 24, 2024, to nai.saephan@dcd.cccounty.us or by mail to:

Community Alert

Contra Costa County
Department of Conservation and Development
Community Development Division
Attn: Nai Saephan
30 Muir Road
Martinez, CA 94553

Economic Development

- Kristi Hender 925

2241 LaSalle St 446

@ Bush St

9747

This application is described as follows:

BARRY THOMPSON, COWAN & THOMPSON CONSTRUCTION (APPLICANT), BARRY THOMPSON (OWNER), COUNTY FILE #CDSR23-00005: The applicant requests approval of a Sign Permit for the installation of a 52.50 square-foot digital dimming LED attached wall sign. The subject property is located at 2340 Pacheco Blvd. in Martinez. (Zoning: R-B Retail Business District) (Assessor's Parcel Number: 375-011-001)

Following the public comment period, the Zoning Administrator will (1) schedule a public hearing if one is requested in writing, or (2) consider comments as suggested conditions of approval or as reasons for denying the application.

KH

Ms Margaret Netherby
2241 Lasalle St
Martinez, CA 94553

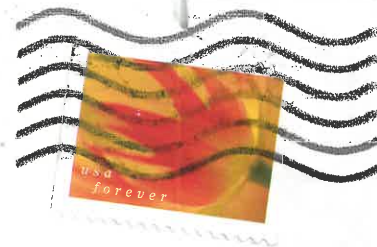
OAKLAND CA 945

18 JUN 2024 PM 5 L

CONTRA COSTA COUNTY

2024 JUN 24 AM 9:44

APPLICATION & PERMIT
CENTER



CoCoCo Dept. Conserv + Community Dev

Attn: NAI Saephan

30 Muir Rd.

Martinez CA 94553

94553-460130



From: [Financing](#)
To: [Nai Saephan](#)
Cc: [Anu 944046](#)
Subject: Regarding the Sign Review Application for 2340 Pacheco Blvd, Martinez, CA 94553
Date: Sunday, June 23, 2024 2:59:16 PM

Hello Contra Costa County

I have just received an application letter from your development division regarding a request for installing a 52.50 sq. ft LED Sign for the wall at the subject mentioned property.

I do NOT favor this sign as it will affect my property's image and future marketability. Pacheco Blvd is already very busy in traffic and with more commercial signage, my property will not have any privacy even after business hours.

Please mark my comments as NO in regards to installing this sign.

Thanks
Anupama Bhalla
2345 Pacheco Blvd.
Martinez, CA 94553

From: Larry Culp
To: Nai Saephan
Subject: Re: Cowan & Thompson Sign Review Application
Date: Monday, June 24, 2024 12:42:18 PM

Hello Nai,

Thank you for your informative reply last week to my inquiry about the LED Sign Permit Application, County File #CDSR23-00005.

I have done some further research regarding the sign location, etc. A sign that matches the application description and the included drawing appears to be already installed on the applicants building. This finding makes me wonder about the circumstances that led to the sign application. Was the sign installed without a permit? Or, is the sign not in compliance with whatever permit may have been issued?

It is these questions as well as a safety concern that I am hereby requesting that a public hearing be held. I have found a significant number of nearby residents that are also concerned about the appearance of this sign at that location in our community.

My specific comments would include requesting answers regarding the existing sign history. Also, in the Contra Costa County Code document that you forwarded to me, Chapter 88-6 - SIGNS, Article 88-6.416 - Prohibited Signs, (c), states that no sign may be animated, flashes or blinks. Should the sign owner decide to change the sign display at some interval, i.e. 30, 60 or 90 seconds, wouldn't that be considered flashing or blinking? And, the sign seems oversized for the building; were the sign area calculations done correctly and in relation to the building size? With regard to safety, as this sign points directly toward eastbound Pacheco Blvd., it likely would be a significant driver distraction.

In closing, how will a public hearing, or the approval/denial of the sign application be communicated to the public?

Best regards,

Lawrence H Culp
925.451.1208