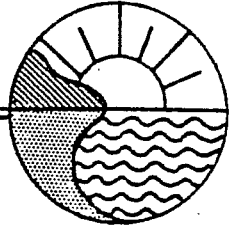


AGENDA



Planning Commission – City of Pacifica

DATE: June 6, 2011
LOCATION: Council Chambers, 2212 Beach Boulevard
TIME: 7:00 PM

ROLL CALL:

SALUTE TO FLAG:

ADMINISTRATIVE BUSINESS:

Approval of Order of Agenda

Approval of Minutes: May 16, 2011

Designation of Liaison to City Council Meeting of: June 13, 2011

CONSENT ITEMS:

PUBLIC HEARINGS:

1. S-109-11 **SIGN PERMIT and SIGN EXCEPTION**, filed by the owner, Hong Chen, Pacifica Beach View Company, to approve a Master Sign Program and to allow wall signage to exceed the maximum signage allowed at 5400-5500 Coast Highway in the Pedro Point Shopping Center, Pacifica (APN 023-072-060). Recommended CEQA status: Exempt. **Continued from May 2, 2011.**
SE-28-11

OTHER AGENDA ITEMS:

COMMUNICATIONS:

Commission Communications:

Staff Communications:

Oral Communications:

This portion of the agenda is available to the public to address the Planning Commission on any issue within the subject matter jurisdiction of the Commission that is not on the agenda. The time allowed for any speaker will be three minutes.

ADJOURNMENT

Anyone aggrieved by the action of the Planning Commission has 10 calendar days to appeal the decision in writing to the City Council. If any of the above actions are challenged in court, issues which may be raised are limited to those raised at the public hearing or in written correspondence delivered to the City at, or prior to, the public hearing. Judicial review of any City administrative decision may be had only if a petition is filed with the court not later than the 90th day following the date upon which the decision becomes final. Judicial review of environmental determinations may be subject to a shorter time period for litigation, in certain cases 30 days following the date of final decision.

The City of Pacifica will provide special assistance for disabled citizens upon at least 24-hour advance notice to the City Manager's office (738-7301). If you need sign language assistance or written material printed in a larger font or taped, advance notice is necessary. All meeting rooms are accessible to the disabled.


NOTE: Off-street parking is allowed by permit for attendance at official public meetings. Vehicles parked without permits are subject to citation. You should obtain a permit from the rack in the lobby and place it on the dashboard of your vehicle in such a manner as is visible to law enforcement personnel.

City of Pacifica

Agenda Memo

DATE: June 6, 2011

TO: Planning Commission

FROM: Kathryn Farbstein , Assistant Planner 

SUBJECT: Agenda Item No. 1: Approval of a Master Sign Program and Sign Exception to allow wall signage to exceed the maximum signage allowed at 5400-5500 Coast Highway in the Pedro Point Shopping Center, Pacifica (APN 023-072-060).

Background: This project was continued from the Planning Commission meeting on May 2, 2011 to June 6, 2011 to allow the applicant to address concerns raised by the Commission regarding the proposed Master Sign Program and Sign Exception. On May 23, 2011, the applicant submitted information including revised plans, a revised Master Sign Program and a letter of explanation. The staff report and the minutes of the May 2, 2011 meeting are attached.

Revised Plans and Information Submitted: In response to the Planning Commission's concerns during the last meeting, the applicant has revised the proposed Master Sign Program and plans to reflect a reduction in the ratio between the linear frontage of the building and the amount of square footage of signage allowed. Previously, the applicant requested a ratio of 2 to 1 for the square footage of signage allowed versus the linear frontage of the tenant space but the applicant is now requesting a ratio of 1.25 to 1. Approval of a Sign Exception is still necessary because Municipal Code Section 9-4.2907 (f) allows a maximum sign area ratio of 0.75 which is less than the currently proposed ratio of 1.25.

Discussion:

In the attached letter, the applicant has listed the ratios calculated for each business storefront except for existing Extreme Pizza sign, which is currently more than a 2 to 1 ratio and oversized. It appears that the other ratios provided by the applicant were calculated by taking the square footage of each line of signage separately and adding them up for the total square footage of signage. However, Section 9-4.2908 (b) of the Municipal Code states that "Where the sign consists of individual letters or symbols, the area shall be considered to be that of smallest rectangle, circle, square or triangle which can be drawn to encompass all of the letters or symbols." If there are two lines of letters in the signage, only one rectangular box can be drawn

around the letters, not two rectangular boxes as calculated by the applicant, to calculate the total square footage. For example, the applicant calculated that the Fog Zone Smoke Shop had 18.5 square feet of signage but staff calculated that the total square footage is approximately 21.3 square feet. Thus, some of the signage as currently proposed would have to be reduced. If the Master Sign Program is approved, staff will review each resulting sign permit to ensure that the proposed square footage of signage is consistent with the approved ratio.

The applicant has provided a revised Master Sign Program. On page 4, Section B, #18, the original Master Sign Program, reviewed by the Planning Commission last month, contained the statement "Tenants will be allowed two (2) square feet of signage for every one (1) linear foot of business frontage." The current Master Sign Program has been revised to now state "Tenants will be allowed 1.25 square feet of signage for every one (1) linear foot of business frontage." A typical tenant space at Pedro Point Shopping has 15 feet of frontage. The previous Master Sign Program proposal would have allowed up to 30 square feet of signage but the current proposal would allow only a maximum of 19 square feet of signage for the same tenant space.

It appears that the reduction in sign area with the 1.25 ratio instead of a 2.0 ratio is consistent with the direction from the Planning Commission and would satisfy the applicant's objective to provide visible signage for the Pedro Point Shopping Center tenants. Should the Planning Commission be in a position to approve the revised proposal, staff has drafted conditions and findings for approval below. Staff has attached the staff report dated May 2, 2011 and hereby incorporates that report by reference herein.

CONDITIONS AND FINDINGS

CONDITIONS:

Planning Department

1. Development shall be substantially in accord with the plans entitled "Pedro Point Shopping Center, Master Sign Program," consisting of eleven (11) sheets, dated November 14, 2008 except as modified by the following conditions.
2. All outstanding and applicable fees associated with the processing of this project shall be paid prior to the issuance of a building permit.
3. The applicant shall hereby agree to indemnify, defend and hold harmless the City, its Council, Planning Commission, advisory boards, officers, employees, consultants and agents (hereinafter "City") from any claim, action or proceeding (hereinafter "Proceeding") brought against the City to attack, set aside, void or annul the City's actions regarding any development or land use permit, application, license, denial, approval or authorization, including, but not limited to, variances, use permits,

developments plans, specific plans, general plan amendments, zoning amendments, approvals and certifications pursuant to the California Environmental Quality Act, and /or any mitigation monitoring program, or brought against the City due to actions or omissions in any way connected to the applicant's project. This indemnification shall include, but not be limited to, damages, fees and/or costs awarded against the City, if any, and costs of suit, attorneys fees and other costs, liabilities and expenses incurred in connection with such proceeding whether incurred by the applicant, City, and /or parties initiating or bringing such Proceeding. If the applicant is required to defend the City as set forth above, the City shall retain the right to select the counsel who shall defend the City.

4. The applicant shall clearly indicate compliance with all conditions of approval on the plans and/or provide written explanations to the Planning Director's satisfaction prior to approval of a building permit.

FINDINGS:

1. **Findings for Approval of the Master Sign Program:** The Planning Commission finds that the proposed Master Sign Program is consistent with the pertinent sections of the City's adopted Design Guidelines and, as conditioned, will meet all City requirements. Specifically, the Commission finds that the proposed program would be compatible with the Pedro Point Shopping Center and the signs would appear coordinated and provide adequate business identification without creating unnecessary glare. Staff further believes that the proposed Master Sign Program will encourage more colors and corporate identifiers to improve business recognition, while the consistency of scale and window graphics will provide a coordinated appearance.
2. **Findings for Approval of the Sign Exception:** The Planning Commission finds that there are exceptional circumstances that apply to the subject property to support the Sign Exception in that the site is located several hundred feet away from Highway 1 without a freestanding sign; therefore, the businesses in the Pedro Point Shopping center are less visible to potential customers. Due to these exceptional circumstances, the enforcement of the smaller sign ratio of 0.75 would result in an unnecessary hardship for the applicant because the tenants at Pedro Point Shopping Center could not provide clearly visible signage. The granting of the Sign Exception would not constitute a grant of special privilege inconsistent with the limitations imposed on other properties or buildings in the vicinity because the only other adjacent tenant that faces Highway 1 is Fresh & Easy which has a large sign based on the much larger frontage for the building. The granting of the Sign Exception will not be materially detrimental to the public welfare or materially injurious to property or improvements in the vicinity in that the increase in signage allowed will improve visibility of the businesses without harming members of the public nor will increased signage injure nearby properties or improvements in the area.

Finally, the granting of the Sign Exception will not be inconsistent with the general purpose or intent of this article because the Planning Commission has determined that in this case, a higher signage ratio of 1.25 is appropriate for the location of the Pedro Point Shopping Center.

COMMISSION ACTION

MOTION FOR APPROVAL:

Move that the Planning Commission find that the project is exempt from CEQA per Section 15301 (g) and APPROVE S-109-11. Should the Planning Commission be in a position to approve the revised proposal, move that the Planning Commission APPROVE SE-28-11. The approval(s) are subject to conditions 1 through 4, and include adoption of findings contained in the June 6, 2011 Agenda Memo, and the incorporation of all maps and testimony into the record by reference.

Attachments (Planning Commission Only)

- 1) Staff Report from May 2, 2011
- 2) Planning Commission Meeting Minutes from May 2, 2011
- 3) Submittal by Applicant on May 23, 2011
 - a. Elevation with Colored Proposed Signage Shown
 - b. Individual Colored Signage for NorCal, Nona's, La Playa, High Tide, Fog Zone, Club Annabee's and Annabee's
 - c. Large Size Elevation Including Fresh & Easy Signage
 - d. Revised Master Sign Program
 - e. Letter of Explanation from Property Owner