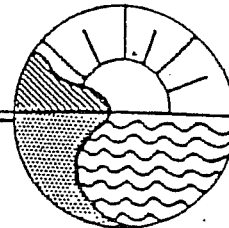


AGENDA



Planning Commission – City of Pacifica

DATE: Monday, March 1, 2010
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: February 1, 2010

Designation of Liaison to City Council Meeting of: March 15, 2010

CONSENT ITEMS:

PUBLIC HEARINGS:

1. CDP-317-09 COASTAL DEVELOPMENT PERMIT, filed by the agent Giuseppe Sircana, on behalf of the owner, Edith P. Heidrick, to add a third story on an existing two story single family residence at 1344 Grand Avenue, Pacifica (APN 023-017-310). Recommended CEQA status: Exempt. Proposed Action: Continue to March 15, 2010 (Continued from January 4, 2010)
2. UP-008-09 USE PERMIT, filed by the agent, Fred Musser, on behalf of the applicant, T-Mobile West Corporation, and the owner, North Coast County Water District, to install a new wireless communications facility with a mono tree, 6 antennas and equipment cabinets at the Alvarado Water Tank, Pacifica (APN 023-311-010). Recommended CEQA status: Exempt. Proposed Action: None. Application withdrawn (Continued from January 4, 2010)
3. UP-009-09 USE PERMIT, filed by the agent, Fred Musser, on behalf of the applicant, T-Mobile West Corporation, and the owner, April Schneider and Matthew Farley, to install a new wireless communications facility with a mono tree, 6 antennas and equipment cabinets at 650 Cape Breton Drive, Pacifica (APN 022-320-200). Recommended CEQA status: Exempt. Proposed Action: Table to a date uncertain (Continued from January 4, 2010)
4. S-66-97
SE-384-97
PSD-620-97 AMENDMENT to SIGN PERMIT, SIGN EXCEPTION, SITE DEVELOPMENT PERMIT, and WAIVER OF SPECIFIC PLAN development standards filed by the agent, Diane Lenzora, on behalf of the applicant, Lenzora Sign Service, and owner N.D. Patel, to replace existing signage at the Holiday Inn Express at 519 Nick Gust Way, Pacifica (APN 022-024-270). The project is located in the Coastal Zone. Recommended CEQA status: Exempt. Proposed Action: Approval as conditioned.

OTHER AGENDA ITEMS:

5. CDP-324-10 EMERGENCY COASTAL DEVELOPMENT PERMIT, filed by the agent Bart Willoughby, on behalf of the owner, Joan Levin, to construct a stitch pier retaining wall at 100 Palmetto Avenue, Pacifica (APN 009-401-060). Recommended CEQA status: Exempt. Proposed Action: None. Information Only.

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: March 1, 2010

TO: Planning Commission

FROM: Lily Lim, Planning Intern 

SUBJECT: **Agenda Item No. 1:** Coastal Development Permit, CDP-317-09, to add a new third story to a two story single family residence at 1344 Grand Avenue, Pacifica (APN 023-017-310).

On July 20, 2009 and again on December 7, 2009 the Planning Commission continued consideration of Coastal Development Permit, CDP-317-09, to add a new third story to a two story single family residence at 1344 Grand Avenue. On both occasions, the Commission continued the project to give the applicant an opportunity to address concerns expressed by the Commission and members of the public, including neighborhood compatibility, height, and several design issues.

The applicant has been working with staff on possible project revisions, but has requested additional time. Therefore, a further continuance to the Planning Commission meeting on March 15, 2010 is requested.

COMMISSION ACTION REQUESTED

Move that the Planning Commission **CONTINUE** CDP-317-09 to the next Planning Commission meeting on March 15, 2010, with the public hearing open.

CITY OF PACIFICA

AGENDA MEMO

DATE: March 1, 2010

TO: Planning Commission

FROM: Lily Lim, Planning Intern W

SUBJECT: **Agenda Item No. 2:** Use Permit, UP-008-09 to install a monotree with six antennas, one Global Positioning System (GPS) antenna and one equipment cabinet enclosure at a new wireless communications facility at the Alvarado Water Tank on Sheila Lane, Pacifica (APN 023-311-010).

This application has been withdrawn by the applicant. Therefore, no Commission action is necessary.

CITY OF PACIFICA

AGENDA MEMO

DATE: March 1, 2010

TO: Planning Commission

FROM: Lily Lim, Planning Intern W

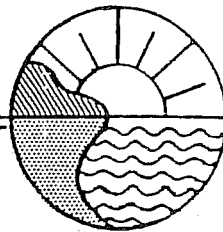
SUBJECT: **Agenda Item No. 3:** Use Permit, UP-009-09 to install a monotree with six antennas, one Global Positioning System (GPS) antenna and one equipment cabinet enclosure at a new wireless communications facility at 650 Cape Breton Drive, Pacifica (APN 022-320-200).

On October 19, 2009, the Planning Commission continued consideration of Use Permit, UP-009-09 to install a monotree with six antennas, one GPS antenna and one equipment cabinet enclosure at a new wireless communications facility at 650 Cape Breton Drive. During the hearing, the Commission heard testimony from concerned citizens and requested that the applicant return with additional information regarding the potential noise and visual impacts of the proposed monotree. The applicant has been working with staff to address the Commission's concerns, but is not certain when revised plans and other information will be ready for Commission review. Therefore, the applicant has requested that the item be tabled to a date uncertain. When the project is rescheduled for Commission consideration, public hearing notices will be remailed to surrounding property owners. A legal ad will also be published in the local newspaper.

COMMISSION ACTION REQUESTED

Move that the Planning Commission **TABLE** UP-009-09 to a date uncertain.

STAFF REPORT



PLANNING COMMISSION-CITY OF PACIFICA

DATE: March 1, 2010

ITEM: 4

PROJECT SUMMARY/RECOMMENDATION AND FINDINGS

Notice of Public Hearing was published in The Pacifica Tribune on February 3, 2010. 11 surrounding property owners were notified by mail.

FILE: Amend S-66-97
Amend PSD-620-97
Amend SE-384-97
Specific Plan Waiver

APPLICANT: Lenzora Sign Serv.
697 Casper Lane
Manteca, CA 95337

OWNER: N. D. Patel
1819 Montecito Way
Burlingame, CA 94010

AGENT: Diane Lenzora
697 Casper lane
Manteca, CA 95337

LOCATION: 519 Nick Gust Way, Pacifica APN: 022-024-270

PROJECT DESCRIPTION: Replace existing signage at the Holiday Inn Express in the Rockaway Beach neighborhood.

GENERAL PLAN: Commercial, (Rockaway Beach Redevelopment Area).

ZONING: C-1, Neighborhood Commercial, CZ, Costal Zone.

**RECOMMENDED
CEQA STATUS:** Exempt Section 15311(a)

**ADDITIONAL
REQUIRED
APPROVALS:** None

**RECOMMENDED
ACTION:** Approval as conditioned

PREPARED BY: Christina Horrisberger, Assistant Planner

ZONING STANDARDS CONFORMANCE:

Signs	Max. Allowed	Existing	Proposed
Height (monument signs):	20'	7'	7'
Old County Road (Sign 4)	20'	7'	6'
Nick Gust Way (Sign 5)			
Individual Sign Area:			
East (Sign 1)	See below	22.3 s.f.	32.3 s.f.
North (Sign 2)		42.5 s.f.	32.3 s.f.
South (Sign 3)		42.5 s.f.	32.3 s.f.
Old County Road (Sign 4)		9.4 s.f.	38.5 s.f.
Nick Gust Way (Sign 5)		9.4 s.f.	0.75 s.f.
Total Sign Area:			
West Frontage	39 s.f.	9.4 s.f.	0.75 s.f.
East Frontage	39 s.f.	31.7	70.8 s.f.
North	None	42.5 s.f.	32.3 s.f.
South	None	42.5 s.f.	32.3 s.f.
Total	78 s.f.	126 s.f.	136 s.f.

PROJECT SUMMARY

A. STAFF NOTES:

1. Background: This item was originally scheduled to be heard on February 16, 2010, but was continued to tonight's meeting due to the cancellation of the February 16th meeting.

The subject building, a Holiday Inn Express in the Rockaway Beach neighborhood, was approved in 1997 and construction was completed in 1999. Signage was approved by the Planning Commission and City Council in 1997 after development permits were approved. In 1999, when the building was under construction, the sign permits were amended. In January 2005 new signage was proposed and approved by the Planning Commission, and in July the permits were amended to allow more sign copy area. There are currently three wall signs and two monument signs located on the property. Staff Reports and meeting minutes for all of the previously issued sign related permits/approvals are attached.

2. Project Description: The applicant is currently proposing to update existing signage by replacing the three existing wall signs with new wall signs and the two monument signs with new monument signs. The proposed signage would incorporate updated Holiday Inn Express

branding features, including a new logo, different font and slightly different color scheme. The three existing wall signs are attached to a square cupola on the eastern side of the building. The existing north and south facing signs are 42.5 s.f. each and the east facing sign is 22 s.f. There is no west facing sign. The proposal would replace the three existing wall signs with three new wall signs of 32 s.f. each. There are two 7 foot tall by 4 foot wide monument signs located on-site; one at the entrance on Old County Road (eastern frontage) and one at the entrance/exit on Nick Gust Way (western frontage). Each of the existing monument signs is single sided and contains approximately 9 s.f. of sign copy. The proposal would replace the existing monument sign on the eastern frontage with a new 7 foot high, double sided monument sign containing approximately 38.5 s.f. of sign copy (19.25 s.f. per side). The bottom 3 feet and top 1 foot of this sign would be approximately 4 feet wide, while the remainder of the sign would extend to a maximum width of 6 feet 3 inches. This sign would include the business name and logo and the word “entrance.” The monument sign on the western frontage would be replaced by a smaller monument sign of 6 feet by 3 feet 3 inches, containing a single logo of less than one square foot. Both monument signs would also contain the word “entrance.” The existing sign colors are blue, white and yellow and the proposed colors would be blue, white and green. The monuments would also include silver accents. All of the proposed signs would be internally illuminated and constructed of acrylic and aluminum.

3. General Plan, Zoning, and Surrounding Land Use: The General Plan designation for the subject property is Commercial, and the Zoning Classification is C-1/CZ (Neighborhood Commercial/ Coastal Zone). The property is located in the Rockaway Beach Redevelopment Area and the Specific Plan designation is Business Commercial. All the properties north of the subject property are zoned C-1. The land directly south and west of the subject parcel is Zoned C-2 (Community Commercial District) and to the east is Highway 1. To the south of the building is a single family home and City parking lot. To the north are a hotel and vacant commercial building. To the west are a motel and restaurant.

4. Municipal Code and Regulatory Standards: The subject property is located in the City’s Redevelopment Area and is covered by the Rockaway Beach Specific Plan (Specific Plan). Section 3.3.3 of the Specific Plan states that all new or modified signs in Rockaway Beach require approval of a Site Development Permit. Such signage may be approved by the Planning Commission. Section 3.3.3 also states that when all development provisions contained in the Specific Plan have not been met, a waiver may be granted. The Pacifica Municipal Code (PMC) Section 9-4.2906 requires Planning Commission approval of any new freestanding sign and Section 9-4.2913 allows the Commission to grant a Sign Exception when the regulations defined in the PMC have not been met. In this case, the sign copy area proposed for the eastern street frontage exceeds the provisions outlined in the Specific Plan and the PMC. Also, two freestanding monument signs are proposed when the PMC allows only one. In addition, the Specific Plan and PMC allow for signage only where there is a street frontage—there is no north or south street frontage at the subject property, but signage is proposed on those sides of the building. In this case, approval of a Sign Permit, Sign Exception and Site Development Permit were previously granted and require amendments for project approval. A waiver was also previously approved and a new waiver must now be granted in order to allow the excess signage.

5. Site Development Permit: Pursuant to Section 9-4.3204, a Site Development Permit cannot be issued if the Commission finds that the project would result in:

- 1) Potential traffic hazards
- 2) Parking accessibility problems
- 3) Insufficient landscape areas
- 4) Restricted light and air on the property or other surrounding properties
- 5) Creation of a substantial detriment to an adjacent residential district
- 6) Excessive damage to the natural environment
- 7) Insufficient site and structural design variety
- 8) Inconsistencies with the City's adopted Design Guidelines; or
- 9) Inconsistencies with the General Plan, Local Coastal Plan (LUP) or other applicable laws of the City.

6. Sign Permit: Sign Permits for freestanding signs may be approved only after making all of the following findings:

- 1) A freestanding sign is necessary for the business on the premises to achieve a reasonable degree of identification.
- 2) The sign is consistent with the intent and provisions of the Sign Ordinance.
- 3) The sign does not exceed the square footage set forth in the Sign Ordinance.
- 4) The sign does not exceed a height of 20 feet above the sidewalk or paved area over which it is erected.

7. Sign Exception: The Commission, after a public hearing thereon, may grant an exception to the strict provisions of this article only when the Commission makes all of the following findings:

- 1) There are exceptional or extraordinary circumstances applicable to the property, building, or sign involved which do not apply generally to other property, buildings, or signs in the vicinity. Such circumstances may include the shape, size, location, or surroundings of the subject property or buildings or the type or design of sign involved;
- 2) That, owing to such exceptional or extraordinary circumstances, the literal enforcement of the specified provisions of this article would result in practical difficulty or unnecessary hardship not created by, or attributable to, the applicant or owner of the property;
- 3) The granting of such exception will not constitute a grant of special privilege inconsistent with the limitations imposed on other properties or buildings in the vicinity;
- 4) The granting of such exception will not be materially detrimental to the public welfare or materially injurious to property or improvements in the vicinity; and
- 5) The granting of such exception will not be inconsistent with the general purpose or intent of this article.

8. Specific Plan Waiver: The Planning Commission may grant a waiver of the development provisions contained within the Specific Plan when all of the following findings are made:

- 1) That the granting of such a waiver will not, under the circumstances of the particular case, materially affect adversely the health or safety of persons residing or working in the neighborhood of the subject property and will not, under the circumstances of the particular case, be materially detrimental to the public welfare or injurious to property or improvements in the area; and
- 2) That the project is consistent with the overall Plan objectives and that the project will promote the goals and purpose contained therein.

9. California Environmental Quality Act: The Planning Commission may find a project is exempt from CEQA pursuant to the following section of the California Environmental Quality Act:

15311. Accessory Structures: Class 11 consists of construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to:

(a) On-premise signs...”

10. Analysis:

Site Development Permit: The proposed signage would be located entirely on private property and would not contain any type of features that could distract motorists and impact traffic or parking. The monument themselves would be the same approximate size and shape as the existing monument signs, except that the sign at the western garage entrance would be wider toward the upper portion of the sign and there would no peaked top on either monument. Because the western sign is located at an entrance only portion of the garage, staff does not expect the added width to impact traffic or pedestrian visibility. The proposed monument sign at the eastern frontage would also replace an existing monument sign, but the monument would be slightly narrower and is not expected to impact traffic or parking. The wall signs would not impact landscaping in any way. The monument signs would replace existing signs of the same approximate base size and are not expected to impact landscaping. The proposed signs are not large enough and would not be situated such that they would impact light, air or the natural environment. The proposed signs would not be similar to any other signs in the area and would not result in insufficient site and structural design variety. There is no adjacent residential district. If the Sign Exception and Specific Plan waiver are approved, the project would meet all applicable laws of the City. The proposed project does not conflict with the General Plan or LUP. The proposed design will be discussed in the “Design” section of this report.

Sign Permit: In this case the three wall signs on the cupola provide adequate business identification from a distance. However; the design and situation of the building are such that the wall signs are not easily visible from Old County Road where the main entrance to the parking garage is located. The wall signs are not visible at all from the west side of the building where a secondary entrance to the parking garage is located. Because other buildings on the block share similar facades, color schemes and setbacks, the two existing monument signs are necessary for

hotel identification and directing motorists toward the garage entrances. Accordingly, replacement of the two monument signs is necessary to continue providing adequate identification and directional information. Only one freestanding sign is permitted unless a Sign Exception is approved by the City. A Sign Exception is requested and will be discussed in the following section of this report. Pacifica's Sign Ordinance allows 0.75 s.f. per every one linear foot of frontage and allows a maximum height of 20 feet for freestanding signs. The proposed 6 foot tall monument sign on the west side of the property would meet the provisions of the Sign Ordinance. Although the monument sign on the east side of the building is necessary for business identification, and the findings can be made to grant the requested sign permit, the total signage proposed on the east side of the building would exceed the City's maximum allowance. Specifically, 58.5 s.f. of sign copy would be allowed and 70.8 s.f. is proposed—as proposed, the monument sign would account for 38.5 s.f. of that sign copy area. The 7 foot tall monument would not exceed the height limit. The applicant has requested approval of a Sign Exception to allow for the additional sign copy. This will be discussed in the following section of this report.

Sign Exception: The proposed wall signs located on the north and south side of the tower are not permitted by the PMC because there is no north or south street frontage at the subject property. However; visibility from Highway 1 is necessary for northbound and southbound motorists to identify the Holiday Inn Express in time to safely navigate toward the building. The property is located on a street that runs parallel to Highway 1 and is setback from the highway by several feet. There is also a large hill south of the property that partially obstructs the building from view. In staff's opinion, this creates an exceptional circumstance that necessitates the north and south wall signs. In the past, the City's decision making bodies have demonstrated concurrence with this opinion by allowing the existing signage located on the north and south tower walls. Further, the proposed signs are each approximately 10 s.f. smaller than the existing signs they would replace. Therefore; the proposed north and south wall signs are more conforming to the City's regulations than the existing signs. Concerning the second monument sign, since the building has two frontages and garage entrances that are on opposite sides of the building, the additional monument sign is needed for business identification. This is especially true since there is no existing or proposed wall sign on the western street frontage. Moreover, the function of the western monument sign is generally directional; it would identify the garage entrance and contain only a small (0.75 s.f.) business logo. It appears that the excess sign area on the north and south walls and the additional monument sign are warranted and would be consistent with the intent of the Sign Ordinance. It does not appear that the granting of an exception to the provisions of the Sign Ordinance would "be materially detrimental to the public welfare or materially injurious to property or improvements in the vicinity," or that allowing replacement of the hotel signage would constitute the granting of special privilege.

Concerning the sign copy on the eastern side of the building, the proposed copy area exceeds that allowed in the Sign Ordinance by approximately 12 s.f. and would increase the total copy area by 39 s.f. Ten s.f. of the increase is attributable to the larger size of the tower wall sign. The remaining increased copy would come from the proposed monument sign. The existing sign is single sided and contains 9 s.f. of sign copy, while the new sign would be doubled-sided and include slightly over 19 square feet of copy area per side. It does not appear that the sign copy on the south side of the monument sign is necessary because motorists will not likely be traveling to

the hotel from south of the building on Old County Road. A City parking lot and residence are located south of the subject property on Old County Road and both are well within walking distance of the hotel. Due to location and topography, the south face of the sign would not be visible from the highway. If the south facing sign copy is removed from the monument sign, the total east frontage sign copy area would be 7 s.f. less than the 58.5 s.f. allowed by the PMC and an exception for sign copy would not be needed. Also, the existing eastern monument sign is uniformly 4 feet wide, while the portion of the proposed sign that contains the sign copy is over 6 feet wide. If this portion of the sign were narrowed to 4 feet like the existing sign, the sign copy area would be reduced by slightly over 12 s.f. and would conform to the PMC provisions, even if the south facing copy is allowed. Also, the protruding portion of the sign would almost touch the wall and reach the property line. There is no setback requirement and staff does believe traffic would be impeded since there is no exiting at this point of the garage. It should be noted that in both of the above alternative design scenarios, the PMC regulations would be met, but the Specific Plan sign copy maximum would still be exceeded and require approval of a waiver, as discussed in the following section. The proposed tower sign on the east facing wall would be the same size as the other two tower signs to provide a uniform appearance and make the business easily identifiable from a distance.

In conclusion, it is staff's opinion that the findings can be made to grant the requested Sign Exception for the north and south facing wall signs and for the second monument sign, but not for the cumulative east facing sign copy area. Further, it appears that any changes made to bring the eastern sign copy area into conformance with PMC standards should apply to the monument sign and not the wall sign. This is because the proposed south facing copy and increased north facing copy on the monument sign are not necessary for adequate business identification, while the east facing wall sign is necessary for business identification. The north and south wall signs are also necessary for adequate business identification.

Waiver: The Specific Plan allows for 39 s.f. of sign copy per street frontage and does not provide for signage on portions of the property where there is no street frontage. Accordingly, a waiver is needed to allow for the excess east frontage sign copy and for the north and south facing wall signs. As discussed above, the signage on the north and south walls is clearly functional, while the signage proposed for the east side of the property may be excessive. Staff has provided two suggestions for bringing the eastern signage into conformance with PMC provisions; it should be noted that incorporation of both suggestions into the project design would reduce the copy area even further to more closely comply with the Specific Plan sign copy maximum. Specifically, eliminating the south facing monument sign copy would eliminate 19.25 s.f. of sign copy and narrowing the protruding portion of the sign would eliminate an additional 6 s.f. of sign copy. This would result in 12.3 s.f. of monument sign copy (3 s.f. more than the existing copy area) combined with 32.3 s.f. of copy on the wall sign. The total would be 44.6 s.f. of sign copy on the east side of the building. Because this is only slightly more than what is present and would provide adequate business identification, it seems that the above modifications could be reasonably integrated into the project. With or without the suggested design modifications, allowing the replacement of existing signage at the Holiday Inn Express would not, under the circumstances of the particular case, materially affect adversely the health or safety of persons residing or working in the neighborhood of the subject property and will not, under the

circumstances of the particular case, be materially detrimental to the public welfare or injurious to property or improvements in the area. Moreover, the allowance of updated signage would freshen the appearance of the building and be consistent with the overall Specific Plan objectives, goals and purpose.

Design Guidelines: The City's Design Guidelines state that signs should relate to their surroundings in terms of size, height, shape, color, materials and lighting in order to compliment the overall design of the building site. The Design Guidelines also suggest that glare should be minimized and signage should not be obtrusive, cluttered with nonessential information, higher than is necessary for adequate identification, use visible support devices or impede pedestrian or vehicular movement or vision. The Design Guidelines for freestanding signs state that monument signs are preferred over pole signs. The Rockaway Beach Design Manual states that sign copy should be limited to the tenant's trade name or logo and not include advertising slogans or merchandise information. Weatherproof material and high quality finishes are required and signs should allow for light penetration to the ground.

In this case, all sign copy would state the tenant's trade name and logo. The wall signs are necessary for visitors to locate the hotel and the monument signs are necessary for visitors to locate the driveway entrances for the hotel. The surrounding area contains buildings with a mix of styles, colors and materials. The proposed project is not out of character with the neighborhood and would replace corporate branding that is already present at the site with updated corporate branding. The proposed freestanding signs are monument signs instead of pole signs as suggested by the Design Guidelines. There would be no visible support devices, pedestrian and vehicular movement would not be impeded, the signs would not be cluttered with unnecessary information and no advertising of merchandise is proposed. Concerning the size, height, shape, color, materials and lighting, the wall signs would sufficiently compliment the building and surrounding area and would not be larger than needed. The western monument sign is well below the 20 foot height limit and would contain much less than the maximum allowed sign copy area. The eastern monument sign would have more sign copy than is necessary and the widest part of the proposed sign may appear too large for the space where it would be located. This further contributes to staff's earlier suggestion that the sign be uniformly 4 feet wide. Although the shape and colors of the proposed monument signs would not be obtrusive or unattractive, the existing monuments better compliment the building and surrounding area by mimicking some of the shapes on the building and using the same paint color as the building. The proposed monument signs would be constructed of acrylic and aluminum. Given the local climate, the aluminum may not meet the requirement for use of high quality, weatherproof materials. The Commission may wish to consider whether the existing monument shape and style and/or similar materials should be used in order to maintain the complimentary shape and style of the structures, allow for easy painting as the building is maintained over the years and to eliminate the need to introduce aluminum into the design. A condition of approval to this affect has been included. As for lighting, the signs would be internally illuminated, with a dark green and blue background and white lettering. The word "entrance" would be green and would also be illuminated. It does not appear that the method of illumination and color combination would create excessive glare.

RECOMMENDATION AND FINDINGS

B. RECOMMENDATION:

Staff recommends that the Planning Commission find that the project is exempt from CEQA and approve amendments to Sign Permit, S-66-97, Sign Exception, SE-384-97, Site Development Permit, PSD-620-9, and approve the requested Specific Plan waiver. However; it is also staff's recommendation that the Sign Exception amendment only apply to the north and south wall signs, and the second monument sign, but not to the excess sign copy area on the east side of the property. Staff recommends that the Planning Commission approve the above permit amendments subject to the following conditions:

Planning Department:

1. Development shall be substantially in accord with the plans entitled "Holiday Inn Express & Suites," consisting of nine (9) sheets, received by the City on October 22, 2009, 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.
5. The eastern monument sign shall be single faced and not include south facing sign copy.
6. The eastern monument sign shall be uniformly four feet in width.
7. The monuments used for the monument sign copy shall be similar in size, shape and

materials to the existing monuments and the monuments shall be painted to match the building, subject to approval of the Planning Director.

Fire:

8. Signage shall not block any fire alarm, strobes or access to any fire control fixtures.

Engineering:

9. Construction shall be in conformance with the San Mateo Countywide Storm Water Pollution Prevention Program. Best Management Practices shall be implemented.
10. Add a note on the Site Plan that says, “Existing curb, sidewalk or street adjacent to property frontage that is damaged or displaced shall be repaired or replaced even if damage or displacement occurred prior to any work performed for this project.”
11. Add a note on the Site Plan that says, “Any damage to improvements within the city right-of-way or to any private property, whether adjacent to subject property or not, that is determined by the City Engineer to have resulted from construction activities related to this project shall be repaired or replaced as directed by the City Engineer.”
12. Add a note on the Site Plan that says, “There shall be no major structural encroachment into the public right-of-way.”
13. No debris box or equipment shed is allowed in the street or sidewalk.

C. FINDINGS:

Findings for Approval of:

1. Site Development Permit: The Planning Commission finds that the proposed signage is exempt from CEQA, is consistent with the applicable provisions of the General Plan, Municipal Zoning code and applicable City laws and determines that the findings for denial of the Site Development Permit, pursuant to Zoning Code Section 9-4.3204 cannot be made. Specifically, the design of the proposed signage, as conditioned, is consistent with the adjacent building and character of the surrounding neighborhood. The Commission also finds that the proposal, as conditioned, is consistent with the applicable provisions of the City’s Design Guidelines for coastal and commercial development, in that the proposed signage, as conditioned, will relate to its surroundings in terms of colors and materials and will be properly integrated into the overall building site.

2. Sign Permit: The Planning Commission finds that the proposed signage is exempt from CEQA and that findings can be made for the granting of a sign permit. Specifically, as proposed and conditioned, the new signage is necessary for driveway entry identification and will be

consistent with the applicable provisions of the City's Sign Code, Design Guidelines and Rockaway Beach Specific Plan.

3. Sign Exception: The Planning Commission finds that the proposal for two freestanding signs, as conditioned, is exempt from CEQA, is consistent with the intent of the Sign Ordinance, is necessary for adequate business identification, would not be detrimental to the public welfare, and would not constitute a special privilege. The Planning Commission further finds that the proposal for north and south wall signs is exempt from CEQA, is consistent with the intent of the Sign Ordinance, is necessary for adequate business identification, would not be detrimental to the public welfare, and would not constitute a special privilege.

4. Waiver: The Planning Commission finds that the proposed signage, as conditioned, is exempt from CEQA, and would not, under the circumstances of the particular case, materially affect adversely the health or safety of persons residing or working in the neighborhood of the subject property and will not, under the circumstances of the particular case, be materially detrimental to the public welfare or injurious to property or improvements in the area. Moreover, the allowance of updated signage would freshen the appearance of the building and be consistent with the overall Specific Plan objectives, goals and purpose.

COMMISSION ACTION

D. MOTION FOR APPROVAL:

Move that the Planning Commission find the project exempt from CEQA and **APPROVE** Amendments to, S-66-97, SE-384-97, PSD-620-97, and Specific Plan waiver, subject to conditions 1 through 13 and adopt findings contained in the March 1, 2010 staff report, and incorporate all maps and testimony into the record by reference.

Attachments:

- a. Land Use and Zoning Exhibit
- b. Photos
- c. Previous staff reports and meeting minutes
- d. Plans and Elevations (Planning Commission only)

City of Pacifica

Agenda Memo

DATE: March 1, 2010

TO: Planning Commission

FROM: Kathryn Farbstein , Assistant Planner 

SUBJECT: Agenda Item No. 5: Emergency Coastal Development Permit, CDP-324-10, Issued to Construct Stitch Pier Retaining Structure between the Bluff and Dwelling at 100 Palmetto Avenue (APN 009-401-060)

An Emergency Coastal Development Permit, CDP-324-10 was issued by the Planning Director on February 10, 2010 to allow Bart Willoughby, agent, on behalf of Joan Levin, property owner to construct a stitch pier retaining wall between the edge of the bluff and the existing single-family dwelling at 100 Palmetto Avenue. The work would be within the City's permit jurisdiction because it is on top of the bluff (although the "stitch piers" will actually be buried). This site is also known as the "Dollaradio Station" and has been identified in the General Plan as a potential historic site (although it has not been designated as a landmark by the City of Pacifica). An Emergency CDP is necessary because there has been substantial bluff loss due to this year's winter storms and approximately 28 feet of the bluff has been lost since last summer. The foundation for the dwelling is now within 30 feet of the edge of the bluff according the owner's geotechnical consultant.

Proposed is the construction of approximately 120 foot long stitch pier retaining structure supported by 2 foot diameter, 45 foot deep reinforced concrete piers on 6 foot centers. A building permit was also issued by the Building Official on February 10, 2010 and the project has completed peer review by an outside geotechnical consultant.

The Zoning Code requires that within 30 days of issuance of an emergency CDP (by March 12, 2010), the applicant apply for a regular CDP to make the emergency work permanent. As usual, a public hearing would be held and the Planning Commission will have an opportunity to review the proposal and approve, deny or modify the proposal. Environmental review will also be conducted. The Code also requires that, upon issuance of an emergency CDP, the Planning Director submit an informational report explaining the granting of the permit to the California Coastal Commission and the Planning Commission at their next scheduled meetings. Because the February 16, 2010 Commission meeting was continued, this is the next available meeting. This memo satisfies this requirement. No Commission action at this time is necessary.

C: City Council Members
Coastal Commission