

RESOLUTION NO. 2022-004

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF PACIFICA APPROVING SIGN PERMIT S-133-20 AND SIGN EXCEPTION SE-31-22 (FILE NO. 2020-014), SUBJECT TO CONDITIONS, FOR A MASTER SIGN PROGRAM TO ESTABLISH SIGN CRITERIA FOR ON-BUILDING AND FREESTANDING SIGNAGE AT THE EUREKA SQUARE SHOPPING CENTER (APN 016-220-140), AND FINDING THE PROJECT EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA).

Initiated by: Mike Terron (“Applicant”)

WHEREAS, Applicant has submitted an application on behalf of the property owner, Thomas J. Biagini, Biagini Properties, Inc., for a Master Sign Program (“MSP”) to establish signage criteria at the Eureka Square Shopping Center (“Shopping Center”) and to deviate from the strict provisions of Article 29 of Chapter 4 of Title 9 of the Pacifica Municipal Code (PMC) (“Project”); and

WHEREAS, the Project requires Planning Commission approval of a sign permit, per PMC Section 9-4.2907(a) because the Project site is a commercial multi-unit development as defined in PMC section 9-4.2902(ag); and

WHEREAS, the Project requires Planning Commission approval of a sign exception because the Applicant has proposed signage criteria whereby tenant signs in the Eureka Square Shopping Center will exceed the number of signs per business allowed by PMC section 9-4.2907(f)); and

WHEREAS, the Planning Commission of the City of Pacifica did hold a duly noticed public hearing on February 22, 2022, at which time it considered all oral and documentary evidence presented, and incorporated all testimony and documents into the record by reference.

NOW, THEREFORE BE IT RESOLVED by the Planning Commission of the City of Pacifica as follows:

- A. The above recitals are true and correct and material to this Resolution.
- B. In making its findings, the Planning Commission relied upon and hereby incorporates by reference all correspondence, staff reports, and other related materials.

BE IT FURTHER RESOLVED that the Planning Commission of the City of Pacifica does hereby make the finding that the Project qualifies for Class 11 exemption under CEQA Guidelines Sections 15311, as described below:

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;

The Project fits within the scope of the Class 11 exemption in that it would involve the construction or placement of on-premise signs for commercial facilities in accordance with the sign criteria set forth in the Master Sign Program, as conditioned.

Additionally, none of the exceptions to application of an exemption contained in Section 15300.2 of the CEQA Guidelines apply to the Project, as described below:

1) Sec. 15300.2(a): There is no evidence in the record that the Project will impact an environmental resource of hazardous or critical concern in an area designated, precisely mapped, and officially adopted pursuant to law by federal, State, or local agencies. The Project site is a substantially developed and is substantially surrounded by development.

2) Sec. 15300.2(b): There is no evidence in the record that successive projects of the same type in the area would have a significant environmental impact. The Project is the only master sign program of its type in the area.

3) Sec. 15300.2(c): There is no evidence in the record of any possibility that the project would have a significant effect on the environment due to unusual circumstances. The Project site is designated for commercial use and the Project establishes criteria for signage for commercial tenants at the Project site. As such, there are no identifiable unusual circumstances that would have significant effect on the environment.

4) Sec. 15300.2(d): There is no evidence in the record of any possibility that the project would result in damage to scenic resources, including but not limited to, trees, historic buildings, rock outcroppings, or similar resources, within a highway officially designated as a state scenic highway. The Project is a master sign program that would result in installation of signs on existing commercial buildings in an existing shopping center near Highway 1, which is eligible for designation as a scenic highway through Pacifica but is not officially designated as a state scenic highway.

5) Sec. 15300.2(e) through (f): The project does not involve a current or former hazardous waste site, and, does not affect any historical resources. Therefore, the provisions of subsections (d) through (f) are not applicable to this Project.

Because the Project is consistent with the requirements of Class 11 exemption and none of the exceptions to applying an exemption in Section 15300.2 apply; therefore, there is substantial evidence in the record to support a finding that the Project is categorically exempt from CEQA.

BE IT FURTHER RESOLVED that the Planning Commission of the City of Pacifica does make the following findings pertaining to Sign Permit S-133-20.

A. The Master Sign Program is consistent with the City's adopted Design Guidelines.

a. All signs should relate to their surroundings in terms of size, height, shape, color, materials, and lighting so that they are complementary to the overall design of the building and site.

The buildings of the Eureka Square Shopping Center (“Shopping Center”), particularly the facade improvements in front of the buildings, the Shopping Center’s relationship to Oceana Boulevard and Eureka Drive and views from Highway 1 define the surroundings for tenant signage inside the shopping center and the freestanding/monument sign at the southern driveway to the center from Oceana Boulevard.

SMALL TENANT AND ANCHOR TENANT SIGNS

The north building in the center is two stories with professional offices above the business frontage on the first story. The façade improvements have imparted a varied roof line to this building ranging from 27’-6” to 30’-0” with a 35’-0” tall tower (Tower “A”) punctuating the façade approximately midway along the frontage facing Oceana Boulevard. The south building also exhibits a varied roof line with height from grade ranging from 20’-6” to 24’-11”. Two 35-foot tall towers, one (Tower “B”) located at the western edge and another (Tower “C”) at the interior corner of the bend in the building to the east punctuate the façade of the south building. Both buildings feature colonnades along their frontage, where the columns are connected by broad horizontal panels in the south building and narrower fascia boards in the north building.

In the Planning Commission’s assessment, in relation to the architecture and scale of the buildings, the proposed sign area, maximum letter height, and general location of the anchor and small tenant signage is appropriate. In particular, the small tenants and anchor signs, with their maximum letter and logo heights, would ensure that sign size does not overwhelm the building facades such that the signs would relate poorly in terms of size and height. To ensure the area of signs remains complementary to the overall design of the building, a condition of approval would require a modification to the proposed MSP to make explicit that the tag line module, where present, would be incorporated within the specified sign area. The assortment of allowable fonts and colors would result in interesting shapes that compliment the building architecture. The proposed five-inch deep metal channel letters and internal illumination would result in high-quality sign materials and subtle, appropriate lighting for the Shopping Center buildings.

However, as an exception to the foregoing analysis of favorable sign characteristics, the proposed 10-square foot (sf) minimum sign area specification for small tenant signs could yield signs that are a size that is not complementary to the overall design of the building and site and that would violate Pacifica Municipal Code (PMC) provisions. PMC section 9-4.2907(f) provides that each business sign in a commercial multi-unit development shall not exceed 0.75 sf of signage per one linear foot of business frontage. Therefore, in the event of a narrow business frontage, the proposed MSP’s provisions could result in signs that have sign areas inconsistent with PMC provisions. Therefore, a condition of approval would require modification to the proposed MSP to limit all anchor and tenant signs to 0.75 sf area per linear feet of the business frontage.

As an additional exception to the foregoing analysis, the proposed MSP does not contain sufficient provisions to ensure appropriate alignment of wall signs on the façade so that they relate appropriate to the design of the building façade. A condition of approval would require that the anchor tenant and small tenant signs be center aligned with each other on

the horizontal axis for each segment of the buildings that are at the same elevation, and placed in the general location as shown on the elevations within the MSP to ensure cohesiveness in the overall appearance.

TOWER SIGNS

The proposed MSP specifies two 30-sf area signs on Tower “A” with the sign copy to read “Offices” or “Professional Offices” to draw attention to the second-floor offices in the north building that are accessed from a central staircase. As these signs are not associated with any one business in the shopping center, there is little guidance in the PMC to ascertain the limitations on the size of these signs. For the purposes of this analysis, the Planning Commission has applied the same 0.75 sf per one linear foot of building frontage sign area allowance for the second story offices as it applied to the ground floor businesses (PMC section 9-4.2907(f)). The horizontal length of the second-floor office frontages is at least 250 linear feet, which would yield an allowable sign area for second-floor office tenant signage of at least 187.5 sf. Therefore, the two proposed 30-sf Tower “A” common signs for all second-floor office tenants, with a total combined sign area of 60 sf, would be well below the maximum allowable aggregate sign area for such signs. By complying with PMC area limitations, and by situating the Tower “A” signs in appropriate locations atop the tower where such signs would be proportional to the corresponding building façade surface, the signs would be complementary to the overall design of the building and site. By requiring the Tower “A” signs to also meet the MSP criteria for small tenant signs including but not limited to maximum letter and logo size, sign materials and illumination, the proposed Tower “A” signs would be complementary to the overall design of the building and site.

The proposed MSP would allow two signs each on the northwestern and southeastern faces of Tower “C”, located at the interior corner of the southern building. Tower “C” would provide signage for tenants whose business frontages are located behind the tower and, as a result, whose facades are not clearly visible from the off-street parking area. One tenant area (Suite 190) would be completely obstructed by Tower “C” while portions of the business frontages of Suites 160 and 200 would be obstructed by Tower “C” (see Page 2 of Attachment C of the staff report). Roughly half of Suite 160’s frontage (a “small tenant” space) would be obstructed while only a small portion of Suite 200’s frontage (an “anchor tenant” space) would be obstructed.

The proposed MSP would allow two signs on two frontages of Tower “C.” The pairs of signs would be arranged vertically above one another on their respective frontages with each situated in an approximately four-foot tall segment of defined façade materials. Page 11 of Attachment C of the staff report indicates that all signs “must comply in size and number to requirements stated on pages 5 and 10 of this MSP.” There would be three tenants eligible for signs on Tower “C,” two of which would be small tenants and one of which would be an anchor tenant. The result would be two small tenant sign installed on Tower “C” having a maximum letter height of 18 inches and one anchor tenant sign on Tower “C” as having a maximum letter height of 36 inches.

The proposed sign area, maximum letter height, and general location of the proposed signage on Tower “C” would be appropriate in the Planning Commission’ assessment. In

particular, the maximum letter and logo heights would ensure that signs do not overwhelm tower building facades such that the signs would relate poorly in terms of size and height. However, a combination of an anchor tenant sign and a small tenant sign on the same Tower “C” elevation would result in an incompatible mix of sign sizes given the close proximity of the identified sign areas and the overall dimensions of the sign areas themselves. Therefore, in order to avoid this, a condition of approval would require that the anchor tenant sign be located by itself on one of the Tower “C” elevations while the two small tenant signs shall be located together on the other Tower “C” elevation. This condition of approval would ensure the signs remains complementary to the overall design of the building. Otherwise, the proposed five-inch deep metal channel letters and internal illumination would result in high-quality sign materials and subtle, appropriate lighting for the Tower “C” signs.

FREESTANDING SIGN

In the Planning Commission’s assessment, in its overall dimensions, the monument sign appears in scale with the size of the Shopping Center and its 6.3-acre site area. The overall form and design of the monument sign echoes the forms in the façade of the center’s buildings and is thus compatible with its surroundings. The height of the sign, as proposed at 20’-0” would be consistent with the maximum height established in PMC section 9-4.2906(b)(4). The sign area would also comply with the limitations in PMC section 9-4.2906(b)(3), given the proposed sign area would be approximately 157 sf per sign face for a total of 314 sf including both sign faces. Based on the Shopping Center’s roughly 656 linear feet of frontage, the freestanding sign could have a sign area of up to 492 sf.

One freestanding sign characteristic that the Planning Commission did not determine to be compatible with this Design Guideline is the freestanding sign panel material and design. The Planning Commission’s assessment is that the tenant panels should have a design consistent with the routed center identification sign design at the top of the freestanding sign. As proposed, the tenant sign panels would incorporate translucent acrylic and could result in an inconsistent appearance as compared to the center identification portion of the freestanding sign. A condition of approval would require this change. As conditioned, the sign panel materials and design would result in high-quality sign materials and appropriate internal illumination.

- b. *Signs should be unobtrusive and convey their message clearly and legibly. Sign copy should not be cluttered with nonessential information.*

The proposed MSP specifies a single line or two lines of copy for anchor and small tenant signs, which will include the name of the business, possibly a tag line and may be accompanied with a logo. As such, both types of tenant signs, as modified by the draft conditions of approval limiting letter size and sign area, would be unobtrusive and convey their message clearly and legibly.

The proposed MSP is silent on signage dimensions or area within the sign panels on the freestanding sign. To ensure that sign panels on the freestanding sign will not lead to clutter that would be obtrusive, a condition of approval would require modifications to the MSP to limit tenant panels to two lines of copy, sign area of up to 75 percent of the horizontal

and vertical dimensions of the panels, and a minimum four inches of margin around all sides of each panel. Furthermore, it is necessary to include a condition of approval to standardize the font of tenant panel signs to match the font of the shopping center identification panel at the top of the freestanding sign while allow flexibility in the font style for one anchor tenant panel on the freestanding sign.

- c. *Where internal illumination is used, signs should be designed to illuminate the letters rather than the background.*

The proposed MSP includes internally illuminated signage, which is consistent with this Design Guideline.

- d. *Sign illumination should not be unnecessarily bright, and should not cause glare or light intrusion onto other signs or premises. If external illumination is used, the light source should be screened from direct view and should be located so that the light is directed against the sign and does not shine into adjacent property or blind motorists or pedestrians. Internal illumination should feature low intensity lamps.*

The proposed MSP specifies light-emitting diode (LED) illumination for illuminated signs. The LED lights for through-face illumination would be located behind translucent acrylic faces, which would serve to reduce the glare or light intrusion onto other signs and premises. Furthermore, no LED fixtures above color temperature value 6,500K are proposed for illumination of signs and would thus not be unnecessarily bright or cause glare or light intrusion onto other signs or premises.

- e. *A free-standing sign should only be used for shopping centers or when deemed the most feasible means by which a business may obtain a reasonable degree of identification.*

The Shopping Center contains one existing freestanding sign at the southern driveway from Oceana Boulevard to the site of the center. The proposed monument sign would replace the existing freestanding sign in the same location and would be 20'-0" tall by 12'-0" wide, which will provide the center visibility from a distance along Oceana Boulevard and draw customer traffic. Due to the orientation of the Shopping Center buildings behind large surface parking areas, away from the adjacent streets, a freestanding sign is needed to obtain a reasonable degree of identification for the center.

- f. *The height of a free-standing sign should be no higher than necessary for adequate identification and visibility, but in no case should the height of the free-standing sign exceed the height of the principal structure on the site.*

The total proposed height of the freestanding sign is 20'-0", which would provide for visibility from adjacent streets but is not taller than the 35-foot height of the tallest roof line of the Shopping Center's buildings.

- g. *Monument signs are generally preferred over pole signs. The support or base of a free-standing sign should match or complement the materials and colors of the building or buildings with which it is associated. Planting at the base of a free-standing sign is encouraged.*

The proposed MSP would replace an existing freestanding sign that uses poles for support. The MSP proposes a monument sign which features a 5-foot tall stone base which is compatible with the materials used in the center as are the colors used for the monument sign face and panels.

- h. *A designated sign areas should be part of a shopping center's exterior.*

A condition of approval specifies a maximum horizontal span of 75 percent of the panel/fascia for both anchor and other tenants on site, based on the proposed elevations, suitably designating the sign area. The MSP also identifies sign areas along the building façade and a condition of approval would require suitable alignment of the signs for a consistent appearance.

- i. *The use of struts, braces, kickbacks, or guy wires to support signing should be avoided. Such support, devices may be used if they are not visible or are completely screened from view.*

The proposed MSP does not include support structures such as struts, braces, kickbacks, or guy wires to support signs. Hence, this proposed MSP is consistent with this Guideline.

- j. *Signs should never impede pedestrian or vehicular movement or vision.*

The proposed tenant signs are wall signs above entrances and do not have the potential to impede pedestrian or vehicular movement or vision. The proposed monument sign would stand in the location of the existing freestanding sign, and would not impede sight lines for vehicles entering and exiting the center as shown on Page 4 (Sheet SKA-1) of Attachment C of the staff report. The location of this sign within a landscaped area and does not obstruct or impede pedestrian or vehicular circulation areas.

- B. *The proposed signs are compatible in character with all other signs proposed in the Master Sign Program.*

Pursuant to PMC Section 9-4.2907(c), each sign shall be compatible in character with other signs in the MSP. The signage is generally compatible in that the signs share significant characteristics in terms of letter depth, sign material, and illumination type. A condition of approval would ensure proper alignment of façade signs (small tenant and anchor tenant signs). The key variation between small tenant and anchor tenant signs would be letter size, although the small range of sign letter sizes – 18-inch maximum for small tenant signs and 36-inch maximum for anchor signs – would not result in any incompatibilities between these sign types.

The signage in the freestanding sign would, as conditioned, be internally consistent across all sign panels in terms of letter sizes, fonts, colors, and illumination, except for the flexibility to utilize a different font for one anchor tenant panel. Although a different sign type than the anchor and tenant signs on the building facades, the distance between the freestanding sign and the building facades would not result in the appearance of incompatibility between the sign types. Therefore, as conditioned, the signs in the proposed MSP would be compatible.

- C. *No more than one freestanding sign, unless the Commission finds that more than one freestanding sign is necessary for reasonable identification; and*
- D. *Freestanding sign or signs shall be subject to the provisions of PMC section 9-4.2906(b).*

Pursuant to PMC section 9-4.2906(b), approval of a freestanding sign shall be granted only if the Commission makes the following findings:

- a. *A freestanding sign is necessary for the business or businesses located on the premises to achieve a reasonable degree of identification.*

As discussed above, a freestanding sign is necessary to identify the Shopping Center to passing vehicles and pedestrians along Oceana Boulevard in particular because of the distance of the Shopping Center buildings from the adjacent locations of vehicular and pedestrian circulation, behind large off-street parking areas. The freestanding sign would also aid in identification for vehicles along Highway 1 which are otherwise unable to obtain visibility of the Shopping Center because of distance from the roadway and the elevation of Highway 1 in this vicinity. The inclusion of tenant identification panels will similarly provide opportunities for visibility of individual businesses within the Shopping Center that are located distant from vehicular and pedestrian circulation ways, or that would otherwise have limited visibility to potential customers due to their façade orientations.

- b. *The sign is consistent with the intent and provisions of this article.*

The proposed sign would be consistent with the intent of the City's sign provisions in PMC Title 9, Chapter 4, Article 29, which generally is to ensure signs will not endanger public safety because of inappropriate size, location, or construction. As required by conditions of approval, the freestanding sign would require review and approval of a building permit to ensure its construction is in accordance with applicable standards, and undergo review of a licensed professional engineer to ensure placement of the sign would not affect safe line-of-site at the shopping center entrance. Additionally, as analyzed in the staff report, sign characteristics such as height and sign area are consistent with PMC standards for freestanding signs.

- c. *The sign does not exceed the square footage set forth in subsection (3) of subsection (a) of this section.*

The Shopping Center's street frontage along Oceana Boulevard is approximately 656 linear feet. Based on the provisions of PMC Section 9-4.2906(a)(3), the freestanding sign would be limited to approximately 492 sf, or 246 sf of sign area per side of a two-sided freestanding sign. The proposed freestanding sign would include a total sign area of approximately 314 sf including both sign faces, or 157 sf per sign face, which is less than the applicable limitation in the PMC.

- d. *The sign does not exceed a height of twenty (20') feet above the sidewalk or paved area over which it is erected.*

The maximum height of the proposed freestanding sign is 20'-0", which is consistent with the PMC maximum height standard for a freestanding sign.

- E. *One sign for each business provided the sign area for each business shall not exceed .75 square feet of sign area per one foot of linear business frontage, and .5 square feet of permanent window sign area per one foot of linear business frontage.*

PMC section 9-4.2907(f) provides that, in addition to a freestanding sign, a commercial multi-unit development shall be allowed one sign for each business provided the sign area for each business shall not exceed 0.75 sf of sign area per one foot of linear business frontage, and 0.5 sf of permanent window sign area per one foot of linear business frontage. The proposed MSP exceeds the one sign per business limitation for anchor tenants, by proposing up to three façade signs (one main sign and two secondary signs), and for small tenants with corner locations (one sign per tenant frontage). Upon approval of the sign exception discussed in Section 5 of the staff report, the proposed MSP would be consistent with this requirement.

As conditioned in the above discussion, the proposed MSP would ensure all signs are limited to 0.75 sf of sign area per linear feet of business or Shopping Center frontage as applicable.

BE IT FURTHER RESOLVED that the Planning Commission of the City of Pacifica does make the following findings pertaining to Sign Exception SE-31-22:

- a. *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;*

The proposed MSP would allow up to three façade signs (one main sign and two secondary signs) for anchor tenants, and one sign per tenant frontage for small tenants with corner locations, in excess of the one sign per business allowed by PMC section 9-4.2907(f). The architecture and configuration of the buildings of the Shopping Center present an exceptional and extraordinary circumstance whereby the request to exceed the number of signs for anchor tenants and small tenants with corner locations is justified.

The width of anchor tenant lease spaces would be substantial and more than one sign is justified to ensure signage is within scale and compatibility with the building architecture of the Shopping Center. Installation of only one sign on an anchor tenant frontage would result in too little sign area and could result in the signage looking too small for the associated building façade/frontage. While these anchor tenants may be able to increase letter size if allowed by the MSP, excessive letter sizes would result in signs that are out of scale and incompatible with the associated building façade/frontage as well. Therefore, in the Planning Commission's assessment, an appropriate compromise is to allow more than one anchor tenant sign. The proposed MSP would allow one main sign and two secondary signs, otherwise subject to the sign criteria including size, materials, and illumination applicable to other signs in the MSP. Therefore, these additional signs would remain

compatible with the overall MSP. In addition, the need for anchor tenant visibility is especially great as these businesses, when visible and known to potential customers, tend to draw customer traffic into shopping centers to the benefit of other business in smaller adjacent tenant spaces.

With respect to the small tenant signs at corner locations, the Shopping Center has at least four corner tenant locations where more than one sign would be allowed by the proposed MSP. The unique building architecture applicable to these limited number of lease spaces, in light of the overall total of 25 lease spaces, presents an exception or extraordinary circumstance applicable to these corner lease spaces. Without signage on all corner facades, these corner lease spaces would be denied visibility from vantages where potential customers may be able to view their business signs. Moreover, without signage on these sometimes elongated corner facades, potential customers may not be aware that their desired business is located in that lease space or, worse, that a business is located there at all. Thus, these corner businesses could be deprived of a fair degree of visibility of their signs to support their businesses without more than one sign.

For the foregoing reasons, there is sufficient evidence to support this finding to approve the requested Sign Exception.

- b. *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;*

For reasons cited above, the literal enforcement of the sign code in terms of one sign per business would result in unnecessary hardship for the property owner with respect to anchor tenants and small tenants with corner locations. The reduced visibility and ready identification of such businesses could result in their underperformance relative to other businesses in the Shopping Center, and that could adversely affect successful operation of the Shopping Center. Similarly, underperformance due to reduced sign visibility would be detrimental to the individual businesses located in the anchor tenant and corner locations, would present an unnecessary hardship to these businesses. For the foregoing reasons, there is sufficient evidence to support this finding to approve the requested Sign Exception.

- c. *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;*

The granting of the exception as identified above would not be a special privilege for the property owner because of the limitations presented by the architecture of the Shopping Center building, and because there is no other shopping center in the vicinity of the subject Shopping Center. For the foregoing reasons, there is sufficient evidence to support this finding to approve the requested Sign Exception.

- d. *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*

The subject site is a shopping center which includes signage for businesses located in the center. Visibility of these signs from surrounding areas, particularly public rights-of-way, is an ordinary and necessary component of shopping center developments. However, certain nearby land uses are more sensitive to views of signage than others. The most sensitive nearby land uses are residential uses.

There are single-family residential buildings located to the south of the center across Eureka Drive, approximately 108 feet away from the nearest shopping center façade, the southern façade of the south building. The MSP proposes no signs on this façade; the granting of exception as identified above would not impact the residences. The MSP also does not propose signs on the eastern and northeastern facades of the Shopping Center that face multi-family apartment buildings to the rear of the subject property. Therefore, sufficient provisions exist in the proposed MSP to protect public welfare. For the foregoing reasons, there is sufficient evidence to support this finding to approve the requested Sign Exception.

- e. *The granting of such exception will not be inconsistent with the general purpose or intent of this article.*

PMC section 9-4.2901 identifies the general purpose or intent of the applicable Article 29 of Chapter 4 of Title 9 of the PMC, as "...to assist in the continuation of existing, and the introduction of new, commercial activities in architectural harmony with the existing and planned City, to provide that signs be tailored to individual businesses, and to encourage excellence in design which will provide signing compatible with the atmosphere of the City which attracts both residents and visitors." As discussed in Section 4.A of this report, as conditioned, the signage for which the exception is sought, would serve that purpose. In particular, the sign exception allows an increased number of signs for a limited number of anchor tenants and small tenants with corner locations for tenant identification and visibility made necessary because of the architecture of the Shopping Center. As conditioned, all proposed signage would be consistent with the general purpose and intent of Article 29. For the foregoing reasons, there is sufficient evidence to support this finding to approve the requested Sign Exception.

BE IT FURTHER RESOLVED that the Planning Commission of the City of Pacifica approves the Master Sign Program for the Eureka Square Shopping Center by approving Sign Permit S-133-20 and Sign Exception SE-31-22, subject to conditions of approval attached as Exhibit A.

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Resolution No. 2022-004
Sign Permit S-133-20 and Sign Exception SE-31-22 (File No. 2020-014)
Eureka Square Shopping Center Master Sign Program
Northeasterly Corner of Oceana Boulevard and Eureka Drive (APN 016-220-140)
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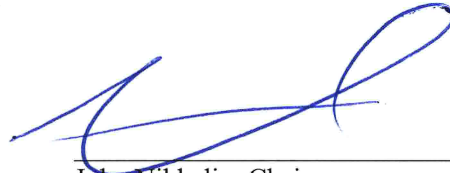
PASSED AND ADOPTED at a regular meeting of the Planning Commission of the City of Pacifica, California, held on the 22nd day of February, 2022.

AYES, Commissioners: BERMAN, DOMURAT, GODWIN, HAUSER,
NIBBELIN

NOES, Commissioners: N/A

ABSENT, Commissioners: FERGUSON, LEAL

ABSTAIN, Commissioners: N/A



John Nibbelin, Chair

ATTEST:



Tina Wehrmeister, Planning Director/
Assistant City Manager

APPROVED AS TO FORM:



Michelle Kenyon, City Attorney

Exhibit A

Conditions of Approval: Sign Permit S-133-20 and Sign Exception SE-31-22 (File No. 2020-014), for a Master Sign Program to establish signage criteria at the Eureka Square Shopping Center at the northeastern corner of Oceana Boulevard and Eureka Drive intersection (APN 016-220-140)

Planning Commission Meeting of February 22, 2022

Planning Division

1. All new signs shall be fabricated, installed, operated, and maintained in substantial accord with the details and specifications contained within this master sign program, dated "02-04-2022," except as otherwise modified below.
2. Within 90 days of the final date of approval of this master sign program, the Applicant shall make the following modifications/additions to the master sign program and shall submit the revised master sign program for review and approval by the Planning Director:
 - a. General Information (pg. 5)
 - i. The tagline module shall be included in the prescribed sign area of 0.75 square feet per linear foot of business frontage.
 - ii. The anchor tenant and small tenant signs shall be center aligned with each other along a horizontal axis for each segment of building façade at the same elevation level to account for elevation differences throughout the shopping center, and shall be installed in the general locations as shown on the elevations.
 - iii. Tenant signs shall have a maximum horizontal span of 75 percent of the back panel/fascia to which they are attached.
 - iv. The note shall state "There shall be no signs on the east, northeast elevations of the shopping center and the south elevation of the south building."
 - b. Proposed Sign Area (pg. 10)
 - i. Small Tenants:
 - a. The minimum sign area specification of 10 square feet for small tenants shall be stricken to limit small tenant sign area to .75 square foot per linear foot of business (tenant) frontage.
 - ii. Standards for Small Tenants and Anchor Tenants shall expressly indicate that respective sign types on Tower "C" shall comply with their respective sign types.
 - iii. The page shall include explicit standards for Tower "C" signs, as follows:
 - a. The anchor tenant sign on Tower "C" shall be located by itself on one of the Tower "C" elevations while the two small tenant signs shall be located together on the other Tower "C" elevation that does not contain the anchor tenant sign.
 - b. Both small tenant signs shall be center aligned vertically with each other in their placement on the back panels.
 - c. If the anchor tenant sign has a largest letter height from 24-36 inches, the sign shall be located vertically and horizontally centered in the overall tower sign area. If the anchor tenant sign has a largest letter height of less than 24 inches, it shall be located horizontally centered in the overall tower sign area but vertically centered in one of the defined 4'-5" tall horizontal

- rows of square/rectangular building materials and may be in the top or bottom position.
- d. The anchor tenant sign on Tower “C” shall not include any secondary signs.
- iv. Freestanding Monument Sign (p. 9):
- a. Tenant panels shall be limited to two lines of copy.
 - b. Tenant panel sign area shall be no more than 75 percent of the horizontal and vertical dimensions of the panel.
 - c. Each tenant panel shall include a minimum four inches of margin around all sides of each panel.
 - d. The font and letter height of the “Eureka Square Shopping Center” identification top panel shall be as shown on the “New Monument Sign Elevation” (pg. 9). All tenant panels shall utilize the same font, except that one anchor tenant panel may deviate from the font style required herein.
 - e. Tenant panels shall have the same design with the routed center identification sign at the top of the freestanding sign. The signs shall be internally illuminated with push through letters.

The City shall not approve any permits for installation of signs at the shopping center until the terms of this condition have been satisfied.

- 3. Property owner shall install at the subject site only those signs depicted in the master sign program. Any other signs not part of the master sign program are prohibited except for temporary signs authorized by the Pacifica Municipal Code.
- 4. Prior to the issuance of a building permit for any sign indicated in the master sign program, the Applicant shall provide the Planning Department with specifications and evidence that the proposed sign will comply with all applicable criteria of the master sign program.
- 5. The master sign program shall apply to all signs (existing and future) of the Eureka Square Shopping Center.
- 6. The Applicant shall replace the existing freestanding sign with the new monument sign as required by the master sign program within 36 months of approval of the revised master sign program by the Planning Director. In the event the Applicant fails to comply with this condition of approval, the City shall cease issuance of building permits for any new sign until the Applicant has constructed the new monument sign as required by the master sign program.
- 7. Prior to the installation of any new sign, the property owner shall apply to the Planning Department for review and approval of a building permit and/or sign permit, as determined by the Planning Director. Property owner shall install no sign until approval of the required permit(s).
- 8. In the event any of the post-approval requirements contained in this Resolution, these Conditions of Approval, or in the approved master sign program are not implemented within the timeframes

indicated, the City shall not issue any permit(s) for such new or modified signs requested by the Applicant or any other party.

9. The Applicant shall pay all outstanding and applicable fees associated with the processing of this master sign program prior to the issuance of any building permit for signage at the subject site.
10. Failure of the property owner to abide by and faithfully comply with any and all conditions of this approving action shall constitute grounds for the revocation of said action by the Planning Commission after a noticed public hearing.
11. The Applicant shall 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 ("Challenge"). City may, but is not obligated to, defend such Challenge as City, in its sole discretion, determines appropriate, all at Applicant's sole cost and expense. This indemnification shall include, but not be limited to, damages, fees and/or costs awarded against the City, if any, and costs of suit, attorney's 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. Per Government Code Section 66474.9, the City shall promptly notify Applicant of any Proceeding and shall cooperate fully in the defense.

Building Division

12. The Applicant shall apply for and receive approval of a building permit prior to commencing any construction activity.

END

