CITY OF LA MESA
JEWEL of the HILLS

AGENDA
LA MESA PLANNING COMMISSION

Wednesday, June 1, 2016
7:00 PM

La Mesa City Hall Council Chambers, 8130 Allison Avenue, La Mesa

1. Call Meeting to Order

2. Invocation and Pledge of Allegiance

3. Deletions from the Agenda / Urgent Additions to the Agenda / Additions to the next Agenda

4. Public Comments (non-agenda items)

   Note: In accordance with State Law, an item not scheduled on the Agenda may be brought forward by the general public for discussion; however, the Commission will not be able to take any action at this meeting. If appropriate, the item will be referred to staff or placed on a future agenda.

5. Procedural Rules for Conduct of Hearings

6. **HEARINGS**

   a. **Sign Program DAB-16-08 (Purple Mountain Empire VI)** – A request to amend the comprehensive sign program for Grossmont Center North at 8308-8396 Parkway Drive in the C-D (General Commercial / Urban Design Overlay) zone. The project is Categorically Exempt from review under the California Environmental Quality Act Section 15311, Class 11.

7. **BUSINESS**

   a. Approval of the minutes from the May 18, 2016 Planning Commission meeting.

   b. Assignment of next invocation

8. Informational Items

9. Adjournment

Materials related to an item on this agenda submitted to the Planning Commission after distribution of the agenda packet are available for public inspection in the Community Development Department located at La Mesa City Hall, 8130 Allison Avenue, La Mesa, California, during normal business hours.

The City of La Mesa encourages the participation of disabled individuals in the services, activities and programs provided by the City. Individuals with disabilities, who require reasonable accommodation in order to participate in the Planning Commission meetings, should contact the City's Americans with Disabilities Act (ADA) Coordinator, Rida Freeman, Human Resources Manager, 48 hours prior to the meeting at 619.667.1175, fax 619.667.1163, or rfreeman@ci.la-mesa.ca.us.

Hearing assisted devices are available for the hearing impaired. A City staff member is available to provide these devices upon entry to City Council meetings, commission meetings or public hearings held in the City Council Chambers. A photo i.d. or signature will be required to secure a device for the meeting.

Citizens who wish to make an audio/visual presentation pertaining to an item at a public meeting of the City should contact Cheryl Davis at 619.667.1190, no later than 12:00 noon, one business day prior to the start of the meeting. Advance notification will ensure compatibility with City equipment and allow meeting presentations to progress smoothly and in a consistent and equitable manner. Please note that all presentations/digital materials are considered part of the maximum time limit provided to speakers.

NOTICE
OF APPEAL PROCEDURES

Actions taken by the Planning Commission may be appealed to the City Council. If you disagree with any action of the Commission and wish to file an appeal, you must do so within ten working days of tonight's meeting. **In order to file an appeal, you must submit an appeal letter stating why you disagree with the Commission's action to the Office of the City Clerk, City Hall, 8130 Allison Avenue along with a $100.00 appeal fee. If no appeal is filed within this period, the action becomes final.**

Once the appeal is filed, the item will be scheduled for the next available City Council meeting. If the item was previously noticed to the neighborhood, new notices of the City Council meeting will be mailed out ten days prior to the hearing date. The Council will then hold a public hearing to consider the appeal. Planning Commission actions involving a General Plan amendment, rezoning, or changes to the Zoning Ordinance regulations are advisory actions, which will automatically proceed for a hearing before the City Council. Any questions regarding the appeal process should be directed to either the Office of the City Clerk at 619.667.1120 or the Community Development Department at 619.667.1177.

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CITY OF LA MESA
JEWEL of the HILLS

STAFF REPORT

REPORT TO
LA MESA PLANNING COMMISSION

DATE: June 1, 2016

SUBJECT: **Sign Program DAB 16-08 (Purple Mountain Empire)** – A request to amend the comprehensive sign program for Grossmont Center North at 8308-8396 Parkway Drive in the C-D (General Commercial/Urban Design Overlay) zone.

ISSUING DEPARTMENT: Community Development

SUMMARY

Issues: Is the proposed sign program amendment consistent with the City's Sign Ordinance?

Recommendation: Approve the proposed Sign Program based on its consistency with the goals and policies of the City's Sign Ordinance.

La Mesa Zoning Ordinance Code Sections:

Section 15.10.040(c)(3) provides requirements for comprehensive sign programs.

Environmental Review:

This sign program has been determined to be Categorically Exempt under the provisions of the California Environmental Quality Act, Class 11. Class 11 exemptions may be applied to the construction of on-premise signs.

BACKGROUND:

Comprehensive sign programs are required for multi-tenant commercial, office and industrial centers, as well as certain large-scale single-tenant sites. They are used to establish uniform signage criteria that are compatible with and appropriate to site features and architecture. Exceptions to the size, location, and height regulations of the citywide sign ordinance can be allowed provided they are consistent with the purpose and guidelines of the ordinance.

The 2.25 acre subject property is designated for Regional Serving Commercial in the General Plan, Land Use Element and is located in the C-D (General Commercial / Urban Design Overlay) zone. The commercial center is on the north side of Parkway Drive and east of Jackson Drive (**Attachment A**). To the west of the center are other commercial uses at the northeast corner of Parkway Drive and Jackson Drive. The center, known as

Grossmont Center North, consists of a one-story U shaped building with individual commercial lease areas. The center was developed in 1977 and contains approximately 28,800 square feet of gross floor area. Other uses include service and retail commercial businesses, restaurants, and a learning center. Photos of the site are included in **Attachment B**. Existing site topography slopes gradually downward from north to south.

The proposed sign program would amend the sign program to allow additional wall sign area.

DISCUSSION:

Sign Program

The sign program provides criteria for wall-mounted and a freestanding pole sign. Size and location criteria are prescribed for each sign type. Signs are allowed to utilize any color or letter style provided that each tenant's signs have a consistent appearance. In the sign program, primary signage is limited to the name of the tenant and a brand logo. Maximum tenant wall signage would increase from a 24 inch letter height to 30 inches (if single row) to 36 inches (if double row, stacked copy) in letter height. Logo area and height would increase from 6 square feet to 16 square feet and not to exceed four feet in height or 80% of the sign designated background height.

RECOMMENDATION:

Based on a finding that the sign program amendment is consistent with the sign ordinance and is compatible with the development's architecture, site plan, and surrounding uses, staff recommends approval of DAB 16-08, amending the existing sign program for the commercial center at 8308-8396 Parkway Drive as shown on **Attachment C**.

Submitted by:

Howard Lee
Associate Planner

Attachments: A – Vicinity Map/Aerial Photograph
B – Site photographs
C – Draft Resolution with Exhibit A Draft Amended Comprehensive Sign Program

Vicinity Map

ATTACHMENT A

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CITY OF LA MESA
JEWEL of the HILLS

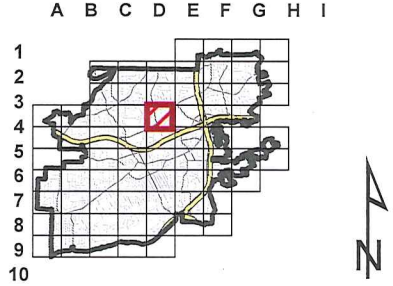
Site Plan Review
Sign Program
DAB 16-08

PROPERTY INFORMATION

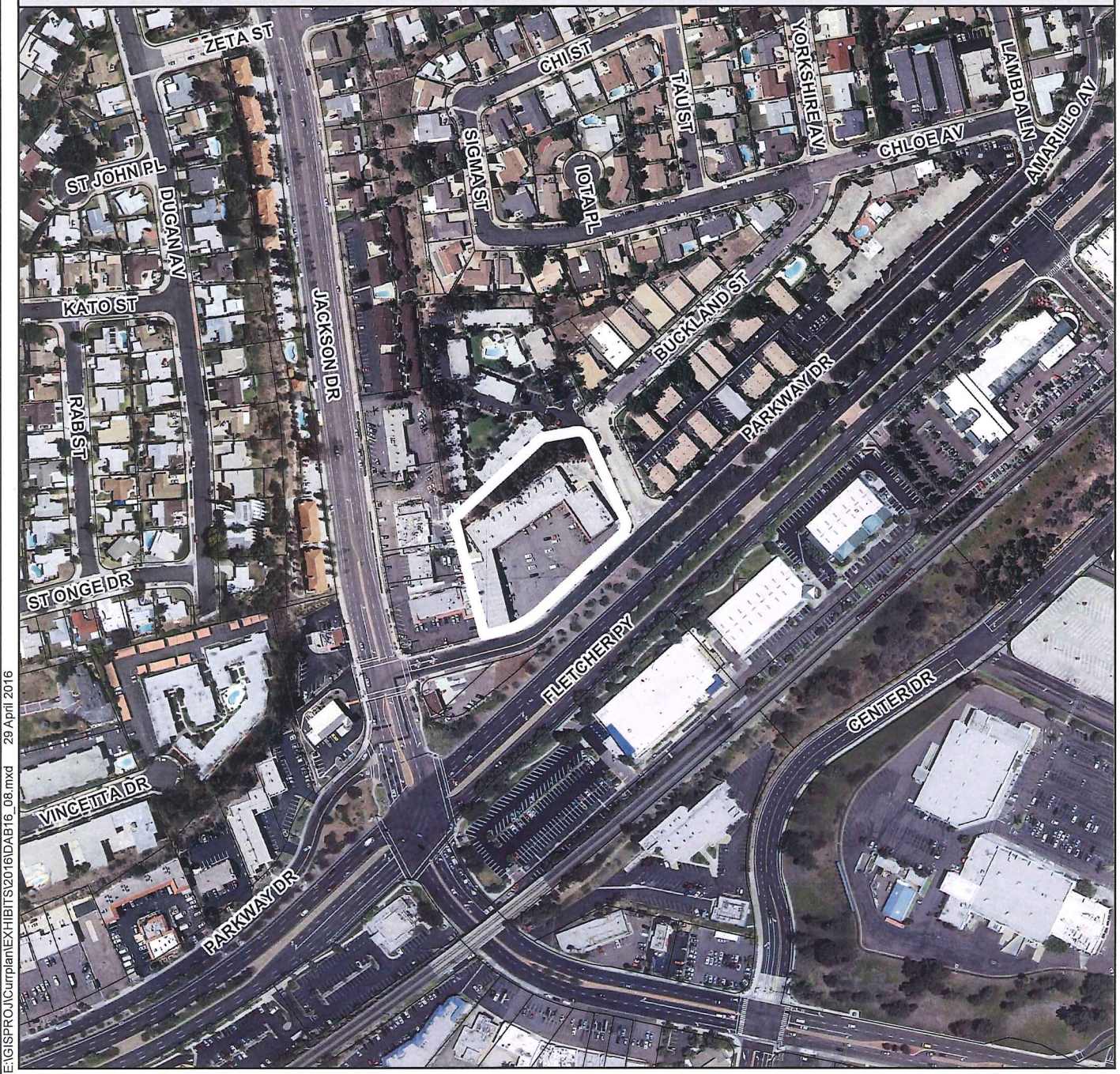
Applicant	Purple Mountain Empire VI
Site Address	8308-8396 Parkway Drive La Mesa, CA 91942
APN	490-592-10-00
Lot Size	2.25 acres
General Plan	Regional Serving Commercial
Zoning	C-D General Commercial; Urban Design Overlay Zone

0 180 360 540 720
FEET

DATA SOURCES:
City boundary, SanGIS, 2011
Roads, SanGIS, 2011



Aerial Map



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CITY OF LA MESA
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Site Plan Review
Sign Program
DAB 16-08

PROPERTY INFORMATION

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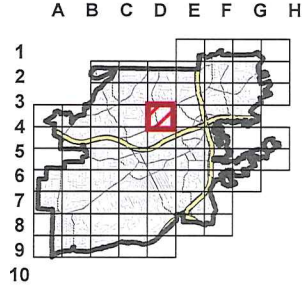

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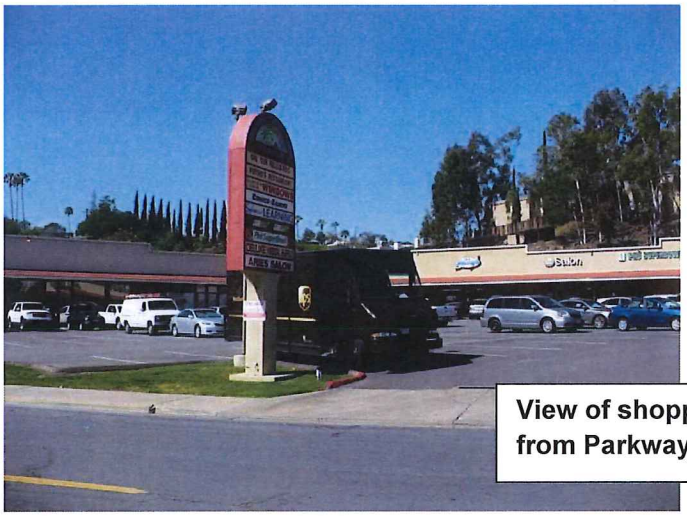
Looking east from Parkway Drive.



View of shopping center from Parkway Drive.

Looking west on Parkway Drive.

Grossmont Center North Pylon Sign.

Existing tenant space storefronts.

Existing tenant space storefronts.

Existing tenant space storefronts; future Orangetheory tenant space.

DRAFT RESOLUTION NO. PC-2016-xx

RESOLUTION APPROVING SIGN PROGRAM DAB 16-08 AMENDING THE SIGN PROGRAM FOR THE COMMERCIAL CENTER AT 8308-8396 PARKWAY DRIVE IN THE C-D ZONE

WHEREAS, the Planning Commission of the City of La Mesa did hold a duly noticed public hearing on June 1, 2016 and accepted public testimony in considering DAB 16-08, a request to amend the comprehensive sign program for the commercial center at 8308-8396 Parkway Drive in the C-D (General Commercial/Urban Design Overlay) zone;

WHEREAS, the project is categorically exempt from environmental review in accordance with the California Environmental Quality Act; Class 11; and

WHEREAS, the Planning Commission did receive and consider a staff report on the proposal.

THE PLANNING COMMISSION FINDS AND DETERMINES AS FOLLOWS:

1. That the location and characteristics of the proposed signs and sign program amendment will not impact unfavorably upon adjacent properties.

2. That the sign program is consistent with the design objectives established as policy of the City Council.

3. That the sign program has been found to be consistent with Section 15.10.040 of the La Mesa Sign Ordinance.

NOW, THEREFORE, BE IT FURTHER RESOLVED BY THE PLANNING COMMISSION OF THE CITY OF LA MESA AS FOLLOWS:

1. The foregoing findings of fact and determinations are true and hereby made a part hereof.

   The Planning Commission approves Sign Program DAB 16-08, amending the comprehensive sign program for the commercial center at 8308-8396 Parkway Drive in the C-D (General Commercial/Urban Design Overlay) zone as shown on the attached exhibit.

PASSED AND ADOPTED at a regular meeting of the Planning Commission of the City of La Mesa, California, held the 1st day of June 2016, by the following vote, to wit:

AYES:
NOES:
ABSENT:
ABSTAIN:

I, Howard Lee, Deputy Secretary of the City of La Mesa Planning Commission, do hereby certify the foregoing to be a true and exact copy of Resolution PC-2016-xx, duly passed and adopted by the Planning Commission.

Howard Lee, Deputy Secretary
La Mesa Planning Commission

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EXHIBIT A
GROSSMONT CENTER NORTH SIGN PROGRAM

AMENDED COMPREHENSIVE SIGN PROGRAM FOR THE
GROSSMONT CENTER NORTH RETAIL CENTER
IN THE C-D ZONE AT 8308-96 PARKWAY DRIVE
~~APPROVED BY THE CITY OF LA MESA PLANNING COMMISSION~~
~~AUGUST 6, 1997~~

I. FREESTANDING SIGNS

A. One pole sign shall be permitted, placed perpendicular to Parkway Drive as identified in **Exhibits B and C**. The ~~design and materials~~ placement of the sign panels shall be as shown on the exhibit.

B. The pole sign shall be limited to a total of ~~sixteen~~ twelve tenant identification panels. The pole sign must retain 6 full length panels at all times. The remaining panels may be half length to incorporate additional tenant identification panels as needed.

~~C. The sign panels shall be ivory background with a uniform letter height of 8 inches in Helvetica Medium. All tenant identification copy is to be the same color.~~

D. ~~The colors of the pole sign shall be limited to ivory plex background, brown letters, green accent bands, coral cabinet, and ivory letters on black for the address panel.~~ Individual tenant signage shall be in accordance with the colors and lettering of the brand.

E. There shall be no flashing or blinking lights.

II. WALL SIGNS

A. The walls signs shall consist of internally illuminated and non-illuminated letters of any lettering style or color. The signs may be single or double row~~, but shall not exceed a height of 24 inches overall. Lettering within secondary copy may be non-illuminated in conjunction with illuminated primary copy.~~ Single row letter height shall not exceed 30 inches in height, stacked copy overall height shall not exceed 36 inches.

~~B. Logo boxes are permitted in any shape not to exceed 6 square feet in area.~~

B. Logo and branding elements are permitted in any shape not to exceed 16 square feet in area and not exceed 4 feet in height or exceed 80% of the sign designated background height or with combination of lettering copy, whichever is less. (**Exhibit D**)

~~A tenant's lettering style will not be considered as a logo.~~

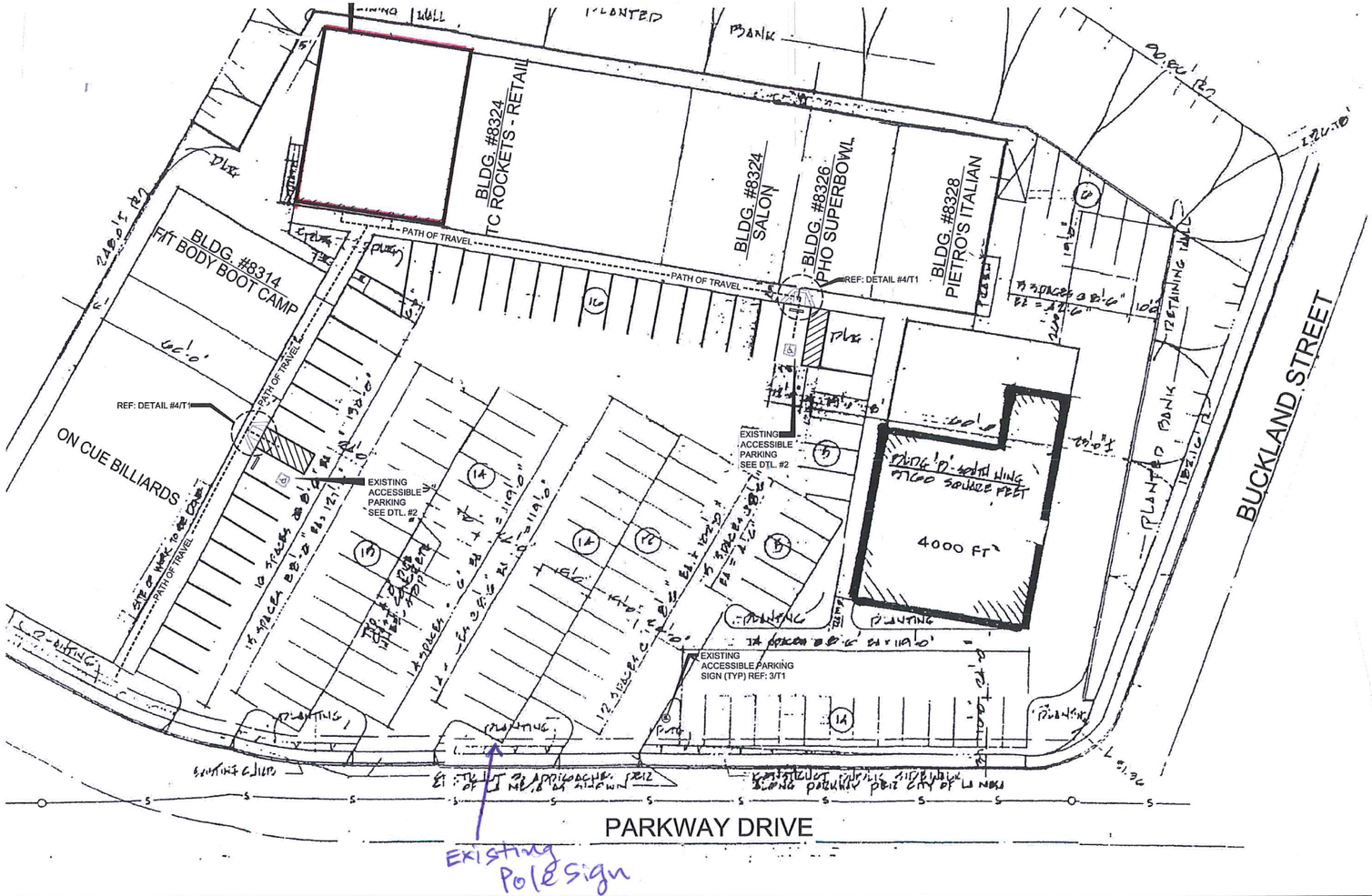
C. No wall signs shall be permitted on the eastern, northern, and western facades of the buildings adjacent to ~~interior~~ property lines.

D. The wall sign locations shall be limited to the stucco area between the top of the overhang element and the top of the parapet. The alignment of the tenant signs should be consistent within a specific elevation.

~~E. The wall signs shall be limited to the name of the business only. Slogans or products may not be used.~~

E. Approval from the landlord is required prior to issuance of sign permits by the City.

Exhibits
Exhibit A: Grossmont Center North Sign Program
Exhibit B: Site Plan
Exhibit C: Freestanding Sign
Exhibit D: Wall Signs



1 REFERENCE PARTIAL SITE PLAN — SCALE: N.T.S.

EXHIBIT B

BAKER [B a] architecture
4080 CENTRE ST, STE #203
SAN DIEGO, CA 92103
TEL: (619) 281-5937
www.bakerarchitecture.com

REVISION SCHEDULE

REV	DATE	BY	DESCRIPTION
1	1-4-	--	--

THESE DRAWINGS AND SPECIFICATIONS ARE CONFIDENTIAL AND SHALL REMAIN THE SOLE PROPERTY OF BAKER ARCHITECTURE, WHICH IS TO COVER ITS COPYRIGHT IN THIS WORK. THEY SHALL NOT BE REPRODUCED IN WHOLE OR IN PART, SHARED WITH THIRD PARTIES OR USED IN ANY MANNER ON OTHER PROJECTS OR EXTENSIONS TO THIS PROJECT WITHOUT THE PRIOR WRITTEN CONSENT OF BAKER ARCHITECTURE.

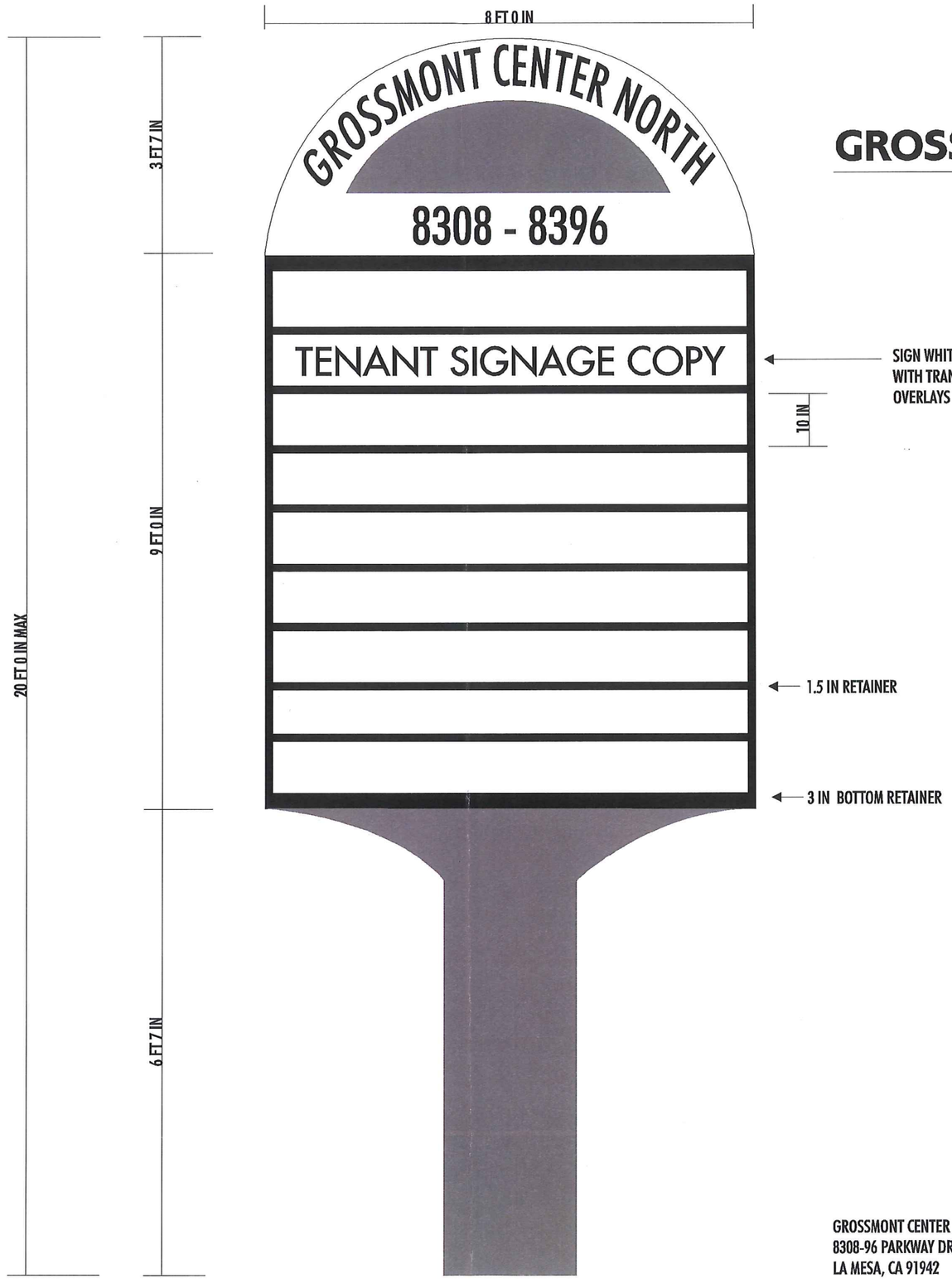
SUBMITTAL SET ONLY - NOT FOR CONSTRUCTION

DATE: 2/17/16

T1

EXHIBIT C
GROSSMONT CENTER NORTH

1/2" = 1' SCALE



WEST COAST SIGN COMPANY
11444 Red Cedar Drive - San Diego CA 92131
Phone (858) 689.0080 Fax (858) 605.4282

GROSSMONT CENTER NORTH
8308-96 PARKWAY DRIVE
LA MESA, CA 91942

APN: 490-592-1000
MAP: 876
LOT: 148

CA STATE LIC. C-45 715161

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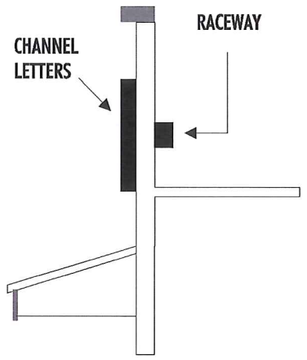
SIDE SECTION



SIGN AREA NOT TO EXCEED 75% OF LEASED FRONTAGE

MAXIMUM SIGN AREA TO BE 2 SQ FT OF SIGN AREA PER LINEAR LEASED FRONTAGE NOT TO EXCEED 150 SQ FT.

4 FT LOGO AND ELEMENT MAX HEIGHT

STACKED SIGN COPY

TENANT

2 FT 6 IN MAX LETTER HEIGHT

3 FT STACKED COPY MAX

LOGO'S NOT TO EXCEED 16 SQ FT

PRIMARY & SECONDARY SIGNS TO BE INTERNAL ILLUMINATED CHANNEL LETTERS

EXHIBIT D
GROSSMONT CENTER NORTH

1/4" = 1' SCALE

20 FT LEASED FRONTAGE

75% MAX BACKGROUND (15 FT OF SIGNAGE LENGTH)

SIGN AREA

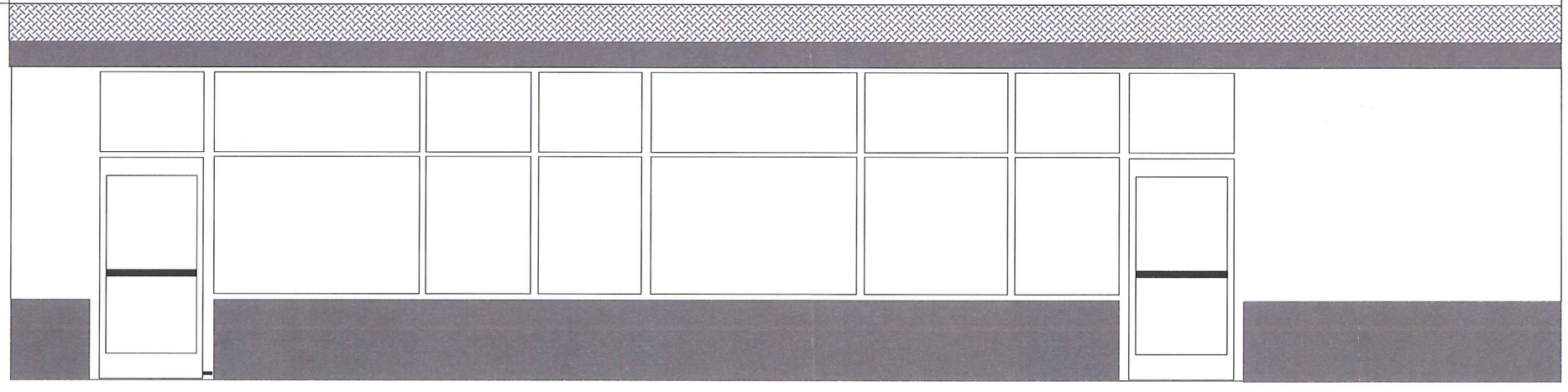
80% BACKGROUND AREA ELEMENT HEIGHT MAX LOGO'S, LETTERS & ELEMENTS COMBINED

Orangedolls TANNING

Sylvan Learning

80% BACKGROUND AREA ELEMENT HEIGHT MAX LOGO'S, LETTERS & ELEMENTS COMBINED

SIGN AREA



PROPOSED SIGNAGE TO BE SUBMITTED TO LANDLORD FOR FINAL APPROVAL

WEST COAST SIGN COMPANY
11444 Red Cedar Drive - San Diego CA 92131
Phone (858) 689.0080 Fax (858) 605.4282

GROSSMONT CENTER NORTH
8308-96 PARKWAY DRIVE
LA MESA, CA 91942

APN: 490-592-1000
MAP: 876
LOT: 148

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MINUTES
LA MESA PLANNING COMMISSION
Wednesday, May 18, 2016

The La Mesa Planning Commission held a meeting on Wednesday, 18, 2016, in the La Mesa City Council Chambers located at 8130 Allison Avenue, La Mesa, California.

The Agenda for this meeting was posted on May 11, 2016, at 4:35 p.m., on the Bulletin Board next to the entrance to the City Council Chambers, 8130 Allison Avenue, La Mesa, California.

Planning Commission members present were Chairman Alvey, Vice Chair Hottel, Commissioners Levy, Hawkins, Hurd Glenn, Newland, and Keene.

Staff members present were Director of Community Development Carol Dick, Senior Planner Chris Jacobs, Associate Planner Howard Lee, and Assistant City Attorney Gregory Lusitana.

Item 1. The meeting was called to order at 7:00 pm.

Item 2. Commissioner Hawkins gave the Invocation and led the Pledge of Allegiance.

Item 3. Deletions from Agenda/Urgent Additions to the Agenda/Additions to the Next Agenda

None.

Item 4. Public Discussion and Audience Participation.

None.

Item 5. Procedural Rules of Conduct for Hearings.

Chairman Alvey read the procedures for public hearings.

Item 6. HEARINGS

6a. **Variance V 16-02 (Reyes)** – Consideration of a variance to construct accessory structures within setbacks at 4520 Glen Street in the R1S-P (Suburban Residential / Scenic Preservation Overlay) zone.

Mr. Lee presented the staff report.

The public hearing was opened.

Those in favor:
- Mike Reyes
- David Keesey
- Lloyd Kitson

Those in opposition:

Draft

- None

The public hearing was closed.

The Commissioners discussed the project.

ACTION: Commissioner Keene made a motion to approve the draft resolution approving Variance V 16-02, a request to reduce the panhandle setback requirements at 4520 Glen Street in the R1S-P (Suburban Residential / Scenic Preservation Overlay) zone. The motion was seconded by Commissioner Hurd Glenn. Motion carried 5 in favor, with Commissioners Alvey and Hottel opposed.

Ms. Dick read the appeal procedures into the record.

Item 7. BUSINESS

7a. Approval of the minutes from the May 4, 2016 Planning Commission meeting.

ACTION: Commissioner Levy made a motion to approve the minutes as written. The motion was seconded by Commissioner Newland. Motion carried 7-0.

7b. Climate Action Plan Status Report

Mr. Jacobs presented the status report.

Speakers:

- Jack Shu – Resident
- Masada Disenhouse – Representing San Diego 350
- Angela Deegan – Representing San Diego 350
- Jean Costa

7c. Assignment of next invocation – Commissioner Keene will give the invocation. Commissioner Levy will read the procedural rules.

Item 8. INFORMATIONAL ITEMS

There being no further business before the Commission, the meeting was adjourned at 8:30 p.m.

Respectfully submitted,
Cheryl Davis
Administrative Coordinator

Draft