



CITY OF MONTCLAIR
PLANNING COMMISSION AGENDA
CITY COUNCIL CHAMBERS
5111 Benito Street, Montclair, California 91763

REGULAR ADJOURNED MEETING
Monday, September 14, 2015
7:00 p.m.

It is respectfully requested that you please silence your cell phones and other electronic devices while the meeting is in session. Thank you.

1. CALL TO ORDER

2. PLEDGE OF ALLEGIANCE

3. ROLL CALL

Chair Tenice Johnson, Vice Chair Luis Flores, Commissioner Manny Martinez, Commissioner Sergio Sahagun, and Commissioner Don Vodvarka

4. APPROVAL OF MINUTES

The minutes of the August 24, 2015 Planning Commission meeting are presented for consideration.

5. ORAL AND WRITTEN COMMUNICATIONS ON NON-AGENDA ITEMS

The public is invited to address the Planning Commission regarding any items that are not on the agenda. Comments should be limited to matters under the jurisdiction of the Planning Commission. It is respectfully requested that speakers limit their comments to no more than three minutes in length.

Any person wishing to address the Planning Commission on an agenda or non-agenda item should complete a speaker's card and submit it to the City Planner. Speaker's cards are available at the entrance to the Council Chambers.

6. AGENDA ITEMS

- a. PUBLIC HEARING - CASE NUMBER 2014-31 'A'
 - Project Address: 9303-9407 Central Avenue
 - Project Applicant: Montclair, LLC
 - Project Planner: Silvia Gutiérrez, Associate Planner
 - Request: Precise Plan of Design for a master sign program
 - CEQA Assessment: Categorically Exempt (Section 15311)

7. INFORMATION ITEMS

Although the Planning Commission is prohibited from taking action on or discussing items not on the posted agenda, a member of the Planning Commission may ask for information, request a report back or to place a matter of business on the agenda for a subsequent meeting, ask a question for clarification, make a brief announcement, or briefly report on his or her own activities, provided the foregoing are related to, or within the jurisdiction of, the Planning Commission.

8. PUBLIC INSPECTION OF MATERIALS

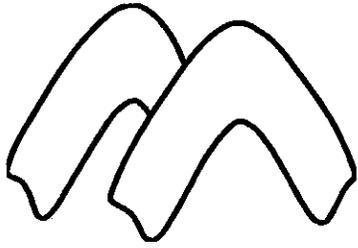
Materials related to an item on this agenda submitted to the Commission after distribution of the agenda packet are available for public inspection at the Planning Division counter during normal business hours.

9. ADJOURNMENT

The City of Montclair Planning Commission is hereby adjourned to the regularly scheduled meeting of September 28, 2015 at 7:00 p.m. in the Council Chambers, 5111 Benito Street, Montclair, California.

CERTIFICATION OF AGENDA POSTING

I, Laura Embree, Administrative Secretary for the City of Montclair, hereby certify that a copy of this agenda was posted on the bulletin board adjacent to the north door of Montclair City Hall on September 10, 2015.



CITY OF MONTCLAIR PLANNING COMMISSION

MEETING DATE: 09/14/15

AGENDA ITEM 6.a

Case No. 2014-31 'A'

Application: PPD for master sign program for an approved proposed multi-tenant commercial retail center

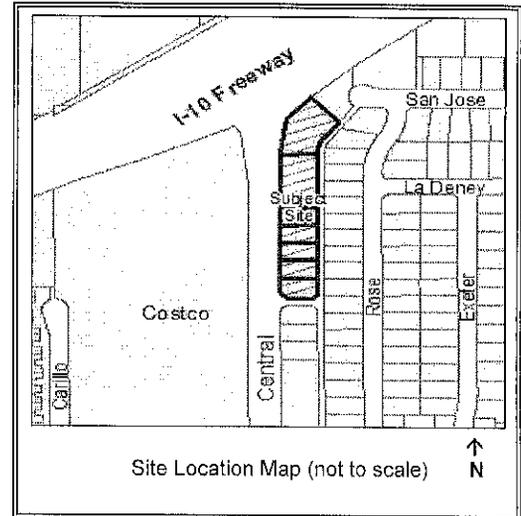
Project Address: 9303-9407 Central Avenue

Property Owners: Montclair LLC

General Plan: General Commercial

Zoning: C-2 (Restricted Commercial)

Assessor Parcel Nos: 1008-371-01, 02, 03, 04, 05, and 18; 1008-381-19



Adjacent Land Use Designations and Existing Uses			
	<i>General Plan</i>	<i>Zoning</i>	<i>Existing Use of Property</i>
Site	General Commercial	C-2 (Restricted Commercial)	Multi-tenant commercial center (under construction)
North	General Commercial	C-2 (Restricted Commercial)	Medical office building
East	Low Density Residential (3-7 units/acre)	R-1 (Single-Family Residential)	Single-family residences
South	General Commercial	C-2 (Restricted Commercial)	Wienerschnitzel and other commercial retail uses
West	General Commercial	C-3 (General Commercial) per North Montclair Specific Plan	Costco

Report on Item Number 6.a

CASE NUMBER 2014-31 'A'

APPLICATION TYPE(S)	Precise Plan of Design
NAME OF APPLICANT(S)	Montclair, LLC
LOCATION OF PROPERTY	9303-9407 Central Avenue
GENERAL PLAN DESIGNATION	General Commercial
ZONING DESIGNATION	C-2 (Restricted Commercial)
EXISTING LAND USE	Multi-tenant Commercial Center (under construction)
ENVIRONMENTAL DETERMINATION	Categorically Exempt (Section 15311)
PROJECT PLANNER	Silvia Gutiérrez

Project Description

The applicant is requesting approval of a master sign program for the recently approved multi-tenant commercial retail center currently under construction on the east side of Central Avenue south of Interstate 10. The project is known as the Montclair Shoppes and will consist of three (3) buildings: a freestanding, 2,492 square-foot pad building with a drive-thru lane (Building A); a 12,000 square-foot building with in-line shops (Building B); and 4,400 square-foot pad building (Building C) with two tenant spaces, one with a drive-thru lane. The sign program is intended to provide the guidelines on allowable signs for the project including drive-thru directional signs, menu boards, monument signs, and building-mounted signs.

Monument Signs

The sign program proposes two (2) freestanding monument signs to be placed in landscape planters near each vehicular entry point to the site from Central Avenue. The signs would be constructed of aluminum and finished with colors complementary to the buildings within the center. The overall dimensions of the new monument signs are 10 feet in height by 5'-6" in width. Each sign would accommodate a maximum of three (3) tenant names per side on individual panels, each measuring 1'-8" tall by 5'-0" wide. At the top of the sign would be the name of the center – "Montclair Shoppes." The property address range for the property would be at the base of the sign.

Sign copy on each panel would be limited to 12 inches in height. Tenant names would be routed out of each panel and backed up with acrylic and internally illuminated. Tenants to be identified on the monument signs would be selected by the property owner.

Building-Mounted Signs

The project is divided into major and minor (in-line) tenant spaces, each of which is entitled to one (1) sign per frontage except as otherwise specified in the sign program, such as for corner/end cap lease spaces. Lease spaces for in-line tenants are generally 18 feet in width and each space would be allowed one sign, maximum 12 feet in length. For tenants that occupy two or more contiguous in-line lease spaces, only one sign would be allowed, but the sign may be lengthened up to a maximum of 60 percent of the width of the contiguous lease spaces and/or as specified by the sign program.

Individual channel letters are required by the sign program and the use of single line copy for each sign is highly encouraged for each tenant. However, the sign program allows for up to a maximum of two lines of copy when needed. The sign program allows for registered corporate logos and colors, which should make the program applicable for all types of businesses. For tenants that do not have registered corporate logos or colors, the sign program allows the use of red, black, white, and yellow sign copy as approved by the landlord.

Building-Specific Guidelines

Building "A"

Building "A" signs are allowed on the south and west (Central Avenue) elevations, with letter and logo sizes up to 36 inches in height. No sign (temporary or permanent) would be allowed on the north (facing the freeway sound wall) or east (drive-thru side) elevation of the building.

Building "B"

Major Tenant - The northernmost lease space in Building "B" (end cap tenant space) would be allowed a maximum of two business identification wall signs (north and west elevations) with a maximum logo and letter height of 36 inches.

Minor Tenants – Each minor tenant in Building "B" would be allowed one (1) sign per frontage as specified in the sign program, with the exception of the southern end cap space, which would also be allowed a second sign on the south-facing building elevation. Each sign would be single line copy with a maximum copy height of 24 inches. Except for minor regulatory signs at rear doors, no identification signs (temporary or permanent) will be allowed on the rear side of the Building "B".

Building "C"

Building "C" is the freestanding building at the south end of the property that is divided into two lease spaces, one of which includes a drive-thru lane for a quick-serve restaurant (Starbucks Coffee). Each tenant would be allowed a maximum of three signs with a minimum letter size of 24 inches for single line copy and a maximum sign height of 36 inches for double line copy.

Menu Boards and Directional Signs

Buildings "A" and "C" each have an approved drive-thru lane for quick serve restaurant uses and each one will have a preview board, menu board (for three panels), and order speaker. These elements are considered signs in the sign program and would be located along the drive-thru lanes for each use. At approximately six feet (6'-0") in height and 36 square feet in area, the menu board would be the largest of these accessory signs. The menu board for Building "A" is generally located in the area between Buildings "A" and "B". The preview and menu board signs for Building "C" would be located on the west (Central Avenue) side of the building.

Two on-site directional signs shall be allowed per approved drive-thru establishment and said signs shall not exceed 4'-0" in height and six (6) square feet in area. Sign panels on directional signs shall be constructed of an opaque material, routed aluminum panels with backed-up or push-through acrylic copy.

A copy of the proposed sign program is enclosed in the Commission packets for reference.

Background

- The Montclair Municipal Code requires approval of sign programs for projects in any commercial and industrial zones.
- The total land area of the subject site is approximately two acres.
- On February 9, 2015, the Montclair Shoppes project was approved by the Planning Commission under Case No. 2014-31. In addition to an approved Precise Plan of Design, the project approval included a Conditional Use Permit to allow drive-thru uses in Building "A" and the south end cap space in Building "C".

Planning Division Comments

Overall, staff finds the proposed sign program for the new commercial center to be comprehensive, appropriate and consistent with the sign provisions contained in Chapter 11.72 of the Montclair Municipal Code. The sign program is straightforward and covers the essential elements of design, review process, and maintenance of tenant signs. The sign program also makes provisions for registered corporate logos and colors, which should make the program applicable for all types of businesses. As previously mentioned, tenants without registered corporate logos and colors would also be accommodated with the standard colors and font styles indicated in the sign program.

Monument Signs

Staff finds the proposed height, size, location and design of the monument signs to be appropriate. The site is large enough to accommodate the proposed 10-foot high signs

without concerns that they would be out of scale. The proposed locations for the monument signs along the Central Avenue frontage are acceptable and would not pose any sight line conflicts for cars entering or exiting the site. The proposed monument signs are approximately 227 feet apart and would be setback at least three feet or more from the sidewalk to provide visual and spatial relief to the adjacent sidewalk and/or street.

Building-Mounted Signs

Staff finds the proposed type and placement of signs on the buildings to be appropriate in terms of the overall number of allowable signs and their respective locations. The copy size allowed by the sign program is also appropriate and will allow for excellent visibility to the street given the relatively close proximity of the buildings to Central Avenue.

While wall-mounted business identification signs are prohibited on the east (rear) elevation of Building "B", the sign program would allow a business identification sign on the east elevation above the main entry of both lease spaces located in Building "C". Staff recognizes that these signs will face the existing public alley and the rear yards of single-family residential properties beyond, which are approximately 75 feet away and beyond the proposed eight-foot high masonry block wall at the alley property line. As an additional measure, the proposed signs on the east-facing elevation of Building "C" will be required to be halo-illuminated reverse channel letters to reduce light and glare. (Examples of halo-illuminated sign copy are the building-mounted major identification signs at Costco across Central Avenue.) During late evening hours the illumination of these signs will be turned off. Conditions of approval addressing these limitations are included in the resolution prepared for the project.

Menu Board/Ordering

The two proposed menu and ordering boards are appropriately located to serve the drive-thru uses in the center in a manner that minimizes impacts to adjacent uses. Building "A" has also been specifically designed with an order window that would be used in lieu of the order speaker during early morning and late evening operations to minimize or eliminate impacts to adjacent uses. The menu boards and order speaker for Building "C" would be located on the west (Central Avenue) side of the building where their use is anticipated to have minimal to no impact.

Public Notice

None required.

Planning Division Recommendation

Staff finds the proposed sign program to be consistent with the Montclair Municipal Code and the adopted General Plan; therefore, approval of Case No. 2014-31 'A' is recommended by taking the following actions:

- A. Move that, based on the evidence submitted, a finding is made that the project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA), pursuant to Section 15311, Class 11(a), in that the project involves the approval of a sign program to govern the installation of on-premise signs.
- B. Move to approve a Precise Plan of Design for a master sign program under Case No. 2014-31 'A' for the multi-tenant commercial center located at 9303-9407 Central Avenue, subject to the conditions of approval contained in Resolution No. 15-1846.

Respectfully Submitted,



Michael Diaz
City Planner

Attachments: Draft Resolution No. 15-1846 for Case No. 2014-31 'A'

RESOLUTION NUMBER 15-1846

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF MONTCLAIR APPROVING A PRECISE PLAN OF DESIGN UNDER CASE NUMBER 2014-31 'A' FOR A MASTER SIGN PROGRAM FOR A MULTI-TENANT COMMERCIAL CENTER IN THE C-2 (RESTRICTED COMMERCIAL) ZONING DISTRICT AT 9303-9407 CENTRAL AVENUE (APNs 1008-371-01, 02, 03, 04, 05, and 18; 1008-381-19).

A. Recitals.

WHEREAS, on August 16, 2015, an application for a master sign program was submitted by Montclair, LLC, property owner; and

WHEREAS, on February 9, 2015, the Montclair Planning Commission approved an application for a Conditional Use Permit and a Precise Plan of Design under Case No. 2014-31 to allow the development of three (3) new buildings totaling 18,892 gross square feet of leasable retail space, on-site parking, exterior lighting, and landscaping; and,

WHEREAS, Chapter 11.72.060.A of the Montclair Municipal Code requires review and approval of a Precise Plan of Design for sign programs for multi-tenant projects in all commercial and industrial zones; and

WHEREAS, staff has determined the proposed sign program meets the requirements of the Montclair Municipal Code; and

WHEREAS, the Planning Commission has reviewed the Planning Division's determination that the project is categorically exempt from the requirements of the California Environmental Quality Act (CEQA), pursuant to Section 15311 of the State CEQA Guidelines, and based on its own independent judgment, concurs with staff's determination of said exemption and finding of no significant effect on the environment; and

WHEREAS, on September 14, 2015, commencing at 7:00 p.m. in the Council Chamber at Montclair City Hall, the Planning Commission conducted a meeting at which time all persons wishing to testify in connection with said project were heard and said proposal was fully studied.

B. Resolution.

NOW, THEREFORE, it is hereby found, determined, and resolved by the Planning Commission of the City of Montclair as follows:

1. This Commission hereby specifically finds that all of the facts set forth in the Recitals, Part A, of this Resolution are true and correct.
2. Based upon the substantial evidence presented to this Commission during the above-referenced hearing on September 14, 2015, including written and oral staff reports, together with public testimony, this Commission hereby finds the proposal to be consistent with the overall objectives of the City of Montclair General Plan, Montclair Municipal Code, good planning principles, and approves the application subject to each and every condition set forth below.

Planning

1. This Precise Plan of Design (PPD) approval is for a master sign program for an approved multi-tenant retail center (currently under construction) at 9303-9407 Central Avenue, as depicted on approved plans on file with the Planning Division and as described in the staff report. The approved sign program consists of the following elements:
 - a. Monument Signs – A maximum of two (2) freestanding monument signs placed in landscape planters near each vehicular entry point to the site from Central Avenue, as depicted in the approved sign program. Each monument sign shall comply with the following criteria:
 - i. The overall dimensions of each monument sign is 10'-0" in height by 5'-6" in width. Each sign would accommodate a maximum of three (3) tenant names per side on individual panels each measuring 1'-8" tall x 5'-0" wide.
 - ii. The closest edge of the monument signs shall maintain a minimum setback of 3'-0" measured from the inside edge of the public sidewalk.
 - iii. The signs shall be fabricated and installed as depicted in the approved sign program.
 - iv. The property address range for the property shall be installed at the base of each sign.
 - b. Building-Mounted Signs
 - i. In-line Tenant Spaces – Maximum one (1) sign per lease space (irrespective of whether contiguous lease spaces are occupied), except for corner or end cap lease spaces as specifically identified in the approved sign program.
 - ii. Sign copy shall be limited to a maximum of two lines of copy consisting of individually illuminated channel letters.

- iii. Logos shall be limited to the same height as sign copy unless otherwise allowed for specified locations indicated in the approved sign program.
 - iv. All building-mounted sign copy shall be pegged off the adjacent exterior wall a minimum of three-eighths of an inch (3/8") with non-metallic spacers.
 - v. All signs shall be placed on the exterior building elevations in a manner that respects the architectural details of the approved building design to the greatest extent possible as approved by the City Planner.
- c. Building "A" - No tenant identification or banner signs (temporary or permanent) shall be allowed on the northeast (facing I-10) and southeast (facing the alley) elevations of the building.
 - d. Building "B" - No tenant identification signs or banner signs (temporary or permanent) shall be allowed on the east (rear) elevation of the building.
 - e. Building "C" – Tenant identification signs placed on the east elevation of the building shall be halo-illuminated reverse channel letters to reduce light and glare impacts to neighboring residences as much as possible. Illumination of these signs shall be turned off after 10:00 p.m. daily.
2. This PPD approval shall be valid for a period of one year and shall automatically expire on the anniversary date of Planning Commission approval unless the applicant is diligently pursuing building plan check and building permits to allow eventual construction of the project. The applicant and/or property owner shall be responsible to apply for a time extension at least 30 days prior to the approval's expiration date. No further notice from the City will be given regarding the project's PPD expiration date.
 3. No changes to the provisions of the approved sign program shall be permitted without prior City review and approval. Any modification, intensification, or expansion of the use and design plan beyond that which is specifically approved with this PPD shall require review and approval by the Planning Commission.
 4. Within five (5) days of approval by the Planning Commission, the applicant shall submit to the Planning Division, a check in the amount of **\$50.00**, payable to "Clerk of the Board of Supervisors," to cover the fee for filing a Notice of Exemption (NOE) for this project as required by the California Environmental Quality Act (CEQA).

5. Approval of this PPD shall not waive compliance with any applicable regulations as set forth by the California Building Code and/or City Ordinances.
6. An approved sign permit and issuance of a building permit shall be required prior to the installation of any new sign authorized by this sign program.
7. No sign permits shall be issued for business(es) that do not possess a valid City of Montclair business license.
8. No exposed raceways or electrical conduit/wire shall be allowed on the exterior visible face of any building for a building-mounted sign.
9. All signs shall be maintained at all times in a safe and secure manner. Exposed surfaces shall be cleaned and painted as necessary. Broken and/or defective parts shall be immediately repaired or replaced.
10. Any sign that identifies a business that is no longer in operation, or that identifies an activity or event that has already occurred, shall be considered abandoned and shall be removed by the owner, agent, or person having use of the building or structure.
11. Damage to wall surfaces, or any other feature, when signs are removed shall be repaired prior to the installation of any new sign(s).
12. Temporary promotional signs shall comply with Chapter 11.72 of the Montclair Municipal Code, including, but not limited to, the following:
 - a. Temporary banners for the purpose of announcing the grand opening or advertising promotions shall require banner permits from the Planning Division prior to installation.
 - b. Promotional window signs shall not occupy more than 25 percent of the aggregate window area.
 - c. At no time shall pennants, inflatable signs, "human" signs, other similar advertising devices be utilized on the property or off-site.
13. The applicant and property owner shall sign an Affidavit of Acceptance form and submit the document to the Planning Division within 30 days of receipt of the Planning Commission Resolution.
14. Any graffiti shall be removed within 24 hours of discovery or notification by the City. The paint utilized to cover the graffiti shall match the affected structure. In the event that the paint finish of the abated area is noticeably distinguishable from the balance of the surface area of the building side just abated for graffiti, or noticeably distinguishable from the rest of the structure, the entire surface area

of either the abated side or of the structure shall be painted to minimize the disparity.

15. The applicant/property owner shall upon notification by the City restore and/or replace any glazing, architectural metal panels, or other exterior design feature/material that have been permanently damaged by graffiti, etching, or by other means. The installation of anti-graffiti/etching film is highly encouraged on all ground floor glazing accessible to the public.
16. To ensure compliance with the provisions of this Planning Commission approval, a final inspection is required from the Planning Division when work has been completed on any sign. The applicant shall inform the Planning Division and schedule an appointment for such an inspection.
17. The applicant shall indemnify, protect, defend, and hold harmless, the City, and/or any of its officials, officers, employees, agents, departments, agencies, and instrumentalities thereof, from any and all claims, demands, law suits, writs of mandamus, and other actions and proceedings (whether legal, equitable, declaratory, administrative, or adjudicatory in nature), and alternative dispute resolutions procedures (including, but not limited to arbitrations, mediations, and other such procedures), (collectively "Actions"), brought against the City, and/or any of its officials, officers, employees, agents, departments, agencies, and instrumentalities thereof, that challenge, attack, or seek to modify, set aside, void or annul, the any action of, or permit or approval issued by the City and/or any of its officials, officers, employees, agents, departments, agencies, and instrumentalities, thereof (including actions approved by the voters of City), for or concerning the project, whether such Actions, are brought under the California Environmental Quality Act, the Planning and Zoning Law, the Subdivision Map Act, Code of Civil Procedure Section 1085 or 1094.5, or any decision of a court of competent jurisdiction. It is expressly agreed that the City shall have the right to approve, which approval will not be unreasonably withheld, the legal counsel providing the City's defense, and that applicant shall reimburse City for any costs and expenses directly and necessarily incurred by the City in the course of the defense. City shall promptly notify the applicant of any action brought and City shall cooperate with the applicant in the defense of the Action.

Building

18. The applicant shall comply with the latest adopted California Building Code and other applicable codes, ordinances and regulations in effect at the time of permit application. These applicable codes shall be indicated on the first page of submitted plans.
19. Submit two sets of structural calculations, if required, and two sets of energy conservation calculations.

20. All illuminated signs shall have visible UL identification on each letter or character. Per the California Electrical Code, an electrical disconnect shall be provided within sight of the sign. A dedicated circuit shall be provided, labeled and available for inspection upon final approval.
21. Contractors must show proof of State and City licenses and Workers' Compensation coverage to the City prior to permit issuance. Plans submitted for review shall be prepared by a California licensed sign contractor.
22. Construction activity shall only be permitted from the hours of 7:00 a.m. to 8:00 p.m. daily.

The Secretary to this Commission shall certify to the adoption of this Resolution.

APPROVED AND ADOPTED THIS 14TH DAY OF SEPTEMBER, 2015.

PLANNING COMMISSION OF THE CITY OF MONTCLAIR, CALIFORNIA

By: _____
Tenice Johnson, Chair

ATTEST: _____
Steve Lustro, Secretary

I, Steve Lustro, Secretary of the Planning Commission of the City of Montclair, do hereby certify that the foregoing Resolution was duly and regularly introduced, passed, and adopted by the Planning Commission of the City of Montclair, at a regular meeting of the Planning Commission conducted on the 14th day of September, 2015, by the following vote, to-wit:

AYES:

NOES:

ABSENT:

Z:\COMMDEV\SG\CASES\2014-31 MONTCLAIR SHOPPES SIGN PROGRAM\2014-31 'A' PC RESO