



CITY OF HAYWARD

STAFF REPORT

AGENDA DATE 12/02/03
AGENDA ITEM 3

To: Planning Commission

From: Richard Patenaude, Principal Planner

Subject: PL-2004-0557 SPR – Modification of Conditions of Approval (PL-2003-0113 SPR) to Allow Monument Signs at a Multi-Tenant Retail Center – Alan Ford for Superior Electrical Advertising (Applicant) / United Growth (Owner)

The Project Is Located at 24393/24345 Southland Drive in a Central Business (CBB20) District

RECOMMENDATION:

Staff recommends that the Planning Commission 1) find that the project is Categorically Exempt from CEQA pursuant to Section 15301 of the Guidelines, *Existing Facilities*, and 2) deny the Site Plan Review application subject to the attached findings.

DISCUSSION:

The Planning Commission, on July 24, 2003, approved an application for a multi-tenant retail center on Southland Drive. The center is under construction. It consists of two rectangular buildings that are placed in an "L" with the Washington Mutual Bank building as the hub. Tenants could include restaurants, party supply stores, mattress stores, shoe stores, electronics retailers, bike shops, florists, fitness equipment stores and other similar retail commercial uses, as well as banks and other professional services, and barber and beauty shops and other personal services, as permitted by the Central Business District. Two restaurants, Panda Express and Maui Tacos, have begun tenant improvements in the center.

The retail buildings are contemporary one-story commercial blocks. Tenant spaces are highlighted by large glass storefronts facing the parking lot. The rear of the tenant spaces contain storefront glass that could function as regular windows or display windows depending on the need of the tenant; these storefronts face Southland Drive in one building ("A").

The conditions of approval for the project required approval of a sign program prior to occupancy of any tenant spaces; a sign program has been approved. The broad facade above the storefront windows incorporates recessed areas for the signs, which will be composed of individual channel letters. However, the conditions of approval prohibited the use of

monument signs and such signs were not planned for in the design of the center and its landscaping.

The applicant requests a modification in the conditions of approval to allow monument signs. The applicant proposes two 4-foot-wide by 5-foot-tall signs to serve as tenant directory signage, each with four individual panels. The architectural design and colors would complement the small center.

Staff does not support a modification as the site conditions that supported the prohibition have not changed. This small center has street frontage on two sides of the project, formed by the "L" of Southland Drive. The storefronts are highly visible from Southland Drive with the wall signs directly facing the street or the adjacent parking lots. Building "A," along the north-south portion of Southland Drive, is located only 10 feet off the sidewalk; the proposed monument sign at the required 4-foot setback would crowd the building, being only 2 feet from the wall. The sign would also obscure the landscaping and the view of the storefronts to southbound traffic.



By the time a vehicle would see the proposed monument along the east-west portion of Southland Drive, all storefronts within the center are visible. A monument sign on this frontage would be best placed at a project entry to facilitate customer way-finding rather than

at the proposed location. However, this project does not have its own driveway from Southland Drive; the nearest shared driveway is located 200 feet to the west of the project.



In addition, the installation of monument signs would add unnecessary visual clutter. Southland Drive is characterized by heavy traffic already conflicted by multiple driveways, a difficult turning movement at the "L," and the need for drivers to make impromptu directional decisions.

While the design of the signs is attractive, they do not conform to Southland Mall's program for signs at major vehicle and pedestrian entries, which was approved several years ago. The Mall has been encouraged to submit a new comprehensive sign program that would include updated monument and directional signs for the entire mall complex. Consideration of monument signs for this small center would best be reviewed in light of a larger program so that visual clutter along Southland Drive could be avoided and that way-finding for customers throughout the mall complex could be facilitated.

Pursuant to the City's Sign Regulations, any action or decision by the Planning Commission in this matter is final and may not be appealed to the City Council.

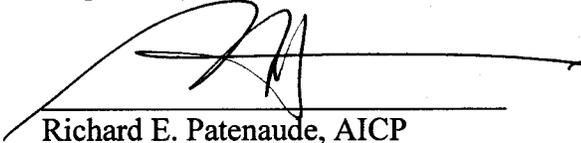
ENVIRONMENTAL REVIEW:

It has been determined that this project is Categorically Exempt from review under the California Environmental Quality Act, pursuant to Section 15301 of the Guidelines, *Existing Facilities*.

PUBLIC NOTICE:

A referral notice was mailed to all property owners and residents within 300 feet of the project site. Notice was also provided to the Southgate Area Homeowners Association, the Longwood Area Neighborhood Association, and to members of the Longwood-Winton and Southgate Neighborhoods Task Forces. On November 22, 2004, a Notice of Public Hearing for the Planning Commission hearing was mailed. No comment has been received.

Prepared by:

A handwritten signature in black ink, appearing to read 'R. Patenaude', is written over a horizontal line.

Richard E. Patenaude, AICP
Principal Planner

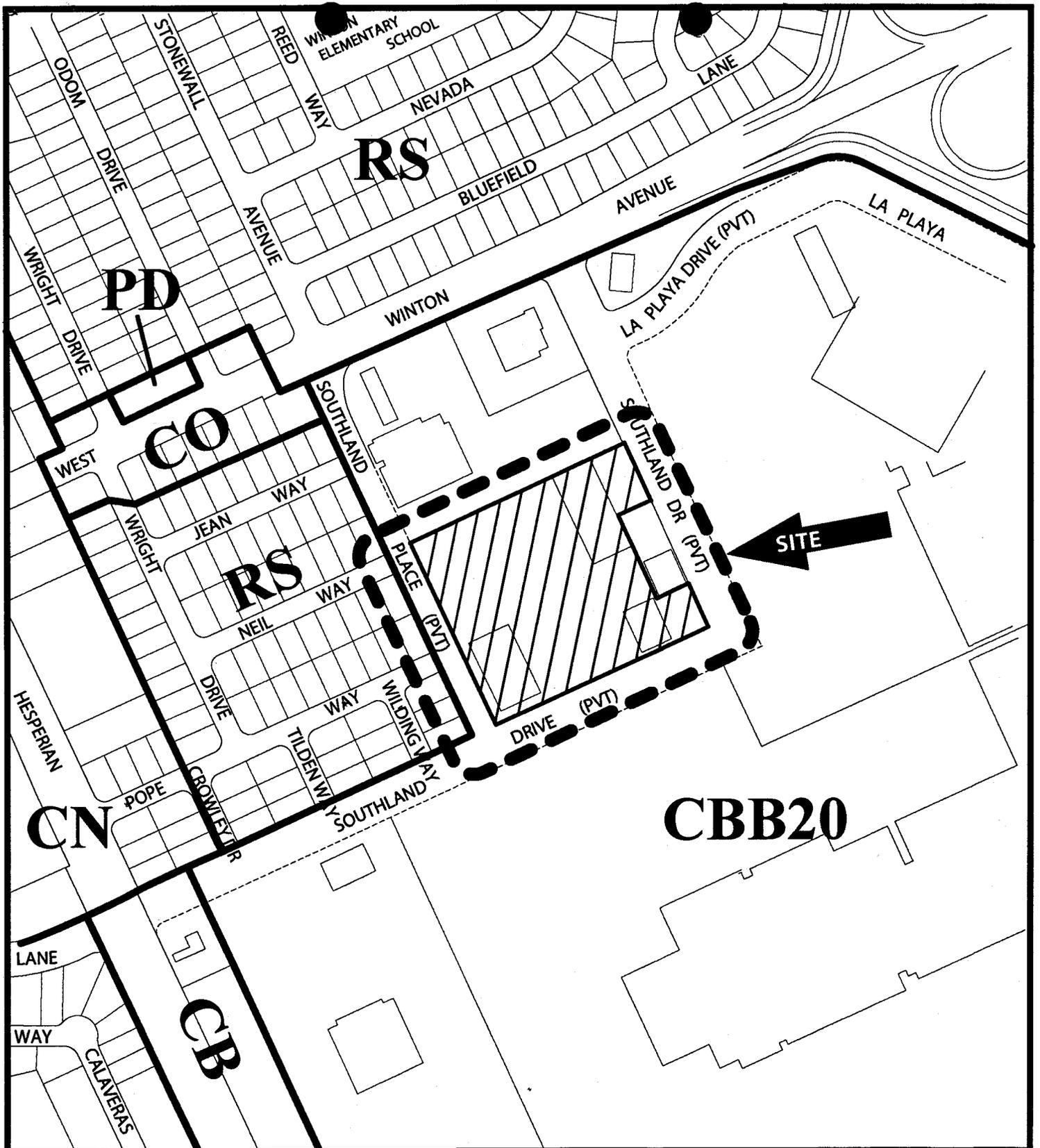
Recommended by:

A handwritten signature in black ink, appearing to read 'Dyana Anderly', is written over a horizontal line.

Dyana Anderly, AICP
Planning Manager

Attachments:

- A. Area Map
- B. Findings for Denial
Plans



Area & Zoning Map

PL-2004-0557 SPR

Address: 24345 & 24393 Southland Drive

Applicant: Alan Ford

Owner: United Growth c/o Carol Smith

- CB-Central Business
- CN-Neighborhood Commercial
- CO-Commercial Office
- PD-Planned Development
- RS-Single-Family Residential,RSB4,RSB6

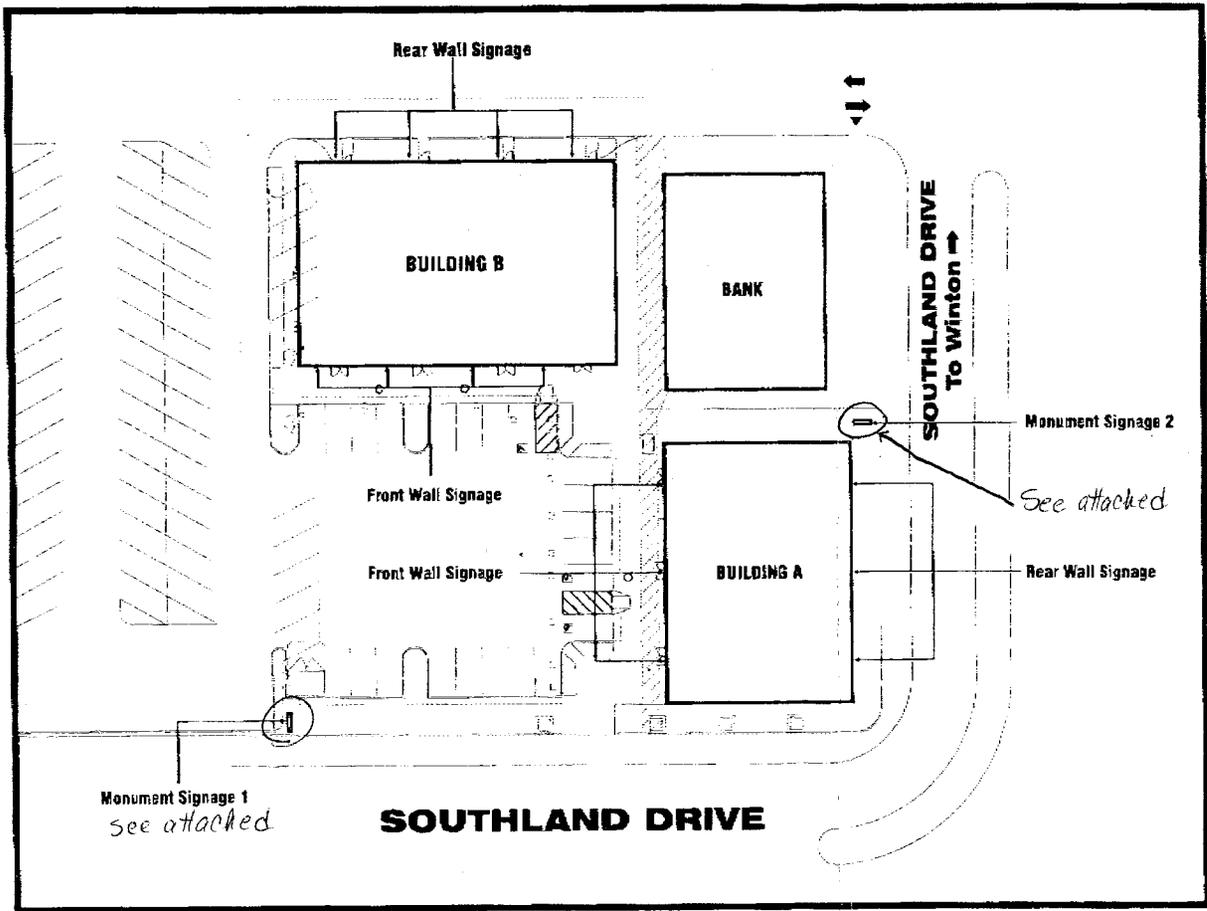


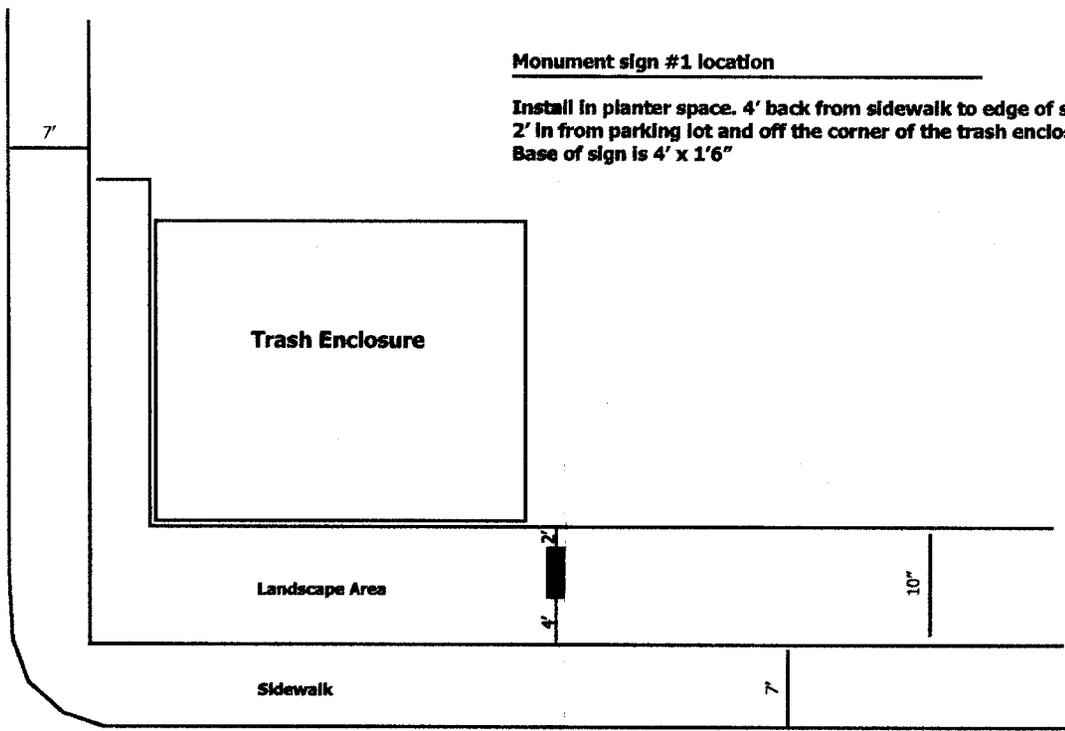
FINDINGS FOR DENIAL
PL 2004-0557 SPR
24393/24345 Southland Drive
Alan Ford for Superior Electrical Advertising (Applicant) /
United Growth (Owner)

Based on the staff report and the public hearing record:

1. No significant or potentially significant impacts are expected as a result of the project and the project is considered a Class 1 Categorical Exemption (Existing Facilities), per the California Environmental Quality Act;
2. While the architectural design of the signs is complementary to the related buildings, the addition of monument signs would obscure the established landscape and the view of the storefronts. The signs would also add visual clutter to an area where traffic conflicts occur due to heavy vehicular use on Southland Drive;
3. The addition of monument signs does not take into consideration physical and environmental constraints, conflicting with the established landscape and storefront locations and with traffic control;
4. The addition of monument signs would not be acceptable and compatible with surrounding development in that they would be in conflict with the sign program for Southland Mall.

DUE TO THE LENGTH OR COLOR OF
THE REFERENCED EXHIBITS, THEY
HAVE BEEN ATTACHED AS SEPARATE
LINKS.





Monument sign #1 location

Install in planter space. 4' back from sidewalk to edge of sign
 2' in from parking lot and off the corner of the trash enclosure
 Base of sign is 4' x 1'6"

Trash Enclosure

Landscape Area

Sidewalk

Southland Ave



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Scale:

N.T.S.

Sheet No.:

04-01-4499-00

Date:

1.20.03

Big. No.:

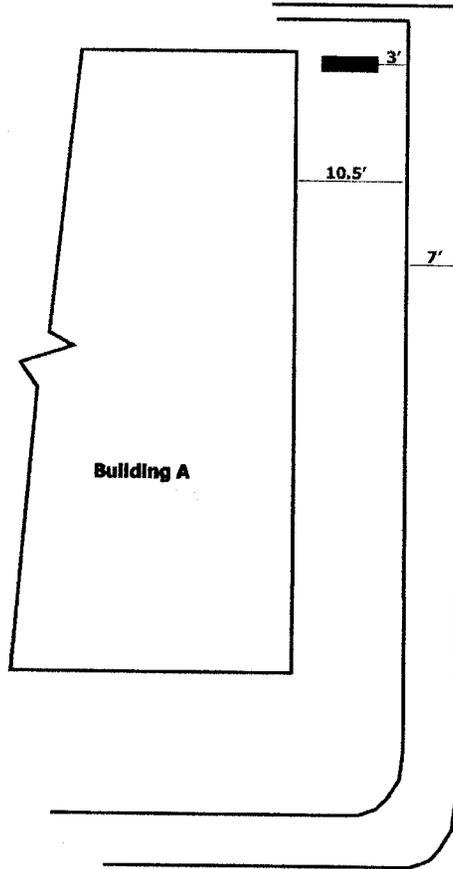
Revisions:

7.15.04
 Added site plan for monument sign layout

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Monument sign location at Building A.

Sign to be located in landscape planter.
 Setback 3' from back of sidewalk.
 Line up sign off the north corner of the building.
 3' off of the building to edge of sign.



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Date:
 1.20.03

Proj. No.:

Revisions:
 7-15-04
 Added site plan for monument
 sign install

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