

CITY OF LOMPOC PLANNING COMMISSION STAFF REPORT



MEETING DATE: June 11, 2014

TO: Members of the Planning Commission

FROM: Lucille T. Breese, AICP, Planning Manager
Cory Hanh, Assistant Planner

RE: Sign Program Amendment – DR 14-03

AGENDA ITEM NO. 3

A request by Lisa Whitman of Flower Valley Plaza, LLC, the project applicant, for Planning Commission review and consideration of amendments to an approved sign program (DR 85-01). The proposed amendments apply to the number and type of on-building and monument signs for tenants of the shopping center located in the *Planned Commercial Development (PCD)* Zoning District at 1129, 1133, 1137, 1145, and 1153 North H Street (APN: 089-011-016, -017, -018, -019, and -020). This action is exempt pursuant to the California Environmental Quality Act (CEQA), Section 15301, Existing Facilities.

SCOPE OF REVIEW

The Planning Commission is being asked to consider:

- If the proposed sign program amendments are consistent with the City Zoning Ordinance;
- If the required Findings of Fact in the Resolution can be made; and
- If the Conditions of Approval are appropriate for the proposed sign program amendments.

PLANNING COMMISSION ACTION

1. Adopt Resolution No. 774(14), approving Sign Program Amendment (DR 14-03), based upon the Findings of Fact in the Resolution and subject to the attached draft Conditions of Approval; or
2. Provide alternative direction.

BACKGROUND

February 25, 1985

PC Resolution No. 85-17 approved the Sign Program for the Flower Valley Plaza (DR 85-01)

October 28, 1985	PC Resolution No. 85-100 approved the Sign Program Amendment (DR 85-01)
September 27, 1988	PC Resolution No. 88-57 approved the Sign Program Amendment (DR 88-33)
June 26, 1990	PC Resolution No. 90-38 approved the Sign Program Amendment (DR 88-33)
May 13, 1996	PC Resolution No. 96-11 approved the Sign Program Amendment (DR 96-06)

DISCUSSION

On February 25, 1985, the Planning Commission approved a sign program for the Flower Valley Plaza, in accordance with City Sign Regulations. Lompoc Municipal Code (LMC) Section 17.108.030.B states: *Projects or buildings containing more than one store shall have an overall planned sign program.* Per LMC Section 17.108.020, a sign program is defined as *a coordinated design plan of one or more signs for an individual business establishment or a business center.*

After an approved sign program has been established for a business center, the individual tenants are able to install signs that conform to the approved sign program through a simple permit process at staff level.

The applicant submitted a request on April 28, 2014, proposing the following amendments:

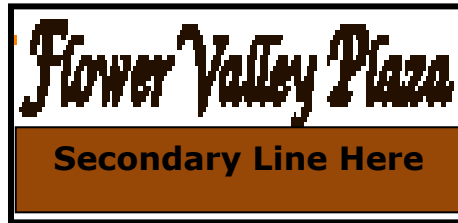
1. Allow for on-building individual or connected channel letter sign types;
2. Provide the option of on-building taglines within the allowable sign area;
3. Provide the option of on-building signage to the rear of the suite; and
4. Replace and add monument signs.

C. Tenant Signs

Currently, the approved sign program allows for one (1) on-building sign per in-line tenant and one hanging wood sign over the sidewalk near the front entrance of the tenant's suite.

The proposed amendment would provide the option of installing additional on-building signage to the rear of the tenant's suite, which will be located above the door of the rear entrance. The rear on-building sign will be non-illuminated and is limited to ten (10) square feet in size. The proposal would increase the number of signs allowed within the plaza to three (3) per tenant space.

C-1: Front On-Building Sign with Second Line



The proposed amendment to the channel letter section does not change the size of the sign area and height allowed by the previously approved sign program, but provides the flexibility of utilizing connected channel letters, instead of only individual channel letters

The previously approved sign program does not contain any language for the option of secondary message, but does allow the option of including a logo in the allowed sign area. The proposed amendment would provide an alternative of including a tagline in place of a logo in the allowed sign area.

C-3: Hanging Sign



The proposed amendments would not affect the design, size, or location of the currently allowed hanging sign.

C. Tenant Signs	
Current Language	Proposed Language
Tenant shall be required to install one (1) sign comprised of individual internally illuminated channel letters (logo optional)	1. Each tenant shall be required to install one (1) front on-building sign, comprised of internally illuminated individual or connected channel letters. Front on-building signs may contain a logo or a secondary line. Secondary line must fit within the allowed sign area. 2. Each tenant may install one (1) optional rear non-illuminated on-building sign, located above the rear door entrance. Such sign shall match the front on-building sign in design, and shall not exceed ten (10) square feet in size.

D. Monument Signs

The proposed amendment includes a request for a total of four (4) monument signs (see site plan). There are three (3) types proposed:

- Two (2) on H Street, in addition to the existing restaurant monument sign and Burger King monument sign; and
- Two (2) on Barton Avenue (at each driveway).

Although not a part of the sign program, both the Burger King restaurant and the old Carrows restaurant each have their own monument sign. The Burger King restaurant monument sign (DR 85-45) was approved by the Planning Commission on January 13, 1986. The Carrows restaurant monument sign (SGN 11-16) was administratively approved on August 13, 2011.

As proposed, there would be a total of four (4) monument signs along approximately 330 lineal feet, from the driveway on the south of the shopping center to Barton Avenue. The monument sign proposed at the driveway will have twelve (12) tenants listed on each side and would be extremely difficult to read by passing motorists.

Generally, directory signs are located on buildings. Recently, the Planning Commission has approved sign program requests allowing directory signs to be combined with monument signs to allow more visibility for individual businesses which are set back from the main street.

The monument signs along Barton Avenue each have twelve (12) tenants per side for a total of forty-eight (48) possible signs. The monument at the westernmost driveway will replace a non-compliant sign that has been a long-standing code enforcement issue.

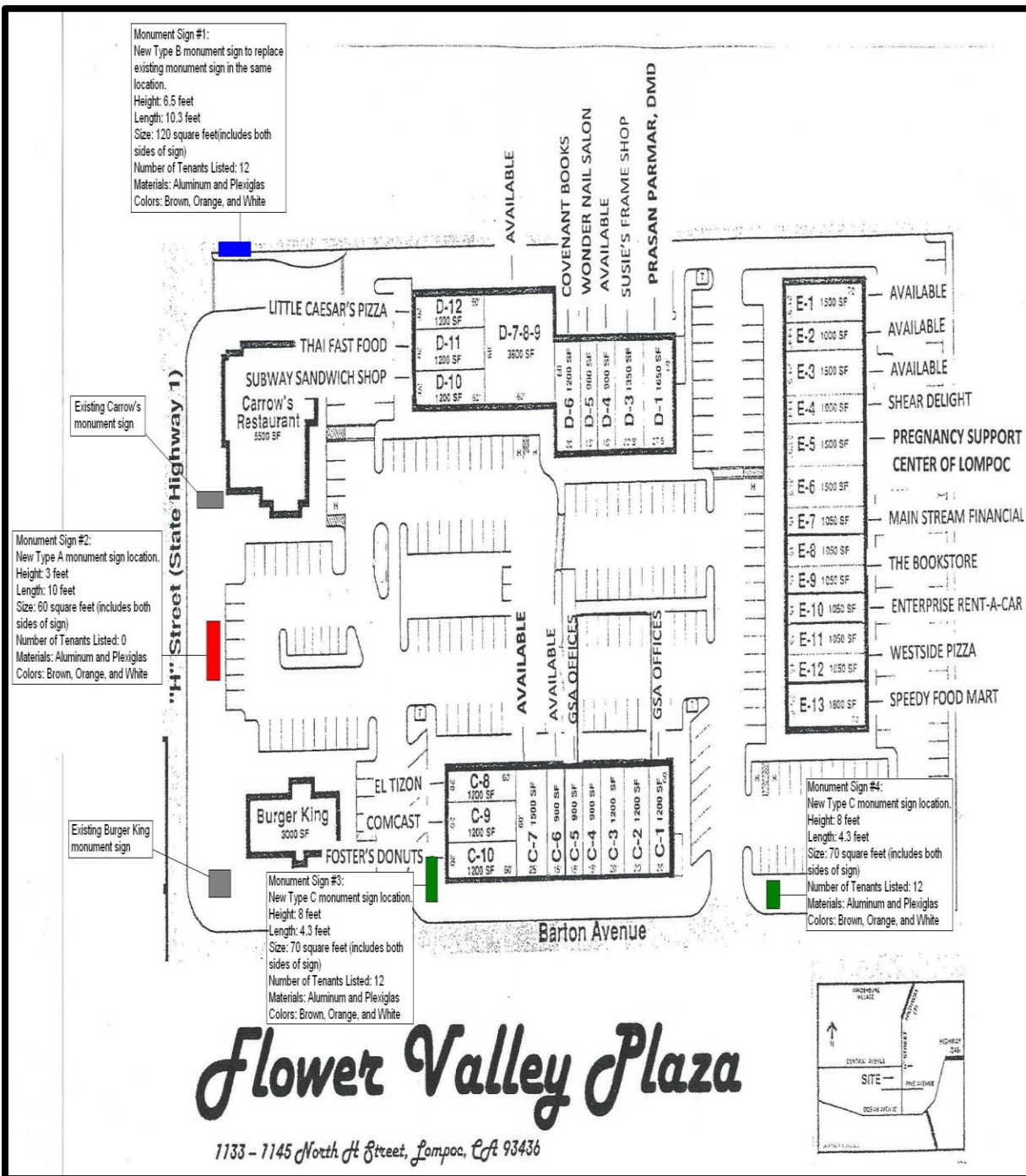
According to the provided site plan, there are thirty-two (32) tenant spaces in the Flower Valley Plaza.

Two of the proposed monument sign types exceed the height limit of the previously approved sign program: six feet, six inches (6'-6") and eight (8) feet. According to Lompoc Municipal Code (LMC) Section 17.108.070.D Freestanding Business Center Identification Signs, height shall be limited to eight (8) feet.

D. Monument Signs	
Current Language	Proposed Language
<p>Sign height shall not exceed 5'-6".</p> <p>Area of sign shall not exceed 120 square feet (including both sides of sign).</p>	<p><u>Type A</u> Height: 3 feet Length: 10 feet Size: 60 square feet (includes both sides of sign) Number of Tenants Listed: 0 Materials: Aluminum and Plexiglas Colors: Brown, Orange, and White</p> <p><u>Type B</u> Height: 6.5 feet Length: 10.3 feet Size: 120 square feet (includes both sides of sign) Number of Tenants Listed: 12 Materials: Aluminum and Plexiglas Colors: Brown, Orange, and White</p> <p><u>Type C</u> Height: 8 feet Length: 4.3 feet Size: 70 square feet (includes both sides of sign) Number of Tenants Listed: 12 Materials: Aluminum and Plexiglas Colors: Brown, Orange, and White</p>

According to Lompoc Municipal Code (LMC) Section 17.108.070.D.4 Freestanding Business Center Identification Signs, only one freestanding business center identification sign may be displayed in each business center. As proposed, the Flower Valley Plaza would have a total of four (4) monument signs (excluding the existing restaurant monument sign and Burger King monument sign).

Site Plan



As conditioned, the sign program is consistent with the City Standards.

STAFF REVIEW

No Development Review Board (DRB) meeting was held for this project, since the request is limited to amending the previously approved sign program.

ENVIRONMENTAL DETERMINATION

The project is categorically exempt from review pursuant to Section 15301, Existing Facilities, of the California Environmental Quality Act (CEQA). A Notice of Exemption will be filed for the project following the Planning Commission action.

NOTICING

On May 30, 2014:

- 1. Notice of the Public Hearing was published in the Lompoc Record;
- 2. Notices were mailed to property owners within 300 feet by US mail;
- 3. Notice was posted on the City website; and
- 4. The project site was posted by City staff.

APPEAL RIGHTS

Any person has the right to appeal the Planning Commission action to the City Council within ten days of the action. Contact a Planning Division staff member for the required appeal form; the fee is \$257.80.

ATTACHMENTS

- 1. [Draft Resolution No. 774\(14\)](#) approving DR 14-03, including [Conditions of Approval](#) and [draft Sign Program](#)
(PC only with staff report. Documents available for review in Planning Division)

Staff Report has been reviewed and approved for submission to the Planning Commission			
Teresa Gallavan Economic Development Director / Assistant City Administrator		Date	Lucille T. Breese, AICP Planning Manager
			Date

RESOLUTION NO. 774(14)

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF LOMPOC APPROVING A SIGN PROGRAM AMENDMENT FOR THE FLOWER VALLEY PLAZA (DR 14-03)

WHEREAS, A request by Lisa Whitman of Flower Valley Plaza, LLC, the project applicant, for Planning Commission review and consideration of amendments to an approved sign program (DR 85-01). The proposed amendments apply to the number and type of on-building and monument signs for tenants of the shopping center located in the Planned Commercial Development (PCD) Zoning District at 1129, 1133, 1137, 1145, and 1153 North H Street (APN: 089-011-016, -017, -018, -019, and -020);

WHEREAS, the sign program for the Flower Valley Plaza was approved by Planning Commission Resolution No. 85-17 on February 25, 1985;

WHEREAS, amendments were processed by Planning Commission Resolution No. 85-100 on October 28, 1985; Planning Commission Resolution No. 88-57 on September 27, 1988; Planning Commission Resolution No. 90-38 on June 26, 1990; and Planning Commission Resolution No. 96-11 on May 13, 1996;

WHEREAS, the matter was considered by the Planning Commission at a duly-noticed public meeting on June 11, 2014;

WHEREAS, at the meeting of June 11, 2014, [REDACTED] were present and answered Planning Commissioners' questions and addressed their concerns;

WHEREAS, at the meeting of June 11, 2014, [REDACTED] spoke in favor of, or in opposition to, the project; and

WHEREAS, the project is categorically exempt from review pursuant to Section 15301, Existing Facilities, of the California Environmental Quality Act (CEQA).

NOW, THEREFORE, THE LOMPOC PLANNING COMMISSION RESOLVES AS FOLLOWS:

SECTION 1: After hearing testimony, considering the evidence presented, and due deliberation of the matters presented, the Planning Commission finds that:

A. Inasmuch as the proposed Sign Program Amendment will provide an acceptable design for the shopping center signage and comply with the City's Sign Regulations, it can be found that:

1. The proposed Sign Program Amendment complies with the City Zoning Ordinance.

2. The addition of directory monument signs along the street frontage promotes the identity of the tenant, guides shoppers to the respective merchandise areas, and supports economic development of the community.

SECTION 2: Based upon the foregoing, the Sign Program Amendment, as proposed on June 11, 2014, is approved, subject to the conditions attached as Exhibit A and incorporated by reference as fully set forth herein.

Resolution No. 774(14), on motion by Commissioner [REDACTED] and seconded by Commissioner [REDACTED], was adopted at the June 11, 2014 Planning Commission meeting by the following vote:

AYES:

NOES:

Lucille T. Breese, AICP, Secretary

Ron Fink, Chair

Attachments: [Exhibit A – Conditions of Approval](#)
[Exhibit B – Sign Program](#)

**DRAFT CONDITIONS OF APPROVAL
DR 14-03 – FLOWER VALLEY PLAZA SIGN PROGRAM AMENDMENT
1129, 1133, 1137, 1145, AND 1153 NORTH H STREET – APN: 089-011-016, -017, -018, -019, -020**

The following Conditions of Approval apply to DR 14-03 as reviewed by the Planning Commission on June 11, 2014, and amend the Sign Program for the Flower Valley Plaza.

I. PLANNING

Planning – General Conditions

- P1. All applicable provisions of the Lompoc City Code are made a part of these conditions of approval in their entirety, as if fully contained herein.
- P2. In conformity with Sections 17.140.010, 17.152.010, and 17.152.020 of the Lompoc City Zoning Ordinance, the violation of any condition listed herein shall constitute a nuisance and a violation of the Lompoc City Zoning Ordinance and the Lompoc City Code. In conformity with Sections 1.24.010 and 1.24.060 of the Lompoc City Code, a violation of the Lompoc City Code and the Lompoc City Zoning Ordinance is a misdemeanor and shall be punishable as provided by law. In addition to criminal penalties, the City may seek injunctive relief. The applicant agrees to pay for all attorney's fees and costs, including, but not limited to, staff time incurred by the City in obtaining injunctive relief against the applicant as a result of a failure of the applicant to fully perform and adhere to all of the Conditions of Approval.
- P3. The applicant is advised that certain fees and charges will be collected by the City prior to issuance of building permits.
- P4. Owner agrees to and shall indemnify, defend, protect, and hold harmless City, its officers, employees, agents and representatives, from and against any and all claims, losses, proceedings, damages, causes of action, liabilities, costs and expenses, including reasonable attorney's fees, arising from or in connection with, or caused by (i) any act, omission or negligence of Owner, or their respective contractors, licensees, invitees, agents, sublessees, servants or employees, wherever on or adjacent to the Property the same may occur; (ii) any use of the Property, or any accident, injury, death or damage to any person or property occurring in, or on or about the Property, or any part thereof, or from the conduct of Owner's business or from any activity, work or thing done, permitted or suffered by Owner or its sublessees, contractors, employees, or invitees, in or about the Property, other than to the extent arising as a result of City's sole active negligence or to the extent of any willful misconduct of the City; and (iii) any default in the performance of any obligations of Owner's part to be performed under the terms of this Agreement, or arising from any negligence of Owner, or any such claim or any action or proceeding brought thereon; and in case any action or proceedings be brought against the City, its officers, employees, agents and representatives, by reason of any such claim, Owner, upon notice from City, shall defend the same at its expense by counsel reasonably satisfactory to City.

Owner further agrees to and shall indemnify, defend, protect, and hold harmless the City, its officers, employees, agents and representatives, from and against any and all actions brought by any third party to challenge the Project or its approval by the City, including environmental determinations. Such indemnification shall include any costs and expenses incurred by Agency and City in such action(s), including reasonable attorney's fees.

Planning – Project Specific Conditions

- P5. These Conditions of Approval are in addition to those imposed by Planning Commission Resolution No. 85-17, adopted February 25, 1985; Planning Commission Resolution No. 85-100, adopted October 28, 1985; Planning Commission Resolution No. 88-57, adopted September 27, 1988; Planning Commission Resolution No. 90-38, adopted June 26, 1990; and Planning Commission Resolution No. 96-11, adopted May 13, 1996. Where any conflicts occur, these Conditions of Approval supersede the others.
- P6. All tenants shall obtain necessary permits from the Building and Planning Divisions, prior to installation of signage, based on the criteria established in the Sign Program.
- P7. The Flower Valley Plaza Sign Program shall be amended as shown below:

C. Tenant Signs

- 1. Each tenant shall be required to install one (1) front on-building sign, comprised of internally illuminated individual or connected channel letters. Front on-building signs may contain a logo or a secondary line. Secondary line must fit within the allowed sign area.
- 2. Each tenant may install one (1) optional rear non-illuminated on-building sign, located above the rear door entrance. Such sign shall match the front on-building sign in design, and shall not exceed ten (10) square feet in size.

D. Monument Signs

Type A

Height: 3 feet

Length: 10 feet

Size: 60 square feet (includes both sides of sign)

Number of Tenants Listed: 0

Materials: Aluminum and Plexiglas

Colors: Brown, Orange, and White

Type B

Height: 6.5 feet

Length: 10.3 feet

Size: 120 square feet (includes both sides of sign)

Number of Tenants Listed: 12

Materials: Aluminum and Plexiglas

Colors: Brown, Orange, and White

Type C
Height: 8 feet
Length: 4.3 feet
Size: 70 square feet (includes both sides of sign)
Number of Tenants Listed: 12
Materials: Aluminum and Plexiglas
Colors: Brown, Orange, and White

Flower Valley Plaza Sign Program



*1129, 1133, 1137, 1145, and 1153 North H Street
Lompoc, California*

Approved: PC Resolution No. 85-17 - Feb 25, 1985
Amended: PC Resolution No. 85-100 - Oct 28, 1985
Amended: PC Resolution No. 88-57 - Sep 27, 1988
Amended: PC Resolution No. 90-38 - Jun 26, 1990
Amended: PC Resolution No. 96-11 - May 13, 1996
Amended: PC Resolution No. 774(14) - Jun 11, 2014

Flower Valley Plaza Sign Program

A. PURPOSE OF CRITERIA

The purpose of these criteria is to establish standards and specifications to assure that all signage for the project will be coordinated and to enhance the identity and aesthetics of Flower Valley Plaza.

B. SUBMITTALS AND APPROVALS

1. Prior to sign fabrication, Tenant or his agent shall submit a set of complete detailed sign plans for Landlord's approval. The sign plans shall include elevations, colors, and materials information
2. The Landlord reserves the right to reject any fabrication or installation that is below standard.
3. Following Landlord's approval of the proposed sign plans, Tenant or his agent shall submit to the City, sign plans signed by the Landlord and applications for all permits for fabrication and installation by sign contractor.
4. Fabrication and installation of all signs shall be performed in accordance with the standards and specifications outlined in these criteria and in the final approved plans and shop drawings. Any work deemed unacceptable shall be rejected and shall be corrected or modified at Tenant's expense as required by the landlord or its agent.
5. All signs and installation of signs shall comply with the Lompoc Municipal Code and Approved Sign Program.
6. All local and state codes shall be complied with.

C. TENANT SIGNS

1. ~~Tenant shall be required to install one (1) sign comprised of individual internally illuminated channel letters (logo optional).~~ **Each tenant shall be required to install one (1) front on-building sign, comprised of internally illuminated individual or connected channel letters. Front on-building signs may contain a logo or a secondary line. Secondary line must fit within the allowed sign area.** Such signs shall meet the following specifications:
 - a. Signs shall be internally illuminated with LED bulbs.
 - b. Maximum Sign Height:
 - i. 24" for tenants with less than 3,000 square feet

- ii. 36" for tenants with 3,000 square feet or more
 - c. Sign shall not exceed 70% of the leasehold frontage, with a maximum of 30 feet.
 - d. Logos may be a maximum of 30% of the net sign area.
2. Each tenant may install one (1) optional rear non-illuminated on-building sign, located above the rear door entrance. Such sign shall match the front on-building sign in design, and shall not exceed ten (10) square feet in size.
3. Tenant shall be allowed one (1) chain hung sign over the walkway near the entrance of their suite. Such sign shall meet the following specifications:
- a. Signs shall be made of 3/4" thick marine plywood or 1 1/2" thick redwood with painted/sand blasted letters.
 - b. Size: four (4) square feet
 - c. Height: one (1) foot
 - d. Length: four (4) feet
4. Electric sign requirements: All signs and their installation are to be UL listed and meet all local and state codes. They must be installed by a licensed and bonded electrical contractor.
5. Colors selected by tenant shall be subject to Landlord and City approval.
6. Signs shall be continuously maintained, without dark spots, light leaks, or manufacturing defects.

D. MONUMENT SIGNS

- 1. The design of the monument signs shall be per the monument sign exhibits (Exhibit A).
- 2. Monument Sign Specifications:

~~Sign height shall not exceed 5' 6". Area of sign shall not exceed 120 square feet (including both sides of sign).~~

Type A

Height: 3 feet

Length: 10 feet

Size: 60 square feet (includes both sides of sign)

Number of Tenants Listed: 0

Materials: Aluminum and Plexiglas

Colors: Brown, Orange, and White

Type B

Height: 6.5 feet

Length: 10.3 feet

Size: 120 square feet (includes both sides of sign)

Number of Tenants Listed: 12

Materials: Aluminum and Plexiglas

Colors: Brown, Orange, and White

Type C

Height: 8 feet

Length: 4.3 feet

Size: 70 square feet (includes both sides of sign)

Number of Tenants Listed: 12

Materials: Aluminum and Plexiglas

Colors: Brown, Orange, and White

3. Monument signs shall be placed in a landscape area of not less than 70 square feet in size.
4. Type B monument sign may be internally illuminated.
5. The Landlord reserves the right to determine which tenants may have signage on the monument signs.

E. TEMPORARY SIGNS

1. Temporary on-building identification signs shall require Landlord and City approval.
2. Temporary banners (including flags and pennants) shall require Landlord approval, and shall meet all City codes.

F. PROHIBITED SIGNS

1. Portable signs (including sandwich board "A" frame signs)
2. Roof signs
3. Flashing signs
4. Moving or rotating signs
5. Signs interfering with traffic safety
6. Vehicle signs

G. NONCONFORMING SIGNS

Nonconforming signs existing prior to institution of this sign program shall be grandfathered into the program. Existing tenants shall comply with the sign program if and when desire to replace, modify, or change existing signage.

H. EXHIBITS

Exhibit A – Sign Types

Exhibit B – Site Plan

Exhibit C – Front On-Building Sign with Secondary Line

NOTE: STRIKE-OUT AND BOLD USED TO IDENTIFY PROPOSED CHANGES.

DRAFT

EXHIBIT A

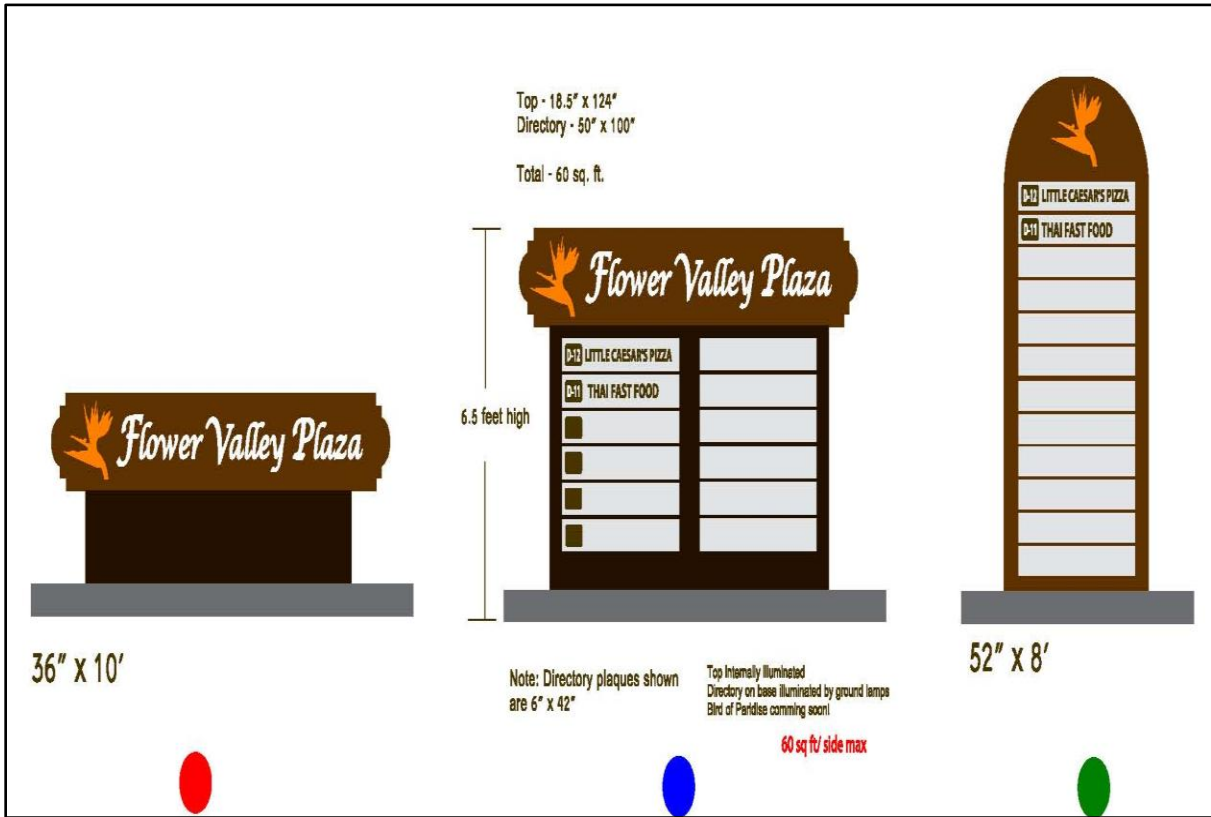


EXHIBIT B

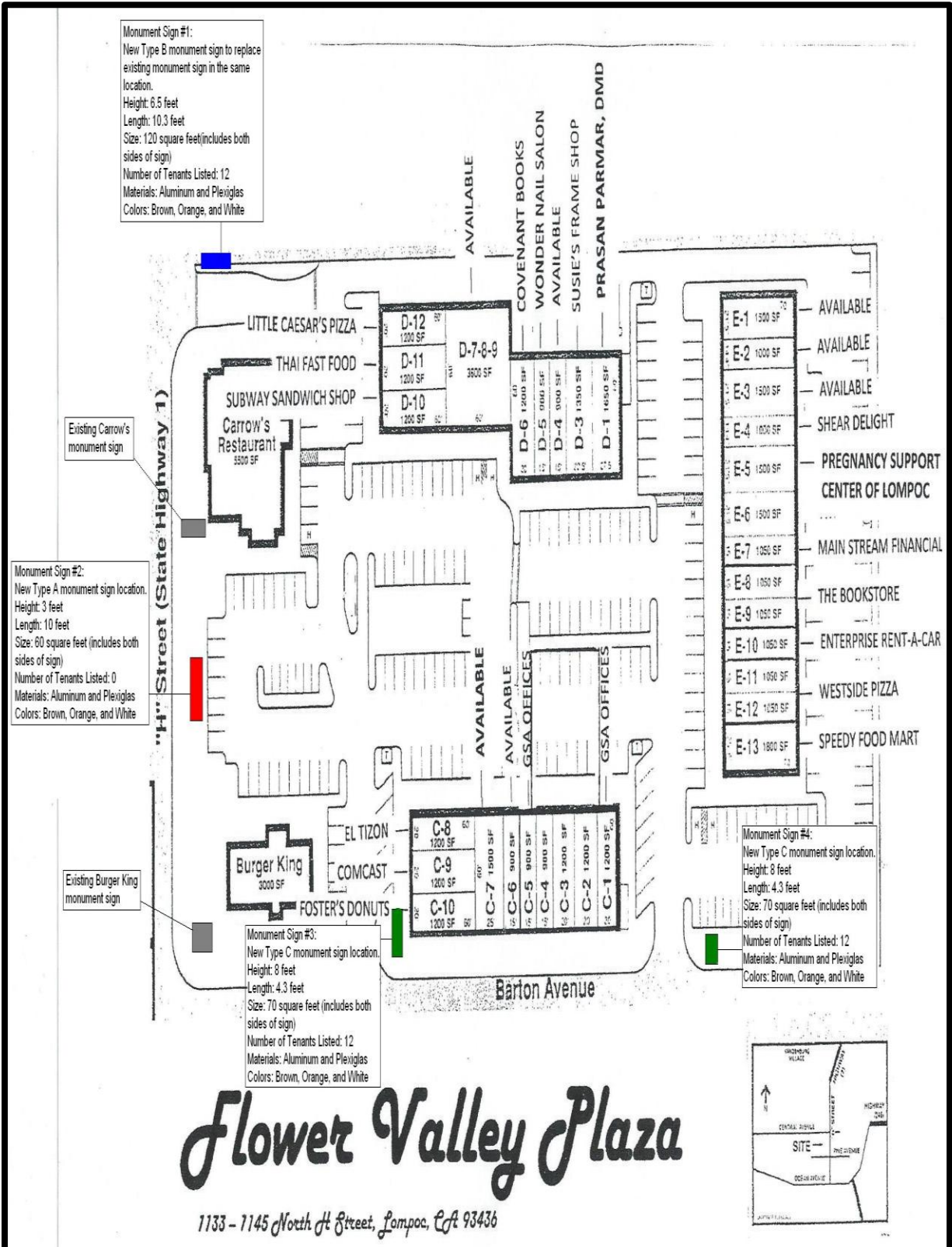


EXHIBIT C

Front On-Building Sign with Secondary Line



Hanging Sign

