



CITY OF PACIFIC GROVE
300 Forest Avenue, Pacific Grove, California 93950

AGENDA REPORT

TO: Chairman Boyle and Members of the Architectural Review Board

FROM: Wendy Lao, AICP, Associate Planner

MEETING DATE: August 28, 2018

SUBJECT: Sign Permit (UP) Application #18-721 to allow the removal of 2 existing signs, and to install 2 (two) 72 square foot monument signs of 4’-6” height by 16’ width.

ADDRESS: 1249 Lighthouse Avenue (APN 006-114-001)

**ZONING/
LAND USE:** R-3-M / VA/MDR

**APPLICANT/
OWNER:** Edna Quiaoit/Bill Perkins / Pacifica Lighthouse, LP

CEQA: Exempt, CEQA Guidelines Section 15311(a), Class 31

RECOMMENDATION

Approve, subject to staff-recommended findings and conditions.

BACKGROUND

On August 21, 2018, Edna Quiaoit, architect, applied for a Sign Permit to allow the removal of 2 existing signs, and to install 2 (two) 72 square foot monument signs of 4’-6” height by 16’ width. The sign would be predominantly composed of a composite wood panel of 2’-6” height, with a stone veneer base of 2’ height, creating a total height of 4’. The sign would be externally lit with downward facing lights.

The Pacific Grove Municipal Code (PGMC) §20.04.050 allows for freestanding signs and their support structures to be designed to respond to building architecture and setting, with a Sign Permit. The code further states that “the architectural review board may restrict sign height to a lesser size than the maximum standard pursuant to the purposes of this chapter.”

DISCUSSION

Municipal Code

The proposed signage is in conformance with all requirements of PGMC 20.04.050, Sign Standards.

The project proposal will result in two signs of 72 square feet each, or 144 square feet total, which is within the allowable size limit of 150 square feet, per PGMC 20.04.050(c). The project proposal will result in a sign not to exceed 4'-6" in height, which is within the allowable height limit of 12 feet, per PGMC 20.04.050(d).

The project proposes to be externally lit by LED lights facing downward, which is consistent with the municipal code's order of preference for preferred method of illumination, per PGMC 20.04.050(f)(2).

Required Findings

Per PGMC 23.70.060(f)(5), the Architectural Review Board shall make the following finding in order to approve the Sign Permit: *"The proposed sign effectively conveys the business identity to the public and possesses pleasing elements of design that protect and enhance the architectural character and harmony of the buildings and neighborhood in which it is located."*

CEQA

The project includes the proposal of an on-premise sign, and therefore qualifies for a Class 11 Exemption from CEQA requirements, pursuant to Section 15311(a), Accessory Structures. The proposed alterations do not present any unusual circumstances that would result in a potentially significant environmental impact.

ATTACHMENTS

- A. Permit Application
- B. Draft Permit
- C. Project Plans

RESPECTFULLY SUBMITTED:

Wendy Lao

Wendy Lao, AICP
Associate Planner



CITY OF PACIFIC GROVE

Community Development Department – Planning Division
 300 Forest Avenue, Pacific Grove, CA 93950
 Tel: 831.648.3190 • Fax: 831.648.3184 • www.cityofpacificgrove.org/cdd
Permit Application

Application # SP 18-721
~~006-114-001~~
 Date: 11/7/17
 Total Fees: 60.00

APPLICANT/OWNER:

Project Address: 150 LIGHTHOUSE AVE. (LODATE) **APN:** 006-114-001

Project Description:
SIGNAGE

Tree Work? Yes No

<u>Applicant</u>	<u>Owner</u>
Name: <u>NIK SERRANDE</u>	Name: <u>PACIFICA LIGHTHOUSE, LP</u>
Phone: <u>925-202-6252</u>	Phone: <u>619-296-9000</u>
Email: <u>NIK@MAVRICKSTUDIO.COM</u>	Email: <u>SISRANI@PACIFICACOMPANIES.COM</u>
Mailing Address: <u>5 WHITING WAY</u> <u>SAN FRANCISCO CA 94130</u>	Mailing Address: <u>1150 LIGHTHOUSE AVE</u> <u>PACIFIC GROVE CA 93950</u>

PLANNING STAFF USE ONLY:

Permit Request:

<input checked="" type="checkbox"/> CD: Counter Determination	<input checked="" type="checkbox"/> SP: Sign Permit	<input type="checkbox"/> LM: Lot Merger	<input type="checkbox"/> EIR: Environmental Impact
<input type="checkbox"/> AP: Architectural Permit	<input type="checkbox"/> UP: Use Permit	<input type="checkbox"/> IHS: Initial Historic Screening	<input type="checkbox"/> VAR: Variance
<input type="checkbox"/> AAP: Administrative AP	<input type="checkbox"/> AUP: Administrative UP	<input type="checkbox"/> HPP: Historic Preservation	<input type="checkbox"/> MMP: Mitigation Monitoring
<input type="checkbox"/> ADC: Arch Design Change	<input type="checkbox"/> ADL: Acc. Dwelling Unit	<input type="checkbox"/> A: Appeal	<input type="checkbox"/> Stormwater Permit
<input type="checkbox"/> ASP: Admin Sign Permit	<input type="checkbox"/> LLA: Lot-Line Adjustment	<input type="checkbox"/> TPD: Tree-Permit w/ Dev't	<input type="checkbox"/> Other: _____

CEQA Determination: Exempt
 Initial Study & Mitigated Negative Declaration
 Environmental Impact Report

Review Authority: ARB
 Staff HRC
 ZA PC
 SPRC CC

Active Permits: Active Planning Permit
 Active Building Permit
 Active Code Violation

Overlay Zones: Butterfly Zone
 Coastal Zone
 Area of Special Biological Significance (ASBS)
 Environmentally Sensitive Habitat Area (ESHA)

Property Information
 Lot: _____ Block: _____ Tract: _____
 ZC: _____ GP: _____ Lot Size: _____

Historic Resources Inventory Archaeologically Sensitive Area

Staff Use Only:
 Received by: WL **NOV 07 2017** **PAID**
 Assigned to: WL 60.00
11-7-17

CERTIFICATION – I, the undersigned, in the penalty of perjury, depose and certify that I am the applicant for this request, that the property owner approves this application and that all statements contained herein, including all documents and plans submitted in connection with this application, are true and accurate to the best of my knowledge. I further acknowledge it is my responsibility to determine whether additional permits are required.

Applicant Signature: [Signature] **Date:** 11-6-17

Owner Signature (Required): [Signature] **Date:** 11-7-2017



The new generation of Mains T5 LEDtube lighting

T5 Mains

The new Philips Master LEDtube Mains T5 brings simplicity to your lighting project. You don't need to pay attention to the driver technology anymore. Thanks to a unique design, Philips MASTER LEDtube Mains T5 installs in luminaires operating on mains power connection. So simple to operate! Perfectly safe, reliable & easy to install Philips MASTER LEDtube Mains T5 is the ideal alternative to standard fluorescent tubes to maximize value over lifetime with high energy saving and lower maintenance costs.

Benefits

- Reduced operational cost thanks to lower energy consumption
- Lower maintenance cost thanks to longer lifetime than conventional lamps
- Fastest and easiest way to upgrade existing luminaires to LEDtechnology; completely safe product and installation process

Features

- Replacement of existing T5 lamps: operates with mains power connection
- Energy savings compared with fluorescent tubes
- Long lifetime
- No mercury

Application

- Offices, shops, classrooms
- Industrial facilities and warehouses

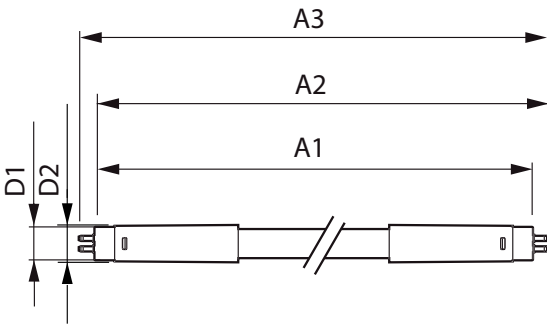
T5 Mains

Versions



LEDtube G5

Dimensional drawing



Product	D1	D2	A1	A2	A3
MAS LEDtube 1200mm HO 26W 830 T5	15 mm	16.9 mm	1149 mm	1156.1 mm	1163.2 mm
MAS LEDtube 1500mm HO 26W 830 T5	15 mm	16.9 mm	1449 mm	1456.1 mm	1463.2 mm
MAS LEDtube 1500mm HO 26W 840 T5	15 mm	16.9 mm	1449 mm	1456.1 mm	1463.2 mm
MAS LEDtube 1200mm HO 26W 840 T5	15 mm	16.9 mm	1149 mm	1156.1 mm	1163.2 mm
MAS LEDtube 1500mm HO 26W 865 T5	15 mm	16.9 mm	1449 mm	1456.1 mm	1463.2 mm
MAS LEDtube 1200mm HO 26W 865 T5	15 mm	16.9 mm	1149 mm	1156.1 mm	1163.2 mm

T5 Mains

Approval and Application

Energy Consumption kWh/1000 h	26 kWh
Energy Efficiency Label (EEL)	A++

Controls and Dimming

Dimmable	No
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Operating and Electrical

Input Frequency	50 to 60 Hz
Voltage (Nom)	220-240 V
Power (Rated) (Nom)	26 W
Starting Time (Nom)	0.5 s

General Information

Cap-Base	G5
Nominal Lifetime (Nom)	50000 h
Rated Lifetime (Hours)	50000 h
Switching Cycle	200000X

Light Technical

Beam Angle (Nom)	200 °
Color Rendering Index (Nom)	80
Llmf At End Of Nominal Lifetime (Nom)	70 %
Rated Beam Angle	200 °

Temperature

T-Ambient (Max)	45 °C
T-Ambient (Min)	-20 °C
T-Storage (Max)	65 °C
T-Storage (Min)	-40 °C

Light Technical

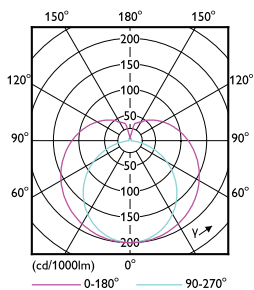
Order Code	Full Product Name	Color Code	Correlated Color Temperature (Nom)	Luminous Flux (Nom)	Luminous Flux (Rated) (Nom)
929001908502	MAS LEDtube 1200mm HO 26W 830 T5	830	3000 K	3600 lm	3600 lm
929001908602	MAS LEDtube 1200mm HO 26W 840 T5	840	4000 K	3900 lm	3900 lm
929001908702	MAS LEDtube 1200mm HO 26W 865 T5	865	6500 K	3900 lm	3900 lm
929001908802	MAS LEDtube 1500mm HO 26W 830 T5	830	3000 K	3600 lm	3600 lm
929001908902	MAS LEDtube 1500mm HO 26W 840 T5	840	4000 K	3900 lm	3900 lm
929001909002	MAS LEDtube 1500mm HO 26W 865 T5	865	6500 K	3900 lm	3900 lm

Temperature

Order Code	Full Product Name	T-Case Maximum (Nom)
929001908502	MAS LEDtube 1200mm HO 26W 830 T5	72.1 °C
929001908602	MAS LEDtube 1200mm HO 26W 840 T5	72.1 °C
929001908702	MAS LEDtube 1200mm HO 26W 865 T5	72.1 °C

Order Code	Full Product Name	T-Case Maximum (Nom)
929001908802	MAS LEDtube 1500mm HO 26W 830 T5	67.4 °C
929001908902	MAS LEDtube 1500mm HO 26W 840 T5	67.4 °C
929001909002	MAS LEDtube 1500mm HO 26W 865 T5	67.4 °C

Light Distribution Diagrams



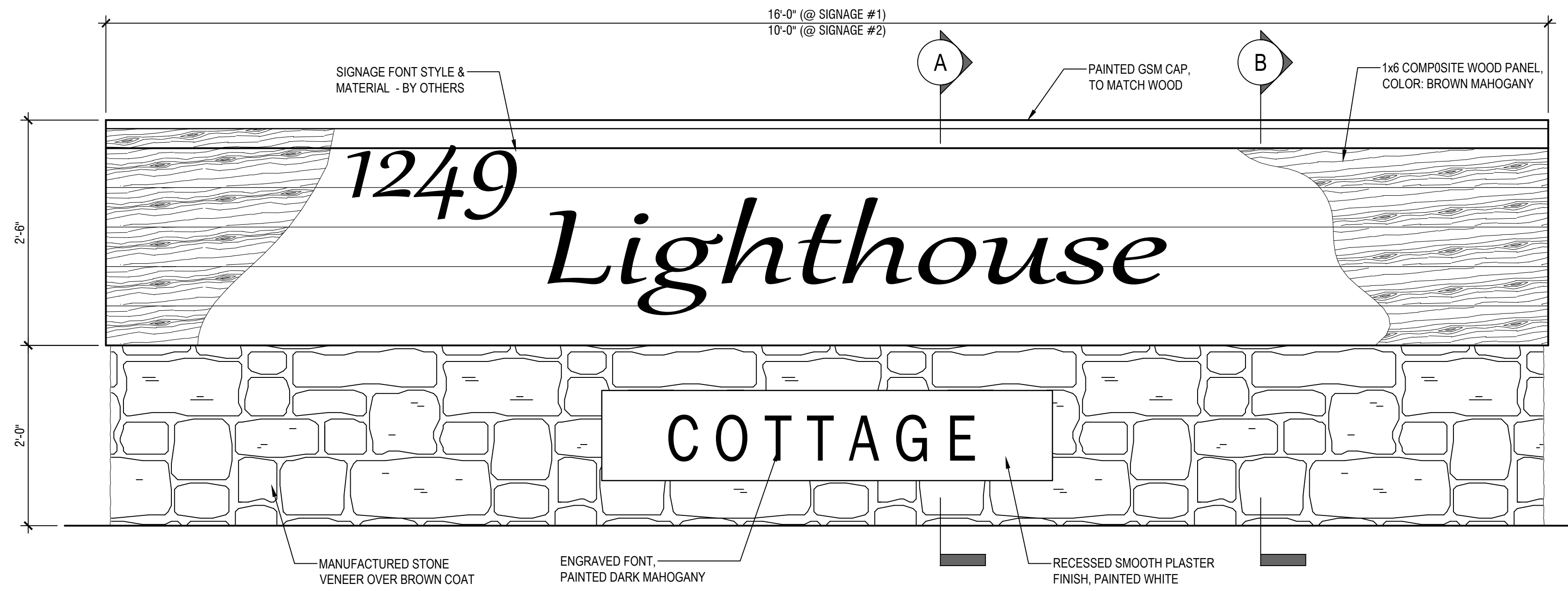
26W G5 830 3000K



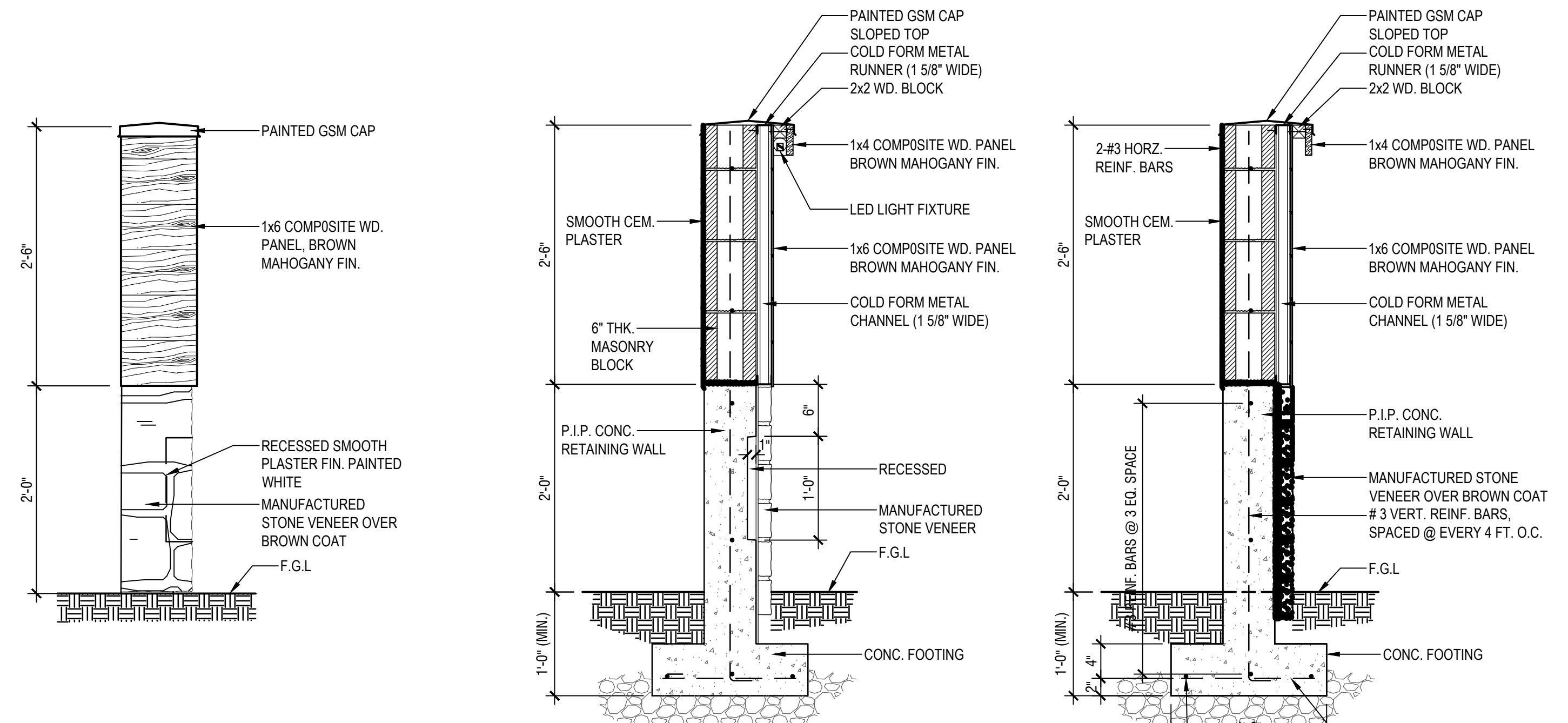


5 WHITING WAY
SAN FRANCISCO, CA 94130
T: 415-534-8184

LIGHTHOUSE - SIGNAGES
1249 & 1150
LIGHTHOUSE AVENUE
PACIFIC GROVE, CA 93950



1 SIGNAGE FRONT ELEVATION
SCALE: 1" = 1'-0"



1.1 SIDE ELEVATION
SCALE: 1" = 1'-0"

1.A SECTION A
SCALE: 1/4" = 1'-0"

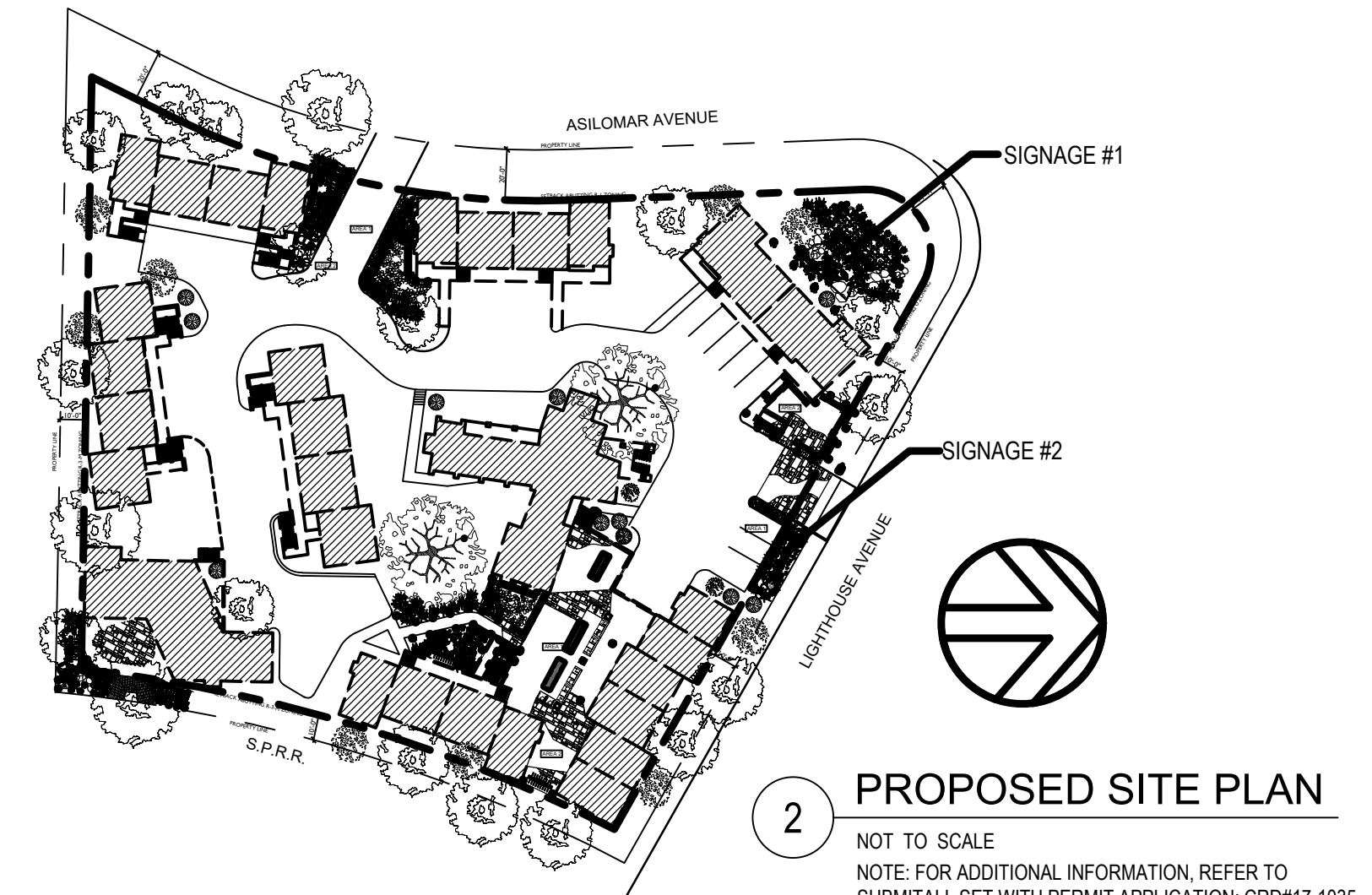
1.B SECTION B
SCALE: 1/4" = 1'-0"



EXISTING SIGNAGE #2 @ MAIN ENTRY (LIGHTHOUSE AVE.)



EXISTING SIGNAGE #1 @ LIGHTHOUSE AVE. cor. ASILOMAR AVE.



2 PROPOSED SITE PLAN
NOT TO SCALE
NOTE: FOR ADDITIONAL INFORMATION, REFER TO
SUBMITTAL SET WITH PERMIT APPLICATION: CRD#17-1035

ISSUED FOR: PLANNING DEPT. SUBMITTAL DATE: 06.28.2018



A1.0
PROPOSED SIGNAGE
(LIGHTHOUSE COTTAGE)

15026

1150 LIGHTHOUSE AVENUE, PACIFIC GROVE, CA 93950