



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 #18-637 to allow the removal of the existing signs, and to install 2 (two) monument signs of 8’-4” height by approximately 5’-10” width.

ADDRESS: 141 14th Street (APN 006-191-003)

**ZONING/
LAND USE:** R-3-PGR / High Density to 29.0 DU/ac

**APPLICANT/
OWNER:** Charlie Hornisher / James E. McClerahen, Mayflower Church of Pacific Grove

CEQA: Exempt, CEQA Guidelines Section 15311(a), Class 11

RECOMMENDATION

Approve, subject to staff-recommended findings and conditions, including to modify colors, materials, and direction of lighting.

BACKGROUND

On July 31, 2018, Charlie Hornisher, applicant, applied for a Sign Permit to allow the removal of the existing signs, and to install 2 (two) monument signs of 8’-4” height by 5’-10” width. The signs propose to be composed of a metal material of 7’ height, with a brick base of 1’-4” height, creating a total height of 8’-4”. The sign proposes to be externally lit with upward 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 project proposal will result in two signs of approximately 49 square feet each, or 98 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 8'-4" 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, which is consistent with the municipal code's order of preference for preferred method of illumination, per PGMC 20.04.050(f)(2).

Architectural Review Guidelines

The project proposes to be externally lit with upward facing lights. To be in conformance with the Architectural Review Guideline No. 10, 11, and 12, staff recommends that if lights are proposed, then a condition of approval requires the light fixtures to be downward-facing, shielded lights. Below are some relevant guidelines:

- *Guideline No. 10: Position outdoor lighting so that no direct light extends onto neighboring properties. The number, intensity, and height of light sources should be limited. Illumination should be screened from adjacent properties. Use shielded lights, directed downward, to provide adequate illumination while being less obtrusive.*

Guideline No. 11: Landscape lighting should be low-level, unobtrusive fixtures. Also, reserve such lighting for significant landscape features.

Staff recommends a condition of approval that if lights are proposed, then the light fixtures shall be shielded, downward-facing lights.

- *Guideline No. 12: Choose light fixtures that are compatible with the architectural style of the project.*

The site is developed with a church, which is listed on the City's Historic Resources Inventory. Staff recommends the following modifications as a condition of approval in order to better complement the historic building:

- a. Replace the metal sign with a wooden, sand-blasted material, to better complement the historic building.
- b. Replace the white circular background with a blue colored background, and keep the "W" inset scripted lettering white colored. The blue colored background would help to visually reduce the large mass of the proposed 8'-4" tall signage, and would allow the text to be visible.
- c. Replace the blue colored "Wellspring Church" metal letterings with red color, to match the color of the doors of the historic building.

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."* Staff recommends following the modifications in order to make the required finding.

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/cedd

Permit Application

Application # SP18-0637
Date: 07.31.18
Total Fees: _____

APPLICANT/OWNER:

Project Address: 141 14th St. APN: 006-191-003

Project Description: New signage

Tree Work? Yes No

Applicant Name: _____ Phone: _____ Email: _____ Mailing Address: _____

Owner Name: James E. McClerahan Mayflower Church of PG. - President Phone: 831-236-6001 Email: _____ Mailing Address: _____

PLANNING STAFF USE ONLY:

Permit Request:

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

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

Review Authority: Staff ZA SPRC ARB HRC PC CC _____

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

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

Property Information

Lot: _____ Block: 1 Tract: Pg Retreat

ZC: R-3-PGR GP: HDR 29.0 DMAC Lot Size: _____

Historic Resources Inventory Archaeologically Sensitive Area

Staff Use Only:

Received by: A. Aziz Assigned to: A. Hunter

JUL 31 2018

PAID 1,183.30 7-31-18

CITY OF PACIFIC GROVE COMMUNITY DEV DEPT

CERTIFICATION – I, the undersigned, under 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: _____

Owner Signature (Required): James E. McClerahan
President of Corporation

Date: _____

Date: 07/31/2018

Updated: 07/9/2018



CITY OF PACIFIC GROVE

Community Economic Development Department – Planning Division

300 Forest Avenue, Pacific Grove, CA 93950

T : 831.648.3183 • F : 831.648.3184 • www.ci.pg.ca.us/cdd

SIGN PERMIT #18-637

FOR A PROPERTY LOCATED AT 141 14th STREET TO ALLOW THE REMOVAL OF THE EXISTING SIGNS, AND TO INSTALL 2 (TWO) MONUMENT SIGNS OF 8'-4" HEIGHT BY APPROXIMATELY 5'-10" WIDTH.

FACTS

1. The subject site is located at 141 14th Street, Pacific Grove, 93950 (APN 006-191-003)
2. The subject site has a designation of High Density to 29.0 DU/ac on the adopted City of Pacific Grove General Plan Land Use Map.
3. The project site is located in the R-3-PGR zoning district.
4. The subject site is developed with a church, "Wellspring Church."
5. The subject site is located within the Area of Special Biological Significance Watershed.
6. This project has been determined to be CEQA Exempt under CEQA Guidelines, Section 15311, Class 11.

FINDINGS

Per P.G.M.C. 23.70.060(f):

1. The proposed sign effectively conveys the business identity to the public and possess pleasing elements of design that protect and enhance the architectural character and harmony of the buildings and neighborhood in which it is located, and;
2. The architecture and general appearance of the completed project is compatible with the neighborhood, and;
3. The completed project will neither be detrimental to the orderly and harmonious development of the city nor impair the desirability of investment or occupation in the neighborhood because the project will be improving the subject property, and;
4. The Board has been guided by and made reference to applicable provisions of the Architectural Review Guidelines in making its determinations on single-family residences.

PERMIT

Sign Permit #18-637 to allow the removal of the existing signs, and to install 2 (two) monument signs of 8'-4" height by 5'-10" width.

CONDITIONS OF APPROVAL

1. **Permit Expiration.** This permit shall expire and be null and void if a building permit has not been applied for within one (1) year from and after the date of approval. Application for extension of this approval must be made prior to the expiration date.
2. **Construction Compliance.** All construction must occur in strict compliance with the proposal as set forth in the application, subject to any special conditions of approval herein. Any deviation from approvals must be reviewed and approved by staff, and may require Architectural Review Board approval.
3. **Terms and Conditions.** These terms and conditions shall run with the land, and it is the intention of the CDD Director and the Permittee to bind all future owners and possessors of the subject property to the terms

and conditions, unless amended. Amendments to this permit may be achieved only if an application is made and approved, pursuant to the Zoning Code.

4. **Public Works, Fire and Building.** Review and approval by the Public Works, Fire and Building Departments are required prior to issuance of a building permit. Work taking place in the public right-of-way shall require an encroachment permit prior to issuance of the building permit.
5. **Conformance to Plans.** Development of the site shall conform to approved plans for “Wellspring Church”, on file with the Community Development Department and to the Building Code, with the exception of any subsequently approved changes.
6. **Tree Protection Standards During Construction:** Pursuant to Municipal Code Chapters 12.20 and 12.30, and the *Urban Forestry Standards*, all trees that are otherwise protected and will be impacted as a result of Development, both proposed for pruning or removal and where the development will impact the critical root zone of the tree are protected. Prior to issuance of the building permit, the Project Arborist shall review grading, drainage, utility, building and landscape plans to determine impacts to individual Trees, to determine required minimum Tree protection standards during construction.
7. **Exterior Lighting:** All exterior lighting must conform to Architectural Review Guidelines Nos. 10,11, and 12. Internally illuminated signs shall be prohibited, and all external lighting, if any, must be directed downward with shields.
8. **20-Foot Apex:** The signs shall not be located within the 20-foot apex at the corner of the parcels for vehicular safety and visibility.
9. **Building Plans:** All conditions of approval for the Planning permit(s) shall be printed on a full size sheet and included with the construction plan set submitted to the Building Department.
10. **Revised Plans:** Within 30 days of approval and prior to submittal to application for a building permit, revised plans shall be submitted that reflect the following changes:
 - a. Replace the metal sign with a wooden, sand-blasted material.
 - b. Replace the white circular background with a blue colored background, and keep the “W” inset scripted lettering white colored.
 - c. Replace the blue colored “Wellspring Church” metal letterings with red color.

NOW, THEREFORE, BE IT RESOLVED BY THE ARCHITECTURAL REVIEW BOARD OF THE CITY OF PACIFIC GROVE:

1. The Board determines that each of the Findings set forth above is true and correct, and by this reference incorporates those Findings as an integral part of this Permit.
2. The Board authorizes Approval of Sign Permit #18-637 to allow the removal of the existing signs, and to install 2 (two) monument signs of 8’-4” height by 5’-10” width.
3. This permit shall become effective upon the expiration of the 10-day appeal period.

- 4. This permit shall not take effect until the owner acknowledges and agrees to all terms and conditions and agrees to conform to and comply with those terms and conditions.

PASSED AND ADOPTED AT A REGULAR MEETING OF THE ARCHITECTURAL REVIEW BOARD OF THE CITY OF PACIFIC GROVE ON THE 28th DAY OF AUGUST, 2018, BY THE FOLLOWING VOTE:

AYES: **XXX**

NOES: **XXX**

VACANCY: **XXX**

APPROVED:

Sarah Boyle, Chair

The undersigned hereby acknowledge and agree to the approved terms and conditions, and agree to fully conform to, and comply with, said terms and conditions.

XXX, property owners

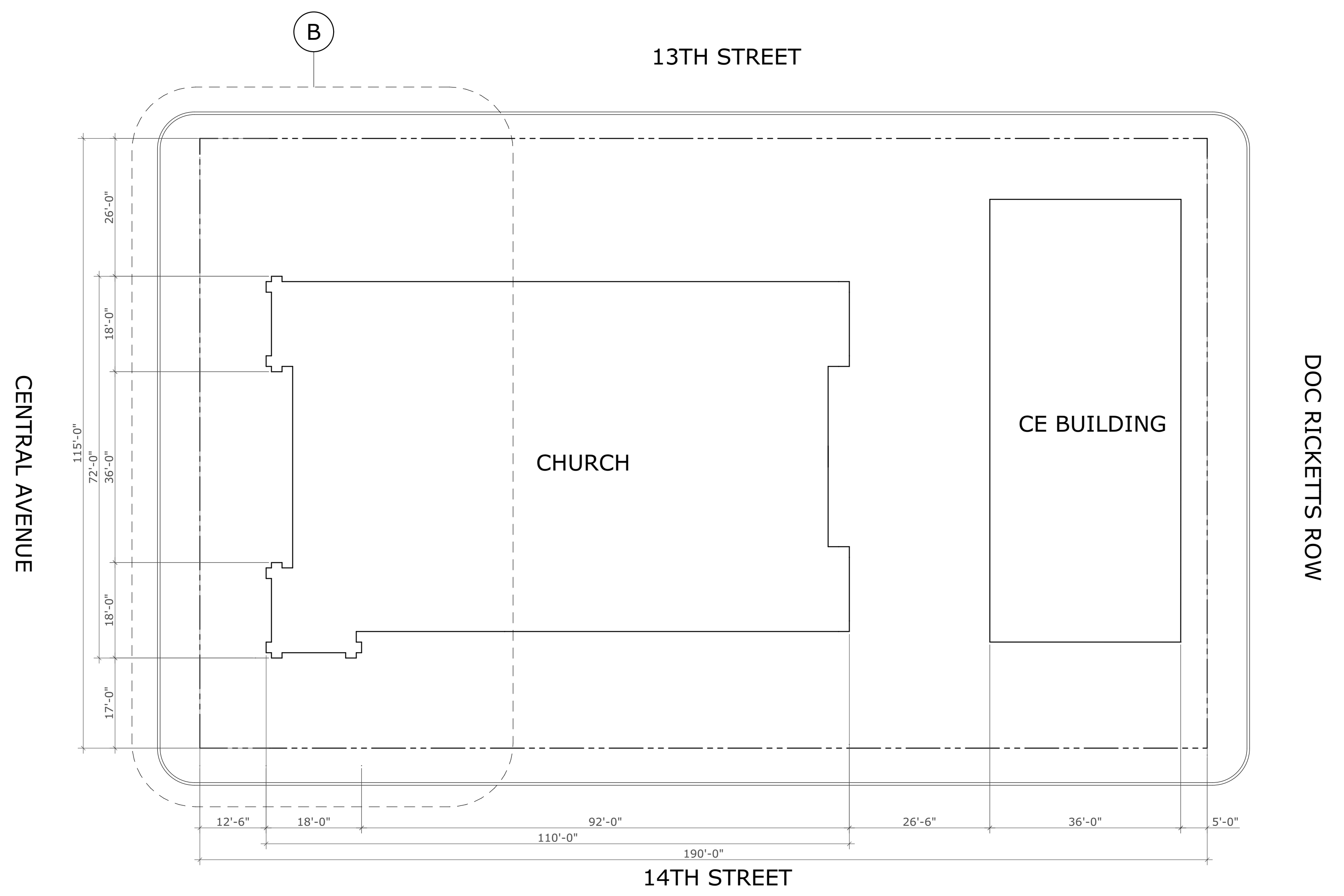
Date



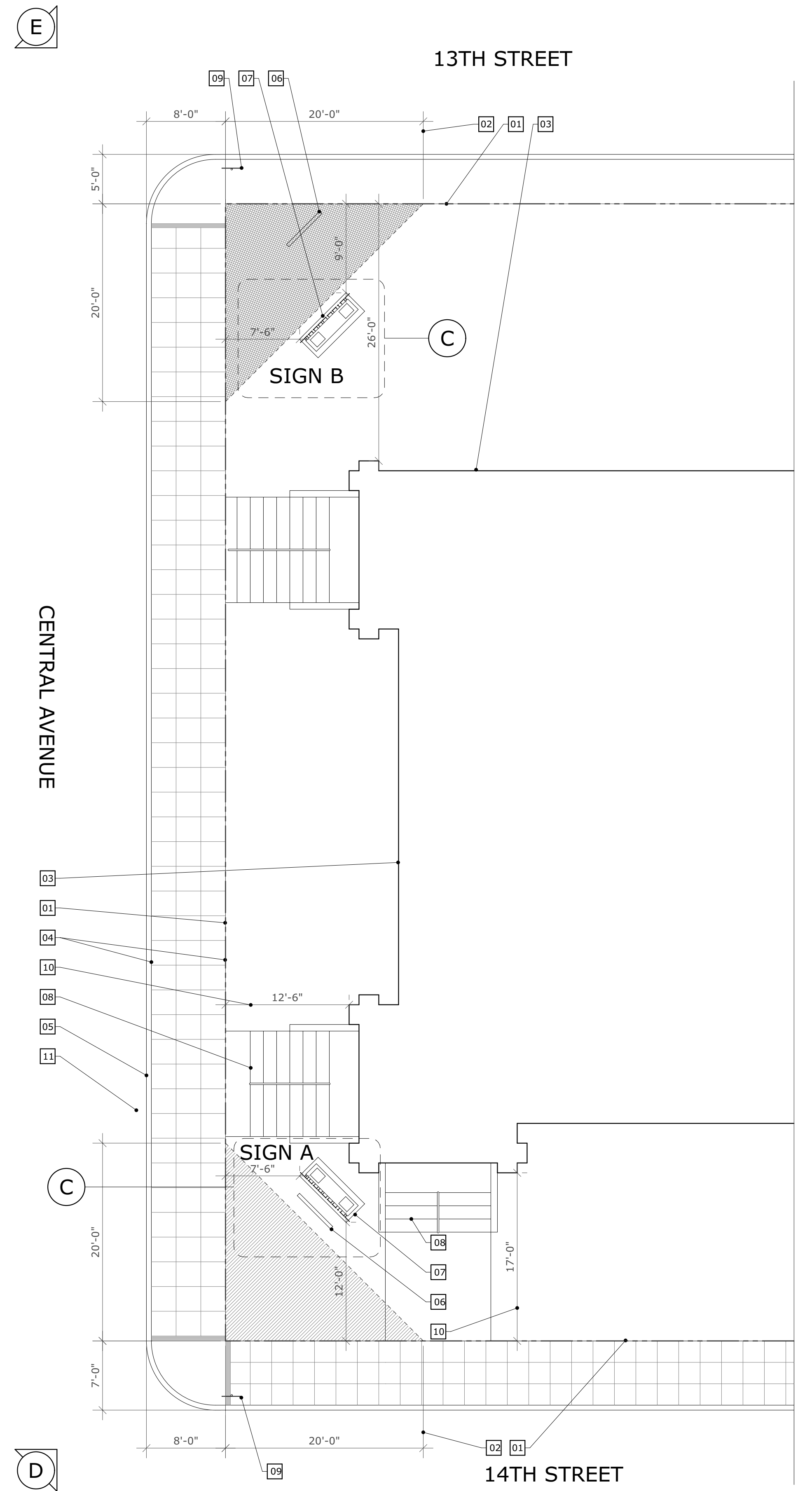
ALL DRAWINGS AND WRITTEN MATERIALS CONTAINED HEREIN CONSTITUTE THE ORIGINAL AND UNPUBLISHED WORK OF H3 DESIGNS AND MAY NOT BE DUPLICATED, USED OR TRANSFERRED WITHOUT WRITTEN CONSENT

SIGNAGE SUBMITTAL

A1.0

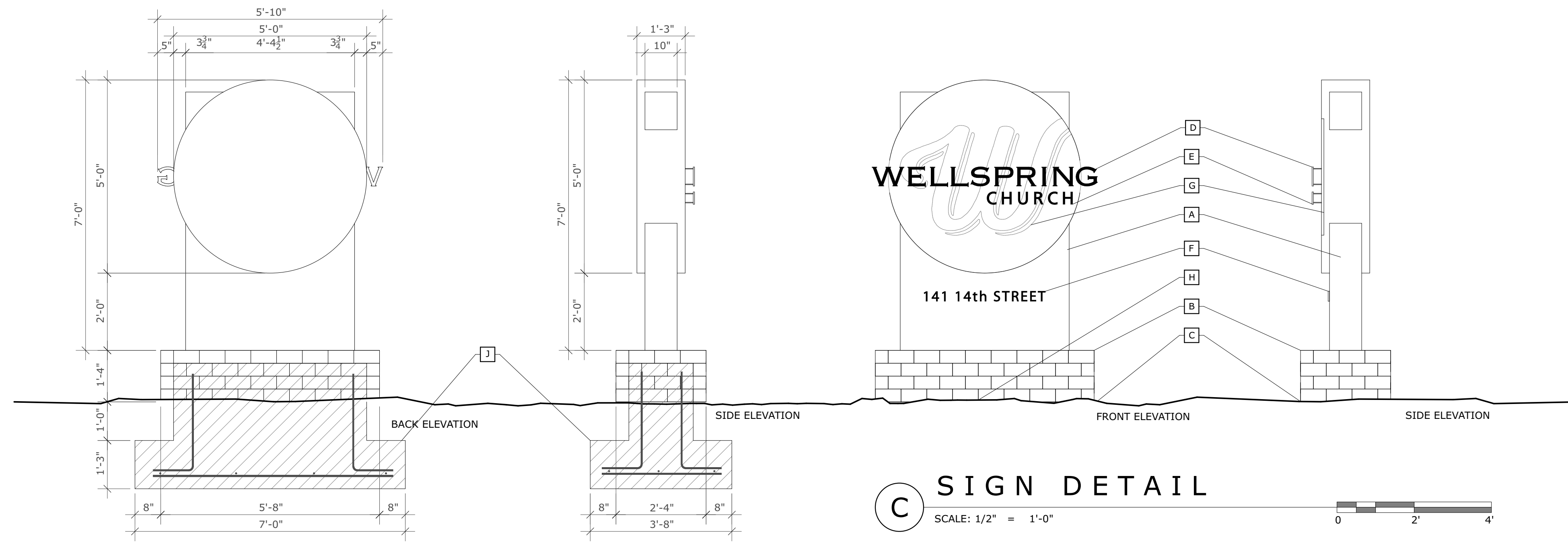


A OVERALL SITE PLAN
SCALE: 1/16" = 1'-0"



B DETAIL SITE PLAN
SCALE: 1/8" = 1'-0"

SITE PLAN NOTES	SCOPE OF WORK
<ul style="list-style-type: none"> 01 PROPERTY LINE 02 20' SETBACK 03 BUILDING OUTLINE 04 LINE OF SIDEWALK 05 LINE OF 6" CURB 06 EXISTING SIGN LOCATION 07 PROPOSED SIGN LOCATION 08 STAIRS 09 STREET SIGN 10 EXISTING BUILDING SET BACKS 11 	<p>INSTALL (2) NEW SIGNS FOR WELLSPRING CHURCH ON THE CORNER OF 13TH AND CENTRAL AVENUE AS WELL AS 14TH AND CENTRAL</p> <p>VICINITY MAP</p>



- SIGNAGE NOTES**
- A 22 GA, CNC CUT, PAINTED METAL SIGN W/ ROUNDED FOLDS
 - B BRICK PLINTH TO MATCH (E) BRICK WORK ON BUILDING
 - C GRADE VARIES, APPROX. 18"
 - D 8" TALL, 1/4" THICK METAL LETTERING W/ 1" STAND-OFFS
 - E 4" TALL, 1/4" THICK METAL LETTERING W/ 1" STAND-OFFS
 - F 3" TALL, 1/4" THICK METAL LETTERING MOUNTED TO FACE
 - G 1" INSET SCRIPTED 'W'
 - H EXTERIOR RATED 3W LED, DIMABLE LED NIGHT LIGHTING (300 LUMEN MAX)
 - J CONCRETE FOUNDATION W/ # 4 BAR AS SHOWN

H3 DESIGNS
549 HILLCREST AVENUE
PACIFIC GROVE, CA 93950
(C) 831.233.4319



07 . 30 . 18

WELLSPRING CHURCH
141 14TH STREET, PACIFIC GROVE CA 93950

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SIGNAGE SUBMITTAL

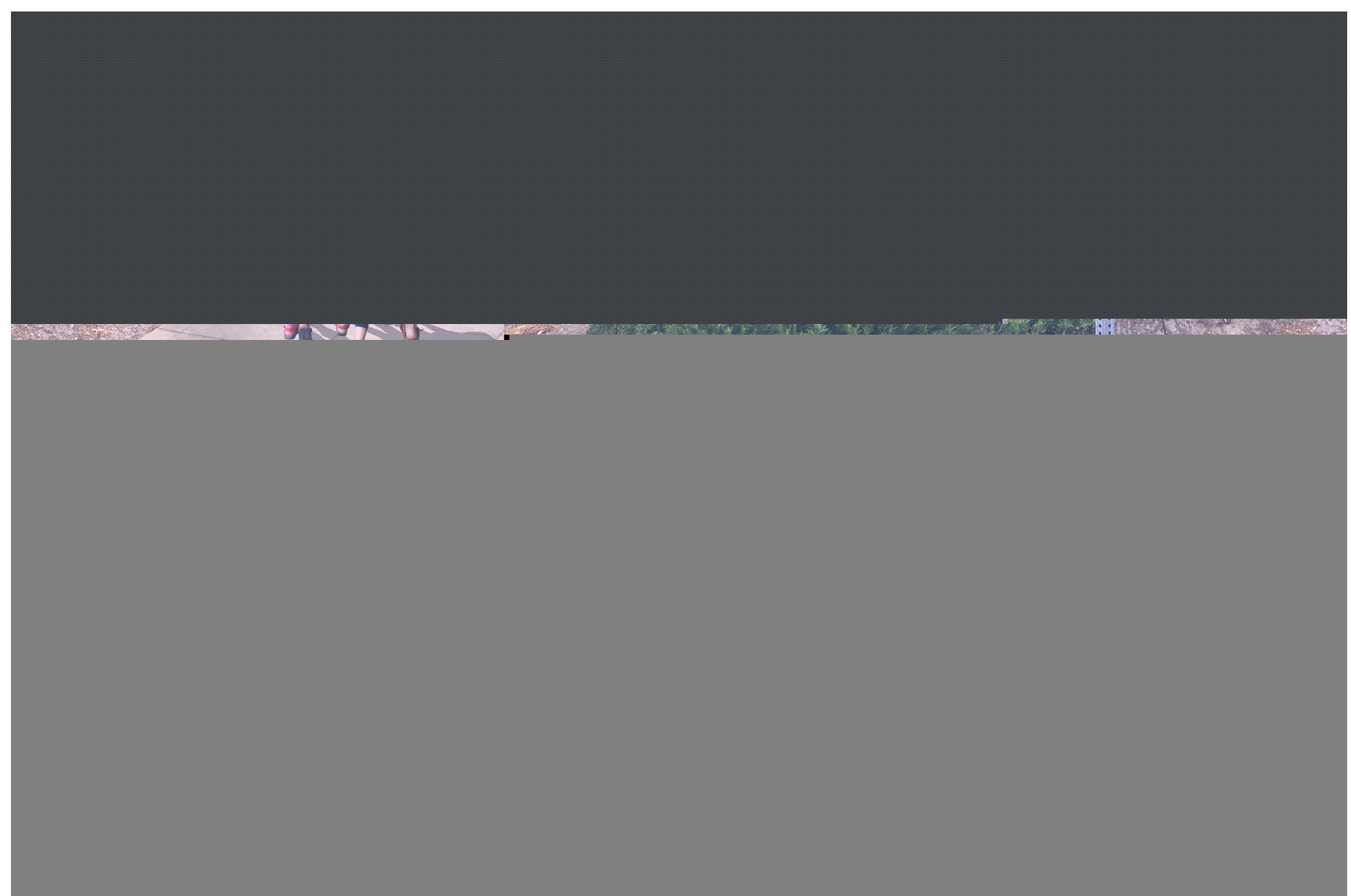
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EXISTING



EXISTING



PROPOSED

E 13TH & CENTRAL RENDERINGS
SCALE: NTS



PROPOSED

D 14TH & CENTRAL RENDERINGS
SCALE: NTS