



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 #18-722 to allow the removal of the existing sign, and to install 1 (one) sign with a sculpture of 14'-6 ¾" height by 4' width.

ADDRESS: 1150 Lighthouse Avenue (APN 006-111-001)

**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

Consider Sign Permit Application #18-722 and approve, subject to staff-recommended findings and conditions, including a condition of approval to reduce sculpture height to 12'.

BACKGROUND

On August 21, 2018, Edna Quiaoit, architect, applied for a Sign Permit to allow the removal of the existing sign, and to install 1 (one) sign with a sculpture of 14'-6 ¾" height by 4' width. The sign with the lighthouse sculpture would predominantly consist of a stucco finish, with a stone veneer base of 3' height, and an additional light fixture as part of the 2'-6 ¾" lighthouse sculpture on top, creating a total height of 14'-6 ¾". The sign would be externally lit with downward facing gooseneck-style lamps, and no light would be within the lighthouse sculpture.

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, with the exception of the height limit, which shall be corrected as a permit condition of approval.

The project proposes a height of 14'-6 ¾", which exceeds the allowable height limit of 12 feet, per PGMC 20.04.050(d). As a result, the height shall be reduced to 12' as a permit condition of approval. The project proposes a structure of 14'-6 ¾" height by 4' width. Although the sculpture is multidimensional, the signage is within the allowable size limit of 150 square feet, per PGMC 20.04.050(c).

The project proposes to be externally lit by downward facing gooseneck-style lamps, which is consistent with the municipal code's order of preference for preferred method of illumination, per PGMC 20.04.050(f)(2). The structure will not result in lighting, including flashing or blinking lights, for the lighthouse sculpture.

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. Details
- D. 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: 831.648.3187 • www.cityofpacificgrove.org/cedd

Permit Application

Application # 600-17-1125 ^{SP 18-722}
 Date: 11/7/17
 Total Fees: 60.00

APPLICANT/OWNER:	Project Address: <u>115D LIGHTHOUSE AVE. (LODGE)</u> APN: <u>006-111-001</u>			
	Project Description: <u>SIGNAGE</u>			
	Tree Work? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
	<u>Applicant</u>	<u>Owner</u>		
	Name: <u>NIK SERNAIDE</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 SAN FRANCISCO CA 94130</u>	Mailing Address: <u>115D LIGHTHOUSE AVE PACIFIC GROVE CA 93950</u>		
PLANNING STAFF USE ONLY:	Permit Request: <input checked="" type="checkbox"/> CRD: 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"/> ADU: 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: <input checked="" type="checkbox"/> Exempt <input type="checkbox"/> Initial Study & Mitigated Negative Declaration <input type="checkbox"/> Environmental Impact Report	Review Authority: <input type="checkbox"/> Staff <input type="checkbox"/> HRC <input type="checkbox"/> ZA <input type="checkbox"/> PC <input type="checkbox"/> SPRC <input type="checkbox"/> CC <input type="checkbox"/> ARB <input type="checkbox"/> _____	Active Permits: <input type="checkbox"/> Active Planning Permit <input type="checkbox"/> Active Building Permit <input type="checkbox"/> Active Code Violation Permit #: _____	Overlay Zones: <input type="checkbox"/> Butterfly Zone <input type="checkbox"/> Coastal Zone <input type="checkbox"/> Area of Special Biological Significance (ASBS) <input type="checkbox"/> Environmentally Sensitive Habitat Area (ESHA)
	Property Information Lot: _____ Block: _____ Tract: _____ ZC: _____ GP: _____ Lot Size: _____			
	<input type="checkbox"/> Historic Resources Inventory <input type="checkbox"/> Archaeologically Sensitive Area			
Staff Use Only: Received by: <u>WL</u> <u>NOV 07 2017</u> PAID Assigned to: <u>WL</u> <u>60.00</u> <u>11-7-17</u> CITY OF PACIFIC GROVE COMMUNITY DEV. DEPT				

CERTIFICATION – I, the undersigned, in the capacity 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]
 Owner Signature (Required): [Signature]

Date: 11-6-17
 Date: 11-7-2017

Outdoor LED Gooseneck Lighting from Love IT Lighting Angle Shade on Gooseneck Arm



Cat No	Dimensions
20/859 LED 12	<p>Outdoor All Aluminum Angle Shade on Short Gooseneck Arm Overall Dimensions: 9 1/2" diameter, 20" extension, 18 1/2" high.</p> <p>Aluminum Angle Shade Head: 9 1/2" diameter, 12 1/2" high, 12 Watt LED, 50,000 Hours, 800LM, CRI 80, available in 3,000K and 4,000K.</p> <p>Arm: 16" gooseneck arm extension, 90 degree front bend, 6" high, with 4" cast canopy for octagonal junction box</p>

- Made in the U.S.A.
- All Aluminum Construction, will never rust
- 7/8" Diameter, 1/2 Schedule 40 pipe
- High Temperature Porcelain Socket
- 12 Watt LED build-in, 50,000 HR, 800 lm, CRI 80
- Available in 3,000K or 4,000K
- Over 25 powder-coated finishes
- Mount: Screws Directly into 4" Octagonal Box
- Other Mounting Options Available

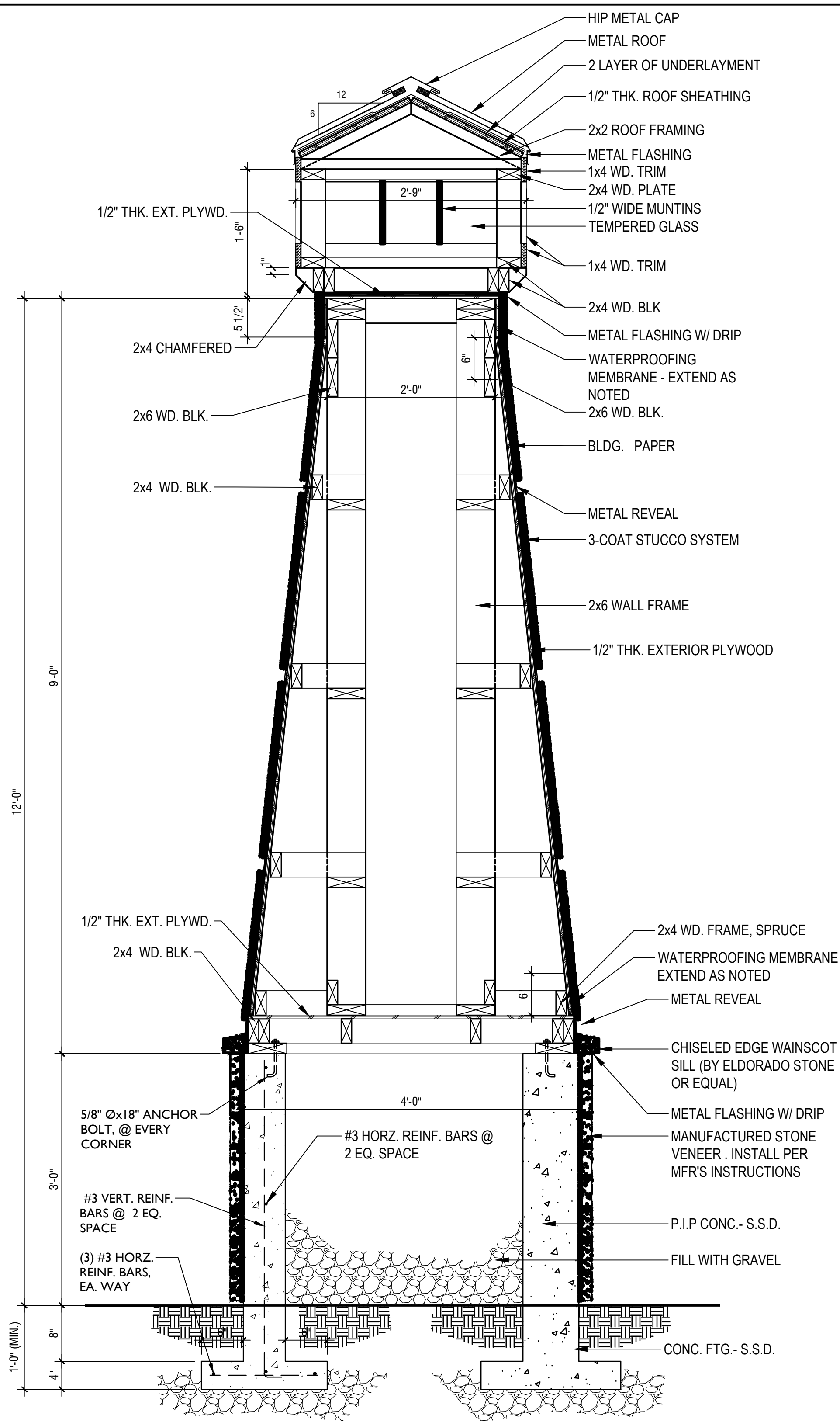
Powder Coated Painted Finishes: Almond, Aluminum Paint, Black, Light Blue, Dark Blue, Light Bronze, Brown, Burgundy, Copper Paint, Forest Green, Gold Paint, Light Green, Orange, Pink, Red, Turquoise, Verdi Green, White, Yellow



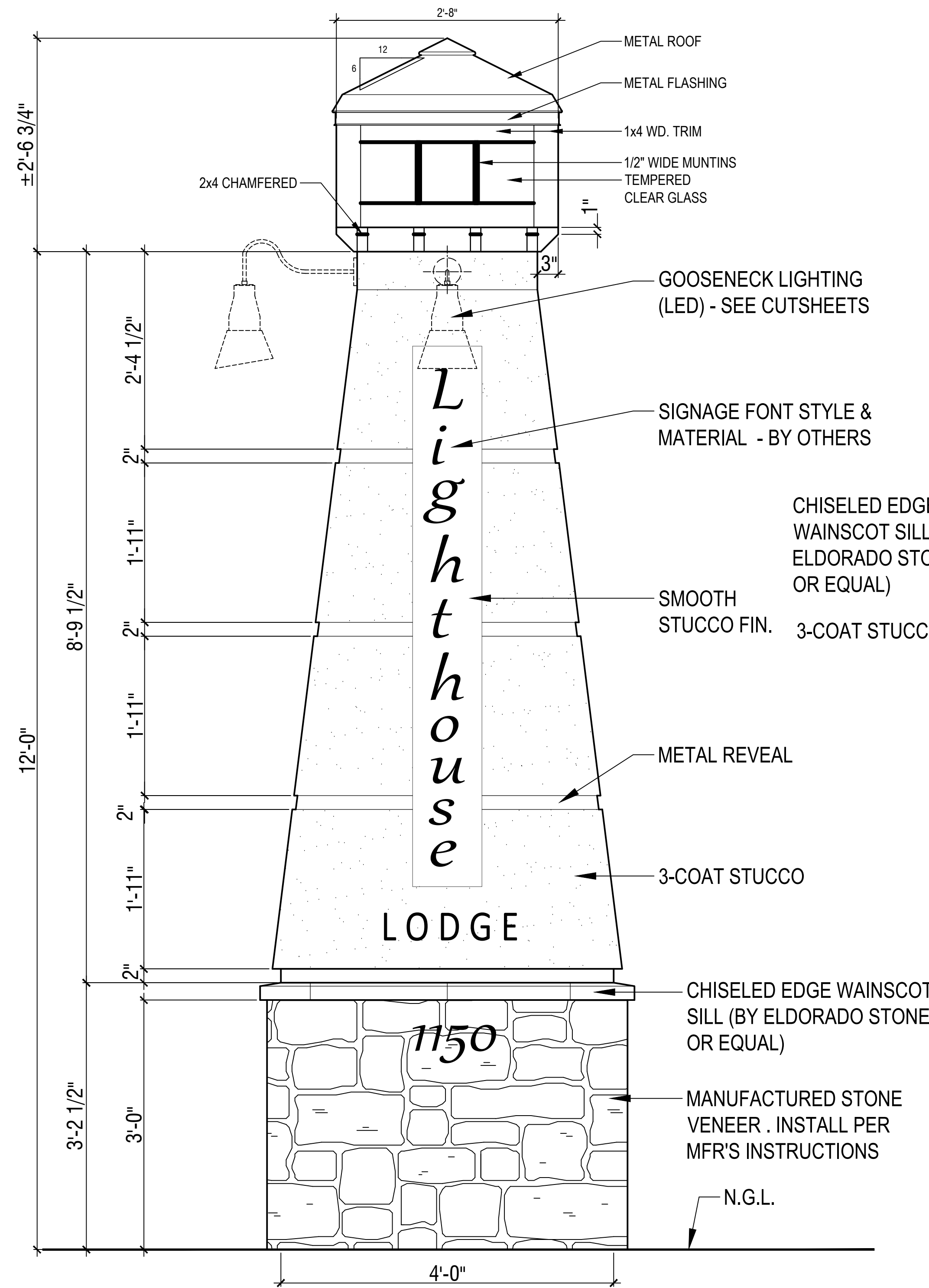
5 WHITING WAY
SAN FRANCISCO, CA 94130
T: 415-534-8184

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

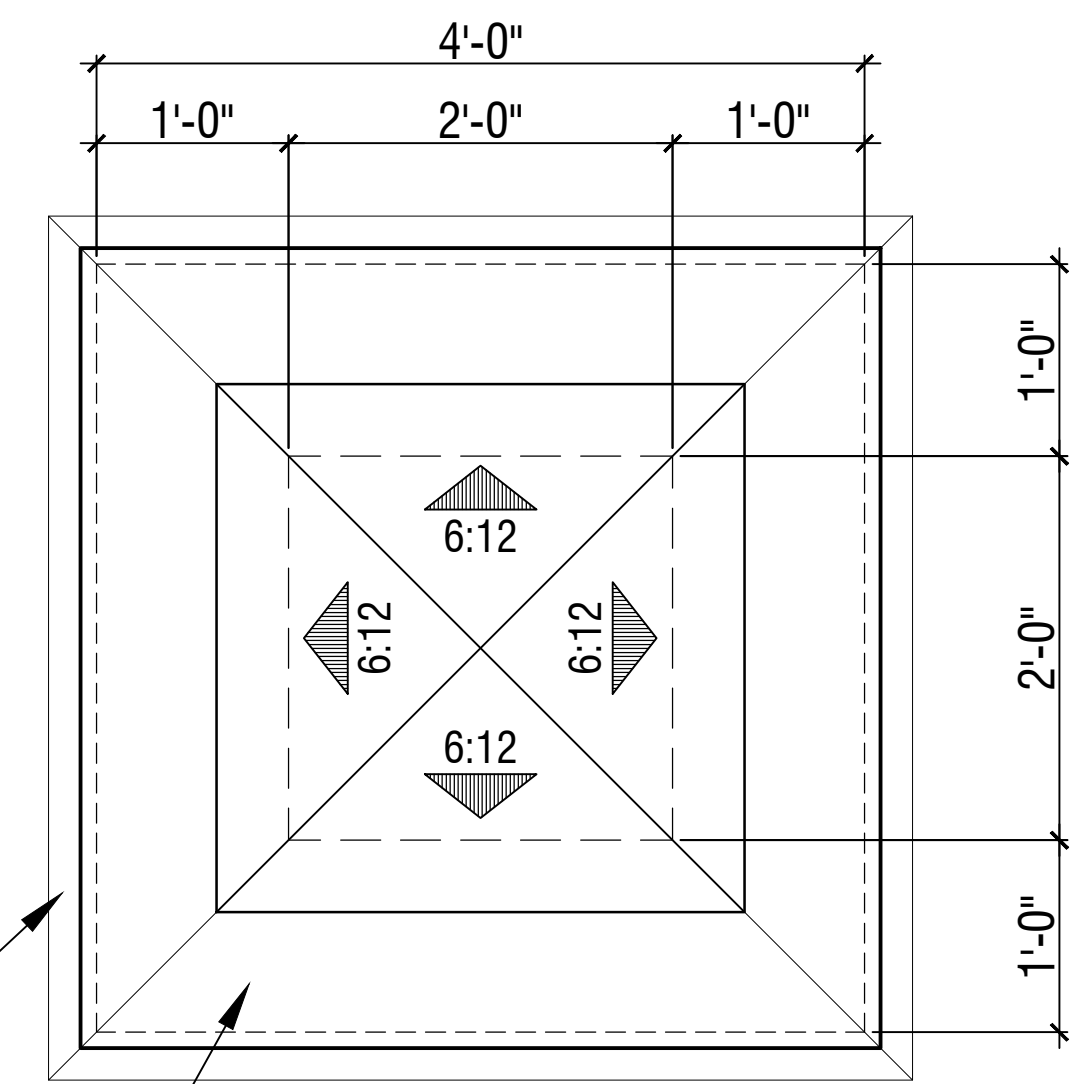
ISSUED FOR: PLANNING DEPT. SUBMITTAL DATE: 06.28.2018



3 SECTION
SCALE: 1" = 1'-0"



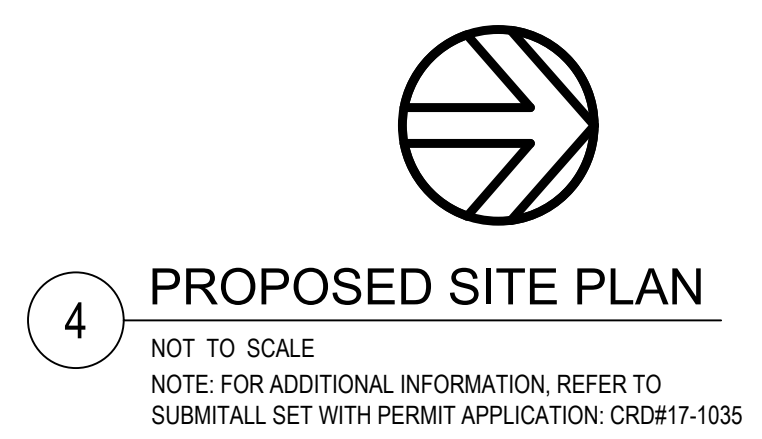
2 FRONT ELEVATION
SCALE: 1" = 1'-0"



1 PLAN
SCALE: 1" = 1'-0"

15026

1190 LIGHTHOUSE AVENUE, PACIFIC GROVE, CA 93950



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



EXISTING SIGNAGE @ MAIN ENTRY



A2.0
PROPOSED SIGNAGE
(LIGHTHOUSE LODGE)