

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 34" height

by 4' width.

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

ZONING/ R-3-M / VA/MDR

LAND USE:

APPLICANT/ Edna Quiaoit/Bill Perkins / Pacifica Lighthouse, LP

OWNER:

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 3/4" 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 3/4" lighthouse sculpture on top, creating a total height of 14'-6 3/4". 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 3/4", 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 3/4" 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."

CEOA

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, AICP

Wendy Lao

Associate Planner



Applicant Signature:

Owner Signature (Required): .__

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.cityoTpacificgrove.org/cedd Permit Application

Total Fees:

SP 18-722 Application #

Date:

Updated: 08/17/2017

Tree Work?	Tree Work?	Tree Work?	Tree Work?
Tree Work?	Tree Work?	Tree Work?	Tree Work?
Tree Work?	Tree Work? Yes INO Appolicant Name: NIK SERJANDE NAME: NIK SER	Tree Work? Yes SNO Applicant Dwrner Name: NIK SEPHANDE Phone: 125 122 Phone: 119 290 9000 Email: NIK @ MAY RIK STUDIO COM Email: SISRANI® RACAFICACOM PANIES COM Mailing Address: 5 WHITING WAY Mailing Address: 1150 LIGHTHOUSE AVE SAAN FEPHACISCO CA 94130 PACAFIC GROVE CA 93950 Permit Request: Counter Determination GSP: Sign Permit UP: Use Permit UP:	Tree Work?
Email: NIK @ MAVRIKSTUDID .Com Email: SISRANI @ PACIFICACOM PANIE Mailing Address: 5 WHITING WAY SAN FRANCISCO CA 94130 Permit Request: CRD: Counter Determination GSP: Sign Permit UP: Use Permit UP: Use Permit UP: Historic Screening WMP: Mitigation Monitor DAD: Arch Design Change DADI: Acc Dwelling Unit DASP: Admin Sign Permit UA: Lot Line Adjustment TPD: Tree Permit W/ Dev't UOther:	Email: NIK @ MAY RIKSTUDID.COM Mailing Address: 5 WHITING WAY Mailing Address: 5 WHITING WAY Mailing Address: 1150 LIGHTHOUSE AVE PACKET GROVE CA 93950 Permit Request: CRD: Counter Determination GSP: Sign Permit	Email: NIK @ MAVRIKSTUDID.COM Mailing Address: 5 WHITING WAY SAN FRENCISCO CA 94/30 Permit Request: CRD: Counter Determination	Email: NIK @ MAV RIK STUDIO COM Mailing Address: 5 WHITING WAY Seal PROVICISCO CA 94/30 Permit Request: SCRD: Counter Determination
Email: NIK @ MAVRIKSTUDID .Com Email: SISRANI @ PACIFICACOM PANIE Mailing Address: 5 WHITING WAY SAN FRANCISCO CA 94130 Permit Request: CRD: Counter Determination GSP: Sign Permit UP: Use Permit UP: Use Permit UP: Historic Screening WMP: Mitigation Monitor DAD: Arch Design Change DADI: Acc Dwelling Unit DASP: Admin Sign Permit UA: Lot Line Adjustment TPD: Tree Permit W/ Dev't UOther:	Email: NIK @ MAY RIKSTUDID.COM Mailing Address: 5 WHITING WAY Mailing Address: 5 WHITING WAY Mailing Address: 1150 LIGHTHOUSE AVE PACKET GROVE CA 93950 Permit Request: CRD: Counter Determination GSP: Sign Permit	Email: NIK @ MAVRIKSTUDID.COM Mailing Address: 5 WHITING WAY SAN FRENCISCO CA 94/30 Permit Request: CRD: Counter Determination	Email: NIK @ MAV RIK STUDIO COM Mailing Address: 5 WHITING WAY Seal PROVICISCO CA 94/30 Permit Request: SCRD: Counter Determination
Email: NIK @ MAVRIKSTUDID .Com Email: SISRANI @ PACIFICACOM PANIE Mailing Address: 5 WHITING WAY SAN FRANCISCO CA 94130 Permit Request: CRD: Counter Determination GSP: Sign Permit UP: Use Permit UP: Use Permit UP: Historic Screening WMP: Mitigation Monitor DAD: Arch Design Change DADI: Acc Dwelling Unit DASP: Admin Sign Permit UA: Lot Line Adjustment TPD: Tree Permit W/ Dev't UOther:	Email: NIK @ MAY RIKSTUDID.COM Mailing Address: 5 WHITING WAY Mailing Address: 5 WHITING WAY Mailing Address: 1150 LIGHTHOUSE AVE PACKET GROVE CA 93950 Permit Request: CRD: Counter Determination GSP: Sign Permit	Email: NIK @ MAVRIKSTUDID.COM Mailing Address: 5 WHITING WAY SAN FRENCISCO CA 94/30 Permit Request: CRD: Counter Determination	Email: NIK @ MAV RIK STUDIO COM Mailing Address: 5 WHITING WAY Seal PROVICISCO CA 94/30 Permit Request: SCRD: Counter Determination
Email: NIK @ MAVRIKSTUDID .Com Email: SISRANI @ PACIFICACOM PANIE Mailing Address: 5 WHITING WAY SAN FRANCISCO CA 94130 Permit Request: CRD: Counter Determination GSP: Sign Permit UP: Use Permit UP: Use Permit UP: Historic Screening WMP: Mitigation Monitor DAD: Arch Design Change DADI: Acc Dwelling Unit DASP: Admin Sign Permit UA: Lot Line Adjustment TPD: Tree Permit W/ Dev't UOther:	Email: NIK @ MAY RIKSTUDID.COM Mailing Address: 5 WHITING WAY Mailing Address: 5 WHITING WAY Mailing Address: 1150 LIGHTHOUSE AVE PACKET GROVE CA 93950 Permit Request: CRD: Counter Determination GSP: Sign Permit	Email: NIK @ MAVRIKSTUDID.COM Mailing Address: 5 WHITING WAY SAN FRENCISCO CA 94/30 Permit Request: CRD: Counter Determination	Email: NIK @ MAV RIK STUDIO COM Mailing Address: 5 WHITING WAY Seal PROVICISCO CA 94/30 Permit Request: SCRD: Counter Determination
Email: NIK @ MAVRIKSTUDID .Com Email: SISRANI @ PACIFICACOM PANIE Mailing Address: 5 WHITING WAY SAN FRANCISCO CA 94130 Permit Request: SCRD: Counter Determination GSP: Sign Permit OP: Use Permit OP: Use Permit OP: Historic Screening OAP: Administrative AP OAD: Administrative UP OAP: Administrative AP OAD: Administrative UP OAP: Administrative OAP OAP: A	Email: NIK @ MAY RIKSTUDIO.com Mailing Address: 5 WHITING WAY San Proncisco CA 94/30 Mailing Address: 1/50 LIGHTHOUSE AVE Permit Request: CRD: Counter Determination GSP: Sign Permit	Email: NIK @ MAV RIK STUDIO COM Mailing Address: 5 WHITINA WAY SAN FRENCISCO CA 94130 Permit Request: KRD: Counter Determination	Email: NIK @ MAV RIK STUDIO COM Mailing Address: 5 WHITING WAY Seal PROVICISCO CA 94/30 Permit Request: SCRD: Counter Determination
Mailing Address: 5 WHITING WAY SAN FRANCISCO CA 94/30 Permit Request: CRD: Counter Determination OAP: Architectural Permit OUP: Use Permit OHS: Initial Historic Screening WAP: Administrative AP OAD: Administrative UP OAP: Administrative AP OAD: Acc Dwelling Unit OA: Appeal OASP: Admin Sign Permit OAD: LGHTHOUSE AV PACIFIC GROVE CA 93950 OAM: Environmental impact OHS: Initial Historic Screening WAP: Varience OAM: Miling Address: 1/50 LIGHTHOUSE AV PACIFIC GROVE CA 93950 OAM: Environmental impact OAP: Architectural Permit OAP: Administrative AP OAD: Architectural Permit OAP: Administrative AP OAD: Acc Dwelling Unit OA: Appeal OAP: Admin Sign Permit OAP: Administrative UP OAP: Tree Permit W/ Dev't OATHER CA 93950 OAP: CA 93950 OAP: ElR: Environmental impact OAP: Administrative AP OAP: Appeal OAP: Appeal OAP: Administrative AP OAP: Administrative AP OAP: Administrative AP OAP: Administrative AP OAP: Appeal OAP: Administrative AP OAP: Admi	Mailing Address: 5 WHITIN 6 WAY SAN PROMICISCO CA 94/30 Permit Request: CRD; Counter Determination SSP; Sign Permit	Mailing Address: 5 WHITING WAY SAN FRENCISCO CA 94/30 Permit Request: SCRD: Counter Determination AP: Architectural Permit UP: Use Permit AP: Administrative AP DADI: Active Permit DADI: Active Permit DADI: Active Permit DER: Environmental impact MMP: Mitigation Monitoring DADI: Arch Design Change DADI: Acc. Dwelling Unit DASP: Administrative AP DADI: Active Permit DEA: Appeal DER: Environmental impact WMP: Mitigation Monitoring DESTORTMENT PERMIT DESTORTMENT PERMIT DETECTOR	Mailing Address: 5 WHITING WAY SAN PROMISSION CA 94/30 Permit Request: **CRD: Counter Determination
Permit Request: CRD: Counter Determination OAP: Architectural Permit OUP: Use Permit OHS: Initial Historic Screening OAP: Administrative AP OAD: Administrative UP OAP: Historic Preservation OAD: Arch Design Change OAD: Acc Dwelling Unit OA: Appeal OASP: Admin Sign Permit OAD: Lot Merger OHS: Initial Historic Screening OAM: Varience OAMP: Mitigation Monitor OAC Arch Design Change OAD: Acc Owelling Unit OA: Appeal OASP: Admin Sign Permit OAD: Lot Line Adjustment OAD: Tree Permit W/ Dev't OATHER CAP 93957	Permit Request: CRD: Counter Determination GSP: Sign Permit D.M.: Lot Merger DER: Environmental Impact DAP: Architectural Permit D.W.: Use Permit D.W.: Initial Historic Screening VAR: Variance DAP: Administrative AP DAUP: Administrative UP DER: Historic Preservation DER: MMP: Mitigation Monitoring DADC: Arch Design Change DER: Environmenter Permit DEA: Lot Line Adjustment DED: Tree Permit W/ Dev't DOther:	Permit Request: CRD: Counter Determination AP: Architectural Permit AP: Administrative AP DADC: Arch Design Change DADL: Acc. Dwelling Unit DASP: Admin Sign Permit DIA: Lot Line Adjustment DASP: Admin Sign Permit DIA: Lot Line Adjustment DER: Environmental impact DAMP: Variance MMP: Mitigation Monitoring DASP: Admin Sign Permit DIA: Lot Line Adjustment DEA: Appeal DEM: Acc. Dwelling Unit DEA: Appeal DEM: Acc. Dwelling Unit DEM: Tree Permit W/ Dev't DOther: CECA Determination: Review Authority: Active Permits: Overlay Zones: DEM: Overlay Zone DEM: Acc. Decign Change DAMP: Mitigation Monitoring DEM: Acc. Dwelling Unit DEM: Active Permit W/ Dev't DOther: CECA Determination: Review Authority: Active Permits: DATIVE Code Violation Permit Demironmental Sopolal Biological Significance (ASBS) DEM: Mitigated Code Violation Permit Demironmental Social Biological Significance (ASBS) DEM: Overlay Zone Coastal Zone DATE Of Social Biological Significance (ASBS) DEM: Overlay Zone Tract: Tract: DEM: Tract: DEM: Tract:	Permit Request: CRD: Counter Determination AP: Architectural Permit AP: Administrative AP BAUP: Administrative UP BAUP: Administrative AP BAUP: Administrative UP BAUP: Historic Preservation BAUP: Midigation Monitoring CECA Determination: Review Authority: Active Permits: CECA Determination: CECA Determination: Review Authority: Active Permits: Butterfly Zone Butterfly Zone Coastal Zone Bendironmental Impact Report Biock: Biock: Tract: Tract:
Permit Request: CRD: Counter Determination GP: Sign Permit LM: Lot Merger EIR: Environmental impact AP: Architectural Permit UP: Use Permit HPS: Initial Historic Screening VAR: Variance AP: Administrative AP AUP: Administrative UP HPP: Historic Preservation MMP: Mitigation Monitor ADC: Architectural Permit ASP: Administrative AP ADI: Acc. Dwelling Unit AR: Appeal ASP: Admin Sign Permit ULA: Lot Line Adjustment TPD: Tree Permit W/ Dev/t Uniter:	Permit Request: CRD: Counter Determination GSP: Sign Permit DLM: Lot Merger DER: Environmental impact DAP: Architectural Permit DUP: Use Permit DIHS: Initial Historic Screening VAR: Variance DAP: Administrative AP DAUP: Administrative UP DHPP: Historic Preservation DMMP: Mitigation Monitoring DADC: Arch Design Change DADL: Acc. Dwelling Unit DA: Appeal DStonomater Permit DAP: Administrative UP DAP: Tree Permit W/ Dev/t DOTHER: DOTHER: DOTHER: DOTHER: DOTHER: DOTHER: DATE DINITIAL Study & Mitigated DAR DR DACTIVE Building Permit DATE DA	Permit Request: CRD: Counter Determination CSP: Sign Permit CLM: Lot Merger CER: Environmental impact CRD: Counter Determination CSP: Sign Permit CLM: Lot Merger CRD: Counter Determination: CSP: Sign Permit CLM: Lot Merger CRD: Counter Determination CSP: Sign Permit CLM: Lot Merger CLM: Lot Merger CLM: Variance VAR: Variance VAR: Variance VAR: Variance CLM: Variance CLM: Market Merger CLM: Market Merger CLM: Market Merger CLM: Variance CLM: Market Merger CLM: Variance CLM: Market Merger CLM: Market Merge	Permit Request: CRD: Counter Determination CASP: Sign Permit CLM: Lot Merger CER: Environmental impact CAP: Architectural Permit CUP: Use Permit CLM: Lot Merger CAR: Variance VAR: Varianc
CRD: Counter Determination GSP: Sign Permit UM: Lot Merger UER: Environmental impact AP: Architectural Permit UP: Use Permit UHS: Initial Historic Screening UVAR: Variance AAP: Administrative AP AUP: Administrative UP UAP: Historic Preservation UMMP: Mitigation Monitor AAC: Arch Design Change UADL: Acc. Dwelling Unit UA: Appeal UStommater Permit UASP: Admin Sign Permit ULA: Lot Line Adjustment UTPD: Tree Permit W/ Dev/t UCITHET.	CRD: Counter Determination AP: Architectural Permit UP: Use Permit HP: Initial Historic Screening VAR: Varience AP: Administrative AP AUP: Administrative UP HPP: Historic Preservation AMMP: Mitigation Monitoring ACC Arch Design Change DADU: Acc Dwelling Unit DA: Appeal DASP: Admin Sign Permit HA: Lot Line Adjustment TPD: Tree Permit W/ Dev't UCther: CECA Determination: Review Authority: Active Permits: Overlay Zones: CECA Determination: Review Authority: Active Planning Permit I Butterfly Zone I Coastal Zone Negative Decks ation D SPRC CC Active Building Permit Active Code Violation Benitronmental Impact Report D ARB D Permit Code Violation Significance (ASSS) UEnvironmentality Sensitive	SCRD: Counter Determination Scape Sign Permit Counter Determination Counter Determination Counter Determination Counter Design Change	Sep: Sign Permit
CECA Determination: Review Authority: Active Permits: Overlay Zones: XExempt	X Exempt	Coastal Zone Coastal Study & Miltigated ZA PC Active Building Permit Butterfly Zone Coastal Zone Coastal Study & Miltigated ZA PC Active Building Permit Coastal Zone Area of Special Biological Significance (ASBS) Emitronmental Impact Report Permit Emitronmentally Sensitive Habitat Area (ESHA) Property Information Lot: Block: Tract:	Coastal Zone Coastal Study & Mitigated ZA PC Active Building Permit Coastal Zone Coastal Zone Coastal Biological Stagative Declaration C
		Property Information Lot: Block: Tract:	Property Information Lot: Block: Tract: C GP: Lot Size:
Property Information	Property Information	\$ LOC:	Lot: Block: Track.
Lot: Slock Cot Size:	S LOT:	** ZC: Lot Size:	The Secretary of the Se
	GP: Lot Size:	A Jun - Spring - 1 w refer to Security - Sec	☐ Historic Resources inventory ☐ ☐ Archaeologically Sensitive Area
A Jan - Sp. As C - 1 Wagner / Decemberate and Conference and Confe	GP: LOC Size:	☐ Historic Resources inventory ☐ ☐ Archaeologically Sensitive Area	
	Thistoric Resources inventory RECDIArchaeologically Sensitive Area Staff Use Only: Received by: WW NOV 0 7 2017	Staff Use Only: Received by: W NOV 0 7 2017 S PAID	Staff Use Only: Received by: W NOV 0 7 2017 S PATE (40) (20)
Property Information Lot: Block: Tract:	Property Information Lot: Block: Tract:	GP: Lot Size:	☐ Historic Resources inventory REC☐ Archaeologically Sensitive Area

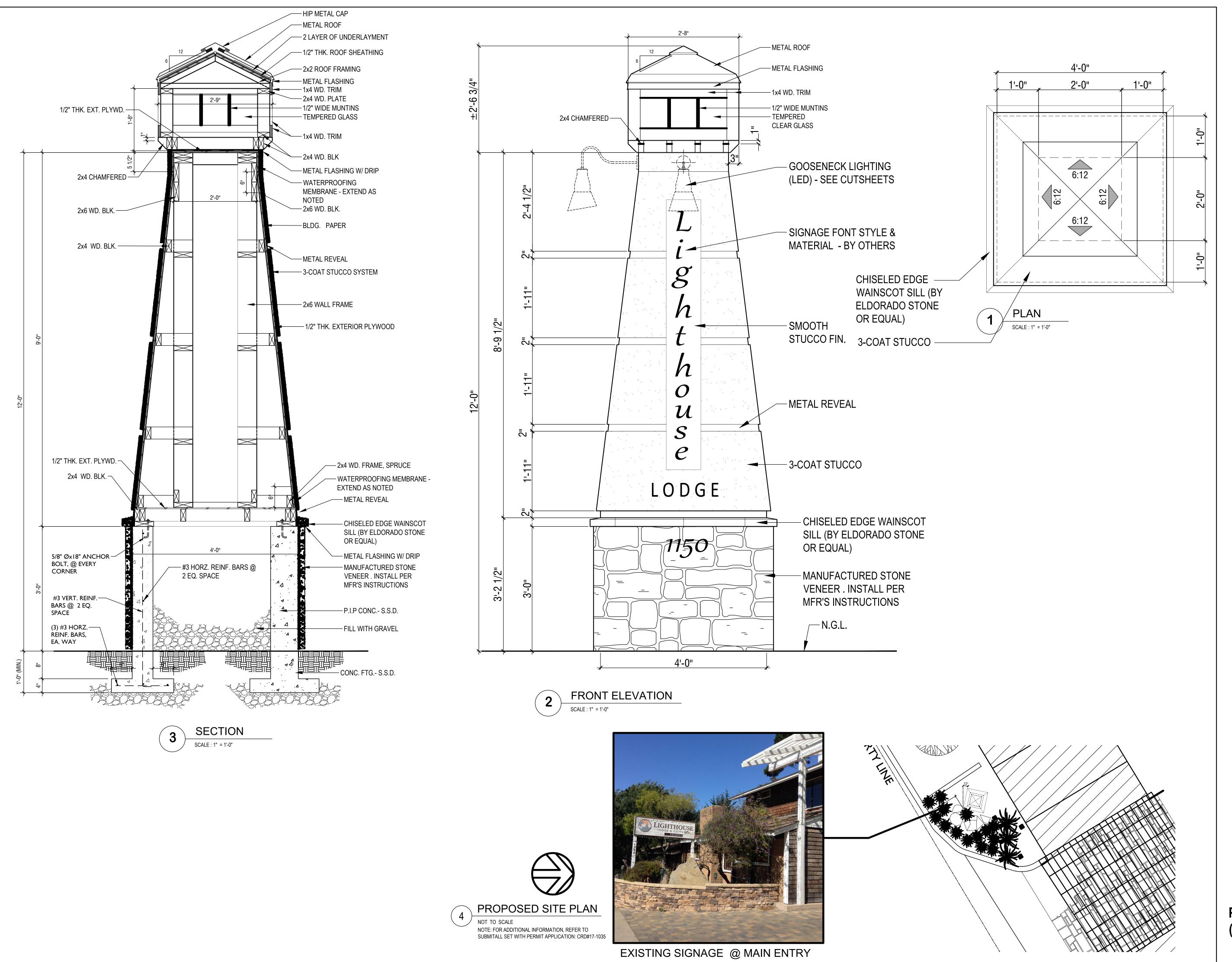
Outdoor LED Gooseneck Lighting from Love IT Lighting Angle Shade on Gooseneck Arm



Cat No	Dimensions
20/859 LED	Outdoor All Aluminum Angle
12	Shade on Short Gooseneck Arm
	Overall Dimensions: 9 1/2"
	diameter, 20" extension, 18 1/2"
	high.
	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.
	Arm: 16" gooseneck arm extension, 90 degree front bend, 6" high, with 4" cast canopy for octagonal junction box

- 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



-

-

COPYRIGHT © 2018 MAVRIK STUDIO

MAVRIKSTUDIO

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

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

PLANNING DEPT. SUBMITTAL 06.28.2018

ISSUED FOR:



A2.0
PROPOSED SIGNAGE
(LIGHTHOUSE LODGE)