

Staff Report City of Loma Linda

From the Department of Community Development

PLANNING COMMISSION MEETING OF JUNE 15, 2011

TO: PLANNING COMMISSION

FROM: KONRAD BOLOWICH, DIRECTOR



SUBJECT: VARIANCE (VA) NO. 11-70

SUMMARY

A variance request for relief from Section 17.18.140 B3(b) of the Loma Linda Municipal Code (LLMC) which requires at least five or more separate business activities and a minimum of five hundred feet of street frontage per parcel to establish one freestanding sign. Freestanding signs are limited to a height of 25 feet measured from the average street elevation adjacent to the sign. The proposed sign is for an existing storage facility (Plaza Mini Storage) that is currently located nearly thirty feet below the adjacent street grade (Mountain View Avenue). The proposed freestanding sign will have a maximum height of 55 feet measured from the ground up. The project site is located at 11105 Mountain View Avenue in a Commercial Manufacturing (CM) Zone.

RECOMMENDATION

The recommendation is that the Planning Commission approve VA No. 11-70 based on the Findings and subject to the Conditions of Approval.

PERTINENT DATA

Property Owner/Applicant:	Plaza Mini Storage/Quiel Bros Electric Sign Service
General Plan/Zoning:	Commercial/Commercial Manufacturing (CM)
Site:	1.68 acres
Topography:	Flat and approximately 30 feet below street grade
Vegetation:	None
Special Features:	Triangle shaped lot adjacent to rail road

BACKGROUND AND EXISTING SETTING

Background

On May 11, 2011, the applicants submitted an application for the above referenced project. On May 19, 2011 the Administrative Review Committee (ARC) reviewed the project and deemed it complete for processing pursuant to the California Permit Streamlining Act.

Existing Setting

The 1.68 acre lot is located just east of Mountain View Avenue adjacent to the Mountain View Bridge, north of Barton Road in a commercial land use area. The surrounding area is comprised of Southern Pacific Rail Road and vacant property to the north and east, an existing commercial retail and professional office center to the south and the Mountain View Bridge to the west. The mini storage facility was developed in 1979 and the architecture of the manager's suite and the storage buildings are indicative of the contemporary styling of that time.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) STATUS

The proposed freestanding sign is an accessory structure to an existing storage facility. Therefore, the project is eligible for a Class 11 exemption from CEQA pursuant to the CEQA Guidelines, Section 15311 (a).

Public Comments

Public notice for this project was posted and mailed to parcel owners and occupants within 300 feet of the project site on June 2, 2011. As of the writing of this report, there have been no written or oral comments received in opposition or in favor of the proposal.

ANALYSIS

Project Description

The project is a request to construct a 55-foot (measured the ground to the top of the sign) freestanding sign with a single steel support. The illuminated sign cabinet will be double faced and have a surface area of 144 square feet. The sign will be placed near the northwest corner of the existing property, with the base of the sign to be located at least 75 feet from edge of the Mountain View Bridge. The variance request is seeking relief from the sign code that requires at least five or more separate business activities and a minimum of five hundred feet of street frontage per parcel to establish one freestanding sign. The variance request is also seeking relief from the 25-foot height limitation for freestanding signs.

Site Analysis

The storage facility is located nearly 30 feet below the adjacent street grade limiting the exposure of business location. The storage facility is further obscured by the surrounding multi-level structures within the existing Loma Linda Plaza that's directly to the south of the storage facility. The proposed request is for the freestanding sign only. There will be no alterations to the existing structures on site. The proposed request will not affect any lot coverage, set back or building height requirements. The construction of the sign will not impede any existing access points to the site nor will it take away parking for the existing use.

Variance Findings

1. *That there are exceptional and extraordinary circumstances of conditions applicable to the property involved.*

The existing lot of record is located in an area that was developed in the 1970's. The triangular shaped lot has approximately 300 feet of frontage, all below street grade. The configuration of the lot in addition to the surrounding multi-level structures provide very little exposure to the business and their signs.

2. *That such variance is necessary for the preservation and enjoyment of the substantial property right possessed by other property in the same vicinity and zone and denied to the property in question.*

As previously stated, the storage facility is below grade and is screened by existing structures. The facility does not get the same exposure as the surrounding businesses. The proposed variance would allow the subject property to enjoy the same advantages possessed by other businesses in the neighborhood which include visibility and accessibility.

3. *That the granting of such a variance will not be materially detrimental to the public welfare or injurious to the property or improvements in such vicinity and zone in which the property is located.*

The proposed relief from Section 17.18.140 B3(b) of the LLMC will not be detrimental to the public welfare or injurious to property and improvements in that the majority of the property will not be altered in any way. The variance will not create a sub-standard lot but addresses some of disadvantages of being in the said location. In addition the construction will be subject to the necessary building code requirements to ensure compatibility and safety.

4. *The granting of such variances will be consistent with the general plan for the city.*

The proposed variance is consistent with the objectives of the General Plan found in the Guiding Policies Section 4.6.1.1 which states, "Foster a climate in which businesses in Loma Linda can prosper, enhancing Loma Linda's image as a good community in which to operate a business". The location of the new 55-foot freestanding sign allows for visibility which provides Plaza Mini Storage with a strong presence along the Mountain View Avenue corridor that it now lacks.

5. *That a public hearing was held wherein the applicant is heard and in which he substantiates all of the conditions cited in this subsection.*

The variance request is scheduled for review on the June 15, 2011 Planning Commission Meeting. The conditions to the project are included as Attachment C to this report.

CONCLUSION

Staff recommends approval of the project because it is consistent with the General Plan and the findings can be made to support the approval of the variance request. The project will maintain the existing land use and is compatible with the future uses in the surrounding area.

Report prepared by:



Allan Penaflorida
Assistant Planner

ATTACHMENTS

- A. Vicinity Map
- B. Project Plans
- C. Conditions of Approval

Attachment A

Vicinity Map

VA No. 11-70

June 15, 2011

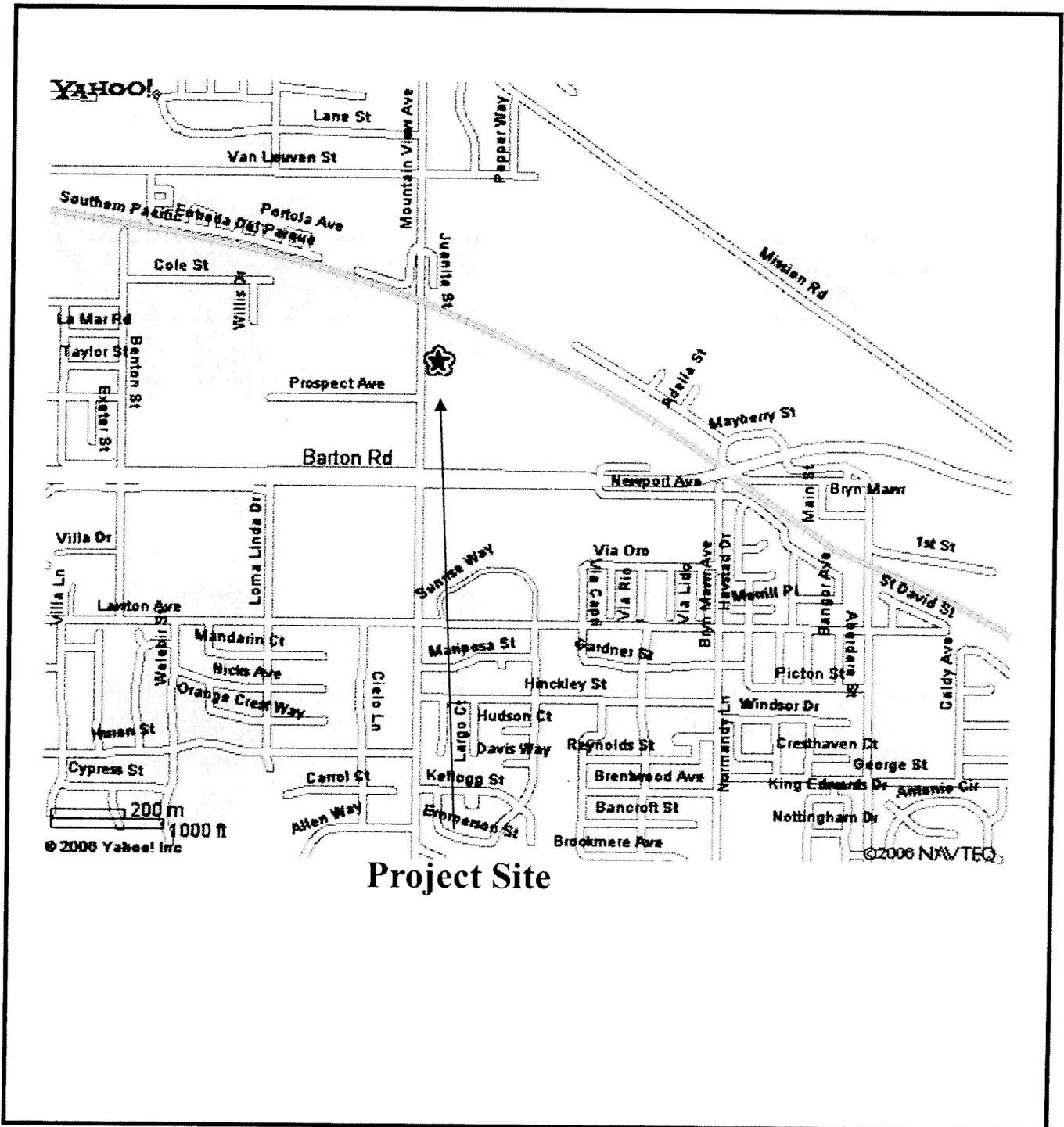


City of Loma Linda

Community Development Department

25541 Barton Road, Loma Linda, CA 92354

(909) 799-2830; Fax (909) 799-2894



Project Site

Vicinity Map

VA No. 11-70

Attachment B

Project Plans

VA No. 11-70

June 15, 2011



**11105 MOUNTAIN VIEW AVE
LOMA LINDA, CA**

ARTWORK & DESIGN
PRESENTED BY:

STIGS BY



SINCE 1981

ARTWORK & DESIGN
PRESENTED BY



CUSTOM MANUFACTURED SINGLE FACE, INTERNALLY ILLUMINATED FREESTANDING SIGN.
SCALE: 3/8" = 1'-0"

MANUFACTURE AND INSTALL:

ONE (1) 55' FREESTANDING SIGN w/ DOUBLE FACE, INT. ILLUMINATED SIGN CABINET

12' x 12' SIGN CABINET : PAINTED TO MATCH PANTONE 356C.

FACE : WHITE FLEX FACE w/ DIGITAL PRINTED GRAPHICS.

POLE : STEEL SUPPORT PAINTED TO MATCH PANTONE 356C.

INSTALL : INSTALL IN PAVED ASPHALT AREA. CONNECT TO ELECTRICAL AT SIGN LOCATION. (PROVIDED BY OTHERS)

COLORS:

SIGN FACE
PRINTED WHITE
FLEX MATERIAL

DIGITAL PRINT COLORS

■ C 100	■ M 0	■ Y 100	■ K 100
■ C 80	■ M 20	■ Y 80	■ K 80
■ C 60	■ M 40	■ Y 60	■ K 60
■ C 40	■ M 60	■ Y 40	■ K 40
■ C 20	■ M 80	■ Y 20	■ K 20
■ C 0	■ M 100	■ Y 0	■ K 0

CABINET
PAINTED TO MATCH
PANTONE 356 C

POLE
PAINTED TO MATCH
PANTONE 356 C



CONCEPT OF NEW SIGNAGE
NOT TO SCALE

DRAWINGS ARE FOR ILLUSTRATIVE PURPOSES ONLY. SCALES, DIMENSIONS AND LOCATION MAY VARY. SEAMS IN MATERIALS ARE NOT ILLUSTRATED. COLORS MAY VARY FROM ACTUAL PRODUCT.

<p>Inland Empire (909)885-4476 Coachella Valley (760)347-8370 • High Desert (760)955-7446 Fax: (909)888-2229 • Sales@equal Signs.com</p>		<p>Client & Location</p> <p>PURCHASER: Dennis Geller NAME: So Cal Self Storage ADDRESS: 11185 Alhambra View Ave., Loma Linda, CA 92354 COMPUTER FILE: So Cal Self Storage 11874-2C DATE DRAWN: 03/07/11 DRAWN BY: James Miller SALESPERSON: Tommy Clark</p>																									
<p>Original Drawing & Revisions</p> <table border="1"> <tr> <td>A</td> <td>Original Drawing</td> <td>1.5</td> <td>JV</td> <td>TC</td> <td>03/07/11</td> </tr> <tr> <td>B</td> <td>Revised from 40 - 55' per flag test</td> <td>.25</td> <td>NK</td> <td>TC</td> <td>05/2/11</td> </tr> <tr> <td>C</td> <td>Customer Art/Details</td> <td>.25</td> <td>JV</td> <td>TC</td> <td>05/16/11</td> </tr> <tr> <td></td> <td></td> <td>.25</td> <td>JV</td> <td>TC</td> <td>06/03/11</td> </tr> </table>		A	Original Drawing	1.5	JV	TC	03/07/11	B	Revised from 40 - 55' per flag test	.25	NK	TC	05/2/11	C	Customer Art/Details	.25	JV	TC	05/16/11			.25	JV	TC	06/03/11	<p>ESTIMATOR COPY</p> <p>SALES APPROVAL</p>	
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		.25	JV	TC	06/03/11																						
<p>© Copyright 2008, by Equal Signs, Electric Sign Service Co., Inc.</p>		<p>QESB SINCE 1961</p>																									

COLORS:

MATCH 230-51 SILVER GRAY

MATCH CMYK (C: 100, M: 100, Y: 100, K: 100)

MATCH CMYK (C: 100, M: 0, Y: 90, K: 35)

MATCH CMYK (C: 40, M: 0, Y: 60, K: 18)

MATCH CMYK (C: 60, M: 0, Y: 80, K: 27)

MATCH CMYK (C: 100, M: 0, Y: 90, K: 35)

MATCH CMYK (C: 30, M: 0, Y: 40, K: 7)

MATCH PMS 365 C

MATCH CMYK (C: 89, M: 28, Y: 94, K: 16)

PAINTED TO MATCH PMS 365 C

PAINTED TO MATCH PMS 365 C



SIGNS BY **SINCE 1961**

Inland Empire (909)885-4476
 Coachella Valley (760)347-8370 • High Desert (760)955-7446
 Fax: (909)888-2229 • Sales@equivalentsigns.com

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Client & Location

PURCHASER: Dennis Gular
 NAME: So Cal Self Storage PHONE NO: 949-779-1230

ADDRESS: 11185 Alhambra View Ave., Tustin, CA 92780
 COMPUTER FILE: So Cal Self Storage 11874-3
 DATE DRAWN: 04/02/11 SERVICE NO:
 DRAWN BY: Justin Veldt JOB NO:
 SALESPERSON: Tommy Clark DRAWING NO.: 11874-3

Original Drawing

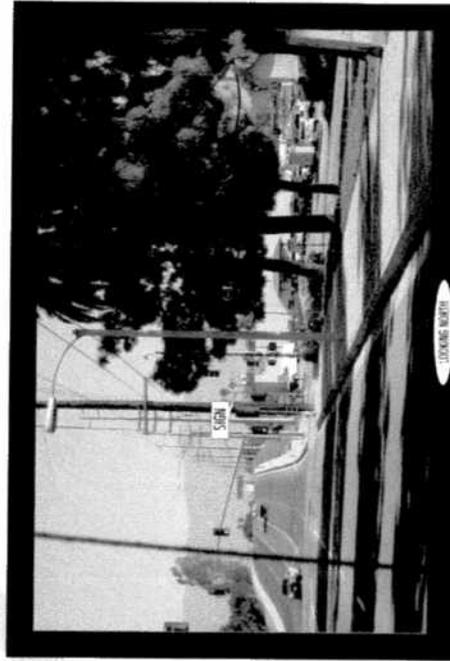
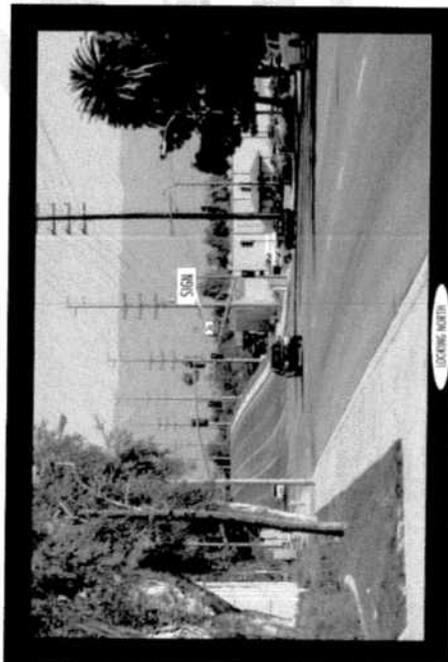
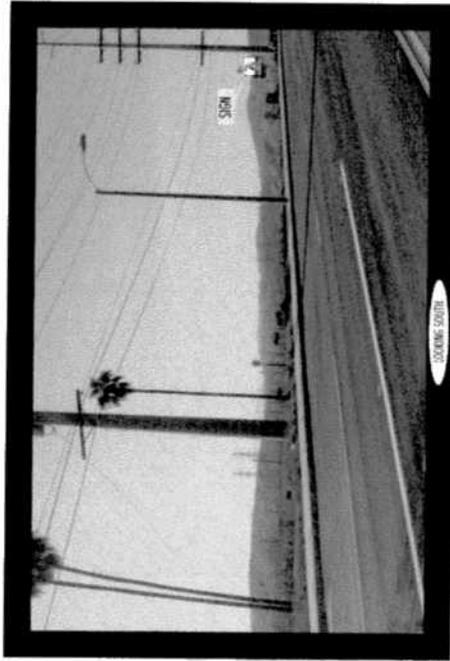
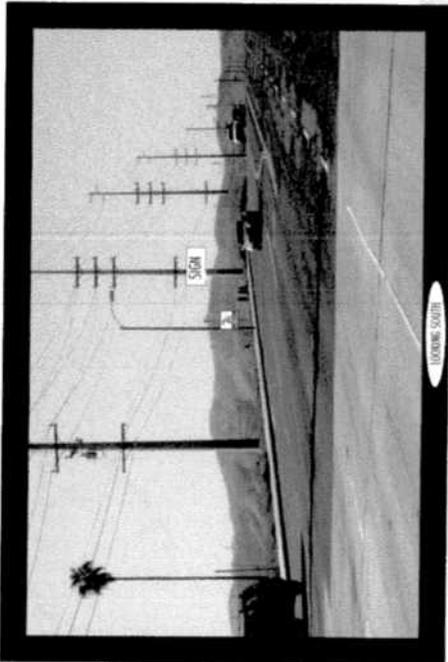
Original Drawing & Revisions

REV	DATE	BY	DESCRIPTION
01	04/02/11	JV	TC

CUSTOMER APPROVAL
 Approved for Size, Design and Colors
 Yes
 No

ESTIMATORS COPY

SALES APPROVAL



Sign is illustrated at 55' overall height
Sign cabinet is 12' x 12'

DRAWINGS ARE FOR ILLUSTRATIVE PURPOSES ONLY. SCALES, DIMENSIONS AND LOCATION MAY VARY. SEAMS IN MATERIALS ARE NOT ILLUSTRATED. COLORS MAY VARY FROM ACTUAL PRODUCT.

<p>Hand Empire (909)885-4476 Coodella Valley (760)347-8370 • High Desert (760)955-7446 Fax: (909)888-2239 • Sales@capital-signs.com</p> <p>© Capital Signs, by Quest Sign Systems, Inc.</p>		<p>NOTE: THE INFORMATION AND DESIGN DEPICTED IS THE SOLE PROPERTY OF QUEST ELECTRIC SIGN SERVICE CO., INC. AND SHALL NOT BE REPRODUCED, DISCLOSED, DISTRIBUTED, OR TRANSMITTED TO OTHERS FOR ANY PURPOSE. QUEST ELECTRIC SIGN CO., INC.</p>	<p>Client & Location</p> <p>PURCHASER: Desert Center NAME: So Cal Self Storage ADDRESS: 11105 Moorpark View Ave., Lemoore, CA 93234 COMPUTER FILE: So Cal Self Storage 11074 (PHOTO LAYOUT) DATE DRAWN: 03/07/11 DRAWN BY: Justin Weller SALESPERSON: Tommy Clark</p>	<p>Original Drawing</p> <p>1.5 JV TC 03/07/11</p>	<p>Original Drawing & Revisions</p> <p>1.5 JV TC 03/07/11</p>	<p>Estimate Approval</p> <p>Approved for Size, Design and Colors</p> <p>DATE: _____</p> <p>ESTIMATOR'S COPY</p> <p>SALES APPROVAL</p>
	<p>PHONE NO.: 949-779-2230</p> <p>JOB NO.: _____</p> <p>DRAWING NO.: 11074 (PHOTO LAYOUT)</p>	<p>Original Drawing</p>	<p>Estimate Approval</p>			

Attachment C

Conditions of Approval

VA No. 11-70

June 15, 2011

CONDITIONS OF APPROVAL

VARIANCE NO. 10-70

All applicable provisions and requirements of City Codes and Ordinances shall be met for this project. All conditions unless otherwise specifies are due prior to the issuance of building permits. The following specific requirements shall also apply:

COMMUNITY DEVELOPMENT DEPARTMENT

- 1 Within one year of this approval, the Conditional Use Permit (CUP) shall be exercised or the permit/approval shall become null and void. Within one year of development approval, commencement of construction shall have occurred or the permit/approval shall become null and void. In addition, if after commencement of construction, work is discontinued for a period of six months, then the permit/approval shall become null and void.

PROJECT:

Variance No. 10-70

EXPIRATION DATE:

June 15, 2012

- 2 In the event that this approval is legally challenged, the City will promptly notify the applicant of any claim or action and will cooperate fully in the defense of the matter. Once notified, the applicant agrees to defend, indemnify, and hold harmless the City, its officers, agents and employees from any claim, action or proceeding against the City of Loma Linda. The applicant further agrees to reimburse the City of any costs and attorneys' fees, which the City may be required by a court to pay as a result of such action, but such participation shall not relieve applicant of his or her obligation under this condition.
- 3 All construction shall meet the requirements of the editions of the *Uniform Building Code* (UBC)/California Building Code (CBC) and the *Uniform Fire Code* (UFC)/California Fire Code (CFC) as adopted and amended by the City of Loma Linda and legally in effect at the time of issuance of building permit.
- 4 Construction shall be in substantial conformance with the plan(s) approved by the Planning Commission. Minor modification to the plan(s) shall be subject to approval by the Director through a minor administrative process. Any modification, which exceeds 10% of the following allowable measurable design/site considerations shall require the refilling of the original application and a subsequent hearing by the appropriate hearing review authority as applicable.
- 5 This permit or approval is subject to all the applicable provisions of the Loma Linda Municipal Code, Title 17 in effect at the time of approval, and includes development standards and requirements relating to: Commercial Manufacturing Zone. Any exterior structural equipment, or utility transformers, boxes, ducts or meter cabinets shall be architecturally screened by wall or structural element, blending with the building design and include landscaping when on the ground.

6. Prior to establishing any new signs, or replacing existing signs, the applicant shall submit an application, and receive approval, for a sign permit from the Planning Division (pursuant to LLMC, Chapter 17.18) and building permit for construction of the signs from the Building and Safety Division.

7. Within 48 hours of approval of the subject project, the applicant shall deliver to the Community Development Department, a check or money order made payable to the **COUNTY OF SAN BERNARDINO** in the amount of \$50.00 (fifty dollars) to enable the City to file the appropriate environmental documentation for the project. If within such 48 hour period that applicant has not delivered to the Community Development Department the above-noted check, the statute of limitations for any interested party to challenge the environmental determination under the provisions of the California Environmental Quality Act may be significantly lengthened.

End of Conditions

Applicant signature

Date

Owner signature

Date