



AGENDA
CITY OF SEASIDE
PLANNING COMMISSION

SPECIAL MEETING
440 HARCOURT AVE (COUNCIL CHAMBER)
Wednesday, April 26, 2023
6:00 PM

NOTICE: *The City Council and the City's Boards, Commissions and Committees, will hold its public meetings in person, with a virtual option for public participation based on availability. The City of Seaside utilizes Zoom tele-conferencing technology for virtual public participation; however, we make no representation or warranty of any kind, regarding the adequacy, reliability, or availability of the use of this platform in this manner. Participation by members of public through this means is at their own risk.*

VIRTUAL PUBLIC PARTICIPATION INSTRUCTIONS

1. To view this meeting: Please click on the following link to the City of Seaside YouTube Channel: <https://www.youtube.com/c/CityofSeasideCalifornia>
2. To participate in this meeting: Using the Zoom application on your smart phone, laptop, tablet or desktop and click on this link: <https://us02web.zoom.us/j/81555467580>
WEBINAR ID: 815 5546 7580
3. To participate by phone: Please call (669) 900-9128
Enter the meeting ID 815 5546 7580 when prompted. There is no participate code – press the pound sign # after the recording prompts you.
4. To make public comment, the following options are available:
 - Before the Meeting via Email: Written comments can be emailed to CityClerk@ci.seaside.ca.us Include the following subject line: "Public Comment Item #___" (insert the agenda item number relevant to your comment). Written comments must be received at least two (2) hours prior to the meeting time on the day of the meeting.
 - During the Meeting via Oral Comments: When the Chair calls for public comment, attendees can queue to speak with the "Raise Hand" feature. On the Zoom application, click the "Raise Hand" button. On the phone, press *9.

IN PERSON PARTICIPATION INSTRUCTIONS

Members of the public participating in person and wishing to address the Commission may approach the podium when the Chair calls for public comment.

1. CALL TO ORDER

2. ROLL CALL - ESTABLISHMENT OF QUORUM

William Silva	Chair
Keith Dodson	Commissioner
John Owens	Commissioner
Arlington La Mica	Commissioner
Dave Evans	Commissioner
Danny Huynh	Commissioner
Elizabeth Madrigal	Commissioner

3. REVIEW OF AGENDA

If there are any items that arose after the 72-hour posting deadline, this is the point in the meeting where a vote may be taken to add the item to the agenda. (A 2/3-majority vote is required).

4. PUBLIC COMMENT FOR COMMISSIONS

Members of the public wishing to address the Commission on matters within the jurisdiction of the City of Seaside, but not on this agenda, may do so during the Public Comment period for up to three (3) minutes. Comments on specific agenda items are heard under that item. For the public record, please state your name.

5. APPROVAL OF MINUTES

A. APPROVE MINUTES FROM JANUARY 25, 2023

6. BUSINESS ITEMS

A. PERMIT EXTENSION REQUEST FOR BOARD OF ARCHITECTURAL REVIEW APPLICATION NO. BAR-22-05. AP GLOVER ENTERPRISES, LLC, OWNER AND APPLICANT, IS REQUESTING A PERMIT EXTENSION REQUEST OF ONE 12-MONTH PERIOD FOR BAR-22-05, WHICH WAS APPROVED BY THE PLANNING COMMISSION ON MAY 11, 2022. IF APPROVED, THE NEW EXPIRATION DATE FOR THE PROJECT WILL BE MAY 18, 2024. THE ORIGINAL PROJECT APPROVAL WAS FOR A 42-UNIT INFILL BUILDING REMODEL AND ASSOCIATED LANDSCAPE IMPROVEMENTS OF A FORMER NURSES BARRACKS LOCATED 4386 AND 4387 PARKER FLATS CUT OFF ROAD IN THE HIGH DENSITY RESIDENTIAL (RH) ZONING DISTRICT (APN: 031-150-011). THIS PROJECT IS EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) PER CEQA GUIDELINES SECTION 15061(B)(3)

RECOMMENDATION: The purpose of this item is for the Planning Commission, as the original review authority, to hold a public hearing on the requested permit

extension in accordance with SMC 17.64.080.B.1.c.

- B. MASTER SIGN PROGRAM NO. MSP-22-01: RYAN SULLIVAN, PROPERTY OWNER, AND JEREMY VANDERKRAATS, APPLICANT, ARE REQUESTING DESIGN REVIEW APPROVAL FOR A MASTER SIGN PROGRAM. THE PROJECT IS LOCATED AT 1730 THE MALL IN THE AUTOMOTIVE REGIONAL COMMERCIAL (CA) ZONING DISTRICT APN 011-535-030 AND 011-535-028. THE PROJECT IS CATEGORICALLY EXEMPT CLASS 1 SECTION 15301 FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)**

RECOMMENDATION: The purpose of this item is to review the proposed Master Sign Program in accordance with Seaside Municipal Code Section (SMC) 17.16.050.C.2. Staff recommends approval of the Master Sign Program for Sullivan's Tire subject to the Conditions of Approval in Attachment 1.

- C. GENERAL PLAN AMENDMENT 23-01 AND ZONING MAP AMENDMENT 23-01. A RESOLUTION RECOMMENDING THAT THE SEASIDE CITY COUNCIL ADOPT A GENERAL PLAN AMENDMENT CHANGING THE LAND USE DESIGNATION OF ASSESSOR'S PARCEL NUMBER 012-631-003-000 LOCATED AT 1620 BROADWAY AVENUE FROM MEDIUM-DENSITY SINGLE-FAMILY RESIDENTIAL TO HIGH-DENSITY RESIDENTIAL AS WELL AS A ZONING MAP AMENDMENT CHANGING THE ZONING DISTRICT OF THE SAME PROPERTY FROM LOW-DENSITY RESIDENTIAL TO HIGH-DENSITY RESIDENTIAL. THE PROJECT IS CATEGORICALLY EXEMPT CLASS 32 SECTION 15332 FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)**

7. REPORTS FROM COMMISSIONERS

8. REPORTS FROM STAFF

9. ADJOURNMENT

Next Regularly Scheduled Meeting:

May 10, 2023

6:00 PM

The City of Seaside is committed to providing accessible facilities and accommodating people with disabilities in all of its services programs and activities. If special considerations are needed by any person to fully participate in this meeting, contact the City Clerk at 899-6707 no fewer than two business days prior to the meeting to allow reasonable arrangements. Agendas are posted at:

<http://www.ci.seaside.ca.us/129/City-Council-Committee-Agendas>

Agenda-related writings or documents provided during public meetings are available for public inspection during the meeting or from the office of the City Clerk. This agenda is posted in compliance with California Government Code Section 54954.2(a) or Section 54956.



CITY OF SEASIDE STAFF REPORT

Item No.: 6.A.

TO: Planning Commission

BY: Beth Rocha, Senior Planner

DATE: April 26, 2023

SUBJECT: PERMIT EXTENSION REQUEST FOR BOARD OF ARCHITECTURAL REVIEW APPLICATION NO. BAR-22-05. AP GLOVER ENTERPRISES, LLC, OWNER AND APPLICANT, IS REQUESTING A PERMIT EXTENSION REQUEST OF ONE 12-MONTH PERIOD FOR BAR-22-05, WHICH WAS APPROVED BY THE PLANNING COMMISSION ON MAY 11, 2022. IF APPROVED, THE NEW EXPIRATION DATE FOR THE PROJECT WILL BE MAY 18, 2024. THE ORIGINAL PROJECT APPROVAL WAS FOR A 42-UNIT INFILL BUILDING REMODEL AND ASSOCIATED LANDSCAPE IMPROVEMENTS OF A FORMER NURSES BARRACKS LOCATED 4386 AND 4387 PARKER FLATS CUT OFF ROAD IN THE HIGH DENSITY RESIDENTIAL (RH) ZONING DISTRICT (APN: 031-150-011). THIS PROJECT IS EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) PER CEQA GUIDELINES SECTION 15061(b)(3)

PURPOSE & RECOMMENDATION

The purpose of this item is for the Planning Commission, as the original review authority, to hold a public hearing on the requested permit extension in accordance with SMC 17.64.080.B.1.c.

BACKGROUND

On May 11, 2022, Seaside Planning Commission approved Board of Architectural Review Application No. BAR-22-05 for a 42-unit infill building remodel and associated landscape improvements of a former nurses barracks located 4386 and 4387 Parker Flats Cut Off Road in the High Density Residential (RH) Zoning District (APN: 031-150-011). The project was not appealed within 7 days of approval, which established an approval date of May 18, 2022 and an expiration date of May 18, 2023.

STAFF ANALYSIS

On March 17, 2023 Planning staff contacted the applicant regarding the upcoming project expiration date, informing them of their right to file for an extension of time in accordance with Seaside Municipal Code (SMC) 17.64.080.B. In accordance with SMC 17.64.080.B.1.a., the applicant filed the extension request on March 24, 2023, at least 30 days before the expiration date of May 18, 2023,

The extension request from AP Glover Enterprises (see Exhibit A to Attachment 1), provided the reasons for the extension and Zoning Administrator Andrew Myrick determined the applicant has made a good faith effort to exercise the permit in accordance with SMC 17.64.080.B.1.b, as follows:

The applicant attempted sale of the property and project entitlements to three different buyers between August 2022 and present, with the last contingency on the current offer to be released on April 30, 2023.

The original project review of BAR-22-05 required a public hearing, with the Planning Commission as the approving body. Therefore, the Planning Commission is required to hold a public hearing on the requested extension of time in accordance with SMC 17.64.080.B.1.c. If granted by the Planning Commission, the requested 12-month extension would establish May 18, 2024 as the new expiration date for the BAR-22-05.

ATTACHMENTS

1. Attachment 1: Draft Resolution and Exhibit A
 2. Attachment 1 Draft Resolution
 3. Exhibit A to Attachment 1: Permit Extension Request Letter
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RESOLUTION NO. 23-__

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SEASIDE, STATE OF CALIFORNIA, APPROVING A PERMIT EXTENSION REQUEST OF 12 MONTHS TO BOARD OF ARCHITECTURAL REVIEW NO. BAR-22-05, ESTABLISHING A NEW PERMIT EXPIRATION DATE OF MAY 18, 2024

WHEREAS, BAR-22-05 was originally approved by the Planning Commission on May 11, 2022 and the appeal period ended on May 18, 2022, setting May 18, 2023 as the permit expiration date; and

WHEREAS, AP Glover Enterprises, LLC, Owner and Applicant, requested and paid for a permit extension in writing on March 24, 2023, more than 30 days prior to the permit expiration date of May 18, 2023, in accordance with SMC 17.64.080.B.1.a; and

WHEREAS, upon review of the permit extension letter submitted by the applicant, the Zoning Administrator determined the applicant has made a good faith effort to exercise the permit in accordance with SCM 17.64.080.B.1.b; and

WHEREAS, the original project review required a public hearing, with approval authority by the Planning Commission, as does the permit extension request in accordance with SMC 17.64.080.B.1.c.

NOW, THEREFORE, BE IT RESOLVED, that the Planning Commission adopts the following findings approving the permit extension request for BAR-22-05:

WHEREAS, The project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to the California Environmental Quality Act (CEQA) per CEQA Guidelines section 15061(b)(3).

***Evidence:** Section 15061(b)(3) states that "CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA." There is no possibility that this permit extension request may have a significant effect on the environment and, therefore, the project is not subject to CEQA.*

BE IT FURTHER RESOLVED, the Planning Commission hereby grants one 12-month permit extension to BAR-22-05 subject to the following terms and conditions:

Project Specific:

1. The permit expiration date is May 18, 2024. A building permit application shall be filed prior to the permit expiration date.

Standard:

1. The applicant agrees as a condition and in consideration of the approval of this discretionary permit that it will defend, indemnify and hold harmless the City of Seaside or its agents, officers and employees from any claim, action or proceeding against the City or its agents, officers or employees to attack, set aside, void or annul this approval. The applicant will reimburse the City for any court costs and attorney's fees, which the City may be required by a court to pay as a result of such action. City may, at its sole discretion, participate in the defense of such action; but such participation shall not relieve applicant of his obligations under this condition. The City shall promptly notify the applicant of any such claim, action, or proceeding, and the City shall cooperate fully in the defense thereof.
2. Any proposed future development or change in use shall comply with the requirements of the Fire, Health, Planning, Code Enforcement, Building and Public Works Departments.
3. The permit shall have no force or effect unless and until accepted, and the terms thereof agreed to, in writing, by the applicant and property owner within fifteen (15) days from the date of its approval.
4. For purposes of assuring compliance, the applicant, agents, representatives or their assignees agree not to deny or impede access to the subject property by City employees in the performance of their duties.

PASSED AND ADOPTED at the regular meeting of the Planning Commission of the City of Seaside, State of California, on the 26th day of April 2023, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

Will Silva, Chairperson

ATTEST:

Planning Commission Secretary

BOARD OF ARCHITECTURAL REVIEW NO. BAR-22-05

PC RESOLUTION No. 23-__

This permit is hereby accepted upon the express terms and conditions hereof, and shall have no force or effect unless and until agreed to, in writing, by the applicant and property owner(s).

The undersigned hereby acknowledge the approved terms and conditions and agree to fully conform to, and comply with, said terms and conditions within the time frames approved by the City of Seaside.

Applicant's Signature

Date

Property Owner's Signature

Date

Glover Enterprises
1676 Fremont Blvd. — P. O. Box 957
Seaside, Ca. 93955

March 24, 2023

Subject: Request for Extension to Resolution No. 22-06 approving Nurses Barracks

To Whom It May Concern:

This letter serves as a request for a time extension to the Planning Commission Resolution No. 22-06 dated May 11, 2022 granting approval of the Project.

The Project is actively being processed and marketed for development. Below is a summary of activities to date.

The Parker Flats Project has been in contract with three different buyers, as listed below:

Cannery Row Company: The offer was accepted on 8/21/2022. This Buyer canceled on 10/15/2022 because of rising interest rates, construction cost inflation, and prevailing wages impacting the total project cost.

Armstrong & Carroll: The offer was accepted on 10/17/2022. This Buyer canceled on 11/9/2022 because of rising interest rates, construction cost inflation, and prevailing wages impacting the total project cost. They also needed a financial partner to complete the project and were unable to obtain financing.

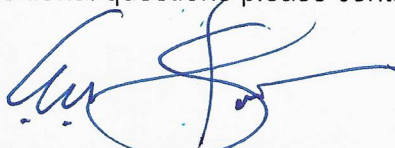
Anabasis LLC: This Buyer is currently in contract to purchase the property. They have diligently been working towards closing the sale. The last contingency is a geotechnical engineer's evaluation and analysis of the existing buildings' soil stability and structural integrity.

The Buyer's engineer is working with the City of Seaside/County of Monterey to secure approval to drill soil bores. The drilling is scheduled for March 27, 2023.

The last contingency will be released on April 30, 2023, assuming the engineer's findings are acceptable. Anabasis LLC has been working with several contractors regarding construction costs.

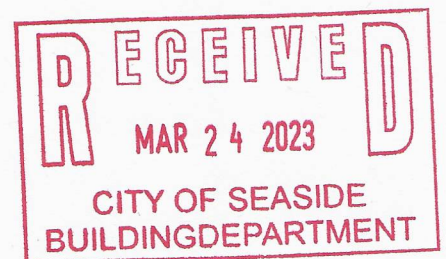
If there are any additional questions please contact us.

Sincerely yours



3/24/23

Alfred P. Glover, Glover Enterprises, Owner



RESOLUTION NO. 23-__

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SEASIDE, STATE OF CALIFORNIA, APPROVING A PERMIT EXTENSION REQUEST OF 12 MONTHS TO BOARD OF ARCHITECTURAL REVIEW NO. BAR-22-05, ESTABLISHING A NEW PERMIT EXPIRATION DATE OF MAY 18, 2024

WHEREAS, BAR-22-05 was originally approved by the Planning Commission on May 11, 2022 and the appeal period ended on May 18, 2022, setting May 18, 2023 as the permit expiration date; and

WHEREAS, AP Glover Enterprises, LLC, Owner and Applicant, requested and paid for a permit extension in writing on March 24, 2023, more than 30 days prior to the permit expiration date of May 18, 2023, in accordance with SMC 17.64.080.B.1.a; and

WHEREAS, upon review of the permit extension letter submitted by the applicant, the Zoning Administrator determined the applicant has made a good faith effort to exercise the permit in accordance with SCM 17.64.080.B.1.b; and

WHEREAS, the original project review required a public hearing, with approval authority by the Planning Commission, as does the permit extension request in accordance with SMC 17.64.080.B.1.c.

NOW, THEREFORE, BE IT RESOLVED, that the Planning Commission adopts the following findings approving the permit extension request for BAR-22-05:

WHEREAS, The project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to the California Environmental Quality Act (CEQA) per CEQA Guidelines section 15061(b)(3).

Evidence: Section 15061(b)(3) states that "CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA." There is no possibility that this permit extension request may have a significant effect on the environment and, therefore, the project is not subject to CEQA.

BE IT FURTHER RESOLVED, the Planning Commission hereby grants one 12-month permit extension to BAR-22-05 subject to the following terms and conditions:

Project Specific:

1. The permit expiration date is May 18, 2024. A building permit application shall be filed prior to the permit expiration date.

Standard:

1. The applicant agrees as a condition and in consideration of the approval of this discretionary permit that it will defend, indemnify and hold harmless the City of Seaside or its agents, officers and employees from any claim, action or proceeding against the City or its agents, officers or employees to attack, set aside, void or annul this approval. The applicant will reimburse the City for any court costs and attorney's fees, which the City may be required by a court to pay as a result of such action. City may, at its sole discretion, participate in the defense of such action; but such participation shall not relieve applicant of his obligations under this condition. The City shall promptly notify the applicant of any such claim, action, or proceeding, and the City shall cooperate fully in the defense thereof.
2. Any proposed future development or change in use shall comply with the requirements of the Fire, Health, Planning, Code Enforcement, Building and Public Works Departments.
3. The permit shall have no force or effect unless and until accepted, and the terms thereof agreed to, in writing, by the applicant and property owner within fifteen (15) days from the date of its approval.
4. For purposes of assuring compliance, the applicant, agents, representatives or their assignees agree not to deny or impede access to the subject property by City employees in the performance of their duties.

PASSED AND ADOPTED at the regular meeting of the Planning Commission of the City of Seaside, State of California, on the 26th day of April 2023, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

Will Silva, Chairperson

ATTEST:

Planning Commission Secretary

BOARD OF ARCHITECTURAL REVIEW NO. BAR-22-05

PC RESOLUTION No. 23-__

This permit is hereby accepted upon the express terms and conditions hereof, and shall have no force or effect unless and until agreed to, in writing, by the applicant and property owner(s).

The undersigned hereby acknowledge the approved terms and conditions and agree to fully conform to, and comply with, said terms and conditions within the time frames approved by the City of Seaside.

Applicant's Signature

Date

Property Owner's Signature

Date

Glover Enterprises
1676 Fremont Blvd. — P. O. Box 957
Seaside, Ca. 93955

March 24, 2023

Subject: Request for Extension to Resolution No. 22-06 approving Nurses Barracks

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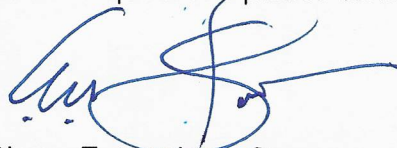
Anabasis LLC: This Buyer is currently in contract to purchase the property. They have diligently been working towards closing the sale. The last contingency is a geotechnical engineer's evaluation and analysis of the existing buildings' soil stability and structural integrity.

The Buyer's engineer is working with the City of Seaside/County of Monterey to secure approval to drill soil bores. The drilling is scheduled for March 27, 2023.

The last contingency will be released on April 30, 2023, assuming the engineer's findings are acceptable. Anabasis LLC has been working with several contractors regarding construction costs.

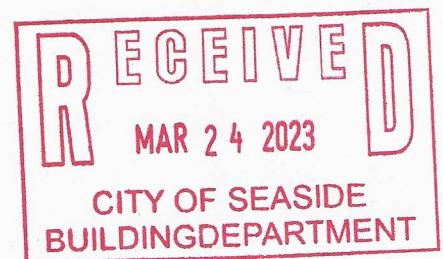
If there are any additional questions please contact us.

Sincerely yours



3/24/23

Alfred P. Glover, Glover Enterprises, Owner





CITY OF SEASIDE STAFF REPORT

Item No.: 6.B.

TO: Planning Commission

BY: Eric Azriel, Assistant Planner

DATE: April 26, 2023

SUBJECT: MASTER SIGN PROGRAM NO. MSP-22-01: RYAN SULLIVAN, PROPERTY OWNER, AND JEREMY VANDERKRAATS, APPLICANT, ARE REQUESTING DESIGN REVIEW APPROVAL FOR A MASTER SIGN PROGRAM. THE PROJECT IS LOCATED AT 1730 THE MALL IN THE AUTOMOTIVE REGIONAL COMMERCIAL (CA) ZONING DISTRICT APN 011-535-030 AND 011-535-028. THE PROJECT IS CATEGORICALLY EXEMPT CLASS 1 SECTION 15301 FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

PURPOSE & RECOMMENDATION

The purpose of this item is to review the proposed Master Sign Program in accordance with Seaside Municipal Code Section (SMC) 17.16.050.C.2. Staff recommends approval of the Master Sign Program for Sullivan's Tire subject to the Conditions of Approval in Attachment 1.

BACKGROUND

The project proposes replacement signage for Sullivan's Tire at 1730 The Mall. Sullivan's Tire surroundings are mostly large-scale auto dealerships: Cypress Coast Subaru and Seaside Chrysler to the north, Seaside Volkswagen to the west, and Val Strough Honda to the south. To the east, a series of smaller commercial uses include a bakery, a pizza restaurant, and a cannabis dispensary.

Master Sign Program Required

Because the site is located in the Automotive Commercial (CA) zoning district, a Master Sign Program is required per SMC 17.16.050.C.2. The relatively large scale of parcels and buildings is part of the reason the Seaside Municipal Code requires Master Sign Programs in the Automotive Commercial zoning district. In addition to promoting

compatible signage, avoiding visual clutter, and effective communication, signs should be “aesthetically proportioned in relation to adjacent structures to which they are attached.”

Additionally, SMC 17.16.050.F and G require signs to follow 17.40.060, General Requirements for All Signs, for sign area, sign height, design criteria, and sign lighting. However, exceptions can be granted through the Master Sign Program entitlement per SMC 17.16.050.A.

Project Description

The project proposes three signs to replace existing signs: two wall signs and one pylon sign, as shown in Exhibit A to Attachment 1. The proposed sign area, shown in Table 1, totals 110 sq ft. The pylon sign would rise to a proposed height of 24.5 ft above grade using the existing pole.

Table 1: Proposed Sign Area and Height

	Sign Area (sq ft)	Sign Height (ft)
Wall Sign 1	29.25	N/A
Wall Sign 2	20.3	N/A
Pylon Sign 3	60.4	24.5

Review of Compliance: Height

Pursuant to SMC 17.40.070.B. Table 3-16, wall sign height is limited to being below the roof, and at least one foot below the top of the parapet or the lowest point of any roof overhang. Precise measurements are not supplied by the applicant, but the proposal readily shows the signs will be below this limit.

SMC 17.40.070.B. Table 3-16 also limits the height of a pole sign to 14 ft. The proposed pole sign is significantly higher, at 24.5 ft. In the Automotive Commercial zone, where the buildings and distance between buildings are large and where sign areas and heights are determined by Master Sign Program, signs taller than 14 ft. are not uncommon. This very project is the replacement of an existing sign of about the same height. More recent signs tend to be of the shorter monument variety, but as recently as 2020, the City approved Cypress Coast Subaru refurbishing a tall pylon sign of similar size via MSP-20-01. That sign and other tall signs in the area fit the large scale of the buildings they advertise (see Attachment 2 Area Photographs).

Review of Compliance: Area

SMC 17.16.050.F. refers to SMC 17.40.060 for sign area and height. Per SMC 17.40.070.B. Table 3-16, three total freestanding signs and wall signs, are allowed for the primary frontage, and one allowed on a secondary frontage. This project proposes two signs on the primary frontage and one on the secondary.

Per SMC 17.40.070.B. Table 3-16, the allowed sign area is:

- 1.0 sf for each linear foot of primary building frontage not to exceed 100 sf
- 0.5 additional sf for each linear foot of secondary building frontage not to exceed 50 sf

Using the frontage measurements in Table 2, both the primary frontage and the secondary frontage exceed 100 ft. Therefore, the total allowed sign area is 150 sq ft, although a Master Sign Program can allow even greater sign area.

Table 2: Building Frontages

	Frontage Length (ft)	Type of Frontage
South building fronting The Mall	79	Primary
Middle building fronting The Mall	57	Primary
North building fronting The Mall	129	Primary
South building fronting The Mall	38 + 22 + 18	Secondary
North building fronting Columbus Ave	129	Secondary

SMC 17.16.050.I.4 adds more criteria for wall signs, which are also met. The largest wall sign may not exceed 10 percent of the area of the building façade on which the sign is mounted and all signs may not project more than 12 inches from the surface to which they are attached.

Colors and Materials

The chosen colors of red, black, and white contrast the existing paint to create a bold and refreshed appearance. Sign 1 and sign 3 will be constructed of HDU Corafoam, while sign 2 will be constructed of Aluminum Composite Panel. Both materials are resistant to weathering and commonly used to create signs and cladding.

Exceptions

Based on design features including architectural style, proportion to landscaping, site visibility, and building mass, a Master Sign Program can grant exceptions to the maximum size and number of signs. The architecture in the Automotive Regional Commercial zone, including this project, consists of large buildings set back significantly from property lines. Wide open streets and tall signs are the norm. In this instance, the proposed pole sign will be mounted on the existing pole and will rise to a similar height.

The visual impact of the existing pole sign fits the surroundings, as will the proposed sign.

Recommended Conditions of Approval

1. Prior to installation, the applicant shall schedule a special inspection with Planning staff who shall meet on site and measure the signs to ensure the sign dimensions meet the plans as approved.
2. After installation, the applicant and owner shall grant access to Planning staff to measure the placement of the signs to ensure they meet the plans as approved.
3. While the use remains automotive and the site continues to consist of APN 011-535-030 and APN 011-535-028, the master sign program will permit future signs if they are
 - constructed to the sign area dimensions as determined by the surface area measurement: "The surface area of a sign shall be calculated by enclosing the extreme limits of all emblem, framing, logo, representation, writing, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight perimeter lines,"
 - constructed in the same locations
 - constructed and finished with comparable materials equal in function.

ATTACHMENTS

1. Attachment 1 Proposed Resolution
 2. Exhibit A Plans
 3. Attachment 2 Area Photographs
 4. Attachment 3 Site Photographs
-

RESOLUTION NO. 23-__

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SEASIDE, STATE OF CALIFORNIA, APPROVING MASTER SIGN PROGRAM NO. MSP-22-01 FOR AN AUTOMOTIVE SHOP (SULLIVAN'S TIRE) LOCATED AT 1730 THE MALL, APN 011-535-030, IN THE COMMERCIAL AUTOMOTIVE ZONING DISTRICT.

WHEREAS, Ryan Sullivan, property owner, and Jeremy Vanderkraats, applicant, are requesting approval of a Master Sign Program for the automotive shop Sullivan's Tire at 1730 The Mall in the Automotive Commercial (CA) zoning district; and

WHEREAS, the proposed project requires Planning Commission approval of a Master Sign Program per Seaside Municipal Code 17.16.050.C.2; and

WHEREAS, it is the responsibility of the Planning Commission to consider and weigh the merits of the application and public input in relation to the policies, standards and intent of the Seaside General Plan and Seaside Municipal Code in relation to the proposed project; and

WHEREAS, the project is categorically exempt from the California Environmental Quality Act (CEQA) pursuant to Class 1 Section 15301. Class 1 consists of projects involving negligible or no expansion of use.

BE IT RESOLVED, the Planning Commission hereby grants Master Sign Program No. MSP-22-01 subject to the following terms and conditions:

Project Specific:

1. Prior to installation, the applicant shall schedule a special inspection with Planning staff who shall meet on site and measure the signs to ensure the sign dimensions meet the plans as approved.
2. After installation, the applicant and owner shall grant access to Planning staff to measure the placement of the signs to ensure they meet the plans as approved.
3. While the use remains automotive and the site continues to consist of APN 011-535-030 and APN 011-535-028, the master sign program will permit future signs if they are:
 - a. constructed to the sign area dimensions as determined by the surface area measurement: "The surface area of a sign shall be calculated by enclosing the extreme limits of all emblem, framing, logo, representation, writing, or other display within a single continuous perimeter composed of squares or rectangles with no more than eight perimeter lines,"

- b. constructed in the same locations, and
- c. constructed and finished with comparable materials equal in function.

Standard:

1. The applicant agrees as a condition and in consideration of the approval of this discretionary permit that it will defend, indemnify and hold harmless the City of Seaside or its agents, officers and employees from any claim, action or proceeding against the City or its agents, officers or employees to attack, set aside, void or annul this approval. The applicant will reimburse the City for any court costs and attorney's fees, which the City may be required by a court to pay as a result of such action. City may, at its sole discretion, participate in the defense of such action; but such participation shall not relieve applicant of his obligations under this condition. The City shall promptly notify the applicant of any such claim, action, or proceeding, and the City shall cooperate fully in the defense thereof.
2. Any proposed future development or change in use shall comply with the requirements of the Fire, Health, Planning, Code Enforcement, Building and Public Works Departments.
3. The permit shall have no force or effect unless and until accepted, and the terms thereof agreed to, in writing, by the applicant and property owner within fifteen (15) days from the date of its approval.
4. For purposes of assuring compliance, the applicant, agents, representatives or their assignees agree not to deny or impede access to the subject property by City employees in the performance of their duties.

PASSED AND ADOPTED at the regular meeting of the Planning Commission of the City of Seaside, State of California, on the 26th day of April, 2023, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

Will Silva, Chairperson

ATTEST:

Planning Commission Secretary

USE PERMIT APPLICATION No. MSP-22-01

PC RESOLUTION No. 23-__

This permit is hereby accepted upon the express terms and conditions hereof, and shall have no force or effect unless and until agreed to, in writing, by the applicant and property owner(s).

The undersigned hereby acknowledge the approved terms and conditions and agree to fully conform to, and comply with, said terms and conditions within the time frames approved by the City of Seaside.

Applicant's Signature

Date

Property Owner's Signature

Date



16130 Highway 156, Salinas, CA 93907
(831) 663-2663
www.signsbyvan.com
License #: 866499

Client: Sullivan's Tire Pro's & Auto Service

5/25/2022

PREPARED BY



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APPROVAL SIGNATURE _____

DATE _____



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Client: Sullivan's Tire Pros & Auto Service
1730 The Mall
Seaside CA 93955
Store #24138



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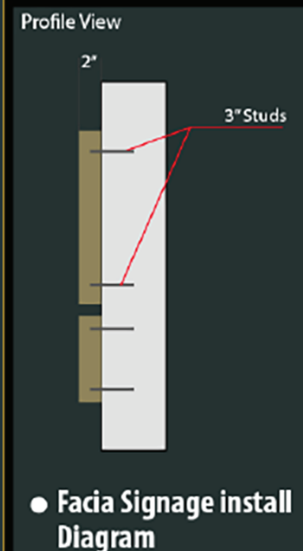
Proposed sign #1



Current sign #1



Method of attachment



Material/Substrate: HDU Corafoam

Size: 61.425" x 75.6" = 32.25 sqft

Thickness: 3"

Applicaton: CNC

Background color: Black

Font: Custom

3D: Yes

Attachment Method: Stud Mounted

Quantity: 1, Single-Sided

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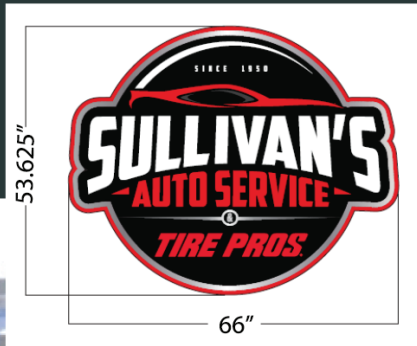


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DATE _____

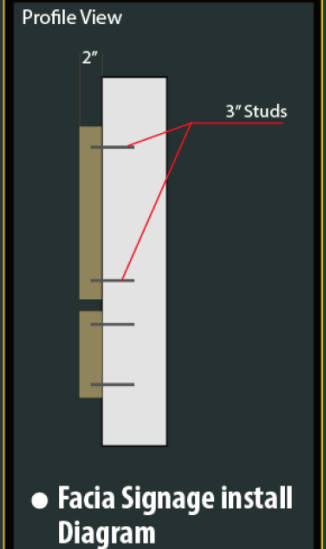


Proposed sign #2

Current sign #2



Method of attachment



Material/Substrate: ACP

Size: 53.625" x 66", 24.58 ft²

Thickness: .25"

Applicaton: Print

Background color: N/A

Font: Custom

3D: No

Attachment Method: Stud Mounted

Quantity: 1, Single-Sided

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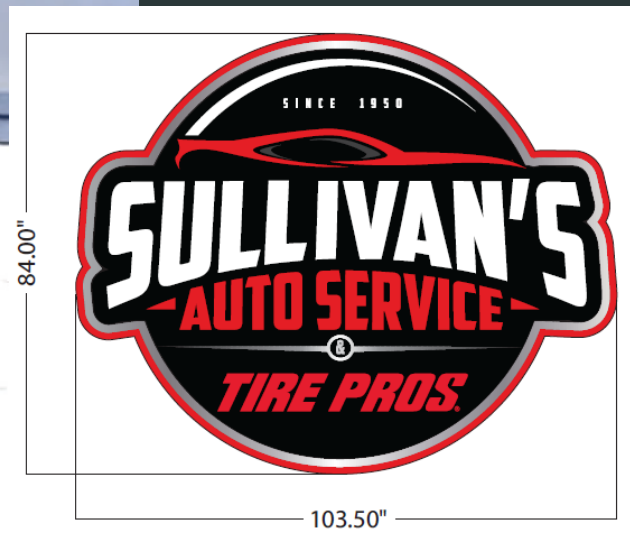
- ☐ PROOF OK
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☐ CHANGE & EMAIL NEW PROOF

APPROVAL SIGNATURE _____
DATE _____

Proposed sign #3



DISTANCE FROM BUILDING
TO SIGN - 13'
DISTANCE FROM PROPERTY BOUNDARY
TO SIGN - 20'



Current sign #3



Material/Substrate: HDU Corafoam

Size: 84" x 103.50" = 60.38 sqft

Thickness: 6.0

Applicaton: CNC

Add-ons: Letters

Font: Custom

3D: Yes

Attachment Method: see next Page

Quantity: 1, Double-sided

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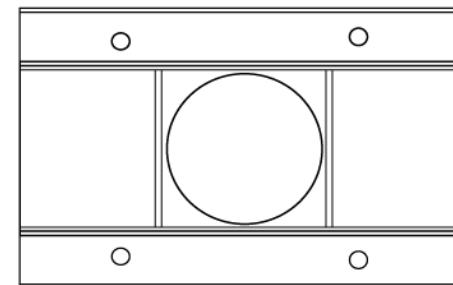
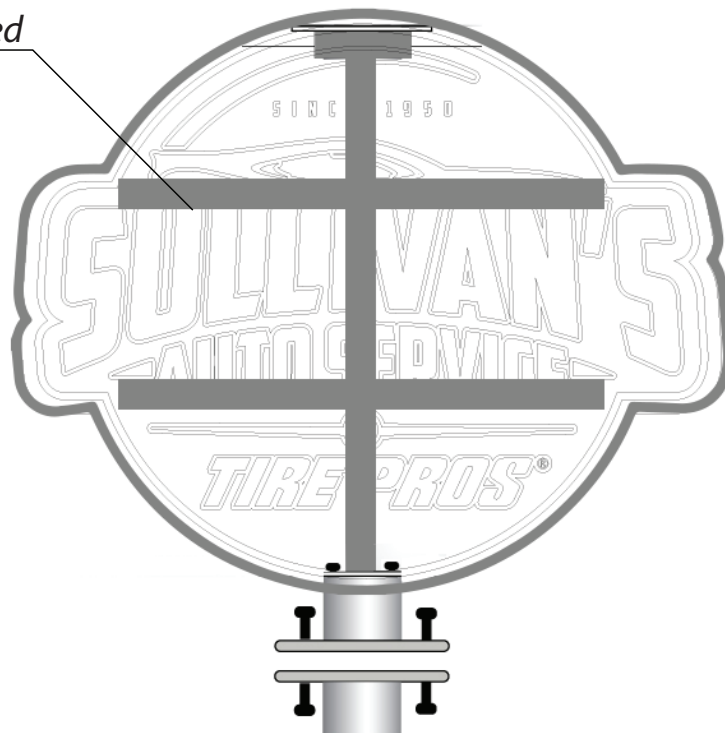
APPROVAL SIGNATURE

DATE

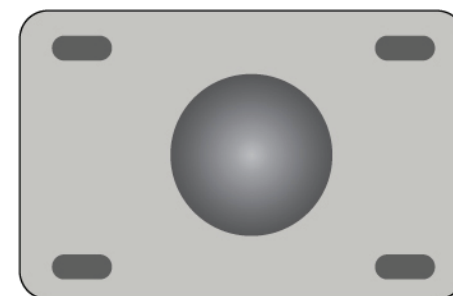
Plate Mount

Upper and lower saddles, center pole and stub with a match plate

4" Steel tubing -welded



Saddle Mount Bracket



Match Plate

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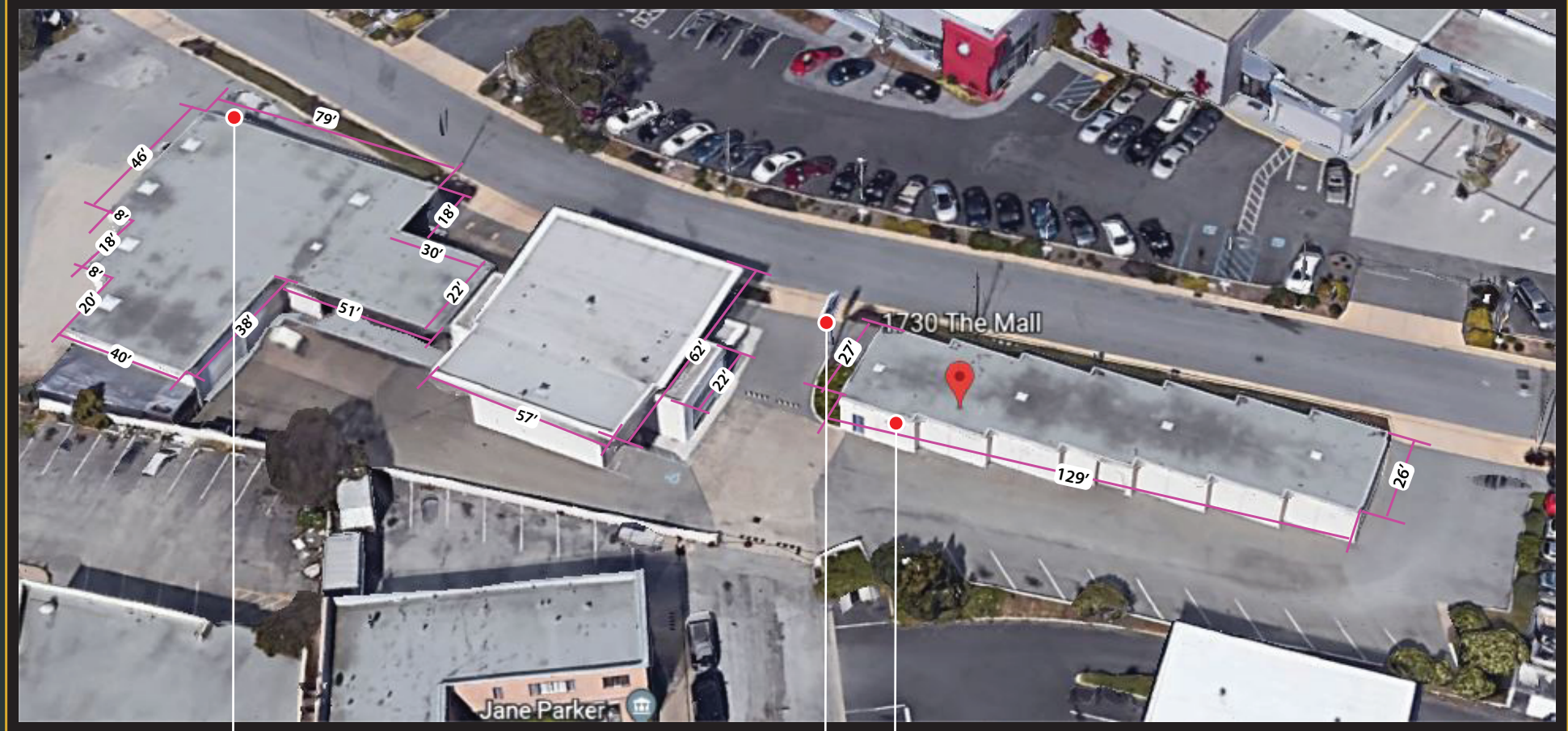

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APPROVAL SIGNATURE
DATE



Sign #1 Location

61.425" x 75.6" = 32.25 sqft

Sign #3 Location

84" x 103.50" = 60.38 sqft

Sign #2 Location

53.625" x 66" = 24.58 sqft

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Attachment 2

Area Photographs



Image 1: Northeast of project site, the image shows a pylon sign of substantial height on Fremont Boulevard outside the Cypress Coast Subaru dealership. The sign is approximately the height of four cars, almost as tall as the building it is adjacent to.



Image 2: South of project site, the image shows a pylon sign of substantial height and breadth on The Mall outside the Val Strough Honda dealership. The sign is approximately 3.5 to 4 times as tall as the nearby cars.



Image 3: Southwest of project site, the image shows a thin and tall pylon sign in the shape of a flag on a pole outside the Victory Toyota dealership. The sign is approximately the height of 4.5 cars and is a banner imposed on a permanent sign.



Image 4: Southwest of the project site, the image shows a pylon sign for the Seaside Cadillac dealership. Both tall and wide, there are fewer automobiles around it, making it more difficult to judge the scale. It is approximately 3 times as tall as the large SUV parked adjacent to it.



Image 5: West of the project site, the image shows a pylon sign for Seaside Volkswagen. Fairly narrow, and noticeably shorter than the other nearby signs, it is nevertheless approximately 2.5 times the height of the SUV adjacent to it. The project site can be seen in the background, including the tall pylon rising to just below or in line with the roof of the primary structure. It is approximately 5 times the height of the nearby car.



Image 6: Northwest of the project site, the image shows a short and wide pylon sign for Seaside Chrysler Dodge Jeep RAM that hides the truck parked behind it. The pylon sign is approximately as tall as the adjacent road sign.

Attachment 3

Site Photographs



Image 1: The image shows Sullivan's Tire from the southern approach along The Mall. Three buildings can be seen:

- In the back left, one short building painted in two shades of dark grey with the existing pylon sign rising above it,
- In the center, one building covered in glazing apparently rising to a height above the existing pylon sign, and
- On the right a one building almost as tall as the central building painted in two shades of dark grey. The proposed Sullivan's Tire sign has already been installed on the upper-right corner of this face.



Image 2: The image shows Sullivan's Tire from The Mall. The existing pylon sign is shown in the center of the photograph, clearly taller than the short building painted in two tones of grey. Some cars are parked nearby but are not close enough to the sign for a direct comparison. The right of the photograph shows part of the tall building that is finished in glazing with a white cornice. The building is closer than the pylon sign, making relative heights difficult to judge.



Image 3: The image shows Sullivan's Tire from the northern approach on The Mall. Three buildings are shown, on the left and closest to the viewer is the short two-toned grey building. The next closest structure is the tall pylon sign. From this angle the sign is clearly taller than the short building and a similar height to the central building with glazing and white cornices, which is slightly farther away. In the back right of the image, the final two-tone grey building is just visible.



Image 4: The image shows the rear of the central building from the eastern end of Columbus Ave. Some of the glazing can be seen but it's mostly hidden by the angle of the photograph. The building is painted great with white panels. A dumpster blocks part of the view and a gate bars access to the parking lot. In the background, the existing pylon sign can be seen. From this angle it is approximately the same height or taller than the central building. Part of the northern two-tone grey building can be seen in the extreme right of the photograph. This is the location where sign #2 is proposed to be installed.



**CITY OF SEASIDE
STAFF REPORT**

Item No.:6.C.

TO: Planning Commission

BY: Andrew Myrick, Economic Development & Community
Planning Manager

DATE: April 26, 2023

SUBJECT:

**GENERAL PLAN AMENDMENT 23-01 AND ZONING
MAP AMENDMENT 23-01. A RESOLUTION
RECOMMENDING THAT THE SEASIDE CITY
COUNCIL ADOPT A GENERAL PLAN AMENDMENT
CHANGING THE LAND USE DESIGNATION OF
ASSESSOR'S PARCEL NUMBER 012-631-003-000
LOCATED AT 1620 BROADWAY AVENUE FROM
MEDIUM-DENSITY SINGLE-FAMILY RESIDENTIAL
TO HIGH-DENSITY RESIDENTIAL AS WELL AS A
ZONING MAP AMENDMENT CHANGING THE
ZONING DISTRICT OF THE SAME PROPERTY
FROM LOW-DENSITY RESIDENTIAL TO HIGH-
DENSITY RESIDENTIAL. THE PROJECT IS
CATEGORICALLY EXEMPT CLASS 32 SECTION
15332 FROM THE CALIFORNIA ENVIRONMENTAL
QUALITY ACT (CEQA)**

PURPOSE

Consider recommendation of General Plan Amendment and Zoning Map Amendment for 1620 Broadway Avenue

BACKGROUND

1620 Broadway Avenue (Assessor's Parcel Number 012-631-003-000) is located at the southeast corner of Broadway Avenue and Yosemite Street. It is presently occupied by the Greater Victory Temple, a religious institution. The property is approximately 2 acres in size. It is bounded on the south and east by multi-family residential dwellings.

Directly across the street to the north is the City of Seaside's Fire Station No. 1 and the Dr. Martin Luther King Jr. School of the Arts, a public school, while directly across the

street to the west is the Seaside Community Seventh-Day Adventist Church. Beyond these uses are primarily single-family dwellings. A Vicinity Map is provided as Attachment 2.

The General Plan designates 1620 Broadway for Medium-Density Single-Family Residential land use; similarly, the Zoning Map designates the property as being in the Single-Family Residential (RS-12) Zoning District. This contrasts with the remainder of the properties located on the same City block, which as designated for High-Density Residential units.

In July 2022 California Assembly Bill 2244 was signed into law. Among other things, AB 2244 provides relief from parking requirements for religious institutions seeking to construct housing on their properties. However, under the present single-family zoning designation, any proposed dwelling unit would need to have its own, separate subdivided lot. This is an impractical arrangement in the event that Victory Mission attempted to construct housing while maintaining its operation as a religious institution. Accordingly, staff is recommending that the City change the General Plan Designation and Zoning of the property to High-Density Residential. In addition to increasing the number of potentially allowed units from 23 to 50 (although any units actually built would be significantly less due to a large portion of the property being used as a religious institution), units built would not need to be subdivided into separate ownership lots, making the development of housing on the site feasible.

There are several reasons why this site is particularly suited to such a change:

- The Property is located at a major intersection, is well-served by mass transit, and is located less than a half-mile from the intersection of two significant bus routes;
- The Property is located across the street from the Seaside Community Seventh-Day Adventist Church, which meets on Saturdays and cooperates with Victory Mission with regards providing parking at the various sites;
- The remainder of the block is already zoned for High-Density Residential (see Attachment 3) and the proposed designation would enable the Property to be developed consistent with the existing development; and
- The site is not located adjacent to any single-family dwellings.

Staff will continue to evaluate sites which may be appropriate for rezoning as they are identified.

Pursuant to Chapter 17.74 of the Seaside Zoning Ordinance, General Plan Amendments and Zoning Map Amendments are to be brought before the Planning Commission for review. The Planning Commission shall determine whether to recommend that the City Council approve or disapprove the proposed Amendments.

FISCAL IMPACT

No fiscal impact is associated with this item.

ATTACHMENTS

RESOLUTION NO. 23-XX PC

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SEASIDE RECOMMENDING ADOPTION OF A GENERAL PLAN AMENDMENT CHANGING THE LAND USE DESIGNATION OF ASSESSOR'S PARCEL NUMBER 012-631- 003-000 LOCATED AT 1620 BROADWAY AVENUE FROM MEDIUM-DENSITY SINGLE-FAMILY RESIDENTIAL TO HIGH-DENSITY RESIDENTIAL AS WELL AS A ZONING MAP AMENDMENT CHANGING THE ZONING DISTRICT OF THE SAME PROPERTY FROM LOW-DENSITY RESIDENTIAL TO HIGH-DENSITY RESIDENTIAL

WHEREAS, Monterey County Assessor's Parcel Number (APN) 012-631-003-000, also known as 1620 Broadway Avenue, is a parcel of land approximately 2 acres in size located at the southeast corner of Yosemite Street and Broadway Avenue (hereafter referred to as the "Property"); and

WHEREAS, the Property is presently identified in the Seaside General Plan as being within the Medium-Density Single-Family Residential (RMS) Land Use Designation, and is identified in the Zoning Ordinance Map as being within the Single-Family Residential (RS-12) Zoning District; and

WHEREAS, the RS-12 Zoning District allows only a single dwelling unit per parcel of land; and

WHEREAS, the Property is presently occupied by the Greater Victory Temple, a religious institution; and

WHEREAS, the State of California has passed several bills promoting housing construction, including AB 2244, which promotes the development of housing on property owned by religious institutions; and

WHEREAS, the Property is located on a block that is otherwise presently zoned for and occupied in its entirety by High-Density Residential uses; is located at the intersection of two major roads; is located directly across the street from the Seaside Fire Station and another religious institution; and is located within the Seaside Municipal Water District, making it an appropriate site to develop residential uses at a density greater than one unit per parcel; and

WHEREAS, the proposed General Plan Amendment and Zoning Map Amendment are Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15332 (In-Fill Development Projects) of the CEQA Guidelines; and

WHEREAS, Section 17.74.040 of the Seaside Zoning Ordinance provides that the Commission shall make a recommendation to the City Council to approve, approve with modifications, or deny any proposed General Plan Amendment and/or Zoning Map Amendment.

NOW, THEREFORE, BE IT RESOLVED, THAT THE PLANNING COMMISSION HEREBY FINDS, DETERMINES, AND RESOLVES AS FOLLOWS:

1. The Planning Commission finds that: a) the facts set forth in the recitals in this Resolution are true and correct and incorporated by reference; b) the recitals constitute findings in this matter and, together with the staff report, other written reports, public testimony and other information contained in the record, are an adequate and appropriate evidentiary basis for the action taken in this Resolution; c) the provisions in this Resolution are consistent with the General Plan, Seaside Municipal Code and applicable federal and state law; and d) this Resolution will not be detrimental to the public interest, health, safety, convenience, or welfare.
2. The Planning Commission hereby recommends that the City Council approve a General Plan Amendment modifying Figure LU-2 (the Land Use Policy Map) such that the Property is changed from Medium-Density Single-Family Residential (RMS) to High Density Residential (RH).
3. The Planning Commission hereby recommends that the City Council Approve a Zoning Map Amendment to modify the Zoning Map such that the Zoning District of the Property is changed from Single-Family Residential (RS-12) to High-Density Residential.
4. The Planning Commission hereby recommends that the City Council find the proposed General Plan Amendment and Zoning Map Amendment Categorically Exempt from CEQA pursuant to Section 15332 of the CEQA Guidelines (In-Fill Development Projects).

PASSED AND ADOPTED at a meeting of the Planning Commission of the City of Seaside, State of California, on the 26th day of April, 2023, by the following vote:

AYES:
NOES:
ABSENT:
ABSTAIN:

APPROVED:

William Silva, Chairperson

ATTEST:

Dominique L. Davis, City Clerk

Vicinity Map

1620 Broadway Avenue



Land Use/Zoning Map

Existing General Plan Designations (Zoning District)

