

CITY OF ESCONDIDO

Planning Commission and Staff Seating



- A. CALL TO ORDER:** 7:00 p.m.
- B. FLAG SALUTE**
- C. ROLL CALL:**
- D. MINUTES:** 06/14/16

The Brown Act provides an opportunity for members of the public to directly address the Planning Commission on any item of interest to the public before or during the Planning Commission's consideration of the item. If you wish to speak regarding an agenda item, please fill out a speaker's slip and give it to the minutes clerk who will forward it to the chairman.

Electronic Media: Electronic media which members of the public wish to be used during any public comment period should be submitted to the Planning Division at least 24 hours prior to the meeting at which it is to be shown.

The electronic media will be subject to a virus scan and must be compatible with the City's existing system. The media must be labeled with the name of the speaker, the comment period during which the media is to be played and contact information for the person presenting the media.

The time necessary to present any electronic media is considered part of the maximum time limit provided to speakers. City staff will queue the electronic information when the public member is called upon to speak. Materials shown to the Commission during the meeting are part of the public record and may be retained by the City.

The City of Escondido is not responsible for the content of any material presented, and the presentation and content of electronic media shall be subject to the same responsibilities regarding decorum and presentation as are applicable to live presentations.

If you wish to speak concerning an item not on the agenda, you may do so under "Oral Communications" which is listed at the beginning and end of the agenda. All persons addressing the Planning Commission are asked to state their names for the public record.

Availability of supplemental materials after agenda posting: any supplemental writings or documents provided to the Planning Commission regarding any item on this agenda will be made available for public inspection in the Planning Division located at 201 N. Broadway during normal business hours, or in the Council Chambers while the meeting is in session.

The City of Escondido recognizes its obligation to provide equal access to public services for individuals with disabilities. Please contact the A.D.A. Coordinator, (760) 839-4643 with any requests for reasonable accommodation at least 24 hours prior to the meeting.

The Planning Division is the coordinating division for the Planning Commission.
For information, call (760) 839-4671.

E. WRITTEN COMMUNICATIONS:

"Under State law, all items under Written Communications can have no action, and will be referred to the staff for administrative action or scheduled on a subsequent agenda."

1. Future Neighborhood Meetings

F. ORAL COMMUNICATIONS:

"Under State law, all items under Oral Communications can have no action, and may be referred to the staff for administrative action or scheduled on a subsequent agenda."

This is the opportunity for members of the public to address the Commission on any item of business within the jurisdiction of the Commission.

G. PUBLIC HEARINGS:

Please try to limit your testimony to 2-5 minutes.

1. CONDITIONAL USE PERMIT – PHG 15-0036:

REQUEST: A proposed Conditional Use Permit to increase the number of non-ambulatory residents (aged 60 and above) in an existing 3,421 SF, residential care facility from six to ten, on a 10,385 SF lot in the R-1-6 zone (Single-Family Residential, 6,000 SF minimum lot size). No exterior additions or improvements to the existing structure are proposed. The proposal also includes the adoption of the environmental determination prepared for the project.

PROPERTY SIZE AND LOCATION: Approximately 0.24-acres, on the northeast side of Wanek Road, west of East Valley Parkway and east of Socin Court, addressed as 2870 Wanek Road (APN 231-050-50).

ENVIRONMENTAL STATUS: The project is exempt from CEQA, in conformance with the CEQA section 15301, Class1 "Existing Facilities."

APPLICANT: Sachin Parlikar

STAFF RECOMMENDATION: Approval

COMMISSION ACTION:

PROJECTED COUNCIL HEARING DATE:

2. REGIONAL MARKET SIGN PERMIT AND ZONING CODE AMENDMENT – PHG 16-0009; AZ 16-0004:

REQUEST: A modification to an existing Regional Market Sign Permit to upgrade the existing Escondido Auto Park freeway sign with a larger sign. The existing sign is approximately 630 SF in size and includes an electronic message board of approximately 267 SF per side, as well as 126 SF of internally-illuminated fixed copy per side. The new sign would be approximately 775 SF in size, and would include an LED message board of approximately 587 SF per side, as well as approximately 67 SF of internally-illuminated fixed copy per side. The sign would still be supported by two poles, though the overall height of the sign would be lowered from 80' to 73'6" and the pole covers would be painted gray. Since the proposed changes would cause the sign to exceed current size limits for Regional Market Signs, a Zoning Code Amendment is also proposed to modify those limits.

PROPERTY SIZE AND LOCATION: The project site is 1.17 acres in size and is addressed as 1130 Simpson Way (Assessor's Parcel Number 232-061-36). The site is located on the north side of Simpson Way, near its intersection with North Hale Avenue and immediately west of Interstate 15.

ENVIRONMENTAL STATUS: The proposed project is categorically exempt from environmental review in conformance with CEQA Section 15302(b) – Replacement or Reconstruction (replacement of a commercial structure with a new structure of substantially the same size, purpose, and capacity).

APPLICANT: Escondido Auto Park Association

STAFF RECOMMENDATION: Approval

COMMISSION ACTION:

PROJECTED COUNCIL HEARING DATE:

H. CURRENT BUSINESS:

Note: Current Business items are those which under state law and local ordinances do not require either public notice or public hearings. Public comments will be limited to a maximum time of three minutes per person.

I. ORAL COMMUNICATIONS:

"Under State law, all items under Oral Communications can have no action and may be referred to staff for administrative action or scheduled on a subsequent agenda."

This is the opportunity for members of the public to address the Commission on any item of business within the jurisdiction of the Commission.

J. PLANNING COMMISSIONERS

K. ADJOURNMENT

CITY OF ESCONDIDO

**MINUTES OF THE REGULAR MEETING OF THE
ESCONDIDO PLANNING COMMISSION**

June 14, 2016

The meeting of the Escondido Planning Commission was called to order at 7:05 p.m. by Chairman Weber in the City Council Chambers, 201 North Broadway, Escondido, California.

Commissioners present: Jeffery Weber, Chairman; Bob McQuead, Vice-chairman; Stan Weiler, Commissioner; James Spann, Commissioner; Michael Cohen, Commissioner; and Don Romo, Commissioner.

Commissioners absent: Gregory Johns, Commissioner.

Staff present: Bill Martin, Director of Community Development; Jay Paul, Associate Planner; Adam Finestone, Principal Planner; Owen Tunnell, Principal Engineer; and Adam Phillips, Deputy City Attorney.

MINUTES:

Moved by Commissioner Spann, seconded by Vice-chairman McQuead, to approve the minutes of the May 10, 2016, meeting. Motion carried unanimously. (6-0)

WRITTEN COMMUNICATIONS – None.

FUTURE NEIGHBORHOOD MEETINGS – None.

ORAL COMMUNICATIONS – None.

PUBLIC HEARINGS:

1. TENTATIVE PARCEL MAP AND CONDITIONAL USE PERMIT – SUB 15-0028 and PHG 15-0037:

REQUEST: A proposed Tentative Parcel Map and Conditional Use Permit for a Small Lot Planned Development, to divide a 7,376-SF lot into two new lots of 3,501 SF (Lot 1) and 3,875 SF (Lot 2). Each new lot would be developed with a two-story, 1,994-SF single-family residence. In addition to a two-car garage, each residence would have two uncovered, “grasscrete” guest parking spaces within the front yard setback area. Access to the new lots would be via a shared driveway

from an existing curb cut on Mission Avenue. A new sidewalk with curb would be installed within the right-of-way along Fig Street, to connect to the existing sidewalk that runs along Mission Street and wraps around the southeast corner of the site. Along both property frontages, a 9'-wide dedication area would be located between the existing right-of-way and the two new lots, and would be landscaped with water-efficient plants and street trees. Landscaping would also be installed in the portions of the front yard areas not occupied by the driveway or guest parking spaces. A 6'-tall CMU noise wall would be constructed on Lot 1 (connecting the southwest corner of that residence to the western property line) and on Lot 2 (along Fig Street, starting at the southeast corner of that residence and ending at the northeast corner of the site) to minimize street noise for both new lots. Existing wood fencing would remain along the western and northern property lines. The proposal also includes the adoption of the environmental determination prepared for the project.

LOCATION: The project site is 0.20 acre (8,917 SF) in gross size and 0.17 acre (7,376 SF) in net size. It is located at the northwest corner of East Mission Avenue and North Fig Street, and is addressed as 660 East Mission Avenue, Escondido.

Bill Martin, Director of Community Development, referenced the staff report and noted that staff issues were whether a Small Lot Planned Development, establishing two single-family homes on separate lots of 3,501 and 3,875 SF (11.8 units per acre), was appropriate for the zoning district and the neighborhood, and whether the proposed shared driveway access from Mission Avenue was appropriate for the project and for existing neighborhood traffic conditions. Staff recommended approval based on the following: 1) The City of Escondido Zoning Code allows Small Lot Planned Developments as an option for developing or recycling land within the multifamily residential zones (R-2, R-3, and R-4) in the City of Escondido. Standards for Small Lot Planned Developments in the Medium Multiple Residential (R-3) zone are located in Section 33-259 of the Zoning Code. The two lots to be created by the proposed project would conform to standards for lot size, front setback area, and maximum density. Four parking spaces (two covered and two uncovered) would be provided for each lot. The project was discussed at the staff design review meeting on November 12, 2015, and staff agreed that the new homes would be an attractive contribution to the neighborhood. All recommendations from that design review meeting were incorporated into the project design prior to public hearing. An acoustic analysis prepared for this project recommended a 6'-tall CMU noise wall at the eastern and southwest portions of the project site, to reduce noise levels in the proposed backyards in compliance with the residential standards described in the General Plan. This recommendation was included as a mitigation measure in the Initial Study/Mitigated Negative Declaration prepared for the project; and 2) The proposed project would include one shared driveway with access from Mission

Avenue, in the location of an existing curb cut. The driveway would straddle the inner property line shared by the two new lots. During application review, staff determined that a separate driveway for each lot would be infeasible due to the small size of the project site, and a driveway anywhere on Fig would be especially problematic, as explained further in the Analysis section of this staff report. Staff acknowledges that site access is necessary (for this project or for any future project), and believes that a single driveway on Mission Avenue is the preferable option. A proposed condition of approval would require the applicant to submit a Declaration of Restrictions prior to Final Map approval, including provisions for maintenance of this shared driveway.

Discussion ensued regarding a clarification of utilizing a Declaration of Restrictions versus an HOA in relation to the shared maintenance responsibilities.

Joe Holasek, Architect representing the applicant, San Diego, noted that they had met numerous times with staff over the last year regarding condominium options, driveways, and designs. He then noted he was available for questions.

Chairman Weber questioned whether the square footage included the garage. Mr. Holasek replied in the affirmative.

Discussion ensued regarding a clarification of the design for the block wall.

Commissioner Spann supported the architecture for the project.

Vice-chairman McQuead did not feel the project was appropriate for the site and was concerned about future property maintenance issues. He also felt access to the site would be congested.

ACTION:

Moved by Commissioner Romo, seconded by Commissioner Weiler, to approve staff's recommendation. Motion carried. Ayes: Spann, Weber, Romo, Cohen, and Weiler. Noes: McQuead. (5-1)

2. PRECISE DEVELOPMENT PLAN AND ADMINISTRATIVE ADJUSTMENT – PHG 15-0027:

REQUEST: A Precise Development Plan for review of proposed residential architecture, recreational amenities, landscaping and fencing for the previously approved 179-lot residential subdivision originally developed as Tract 932 (Hidden Valley Ranch) and now known as SUB 15-0009 (Canyon Grove). Shea Homes is proposing four single-story plans and four two-story plans for 178 of the 179 lots

in the project with home sizes ranging from approximately 2,296 SF to 4,082 SF. All home designs will be available in three different architectural styles to enhance aesthetic variation within the community. Recreational amenities include a perimeter trail and five separate recreational lots spread throughout the development. An Administrative Adjustment also is being requested to reduce the front yard setback on eight lots (Lots 34, 90, 91, 92, 93, 105, 139 and 151) from 25 feet to 20 feet. The proposal also includes the adoption of the environmental determination prepared for the project.

LOCATION: The project site is a 111.68-acre property generally located east of the terminus of Vista Avenue, east of the terminus of Lehner Avenue and northwest of the terminus of Vista Verde Avenue, addressed as 1185 Lehner Avenue (APN's 224-100-57, 58, 82 and 83).

Commissioner Weiler recused himself from Item 2.

Bill Martin, Director of Community Development, referenced the staff report and noted staff recommended approval of the proposed Previs Development Plan and Administrative Adjustment for the 179-lot Canyon Grove development with the inclusion of a proposed modification to Planning Condition No. 7 regarding Lot 21 in the development.

Vice-chairman McQuead and staff discussed potential wildland fire issues and the construction methods and fuel modification requirements that would help alleviate those issues.

Reverend William Dopp, Escondido, noted that he was a Kent Ranch resident. He expressed his concern with the project's fences as well as vehicular access to the project creating more traffic on Vista Avenue. He then suggested a traffic signal light at Vista Avenue and Ash Street.

George Skrbic, Escondido, expressed his concern with the proposed fencing not providing security or privacy and recommended utilizing a solid block wall.

John Vance, applicant, provided an overview of the project. He stated that the project would no longer be gated and had a better site design. He noted that 40% of the homes would be single-story, noting that the project would provide a variety of lot sizes. The project would include over a mile of open trails and provide three new traffic signals. He also elaborated that the fencing they were proposing was view fencing along with a 40' to 50' buffer zone from neighbors.

Daniel Sundquist, Escondido, stated that he was excited about the project but expressed his concern with increases in traffic in and around the Rincon Middle

School and suggested extending Canyon Grove Drive to Rincon Avenue. He also felt the project would help solve some of the security and loitering issues in the area.

Tom Nouzorsky, Escondido, noted that his property would abut the subject project. He expressed his concern with losing his privacy from the project's lots and walking trails. He asked that the Commission not approve the project.

Tina Wheeler, Escondido, was in favor of the project with the exception of the proposed fencing, feeling it should be a wall that would provide better security and privacy.

Tom Dawson, Escondido, questioned who would maintain the buffer zone. Mr. Martin noted that this would be maintained by the HOA. Mr. Dawson recommended adding speed bumps at the curve on Vista Verde, noting his concern for the street having blind spots. He and staff then discussed the proposed location for the City's new water tanks.

Commissioner Cohen stated that he liked the variety the project offered. He and staff then discussed the potential impacts on schools.

Commissioner Romo and staff discussed the proposed fencing design.

Chairman Weber discussed the ability to address traffic. He also stated that there were some valid comments about the perimeter fencing but noted that the site design had already been approved.

ACTION:

Moved by Commissioner Spann, seconded by Commissioner Cohen, to approve staff's recommendation. Motion carried. Ayes: Spann, McQuead, Weber, Romo, and Cohen. Noes: None. Abstained. Weiler. (5-0-1)

CURRENT BUSINESS:

- 1. A request for design review (Case No. PHG 14-0021) for the proposed modifications & final architectural design for the new, two-story sanctuary building for the Escondido United Reformed Church.**

Location: 1864 N. Broadway

Jay Paul, Associate Planner, referenced the staff report and noted that staff recommended the Commission approve the proposed site plan modifications and final architectural design for a new, approximately 13,141 SF sanctuary building for the Escondido United Reformed Church.

Vice-chairman McQuead, Chairman Weber, and Commissioner Weiler noted that they were in favor of the new design.

ACTION:

Moved by Commissioner McQuead, seconded by Commissioner Spann, to approve staff's recommendation. Motion carried unanimously. (6-0)

ORAL COMMUNATIONS: None.

PLANNING COMMISSIONERS: No comments.

ADJOURNMENT:

Chairman Weber adjourned the meeting at 8:19 p.m. The next meeting was scheduled for June 28, 2016, at 7:00 p.m. in the City Council Chambers, 201 North Broadway, Escondido, California.

Bill Martin, Secretary to the Escondido
Planning Commission

Ty Paulson, Minutes Clerk

PLANNING COMMISSION

Agenda Item No.: G.1
Date: July 12, 2016

CASE NUMBER: PHG 15-0036

APPLICANT: Ana Osborne- Owner

LOCATION: The site is an existing single-family residence on a 10,385 SF lot located on the easterly side of Wanek Road, north of East Valley Parkway and south of Sogin Court, addressed as 2870 Wanek Road (APN 231-050-50).

TYPE OF PROJECT: Conditional Use Permit

PROJECT DESCRIPTION: A Conditional Use Permit to increase the number of non-ambulatory residents (aged 60 and above) in an existing 3,421 SF, residential care facility from six to ten, on a 10,3385 SF lot in the R-1-6 zone (Single-Family Residential, 6,000 SF minimum lot size). No exterior additions or improvements to the existing structure are proposed. The proposal also includes the adoption of the environmental determination prepared for the project.

STAFF RECOMMENDATION: Approval

GENERAL PLAN DESIGNATION: Urban 1 (up to 5.5 dwelling units per acre)

ZONING: R-1-6 (Single Family Residential - 6,000 SF minimum lot size)

BACKGROUND/SUMMARY OF ISSUES: The Osborne family owns the existing 3,421 SF, 7-bedroom, 2 ½-bathroom, single-family residence and attached garage, which has been converted into a residential care facility for six (6) non-ambulatory residents. In 2008, the California Department of Social Services, Community Care Licensing Division issued a license for a residential care facility for six (6) non-ambulatory residents. The owner in March of 2015 added a 556 SF addition, attached to the existing residence, to increase the number of bedrooms from five to seven. The facility provides 24-hour care and supervision, meals, laundry service, and housekeeping services. The current license limits the number of resident clients to six. State law exempts residential care facilities with up to six clients from local zoning regulations, and these uses are considered a single-family residence for zoning purposes in the R-1 zone. A Conditional Use Permit is required in all cases where more than six residents (clients) are proposed.

The owner is requesting a Conditional Use Permit to increase the number of residents in the residential care facility from the six permitted in the R-1 zone to ten. A new license from Community Care Licensing would be required prior to increasing the number of residents on the site beyond the six currently permitted. The proposed increase in residents would be accomplished by adding two beds to each of the rooms in the rear. No additional floor area or building expansion are proposed.

Staff feels that the issues are as follow:

1. Whether the site could reasonably accommodate the increase in the number of residents.
2. Whether adequate parking can be provided for the proposed use.

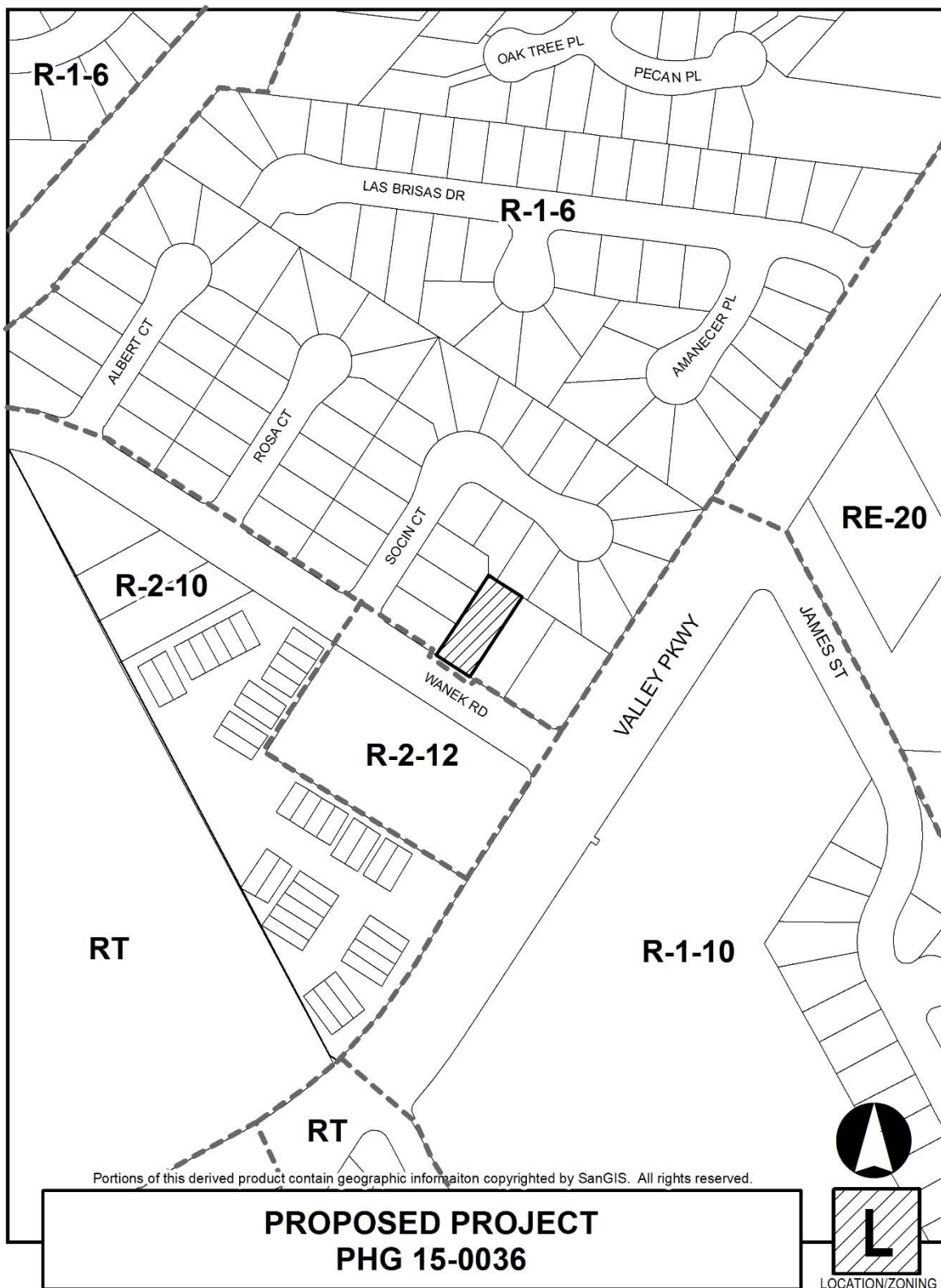
REASONS FOR STAFF RECOMMENDATION:

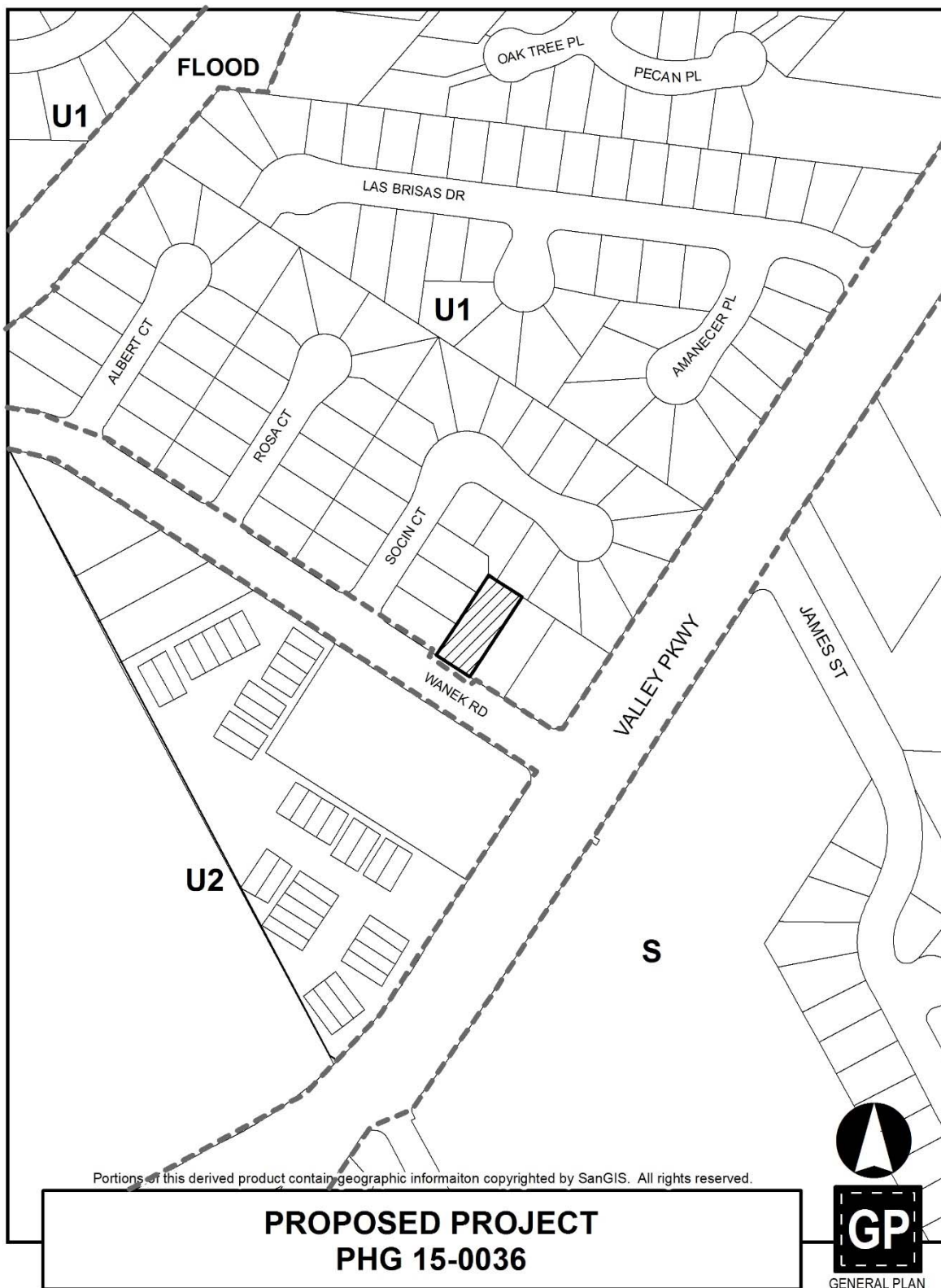
1. The proposed increase in the number of residents is consistent with General Plan goals to provide housing for special needs households including the elderly. The facility allows residents to live in a residential environment rather than an institutional setting. The proposed increase to ten residents can be reasonably accommodated on site since the residence is of adequate size and adequate parking can be provided.
2. The demand for parking is expected to be limited primarily to employees because the residents do not drive and visitation occurs on an infrequent basis. The three required spaces can be provided on the applicant's property as required by the Zoning Code. The applicant's proposed parking solution meets code requirements and there are plenty of other parking opportunities for infrequent occurrences where additional spaces are needed.

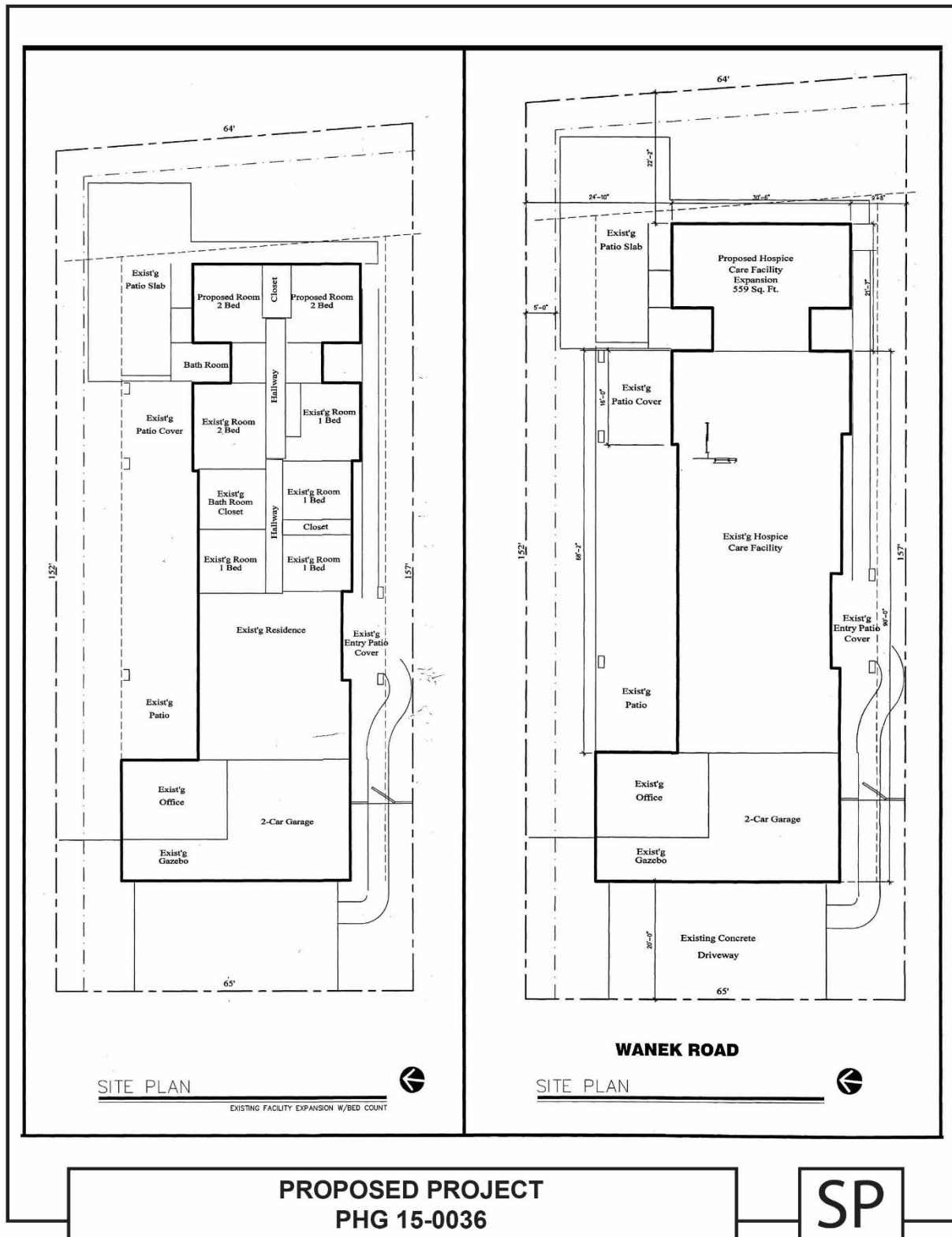
Respectfully Submitted,

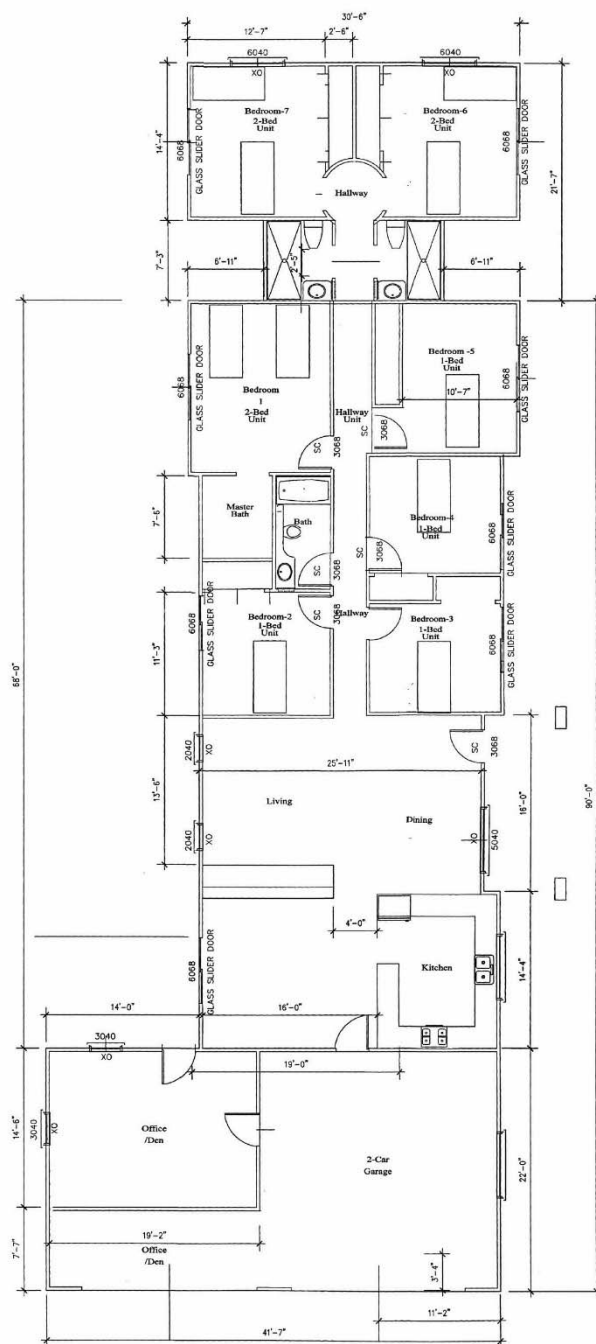


Darren Parker
Assistant Planner II









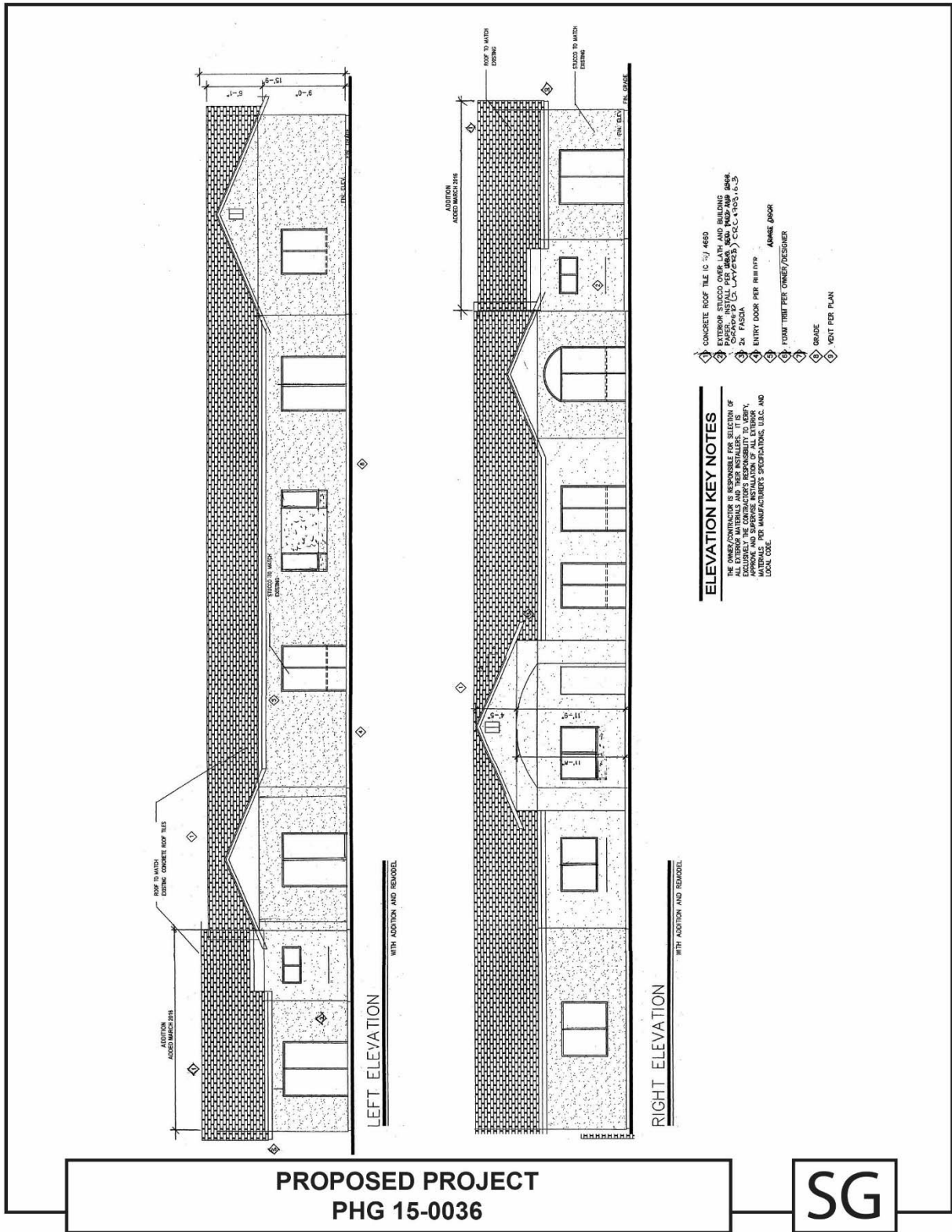
FLOOR PLAN

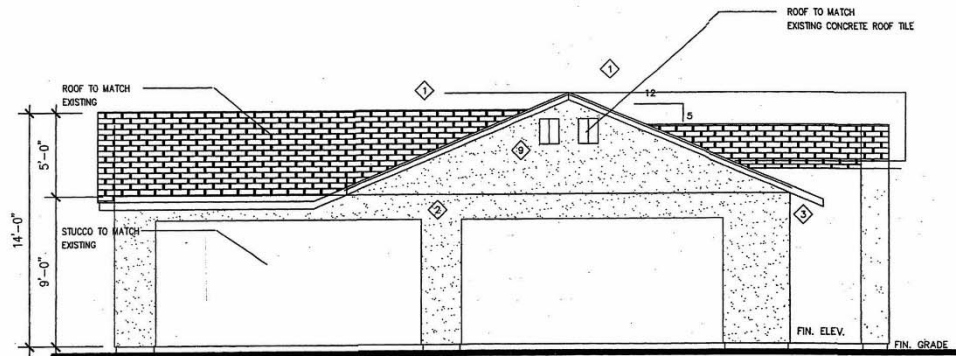
EXISTING FACILITY EXPANSION W/BED COUNT

**PROPOSED PROJECT
PHG 15-0036**

F

FLOOR PLAN



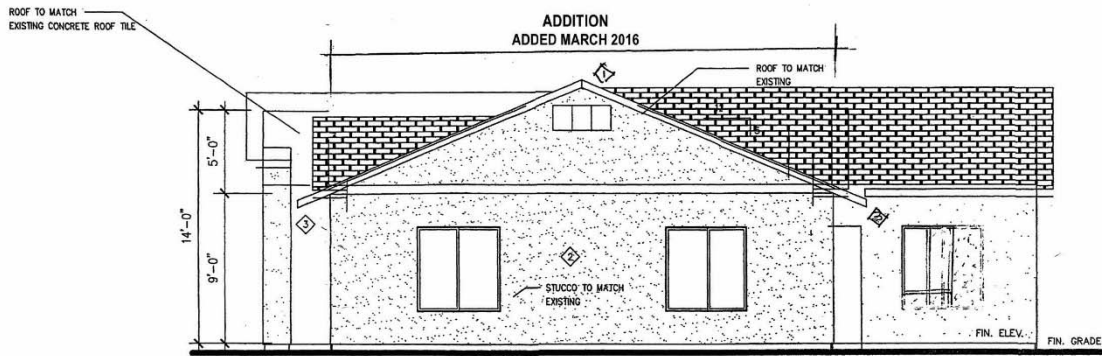


FRONT ELEVATION

WITH ADDITION AND REMODEL

FIN. ELEV.

FIN. GRADE



REAR ELEVATION

WITH ADDITION AND REMODEL

ELEVATION KEY NOTES

THE OWNER/CONTRACTOR IS RESPONSIBLE FOR SELECTION OF ALL EXTERIOR MATERIALS AND THEIR INSTALLERS. IT IS EXCLUSIVELY THE CONTRACTOR'S RESPONSIBILITY TO VERIFY, APPROVE AND SUPERVISE INSTALLATION OF ALL EXTERIOR MATERIALS PER MANUFACTURER'S SPECIFICATIONS, U.B.C. AND LOCAL CODE.

- 1 CONCRETE ROOF TILE IC 50J 4660
- 2 EXTERIOR STUCCO OVER LATH AND BUILDING PAPER. INSTALL PER UBCS SECTION 1403 AND 1406. GRADED (2 LAYERS) CRC 1903.6.3
- 3 2x FASCIA
- 4 ENTRY DOOR PER R1111 RFP
- 5 ARASE 060R
- 6 FOAM TRIM PER OWNER/DESIGNER
- 7
- 8 GRADE
- 9 VENT PER PLAN

PROPOSED PROJECT
PHG 15-0036

SG

ANALYSIS

A. LAND USE COMPATIBILITY/SURROUNDING ZONING

NORTH - R-1-6 zoning (Single-Family Residential, 6,000 SF minimum lot size). Several single-family residences are directly to the north of the subject site. An existing six-foot high wooden fence separates the properties and the subject site.

SOUTH - R-1-6 zoning (Single-Family Residential, 6,000 SF minimum lot size). Directly to the south of the subject site is one single-family residence on a lot similar in size to the subject site. An existing six-foot high wooden fence separates the two properties.

EAST - R-1-6 zoning (Single-Family Residential, 6,000 SF minimum lot size). Directly east of the subject site are several, single-family residences on lots similar in size. A six foot high wooden fence separates the subject site from the adjacent properties.

WEST - R-2-12 zoning (Medium Multiple Residential, 12 units per acre). West of the subject site across Wanek Road is an existing multi-family apartment complex.

B. AVAILABILITY OF PUBLIC SERVICES

1. Effect on Police Service – The Police Department has expressed no concern regarding their ability to provide service to the site.
2. Effect on Fire Service – The site is served by Fire Station No. 2 (421 Midway), which is within the seven and one-half minute response time specified for urbanized areas in the General Plan. The Fire Department has indicated that adequate services can be provided to the site and the proposed project would not impact levels of service.
3. Traffic – The project takes access from Wanek Road, which is classified as a Residential Street in the Circulation Element of the Escondido General Plan. According to the Engineering Division, the project does not materially degrade the levels-of-service on the adjacent streets or intersections.
4. Utilities – City sewer and water mains with sufficient capacity to serve the project are available within the adjoining street or easement. The project does not materially degrade the levels of service of the public sewer and water system.
5. Drainage – The project site is not located within a 100-year Flood Zone as indicated on current FEMA maps. There are no significant drainage courses within or adjoining the property. The Engineering Department determined the project would not materially degrade the levels of service of the existing drainage facilities.

C. ENVIRONMENTAL STATUS

1. In accordance with CEQA Section 15301, Class 1 “Existing Facilities”, the project has been determined to be categorically exempt.
2. In staff's opinion, no significant issues remain unresolved through compliance with code requirements and the recommended conditions of approval.
3. The project will have no impact on fish and wildlife resources as no sensitive or protected habitat occurs on-site or will be impacted by the proposed development.

D. CONFORMANCE WITH CITY POLICY/ANALYSIS

General Plan- The General Plan land-use designation for the site is Urban 1 (U1), which allows up to 5.5 dwelling units per acre. This Conditional Use Permit request is consistent with the Urban 1 General Plan designation and the General Plan goals and policies for supporting services and housing for older adults.

Whether the Site Could Reasonably Accommodate the Increase in the Number of Residents.

The proposal involves increasing the number of residents in the Residential Care Facility for the elderly from six to ten by increasing the number of beds within the existing residence. This would be accomplished by adding two beds to each of the rooms in the rear of the facility that were recently added in 2015. There would be no exterior change to the existing residence. The only changes would be interior to comply with current building and fire codes. Adequate parking can be provided on site within the two car garage, and in the driveway. SANDAG estimates that these facilities generate approximately 2.5 vehicle trips per bed. In this case, the number of beds is only increasing by four over what is permitted in the R-1 zone. That's an increase of 10 trips over what is permitted. None of the resident clients in the facility drive or have a vehicle on site. Most of the traffic to the facility is generated by the owner, employees, and occasional visitors and case managers. The owner employs a total of eleven (11) caregivers, with a maximum of three on site at a time. The owner does not reside on the premises, but does live close by and spends most days working at the facility. The anticipated increase in trips would not be significant.

The addition of four new residents to the facility would not change the operational characteristics of the facility. The living and dining areas are adequately sized to accommodate the potential of up to ten residents that could reside on-site. Demand for utility services would increase slightly due to the addition of four additional residents. Outdoor open space with seating is available in the backyard which has a covered patio area similar to the adjacent homes. Although the physical size of the facility currently accommodates six residents, the site is well maintained and landscaped, and amenities, such as door openings onto a patio or courtyard for each bedroom are provided. The recent addition in 2015, not only included two new bedrooms, but also added two new bathrooms for the facility. The proposed increase in the number of residents in the Residential Care Facility for the Elderly would therefore be compatible with surrounding properties.

Whether Adequate Parking can be provided for the Proposed Use

The Zoning Code requires parking for residential care facilities at a ratio of one space per three beds. The proposed ten-bed facility would require three (3) parking spaces. While the garage currently provides two parking spaces, the requirement for an accessible parking space will convert the area in front of the garage to one parking space and a loading area. The 65' x 20' driveway in front of the garage can easily accommodate the accessible parking along with additional parking for the facility. There is no covered parking requirement for residential care facilities.

The demand for parking is expected to be limited to employees because the residents do not drive vehicles and visitation occurs infrequent. The proposed parking would satisfy the minimum code requirements, but it should be noted that additional parking would be readily available. Wanek Road which is a residential street allows off-site parking and could be used for additional parking off-site if needed. The applicant's proposed parking solution meets code requirements and there are plenty of other parking opportunities for the infrequent occurrences when additional spaces are needed.

SUPPLEMENT TO STAFF REPORT/DETAILS OF REQUEST

A. PHYSICAL CHARACTERISTICS- The site has been completely developed with an existing single-story, single-family residence, driveway and yard areas. A solid wood fence exists along both sides and rear of the property

B. SUPPLEMENTAL DETAILS OF REQUEST

- | | |
|------------------------------------|--|
| 1. Property Size: | 0.23 acres |
| 2. Building Size: | House: 2,251 SF
Garage: 494 SF
Recent addition: 556 SF
Patio: 120 SF
Total: 3,421 SF |
| 3. Hours of Operation: | Care is provided 24 hours a day, 365 days a year |
| 4. Number of Employees: | 9-Caregiver (am/pm Shifts)
1-Manager/Caregiver (Mon-Fri)
1-Administrator/Caregiver (Mon)

11-employees total |
| 5. Number of Residents | Maximum of 10 |
| 6. Number of Client Bedrooms/Beds: | |
| Existing: | 5 bedrooms with six clients (1 double and four singles) |
| Proposed: | 7 bedrooms with 10 clients (three doubles and four singles) |

C. CODE COMPLIANCE ANALYSIS

- | | <u>Proposed</u> | <u>Required</u> |
|-------------|--|-----------------|
| 1. Parking: | 2 parking spaces in the garage
4 parking spaces in the driveway
(1 accessible space shall be provide)
Additional parking on the street (Wanek Road) | 3 spaces |

D. GENERAL PLAN COMPLAIANCE

1. General Plan:

- | | |
|----------------------------------|---|
| a. Land Use Element Designation: | The site is in the U1 (Urban 1) designation of the General Plan which permits residential care facilities subject to the development standards of the specified Residential zone. |
| b. Circulation Element: | Wanek Road is an unclassified Residential Street |
| c. Noise Element: | The site is located within a projected 1990 Noise Contour with an anticipated CNEL of 60 db or greater |
| d. Ridgeline: | The site is not located on or near any Intermediate or Skyline ridgelines. |
| e. Trails: | There are no trail dedications at this site. |

**FINDINGS OF FACT
PHG15-0036
EXHIBIT "A"**

1. Granting the Conditional Use Permit would utilize sound principles of land use in response to services required by the community since the proposed residential care facility would provide housing for community residents that have special needs. The General Plan supports the development of residential care facilities through the Conditional Use Permit process. The proposed project would not diminish the quality of life standards of the General Plan since the project would not materially degrade the level of service on adjacent streets or public facilities, nor create excessive noise, and adequate public services are currently provided to the site. .
2. The proposed increase in the number of beds for an existing care facility would not result in a substantial alteration of the present or planned land use or cause deterioration of bordering land uses. The site is zoned for a residential care use and the site has been developed with a single-family residence. The site was previously approved for a residential care facility up to six beds. Adequate parking, setbacks, access and landscaping are provided. The proposed use is residential in nature and operational procedures are regulated by the State of California Department of Social Services.
3. The granting of the Conditional Use Permit has been considered in relationship to its effects on the community plan and has been found to be in conformance with the General Plan and zoning since the use is conditionally permitted in the R-1 zone and the size of the residential facility is appropriate for the increased number of residents.
4. The project is exempt from environmental review in conformance with Section 15301, class 1, "Existing Facilities" of the California Environmental Quality Act (CEQA). In staff's opinion, the request does not have the potential for causing a significant effect on the environment.

**CONDITIONS OF APPROVAL
PHG15-0036
EXHIBIT "B"**

Planning Division Conditions

1. The Conditional Use Permit shall be for the use of the site for residential care for the elderly. The CUP shall be null and void if not utilized within twelve months of the effective date of approval.
2. The developer shall be required to pay all development fees of the City then in effect at the time and in such amounts as may prevail when building permits are issued, including any applicable City-Wide Facilities fees.
3. All construction and grading shall comply with all applicable requirements of the Escondido Zoning Code and requirements of the Planning Division, Engineering Division, Building Division, and Fire Department.
4. The legal description attached to the application has been provided by the applicant and neither the City of Escondido nor any of its employees assume responsibility for the accuracy of said legal description.
5. All project generated noise shall comply with the City's Noise Ordinance (EMC Chapter 17, Article 12) to the satisfaction of the Planning Division
6. All requirements of the Public Art Partnership Program, Ordinance No. 86-70, shall be satisfied prior to building permit issuance. The ordinance requires that a public art fee be added at the time of the building permit issuance for the purpose of participating in the City Public Art Program.
7. All exterior lighting shall conform to the requirements of Article 35 (Outdoor Lighting) of the Escondido Zoning Code. All outdoor lighting shall be provided with appropriate shields to prevent light from adversely affecting adjacent properties.
8. No signage is approved as part of this permit. A separate sign permit shall be required prior to the installation of any signs. All proposed signage associated with the project must comply with the City of Escondido Sign Ordinance (Article 66, Escondido Zoning Code).
9. One parking for disabled person shall be provided (including "Van Accessible" spaces) in full compliance with Section 1129B (Accessible Parking required) of the California Building Code, including signage.
10. All new utilities shall be underground.
11. The operation of the facility shall be consistent with the Details of Request contained within the Planning Commission staff report.
12. No more than ten (10) clients may reside in the facility at any time.
13. The use shall be in accordance with all local, county and state laws and licensing requirements.
14. Prior to issuance of a Business License or approval of a State License, building permits shall be obtained for all interior bedrooms, bathrooms, partition walls and exterior additions which require building permits.
15. The operation of the facility shall be in accordance with all applicable state and/or county laws and licensing requirement. A City of Escondido business license shall be maintained at all times.
16. All rooftop equipment must be fully screened from all public view utilizing materials and colors which match the building.

17. All employees of the facility shall be required to park on the subject property.
18. The premises shall be made available for inspection by City staff during hours of operation and shall provide such records, licenses or other materials necessary to show evidence of compliance with the conditions of this permit.
19. This item may be refereed back to Planning Commission upon recommendation of the Director of Planning and Building for review and possible revocation or modification of the Conditional Use Permit upon receipt of nuisance complaints regarding performance of the operation of the facility and/or non-compliance with the conditions of the project approval.
20. All vegetation shall be maintained in a flourishing manner and kept free of all foreign matter and weeds. All irrigation shall be maintained in fully operational condition.
21. The City of Escondido hereby notifies the applicant that the County Clerk's office requires a documentary handling fee of \$50.00 in order to file a Notice of Exemption for the project (environmental determination for the project). In order to file the Notice of Exemption with the County Clerk, in conformance with the California Environmental Quality Act (CEQA) Section 15062, the applicant should remit to the City of Escondido Planning Division, within two working days of the final approval of the project (the final approval being the hearing date of the Planning Commission or City Council, if applicable), a certified check payable to the "County Clerk" in the amount of \$50.00. The filing of a Notice of Exemption and the posting with the County Clerk starts a 35 day statute of limitations period on legal challenges to the agency's decision that the project is exempt from CEQA. Failure to submit the required fee within the specific time noted above will result in the Notice of Exemption not being filed with the County Clerk, and a 180 day statute of limitations will apply.

PLANNING COMMISSION

Agenda Item No.: G.2
Date: July 12, 2016

CASE NUMBER: PHG 16-0009 & AZ 16-0004

APPLICANT: Escondido Auto Park Association

LOCATION: 1130 Simpson Way, just west of I-15 (APN 232-061-36)

TYPE OF PROJECT: Regional Market Sign and Zoning Code Amendment

PROJECT DESCRIPTION: A modification to an existing Regional Market Sign Permit to upgrade the existing Escondido Auto Park freeway sign with a larger sign. The existing sign is approximately 630 SF in size and includes an electronic message board of approximately 267 SF per side, as well as 126 SF of internally-illuminated fixed copy per side. The new sign would be approximately 775 SF in size, and would include an LED message board of approximately 587 SF per side, as well as approximately 67 SF of internally-illuminated fixed copy per side. The sign would still be supported by two poles, though the overall height of the sign would be lowered from 80' to 73'6" and the pole covers would be painted gray. Since the proposed changes would cause the sign to exceed current size limits for Regional Market Signs, a Zoning Code Amendment is also proposed to modify those limits.

STAFF RECOMMENDATION: Approval

GENERAL PLAN DESIGNATION/TIER GI (General Industrial)

ZONING: M-2 (General Industrial)

BACKGROUND/SUMMARY OF ISSUES:

On September 13, 1995, the City Council approved a Zoning Code Amendment (95-05-AZ) that had been proposed by the Escondido Auto Park Association. The amendment repealed Chapter 13 of the Municipal Code, which effectively confined all sign-related regulations to the Zoning Code. It also amended Article 66 of the Zoning Code to add Section 33-1395.10, providing regulations for a new category of sign: the "Regional Market Sign", to be owned/maintained only by a "regional market group", defined as a group of related commercial uses occupying a planned development of at least forty acres, with a market area extending beyond city limits into a larger regional area, and represented by a marketing or advertising association benefiting its members. One of the new standards included in Section 33-1395.10 specified that Regional Market Signs could be located only on commercially-zoned property fronting Interstate 15. No City approvals for any signs were included with this 1995 Zoning Code Amendment. It was understood that the Association would need to submit a separate Regional Market Sign permit application and go through the project review channels described in the new Section 33-1395.10 of the Zoning Code before a sign could be installed.

A new Zoning Code Amendment request was submitted (96-06-AZ), specifying that Regional Market Signs be allowed at 1130 Simpson Way and on other industrial parcels lining Interstate 15 between Mission Avenue and the flood control channel. The Association also submitted an application for the Regional Market Sign itself (96-21-RMS), which was proposed to be 80 feet in height, approximately 630 SF in area, and including approximately 393 SF of copy per side, including a 267-SF electronic message board and 126 SF of fixed copy. The Association needed to establish a presence on the 1130 Simpson site in order for the proposal to be an on-premise sign. This could take the form of an information center, but general office uses were not permitted on industrially-zoned property. Additionally, freestanding signs in the industrial zones were previously limited to a

July 12, 2016

height of six feet and an area of 50 SF, so the introduction of large freeway-oriented signs in this zone would be a significant departure from this policy (signs in commercial zones were not as severely restricted).

The Planning Commission recommended approval of 96-06-AZ and 96-21-RMS to City Council, and City Council approved both proposals. The determination was made that the information center could be considered an "automotive service" instead of a standard office, which qualified it as an industrial use. Following approval of 96-06-AZ and 96-21-RMS, the Auto Park sign was installed and has not been altered in the last twenty years.

The Association would now like to update the sign in its current location to incorporate a more streamlined, modern appearance, including a larger message board that would utilize LED technology. The Association believes that the upgraded sign would improve the aesthetics of this portion of the I-15 corridor, while continuing to attract business to the dealerships within the Auto Park and promoting tax revenue for the City. Because the modification would result in a sign that does not conform to current Regional Market Sign standards for size, a proposal for a Zoning Code Amendment is included in the project. The proposed revised code text is attached to this staff report.

Staff believes that the issues are as follow:

1. Whether the proposed Zoning Code Amendment, allowing for larger Regional Market Signs, is appropriate.
2. Whether the design of the proposed new sign is appropriate.

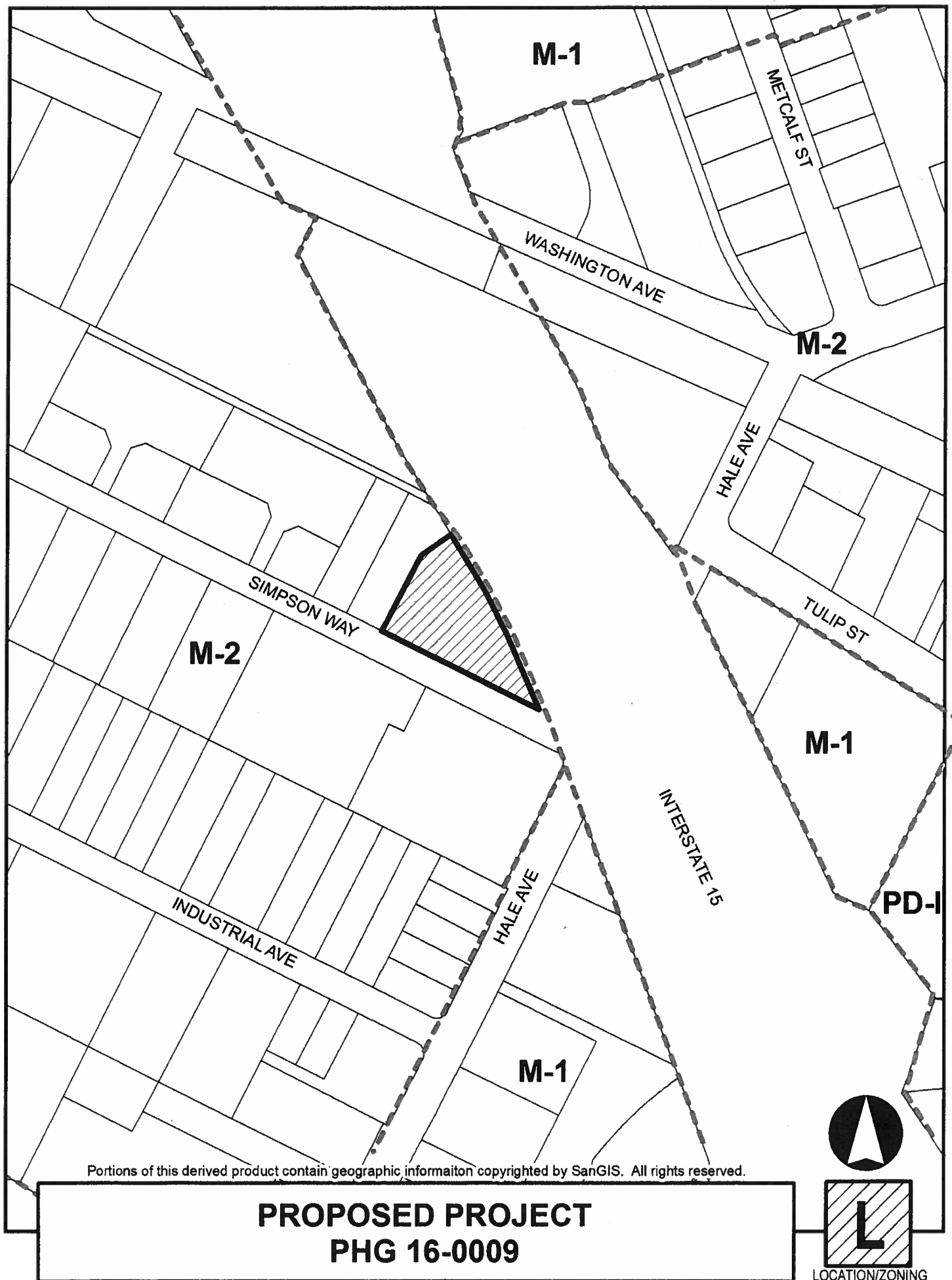
REASONS FOR STAFF RECOMMENDATION:

1. Regulations for Regional Market Signs were added to the Zoning Code in 1995 and amended in 1996, in response to the Escondido Auto Park Association's interest in installing a freeway-oriented sign bearing a changeable message board within the Interstate 15 corridor. These regulations have not changed since the 1996 amendment. The Association now would like to upgrade the existing Regional Market Sign with one that is more modern in appearance and that utilizes LED technology for its message board. The proposed design would incorporate a larger total sign area and a larger message board than what currently exist. The total copy size (fixed plus message board) would also increase. These larger features would exceed the size limits currently set by the Regional Market Sign standards, so a code amendment is necessary. The proposed project has been reviewed by all relevant City departments, none of which had any comments or recommendations. Caltrans also reviewed the proposed code amendment and Regional Market Sign modification and expressed no concerns with increasing the size of the sign or its message board, but did make some recommendations regarding light output, which are addressed further later in this report. These recommendations have been incorporated into the conditions of approval for the project. Finally, staff believes that the increase in the digital message board size (and the overall size of the sign) is warranted since it is consistent with current LED technology that is more efficient and has become increasingly popular in the years since the original Auto Park sign was approved.
2. The current Regional Market Sign was installed in 1996 under 96-21-RMS and the sign has not been changed since it was first installed. The Association now would like to replace the existing sign with a new one featuring cleaner lines and a modern appearance, as well as a larger electronic message board. The applicant believes, and staff concurs, that the new design would upgrade the look of the sign and this area of the I-15 corridor.

Respectfully submitted,



Ann Dolmage
Associate Planner



**PROPOSED PROJECT
PHG 16-0009**

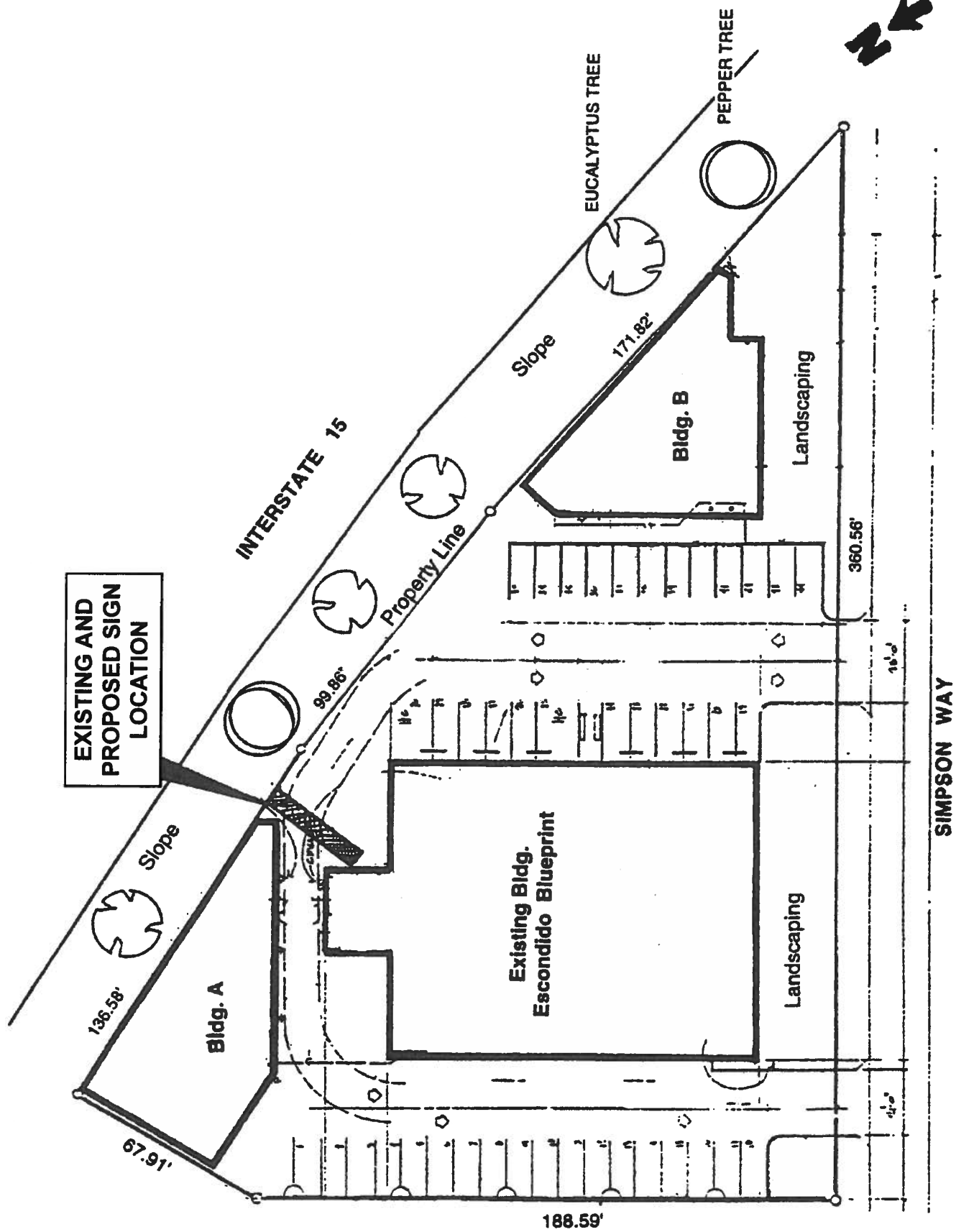


PROPOSED PROJECT
PHG 16-0009



GENERAL PLAN

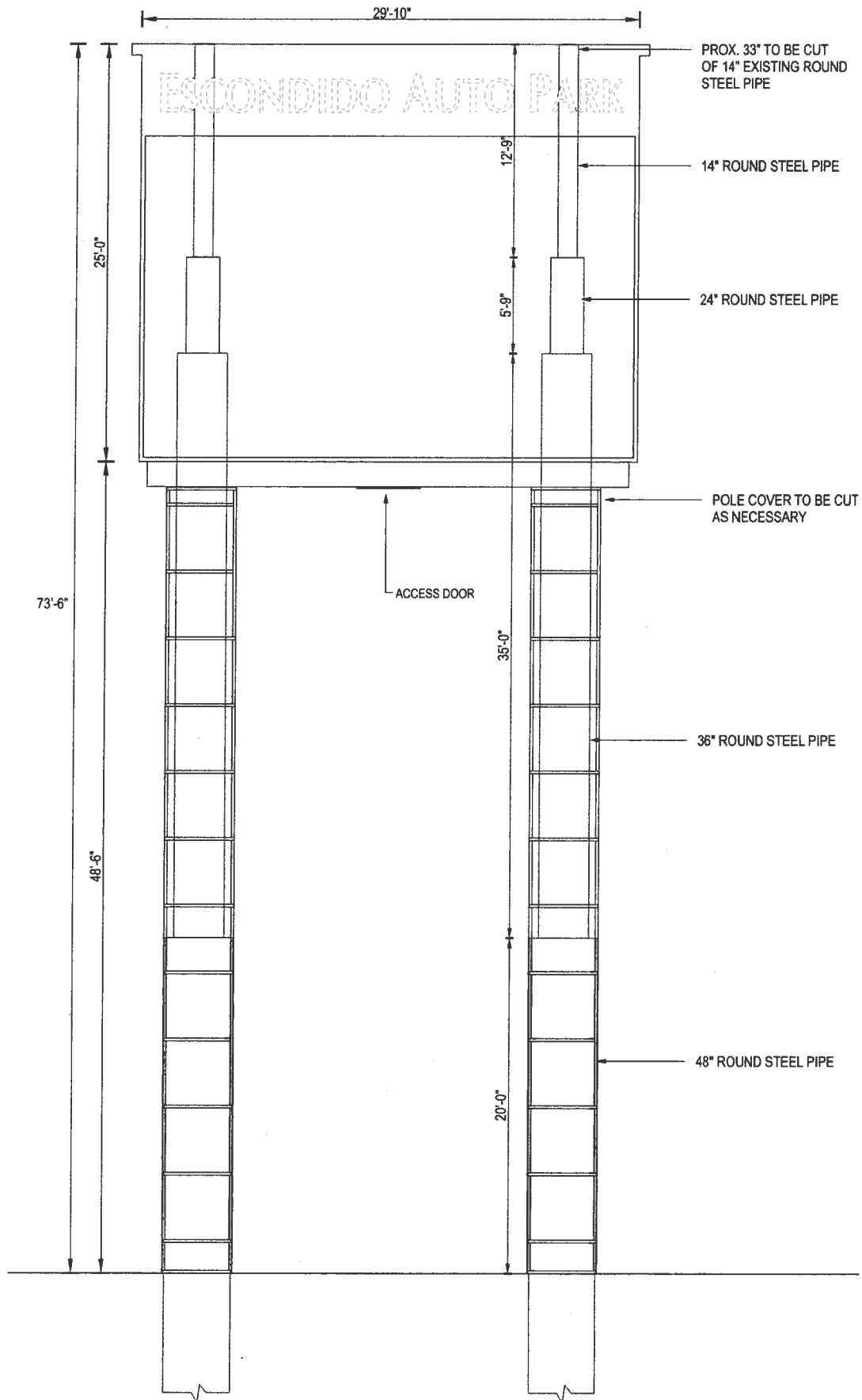
EXISTING AND
PROPOSED SIGN
LOCATION



PROPOSED PROJECT
PHG 16-0009

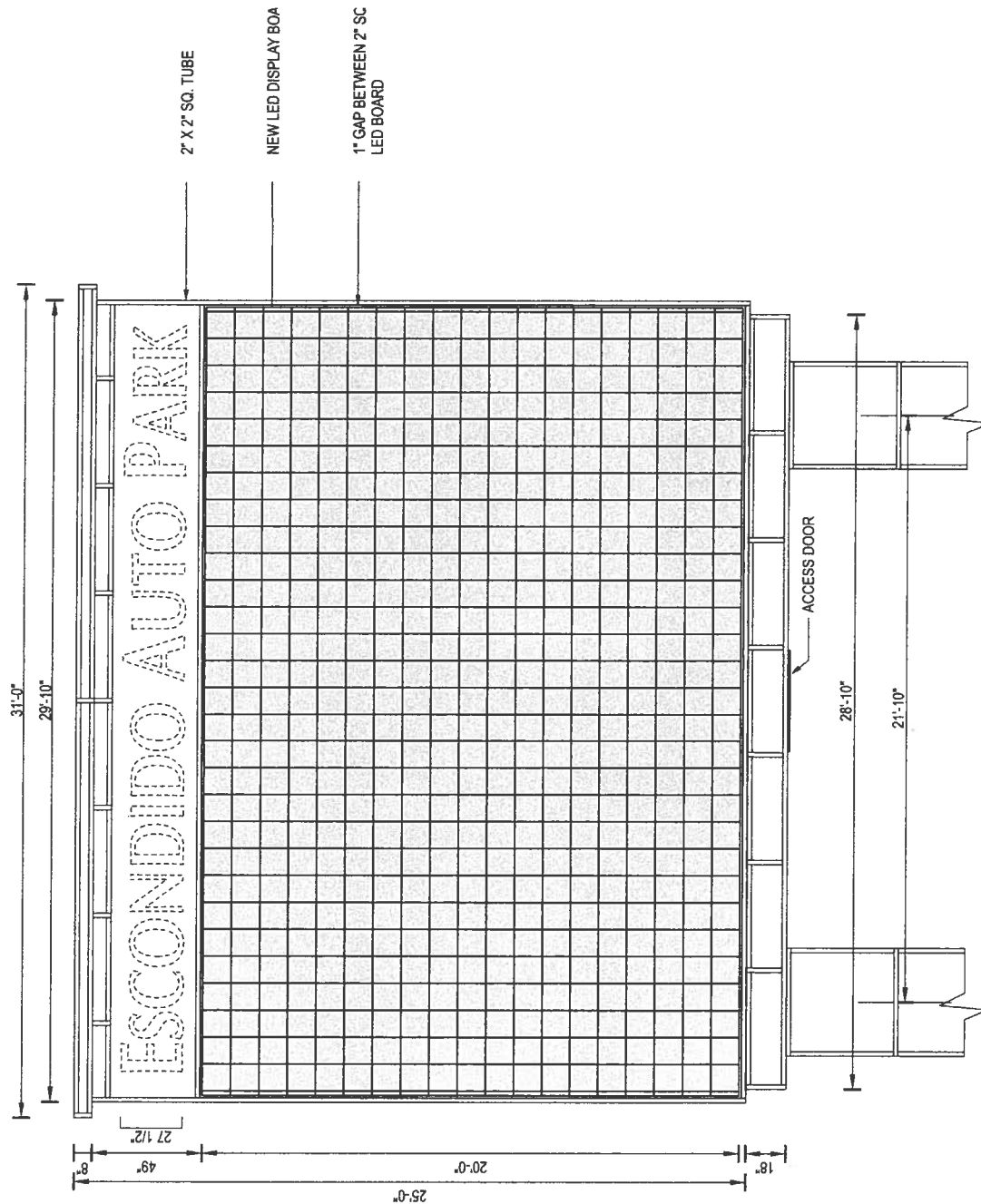
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SITE PLAN

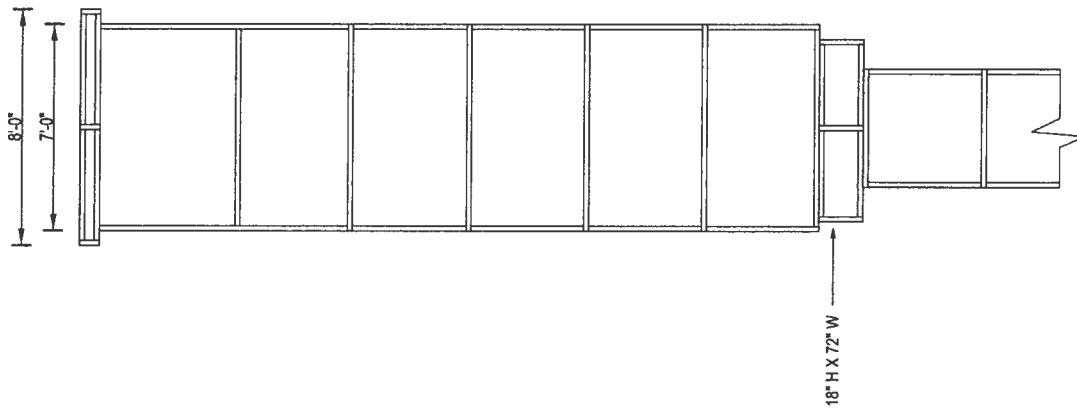


PROPOSED PROJECT
PHG 16-0009

FRONT VIEW



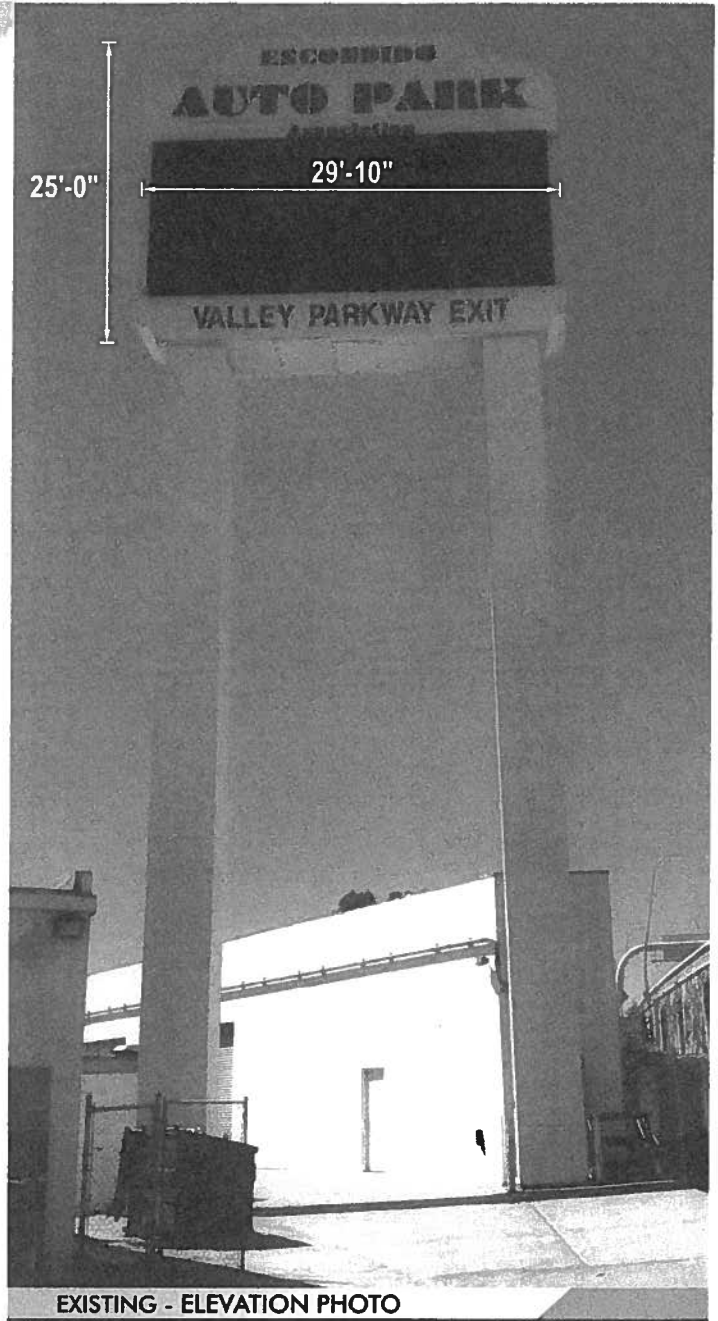
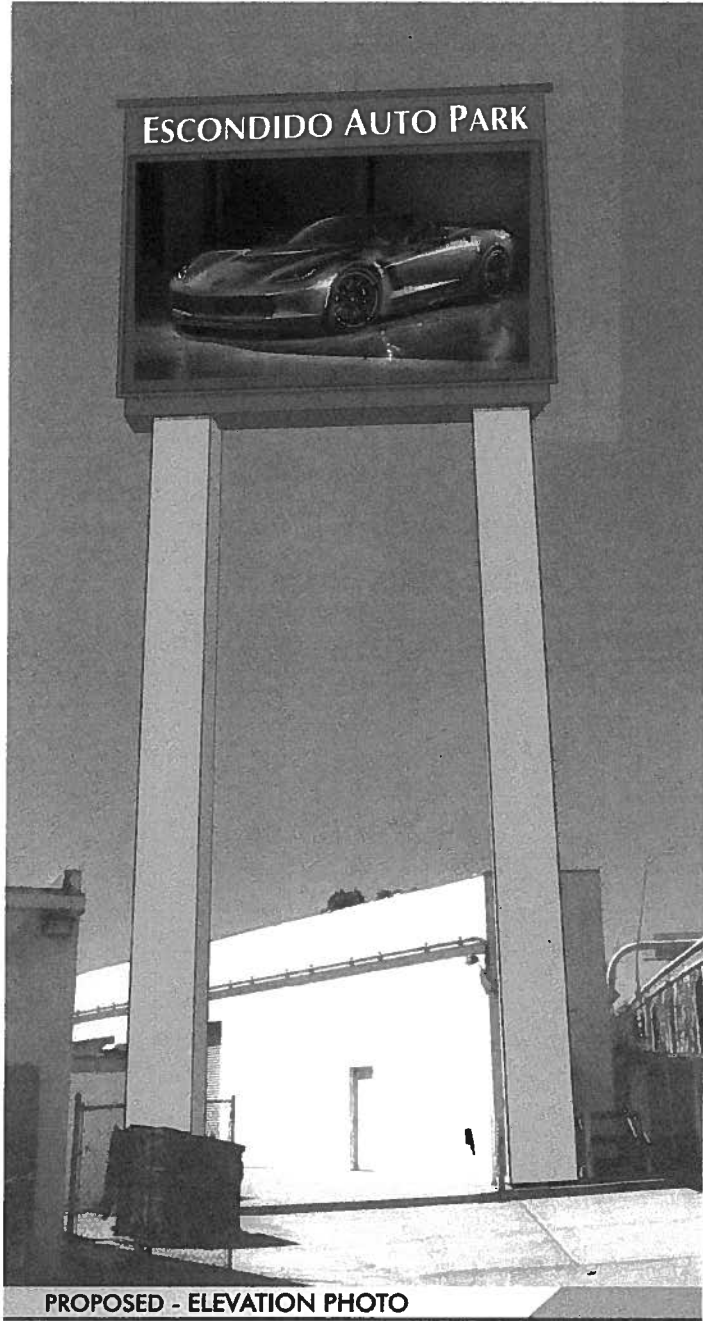
SIDE VIEW



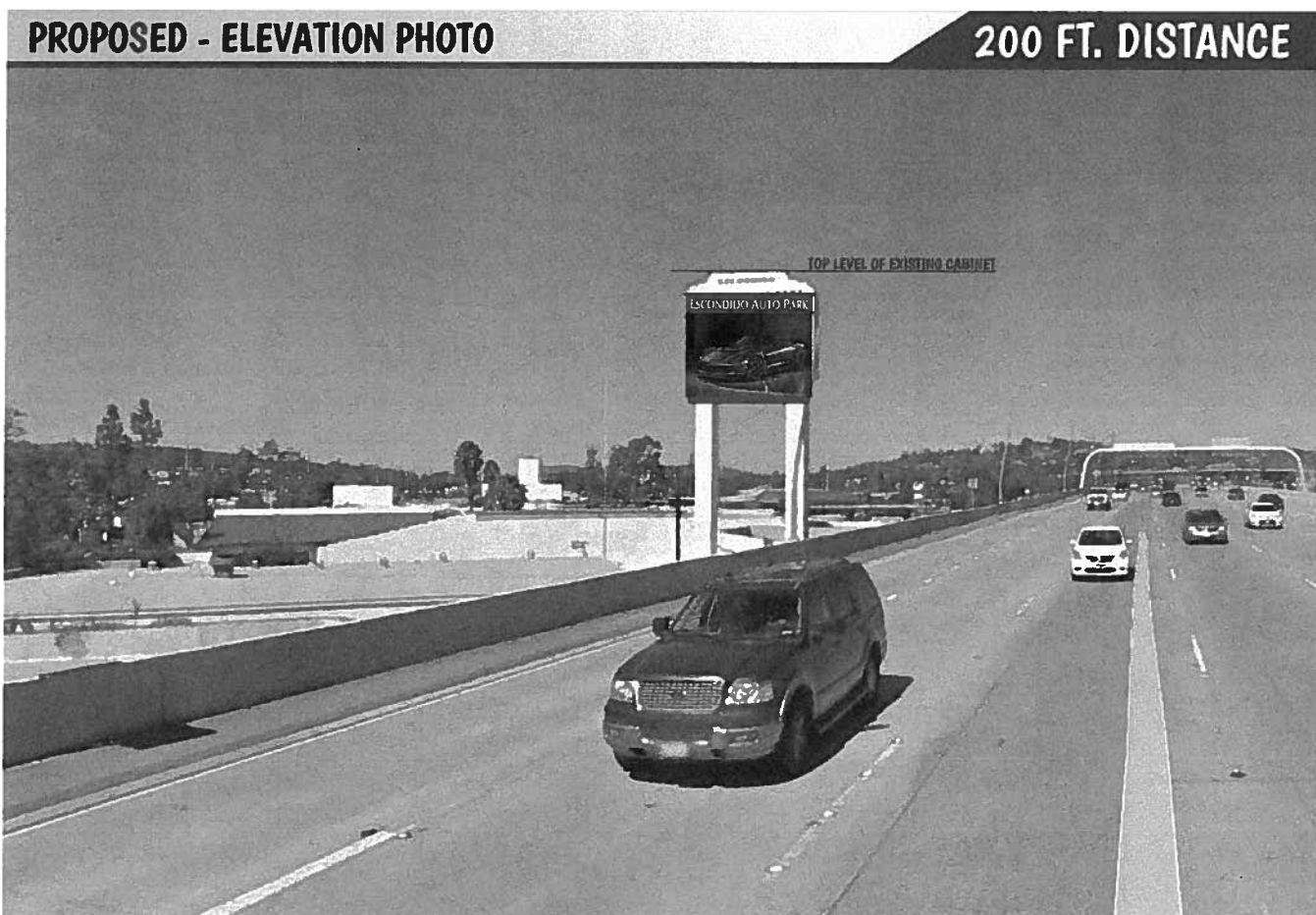
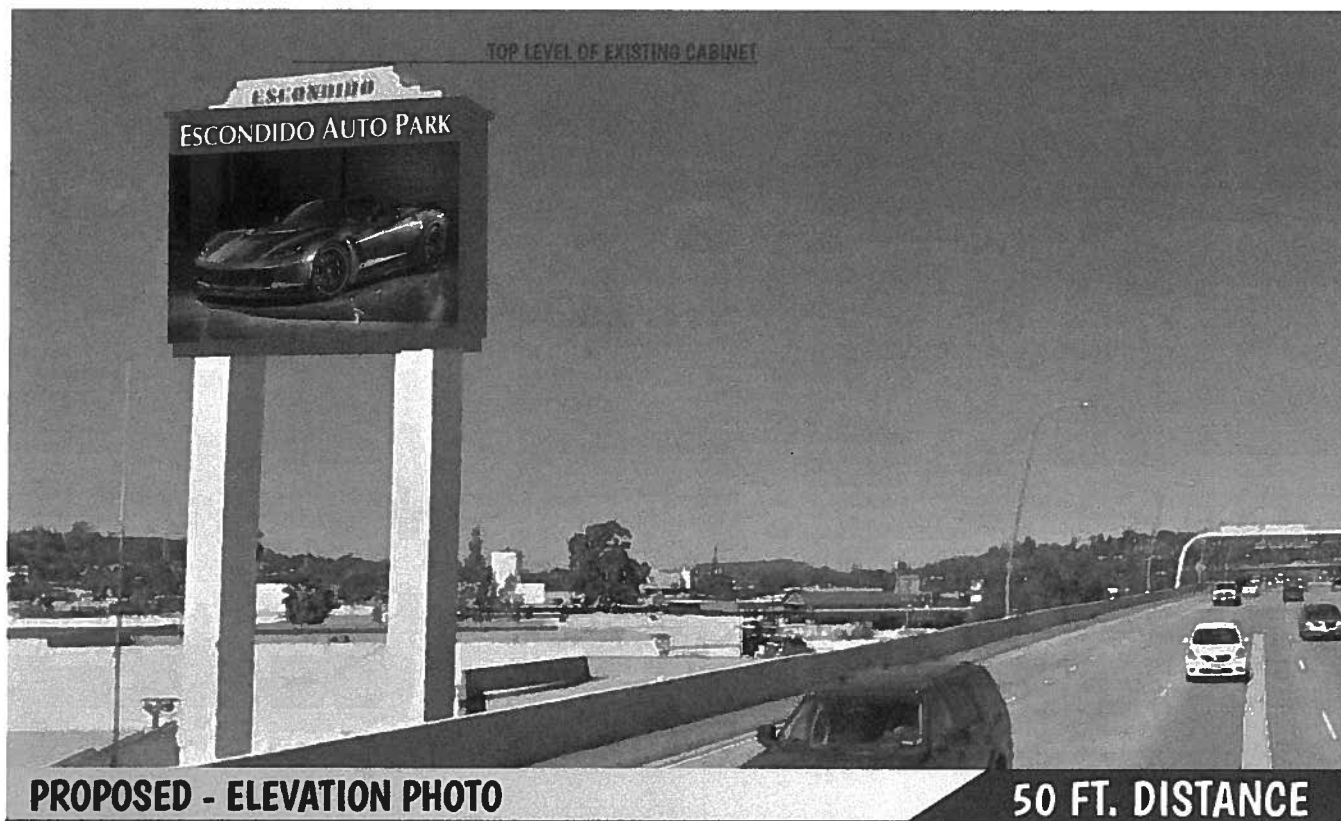
PROPOSED PROJECT
PHG 16-0009

E

ELEVATIONS



PROPOSED PROJECT
PHG 16-0009



PROPOSED PROJECT
PHG 16-0009

July 12, 2016

A. LAND USE COMPATIBILITY/SURROUNDING ZONING

NORTH - M-1 (Light Industrial) and M-2 (General Industrial) zoning: Interstate 15 and the Sprinter light rail line are located to the north of the project site, running in a northwest to southeast orientation. Several industrially-zoned properties also lie to the north of the project site, within two triangular areas (one bound by I-15, West Washington Avenue, and North Hale Avenue, and the other bound by West Washington Avenue, Metcalf Street, and West Mission Avenue).

SOUTH - M-1 and M-2 zoning: The properties located on the south side of Simpson Way and the west side of Hale Avenue are zoned M-2. M-1 zoning occupies the area east of Hale Avenue and west of the flood control channel.

EAST - M-1, M-2, and PD-I (Planned Development- Industrial) zoning: Interstate 15 is located directly east of the project site. The area to the east of the freeway (the convergence of Washington Avenue, Hale Avenue, and Tulip Street, on the north side of the flood control channel) is primarily zoned M-1 and M-2, though the Ice-Plex complex on Tulip Street is zoned PD-I.

WEST - M-2 zoning: The properties west of the project site have General Industrial zoning.

B. AVAILABILITY OF PUBLIC SERVICES

1. **Effect on Police Service** - The Police Department has expressed no concern since the project will not have an impact on their ability to provide services.
2. **Effect on Fire Service** - The Escondido Fire Department expressed no concern relative to their ability to provide service to the site.
3. **Traffic** – The project site is located on the north side of Simpson Avenue, just west of its intersection with North Hale Avenue. Interstate 15 borders the property on its east side. Access to the project site is from Simpson Avenue only. Simpson Avenue is not classified in the Circulation Element of the General Plan. Hale Avenue is classified as a Collector between the I-15 HOV off-ramp and Industrial Avenue, and this section of Hale has a level of service (LOS) of F per 2011 data. While installation of the sign will involve a temporary increase in traffic to the project site during construction, permanent and significant increases are not expected. The subject property is not located directly within the Auto Park and no merchandise would be stored, displayed, or serviced on-site. The Association would continue to maintain an office presence on the property to assist any customers who visit with questions about Auto Park products or services and to maintain the sign's status as an on-premise sign, but visitation for informational purposes is expected to be low, as most Auto Park customers will proceed directly to the dealerships. Therefore, no traffic impact analysis was required for this project.
4. **Utilities** – Water and sewer service are provided to the site by the City of Escondido, and extension of services is not required since a sign already exists in this location.
5. **Drainage** – The project site is not located within the 100-year flood zone as designated on current FEMA flood insurance rate maps. There are no significant drainage courses within or adjoining the property.

C. ENVIRONMENTAL STATUS

The proposal for the new Regional Market Sign is exempt from the requirements of the California Environmental Quality Act (CEQA) in conformance with Section 15302(b), "Replacement or Reconstruction" (replacement of a commercial structure with a new structure of substantially the same size, purpose, and capacity). The Zoning Code Amendment portion of the project is exempt from CEQA in conformance with Section 15061(b)(3), which states that a project is exempt when the activity is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment (the "General Rule" provision). A Notice of Exemption will be filed upon project approval, a copy of which is attached to this report. In staff's opinion, no project issues remain unresolved through compliance with code requirements and the recommended conditions of approval. The project will have no impact on fish and wildlife resources as no

sensitive or protected habitat occurs within the project development area or will be impacted by the proposed facility.

D. CONFORMANCE WITH CITY POLICY

General Plan

The project site is located within the General Industrial (GI) land use designation of the General Plan. This designation is intended for areas not in proximity to residential uses, and appropriate land uses include manufacturing, warehouse, distribution, assembling, and wholesaling, as well as uses that provide supporting products and services for those heavier industries. Existing businesses on the project site include Escondido Reprographics and Industrial Foam Products.

The proposed project would replace an existing Regional Market Sign for the Escondido Auto Park Association with a new sign incorporating a more modern design and a larger size, including an LED electronic message board that would be substantially larger than the message board on the existing sign. The overall height of the sign would be lowered from its current height of 80' to a new height of 73'6". While the sign itself is not an industrial use, it would not interfere with existing industrial uses taking place on the property or on adjacent properties, and a sign of this size that includes an electronic message board is more appropriate for an industrial neighborhood than a residential one. Section 33-1395.10 of the Zoning Code limits installation of Regional Market Signs to selected industrially-zoned parcels along the I-15 corridor, and the subject property is one of these parcels. The proposed sign exceeds the Regional Market Sign size standards in Section 33-1395.10, but the proposed Zoning Code Amendment would increase these limits so that the sign would be in conformance.

E. ANALYSIS

As described earlier in this staff report, Regional Market Signs have been permitted on certain industrially-zoned properties along the I-15 corridor since 1996, when Section 33-1395.10 was added to the Zoning Code. This section of the code was specifically tailored to the needs of the Escondido Auto Park Association, since it was the only organization up to that point that was known to have requested a freeway-oriented, message board sign of this scale. Because City staff knew how large the Association wanted their sign to be and what it was expected to look like when built, they were able to write the language of 33-1395.10 to allow those dimensions, while also including provisions to prevent cluttering the freeway with excessive electronic signage (restricting the number and location of signs, strictly defining "regional market groups" to limit the range of potential applicants, etc.)

The Association now would like to upgrade the existing Regional Market Sign with one that is more modern in appearance and that utilizes LED technology for its message board. The overall area of the proposed sign would be larger than what currently exists (increase from 630 SF to 775 SF per side), and the message board itself would also be larger (increase from 267 SF to 587 SF per side). While the area of fixed copy would decrease from 126 SF to 67 SF per side, the total copy size (fixed copy plus message board) would increase. These larger features would exceed the size limits currently set by the Regional Market Sign standards, so a code amendment is necessary. The code amendment would not include any changes to the maximum allowed height of the sign, nor would it add new properties to the map of parcels that are allowed to have a Regional Market Sign under Section 33-1395(c). Furthermore, the code amendment would not increase the number of Regional Market Signs in this area (only one sign total is allowed for these industrial properties as described in Section 33-1395(e)(1)), and it would not broaden the definition of "regional market group" to allow organizations who do not currently qualify for such a sign to obtain one. The code amendment would include provisions allowing the Community Development Director to administratively approve a sign with an overall sign area, copy area, or message board area up to 10% larger than the maximum allowed, pending submittal of an administrative adjustment application and payment of associated application fees. These provisions allow for some minor flexibility in sign design on a case-by-case basis, without requiring an application to move through the typical Planning Commission and City Council approval channels.

The proposed project has been reviewed by all necessary City departments, and none of these departments had any comments or requested any conditions of approval. Caltrans also reviewed the proposed code amendment and Regional Market Sign modification and expressed no concerns with increasing the size of the sign or its message board. Caltrans did state that while its agency maintains no regulations for maximum light

output, it recommends that the sign be dimmable, and also recommends following Outdoor Advertising Association of America (OAAA) guidelines limiting ambient light to an output level of 0.3 footcandles at a distance of 250 feet from the sign. These recommendations have been incorporated into the proposed conditions of approval for the project (and the applicant has already indicated to staff that the sign will include an ambient light sensor to enable it to dim or brighten as outside light levels vary by season and time of day, and will also be dimmable manually).

Caltrans has also indicated that the sign will require an Outdoor Advertising Display Permit from their agency only if it is an "off-premise" sign. This appears to be supported by Section 5274 of the Outdoor Advertising Act (administered by Caltrans), which states that most provisions of the Act, including permitting requirements, are not applicable to on-premise signs located in business centers and visible from an interstate, as long as certain conditions are met (the display identifies the name of the business center, all businesses noted on the sign are located within the business center, all city or county approvals have been obtained, etc.) As discussed in this staff report, the existing sign was deemed upon approval to be "on-premise" since the Association arranged to lease office space on the site to serve as an information center for potential Auto Park customers visiting the site. Since the Association intends to continue this arrangement, the upgraded sign still can be considered an on-premise sign.

SUPPLEMENT TO STAFF REPORT/DETAILS OF REQUEST

A. PHYSICAL CHARACTERISTICS:

The subject property is 1.17 acre in size, is triangular in shape, and is located on the north side of Simpson Way, near its intersection with North Hale Avenue. The property is immediately west of Interstate 15. The site is primarily flat and is fully developed with three office/industrial buildings and associated parking and landscaping. Property access is from Simpson Way (no access from Hale Avenue or I-15).

B. SUPPLEMENTAL DETAILS OF REQUEST:

1. Lot Size 1.17 acres

2. Sign Characteristics	Existing	Proposed
Height	80 feet	73 feet, 6 inches
Dimensions (approx.)	25' high x 29'10" wide (sign is irregularly-shaped and these are dimensions at widest points, not including cutouts)	25' high x 31' wide (plus 1'6" x 28'10" base)
Total sign area per side (approx.)	630 SF	775 SF
Sign materials	Metal panel finished with white stucco Two sign poles; covers painted white to match panel	Aluminum clad panel, painted blue Existing pole covers to remain (shortened as necessary) and painted gray
Area of fixed copy per side (approx.)	126 SF Internally illuminated (red letters)	67 SF Internally illuminated (white letters)

Area of electronic message board per side (approx.)	267 SF	587 SF
Electronic message board graphic capabilities	48 x 128 lamp matrix with raised lens prisms in red, green, blue, & white Approx. 7.5 watts per lens 6 lines of 18" characters Dimming capabilities- not known	LED- full color images and text Ambient light sensor for automatic dimming Sign can also be dimmed manually if needed

C. CODE COMPLIANCE ANALYSIS:

	<u>Proposed per PHG 16-0009</u>	<u>Current Regional Market Sign standards (Zoning Code §33-1395.10)</u>	<u>Proposed amendment to 33-1395.10 per AZ 16-0004)</u>
1. Total sign area	775 SF	750 SF maximum	825 SF maximum
2. Copy area (message board only)	587 SF	270 SF maximum	600 SF maximum
3. Copy area (fixed only)	67 SF	No restrictions	No change
4. Copy area (message board plus fixed)	655 SF	400 SF maximum	710 SF maximum
5. Height	73'6"	80' maximum (33-1395.10(d))	No change

**FINDINGS OF FACT
PHG 16-0009 and AZ 16-0004
EXHIBIT "A"**

Regional Market Sign Permit (PHG 16-0009)

1. The proposed sign is appropriate for the proposed location, type of regional market group, and surrounding development. The 1.17-acre project site has a General Plan Designation of General Industrial (GI) and is located adjacent to Interstate 15. The zoning designation for this property is General Industrial (M-2). Zoning Code Section 33-1395.10 allows for Regional Market Signs on designated properties along I-15 that have M-2 zoning, and the project site is one of these designated properties. The proposed project would be compatible with the surrounding neighborhood since adjacent properties share the GI designation and are zoned M-1 (Light Industrial) or M-2 (General Industrial). Since 1130 Simpson Way is not located within the Auto Park proper, the Association has been leasing office space from the property owner, for use as an "information center" to assist people visiting the site with questions about Auto Park products or services. Stationing this information center on the 1130 Simpson site has qualified the Regional Market Sign as an "on-premise sign" for state and local regulatory purposes. The Planning Commission and City Council made the determination in 1996 that this information center could qualify as an automotive service instead of an administrative office, therefore avoiding any conflicts with the list of allowed uses in the M-2 zoning district. Finally, the Escondido Auto Park Association qualifies as a "regional market group" as defined in Section 33-1391(51-1) of the Zoning Code, so it is appropriate for this organization to have a Regional Market Sign.
2. The proposed sign is comprehensively designed to artistically integrate the various elements of the advertising and structure consistent with the sign design guidelines, to create a high-quality advertisement. The project was discussed at the staff design review meeting on May 12, 2016. At this meeting, staff agreed that that design of the sign was modern and attractive, and that the update is justified since the original sign is twenty years old and outdated in appearance. Staff requested that the sign be dimmable and that the applicant provide a nighttime visual simulation to supplement the daytime simulations already provided. The applicant has indicated that the sign will be dimmable, and a nighttime simulation was provided. Per Section 33-1395.10(I) of the Zoning Code, the project has been conditioned to require each message on the changeable LED screen to be displayed for a minimum of eight seconds, with a blank screen at least one second in length between messages. Additionally, messages may not be moving or animated, and may not appear on the screen in incremental stages. This condition will minimize the sign's potential to distract motorists on Interstate 15.
3. The project is not likely to be detrimental to the public health, safety, or welfare, or injurious to the property or improvements in the vicinity in which the property is located. A Regional Market Sign has existed in this location since 1996, and the project would upgrade that existing sign. A construction-related increase in traffic is expected in the area while the sign is installed, but this increase will be temporary and minor. While the Association will maintain an office presence on the project site to assist any visitors seeking information about Auto Park products or services, a substantial portion of the Auto Park's customers are expected to proceed directly to the dealerships without stopping at the project site, so customer-related traffic is expected to be minimal. Caltrans has reviewed the proposed project and commented on May 16, 2016, stating that while they do not define formal requirements for the brightness or intensity of advertising signs, the Outdoor Advertising Association of America (OAAA) recommends a maximum ambient light output level of 0.3 footcandles at a distance of 250 feet from a commonly-sized LED billboard. This recommendation has been incorporated into the conditions of approval for the project. Caltrans has also recommended that the light intensity of the sign be adjustable based on ambient light conditions, and the applicant has noted that the sign would include a sensor for this purpose and would also be adjustable manually.
4. The Escondido Auto Park Association has demonstrated the ability and intent to enter into an agreement with the City to provide continuing maintenance of the regional market sign in accordance with the sign standards and conditions of approval. The existing Regional Market Sign (approved in 1996) was conditioned to require this agreement, and the current project has been conditioned to continue the agreement.

Zoning Code Amendment (AZ 16-0004)

1. Approval of the proposed Zoning Code Amendment would not be detrimental to the public health, safety, or welfare, or injurious to the property or improvements in the zone or vicinity in which the property is located. The amendment proposes to modify text in Section 33-1395(10) of the Zoning Code, to allow for larger Regional Market Signs than what is currently permitted. Only guidelines for total sign area, copy area, and changeable message board size will change. There will be no change to the allowed height of these signs. The amendment does not propose to amend which parcels are allowed to have Regional Market Signs, the number of signs that can be located in this area, or the definition of "regional market group". Individual sign proposals would still be required to obtain a Regional Market Sign Permit, and would still be subject to review by City staff and final approval by City Council, including any necessary environmental review as mandated by CEQA.
2. The subject property is suitable for the uses permitted since auto sales and related uses are permitted within industrial zones. The 1.17-acre project site is suitable to accommodate the enlarged sign since the structure would not interfere with internal traffic/circulation patterns or result in a significant impact to highway safety.
3. The proposed amendment would be compatible with Economic Prosperity Goal 1 of the General Plan, which encourages high quality, diversified, and employee-intensive industrial, retail, technology, manufacturing, and service-oriented businesses that create and sustain a strong economic base. It would also be compatible with the associated Policy 1.2, which encourages the preservation and expansion of existing industrial uses in appropriate designated areas that are consistent with the City's vision and goals. Auto sales and related uses are permitted within industrial zones, and the applicant maintains that the amendment to allow a larger Regional Market Sign on an industrial parcel would enhance their ability to attract consumers to their business, which in turn helps to sustain a strong economic base for Escondido.
4. The proposed code amendment is not applicable to any adopted specific plans since no specific plans have been adopted for this area.

**CONDITIONS OF APPROVAL
PHG 16-0009
EXHIBIT "B"**

1. Unless modified herein, all conditions of the original Regional Market Sign permit (96-06-AZ) shall remain in effect.
2. This Regional Market Sign Permit shall be null and void if not utilized within twelve (12) months of the effective date of approval. Should this Regional Market Sign Permit not be utilized, the existing approval (96-06-AZ) shall remain in effect.
3. All construction shall comply with all applicable requirements of the Escondido Zoning Code and requirements of the Planning Department, Director of Building, and the Fire Chief.
4. The legal description attached to the application has been provided by the applicant and neither the City of Escondido nor any of its employees assume responsibility for the accuracy of said legal description.
5. All requirements of the Public Arts Partnership Program, Ordinance No. 86-70, shall be satisfied prior to building permit issuance. The ordinance requires that a public art fee be added at the time of building permit issuance for the purpose of participating in the City Public Art Program.
6. Prior to or concurrent with the issuance of building permits, the appropriate development fees and Citywide Facility fees shall be paid in accordance with the prevailing fee schedule in effect at the time of building permit issuance, to the satisfaction of the Community Development Director.
7. All exterior lighting shall conform to the requirements of Article 35, Outdoor Lighting Ordinance (Ordinance No. 2014-20).
8. Four (4) sets of the final site and design plans shall be submitted to the Planning Division for review and approval prior to the issuance of building permits.
9. Colors, materials, and design of the project shall conform to the exhibits and references in the staff report to the satisfaction of the Planning Division.
10. The type of activities conducted on the site shall comply with those listed in the staff report, to the satisfaction of the Planning Division.
11. No outdoor bells, horns, or speakers/address systems shall be incorporated into the sign design.
12. A maintenance agreement shall be executed (continued?) between the Regional Market Group and the City prior to the issuance of building permits for the Regional Market Sign. The agreement shall identify the party responsible for the maintenance and operation of the Regional Market Sign and shall include the annual maintenance schedule, to the satisfaction of the City Attorney. The maintenance agreement also shall include provisions for the removal of the sign should the auto-related uses on the site cease to exist.
13. Any permanent fixed copy shall be individual letters or have the appearance of individual letters as required by Section 33-1359.10(g).
14. As required by Section 33-1359.10(h), each message displayed on the changeable message screen shall be displayed for a period of at least eight (8) seconds. The sign shall remain blank (no messages or display) for at least one (1) second between displays. The messages and displays shall not be animated, appear in incremental stages, or move across the changeable copy sign face. The software manufacturer and the software installer shall certify to the City that the software for the computer which controls the sign has been designed to and can only operate the sign at the approved on and off intervals.

July 12, 2016

15. The Escondido Auto Park Association shall maintain its lease for office space on the 1130 Simpson Way site, so that the sign may preserve its "on-premise" status. An updated copy of the original 1996 lease (bearing an expiration date that has not yet passed) shall be provided to Planning staff prior to issuance of any building permits. If this cannot be provided, a letter from the property owner, stating that the original 1996 lease is still in effect, is also acceptable.
16. The following messages may be displayed on the changeable message screen:
 - The names of auto dealers who are members of the Escondido Auto Park Association, and goods or services that are available through them.
 - Generic public service messages for the Department of Transportation and other public agencies ("Don't Drink and Drive", etc.)
 - Messages related to specific road conditions (construction, maintenance, public safety, etc.)
 - Messages related to off-premise community events where no admission fee is charged and where the activities are local in nature (parade in the downtown area, free concert in the park, etc.)
 - Time and temperature messagesMessages advertising goods or services available through businesses that are not part of the Escondido Auto Park Association, or advertising off-site events for which an admission fee is charged, are prohibited.
17. The LED message board shall include one or more ambient light sensors to allow the sign to dim or brighten automatically from day to night. These sensors shall be set to limit the ambient light output level to 0.3 footcandles at a distance of 250 feet from the sign, per recommendations of the Outdoor Advertising Association of America as provided by Caltrans.
18. All new utilities shall be underground.
19. An inspection by the Planning Division will be required prior to operation of the project. Everything should be installed prior to calling for an inspection, although preliminary inspections may be requested. Contact the project planner at (760) 839-4671 to arrange a final inspection.
20. This item may be referred back to the Planning Commission upon recommendation of the Community Development Director for review and possible revocation or modification of the Regional Sign Permit upon receipt of nuisance complaints regarding performance of the operation of the facility and/or non-compliance with the conditions of project approval.

Sec. 33-1395.10. Sign standards—Regional market signs.

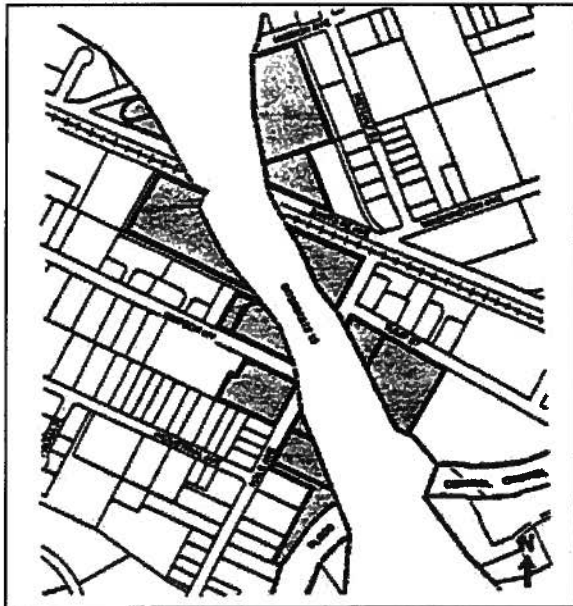
Notwithstanding other sections of this article, this section shall regulate the type, location, size, number, and eligible user(s) of regional market signs, as well as the application and review process.

(a) Eligible users. Only a regional market group or an affiliated business organization consisting of members of the regional market group, as approved by the city council, may request a regional market sign.

(b) Type of sign. Regional market signs may be freeway-oriented, freestanding pole or monument type signs, wall signs, structures, art pieces, or other building signs which are determined by the planning commission and city council to be consistent with the design guidelines, appropriate for the specific site and surrounding development, and comprehensively designed to provide artistically integrated elements which create an innovative and high-quality advertisement.

(c) Location. Regional market signs shall be located only on commercially and certain industrially zoned parcels contiguous to Interstate 15, as shown on Figure 33-1395.10(c)1.

Figure 33-1395.10(c)1



(d) Size. The area and height of the sign shall be the minimum needed to achieve a visible and functional sign in compliance with the design guidelines. Signs up to a maximum of eighty (80) feet high and ~~four hundred (400)~~ seven hundred ten (710) square feet in copy area including any message center panel approved by the city council, with the total sign area not exceeding ~~seven hundred fifty (750)~~ eight hundred twenty-five (825) square feet, may be considered based on specific site characteristics, adjacent freeway elevation and substantiation of the need for that large of sign. The Director of Community Development may approve a sign up to 10 percent larger than the maximum sign height and total sign area specified here, upon receipt of an application for an administrative adjustment.

(e) Number.

(1) Not more than one (1) regional market sign is permitted for any regional market group or lot/center where the sign will be located. Not more than one (1) regional market sign shall be permitted within the industrially zoned area along Interstate 15 as described above in section 33-1395.10(c). The regional market sign may be in addition to any existing permitted freeway oriented advertising sign(s) not related to the regional market group, on the property at the time the regional market sign is requested. An appropriate separation based on specific site characteristics and existing signs shall be provided between freeway-oriented signs.

(2) A regional market group may have either a freeway-oriented regional market sign or a freeway-oriented advertising sign on any site; not both.

(f) Displays. Regional market signs may only identify the regional market group, group members, or affiliated business organization located on-site as owners or occupants of the premises, and/or advertise the business conducted or services rendered or goods produced or sold upon the property upon which the regional market sign is constructed, and other information consistent with Section 5405 of Division 3, Chapter 2 of the Business and Professions Code. Outdoor Advertising Act, and the policies of the California Department of Transportation (Caltrans) for freeway-oriented signs.

(g) Fixed text. Any permanent fixed copy on a regional market sign shall be individual letters or have the appearance of individual letters, and shall be consistent with the sign design guidelines including criteria for legibility and the avoidance of a cluttered appearance.

(h) Changeable message. An electronic message center may be incorporated in the regional market sign with the approval of the city council, subject to the following.

(1) Length of display. Each message shall be displayed for a period of at least eight (8) seconds. The sign shall remain blank (no messages or display) for at least one (1) second between displays. The messages and displays shall not be animated, appear in incremental stages or move across the changeable copy sign face. The software manufacturer and the software installer shall certify to the city that the software for the computer which controls the sign has been designed to and can only operate the sign at the approved on and off intervals.

(2) Maximum size. The maximum size of the electronic message center portion of a regional market sign shall be ~~two hundred seventy (270)~~ six hundred (600) square feet. The Director of Community Development may approve an electronic message center up to 10 percent larger than the maximum size specified here, upon receipt of an application for an administrative adjustment.

(i) Illumination. The permanent copy maybe illuminated by internal illumination of each individual letter or by halo back-lighting of each letter. No cabinet signs with illuminated backgrounds are allowed. The changeable copy area shall only be illuminated by the internal electronically controlled lights of the message center component.

(j) Initiation of application. Each sign application for a regional market sign shall be forwarded to the city council for initiation. The city council shall make the following findings prior to initiating any request.

Initiation findings.

(1) The applicant(s) constitute(s) a regional market group as defined by section 33-1391(52-1) or an affiliated business organization consisting of members of a qualified regional market group.

(2) The regional market group has limited visibility from the Interstate 15 freeway.

(3) Due to interurban competition, the defined group of users is at risk of a reduction in their share of the regional market; or

The regional market sign will assist in the retention of the regional market group uses in Escondido.

Upon initiation by the city council, a sign(s) shall be posted in a conspicuous location(s) on the project site so as to be visible from each public street adjacent to the site. The sign(s) shall notify the public of the submittal of a regional market sign application and shall be consistent with the requirement of section 33-1300(c)(2) of this chapter as to content and size.

(k) Review of application. Upon initiation by the city council, the sign permit application and processing fee shall be submitted to the planning division and shall include a site-specific study prepared pursuant to subsection (n) of this section, as well as a list of property owners within five hundred (500) feet of the proposed sign location pursuant to subsection (I) below. If the proposed location for the regional market sign is zoned PD-C (planned development-commercial), no separate modification of the master sign program for the planned development is necessary. The sign application shall be reviewed by the planning division, whose recommendations shall be considered by the planning commission and the city council at separate public hearings. The city council shall make all the following findings prior to any approval or conditional approval of a regional market sign.

Approval findings.

(1) The proposed sign size and design are appropriate for the proposed location, type of regional market group, and surrounding development including the elevation of the adjacent freeway travel lane and mature height of landscaping, and conform to the sign standards of this section.

(2) The proposed sign is comprehensively designed to artistically integrate the various elements of the advertising and structure consistent with the sign design guidelines, which creates a high quality advertisement.

(3) The proposed sign will not be materially detrimental to the public health, safety or welfare or injurious to the property or improvements in the vicinity in which the property is located.

(4) The regional market group association has demonstrated the ability and intent to enter into an agreement with the city to provide continuing maintenance of the regional market sign in accordance with the sign standards and conditions of approval.

(l) Public hearing notice. Public notice of the public hearings before the planning commission and the city council shall be given pursuant to Division 6, section 33-1300 of this chapter. However, the five hundred (500) foot radius from the property line adjacent to the freeway shall be measured from the Caltrans right-of-way line on the opposite side of the freeway from the project site.

(m) Other permits. Any approval of a sign application submitted without a current sign permit from the California Department of Transportation (Caltrans) for the proposed location, shall be conditioned upon obtaining any applicable sign permit from Caltrans for the proposed location.

(n) Requirements of site-specific study. The applicant shall provide a visual study representing the sign at the proposed location which demonstrates the visibility of the proposed sign from northbound and southbound travel lanes of Interstate 15. The study may be photographs or video tape of sign mockups situated on the proposed site; photo simulations; computer simulations; or other appropriate representations to the satisfaction of the director.

(o) Maintenance agreement. A maintenance agreement between the regional market group and the city shall be executed prior to the issuance of building permits for the regional market sign. The agreement shall identify the party responsible for the maintenance and operation of the regional market sign and shall include the annual maintenance schedule, to the satisfaction of the city attorney. (Ord. No. 95-18, § 2, 9-13-95; Ord. No. 96-27, § 1, 8-28-96; Ord. No. 2008-22, § 7, 9-10-08; Ord. No. 2011-19R, § 5, 1-11-12)

DEPARTMENT OF TRANSPORTATION

DISTRICT 11, DIVISION OF PLANNING

4050 TAYLOR ST, M.S. 240

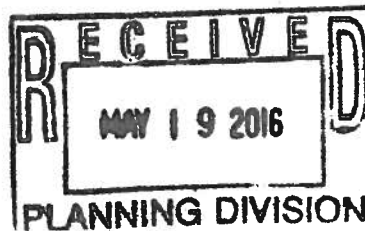
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May 16, 2016

11-SD-15

PM 30.63

Auto Park Sign

PHG-16-0009-AZ 16-0004

Ms. Ann Dolmage
City of Escondido
201 North Broadway
Escondido, CA 92025

Dear Ms. Dolmage:

The California Department of Transportation (Caltrans) has received the Request For Comments for Auto Park Sign Project, dated May 4, 2016, located on Simpson Way adjacent to Interstate 15 (I-15). Caltrans has the following comments:

Any sign advertising a business not "on premise" will require an Outdoor Advertising Display Permit. Information on outdoor advertising may be obtained by contacting George Anzo of Caltrans at (213) 897-4208 or george.anzo@dot.ca.gov. <http://www.dot.ca.gov/hq/oda/>

Illuminated signs could be considered a traffic safety hazard given the potential of light and glare to distract drivers. Section 21466.5 of the California Vehicle Code regulates illumination by placing limits on maximum light output. http://www.dmv.ca.gov/pubs/vctop/d11/vc21466_5.htm

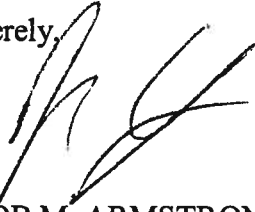
Caltrans does not define formal requirements regarding brightness or light intensity of advertising signs. However, the Outdoor Advertising Association of America (OAAA) recommends that a commonly sized LED billboard should commit to a maximum ambient light output level of 0.3 footcandles at a distance of 250 feet from the billboard. The light levels emitted from the billboard should be set to adjust, based upon ambient light conditions at any given time (i.e., nighttime versus daytime).

Caltrans will not allow any encroachment into State Right of Way.

Ms. Dolmage
May 16, 2016
Page 2

If you have any questions, please contact Roy Abboud at (619) 688-6968.

Sincerely,

A handwritten signature in black ink, appearing to read 'J. Armstrong', with a stylized flourish at the end.

JACOB M. ARMSTRONG, Branch Chief
Development Review Branch



CITY OF ESCONDIDO
PLANNING DIVISION
201 NORTH BROADWAY
ESCONDIDO, CA 92025-2798
(760) 839-4671

Notice of Exemption

To: San Diego County Recorder's Office
Attn: James Scott
P.O. Box 121750
San Diego, CA 92101-1750

From: City of Escondido
Planning Division
201 North Broadway
Escondido, CA 92025

Project Title/Case No.: PHG 16-0009 (Regional Market Sign for Escondido Auto Park Association)

Project Location - Specific: 1130 Simpson Way (APN: 232-061-36)

Project Location - City: Escondido **Project Location - County:** San Diego

Description of Project: A modification to an existing Regional Market Sign Permit to upgrade the existing Escondido Auto Park freeway sign with a larger sign. The existing sign is approximately 630 SF in size and includes an electronic message board of approximately 267 SF per side, as well as 126 SF of internally-illuminated fixed copy per side. The new sign would be approximately 775 SF in size, and would include an LED message board of approximately 587 SF per side, as well as approximately 67 SF of internally-illuminated fixed copy per side. The sign would still be supported by two poles, though the overall height of the sign would be lowered from 80' to 73'6" and the pole covers would be painted gray. Since the proposed changes would cause the sign to exceed current size limits for Regional Market Signs, a Zoning Code Amendment is also proposed to modify those limits.

Name of Public Agency Approving Project: City of Escondido

Name of Person or Agency Carrying Out Project:

Name: Escondido Auto Park Association

Telephone: (760) 745-3000

Address: 1555 Auto Park Way, Escondido, CA 92029

☒ Private entity ☐ School district ☐ Local public agency ☐ State agency ☐ Other special district

Exempt Status: The Regional Market Sign Permit modification is a Categorical Exemption under Section 15302(b), "Replacement or Reconstruction" (replacement of a commercial structure with a new structure of substantially the same size, purpose, and capacity). The Zoning Code Amendment is exempt under the "General Rule" provision of Section 15061(b)(3), which states that CEQA does not apply where it can be seen with certainty that there is no possibility that an activity may have a significant effect on the environment.

Reasons why project is exempt:

1. The Regional Market Sign Permit modification would alter an existing freeway-oriented sign promoting a commercial activity (automobile sales). The sign would increase by 148 SF in total area and the height would lower by 6.5'. The new sign would be placed in the same location as the existing sign, and would serve the same purpose and capacity.
2. The Zoning Code Amendment would increase the allowed sign area, copy area, and message board area for Regional Market Signs. Individual proposals for new or modified Regional Market Signs would still be required to submit the necessary permit applications to the City and would be subject to CEQA review.
3. The project site has no value as habitat for endangered, threatened, or rare species, and is not located within a 100-year flood hazard zone.

Lead Agency Contact Person: Ann Dolmage

Area Code/Telephone/Extension (760) 839-4548

Signature: _____
Ann Dolmage, Associate Planner

Date

☒ Signed by Lead Agency

Date received for filing at OPR:

☐ Signed by Applicant