

**CITY OF DALY CITY
PLANNING COMMISSION
REGULAR MEETING**

AGENDA

Tuesday, September 04, 2012 - 7:00 PM

Council Chambers, City Hall

Live Telecast: Comcast Channel 27, Astound 26, AT&T U-Verse 99

Webcast: www.dalycity.org/meetings

OPENING OF MEETING:

PLEDGE TO THE FLAG:

ROLL CALL:

MINUTES: Approval of Minutes of August 7, 2012.

Motion to Approve MINUTES: Approval of Minutes of August 7, 2012.

Passed For: 4; Against: 0; Abstain: 0; Absent: 1

PUBLIC HEARING:

1. Use Permit UPR-5-12-5582, Design Review DR-5-12-5583, and CEQA-5-12-5584 for Serramonte Shopping Center Master Sign Program Amendment and New Anchor Tenant Building.

APPLICANT:	Daly City Serramonte Center LLC
LOCATION:	Serramonte Shopping Center Bounded by Serramonte Blvd., Callan Blvd., Southgate Ave., and 280 Freeway
ENVIRONMENTAL ASSESSMENT:	Mitigated Negative Declaration
PLANNER:	Jeannie Naughton, Associate Planner

Minutes: Ms. Naughton presented the proposal for a series of entitlements to allow the construction of a new anchor tenant and amendment to the Master Sign Program (MSP) for the Serramonte Shopping Center. The first part of the request

consists of a Use Permit to modify the existing Master Sign Program for the shopping center to replace the existing pylon sign that contains the full color electronic message display with a pylon sign with fixed tenant panels, in conjunction with the addition of a new pylon sign at the southeast portion of the site, new entry signs, and way-finding signs in various locations around the 73-acre center.

The second part of the application consists of Design Review for the proposed anchor tenant on the west side of the shopping center. The applicants are proposing to replace the existing New York & Co. tenant space and a west mall entrance corridor with a new, two-story anchor tenant building. The new anchor tenant building will contain two levels of retail space, a new loading dock on the west side of the building and will have a main entrance facing south. The new anchor tenant will be Dick's Sporting Goods store, a national sporting goods company with more than 450 stores nationwide. This will be the company's flagship store in the Bay Area. New York & Co. will be relocated to another tenant space within the center.

A traffic study was prepared for the project and included evaluations at eleven intersections in the vicinity of the project site. Based on the results of the traffic analysis and evaluation of the proposed site plan, there are three intersections which require mitigation. They are Serramonte Boulevard and south Serramonte Center driveway (Target driveway), Serramonte Boulevard and Gellert Boulevard, and Serramonte and Callan Boulevards.

The Planning Commission was generally supportive of the project. However, the Commission agreed that the addition of tenant panels on the street-side directional signage located at Serramonte/Gellert Boulevards and Serramonte Boulevard/Serramonte Center Driveway was excessive and out of character with the signage concept for the Shopping Center. The Commission recommends that the two street-side directional signs located along Serramonte Boulevard remain intact and that no tenant panels be added. The Commission also recommended adding raised planters or some type of landscaping along the western side of the new anchor tenant building to soften the vast amount of hardscape on this side of the shopping center. The Commission also expressed concern for the Farmer's Market—its location during construction and compatibility with deliveries to Dick's Sporting Goods and the Market, post-construction. The applicant confirmed that the Farmer's Market will continue at Serramonte Shopping Center but will be temporarily relocated to another area of the Center during construction. In regards

to post-construction, the Center will need to establish the most appropriate location for the Market but will ensure there are no conflicts between Market activities and deliveries to Dick's Sporting Goods.

Speaking on behalf of the applicant team was Jeff Mooallem, owner representative.

Motion to close public hearing

Passed For: 4; Against: 0; Abstain: 0; Absent: 1

Motion to adopt the findings

Passed For: 4; Against: 0; Abstain: 0; Absent: 1

Motion to affirm Environmental Assessment

Passed For: 4; Against: 0; Abstain: 0; Absent: 1

Motion to Approve Use Permit UPR-5-12-5582 and Design Review DR-5-12-5583 for Serramonte Shopping Center Master Sign Program Amendment and New Anchor Tenant Building subject to Conditions as amended.

Passed For: 4; Against: 0; Abstain: 0; Absent: 1

2. Use Permit UPR-6-12-5691 and Environmental Assessment to Establish an Emergency Veterinary Clinic.

APPLICANT:	Sean Wells, DVM
LOCATION:	2201 Junipero Serra Boulevard, Suite C
ENVIRONMENTAL ASSESSMENT:	Categorically Exempt: Section 15301 (a): Existing Facilities
PLANNER:	Steve Engfer, Assistant Planner

Minutes: Mr. Engfer presented the request by Sean Wells, representing Norcal Veterinary emergency Clinic, for the approval of a Use Permit application to establish a full service 24-hour emergency veterinary clinic in an existing 3,959 square foot tenant space in the "Dunn-Edwards" building at 2201 Junipero Serra Boulevard. The zoning for the site is C-1 Light Commercial and veterinary hospitals are conditionally permitted in this zone.

Currently, Dunn Edwards and DaVita Dialysis occupy two tenant spaces on the ground floor level, and the proposed use would be located between the two

tenants. DaVita dialysis is sub-leasing the tenant space to Norcal Veterinary Emergency Clinic. The existing 60 space parking lot meets requirements for the tenant space improvement.

The proposed improvements are interior changes to accommodate the 24-hour emergency clinic. Staff recommends noise insulation for any interior common walls to minimize travel of sound from the proposed use to neighboring tenant spaces. A building permit is required for the project improvements.

The proposed use will be open 24-hours a day for emergency services and for veterinary appointments as needed. Initially the applicant intends on the primary feature to be evening emergency animal care to meet a niche market. The applicant is a practicing veterinary doctor and believes that the majority of the patients will visit between 7:30 P.M. and 11:30 P.M.

Dr. Fernando Falcis (DVM), owner of the nearby St. Francis Square Veterinary Hospital, located at 2179 Junipero Serra Boulevard, voiced his opposition to the project for both himself and on behalf of Mark Restani of Fatima Vet Service, and requested that the Planning Commission deny the use permit due to potential higher vet costs at the proposed location and general economic concerns in the area.

Commissioners Sylvester and Edelman asked about future signage, including use of the existing pylon sign that has an available sign panel. The applicant and staff both responded that future signage will require sign permits, compliance with the Zoning Ordinance and to match the theme of the existing site signage.

Commissioner Crump asked if this operation would be similar to the pet hospital in San Mateo. The applicant responded that this business would be open nights and weekends 365 days a year and specialty services may be added in the future.

Motion to close public hearing

Passed For: 4; Against: 0; Abstain: 0; Absent: 1

Motion to adopt the findings

Passed For: 4; Against: 0; Abstain: 0; Absent: 1

Motion to affirm Environmental Assessment

Passed For: 4; Against: 0; Abstain: 0; Absent: 1

**Motion to Approve Use Permit UPR-6-12-5691 to Establish an
Emergency Veterinary Clinic.**

Passed For: 3; Against: 1; Abstain: 0; Absent: 1

PUBLIC APPEARANCES, STAFF COMMUNICATIONS:

Minutes: Ms. Mothershead announced that the Study Session scheduled for this evening has been canceled and will be rescheduled.;

ACQUISITIONS, VACATIONS, ETC. - SECTION 65402(A):

ADJOURNMENT:

Motion to Adjourn at 7:45 p.m.

Passed For: 4; Against: 0; Abstain: 0; Absent: 1

Persons with disabilities who require auxiliary aids or services in attending or participating in this meeting should notify the Office of the City Clerk at 991-8078 as early as possible.

Availability of Public Records: All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the City Clerk's Office, City Hall located at 333 90th Street, Daly City, CA during normal business hours, at the same time that the public records are distributed or made available to the legislative body.