

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

AGENDA

Tuesday, June 04, 2013 - 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 May 7, 2013

PUBLIC HEARING:

1. Use Permit UPR-4-13-7081 and Environmental Assessment for a Master Sign Program Amendment for the Serramonte Shopping Center.

APPLICANT:	Daly City Serramonte Center LLC
LOCATION:	Serramonte Shopping Center bounded by Serramonte Blvd., Callan Blvd., Southgate Ave., and Interstate 280
ENVIRONMENTAL ASSESSMENT:	Categorically Exempt per CEQA Guidelines: Section 15302(b)
PLANNER:	Jeannie Naughton, Associate Planner

2. Use Permit UPR-4-13-7061 and Environmental Assessment to allow a used car dealership in an existing building.

APPLICANT:	Mahmudullah J. Salemi
LOCATION:	6918 Mission Street
ENVIRONMENTAL ASSESSMENT:	Categorically Exempt per CEQA Guidelines Section 15301(a): Interior Alterations

Agenda – Planning Commission

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PLANNER: Michael VanLonkhuysen, Senior Planner

PUBLIC APPEARANCES, STAFF COMMUNICATIONS:

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

ADJOURNMENT:

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.

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

Minutes

Tuesday May 7, 2013 - 7:00 PM

Council Chambers, City Hall

OPENING OF MEETING: Chair Crump called the meeting to order at 7:00 p.m.

PLEDGE TO THE FLAG:

ROLL CALL: PRESENT: Kelly, Lubiano, Crump
 ABSENT: Edelman, Sylvester

STAFF PRESENT: Schott, Mothershead, Naughton, Van Lonkhuysen

MINUTES: Approval of Minutes of April 2, 2013

Moved by Commissioner Kelly, seconded by Vice-Chair Lubiano, that the minutes of April 2, 2013 meeting be approved. Motion carried 3-0.

PUBLIC HEARING:

1. Use Permit UPR-3-12-5312—Public Storage Office Space Conversion to Storage Use at 6676 Mission Street.

Staff report presented by: Jeannie Naughton, Associate Planner

Commissioners Kelly and Crump were concerned the purple and orange stripe at the top of the building was inconsistent with the design aesthetic of the neighborhood and recommended a condition that it be removed from the final façade improvement plan. Jim Fitzpatrick, Senior Vice President of Public Storage responded that the striping was part of their corporate branding and he would prefer to retain it, but would be willing to remove it from the proposal. A condition of approval was added by the Planning Commission to remove the purple and orange banding.

Moved by Chair Crump, seconded by Commissioner Kelly, to close the public hearing. Motion carried 3-0.

Moved by Commissioner Kelly, seconded by Vice-Chair Lubiano, to adopt the findings as outlined in the staff report of April 2, 2013. Motion carried 3-0.

Moved by Vice-Chair Lubiano, seconded by Commissioner Kelly, to affirm the Environmental Assessment. Motion carried 3-0.

Moved by Commissioner Kelly, seconded by Vice-Chair Lubiano, to approve Use Permit UPR-3-12-5312 subject to the Findings and Conditions outlined in the staff report of May 7, 2013 with the modified condition of approval per staff recommendation. Motion carried 3-0.

2. Use Permit UPR-13-6969 – To allow use of existing office building at 1617 Southgate Avenue as a church

Staff report presented by: Michael Van Lonkhuysen, Senior Planner

Commissioner Kelly asked whether, given that the time of services of the church would be similar to those of St. Andrews Church, whether there would be enough parking in the area. Staff responded that the parking provided on-site should be enough to serve 150 parishioners who typically attend services, but that for special occasions there is four-parking on the east side of Callan Avenue which can provide parking should the need arise.

Chair Crump asked whether it was the City's intent to require that street trees be relocated to the project parking lot. Staff responded that it was and that street trees in conflict with an existing water line would be moved to the project parking lot.

The applicant, Suheil Shatara, and Dr. Sam Khoury of the Greek Orthodox Church, spoke in favor of the project.

Moved by Vice-Chair Lubiano, seconded by Commissioner Kelly, to close the public hearing. Motion carried 3-0.

Moved by Commissioner Kelly, seconded by Vice-Chair Lubiano, to adopt the findings as outlined in the staff report of April 2, 2013. Motion carried 3-0.

Moved by Vice-Chair Lubiano, seconded by Commissioner Kelly, to affirm the Environmental Assessment. Motion carried 3-0.

Moved by Commissioner Kelly, seconded by Vice-Chair Lubiano, to approve Use Permit UPR-3-13-6969 subject to the Findings and Conditions outlined in the staff report of May 7, 2013 with the modified condition of approval per staff recommendation. Motion carried 3-0.

3. Use Permit UPR-7-12-5801 to allow an Auto Repair and Auto Body Business in a Building Previously Used for Auto Repair

Staff report presented by: Tatum Mothershead, Planning Manager

Vice-Chair Lubiano had questions regarding the hours of operation and the expected volume of business to be done at the site. The applicant, James Lok, explained that the business would be open from 8am to 6pm, Monday through Friday, and would be open for a half day on Saturdays. He further stated that he anticipated working on approximately 30 vehicles per week. Mr. Lok and the property manager, David Clark further stated that the previous tenant, City Toyota, had a much higher volume, which caused parking and traffic congestion issues in the neighborhood. They cited Toyota's sale of auto parts, provision of quick services such as oil changes, and the storage of for-sale vehicles as major contributing factors to the neighborhood complaints.

Commissioner Kelly suggested that efforts be made to soften the appearance of the elevation along Hillside Boulevard with landscaping. Staff explained that the building is built up to the property line. Commissioner Kelly also suggested that a condition of approval regarding site maintenance be included to ensure the site is kept free of litter, debris, and graffiti. Condition #5 has been added.

Marianne Petroni, a neighborhood resident, expressed her concern regarding loading along East Cavour and had questions about the noise and fumes related to the operation of the business. Mr. Lok explained that he did not expect to have deliveries at the rear of the building, but wanted to maintain gate access to the rear since there are roll-up doors and a loading dock available. Staff explained that the paint booth will require a permit from Bay Area Air Quality Management District and that prior to the issuance of a building permit, the applicant will be required to submit a noise study.

Hiram Sibley, a neighborhood resident, expressed his support for the business stating that the vacant building is a visual blight in the area.

Moved by Commissioner Kelly, seconded by Vice-Chair Lubiano, to close the public hearing. Motion carried 3-0.

Moved by Commissioner Kelly, seconded by Vice-Chair Lubiano, to adopt the findings as outlined in the staff report of April 2, 2013. Motion carried 3-0.

Moved by Commissioner Kelly, seconded by Vice-Chair Lubiano, to affirm the Environmental Assessment. Motion carried 3-0.

Moved by Vice-Chair Lubiano, seconded by Commissioner Kelly, to approve Use Permit UPR-7-12-5801 subject to the Findings and Conditions outlined in the staff report of May 7, 2013 with the modified condition of approval per staff recommendation. Motion carried 3-0.

PUBLIC APPEARANCES, STAFF COMMUNICATIONS:

Brian Millar informed the Commissioners that City Council adopted the General Plan update along with the EIR certification at the previous Council meeting. Mr. Millar also informed the Commissioners that a study session will be held on April 9 at 7pm regarding an informational presentation on the Grand Boulevard initiative.

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

ADJOURNMENT: Staff adjourned the meeting at 7:55 p.m.

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Daly City Planning Commission Agenda Report

333 - 90th Street ♦ Daly City ♦ California ♦ 94015 ♦ 650-991-8033

Meeting Date: June 4, 2013

Application: Use Permit UPR-4-13-7081

Project Planner: Jeannie Naughton, Associate Planner

Project Location: Serramonte Shopping Center
Bounded by Serramonte Blvd., Callan Blvd., Southgate Ave, and
Interstate 280

Project Description: Master Sign Program Amendment for the Serramonte Shopping
Center

Applicant: Daly City Serramonte Center LLC
3 Serramonte Center
Daly City, CA 94015

Property Owner: Daly City Serramonte Center LLC
3 Serramonte Center
Daly City, CA 94015

Environmental
Assessment: Categorically Exempt per CEQA Guidelines Section 15302(b)

Applicable Daly City
Municipal Code Sections: Daly City Municipal Code Sections:
Chapter 17.44 Use Permits
Chapter 17.32 Signs

Site Information

Property Sizes	Existing Use	Proposed Use	General Plan Designation	Current Zoning
73 Acres	Shopping Center	Shopping Center	C-RO Commercial Retail and Office	C-2 Heavy Commercial

Area Information

Land Use	Zoning
North: Various commercial-office uses	C-O Office Commercial
South: Serramonte Plaza and Alto Serramonte shopping centers, Cypress Point Condominiums, Cemeteries	C-1 Light Commercial, R-3 Multiple Family Residential, PD57 (Vacant Site), Cemetery District
West: State Highway 1, Multi-family residential uses	R-3 Multiple Family Residential Unzoned
East: Interstate 280	Unzoned

Background

On September 24, 2012, the City Council approved amendments to the existing Master Sign Program (MSP) at the Serramonte Shopping Center, in conjunction with entitlements for a new anchor tenant building. The MSP amendments included the removal of the existing electronic pylon adjacent to Interstate 280, the addition of 2 new pylon signs along the eastern property line, and new directional signage.

Discussion

The applicants are proposing to modify the design concept of the signage for the Serramonte Shopping in an effort to modernize and rebrand the shopping center. In general, the size and location of the signs approved in the previous MSP amendments will not change, only the design concept of those signs.

Pylon Signs

The existing MSP replaces the electronic message center pylon with two internally illuminated pylon signs that incorporate the seasonally themed center logo of the shopping center, contains three, interchangeable, tenant sign panels with individual channel letters and logs attached to a solid back. The existing MSP allows both pylon signs to be 60 feet in height, 30 feet in width, and +/- 4 feet thick, containing +/- 640 square feet of signage for each side of the respective pylon signs (See Attachment B—Existing Master Sign Program).

The proposed design concept for the amended MSP includes contemporary, clean lines with a bold silver, red, and white color scheme. The two pylon signs adjacent to Interstate 280 will remain 60 feet in height, but will be slightly wider at +/- 29 feet in width, and +/- 5 feet thick, containing +/- 544 square feet of signage for each side of the respective pylon signs, excluding the Serramonte logo. The amended pylon signs would have slightly thicker bases, with +/- 96 square feet less of signage area than the pylon signs currently allowed in the existing MSP.

Daly City Municipal Code prohibits signs that contain illumination or lighting devices be placed or directed or beamed upon a public street, highway, sidewalk, or adjacent premises so as to cause glare or reflection that may constitute a traffic hazard or nuisance. The amended design

concept is not expected to substantially degrade the existing visual character or quality of the site and its surroundings, as they will be consistent with surrounding commercial development.

Street-side Directional Signage

The locations of the street-side directional signage will remain the same in the amended MSP. There will be one monument at the northwest corner of Serramonte Boulevard and Gellert Boulevard (Monument Sign C), two monuments along Serramonte Boulevard, west of Gellert Boulevard (Monument Sign D), two monuments along Callan Boulevard (Monument Sign E), and one monument along Southgate Avenue (Monument Sign F).

Monument Sign C will be 22 feet in height, 8 feet wide and 3 feet thick, and will provide a strong, entry presence along Serramonte Boulevard. Monument Signs D, E and F will be 12 feet high, +/-5 feet wide, with tenant panels that project +/- 2 feet from the monument base, for a total of 30 square feet of tenant panel signage on each side, and will be 2 feet thick. These monument signs are slightly taller and wider than what is currently allowed in the MSP.

On-site Directional Signage

The new on-site directional signs (Directional Sign G) will be 6 feet high, 3 feet wide and 4.5 feet thick. These signs, just as the street-side directional signs, will maintain a consistent design aesthetic with the rest of the Center signage. The exact quantities and locations of the on-site directional signs will be determined at a later date, but all will be architecturally compatible with the rest of the Center signage.

Compliance with Exterior Master Sign Program for Serramonte Center

The aforementioned purpose of the Master Sign Program is to control the manner in which future exterior signage will contribute to the overall aesthetic environment of Serramonte Center. The proposed amendments to the Master Sign Program will modify the design concept in shape and color for the Center signage, moving to a much more modern, bolder design statement, as well as provide a cohesive design scheme to the overall site signage. At this stage, the sign locations are conceptual in nature. Once detailed infrastructure drawings have been provided to the City, along with locations of the proposed signs in relation to those utilities, the exact locations may be secured. There are minimum separation requirements from utilities that must be maintained and it is therefore imperative that detailed infrastructure drawings for both public and private utilities on the shopping center property be provided prior to any final location determination by the City. The applicant is proposing to use high quality materials while installing signage that has taken into consideration the architectural scale, design, and quality of the recently completed improvements to the Center.

Findings

Staff finds that, as conditioned, the proposed Use Permit UPR-4-13-7081 is in compliance with Title 17 (Zoning) of the Daly City Municipal Code. Approval of the proposed project would not

be detrimental to the health, safety, morals, comfort and general welfare of persons residing in or working in the neighborhood, or be injurious or detrimental to the property and improvements in the neighborhood or the general welfare of the city. These findings are based on the following facts:

1. In accordance with Title 17 of the Daly City Municipal Code, as well as applicable State zoning enabling legislation, the Planning Commission will conduct a public hearing on June 4, 2013; notice of said hearing was by newspaper publication on May 24, 2013 posting and first class mailing to property owners within 300 feet.
2. Staff has reviewed the proposal under the requirements of the California Environmental Quality Act (CEQA) and has determined the project is Categorical Exempt per Section 15302(b), replacement or reconstruction of a commercial structure with a new structure of substantially the same size, purpose, and capacity.
3. The subject use is consistent with the General Plan and the C-2 zoning standards and, together with the provisions for its design and operation, would not be detrimental to the health, safety, morals, comfort and general welfare of the neighborhood.

Conditions of Approval

Staff recommends the Planning Commission forward a recommendation of approval to the City Council for Use Permit UPR-4-13-7081, subject to the following conditions and Daly City General Conditions of Approval. Minor deviations from the conditions of approval may be approved by the Planning Division. Significant deviations will require review and approval by the Planning Commission and City Council.

A. ECONOMIC AND COMMUNITY DEVELOPMENT DEPARTMENT

General

1. The applicant shall file a Declaration of Acceptance of the conditions of approval with the City Clerk within thirty (30) days of City Council approval. Until said declaration is filed, the General Plan Amendment and Planned Development shall not be valid for any purpose.
2. The project shall be valid only in conjunction with detailed plans submitted with this project. Any modifications required, due to the Conditions of Approval, and minor changes to the plan, must be reviewed and approved by the Planning Division prior to the change. Major modifications to the Master Sign Program shall be treated as an amendment and shall be subject to review by the Planning Commission and City Council.
3. When final locations and quantities of on-site directional signs have been determined, an addendum exhibit shall be submitted to the Planning Division to be included in the Master Sign Program for the Center.

C. WATER AND WASTEWATER RESOURCES DEPARTMENT

Planning Commission Report

Subject: Master Sign Program Amendment for Serramonte Shopping Center

UPR-4-13-7081

Meeting Date: June 4, 2013

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4. The project signs shall not impact the City's ability to access or maintain current infrastructure or encroach on any easement. All previous conditions from Use Permit UPR-5-12-5582, Design Review DR-5-12-5583, and CEQA-5-12-5584 remain valid and applicable.

Recommendation

Staff recommends the Planning Commission forward to the City Council the following recommendations:

1. Adopt the Findings as outlined herein;
2. Affirm the Environmental Assessment;
3. Approve Use Permit UPR-4-13-7081, as conditioned herein

Staff is available to provide any additional information desired by the Planning Commissioners.

Respectfully submitted,



Jeannie Naughton, AICP
Associate Planner



Brian Millar
Director of Economic and Community
Development

Attachments

Attachment A – Location Map

Attachment B – Existing Master Sign Program

Attachment C – Proposed Master Sign Program

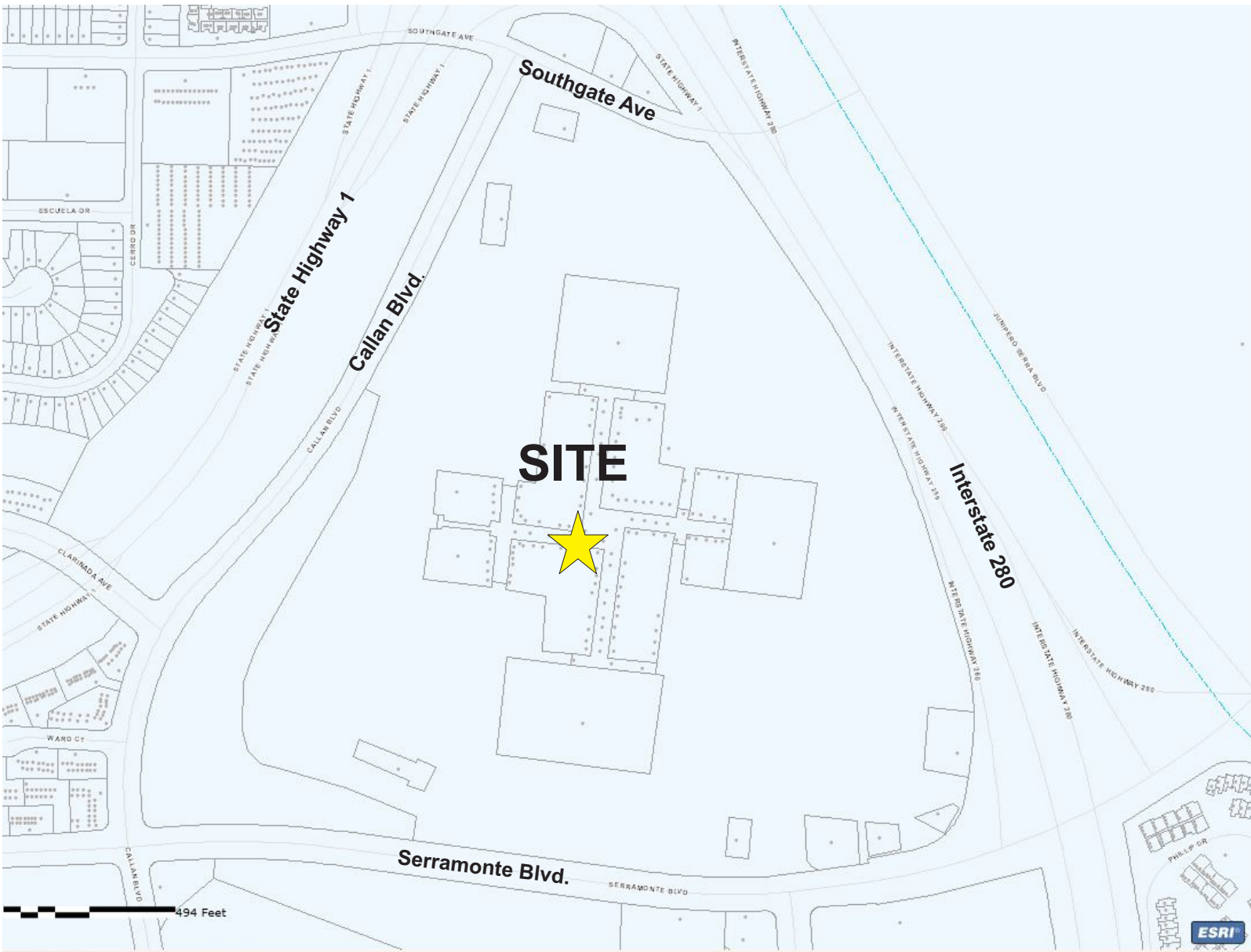
LOCATION MAP

UPR-4-13-7081

MSP Amendment

Serramonte Shopping Center

Planning Commission



**Exterior Master Sign Program
Serramonte Center
Daly City, CA**

Purpose

The purpose of the Serramonte Center Master Sign Program is to document existing signage, control the manner in which future exterior signage will contribute to the overall aesthetic environment of Serramonte Center and to prevent deviations which would be detrimental to the appearance of the facility.

General Requirements

1. No new sign shall be installed at Serramonte Center until it has been approved by the Landlord's representative and the City of Daly City Planning Division. Tenant shall be designated by Landlord for the purpose of plan approval process in one of the following

Tenant categories:

Major Tenants

Non Major Tenants

Freestanding Tenants

2. Upon approval of sign shop drawings from Landlord's representative, Tenant shall submit three (3) copies of the approved drawings to the City of Daly City to obtain a sign permit, a building and an electrical permit as required. It is the Tenant's responsibility to obtain all necessary permits at Tenant's expense.
3. One individual fascia business sign (fig. 1) or canopy sign (fig. 2) shall be permitted for each Tenant with exterior exposure.
4. The location(s) for all signs shall be as directed by Landlord's representative and this Master Sign Program.
5. Signs shall display only Tenant's trade name. Any other reference to merchandise or activity is prohibited. Trademarks and logos will be considered on an individual basis, and are subject to Landlord's approval.
6. Length of Fascia signs or Canopy sign lettering: See Exhibit A, Allowable sign square footage. Major Tenants, Exhibit A, Allowable sign square footage. Freestanding and Non-Major Tenants, Exhibit B and accompanying Figures 1 and 2.
7. Stacking of sign letters is prohibited.
8. All signs shall comply with any and all Federal, State and local codes and regulations.

9. Any deviations to the Serramonte Center Master Sign Program shall require the approval of the Landlord and the Daly City Planning Commission.

Non-Major Tenant Fascia Sign Criteria

1. All illuminated signs, their components, and installation shall comply with all applicable codes and regulations and shall bear U.L. labels in an inconspicuous location.
2. All signs shall be plastic face illuminated letters, or reverse channel Halo letters, 24" maximum height.
3. Letters shall be 5" deep and be formed with aluminum, leiarh welded construction.
4. Plastic faces and reverse channel Halo letters shall be back lighted with neo tube with self-contained transformers with U.L. approval.
5. Colors of individual business signs and letter finishes are subject to Landlord approval.
6. See (fig 1) for typical Fascia sign.
7. For a listing of existing fascia signs see existing manifest.

Illuminated Canopy Signs

Tenants may elect to substitute an illuminated canopy sign in lieu of the standard fascia sign. Canopy signs shall comply with the following criteria:

1. Canopies shall be of welded aluminum frame construction, with vinyl awning fabric. All canopies will have radius tops and ends. Mounting method for each individual canopy to be determined per location, depending on existing conditions.
2. Height of canopy shall not exceed 5' and shall project from the Mall bulkhead a maximum of 3'. Canopy soffit must be totally covered with a material that prohibits direct sightlines into the canopy structure above.
3. All canopies shall be backlighted with a continuous strip of double tube florescent fixtures to obtain an even overall illumination.
4. Maximum letter height is 24".
5. For a listing of existing canopy signs see existing sign manifest.
6. See (fig 2) for typical canopy Sign.

Freeway Pylon Sign

1. At interstate 280, up to two double-sided pylon signs may be provided, to establish and maintain the Center's identification. The signs shall conform to details and finishes illustrated in "Exhibit B".
2. Additional advertisements and any advertisements for alcohol and/or tobacco products are strictly prohibited.

Monument Sign

1. Street-side and on-site directional monument signage shall conform to details and finishes illustrated in "Exhibit A".
2. Additional advertisements and any advertisements for alcohol and/or tobacco products are strictly prohibited.

Major Tenant Signs

See Manifest

Existing Sign Manifest

See Manifest

SERRAMONTE CENTER MASTER EXTERIOR SIGN PROGRAM
Allowable Sign square footage

Major Tenants:

<u>Tenant Building Square Footage</u>	<u>Tenant Primary Lineal Frontage</u>	<u>Permitted Sign per L/ft. frontage for 1st story</u>	<u>Permitted Sign per L/ft. frontage for 2nd story</u>	<u>Permitted Sign Maximum Area</u>
20 - 100,000 sf	100' $\geq$ 350 L. ft.	.75 sq ft./ L. ft.		262.50 sq.ft.
20 - 100,000 sf	100' $\geq$ 350 L. ft.		.25 sq ft./ L. ft.	87.50 sq.ft.
100 -200,000 sf	100' $\geq$ 460 L. ft	.50 sq ft./ L. ft.		230.00 sq.ft.
100 -200,000 sf	100' $\geq$ 460 L. ft		50 sq ft./ L. ft.	230.00 sq.ft.
$\geq$ 200,000 sf	100' $\geq$ 360 L. ft	.75 sq ft./ L. ft.		262.50 sq.ft.
100 -200,000 sf	100' $\geq$ 460 L. ft		.75 sq ft./ L. ft	345.00 sq.ft..

Bldg A Tenant	>20,000 sf, single story building:	.75 sq.sf/ lineal front foot allowed.
Bldg K Tenant	>20,000 sf, single story building:	.75 sq.sf/ lineal front foot allowed.
Mervyn's	< 100,000 sf, single story building:	.75 sq.sf/ lineal front foot allowed.
Wards	> 100,000 sf, two story building:	1.00 sq.ft/ lineal front foot allowed.
Macy's	> 200,000 sf, two story building:	1.50 sq.ft./ lineal front foot allowed.

EXHIBIT A

Freestanding Tenants:

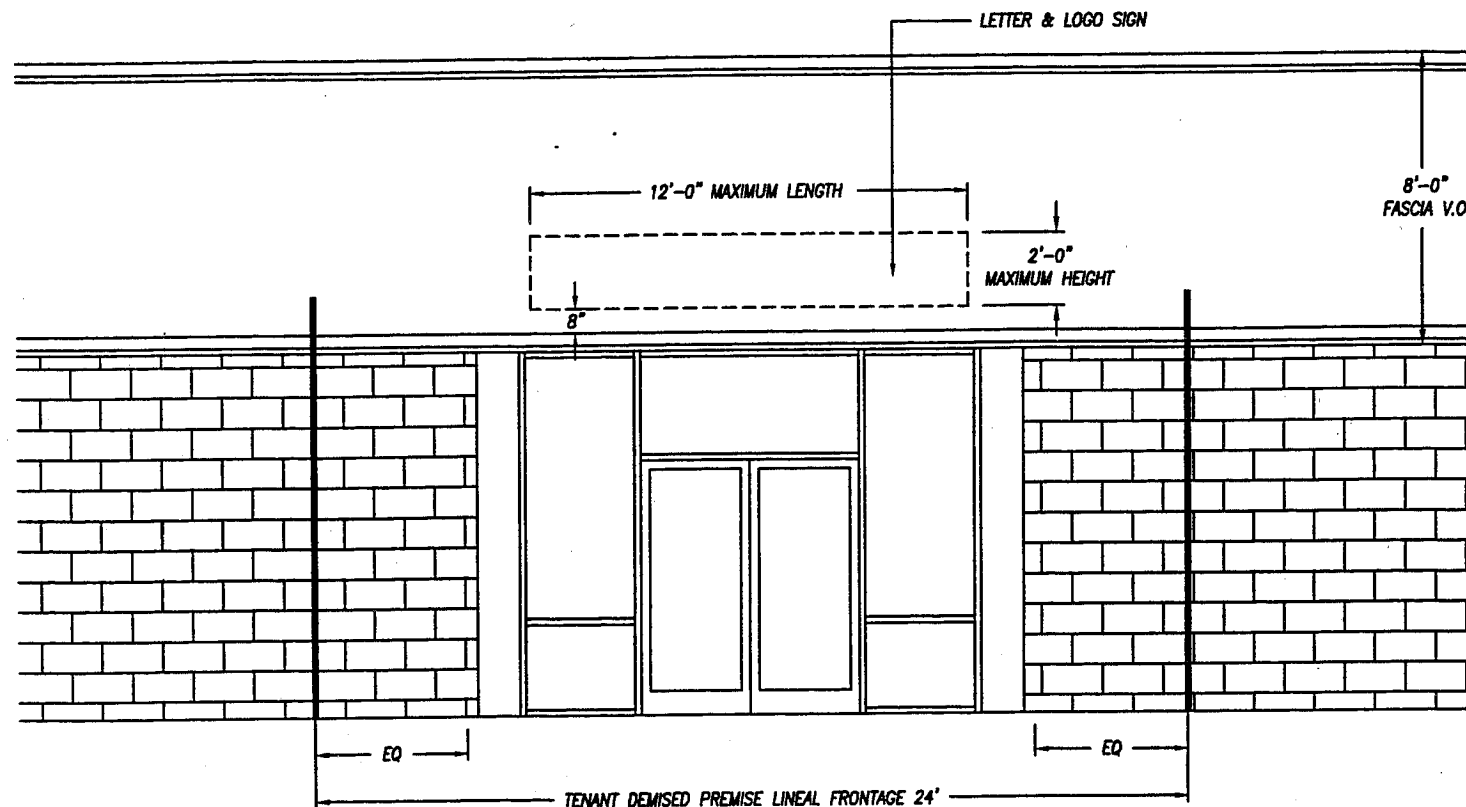
<u>Primary Lineal Frontage</u>	<u>Permitted Sign Area</u>	<u>Permitted Sign Maximum sf Area</u>	
0' to 150'	.50 sq.ft./ L.ft	150 sq ft	Applies to first story
150' to 300'	.25 sq.ft./ L.ft	75 sq ft	Applies to first story
>100	.25 sq.ft./ L.ft	75 sq ft	Applies to second story

Second story allocations apply for buildings with height in excess of 26'.
Freestanding Tenants are allocated four (4) building fronts.

Non-Major Tenants:

<u>Primary Lineal Frontage</u>	<u>Permitted Sign Area</u>	<u>Permitted Sign Maximum sf Area</u>	
0' to 25'	1.0 sq.ft./ L.ft	25 sq ft	
26' to 100'	.75 sq.ft./ L.ft	75 sq ft	
101' to 150'	.50 sq.ft./ L.ft	75 sq ft	
> 151'	.50 sq.ft./ L.ft	125 sq ft	

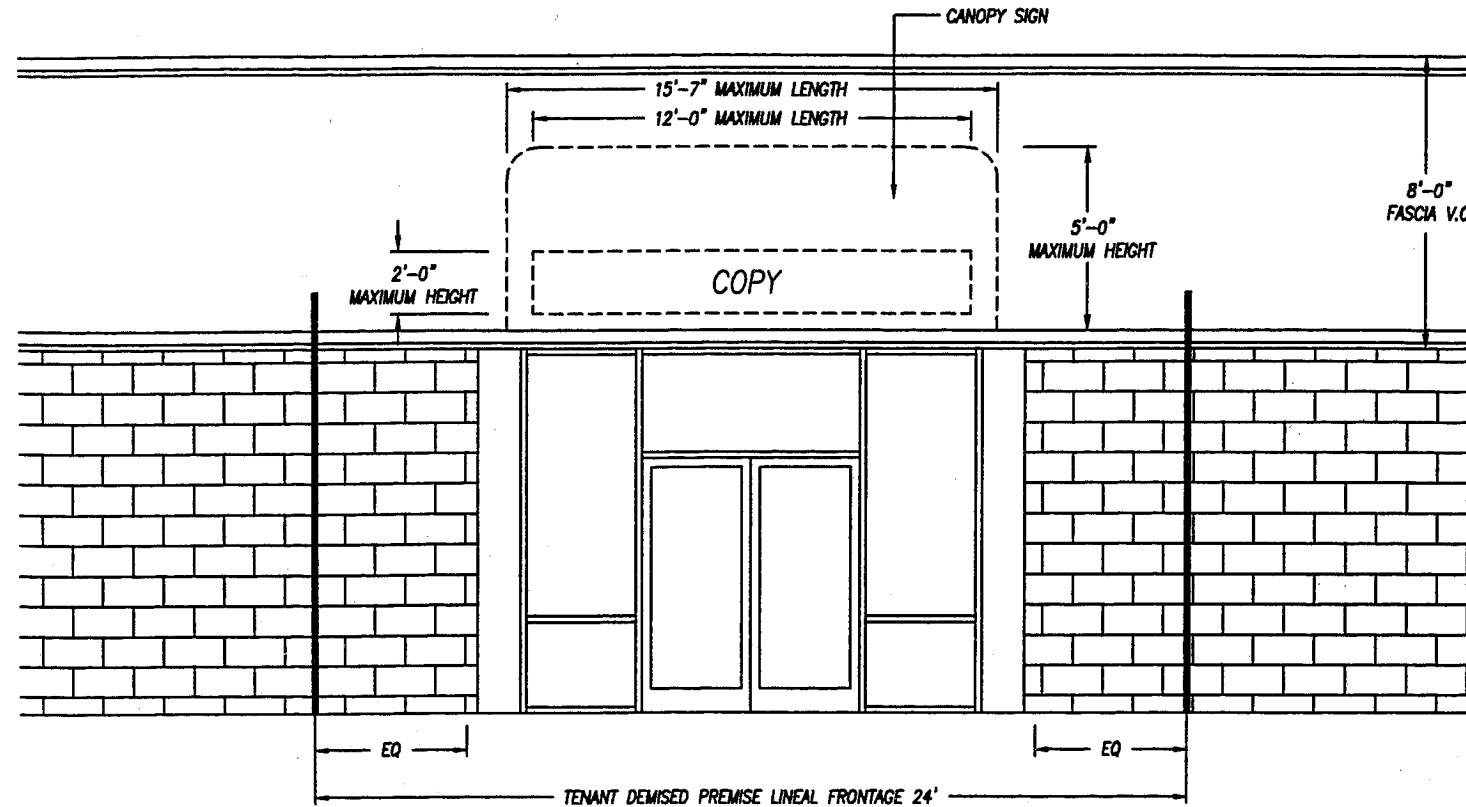
EXHIBIT B



SERRAMONTE LETTER SIGN CRITERIA

SCALE: 3/8"=1'-0"

1. MAXIMUM LETTER HEIGHT TO BE 24"
2. LETTERS SHALL BE 5" DEEP AND FORMED WITH ALUMINUM.
3. PLASTIC FACED AND REVERSED CHANNEL LETTERS SHALL BE BACK LIGHTED WITH NEON TUBE WITH SELF CONTAINED TRANSFORMER (U.L. APPROVAL)
4. COLORS OF INDIVIDUAL SIGNS ARE SUBJECT TO LANDLORD APPROVAL.

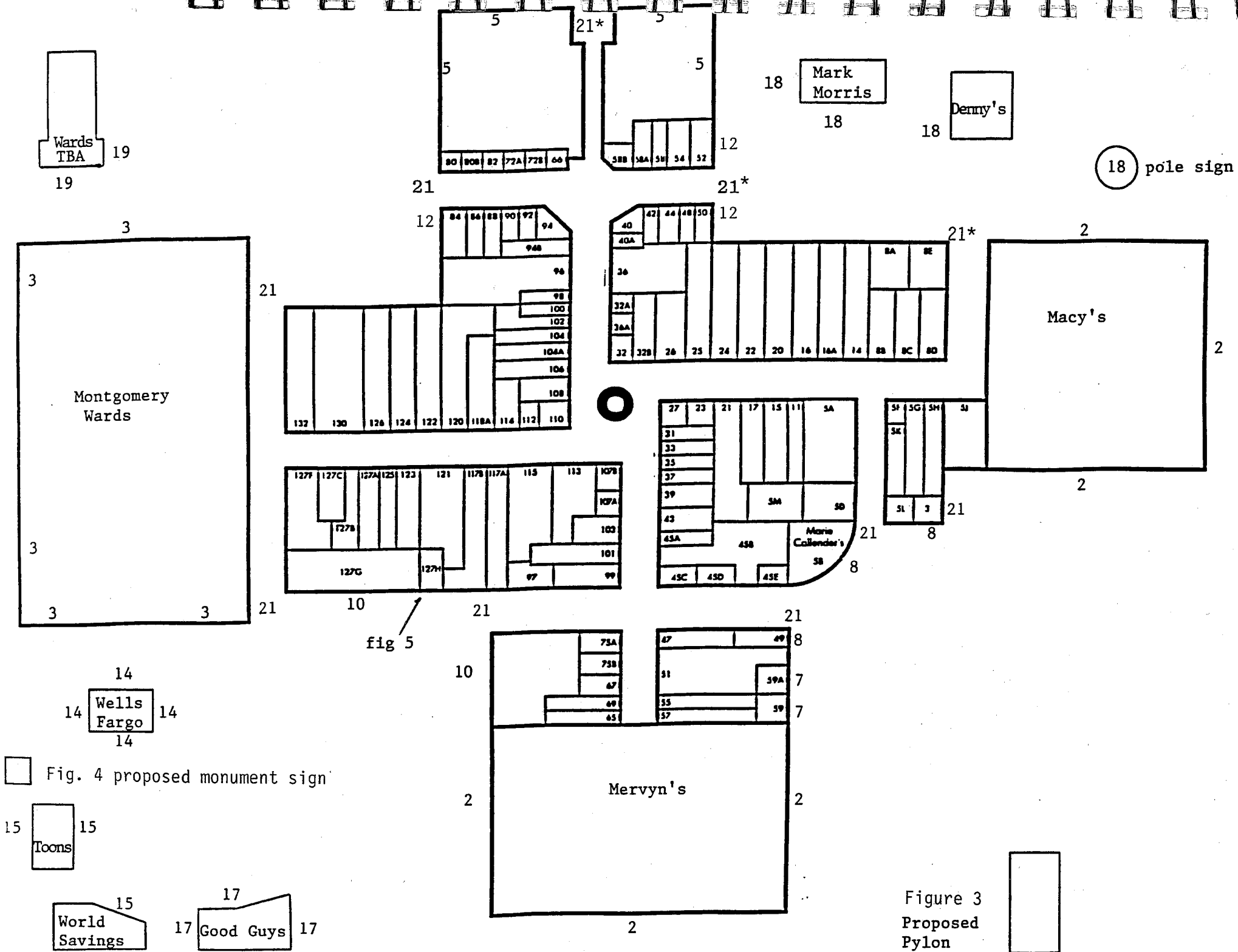


SERRAMONTE CANOPY SIGN CRITERIA

SCALE: $3/8"=1'-0"$

1. CANOPY SHALL BE OF WELDED ALUMINUM FRAME CONSTRUCTION, WITH VINYL AWNING FABRIC.
2. ALL CANOPYS WILL BE RADIUS TOPS AND CORNERS.
3. MAXIMUM CANOPY HEIGHT TO BE 5' AND SHALL PROJECT FROM THE MALL BULKHEAD A MAXIMUM OF 3'
4. ALL CANOPYS SHALL BE BACKLIGHTED WITH DOUBLE TUBE FLUORESCENT FIXTURES.
MAXIMUM LETTER AND LOGO HEIGHT IS 24".

FIGURE #2



Tenant	Photo Pg #
Macy's	2
Mervyn's	2
Montgomery Wards	3
Lerners	5
Longs	5
Future Paging	7
House Hold Finance	7
Expressly Portraits	8
Marie Callendars	8
Taco Bell	8
Blockbuster Video	10
Sports City	Fig 5
Strouds	10
Grain D'or	12
Serramonte Cleaners	12
Serramonte Shoe	12
Wells Fargo Bank	14
Toon's	15
World Savings	15
Good Guys	17
Mark Morris	18
Wards TBA	19
Mall Entrances	21
Proposed	
Mall entrance signs	21*

SERRAMONTE CENTER MASTER EXTERIOR SIGN PROGRAM													
MAJOR TENANTS													
Allowable Signs: See Exhibit A.													
Tenant's demised													
TENANT	Photo on page #	Sign Length (feet)	Sign Length (in.)	Sign Height (feet)	Sign Height (in.)	Tenant's total sign sq. ft.	premise L.frontage Length (feet)	Total sign Length (in.)	sf/ Lf allowable	Sign Max. sf allowable	Total sign sf expressed as % of allowable	Total Sign sf variance +/- allowable	Comments
MACY'S (2-story above ground)													
Each of (3) Wall Signs	2	35	4	8	11	315.06							III. Channel Letters
Door Sign	2	8	6	1	9	14.88							III, routed face
Total sign / face						329.93	270		1.5	405.00			
Total building, (3) Faces						989.79	810.00			1215.00	81.5%	225.21	Building signs in conformance

MERVYN'S													
Wall Sign / North Face	2	40	0	3	6	140.00	220		0.75	165.00			III. Channel Letters
Wall Sign / East Face	2	40	0	3	6	140.00	350		0.75	262.50			III. Channel Letters
Wall Sign / South Face	2	40	0	3	6	140.00	220		0.75	165.00			III. Channel Letters
Total building, (3) Faces						420.00	790			592.50	70.9%	172.50	Building signs in conformance

MONTGOMERY WARDS													
Wall Sign, East Face	3	31	1	6	4	196.86							III. Channel Letters w/ secondary cabinet
Electric Ave	3	42	0	4	4	182.00							III. Channel Letters w/ secondary cabinet
Home Ideas	3	8	2	2	4	19.06							III. Cabinet
Total sign on face						397.92	300		1	300.00	132.6%	-97.92	Existing non-conforming on this face
Wall Sign, South Face	3	31	1	6	4	196.86							III. Channel Letters w/ secondary cabinet
Merch. Pick-up	3	8	2	2	4	19.06							III. Cabinet
Total sign on face						215.92	460		1	460.00	46.9%	244.08	Total signs in conformance for this face
Wall Sign, West Face	3	31	1	6	4	196.86	300		1	300.00	65.6%	103.14	III. Channel Letters w/ secondary cabinet
Total building, (3) Faces						810.69				1060.00	76.5%	249.31	Building signs in conformance

SERRAMONTE CENTER MASTER EXTERIOR SIGN PROGRAM														
NON MAJOR TENANTS														
BUILDINGS K AND A														
							TENANT DEMISED							
Allowable Signs: See Exhibit A							LINEAL FRONTAGE		Total sign		Sign sf	Sign sf		
	Photo	Length	Length	Height	Height		Length	Length	sf/ Lf	Max. sf	Sign sf	Sign sf		
TENANT	Pg #	(')	(')	(')	(')	Total sf	(')	(')	allowable	allowable	L. front	allowable	variance fr	Comments
Lerner New York														
Wall Sign / South Face	5	14	2	5	0	70.83	180	0	0.75	135.00	7.9%	64.17	III. Channel ltrs. Conforming	
Wall Sign / West Face	5	14	2	5	0	70.83	150	0	0.75	112.50	9.4%	41.67	III. Channel ltrs. Conforming	
Total Lerner New York						141.67	330.00			247.50		105.83	Building signs in conformance	
Longs Drugs														
Wall Sign / West Face	5	28	0	3	6	98.00	130	0	0.75	97.50	21.5%	-0.50	III. Channel ltrs. Existing non-conforming	
Wall Sign / North Face	5	28	0	3	6	98.00	150	0	0.75	112.50	18.7%	14.50	III. Channel ltrs. Existing non-conforming	
Total Longs Drugs						196.00	280.00			210.00		14.00	Building signs in conformance	

[illegible]

SERRAMONTE CENTER MASTER EXTERIOR SIGN PROGRAM														
NON MAJOR TENANTS														
SOUTH EAST QUADRANT														
Allowable Signs: See Exhibit B														
TENANT DEMISED														
LINEAL FRONTAGE														
Total sign														
Sign sf														
Sign sf														
as % of														
variance fr														
allowable														
Comments														
TENANT	Photo Pg #	Length (')	Length (")	Height (')	Height (")	Total sf	Length (')	Length (")	sf/ Lf allowable	Max. sf allowable	L. front			
Blockbuster Video	10	20	0	0	22	36.67	138	5	0.5	69.21	14.4%	32.54	III. Canopy sign. Conforming	
Sport City (See Figure 2.)	VII	16	9	0	18	25.13	35	0	0.75	26.25	47.9%	1.13	III. Canopy sign. Conforming	
Strouds Linens	10	21	3	0	23	40.73	102	0	0.5	51.00	20.8%	10.27	III. Channel ltrs. Conforming	

[illegible]



SITE PLAN

- Sewer
- Storm
- Water
- Property Line

“The sign locations are conceptual in nature and it is fully understood that no sign may be placed within any easement for public water, sewer, or storm infrastructure (typically providing 10’ separation on either side of the utility pipe). Signs located in the vicinity of private infrastructure (such as sign C) must i) maintain a minimum 5’ separation from the utility pipe, ii) provide adequate space to access the line for maintenance and repairs and iii) the method of construction for the sign shall not compromise any nearby utilities. Prior to building permit issuance, applicant will submit the exact location of each sign, as well as detailed public and private infrastructure information relative to the location of each sign.”



1051 46th Avenue
Oakland, Ca 94601
T. 510.533.7693
F. 510.533.0815
www.arrowsigncompany.com

Project
Serramonte Center
3 Serramonte Center
Daly City, Ca

Date:
11-29-2011

Sales:
☐ Tom Anderson

Design:
☐ Charlie Stroud

File Name/Location:
2011/S/Serramonte

Rev.	Date	Description
A	06-21-12	Omit "A"

Customer Approval

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SIGN A HAS BEEN DELETED



B SIGN ELEVATION SCALE: 1/8" = 1'-0"

New double-faced, illuminated pylon sign as shown			
ITEM	DESCRIPTION	VENDOR	SPECIFICATION
ID Cabinet	Extruded aluminum	Matthews	Two toned, colors to be determined
Serramonte Returns	5" deep aluminum	Alliance	White
Serramonte Faces	Acrylic	Acrylite	White #015-2
Serramonte Trimcap	1"	Jewelrite	White
Serramonte Illum.	LED		White
ID Cabinet Decoration	1/8" aluminum	Matthews	Color to be determined
Structure at top	Aluminum	Matthews	Color to be determined
Poles	Per engineering		
Horizontals	Per engineering	Matthews	Color to be determined
Tenant Faces	.125 aluminum	Kelly Moore with texcoat	Color to be determined
Tenant Copy	Individual illuminated letters		Per tenant standard (by others)
Scone	Aluminum	Matthews	Color to be determined
Flood Fixture	LED	Color Kinetics	ColorBlast



C SIGN ELEVATION SCALE: 1/8" = 1'-0"

New double-faced, illuminated pylon sign as shown			
ITEM	DESCRIPTION	VENDOR	SPECIFICATION
ID Cabinet	Extruded aluminum	Matthews	Two toned, colors to be determined
Serramonte Returns	3" deep aluminum	Alliance	White
Serramonte Faces	Acrylic	Acrylite	White #015-2
Serramonte Trimcap	1"	Jewelrite	White
Serramonte Illum.	LED		White
ID Cabinet Decoration	1/8" aluminum	Matthews	Color to be determined
Structure at top	Aluminum	Matthews	Color to be determined
Poles	Per engineering		
Horizontals	Per engineering	Matthews	Color to be determined
Tenant Faces	.125 aluminum	Kelly Moore with texcoat	Color to be determined
Tenant Copy	Individual illuminated letters		Per tenant standard (by others)
Scone	Aluminum	Matthews	Color to be determined
Flood Fixture	LED	Color Kinetics	ColorBlast



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Project
Serramonte Center
3 Serramonte Center
Daly City, Ca

Date:
11-29-2011

Sales:
☐ Tom Anderson

Design:
☐ Charlie Stroud

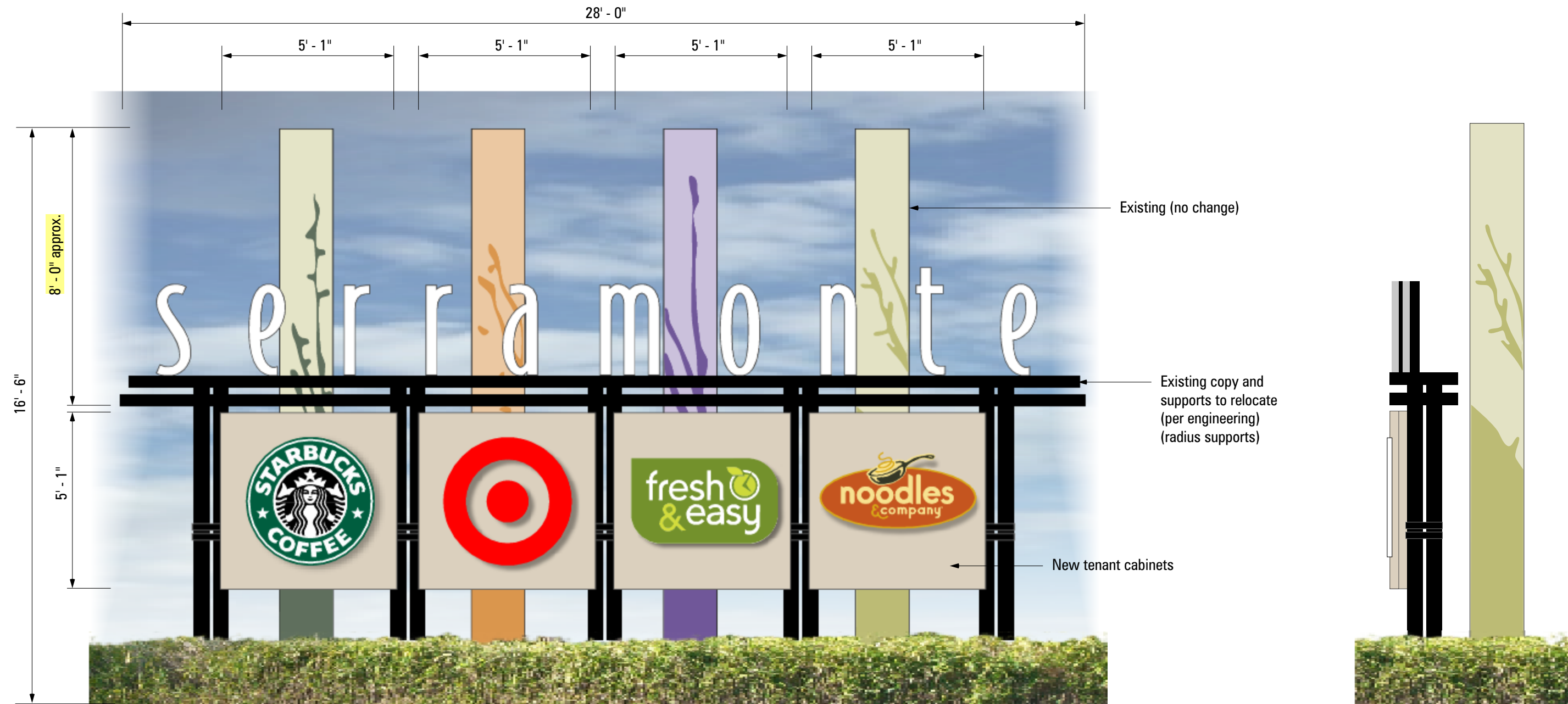
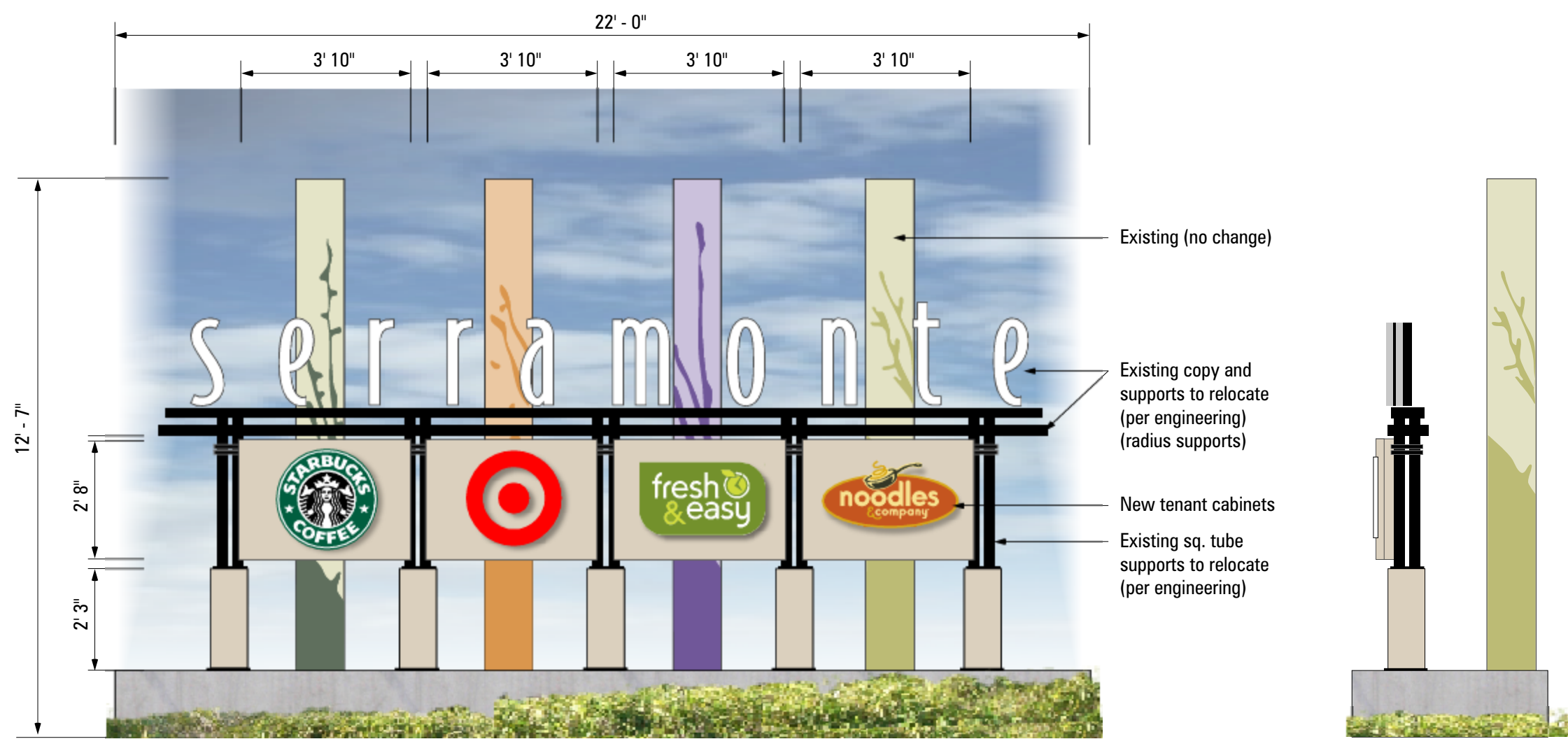
File Name/Location:
2011/S/Serramonte

Rev.	Date	Description
A	06-21-12	Add note to "A"

Customer Approval

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E.1

E.2

SIGN ELEVATION

SCALE: 1/4" = 1'-0"

New internally illuminated tenant panels for existing signs

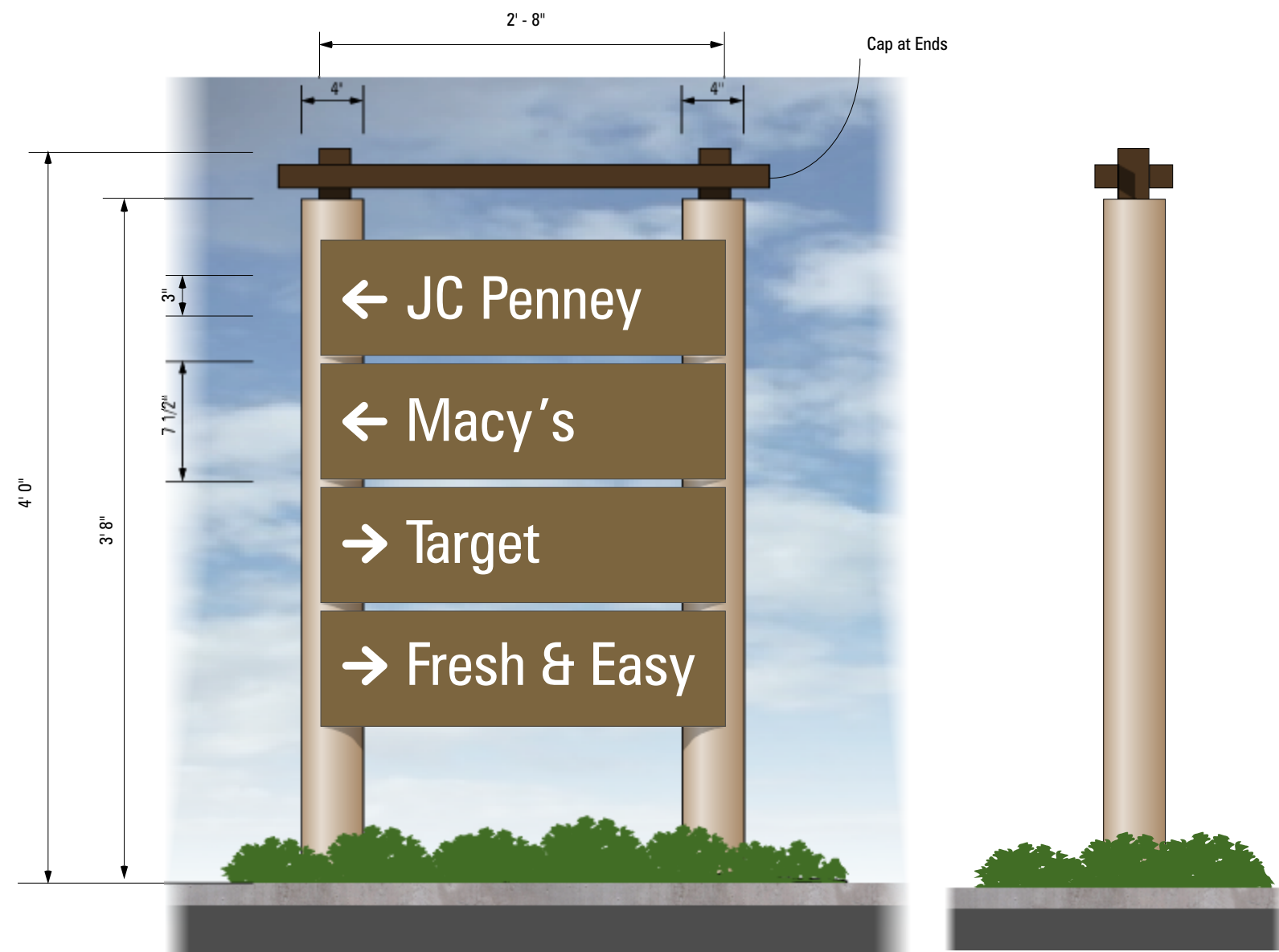
ITEM	DESCRIPTION	VENDOR	SPECIFICATION
Tenant cabinets	Aluminum	Kelly Moore with texcoat	Color to be determined
Tenant logos	1/2" push thru	3M	Per tenant colors
Supports	Per engineering	Kelly Moore with texcoat	Color to be determined
Plates	Steel		Black #282-204, satin

F SIGN ELEVATION

SCALE: 1/4" = 1'-0"

New internally illuminated tenant panels for existing sign

ITEM	DESCRIPTION	VENDOR	SPECIFICATION
Tenant cabinets	Aluminum	Kelly Moore with texcoat	Color to be determined
Tenant logos	1/2" push thru	3M	Per tenant colors



SPECIFICATION			
New double-faced, monument sign as shown			
ITEM	DESCRIPTION	VENDOR	SPECIFICATION
ID Cabinet	Aluminum	Matthews	Two toned, colors to be determined
Serramonte Letters	1/2" push-thru	3M	White #3630-20
Serramonte Illum.	LED		White
ID Cabinet Decoration	1/8" aluminum	Matthews	Color to be determined
Structure at top	Aluminum	Matthews	Color to be determined
Poles	8" pipe	8" pipe	Color to be determined
Center Element	Aluminum	Matthews	Color to be determined
Tenant Faces	.125 aluminum	Kelly Moore with texcoat	Color to be determined
Tenant Copy	1/2" push-thru		Per tenant standard (by others)

D

SIGN ELEVATION - TYPICAL

SCALE: 1" = 1'-0"

New double-faced, non-illuminated directional sign as shown

ITEM	DESCRIPTION	VENDOR	SPECIFICATION
Structure at top	Aluminum	Matthews	Color to be determined
Poles	4" aluminum pipe	Matthews	Color to be determined
Tenant Faces	.125 aluminum	Matthews	Color to be determined
Tenant Copy & arrows	Vinyl	3M	Reflective White
Flood Fixture			By others

G SIGN ELEVATION		SCALE: 1/2" = 1'-0"	
------------------	--	---------------------	--



ARROW
SIGN COMPANY

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www.arrowsigncompany.com

Project

Serramonte Center

3 Serramonte Center
Daly City, Ca

Date:
11-29-2011

Sales:
☐ Tom Anderson

Design:
☐ Charlie Stroud

File Name/Location:
2011/S/Serramonte

Rev.	Date	Description

Customer Approval

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111139

Sheet 3

PROPOSED
Exterior Master Sign Program
Serramonte Center
Daly City, CA

Purpose

The purpose of the Serramonte Center Master Sign Program is to document existing signage, control the manner in which future exterior signage will contribute to the overall aesthetic environment of Serramonte Center and to prevent deviations which would be detrimental to the appearance of the facility.

General Requirements

1. No new sign shall be installed at Serramonte Center until it has been approved by the Landlord's representative and the City of Daly City Planning Division. Tenant shall be designated by Landlord for the purpose of plan approval process in one of the following

Tenant categories:

Major Tenants

Non Major Tenants

Freestanding Tenants

2. Upon approval of sign shop drawings from Landlord's representative, Tenant shall submit three (3) copies of the approved drawings to the City of Daly City to obtain a sign permit, a building and an electrical permit as required. It is the Tenant's responsibility to obtain all necessary permits at Tenant's expense.
3. One individual fascia business sign (fig. 1) or canopy sign (fig. 2) shall be permitted for each Tenant with exterior exposure.
4. The location(s) for all signs shall be as directed by Landlord's representative and this Master Sign Program.
5. Signs shall display only Tenant's trade name. Any other reference to merchandise or activity is prohibited. Trademarks and logos will be considered on an individual basis, and are subject to Landlord's approval.
6. Length of Fascia signs or Canopy sign lettering: See Exhibit A, Allowable sign square footage. Major Tenants, Exhibit A, Allowable sign square footage. Freestanding and Non-Major Tenants, Exhibit B and accompanying Figures 1 and 2.
7. Stacking of sign letters is prohibited.
8. All signs shall comply with any and all Federal, State and local codes and regulations.

9. Any deviations to the Serramonte Center Master Sign Program shall require the approval of the Landlord and the Daly City Planning Commission.

Non-Major Tenant Fascia Sign Criteria

1. All illuminated signs, their components, and installation shall comply with all applicable codes and regulations and shall bear U.L. labels in an inconspicuous location.
2. All signs shall be plastic face illuminated letters, or reverse channel Halo letters, 24" maximum height.
3. Letters shall be 5" deep and be formed with aluminum, leiarh welded construction.
4. Plastic faces and reverse channel Halo letters shall be back lighted with neo tube with self-contained transformers with U.L. approval.
5. Colors of individual business signs and letter finishes are subject to Landlord approval.
6. See (fig 1) for typical Fascia sign.
7. For a listing of existing fascia signs see existing manifest.

Illuminated Canopy Signs

Tenants may elect to substitute an illuminated canopy sign in lieu of the standard fascia sign. Canopy signs shall comply with the following criteria:

1. Canopies shall be of welded aluminum frame construction, with vinyl awning fabric. All canopies will have radius tops and ends. Mounting method for each individual canopy to be determined per location, depending on existing conditions.
2. Height of canopy shall not exceed 5' and shall project from the Mall bulkhead a maximum of 3'. Canopy soffit must be totally covered with a material that prohibits direct sightlines into the canopy structure above.
3. All canopies shall be backlighted with a continuous strip of double tube florescent fixtures to obtain an even overall illumination.
4. Maximum letter height is 24".
5. For a listing of existing canopy signs see existing sign manifest.
6. See (fig 2) for typical canopy Sign.

Freeway Pylon Sign

1. At interstate 280, up to two double-sided pylon signs may be provided, to establish and maintain the Center's identification. The signs shall conform to details and finishes illustrated in "Exhibit B".
2. Additional advertisements and any advertisements for alcohol and/or tobacco products are strictly prohibited.

Monument Sign

1. Street-side and on-site directional monument signage shall conform to details and finishes illustrated in "Exhibit A".
2. Additional advertisements and any advertisements for alcohol and/or tobacco products are strictly prohibited.

Major Tenant Signs

See Manifest

Existing Sign Manifest

See Manifest

serramonte

MASTER SIGN PROGRAM SUBMITTAL / 05.13.13



- Existing Signage
- Sewer
- Storm
- Water
- - - Property Line

"The sign locations are conceptual in nature and it is fully understood that no sign may be placed within any easement for public water, sewer, or storm infrastructure (typically providing 10' separation on either side of the utility pipe). Signs located in the vicinity of private infrastructure (such as sign C) must i) maintain a minimum 5' separation from the utility pipe, ii) provide adequate space to access the line for maintenance and repairs and iii) the method of construction for the sign shall not compromise any nearby utilities. Prior to building permit issuance, applicant will submit the exact location of each sign, as well as detailed public and private infrastructure information relative to the location of each sign."



- Sewer
- Storm
- Water
- - - Property Line

"The sign locations are conceptual in nature and it is fully understood that no sign may be placed within any easement for public water, sewer, or storm infrastructure (typically providing 10' separation on either side of the utility pipe). Signs located in the vicinity of private infrastructure (such as sign C) must i) maintain a minimum 5' separation from the utility pipe, ii) provide adequate space to access the line for maintenance and repairs and iii) the method of construction for the sign shall not compromise any nearby utilities. Prior to building permit issuance, applicant will submit the exact location of each sign, as well as detailed public and private infrastructure information relative to the location of each sign."

Serramonte

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SIGN PROGRAM
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05.13.13

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05.13.13

Paint Colors

- All exterior paints to have semi-gloss automotive grade finish with UV protection.
- Fabricator must provide sprayouts of each paint color to client and design team for approval prior to fabrication.
- All paints are to be Matthews Paints or similar.

RED
MP14833

P1

MEDIUM
SILVER
MP18133

P2

LIGHT
SILVER
MP18101

P3

DARK
SILVER
18202

P4

WHITE

P5

Vinyl Colors

- Fabricator must provide sample of all materials to client and design team for approval prior to fabrication.

V1

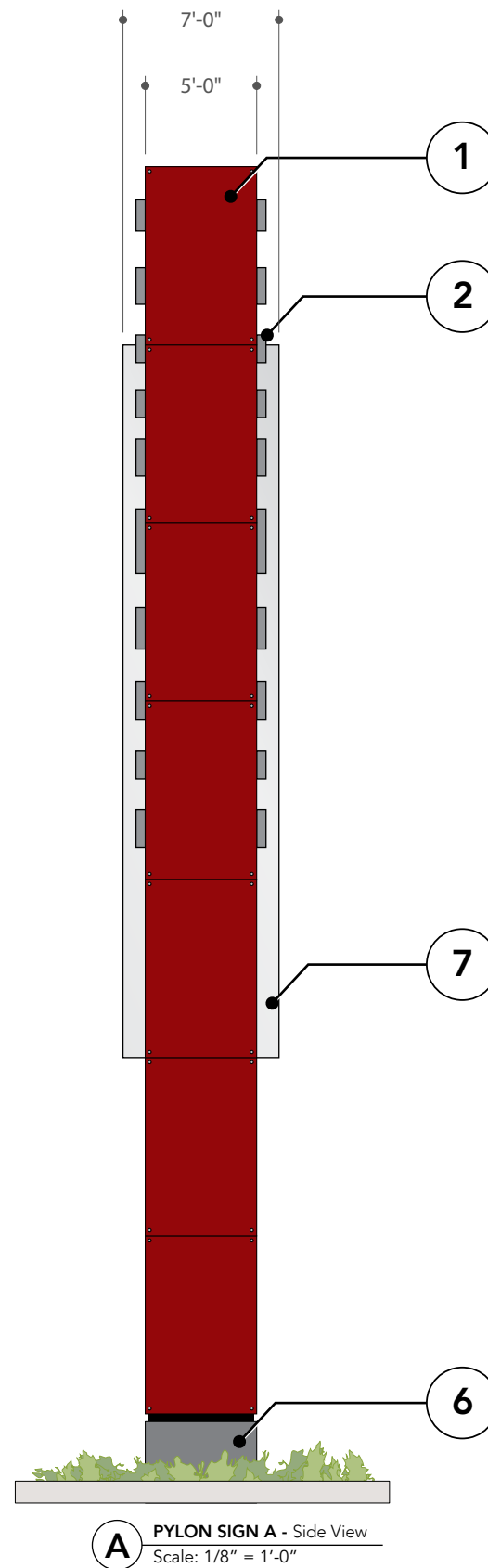
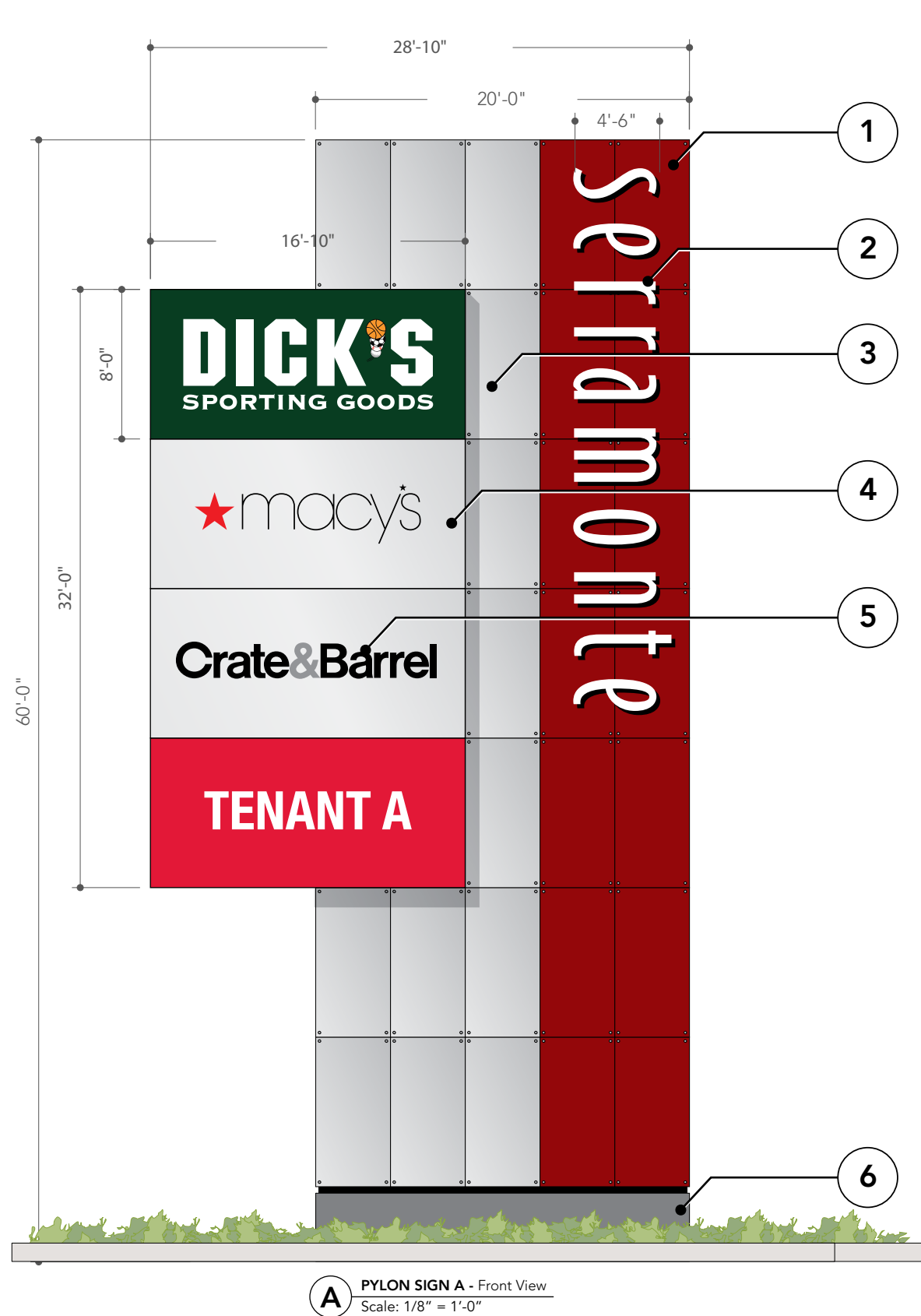
Opaque Black

Materials

- Fabricator must provide sample of all materials to client and design team for approval prior to fabrication.

M1

Dark Gray
Concrete



Refurbished double-faced illuminated pylon sign

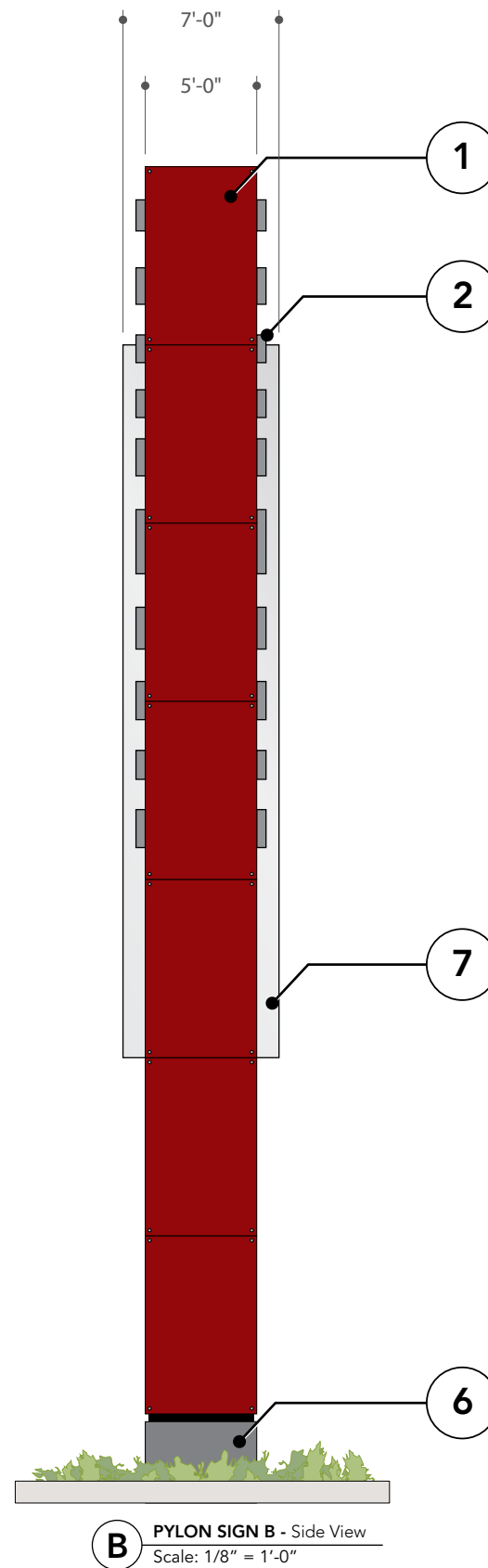
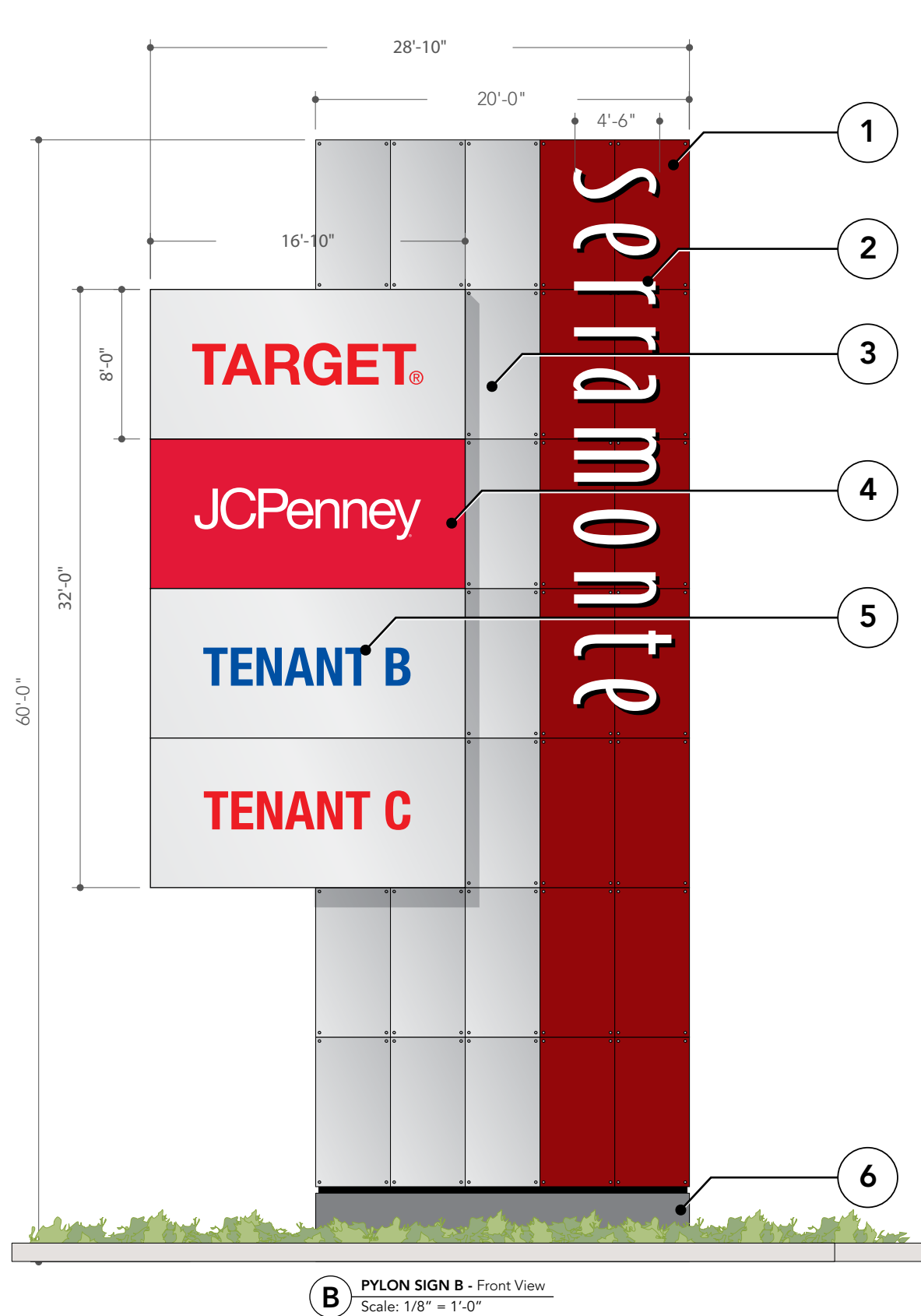
- ① Painted aluminum panels to match P1
- ② Warm white LED illuminated channel letters, white acrylic face with 5" aluminum returns painted to match P4
- ③ Painted aluminum panels to match P2
- ④ Painted aluminum tenant panels
- ⑤ LED illuminated acrylic tenant logos (Tenants TBD)
- ⑥ Dark gray colored concrete base to match M1
- ⑦ Aluminum sign cabinet with returns painted to match P3



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04.01.13
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New double-faced illuminated pylon sign

- ① Painted aluminum panels to match P1
- ② Warm white LED illuminated channel letters, white acrylic face with 5" aluminum returns painted to match P4
- ③ Painted aluminum panels to match P2
- ④ Painted aluminum tenant panels
- ⑤ LED illuminated acrylic tenant logos (Tenants TBD)
- ⑥ Dark gray colored concrete base to match M1
- ⑦ Aluminum sign cabinet with returns painted to match P3



serramonte

MASTER
SIGN PROGRAM
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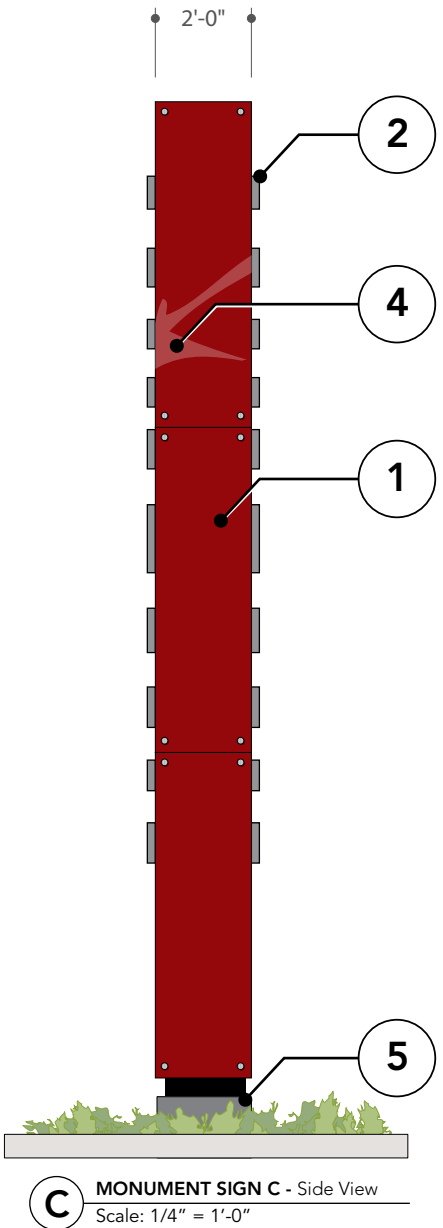
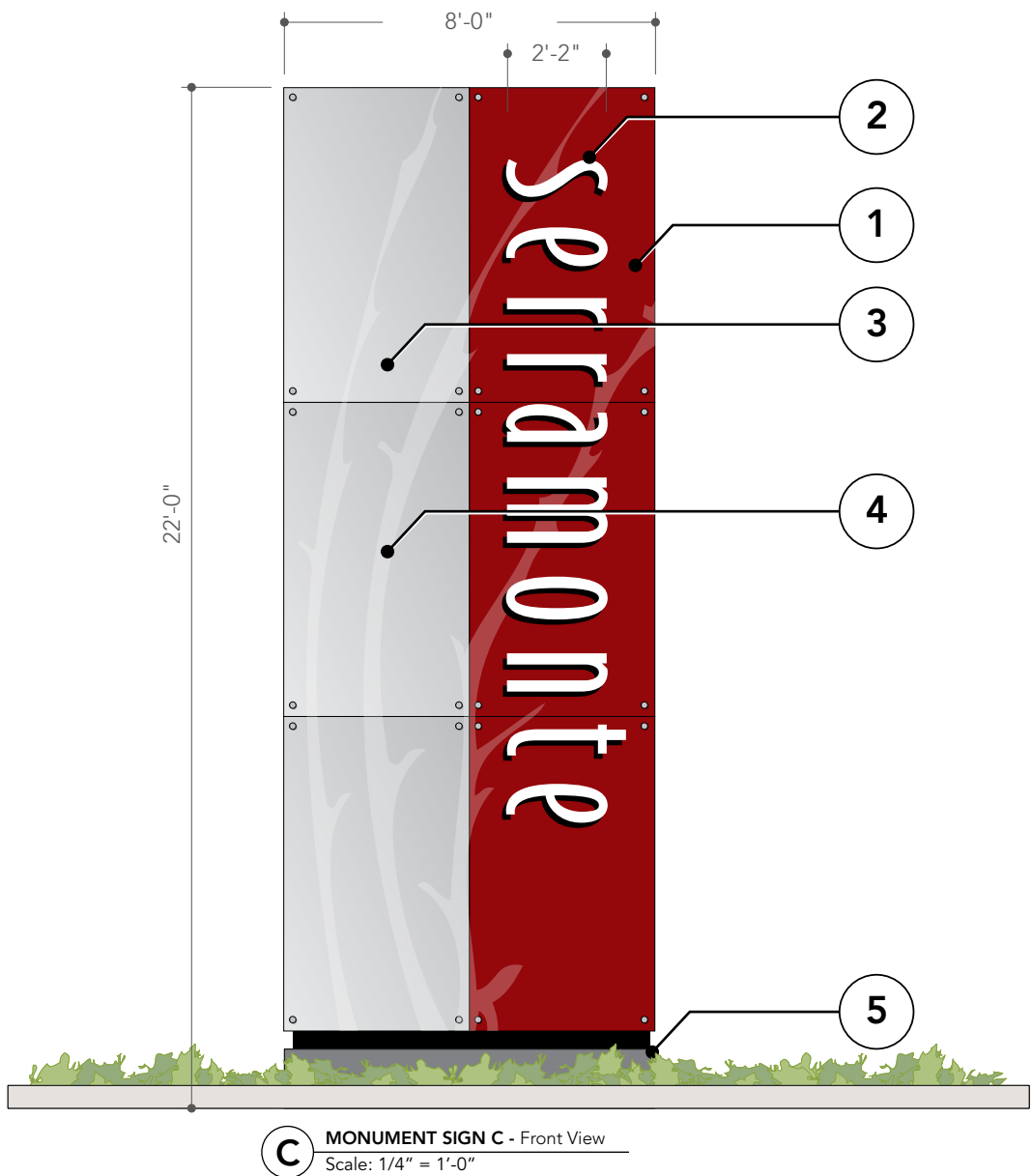
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PYLON SIGN B

8

New double-faced illuminated monument sign

- ① Painted aluminum panels to match P1
- ② Warm white LED illuminated channel letters, white acrylic face with 2" aluminum returns painted to match P4
- ③ Painted aluminum panels to match P2
- ④ Masked and sprayed pattern to appear tone-on-tone
- ⑤ Dark gray colored concrete base to match M1

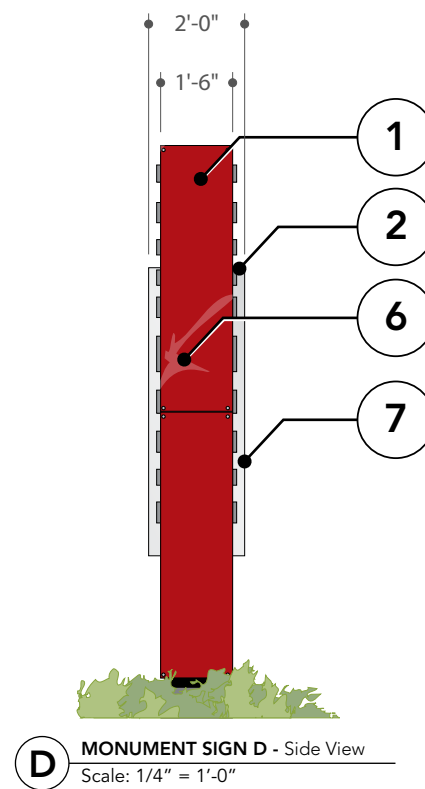
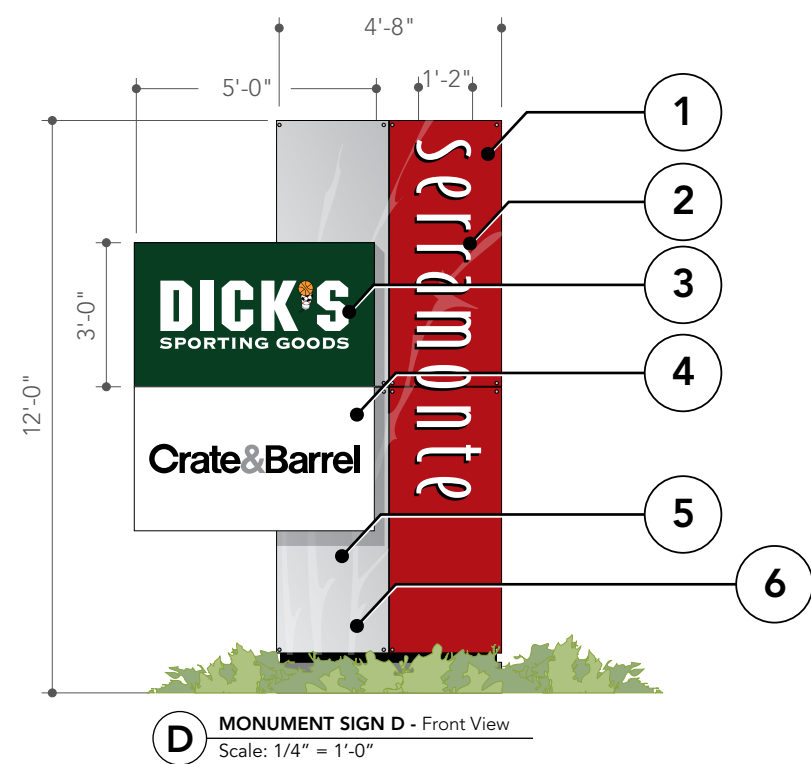




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New double-faced illuminated monument sign

- ① Painted aluminum panels to match P1
- ② Warm white LED illuminated channel letters, white acrylic face with 1" aluminum returns painted to match P4
- ③ LED illuminated acrylic tenant logos (Tenants TBD)
- ④ Painted aluminum tenant panels
- ⑤ Painted aluminum panels to match P2
- ⑥ Masked and sprayed pattern to appear tone-on-tone
- ⑦ Aluminum sign cabinet with returns painted to match P3

Sign Quantity = 2



Serramonte

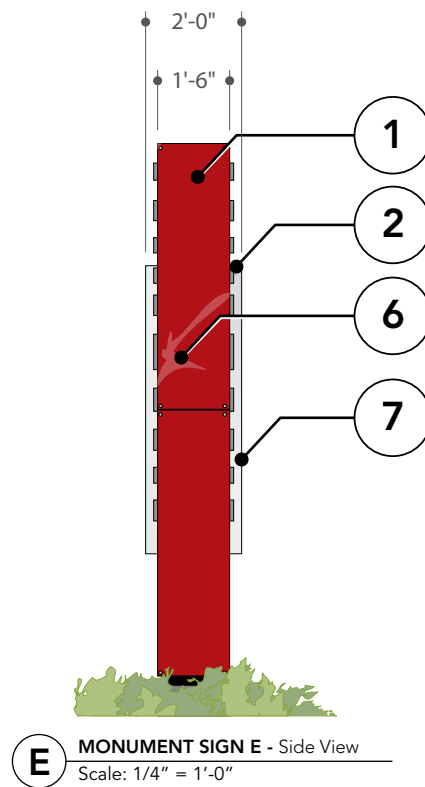
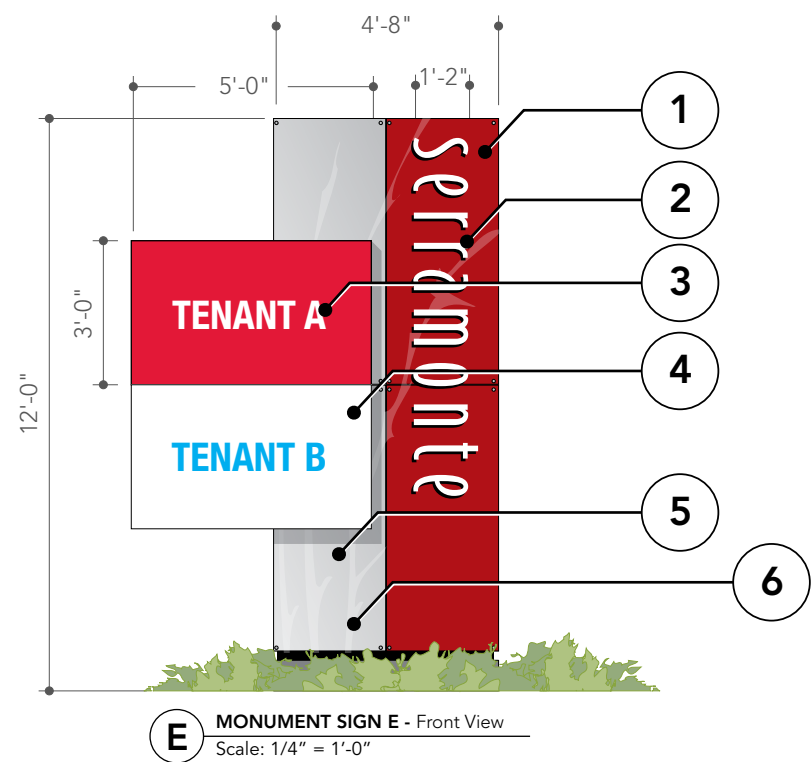
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New double-faced illuminated monument sign

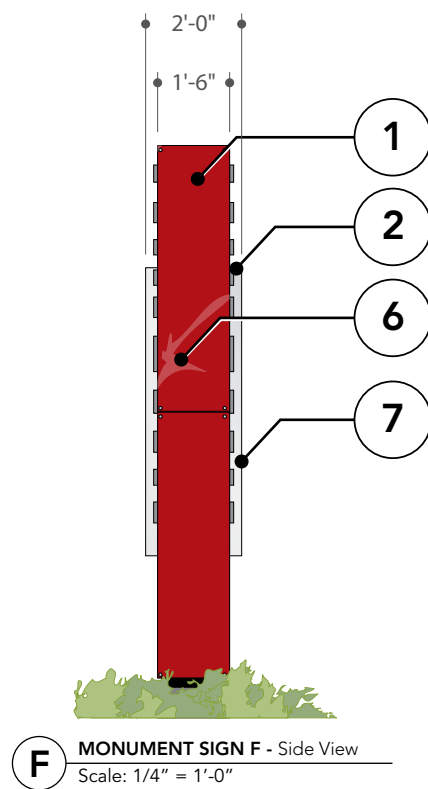
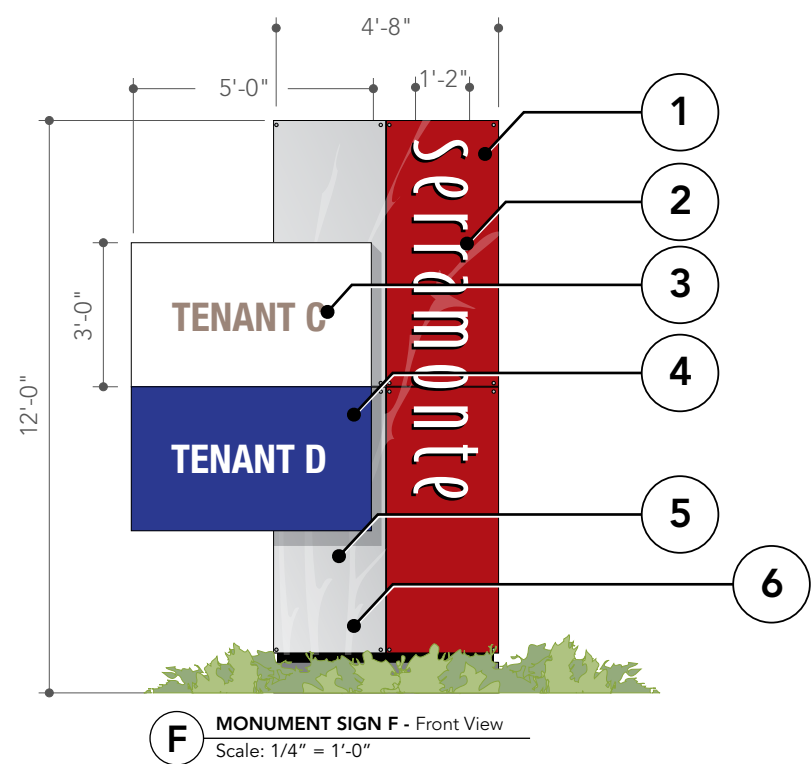
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- ⑤ Painted aluminum panels to match P2
- ⑥ Masked and sprayed pattern to appear tone-on-tone
- ⑦ Aluminum sign cabinet with returns painted to match P3



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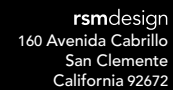
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New double-faced illuminated monument sign

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- ③ LED illuminated acrylic tenant logos (Tenants TBD)
- ④ Painted aluminum tenant panels
- ⑤ Painted aluminum panels to match P2
- ⑥ Masked and sprayed pattern to appear tone-on-tone
- ⑦ Aluminum sign cabinet with returns painted to match P3

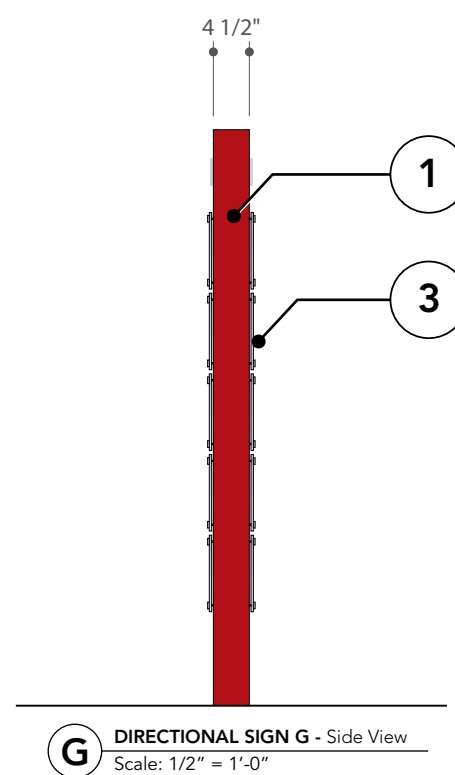
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*Subject to further review as to exact quantities and locations, but will be architecturally compatible with others.





Daly City Planning Commission Agenda Report

333 - 90th Street ♦ Daly City ♦ California ♦ 94015 ♦ 650-991-8033

Meeting Date: June 4, 2013

Application: Use Permit UPR-4-13-7061

Project Planner: Michael Van Lonkhuysen, Senior Planner

Project Location: 6918 Mission Street (APN 003-342-040)

Project Description: Use permit to allow a used car dealership in an existing building

Applicant: Mahmudullah J. Salemi
36873 Fremont Boulevard
Fremont, California 94536

Property Owner: Deanna Giusto and Sheila Bradford
161 School Street
Daly City, California 94014

Environmental Assessment: Categorically Exempt per CEQA Guidelines Section 15301(a) – Interior Alterations

Applicable Daly City Municipal Code Sections: Chapter 17.34 Off-Street Parking and Loading
Chapter 17.44 Use Permits

Site Information

Property Size	Existing Use	Proposed Use	General Plan Designation	Current Zoning
18,889 sq.ft. (.43 acres)	Vacant (previous used car dealership)	Used car dealership	C-MU Commercial Mixed Use	C-1 Light Commercial

Area Information

Land Use	Zoning
North: Auto repair and service	C- 1 Light Commercial District
South: Retail (furniture/carpet store)	C- 1 Light Commercial District
West: Single-Family Homes	Single-Family/Duplex Residential District
East: Mission Plaza Shopping Center	C- 1 Light Commercial District

Background

The applicant, Mahmudullah J. Salemi, is requesting approval to use a portion of the property at 6918 Mission Street for a used car dealership. The proposed dealership would occupy the portion of the site that is generally street-level along Mission Street, including an existing 7,700 square foot building formerly used by a car dealership at the site prior to 2010. Because the previous dealership was established prior to the City requiring use permits for car dealerships and the site has been vacant for more than six months, the Zoning Ordinance requires a use permit to allow reestablishment of the dealership use.

Discussion

The proposed car dealership would occupy the existing building on the site, which includes an indoor showroom and administrative offices. No automobile repair is proposed in conjunction with the dealership. An existing auto repair business located on the same property which fronts onto Miriam Street is a separate business entity, unrelated to the proposed dealership, and does not share street access or parking with the proposed dealership. The hours of operation for the dealership would be 9:30 a.m. to 7:00 p.m., seven days per week.

The dealership would continue to use a single access driveway from Mission Street and the existing parking lot would be restriped to maximize the total number of parking spaces provided. In total, the dealership proposes to provide ten parking spaces for customer use on the lot, in conformance with the Zoning Ordinance. A total of 23 parking spaces would be available to display cars for sale. To ensure that vehicles exit onto Mission Street without needing to back into the street, staff is recommending a Condition of Approval that the applicant relocate several parking spaces that are presently proposed near the showroom entrance to the sales lot area, where drivers can more easily maneuver toward Mission Street driving forward.

Overall, there appears to be no significant issues with a car dealership operating at this location. The property is primarily surrounded by non-residential land uses and, although the General Plan envisions more intensive mixed-use development along the Mission Street corridor, the interim use of the site for a car dealership is appropriate given the historical use of the site as a dealership and the City's desire to minimize vacancies along the corridor.

The single residential use that abuts the sales lot to the west is at an approximately 15-foot grade difference from the lot, separated from the lot by a concrete wall, and is therefore not expected to be impacted significantly by the dealership. Staff has nonetheless added several operational Conditions of Approval to the project, including limits on light and noise emanating from the site, and prohibitions on loading or storing cars in inventory on adjacent streets.

Site Condition

While the car dealership use may be appropriate at this location, the site is in general need of refurbishment. Staff is therefore recommending the following Conditions of Approval:

1. The applicant shall power wash the building and replace all awnings on the building.

2. The applicant shall repair and/or upgrade the existing fence at the westerly property line.
3. The banner pole near the Mission Street/Citrus Avenue intersection shall be removed.
4. The applicant shall restripe the customer parking and sales lots in conformance with the approved parking lot layout. All parking spaces shall conform to the Daly City Zoning Ordinance parking dimensions and, where adjacent to residential uses, project landscaping, or any sidewalks shall receive wheel stops.
5. The applicant shall revise the project plans to provide landscaping in an amount equal to two percent of the total parking lot area. New plant material shall be drought-tolerant, be of a native species, and be designed in compliance with the City's Water in Conservation in Landscaping Ordinance.
6. Landscape planters adjacent to Mission Street shall be permanently affixed to the parking lot with concrete or other acceptable fastening mechanism, so as to preclude the ability for their removal.
7. The applicant shall repair or replace all non-functioning parking lot lights. Lights that are situated at the existing building rooftop shall be removed and replaced with wall pack lighting. All lighting poles shall be repainted in a color satisfactory to the Planning Division.

In addition to the above requirements, staff has recommended a Condition of Approval requiring that the property owner record a lot merger to create a single parcel from the existing four parcels that presently constitute the site. The merger is necessary to ensure that all the required parking for the use occurs on a single contiguous site. Additionally, the merger provides a further justification for granting the use permit approval because it will facilitate future development of the site in a manner more consistent with the intent of the General Plan Commercial-Mixed Use (C-MU) designation by aggregating parcels to create a larger developable lot.

Findings

Staff finds that, as conditioned, the proposed Use Permit UPR-4-13-7061 is in compliance with Title 17 (Zoning) of the Daly City Municipal Code. Approval of the use permit would not be detrimental to the health, safety, morals, comfort and general welfare of persons residing in or working in the neighborhood, or be injurious or detrimental to the property and improvements in the neighborhood or the general welfare of the city. These findings are based on the following facts:

1. In accordance with Title 17 of the Daly City Municipal Code, as well as applicable State zoning enabling legislation, the Planning Commission conducted a public hearing on June 4, 2013; notice of said hearing was by newspaper publication on May 25, 2013; posting and first class mailing to property owners within 300 feet of the site was sent May 25, 2013;

2. The site is located in an area which is predominately non-residential in nature and there is no evidence that the proposed use of the property for an car dealership would be in conflict with adjacent land uses;
3. The portion of the property on which the car dealership would be located is generally flat and physically suitable for a dealership. As conditioned, all required parking spaces would be easily-accessed from the dealership showroom and the driveway to the property would allow for easy access to Mission Street;
4. There is adequate water and sewer service capacity to serve the dealership use on the site and, since the use permit proposal involves no new construction, the amount of impervious surfaces on the site are not increased;
5. The car dealership would provide all of the parking spaces required by the Daly City Zoning Ordinance (10 spaces) given the total site area (one space for 2,000 square feet);
6. Given that Mission Street has been improved to accommodate retail uses, the adjacent roadway and intersection infrastructure is sufficient to accommodate a car dealership on the subject property without degrading existing traffic levels;
7. Although the Daly City General Plan designates the subject property as Commercial — Mixed Use (C-MU) and the City encourages the ultimate development of the site with more intensive uses, the interim use of the site for a car dealership is appropriate given the historical use of the site as such and the desire by the Planning Commission to minimize long-term property vacancies on Mission Street;
8. With the implementation of Conditions of Approval, the car dealership approval furthers an economic development objective in the Mission Street corridor by aggregating four separate parcels into one single developable lot, thereby providing a greater potential for the ultimate redevelopment of the parcels; and
9. The project is categorically exempt from the California Environmental Quality Act (CEQA), pursuant to Section 15301(a) – Interior Improvements. The project consists primarily of minor interior and exterior alterations, and no new floor area or exterior modifications are associated with the project.

Conditions of Approval

A. DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT

General

1. Within thirty (30) days of Council approval, the applicant shall file with the City Clerk a Declaration of Acceptance of all conditions. Until said declaration is filed, the project shall not be granted for any permits sought from the City.

2. If building permits are not issued and construction diligently pursued within one year of approval of the use permit approval, the use permit shall become invalid.
3. The applicant shall submit signage material details for review and approval by the Planning Division.
4. The Use Permit shall be valid for a period of one year from the date of City Council approval. The approval shall terminate if a building permit has not been obtained and construction commenced within one-year of City Council approval of the project.

Operational Requirements

5. Automobile repair related to the car dealership shall be prohibited.
6. The use of the public right-of-way to store vehicles in inventory, or for any on- or off-loading of vehicles, for any duration, shall be prohibited.
7. All vehicles entering and exiting the site shall use the site driveways, and all vehicles entering Mission Street shall do so without backing out into the street. To ensure compliance with this requirement, the applicant shall revise the project parking plan to relocate the three customer parking spaces adjacent to the showroom entrance to the sales lot area. This revision shall be reflected in striping plan submitted to the Building Division for Certificate of Occupancy review.
8. Washing vehicle exteriors at the site shall be prohibited.
9. The amplification of music, commercial messages, or any other continuous noise source through the site's amplification system shall be prohibited. The Planning Division reserves the right to prohibit functioning car alarms for vehicles in inventory should the Planning Division determine these alarms to be a nuisance during non-business hours.
10. The use of exterior lighting shall not result in adverse glare to either Mission Street or the adjacent neighborhood. Should the Planning Division determine that exterior lighting is causing adverse glare, the applicant may be required to make adjustments to lighting, provide additional shielding to lights, or reduce or eliminate the use of certain lights to comply with this Condition.
11. All signs at the subject property shall receive sign permits and shall remain in conformance with the Daly City Municipal Code. Banners, streamers, balloons, and any other device intended to attract visual attention shall be prohibited. Box signs shall be prohibited.

Site Condition

12. The applicant shall power wash the building and replace all awnings on the building in a color and fabric acceptable to the Planning Division.

13. The applicant shall repair and/or upgrade the fence at the westerly property line to the satisfaction of the Planning Division.
14. The banner pole near the Mission Street/Citrus Avenue intersection shall be removed to the satisfaction of the Planning Division.
15. The applicant shall restripe the customer parking and sales lots in conformance with the approved parking lot layout. All parking spaces shall conform to the Daly City Zoning Ordinance parking dimensions and, where adjacent to residential uses, project landscaping, or any sidewalks shall receive wheel stops.
16. The applicant shall revise the project plans to provide landscaping in an amount equal to two percent of the total parking lot area, including sales lot. New plant material shall be drought-tolerant, be of a native species, and be designed in compliance with the City's Water in Conservation in Landscaping Ordinance.
17. Landscape planters adjacent to Mission Street shall be permanently affixed to the parking lot surface with concrete or other acceptable fastening mechanism, so as to preclude the ability for their removal.
18. The applicant shall repair or replace all non-functioning parking lot lights. Lights that are situated at the rooftop shall be removed and replaced with wall pack lighting. All lighting poles shall be repainted a color satisfactory to the Planning Division.
19. All the Conditions of Approval identified in this section shall occur prior to the issuance of a City Business License.

Lot Merger

20. The property owner shall record a lot merger for the four parcels that currently constitute the site. The merger shall be recorded prior to the issuance of a City Business License.

B. BUILDING DIVISION

21. Prior to occupying the property, for any duration, the applicant shall apply for and obtain a Certification of Occupancy from the Building Division. As a requirement of the Certification of Occupancy, the applicant shall provide a striping plan for the dealership parking lot which fully complies with California Building Code Accessibility regulations. In developing the striping plan, the applicant may consider using the services of a Certified Access Specialist. To allow ample time for the Building Division to review the plan, the applicant shall supply a copy of the proposed striping plan to the Building Division not less than 30 days prior to the intended date of the dealership opening. Upon receiving the Certificate of Occupancy, the applicant shall maintain the approved parking lot layout in perpetuity, unless otherwise approved by the Building Division.

C. ENGINEERING DIVISION

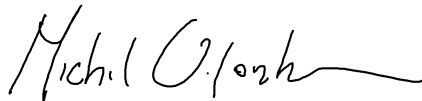
22. The applicant shall install four-inch white diagonal striping between the new accessible parking space and the building. The applicant shall include R99C (CA) sign with the R99B (CA) sign.

Recommendations

Staff recommends that the Planning Commission forward to the City Council the following:

1. Adopt the Findings as outlined herein;
2. Affirm the Environmental Assessment;
3. Approve Use Permit UPR-4-13-7061, subject to the Findings and Conditions outlined herein.

Respectfully submitted,



Michael VanLonkhuysen
Senior Planner



Brian Millar
Director of Economic and Community
Development

Attachments

Attachment A – Location Map
Attachment B – Project Plans

LOCATION MAP

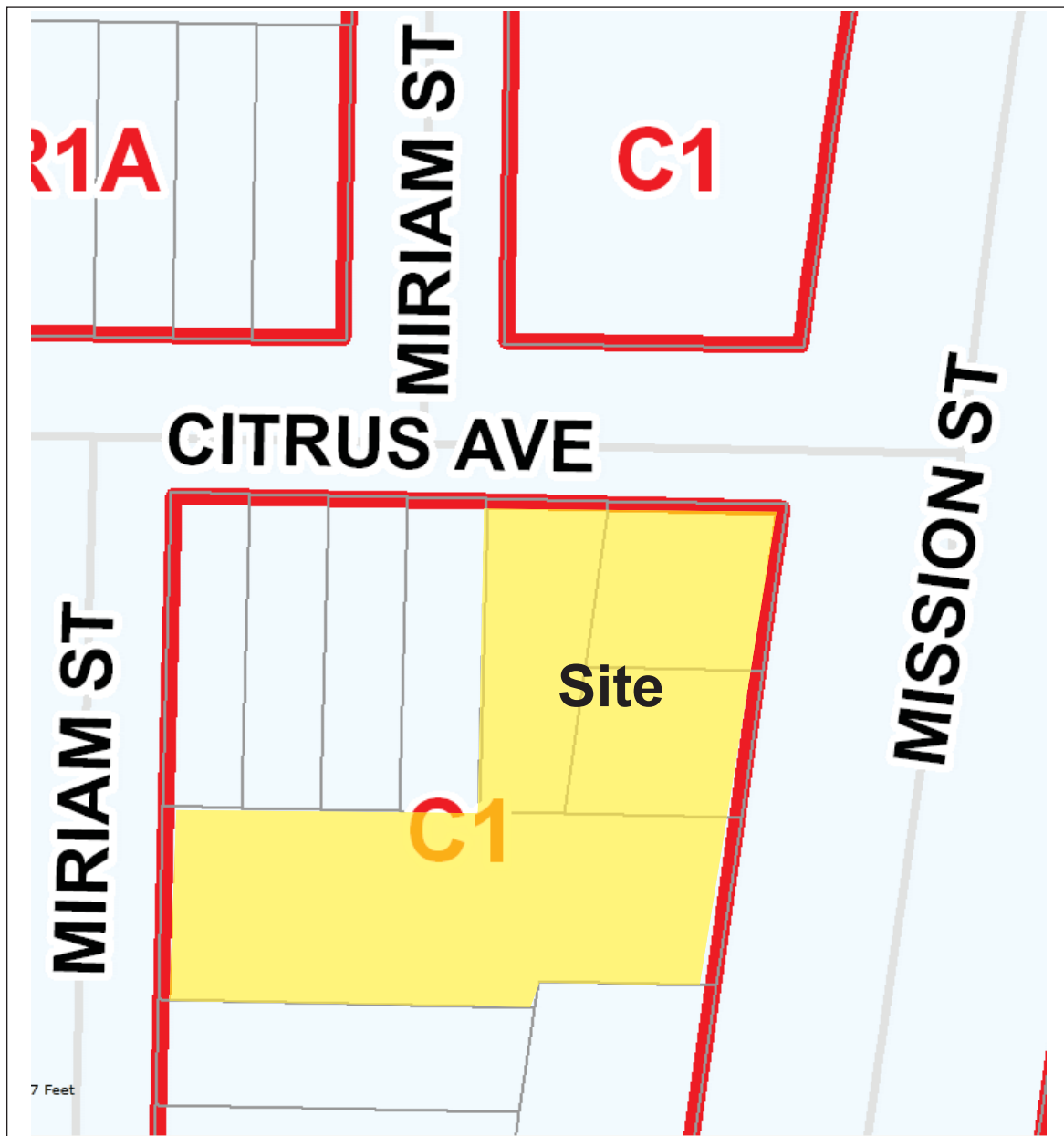


UPR-4-13-7061

6918 Mission Street

Use Permit for used car dealership

Planning Commission Review



PROJECT INFORMATION

BAY LUXURY AUTOS

SITE LOCATION:
6918 MISSION STREET
DALY CITY, CA 94014
APN - 003342040

OCCUPANY:
B / M - AUTO RETAIL SALES AND OFFICES

AREA:

LOT AREA - 18,889 SQ. FT.
MAIN FLOOR - 5,686 SQ. FT.
UPPER FLOOR - 2,017 SQ. FT.

PROJECT DESCRIPTION:

USE PERMIT APPLICATION FOR NEW PRE-OWNED AUTO DEALERSHIP.

FACILITIES USED SHALL BE EXISTING UNLESS NOTED.

REHABILITATION TO INCLUDE:

1. NEW SIGNAGE
2. NEW AWNING
3. NEW ACESSIBLE PARKING STRIPPING AND SIGNAGE
4. ADDITION OF NEW CONCRETE PLANTER BOXES
5. REPAIR AND PAINTING OF LIGHTING POSTS

MIRIAM STREET

58.33'

EXISTING
SERVICE YARD
BELOW

100.00'

EXISTING
ROOF PLAN

172.558'

100.00'

EXTERIOR
AUTO SHOW ROOM

92.368'

EXISTING LOW
CONC. BLOCK WALL
TO REMAIN

NEW 18"X36"
CONC. PLANTERS
8 TOTAL

EXISTING LIGHT
POST - REPAIR AS NEEDED
NEW PAINT - 5 TOTAL

159.56'

SIDEWALK

MISSION STREET

EXISTING
CURB CUT

18'-0"

6'-0"

9'-0"

9'-0"

ACCESSIBLE
PARKING
SYMBOL
PAINTED

NEW ACCESSIBLE
PARKING
SPACE

5'-0"

ACCESSIBLE
PARKING
SIGNAGE

N

1 PROPOSED SITE PLAN
1/8" = 1'-0"



3 ACCESSIBLE PARKING SIGNAGE
NO SCALE



ACCESSIBLE PARKING
SIGNAGE PER ADA REQUIREMENTS

1 1/2" PIPE
POST

2 ACCESSIBLE PARKING SIGNAGE
NO SCALE

john tam ARCHITECT

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650.533.9179 www.jamtamarchitect.com

6918 MISSION STREET

DALY CITY CALIFORNIA

BAY LUXURY AUTOS USE PERMIT

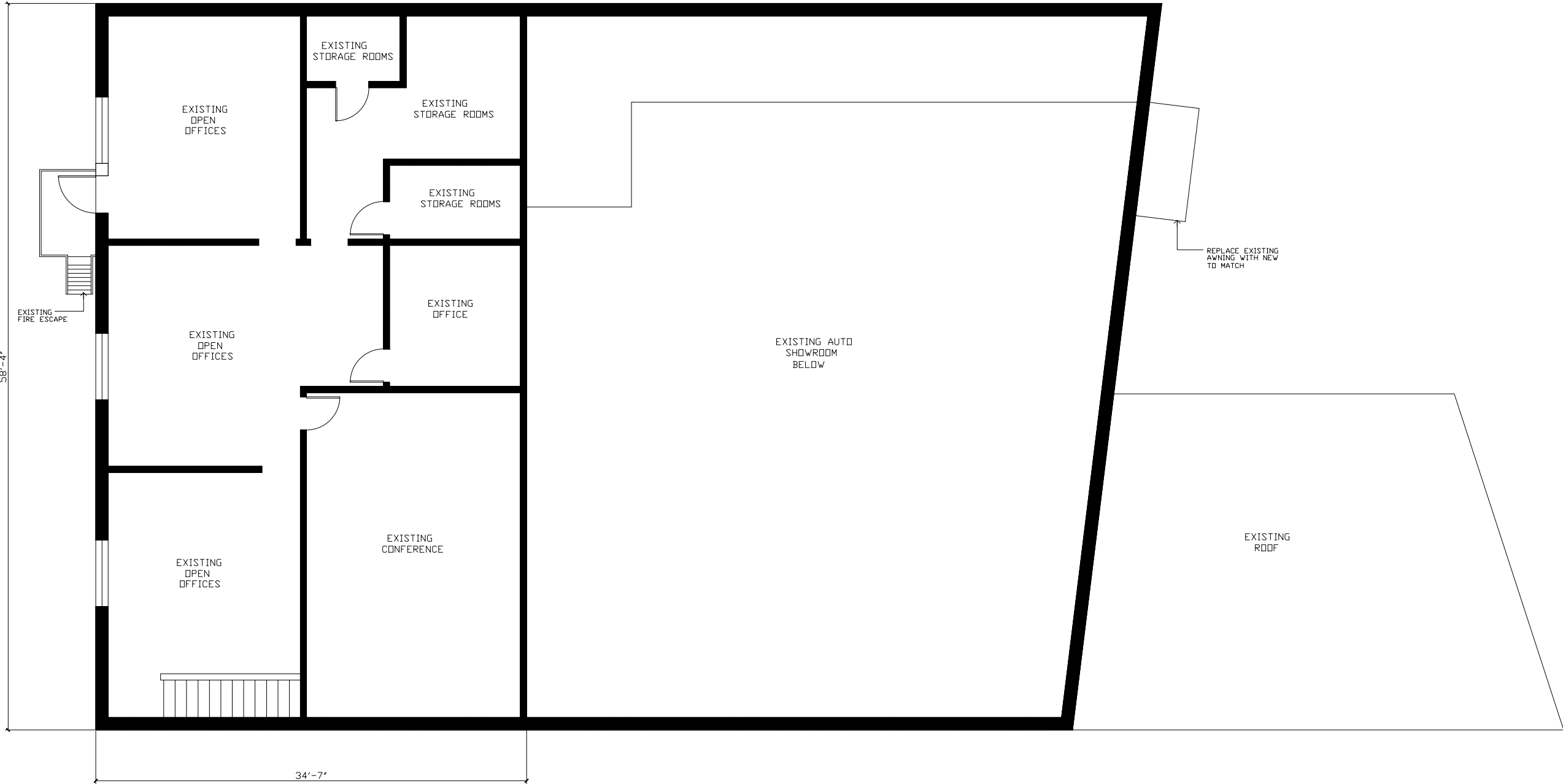
PROPOSED
SITE PLAN

REV	DATE	TITLE
04-01-13		USE PERMIT

SHEET

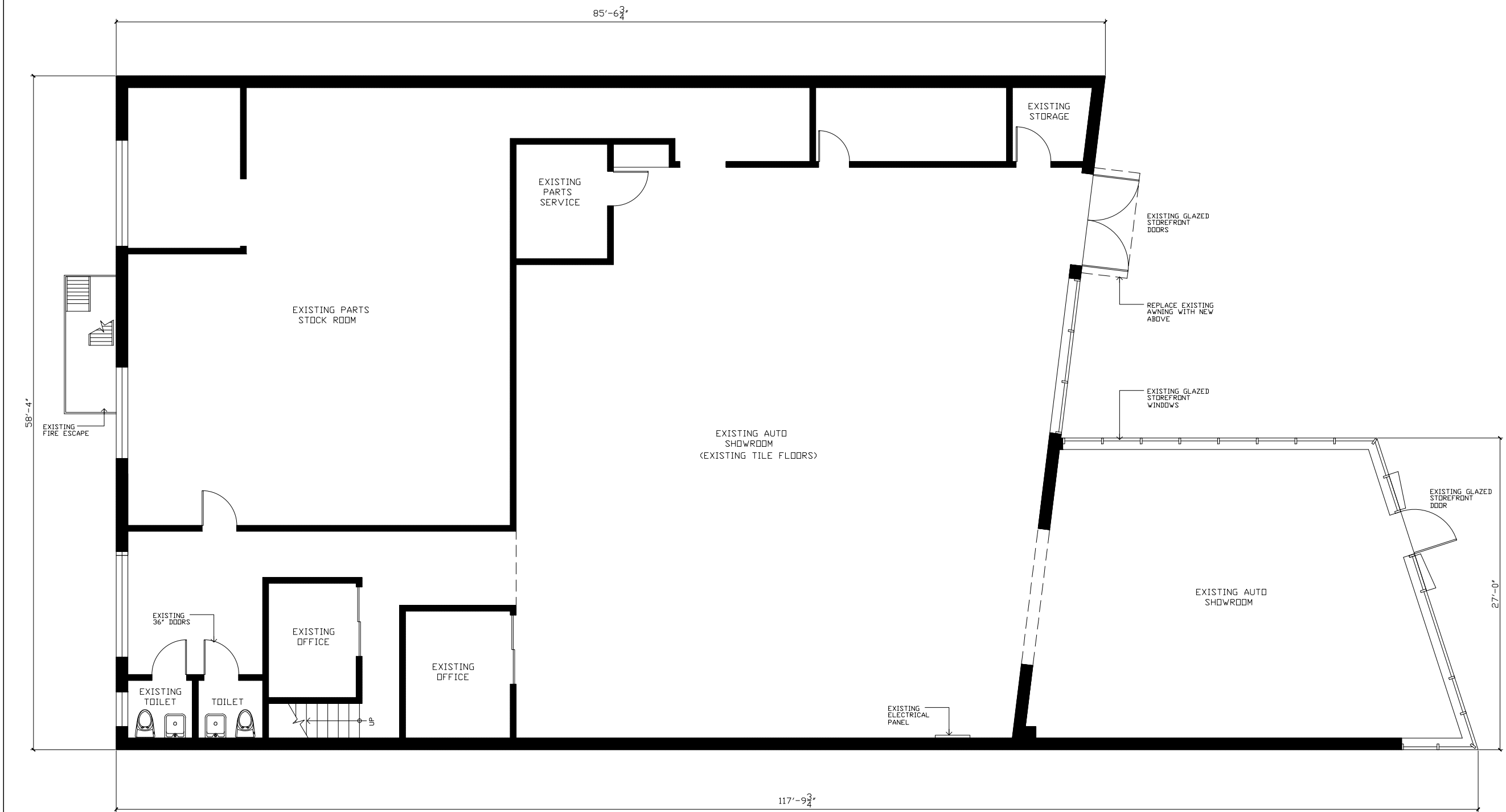
1

OF 6



1 EXISTING UPPER FLOOR PLAN
1/4" = 1'-0"

REV	DATE	TITLE
04-01-13		USE PERMIT



1 EXISTING MAIN FLOOR PLAN
1/4" = 1'-0"

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6918 MISSION STREET
DALY CITY CALIFORNIA
BAY LUXURY AUTOS USE PERMIT

EXISTING MAIN
FLOOR PLAN

REV	DATE	TITLE
04-01-13		USE PERMIT



4 MISSION STREET SITE ELEVATION
NO SCALE



3 VIEW OF OUTDOOR SHOW ROOM
NO SCALE



2 CITRUS AVENUE ELEVATION
NO SCALE



1 MISSION STREET ELEVATION
NO SCALE

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6918 MISSION STREET
DALY CITY CALIFORNIA
BAY LUXURY AUTOS USE PERMIT

EXTERIOR
ELEVATIONS

REV	DATE	TITLE
04-01-13		USE PERMIT

SHEET

4

OF 6

MIRIAM STREET

58.33'

EXISTING
SERVICE YARD
BELOW

100.00'

EXISTING
ROOF PLAN

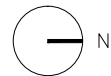
172.558'

PARKING COUNT
10 TOTAL CUSTOMER PARKING
8 STANDARD, 2 ACESSIBLE

23 TOTAL AUTO DISPLAY SPACES
21 STANDARD, 2 COMPACT



1 PROPOSED PARKING PLAN
1/8" = 1'-0"



REV.	DATE	TITLE
04-01-13		USE PERMIT
05-16-13		ADDENDUM 1

SHEET

5

OF 5

6918 MISSION STREET
DALY CITY CALIFORNIA
BAY LUXURY AUTOS USE PERMIT

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