

CITY OF DALY CITY

Regular Meeting - PLANNING COMMISSION

AGENDA

Tuesday, June 3, 2025 - 7:00 PM
City Hall Council Chambers – 2nd Floor
City Hall 333 – 90th Street
Daly City, CA 94015

To watch the live telecast:

<https://www.youtube.com/@DalyCityGov/streams>, <https://www.dalycity.org/agendas>, or Comcast Channel 27

PUBLIC PARTICIPATION

There are three ways to submit public comments: (1) email your comment directly to the Planning Division, (2) submit written comments via the City's website and (3) attend the meeting in person.

1. To email your comment, simply email a comment to the planner identified in the public hearing notice or send the email to mvanlonkhuysen@dalycity.org. Public Comments may also be emailed to mvanlonkhuysen@dalycity.org by including "Planning Commission Public Comment" in the subject line.
2. To submit a comment via the City's website, please visit www.dalycity.org/agendas to complete the Public Comment form. In the comment field box, include the item number and/or title of the item as well as your comments.
3. To speak at the meeting in person, please complete a "Speaker Card" located at the entrance to the Council Chambers and submit it to a staff member as early in the meeting as possible.

Please note: All written comments received by 4:00 pm on the meeting day will be provided to the Planning Commission prior to the meeting. Comments are not read aloud into the record. Any written comments received after 4:00 p.m. on the meeting date are not guaranteed to be received by the Planning Commission prior to the meeting.

Persons with disabilities who require auxiliary aids or services in attending or participating in this meeting should call the office of Michael Van Lonkhuysen at 991-8158 as soon as possible.

OPENING OF MEETING:

PLEDGE TO THE FLAG:

ADMINISTRATION OF OATH OF OFFICE:

AVAILABILITY OF PUBLIC RECORDS:

All public record 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.

ROLL CALL:

APPROVAL OF MINUTES:

1. Approval of Minutes of December 3, 2024.
2. Approval of Minutes of May 6, 2025

PUBLIC HEARINGS:

3. 2945 Junipero Serra Blvd. Planet Fitness Sign Program

STAFF:

RECOMMENDATION:

4. Amendments to Zoning Map Rezoning Parcels to Include Existing CC Commercial Cannabis Combining District

STAFF:

RECOMMENDATION:

PUBLIC APPEARANCES, STAFF COMMUNICATIONS:

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

ADJOURNMENT:

APPROVAL OF MINUTES:

APPROVAL OF MINUTES:

**CITY OF DALY CITY
PLANNING COMMISSION
MEETING
Draft
MINUTES**

333 90th Street

Tuesday, December 3, 2024 – 7:00 PM

OPENING OF MEETING:

PLEDGE TO THE FLAG:

ROLL CALL:

PRESENT: C. Catuar, T. Faapuaa, R. Paniza, R. Satorre

APPROVAL OF MINUTES: September 3, 2024 and of October 1, 2024 Planning Commission Meetings

PUBLIC HEARING:

1. **Coastal Development Permit CDP-10-24-016669** – The applicant, Erik Zang proposes to demolish an existing 246 square foot sunroom and construct a 218 square foot bedroom addition in approximately the same location. 60 Roslyn Court APN 006-021-120.

Staff report presented by: Michael Van Lonkhuysen, Planning Manager

On December 3, 2024, the Planning Commission voted 4-0 (Commissioner Faapuaa absent) to recommend approval of the Coastal Development Permit to the City Council. Commissioner Satorre asked about the time assumptions made for the subject structure during its geotechnical review. Staff answered that a structure such as this is evaluated for a 50-year time frame.

Moved by Commissioner Satorre, seconded by Commissioner Faapuaa to close the public hearing. Motion carried 4-0.

Moved by Commissioner Paniza, seconded by Commissioner Faapuaa to recommend that the City Council affirm the Environmental Assessment. Motion Carried 4-0.

Moved by Commissioner Faapuaa, seconded by Commissioner Paniza, to recommend City Council approve Coastal Development Permit CDP-10-24-016669. Motion carried 3-1 (Satorre Abstained)

2. **Parcel Map-05-23-016239, Use Permit UPR-05-23-016240, and Design Review DR-05-23-016241.** Subdivision and construction of two duplex condominiums with accessory dwelling units at 1645 Edgeworth Avenue – APN 346-070

Staff report presented by: Sam Fielding, Associate Planner

On December 3, 2024, the Planning Commission voted 4-0 (Commissioner Nuris absent) to recommend that the City Council approve the project. The Planning Commissioners asked about the parking provided by the project. Staff noted that due to state law AB 2097 parking is not required due to project located with ½ mile of high-quality transit (Colma Bart Station). However, the applicant is providing eight parking spaces for the duplexes. ADUs do not require parking. Planning Commissioner Satorre asked if the applicant was applying for density bonus. Staff responded that that this is not a density bonus project which requires the provision of low-income housing to obtain density bonus credits. The applicant is developing six market rate condominium units. The Commissioners expressed support for the project noting the aesthetic design and accessibility of the buildings, and they welcomed the additional housing for the community.

Move by Commissioner Faapuaa, seconded by Commissioner Paniza to close the public hearing. Motion carried 4-0.

Moved by Commissioner Paniza, seconded by Satorre, to recommend to City Council approval of Parcel Map-05-23-016239, Use Permit UPR-05-23-016240, and Design Review DR-05-016241. Motion Carried 4-0.

3. **General Plan Amendment GPA-11-22-015959, Zone Change 11-22-015960, Use Permit UPR-11-22-015962 and Design Review DR-11-22-15961** General Plan Amendment, Zone Change, Use Permit and Design Review to allow the construction of a battery energy storage system and transmission line connection.

Staff report presented by Sam Fielding

On December 3, 2024, the Planning Commission voted 4-0 (Commissioner Nuris absent) to recommend that the City Council approve the project. Commissioner Satorre asked about the type of battery used for energy storage and why lithium used instead of sodium-ion storage technology. The applicant explained that they are using the most current, commercial technology battery storage with a proven track record for safety and efficiency, which is lithium battery used

by Tesla storage system. Applicant noted that as technology improves, they would consider upgrading technology for the project.

Planning Commissioners asked staff and applicant about fire safety of batteries. Staff noted that the Fire Department reviewed the project and requested fire study and training for firefighters as conditions of approval. The applicant explained the battery storage system and its fire safety features. The Commissioners expressed support for the project, noting the location and use of the former movie drive-in, vacant lot site, is ideal use for the site. Applicant noted the use will have no traffic impacts, air quality impacts or visual impacts to the neighborhood and will provide stored energy to the electrical grid benefiting Daly City and the SF Bay Area region, as well as community benefits, tax benefits and utilize union labor workforce in construction and throughout life of project. There were five members of the public that spoke in support of the project. Phyllis Rizzi, speaking on behalf of the Bayshore Community and representing the Bayshore Senior Club, noted that the project will provide important community financial benefits to Daly City community organizations and schools while not impacting traffic and city services. Al Perez, Community Organizer and President of the Filipino American Arts Exposition noted the extensive community outreach and support provided by the applicant to the Daly City community. Finally, Chris Bufka and Sean Burke representing International Brotherhood of Electrical Workers (IBEW) Local 617 and Ethan Lester, representing Local 3 Operating Engineers, spoke in support, highlighting the project providing employment opportunities for union jobs for electrical workers and operating engineers.

Moved by Paniza, seconded by Commissioner Faapuaa to close the public hearing. Motion carried 4-0.

Moved by Commissioner Satorre, seconded by Commissioner Faapuaa to recommend to the City Council approve the General Plan Amendment GPA-11-22-015959, Zone Change ZC-11-22-015960, Use Permit UPR-11-22-015962 and Design Review DR-11-22-015961 subject to the conditions of approval. Motion carried 4-0

PUBLIC APPEARANCES, STAFF COMMUNICATIONS:

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

ADJOURNMENT: Moved by Commissioner Paniza, seconded by Commissioner Faapuaa to adjourn the meeting at 8:55 p.m.

For further information regarding the above projects or to obtain staff report for any of the above projects, please contact Michael VanLonkhuisen at mvanlonkhuisen@dalcity.org. 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
MEETING
Draft
MINUTES**

Tuesday, May 6, 2025 – 7:00 PM

OPENING OF MEETING:

PLEDGE TO THE FLAG:

ROLL CALL:

PRESENT: C. Catuar, T. Faapuaa, T. Nuris, R. Paniza, R. Satorre

APPROVAL OF MINUTES:

PUBLIC HEARING:

1. **Coastal Development Permit CDP-04-25-016795** - Realignment of a 15-foot-wide roadway for an approximate length of 500 feet. Minor related improvements include storm drainage and ditches. 290 Avalon Drive – APNs 008-010-030 and 008-010-090

Staff report presented by Michael Van Lonkhuysen, Planning Division Manager

On May 6, 2025 the Planning Commission voted 4-0 to table **Coastal Development Permit CDP-04-25-0167795**

2. **General Plan Consistency Finding for fiscal Year 2026/2027 Capital Improvement Program (CIP).** Government Code Section 65103(c) requires that a City's Planning Commission review the City's Capital Improvement Program (CIP) and certify that it is consistent with the City's adopted General Plan. State law further requires that capital improvement programs be reviewed annually by the Planning Commission for the local jurisdiction for consistency with the General Plan and that the recommendations regarding the CIP and General Plan consistency be forward to the City Council. **Citywide**

Staff report presented by Michael Van Lonkhuysen, Planning Division Manager

Commissioner Catuar asked about when the parking meter replacement would start and what sort of income we were missing out on. Staff responded that they could be replaced as soon as the CIP is approved and it was unknown how much revenue we were missing out on.

Commissioner Satorre expressed concern about the lack of detail in the staff presentation.

Commissioner Nuris asked staff to clarify the commission's role in the CIP review. Staff clarified that the commission was making a determination on general plan consistency.

On May 6, 2025 the Planning Commission voted 4-1 (1 abstained) to find the Capital Improvement Projects\2026 consistent with the General Plan.

Moved by Commissioner Nuris, seconded by Commissioner Paniza to find the Capital Improvement Projects\2026 consistent with the General Plan.

Motion Carried 4-1(abstain)

PUBLIC APPEARANCES, STAFF COMMUNICATIONS:

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

ADJOURNMENT: Moved by Commissioner Nuris, seconded by Commissioner Paniza to adjourn the meeting at 7:53 p.m.

For further information regarding the above projects or to obtain staff report for any of the above projects, please contact Michael VanLonkhuysen at mvanlonkhuysen@dalycity.org. 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.

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Daly City Planning Commission Agenda Report

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

Meeting Date: June 3, 2025

Application: Sign Program SP-03-25-016768

Project Planner: Sam Fielding, Associate Planner

Project Location: 2945 Junipero Serra Boulevard (APN 006-364-220)

Project Description: 2945 Junipero Serra Boulevard Planet Fitness Sign Program

Applicant: Bob McLennan
C/O Planet Fitness Daly City
2945 Junipero Serra Blvd.
Daly City, CA 94014-2549

Property Owner: Joseph W. Welch Jr & Affiliates
383 San Bruno Ave W
San Bruno, CA 94066-3526

Environmental Assessment: Categorically Exempt per CEQA Guidelines Section 15301 (Existing Facilities)

Applicable Daly City Municipal Code Sections: Chapter 17.32 Signs
Chapter 17.44 Use Permits
BART Station Area Specific Plan

Site Information

Property Size	Existing Use	Proposed Use	General Plan Designation	Current Zoning
128,962 sq. ft. (2.96 acres)	Mixed Use Commercial	Mixed Use Commercial	(C-MU) Commercial Mixed Use	(BC) Bart Commercial

Area Information

Land Use	Zoning
North: Residential Low Density	R1-B Single Family Residential - BART
South: Commercial	PD64 Planned Development
West: Commercial	SC (C-R/O) Sullivan Corridor, Commercial-Retail/Office
East: Residential Low Density, BART	R1-B and BART Station Area Specific Plan

Background

The applicant, Bob McLennan, representing Planet Fitness Daly City, on behalf of the property owner, Joseph W. Welch Jr & Affiliates, is requesting approval of sign program to allow the addition of a digital message board on an existing pole sign located at 2945 Junipero Serra Boulevard (see Attachment A – Location Map). The message board would be placed in the lower portion of the two-section sign (See Attachment B – Project Plans). As part of the Sign Program, the Planning Division is requiring improvements to the second tenant pylon sign location along Junipero Serra Boulevard and other sign improvements on the property.

Discussion

Staff conducted a site visit on May 2, 2025, to the Planet Fitness tenant sign frontage and noted that maintenance upgrades on Junipero Serra Boulevard and Washington Street frontage are needed. As is the case of all sign programs, the objective of the Sign Program for the subject shopping center is to ensure that all signs for the tenant provide visual consistency, design uniformity, and contribute to a positive aesthetic for the business.

The proposed sign program would upgrade the exterior signage for Planet Fitness frontages on Washington Street and Junipero Serra Boulevard, including the two pylon signs that currently exist at the Junipero Serra Boulevard. The Planet Fitness pylon sign will be modified to add a digital sign board Light Emitting Diode (LED) message center that would advertise for Planet Fitness only.

The Sign Program recommended for Planning Commission consideration includes the following proposed sign requirements and improvements (see Attached C – Planet Fitness Sign Program).

Junipero Serra Boulevard Frontage

1. Planet Fitness Pylon Sign. Add new digital reader sign to bottom half of the existing pylon sign. Height and area to remain the same. This sign shall be capable of dimming and the property owner shall dim the sign should the Public Works Department determine that the sign is impacting traffic operations.
2. Second Tenant Pylon Sign: sign will be scraped, primed, and painted, and the faded tenant signs shall be replaced with new tenant signs within six months of the installation of the Planet Fitness reader board. Height and area to remain the same.



3. Window signs no larger than 50 percent of window area.
4. Wall frontage signage: The sign is to be individual channel letters, internally illuminated sign. Text height 34" by 240" length. The text color will be purple and the channel letters sign will be centered on the fascia. The existing signs comply with this requirement.



Washington Street Frontage

1. Remove the existing Planet Fitness changeable letter copy sign and paint behind the wall to match existing paint color, within six months of the installation of the Planet Fitness reader board. The existing yellow internally illuminated box sign will remain.



Staff has evaluated and reviewed the proposed request for a pylon sign with digital reader for Planet Fitness and supports this change along with the required maintenance and improvements to the other tenant pylon sign and removal of the existing box reader sign facing Washington Street. The proposed new Planet Fitness and tenant signage on the second pylon sign will enhance the commercial business area and benefit the community. The change to the Planet Fitness sign from box signage to digital pylon sign will modernize the signage, enhance the visibility of the business, and will meet the purpose and intent of the sign program requirements for commercial districts.

Environmental Assessment

Staff has reviewed the proposal under the requirement of the California Environmental Quality Act (CEQA) and has determined that the project is exempt pursuant to CEQA Guidelines Section 15301 – Minor alteration of existing private structures and new copy on existing signs.

Findings

Staff finds that the approval of Sign Program, SP-03-25-016768 as conditioned, is in accordance with Daly City Municipal Code Chapter 17.32 – Signs. Approval of the Sign Program permit application, as conditioned herein, is in the best interest of the public health, safety, and general welfare of the community, and that the general site, architecture, and landscape considerations have been incorporated to ensure compatibility with adjacent buildings and to provide an attractive environment. These findings are based in part on the following:

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 3, 2025; notice of said hearing was by newspaper publication on May 23, 2025, posting and first class mailing to property owners within 300 feet;
2. The sign modification complies with the Daly City Sign Code, DCMC Chapter 17.32.
3. General architectural considerations have been incorporated to ensure the compatibility of the tenant sign panels with the design concept and the character of overall pylon and monument signs.
4. The proposal for the upgraded text tenant signage is compatible with the existing and adjacent buildings.
5. The allowance for the proposed LED digital pylon for Planet Fitness offers an opportunity for the tenant to advertise their business.
6. Staff has reviewed the proposal under the requirement of the California Environmental Quality Act (CEQA) and has determined that the project is exempt pursuant to CEQA Guidelines Section 15301(g) – Minor alteration of existing private structures and new copy on existing signs;

Conditions of Approval

Staff recommends the Planning Commission forward a recommendation of approval to the City Council for the Sign Program, SP-03-25-016768 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 . DEPARTMENT OF ECONOMIC AND COMMUNITY DEVELOPMENT

General

1. The sign program approval shall be valid for a period of one year from the date of City Council approval. The approvals shall terminate if a building permit has not been obtained and construction commenced within one-year of City Council approval of the project or if the applicant fails to obtain a valid business license.

2. The sign program shall be valid only in conjunction with plans submitted and approved by the City Council. Any significant modifications and changes to the plans shall be treated as an amendment and shall be subject to review by a Council Committee appointed by the mayor.
3. The applicant shall submit a sign permit application to the City for review and approval in conformance with the approved Sign Program.
4. The pylon signs shall be maintained in good condition including any rust shall be scraped, primed and painted as needed and faded tenant signs shall be replaced with new signs.
5. The multi-tenant pylon sign will be scraped, primed, and painted, and the faded tenant signs shall be replaced with new tenant signs within six months of the installation of the Planet Fitness reader board. If this work is not complete within six months, the Planet Fitness reader board shall be switched off until these improvements are completed and installed.
6. The existing Planet Fitness Reader Planet Fitness changeable letter copy sign shall be removed and paint applied behind the wall to match existing paint color, within six months of the installation of the Planet Fitness reader board. If this work is not complete within six months, the Planet Fitness reader board shall be switched off until these improvements are completed and installed.
7. At change of tenancy, tenants shall submit a sign permit application to the City in conformance with the approved Sign Program for review and approval.

Staff Recommendation

1. Adopt the Findings as outlined herein;
2. Affirm the Environmental Assessment; and
3. Approve Sign Program SP-03-25-016768, subject to the Conditions of Approved outlined herein.

Respectfully submitted,



Sam Fielding
Associate Planner

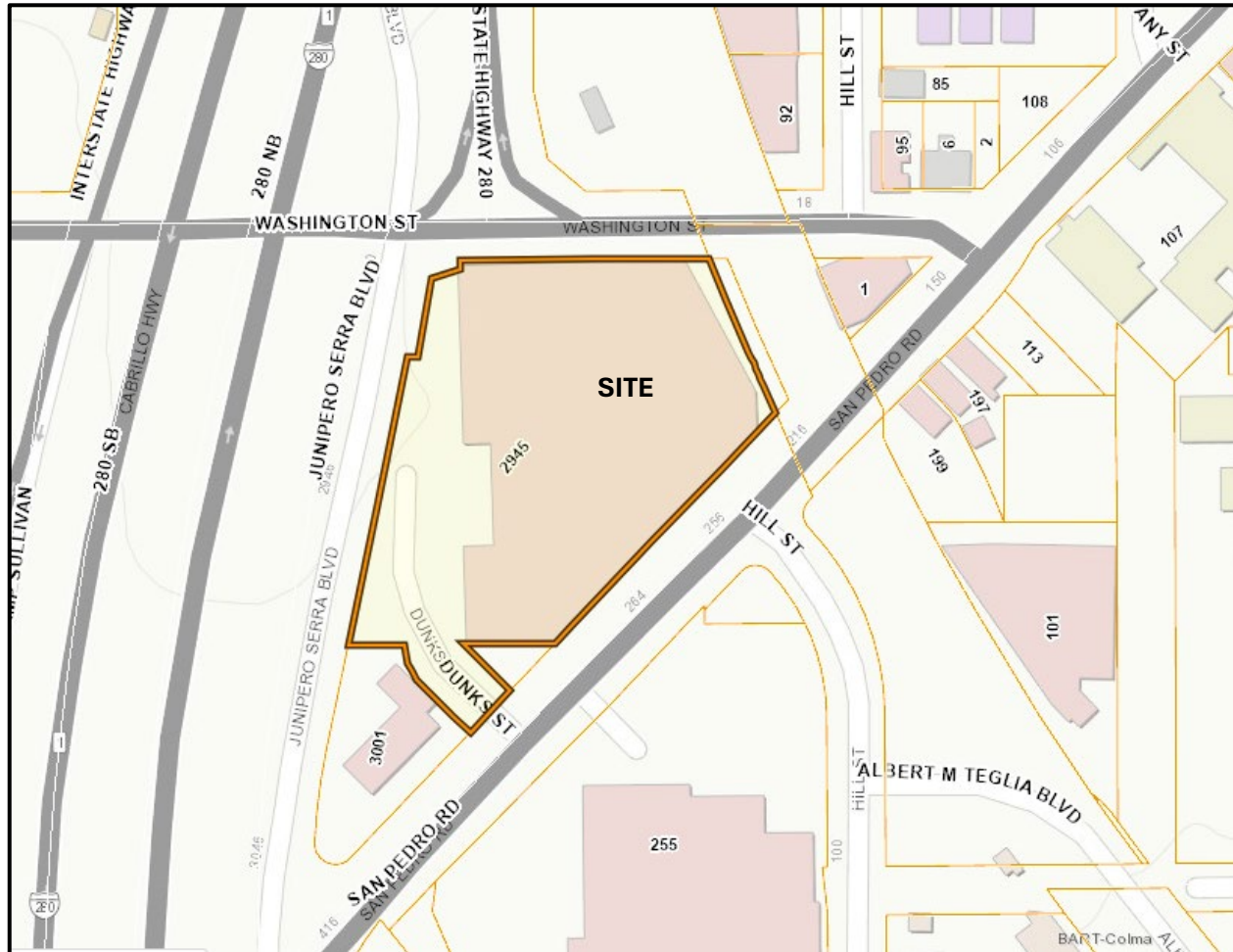


Tatum Mothershead
Director of Economic and Community
Development

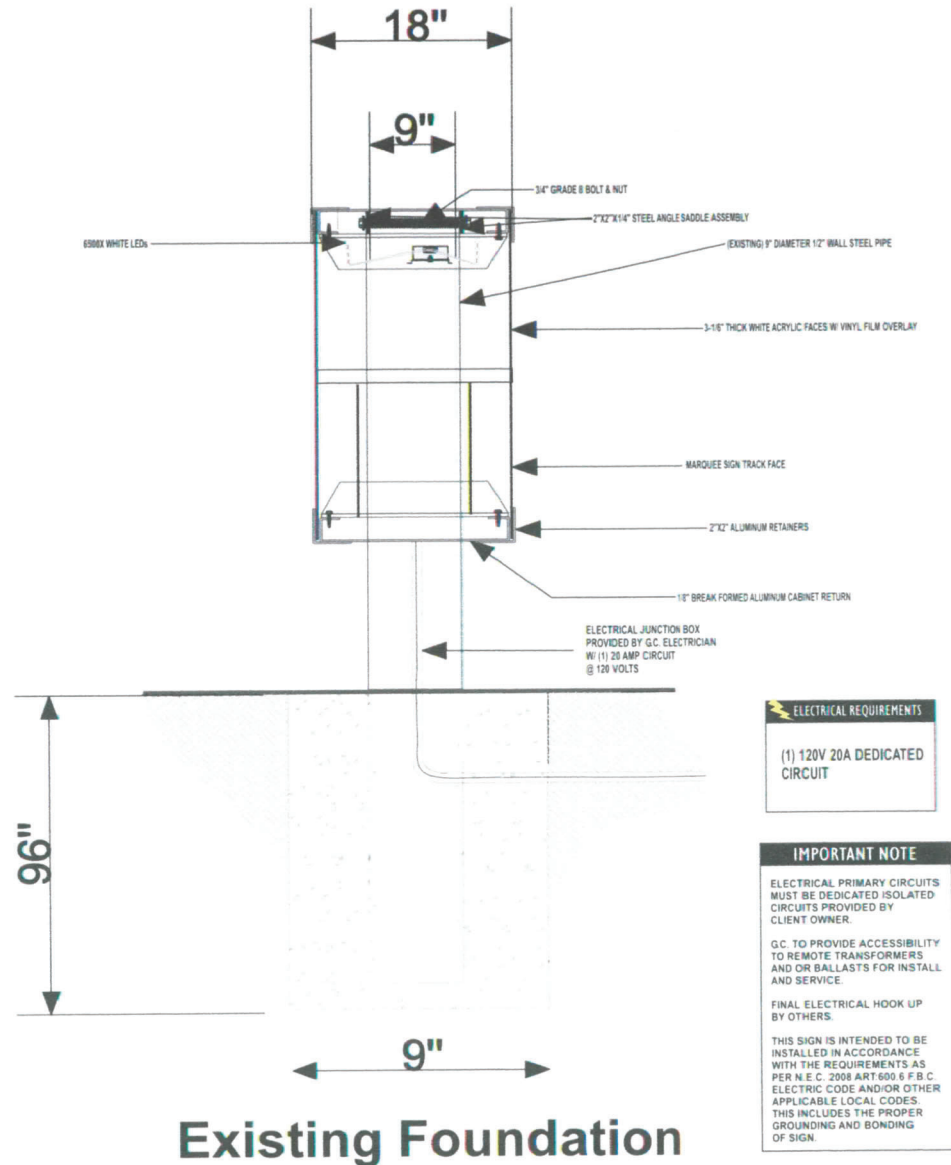
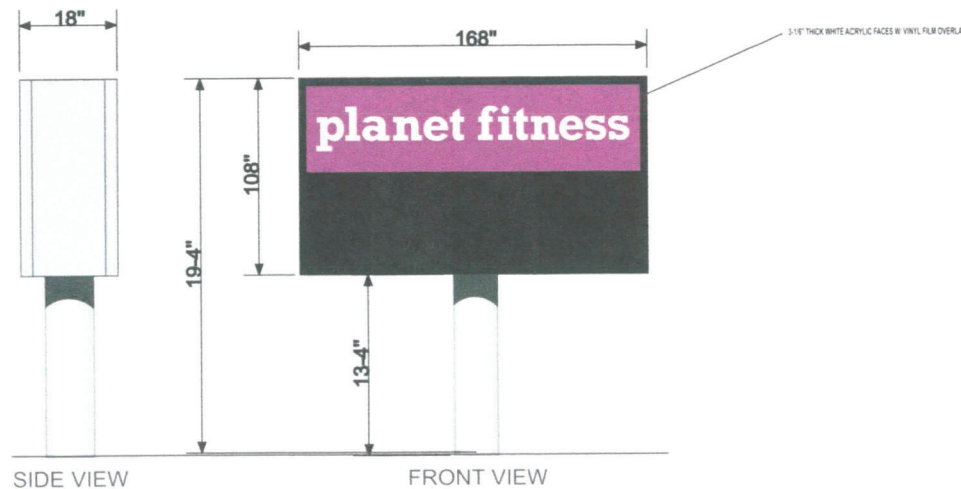
Attachments

Attachment A – Location Map
Attachment B – Project Plans
Attachment C – Planet Fitness Sign Program

Sign Program
2945 Junipero Serra Boulevard



Sign A



Discount Signs & Neon Inc.
2180 Palm Ave.
San Mateo, CA 94403
650-333-6688

Notes:
Any party accepting this document does so in confidence and agrees that it shall not be duplicated, in whole or in part, nor disclose to others, without the written consent of Discount Signs & Neon, Inc. Reference copy list for copy specific to each sign location. Contractor shall verify all conditions on site and notify back with any variations from what is shown on the drawings before proceeding with fabrication or installation.

Client:
Planet Fitness
2945 Junipero Serra Blvd
Daly City, CA 94014

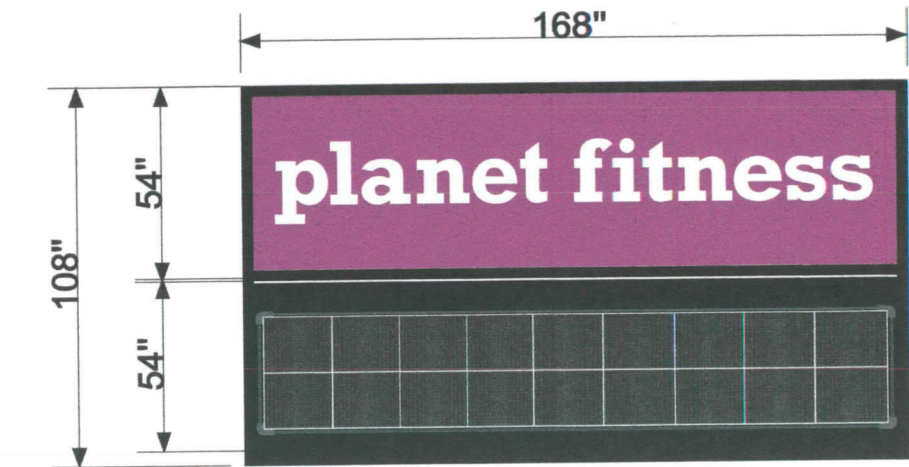
☐ Approved as Noted ☐ Revise and Resubmit
☐ Approved as Noted
Approved/Reviewed By: _____
Date: _____

Sign Type

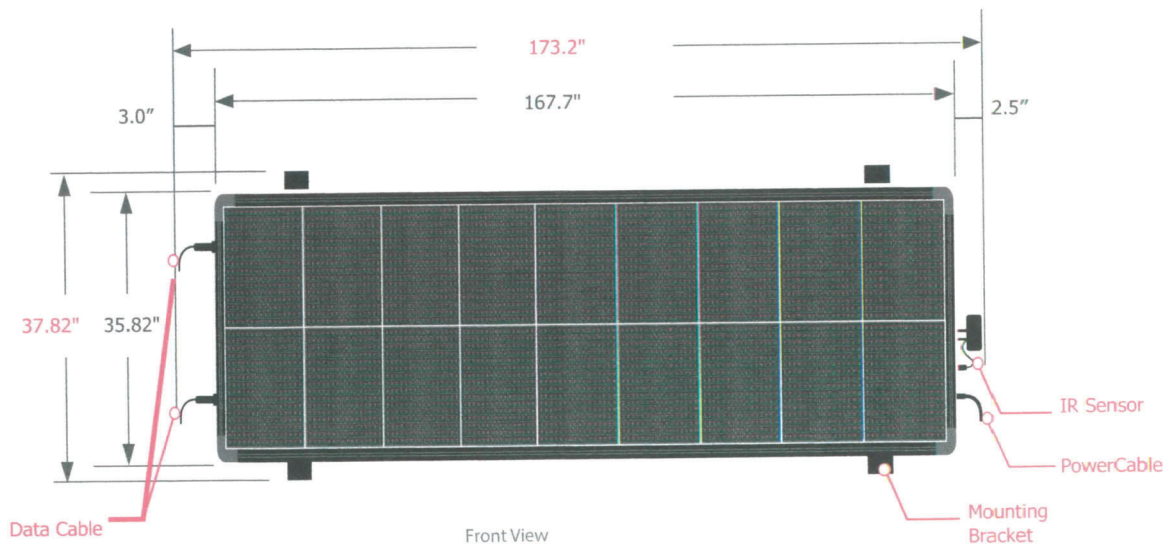
Revisions

Drawn By: IL Start Date: 4/4/2025
Project and Sheet Number: 2

Sign B



Frame Size	Weight	Pixel Matrix
168" x 36"	108 lbs.	32 x 160

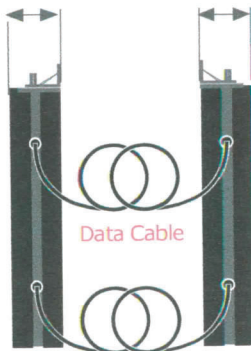


<Slave> <Master>

<Bracket Detail>

1" (Height)
1- 3/8" (Width)

2.75" 2.75"



Max.3ft

Side View



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Planet Fitness
2945 Junipero Serra Blvd
Daly City, CA 94014

☐ Approved as Noted ☐ Revise and Resubmit
☐ Approved as Noted
Approved/Reviewed By: _____
Date: _____

Sign Type:

Revisions:

Drawn By: **IL** Start Date: **4/4/2025**
Project and Sheet Number: **3**

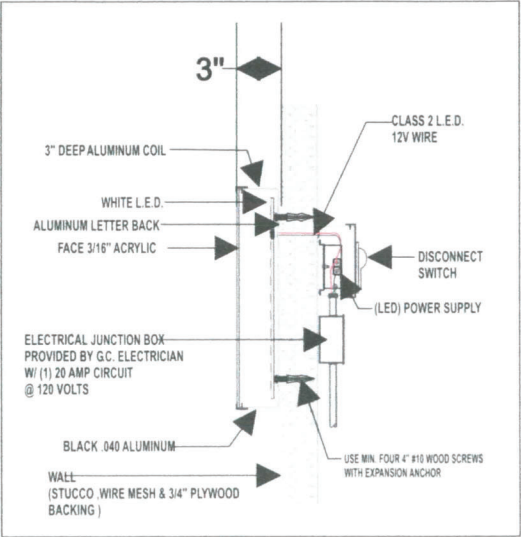
Sign C



DESCRIPTION:
FABRICATE AND INSTALL (1) SET OF INDIVIDUAL CHANNEL LETTERS
CHANNEL LETTERS WILL BE INTERNALLY ILLUMINATED BY 60w 12v L.E.D.
CHANNEL LETTERS WILL HAVE A 3/16" WHITE THICK ACRYLIC FACE WITH VINYL OVERLAY
3" PURPLE RETURN WITH 1" WHITE TRIM CAP.
CHANNEL LETTERS SIGN WILL BE CENTERED ON THE FASCIA.



COLOR SWATCH	
ACRYLIC FACE	WHITE
TRIM CAP	WHITE
RETURNS	PT-D1 PURPLE
VINYL OVERLAY	SEALED VINYL



ELECTRICAL REQUIREMENTS
(1) 120V 20A DEDICATED CIRCUIT

IMPORTANT NOTE
ELECTRICAL PRIMARY CIRCUITS MUST BE DEDICATED ISOLATED CIRCUITS PROVIDED BY CLIENT OWNER.
G.C. TO PROVIDE ACCESSIBILITY TO REMOTE TRANSFORMERS AND OR BALLASTS FOR INSTALL AND SERVICE
FINAL ELECTRICAL HOOK UP BY OTHERS
THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS AS PER N.E.C. 2008 ART 606.6 F.B.C. ELECTRIC CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES THE PROPER GROUNDING AND BONDING OF SIGN.



Discount Signs & Neon Inc.
2180 Palm Ave.
San Mateo, CA 94403
650-333-6688

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Client:
Planet Fitness
2945 Junipero Serra Blvd
Daly City, CA 94014

☐ Approved as Noted ☐ Revise and Resubmit
☐ Approved as Noted
Approved/Reviewed By: _____
Date: _____

Sign Type:

Revisions:

Drawn By: **IL** Start Date: **4/4/2025**
Project and Sheet Number: **4**

EXISTING



PROPOSE



Sign A

Sign B



Sign C



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650-333-6688

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Client:
Planet Fitness
2945 Junipero Serra Blvd
Daly City, CA 94014

☐ Approved as Noted ☐ Revise and Resubmit
☐ Approved as Noted
Approved/Reviewed By: _____
Date: _____

Sign Type:

Revisions:

Drawn By: **IL** Start Date: **4/4/2025**
Project and Sheet Number: **1**

PLANET FITNESS SIGN PROGRAM 2945 JUNIPERO SERRA BOULEVARD

PURPOSE

The purpose of Sign Program is to standardize and create uniformity while allowing for creative design for new signage to be constructed and displayed for the anchor tenant (Planet Fitness) located at the 2945 Junipero Serra building frontages on Junipero Serra Boulevard and Washington Street. All new project signage shall comply with the following general requirements, design guidelines and sign criteria.

GENERAL REQUIREMENTS

1. On change of tenancy all new tenant signage shall require approval from the Landlord and/or the Landlord's Architect and requires submittal of sign permit application to the City.
2. On change of tenancy and upon receiving approval from the Landlord and/or Landlord's Architect, the Tenant shall submit the drawings to the City of Daly City to obtain any required permits. It is the Tenant's responsibility to obtain all necessary permits, at the Tenant's expense.
3. A Large Tenant or a Tenant located on a corner may have one business sign for each separate frontage.
4. The location of all signs shall be determined by the Landlord and/or Landlord's Architect and by this Sign Program.
5. Signs shall display only Tenant's trade name and logo and may include Tenant's basic product only to the extent that it is incorporated into the Tenant's trade name. Any other reference to merchandise or activity is prohibited.
6. Tenant phone number, emails and website are prohibited from the signage.
7. All tenant addresses shall be the standard size as specified by Building Department Code requirements.
8. No sign erected or maintained in the window of a building, visible from any public or private street or highway, shall occupy more than fifty percent of the area of the window. Window signs must be located on the inside of the windows or painted on the windows.

GENERAL SIGN DESIGN GUIDELINES

1. Design Objective

The primary objective of the sign criteria is to generate high quality, creative tenant signage. Tenants are encouraged to combine a variety of materials, lighting methods, colors, typestyles,

and graphic elements for unique storefront signage frontages facing Junipero Serra Boulevard and Washington Street. Signs that incorporate creative logos or graphic elements along with the business identity are encouraged. Identity signs are to consist of “Trade Name” only. Tag lines, bylines, merchandise or service descriptions are not allowed. Phone numbers and emails are not allowed. Any special conditions or deviations from the guidelines in the sign criteria must be approved in writing after submittal to the Landlord.

2. Sign Placement

Identity Signs shall be located adjacent to primary storefront entrances, unless otherwise indicated. The specific area of placement of each tenant sign is indicated on the Tenant Sign Location drawings for each Zone. Variations from the designated areas must be approved by the Landlord prior to installation. In general, signs, copy and graphic elements shall fit comfortably into sign area, leaving sufficient margins and negative space on all sides. Wall signs shall appear balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building.

3. Typestyles

Tenants may adapt established typestyles, logos and/or images that are in use on similar buildings operated by them, provided that said images are architecturally compatible and approved by the Landlord. Type may be arranged in multiple lines of copy and may consist of upper and/or lower-case letters.

4. Lighting

Primary Tenant Identification shall be individual channel illuminated signs. However, the use of creative signage design and lighting is expected and encouraged with final approval by the landlord. Exposed fixtures, shades, or other elements are to contribute to the design of the sign. Exposed or skeletal neon lighting is not allowed. Exposed raceways (unless design elements), conduit, junction boxes, transformers, lamps, tubing, or neon crossovers of any type are prohibited.

5. Colors

Sign colors are to provide sufficient contrast against building background colors and are to be varied from the adjacent tenants. Color of letter returns are to contrast with building colors for good daytime readability. All sign colors are subject to review and approval by the Landlord as part of the tenant sign submittal. Dimensional letters and plaques shall be affixed without visible means of attachment, unless attachments make an intentional design statement and are approved by the Landlord.

6. Sign Mounting Options

Wall mount – Parallel to the building exterior. When mounted on wood siding, individual letters need to be mounted to a backing plate or framed area so as not to damage wood siding with too many attachment points of each letter. This flat backing plate to be attached to wood siding with minimal attachment points and its size and material to be reviewed and approved

by Landlord prior to fabrication and installation. Backing plate to be of painted wood, metal, or glass and may have frame around it.

SIGN CRITERIA

1. General Sign Criteria

- A. All new tenant frontage up to 25' linear feet, facing the Junipero Serra frontage shall be allowed wall signs that are 50 square feet in area.
- B. All new tenants shall only include text and logos in the signage. Phone numbers and email addresses painted on wall or as part of signage are prohibited.
- C. All new tenants shall submit address application to the Building Department and follow CBC code requirements for illuminated address number and size requirements.
- D. All illuminated signs, their components, and installation must comply with all applicable codes and regulations and shall bear UL Labels in a conspicuous location.
- E. Conduits, wiring transformers and any other elements connected with the furnishing of power to signs shall be totally concealed in canopy spaces, except for the junction box furnished by the Landlord.
- F. Primary electrical service to all Tenant signs shall be placed on Tenant's meter and shall be part of Tenant's operating costs.
- G. All penetrations of the building structure required for sign installation shall be limited to previously approved locations as described in this Sign Program, unless otherwise approved by the Landlord and/or Landlord's Architect and the City of Daly City Planning Division.
- H. Signs shall have no exposed light sources and surface brightness of all translucent material shall be uniformly consistent throughout every sign.
- I. The total sign area permitted for each Tenant shall be governed by the criteria established in the following sections.
- J. The copy, letter style, logos and proposed colors shall be included in the submittal made to the Landlord and/or the Landlord's Architect for written approval prior to submittal to the City for approval and commencement of sign fabrication.
- K. No more than two (2) rows of letters or numerals are permitted, and their maximum total height shall not exceed the height of the permitted sign envelope.
- L. If a Tenant has no trade style established for lettering, Tenant shall use Helvetica Medium (Bold).

2. Type of Signage

A. Individual Business Wall Sign:

I. Size of the sign:

- a. Length of sign shall not exceed 15% of Planet Fitness space frontage with maximum length of twenty feet (28').
- b. Height of sign shall be limited to sixteen inches (34").
- c. No portions of letters, numerals or logos shall exceed 2'-10" sq. ft.
- d. No sign shall be nearer than 5' to another.
- e. All signs shall be plastic face individual illuminated channel letters.
- f. Letters shall be 3" deep.
- g. Face panel shall be backlit illuminated channel letters. Channel letters sign shall be centered on the fascia.
- h. Individual business signs shall not incorporate more than two (2) colors including the color of the letters and logos.

C. Pylon Signs: Two existing pylon signs along Junipero Serra Boulevard frontage.

Pylon Sign One: Planet Fitness pylon sign. No portion of the sign may encroach upon the public right-of-way. Space is allotted for three tenant signs.

- a. Sign maintenance: sign shall be scraped, primed and painted to prevent rust build up and decay.
- b. The maximum height of the pole sign shall be 19'-4".
- c. Maximum width of the pylon sign shall be 14 feet.
- d. Sign faces shall not exceed 4 feet in height and 8 feet wide.
- e. The face area shall not exceed 126 square feet.
- a. The lower half of sign (54") shall be an LED digital advertising reader sign displaying Planet Fitness messages. The content of advertising on the LED portion of the Planet Fitness pole sign shall be limited to products and services offered at Planet Fitness. The top 54" half of the sign shall be a backlit illuminated box sign.

Pylon Sign Two: Tenant pylon signs (three).

- a. Sign maintenance: pylon sign shall be scraped, primed and painted to prevent rust build up and decay.
- b. The maximum height of the pole sign shall be 19'-4".
- c. Maximum width of the pylon sign shall be 14 feet.
- d. Sign faces shall not exceed 9 feet in height and 14 feet wide.
- e. The face area shall not exceed 126 square feet.
- f. Space shall be allotted for three tenant signs within the sign face.
- g. The pylon sign shall be back-lit illuminated box sign.

D. Window Signs:

- a. Window signs permitted no larger than 50% of window area.

E. Special Signs: Address signs and directional signs are permitted for the tenant.

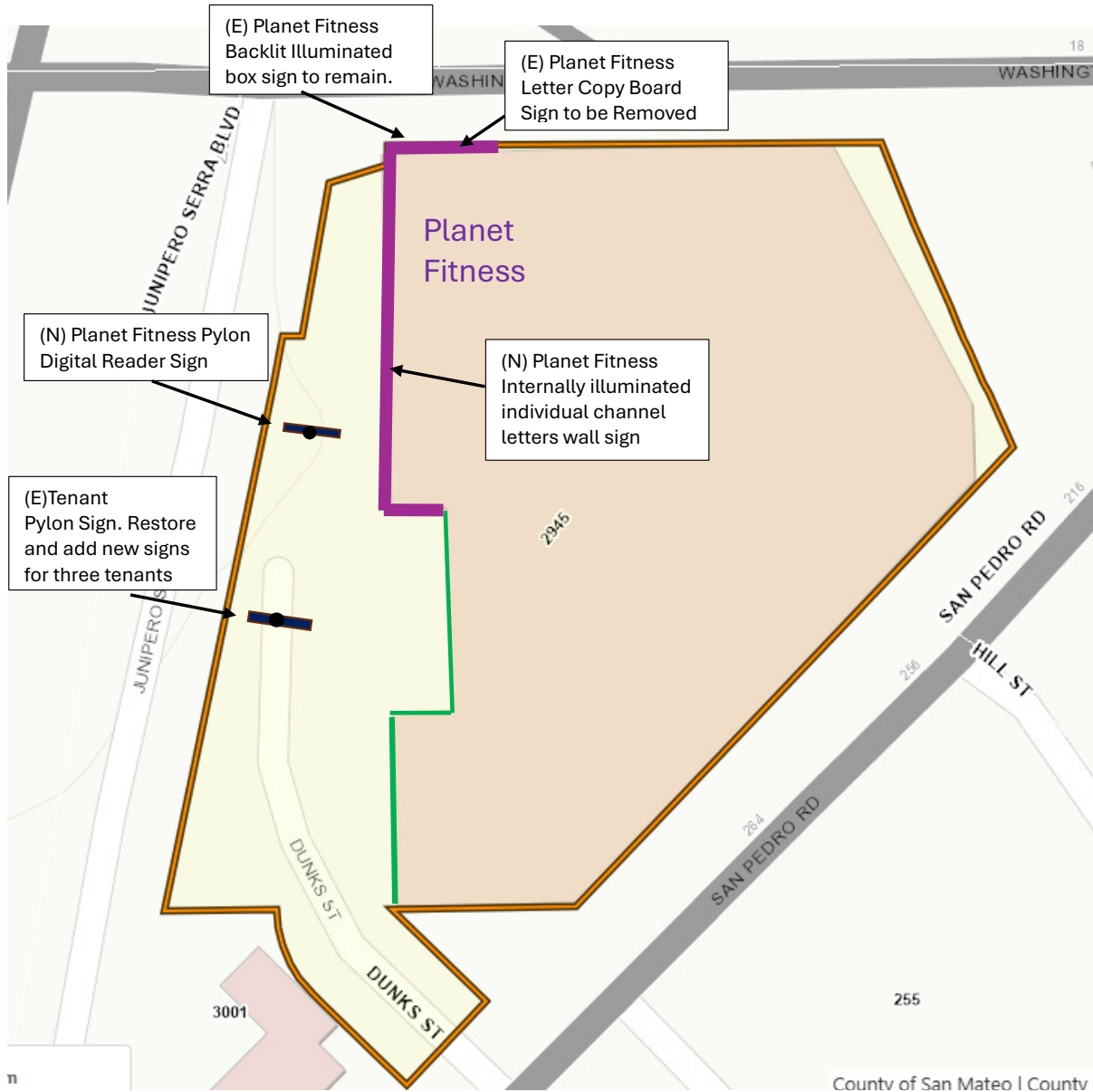
- a. Street or address numbers shall be wall mounted. Address numbers shall be 6-inches high Helvetica Medium numerals mounted with their colors contrasting the wall they are mounted on.
- b. All directional signs whether temporary or permanent must be approved by the City prior to the issuance of any permits.

E. Prohibited Signs:

- a. Signs with flashing or moving lights (digital reader LED sign is permitted)
- b. Signs with painted and/or non-illuminated letters
- c. Signs constituting any kind of traffic hazard
- d. Animated, audible or moving signs
- e. Rooftop signs
- f. Signs displaying phone number, email address and websites.

A Council Committee appointed by the Mayor shall approve any modification to the Planet Fitness Sign Program. Any sign requested not clearly permitted by the Sign Program shall require a Use Permit.

2945 Junipero Serra Boulevard
PLANET FITNESS SIGN SITE PLAN





Daly City Planning Commission

Agenda Report

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

<u>Meeting Date:</u>	June 3, 2025
<u>Application:</u>	Zone Change ZC 04-24-16507
<u>Project Location:</u>	Parcels fronting Mission Street between Crocker Avenue and Templeton Avenue, fronting Geneva Avenue between Talbert Street and Bayshore Boulevard, and fronting Geneva Avenue between Castillo Street and Calgary Street
<u>Project Description:</u>	Amendments to the Zoning Map Rezoning Parcels to be included in the existing -CC Commercial Cannabis Combining District
<u>Applicant/Owner:</u>	City of Daly City 333 90 th Street Daly City, CA 94015
<u>Environmental Assessment:</u>	Exempt from the California Environmental Quality Act (CEQA), pursuant to CEQA Guidelines Section 15061 – Review for Exemption

Background

In 2016, California voters enacted Proposition 64, intended to create a comprehensive system to legalize, control, and regulate the cultivation, processing, manufacture, distribution, testing, and sale of non-medical cannabis, and to tax the cultivation and retail sale of cannabis for non-medical use. In November 2018, Daly City voters approved a business license tax on all cannabis businesses of up to ten percent of gross receipts in anticipation of the future allowance of cannabis sales. In October 2019, the City Council adopted an ordinance that authorized commercial cannabis activities and established the process for permitting and regulating commercial cannabis activities in Daly City. The ordinance requires that, in addition to a State license, operators of commercial cannabis businesses in Daly City obtain a Commercial Cannabis Business License from the City of Daly City.

The ordinance also required staff to present for adoption to the Planning Commission and City Council an overlay district in which commercial cannabis operations would be allowed to operate. In November 2020, the Council Committee accepted for recommendation to the Planning Commission and City Council a series of maps intended to implement an approximate 600-foot buffer zone around schools and youth centers throughout Daly City. These overlay district maps are based generally on whether the frontage of a property (where the property abuts the public right-of-way) is greater than 600 feet from a public/private school and/or youth center.

In March 2021, the City Council approved Zone Change ZC 01-21-14846, which enacted amendments to the Zoning Ordinance and Zoning Map Establishing -CC Commercial Cannabis Combining District. These amendments to the Zoning Ordinance, which currently exist in the Daly City Municipal Code as Chapter 17.56 - CC-Commercial Cannabis Combining District, allowed cannabis retailers and cannabis delivery businesses in six “eligibility zones,” with one retailer or delivery business in each zone. In July 2023, the City Council approved a seventh eligibility zone that solely included the property at 1618 Sullivan Avenue (see Attachment A – Current Retail Cannabis Eligibility Zones Map).

At the time of the 1618 Sullivan Avenue rezoning approval, Councilmember Daus-Magbual expressed concern that the Council would not need to have to consider additional eligibility zones if there were additional opportunities for cannabis retail sales in Daly City. In September 2023 a Council Committee directed staff to prepare a proposal for rezoning additional sites into the -CC overlay zone for Planning Commission and City Council consideration. Another Council Committee and the Small Business Commission recently reviewed the same proposal.

Discussion

As initially proposed to the Planning Commission and City Council, the -CC combining district was proposed to apply to approximately 230 properties in 12 distinct eligibility zones (see Attachment B – Initially Proposed Retail Cannabis Eligibility Zones Map). This quantity of eligibility zones and their geographic distribution was agreed to and recommended by a Council Committee, using in most part an approximate 600-foot buffer zone around schools and youth centers throughout Daly City.

At the time of the Planning Commission public hearing to consider the -CC combining district in February 2021, residents expressed concerns about the number of eligibility zones that were proposed and called for a greater buffer around schools. Consequently, the Planning Commission concurred with these concerns and unanimously agreed to recommend that the City Council exclude several geographic areas from the new combining district that would have allowed retail sales along School Street, the East Market/Mission/San Pedro, and Hillside Boulevard, respectively.

At the City Council meeting to consider the -CC combining district in March 2021, additional residents and several community organizations expressed concerns about the number of eligibility zones, especially regarding expanding the -CC combining district to School Street, Mission Street, and Skyline Plaza. After a robust discussion, the Council agreed with the Planning Commission’s above recommendations for exclusions, and that the -CC combining district should not be extended to the Bayshore neighborhood or the Crocker neighborhood along Mission Street.

Since the time of initial adoption however, the City has had the opportunity to evaluate the community impact of retail cannabis with the operation of the Megabud dispensary (temporarily closed) at 190 Skyline Plaza, the Catalyst Dispensary at 1000 King Drive, and Nectar Dispensary at 2468 Junipero Serra Boulevard, and has found such impacts to be negligible. For this reason, staff is recommending that the Planning Commission forward a recommendation to the City Council that it add into the -CC combining district parcels fronting Mission Street between Crocker Avenue and Templeton Avenue, fronting Geneva Avenue between Talbert Street and Bayshore Boulevard, and fronting Geneva Avenue between Castillo Street and Calgary Street (see Attachment C – Proposed Additional Parcels Mission Street and Geneva Avenue).

Staff feels that including these areas would not only provide additional cannabis retail opportunities in Daly City but would also provide a greater geographical distribution of such retailers as well. The Planning Commission should be aware that the Mission Street parcels and all Geneva Avenue parcels would each provide one additional opportunity zone, so the total additional number of potential retailers would increase by two (only one in the Bayshore neighborhood).

Environmental Assessment

The proposed rezoning are exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section of 15061 - Review for Exemption. The proposed rezoning do not have the potential to cause significant effects on the environment and it can be seen with certainty that there is no possibility that the regulations would have a significant effect on the environment.

Findings

Staff has found that the proposed Zone Change ZC 04-24-16507 is in accordance with Titles 5 and 17 of the Daly City Municipal Code. Approval of the proposed amendments to the Zoning Ordinance will not be detrimental to the health, safety, morals, comfort and general welfare of persons residing or working in Daly City. The proposed project would not be injurious or detrimental to property and improvements in any neighborhood or result in substantial environmental damage or disturbance. Staff is recommending that the Planning Commission adopt the following findings of fact:

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 3, 2025; notice of said hearing was by newspaper publication, and posting and first class mailing to property owners within 300 feet of any property proposed for rezoning to the Commercial Cannabis Combining District, on May 22, 2025;
2. The City Council, upon adoption of Daly City Municipal Code Chapter 5.104 in October 2019, intended to regulate the use, acquisition, cultivation, production, and distribution of commercial cannabis activity in a manner that is consistent with the California Constitution and the Act. The regulations were intended to apply to all commercial cannabis operations in the city by any cannabis business licensed under the state law.
3. In March 2021, the City Council approved Zone Change ZC 01-21-14846, which enacted amendments to the Zoning Ordinance and Zoning Map Establishing -CC Commercial Cannabis Combining District. These amendments to the Zoning Ordinance, which currently exist in the Daly City Municipal Code as Chapter 17.56 - CC-Commercial Cannabis Combining District, allowed cannabis retailers and cannabis delivery businesses in six “eligibility zones,” with one retailer or delivery business in each zone.
4. Since the time of initial adoption, the City evaluated the community impacts of retail cannabis and has found such impacts to be negligible.
5. The Planning Commission desires to forward a recommendation to the City Council that it add into the -CC combining district parcels fronting Mission Street between Crocker Avenue and Templeton Avenue, fronting Geneva Avenue between Talbert Street and

Bayshore Boulevard, and fronting Geneva Avenue between Castillo Street and Calgary Street

6. The Planning Commission feels that including these areas would provide additional cannabis retail opportunities in Daly City and provide a greater geographical distribution of such retailers.
7. The proposed rezoning are exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section of 15061 - Review for Exemption

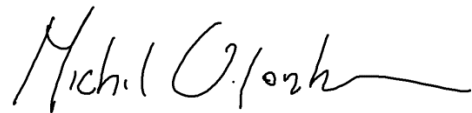
Recommendations

Based on the findings enumerated above, staff recommends that the Planning Commission recommend that the City Council:

1. Adopt the Findings as outlined herein;
2. Find that the proposed rezonings are exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section of 15061 - Review for Exemption; and
3. Recommend to the City Council the approval of Zone Change ZC 04-24-16507, adding into the -CC combining district parcels fronting Mission Street between Crocker Avenue and Templeton Avenue, fronting Geneva Avenue between Talbert Street and Bayshore Boulevard, and fronting Geneva Avenue between Castillo Street and Calgary Street.

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

Respectfully submitted,



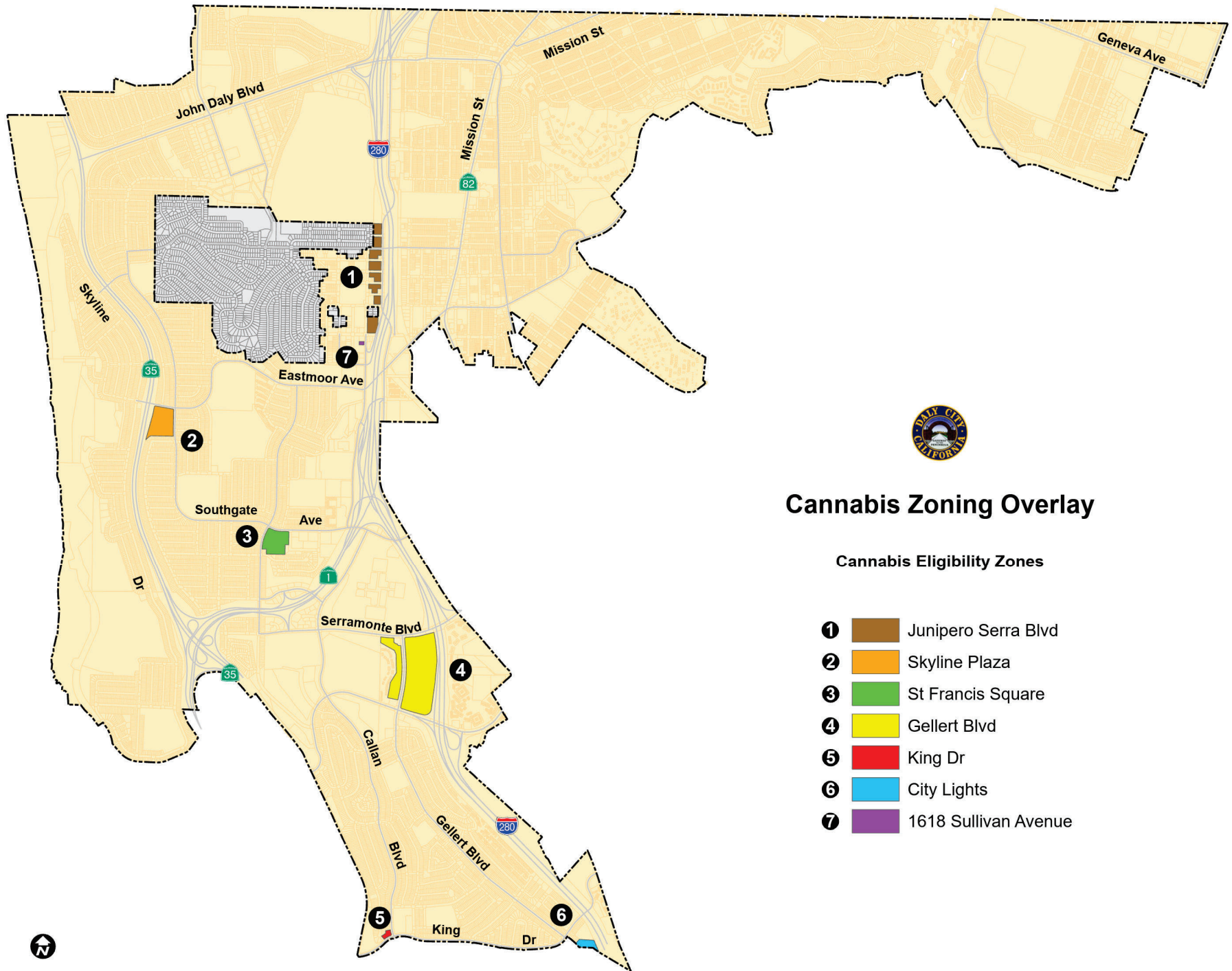
Michael Van Lonkhuysen
Planning Manager



Tatum Mothershead
Director of Economic and Community
Development

Attachments

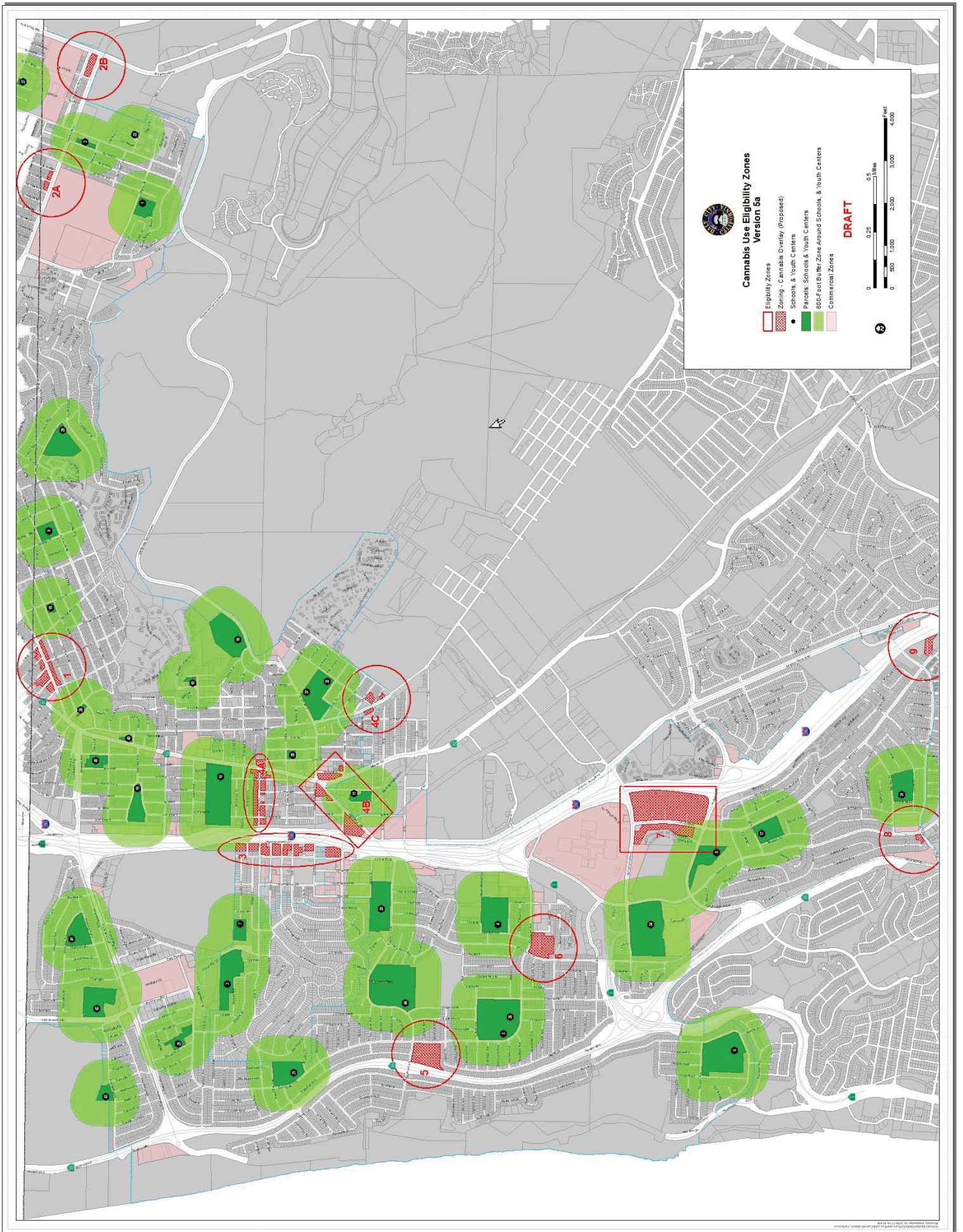
- Attachment A – Current Retail Cannabis Eligibility Zones Map
Attachment B – Initially Proposed Retail Cannabis Eligibility Zones Map
Attachment C – Proposed Additional Parcels Mission Street and Geneva Avenue



Cannabis Zoning Overlay

Cannabis Eligibility Zones

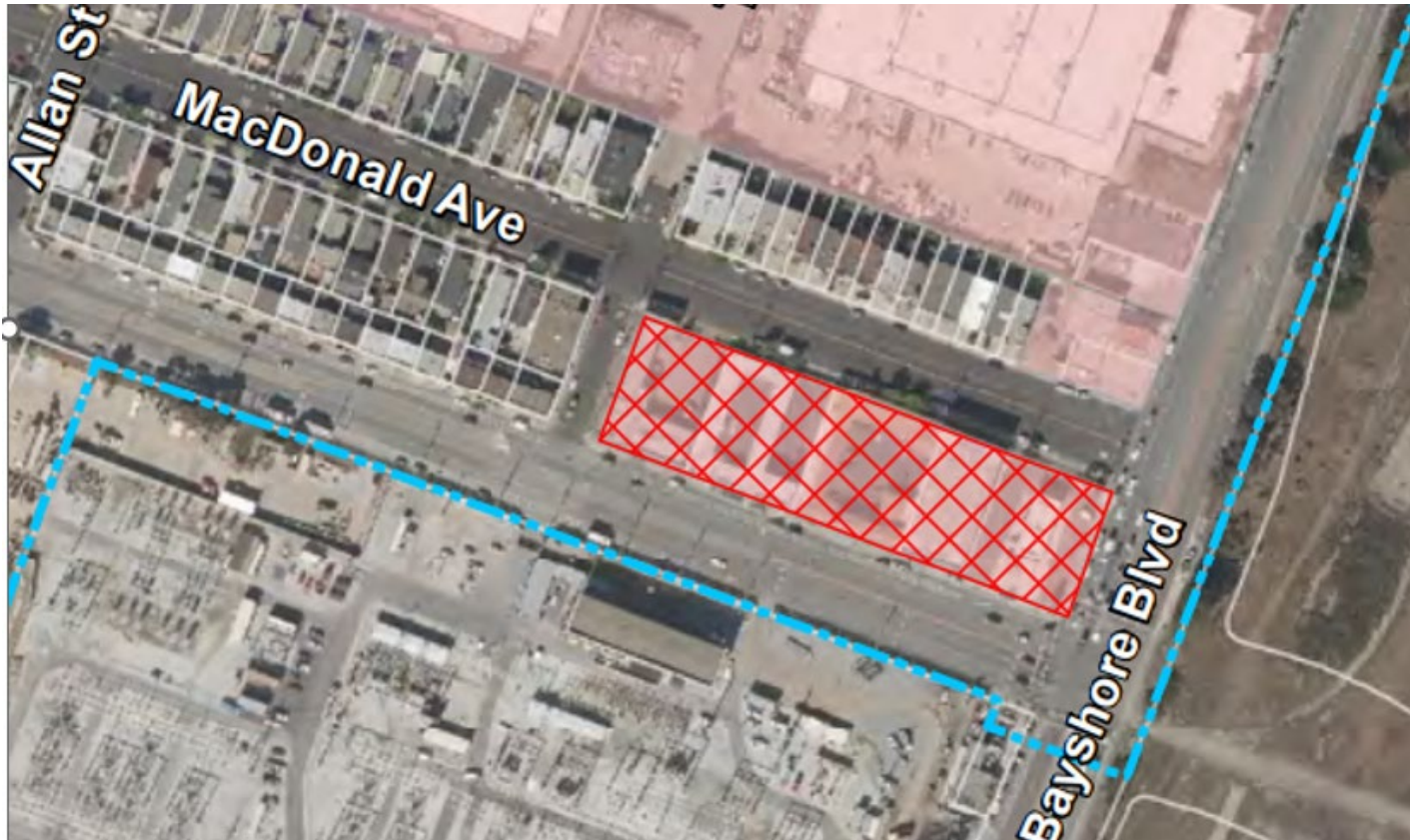
- ① Junipero Serra Blvd
- ② Skyline Plaza
- ③ St Francis Square
- ④ Gellert Blvd
- ⑤ King Dr
- ⑥ City Lights
- ⑦ 1618 Sullivan Avenue



Area A (Mission Street between Crocker Avenue and Templeton Avenue)



AREA B (Geneva Avenue between Talbert Street and Bayshore Boulevard)



AREA C (Geneva Avenue between Castillo Street and Calgary Street)

