

Chair and Members  
of the Marina City Council

Planning Commission Meeting  
of August 11, 2022

**THE PLANNING COMMISSION CONSIDER ADOPTING RESOLUTION NO. 2022-, APPROVING SG 2022-04 FOR THE INSTALLATION OF SIGN AT 228 RESERVATION ROAD (APN: 032-181-017).**

**RECOMMENDATION:**

1. Open a public hearing and take any testimony from the public;
2. Adopt a resolution approving Sign Permit SG 2022-04 for the installation of a single-sided wall sign and a double-sided tenant panel sign in an existing monument sign at Cypress Plaza, located at 228 Reservation Road (APN: 032-181-017); and
3. Find that the action is exempt from CEQA pursuant to Section 15311 of the CEQA Guidelines.

**SUMMARY:**

The application is for a single-sided wall sign and a double-sided tenant panel sign in an existing monument sign at Cypress Plaza, located at 228 Reservation Road. The project site is located in the C-1 Retail Business District with a General Plan Land Use Designation of Retail/Service. The proposed wall sign is 162” x 42”, measuring approximately 47.2 square feet. The sign consists of backlit channel letters in white with a magenta backer. The sign would be attached to the storefront via stud mounting. The proposed tenant panel sign is 78” x 23”, measuring approximately 12.3 square feet. The double-sided sign would take up one panel of an existing monument sign with multiple tenant sign spaces.

Both signs comply with the requirements of the Marina Municipal Code Chapter 17.46 (Signs) and the City’s Design Guidelines and Standards relating to signs.

**PROJECT ANALYSIS:**

The proposed signs comply with the purpose and intent of the Marina Municipal Code (Chapter 17.46 Signs) and the City’s Design Guidelines and Standards, as shown in the table below.

	<b>Allowed</b>	<b>Proposed</b>	<b>Consistent?</b>
<b>Square footage (wall sign)</b>	200	47.2	Yes
<b>Number of signs (storefront)</b>	4	1	Yes
<b>Type of signs</b>	Variety	Wall Tenant Panel	Yes

NOTE: Shopping centers are permitted to install one freestanding identification sign, which include multiple tenant panel signs, per primary street frontage, provided that the sign is no larger than 100 square feet and 10 feet in height. The existing freestanding identification sign is 91 square feet and 7 feet in height.

**CONTINUANCE:**

This item was initially heard at the regular meeting of the Planning Commission on July 14, 2022. At that meeting, planning commissioners expressed concerns about the proposed wall sign and requested the applicant be present to answer questions and present alternative design concepts. The item was continued to this meeting, and the applicant has indicated he will be available to address questions. Specific questions raised at the last meeting are addressed with staff responses below:

1. Does the shopping center have a sign program? Does the proposed sign need to match other signs in the shopping center?

*Staff response:* Master signing programs are required for all commercial, office, and industrial developments with more than four occupancies (Section 17.46.180.E of the Marina Municipal Code). Cypress Plaza includes four tenants; therefore, a master signing program is not required. Staff has not found record of a master signing program for the Cypress Plaza development. The Municipal Code and the City's adopted Design Guidelines and Standards do not require individual tenant signs to match other signs in a shopping center insofar as the tenant sign is located in a shopping center without an adopted master signing program. The proposed sign is consistent in all ways with the Municipal Code and the Design Guidelines and Standards for commercial signs.

2. T-Mobile has a tendency to rebrand every 18 months or so. Will staff continually be reviewing revised sign applications for this business?

*Staff response:* Staff will review applications as they are received and determine what level of approval (ministerial or discretionary) is required. The applicant may be able to provide more information about rebranding schedules.

3. Other signs in the shopping center utilize individual channel letters rather than a box or cabinet. Can the magenta color be used for lettering as opposed to the background color?

*Staff response:* An earlier version of the staff report erred in describing the proposed sign as a cabinet sign. The sign consists of backlit channel letters in white with a magenta backer. The sign, as proposed, meets the requirements of the Municipal Code and the Design Guidelines and Standards for commercial signs. Staff is therefore recommending approval of the sign. However, the Planning Commission has discretion to reject or require changes to the proposed sign.

**CORRESPONDENCE:**

Staff has not received correspondence on this project.

**CONFLICT OF INTEREST:**

Commission members are subject to all aspects of the Political Reform Act. Commission members must not make, participate in making, or attempt to influence in any manner a governmental decision which he/she knows, or should know, may have a material effect on a financial interest.

**ENVIRONMENTAL REVIEW:**

The proposed project is exempt from CEQA pursuant to Section 15311 of the California Code of Regulations because the action is a Class 11 categorical exemption relating to accessory structures, including on-premise signs.

**CONCLUSION:**

This request is submitted for Planning Commission consideration and comment.

Respectfully submitted,

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Alec Barton, AICP  
Contract Planner  
City of Marina

**REVIEWED/CONCUR:**

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Guido F. Persicone, AICP  
Community Development Director  
City of Marina

Exhibit A-Sign Plans dated June 28, 2022

RESOLUTION NO. 2022-XX

THE PLANNING COMMISSION OF THE CITY OF MARINA APPROVES SG 2022-01 FOR THE INSTALLATION OF A SINGLE-SIDED WALL SIGN AT SAKATA SEED AMERICA, INC. (3345 PAUL DAVIS DRIVE).

WHEREAS, the installation of a single-sided wall sign and double-sided tenant panel sign requires approval from the Design Review Board of the City of Marina;

WHEREAS, the Design Review Board has been suspended indefinitely and the Planning Commission of the City of Marina is functioning as the approval body for all sign permits ; and

WHEREAS, the proposed sign complies with the requirements of the Marina Municipal Code Chapter 17.46 (Signs) and the City’s Design Guidelines and Standards relating to signs.

NOW, THEREFORE BE IT RESOLVED by the Planning Commission of the City of Marina that does hereby:

1. Approve SG 2022-04 for the installation of a single-sided wall sign and a double-sided tenant panel sign at Cypress Plaza, located at 228 Reservation Road (APN: 032-181-017) pursuant to the approved plans dated June 28, 2022 (EXHIBIT A).

**Findings**

1. The proposed wall sign complies with the purpose and intent of the Marina Municipal Code Chapter 17.46 Signs and the City’s Design Guidelines and Standards, as shown in the table below:

	<b>Allowed</b>	<b>Proposed</b>	<b>Consistent?</b>
<b>Square footage (wall sign)</b>	200	47.2	Yes
<b>Number of signs (storefront)</b>	4	1	Yes
<b>Type of signs</b>	Variety	Wall Tenant Panel	Yes

NOTE: Shopping centers are permitted to install one freestanding identification sign, which include multiple tenant panel signs, per primary street frontage, provided that the sign is no larger than 100 square feet and 10 feet in height. The existing freestanding identification sign is 91 square feet and 7 feet in height.

**Conditions of Approval**

1. Substantial Compliance – The project shall be constructed in substantial compliance with the plans submitted to the Planning Office on June 28, 2022 “EXHIBIT A”, except as conditioned herein.
2. Indemnification - That the applicant shall agree as a condition of approval of this project to defend, at its sole expense, indemnify and hold harmless from any liability the City and reimburse the City for any expenses incurred resulting from, or in connection with, the approval of the project, including any appeal, claim, suit or legal proceeding. The City may, at its sole discretion, participate in the defense of any such action, but such participation shall not relieve the applicant of its obligations under this condition.
2. Permit Length/Expiration – This permit will expire 12 months from the date of approval by the Planning Commission unless a valid building permit has been issued and construction of the project has commenced prior to expiration. The applicant may apply for an extension of this

permit administratively for an additional 12 months, by submitting an extension request application and applicable fees, no less than 30 days prior to expiration date. No renewal notice will be sent to the applicant or property owner.

PASSED AND ADOPTED by the Planning Commission of the City of Marina at a regular meeting duly held on the 11<sup>th</sup> day of August, by the following vote:

AYES, COUNCIL MEMBERS:

NOES, COUNCIL MEMBERS:

ABSENT, COUNCIL MEMBERS:

ABSTAIN, COUNCIL MEMBERS:

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Nancy Amadeo, Chair

ATTEST:

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Karen Nitenson, Administrative Assistant