



THE CITY OF SAN DIEGO

REPORT TO THE PLANNING COMMISSION

DATE ISSUED: May 14, 2015 **REPORT NO.** PC-15-049

ATTENTION: Planning Commission, Agenda of May 14, 2015

SUBJECT: 6850 MISSION GORGE ROAD SIGN – PROJECT NO. 384530.
PROCESS 4.

OWNER: Monogram Residential Mission Gorge Project Owner LP

APPLICANT: Cheryl Villa, Graphic Solutions

SUMMARY

Issue(s): Should the Planning Commission approve deviations for signage associated with a 444-unit multifamily residential complex located at 6850 Mission Gorge Road in the Navajo Community Plan Area?

Staff Recommendation(s): Approve Planned Development Permit No. 1470818.

Community Planning Group Recommendation: The Navajo Community Planning Group voted 14-2-0 on February 25, 2015 to recommend approval of the project with no conditions (Attachment 7).

Environmental Review: The project was determined to be exempt from the California Environmental Quality Act (CEQA) pursuant to Section 15303 (New Construction). This project is not pending an appeal of the environmental determination. The environmental exemption determination for this project was made on April 14, 2015. The opportunity to appeal that determination ended April 28, 2015.

Fiscal Impact Statement: None.

Code Enforcement Impact: None with this action.

Housing Impact Statement: Not applicable.



BACKGROUND

The project proposes the construction of accessory signage on a site currently under construction with a 444-unit multifamily residential complex located at 6850 Mission Gorge Road. The 10.22-acre project site is zoned RM-3-7 and designated as Residential within the Navajo Community Plan. Mission Gorge Road is classified as a prime arterial, with 6-lanes of two-way traffic at 55-miles per hour (Attachments 1- 3). The residential construction was permitted under Project No. 142570, and a Site Development Permit/Vesting Tentative Map/ Community Plan Amendment and Rezone, was approved by the City Council on November 18, 2008.

The surrounding development includes single family residential to the east and south, light industrial and commercial development to the north and northeast, and the Admiral Baker Golf Course and San Diego River to the west and northwest. The project requires a Planned Development Permit for deviations to the city-wide sign regulations.

DISCUSSION

Project Description/Deviation Analysis Summary:

The project proposes a 10.5-foot high, 29.5-square-foot project identification sign (copy "Verge") to identify the residential complex, where a 6-foot high, 20-square-foot sign is allowed.

Developments within residential zones are allocated only one sign per frontage. The subject property has approximately 814 feet of frontage. The nature and site design of the development, a large scale, four-story, multi-family complex with one signalized driveway access point, is such that the sign regulations would pose a potential hardship to the residents, visitors as well as delivery staff. The site contains a non-standard frontage along Mission Gorge Road in that the curb-to-property-line distance varies in width from 15-feet to approximately 36-feet where 10-feet is the standard. This condition renders the sign farther back from the right-of-way, reducing visibility to motorists. Additionally, due to the width and speed limit of Mission Gorge Road, a larger sign is warranted at this location.

The project as originally submitted proposed one 14-foot high, 52-square-foot sign. In response to staff concerns about excessive signage, the applicant modified the sign to reduce it in both height and area. The standard allowable identification sign, given the frontage, the multi-story development, and the width and speed limit of the right-of-way, is not effective signage for this site. The proposed sign is of sufficient size to be easily readable at the proposed location to allow drivers to make timely traffic decisions prior to reaching the project entrance. The requested deviation is appropriate for this location.

Conclusion:

Staff has determined the proposed Mission Gorge Road Sign project is in keeping with the purpose and intent of the Planned Development Permit Ordinance and the City-wide sign regulations. Staff has determined the required findings would support the decision to approve the proposed Planned Development Permit and that the deviations as proposed are appropriate for this location as outlined in the draft Resolution submitted for consideration in Attachment 5.

ALTERNATIVES

1. **Approve** Planned Development Permit No. 1470818, **with modifications.**
2. **Deny** Planned Development Permit No. 1470818, **if the findings required to approve the project cannot be affirmed.**

Respectfully submitted,



Mike Westlake
Assistant Deputy Director
Development Services Department



Francisco Mendoza, Project Manager
Development Services Department

VACCHI/FJM

Attachments:

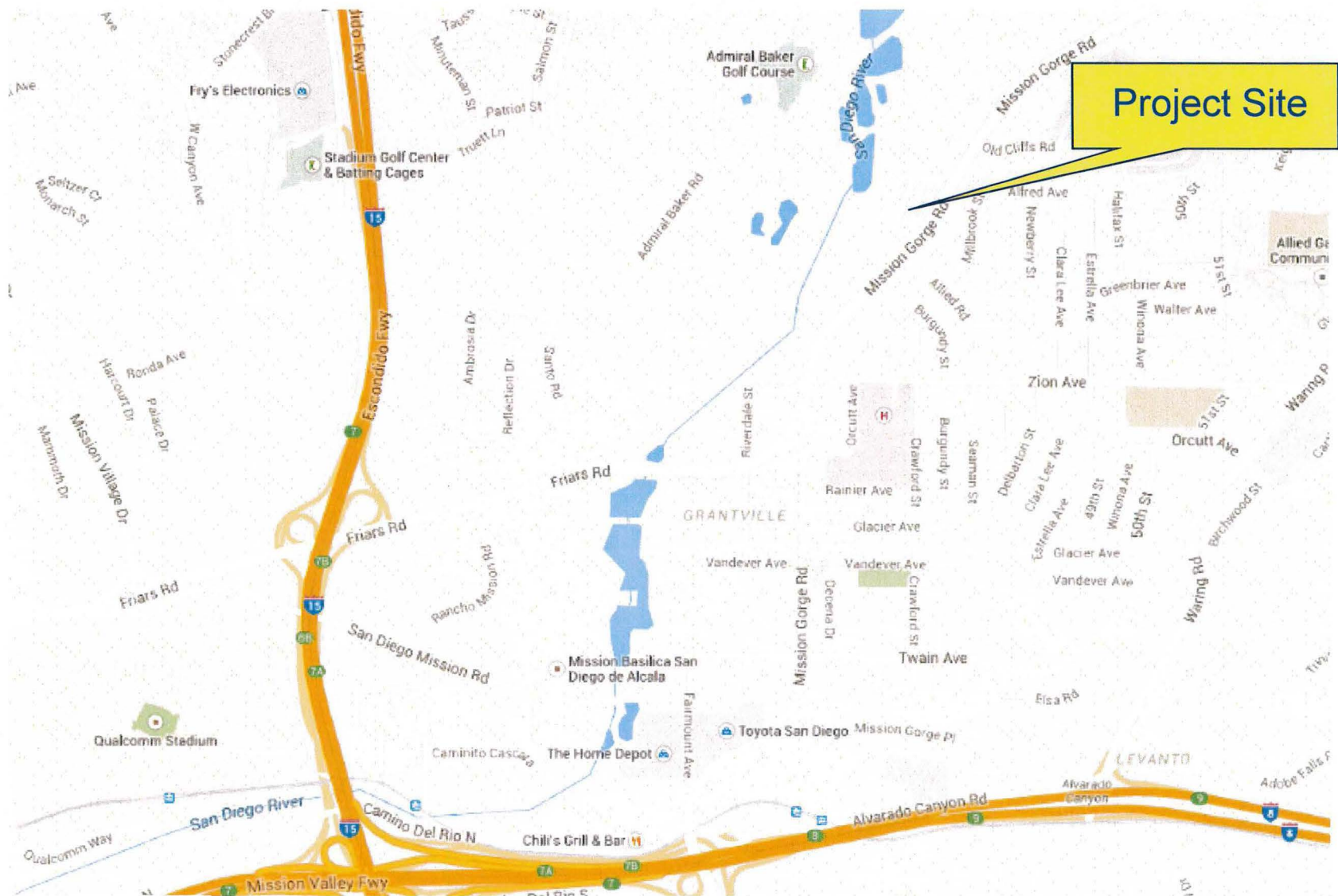
1. Aerial Photograph
2. Community Plan Land Use Map
3. Project Location Map
4. Draft Permit
5. Draft Resolution with Findings
6. Ownership Disclosure Statement
7. Community Planning Group Recommendation
8. Environmental Exemption
9. Project Plans



Location Aerial Photo

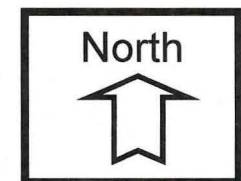
6850 MISSION GORGE RD SIGN PDP
PROJECT NO. 384530



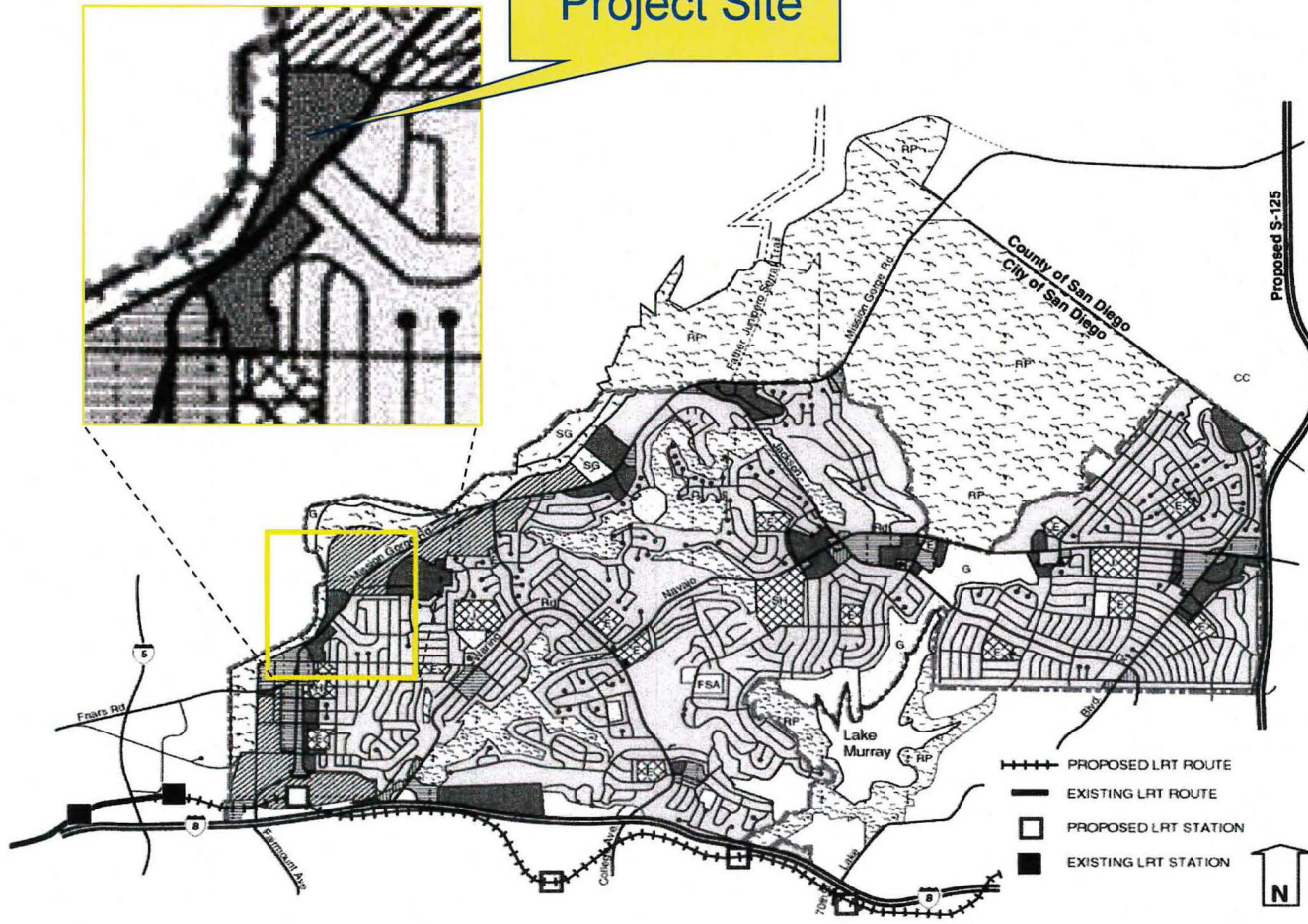


Project Location Map

6850 MISSION GORGE RD SIGN PDP
PROJECT NO. 384530



Project Site



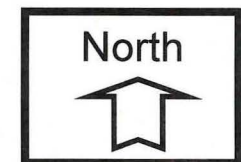
COMMUNITY PLAN MAP

- VERY LOW DENSITY (H.R. ZONE OVERLAY)
- SINGLE FAMILY RESIDENTIAL
- MULTI FAMILY RESIDENTIAL
- COMMERCIAL
- OFFICE
- INDUSTRIAL
- SAN AND GRAVEL
- ELEMENTARY SCHOOL
- JR HIGH SCHOOL
- SR HIGH SCHOOL
- COMMUNITY COLLEGE
- PARK
- OPEN SPACE
- FIRE STATION
- LIBRARY
- HOSPITAL
- GOLF COURSE
- MISSION TRAILS REGIONAL PARK
- FSA FUTURE STUDY AREA
- COMMUNITY PLAN BOUNDARY



Land Use Map

6850 MISSION GORGE RD SIGN PDP
PROJECT NO. 384530



RECORDING REQUESTED BY
CITY OF SAN DIEGO
DEVELOPMENT SERVICES
PERMIT INTAKE, MAIL STATION 501

PROJECT MANAGEMENT
PERMIT CLERK
MAIL STATION 501

SPACE ABOVE THIS LINE FOR RECORDER'S USE

INTERNAL ORDER NUMBER: 24005012

PLANNED DEVELOPMENT PERMIT NO. 1470818
6850 MISSION GORGE ROAD SIGN PDP - PROJECT NO. 384530
PLANNING COMMISSION

This Planned Development Permit No.1470818 is granted by the Planning Commission of the City of San Diego to MONOGRAM RESIDENTIAL MISSION GORGE PROJECT OWNER L.P., Owner and KNK MISSION GORGE, LLC, Permittee, pursuant to San Diego Municipal Code [SDMC] section 126.0601. The 10.22-acre site is located at 6850 Mission Gorge Road in the RM-3-7 zone of the Navajo Community Planning area. The project site is legally described as: Lot 1 of Mission Valley Unit No. 2 Map No. 6315.

Subject to the terms and conditions set forth in this Permit, permission is granted to Owner/Permittee to construct a 10.5-foot high, 29.5 square feet ground sign [described and identified by size, dimension, quantity, type, and location on the approved exhibits [Exhibit "A"] dated May 14, 2015, on file in the Development Services Department.

The project shall include:

The construction of a 10.5 foot high, 29.5-square-foot double faced ground sign where a 6-foot high, 20-square-foot sign is allowed. The project site is currently under construction with a 444-unit multifamily apartment complex pursuant to Site Development Permit No. 498703 (Project 142570);

STANDARD REQUIREMENTS:

1. This permit must be utilized within thirty-six (36) months after the date on which all rights of appeal have expired. If this permit is not utilized in accordance with Chapter 12, Article 6, Division 1 of the SDMC within the 36 month period, this permit shall be void unless an Extension of Time has been granted. Any such Extension of Time must meet all SDMC

requirements and applicable guidelines in effect at the time the extension is considered by the appropriate decision maker. This permit must be utilized by June 1, 2018.

2. No permit for the construction, occupancy, or operation of any facility or improvement described herein shall be granted, nor shall any activity authorized by this Permit be conducted on the premises until:
 - a. The Owner/Permittee signs and returns the Permit to the Development Services Department; and
 - b. The Permit is recorded in the Office of the San Diego County Recorder.
3. While this Permit is in effect, the subject property shall be used only for the purposes and under the terms and conditions set forth in this Permit unless otherwise authorized by the appropriate City decision maker.
4. This Permit is a covenant running with the subject property and all of the requirements and conditions of this Permit and related documents shall be binding upon the Owner/Permittee and any successor(s) in interest.
5. The continued use of this Permit shall be subject to the regulations of this and any other applicable governmental agency.
6. Issuance of this Permit by the City of San Diego does not authorize the Owner/Permittee for this Permit to violate any Federal, State or City laws, ordinances, regulations or policies including, but not limited to, the Endangered Species Act of 1973 [ESA] and any amendments thereto (16 U.S.C. § 1531 et seq.).
7. The Owner/Permittee shall secure all necessary building permits. The Owner/Permittee is informed that to secure these permits, substantial building modifications and site improvements may be required to comply with applicable building, fire, mechanical, and plumbing codes, and State and Federal disability access laws.
8. Construction plans shall be in substantial conformity to Exhibit "A." Changes, modifications, or alterations to the construction plans are prohibited unless appropriate application(s) or amendment(s) to this Permit have been granted.
9. All of the conditions contained in this Permit have been considered and were determined-necessary to make the findings required for approval of this Permit. The Permit holder is required to comply with each and every condition in order to maintain the entitlements that are granted by this Permit.
10. All signs associated with this development shall be consistent with sign criteria established by the approved Exhibit "A."

If any condition of this Permit, on a legal challenge by the Owner/Permittee of this Permit, is found or held by a court of competent jurisdiction to be invalid, unenforceable, or unreasonable, this Permit shall be void. However, in such an event, the Owner/Permittee shall have the right, by paying applicable processing fees, to bring a request for a new permit without the "invalid" condition(s) back to the discretionary body which approved the Permit for a determination by that body as to whether all of the findings necessary for the issuance of the proposed permit can still be made in the absence of the "invalid" condition(s). Such hearing shall be a hearing de novo, and the discretionary body shall have the absolute right to approve, disapprove, or modify the proposed permit and the condition(s) contained therein.

INFORMATION ONLY:

- The issuance of this discretionary use permit alone does not allow the immediate commencement or continued operation of the proposed use on site. The operation allowed by this discretionary use permit may only begin or recommence after all conditions listed on this permit are fully completed and all required ministerial permits have been issued and received final inspection.
- Any party on whom fees, dedications, reservations, or other exactions have been imposed as conditions of approval of this Permit, may protest the imposition within ninety days of the approval of this development permit by filing a written protest with the City Clerk pursuant to California Government Code-section 66020.
- This development may be subject to impact fees at the time of construction permit issuance.

APPROVED by the Planning Commission of the City of San Diego on May 14, 2015 and Resolution No.

Permit Type/PTS Approval No.: Planned Development Permit No. 1470818
Date of Approval: May 14, 2015

AUTHENTICATED BY THE CITY OF SAN DIEGO DEVELOPMENT SERVICES
DEPARTMENT

Francisco Mendoza
Development Project Manager

**NOTE: Notary acknowledgment
must be attached per Civil Code
section 1189 et seq.**

The undersigned Owner/Permittee, by execution hereof, agrees to each and every condition of
this Permit and promises to perform each and every obligation of Owner/Permittee hereunder.

MONOGRAM RESIDENTIAL MISSION
GORGE PROJECT OWNER L.P.
Owner/Permittee

By _____
Kenneth R. Keefe
Managing Member

KNK MISSION GORGE, LLC
Owner/Permittee

By _____
Kenneth R. Keefe
Managing Member

**NOTE: Notary acknowledgments
must be attached per Civil Code
section 1189 et seq.**

PLANNING COMMISSION
RESOLUTION NO. XXXXXX
PLANNED DEVELOPMENT PERMIT No. 1470818
6850 MISSION GORGE ROAD SIGN PDP PROJECT NO. 384530

WHEREAS, to MONOGRAM RESIDENTIAL MISSION GORGE PROJECT OWNER L.P., Owner and KNK MISSION GORGE, LLC, Permittee, filed an application with the City of San Diego for a permit to construct a 10.5-foot high, 29.5-square-foot sign described in and by reference to the approved Exhibits "A" and corresponding conditions of approval for the associated Permit No. 1470818, on portions of a 10.22 acre site;

WHEREAS, the project site is located at 6850 Mission Gorge Road in the RM-3-7 zone of the Navajo Community Plan;

WHEREAS, the project site is legally described as Lot 1 of Mission Valley Village Unit No. 2, in the City of San Diego, County of San Diego, State of California, according to Map thereof No. 6315, filed in the office of the County Recorder of San Diego County, February 28, 1969;

WHEREAS, on May 14, 2015, the Planning Commission of the City of San Diego considered Planned Development Permit No. 1470818 pursuant to the Land Development Code of the City of San Diego;

WHEREAS, on April 14, 2015, the City of San Diego, as Lead Agency, through the Development Services Department, made and issued an Environmental Determination that the project is exempt from the California Environmental Quality Act (CEQA) (Public Resources Code section 21000 et seq.) under CEQA Guideline Section 15303; and there was no appeal of the Environmental Determination filed within the time period provided by San Diego Municipal Code Section 112.0520;

BE IT RESOLVED by the PLANNING COMMISSION of the City of San Diego as follows:

That the Planning Commission adopts the following written Findings, dated May 14, 2015.

PLANNED DEVELOPMENT DEVELOPMENT PERMIT FINDINGS:

1. THE PROPOSED DEVELOPMENT WILL NOT ADVERSELY AFFECT THE APPLICABLE LAND USE PLAN.

The proposed project consists of a double-faced, 10.5-foot high ground sign totaling 29.5 square feet where a maximum 6 foot high, 20-square-foot ground sign is allowed. The 10.22 acre site is located at 6850 Mission Gorge Road south of Old Cliffs Road, zoned RM-3-7 and designated as Residential within the Navajo Community Plan. The site is currently under construction with a 4-story multifamily complex pursuant to Project No. 142570, approved by the City Council in 2008.

A monument sign is an accessory use to the previously approved development. The Navajo Community Plan – Community Environment Element states that the size, placement, design and height of signs should be controlled through reasonable and uniform regulations to prevent encroachment on the visual form of the community's physical environment. The project site has approximately 815 linear feet of nonstandard curb to property line distances varying from 15-feet to approximately 36-feet. Reducing the number of signs along the frontage to a single entry sign promotes the community plan goal to reduce visual clutter. The size of the sign is designed to facilitate visibility from a distance from the public right of way and does not encroach on the visual form of the 4-story multifamily residential complex. Therefore, the proposed sign does not adversely affect the applicable land use plan.

2. THE PROPOSED DEVELOPMENT WILL NOT BE DETRIMENTAL TO THE PUBLIC HEALTH, SAFETY, AND WELFARE.

The proposed project consists of a double-faced, 10.5-foot high ground sign totaling 29.5 square feet where a maximum 6 foot high, 20-square-foot ground sign is allowed. The project allows monument signage as an accessory use to previously approved development. The City-wide sign regulations allow one sign per frontage with a maximum 6 feet of height, and 20 square feet of area. The entry sign is viewed from Mission Gorge Road, a 6-lane signalized public right of way 106-feet wide with a speed limit of 55-miles per hour. Sign readability can potentially be a traffic safety issue where sign lettering is not adequately sized. The entry sign provides letter sizes designed to be readable from 300 feet, giving the driver adequate decision and reaction time to negotiate through the three lanes along Mission Gorge Road. A larger sign would also facilitate emergency personnel access to the site such as the Fire Department and the Police Department.

The project development was determined to be exempt from the California Environmental Quality Act pursuant to Section 15303 (New Construction) of the State CEQA Guidelines.

The proposed sign would be located within private property, observe all visibility areas, and designed to optimize communication visible from the public right of way. Therefore, the proposed development will not be detrimental to the public health, safety, and welfare.

III. THE PROPOSED DEVELOPMENT WILL COMPLY WITH THE REGULATIONS OF THE LAND DEVELOPMENT CODE INCLUDING ANY PROPOSED DEVIATIONS PURSUANT TO SECTION 126.0602(B)(1) THAT ARE APPROPRIATE FOR THIS LOCATION AND WILL RESULT IN A MORE DESIRABLE PROJECT THAN WOULD BE ACHIEVED IF DESIGNED IN STRICT CONFORMANCE WITH THE DEVELOPMENT REGULATIONS OF THE APPLICABLE ZONE, AND ANY ALLOWABLE DEVIATIONS THAT ARE OTHERWISE AUTHORIZED PURSUANT TO THE LAND DEVELOPMENT CODE.

The proposed project consists of a double-faced, 10.5-foot high ground sign totaling 29.5 square feet where a maximum 6 foot high, 20-square-foot ground sign is allowed. A monument sign is an accessory use to the previously approved development.

ATTACHMENT 5

Projects are allocated one sign per frontage with a maximum 6 feet of height, and 20 square feet of area. Mission Gorge Road, the street fronting the property, is classified as a 6-lane primary arterial street at 55 miles per hour. The nature and site constraints of the development, a large scale multifamily residential project with one signalized driveway access point and a large arterial primary street, are such that strict application of the sign regulations would pose a potential hardship to the applicant. The sign as proposed is of sufficient size to be easily readable at the proposed location to allow drivers to make timely traffic decisions prior to reaching the project entrance. A 20-square foot identification sign, given the frontage, street, and multi-story development, is not effective signage at this location. By allowing an increased sign height and area, the deviation provides an equitable balance of site constraints and road intensities that are unique to this location. Therefore, the sign would be appropriate for this location and will result in a more desirable project than would be achieved with strict conformance with the development regulations.

BE IT FURTHER RESOLVED that, based on the findings hereinbefore adopted by the PLANNING COMMISSION, Planned Development Permit No. 1470818 is hereby GRANTED by the PLANNING COMMISSION to the referenced Owner/Permittee, in the form, exhibits, terms and conditions as set forth in Permit No. 1470818, a copy of which is attached hereto and made a part hereof.

Francisco Mendoza
Development Project Manager
Development Services

Adopted on: May 14, 2015

SAP: 24005012

Project Title: <u>Sign Program</u>	Project No. (For City Use Only) <u>384530</u>
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Part II - To be completed when property is held by a corporation or partnership

Legal Status (please check):

☐ Corporation ☐ Limited Liability -or- ☐ General) What State? _____ Corporate Identification No. _____
☒ Partnership

By signing the Ownership Disclosure Statement, the owner(s) acknowledge that an application for a permit, map or other matter, as identified above, will be filed with the City of San Diego on the subject property with the intent to record an encumbrance against the property.. Please list below the names, titles and addresses of all persons who have an interest in the property, recorded or otherwise, and state the type of property interest (e.g., tenants who will benefit from the permit, all corporate officers, and all partners in a partnership who own the property). A signature is required of at least one of the corporate officers or partners who own the property. Attach additional pages if needed. **Note:** The applicant is responsible for notifying the Project Manager of any changes in ownership during the time the application is being processed or considered. Changes in ownership are to be given to the Project Manager at least thirty days prior to any public hearing on the subject property. Failure to provide accurate and current ownership information could result in a delay in the hearing process. **Additional pages attached** ☐ Yes ☐ No

Corporate/Partnership Name (type or print): <u>Monogram Residential Mission Gorge Project owner, LP</u> <input checked="" type="checkbox"/> Owner <input type="checkbox"/> Tenant/Lessee Street Address: <u>5800 Granite Parkway, Suite 1000</u> City/State/Zip: <u>Plano TX 75024</u> Phone No: <u>5500</u> Fax No: <u>469 928 6504</u> <u>469 250 5487</u> Name of Corporate Officer/Partner (type or print): <u>BY: Monogram Residential Mission Gorge Project GP, LLC</u> Title (type or print): <u>BY: KNR Mission Gorge LLC</u> <u>Keaneen R. Keefe</u> Signature: <u>[Signature]</u> Date: <u>Managing Director</u>	Corporate/Partnership Name (type or print): _____ <input type="checkbox"/> Owner <input type="checkbox"/> Tenant/Lessee Street Address: _____ City/State/Zip: _____ Phone No: _____ Fax No: _____ Name of Corporate Officer/Partner (type or print): _____ Title (type or print): _____ Signature: _____ Date: _____
Corporate/Partnership Name (type or print): _____ <input type="checkbox"/> Owner <input type="checkbox"/> Tenant/Lessee Street Address: _____ City/State/Zip: _____ Phone No: _____ Fax No: _____ Name of Corporate Officer/Partner (type or print): _____ Title (type or print): _____ Signature: _____ Date: _____	Corporate/Partnership Name (type or print): _____ <input type="checkbox"/> Owner <input type="checkbox"/> Tenant/Lessee Street Address: _____ City/State/Zip: _____ Phone No: _____ Fax No: _____ Name of Corporate Officer/Partner (type or print): _____ Title (type or print): _____ Signature: _____ Date: _____
Corporate/Partnership Name (type or print): _____ <input type="checkbox"/> Owner <input type="checkbox"/> Tenant/Lessee Street Address: _____ City/State/Zip: _____ Phone No: _____ Fax No: _____ Name of Corporate Officer/Partner (type or print): _____ Title (type or print): _____ Signature: _____ Date: _____	Corporate/Partnership Name (type or print): _____ <input type="checkbox"/> Owner <input type="checkbox"/> Tenant/Lessee Street Address: _____ City/State/Zip: _____ Phone No: _____ Fax No: _____ Name of Corporate Officer/Partner (type or print): _____ Title (type or print): _____ Signature: _____ Date: _____

**CERTIFICATE OF SECRETARY OF GENERAL PARTNER
OF MONOGRAM RESIDENTIAL MISSION GORGE PROJECT OWNER, LP**

Mark T. Alfieri	Chief Executive Officer, President and Chief Operating Officer
Howard S. Garfield	Executive Vice President, Chief Financial Officer, Chief Accounting Officer, Treasurer and Assistant Secretary
Margaret M. Daly	Executive Vice President – Property Management
Robert T. Poynter	Executive Vice President and Chief Investment Officer
Daniel J. Rosenberg	Senior Vice President, General Counsel and Secretary
James J. McGinley III	Senior Vice President and Chief Development Officer
Ross P. Odland	Senior Vice President – Portfolio Management
James A. Fadley	Senior Vice President and Chief Administrative Officer
Christine L. Alfieri	Regional Vice President
Beth L. Thompson	Regional Vice President
Phillip E. Caldwell	Vice President – Facilities Management
Amy Maley	Vice President - Marketing
Patrick C. Sudderth	Vice President – Information Technology
Stephanie H. Potter	Assistant Treasurer
Patty J. Wadsworth	Assistant Treasurer

OWNERSHIP DISCLOSURE INFORMATION FOR:

KNR Mission Gorge LLC

Neil Brown, Member

Rick Lamprecht, Member

Ken Keefe, Managing Member



City of San Diego
Development Services
1222 First Ave., MS-302
San Diego, CA 92101

Community Planning Committee Distribution Form Part 2

Project Name: 3850 Mission Gorge Sign PDP		Project Number: 384530	Distribution Date: 09/18/2014
Project Scope/Location: NAVAJO Planned Development Permit (Process 4) to construct a sign with deviations located at 6850 Mission Gorge Rd. The 10.22 acre site is located in the RM-3-7 zone of the Navajo Community Plan Area. Council district 7.			
Applicant Name:		Applicant Phone Number:	
Project Manager: Teasley, Sandra	Phone Number: (619) 446-5271	Fax Number: (619) 446-5245	E-mail Address: STeasley@sandiego.gov
Committee Recommendations (To be completed for Initial Review):			
<input checked="" type="checkbox"/> Vote to Approve	Members Yes <i>14</i>	Members No <i>2</i>	Members Abstain <i>0</i>
<input type="checkbox"/> Vote to Approve With Conditions Listed Below	Members Yes	Members No	Members Abstain
<input type="checkbox"/> Vote to Approve With Non-Binding Recommendations Listed Below	Members Yes	Members No	Members Abstain
<input type="checkbox"/> Vote to Deny	Members Yes	Members No	Members Abstain
<input type="checkbox"/> No Action (Please specify, e.g., Need further information, Split vote, Lack of quorum, etc.)			<input type="checkbox"/> Continued
CONDITIONS: <i>NONE</i>			
NAME: <i>MATTHEW J. ADAMS</i>		TITLE: <i>CHAIR</i>	
SIGNATURE: <i>[Signature]</i>		DATE: <i>2-25-15</i>	
<i>Attach Additional Pages If Necessary.</i>		Please return to: Project Management Division City of San Diego Development Services Department 1222 First Avenue, MS 302 San Diego, CA 92101	
Printed on recycled paper. Visit our web site at www.sandiego.gov/development-services . Upon request, this information is available in alternative formats for persons with disabilities.			



THE CITY OF SAN DIEGO

Date of Notice: April 14, 2015

NOTICE OF RIGHT TO APPEAL ENVIRONMENTAL DETERMINATION

DEVELOPMENT SERVICES DEPARTMENT

IO No. 24005012

PROJECT NAME/NUMBER: 6850 Mission Gorge Sign PDP/384530

COMMUNITY PLAN AREA: Navajo

COUNCIL DISTRICT: 7

LOCATION: The project is located at 6850 Mission Gorge Road, San Diego, CA

PROJECT DESCRIPTION: Planned Development Permit (Process 4) to construct a double faced 10.5 foot high sign totaling 29.5 square feet in area. The sign would be located at 444 unit multifamily residential complex that is currently under-construction. The sign would be used to identify the previously approved housing project.

ENTITY CONSIDERING PROJECT APPROVAL: City of San Diego

ENVIRONMENTAL DETERMINATION: This project is categorically exempt from CEQA pursuant to State CEQA Guidelines, Section 15303 (New Construction).

ENTITY MAKING ENVIRONMENTAL DETERMINATION: City of San Diego Development Services Department

STATEMENT SUPPORTING REASON FOR ENVIRONMENTAL DETERMINATION:

The City of San Diego conducted an environmental review which determined that this project meets the categorical exemption criteria set forth in CEQA State Guidelines, Section 15303 (New Construction) which allows for the construction of new, small facilities or structures. Since the sign would be an accessory structure that is limited in size the exemption is appropriate. Additionally, the project site is located on a construction site and is devoid of sensitive vegetation or other resources therefore the exceptions listed in CEQA section 15300.2 do not apply.

PROJECT MANAGER:

Sandra Teasley

MAILING ADDRESS:

1222 1st Avenue, San Diego, CA 92101

PHONE NUMBER:

(619) 446-5271

On April 14, 2015 the City of San Diego made the above-referenced environmental determination pursuant to the California Environmental Quality Act (CEQA). This determination is appealable to the City Council. If you have any questions about this determination, contact the City Development Project Manager listed above.

Applications to appeal the CEQA determination made by staff (including the City Manager) to the City Council must be filed in the office of the City Clerk within 10 business days from the date of the posting of this Notice and therefore the appeal would end on April 28, 2015. The appeal application can be obtained from the City Clerk, 202 'C' Street, Second Floor, San Diego, CA 92101.

This information will be made available in alternative formats upon request.



LEGAL DESCRIPTION	<p>PARCEL 1:</p> <p>LOT 1 OF MISSION VALLEY VILLAGE UNIT NO. 2, IN THE CITY OF SAN DIEGO, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, ACCORDING TO MAP THEREOF NO. 6315, FILED IN THE OFFICE OF THE COUNTY RECORDER OF SAN DIEGO COUNTY, FEBRUARY 28, 1969.</p> <p>PARCEL 2:</p> <p>AN EASEMENT FOR UNDERGROUND ELECTRIC LINES UNDER ALONG AND ACROSS A STRIP OF LAND 5.00 FEET IN WIDTH IN LOT 2 OF MISSION VALLEY VILLAGE UNIT NO. 2, IN THE CITY OF SAN DIEGO, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, ACCORDING TO MAP THEREOF NO. 6315, FILED IN THE OFFICE OF THE COUNTY RECORDER OF SAN DIEGO COUNTY, THE CENTERLINE OF SAID 5.00 FOOT STRIP BEING DESCRIBED AS FOLLOWS:</p> <p>BEGINNING AT THE SOUTHWESTERLY CORNER OF SAID LOT 2; THENCE NORTHEASTERLY IN A STRAIGHT LINE 60 FEET, MORE OR LESS TO AN ANGLE POINT IN THAT CERTAIN DESCRIBED IN DEED TO THE SAN DIEGO GAS AND ELECTRIC COMPANY, RECORDED DECEMBER 10, 1947 IN BOOK 2576, PAGE 187, OF OFFICIAL RECORDS AND AS SHOWN ON SAID MAP NO. 6315.</p> <p>THE SIDELINES OF SAID 5.00 FOOT STRIP TO TERMINATE ON THE SOUTHWEST IN THE WESTERLY AND SOUTHERLY LINES OF SAID LOT 2.</p>
PROPERTY OWNER	MONOGRAM RESIDENTIAL MISSION GORGE PROJECT OWNER, LP. 5800 GRANITE PARKWAY, #1000 PLANO, TX. 75024 kkeefe949@gmail.com (469) 250-5500
PROPERTY ADDRESS	6850 MISSION GORGE ROAD SAN DIEGO, CA 92120
SIGNAGE CONSULTANTS	GRAPHIC SOLUTIONS - 2952 MAIN STREET, SAN DIEGO, CA. 92113 (619) 239-1336
ZONING DESIGNATION AND OVERLAY ZONES	RM-3-7, COMMUNITY PLAN IMPLEMENTATION OVERLAY ZONE B, FEMA 100-YEAR FLOODPLAIN, AIRPORT INFLUENCE AREA-MONTGOMERY FIELD.
DEVELOPMENT PERMITS/APPROVALS ENTITLED TO THE PROJECT SITE	GENERAL PLAN AND CPA 498721, REZONE 586364, SDP 498703, EA 589137.
GEOLOGIC HAZARD CATEGORY	31, 32, AND 53.
GROSS SITE AREA	10.22 ACRES.

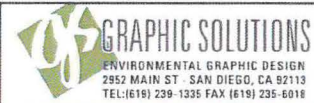
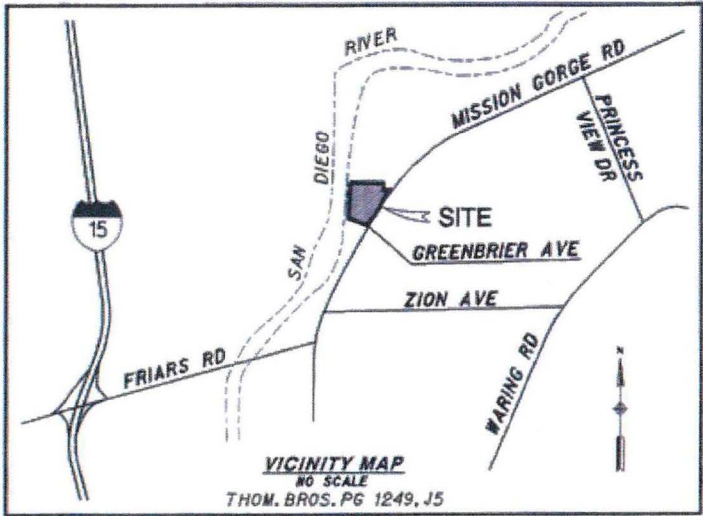
MISSION GORGE APARTMENTS

PROJECT IDENTIFICATION SIGN

PLANNED DEVELOPMENT PERMIT

Date: 08-11-14
Revised: 01/30/15

- SHEET 1 - INDEX; PROJECT DATA
SHEET 2 - PROJECT DESCRIPTION/JUSTIFICATION
SHEET 3 - SITE PLAN
SHEET 4 - SIGN LOCATION DETAIL
SHEET 5 - SIGN ELEVATION
SHEET 6 - COMPARISON MATRIX



INTRODUCTION

Currently the San Diego SDMC Sign Ordinance contains no provisions for a Comprehensive Sign Plan for residentially zoned properties. Sign allowances for the residential base zone are in some locations too restrictive to provide for functional, practical signage. Deviations from the applicable base zone development regulations may be requested in order to provide flexibility in achieving a zone-equivalent project design that will be consistent with the intent of the base zone. Per the SDMC 143.0410 (a)(1) The base zone development regulations apply to all developments except to the extent that deviations are included as part of the approved Planned Development Permit.

The Owner seeks approval for deviations to establish a 10'-6" high 29.5 sq. ft. sign where sign size and height are the deviations from the zone requirements. The deviations included in this PDP are consistent with the spirit and intent of the PDP regulations and are being submitted to provide flexibility of the development regulations where the strict application of the base zone regulations would result in an ineffective sign for a large-scale residential project in the RM-3-7 zone, located on Mission Gorge Road.

THE PROJECT

The Mission Gorge Apartments is located at 6850 Mission Gorge Rd. in San Diego, California. The site is in the RM3-7 zones, within the Navajo Community Planning Area, City Council District 7.

THE SIGN PROGRAM

The Mission Gorge Apartments Sign Program addresses the leasing and identification needs of The Mission Gorge Apartments and is composed of (1) Entry Identification ground sign located on the West side of Mission Gorge Road and indicates the project entry.

THE SIZE AND SCALE OF THE PROJECT:

The sign serves a 10.22 acre site which contains approximately 444 new high-end residential units with recreational and lifestyle amenities and a 5 level parking structure. The City's zoning regulations for signs in the RM3-7 zone is the same for projects consisting of 2 dwelling units or 444 units which is highly restrictive allowing for signs, at most, no greater than 6 feet high and 20 square feet. These limitations do not anticipate a project of the size and scale of the Mission Gorge Apartments and to assume the same need for identification as a smaller project is not practical, equitable nor realistic.

TRAFFIC SAFETY:

The project relies on drive-by traffic for leasing and is accessed only from one entrance. The entry sign is viewed from Mission Gorge Road, a signalized roadway 106 feet wide with a speed limit of 55 MPH. Sign readability can be a safety issue where sign lettering is not adequately sized to be easily readable. The Entry Sign provides letter sizes designed to be readable from 300 ft., giving the driver adequate decision and reaction time to negotiate through the 3 lanes along Mission Gorge Road to the turn at the project entrance.

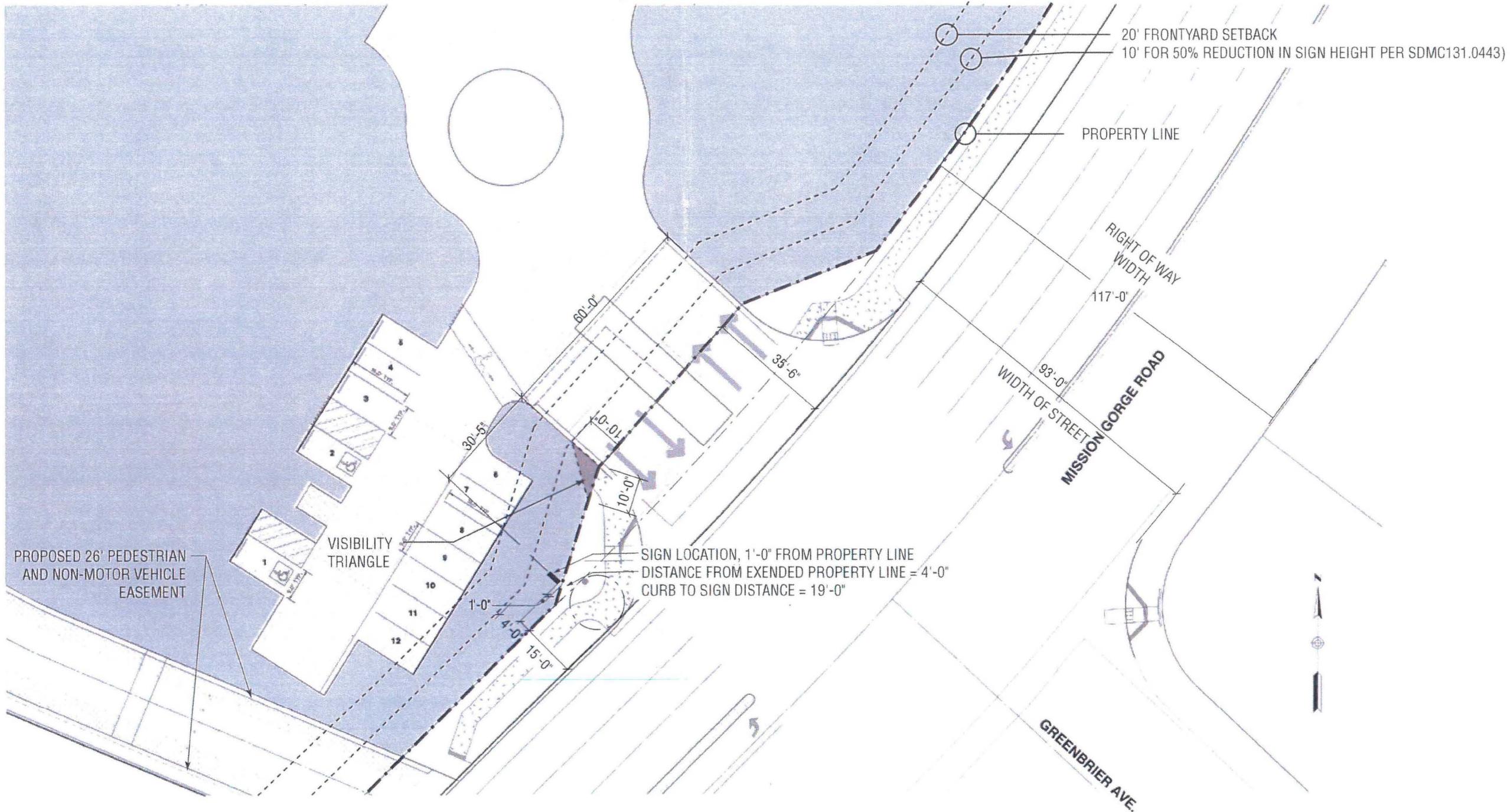
IN SCALE WITH SURROUNDINGS:

The Project Identification Entry Sign is viewed from east and west bound traffic along Mission Gorge Road. It will be viewed against a backdrop of multi-story buildings. The foreground is the west side of Mission Gorge Road. The sign is positioned and sized so it will be readily readable. Though larger in dimensions than the code would allow, the sign will appear small and in-scale with its surroundings. As such, the sign is configured to display adequately sized lettering but is not so large as to be overbearing where it is sited.

MISSION GORGE APARTMENTS
SITE PLAN



MISSION GORGE APARTMENTS
SITE PLAN

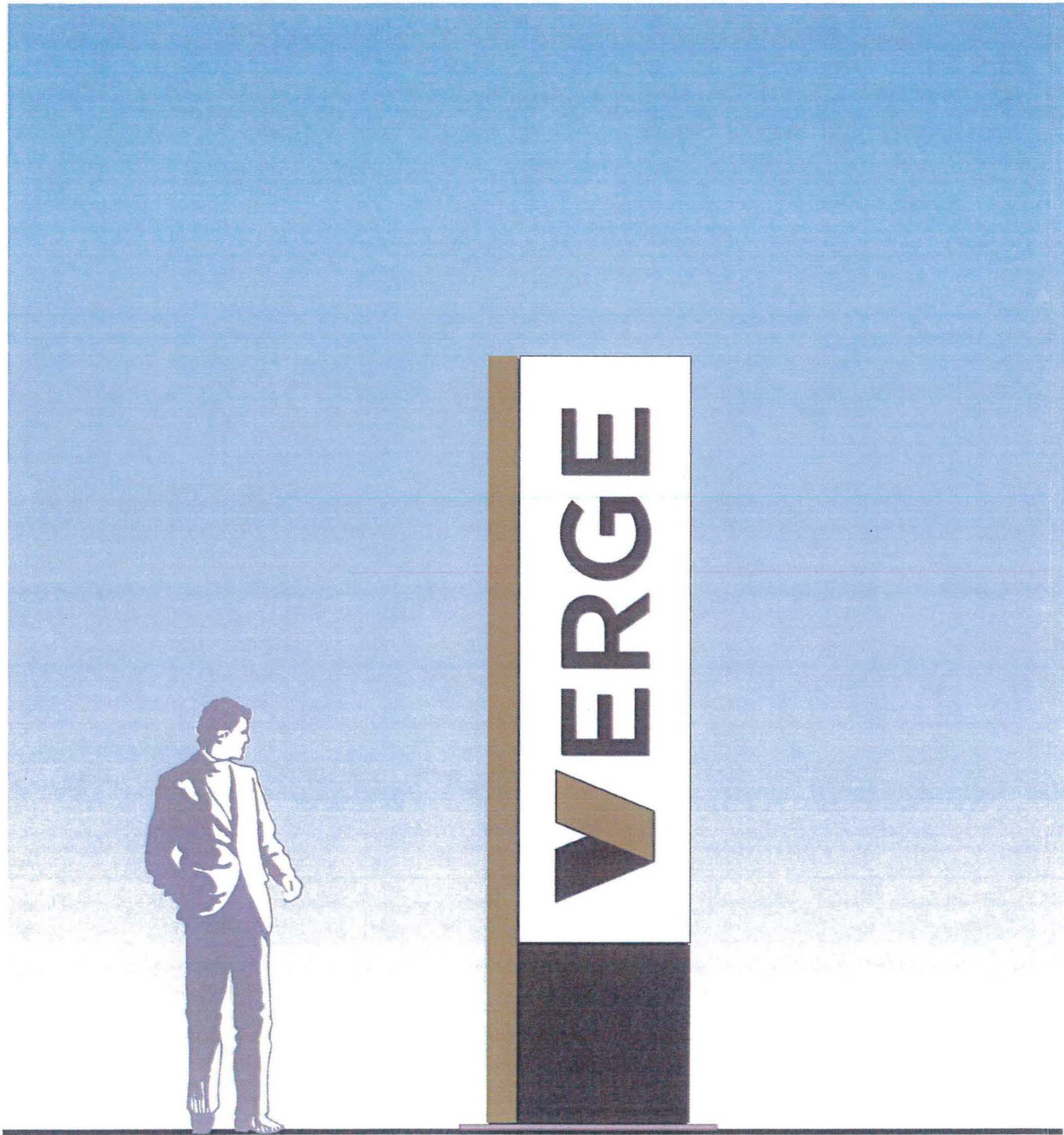


PLAN VIEW - PROJECT MAIN ENTRANCE
SCALE: 1" = 30'-0"

NOTE: PRIOR TO THE ISSUANCE OF ANY CONSTRUCTION PERMIT THE OWNER/PERMITEE SHALL SUBMIT A WATER POLLUTION CONTROL PLAN (WPCP). THE WPCP SHALL BE PREPARED IN ACCORDANCE WITH THE GUIDELINES IN APPENDIX G OF THE CITY'S STORM WATER STANDARDS.

NOTE: NO BUS STOP AT THIS PROPERTY

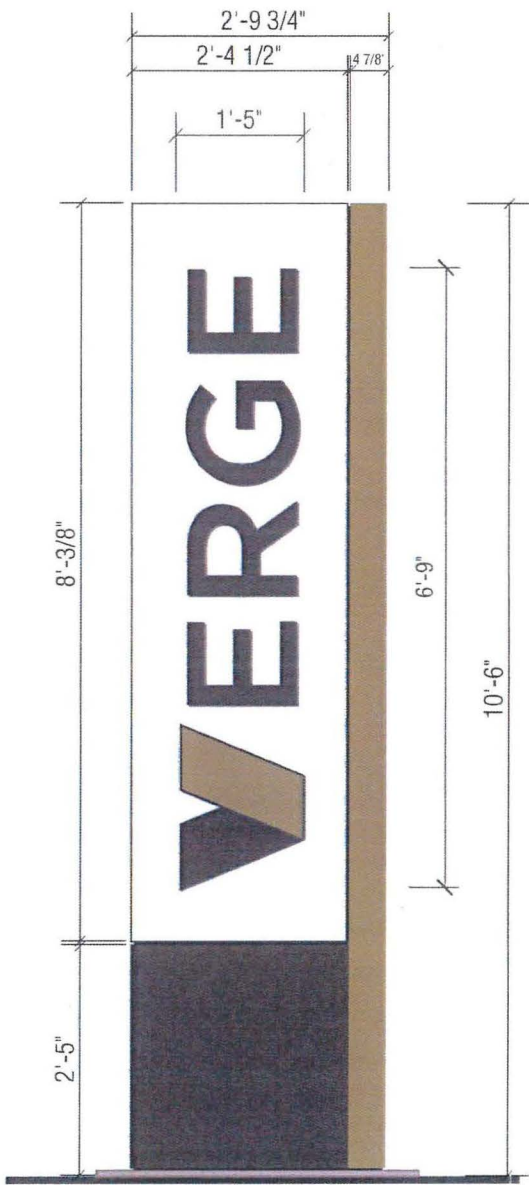
 GRAPHIC SOLUTIONS ENVIRONMENTAL GRAPHIC DESIGN 2952 MAIN ST. SAN DIEGO, CA 92113 TEL: (619) 235-1335 FAX: (619) 235-6018	MISSION GORGE APARTMENTS - PROJECT I.D. SIGN		DATE: 09/09/14	4 SHEET: 4 OF 7
	SIGN LOCATION DETAIL - PLANNED DEVELOPMENT PERMIT		REVISED: 01/20/15	
	File: Mission Gorge Apts DEVELOPMENT PERMIT.dwg		SCALE: 1/2" = 1'-0"	



FRONT VIEW - NORTH FACE
SCALE: 1/2" = 1'-0"

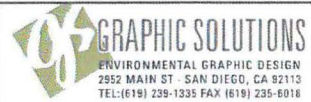


TOP VIEW



SOUTH FACE

FABRICATED ALUMINUM CABINET.
DIMENSIONAL CUT-OUT ALUMINUM
LETTERS.
PAINT FINISHED.
FRONT ILLUMINATED.
DOUBLE FACED.



MISSION GORGE APARTMENTS - PROJECT I.D. SIGN
SIGN DESIGN _ELEVATIONS - PLANNED DEVELOPMENT PERMIT
File: Mission Gorge Apts DEVELOPMENT PERMIT.ai

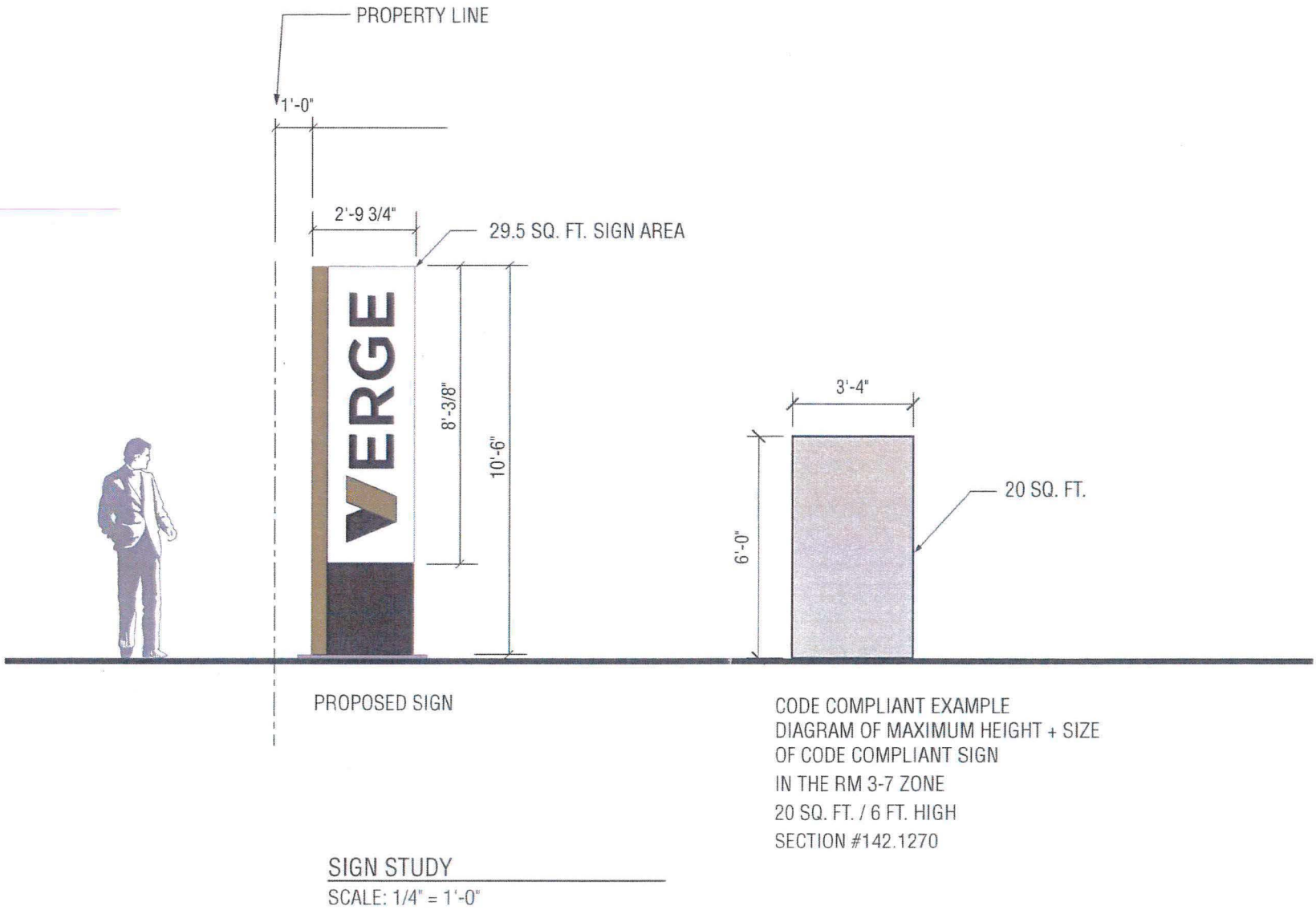
DATE: 09/09/14	SHEET: 5
REVISED: 12/15/14	5 OF 7
SCALE: 1/2"=1'-0"	

MISSION GORGE APARTMENTS

Comparison Matrix

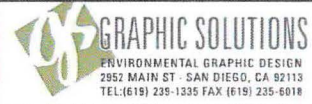
Date: December 11, 2014

SIGN	LOCATION	CRITERIA	PROPOSED	ALLOWED PER CITY SDMC	DEVIATION
1 Project Entry ID Monument Sign	Street: Mission Gorge Road Street Width: 102-106 feet Speed Limit: 45 mph Zone: RM3-7 Within Visibility Triangle: No	Quantity:	1	1	No deviation requested
		Height:	10.5 ft.	6 ft.	4.5 ft. height additional
		Area:	29.5 sq. ft.	20 sq. ft.	9.5 sq. ft. additional





PROJECT IDENTIFICATION SIGN



MISSION GORGE APARTMENTS - PROJECT I.D. SIGN

PERSPECTIVE VIEW - PLANNED DEVELOPMENT PERMIT

File: Mission Gorge Apts DEVELOPMENT PERMIT.dwg

DATE: 09/09/14
REVISED: 01/27/15
SCALE: 1/4" = 1'-0"

SHEET:
7
7 of 7