



STAFF REPORT 4/20/2022

TO: Planning Commission Chair and Commissioners

FROM: Nikki Gomez, Associate Planner

SUBJECT: Pueblo Viejo Villas Sign Program

SPECIFICS: The Sign Program for Pueblo Viejo Villas at 1279 6th Street (APN: 778-080-020) at the northeast corner of Cesar Chavez Street and 6th Street in the CG-PD (General Commercial-Planned Development) zone. 6th & Cesar Chavez CIC, LP (Applicant)

STAFF RECOMMENDATION:

Staff recommends that the Planning Commission adopt Resolution No. PC 2022-11 approving the Pueblo Viejo Villas Sign Program pursuant to the findings and conditions of approval contained in the resolution.

BACKGROUND:

The project site is located within a 2.61-acre site. The proposed sign program will establish the sign requirements for a previously approved project Architecture Review (AR) No. 19-08 for the construction of Pueblo Viejo Villas and Transit Hub. The Pueblo Viejo Villas is a newly constructed three-story mixed-use building consisting of 105 apartment units, and four 3,000 square feet of leasable commercial tenant space on the ground floor in the CG-PD (General Commercial – Planned Development) zone located at the northeast corner of Cesar Chavez and 6th Street. The sign proposed sign program does not include signage for the Transit Hub kiosk building shade structure, to be operated by Sunline Transit Agency.

DISCUSSION/ANALYSIS:

The applicant, 6th & Cesar Chavez CIC, LP, has submitted a request for a Sign Program for Pueblo Viejo Villas. Typically, a sign program accompanies the project plans through the entitlement



process, however it was not included as part of the AR No. 19-08. The sign program is necessary to ensure that the sign element is cohesive with the architecture theme of the downtown. The sign program will provide comprehensive design standard to assure consistency with quality, color, size, placement and configuration for signage and to provide for project identification and retail tenant identification.

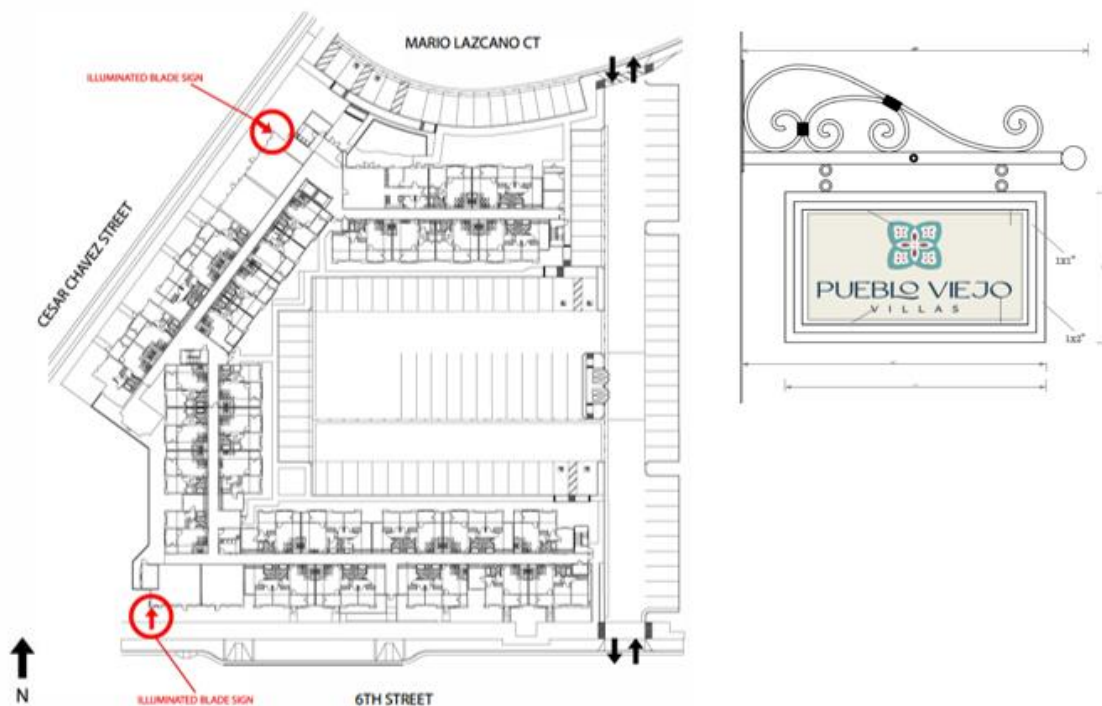
Sign Program:

The “Pueblo Viejo Villas” sign program includes design guidelines, construction requirements, project sign criteria, retail tenant sign criteria and process for sign submittal and approvals.

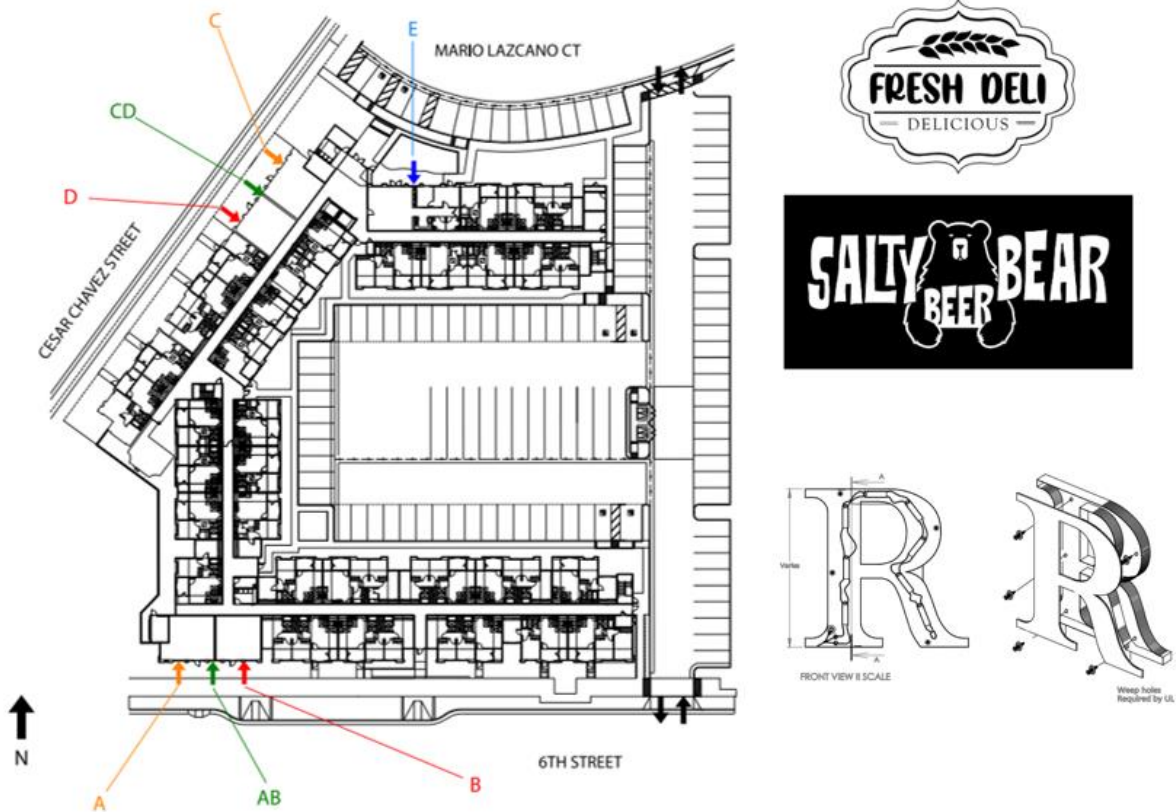
The design guidelines identifies the acceptable sign treatments, to show strong connection to the project architecture. The signs may be illuminated by backlighting behind each individual mounted letters and symbols (halo-lit) and by internally illuminating sign letters and sign (face-lit). Sign colors is to provide for the sufficient contrast against the background. Prohibited signs include but not limited to roof signs, abandoned signs, flag signs, internally illuminated box signs and more.

The construction requirements includes materials that are durable, rust-inhibited materials and must be new. The sign installation shall be finished with all joining materials (seams) to be unnoticeable, sign letters affixed to walls shall be executed with without visible means of attachment and any penetrations into building walls, where required, shall be made waterproof.

The project sign identification consists of two externally illuminated blade sign shown below made of painted acrylic letters and design on aluminum backing within a decorative steel sign frame located along Cesar Chavez Street and 6th Street. Secondary project identification sign may include address signage, suite number signs and other building code required signs.



The retail tenant sign identification criteria is for the future tenant occupying the four different ground floor suites, with two facing Cesar Chavez and two facing 6th Street. Each tenant occupying Suite A, B, C, D, is limited to one wall sign. Each tenant occupying two adjacent suites, A&B or C&D shall be one wall sign per frontage. Suite E is designated for the project leasing office. Each retail tenant identification sign shall be two square feet linear foot of lease frontage, or fifty square feet, whichever is less. Also, the tenant sign shall be channel letters and internally illuminated or



non-illuminated. There will be no exposed conduit, raceways or stand-alone sign cabinets allowed for tenant identification sign. Window signs shall be limited only to tenant storefront windows. All window signage combined must not occupy more than 1/3 the area of the window frontage. Ancillary signs such as tenant door signs and delivery entrance identification signs are allowed. Temporary signage are also allowed such as temporary identification banner with period of time not to exceed 30 consecutive days.

The required submittals and approvals shall follow formal submittal process submitted to the owner or his authorized agent who will review for conformance with the sign program. Upon the approval of the owner, the sign application will be submitted to the City for approval and obtain permit to the Building Permit Application process.

Environmental Setting:

The subject site is a newly built mixed-use project within the downtown area surrounded by urban uses, with adjoining zoning and land uses as follows:

North: Future Transit Hub, CG-PD, General Commercial-Planned Development

South: Vacant Properties, C-G, General Commercial

East: Secondhand Car Dealership, C-G, General Commercial

West: DPSS Building, C-G, General Commercial

ENVIRONMENTAL REVIEW:

Staff has determined that the proposed project is categorically exempt from environmental review pursuant to the guidelines of the California Environmental Quality Act as “Accessory Structures-On premise signs” (CEQA Guidelines, Section 15311).

RECOMMENDATIONS

1. Based on the analysis contained herein and the findings listed below, staff is recommending that the Planning Commission adopt Resolution No. PC 2022-11, approving Pueblo Viejo Villas Sign Program with the findings and conditions.
2. Deny the proposed project.
3. Continue this item and provide staff and the applicant with direction.

Attachments:

1. Resolution No. PC 2022-11
Exhibit A – Sign Program
2. Vicinity Map