



## Legislation Text

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**File #:** 21-1618, **Version:** 1

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**FROM:**

Planning Department

**TITLE:**

Master Case No. 22-109 and Design Review Sign No. 22-041 - a request to establish a sign program for the Northgate Plaza located on approximately 7.04 acres.

**RECOMMENDATION:**

Based on the information in the staff report and subject to the attached Findings and Conditions of Approval, staff recommends that the Planning Commission adopt Resolution PC No. 2022-\_\_\_; and,

1. Determine that the proposed project is exempt pursuant to Section 15301 (Class No. 1, Existing Facilities) of the California Environmental Quality Act (CEQA) and Section No. 3.22 of the 2019 Local Guidelines for Implementing CEQA, and direct staff to file a Notice of Exemption; and,
2. Approve Design Review Sign No. 22-041

**APPLICANT:**

Promotional Signs, Inc.  
3301 S. Susan St.  
Santa Ana, CA 92704

**LOCATION:**

9630 Sierra Avenue and 16856 San Bernardino Avenue (APN: 0193-251-43 and -44)

**REQUEST:**

Design Review Sign No. 22-041 - a request to establish a sign program for the Northgate Plaza property located on approximately 7.04 acres on the west side of Sierra Avenue, north side of San Bernardino Avenue.

**PROJECT PLANNER:**

Alexia De La Torre, Assistant Planner

**BACKGROUND INFORMATION:**

- A. September 15, 2020: The Planning Commission recommended approval for Master Case No. 20-016, Design Review Project No. 20-002, Tentative Parcel map No. 20203 (TPM No. 20-003), Zone Change 20-005 for development of the Northgate Plaza.
- B. October 27, 2020: Master Case No. 20-016, Design Review Project No. 20-002, Tentative Parcel map No. 20203, Zone Change 20-005 was approved by the City Council for development of the Northgate Plaza.
- C. September 21, 2021: The Planning Commission approved a revision to Tentative Parcel Map

No. 20203 (TPM No. 20-003R1), approved Minor Use Permit No. 20-007 and Administrative Site Plan No. 21-022 for the construction of a drive-through restaurant and approved Administrative Site Plan No. 21-023 for the construction of a multi-tenant pad all within the Northgate Plaza.

	<u>General Plan</u>	<u>Zoning /Overlay</u>	<u>Existing Land Use</u>
Site:	WMXU-1 (Walkable Mixed Use Corridor and Downtown)	Form Based Code (FBC) Sierra Gateway subdistrict	Under Construction
North:	WMXU-1 (Walkable Mixed Use Corridor and Downtown)	Form Based Code (FBC) Sierra Gateway & Transitional subdistrict	Multi-Family, Tire Shop & Car Wash
South:	Public Facilities (P-PF)	Form Based Code (FBC) Sierra Gateway subdistrict	Multi-Family & Kaiser Medical Office
East:	WMXU-1 (Walkable Mixed Use Corridor and Downtown)	Form Based Code (FBC) Sierra Gateway subdistrict	Offices, Restaurants, and Retail
West:	WMXU-1 (Walkable Mixed Use Corridor and Downtown)	Form Based Code (FBC) Multi-Family subdistrict	Multi-Family

## **PROJECT DESCRIPTION:**

A. Site Area: Approximately 7.04 adjusted gross acres

B. Proposed Development Standards:

The following is a summary of the proposed sign criteria identified in the sign program:

<b>Sign Type</b>	<b>Characteristics</b>
Anchor Tenant Wall Signs	Two (2) primary signs and six (6) secondary/subtenant signs ranging between Secondary/subtenant signs ranging between 30 sq. ft. - 55 sq. ft. maximum Primary sign 250 sq. ft. maximum
Multi-tenant Pad	One (1) primary sign per tenant per street or parking lot elevation with a maximum of four (4) per tenant Two (2) sq. ft. per linear feet of lease frontage
Building 3 Pad	One (1) primary sign per tenant per street or parking lot facing elevation with a maximum of (2) per tenant Two (2) square feet per linear foot of lease frontage

Drive-Thru Pad Tenant	One (1) business identification per street or parking lot facing elevation with a maximum of four (4) signs Two (2) square feet per linear foot of lease frontage not to exceed 132 square feet
Center Identification Sign	One (1) single-sided sign Not to exceed 16 feet in height with the letter height not to exceed 3 feet.
Multi-tenant Monument Signs	Two (2) double sided monument signs with a total of four (4) panels per side Sign area not to exceed 30 sq. ft. on each side and height not to exceed 6'-3"
Multi-tenant Pylon Sign	One (1) double-sided sign with an LED display of 200 square feet on each side Height not to exceed 31 feet

**ANALYSIS:**

The applicant, Promotional Signs, Inc., is requesting a design review sign application for the site and architectural review of a new sign program that will create a unique and vibrant sign program with custom site-specific standards throughout the commercial center. The proposed sign program helps to integrate the design of signs with the overall building and landscape design to form an architectural statement. The applicant used common design elements from the approved buildings to create signs that are creative and unique to the Northgate Plaza. The project site is a rectangularly-shaped parcel located on the west side of Sierra Avenue and on the north side of San Bernardino Avenue.

**Design Review Sign No. 22-041**

As previously discussed, there are provisions to allow sign programs for shopping centers that are larger than six (6) acres. The sign program will now govern all future signage for the shopping center and meets the provisions of the chapter regarding sign programs including the purpose, applicability, and requirements to form a sign program.

The Northgate Plaza is a mixed-use property located on an approximately 7.04 acre that fronts Sierra Avenue and San Bernardino Avenue. The site is currently under construction for the newly approved Northgate Market and various pads. The applicant is proposing a sign program that will govern the signage on this site and will result in signage that will be proportional to the building sizes/heights. The sign program will function to provide unique and vibrant signage to the Northgate Plaza by using custom tailored site-specific standards that will complement the new shopping center. The applicant is proposing a pylon and monument signs that contains Spanish architectural details that will complement the buildings on site. To exemplify the common Spanish theme, the applicant will be using colored plaster as the main material in addition to decorative Spanish cotto tile and colorful hacienda tiles on the proposed pylon and monument signs. The applicant is proposing a decorative pylon sign with an electric message board component that will contain a sign area of 200 square feet on each side that will display onsite signage as well as feature City related advertisement. The applicant is also proposing a creative multi-ptylon sign with individual letters that spell "Northgate Plaza". This sign will also utilize decorative Spanish cotto tile. This sign will serve to give the

shopping center a unique identity. The Northgate Plaza is a new shopping center that will have new and creative signage that will complement the shopping center.

**MOTION:**

Approve staff recommendation.

**ATTACHMENTS:**

1. Vicinity Map
2. Project Plans
3. Planning Commission Resolution, Findings, and Conditions of Approval
4. Notice of Exemption
5. Public Hearing Notice