

PLN-11-00005
**APPROVAL OF
 REVISION(S) ONLY**

Sign Program Table for 9400-9436 Firestone Blvd

Maximum sign area for all wall signs (per tenant): 1.5 sq ft per lineal foot of tenant frontage			
	Maximum allowable	Existing sign area	Proposed sign area
Building No. 1 (t-mobile)			
<ul style="list-style-type: none"> Wall sign: tenant 1 (T-Mobile) Wall sign: tenant 2 (Citi-financial) 	45' x 1.5 = 78 sq. ft. 52' x 1.5 = 93 sq. ft.	Tenant 1: 42" x 18' = 63 sq. ft. Entry: 3' x 5' = 15 sq. ft. Tenant 2: 42" x 13' = 45.5 sq. ft. Entry: 3' x 5' = 15 sq. ft.	n/a (see note below)
<ul style="list-style-type: none"> 2 Monument signs 	38 sq. ft. each (1/3 sq. ft. of 114' building frontage) and 8 feet in height	5' x 8' = 40 sq. ft. each	n/a (see note below)
Building No. 2			
<ul style="list-style-type: none"> Wall sign (5 tenant spaces) 	1) 28' x 1.5 = 42 sq. ft. 2) 25' x 1.5 = 37.5 sq. ft. 3) 26' x 1.5 = 39 sq. ft. 4) 25' x 1.5 = 37.5 sq. ft. 5) 32' x 1.5 = 48 sq. ft.	3' x 12' = 36 sq. ft. 3' x 12' = 36 sq. ft. 3' x 12' = 36 sq. ft. 3' x 12' = 36 sq. ft. 3' x 15' = 45 sq. ft.	n/a (see note below)
<ul style="list-style-type: none"> Monument sign #4 (facing Firestone) 	45.5 sq. ft. (1/3 sq. ft. of 136.5' building frontage) and 8 feet in height	5' x 8' = 40 sq. ft.	Increase to a six-tenant sign monument
Building No. 3			
<ul style="list-style-type: none"> Wall sign (5 tenant spaces) 	1) 24' x 1.5 = 36 sq. ft. 2) 24' x 1.5 = 36 sq. ft. 3) 24' x 1.5 = 36 sq. ft. 4) 24' x 1.5 = 36 sq. ft. 5) 28' x 1.5 = 42 sq. ft.	3' x 12' 36 sq. ft. 3' x 12' 36 sq. ft. 3' x 12' 36 sq. ft. 3' x 12' 36 sq. ft. 3' x 12' 36 sq. ft.	n/a (see note below)
<ul style="list-style-type: none"> Monument sign #1 (facing Woodruff) 	41 sq. ft. (1/3 sq. ft. of 124' building frontage) 8 feet in height	5' x 8' = 40 sq. ft.	Increase to a six-tenant sign monument
TOTAL	842.62 Sq. Ft.	667.5 Sq. Ft.	

Note: All individual tenant signs shall be brought into compliance with the Planned Sign Program at such time that the tenant's lease is renewed or when any changes are proposed to the sign, whichever occurs first.

All corporate trademarks and logos are exempted from this Planned Sign Program.

Proposed Colors and Materials

	Colors	Materials
<ul style="list-style-type: none"> Cabinet wall sign and monument sign 	Font: Blue, Yellow, Red, Back Background: White acrylic	Vinyl letters or digital print decals

Firewood Plaza

9400 Firestone Blvd.

Sign Program

April 14 2011

PLN-11-00005

RECEIVED

APR 28 2011

PLANNING



A&M Sign Corporation

1938 Doreen Ave. S. El Monte CA. 91733
Office: 626-444-8214 Fax: 626-444-8432
achavez100@aol.com

Firewood Plaza

9400 Firestone Blvd.

Approval Process

The Landlord has engaged the services of a SIGN CONSULTANT for the entire project who will assist in the review and approval of Tenant sign submissions and insure their conformance to the project's overall SIGN CRITERIA.

At least thirty (30) days prior to the Landlord's scheduled delivery of the premises, Tenant shall provide the following information to the Landlord for review.

Note: This information is separate from sign approval submission and store design and drawing submissions, and will be used to begin the sign design process.

Store Name;

Store Logo(in color with color identified);

Store Interior Materials, Colors and Finishes.

Allowing reasonable time for Landlord's review and Tenant's revision of submission in advance of sign fabrication, Tenant shall submit for Landlord's approval, three (3) sets of complete and fully dimensioned shop drawings of the Tenant's sign to the Landlord's Tenant coordinator.

Shop drawings shall include at least the following: Tenant's entire building facade elevation, showing the proposed sign, in color drawing to scale.

Storefront (partial building) elevation showing the location, size, color, construction and installation details of the Tenant's proposed sign. Typical "section-thouh" sign panel showing the dimensioned projection of the sign and the illumination method.

Color and material samples together with a photograph (if possible) of a similar installation.

The Tenant is responsible to ensure that all proposed signs are compliant with this Sign Program and the Downey Municipal Code.

Within ten (10) days of receipt of the sign submission, the Landlord will approve, as noted, or disapprove with comments the Tenant's sign design. Tenant must respond to the Landlord's comments and re-submit within fourteen (14) calendar days, and repeat this process until all sign design, fabrication and installation issues are resolved to the Landlord's satisfaction.

Upon receipt final sign approval form the Landlord, Tenant shall submit two (2) sets of colored drawings of the proposed sign(s) to the City of Downey, CA for fabrication and installation permits. Tenants are required to provide one (1) set of the City approved drawings to the Landlord prior to permit issuance and installation.

Firewood Plaza

9400 Firestone Blvd.

Fabrication

The Tenant must insure that his sign fabricator and installer understand their responsibilities before they begin the sign fabrication.

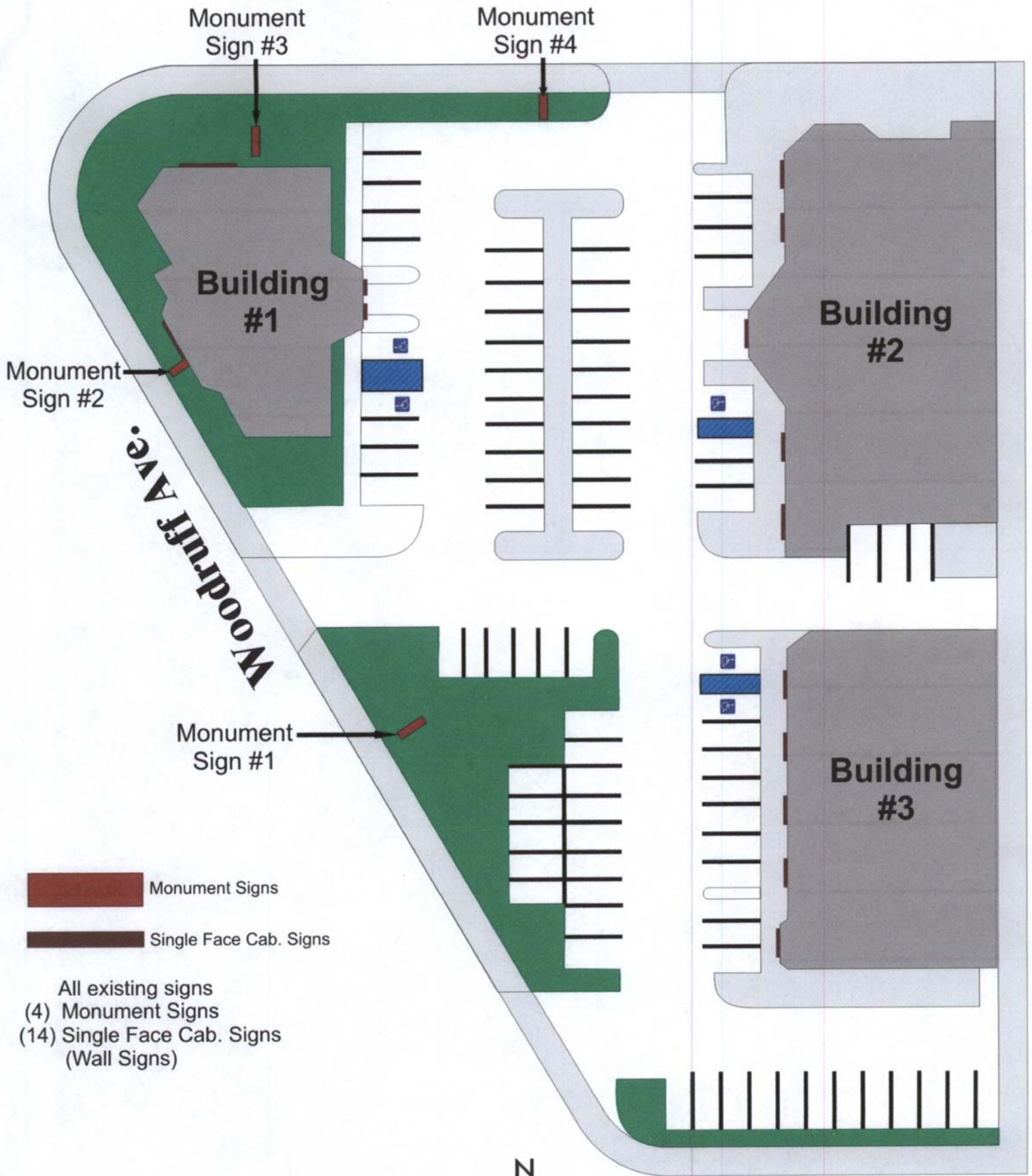
The Tenant's sign contractor is responsible for the following.

- 1) Sign must be fabricated of aluminum or durable appropriate weather resistant materials complementary to the base building materials.
- 2) Dissimilar metals used in sign fabrication shall be separated with non-conductive gaskets to avoid electrolysis. Additionally stainless steel fasteners shall be used to attach dissimilar metals.
- 3) Threaded rods or anchor bolts shall be used to mount sign. Angle brackets attached to exterior of sign will NOT be permitted.
- 4) Colors, materials, finishes, shall exactly match those submitted to and approved by the Landlord.
- 5) Visible welds and seams shall be ground smooth and filled with auto body compound before painting.
- 6) No fasteners, rivets, screws or other attachment devise shall be visible from any public vantage point.
- 7) Finished metal surfaces shall be free from canning and warping. All signs finishes shall be free of dust, orange peel, drips and runs and shall have a uniform surface conforming to the highest industry standards.
- 8) All components and wiring must be U.L. listed approved.

Installation

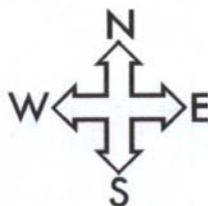
The Tenant's sign installer will provide the following:

- 1) Provide the Landlord with an original certificate of insurance naming the Landlord as an additional insured for liability coverage in an amount required by Landlord.
- 2) Obtain all required sign permits from the City of Downey, California and deliver copies to the Landlord before installing any sign.
- 3) Keep a Landlord approved set of sign drawings on site when installing the sign(s)
- 4) Warrant the sign(s) against latent defects in materials and workmanship for a minimum of one (1) year.
- 5) Tenant shall obtain all necessary inspections and obtain permit final.
- 6) Tenant is responsible for patching all holes and paint to match building when removing a sign.



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Nance St.

Sign Program Table

Maximum sign area for all wall signs (per tenant): 1.5 sq ft per lineal foot of tenant frontage			
	Maximum allowable	Existing sign area	Proposed sign area
Building No. 1 (t-mobile)			
<ul style="list-style-type: none"> Wall sign: tenant 1 Wall sign: tenant 2 	45' ¹ x 1.5 = 67.5 sq. ft. 52' ¹ x 1.5 = 78 sq. ft.	Tenant 1 - 42"x18'= 63 Sq. ft. Tenant 2 - 42"x13'= 45.5 Sq. ft.	n/a (see note below)
<ul style="list-style-type: none"> 2 Monument signs 	32 sq. ft. (1/3 sq. ft. of 114' building frontage) 8 feet in height	5' x 8' 40 sq. ft.	n/a (see note below)
Building No. 2			
<ul style="list-style-type: none"> Wall sign (5 tenant spaces) 	1) 28' x 1.5 = 42 sq. ft. 2) 25' x 1.5 = 37.5 sq. ft. 3) 26' x 1.5 = 39 sq. ft. 4) 25' x 1.5 = 37.5 sq. ft. 5) 32' x 1.5 = 48 sq. ft.	3' x 12' = 36 sq. ft. 3' x 12' = 36 sq. ft. 3' x 12' = 36 sq. ft. 3' x 12' = 36 sq. ft. 3' x 15' = 45 sq. ft.	n/a (see note below)
<ul style="list-style-type: none"> Monument sign #4 (facing Firestone) 	45.5 sq. ft. (1/3 sq. ft. of 136.5' building frontage) 8 feet in height	5' x 8' 40 sq. ft.	Increase to a Within existing Six-tenant sign monument
Building No. 3			
<ul style="list-style-type: none"> Wall sign (5 tenant spaces) 	1) 24' x 1.5 = 36 sq. ft. 2) 24' x 1.5 = 36 sq. ft. 3) 24' x 1.5 = 36 sq. ft. 4) 24' x 1.5 = 36 sq. ft. 5) 28' x 1.5 = 42 sq. ft.	3' x 12' 36 sq. ft. 3' x 12' 36 sq. ft. 3' x 12' 36 sq. ft. 3' x 12' 36 sq. ft. 3' x 12' 36 sq. ft.	n/a (see note below)
<ul style="list-style-type: none"> Monument sign #1 (facing Woodruff) 	41 sq. ft. (1/3 sq. ft. of 124' building frontage) 8 feet in height	5' x 8' 40 sq. ft.	Increase to a within existing six-tenant sign monument
TOTAL	842.62 Sq. Ft.	597.5 Sq. Ft.	

Note: All individual tenant signs shall be brought into compliance with the Planned Sign Program at such time that the tenant's lease is renewed or when any changes are proposed to the sign, whichever occurs first.

Building #1



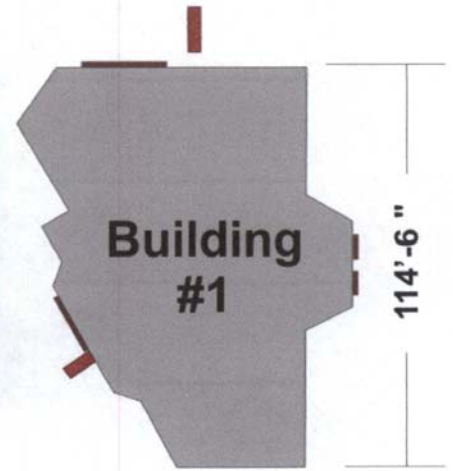
Parking



Woodruff Ave.



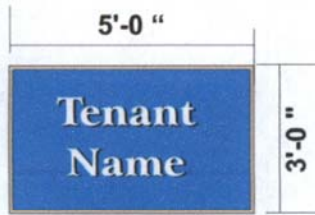
Firestone Blvd.



Maximum area for all permitted signs not to exceed 2.25 Sq. Ft. per each lineal foot of building frontage per each individual business.

$2.25 \times 114.5 = 257.6$ Sq. Ft. Total sign area for all permitted signs on primary elevation.

Existing Sq. Ft. on this building including monument is 226.5 total



Existing single face cab. signs to remain on building

- Building #1 has
- (2) Cabinet signs 3' x 5'



Building #1 has

- (1) Cabinet signs 3'6" x 13'
- (1) Cabinet sign 3'6" x 18'

Tenant can only do refacing to existing cabinet



Monument #2



Monument #3

Existing Monument Signs To Remain

Building #2

136'-8 "



Maximum area for all permitted signs not to exceed 2.25 Sq. Ft. per each lineal foot of building frontage per each individual business.

2.25 x 136.8 = 307.8 Sq. Ft. Total sign area for all permitted signs on primary elevation.

Existing Sq. Ft. on this building including monument is 233. total



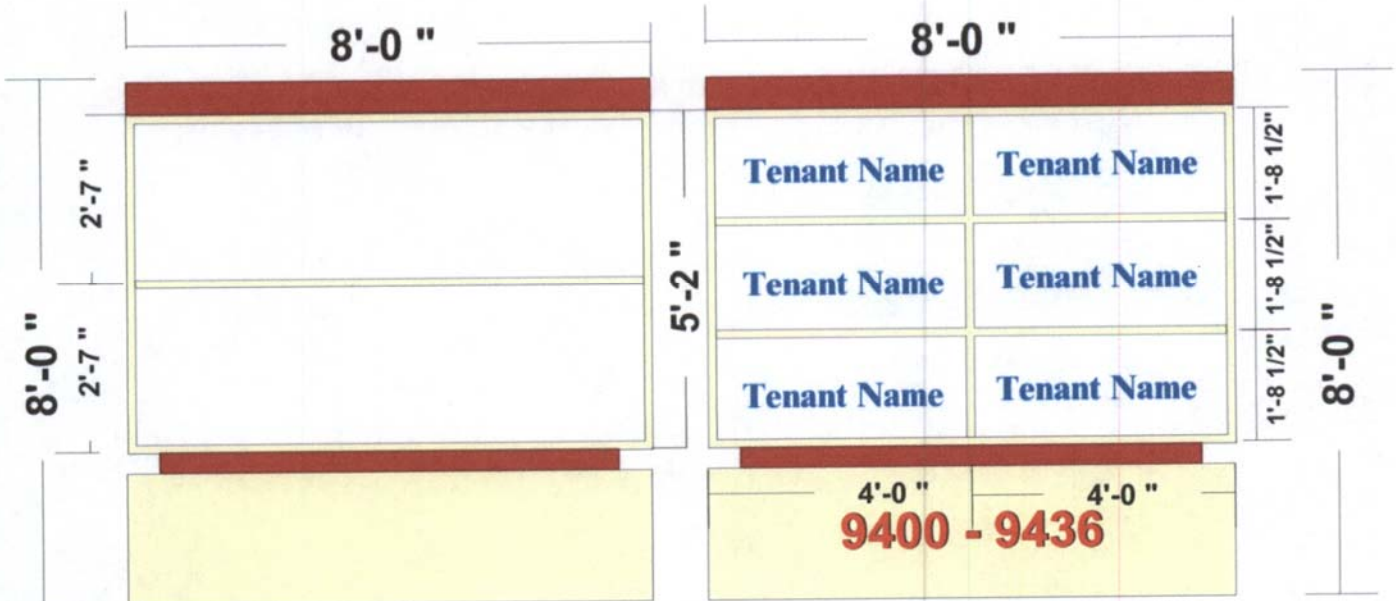
Monument #4
(Proposed to modify)



Existing single face
cab. signs to remain on building

- Building #2 has**
- (4) Cabinet signs 3' x 12'
 - (1) Cabinet sign 3' x 15'

Tenant can only do refacing to
existing cabinet



Existing Monument #4

Proposed Monument #4

**10" Tall foam letters to be add
for address #**

Building #3



Maximum area for all permitted signs not to exceed 2.25 Sq. Ft. per each lineal foot of building frontage per each individual business.

$2.25 \times 124 = 279$ Sq. Ft. Total sign area for all permitted signs on primary elevation.

Existing Sq. Ft. on this building including monument is 224 total

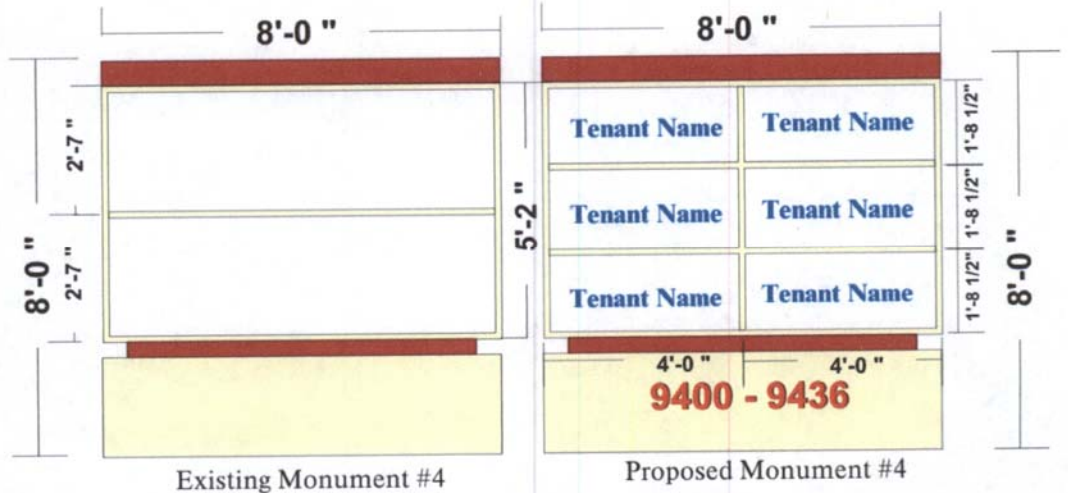


**Building #3 has
(5) Cabinet signs 3' x 12'**

Tenant can only do refacing to existing cabinet



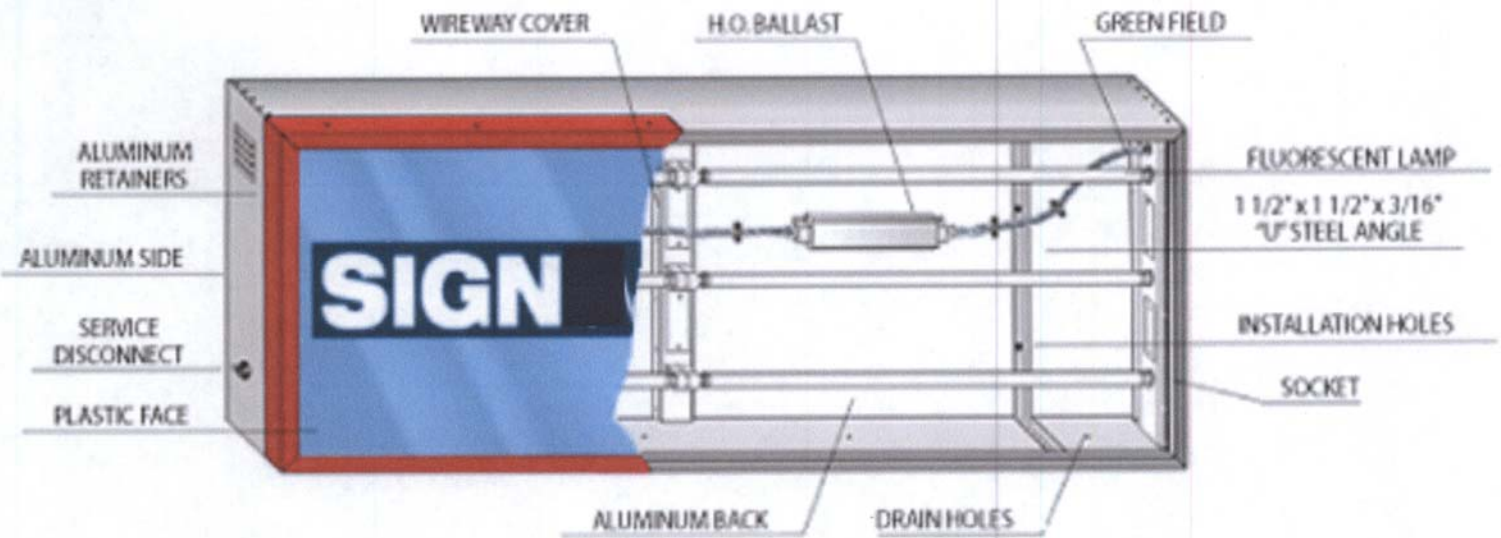
Monument #1
(Proposed to modify)



10" Tall foam letters to be add for address #

Set of foam letters to be 10" tall x 2" deep and to read address #
Plexiglas to be red and to be affixed to base of monument w/clear silicone

Single Face Cab. Sign Details



Existing Cab. Signs On

Building #1

- (2) 3' x 5' Single Face Sign
- (1) 42" x 18' Single Face Sign
- (1) 42" x 13' Single Face Sign

Building #2

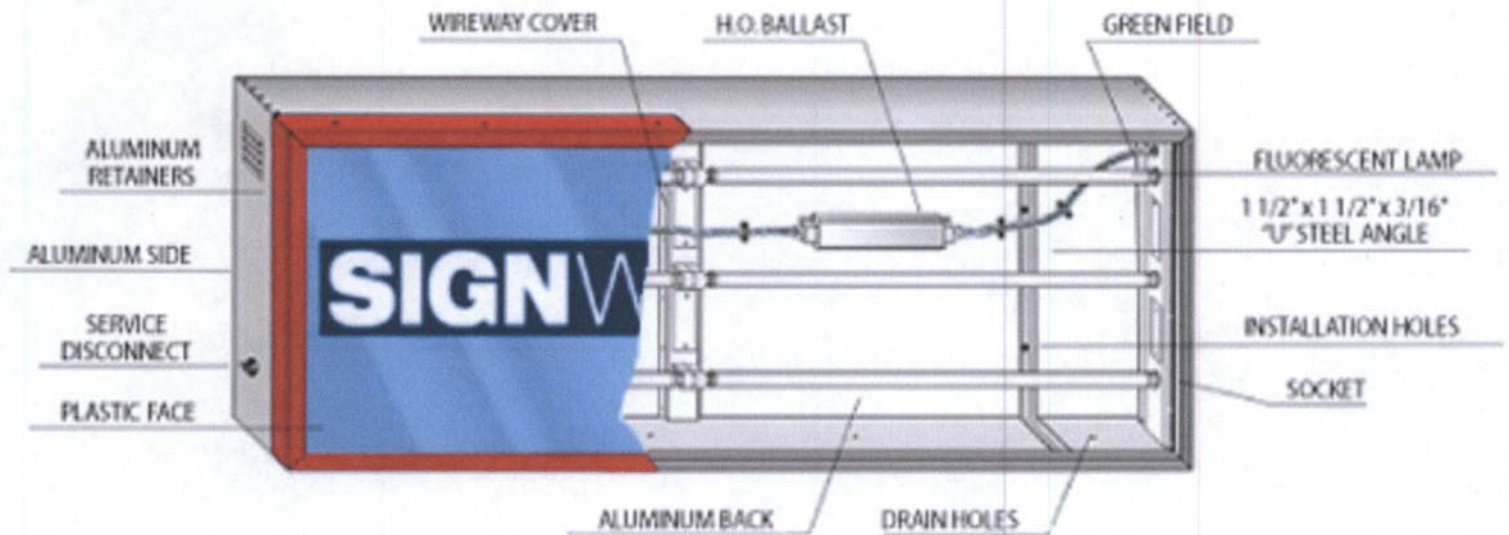
- (4) 3' x 12' Single Face Sign
- (1) 3' x 15' Single Face Sign

Building #3

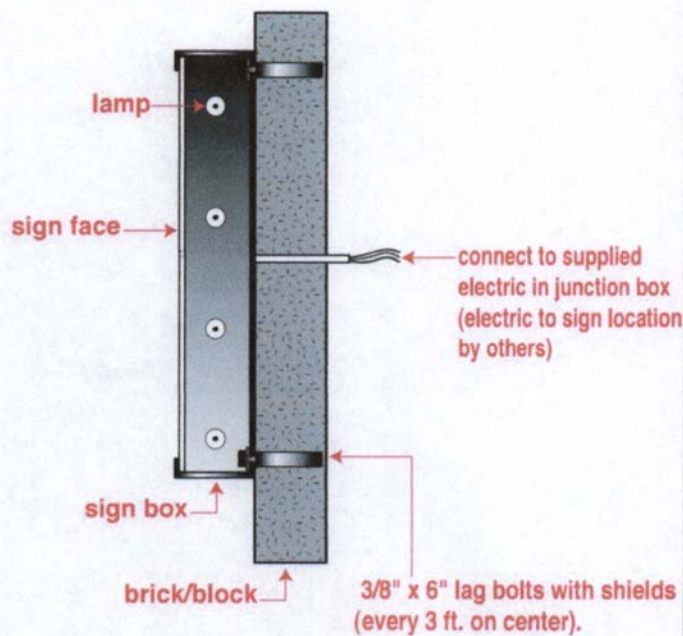
- (5) 3' x 12' Single Face Sign

All cab. Signs to be brown and to be internally illuminated w/fluorescent lamps and U.L. listed approved.

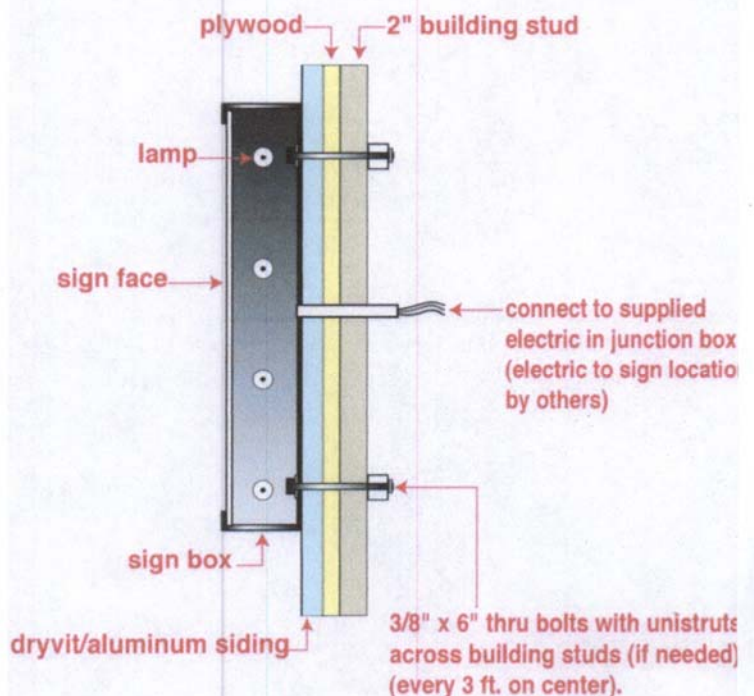
Cabinet Sign Installation details



Outdoor Sign Cabinet - Install - Lag Bolt



Outdoor Sign Cabinet - Install - Thru Bolt





Commissioner Murray commented that although the disposal of this property will be an inconvenience to the adjacent businesses, they are aware of the proposal and didn't show up (tonight). He noted that he had even spoken to one of them personally. Commissioner Murray noted that he did not want to impede the progress of the project; that the project was just too big. He pointed out that those businesses along Downey would benefit from the 50-plus residents that would be living at the facility.

It was moved by Commissioner Murray, seconded by Commissioner Garcia and passed by a vote of 3-1-1, with Commissioners Garcia, Murray and Lujan voting "Yes", Commissioner Morales absent, and Chairman Kiefer voting "No", to adopt a Minute Action, finding the disposal of the City-owned property to be in conformance with the General Plan.

VII. PUBLIC HEARING ITEMS:

1. **PLN-11-00005 (PLANNED SIGN PROGRAM)**

Location: 9400-9436 Firestone Boulevard
 Owner/Applicant: Farsam Samadi, Farsam Capital Group LLC
 Authorized Agent: Sean Samadi, Farsam Capital Group LLC
 Staff: Kevin Nguyen
 CEQA: As required by the California Environmental Quality Act (CEQA), this request has been found to be Categorical Exempt from CEQA, per CEQA Guidelines, Section 15301, (Class 1, Existing Facilities).
 Request: A requested Planned Sign Program to approve the size, location and appearance of the signs within a multi-tenant commercial shopping center on property zoned C-2 (General Commercial).

Chairman Kiefer opened the public hearing for PLN-11-00005 (Planned Sign Program). Ms. Donahue affirmed proof of publication.

Kevin Nguyen, Assistant Planner, presented staff's report and accompanying PowerPoint. He indicated staff was able to support the request as requested, since the only change to the existing monument signs will be the number of tenants on the sign will increase from two to six on each of the two monument signs shown on the site plan and labeled numbers 1 & 4.

Chairman Kiefer clarified the height of the (existing) monument signs is eight (8') feet, including the base and it will not be structurally modified.

Sean Samadi, applicant's agent addressed the Commission, noting that staff had provided the report accurately and he had nothing more to add. He stated that it was their intent to provide better visibility of the existing tenants to the street traffic along Firestone Boulevard and Woodruff Avenue. Mr. Samadi stated that he had read and agreed to all recommended conditions of approval.

Chairman Kiefer asked staff if any correspondence had been received on this matter. Mr. Nguyen responded, one letter had been received and had been included in staff's report. It did not, however, address any actual concerns related to the sign request.

Chairman Kiefer invited members of the audience to address the Commission. No one came forward at this time.

Planning Commission discussion:

Commissioner Murray stated that he supported the requested sign changes, noting it falls within the Code. He commented that he was disgusted by the correspondence from the resident which had been included in the Commissioners' packets, whereby he made racial slurs against persons of Iranian, Iraqi, Palestinian descent, based on the name of the applicant. He stated that he has family with Middle Eastern descent and found this person's comments very offensive.



Commissioners Garcia and Lujan echoed their support.

Chairman Kiefer stated that he was in favor; believed the signs would enhance the property and provide additional marketing support.

It was moved by Commissioner Lujan, seconded by Commissioner Murray and passed by a vote of 4-0-1, with Commissioner Morales absent, to adopt Resolution No. 11-2714 approving PLN-11-00005 (Sign).

Chairman Kiefer stated the action of the Planning Commission will be final unless the matter is appealed to the City Council, with the appropriate fee, within the specified time period as set forth in the City's Ordinance.

2. **PLN-11-00107 (SPECIAL EVENT)**

Location: 10830 Downey Avenue
 Owner/Applicant: Saint George Greek Orthodox Church, Inc.
 Authorized Agent: Christina Davilas
 Staff: Kevin Nguyen
 CEQA: As required by the California Environmental Quality Act (CEQA), this request has been found to be Categorically Exempt from CEQA, per CEQA Guidelines, Section 15304 (Class 4, Minor Alterations to Land).
 Request: A requested Special Event to allow an annual carnival, which will include: kids' zone, music and dance performances, along with a variety of food and alcoholic beverages at the Saint George Greek Orthodox Church for Saturday, June 4 and Sunday June 5, on property zoned DDSP (Downtown Downey Specific Plan).

Chairman Kiefer opened the public hearing for Special Event, PLN-11-00107. Ms. Donahue affirmed proof of publication.

Assistant Planner, Kevin Nguyen presented staff's report and accompanying PowerPoint for the proposed annual carnival and noted staff supported the requested special event with the conditions of approval as provided in the attached Resolution, No. 11-2715. Mr. Nguyen pointed out additional nearby parking lots that had been secured that have been provided near to the site. In addition, he noted that three on-site security personnel would be attendance.

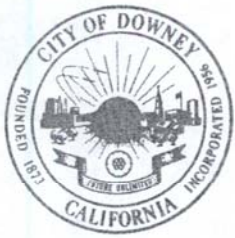
Christina Davilas, 10925 Pangborn Avenue, Downey addressed the Commission. She stated that she had nothing to add, other than that they had no problems or complaints made to the police at last year's event. In addition she responded that they had reviewed staff's recommendation and conditions of approval, and she stated they were in agreement. She affirmed that their annual event has gone on for 30 years.

Commissioner Murray reminded Ms. Davilas that it is requested that church staff pick up trash after attendees depart. Ms. Davilas fully agreed. She added that they have letters from the neighboring churches to allow their patrons to use those parking lots.

Chairman Kiefer asked if any correspondence had been received. Mr. Nguyen stated that no correspondence had been received on this item.

Chairman Kiefer invited members of the audience to address the Commission. There were no persons coming forward at this time.

Chairman Kiefer closed the public hearing.



City of Downey

FUTURE UNLIMITED

June 3, 2011

Sean Samadi
Farsam Capital Group LLC
P. O. Box 241664
Los Angeles, CA 90024

**SUBJECT: APPLICATION IS APPROVED
PLN-11-00005 (SIGN PROGRAM): A REQUEST TO APPROVE A PLANNED
SIGN PROGRAM FOR PROPERTY LOCATED AT 9400-9436 FIRESTONE
BLVD, DOWNEY, CALIFORNIA**

Dear Mr. Samadi,

The Planning Commission, at their regular meeting held June 1, 2011, considered your requested PLN-11-00005; a request to regulate the size, location and appearance of the signs within a multi-tenant commercial shopping center at 9400-9436 Firestone Boulevard, and zoned C-2 (General Commercial).

It was the decision of the Commission, based on factual data and testimony presented, to approve your request. Therefore, Resolution No. 11-2714 is enclosed, reflecting conditions imposed upon your project, along with a stamped set of approved Sign Program. The decision of the Commission will become final after 15 days following the hearing date, unless an appeal is filed, in writing and with the appropriate fee, in the City Clerk's office.

If you have any further questions, please feel free to call me at (562) 904-7160.

RESOLUTION NO. 11-2714

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF DOWNEY APPROVING PLN-11-00005, REGARDING A PLANNED SIGN PROGRAM TO REGULATE THE SIZE, LOCATION AND APPEARANCE OF THE SIGNS WITHIN A MULTI-TENANT COMMERCIAL SHOPPING CENTER AT 9400-9436 FIRESTONE BOULEVARD, AND ZONED C-2 (GENERAL COMMERCIAL)

THE PLANNING COMMISSION OF THE CITY OF DOWNEY DOES RESOLVE AS FOLLOWS:

SECTION 1. The Planning Commission of the City of Downey does hereby find, determine and declare that:

- A. An application was filed by Sean Samadi, (authorized agent for the property owner, and hereinafter referred to as "Applicant"), requesting approval of PLN-11-00005 (Sign Program), for the size, location and appearance of the signs within the existing multi-tenant commercial property.
- B. On May 20, 2011, notice of the pending public hearing was sent to all property owners within 500' of the subject site and the notice was published in the *Downey Patriot*; and,
- C. The Planning Commission held a duly noticed public hearing on June 1, 2011 and after fully considering all oral and written testimony and facts and opinions offered at aforesaid public hearings, adopted Resolution No. 11-2714, subject to conditions of approval (Exhibit A).

SECTION 2. The Planning Commission further finds, determines and declares the environmental impact of the proposed development has been reviewed and has been found to comply with the California Environmental Quality Act (CEQA) and is categorically exempt from CEQA, pursuant to Guideline Section No. 15301 (Class 1, Existing Facilities).

SECTION 3. Having considered all of the oral and written evidence presented to it at said public hearings, the Planning Commission further finds, determines and declares that:

- A. The proposed sign is permitted within the zone and it complies with all applicable provisions of this chapter, the General Plan, and any other applicable standards. The subject commercial building is located within the C-2 zone (General Commercial), which permits wall signs and monument signs. The proposed Planned Sign Program limits the sizes and locations of the signs appropriately and it complies with all the applicable provisions of Chapter 6 (Signs) of the Zoning Code.
- B. The sign is in proper proportion to the structure or site on which it is located. A condition of approval of this application alters the appearance of the proposed monument signs. This condition will make certain that all of the signs will be in proper proportion to the building facades and the site as a whole.
- C. The sign materials, color, texture, size, shape, height, and placement are compatible with the design of the structure(s), property, and neighborhood of which it is a part. As noted in the previous finding, most of the signs have been found to be compatible with the buildings and the site. However, a condition of approval to alter the appearance of the monument signs has been imposed on

the approval of this application to assure that the sign materials, color, texture, size, shape, height, and placement are compatible with the design of the structure(s), property, and neighborhood.

- D. The sign's illumination is at the lowest reasonable level as determined by the City Planner, which ensures adequate identification and readability, and is directed solely at the sign or is internal to it. All of the signs are internally illuminated with fluorescent bulbs to reduce the brightness of the sign. In addition to this standard, a condition of approval includes a provision that internal LED (light-emitting diode) strands shall be used to illuminate the signs. The City Planner has reviewed both of these lighting sources and has agreed that they are set at the minimum standards needed to ensure that there is adequate readability of the signs.
- E. The sign is not detrimental to the public interest, health, safety, or welfare. All signs are set at a sufficient height and/or location such that they will not create a detrimental impact to the public interest, health, safety, and/or welfare.
- F. The sign complies with Section 9624, Lighting and Design Standards. All signs on site are internally illuminated and are set a sufficient height and location to comply with Downey Municipal Code Section 9624.

SECTION 4. Based upon the findings set forth in Sections 1 through 3 of this Resolution, the Planning Commission of the City of Downey hereby approves PLN-11-00005 (Sign Program), subject to conditions of approval attached hereto as Exhibit A, which are necessary to preserve the health, safety and general welfare of the community and enable the Planning Commission to make the findings set forth in the previous sections. The conditions are fair and reasonable for the accomplishment of these purposes

SECTION 5. The Secretary shall certify the adoption of this Resolution.

PASSED, APPROVED AND ADOPTED this 1st day of June, 2011

Robert Kiefer
Robert Kiefer, Chairman
City Planning Commission

I HEREBY CERTIFY that the foregoing is a true copy of a Resolution adopted by the Planning Commission of the City of Downey at a regular meeting thereof held on the 1st day of June, 2011 by the following vote, to wit:

AYES: COMMISSIONERS: Garcia, Murray, Lujan, Kiefer
NOES: COMMISSIONERS: None
ABSENT: COMMISSIONERS: Morales

Theresa Donahue
Theresa Donahue, Secretary
City Planning Commission


**PLN-11-00005 (SIGN PROGRAM)
EXHIBIT A - CONDITIONS**

- 1) The approval of PLN-11-00005 (Sign Program) approves the location, color, and size of all signs for a multi-tenant commercial center at 9400-9436 Firestone Blvd.
- 2) The following changes shall be incorporated into the Planned Sign Program.
 - a) Monument signs No. 1 and No. 4 shall be modified to include up to six (6) tenant names.
 - b) Provisions shall be included to allow LED (light-emitting diode) strings to internally illuminate the signs.
- 3) Approval of this Planned Sign Program shall not be construed to mean any waiver of applicable and appropriate zoning regulations, or any Federal, State, County, and City laws and regulations. Unless otherwise expressly specified, all other requirements of the City of Downey Municipal Code shall apply.
- 4) The City Planner is authorized to make minor modifications to the approved preliminary plans or any of the conditions if such modifications shall achieve substantially the same results as would strict compliance with said plans and conditions.
- 5) The applicant/owner shall comply with all conditions of approval of PLN-11-00005 before the Planned Sign Program becomes valid.
- 6) Prior to the issuance of any building permit for a sign, said sign shall comply with this Planned Sign Program, with exception of window signs and non-permit signs, which shall comply with the requirements of the Downey Municipal Code.
- 7) All individual tenant signs shall be brought into compliance with the Planned Sign Program at such time that the tenant's lease is renewed or when any changes are proposed to the sign, whichever occurs first.

STAFF REPORT

DATE: JUNE 1, 2011

TO: PLANNING COMMISSION

FROM: BRIAN SAEKI, DIRECTOR OF COMMUNITY DEVELOPMENT
KEVIN NGUYEN, ASSISTANT PLANNER 

SUBJECT: PLN-11-00005 (SIGN PROGRAM), A REQUEST TO APPROVE THE SIZE, LOCATION AND APPEARANCE OF THE SIGNS WITHIN A MULTI-TENANT COMMERCIAL SHOPPING CENTER AT 9400-9436 FIRESTONE BOULEVARD, AND ZONED C-2 (GENERAL COMMERCIAL)

CEQA

Staff has reviewed the proposed use in compliance with the California Environmental Quality Act (CEQA) Guidelines and determined that it is categorically exempt from CEQA, pursuant to Guideline Section No. 15301 (Class 1, Existing Facilities). Categorical Exemptions are projects which have been exempted from the requirements of the California Environmental Quality Act because they do not have a significant effect on the environment. Exempt activities under Class 1 consist of the operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of use beyond that existing at the time of the lead agency's determination. In staff's view, the request for a sign program at this site will not result in an expansion of the existing buildings or uses contained therein and will not have a permanent effect on the environment, thereby qualifying for the Class 1 exemption.

RECOMMENDATION

Staff recommends that the Planning Commission adopt the following titled resolution:

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF DOWNEY APPROVING PLN-11-00005, REGARDING A PLANNED SIGN PROGRAM TO REGULATE THE SIZE, LOCATION AND APPEARANCE OF THE SIGNS WITHIN A MULTI-TENANT COMMERCIAL SHOPPING CENTER AT 9400-9436 FIRESTONE BOULEVARD, AND ZONED C-2 (GENERAL COMMERCIAL)

CODE AUTHORITY

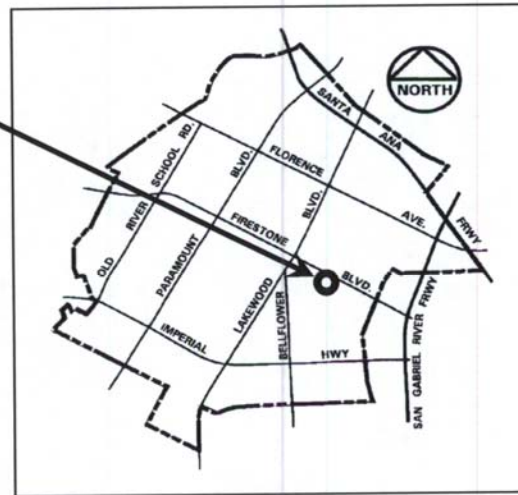
Downey Municipal Code Section 9610.04 (Planned Sign Program) requires the Planning Commission's approval of a Planned Sign Program for any site having three (3) or more nonresidential tenants, prior to the issuance of any sign permit. Once a Planned Sign Program is approved, no sign permit shall be issued unless the sign complies with the Planned Sign Program.

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**PLANNING DIVISION
CITY OF DOWNEY, CALIFORNIA**

SITE LOCATION

9400-9436 FIRESTONE BLVD



SITE DESCRIPTION

A. Subject Property

1. **Property Information**
 Site Location: 9400-9436 Firestone Blvd
 (AIN 6284-003-001, 027 & 028)

2. **Applicant Information**
 Applicant: Farsam Capital Group LLC
 P. O. Box 241664
 Los Angeles, CA 90024

 Authorized Representative: Sean Samadi
 Farsam Capital Group LLC
 P. O. Box 241664
 Los Angeles, CA 90024

3. **CEQA Determination:** Categorically Exempt (Class 1)

4. **Noticing Information**
 Applicant Notification: May 10, 2011

B. Surrounding Properties

	Zone	Use
North	C-1 – Neighborhood Commercial	Retails, Restaurant & Motel
South	R-3 – Multiple-Family Residential	Apartment complexes
West	SP 91-2 – Specific Plan	Bank of America
East	C-2 – General Commercial	Motel (Comfort Inn)

BACKGROUND

The subject site contains three (3) parcels totaling approximately 68,890 square feet that is located at the southeast corner of Firestone Blvd and Woodruff Ave. The site is improved with three (3) multi-tenant commercial buildings, which includes offices, personal services, and retail uses. The site is zoned C-2 (General Commercial) with a General Plan Land Use designation of General Commercial.

On June 25, 1986, the City Design Review Board approved Sign Program No. 84-10, for wall signs at the subject site.

On January 4, 2011, the applicant, Sean Samadi submitted an application for PLN-11-00005 (Sign Program), requesting approval of the size, location, and appearance of the signs within the existing commercial building at 9400-9436 Firestone Blvd. Mr. Samadi submitted a Planning Application to comply with Section 9610.04 of the Downey Municipal Code. Section 9610.04 (entitled Planned Sign Program) requires the Planning Commission's approval of a Planned Sign Program for any commercial and industrial uses with three (3) or more tenants, prior to the issuance of any permit.

Staff completed its review of the application on May 10, 2011 and deemed it complete. On May 20, 2011, notice of the pending public hearing was sent to all property owners within 500' of the subject site and the notice was published in the *Downey Patriot*.

DISCUSSION/ ANALYSIS

Table 9.6.2 of the Downey Municipal Code Section 9618.02 states: "The maximum sign area of all permit signs for each individual business shall be limited to 2.25 square feet of area for each lineal foot of building frontage."

Signs in the shopping center currently consist of cabinet wall signs and four (4) monument signs. The applicant is proposing to replace the single-tenant monument sign (Monument Sign #4) with a six panel monument sign, located along Firestone Boulevard; and another located along Woodruff Ave (Monument Sign #1). (See attached site plan). A discussion of the signs is as follows:

Wall Signs – The proposed cabinet signs will have a maximum size of 1.5 square feet per lineal foot of building frontage. For corner units and the pad buildings, secondary signs are permitted and will have a maximum size not to exceed ½ of the allowable square footage for the primary signs. The maximum allowed height of the individual cabinet sign is three (3) feet, except for T-Mobile and CitiFinancial, which have maximum heights of 3.5 feet. In addition, the maximum copy area cannot exceed more than 75% of the cabinet sign area.

Monument Signs – The Mission Dental and Tangles Salon monument signs will not be structurally altered, except to include the site address on the base of the sign. The signs measured eight (8) feet wide by eight (8) feet high, including the two foot tall base. The applicant is proposing to replace the face of each sign with six (6) equally divided copy areas. Each of the six tenants will have a sign area of 20 inches tall by 45 inches wide. The individual tenant signs will consist of vinyl panels and acrylic backing.

It should be noted, that all of the signs meet the requirements set forth in the Zoning Code, thus the applicant is not requesting any deviations. Overall, staff is satisfied with the look of the proposed signs. The table on the following page summarizes the proposed sign area per tenant sign:

Sign Table

Maximum sign area for all wall signs (per tenant): 1.5 sq ft per lineal foot of tenant frontage			
	Maximum allowable	Existing sign area	Proposed sign area
Building No. 1 (T-Mobile)			
<ul style="list-style-type: none"> Wall sign (2 tenant spaces) 	1) 45' x 1.5 = 67.5 sq. ft. 2) 52' x 1.5 = 78 sq. ft.	1) 3.5' x 18' 63 sq. ft. T-Mobile 2) 3.5' x 13' 45.5 sq. ft. Citibank	n/a (see note below)
<ul style="list-style-type: none"> 2 Monument signs 	38 sq. ft. (1/3 sq. ft. of 114' building frontage) and 8 feet in height	5' x 8' 40 sq. ft. per sign	n/a (see note below)
Building No. 2			
<ul style="list-style-type: none"> Wall sign (5 tenant spaces) 	1) 28' x 1.5 = 42 sq. ft. 2) 25' x 1.5 = 37.5 sq. ft. 3) 26' x 1.5 = 39 sq. ft. 4) 25' x 1.5 = 37.5 sq. ft. 5) 32' x 1.5 = 48 sq. ft.	1) 3' x 12' = 36 sq. ft. 2) 3' x 12' = 36 sq. ft. 3) 3' x 12' = 36 sq. ft. 4) 3' x 12' = 36 sq. ft. 5) 3' x 15' = 45 sq. ft.	n/a (see note below)
<ul style="list-style-type: none"> Monument sign #4 (facing Firestone) 	45.5 sq. ft. (1/3 sq. ft. of 136.5' building frontage) and 8 feet in height	5' x 8' = 40 sq. ft. (incl. 2 tenant names)	Modify to include up to six (6) tenant names
Building No. 3			
<ul style="list-style-type: none"> Wall sign (5 tenant spaces) 	1) 24' x 1.5 = 36 sq. ft. 2) 24' x 1.5 = 36 sq. ft. 3) 24' x 1.5 = 36 sq. ft. 4) 24' x 1.5 = 36 sq. ft. 5) 28' x 1.5 = 42 sq. ft.	1) 3' x 12' = 36 sq. ft. 2) 3' x 12' = 36 sq. ft. 3) 3' x 12' = 36 sq. ft. 4) 3' x 12' = 36 sq. ft. 5) 3' x 12' = 36 sq. ft.	n/a (see note below)
<ul style="list-style-type: none"> Monument sign #1 (facing Woodruff) 	41 sq. ft. (1/3 sq. ft. of 124' building frontage) 8 feet in height	5' x 8' = 40 sq. ft. (incl. 2 tenant names)	Modify to include up to six (6) tenant names
TOTAL	660 sq. ft.	597.5 sq. ft.	

Note: All individual tenant signs shall be brought into compliance with the Planned Sign Program at such time that the tenant's lease is renewed or when any changes are proposed to the sign, whichever occurs first.

The two remaining monument signs (T-Mobile & CitiFinancial) near the corner of Woodruff Ave and Firestone Blvd will not be altered. These signs are not part of this application. However, any future modifications to these signs will be required to comply with today's sign standards.

FINDINGS

Pursuant to Municipal Code Section 9610.06, there are six (6) findings that must be adopted prior to the Planning Commission approving a Planned Sign Program. A discussion of the findings follows:

- The proposed sign is permitted within the zone and it complies with all applicable provisions of this chapter, the General Plan, and any other applicable standards.** The subject commercial building is located within the C-2 zone (General Commercial), which permits wall signs and monument signs. The proposed Planned Sign Program limits the sizes and locations of the signs appropriately and it complies with all the applicable provisions of Chapter 6 (Signs) of the Zoning Code.

2. **The sign is in proper proportion to the structure or site on which it is located.**
A condition of approval of this application alters the appearance of the proposed monument signs. This condition will make certain that all of the signs will be in proper proportion to the building facades and the site as a whole.
3. **The sign materials, color, texture, size, shape, height, and placement are compatible with the design of the structure(s), property, and neighborhood of which it is a part.**
As noted in the previous finding, most of the signs have been found to be compatible with the buildings and the site. However, a condition of approval to alter the appearance of the monument signs has been imposed on the approval of this application to assure that the sign materials, color, texture, size, shape, height, and placement are compatible with the design of the structure(s), property, and neighborhood.
4. **The sign's illumination is at the lowest reasonable level as determined by the City Planner, which ensures adequate identification and readability, and is directed solely at the sign or is internal to it.**
All of the signs are internally illuminated with fluorescent bulbs to reduce the brightness of the sign. In addition to this standard, a condition of approval includes a provision that internal LED (light-emitting diode) strands shall be used to illuminate the signs. The City Planner has reviewed both of these lighting sources and has agreed that they are set at the minimum standards needed to ensure that there is adequate readability of the signs.
5. **The sign is not detrimental to the public interest, health, safety, or welfare.**
All signs are set at a sufficient height and/or location such that they will not create a detrimental impact to the public interest, health, safety, and/or welfare.
6. **The sign complies with Section 9624, Lighting and Design Standards.**
All signs on site are internally illuminated and are set a sufficient height and location to comply with Downey Municipal Code Section 9624.

CORRESPONDENCE

Staff has received one letter (attached) in response to the public notice. This letter is in opposition to the Planned Sign Program, but the author does not clearly state why they are opposed. Based on the incoherent nature of the letter, staff is unable to provide a response to address any issues of concern raised.

CONCLUSION

Based on the analysis contained within this report, the proposed Planned Sign Program will create aesthetically pleasing identification for the buildings. The proposed signs will not create a significant adverse impact to the surrounding area. Furthermore, all six (6) findings required to approve a Planned Sign Program can be made in a positive manner. As such, staff recommends that the Planning Commission approve PLN-11-00005 (Sign Program), subject to the conditions of approval.