

RESOLUTION NO. ____-24 (PC)

RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF WATSONVILLE, CALIFORNIA, APPROVING A MASTER SIGN PROGRAM (PP2023-6374) FOR 950 & 1052 EAST LAKE AVENUE, WATSONVILLE, CALIFORNIA (APN: 017-321-76 & 77) AND FINDING THE PROJECT CATEGORICALLY EXEMPT FROM REVIEW UNDER THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA), PURSUANT TO SECTIONS 15301 AND 15303 OF THE CEQA GUIDELINES.

**PROJECT: MASTER SIGN PROGRAM
APN: 017-321-76 & 77**

WHEREAS, on October 31, 2023, an application for Special Use Permit for a Master Sign Program (PP2023-6374) for 950 & 1052 East Lake Avenue, Watsonville, California (APN: 017-321-76 & 77) was filed by Mike Terron with Northwest Signs, applicant, on behalf of Seco Property Company, property owner; and

WHEREAS, the project site is designated General Commercial on the General Plan Land Use Diagram and is within the Thoroughfare Commercial (CT) Zoning District; and

WHEREAS, pursuant to Section 14-21.130(c) of the Watsonville Municipal Code (WMC), a Master Sign Program may be approved by the Planning Commission; and

WHEREAS, pursuant to Section 14-21.130(g) of the Watsonville Municipal Code (WMC), the Planning Commission may approve variations to any type of signage as part of a Master Sign Program by making the findings in that section; and

WHEREAS, the project qualifies for a Class 1 and Class 3 Categorical Exemption from the provisions of the California Environmental Quality Act (CEQA), pursuant to Section 15301 and 15303 of the State CEQA Guidelines; and

WHEREAS, notice of time and place of the hearing to consider a Master Sign Program (PP2023-6374) was given at the time and in the manner prescribed by the Zoning Ordinance of the City of Watsonville. The matter called for hearing evidence both

oral and documentary introduced and received, and the matter submitted for decision; and

WHEREAS, the Planning Commission has considered all written and verbal evidence regarding this application at the public hearing and has made Findings, attached hereto and marked as Exhibit “A,” in support of the Master Sign Program (PP2023-6374) for 950 & 1052 East Lake Avenue, Watsonville, California (APN: 017-321-76 & 77).

NOW, THEREFORE, BE IT RESOLVED BY THE PLANNING COMMISSION OF THE CITY OF WATSONVILLE, CALIFORNIA, AS FOLLOWS:

Good cause appearing, therefore, the Planning Commission of the City of Watsonville does hereby find the project categorically exempt from the provisions of the California Environmental Quality Act (CEQA), pursuant to Section 15301 (Class 1) of the State CEQA Guidelines and as a Class 3 Categorical Exemption because it will involve the construction and location of limited numbers of new, small facilities or structures (CEQA Guidelines §15303).

BE IT FURTHER RESOLVED, based on the Findings set forth in Exhibit A, the Planning Commission hereby approves the Master Sign Program (PP2023-6374) with variations to the sign standards, attached hereto and marked as Exhibit “C,” subject to the Conditions of Approval attached hereto and marked as Exhibit “B,” for 950 & 1052 East Lake Avenue, Watsonville, California (APN: 017-321-76 & 77).

I HEREBY CERTIFY that the foregoing Resolution was introduced at a regular meeting of the Planning Commission of the City of Watsonville, California, held on the 7th day of May, 2024, by _____, who moved its adoption, which motion being duly seconded by _____, was upon roll call, carried and the resolution adopted by the following vote:

Ayes: Commissioners:
Noes: Commissioners:
Absent: Commissioners:

Suzi Merriam, Secretary
Planning Commission

Ed Acosta, Chairperson
Planning Commission

Application No: PP2023-6374

APN: 017-321-76 & 77

Applicant: Mike Terron

Hearing Date: May 7, 2024

MASTER SIGN PROGRAM FINDINGS (WMC § 14-12.1206)

- a) **The proposed signs are consistent with the General Plan, zoning code, and any applicable specific plan or area plan adopted by the City Council.**

Finding:

The subject property is designated Industrial on the General Plan Land Use Map and is within the Thoroughfare Commercial (CT) Zoning District. The Project would allow for the establishment of a Master Sign Program within a 279,917± square foot shopping center. As conditioned and with the approved variations, the Project complies with the zoning regulations for the CT Zoning District and the Sign Ordinance.

The Project is consistent with the following Policies and Implementation Measures of the Land Use Element of the 2005 General Plan:

- **Commercial Signs 4.C.5.** – The City shall enforce diligent control over the placement of commercial signs to avoid unsightly, dangerous, or misleading advertising.
- **Goal 5.3 Signs** – Ensure that commercial signs do not detract from street appearance or create hazardous visual distractions.
- **Policy 5.C Sign Control** – The design review process shall be used to ensure that signs (materials, size, color, lettering, and location) are aesthetically pleasing and compatible with surroundings.
- **Implementation Measure 5.C.2 Uniform Sign Program** – In order to discourage visual clutter, the City shall require integrated sign programs for projects with multiple business tenants.

- b) **The proposed signs comply with all applicable standards in Chapter 14-21 (Signs).**

Finding:

With the approved variations listed below, the proposed signs comply with all applicable standards in Chapter 14-21 (Signs):

- One monument sign with a sign area greater than 200 square feet
- Three sub monument signs
- Two new wall signs at the rear of Suite 1056
- wall signs exceeding the maximum sign area

- Four new anchor tenant signs for Suite 906, 954, 990, and 1056 exceeding the maximum sign area
 - 16 commercial banner signs mounted on parking lot light poles – Two hanging, double-sided, 30-square-foot signs per pole (8 poles)
- c) **The proposed signs will not adversely impact the public health, safety, or general welfare.**

Finding:

The proposed sub monument signs will be set back at least 10 feet from any public or private driveway ([WMC §14-21.080\(c\)\(6\)](#)) to ensure the signs do not create a vision nuisance for pedestrians and vehicle traffic. No other proposed signage in the MSP has the potential to adversely impact the public health, safety, or general welfare.

- d) **The number, size, placement, design, and material of the proposed signs are compatible with the architectural design of buildings on the site.**

Finding:

The quantity and dimensions of the existing and proposed wall signs are compatible with the building frontage. The placement and design of the three new sub monument signs will complement the architectural design of the buildings in the shopping center and the existing primary monument sign.

- e) **The proposed signs are restrained in character and no larger than necessary for adequate identification.**

Finding:

The existing cabinet signs for the East Lake shopping center blend harmoniously with the building and will only increase in size by a few square feet. The monument signs are sized appropriately to fulfill their purpose of bringing awareness to the individual businesses within the East Lake Shopping Center, which are set back 250 feet or more from the sidewalk/street, and enhance the aesthetic of the site.

MASTER SIGN PROGRAM VARIATION FINDINGS (WMC § 14-21.130(g))

- a) **The variation to sign standards, as designed and conditioned, is necessary and appropriate for the subject commercial site, in order to allow the site and the businesses located within it to be competitive with other businesses of a similar nature located elsewhere, and/or to be competitive with industry standards governing sale of the merchandise offered at the site.**

Finding:

Visibility from East Lake Avenue has been a challenge for the shopping center tenants due to the location of the buildings, which are set back 250 feet or more from East Lake Avenue. Most of the existing wall and projecting signage for the

tenants is not legible from the sidewalk/street. Signage serves as a prominent identifier, enhancing visibility and attracting potential customers.

- b) **The variation to sign standards, as designed and conditioned, will not have a significant adverse effect on the safety, character, and integrity of the surrounding area.**

Finding:

The project is located within an existing shopping center. The proposed master sign program would complement the existing commercial uses in the shopping center. Most of the existing signage for the tenants is located 250 feet or more away from the East Lake Shopping Center. The new signage serves as a prominent identifier, enhancing visibility and attracting potential customers.

Application No: PP2023-6374

APN: 017-321-76 & 77

Applicant: Mike Terron

Hearing Date: May 7, 2024

**MASTER SIGN PROGRAM
CONDITIONS OF APPROVAL**

General Conditions:

1. **Approval.** This approval applies to the Master Sign Program for 950 and 1052 East Lake Avenue, Watsonville, CA 95076, received by the Community Development Department on October 31, 2023, and filed by Mike Terron with Northwest Signs, applicant, on behalf of Seco Properties, property owner. (CDD-P)
2. **Conditional Approval Timeframe.** This Master Sign Program (PP2023-6374) shall be null and void if not acted upon within **24 months** from the effective date of the approval thereof. Time extensions may be considered upon receipt of written request submitted no less than forty-five (45) days prior to expiration and in accordance with the provisions of Section 14-10.1201 of the Watsonville Municipal Code (WMC). (CDD-P)
3. **Modifications.** Modifications to the project or conditions imposed may be considered in accordance with WMC Sections 14-12.1000 and 14-10.1305. All revisions shall be submitted prior to field changes and are to be clouded on the plans. (CDD-P)
4. **Substantial Compliance.** Future signage shall be in substantial accordance with the approved Master Sign Program. (CDD-P)
5. **Grounds for Review.** The project shall be in compliance with the conditions of approval, all local codes and ordinances, appropriate development standards, and current City policies. Any deviation will be grounds for review by the City or other code enforcement actions, pursuant to WMC Chapter 14-14. (CDD-P)
6. **Effective Date.** This Use Permit shall not be effective until 14 days after approval by the decision-making body or following final action on any appeal. (CDD-P)
7. **Necessary Revisions.** The applicant shall make and note all revisions necessary to comply with all conditions of approval. The applicant shall certify in writing below the list(s) of conditions that the building plans comply with the conditions of approval. (CDD-P)

8. **Conditions of Approval.** A copy of the final conditions of approval must be printed on the first or second sheet of plans submitted for future permits. ***Plans without the conditions of approval printed directly on the first or second page will not be accepted at the plan check phase.*** (CDD-P)
9. **Required Statement.** The applicant and contractor who obtains a building permit for the installation of future signage on the site shall be required to sign the following statement, which will become conditions of the building permit:

“I understand that the subject permit involves construction of a building (project) subject to a Master Sign Program. I intend to perform or supervise the performance of the work allowed by this permit in a manner which results in a finished building with the same level of detail, articulation, and dimensionality described in the Master Sign Program and shown in the plans submitted for building permits. I hereby acknowledge that failure to construct the sign as represented in the building permit plans, may result in delay of the inspections process and/or the mandatory reconstruction or alteration of any portion of the sign that is not in substantial conformance with the approved plans, prior to continuation of inspections or the building final.”

Signature of Building Contractor

Date

Project Specific Conditions:

10. **Existing Nonconforming and Prohibited Signage.** All existing nonconforming/prohibited signage shall be removed withing 30 days of approval of the Master Sign Program.
11. **Colors & Materials.** Plans submitted for building permit shall indicate that all final colors and materials shall be consistent with the colors and materials specified in the Master Sign Program. (CDD-P)
12. **Landscaping & Irrigation Plan.** For monument signs, the applicant shall submit a final Landscaping and Irrigation Plan for review and approval by the Community Development Director prior to issuance of a building permit. The Landscaping Plan shall provide drought-tolerant plants suitable for the Central Coast region. The Irrigation Plan shall provide an automatic water system (e.g., drip system) to irrigate all landscape areas. (CDD-B-E-P)
- a. **LANDSCAPING** – The Landscape Plan shall indicate the types, quantities, locations and sizes of all plant material, including any existing major vegetation designated to remain and method of protecting planting areas from vehicular traffic. The Landscape Plan shall be drawn to scale, and plant types shall be clearly located and labeled. The plant list shall give the botanical name, common name, gallon sizes to be planted, and quantity of

each planting. A minimum of 25 percent of all shrub material shall have a minimum 5-gallon container size. (CDD-E-P)

- b. **IRRIGATION SYSTEM** – Automatic, low-flow irrigation system(s) shall be installed in all landscaped areas. Irrigation shall be programmed for night or early morning hours in order to minimize evaporation. (CDD-P)
 - c. **WATER CONSERVATION** – The project shall utilize water conservation, water recycling, and xeriscaping to the maximum extent possible. Irrigation systems shall be designed and maintained to avoid run-off, over-spray, or other similar conditions where water flows to waste. (CDD-B-E-P)
 - d. **LANDSCAPE & IRRIGATION INSTALLATION** – All landscaping and irrigation shall be approved and installed prior to building permit final. (CDD-P)
 - e. **WATER EFFICIENT LANDSCAPE ORDINANCE** – The applicant shall submit a landscape documentation package and demonstrate compliance with WMC Section 6-3.8 Water Efficient Landscape Ordinance. (CDD-P, -E)
13. **Right of Way Improvements.** Prior to conducting any work in the public right-of-way, the applicant shall obtain an Encroachment Permit from the Public works and Utilities Department. All work shall be constructed to City of Watsonville Public Improvement Standards. (CDD-P)
14. **Lighting.** Plans submitted for building permit issuance shall show the locations and details of any exterior lighting fixtures. All lighting shall be downward facing and shielded, and any freestanding bollard lighting shall be three feet or less in height. (CDD-P)

Building and Fire-related Conditions:

15. **Required Permits.** The applicant shall obtain all required building permits (Building, Electrical, Plumbing, Mechanical, Grading, etc.) for new signs identified in the Master Sign Program. (CDD-B, -E)
16. **Building Code.** Project construction shall comply with all applicable provisions of Title 24 of the California Code of Regulations, such as the latest version of the California Building Code. (CDD-B)
17. **Fire Code.** Project construction shall comply with California Fire Code as adopted by the City. (WFD)

During construction, the following conditions shall be adhered to:

18. **Solid Waste Disposal.** All solid waste generated inside City limits must be hauled from the site of generation by the City of Watsonville Solid Waste Division, pursuant to Chapter 3 (City Utilities) of Title 6 (Sanitation and Health) of the Watsonville Municipal Code. This includes all wastes generated at

construction sites, excavation projects, land clearing, demolition, earthwork projects, remodels, grading, and tenant improvement projects as well as ongoing business/residential use on the premises. Applicant shall comply with all applicable requirements for removal and disposal of hazardous materials. (PW)

19. **Work Hours.** No work for which a building permit is required shall be performed within the hours of 7 p.m. to 7 a.m. Monday through Friday, nor prior to 8 a.m. or after 5 p.m. on Saturday. No work shall occur on Sundays or holidays. A sign shall be posted at a conspicuous location near the main entry to the site, prominently displaying these hour restrictions and identifying the phone # of the Job superintendent. (CDD-B)

Construction notes to be included with the Improvement Plans:

20. **Damaged Public Facilities.** Existing public facilities damaged during the course of construction or in an existing state of disrepair shall be repaired by the applicant, at the applicant's expense, to the satisfaction of the City. (CDD-E)
21. **Inspection Notice.** Contractor shall provide a minimum of 48 hours notice in advance of any required inspection. Any temporary suspension of work or returning to work for any reason shall be cause for the developer or contractor to telephone the Public Works Inspector at 831-768-3100. (CDD-E)
22. **Underground Utilities.** Prior to excavation, contractor shall locate all existing underground utilities. Call Underground Service Alert (U.S.A.) at 1-800-642-2444 to have utilities located and marked in the field. (CDD-E)

Prior to Final Inspection, the following conditions shall be met:

23. **Statements of Compliance.** The project designers including civil, structural, and geotechnical engineers shall provide statements of compliance attesting that they have reviewed the completed project and that it was constructed in conformance with their recommendations and plans. Where special inspections and testing were involved, the letters of compliance shall be accompanied by inspection logs, testing and analysis that support the engineer's conclusions. (CDD-B, -E)
24. **Landscaping Installation.** All landscaping and irrigation shall be installed and approved prior to final inspection or occupancy of the project. (CDD-E, -P)
25. **Trash Removal.** All trash and construction debris shall be removed from the site. (CDD-B, PW)

Ongoing Conditions:

26. **Lighting and Landscape Maintenance.** Lighting, landscaping and all other site improvements shall be maintained in perpetuity. Landscaping shall be maintained in good growing condition by a professional landscape

maintenance company; and such maintenance shall include, where appropriate, weeding, mowing, pruning, cleaning, fertilizing and regular watering. All dead, dying and diseased vegetation shall be immediately replaced in kind. (CDD-P)

27. **Ongoing Maintenance.** Signage shall be maintained on an ongoing basis by the property owner(s) for the entire development area. (CDD-P)
28. **Indemnity Provision.** If any Legal Challenge against the Project approvals is submitted to the City or filed in a court of law, Applicant will promptly honor and comply with its obligations under the Reimbursement Agreement executed by the Applicant, including but not limited to the "Indemnity" obligations in section 7, which requires the Applicant, to the greatest extent authorized by law, defend (with counsel approved by City, which approval shall not be unreasonably withheld), indemnify, and hold harmless the City, its officials, employees, volunteers and agents from and against any and all loss, liability, expenses, claims, costs (including reasonable attorneys' fees), suits and damages of every kind nature, and description, directly or indirectly arising from any third party legal challenge to the Project approvals, or the implementation of the Reimbursement Agreement.

Key to Department Responsibility

| | | |
|-------|---|--|
| CDD-B | – | Community Development Department (Building) |
| CDD-P | – | Community Development Department (Planning) |
| CDD-E | – | Community Development Department (Engineering) |
| PW | – | Public Works Department |
| WFD | – | Watsonville Fire Department |

**CITY OF WATSONVILLE
PLANNING COMMISSION**

EXHIBIT "C"

Application No: PP2023-6374

APN: 017-321-76 & 77

Applicant: Mike Terron

Hearing Date: May 7, 2024

Applicant: Mike Terron with Northwest Signs
Address: 120 Encinal Street, Santa Cruz, CA 95060
Project: Master Sign Permit
Location: 950 & 1052 East Lake Avenue, Watsonville, CA 95076
Purpose: Allow a Master Sign Program for 950 & 1052 East Lake Avenue, Watsonville, California (APN: 017-321-76 & 77).
Property Owner: Seco Property Company
Address: 936 East Lake Avenue, Watsonville, CA 95076

A Master Sign Program (PP2023-6374) for 950 and 1052 East Lake Avenue, Watsonville, California (APN: 017-321-76 & 77), was reviewed by the Planning Commission at a public hearing on May 7, 2024, and was approved by adoption of Planning Commission Resolution No. _____ (PC) together with findings and conditions of approval attached hereto and made a part of this permit.

CITY OF WATSONVILLE
Planning Commission

Suzi Merriam
Community Development Director