

CITY OF LONG BEACH

DEPARTMENT OF DEVELOPMENT SERVICES

411 West Ocean Blvd., 3rd Floor, Long Beach, CA 90802 Phone: 562-570-6194

September 5, 2019

CHAIR AND PLANNING COMMISSIONERS
City of Long Beach
California

RECOMMENDATION:

Accept Categorical Exemption CE19-181 and approve a Conditional Use Permit (CUP19-026) and Local Coastal Development Permit (LCDP19-013) to allow four (4) wall mounted electronic message center signs at a previously-approved shopping center located at 6400 E. Pacific Coast Highway, within the South East Area Development and Improvement Plan (PD-1) Zoning District. (District 3)

APPLICANT: Barret Bradley For CenterCal Properties, LLC
1600 East Franklin Avenue
El Segundo, CA 90245
(Application 1906-12)

DISCUSSION

The project site is located at the southwest corner of Pacific Coast Highway and 2nd Street (Exhibit A - Vicinity Map) within the South East Area Development and Improvement Plan (SEADIP) (PD-1) zone, subarea 17. Currently, the site is being developed with a 245,000-square-foot shopping center that was approved in 2017. The retail commercial center will be anchored by Whole Foods. The project is expected to be completed and open for business in fall 2019. Although the signs were previously approved through the master sign program on October 10, 2018 (Application No. 1808-19), all Electronic Message Center signs are required to be conditionally approved through a Conditional Use Permit. A Local Coastal Development Permit (LCDP) is required whenever a discretionary application is considered within the designated coastal area. The applicant is requesting approval of a Conditional Use Permit (CUP) and Local Coastal Development Permit (LCDP) to allow four (4) wall mounted Electronic Message Center signs (EMCs).

The Long Beach Municipal Code (Section 21.15.2577) defines an Electronic Message Center sign as a sign whose alphabetic, pictographic, or symbolic information content can be changed or altered on a fixed display surface composed of electronic-illuminated or mechanically-driven changeable segments. This includes signs whose informational content can be changed or altered by means of computer or circuit-driven electronic impulses. An electronic message center sign displays only on-site sign copy, information, and advertising; otherwise it shall be considered a billboard. The applicant's proposed signs will advertise only goods and services on-site and is therefore not a billboard.

Two of the four EMC signs are wall mounted signs that are on the exterior of the Whole Foods market façade and face the right-of-way (Sign E1 and Sign E4); building A (Figure 1 – Site Plan or Exhibit B - Plans & Photographs). Sign E1 is 378 square feet in size and is located on the northwest corner of the property and will announce lifestyle and product images related to on-site retailers. Sign E4 is 80 square feet in size, also located on building A on the Pacific Coast Highway elevation, and will provide branding opportunities for the anchor tenant, Whole Foods, to communicate in-store related events, products and lifestyle images. The signs shall be limited to lifestyle and product images, text advertising sales on the signs shall be prohibited.

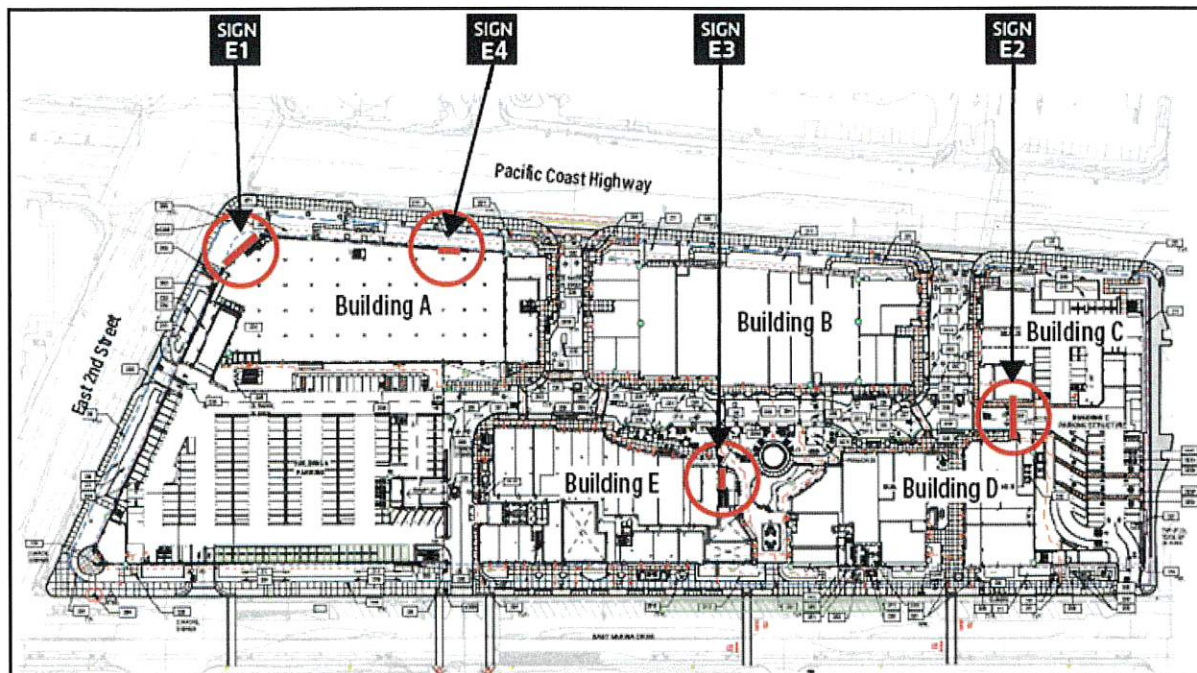


Figure 1 - Site Plan

The other two electronic message center signs are also mounted to the exterior building façade but are inward facing (Sign E2 and Sign E3). Sign E2 is 449 square feet in size and is located on the building C parking entrance, and will display on-site retailers, announce projects and events, and provide wayfinding for customer convenience. Lastly, Sign E3 is 362 square feet in size and is courtyard-facing on building E, and will communicate branding for on-site retailers, announce projects and community events, supplement as wayfinding, and will provide entertainment amenities for guests such as movie showings. Positive findings are required to be made for a CUP and a LCDP.

In considering the CUP for the electronic message center signs, staff evaluated and made positive findings for the design, location, safety and brightness of these signs (Exhibit C – Findings and Exhibit F – Sign Compliance). The proposed designs of the EMCs are both complete and consistent within themselves, as well as compatible with the architectural themes and character of the retail commercial development. Each sign was designed to fit within the building in a manner compatible with the building facade. The locations of these signs will not affect the character, livability or quality of life of any residential units because

there are no residential units adjacent to the site. The signs are conditioned to avoid messages from moving faster than eight (8) seconds, and to limit the outward facing signs to lifestyle and product images so as to not constitute a hazard to the safe and efficient operation of vehicles upon the surrounding streets. The applicant has provided manufacture specifications, which documents the proposed electronic message center sign as factory-certified and capable of complying with the brightness standards (Exhibit E - EMCS Specification Sheet). Overall, positive findings can be made for the CUP.

In addition, positive findings for a LCDP shall be made (Exhibit C – Findings and Exhibit D- Conditions of Approval). Such findings include the protection of existing housing and conformance to the public access and recreation policies. The proposed electronic message center signs will not remove any housing; they will be mounted to the previously-approved shopping center, which does not include any housing. Similarly, there will be no interruption to public access, the signs' location will be mounted on existing buildings. Positive Findings can be made for the Local Coast Development Permit.

Staff recommends that the Planning Commission approve the CUP and LCDP subject to conditions of approval.

PUBLIC HEARING NOTICE

A total of 324 Public Hearing notices were distributed on August 19, 2019, in accordance with the provision of the Zoning Ordinance. No comments have been received as of the preparation of this report.

ENVIRONMENTAL REVIEW

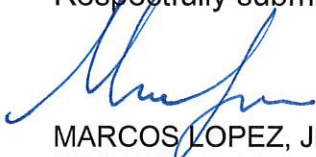
In accordance with the Guidelines for Implementation of the California Environmental Quality Act, the project is exempt per Section 15301 – Existing Facilities Class 1(a) and Section 15311 – Accessory Structures Class 11(a), as the project consists of the addition of four (4) wall mounted signs within an existing commercial building. (CE-19-026).

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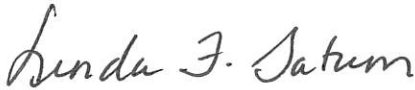
Respectfully submitted,



MARCOS LOPEZ, JR
PROJECT PLANNER



ALEXIS OROPEZA
CURRENT PLANNING OFFICER



LINDA F. TATUM, FAICP
DIRECTOR OF DEVELOPMENT SERVICES



CYNTHIA DE LA TORRE
PROJECT PLANNER



CHRISTOPHER KOONTZ, AICP
PLANNING BUREAU MANAGER

LT:CK:AO:ml:cdlt

Attachments:

- Exhibit A – Vicinity Map
- Exhibit B – Plans & Photographs
- Exhibit C – Findings
- Exhibit D – Conditions of Approval
- Exhibit E – EMCS Specification Sheet
- Exhibit F – Sign Compliance