AGENDA NO. 5

City of Oceanside
Development Services Department
Planning Division

Memorandum

Date: August 26, 2013

To: Chairperson and Members of the Planning Commission

From: Marisa Lundstedt, City Planner

Subject: **Application for Substantial Conformity Determination (SC13-00021)**

On December 12, 2011, the Planning Commission approved Conditional Use Permit (C11-00015) to allow a large-scale personal improvement service (health and fitness facility) within an existing 75,360 square-foot commercial building within the El Camino North Shopping Center at 2335 Vista Way. As approved, the project includes installation of four art panels on the exterior of the building. Each of the art panels measures roughly 13 feet in width and 10 feet in height. The approved plans show two panels on the west-facing elevation and two panels on the east-facing elevation.

Few details regarding the content of the art panels, or the means of fabricating and installing them, were provided at the Planning Commission public hearing. To ensure that the art panels are tasteful and do not constitute an overt advertisement of the health and fitness facility, the Planning Commission appended the following condition to the resolution of approval: *Graphics proposed for the art panels located on the east and west elevations shall be submitted to the City Planner for review and approval. Plans for such graphics shall specify materials, application methods, and the means by which these graphics will be protected from weather, graffiti, and other potential damage.*

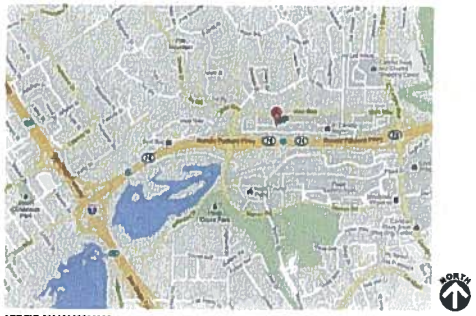
The art panels are composed of plastic sheets with digitally printed graphics. The plastic sheets are secured by a tension frame system and covered by a clear, matte-finish laminate film intended to protect the graphics from weather and vandalism. The graphics would have a minimum resolution of 75 dpi, which is typical of commercial graphics at this scale.

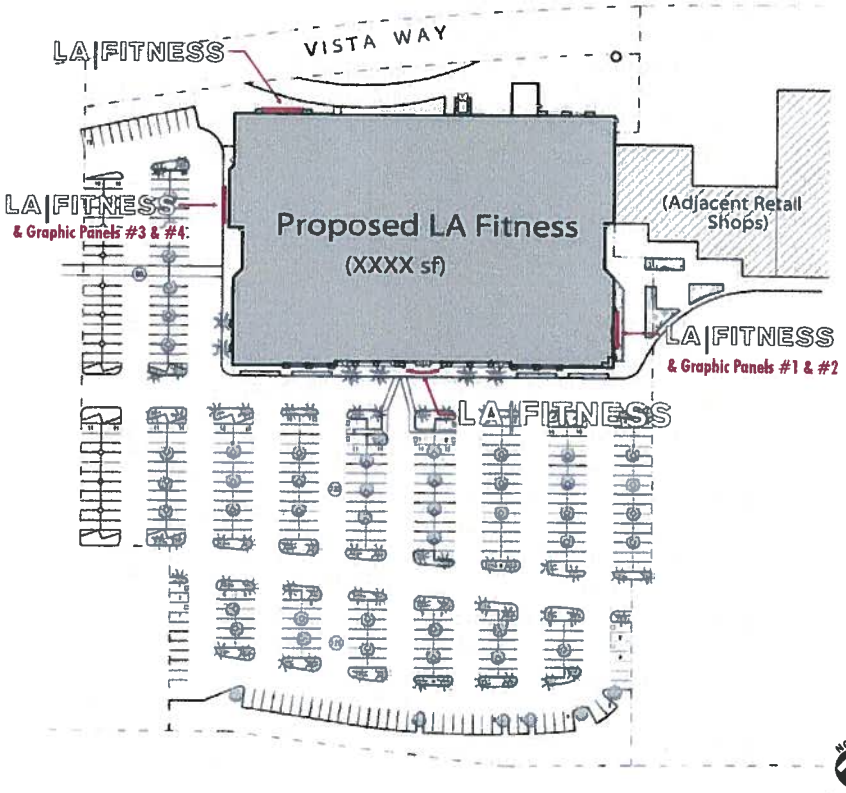
The graphics themselves feature individuals engaged in various fitness activities (boxing, weightlifting, cycling, and racquetball). These individuals are set against variegated backgrounds that include other fitness-related imagery.

The graphics initially submitted for City Planner review had a photo-realistic quality and were, in staff's view, too ostentatious. The initially submitted graphics also included text (e.g., words such as "motivate" and "powerful"). Staff asked the applicant to render the images in more muted tones and more abstract form. Staff also asked the applicant to eliminate text from the graphics. The graphics ultimately approved by the City Planner display subtler color palettes and more impressionistic images, with no textual content. These graphics are appended to this memorandum.

ML/fil

STEP 1 - SITE PLAN





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Client:	Project:	Revisions:		
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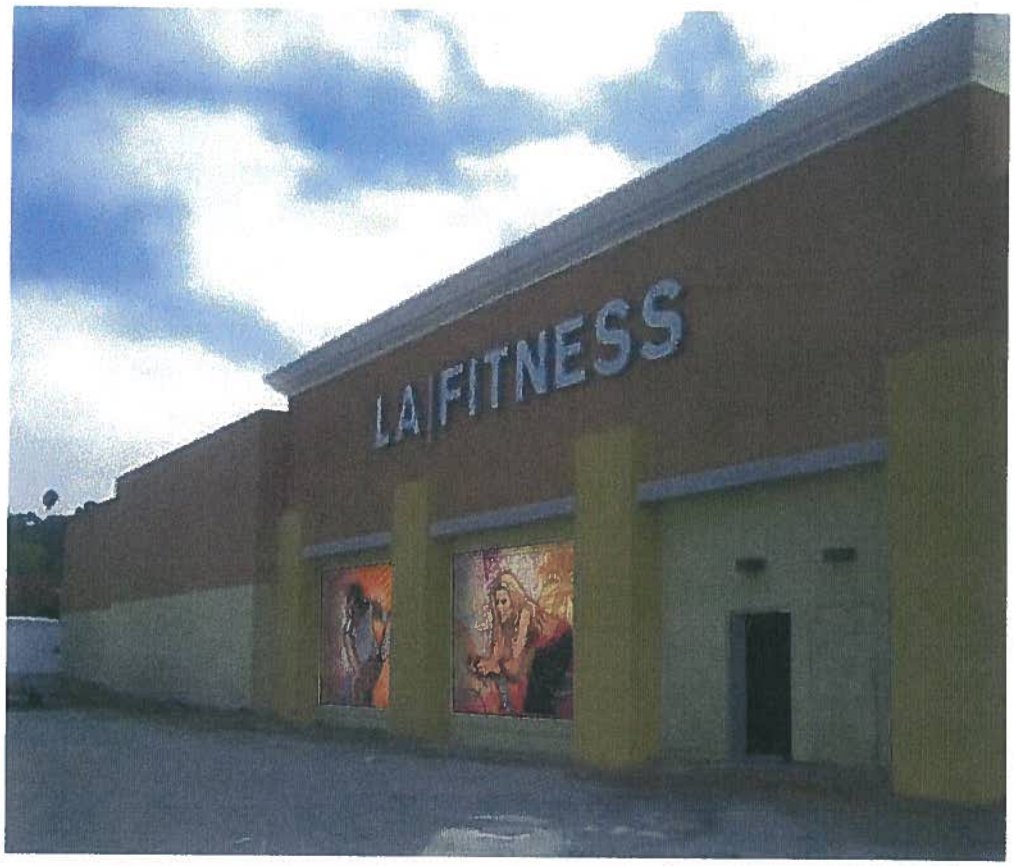
East View - Enlarge

Applicant:
LA|FITNESS.
2600 Michelson Dr. Ste. 300 Irvine,CA 92612 (949)255 7296

Project Address:
LA FITNESS Oceanside | 2335 Vista Way Oceanside, CA 92054

Exterior Detail Graphics Exhibit

Architect:
144 North Orange St. Orange,CA 92866 (714)639 9860



West View

Applicant:
LA|FITNESS,
2600 Michelson Dr. Ste. 300 Irvine,CA 92612 (949)255 7296

Project Address:
LA FITNESS Oceanside | 2335 Vista Way Oceanside, CA 92054

Exterior Detail Graphics Exhibit

Architect:
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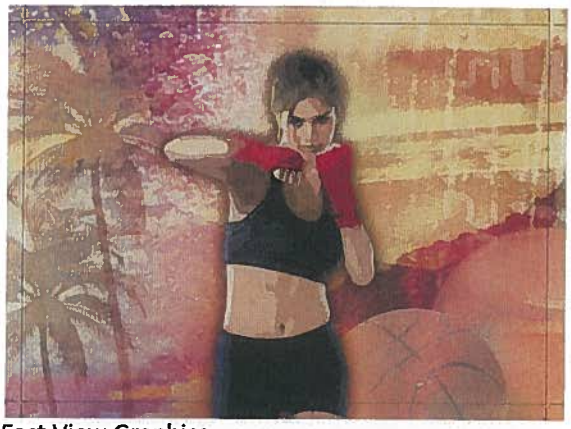
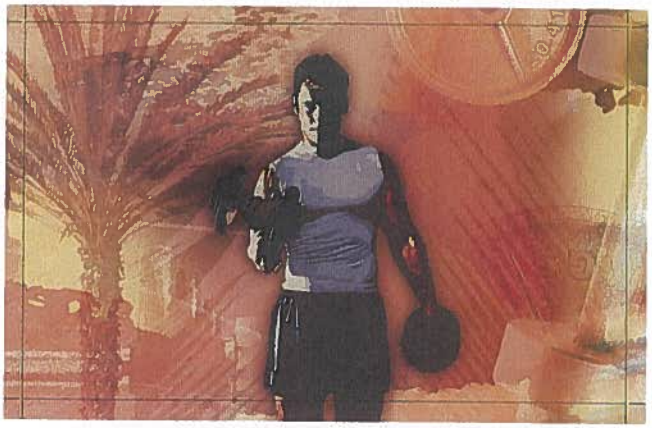
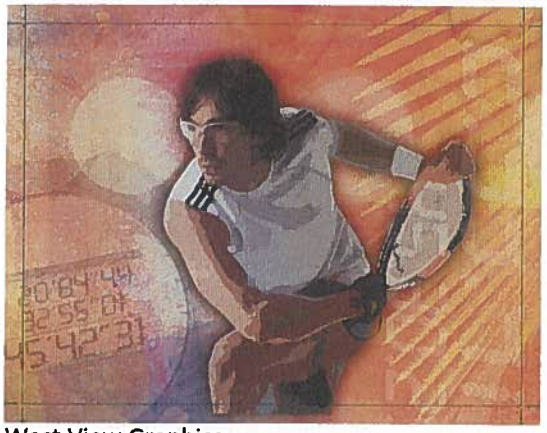
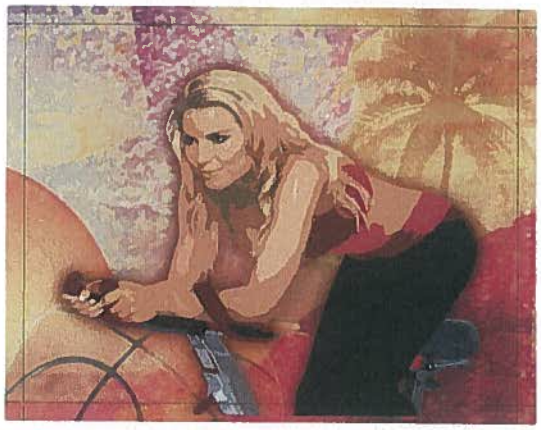




East View Graphics





West View Graphics

Applicant:

LA|FITNESS.

2600 Michelson Dr. Ste. 300 Irvine, CA 92612 (949)255 7206

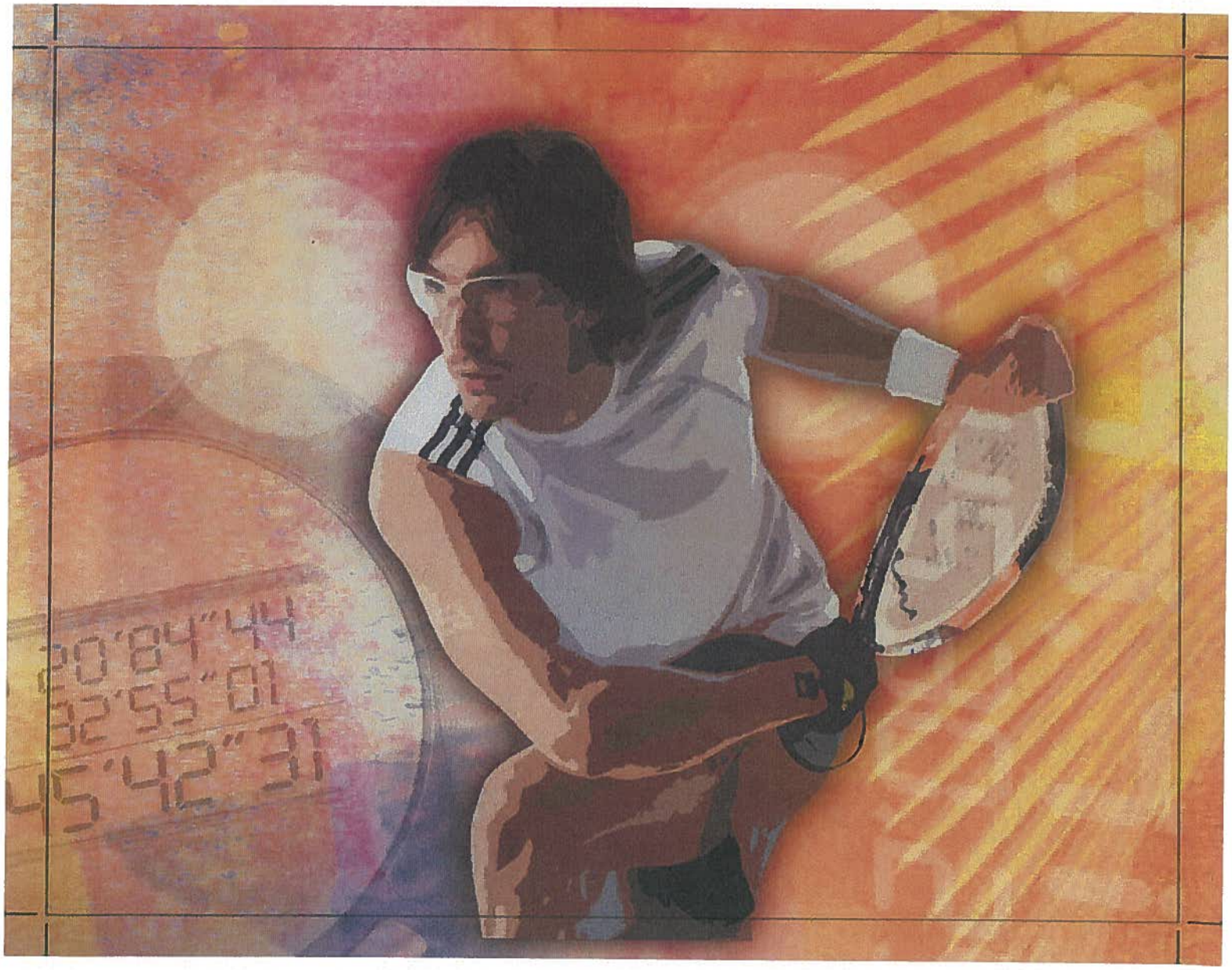
Project Address:

LA FITNESS Oceanside | 2335 Vista Way Oceanside, CA 92054

Exterior Detail Graphics Exhibit

Architect: Architects Orange

144 North Orange St. Orange, CA 92866 (714)639 9860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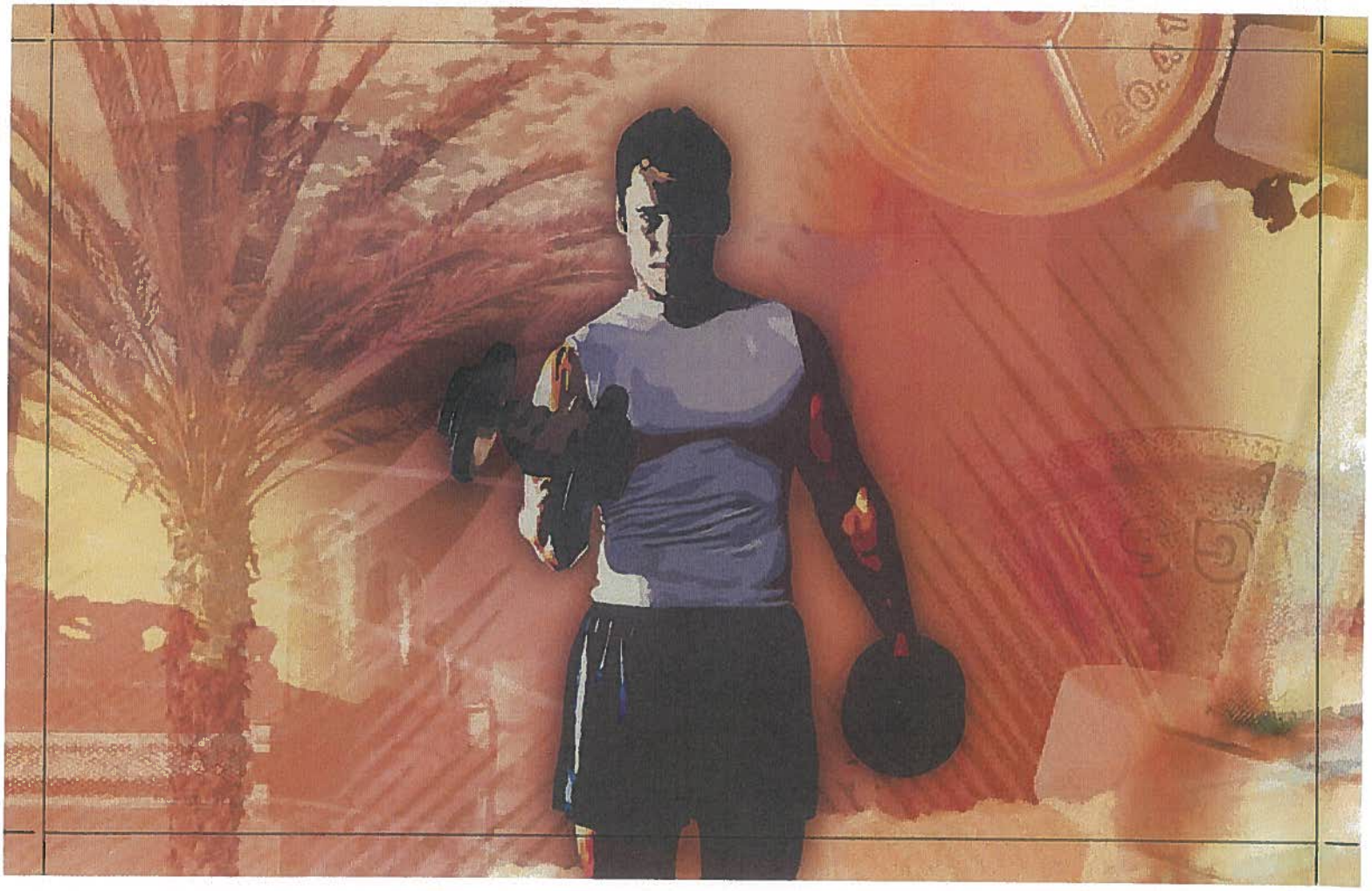
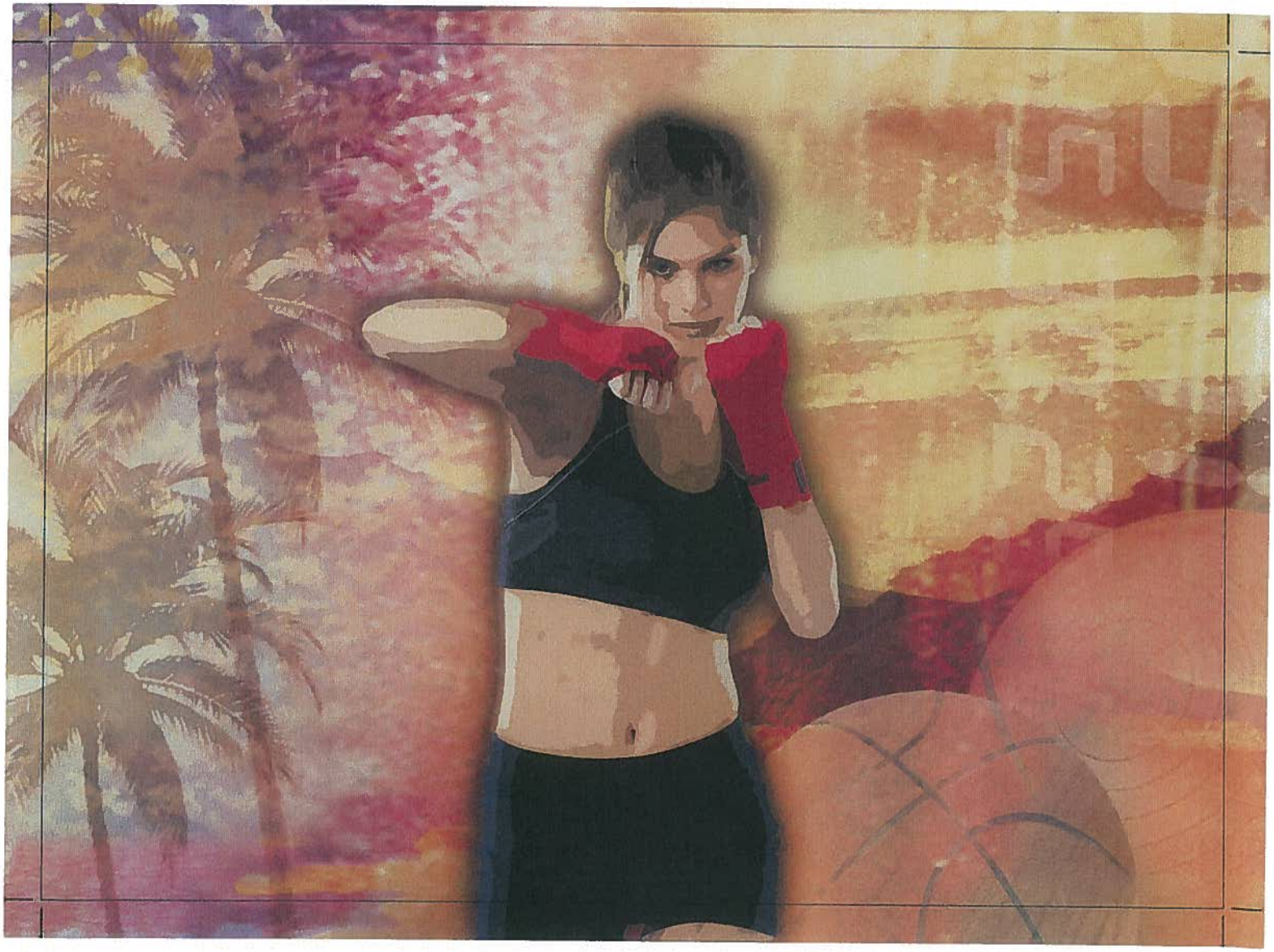
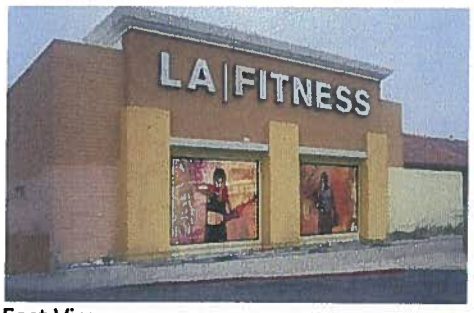
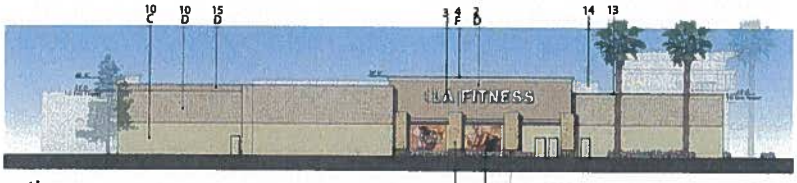




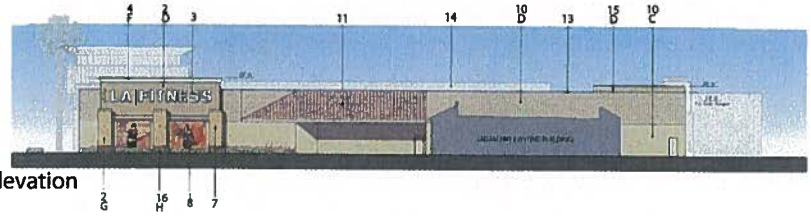


East View (Construction Progress Photo w/ Proposed Graphics)

West View (Costruction Progress Photo w/ Proposed Graphics)



West Elevation

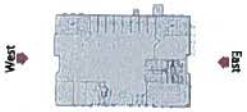


East Elevation

KEY NOTES

1. (N) Metal Crown Element
2. (N) Textured Stucco Finish
3. (N) Individual Letter Sign(Illuminated)
4. (N) Cornice
5. (N) Clear Glazing
6. (N)Metal Canopy
7. (N) Light Sconce
8. (N) Art Panel
9. (N) Glass Blocks
10.(E) Stone Blocks(Repaint)
11. (E) Roof Tiles
12. (E) Screen Wall @ Transformer Pad
13. (N) Metal Capping
14. (E) Roof Screen
15.(N) Wall Extension at New Roof
16. (N) Concrete Base
17. (E) Enclosure & (N) Gates for Trash

A		Interstate Brick-Copperstone
B		Interstate Brick-Desert Sand
C		Just Peachy #20YY 67/216 ICI #A0723
D		Rolling Hills #90YR 38/239 ICI #A 0607
E		O'Keefe Grey #20YY 57/060 ICI #A 1789
F		Crisp Linen #61YY 89/040 ICI #A 0057
G		Golden Wheat #10YY 53/337 ICI #A 0648
H		Spice Tea #80YR 20/488 ICI #A0560



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08.07.13