PLANNING COMMISSION

AGENDA NO. 3

CITY OF OCEANSIDE

DATE: May 4, 2015

TO: Chairperson and Members of the Planning Commission

FROM: Development Services Department/Planning Division

SUBJECT: **CONSIDERATION OF A VARIANCE (V14-00002) TO ALLOW A GROUND SIGN EXCEEDING 30 FEET IN HEIGHT AND 300 SQUARE FEET IN SIGN AREA AT WESTFIELD CARLSBAD MALL, WITHIN THE FIRE MOUNTAIN NEIGHBORHOOD PLANNING AREA – WESTFIELD CARLSBAD MALL GROUND SIGN – APPLICANT: PLAZA CAMINO REAL**

RECOMMENDATION

Staff recommends that the Planning Commission by motion:

(1) Confirm issuance of a Class 11 categorical exemption, consistent with CEQA Guidelines Section 15311 (Accessory Structures);

(2) Adopt Planning Commission Resolution No. 2015-P17, with findings and conditions of approval attached herein, approving Variance (V14-00002).

BACKGROUND

Located in the Fire Mountain Neighborhood Planning Area, the 10.42-acre project site comprises one parcel within the northern limit of the Westfield Carlsbad Mall parking lot. The site contains an existing 35-foot high ground sign. The majority of the 96.7-acre mall site is located within the City of Carlsbad. However, the northern 14.05 acres, including the project site, is located in the City of Oceanside. Westfield Carlsbad Mall is currently undergoing a major renovation. A Specific Plan and Signage Master Plan have been approved by the City of Carlsbad for those portions of the property under that jurisdiction.

The complete history of the existing sign isn't known, but it appears that a 36.5-foot high sign was originally installed at its current location either concurrent with, or following construction of the mall in 1969. In 2002, the sign was reduced in height to 28.3 feet in conjunction with a change in copy/branding. In 2003, the City of Oceanside approved a variance to increase the height of the sign to its current 35 feet, in part due to vegetation in Buena Vista Creek impeding views of the sign.

PROJECT SITE

The existing 35-foot ground sign is located at the eastern edge of Assessor Parcel Number 165-120-59 and at the northern margin of the Westfield Carlsbad Mall parking lot, approximately eight feet south of the top of the southern bank of Buena Vista Creek. In addition to the existing sign, the parcel contains a parking lot, a chain link fence, native and ornamental landscaping, and a portion of Buena Vista Creek. The existing sign includes two pylon footprints of 25 square feet each occupying a total rectangular area of 3'-10" by 15'-8" located on a graveled pad. Land uses surrounding the project site include State Route 78 (SR-78) to the north, a sewer pump station to the east, parking lots and Westfield Carlsbad Mall to the south and a ring road, Buena Vista Creek and vacant land to the west. The project site is designated Special Commercial by the Oceanside General Plan and is zoned Special Commercial – Highway Oriented (CS-HO) by the 1992 Zoning Ordinance. The project site is located outside of the Coastal Zone.

PROJECT DESCRIPTION

The project proposes to replace the existing 35-foot high sign with a 67.5-foot high ground sign containing 764 square feet of sign/copy area on both the north and south sides of the sign. The increased height and area would ensure visibility of the sign above riparian vegetation in Buena Vista Creek. Section 3304 of the 1992 Zoning Ordinance limits ground signs to 30 feet in height and 300 square feet in sign area for sites with total square footage equivalent to that of Westfield Carlsbad Mall. Therefore, a variance is required.

The sign would be a rectangular shaped, non-digital, freestanding static display sign with 764 square feet of copy area on both the north and south sides. The aluminum sign would be primarily brown in color with lettering and other accents of red and white. The name of the mall and major tenants would be displayed in lettering on both sides of the sign and would be internally illuminated from dusk to dawn. The new sign would match the design of other new signs being implemented as part of the mall renovation. The base of the sign would occupy the same rectangular footprint created by the two square pylons of the existing sign.

Construction of the new sign would take approximately two weeks and would occur in three phases: existing sign removal, foundation work, and new sign construction. For existing sign removal, a large crane and flatbed truck would be parked on the street south of the sign and the sign would be removed piece by piece, leaving a portion of the foundation intact. Foundation work would involve the use of excavators and a concrete mixer to dig out a portion of the area, install spread footing, and pour the foundation. A crane and flatbed truck would bring in prefabricated pieces and install the sign on-site. Following installation, the site would be restored with gravel and at no time would the existing perimeter fence along Buena Vista Creek be compromised.

Due to the location of the sign adjacent to Buena Vista Creek, staff contacted the California Department of Fish and Wildlife and the U.S. Fish and Wildlife Service to determine if an increased buffer from the creek would be required. For new development projects, the Oceanside Subarea Habitat Plan normally requires that development be located 50 feet away from the top of bank or 100 feet in cases where endangered species are present, as is the case in this portion of Buena Vista Creek. However, the agencies agreed that a buffer would not be required provided the sign would be constructed on the same footprint as the existing sign, would not be brighter or more reflective and would not provide perching opportunities for predatory birds. The applicant has agreed to these stipulations and conditions of approval have been added to the resolution to ensure they are implemented.

In reviewing the proposed sign, staff initially questioned whether the height could be lowered and still clear the vegetation in the creek. The creek vegetation is approximately 35 feet tall and the proposed sign would exceed that height by over 30 feet. The applicant indicated they did not want to lower the sign and prepared a Visual Impact Assessment concluding that the sign would not have a significant visual impact on the surrounding area. In addition, the applicant prepared a study of comparable signs along the SR-78 corridor. That study identified four comparable signs along the SR-78 corridor ranging from 49 to 80 feet in height. With regard to sign area, there are signs of similar size along the corridor and the sign area proposed is considered appropriate for a regional mall. Based on these factors, staff supports the variance for height and area.

The project is subject to the following Ordinances, City policies, regulations, and guidelines:

1. General Plan
2. Zoning Ordinance (1992)
3. California Environmental Quality Act (CEQA)

ANALYSIS

KEY PLANNING ISSUES

1. General Plan Conformance

Staff finds the proposed project to be consistent with the goals and objectives of the City's General Plan, as follows:

A. Land Use Element

Section 1.23: Architecture

Objective: The architectural quality of all proposed projects shall enhance neighborhood and community values and City image.

Policy B: Structures shall work in harmony with landscaping and adjacent urban and/or topographic form to create an attractive line, dimension, scale, and/or pattern.

From the north, the proposed sign would be seen as an urban structure extending above the riparian vegetation in Buena Vista Creek. However, the project would replace a shorter, aging sign and with a contemporary sign with attractive scaling and materials. The sign would match the design, scale and pattern of other signs being installed at Westfield Carlsbad Mall and would be harmonious with the adjacent area.

Section 2.2: Commercial Development

Objective: To promote and preserve a balance of successful markets and services in aesthetic, people-oriented associations that are compatible and organized to surrounding land uses.

Subsection: Special Commercial

Policy B: Signage in Special Commercial developments shall be consistent with any special guidance systems established for the area.

A Signage Master Plan was approved by the City of Carlsbad in 2014 for those portions of the Westfield Carlsbad Mall under that City's jurisdiction. The Master Plan established a uniform architectural design for the mall's signage, specifying colors, lighting and materials to be used as well as lettering and other characteristics. The proposed ground sign would incorporate the same design features being implemented throughout the mall and would thus be consistent with the Master Plan.

2. Zoning Ordinance Compliance

The proposed project is subject to the sign regulations of Article 33A of the City's 1992 Zoning Ordinance. As previously stated, the ordinance limits ground signs on the project site to 30 feet in height and 300 square feet in sign area and thus a variance is proposed to deviate from these limitations. The code also specifies that sign illumination be provided by an interior light source. The proposed sign would include internal illumination, and therefore would meet the light source requirement.

Required Findings for Variance Approval

In approving the variance, the reviewing authority must find that: 1) the project site is subject to unique constraints that preclude the exercise of property rights enjoyed by other properties in the vicinity; 2) the proposed project will not result in detrimental or injurious impacts to public health, safety, or general welfare, or property or improvements in the immediate area; and 3) the variance does not constitute a special privilege inconsistent with limitations placed on other nearby properties.

Staff finds that a ground sign within the height limit prescribed by the Zoning Ordinance would be uniquely constrained by existing vegetation in Buena Vista Creek which extends more than 35 feet above the top of bank. As evidenced by the visibility of the existing sign, views of a sign at that height would be blocked, particularly from travelers on SR-78. Tall vegetation in the creek is protected by environmental regulations and trimming is not permitted. Strict adherence to the height limit would preclude the ability of the mall to have signage visible to SR-78, which is a privilege enjoyed by other commercial uses along the corridor such as the El Camino North Shopping Center north of the site.

With regard to sign area, staff believes that the 300-square-foot limitation of the Zoning Ordinance would result in inadequate signage for a regional shopping mall along major transportation corridor. The 764 square feet of sign area proposed on both the north and south sides of the sign would enable the mall owner to advertise the name of the mall and major tenants with lettering of adequate size to be visible along the SR-78 corridor. The area of the sign is similar to other local signs and in keeping with that of ground signs at other regional malls.

The granting of the variance would also not be detrimental or injurious to adjacent properties. The sign would occupy the same footprint as the existing sign and would not encroach upon Buena Vista Creek. Conditions have been added to the project to ensure that it would not adversely affect the creek or associated wildlife. The project would introduce a higher vertical element with more sign area to the site. However, due to the urbanized nature of the area and the presence of other signs of variable height and area along the SR-78 Corridor, it would not adversely affect the visual character of the area. Finally, the variance would not constitute a special privilege, as Westfield Carlsbad Mall is the only major regional shopping center in the vicinity of the project site and most other commercial properties do not have vegetation which blocks their signage.

ENVIRONMENTAL DETERMINATION

The project involves the installation of a replacement sign and is categorically exempt from environmental review pursuant to CEQA Guidelines Article 19, Section 15311 (Accessory Structures).

PUBLIC NOTIFICATION

Pursuant to Article 41 of the Oceanside Zoning Ordinance, legal notice was published in the newspaper and notices were sent to property owners of record within a 300-foot radius of the subject property, to individual organizations requesting notification, to all persons and agencies that provided written comments, and to the applicant. As of the date of completion of this staff report, no letters opposing the subject project have been received.

SUMMARY

Staff has determined that the proposed Variance (V14-00002), as conditioned, is consistent with all of the required findings for issuance of the requisite entitlement. Staff therefore recommends that the Planning Commission, by motion:

-- Move to approve Variance (V14-00002) by adopting Planning Commission Resolution No. 2015-P17 with findings and conditions of approval attached herein.

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PREPARED BY:

Mary P. Wright
Planning Consultant

SUBMITTED BY:

Jeff Hunt
Interim City Planner

Attachments:

1. Site Plan
2. Planning Commission Resolution No. 2015-P17
3. Proposed Sign Comparison
4. Site Photographs
5. Westfield Carlsbad Shopping Center Visual Impact Assessment
6. Comparable Sign Study
7. Other Attachments (Application page, Description and Justification, Legal Description, Notice of Exemption)

PLANNING COMMISSION
RESOLUTION NO. 2015-P17

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF OCEANSIDE, CALIFORNIA APPROVING A VARIANCE ON CERTAIN REAL PROPERTY IN THE CITY OF OCEANSIDE

APPLICATION NO: V14-00002
APPLICANT: Plaza Camino Real
LOCATION: Northern limit of the Westfield Carlsbad Mall Parking Lot
APN 165-120-59-00

THE PLANNING COMMISSION OF THE CITY OF OCEANSIDE, CALIFORNIA DOES RESOLVE AS FOLLOWS:

WHEREAS, there was filed with this Commission a verified petition on the forms prescribed by the Commission requesting a Variance under the provisions of the City of Oceanside Zoning Ordinance to permit:

a ground sign exceeding 30 feet in height and 300 square feet in sign area;

on certain real property described in the project description.

WHEREAS, the Planning Commission, after giving the required notice, did on the 4th day of May, 2015, conduct a duly advertised public hearing as prescribed by law to consider said application;

WHEREAS, the documents or other material which constitute the record of proceedings upon which the decision is based will be maintained by the City of Oceanside Planning Division, 300 North Coast Highway, Oceanside, California 92054.

WHEREAS, studies and investigations made by this Commission and on its behalf reveal the following facts:

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FINDINGS:

For the proposed Variance (V14-00002) to allow a 67.5-foot high ground sign with 764 square feet of sign area on each of two sides:

1. Relative to other properties in the vicinity, there are special circumstances extant on the subject property, in terms of the property's size, shape, topography, or location that warrant deviation from zoning standards that limit ground signs to 30 feet in height and 300 square feet in sign area. The Westfield Carlsbad Mall, a regional shopping center, is undergoing a major renovation and is proposing to replace an existing 35-foot high ground sign with a 67.5-foot sign that will be oriented to travelers on State Route 78 (SR-78). The sign will contain 764 square feet of sign area on both the north and south sides. The existing ground sign is shielded from view by tall vegetation within Buena Vista Creek and trimming of the vegetation is precluded by environmental regulations. The sign would be constructed on the same footprint as the existing sign and would be tall enough and contain adequate copy area to be visible to travelers on the freeway. A variance for sign height and area is justified to provide sign visibility for a major regional mall.

2. The granting of the variance would not be detrimental or injurious to property or improvements in the vicinity of the development site, or to the public health, safety, or general welfare. The granting of the variance would not be detrimental or injurious to adjacent property. The sign would occupy the same footprint as the existing sign and would not encroach upon Buena Vista Creek. Conditions have been added to the project resolution to ensure the sign would not adversely affect the creek or wildlife. The project would introduce a higher vertical element with more copy area to the site. However, due to the urbanized nature of the area and the presence of other signs of variable height and size along the SR-78 Corridor, it would not adversely affect the visual character of the area.

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3. The granting of the variance is consistent with the purposes of the Zoning Ordinance and does not constitute a special privilege inconsistent with limitations on other properties in the vicinity and in the same zoning district. The subject property presents unique constraints, due to the presence of tall vegetation in Buena Vista Creek, which blocks views of the existing sign. Without flexibility in development standards, the sign would not be visible to the intended audience and would not serve to attract visitors to the mall.

NOW, THEREFORE, BE IT RESOLVED that the Planning Commission does hereby grant Variance (V14-00002), subject to the following conditions:

Planning:

1. This resolution approves only the increased sign height up to 67.5 feet and sign area up to 764 square feet on each of two sides, as described in the project Description and Justification and as shown on the plans and exhibits presented to the Planning Commission for review and approval. No deviation from the project Description and Justification, approved plans and exhibits shall occur without Planning Division approval. Substantial deviations shall require a revision to the Variance.
2. Unless expressly waived, all current zoning standards and City ordinances and policies in effect at the time a sign permit is issued are required to be met by this project. The approval of this project constitutes the applicant's agreement with all statements in the Description and Justification and other materials and information submitted with this application, unless specifically waived by an adopted condition of approval.
3. The predominant sign color shall not exceed a reflectivity (R) value of 50 and shall be no more reflective than the existing sign.
4. Bird spikes will be installed and maintained on the entire top of the sign to reduce the potential perching by predatory birds.
5. At no time shall grading, construction or maintenance activities encroach on the existing fence around Buena Vista Creek.
6. Construction equipment shall access the site from the south to the extent feasible.

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7. A covenant or other recordable document approved by the City Attorney shall be prepared by the applicant and recorded prior to the issuance of a sign permit. The covenant shall provide that the property is subject to this Resolution, and shall generally list the conditions of approval.

Engineering:

8. A geotechnical report shall be submitted to the Building Division for review and approval prior to issuance of a building permit.

Landscape:

9. All construction and staging areas outside of the proposed sign footprint shall take place away from the drainage channel.

10. All construction debris and waste shall be properly disposed of away from the drainage channel.

11. All construction wash and drainage shall occur away from the drainage channel using best management practices to capture all construction sediment and particulates without using the adjacent drainage channel.

12. Any and all plant material damaged or determined by the City to be impacted in a negative way shall be replaced in kind at the close of construction activities.

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13. Following construction, the development pad shall be restored in its pre-construction condition level with gravel. If any landscaping is anticipated, a landscape and irrigation plan shall be reviewed and approved by the City of Oceanside to ensure the protection of Buena Vista Creek.

PASSED AND ADOPTED Resolution No. 2015-P17 on May 4, 2015 by the following vote, to wit:

AYES:

NAYS:

ABSENT:

ABSTAIN:

_____

Louise Balma, Chairperson
Oceanside Planning Commission

ATTEST:

_____

Jeff Hunt, Secretary

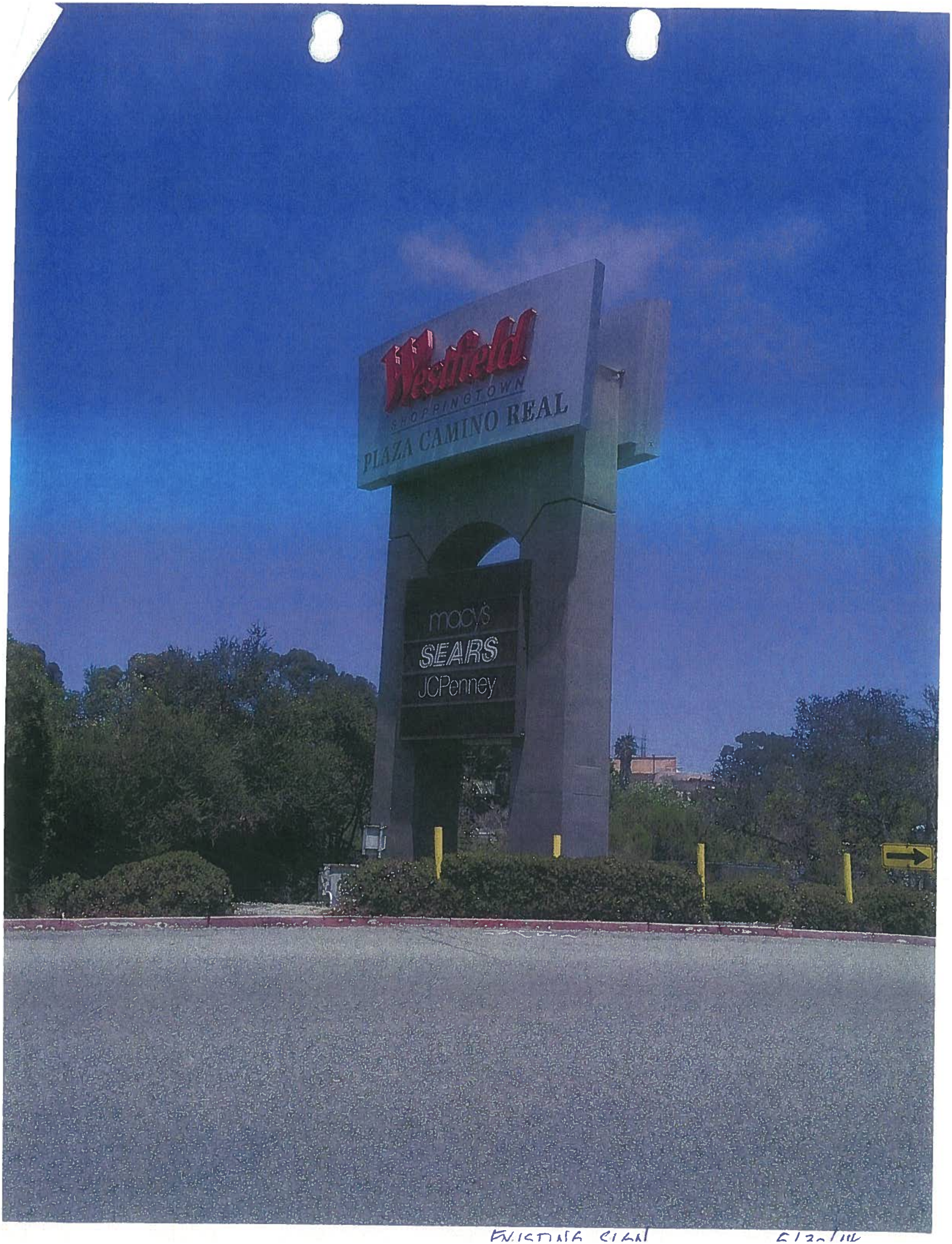
I, JEFF HUNT, Secretary of the Oceanside Planning Commission, hereby certify that this is a true and correct copy of Resolution No. 2015-P17.

Dated: May 4, 2015

Applicant accepts and agrees with all conditions of approval and acknowledges impact fees may be required as stated herein:

_____ _____

Applicant/Representative Date



EXISTING SIGN 5/30/06

Revised 1/13/15

LSA ASSOCIATES, INC.
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SUITE 260
CARLSBAD, CALIFORNIA 92011

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760.918.2458 FAX

BERKELEY
FORT COLLINS
FRESNO
IRVINE
PALM SPRINGS
PT. RICHMOND
RIVERSIDE
ROCKLIN
SAN LUIS OBISPO

MEMORANDUM

DATE: October 8, 2014

TO: Stephen Flur, Development Director, Westfield

FROM: Brianna Pilkinton, LSA Associates, Inc.

SUBJECT: Westfield Carlsbad Shopping Center Visual Impact Assessment (LSA Project No. WFI1401)

PROJECT DESCRIPTION AND BACKGROUND

The project proponent, Westfield Carlsbad, proposes to replace an existing sign with a larger pylon sign in order to increase visibility, particularly to viewers on State Route 78 (SR-78). The current sign is obstructed from viewers by riparian vegetation associated with Buena Vista Creek, which is situated between the freeway and the shopping center. The proposed replacement sign will be visible, but would not alter or affect the riparian vegetation. This project is part of a larger plan of development, the Westfield Carlsbad (Plaza El Camino Real) Renovation Project. A Specific Plan—which defined allowed uses, development standards, design guidelines, and implementation of procedures to facilitate future redevelopment, revitalization, and ongoing operations at Westfield Carlsbad—and Site Development Plan for the renovations was approved June 5, 2013.

The proposed replacement sign, described in the Westfield Carlsbad Specific Plan, is a static display pylon sign. The Specific Plan describes it as a large freestanding sign, intended to be visible from major intersections and SR-78 and to advertise the Westfield Carlsbad Shopping Center along with other anchor/mini-anchors within the shopping center. The static display is a non-digital display area (interchangeable) on a pylon or monument sign. The proposed replacement sign will include letters that will be internally illuminated from dusk to dawn. The existing sign is approximately 35 feet in height and the replacement sign will be 67.5 feet in height. The Replacement Sign is a standard rectangular design as depicted in Attachment A, Westfield Hardship Study. The existing sign is an arched design with two pylon footprints of approximately 25 square feet each (50 square feet total). The replacement sign will be situated in the same location as the existing sign, and will have an equivalent footprint. The replacement sign will be a standard rectangular design rather than an arched design.

Representative drawings and visual simulations of the proposed replacement sign are included in Attachment A. Also included in Attachment A is the existing pylon view. The Replacement Sign will be approximately 67.5 feet tall, 28.5 feet wide, and have a depth (thickness) of approximately 4.5 feet.

PROJECT LOCATION

The Westfield Carlsbad Shopping Center, a 77.5-acre parcel located in the northwest portion of the City of Carlsbad is bounded by Marron Road to the south and west, El Camino Real to the east, and SR-78 to the north. The Westfield Carlsbad Shopping Center also includes parcels on the south side of Marron Road and west of the intersection with El Camino Real.

The proposed pylon sign will replace the existing sign in the same location with an equivalent footprint as described above and depicted in Attachment A, within the City of Oceanside (near the border with the City of Carlsbad, the project lead agency) on the north border of the parking lot adjacent to SR-78 and the Buena Vista Creek as depicted in Figure 1, Project Location Map, and Figure 2, Photo Location Map. Because the sign installation is part of a large plan of development primarily located in the City of Carlsbad, this visual memo will analyze the replacement sign project with respect to applicable City of Oceanside and City of Carlsbad visual assessment standards.

EXISTING SETTING

Regional Setting

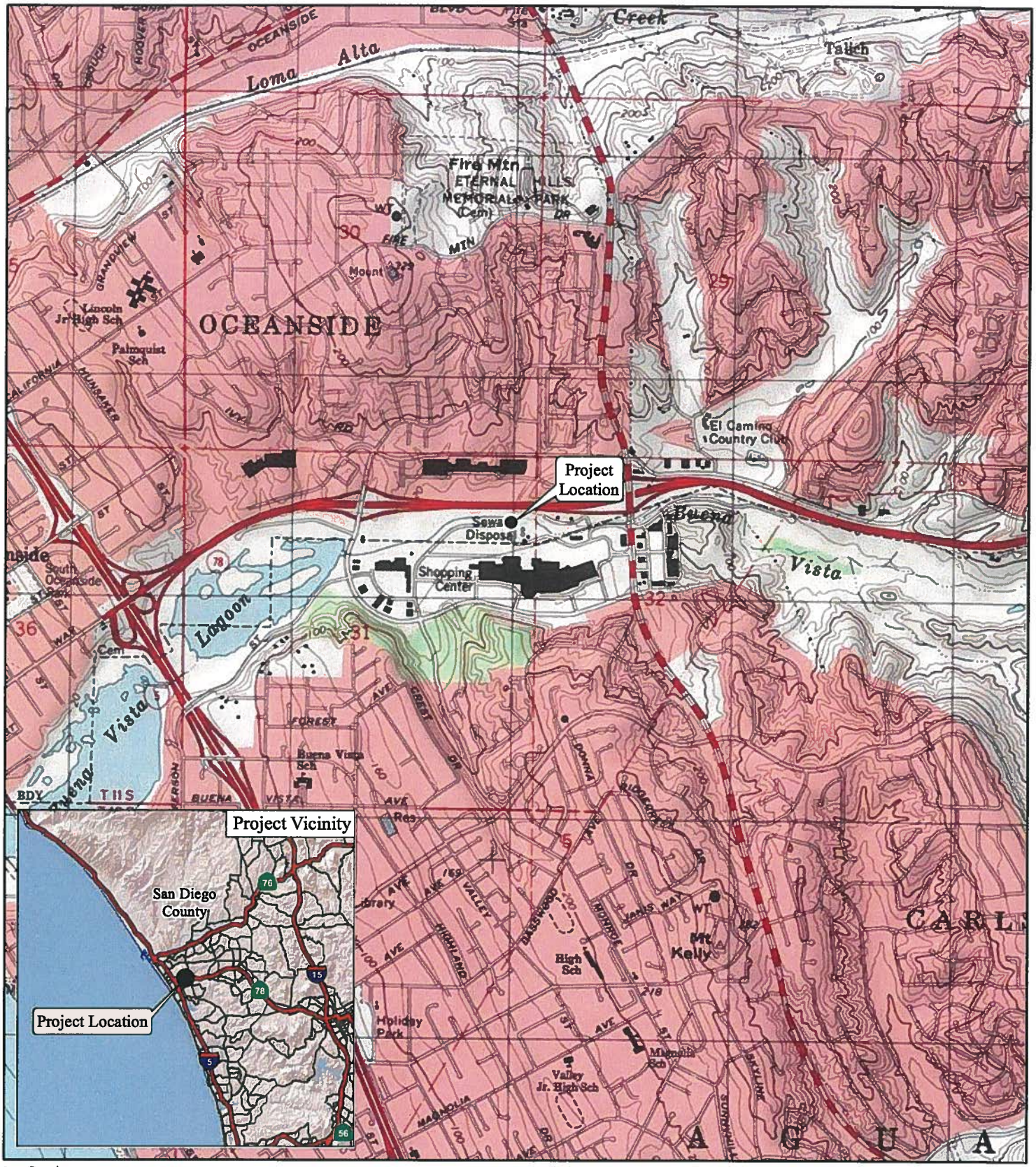
The proposed pylon sign is situated in the City of Oceanside, near the northern border of the City of Carlsbad. The Cities of Carlsbad and Oceanside are located in northern San Diego County. Northern San Diego County is generally suburban, with portions of semi-rural areas. Major visual features in the region include beaches, coastal lagoons and waterways, such as the Buena Vista Lagoon, Buena Vista Creek, the San Luis Rey River, Lake Calavera and the open areas associated with Camp Pendleton.

Study Area

The Westfield Carlsbad Shopping Center is currently developed with retail businesses and an associated parking lot. The majority of the shopping center is situated within the City of Carlsbad, however, a portion of the parking lot, including the proposed replacement sign is located in the City of Oceanside. The visual resources study area includes the existing sign, parking lot, shopping center and surrounding uses. The visual site assessment included various photo locations from Lagoon View Drive at Jefferson Street east to El Camino Real, and extended from Vista Way south to Hosp Way off Marron Road. Figure 2 illustrates the photo locations associated with this analysis.

The surrounding uses include open space associated with Hosp Grove Park to the south, Buena Vista Creek to the north, transportation infrastructure (SR-78 to the north, Marron Road to the south, Jefferson Street to the west, and El Camino Real to the east). The shopping center is designated as Regional Commercial Land Use in the City of Carlsbad General Plan, and Special Commercial in the City of Oceanside General Plan. City of Carlsbad Zoning for the shopping center is C-2 General Commercial, and in Oceanside the shopping center is zoned as CS-HO, Special Commercial, Highway Oriented. Locally-serving shopping centers and a cluster of offices east of El Camino Real are anticipated to remain in their present uses, with potential future, but currently entitled, upgrading and reinvestment by property owners.

Sensitive visual land uses generally include residences, public recreational areas (such as trails or beaches) and designated "scenic" roads or highways. Potentially sensitive viewers within the study area are identified and viewer responses and exposure are evaluated below.



LSA

LEGEND

● Project Location

FIGURE 1

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SOURCE: USGS 7.5' Quad - San Luis Rey (1975), CA

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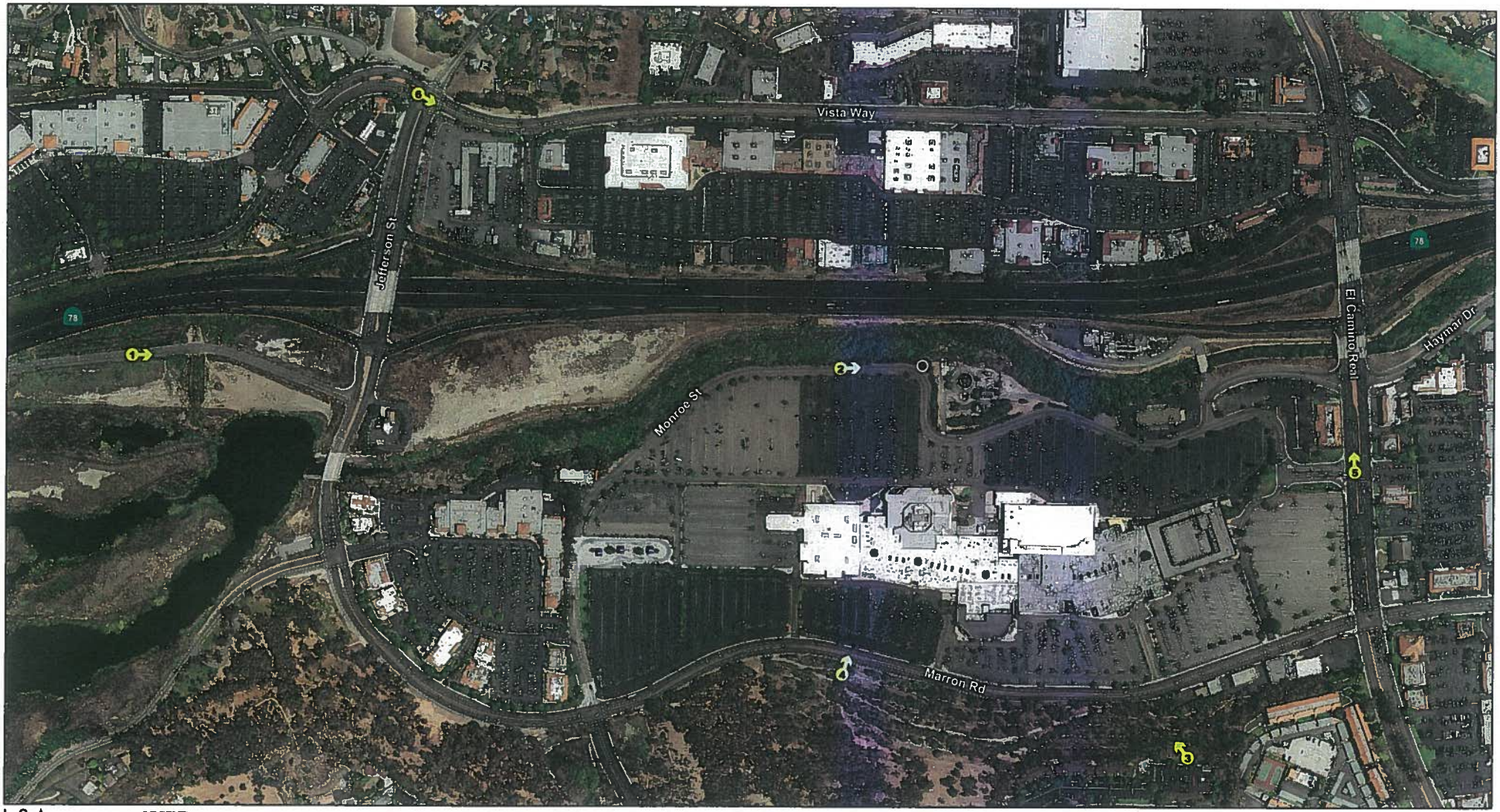
Westfield Pylon Sign
Visual Impact Assessment

Project Location Map



LSA

LEGEND

- Project Location
- Photo Locations

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SOURCE: Aerial - City of Carlsbad (2009)

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FIGURE 2

Westfield Pylon Sign
Visual Impact Assessment

Photo Location Map

REGULATORY SETTING

City of Oceanside

Applicable aesthetic/visual policies and regulations in the City of Oceanside are listed below.

General Plan Land Use Element Policies. Policy 2.24 Special Commercial Policies applicable to the proposed sign installation include:

B. Signage in Special Commercial developments shall be consistent with any special guidance systems established for the area.

Zoning Ordinance-Signs. Article 33A of the City of Oceanside Zoning Ordinance establishes a comprehensive system for the regulation of signs in the City.

In determining compatibility of a sign with its surrounding environment, the following criteria may be considered:

(1) Style or character of existing improvements upon the site and properties adjacent to the site;

(2) Visual elements such as construction materials, physical design details, and the number and spacing of signs in the area;

(3) The sign's height, size, and location, in relation to its proposed location and use;

(4) Potential effect of the proposed sign on driver and pedestrian safety;

(5) Potential blocking of view (whole or partial) of a structure or façade or public view of natural, historical or architectural significance;

(6) Potential obstruction of views of users of adjacent buildings to side yards, front yards, open space, or parks;

(7) Potential negative impact on visual quality of public spaces, including but not limited to recreation facilities, public squares, plazas, courtyards and the like; and

(8) Whether the sign structure will impose an aesthetically foreign or inharmonious element into the existing skyline or local viewscape.

Under Item 3304, Allowable Signs 1 (a), a pole or ground sign (the proposed replacement sign is a "ground sign") may be permitted if all of the design standards are met. For the Westfield Carlsbad Shopping Center, the total building(s) Area is over 200,000 square feet. Thus, according to the standards, the maximum total sign area is 300 square feet and maximum sign height of 30 feet.

Illumination. Sign illumination shall be from an interior light source contained within the sign cabinet. Indirect exterior illumination shall be permitted, provided the light source is entirely shielded from view. Such signs shall comply with the following provisions:

- No sign shall be illuminated by an exposed light source visible from any public street or residential property. Neon tubing shall be allowed on a limited basis, subject to City Planner approval, if it is made an integral part of the sign design and computed within the sign area.

- No sign shall employ the use of mirrors or any other highly reflective surfaces so as to direct or reflect any natural or artificial light onto any public right-of-way or adjoining property.
- Halo or back lighting shall not count toward the total sign area.

However, deviation from the standards set forth in Article 33, listed above, may be approved for building complexes located in a commercial zoned district, on a site greater than 3 acres, through submittal of a Comprehensive Sign Package to the Planning Commission or a variance from the City of Oceanside. Since the project will be approved through a Comprehensive Sign Package in the City of Carlsbad (where a majority of the Westfield Plaza is located), the City of Oceanside will process a variance for the deviations within the City of Oceanside. Any deviations to applicable sign regulations must enhance the character of the development by addressing sign location, number, area, height, illumination, and sign separation from less intense uses.

Municipal Code: Light Pollution. Chapter 39 of the City of Oceanside Municipal Code establishes light pollution regulations that restrict the use of certain light fixtures emitting into the night sky undesirable light rays, which have a detrimental effect on astronomical observation and research. The regulations do not intend to prevent the use of any design, material, or method of installation not specifically forbidden. According to the light pollution regulations, the requirements for lamp source and shielding of light emissions for outdoor light fixtures shall be as shown in Table B, Lamp Type and Shielding Requirements. The installation of the proposed sign is subject to compliance with the City of Oceanside Municipal Code.

Table B: Lamp Type and Shielding Requirements

Lamp Type	Requirement
Class I: Color Rendition Important	
Low-pressure sodium	Permitted
Other lights above 4,050 lumens	Permitted
Other lights 4,050 lumens or less	Permitted
Class II: Parking Lots, Roadways, Security	
Low-pressure sodium	Permitted
Other lights above 4,050 lumens	Prohibited
Other lights 4,050 lumens or less	Permitted
Class III: Decorative	
Low-pressure sodium	Permitted
Other lights above 4,050 lumens	Prohibited
Other lights 4,050 lumens or less	Permitted

Source: City of Oceanside Municipal Code (1990) http://www.municode.com/resources/gateway.asp?pid=10130&sid=5

City of Carlsbad

Chapter 21.41 of the Carlsbad Municipal Code (C.M.C.), the Sign Ordinance. Chapter 21.41 provides standards for signage in the City. Applicable standards for permitted permanent signs are listed in C.M.C Section 21.41.095. Table C, City of Carlsbad Permanent Sign Standards, lists the applicable standards for the proposed sign.

Table C: City of Carlsbad Permanent Sign Standards

Type of Development or Zone	Maximum Number of Signs	Maximum Sign Area Per Sign	Maximum Sign/Letter Height	Location	Remarks
Regional Commercial Center	1 per center	150 square feet per sign	35 feet above average grade	Near primary project entrance	Pole sign allowed in addition to other signs permitted for commercial centers.

Source: Carlsbad Municipal Code 21.41 available at https://library.municode.com/index.aspx?clientId=15184

Westfield Carlsbad Specific Plan

The Westfield Carlsbad Specific Plan includes sign standards to augment, and in some cases supersede, Chapter 21.41 of the C.M.C. in a manner that is suitable for the massing and scale of a regional shopping center. A general comparison of C.M.C. Section 21.45.095 and the proposed Westfield Carlsbad Specific Plan as it pertains to permitted permanent signs is provided in the Westfield Carlsbad Environmental Impact Report[1] and applicable standards are summarized in this report and in Table D: Signage Standards Comparison, below.

Table D: Signage Standards Comparison (CMC 21.45.095 vs Westfield Carlsbad Specific Plan)

Type of Development or Zone	CMC 21.41.095	Westfield Carlsbad Specific Plan
Regional Commercial Center	One (1) per center, 150 sq. ft. (max.), 35 ft. tall (max.)	One (1) sign, 1,000 sq. ft. (max.), 45 ft. tall (max.).

VISUAL ASSESSMENT

LSA conducted a pedestrian and vehicular site assessment on June 3 and 12, 2014, to document the existing visual characteristics of the project site and the surrounding areas. The site assessment identified the visual characteristics on site and in surrounding vicinity, determined the existing visual resources, potential sensitive receptors, and documented these through site photographs. The results of this photographic documentation are described below and depicted in Figure 3, Representative Photographs. This analysis was prepared consistent with the California Environmental Quality Act (CEQA) and the CEQA guidelines for aesthetics as listed in Appendix G.

Scenic Resources

The City of Oceanside contains a number of visual resources (primarily in the coastal zone) including the Buena Vista Creek and Buena Vista Lagoon. In addition, there are number of opportunities for the public to view the coast and ocean while driving on SR-78, although not in the vicinity of the project. Coastal Lagoons, the ocean and the beaches are identified in the City of Carlsbad's General Plan and Open Space element as some of Carlsbad's principal physical assets, giving the City its identity and

[1] Westfield Carlsbad Final Environmental Impact Report accessed June 2014 and available online here: http://carlsbad.granicus.com/MetaViewer.php?view_id=6&clip_id=698&meta_id=76956

providing opportunities for recreation and scenic vistas from streets and buildings. The coastline is not visible from the visual study area (previously referenced Figure 2) due to intervening topography, landscaping, and the built environment.

Visual resources in the study area include views of the open space associated with Buena Vista Lagoon, Hosp Grove Park, and the City of Carlsbad-designated Scenic Corridor, El Camino Real (described in more detail below). The narrow swath of riparian vegetation between the shopping center parking lot and SR-78 can be considered a minor scenic resource that screens the freeway from visitors to the shopping center. Partial views of open space (Hosp Grove Park to the south) are visible from the shopping center parking lot. The City of Oceanside and Carlsbad General Plans do not include any designated scenic vistas or landmarks in the visual study area. Replacement of the existing sign would not require the demolition or modification of any designated landmark, or impact a scenic vista from a public viewpoint or sensitive receptors.

Scenic Highways/Corridors

El Camino Real and the SR-78/El Camino Real interchange is a City of Carlsbad designated Scenic Corridor. The El Camino Real corridor standards in the City of Carlsbad regulate development through Special Use Permits. However, those standards apply only to areas within 400 feet of the El Camino Real Right-of-Way. Interstate 5 is designated as a State Eligible Scenic Highway in San Diego County; however, it is not visible in the project viewshed, nor is the project site clearly visible from I-5. The proposed sign would not be located within a line of sight that would significantly affect or alter views from El Camino Real. The existing sign is not visible from El Camino Real, though many other similar signs and commercial development are present in the urbanized/developed viewshed of El Camino Real. Figure 3, Photo 5 includes a typical view of the visual character along El Camino Real outside the main entrance to Westfield Carlsbad Shopping Center.

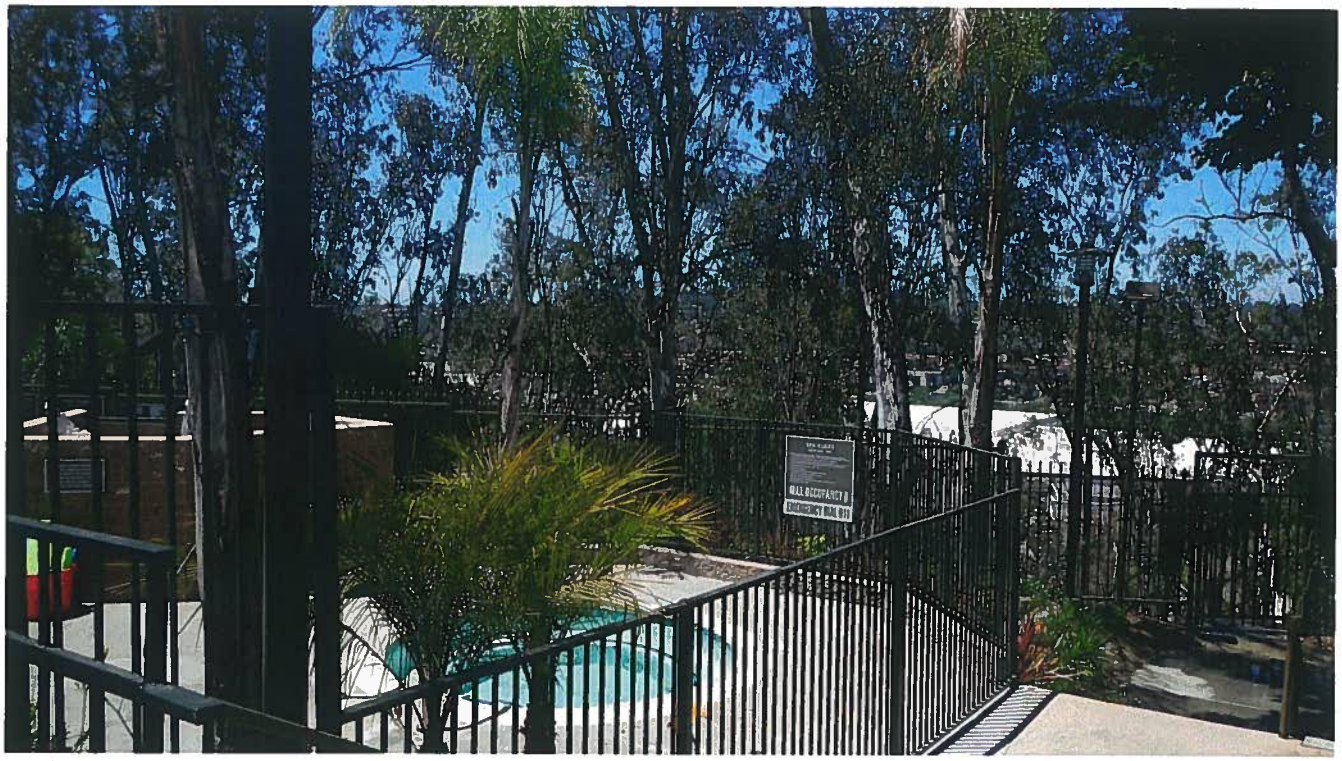
1. View from Buena Vista Lagoon (Lagoon View Road) looking east toward vicinity of project site.

2. View of the existing signage (looking generally east) from the mall parking lot.

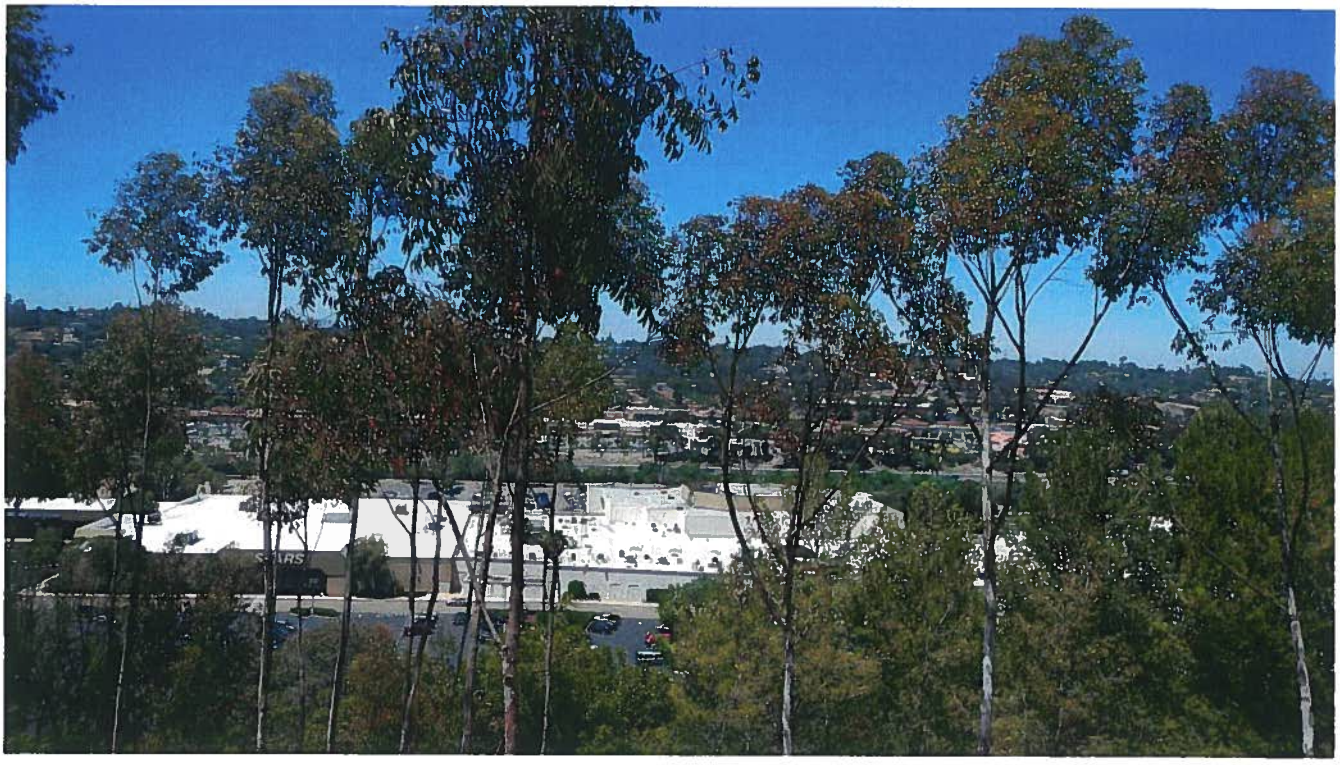
LSA

FIGURE 3

Westfield Pylon Sign
Visual Impact Assessment
Representative Photographs



3. View from sensitive receptors (Eaves at Avalon Apartment Homes) overlooking the mall from outdoor spa/recreation area. Note that views are obstructed by trees.



4. View from public recreational trail at Hosp Grove Park overlooking the project site. Note that the dominant feature is the existing Sears building and that the existing views are partially obstructed by trees.

LSA

FIGURE 3

Westfield Pylon Sign
Visual Impact Assessment
Representative Photographs

5. Representative view of typical land uses (commercial, retail, and roadways) surrounding the project area.

6. View from Vista Way looking southeast toward project vicinity.

LSA

FIGURE 3

Westfield Pylon Sign
Visual Impact Assessment
Representative Photographs

Sensitive Receptors

Sensitive receptors in the visual study area include the residential community closest to the proposed pylon sign, namely the apartment homes south of Marron Road off of Hosp Way. These homes are located approximately 1,835 feet south of the proposed sign. Figure 3, Photo 3 depicts the viewshed from the closest residential receptor.

Additional sensitive receptors include recreational users of Hosp Grove Park. The nearest trail at Hosp Grove Park is located approximately 1,335 feet south of the proposed sign. A photo depicting the viewshed from the nearest trail overlooking the Westfield Carlsbad Shopping Center is also included in previously referenced Figure 3, Photo 4.

The existing sign is partially visible from the nearest sensitive receptors, however as depicted in Figure 3. Photos 3 and 4, existing views of the project area are limited and mostly obscured due to the presence of mature tree stands. Furthermore, a height increase would not substantially alter views because the vantage point is at such a distance and elevation that the change would not be perceptible. The increased height would not block or alter views of scenic resources (i.e., lagoon views).

Visual Character

Visual characteristics of the study area are dominated by commercial uses. The mall parking area, buildings, and associated signage dominate views in every direction. Figure 3 depicts the visual character of the study area. The mall is surrounded by a large parking lot that is situated lower topographically than the surrounding open space (Hosp Grove Park) and SR-78. The Buena Vista Creek and associated riparian habitat is situated between SR-78 and the shopping center parking lot along the northern boundary. Partial views of the Buena Vista Lagoon are visible from the westernmost side of the parking lot along Monroe Street, but the lagoon is not visible from the majority of the shopping center.

Existing Light and Glare Sources

Existing light sources in the project vicinity include the existing sign, which is illuminated during evening hours, street lighting along SR-78 and arterial streets, light emitted by vehicular traffic (automobile headlights and taillights), and light sources from the adjacent parking lot.

PROJECT EFFECTS

Implementation of the project would not result in significant impacts with regard to aesthetics of the site and surrounding land uses. Potential effects on scenic vistas, scenic resources, and visual character, as well as light and glare area evaluated below.

Create Substantial Adverse Effects on a Scenic Vista

There are no City or State designated Scenic Vistas identified within the visual study area.

The western edge of the shopping center parking lot affords limited views of the Buena Vista Lagoon, which can be considered a scenic area. The increased dimensions of the proposed sign would not block or alter views of the Buena Vista Lagoon from the shopping center or other vantage points (including El Camino Real). There will be a change in the dimension of the proposed sign but, because the project site does not include vantage points for scenic vistas, replacement of the existing sign would not result in permanent obstruction or adverse effects to scenic resources in the project vicinity. Visual simulations of the proposed pylon sign are included in Attachment A.

Substantial Damage to a Scenic Resource (Tree, Rock Outcroppings, or Historic Buildings within a State Scenic Highway)

There are no State designated Scenic Highways in the vicinity of the shopping center and proposed sign. El Camino Real is a City of Carlsbad designated Scenic Corridor; however, as mentioned above the standards are not applicable because only areas within 400 feet of the El Camino Real ROW are subject to development regulations. The proposed sign would replace an existing sign in the same location, which is adjacent to riparian vegetation associated with Buena Vista Creek, including trees. The new sign would be larger and would include illuminated lettering during nighttime hours; however, the replacement sign would not directly affect the nearby trees and riparian vegetation associated with Buena Vista Creek as no tree or vegetation removal is proposed and, as explained below, no significant indirect illumination impacts to riparian resources are anticipated. The increased sign height is proposed in order to increase visibility to drivers along SR-78 without trimming or altering the riparian vegetation in any way. The footprint of the proposed sign is entirely within existing developed hardscape. The existing sign is illuminated during nighttime hours, therefore there would not be a substantial change with regard to illumination impacts. Indirect lighting impacts to the Buena Vista Creek would be minimized through design, including low intensity illumination, which would be directed away from habitat.

No impacts, direct or indirect, to rock outcroppings, historic buildings, or any other prominent visual resources within a State Scenic Highway would result from replacement of the existing sign.

Substantial Degradation of the Existing Visual Character

The Westfield Carlsbad Specific Plan includes a detailed sign program, which demonstrates how proposed signage would be integrated with the site architecture and landscaping, and consistency with the sign design parameters in the Specific Plan document. Attachment A depicts the proposed sign details.

The proposed pylon sign is located along a City of Carlsbad designated scenic corridor, the frontage of El Camino Real and the SR-78/El Camino Real interchange, which is characterized largely by commercial and retail land uses in the project vicinity as demonstrated in previously referenced Figure 3. Large electric utility structures are present along the corridor as well (Figure 3, Photo 5). The proposed replacement sign is consistent with the maximum total area allowed by the detailed signage program for the Westfield Carlsbad Specific Plan, prepared in accordance with Specific Plan guidelines (which supersedes the City of Carlsbad S-P Overlay Zone, CZ Commercial Zone, and City Sign Ordinance), and the City of Carlsbad Scenic Corridor Guidelines. However, a deviation from the Specific Plan maximum allowable height (45 feet) will be required to accommodate the proposed replacement sign height (67.5 feet). The proposed sign would be consistent with the City of

Oceanside General Plan policies for Special Commercial development. However, a deviation from the maximum height standard under Article 33 of the City of Oceanside Zoning Ordinance is proposed and satisfies the criteria necessary to approve a proposed deviation. The proposed replacement sign is consistent with the commercial character of the renovated shopping center and would not adversely affect the character and quality of the scenic corridor. Many commercial signs are currently located in the vicinity of the proposed replacement sign, such as various billboards in the vicinity of the project, along the freeway, and signage associated with Westfield Plaza; therefore a deviation from City or Specific Plan standards would not constitute an adverse change to the visual character of a regional-serving commercial center because the replacement sign would contribute to the commercial nature of the existing visual environment. Table E, below includes a summary of applicable standards, the existing sign and proposed replacement sign features.

Table E: Comparison of Applicable Standards, Existing Sign and Proposed Replacement Sign

Existing Sign	**Proposed Replacement Sign**	**Westfield Carlsbad Specific Plan Allowed Signage**	**City of Oceanside Allowed Signage,** Article 33 (Zoning Ordinance)
35 feet tall, illuminated internal and indirect externally , 50 square feet	: 67.5 feet tall, illuminated internally (low intensity), 764 square feet	One sign, maximum sign height 45 feet tall, maximum total sign area of 1,000 square feet.	Maximum sign height of 30 feet, maximum total sign area of 300 square feet Illumination from interior light source, or shielded exterior illumination

The new sign is similar in design to the existing sign (depicted in previously referenced Figure 3, Photo 2) and would not constitute a degradation of the visual character of the shopping center or surrounding area.

Views from sensitive receptors (nearby residents and recreational trail users at Hosp Grove Park) may be temporarily altered during construction, due to the presence of construction and demolition equipment; however, the existing shopping center is currently undergoing renovation. Considering the existing construction in the viewshed, replacement of the sign would not constitute a substantial temporary change in the visual character of the existing visual environment. Furthermore, the temporary presence of construction equipment is not considered a significant impact.

The permanent replacement of the existing sign with a larger sign would be considered a permanent direct change to the visual character of the area; however, because the character of the area is regional-serving commercial, with many other prominently displayed signs in the urbanized viewshed and the fact that the lower half of this sign will be shielded by vegetation, the proposed replacement of the sign would not be a substantial degradation of the existing environment.

Create a New Source of Substantial Light or Glare

As mentioned above, the proposed sign replacement is subject to compliance with Chapter 39, Light Pollution Regulations, of the City of Oceanside Municipal Code and the Westfield Carlsbad Specific Plan. Light pollution regulations in the City of Oceanside establish that project applicants shall

submit site plans to the City prior to issuance of any permit for work involving nonexempt outdoor light. The proposed replacement sign would comply with the stipulations of Chapter 39 and avoid any excessive, undesirable light during nighttime hours.

The proposed replacement sign will have internally illuminated lettering and will not include reflective materials. The design would be consistent with the outdoor lighting and signage throughout the Specific Plan area and would not result in light and glare impacts to the surrounding community, Buena Vista Creek, or nearby roadways. The proposed replacement sign would not significantly increase the amount of nighttime light and glare in the project area and will be consistent with the Specific Plan, and City of Oceanside standards. Temporary construction and demolition activities would also be subject to compliance with Light Pollution regulations. Demolition and construction would be conducted during day-time hours and would not constitute a new source of substantial light or glare.

Furthermore, the proposed replacement sign would be situated in an area that is currently a source of light and glare due to the existing shopping center, other commercial signs and buildings, and freeway lighting. The project area is topographically lower than nearby residential uses and, as depicted in previously referenced Figure 3, the location of the new sign and the existing shopping center is partially screened by existing landscaping. Any incremental increase in nighttime lighting due to the increased height of the new sign would not be significant. The illumination of the proposed replacement sign would be from dusk until dawn, but does not include excessively bright illumination or moving images that would distract drivers on SR-78 or other adjacent roadways. Lighting would be internal to the lettering at the top of the sign (as depicted in Attachment A) and would not spill over into adjacent areas.

Based on this information, the project would not result in significant visual impacts, based on the visual assessment standards or criteria of CEQA and the Cities of Oceanside and Carlsbad.

ATTACHMENT A

WESTFIELD HARDSHIP STUDY

Westfield

CARLSBAD
HARDSHIP STUDY
EXISTING

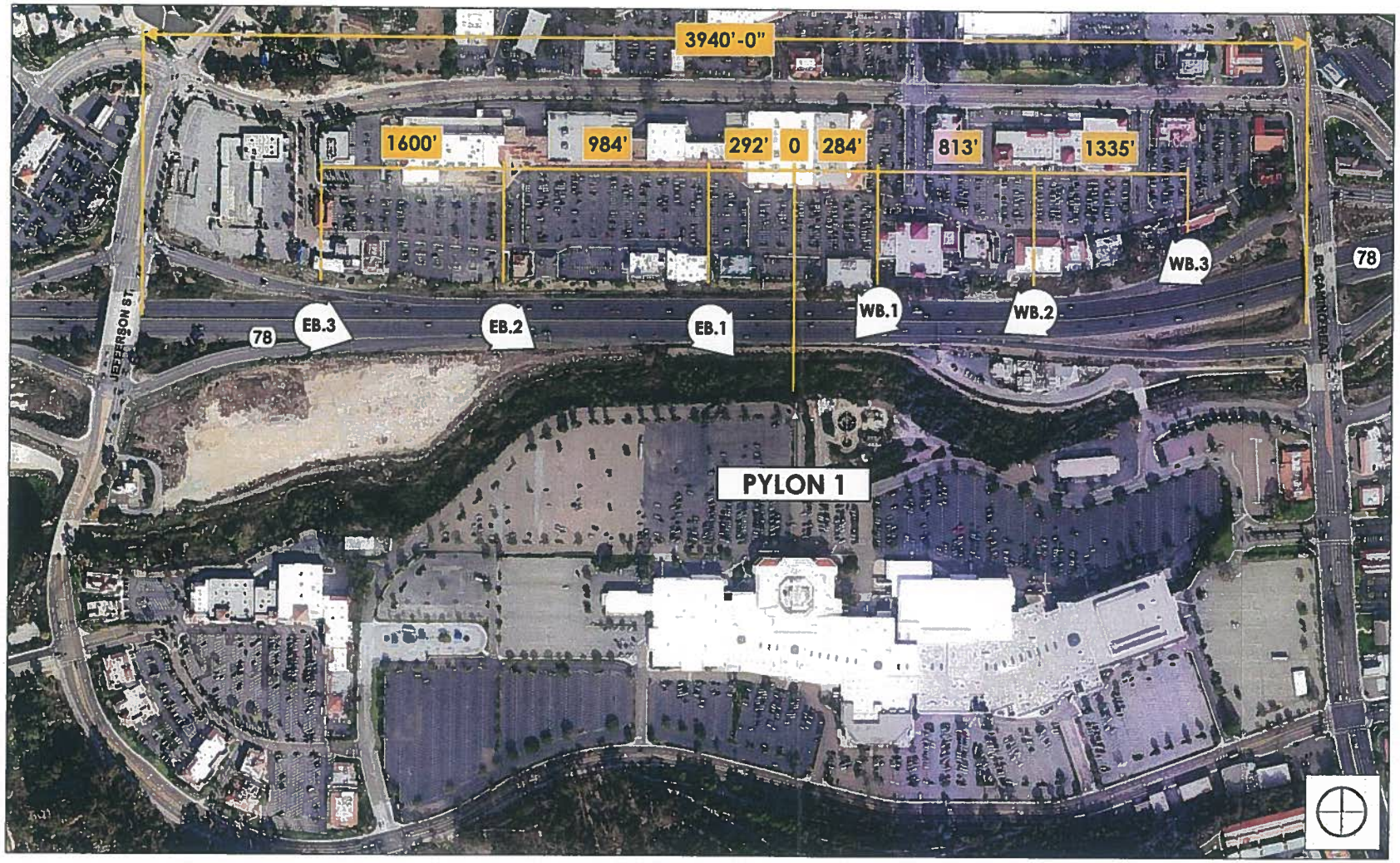
2525 El Camino Real • Carlsbad, CA 92008

January 7, 2014

BLAIR SIGN PROGRAMS

Scott Blair
9932 Prospect Ave Studio 137
Santee, CA 92071
blair@blairsign.net
Northern California: (510) 337-9020 (510) 337-9029 fax
Southern California: (619) 792-1600 (619) 792-1606 fax
California License #677503

- *Design / Build*
- *Master Sign Programs*
- *Tenant Criteria*
- *Property Branding*
- *Sustainable Relevance*
  LEED • CalGreen • Governance



SCALE: 1'=350'-0"

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CA License #677503

Westfield

CLIENT:
Westfield

PROJECT:
Carlsbad, CA

ADDRESS:
2525 El Camino Real
Carlsbad, CA 92008

STARTING DATE:
12/18/2013

BY:
J.Wallace

REVISIONS:
01/07/2014

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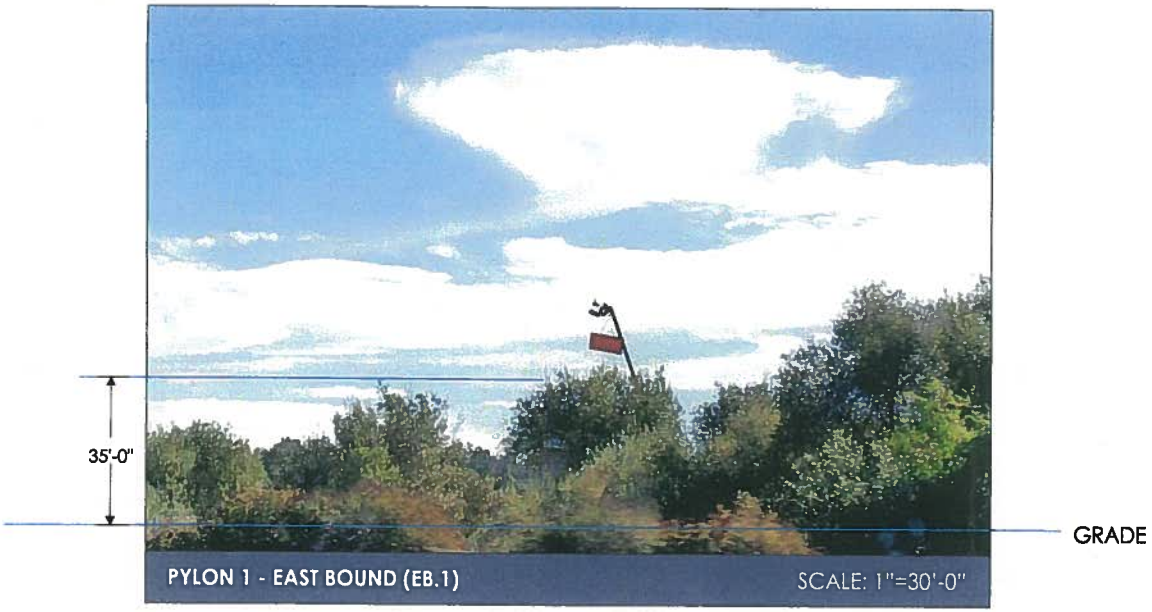
TITLE 24 COMPLIANT

Site Plan
PYLON 1



PYLON 1 - EAST BOUND (EB.1) SCALE: 1"=30'-0"

NOTE: 35'-0" = HEIGHT OF EXISTING PYLON.

PYLON 1 - WEST BOUND (WB.1) SCALE: 1"=30'-0"

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STARTING DATE:
12/18/2013

BY:
J.Wallace

REVISIONS:
01/07/2014

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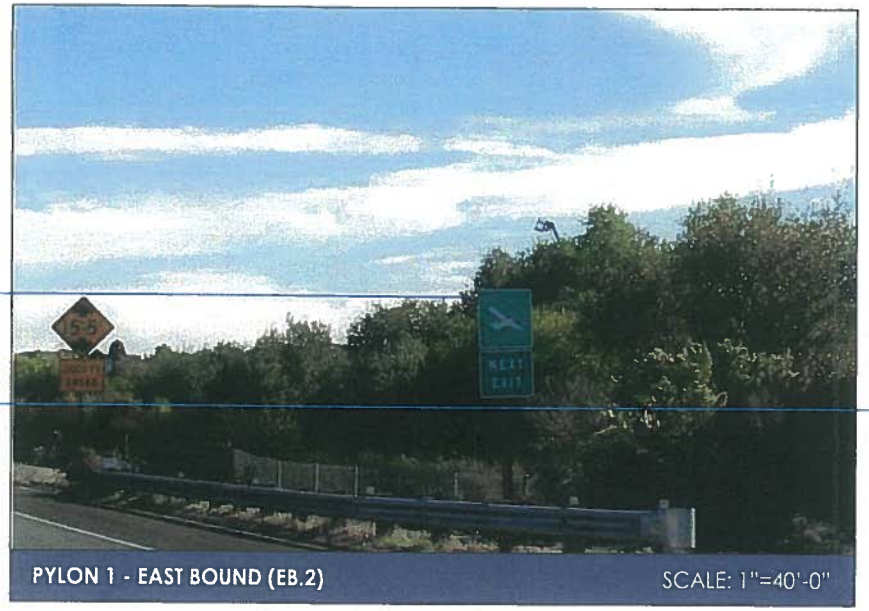
Sheet 2
PYLON 1



PYLON 1 - EAST BOUND (EB.2) SCALE: 1"=40'-0"

NOTE: 35'-0" = HEIGHT OF EXISTING PYLON.

PYLON 1 - WEST BOUND (WB.2) SCALE: 1"=40'-0"

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STARTING DATE:
12/18/2013

BY:
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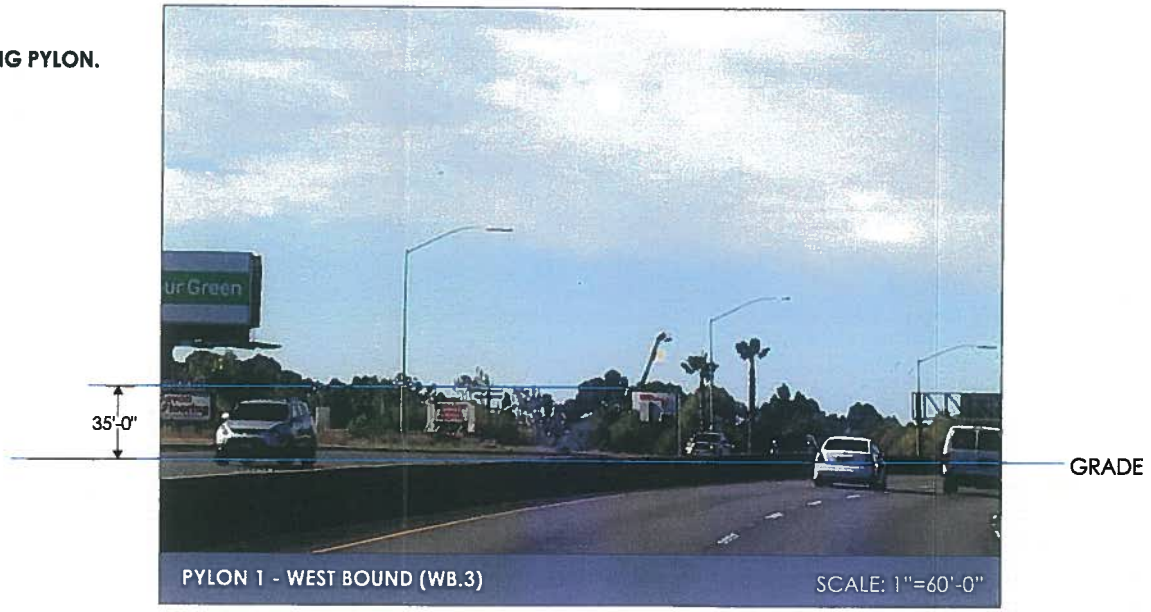
Sheet 3
PYLON 1

PYLON 1 - EAST BOUND (EB.3) SCALE: 1"=60'-0"

NOTE: 35'-0" = HEIGHT OF EXISTING PYLON.



PYLON 1 - WEST BOUND (WB.3) SCALE: 1"=60'-0"

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12/18/2013

BY:
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REVISIONS:
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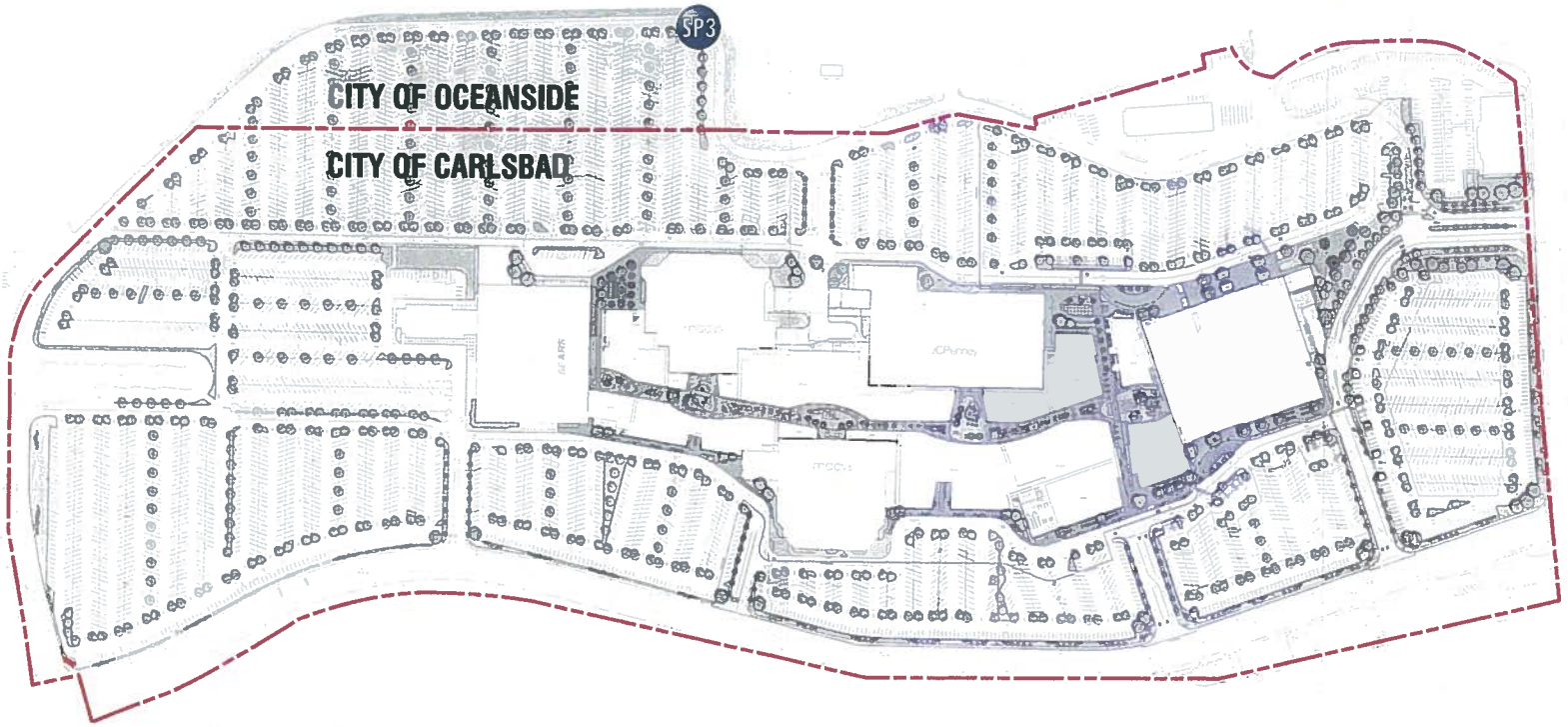
Sheet 4
PYLON 1

ATTACHMENT B

PROPOSED SIGN



SITE PLAN
SCALE: NTS

JOB INFORMATION
WESTFIELD CARLSBAD
2525 EL CAMINO REAL
CARLSBAD, CA 92008

SALESPERSON
J. HADAYA
DESIGNER
LMPOPE
SKETCH NO
203348

DATE
12.12.2014
VOLTAGE

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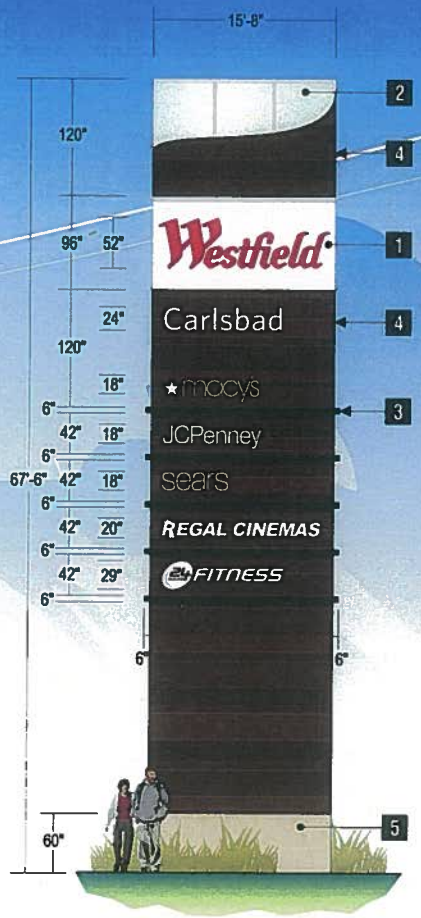
LEFT SIDE VIEW



SP3 NEW DOUBLE-FACE INTERNALLY-ILLUMINATED PYLON SIGN
SCALE: 3/32"=1'-0"

1	WHITE
2	SANDBLASTED CLEAR PLEX TO MATCH 3-FORM
3	BLACK
4	REATEC 14TF-7813 OUTDOOR SIMULATED WOOD VINYL *(HORIZONTAL GRAIN)*
5	SMOOTH TROWEL FINISH BY OTHERS (JONES SIGN TO PROVIDE DURAROCK)

COLOR PALETTE

LEDS - OSRAM BOX LED PLUS DS MODULES

NEW D/F INT. ILLUM PYLON SIGN. USE STANDARD .125" ALUMINUM CONSTRUCTION w/ 2" x 2" x .125 STEEL ANGLE FRAME & STEEL PIPE SUPPORT INTO CONCRETE FOOTING. ALUMINUM STRUCTURE TO BE PAINTED FRAZEE CL2646N "WIGWAN" & HAVE APPLIED REATEC OUTDOOR SIMULATED WOOD VINYL OVERLAYS.

TOP CAP TO BE INTERNALLY-ILLUMINATED SANDBLASTED CLEAR 1/4" PLEXIGLASS TO MATCH 3-FORM. ILLUMINATE w/ WHITE LEDS.

"WESTFIELD" TO BE FABRICATED PLEX FACED INTERNALLY-ILLUMINATED CHANNEL LETTERS w/ 1st SURFACE APPLIED POPPY RED #143 VINYL OVERLAYS w/ 3/4" RED TRIMCAP. PAINT RETURNS POPPY RED #143. ILLUMINATE w/ WHITE LEDS.

"CARLSBAD" & TENANTS TO BE ROUTED-OUT FROM BACKGROUND & PUSH-THRU 1/2" THK. CLEAR PLEX w/ 1st SURFACE APPLIED VINYL GRAPHICS. ILLUMINATE w/ WHITE LEDS. (EXACT COPY TO BE DETERMINED)

BASE TO HAVE A SMOOTH TROWEL FINISH, BY OTHERS (JONES SIGN TO PROVIDE DURAROCK).

SEE ENGINEERS SPECS FOR STRUCTURAL CALCULATIONS. VERIFY EXACT LOCATION OF SIGN PRIOR TO INSTALLATION.

RIGHT SIDE VIEW

JOB INFORMATION
WESTFIELD CARLSBAD
2525 EL CAMINO REAL
CARLSBAD, CA 92008

SALESPERSON
J. HADAYA
DESIGNER
LMPOPE
SKETCH NO
203348

DATE
12.12.2014
VOLTAGE

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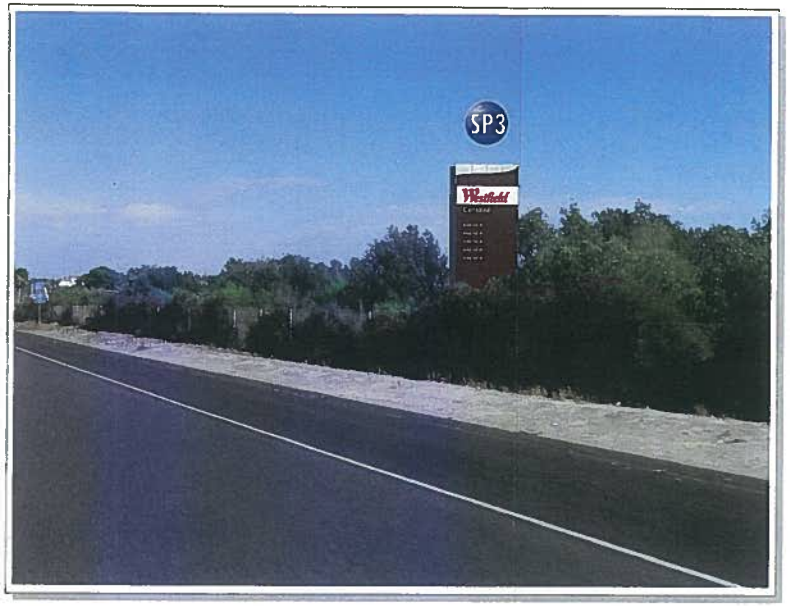
LOCATION 3

PROPOSED SIGNAGE - EASTBOUND @ SR-78



PROPOSED SIGNAGE - EASTBOUND @ SR-78

PYLON SIGN ELEVATION
NO SCALE

PHOTO LAYOUT FOR PRESENTATION PURPOSES.
VERIFY ACTUAL INSTALLATION & DIMENSIONS.

JOB INFORMATION
WESTFIELD CARLSBAD
2525 EL CAMINO REAL
CARLSBAD, CA 92008

SALESPERSON
J. HADAYA
DESIGNER
J. CASTILLO
SKETCH NO
203348 - FLAGGING

DATE
09-24-2014
VOLTAGE
120v

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LOCATION 3

PROPOSED SIGNAGE - WESTBOUND @ SR-78

PROPOSED SIGNAGE - WESTBOUND @ SR-78

PYLON SIGN ELEVATION
NO SCALE

PHOTO LAYOUT FOR PRESENTATION PURPOSES.
VERIFY ACTUAL INSTALLATION & DIMENSIONS.

JOB INFORMATION
WESTFIELD CARLSBAD
2525 EL CAMINO REAL
CARLSBAD, CA 92008

SALESPERSON
J. HADAYA
DESIGNER
J. CASTILLO
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09-24-2014
VOLTAGE
120v

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SAN DIEGO, CA 92123-1520

Hofman
Planning & Engineering

DATE: December 4, 2014 (April 14, 2015 UPDATE)

TO: Mary Wright, City of Oceanside

FROM: Eric Munoz, Hofman Planning & Engineering

SUBJECT: Westfield Carlsbad Pylon Sign, Comparable Sign Assessment

COMPARABLE SIGN OVERVIEW – Highway 78 Corridor

As part of the review for the proposed freestanding sign (67 feet high with sign copy area of 764 square feet) for the Westfield regional commercial center, Hofman Planning and Engineering (HPE) was asked by Oceanside city staff to provide an overview of 'comparable' signs within the valley of the Highway 78 corridor.

On December 1, 2014, a field survey was conducted by HPE and included follow-up research at the city offices of Vista and Oceanside.

In total, four signs were viewed in the field which collectively represent a comparable context for the proposed Westfield sign. In summary, one sign in Vista and three signs in Oceanside currently exist and therefore serve as comparable signage relative to the proposed Westfield sign.

The first sign (see Attachments 1.a-c) is located in the city of Vista, north of Highway 78 and just east of the Vista Village Center offramp. It has a sign height of 80 feet with a sign copy area of 562 square feet. Calculating the entire sign beyond the sign copy yields a sign area of 2,016 square feet. This is a double-sided sign.

The second sign (see Attachments 2.a-c) is the El Camino North center signage in the city of Oceanside, immediately adjacent to the north side of Highway 78 and east of the Jefferson Street off ramp. It has two overlapping sign components of 29 feet and 32 feet in height yielding an overall sign height of 49 feet. Sign area with sign copy is 708.75 square feet while total sign area beyond the sign copy is 1,241 square feet. This is a double-sided sign.

The third sign (see Attachments 3.a-c) is the Nissan freestanding sign at 3535 Plaza Drive in the city of Oceanside, south of Highway 78. It is 79 feet in height with a sign area of 240 square feet on both sides.

The fourth sign (see Attachments 4.a-c) is the Quarry Creek commercial center freestanding sign located south of Highway 78 and the Buena Vista Creek. It is oriented in a northwest facing direction toward Highway 78. It is 60 feet in height with an area containing sign copy of 352 square feet. Overall sign area beyond sign copy is 1,320 square feet. This is a single-sided sign.

The sign information presented in this overview is based on existing signage viewed in the vicinity of the proposed Westfield sign location within the Highway 78 corridor, and also public record

information about approved signage as provided by Vista and Oceanside city staff.

As a further point of comparison, the Westfield North County sign (see Attachment 5) in Escondido is another freeway-oriented freestanding sign for that regional commercial center located adjacent to the east side of the Interstate 15 freeway. The sign is 87.5 feet in height with an overall sign area of approximately 2, 096 square feet.

The following table summarizes the above information. Sign info and photos (except the Escondido Westfield sign) for each sign is attached to this report.

Name of Commercial Center	City	Sign Height	Sign Area based on sign copy	Total Sign Area beyond sign copy
Vista Village	Vista	80 feet	562 square feet	2,016 square feet
El Camino North	Oceanside	49 feet	708.75 square feet	1,241 square feet
Nissan Dealership	Oceanside	79 feet	240 square feet	N/A
Quarry Creek	Oceanside	60 feet	352 square feet	1,320 square feet
Westfield North County	Escondido	87.5 feet	Approx 1,708 square feet	Approx 2,096 square feet
Westfield Carlsbad	Oceanside	67 feet (PROPOSED)	764 square feet (PROPOSED)	1,057.75 square feet (PROPOSED)

Given the information presented, the proposed Westfield sign (see Attachment 6) within the City of Oceanside as part of the Westfield Carlsbad commercial center is comparable and in most cases smaller in height and area relative to existing signs in the immediate vicinity and region.

ATTACHMENTS

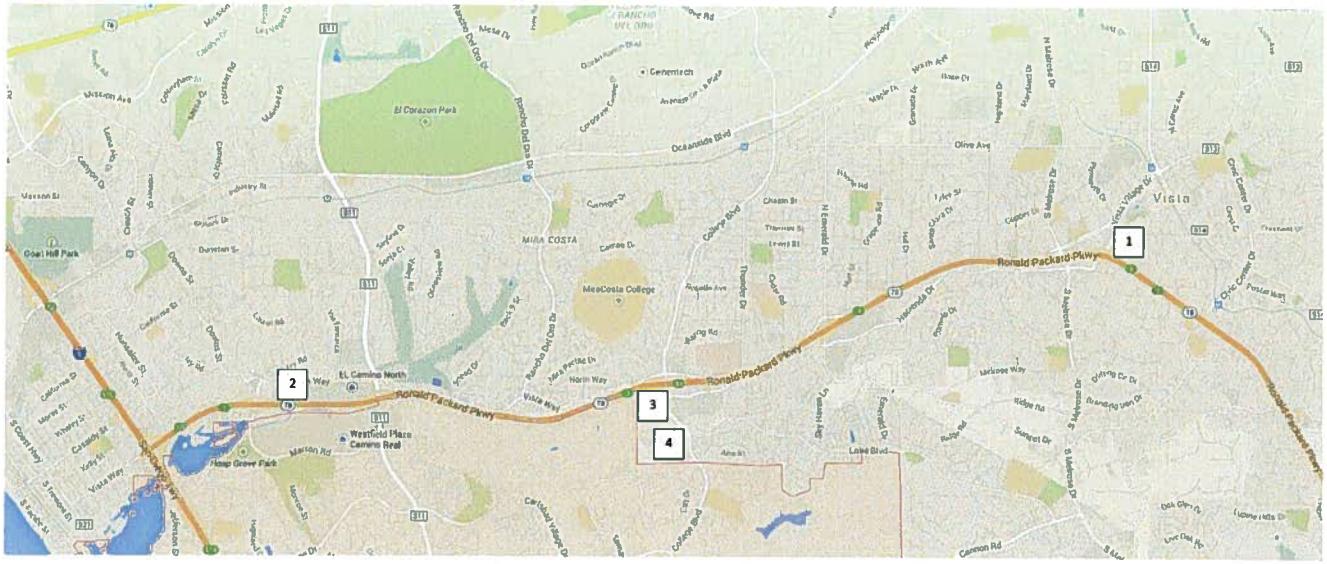
SIGN LOCATION MAP

1 – Vista Village Sign

2 – El Camino North Sign

3 – Nissan Sign

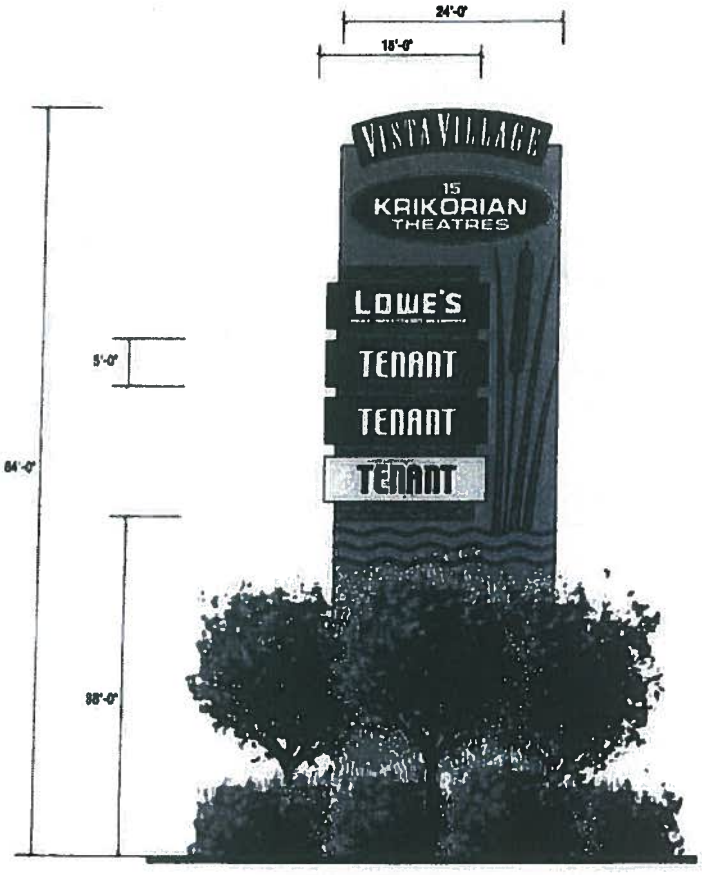
4 – Quarry Creek Plaza Sign



Attachment 1.a

SIGN TYPE: (F) FREEWAY-ORIENTED PYLON SIGN

QUANTITY	As indicated on Sign Location Plan
LOCATION	As indicated on Location Plan. May be located within landscaped zones between property lines and building setback lines, allowing for adequate sight-lines for vehicular traffic at street intersections and project entries, but may not be located in the public right-of-way.
TEXT	Project Identification; Tenant Listings with Owner approval.
SIGN AREA	Max. height 80'
	Project Identification: 130 sq. ft. max.
	Tenant Identification: 64 sq. ft. panel; copy area up to 80% height and width. of panel.
	Theater Identification: 176 sq. ft panel; copy area up to 80% height and width. of panel.
MATERIALS	Signs may use any acceptable treatment as provided for herein per Design Guidelines and Construction requirements.
COLORS	Colors as shown or as approved by City and Owner.
TYPE FACE	Custom project and tenant logotype
LIGHTING	Variety of lighting per Design Guidelines

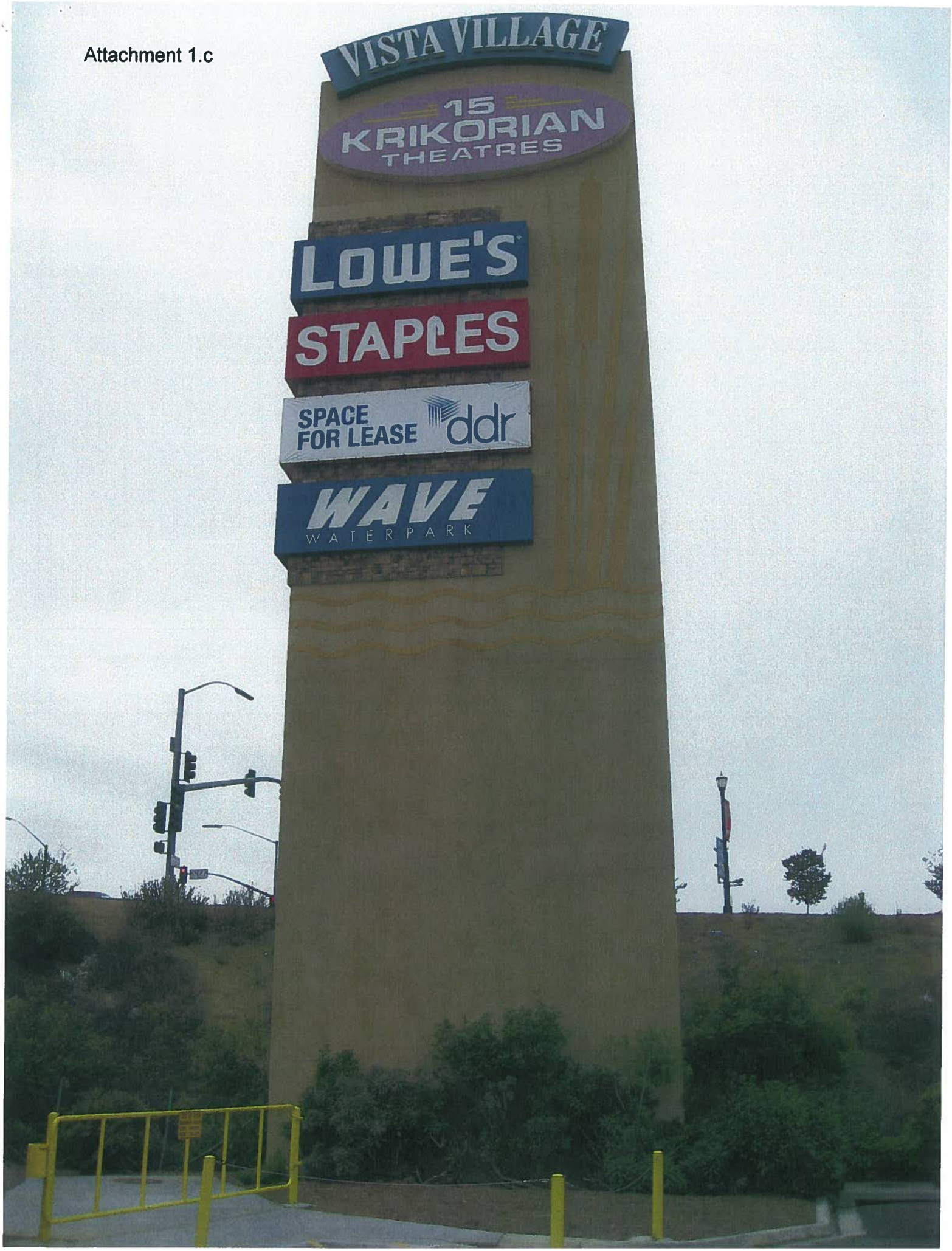


Ⓕ FREEWAY PYLON SIGN

©Graphic Solutions 2002

Attachment 1.b

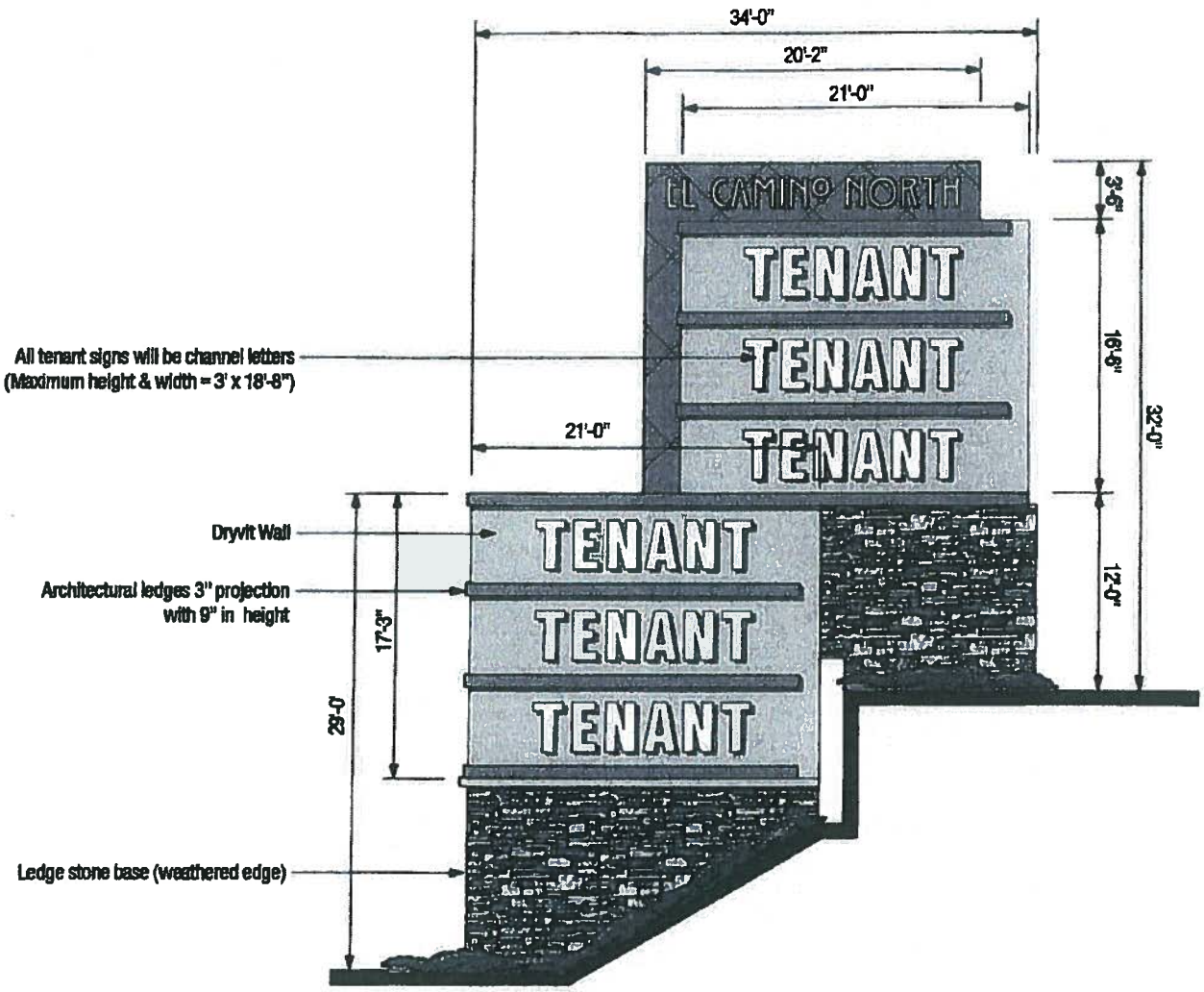
Attachment 1.c



Attachment 2.a

El Camino North

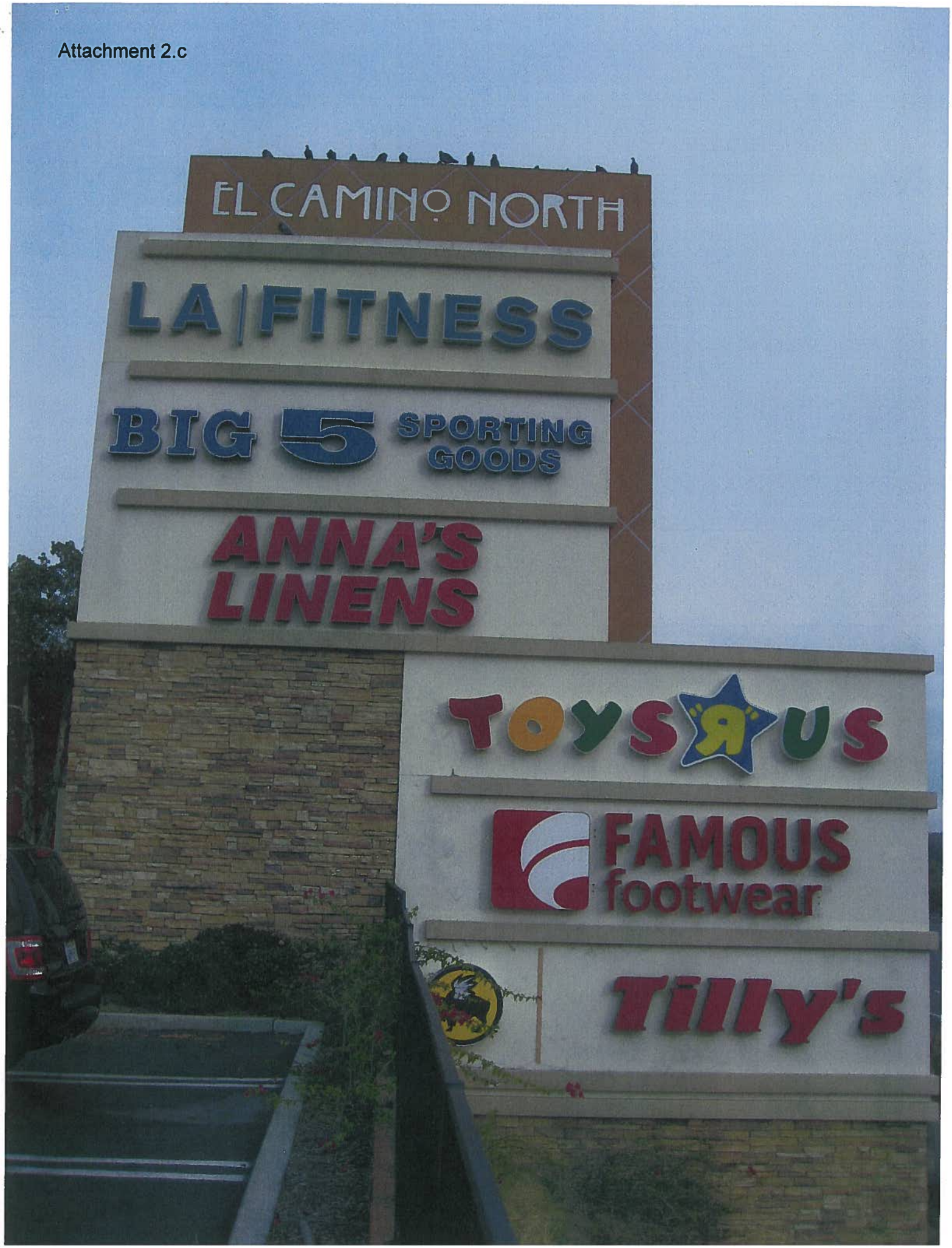
Pylon Sign (P1)



Sign Elevation Scale: 3/32" = 1' - 0"

Attachment 2.b

Attachment 2.c



Attachment 3.a

6. Tenant shall install his sign as indicated on the attached drawings. Maximum width shall be equal to 70% of the lineal leased frontage and the sign shall be centered horizontally.

7. Sign boxes and cans will be permitted.

MONUMENT SIGNS

1. Signing for Tenant of single-purpose, free-standing buildings shall be commensurated with the architecture of the building and shall be considered on an individual basis, subject to the approval of the Owner and of the City of Oceanside. (Indicated by (H) on site plan and manufactured by NISSAN.)

2. Total height of any part of any monument signs shall not exceed twelve (12) feet (including pedestal as measured from ground level.)

3. Total sign area of a monument sign shall not exceed 40 square feet.

4.The exact design of a monument sign and it's face(s) shall be reviewed and approved by the City concurrent with the site plan review of the proposed building.

5. Sign shall be constructed per the attached conceptual drawings. The sign may be double-faced.

6. The base and sign face shall be of the same depth.

7. Illumination of monument signs must be accomplished by interior lighting. No ground lighting will be permitted.

8. Sign shall be located out of the public right-of-way and never less than ten (10) feet behind the face of curb.

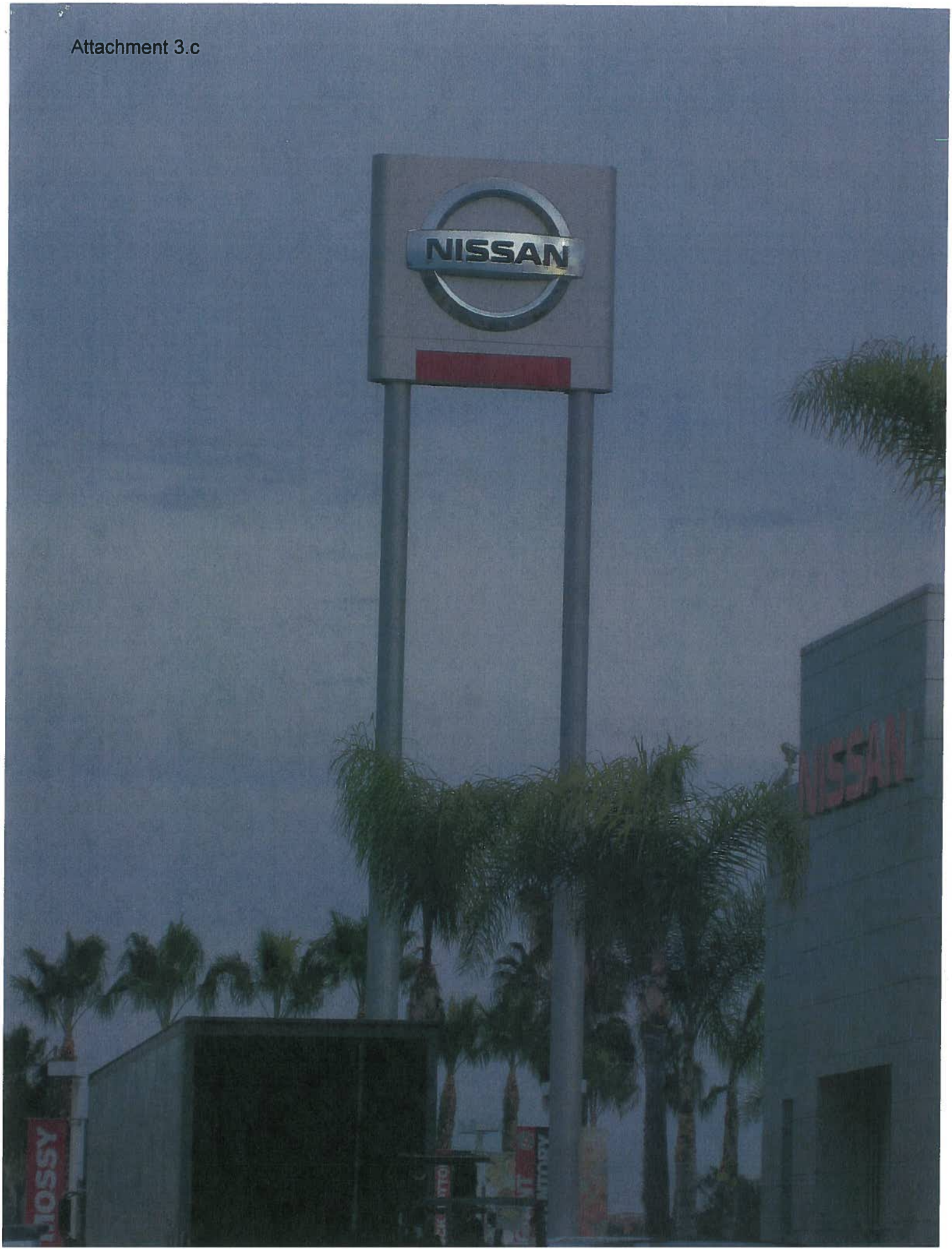
POLE/PYLON SIGNS

1. Mossy Nissan shall be entitled to one double pole freeway pylon sign, which is to be no higher than 79' above grade, and not to exceed 240 sq. feet per face. (Indicated by (I) on site plan, manufactured by NISSAN.)

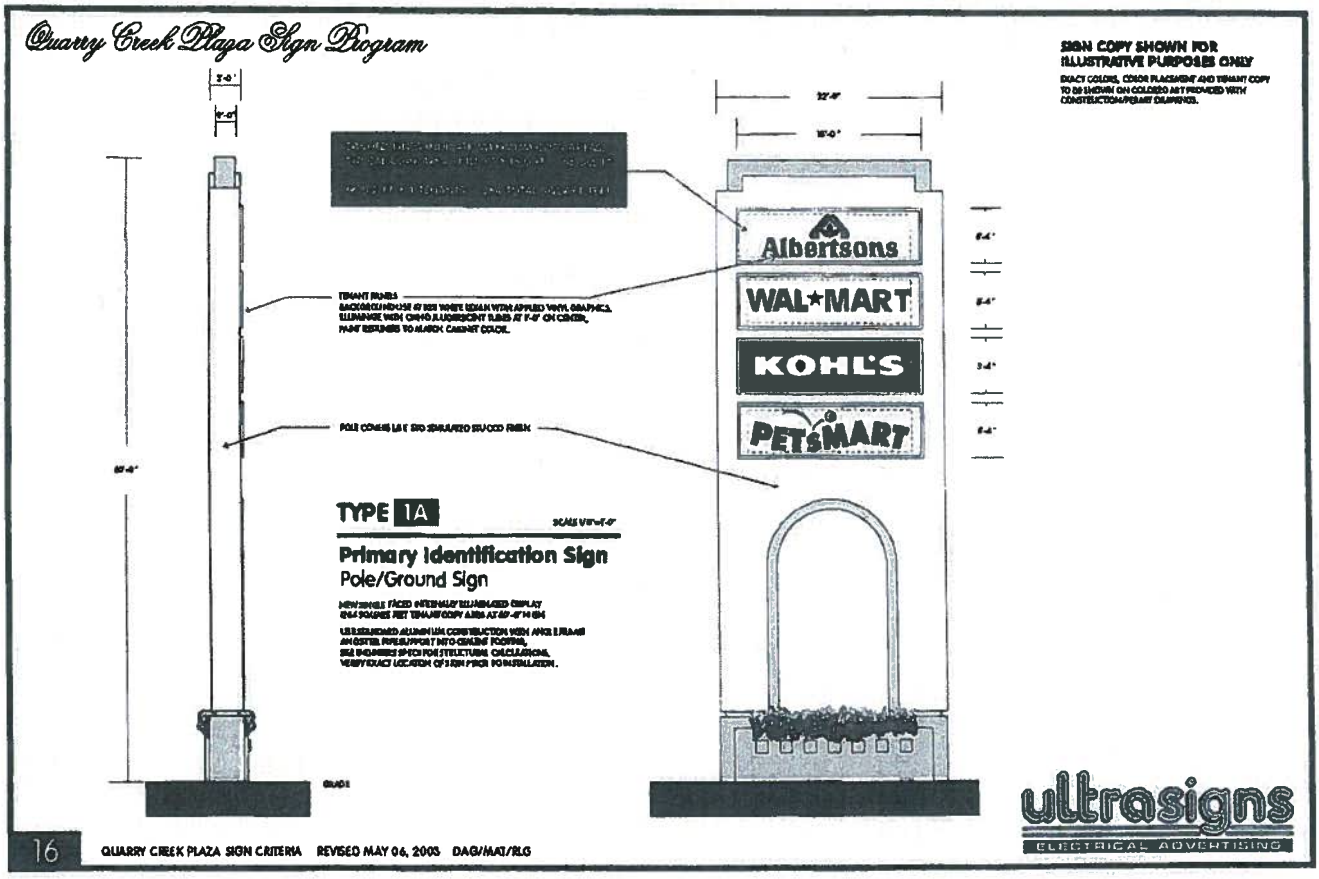
APPROVED BY THE
CITY PLANNER
Date 9/18/98 File #
Signed

Attachment 3.b

Attachment 3.c

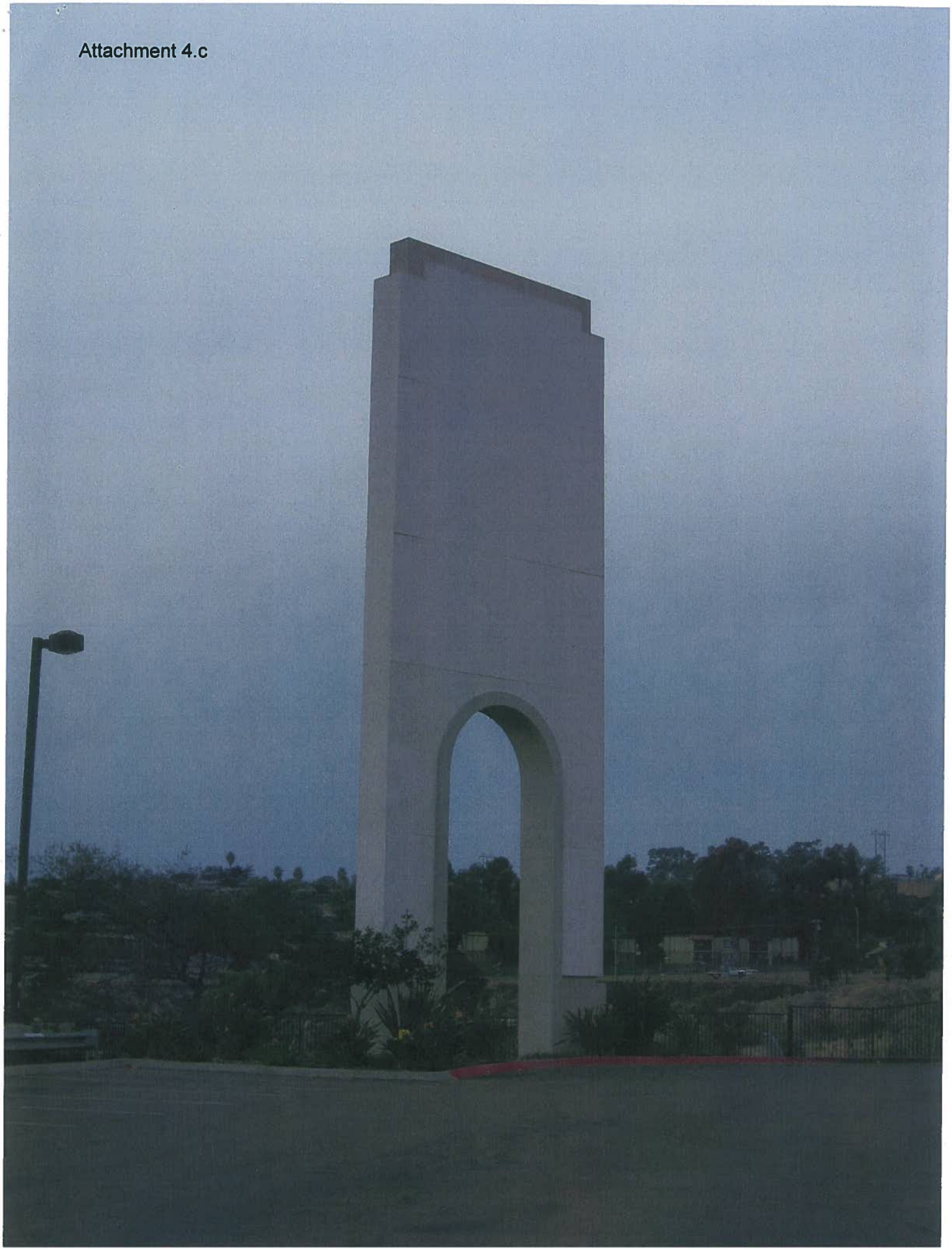


Attachment 4.a

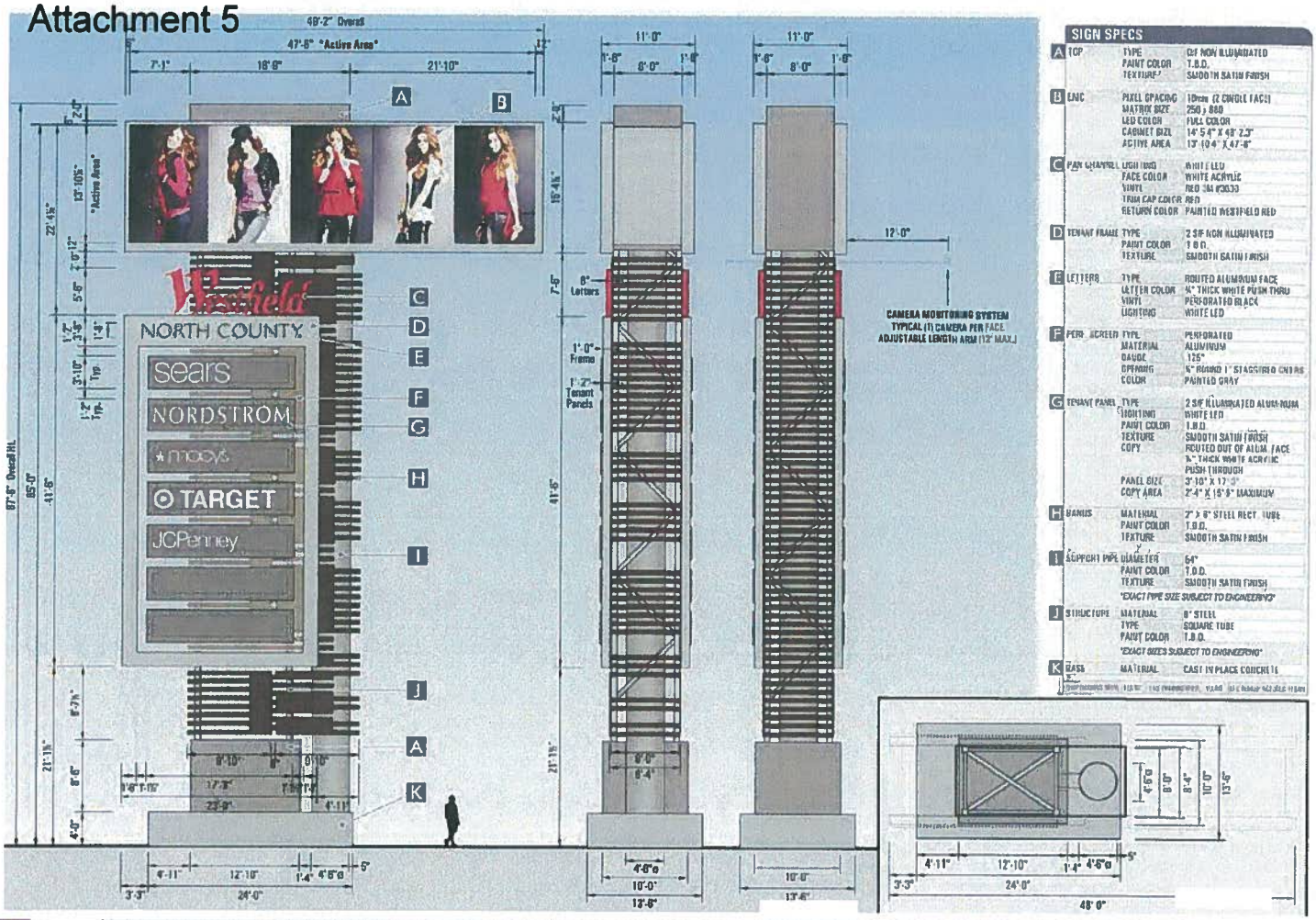


Attachment 4.b

Attachment 4.c



Attachment 5



PCR

Proposed Freeway-Oriented Sign

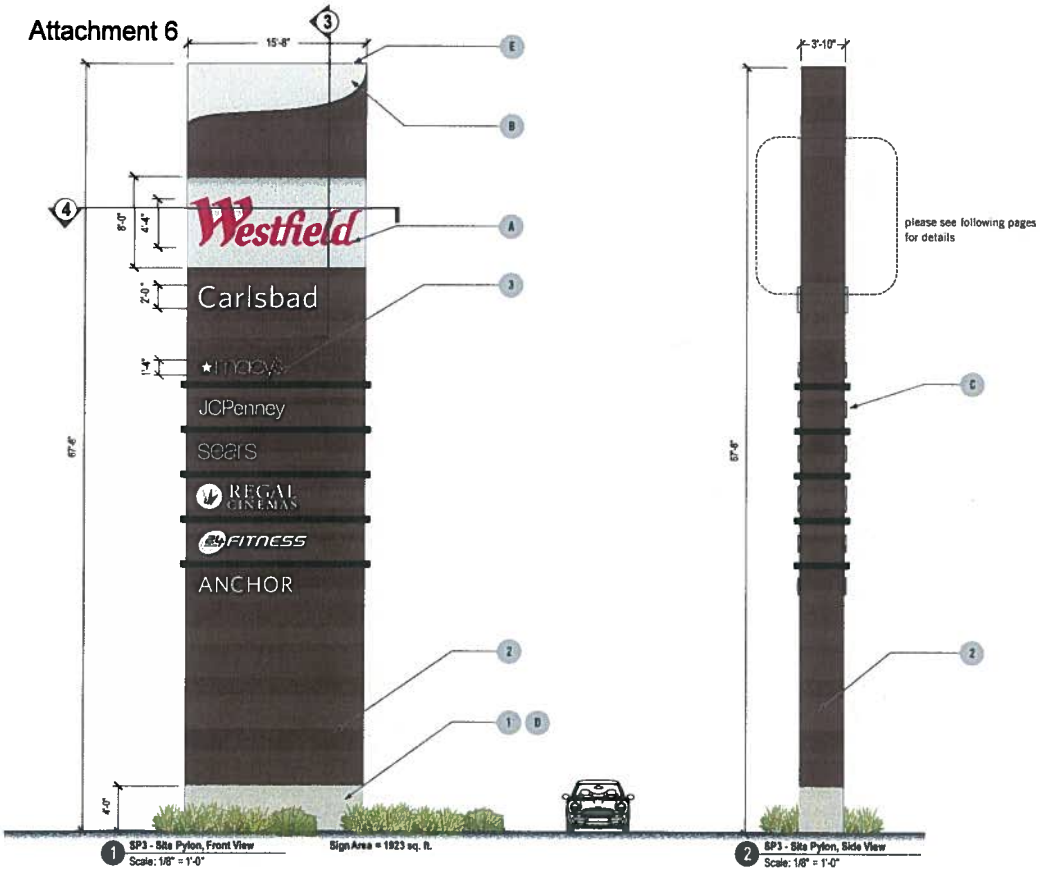
Westfield North County LED Freeway-Oriented Sign Project

Source: Architects Orange, August 2013.

FIGURE

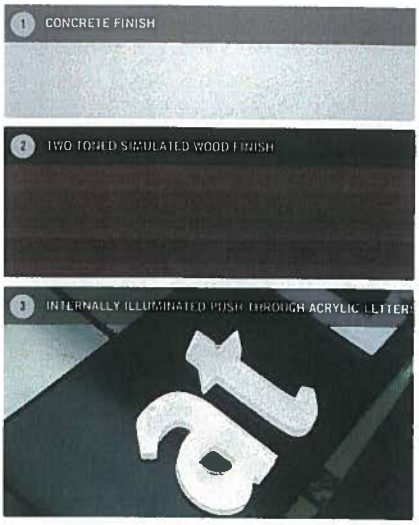
A-7

Attachment 6



GENERAL NOTES:

- A — Reverse channel leter direct mounted on internally illuminated polycarbonate cabinet
- B — Internally illuminated polycarbonate 'cap' with diffuser film
- C — Tenant Logos: Internally illuminated push through acrylic
- D — BASE: C.I.P. concrete with integral color and smooth trowel finish. Sub-grade footing as required.
- E — Bird Spike



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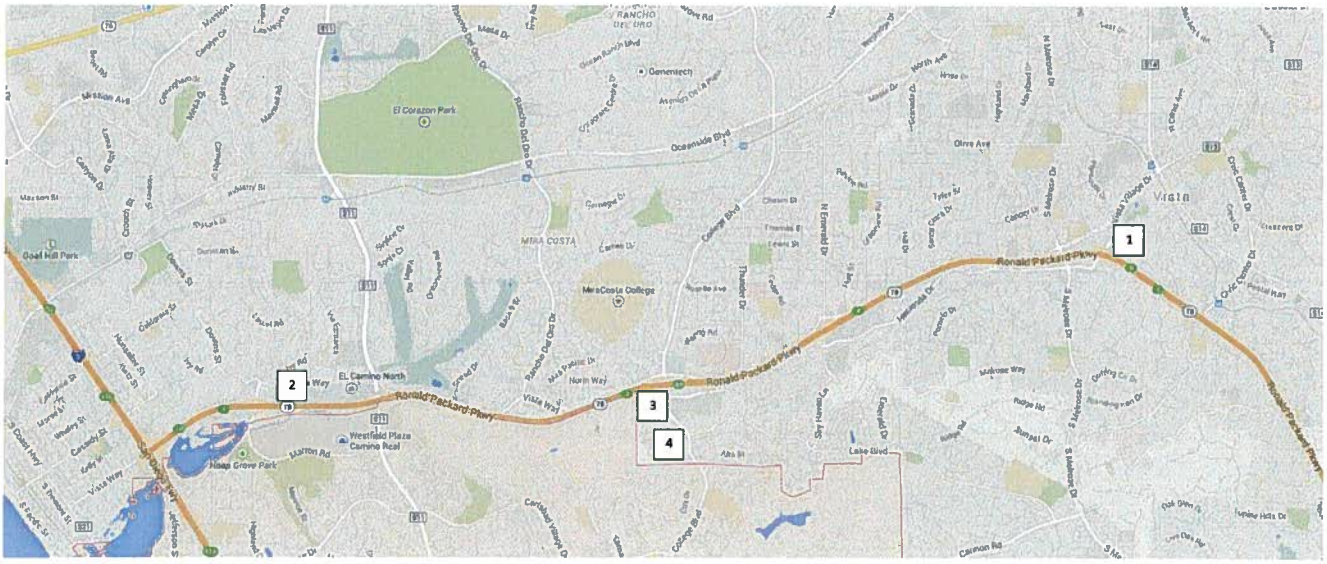

Dev[illegible] Deposit Account

Application for Discretionary Permit

Development Services Department / Planning Division
(760) 435-3520
Oceanside Civic Center 300 North Coast Highway
Oceanside, California 92054-2885

STAFF USE ONLY

ACCEPTED RECEIVED MAY 01 2014 CITY OF OCEANSIDE DEVELOPMENT SERVICES

BY

HEARING

Please Print or Type All Information

PART I – APPLICANT INFORMATION

1. APPLICANT: Plaza Camino Real	2. STATUS
3. ADDRESS: 2049 Century Park E., 41st Floor, Los Angeles, CA 90067	4. PHONE/FAX/E-mail: 310-478-4456
5. APPLICANT'S REPRESENTATIVE (or person to be contacted for information during processing): Hofman Planning & Engineering (Bill Hofman)	
6. ADDRESS: 3156 Lionshead Ave., Suite 1, Carlsbad, CA 92010	7. PHONE/FAX/E-mail: 760-692-4012

	GPA	
	MASTER/SP.PLAN	
	ZONE CH.	
	TENT. MAP	
	PAR. MAP	
	DEV. PL.	
	C.U.P.	
	VARIANCE V14-00002	AF/JG
	COASTAL	
	O.H.P.A.C.	

PART II – PROPERTY DESCRIPTION

8. LOCATION: South of Highway 78			9. SIZE
10. GENERAL PLAN: SC	11. ZONING: CS-HO	12. LAND USE: Retail Parking Lot	13. ASSESSOR'S PARCEL NUMBER: 165-120-59
14. LATITUDE		15. LONGITUDE	

PART III – PROJECT DESCRIPTION

16. GENERAL PROJECT DESCRIPTION
Variance for pylon sign for the Westfield Carlsbad Plaza Camino Real Mall.

17. PROPOSED GENERAL PLAN	18. PROPOSED ZONING	19. PROPOSED LAND USE	20. NO. UNITS: Ø	21. DENSITY: Ø
22. BUILDING SIZE	23. PARKING SPACES	24. % LANDSCAPE	25. % LOT COVERAGE or FAR	

PART IV – ATTACHMENTS

	26. DESCRIPTION/JUSTIFICATION		27. LEGAL DESCRIPTION		28. TITLE REPORT
	29. NOTIFICATION MAP & LABELS		30. ENVIRONMENTAL INFO FORM		31. PLOT PLANS
	32. FLOOR PLANS AND ELEVATIONS		33. CERTIFICATION OF POSTING		34. OTHER (See attachment for required reports)

PART V – SIGNATURES

SIGNATURES FROM ALL OWNERS OF THE SUBJECT PROPERTY ARE NECESSARY BEFORE THE APPLICATION CAN BE ACCEPTED. IN THE CASE OF PARTNERSHIPS OR CORPORATIONS, THE GENERAL PARTNER OR CORPORATION OFFICER SO AUTHORIZED MAY SIGN. (ATTACH ADDITIONAL PAGAES AS NECESSARY).

35. APPLICANT OR REPRESENTATIVE (Print):	36. DATE	37. OWNER (Print)	38. DATE
Bill Hofman	4-23-2014	The Parking Authority of the City of Carlsbad	4-28-2014
Sign: Bill Hofman		Sign:	

- **I DECLARE UNDER PENALTYOF PERJURY THAT THE ABOVE INFORMATION IS TRUE AND CORRECT. FURTHER, I UNDERSTANDING THAT SUBMITTING FALSE STATEMENTS OR INFORMATION IN THIS APPLICATION MAY CONSTITUTE FRAUD, PUNISHABLE IN CIVIL AND CRIMINAL PROCEEDINGS.**
- **I HAVE READ AND AGREE TO ABIDE BY THE CITY OF OCEANSIDE DEVELOPMENT SERVICES DEPARTMENT AND ECONOMIC AND COMMUNITY DEVELOPMENT DEPARTMENT POLICY NO. 2011-01/POLICY AND PROCEDURE FOR DEVELOPMENT DEPOSIT ACCOUNT ADMINISTRATION.**

Westfield Carlsbad Sign

Project Description, Justification, and Variance Findings

March 16, 2015

Project Description

The proposed project is a Variance from the city's Sign Ordinance for both maximum height and maximum area. The property is zoned CS-HO (Special Commercial – Highway Oriented) and is outside the coastal zone. Under this zone, the maximum height for a freestanding pole sign is 30 feet. The maximum sign copy area is 300 square feet. Westfield Carlsbad is proposing a sign height of 67.5 feet and a sign copy areaof 764 square feet.. The sign would replace the existing Westfield pylon sign that currently faces onto Highway 78. The parking lot where the sign would be located is owned by the City of Carlsbad Parking Authority and is just within the city of Oceanside's southern boundary. Under a separate agreement between the Carlsbad Parking Authority and Westfield, Westfield has the authority to place a freestanding sign at this location. The proposed sign has been reviewed by the city of Carlsbad and they have no objections to the sign as designed. The review of the Carlsbad Planning Department was required before the city, as owner, would sign the application for the variance.

Background

The Westfield Carlsbad Shopping Center is an existing regional retail land use undergoing major renovations and improvements with corresponding investment by the property owners and operators.

Part of the improvements propose a new sign to be located on same footings as the existing 35 foot high sign, intended to be freeway-oriented to the east and west bound traffic of Highway 78 located to the north. The current sign at 35 feet and 50 square feet of copy area is outdated; it is also not visible from eastbound highway traffic. While proposed for the same location (in the city of Oceanside), the new sign would be 67.5 feet high so that visibility to both directions of highway traffic can be actualized. In addition, total sign copy area of 764 square feet is proposed so that the sign lettering and copy of the higher sign can also be legible to passing motorists. The proposed sign is comparable to other freeway-oriented sign along the Highway 15 corridor adjacent to the other Westfield regional center, and the Highway 78 corridor including three signs in Oceanside and one in Vista. Comparable Oceanside signage includes: Quarry Creek signage; Nissan Dealership signage; and El Camino North signage. The comparable Vista sign is the Vista Village signage. A Comparable Sign Overview was completed by Hofman Planning and Engineering dated December 4, 2014 at the request of Oceanside city staff and is summarized in the first Variance finding below.

In addition, a Westfield Carlsbad Shopping Center Visual Impact Assessment dated October 8, 2014 was completed by LSA Associates, Inc. The Assessment concludes that no significant visual impacts would result from the proposed replacement sign at 67.5 feet in height with total sign copy area of 764 square feet due to the site's special circumstances, development context, and location adjacent to the Buena Vista Creek south of Highway 78.

The special site circumstances and location directly adjacent to the Buena Vista Creek provide the basis for the Variance findings to be made to support the proposed sign height and copy area. This proposal

would effectively modernize the existing signage which itself was the subject of Oceanside variance approval in 2003 granting it a higher sign height than otherwise allowed which further demonstrates the uniqueness of the site with regards to the intended function of a freeway-oriented sign for the regional shopping center.

Justification

The Westfield Carlsbad mall is one of the largest regional retail centers in north San Diego County having a combined gross leasable area of 1,164,508 square feet. It attracts customers from the entire northern San Diego region. The site of the proposed sign is located in the northern parking lot of the Westfield Carlsbad shopping center. The center relies heavily on signage to advertise its location to the passerby traffic on Highway 78 which runs east-west to the north of the shopping center. An unusual circumstance affecting this property is that the Buena Vista Creek runs between the property and Highway 78. This creek is a protected habitat and has significant riparian/wetland habitat that has grown upwards to 35 feet in height. This wetland habitat is under different ownership and is protected from any alterations, including trimming of the trees. Because of the location of the habitat, a sign that meets the sign requirements of the city of Oceanside is almost completely obscured by the riparian vegetation. Because of the inability to obtain adequate advertisement along the Highway 78 corridor, Westfield is in an unfair position relative to its competitors.

Westfield has four existing major anchor stores and has, under construction, a state of the art movie theater, health club and restaurants as part of the renovation of the old Robinsons/May anchor store on the east end of the mall. In the works is another major renovation of the remainder of the mall that will remove the roof to create an outdoor mall. This renovation will create an entire new array of upscale shops, restaurants and other public features. The proposed sign is an integral part to this renovation. This sign will be of similar size and look to Westfield's other newer renovations in California and the rest of the United States. It will have a modern, contemporary style. Also, this sign is compatible and integral with a detailed sign program that is in the approval process by the city of Carlsbad for those signs within Carlsbad's jurisdiction. Incidentally, only one pylon sign is proposed facing Highway 78. The need for this sign, given the unusual circumstances of the property, is imperative for the long term success of this newly reinvented mall.

Variance Findings

That because of special circumstances or conditions applicable to the development site – including size, shape, topography, location or surroundings – strict application of the requirements of this ordinance deprives such property of privileges enjoyed by other property in the vicinity and under identical zoning classifications

The existing shopping center signage is located adjacent to the Buena Vista Creek which supports mature riparian vegetation. The height of this vegetation effectively screens the current signage at 35 feet and the corresponding 50 square feet of existing sign copy area. To avoid any creek or habitat impacts, the new replacement sign will use the same dimensions and location of the existing sign footings, but will be constructed to 67.5 feet in height, and with a total sign copy area of 764 square feet, so that it is visible and legible from both directions of Highway 78 traffic. Critical to the success of a

regional retail shopping center is adequate exposure and visibility of center signage. The special circumstances of location, creek, and height of existing vegetation combine to justify the proposed replacement sign height and sign copy area. Other properties in the vicinity and under regional/retail zoning classifications enjoy freeway-oriented sign heights and sign cope area that are comparable with the proposed replacement sign. In addition, comparable signs in Escondido, Oceanside and Vista that are intended to be freeway-oriented do not have the challenges of visibility and exposure created by adjacent creek location and visual screening by existing riparian vegetation.

The Escondido Westfield center east of Highway 15 has a sign height of 87.5 feet and sign area of approximately 1,708 square feet. The El Camino North sign (49 feet high/708 square feet of area), the Nissan Dealership sign (79 feet high/240 square feet of area) and Vista Village sign (80 feet high/562 square feet of area) are adjacent to Highway 78 right-of-way allowing them to effectively function as freeway-oriented signage. The Quarry Creek sign (60 feet high/352 square feet in area), while not directly adjacent to the Highway 78 right-of-way, does not have obstructing creek vegetation and thus serves as an example of a comparable freeway-oriented sign; collectively, these existing signs demonstrate that the proposed replacement sign (67.5 feet in height and 764 square feet of sign copy area) for the Westfield center would not deprive a property privilege for similar situations, given the special circumstances onsite.

That granting the application will not be detrimental or injurious to property or improvements in the vicinity of the development site, or to the public health, safety or general welfare

There will be no detriment or injury to existing property or improvements in the vicinity since an existing sign has been in place for several years. Replacing the existing sign with a new higher sign and greater sign copy area will not invoke a new element of detriment or injury. By maintaining the same footing and precise sign location, no impacts will occur in a biological context to creek riparian resources.

In addition, no visual impacts will be incurred as noted above. Finally, the proposed replacement sign at 67.5 feet in height with 764 square feet of sign copy area will not adversely impact public health, safety or welfare.

That granting the application is consistent with the purposes of this ordinance and will not constitute a grant of special privilege inconsistent with limitations on other properties in the vicinity and in the same zoning district

Approval of the requested variance would be consistent with the objective of maintaining a viable land use (regional retail shopping center) via the replacement sign proposed at 67.5 feet vs. the current 35 foot high sign; and proposed sign copy area of 764 square feet vs. the current 50 square feet. As noted above through the assessment of comparable signs located in Escondido, Oceanside and Vista, and considering the special circumstances of the subject site including the previous 2003 sign height variance approval, granting the current variance request would not represent a special privilege inconsistent with limitations on other properties in the vicinity and in the same zoning district.

WESTFIELD PYLON SIGN (V14-00002)
City of Oceanside
Legal Description

APN 165-120-59

THAT PORTION OF THE NORTHEAST QUARTER OF THE NORTHEAST QUARTER OF SECTION 31, TOWNSHIP 11 SOUTH, RANGE 4 WEST, SAN BERNARDINO MERIDIAN, IN THE CITY OF OCEANSIDE, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, MORE PARTICULARLY DESCRIBED AS FOLLOWS:

COMMENCING AT THE SOUTH EAST CORNER OF THE NORTHEAST QUARTER OF THE NORTHEAST QUARTER OF SAID SECTION 31; THENCE ALONG THE SOUTHERLY LINE OF SAID NORTHEAST QUARTER OF THE NORTHEAST QUARTER OF SAID SECTION 31, NORTH 89° 42' 19" WEST 348.70 FEET TO THE TRUE POINT OF BEGINNING; THENCE CONTINUING ALONG SAID SOUTHERLY LINE NORTH 89° 42' 19" WEST 1127.70 FEET; THENCE LEAVING SAID SOUTHERLY LINE OF SAID NORTHEAST QUARTER OF THE NORTHEAST QUARTER OF SAID SECTION 31, NORTH 46° 36' 53" EAST 143.87 FEET; THENCE NORTH 00° 00' 00" EAST 312.90 FEET MORE OR LESS (RECORD 312.85 FEET) TO A POINT ON THE SOUTHERLY RIGHT OF WAY LINE OF STATE HIGHWAY 78, AS SHOWN ON CALIFORNIA STATE HIGHWAY MONUMENTATION MAP-MS735; THENCE NORTH 88° 00' 18" EAST 543.24 FEET (RECORD 543.32 FEET) ALONG SAID SOUTHERLY RIGHT OF WAY LINE OF STATE HIGHWAY 78; THENCE NORTH 89° 41' 28" EAST 447.06 FEET; THENCE LEAVING SAID SOUTHERLY RIGHT OF WAY LINE OF STATE HIGHWAY 78, SOUTH 00° 24' 11" EAST 167.23 FEET; THENCE SOUTH 10° 30' 00" EAST 111.73 FEET; THENCE SOUTH 00° 00' 00" EAST 132.24 FEET; THENCE SOUTH 21° 30' 00" EAST 31.72 FEET MORE OR LESS TO THE TRUE POINT OF BEGINNING.

NOTICE OF EXEMPTION

City of Oceanside, California

Post Date:
Removal:
(180 days)

1. **APPLICANT:** Plaza Camino Real
2. **ADDRESS:** 2049 Century Park E., 41st Floor, Los Angeles, CA 90067
3. **PHONE NUMBER:** (310) 478-4456
4. **LEAD AGENCY:** City of Oceanside
5. **PROJECT MGR.:** Mary P. Wright
6. **PROJECT TITLE:** Westfield Carlsbad Ground Sign (V14-00002)
7. **DESCRIPTION:** A Variance from Section 3304 of the 1992 Zoning Ordinance to allow a replacement ground sign in excess of 30 feet in the Special Commercial District – Highway Oriented (CS-HO) zone.

ADMINISTRATIVE DETERMINATION: Planning Division staff has completed a preliminary review of this project in accordance with the City of Oceanside's Environmental Review Guidelines and the California Environmental Quality Act (CEQA), 1970. Therefore, the staff has determined that further environmental evaluation is not required because:

[x] The project is categorically exempt, Class 11, Accessory Structures (Section 15311); or,

[ ] The activity is covered by the general rule that CEQA applies only to projects which have the potential for causing a significant effect on the environment. Where it can be seen with certainty that there is no possibility that the activity in question may have a significant effect on the environment, the activity is not subject to CEQA (Section 15061(b)(3)); or,

[ ] The project is statutorily exempt, Section , <name> (Sections 15260-15277); or,

[ ] The project does not constitute a "project" as defined by CEQA (Section 15378).

Date: April 7, 2015

Mary P. Wright, Planning Consultant

cc: [x] Project file [x] Counter file [ ] Library
Posting: [ ] County Clerk $50.00 Admin. Fee