



**STAFF REPORT
CITY OF IMPERIAL BEACH**

TO: DESIGN REVIEW BOARD
FROM: GREG WADE, COMMUNITY DEVELOPMENT DIRECTOR
JIM NAKAGAWA, AICP, CITY PLANNER
TYLER FOLTZ, SENIOR PLANNER

MEETING DATE: JULY 18, 2013
ORIGINATING DEPT.: COMMUNITY DEVELOPMENT DEPARTMENT

SUBJECT: DESIGN REVIEW BOARD HEARING: MONUMENT SIGNAGE FOR THE PIER SOUTH HOTEL LOCATED AT 800 SEACOAST DRIVE IN THE C-2 (SEACOAST COMMERCIAL) ZONE. MF661

PROJECT DESCRIPTION/BACKGROUND:

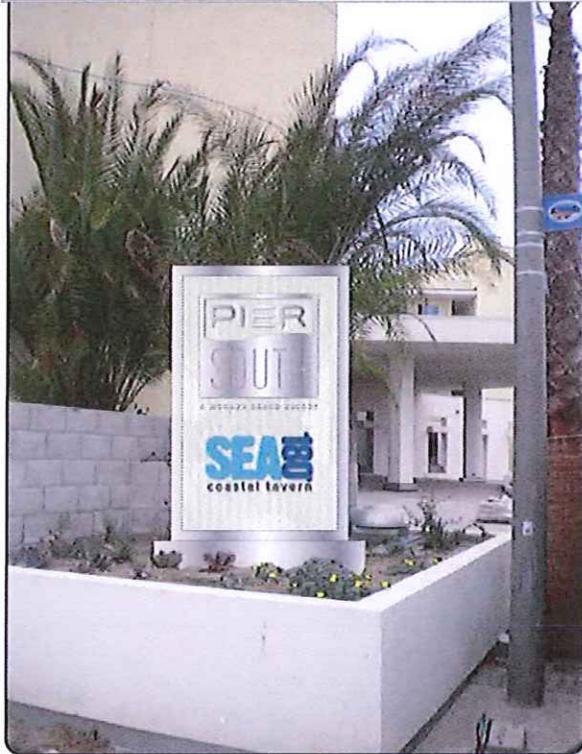
This is an application for monument signage for the Pier South Hotel (previously known as Seacoast Inn) (MF 661). The Pier South Hotel, which is currently under construction, is located on a 1.12-acre property at 800 Seacoast Drive (APN 625-262-02-00) and designated C-2 (Seacoast Commercial Zone) by the General Plan/Local Coastal Plan. The Pier South project was approved by the City Council of Imperial Beach in December 2007, and the California Coastal Commission in 2008. However, the original



approvals for the hotel project did not include a signage plan, and the proposed monument signs are subject to design review by the Design Review Board because the signs would be located on the Seacoast Drive design corridor.

DESIGN REVIEW: The applicant has provided the attached drawings (Attachment 1) regarding the addition of two freestanding monument signs that would be located within raised planters near the northeast and southeast corners of the property. The approved plans for the hotel project show signage locating in these areas, and the specific plan provides brief discussions of signage, though detailed signage plans have not been made available until recently.

The two freestanding monuments signs would measure 8 feet in height and approximately 4 feet in width (the base measuring 5 feet in width). The face of the sign would be composed of 3/4" corrugated glass encased in a brushed stainless steel frame. LED strip lighting would be provided on all four sides of the sign frame, though ground lighting would be provided to illuminate the sign face. As required by the approved Specific Plan, the lighting and signage is planned to be low-intrusive and would shine away from residential areas. Each sign would provide approximately 26 square feet of signage, excluding the base of the sign. The face of each sign would provide the title of the hotel in brushed stainless steel, and title of the restaurant in 3/16" think aluminum cutouts painted to match logo colors (teal, blue, gray).



SOUTHWEST CORNER



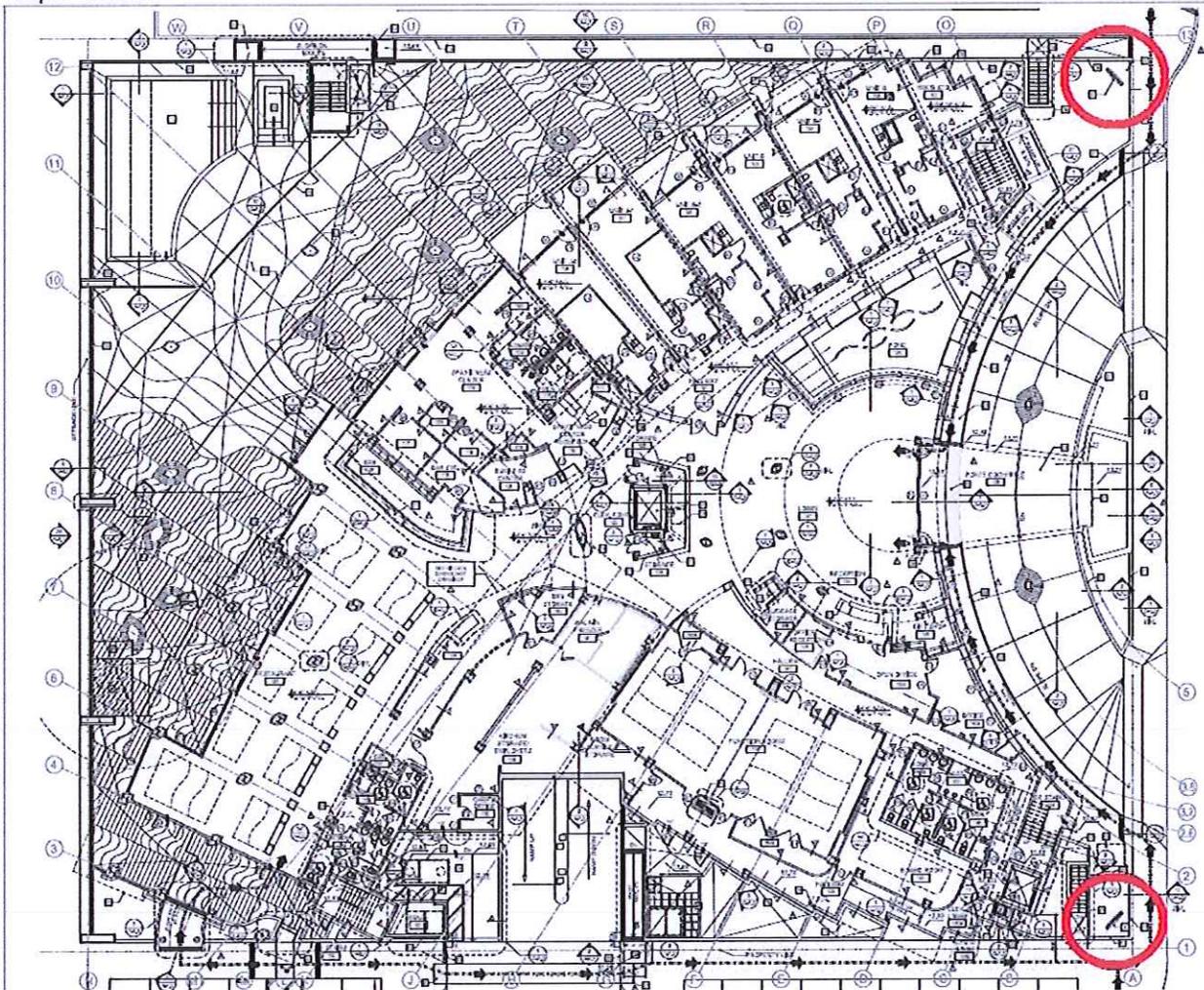
NORTHWEST CORNER

Staff is supportive of the proposal as it would be consistent with the proposed hotel's grand entryway/water features, would add visual interest to the project from the street, and would identify the hotel and restaurant that would be enjoyed by hotel guests as well as City residents and visitors.

Staff has reviewed the proposed signs for consistency with relevant provisions of the Imperial Beach Municipal Code (IBMC). IBMC Section 19.52.050 allows one freestanding sign per lot frontage, with a maximum sign area of 40 square feet, and maximum height of 8 feet. The applicant proposes only two freestanding signs for three lot frontages (Date Avenue, Daisy Street, Seacoast Drive), and only 26 square feet of signage per freestanding sign, meeting the requirements of the number of permitted signs and signage area. However, the height of the sign requires further discussion.

IBMC 19.52.040 requires that the height of a sign be computed as the distance from the base of the sign at existing grade to the top of the highest component of the sign. Using these calculations, the 8 foot tall signs would measure 10 feet in height from existing grade because the signs would be located within raised planters, which are raised approximately 2 feet above

existing grade. However, on August 30, 2005, the City Council accepted the average grade versus existing grade interpretation for determining height, and the applicant proposes to measure the 8 foot tall signs from the average grade. The approved average grade was 14 feet above mean sea level, and the property's northeast corner has a site grade elevation of 11.26 feet above mean sea level, and the southeast corner has a site grade elevation of 11.99 feet above mean sea level. The signs would be located within raised planters that measure approximately 14 feet above mean sea level near the top of the planter; therefore, the base of the signs would locate at 14 feet above mean sea level within the planters, and would then measure 8 feet in height above the approved average grade (22 feet above mean sea level). Due to the approved average grade, staff would support the measurement of the proposed height calculations because they would not exceed the 8 foot height requirement.



GENERAL PLAN/ZONING CONSISTENCY: The purpose of the sign regulations is to encourage the effective use of signs as a means of communication in the City and to maintain and enhance the aesthetic environment and the City's ability to attract sources of economic development and growth. The signs would comply with the intent of Chapter 19.52, Signs, of the City of Imperial Beach Municipal Code and are consistent with the General Plan.

ENVIRONMENTAL IMPACT:

The project is Categorically Exempt pursuant to CEQA (California Environmental Quality Act) Guidelines Section 15303(e) New Construction of Small Accessory Structures.

COASTAL JURISDICTION:

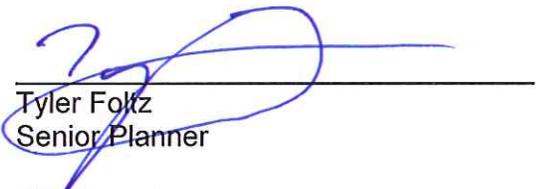
This project is exempted from a Coastal Development Permit as an accessory structure or use similar to those exempted in Section 19.87.040.C of the Zoning Ordinance..

FISCAL ANALYSIS:

There is no direct fiscal impact to the City with this proposal.

DEPARTMENT RECOMMENDATION:

1. Consider the design of the signage.
2. Recommend approval of project as presented to the City Council.



Tyler Foltz
Senior Planner

Attachments:

1. Plans (Site Plan, Elevation, Photosimulations)
- c: file MF 661



- Austin (713) 383-1372
- Sacramento (916) 632-6234
- Fresno (559) 431-9262
- San Antonio (214) 882-9225
- Las Vegas (702) 253-6470
- San Diego (619) 274-6246
- Livermore (925) 446-1900
- Southern Ca. (951) 326-6237
- Phoenix (602) 484-8844

PROJECT
PIER SOUTH

CLIENT

PACIFICA COMPANIES

JDO# / JPO#

300 - 30820 - OGD

MO#

156 479

AE

MELISSA FARGO

DESIGNER

CHRIS BAZNER

ORIGINAL DATE

06 - 13 - 13

REVISIONS

06 - 25 - 13

07 - 03 - 13

SCALE

N.T.S.

MAC FILE NAME (GD-3)

PIER SO MONU IN PHOTOS

LOGO IS PROD.-READY

CLIENT APPROVAL

As Is With revision(s)

Signature

Date

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NORTHWEST CORNER



SOUTHWEST CORNER

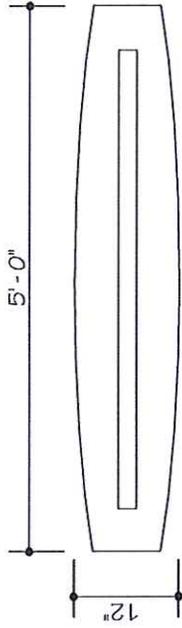
- Austin (713) 384-1572
- Sacramento (916) 424-0034
- Fresno (559) 431-9592
- San Antonio (214) 809-9535
- Las Vegas (702) 255-6476
- San Diego (619) 474-8426
- Livermore (925) 441-1900
- Southern Ca. (951) 328-2637
- Phoenix (602) 484-8444

PROJECT: PIER SOUTH
 CLIENT: PACIFIC COMPANIES
 JDC#/PO#: 300 - 30820 - OGD
 MO#: 156479
 AE: MELISSA FARGO
 DESIGNER: CHRIS BAZNER
 ORIGINAL DATE: 04-16-13
 REVISIONS:
 04-23-13 06-18-13
 04-29-13 06-19-13
 05-08-13 06-20-13
 05-09-13 06-25-13
 06-04-13 07-03-13
 06-07-13
 SCALE: 3/4" = 1'-0"
 MAC FILE NAME (GD-3): PIER SO MONU CONS

LOGOS ARE PROD.-READY

CLIENT APPROVAL
 As Is With revision(s)

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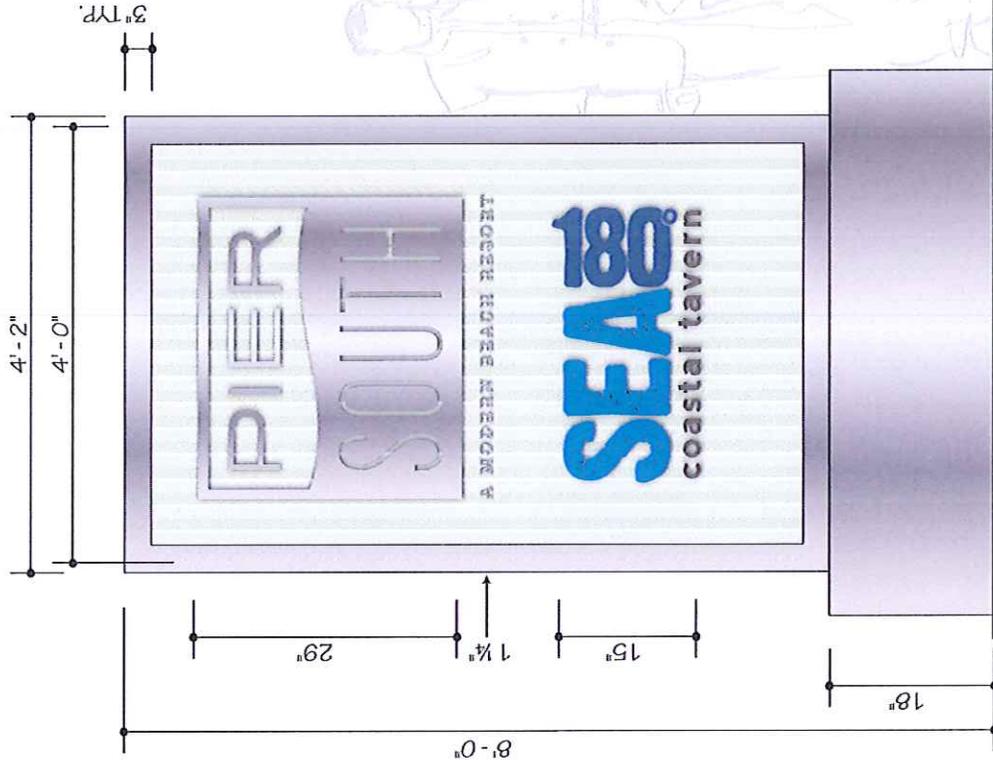


TOP VIEW

MONUMENT CONCEPT

- FACE - 3/4" CORRUGATED GLASS TO MATCH HOTEL PARTITION, ENCASED IN #316 BRUSHED STAINLESS STEEL U-CHANNEL TO HOUSE .04" LED STRIP LIGHTING ON ALL (4) SIDES; PLACED IN #316 BRUSHED STAINLESS STEEL BASE W/ INFRASTRUCTURE TO SUPPORT SIGN FACE
- HOTEL LOGO - #316/BRUSHED STAINLESS STEEL
- "A MODERN..." - #316/BRUSHED STAINLESS STEEL CUTOUTS
- SEA 180° LOGO - 3/16" THICK ALUMINUM CUTOUTS; PAINTED TO MATCH LOGO COLORS

* CLIENT TO SUPPLY & INSTALL GROUND LIGHTING TO ILLUMINATE SIGN FACE/LOGOS





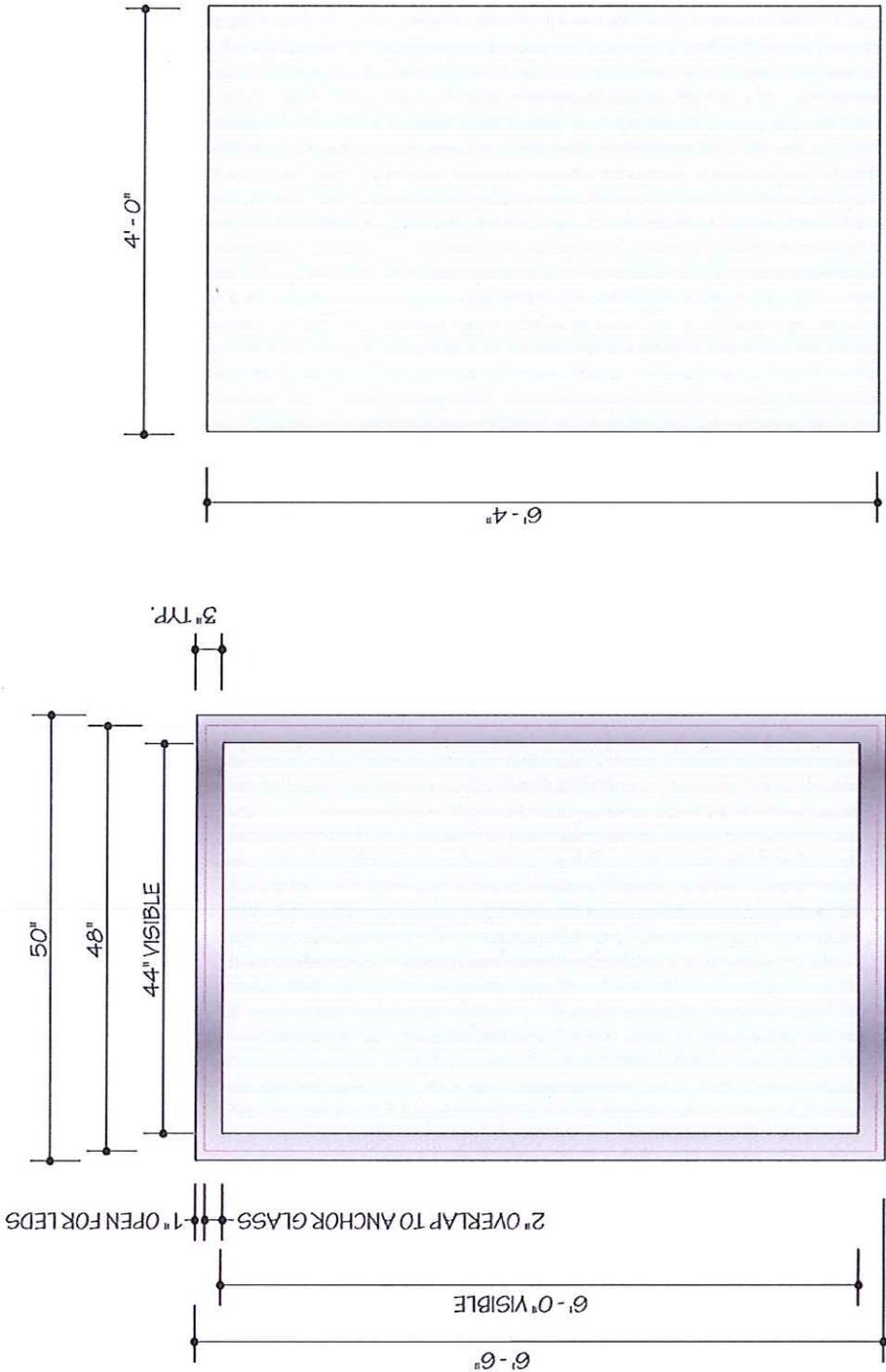
- Anaheim (714) 783-1577
- Fresno (559) 431-2592
- Las Vegas (702) 255-6470
- Livermore (925) 441-1900
- Phoenix (602) 264-8844
- Sacramento (916) 424-0334
- San Antonio (214) 889-9333
- San Diego (619) 474-4340
- Southern Ca. (951) 326-2637

PROJECT **PIER SOUTH**
 CLIENT **PACIFICA COMPANIES**
 JDO#/PO# **300 - 30820 - OGD**
 MO# **156479**
 AE **MELISSA FARGO**
 DESIGNER **CHRIS BAZNER**
 ORIGINAL DATE **06-18-13**
 REVISIONS **07-03-13**

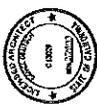
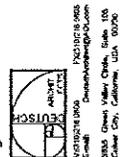
SCALE **3/4" = 1' - 0"**
 MAC FILE NAME (GD-3) **PIER SO MONU GLASS**

CLIENT APPROVAL
 As is With revision(s)

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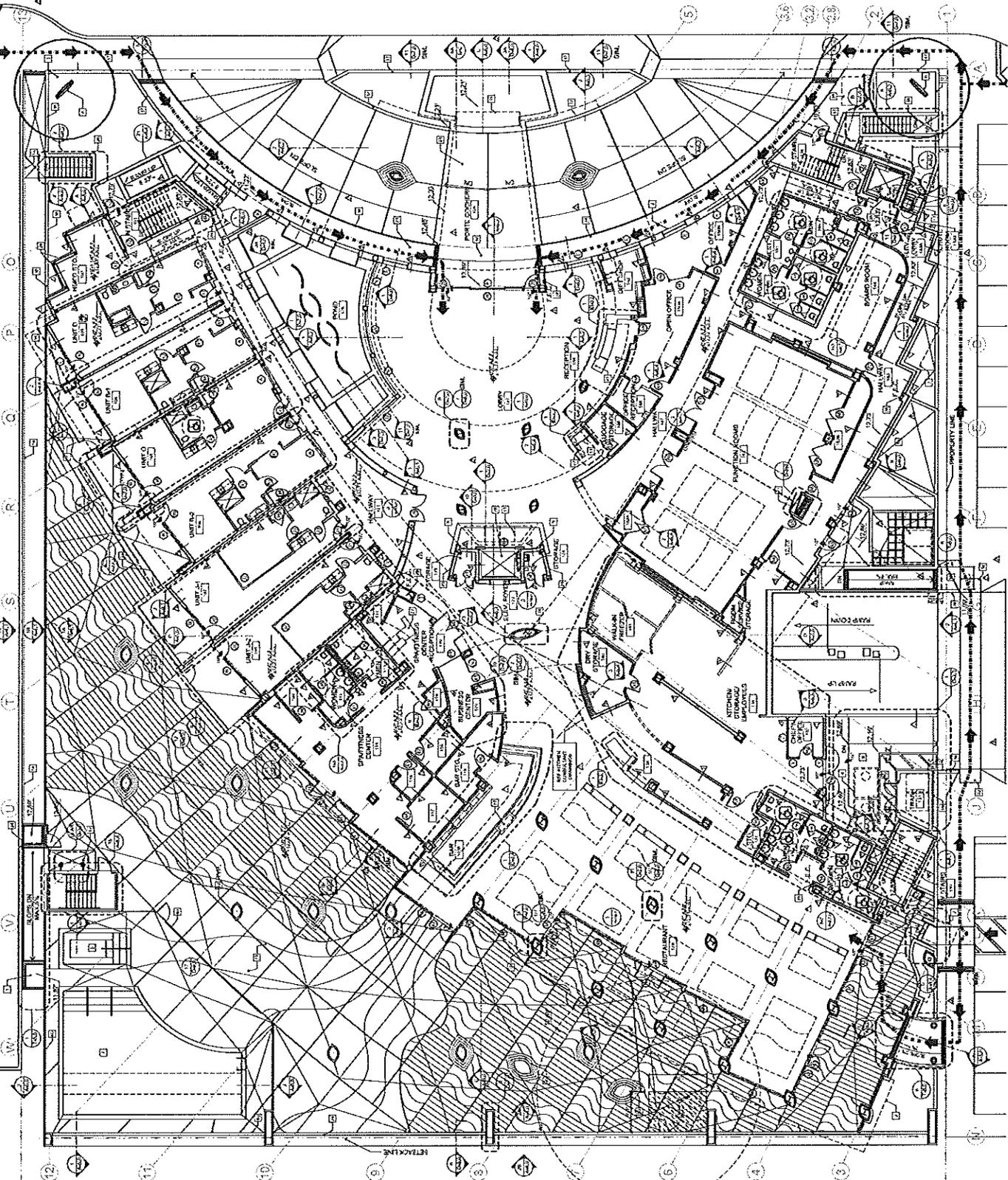
76"x48" (193.04CM X 121.92CM) 3/4" THICK GLASS
 W/ VERTICLE FLUTES & POLISHED EDGES



PACIFIC COMPANIES
 1700 HAZARD STREET, SUITE 100
 SAN DIEGO, CA 92108
 OWNER: EDUCATION
 PROJECT: UNIVERSITY OF CALIFORNIA
 SAN DIEGO CAMPUS

PHASE: MECHANICAL & SAFETY
TITLE: GENERAL, GROUND LEVEL
FLOOR PLAN
 SCALE: AS NOTED
 DRAWN BY: CH, AB
 CHECKED BY: PH, PH
 DATE: 10/20/10

LEGEND	
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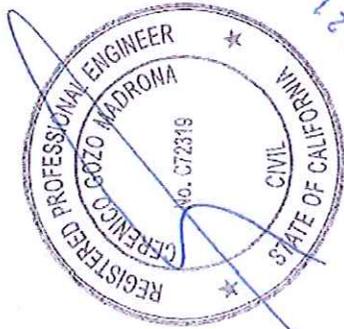
GROUND LEVEL GENERAL FR.
 SCALE: 1/8" = 1'-0"

Y.J. INC.

25379 Wayne Mills Pl # 272
Valencia, CA 91355

Sign Design Based on 2010 CBC

DATE 6/21/2013
TEL: (661) 259-0700
FAX: (661) 259-0900



JUN 21 2013

Job # JTS_44613
Project Pier South - Monument
Job Location Pier South
Imperial Beach, CA

INPUT DATA

Exposure category (B, C or D) = C
Importance factor, pg 77, (0.87, 1.0 or 1.15) = 1.00 Category II
Basic wind speed (3 sec. gust wind) V = 90 mph
Topographic factor (Sec. 6.5.7.2, pg 28 & 45) K_z = 1 Flat
Height to Top h = 8 ft
Vertical dimension (for wall, s = h) S = 8 ft
Horizontal dimension B = 4.594 ft
Dimension of return corner L_r = 0.25 ft
Moment Arm A = 4.4 ft

DESIGN SUMMARY

Max horizontal wind pressure P = 20 psf
Max total horizontal force at centroid of base F = 0.735 kips
Max bending moment at centroid of base M = 3.234 kip-ft

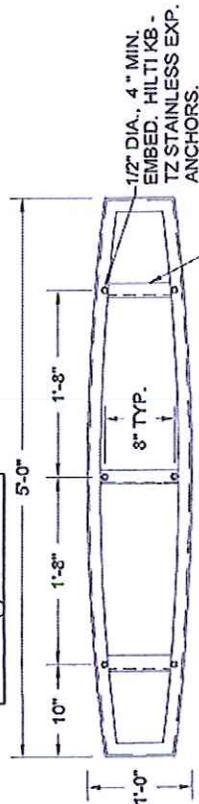
ANALYSIS

Velocity Pressure
q_p = 0.00256 K_e K_z K_d V² = 14.98 psf
where:
K_e = velocity pressure at mean roof height, h. (Eq. 6-15, page 27) = 0.85
K_z = velocity pressure exposure coefficient evaluated at height, h. (Tab. 6-3, Case 1, pg 79) = 0.85
K_d = wind directionality factor. (Tab. 6-4, for building, page 80) = 0.85
h = height of top = 8.00 ft

Wind Force Case A: resultant force through the geometric center. (Sec. 6.5.14 & Fig. 6-20)
p = q_p G C_f = 20 psf
F = p A_w = 0.74 kips
M = F (h - 0.5s) for sign, F (0.55h) for wall = 3.23 kip-ft
where: G = gust effect factor. (Sec. 6.5.8, page 26) = 0.85
C_f = net force coefficient. (Fig. 6-20, page 73) = 1.54
A_w = B s = 36.75 ft²

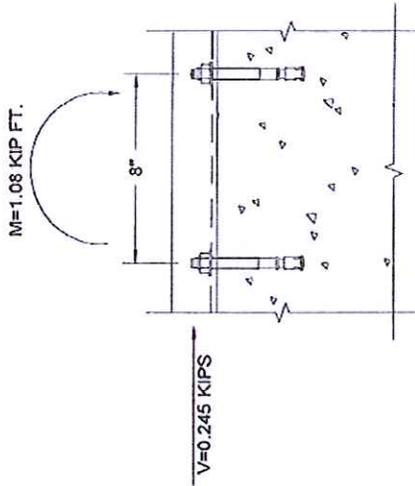
Anchor Design

Hilti KB-TZ Stainless Exp. Anchors
Tension Req'd. USE ICC-ESR#1917
T = 1617 1/2" Dia., 4" Min. Embed. T=1,890
(6) Total



PLAN VIEW

N.T.S.
NOTE: SIGN DESIGN IS BASED ON ADEQUATE EXISTING SUPPORT ELEMENTS.



LOAD AT CONNECTION POINT

FOR (2) ANCHORS N.T.S.

