



**AGENDA
REGULAR MEETING**

**City Council of the Town of Colma
Colma Community Center
1520 Hillside Boulevard
Colma, CA 94014**

**Wednesday, March 22, 2017
7:00 PM**

PLEDGE OF ALLEGIANCE AND ROLL CALL

ADOPTION OF AGENDA

PRESENTATIONS

- Mayors Water Conservation Challenge
- Introduction of New Police Officer Daivy Ly

PUBLIC COMMENTS

Comments on the Consent Calendar and Non-Agenda Items will be heard at this time.
Comments on Agenda Items will be heard when the item is called.

CONSENT CALENDAR

1. Motion to Accept the Minutes from the March 8, 2017 Regular Meeting.
2. Motion to Adopt an Ordinance Amending Various Provisions in Chapter 5 and Adding Subchapter 5.19 to the Colma Municipal Code Regarding Accessory Dwelling Unit Regulations and Finding the Ordinance to be Statutorily Exempt from Environmental Review Pursuant to Public Resources Code Section 21080.17 (Second Reading).

PUBLIC HEARING

3. SIGN REGULATION ORDINANCE – MASTER SIGN PROGRAMS

Consider: Motion to Introduce an Ordinance Amending Subchapter 4.07 of the Colma Municipal Code, Relating to Sign Regulations Pursuant to CEQA Guideline 15061(b)(3) and 15311, and Waive a Further Reading of the Ordinance.

4. SERRA CENTER – MASTER SIGN PROGRAM REVISIONS AND SIGN PERMIT

Consider: Motion to Adopt a Resolution Approving Revisions to the Master Sign Program for Serra Center and Approving a Sign Permit for a Shared Pole Sign, Entry Signs, New Target Pole Sign and Aaron Brothers Wall Signs Pursuant to CEQA Guideline 15311.

NEW BUSINESS

5. PROCLAMATION DECLARING COLMA'S COMMITMENT AS INCLUSIVE COMMUNITY

Consider: Motion Proclaiming the Town of Colma's Commitment to Being a Welcoming, Inclusive, Tolerant and Protective Community.

STUDY SESSION

6. STERLING PARK PARKING ISSUES

This item is for discussion only; no action will be taken at this meeting.

REPORTS

Mayor/City Council

City Manager

ADJOURNMENT

The City Council Meeting Agenda Packet and supporting documents are available for review at the Colma Town Hall, 1188 El Camino Real, Colma, CA during normal business hours (Mon – Fri 8am-5pm). Persons interested in obtaining an agenda via e-mail should call Caitlin Corley at 650-997-8300 or email a request to ccorley@colma.ca.gov.

Reasonable Accommodation

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**MINUTES
REGULAR MEETING**

City Council of the Town of Colma
Colma Community Center, 1520 Hillside Boulevard
Colma, CA 94014

Wednesday, March 8, 2017

7:00 p.m.

CALL TO ORDER

Mayor Helen Fisicaro called the Regular Meeting of the City Council to order at 7:05 p.m.

Council Present – Mayor Helen Fisicaro, Vice Mayor Raquel “Rae” Gonzalez, Council Members Joanne F. del Rosario, John Irish Goodwin and Diana Colvin were all present.

Staff Present – City Manager Sean Rabé, City Attorney Christopher Diaz, Chief of Police Kirk Stratton, Director of Public Works Brad Donohue, City Planner Michael Laughlin and City Clerk Caitlin Corley were in attendance.

ADOPTION OF THE AGENDA

Mayor Fisicaro asked if there were any proposed changes to the agenda. None were requested. The Mayor asked for a motion to adopt the agenda.

Action: Council Member Colvin moved to adopt the agenda; the motion was seconded by Vice Mayor Gonzalez and carried by the following vote:

Name	Voting		Present, Not Voting		Absent
	Aye	No	Abstain	Not Participating	
Helen Fisicaro, Mayor	✓				
Raquel Gonzalez	✓				
Joanne F. del Rosario	✓				
John Irish Goodwin	✓				
Diana Colvin	✓				
	5	0			

PUBLIC COMMENTS

Mayor Fisicaro opened the public comment period at 7:06 p.m. and seeing no one come forward to speak, she closed the public comment period.

CONSENT CALENDAR

3. Motion to Accept the Minutes from the February 22, 2017 Regular Meeting.
4. Motion to Approve Report of Checks Paid for February 2017.
5. Motion Accepting the 2016 Annual Report on the Implementation of the General Plan, Including the Housing Element.
6. Motion to Receive and File the Semi-Annual Report of Investment Holdings, Which is Presented for Informational Purposes.
7. Motion to Adopt a Resolution Establishing and Approving the Vantagecare Retirement Health Savings (RHS) Program and Approving Related Documents to Implement the Program.

Action: Council Member del Rosario moved to approve the Consent Calendar item #3-7; the motion was seconded by Vice Mayor Gonzalez and carried by the following vote:

Name	Voting		Present, Not Voting		Absent
	Aye	No	Abstain	Not Participating	
Helen Fisicaro, Mayor	✓				
Raquel Gonzalez	✓				
Joanne F. del Rosario	✓				
John Irish Goodwin	✓				
Diana Colvin	✓				
	5	0			

PUBLIC HEARING

8. ACCESSORY DWELLING UNIT ORDINANCE

City Planner Michael Laughlin presented the staff report. Mayor Fisicaro opened the public hearing at 7:25 p.m. Resident Mary Brodzin and citizen Pat Simpson made comments. The Mayor closed the public hearing at 7:28 p.m. Council discussion followed. The Mayor requested that items 7(a) and 7(b) in section 5.19.070 of the proposed Municipal Code update be altered to lower the square footage limit from 1200 to 800.

Action: Council Member Colvin made a motion to Introduce an Ordinance Amending Various Provisions in Chapter 5 and Adding Subchapter 5.19 to the Colma Municipal Code Regarding Accessory Dwelling Unit Regulations and Finding the Ordinance to be Statutorily Exempt from Environmental Review Pursuant to Public Resources Code Section 21080.17, with proposed changes, and Waive a Further Reading of the Ordinance; the motion was seconded by Council Member del Rosario and carried by the following vote:

Name	Voting		Present, Not Voting		Absent
	Aye	No	Abstain	Not Participating	
Helen Fisicaro, Mayor	✓				
Raquel Gonzalez	✓				
Joanne F. del Rosario	✓				
John Irish Goodwin	✓				
Diana Colvin	✓				
	5	0			

NEW BUSINESS

9. TOWN HALL RENOVATION BUDGET AMENDMENT

City Manager Sean Rabé and Director of Public Works Brad Donohue presented the staff report. Mayor Fisicaro opened the public comment period at 8:17 p.m. Citizen Pat Simpson made a comment. The Mayor closed the public comment period at 8:20 p.m. Council discussion followed.

Action: Council Member Goodwin made a motion to adopt a Resolution Amending Budget Appropriations for Fiscal Year 2016-2017 Regarding the Town Hall Renovation Project

Budget; the motion was seconded by Council Member Colvin and carried by the following vote:

Name	Voting		Present, Not Voting		Absent
	Aye	No	Abstain	Not Participating	
Helen Fiscaro, Mayor	✓				
Raquel Gonzalez	✓				
Joanne F. del Rosario	✓				
John Irish Goodwin	✓				
Diana Colvin	✓				
	5	0			

COUNCIL CALENDARING

The next Regular City Council Meetings will be on Wednesday, March 22, 2017 at 7:00 p.m. and Wednesday, April 12, 2017 at 7:00 p.m.

REPORTS

City Manager Sean Rabé gave a report on the following topics:

- The Colma Police Department and the Colma Fire Protection District will cohost an Emergency Preparedness event "Are You Ready?" on April 19, 2017.
- Wednesday, March 8, 2017 is International Women's Day; the City Manager thanked the women of Colma for all their hard work.

ADJOURNMENT AND CLOSE IN MEMORY

The meeting was adjourned by Mayor Fiscaro at 9:06 p.m.

Respectfully submitted,

Caitlin Corley
City Clerk



**ORDINANCE NO. ____
OF THE CITY COUNCIL OF THE TOWN OF COLMA**

**AN ORDINANCE AMENDING VARIOUS PROVISIONS IN CHAPTER 5 AND ADDING
SUBCHAPTER 5.19 TO THE COLMA MUNICIPAL CODE REGARDING ACCESSORY
DWELLING UNIT REGULATIONS AND FINDING THE ORDINANCE TO BE
STATUTORILY EXEMPT FROM ENVIRONMENTAL REVIEW PURSUANT TO PUBLIC
RESOURCES CODE SECTION 21080.17**

The City Council of the Town of Colma does ordain as follows:

ARTICLE 1. CMC SECTION 5.03.270 REPEALED.

Section 5.03.270 shall be and hereby is repealed as follows:

~~5.03.270 Second Dwelling Units. Second Dwelling units shall be permitted in any residential zone except the R-S zone, subject to the following:~~

~~(a) Standards. A second dwelling unit permit will be issued only if the unit complies with the following standards:~~

~~(1) Size: A Second Dwelling Unit may not be smaller than 150 square feet nor larger than 300 square feet and may not contain more than one (1) bedroom.~~

~~(2) Setbacks from property lines shall be provided in conformance with Section 5.03.250(a).~~

~~(3) A minimum of one off-street parking space is required in addition to the parking requirement in section 5.03.250 (b), and may be located in the front setback area and in tandem with other required off-street spaces.~~

~~(4) Maximum building height shall be as specified in Section 5.03.250 (c).~~

~~(5) Design shall be consistent with the standards set forth in Section 5.03.250 (e), except that the minimum width shall be twelve feet.~~

~~(6) A front door entrance shall be provided separate and distinct from the primary dwelling unit.~~

~~(7) A separate utility meter shall be provided.~~

~~(8) The primary residence or the second dwelling unit must be occupied by the owner of record of the property;~~

~~(9) A permanent foundation shall be required for all Second Dwelling Units.~~

~~(10) There shall be only one second dwelling unit on any individual property.~~

~~(b) Permitting Procedures for Second Dwelling Units. Any application for a second dwelling unit permit shall be submitted to the Planning Department for verification that the proposal meets the standards set forth in Section 5.03.250 (a). Upon finding that the standards are met, the~~

~~proposal shall be approved ministerially without discretionary review or public hearing and the applicant may proceed to acquire a Building Permit.~~

~~(c) Deed Restrictions Applicable to Second Dwelling Units. Neither a Building Permit nor a Certificate of Occupancy may be issued for a second dwelling unit unless and until the property owner has filed with the County Recorder an Agreement of Restriction, which has been approved by the City Attorney as to form and content, containing a reference to the deed under which the property was acquired by the owner and stating the following:~~

~~(1) The second dwelling unit shall not be sold separately from any part of the property on which it is located;~~

~~(2) The second dwelling unit is restricted to the standards specified in Colma Municipal Code Section 5.03.270;~~

~~(3) The second dwelling unit shall be considered legal only so long as either the primary residence or the second dwelling unit is occupied by the owner of record of the property;~~

~~(4) The restrictions shall be binding upon any successor in ownership of the property and lack of compliance shall result in legal action against the property owner.~~

[History: formerly § 5.331.2; ORD. 600, 6/25/03; ORD. 638, 12/14/05]

ARTICLE 2. CMC SECTION 5.01.080 AMENDED.

Certain definitions in Section 5.01.080 shall be and are hereby amended as follows, with all other definitions remaining:

Accessory Building means a portion of building or a detached subordinate building located on the same lot, the use of which is customarily incidental to that of the main building or to the use of the land. A building or structure shall be considered part of the principal dwelling if a substantial part of the wall of a building is a part of the main building, or if the building or structure is attached to the main building in a substantial manner by a roof, or if there is a common wall with a doorway between the building and the principal dwelling. Examples of accessory buildings and structures that are customarily incidental to a residence include, but are not limited to: a detached garage, tool shed, storage shed, carport, greenhouse, gazebo, detached patio cover, and similar buildings; ~~second dwelling~~ accessory dwelling units are not accessory buildings per Subchapter 5.19.

Dwelling unit means a building or portion thereof designed for occupancy by persons living as one household. [See: ~~second dwelling~~ accessory dwelling unit in Subchapter 5.19, single-family dwelling unit, multiple family dwelling unit.]

~~*Second dwelling unit* means a dwelling unit which provides complete independent living facilities on the same parcel as a legal single family dwelling including, but not limited to, the permanent provisions for sleeping, eating, cooking and sanitation.~~

[History: formerly § 5.110, ORD. 234, 3/14/79; ORD. 298, 6/13/84; ORD. 319, 5/8/85; ORD. 425, 7/10/91; ORD. 480, 5/10/95; ORD. 506, 3/12/97; ORD. 563, 10/18/99; ORD. 600, 6/25/03; ORD. 617, 6/16/04; ORD. 628, 5/11/05; ORD. 638, 12/14/05; ORD. 646, 7/12/06, ORD. 662, 9/12/07; ORD. 687, 1/13/10; ORD. 706, 3/14/12; ORD. 713, 10/10/12; ORD. 724, 6/12/13; ORD. 728, 10/9/13; ORD. 754, 1/13/16; ORD. XX, xx/xx/17]

[References: Health & Safety Code § 113758]

ARTICLE 3. CMC SECTION 5.03.060 AMENDED.

Section 5.03.060(b)(1) shall be and is hereby amended as follows:

(b) The following uses may be permitted by the City Council on land located in the "G" Zone upon issuance of a use permit in accordance with the procedures hereinafter set forth:

(1) Any use which now or hereafter may be customarily incident to a cemetery or memorial park use, including flower shops, monument shops, crematoriums, caretaker units, accessory dwelling units to caretaker units existing prior to May 31, 2017 as permitted in Subchapter 5.19, and cemetery corporation yards;

[History: formerly § 5.312; ORD. 234, 3/14/79; ORD. 325, 11/13/85; ORD. 480, 5/10/95; ORD. 520, 12/10/97; ORD. 638, 12/14/05; ORD. 728, 10/9/13; ORD. XX, xx/xx/17]

ARTICLE 4. CMC SECTION 5.03.070 AMENDED.

Section 5.03.070(a)(4) shall be and is hereby amended as follows:

(a) The following uses are permitted on land located within the "R" Zone:

(4) ~~Second~~ Accessory dwelling units as permitted in Subchapter 5.19;

[History: formerly § 5.313, ORD. 234, 3/14/79; ORD. 346, 3/11/87; ORD. 442, 10/14/92; ORD. 425, 7/10/91; ORD. 600 6/11/03; ORD. 617, 6/16/04; ORD. 638, 12/14/05; ORD. 685, 1/13/10; ORD. 706, 3/14/12; ORD. 724, 6/12/13; ORD. 728, 10/9/13; ; ORD. XX, xx/xx/17]

[Authorities: Gov't Code §§ 51035, 65850, 65589.5]

ARTICLE 5. CMC SECTION 5.03.080 AMENDED.

Section 5.03.080(a), subsections (6), (7), and (8) shall be and are hereby amended as follows, with all other subsections remaining unchanged:

(a) The following uses are permitted on land located within the "R-S" Zone:

(6) Transitional housing; ~~and~~

(7) An accessory dwelling unit within the existing single family residential structure as permitted in Subchapter 5.19; and

(8) A Home Office or Cottage Food Operation, provided that a Zoning Clearance has been issued in accordance with sections 5.03.234 or 5.03.235, and remains in effect for the property.

[History: formerly § 5.313.1, ORD. 536, 7/8/98, ORD. 617, 6/16/04; ORD. 638, 12/14/05; ORD. 685, 1/13/10; ORD. 706, 3/14/12; ORD. 724, 6/12/13; ORD. 728, 10/9/13; ORD. XX, xx/xx/17]

[Authorities: Gov't Code §§ 51035, 65850, 65589.5]

ARTICLE 6. CMC SECTION 5.03.090 AMENDED.

Section 5.03.090(a) shall be and is hereby amended as follows:

(a) The following uses ~~is~~ are permitted in the "C" Zone:

(1) An emergency shelter; and

(2) An accessory dwelling pursuant to Section 5.19, which shall be limited to only existing single-family residential structures existing as of May 2017 and only where permitted by the General Plan.

[History: formerly § 5.314; ORD. 234, 3/14/79; ORD. 309, 2/13/85; ORD. 425, 7/10/91; Ord. 506, 3/12/97; ORD. 638, 12/14/05; ORD. 720, 5/8/13; ORD. 728, 10/9/13; ORD. 737, 1/14/15; ORD. 758, 2/24/16; ORD. XX, xx/xx/17]

ARTICLE 7. CMC SUBCHAPTER 5.19 ADDED.

Subchapter 5.19 is hereby is added as follows:

CHAPTER FIVE: PLANNING, ZONING, USE, AND DEVELOPMENT OF LAND AND IMPROVEMENTS

Subchapter 5.19: Accessory Dwelling Units

5.19.010 Findings.

The City Council of the Town of Colma hereby finds that:

A. The Town of Colma California (the "Town") is a municipal corporation, duly organized under the constitution and laws of the State of California.

B. The Planning and Zoning Law authorizes cities to provide by ordinance for the creation of accessory dwelling units.

C. To address California's shortage of housing supply, the California Legislature approved, and the Governor signed into law, Assembly Bill 2299 (Bloom, Chapter 735, Stats. 2016) and Senate Bill 1069 (Wieckowski, Chapter 720, Stats. 2016).

D. Assembly Bill 2299 and Senate Bill 1069 are double jointing bills, which among other things, amend California Government Code Section 65852.2. These statutes impose new limitations on local authority to regulate second units, which are now referred to as "accessory dwelling units" ("ADU").

E. Assembly Bill 2299 became effective on January 1, 2017 and will render all non-compliant local ordinances null and void on that date unless and until an agency adopts an ordinance that complies with Government Code Section 65852.2.

F. The Town desires to amend the local regulatory scheme for accessory dwelling units that fully complies with Assembly Bill 2299.

5.19.020 Purpose.

The purpose of this chapter is to provide reasonable regulations for the development of accessory dwelling units in certain areas and on lots developed or proposed to be developed with single-family residential dwellings. Such accessory dwelling units contribute needed housing to the community's housing stock and promote housing opportunities for the persons wishing to reside in the Town of Colma. In addition, the regulations in this ordinance are intended to promote the goals and policies of the City's General Plan and comply with requirements codified in the state Planning and Zoning Law related to accessory dwelling units in residential areas, including California Government Code section 65852.2.

5.19.030 Definitions.

"Accessory dwelling unit" means a residential dwelling unit that is detached from, attached to, or located within the living area of an existing primary dwelling unit, and that provides independent living facilities for one or more persons. An accessory dwelling unit also includes an efficiency unit, as defined in California Health and Safety Code section 17958.1, and a manufactured home, as defined in section 18007.

"Living area" is defined as the interior habitable area of a dwelling unit, including basements and attics, but not including a garage or any accessory structure.

5.19.040 Effect of Conforming Accessory Dwelling Unit

An accessory dwelling unit that conforms to this chapter shall:

- A. Be deemed an accessory use or an accessory building and not be considered to exceed the allowable density for the lot upon which it is located;
- B. Be deemed a residential use that is consistent with the General Plan and the zoning designations for the lot;

- C. Not be considered in the application of any ordinance, policy, or program to limit residential growth; and
- D. Not be considered a new residential use for the purposes of calculating connection fees or capacity charges for utilities, including water and sewer service.

5.19.050 Locations Permitted.

- A. Accessory dwelling units may be permitted in the "R" zone and on lots containing existing single-family residences in the "G" and "C" zones and subject to the standards in Section 5.19.070.
- B. Accessory dwelling units that meet the requirements of Section 5.19.070 (B) may be located in the "R" and "R-S" zones.

5.19.060 Permit Procedures.

- A. Permits.
 - 1. Except as provided in subparagraph (2), approved applications for an accessory dwelling unit will result in an accessory dwelling unit permit. The applicant shall also obtain a building permit as required by the building code and record a deed restriction as provided in Section 5.19.080.
 - 2. Exception. Accessory dwelling units that meet the requirements of Section 5.19.070(B) shall obtain a building permit as required by the building code and record a deed restriction as provided in Section 5.19.080.
- B. Application Processing.
 - 1. Applications for an accessory dwelling unit permit must be submitted to the City Planner on a form and with information and materials, as adopted by the City Planner.
 - 2. The City Planner may collect a fee for processing the application, provided such fee is approved by resolution of the City Council.
- C. Review.
 - 1. The City Planner will review and approve complete applications for an accessory dwelling unit permit that comply with the requirements of Sections 5.19.070 (Standards) and 5.19.080 (Deed Restrictions). The accessory dwelling unit permit application shall be considered ministerially without any discretionary review or a hearing.

2. The City Planner will approve or disapprove of an application for an accessory dwelling unit permit within 120 days after receiving the complete application.
3. Except as otherwise provided in this chapter, the construction of an accessory dwelling unit shall be subject to any applicable fees adopted pursuant to the requirements of California Government Code, Title 7, Division 1, Chapter 5 (commencing with Section 66000) and Chapter 7 (commencing with Section 66012).

5.19.070 Standards.

- A. Except as provided in subparagraph (B), accessory dwelling units must meet the following standards:
 1. Development on the Lot.
 - (a) A single-family dwelling must exist on the lot or be constructed in conjunction with the accessory dwelling unit.
 - (b) The accessory dwelling unit must be:
 - (i) Detached from the existing primary dwelling, but located on the same lot as the existing dwelling;
 - (ii) Attached to the existing dwelling; or
 - (iii) Located within the living area of the existing dwelling.
 - (c) Only one accessory dwelling unit shall be allowed per lot.
 - (d) The accessory dwelling unit is not intended for sale separate from the primary residence.
 2. Occupancy.
 - (a) The property owner must occupy either the primary dwelling or accessory dwelling unit.
 - (b) The accessory dwelling unit may be rented, but shall only be rented for terms longer than 30 days.
 3. Building and Construction.
 - (a) An accessory dwelling unit shall include permanent provisions for living, sleeping, eating, cooking, and sanitation.
 - (b) An accessory dwelling unit is required to have fire sprinklers, only if the primary residence is also required to have fire sprinklers.

- (c) An accessory dwelling unit must receive the approval by either the North San Mateo County Sanitation District or South San Francisco Sewer where a private sewage disposal system is being used.
- (d) An accessory dwelling unit shall meet the requirements of the building code, as adopted and amended by Chapter 5, Subchapter 4 of the Municipal Code, that apply to detached dwellings, as appropriate.
- (e) A separate utility connection shall be installed directly between the accessory dwelling unit and the utility. The connection shall be subject to a connection fee or capacity charge, or both, proportionate to the burden of the proposed unit, based on either its size or the number of its plumbing fixtures, upon the water or sewer system.
- (f) No passageway shall be required in conjunction with the construction of an accessory dwelling unit. "Passageway" is defined as a pathway that is unobstructed clear to the sky and extends from to street to one entrance of the accessory dwelling unit.

4. Parking.

- (a) Except as provided in subparagraph (b):
 - (i) Accessory dwelling units must meet the following parking standards:
 - (I) For accessory dwelling units with no separate bedrooms, one off-street parking space shall be provided per unit.
 - (II) For accessory dwelling units with at least one separate bedroom, one off-street parking space shall be provided per bedroom.
 - (ii) If parking is required:
 - (I) The required parking spaces may be located on setback areas approved by the City Planner or tandem parking on an existing driveway, unless specific findings are made under subparagraph (II).
 - (II) Parking arrangements in subparagraph (I) may be prohibited if the City Planner makes specific findings that such parking arrangements are not feasible based upon specific site or regional topographical or fire or life safety conditions, or

that such arrangements are not permitted anywhere in the jurisdiction.

(III) When a garage, carport, or covered parking structure is demolished in conjunction with the construction of an accessory dwelling unit, the replacement spaces may be located in any configuration on the same lot as the accessory dwelling unit, including, but not limited to, as covered spaces, uncovered spaces, tandem spaces, or by the use of mechanical automobile parking lifts.

(b) Parking standards shall not be imposed on an accessory dwelling unit in any of the following circumstances:

(i) The accessory dwelling unit is located within one-half mile of public transit.

(ii) The accessory dwelling unit is located within an architecturally and historically significant historic district.

(iii) The accessory dwelling unit is part of the existing primary residence or an existing accessory structure.

(iv) When on-street parking permits are required but not offered to the occupant of the accessory dwelling unit.

(v) When there is a car share vehicle located within one block of the accessory dwelling unit.

5. Height.

The accessory dwelling unit must meet the height standards of the applicable zoning district.

6. Setbacks.

(a) Except as provided in subparagraphs (b) and (c), an accessory dwelling unit must meet the setback standards of the applicable zoning district.

(b) No setback shall be required for a legally established existing garage that is converted to an accessory dwelling unit.

(c) A minimum setback of five (5) feet shall be required from the side and rear lot lines for an accessory dwelling unit constructed above a legally established existing garage.

7. Unit Size.

- (a) The increased floor area of an attached accessory dwelling unit shall not exceed 50 percent of the existing living area, with a maximum increase in floor area of 800 square feet.
- (b) The total area of floor space for a detached accessory dwelling unit shall not exceed 800 square feet.
- (c) The accessory dwelling unit shall contain no less than the 150 square feet area minimum required for an efficiency dwelling unit as defined in Section 17958.1 of the Health & Safety Code.

8. Landscape.

The accessory dwelling unit must meet the landscaping standards of the applicable zoning district. If new landscaping is installed, it should be the Water Efficient Landscape Ordinance standards in Chapter 5, Subchapter 11 of the Colma Municipal Code.

9. Architecture Review.

The design of the accessory dwelling unit shall relate to the design of the primary residence by use of the similar exterior wall materials, window types, door and window trims, roofing materials and roof pitch.

10. Impacts to Historic Places.

To prevent adverse impacts to any real property that is listed in or eligible for the California Register of Historic Places, accessory dwelling units should only be located within the footprint of the existing structure or be a separate detached accessory structure with minimal or no visibility from a public street.

B. An accessory dwelling unit is exempt from the requirements of subparagraph (A) if the unit meets all the requirements of subparagraph (B)(1):

1. The accessory dwelling unit:

- (a) Is one accessory dwelling unit per single-family lot located within a single-family residential zone;
- (b) Is contained within the existing living area space of a single-family residence or accessory structure;
- (c) Has independent exterior access from the existing residence; and
- (d) The side and rear setbacks are sufficient for fire safety.

2. If the requirements of subparagraph (B)(1) are met, then the applicant:

- (a) Is required to install fire sprinklers in the accessory dwelling unit if the primary residence is also required to have fire sprinklers.
- (b) Is not required to install a new or separate utility connection directly between the accessory dwelling unit and the utility, or to be charged a related connection fee or capacity charge.
- (c) Shall record a deed restriction as provided in Section 5.19.080 and obtain a building permit as required by the building code as adopted and amended by Chapter 5, Subchapter 4 of the Municipal Code.
- (d) Shall provide replacement off-street parking spaces to serve the primary residence if the proposed accessory dwelling unit would result in the conversion of an existing garage, carport or other covered parking structure. However, the applicant is not required to provide off-street parking to serve the accessory dwelling unit. The replacement parking spaces may be located in any configuration on the lot and may be provided as covered spaces, uncovered spaces or tandem spaces or by the use of mechanical automobile parking lifts.

5.19.080 Deed Restriction.

- A. Prior to issuance of a building permit for an accessory dwelling unit, a deed restriction shall be recorded against the title of the property in the County Recorder's office and a copy filed with the Planning Department. Said deed restriction shall run with the land, and shall bind all future owners, heirs, successors, or assigns. The form of the deed restriction shall be provided by the City and shall provide that:
 - 1. The accessory dwelling unit shall not be sold separately from the primary residence.
 - 2. The unit is restricted to the approved size and attributes of this chapter.
 - 3. The deed restrictions run with the land and may be enforced against future purchasers.
 - 4. The deed restrictions may be removed if the owner eliminates the accessory dwelling unit as evidenced by the removal of the kitchen facilities and all utility connections and line extensions to support the unit.
 - 5. The deed restrictions shall be enforced by the City Planner or his or her designee for the benefit of the Town of Colma. Failure of the property owner to comply with the deed restrictions may result in legal action against the property owner and the Town shall be authorized to obtain any remedy available to it at law or equity, including but not limited to

obtaining an injunction enjoining use of the accessory dwelling unit in violation of the recorded restrictions or abatement of the illegal unit.

ARTICLE 8. SEVERABILITY.

Each of the provisions of this Ordinance is severable from all other provisions. If any article, section, subsection, paragraph, sentence, clause or phrase of this Ordinance is for any reason held by a court of competent jurisdiction to be invalid, such decision shall not affect the validity of the remaining portions of this Ordinance.

ARTICLE 9. NOT A CEQA PROJECT.

The City Council of the Town of Colma finds the adoption of this ordinance to be statutorily exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to Section 21080.17 of the Public Resources Code because it is an ordinance regarding accessory dwelling units in a single-family or multifamily residential zone to implement the provisions of Government Code Section 65852.2.

ARTICLE 10. EFFECTIVE DATE.

This ordinance, or a summary thereof prepared by the City Attorney, shall be posted on the three (3) official bulletin boards of the Town of Colma within 15 days of its passage and is to take force and effect thirty (30) days after its passage.

ARTICLE 11. FILING.

The City Clerk shall submit a copy of this ordinance to the Department of Housing and Community Development within 60 days after adoption.

Certificate of Adoption

I certify that the foregoing Ordinance No. ____ was duly introduced at a regular meeting of the City Council of the Town of Colma held on March 8, 2017 and duly adopted at a regular meeting of said City Council held on _____, 2017 by the following vote:

Name	Voting		Present, Not Voting		Absent
	Aye	No	Abstain	Not Participating	
Helen Fiscaro, Mayor					
Raquel "Rae" Gonzalez					
Joanne F. del Rosario					
John Irish Goodwin					
Diana Colvin					
<i>Voting Tally</i>					

Dated _____

Helen Fiscaro, Mayor

Attest: _____

Caitlin Corley, City Clerk





STAFF REPORT

TO: Mayor and Members of the City Council
 FROM: Michael P. Laughlin AICP, City Planner
 VIA: Sean Rabé, City Manager
 MEETING DATE: March 22, 2017
 SUBJECT: Sign Regulation Ordinance – Master Sign Programs

RECOMMENDATION

Staff recommends that the City Council introduce the following:

ORDINANCE AMENDING SUBCHAPTER 4.07 OF THE COLMA MUNICIPAL CODE,
 RELATING TO SIGN REGULATIONS PURSUANT TO CEQA GUIDELINE 15061(b)(3) AND
 15311

EXECUTIVE SUMMARY

The proposed ordinance would amend subchapter 4.07 of the Colma Municipal Code relating to shopping center Sign Programs. The amendment will outline the content of Sign Programs and outline the process for approval and amendments to them.

FISCAL IMPACT

The proposed ordinance would not cause any fiscal impact on the Town as the proposed ordinance is only focused on general regulations applicable to signs.

BACKGROUND

The Town of Colma currently requires that all shopping centers have a Sign Program. The 280 Metro Center, Serra Center and Vivana Fair are the three shopping centers which have adopted Sign Programs. Within the last 5 years, the 280 Metro Center and Vivana Fair Sign Programs have been updated to reflect current design trends and LED technology. Serra Center and their architect are currently in the process of updating the Master Sign Program for the center. As a result of this update, staff determined that the Sign Ordinance required an update to match the process historically followed in the approval and amendment of Master Sign Programs.

Under the existing sign programs, staff regularly approves signage administratively by one of two processes. If the sign is found to be consistent with its respective Sign Program, a "sign review" is conducted and a letter is provided within one work week or less. If a sign deviates from the Sign Program, a "sign permit" can be obtained by the applicant. A Sign Permit requires a noticing of existing tenants and property owners in the shopping center and property

owners within 300' of the center. An administrative hearing is held to review the sign(s). This process takes 2-3 weeks due to the noticing requirement. All pole signs require sign permits.

The benefit of an up to date Sign Program is that it allows the property owner/manager to specify sign types and locations in advance which helps streamline sign approvals for tenants.

ANALYSIS

Currently, the existing Sign Ordinance limits shopping centers to one pole sign advertising only two main tenants and limiting pole height to 103 feet. In both the 280 Metro Center and Serra Center, existing pole signs have historically listed 3 or more main tenants. In the case of the Serra Center, two single tenant pole signs and the multi-tenant sign predate the sign program later added which only addresses wall signs. The proposed amendment to the Sign Ordinance will make a provision for multi-tenant pole signs in shopping centers, if appropriate. Given space limitations for Vivana Fair, the most effective signage is monument and building signage, and pole signs are not permitted in their Sign Program.

The existing Sign Ordinance limits the size of signs identifying the shopping center and tenants. The current provisions address the amount of wall signage allowed for various types of tenant spaces but do not address additional signage allowed for tenants currently in existing Sign Programs, including pole signs, wall signs, window signs and under canopy signs. The proposed ordinance would allow for the Sign Program to dictate location, types and sizes of signs based on the unique characteristics of the site.

The proposed ordinance would clarify the process for approving a Sign Program and amending it. By policy, requests to amend Sign Programs have been forwarded to the City Council by the City Planner for a determination and amendment. The proposed ordinance would memorialize this policy. The proposed amendment includes findings which can be used to approve or deny a proposed or amended Sign Program.

Council Adopted Values

The City Council's introduction and ultimate adoption of the ordinance is consistent with the value of *responsibility* as the ordinance will align the Sign Ordinance with the allowance for Sign Programs for shopping centers.

Alternatives

The City Council could choose not to adopt the ordinance or could seek further amendments to the ordinance. The Council should adopt the ordinance, however, since current provisions serve to limit necessary tenant identification on pole signs.

CONCLUSION

The City Council should introduce the ordinance.

ATTACHMENTS

- A. Ordinance

ORDINANCE NO. ____
OF THE CITY COUNCIL OF THE TOWN OF COLMA

ORDINANCE AMENDING SUBCHAPTER 4.07 OF THE
COLMA MUNICIPAL CODE, RELATING TO SIGN REGULATIONS PURSUANT TO CEQA
GUIDELINE 15061(B)(3) AND 15311

The City Council of the Town of Colma does ordain as follows:

ARTICLE 1. CMC SECTION 4.07.140 AMENDED.¹

The introductory clause, along with subsections (f) and (k) of Section 4.07.140 of the Colma Municipal Code, are hereby amended to read as follows:

4.07.140 Signs in the C Zone.

Sign permits shall be required for all signs in C Zones, other than those signs exempted by sections 4.07.040 and 4.07.050. Subsection (f)(1) and (2) below shall not apply to signs in shopping centers with an approved Sign Program as specified in Section 4.07.140 (k). All other signs in the C Zone shall be subject to the following provisions, conditions, and prohibitions:

(f) Height and Extension Above Roof-line.

(1) No fascia sign or other sign attached to a building shall extend or be located above the roof-line of the building to which it is attached.

(2) Pole signs (freestanding commercial businesses on individual lots). The maximum height for pole signs for commercial businesses not part of a shopping center shall be 36 feet. No single pole sign may have a sign area greater than 300 square feet. For shopping centers, please see Section 4.07.140(k) and subsection (3) below.

(3) Pole signs (shopping centers). pole sign height and area in shopping centers are regulated in Section 4.07.140 (k) and by an approved Sign Program for the shopping center. Pole signs shall not exceed 75 feet in height, except where special topographic factors require a taller sign, in which case the pole sign may be as tall as 103 feet. If additional height above 103 feet is required to compensate for distance or difference in elevation from primary viewing angles to overcome obstructions to visibility (wires, poles, trees, conforming signs or other property) a comprehensive visual analysis, including visual simulations and necessary environmental review shall be required prior to City Council consideration of a new or amended sign program.

¹ Substantive changes have been identified as follows: New text has been underlined; revised text has been underlined, without showing the prior wording; and deleted text is shown with a strike-through line. Non-substantive changes, such as grammar and formatting are not identified. All markings will be removed from the final version that is adopted by the City Council.

(k) Special Standards for Shopping Centers.

~~(1) Each shopping center may have one pole sign bearing separate sign faces for the name of the center and two key tenants. The pole sign shall not exceed 75 feet in height, except where special topographic factors require a taller sign, in which case the pole sign may be as tall as 103 feet.~~

~~(2) The sign face showing the name of the shopping center may be 288 square feet in area. Each key tenant sign face shall not exceed 224 square feet in area.~~

~~(3) Each individual tenant of the shopping center may have their own individual signs. Tenants arranged in a strip may each have one sign, the area of which shall not exceed 2 square feet for each foot of store frontage. Free-standing stores may have one sign on each building face, not to exceed a total area greater than 2 square feet for each foot of building footprint.~~

~~(4) No permits shall be issued for the construction of signs at a new shopping center, or for the replacement of any signs removed during a major remodeling of an existing shopping center until the shopping center has submitted, and the City Planner has approved, a Sign Program for the shopping center. For purposes of this section, a major remodeling means one which affects more than 25 percent of the signs in the center.~~

Due to the unique sign and advertising requirements of shopping centers, including multiple tenants with limited visibility from public streets, the Town of Colma requires the approval of a Sign Program that shall identify the type, size and locations of signs in the shopping center. The Sign Program shall also outline the responsibilities of the shopping center owner/manager, tenants and the Town of Colma in the review, approval, installation and removal of signs. The Sign Program will balance the need for patrons to easily locate tenants within the shopping center with appropriately sized signs that are in scale with the buildings in the center and consistent with signage of businesses in the immediate vicinity of the shopping center.

At the time plans for a shopping center are reviewed by the City Council or prior to the issuance of the first building permit for a shopping center, or for an amendment request to an existing Sign Program, the owner shall submit to the City Planner an application, any applicable fee, and a draft new or amended Sign Program. The Sign Program shall include the following components:

- (1) An introduction which shall state the roles and responsibilities of the property owner, tenants and the Town in the review and installation of signs;
- (2) Landlord and Tenant Requirements and responsibilities with regard to any signs;

- (3) A description of sign sizes and locations for all tenant types (anchor, major, in-line, stand alone buildings etc.). Size of signs should be graduated in size based on the size of the tenant space;
- (4) Shopping center identification signage;
- (5) Multi-Tenant pole or monument signs including allowed heights and sizes;
- (6) Stand-alone pole or monument signs for tenants, including allowed heights and sizes, if any;
- (7) Window signage and advertising provisions;
- (8) Under canopy sign sizes and types, if applicable;
- (9) Address numbering and emergency contact information signs;
- (10) Temporary banner types, sizes and locations advertising the center or event solely for the shopping center, if applicable;
- (11) Prohibited signs;
- (12) General sign construction requirements; and
- (13) Diagrams or illustrations of desired sign types.

Once the draft sign program has been reviewed by the City Planner, the Sign Program shall be reviewed by the City Council. In the review of the Sign Program by the City Council, the City Council shall make the following findings prior to approving the Sign Program or any amendments to an existing Sign Program:

(1) The proposed signs enhance the development, and are in harmony with, and visually related to:

(a) All of the signs included in the sign program. This shall be accomplished by incorporating several common design elements such as materials, letter style, colors, illumination, sign type or sign shape.

(b) The buildings and/or the developments they identify by utilizing materials, colors, or design motifs included in the building being identified; and

(c) Surrounding development by not adversely affecting surrounding land uses or obscuring adjacent approved signs.

(2) The sign program accommodates future revisions which may be required due to changes in building tenants; and

(3) The proposed sign program satisfies the intent of this subchapter, in that the sign program complies with all the regulations of this subchapter, except that flexibility is allowed with regard to sign area, number, location, height, or moving parts. Further, to the extent the sign program does not comply with the requirements of this subchapter as to sign area, number, location, height, or moving parts, the proposed sign program enhances the development and more fully accomplishes the objectives of this subchapter.

[History: formerly § 4.714, ORD. 365, 2/10/88; ORD. 387, 3/08/89; ORD. 400, 8/09/89; ORD. 466, 5/11/94; ORD. 551, 4/14/1999; ORD. 638, 12/14/05; ORD. 713, 10/10/12; ORD. 722, 6/12/13; ORD. __, __/__/17]

ARTICLE 2. SEVERABILITY.

Each of the provisions of this ordinance is severable from all other provisions. If any article, section, subsection, paragraph, sentence, clause or phrase of this ordinance is for any reason held by a court of competent jurisdiction to be invalid, such decision shall not affect the validity of the remaining portions of this ordinance.

ARTICLE 3. NOT A CEQA PROJECT.

The City Council finds that adoption of this ordinance is not a "project," as defined in the California Environmental Quality Act (CEQA) because it does not have a potential for resulting in either a direct physical change in the environment or a reasonably foreseeable indirect physical change in the environment and concerns general policy and procedure making. Further, the City Council finds that even if this ordinance constitutes a "project" under CEQA, Guideline 15311 would apply which exempts from environmental review the construction, or placement of minor structures accessory to (appurtenant to) existing commercial facilities, which specifically includes on-premises signs.

ARTICLE 4. EFFECTIVE DATE.

This ordinance including the vote for and against the same shall be posted in the office of the City Clerk and on the three (3) official bulletin boards of the Town of Colma within 15 days of its passage and shall take force and effect thirty (30) days after its passage.

Certification of Adoption

I certify that the foregoing Ordinance No. ### was introduced at a regular meeting of the City Council of the Town of Colma held on March 22, 2017, and duly adopted at a regular meeting of said City Council held on _____, 2017 by the following vote:

Name	Voting		Present, Not Voting		Absent
	Aye	No	Abstain	Not Participating	

Helen Fiscaro, Mayor					
Raquel "Rae" Gonzalez					
Joanne F. del Rosario					
John Irish Goodwin					
Diana Colvin					
<i>Voting Tally</i>					

Dated _____

Helen Fiscaro, Mayor

Attest: _____

Caitlin Corley, City Clerk





STAFF REPORT

TO: Mayor and Members of the City Council
 FROM: Michael P. Laughlin, AICP, City Planner
 Jonathan Kwan, Assistant Planner
 VIA: Sean Rabé, City Manager
 MEETING DATE: March 22, 2017
 SUBJECT: Serra Center – Master Sign Program Revisions and Sign Permit

RECOMMENDATION

Staff recommends that the City Council adopt:

RESOLUTION APPROVING REVISIONS TO THE MASTER SIGN PROGRAM FOR SERRA CENTER AND APPROVING A SIGN PERMIT FOR A SHARED POLE SIGN, ENTRY SIGNS, NEW TARGET POLE SIGN AND AARON BROTHERS WALL SIGNS PURSUANT TO CEQA GUIDELINE 15311

EXECUTIVE SUMMARY

The proposed revised Master Sign Program is a complete overhaul of the existing 1998 Master Sign Program, and includes five substantive changes to the existing program, as follows:

- The sign regulations are specified for each tenant space and each wall surface and have been placed in table which specifies what wall surfaces for each building are permitted signage and the maximum size of signs for the particular sign location based on the wall surface size. This will ensure that the signage will be in scale with the buildings. The 1998 sign program included only rudimentary letter heights permitted based on tenant space size.
- Under canopy signs are allowed to have an area of 6 square feet with a minimum of a 9' clearance from the finished walkway below. The current Sign Program regulates the signs to be uniform: 12" high, 8" deep and 4' wide.
- Due to the layout of the Serra Center and the Junipero Serra Boulevard and Serramonte Boulevard intersection, multiple identifying signs are proposed to be allowed for anchor tenants and stand alone buildings, increased from a single identifying sign per tenant in the current sign program.

- Use of banners on parking light poles for the holidays (November through January) and Serra Center banners from February through October.
- Use of four sign letter effects – face, neon, halo, face/halo illumination and uplighting (only face illumination is presently permitted). The use of halo lighting (lighting that extends behind the letter to create a lighted outline) is becoming quite popular and is now part of the corporate sign program for some retailers.

Staff supports the revised Master Sign Program because it will help bring and retain businesses to the Serra Center and is consistent with adopted development policies.. Having a clear sign program will improve the sign permit process for businesses at the Serra Center. The use of identity banners has become a common advertising practice for shopping centers. The use of banners and decorations during holiday and non-holiday periods is consistent with current policy of not regulating seasonal decorations. Finally, the use of LED lights and halo lighting allows for attractive alternative illumination.

Additionally Staff supports the Sign Permit for additional entry signs and pole signs with three project-specific conditions of approval. The conditions of approval are as follows:

- The applicant shall work with staff to select colors for the entry signs that are compatible with the shopping center and proposed pole signs.
- The applicant shall obtain an Encroachment Agreement with the Town of Colma for the replacement pole sign that encroaches into the right of way.

FISCAL IMPACT

This project will not have a material impact on the Town's budget. It is anticipated that the improved visibility of tenant signage and investment in the Serra Center will lead to increased use and greater sales tax revenue.

BACKGROUND AND PROPOSAL

On January 8, 1998 the City Council approved the existing sign program (Exhibit B) for the Serra Center located at the northeast corner of the Junipero Serra Boulevard and Serramonte Boulevard intersection. The establishment of Sign Programs for shopping centers is a requirement of 4.07.140(k)(4)of the Colma Municipal Code. Some of the existing signage currently at the shopping center deviates from the sign program regulations in size, number, and lighting. Once the proposed revisions to the Municipal Code subchapter 4.07 are effective, the proposed sign program will legalize the existing signage and allow for the proposed entry signs and a new multi-tenant pole sign. Additionally, the sign program allows for new illumination techniques that are not mentioned in the current program and the use of banners for promotions at the shopping center.

The proposed additional signs are located at the entrances of the shopping center at Serramonte Boulevard and another at Junipero Serra Boulevard. A 30' pole sign with a Target logo will accompany the entry sign off of Junipero Serra Boulevard to replace the taller Target pole sign that was recently removed. The new entry signs will replace the existing Serra Center monument sign at the main driveway on Junipero Serra Boulevard.

ANALYSIS

Environmental Review

This application was reviewed pursuant to the requirements of the California Environmental Quality Act (CEQA), and staff determined that the project is considered Categorically Exempt from further environmental review under Section 15311(a), Class 11, which exempts the addition of commercial signage accessory to a main building on a property.

Noticing

A notice of the City Council hearing to change in the Master Sign Program was mailed to all property owners within 300', mailed to all tenants at the center, and posted on Town bulletin boards.

Proposed Sign Program

The existing sign program was not comprehensive in scope and only included basic sizes for wall signs, under canopy signs and window lettering. The program did not include older signage on the property such as the multi-tenant sign (recently removed), the Target Pole sign (recently removed), the Bev Mo! Sign (currently being refurbished with LED) and the Serra Center identification monument sign at the main driveway.

The property owner of a majority of the shopping center and manager of the common area has hired SZFM to prepare a new sign program for the shopping center. The sign program is much more comprehensive than the existing sign program in that it specifies wall surfaces where signage is permitted and then sizes the signage to the scale of the wall surface. The end result is a chart which outlines sizes and locations of signs for each building. Staff has reviewed the proposed sign program and finds it to be comprehensive in scope. The signage proposed will greatly enhance and modernize the appearance of the shopping center over time.

Review of New Signs Proposed by Tenants

The review procedure for new signs by tenants will remain the same. For signs conforming to the sign program, an application, plans, and review fee are submitted. Staff reviews the sign(s) for conformance and a decision letter is issued. For signs that may not conform to the sign program, a Sign Permit application is required. This review requires noticing to all property owners within 300' of the shopping center, noticing of tenants and an administrative hearing.

Required Findings

FINDINGS RELATING TO MASTER SIGN PROGRAM

Findings are required to be made pursuant to new Section 4.07.140(k) of the Colma Municipal Code as follows:

- (1) The proposed signs enhance the development, and are in harmony with, and visually related to:

- (a) All of the signs included in the sign program. This shall be accomplished by incorporating several common design elements such as materials, letter style, colors, illumination, sign type or sign shape.
- (b) The buildings and/or the developments they identify by utilizing materials, colors, or design motifs included in the building being identified; and
- (c) Surrounding development by not adversely affecting surrounding land uses or obscuring adjacent approved signs.

Discussion: *The approval of the Master Sign Program will enhance the development since the signs that would be permitted under the revised Master Sign Program are reasonably sized, attractive, and located so as not to create a visibility hazard. Further, Serra Center is surrounded by predominately commercial uses with businesses exhibiting signs in similar colors, sizes, and location. The proposed Master Sign Program would not impact other businesses in the area and will create an attractive venue for pedestrians, drivers, and visitors alike. None of the proposed signs would be so out of scale or display extreme lighting where drivers could be distracted or impacted. Further, no residential uses are in proximity to Serra Center thereby ensuring that the public health, safety or welfare is not impacted.*

The sign program includes common design elements and themes. Specifically, the signage conveys an updated Mid-Century Modern design aesthetic and all of the allowed signage is consistent with this theme while still allowing creative and diverse sign designs.

- (2) The sign program accommodates future revisions which may be required due to changes in building tenants; and

Discussion: *The sign program provides a very clear and concise list of sign locations, sizes and permitted types so that new building tenants will be easily able to comply with the standards while maintaining corporate identity with the signage. The program will easily accommodate future revisions if required for changes in building tenants. The chart attached to the sign program which specifies sign locations and sign heights can be amended to accommodate a request.*

- (3) The proposed sign program satisfies the intent of this subchapter, in that the sign program complies with all the regulations of this subchapter, except that flexibility is allowed with regard to sign area, number, location and height. Further, to the extent the sign program does not comply with the requirements of this subchapter as to sign area, number, location and height, the proposed sign program enhances the development and more fully accomplishes the objectives of this subchapter.

Discussion: *As shown in the illustrations prepared by the applicant's architect, the allowed signage under the sign program will greatly enhance the development. No Signs*

will deviate from the Colma Sign Ordinance as amended to specify standards for the "C" zone or shopping center Sign Programs per 4.07.140 (k), with the exception of section 4.070.140 (d) since the proposed multi-tenant pole sign is proposed to have a slowly rotating Target at the top.

FINDINGS RELATING TO SIGN PERMIT

Section 4.07.210(d) of the Colma Municipal Code requires that certain findings be made by for the approval of a Sign Permit. The Sign Permit Request is for approval of the following signs under the Master Sign Program:

- New 88' tall pole sign for multi-tenant identification (to replace removed 88' pole sign);
- Two new entry signs for the center;
- New 3' tall Target pole sign at entrance to replace the pole sign recently removed; and
- New building signage for Aaron Brothers which matches their current corporate image.

The following findings are made in support of the request:

1. The signs are consistent with the provisions of the General Plan of the Town of Colma.

Discussion: *The proposed signage is allowed by the revised Master Sign Program and will not impact the Town's memorial parks as the signs face Junipero Serra Boulevard and Serramonte Boulevard. The signage, as conditioned, is consistent with policy 5.02.311 of the Colma General Plan which encourages the balancing of visual effects of development within the Town as all proposed signs will be in a entirely commercial location surrounded by other commercial businesses.*

2. The granting of the Sign Permit will not be detrimental to the public health, safety of public welfare, or materially injurious to properties or improvements in the vicinity.

Discussion: *The new entry signs are made of an open material and are located in areas that do not obstruct any sight lines for vehicular and pedestrian traffic. The replacement pole sign is proposed to be 88'-1", the same height as the previous pole sign, and to have a reduced sign area of 843 square feet compared to 883 square feet on the previous pole sign. The proposed signage will not be detrimental to the public health, safety or public welfare or materially injurious to properties or improvements in the vicinity since the signs are appropriately sized, attractive and located so as not to create a visibility hazard.*

3. Existing property uses, large or small, will not be detrimentally affected by the proposed signs.

Discussion: *The proposed signage appears more interesting and aesthetically pleasing compared to the existing, blocky signage which improves the shopping center and the view from existing property uses. However, the replacement pole sign will encroach into the public right of way, similar to the pole sign recently removed. As a condition of*

approval, the applicant shall be required to enter into encroachment agreement with the Town of Colma, in a form approved by the City Attorney, prior to the construction of the replacement pole sign. The encroachment agreement will allow the Town to ensure the public right of way is protected at all times based on the applicant's minor encroachment and will ensure the applicant complies with all Town imposed requirements. With the proposed condition of approval, existing property uses, large or small, will not be detrimentally affected by the new signs.

4. The granting of the sign permit will not constitute a grant of special privilege inconsistent with the limitations imposed by the subchapter on the existing use of properties, large or small, with the Town of Colma.

Discussion: *The proposed signage will meet the regulations of the revised Serra Center Master Sign Program and the Municipal Code, as revised. The area and massing of the proposed signs are in scale with the shopping center. The approval of the signage will not constitute a grant of special privilege inconsistent with the limitations imposed by the subchapter on the existing use of properties, large or small, within the Town of Colma since various types of signs are allowed pursuant to a Sign Program based on the anticipated revisions to the Municipal Code, and are similar to other signs permitted for commercial businesses in the Town.*

5. The signs will not constitute a nuisance as to neighboring persons or properties.

Discussion: *The proposed signs have a conventional design consistent with industry standards and will be professionally manufactured. The proposed signs conform to the purpose and intent of the Town of Colma General Plan and Municipal Code, and will not constitute a nuisance to neighboring persons or properties.*

COUNCIL ADOPTED VALUES

The recommendation is consistent with the Council value of *fairness* because the recommended decision on the Master Sign Program is consistent with how similar requests have been handled by the business community, and with the Council value of *responsibility* because the proposed use has been carefully reviewed so that it will be consistent with adopted development policies and regulations, and compatible within its setting.

ALTERNATIVES

The following courses of action are available to the City Council:

1. Adopt the resolution approving the revised Master Sign Program for the Serra Center and Sign Permit with additional modifications or conditions.
2. Not adopt the resolution and direct staff to come back with a resolution denying the request for the revised Master Sign Program for the Serra Center and Sign Permit. This action is not recommended since it would keep the existing sign regulations that are currently in place, not allowing for necessary changes to allow for the modernization of the center.

CONCLUSION

Staff recommends that the City Council adopt the resolution approving the revised Master Sign Program for the Serra Center and the Sign Permit.

ATTACHMENTS

- A. Draft Resolution
- B. Existing 1998 Master Sign Program
- C. Master Sign Program with applicant prepared sign guidelines
- D. Sign Permit Drawings



**RESOLUTION NO. 2017-___
OF THE CITY COUNCIL OF THE TOWN OF COLMA**

RESOLUTION APPROVING REVISIONS TO THE MASTER SIGN PROGRAM FOR SERRA CENTER AND APPROVING A SIGN PERMIT FOR A SHARED POLE SIGN, ENTRY SIGNS, NEW TARGET POLE SIGN AND AARON BROTHERS WALL SIGNS PURSUANT TO CEQA GUIDELINE 15311

*Property Owner: CRES Management Company, LLC
Applicant: Catherine Hughes, CRES Management Company, LLC
Location: 4915-5045 Junipero Serra Blvd & 970 Serramonte Blvd
Assessor's Parcel Number: APN: 008-373-210 through -530*

The City Council of the Town of Colma does hereby resolve as follows:

1. Background

(a) CRES Management Company has submitted an application to revise the existing Master Sign Program for the Serra Center and a Sign Permit application to allow for the construction of two new entryway, one new pole sign, Aaron Brothers walls signage and one replacement pole sign located at 4915-5045 Junipero Serra Blvd & 970 Serramonte Blvd (APN 008-373-210 through -530).

(b) A notice of public hearing was mailed to all property owners within 300 feet of the subject property and to all shopping center tenants on March 10, 2017. In addition, notices of public hearing were posted at the subject property and the three Town of Colma bulletin boards on March 10, 2017.

(c) A public hearing was held on March 22, 2017. The City Council considered the application, the accompanying staff report, the Revised Master Sign Program (Exhibit C), and all relevant evidence presented at the public meeting.

2. Findings

The City Council finds that:

Findings Relating to CEQA Review

(a) This application was reviewed pursuant to the requirements of the California Environmental Quality Act (CEQA), and staff determined that the project is considered Categorical Exempt from further environmental review under Section 15311(a), Class 11, which exempts the addition of commercial signage accessory to a main building on a property.

Findings Relating to Master Sign Program

- (1) The proposed signs enhance the development, and are in harmony with, and visually related to:
- (a) All of the signs included in the sign program. This shall be accomplished by incorporating several common design elements such as materials, letter style, colors, illumination, sign type or sign shape.

- (b) The buildings and/or the developments they identify by utilizing materials, colors, or design motifs included in the building being identified; and
- (c) Surrounding development by not adversely affecting surrounding land uses or obscuring adjacent approved signs.

Discussion: *The approval of the Master Sign Program will enhance the development since the signs that would be permitted under the revised Master Sign Program are reasonably sized, attractive, and located so as not to create a visibility hazard. Further, Serra Center is surrounded by predominately commercial uses with businesses exhibiting signs in similar colors, sizes, and location. The proposed Master Sign Program would not impact other businesses in the area and will create an attractive venue for pedestrians, drivers, and visitors alike. None of the proposed signs would be so out of scale or display extreme lighting where drivers could be distracted or impacted. Further, no residential uses are in proximity to Serra Center thereby ensuring that the public health, safety or welfare is not impacted.*

The sign program includes common design elements and themes. Specifically, the signage conveys an updated Mid-Century Modern design aesthetic and all of the allowed signage is consistent with this theme while still allowing creative and diverse sign designs.

- (2) The sign program accommodates future revisions which may be required due to changes in building tenants; and

Discussion: *The sign program provides a very clear and concise list of sign locations, sizes and permitted types so that new building tenants will be easily able to comply with the standards while maintaining corporate identity with the signage. The program will easily accommodate future revisions if required for changes in building tenants. The chart attached to the sign program which specifies sign locations and sign heights can be amended to accommodate a request.*

- (3) The proposed sign program satisfies the intent of this subchapter, in that the sign program complies with all the regulations of this subchapter, except that flexibility is allowed with regard to sign area, number, location and height. Further, to the extent the sign program does not comply with the requirements of this subchapter as to sign area, number, location and height, the proposed sign program enhances the development and more fully accomplishes the objectives of this subchapter.

Discussion: *As shown in the illustrations prepared by the applicant's architect, the allowed signage under the sign program will greatly enhance the development. No Signs will deviate from the Colma Sign Ordinance as amended to specify standards for the "C" zone or shopping center Sign Programs per 4.07.140 (k), with the exception of section 4.070.140 (d) since the proposed multi-tenant pole sign is proposed to have a slowly rotating Target at the top.*

Findings Relating to Sign Permit

- (a) The Sign Permit for new signage is consistent with the provisions of the General Plan of the Town of Colma.

Discussion: *The proposed signage is allowed by the revised Master Sign Program and will not impact the Town's memorial parks as the signs face Junipero Serra Boulevard and Serramonte Boulevard. The signage, as conditioned, is consistent with policy 5.02.311 of the Colma General Plan which encourages the balancing of visual effects of development within the Town as all proposed signs will be in a entirely commercial location surrounded by other commercial businesses.*

- (b) The granting of the Sign Permit will not be detrimental to the public health, safety of public welfare, or materially injurious to properties or improvements in the vicinity.

Discussion: *The new entry signs are made of an open material and are located in areas that do not obstruct any sight lines for vehicular and pedestrian traffic. The replacement pole sign is proposed to be 88'-1", the same height as the previous pole sign, and to have a reduced sign area of 843 square feet compared to 883 square feet on the previous pole sign. The proposed signage will not be detrimental to the public health, safety or public welfare or materially injurious to properties or improvements in the vicinity since the signs are appropriately sized, attractive and located so as not to create a visibility hazard.*

- (c) Existing property uses, large or small, will not be detrimentally affected by the proposed signs.

Discussion: *The proposed signage appears more interesting and aesthetically pleasing compared to the existing, blocky signage which improves the shopping center and the view from existing property uses. However, the replacement pole sign will encroach into the public right of way, similar to the pole sign recently removed. As a condition of approval, the applicant shall be required to enter into encroachment agreement with the Town of Colma, in a form approved by the City Attorney, prior to the construction of the replacement pole sign. The encroachment agreement will allow the Town to ensure the public right of way is protected at all times based on the applicant's minor encroachment and will ensure the applicant complies with all Town imposed requirements. With the proposed condition of approval, existing property uses, large or small, will not be detrimentally affected by the new signs.*

- (d) The granting of the revised Master Sign Program will not constitute a grant of special privilege inconsistent with the limitations imposed by the subchapter on the existing use of properties, large or small, with the Town of Colma.

Discussion: *The proposed signage will meet the regulations of the revised Serra Center Master Sign Program and the Municipal Code, as revised. The area and massing of the proposed signs are in scale with the shopping center. The approval of the signage will not constitute a grant of special privilege inconsistent with the limitations imposed by the subchapter on the existing use of properties, large or small, within the Town of Colma since various types of signs are allowed pursuant to a Sign Program based on the anticipated revisions to the Municipal Code, and are similar to other signs permitted for commercial businesses in the Town.*

- (e) The signs will not constitute a nuisance as to neighboring persons or properties.

Discussion: *The proposed signs have a conventional design consistent with industry standards and will be professionally manufactured. The proposed signs conform to the purpose and intent of the Town of Colma General Plan and Municipal Code, and will not constitute a nuisance to neighboring persons or properties.*

3. Master Sign Program Approved.

The revised Serra Center Master Sign Program is hereby approved subject to an effective date provided for in Section 7 below.

4. Sign Permit Approved.

A Permit is hereby granted, subject to an effective date provided for in Section 7 below, to install and maintain signs on the property at 4915-5045 Junipero Serra Blvd & 970 Serramonte Blvd. in accordance with the criteria and requirements set forth in that certain document entitled, *Master Sign Program*, dated March 8, 2017. This Permit is conditioned upon and subject to the full and faithful performance of each term and condition set forth in the *Master Sign Program* and this Resolution. This approval includes the following signs:

- New 88' tall pole sign for multi-tenant identification (to replace removed pole sign);
- Two new entry signs for the center;
- New 3' tall Target pole sign at entrance to replace the pole sign recently removed; and
- New building signage for Aaron Brothers which matches their current corporate image.

5. Conditions of Approval

(a) This Sign Permit applies specifically to the application filed by Catherine Hughes of CRES Management Company on February 6, 2017 and is limited to the signs depicted in the 11' by 17' plans titled Serra Center Wayfinding Signage, date stamped February 6, 2017 and on file in the Planning Department. The approval also includes Aaron Brothers wall signage as shown on plan submitted February 6, 2017. No substantial future changes to the approved signs may be made except as conditioned below without first obtaining sign review.

(b) The applicant shall work with staff to select colors for the entryway signs that are compatible with the shopping center and proposed pole signs.

(c) The applicant shall enter into an Encroachment Agreement with the Town of Colma, in a form approved by the City Attorney, for the replacement pole sign that encroaches into the right of way.

(d) The Permittee shall obtain all necessary permits, including Building Permits, prior to construction of the signs.

- (e) A weather-proof, power disconnect switch shall be located at the underside of the sign's electrical gutter, and clearly illustrated and labeled on the plans submitted for a Building Permit.
- (f) All electrical connections shall not be visible.
- (g) For the Building permit, the Permittee shall submit fully detailed plans including the dimensions, materials, and illumination, for the new signs. The Permittee shall provide Title 24 SLTG forms for the illuminated signs.
- (h) The signs shall be maintained in good repair at all times.
- (i) A copy of these conditions of approval shall be included in the building permit plan set.
- (j) Internal illumination to be LED, installed and labeled in accordance with the "National board of Fire Underwriters Specifications".

6. General Conditions

This Permit is conditioned upon the Permittee and each user of the subject property fully and faithfully performing each of the following generally-applicable obligations. Failure to comply with any of these conditions shall render this permit null and void.

- (a) *Duty to Comply With Laws.* The Permittee and each user must comply with all applicable federal, state and municipal laws, codes and regulations, including the Uniform Building and Fire Codes. Nothing herein shall be construed as authorizing any approvals under, or any exceptions to any other law, code or regulation, or as authorizing any change to the occupancy classification of the premises or any buildings thereon as defined in the Uniform Building Code.
- (b) *Indemnification.* The Permittee shall indemnify, pay and hold the Town of Colma harmless from all costs and expenses, including attorney's fees, incurred by the Town or held to be the liability of the Town in connection with the Town's defense of its actions in any proceeding brought in any state or federal court challenging the Town's actions with respect to the Permittee's project.
- (c) *Agreement Required.* The Permittee must agree to comply with each and every term and condition herein by counter-signing a copy of this Resolution and returning the counter-signed copy to the City Clerk no later than forty-five (45) days following City Council approval of the permit. If Permittee is not the property owner, then the property owner must consent to use of the property on the terms and conditions herein by counter-signing a copy of this resolution and returning the counter-signed copy to the City Clerk no later than forty-five (45) days following City Council approval of the permit.

7. Effective Date.

This resolution shall not become effective until such time that Ordinance No. __ is effective which is anticipated to be on or around May 13, 2017. If Ordinance No. __ is not adopted or does not become effective, this resolution shall become null and void and have no further force and effect and the applicant shall have no vested right or other right to proceed with the Master Sign Program or any other signs authorized by this resolution.

* * * * *

Certification of Adoption

I certify that the foregoing Resolution No. 2017-__ was duly adopted at a regular meeting of the City Council of the Town of Colma held on March 22, 2017, by the following vote:

Name	Voting		Present, Not Voting		Absent
	Aye	No	Abstain	Not Participating	
Helen Fiscaro, Mayor					
Raquel "Rae" Gonzalez					
Joanne F. del Rosario					
John Irish Goodwin					
Diana Colvin					
<i>Voting Tally</i>					

Dated _____

Helen Fiscaro, Mayor

Attest: _____
Caitlin Corley, City Clerk

NOTICE OF RIGHT TO PROTEST

The Conditions of Project Approval set forth herein include certain fees, dedication requirements, reservation requirements, and other exactions. Pursuant to Government Code Section 66020(d)(1), these Conditions constitute written notice of a statement of the amount of such fees, and a description of the dedications, reservations, and other exactions. You are hereby further notified that the 90-day approval period in which you may protest these fees, dedications, reservations, and other exactions, pursuant to Government Code Section 66020(a), began on date of adoption of this resolution. If you fail to file a protest within this 90-day period complying with all of the requirements of Section 66020, you will be legally barred from later challenging such exactions.

AGREEMENT

Permittee/Property Owner

The undersigned agrees to comply with each and every condition set forth in this resolution.

Dated: _____

*CRES Management Company, LLC
By Catherine Hughes*

[Printed Name and Title of Authorized Agent for Permittee]

[Notarization of Property Owner's signature recommended]



JANUARY 8, 1998

SIGN PROGRAM AND TENANT SIGN CRITERIA

SERRA CENTER
COLMA, CALIFORNIA

Attachment B

A. Design Intent

1. Signage Criteria has been established for the purpose of assuring an outstanding retail area and for the mutual benefit of all tenants. All Tenant signage designs must be approved by Landlord before fabrication and installation by Tenant.
2. Signing shall not exceed the maximum dimensions approved unless, in the sole opinion of Landlord, and upon approval from the Colma City Planner, the larger format contributes to the overall design of the retail area, the Center and the Tenant's visibility. Deviations from standards set forth in this Sign Program must be approved in writing by Landlord and the Colma City Planner with a finding that the deviation is an imaginative design that contributes aesthetically to the Center and is a solution that could not easily be achieved with a complying sign.
3. Conformance with this Sign Criteria will be strictly enforced, and any installed nonconforming or unapproved signs must be brought into immediate conformance at the expense of Tenant.

B. General Requirements

1. Each Tenant shall submit or cause to be submitted to the Landlord for approval, prior to fabrication, three (3) copies of detailed drawings indicating the location, size, layout, design, dimensions, colors, illuminations, materials and method of attachment of all signs.
2. All building permits for Tenant signs and their installation shall be obtained from and fees paid to the Town of Colma, as required, by Tenant. The Town of Colma may charge both sign design review and building permit fees.
3. All signs shall be constructed and installed at Tenant's expense.
4. All signs shall be reviewed for conformance with this Sign Criteria and overall design quality by Landlord. Approval or disapproval of sign submittals shall be based on aesthetics and complimentary design with Serra Center which shall remain the right of Landlord to approve or disapprove.
5. Tenant shall be responsible for the installation and maintenance of its signs. Should Tenant's signs require maintenance or repair, Landlord shall give Tenant ten (10) days written notice to effect appropriate repair and/or maintenance. Should Tenant fail to do same, Landlord shall undertake repairs and maintenance and Tenant shall reimburse Landlord immediately upon receipt from Landlord of all invoiced costs related thereto.
6. All companies bidding to manufacture signs shall be pre-approved by Landlord. Said companies are hereby advised through Tenant that no substitutes will be accepted by Landlord whatsoever to this Sign Criteria specifications, unless specially approved by Landlord. Any deviation from these specifications may result in Landlord's refusal to accept same.
7. All manufacturer companies are advised that, prior to acceptance and final payment, each unit will be inspected for conformance by the authorized representative of Landlord. Any signs found not in conformance will be rejected and removed at Tenant's expense.
8. Tenant is required to have signs as specified herein, as approved by Landlord after submittal by Tenant, installed and fully operable upon Term Commencement Date, or the date Tenant opens for business, whichever occurs first.
9. No animated, flashing, or audible signs will be permitted.
10. No exposed lamps or tubing will be permitted.
11. All signs and their installation shall comply with all local building codes, ordinances and regulations of agencies having jurisdiction over the work.

12. No portable or temporary signs will be permitted at any time without prior written approval of Landlord.
13. Grand Opening or promotion signs shall comply with the Town of Colma sign ordinances, shall have permits and shall be approved by Landlord prior to installation and removed upon Landlord's request.
14. All cabinets, conductors, transformers and other equipment shall be completely concealed.
15. No exposed raceways, crossovers or conduits will be permitted.
16. Painted lettering will not be allowed.
17. No signs of any kind will be permitted on building roofs or at any other locations other than the building sign fascia. All changes or deviations must be approved in writing by Landlord and may be subject to approval by the Town of Colma.

C. Construction Requirements

1. All exterior signs shall be installed in conformance with approved Specifications. Signs shall bear the Underwriters Laboratory (ULC) label and comply with all required electrical and Building Codes.
2. Exterior signs shall be secured by concealed fasteners, stainless steel, nickel, cadmium plated or other similar durable and nonstaining material.
3. Sign outlet will be provided by Landlord and connected to Tenant's electrical panel. Signage lights will be provided and fully maintained by Tenant, and will be replaced immediately upon failure by Tenant at Tenant's cost.
4. All exterior signs shall be mounted in a manner to permit proper dirt and water drainage, and so not to cause staining, discoloring or in any other way cause blemishing to the building sign fascia.
5. All penetrations of the building sign fascia required for sign installation shall be pre-approved before installation by Landlord, and shall be neatly and clearly sealed to yield watertight conditions.
6. No labels will be permitted on the exposed surface of signs except those required by ordinance and code which shall be applied in an inconspicuous manner.
7. Sign contractor shall repair any damage to any work caused by contractor's work. Damage to structure that is not repaired by Tenant's sign contractor shall become the Tenant's responsibility to correct.
8. Tenant shall be fully responsible for the operations and performance of Tenant's sign contractor.
9. Welding of any member or connection which is designed to resist loads and forces which is not fabricated on site, shall be fabricated in an approved fabricator's shop as required by the Uniform Building Code.
10. Perform all work in accordance with all applicable ordinances, codes and regulations required by authorities having jurisdiction over such work and provide all inspection and permits required by State and local authorities for furnishing, transporting and installing of signage materials.
11. Tenant is responsible for obtaining permits for installation and use of signage.

D. Guarantee

Entire sign displace shall be guaranteed for one (1) year from date of installation against defects in materials and workmanship. Defective parts shall be immediately replaced.

E. Insurance

Sign company shall carry workman's compensation and public liability insurance against all damage suffered or done to any and all persons and/or property while engaged in the construction or erection of signs in the amount of One Million Dollars (\$1,000,000) per occurrence.

F. Miscellaneous Requirements

1. Each Tenant shall be permitted to place upon one entrance of its demised Premises not more than 144 square inches of white vinyl lettering not to exceed two (2) inches in height indicating hours of business, emergency telephone numbers and other type information only, subject to Landlord approval.
2. Except as provided herein and in the Lease, no advertising placards, banners, pennants, names, insignia, trademarks, or other descriptive materials of any kind shall be affixed or maintained upon either the interior or exterior of the glass of the storefront and supports of the show windows and doors, or upon the exterior of the walls of the buildings. These conditions apply to the entire term of the Lease and apply to all signage, whether temporary, promotional, sale, permanent, etc.
3. Tenant shall not place any signs on the rear of the Premises or on any secondary receiving or exit door(s), other than painted identification name on doors.
4. At the expiration or termination of Tenant's Lease, Tenant shall be required to remove signs and patch the building wall arcades and paint the patched area to match the surrounding areas of the Building. Landlord retains sole judgment concerning the acceptability of the patching, and, if Tenant cannot provide for acceptable patching, Landlord may cause the work to be performed using Landlord's contractors and Tenant will pay the costs thereof at receipt from Landlord of invoice for said work.
5. No wood backed letter material will be allowed.
6. Maximum width of sign shall not exceed seventy-five percent (75%) of the linear leased frontage of Premises, as shown on Sign Plan.
7. Logos shall not exceed ten percent (10%) of the sign area and will be included in the allowable signage. Area is calculated on total length of letter multiplied by the height of the letters.
8. Only the trade name of the store shall be depicted on the sign, no information.
9. Landlord reserves the right to hire an independent electrical engineer (at Tenant's sole expense) to inspect the installation of all Tenant signs and to require the Tenant to have any discrepancies and/or code violations corrected at Tenant's expense.
10. Hours of operation shall be as mandated in the Lease, or one hour before dark until one-half hour after closing time.

G. Submittals/Approvals

1. Initial submittal: Three (3) copies required to be submitted to Landlord by Tenant as part of Preliminary Plan.
2. Shop Drawings: Blueline prints.
 - a. Complete scale elevations showing location of each sign.
 - b. Layout drawing at $\frac{1}{4}'' = 1'0$ scale, showing typeface, dimensions, location, colors and specifications.
 - c. Colors: One (1) sample of each color to Landlord.

3. Quality Assurance

All work in this project shall be done by sign companies pre-approved by the Landlord.

H. Size and Construction Criteria

1. Signs - General:

All Tenant signs shall consist of individual, illuminated, cut-out letter displays. No painted signs are allowed for letter displays or logos. Individual typefaces of Tenant's choice will be allowed. Design, color and layout of letters are subject to sole written approval by the Landlord. Sign copy shall contain legally registered name only.

2. Stores Over 10,000 Square Feet With Stucco Fascia:

Each tenant shall install one (1) sign on the sign fascia above the Tenant's storefront. The overall height of each sign shall not exceed 48" from top to bottom.

3. Stores Over 5,000 Square Feet with Stucco Fascia:

Each tenant shall install one (1) sign on the sign fascia above the Tenant's storefront. The overall height of sign letters shall not exceed 36" from top to bottom.

4. Stores Under 5,000 Square Feet with Stucco Fascia:

Each tenant shall install one (1) sign on the sign fascia above the Tenant's storefront. The overall height of sign letters shall not exceed 24" from top to bottom. Two stacked rows of letters will be considered when necessary.

5. Signs - Construction:

a. The sign shall consist of individual, internally-illuminated letters. The sign shall consist of:

- A Raceway(s)
- Letter Cabinets
- Internal Illumination
- Plastic Faces
- Trim Caps

b. A raceway shall be a cabinet of 24 Ga. sheet metal, 8" high x 6" deep, primed with Paintlock and finished to match the color of the sign fascia. Raceway shall be weather tight and run within building or on the backside of sign fascia. One conduit for 120V power shall enter the raceway from the junction box on the backside of the Tenant's sign fascia. Sign fascia color is available on-site for inspection.

c. Individual letters shall be made of .050 aluminum sheet, and 6" deep. Letters shall be fastened to sign fascia with mechanical fasteners. Letters shall be painted to match acrylic face color. Sign contractor shall provide calculations for necessary attachments for a qualified engineer.

c. Letters shall be internally illuminated by a minimum of two neon tubes; the color of neon gas shall correspond to the color of the sign face. Transformers shall be housed in the raceway. All wiring penetration through the building fascia shall be carried by flexible conduit.

e. Plastic sign faces shall be 1/4" thick cast acrylic sheet and trimmed with 3/4" trim cap painted to match letter cabinet returns.

I. Execution

1. Fabrications

a. Signs shall have fine, even texture and shall be flat and sound. Lines and miters shall be sharp, seams flush and unbroken, profiles accurate and ornament true to pattern. Plane surfaces shall be smooth flat and without oilcanning. Maximum variation from plane of surface plus or minus 1/32". Filed or cut areas shall have texture restored.

b. Holes for bolts and screws shall be drilled. Fastenings shall be concealed. Exposed ends and edges shall be milled smooth, with corners slightly rounded. Joints exposed to weather shall be formed to exclude water.

c. All painted surfaces shall be properly primed and finish coating of paint shall be complete with no light or thin applications allowing substrate or primer to show. The finish surface shall be smooth, free of scratches, gouges, drips, bubbles, thickness variations, foreign matter and other imperfections.

2. Installation

a. Protect products against damage during field handling and installation.

b. Protect adjacent existing and newly placed construction and finishes as necessary to prevent damage during installation.

- c. Touch up paint all exposed mechanical fasteners to match color and finish of surface surrounding the fastener upon completion of installation.
- d. Clean all adjacent surfaces that may have been soiled and remove all installation debris upon completion of installation.

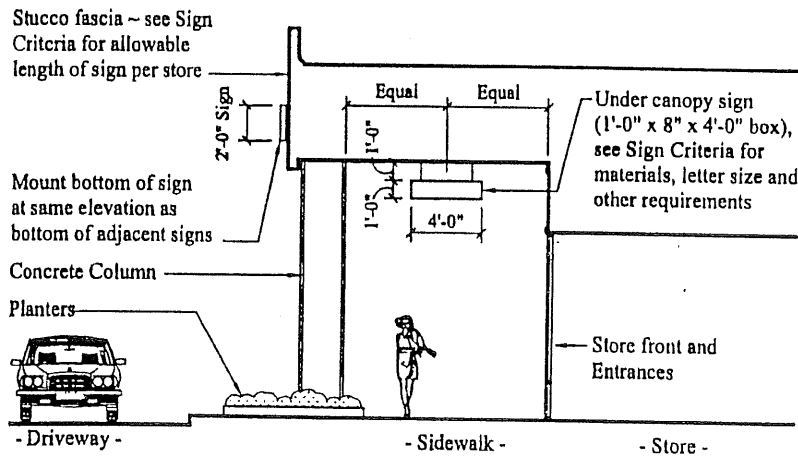
3. Field Quality Control

Signs shall be mounted level and plumb according to the plan locations and the dimensions given on the elevation drawings. Where otherwise not dimensioned, signs shall be installed where best suited to provide an even and consistent appearance through the Center. When the exact position, angle, height or location is in doubt, the Tenant and Sign Contractor shall contact the Landlord for clarification.

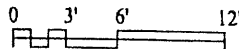
4. Under Canopy Sign - In-line Tenants Only

To promote the unique character of each use in the shopping center, Landlord requires individually designed "under canopy" signs on the underside of the canopy/soffit in front of each store. In pursuit of this goal, Tenant is required to design, construct and install at its sole cost and expense a sign (with the necessary electrical service and fixtures) on the underside of the canopy/soffit that identifies its store to pedestrian shoppers using the sidewalk of the shopping center.

- a. The metal sign box will have dimensions of twelve inches (12") high, eight inches (8") deep and four feet (4') wide.
- b. It will have two plastic faces on which the name of the Tenant is painted.
- c. It will be suspended by two pipes and located over the customer entrance as shown on the attached drawing.



SECTION THROUGH ARCADE SCALE 1/8" = 1'-0"



TENANT SIGN LOCATION



**MASTER SIGN PROGRAM
SERRA CENTER
COLMA, CALIFORNIA**

Approved by the Town of Colma City Council on
_____ by Resolution _____

A. INTRODUCTION

1. The intent of this sign program is to provide the guidelines necessary to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the shopping center, while maintaining provisions for individual graphic expression.
2. Performance of this sign program shall be rigorously enforced and any nonconforming sign shall be removed by the tenant or sign contractor at their expense, upon demand by the Landlord.
3. Exceptions to these standards shall not be permitted without approval from the landlord and will require approval of a modification to the sign program application by the Town of Colma City Council.
4. Accordingly, the Landlord will retain full rights of approval for any sign used in the center.
5. No sign shall be installed without the written Landlord approval and the required City approval and permits.
6. Wherever this Master Sign Program document states that a sign requires review from the Town of Colma, such sign may not be installed unless and until the Town has approved the sign in accordance with the following procedures.
 - a. If a tenant proposes a sign that conforms with the standards set forth in this Master Sign Program, the applicant shall, at or before applying for a building permit, file an application for Sign Review with the Town of Colma Planning Department, along with the appropriate fee and plans. The Planning Department will review the application for compliance with the Master Sign Program. If conforming, a decision letter will be issued.
 - b. If a tenant proposes a sign that deviates slightly from the standards set forth in this Master Sign Program and the landlord supports the application, the applicant shall apply for and obtain a Sign Permit under Colma Municipal Code section 4.07.210, governing signs.
 - c. In all other cases, the landlord must apply for and obtain approval from the City Council for an amendment to this Master Sign Program.

B. LANDLORD/TENANT REQUIREMENTS

1. Each Tenant shall submit to the Landlord for written approval, three (3) copies of the detailed sign plans with attachment details and representative colors.
2. The Tenant shall pay for all signs, related materials and installation fees (including final inspection costs).
3. Any alteration, including re-face of signs requires that a valid building Permit is issued by the Town of Colma and inspected. All signs shall be provided with a power disconnect located within sight of the sign. Under-canopy signs, addressed in Section G, shall be provided with a disconnect either upon the signs, or installed at the raceway adjacent to the sign.
4. The Tenant shall be responsible for fulfillment of all requirements of the sign criteria.
5. It is the responsibility of the Tenant's sign company to verify all conduit and transformer locations and service access prior to fabrication.
6. Should a sign be removed and/or replaced with a new sign it is the Tenant's responsibility to patch all holes, paint surface to match the existing color, and restore surface to original condition. If for whatever reason the Tenant does not patch, repair holes, and repaint the Landlord will do so and back charge the Tenant accordingly.
7. All lease spaces shall be individually identified with an address number. Numerals shall be a minimum of 6 inches in height and 1-1/2 inch stroke, and in a color approved by the Colma Fire Protection District. The numerals shall be located on the glass panel immediately above the main entry door(s) into the lease space. Where there is no glass panel above the entry door the numerals shall be of a contrasting color to their background. Address Numeral shall be maintained, and shall not be obstructed from view since they are essential for emergency response.

C. PERMITTED TENANT SIGNS

1. All wall, projecting, storefront, and edge signs are permitted as indicated in the Serra Center Tenant Signage Criteria (Exhibit A).
2. Allowed sign locations and maximum sign dimensions are indicated on the Allowable Signs & Dimensions table within Exhibit A.

D. SERRA CENTER ENTRY SIGNS

1. Serra Center entry signs are shown on the attached site plan (Exhibit B) as Entry Sign C and Entry Sign G.
2. Serra Center Entry Signs shall be transparent or made of open material, and shall not exceed 12' in height.

3. Maximum letter height for Serra Center Entry Signs shall be 24".

E. POLE SIGNS

1. The Serra Center may have one pole sign 88' feet in height bearing separate sign faces for up to five tenants. The Landlord shall select the tenants to be represented on the pole sign. Sign sizes and placement are shown in the Serra Center Signage Criteria (Exhibit A)
2. Building A is permitted one sign not to exceed 30' in height. Building D is permitted one pole sign not to exceed 103' in height.
3. Encroachment agreements shall be established for Pole Signs encroaching into the public Right of Way.

F. BANNER SIGNS

1. Banners on light poles are permitted subject to the approval by the Landlord and the Town of Colma.
2. Maintenance Schedule:
 - Regular "Serra Center" Banners are allowed from February thru October
 - Holiday Banners are allowed from November to January
3. The banners shall be cleaned a minimum of once a year, during change out from regular to holiday.

G. GENERAL SIGN CONSTRUCTION REQUIREMENTS

1. All signs and their installation shall comply with all local building and electrical codes.
2. All electrical signs will be fabricated by a U.L. approved sign company, according to U.L. Specifications and bear U.L. Label.
3. Sign Company to be fully licensed with the State and shall have full Workman's Compensation and general liability insurance. A City business registration is required for 2 or more installations in the City within one year.
4. All penetrations of building exterior surface are to be sealed waterproof in color and finish to match existing exterior.
5. Internal illumination to be LED, installed and labeled in accordance with the "National board of Fire Underwriters Specifications".

6. Painted surfaces to have satin finish. Only paint containing acrylic polyurethane products may be used.
7. All sign fabrication work shall be of excellent quality. All logo images and type-styles shall be accurately reproduced. Lettering that approximates type-styles will not be acceptable. The Landlord reserves the right to reject and fabrication work deemed to be below standard.
8. No visible raceways are allowed on external building façade.
9. Signs must be made of durable rust-inhibiting materials that are appropriate and complimentary to the building.
10. Color coating shall exactly match the colors specified on the approved plans.
11. Joining of materials (e.g., Seams) shall be finished in a way as to be unnoticeable. Visible welds shall be continuous and ground smooth. Rivets, screws, and other fasteners that extend to visible surfaces shall be flush, filled, and finished so as to be unnoticeable.
12. Finished surfaces of metal shall be free from oil canning and warping. All sign finishes shall be free from dust, orange peel, drips, and runs and shall have uniform surface conforming to the highest standards of the industry.
13. In no case shall any manufacturer's label be visible from normal viewing angles.
14. Exposed junction boxes, lamps, tubing or neon crossovers of any type are not permitted.
15. Illuminated Letters

LED signs will have a maximum of 3000k . The types of illumination permitted under the Master Sign Program include halo –illuminated reverse channel; front-lit channel letters; push through acrylic logos; and neon as described and illustrated in Exhibit A

H. PROHIBITED SIGNS AND EXISTING TENANT NON-CONFORMING SIGNS

16. Prohibited tenant signs are listed on Page 12 of Exhibit A.
17. No monument, animated, inflatable, portable (A-frame) or audible signs will be permitted. Examples of animated signs include, but are not limited to inflatables, animated, banana and human signs.
18. No temporary signs will be permitted at any time without prior written approval of the Landlord and the Town of Colma.
19. Grand Opening or promotional signs, including but not limited to, banners, shall comply with the Town of Colma sign ordinance and shall have permits, approved by

the Landlord prior to installation and removed upon the Landlord's request, or by conditions of a Town of Colma permit, whichever is more restrictive.

20. No signs of any kind will be permitted on building roofs or at any other locations other than those shown on the Sign Plan. All changes or deviations must be approved in writing by Landlord and may be subject to approval by the Town of Colma.
21. Except as provided herein and in the lease, no advertising placards, banners, pennants, names, insignia, trademarks, or other descriptive materials of any kind shall be affixed or maintained upon the exterior of the glass of the storefront and supports of the show windows and doors, or upon the exterior of the walls of the buildings, or within the store so that it is clearly visible for advertisement from the front window(s) or door(s). These conditions apply to the entire term of the lease and apply to all signage, whether temporary, promotional, sale, permanent, etc.
22. Tenant shall not place any signs on the rear of the Premises or any secondary receiving or exit door(s), except stand alone buildings as defined prior in Section D.
23. At the expiration or termination of tenant's lease, Tenant shall be required to remove signs and patch the building wall arcades and paint the patched area to match the surrounding areas of the Building. Landlord retains sole judgment concerning to the acceptability of the patching, and if Tenant cannot provide for acceptable patching, Landlord may cause the work to be performed using Landlord's contractors and Tenant will pay the costs thereof at receipt from Landlord of invoice for said work.



TENANT SIGNAGE CRITERIA

CONTENTS

- **A (All Tenants)**
Tenant signage criteria @ Tenant Storefront Location 2 - 12
- **B (Select Tenants Only)**
Tenant signage criteria @ Pylon Sign 13

s e r r a c e n t e r

Colma, California

March 7, 2017

Exhibit A to

Serra Center Master Sign Program

March 2017

DRAFT

A - TENANT SIGNAGE CRITERIA AT TENANT STOREFRONT LOCATION

Tenants may have signs within strict limitations based on the following factors: their individual location within the center, the size of their storefront, and the façade design of their location. Not all sign types are available to all Tenants. In addition to these limitations, Tenant signs must be designed in such a way as to harmonize with their facade and neighboring Tenant signage.

Each sign type has its own maximum size requirements. Refer to the description of each sign type on the following pages and to the Allowable Signs and Dimensions chart.

All Tenants are allowed window graphics, also within limits.

SIGN DETAILING

Sign Materials

All sign materials must be consistent with the design theme, enhancing the storefronts and retail image. Due to the variety of architectural façade treatments, each storefront sign must be carefully considered in relationship to its particular location. What may be appropriate in one location may not work in another.

All signage components must be custom. At the Landlord's request, any building material as deemed by the Landlord that has been altered in anyway after the sign installation, whether due to poor design, construction, material selection or exposure must be replaced or reconditioned at the tenant's expense.

Signage is expected to be fabricated from high quality durable materials that can withstand the elements. Dimensional letters and logo forms should have a painted, gilded or metal finish. Letters and logos may also be painted, screen printed or vinyl applied to a sign panel where permitted.

In cases when the building color and tenant signage color do not sufficiently contrast, the following options are available:

1. Change the sign to a contrasting color.
2. Change the returns of the sign to a contrasting color.

At the time a Tenant vacates a space, the tenant shall remove all signs, patch, paint and repair the surfaces to which the signs were attached, back to the original condition. This removal and repair is at the Tenant's expense.

Sign Construction Requirements

1. All electrical devices must be concealed and/or located within the tenant's space.
2. Raceways cannot be exposed.
3. All conduits must be rigid metal and concealed.
4. Fasteners and attachment connections must be concealed from view.
5. Mounting pins and brackets must be as streamlined as possible and painted to match the adjacent building or sign, where applicable.
6. Suspended signs must have a ring or loop connection when possible to allow for sign movement.
7. In no case shall any manufacturer's label, stamp, or decal be visible from normal viewing angles. Only that portion of a permit sticker that is legally required to be visible shall be exposed as inconspicuously as allowed by code.
8. Specify how signs are attached to the storefront or building where allowed.
9. Tenant shall use Hot Foot pigeon proofing where needed. Spikes are not permitted.

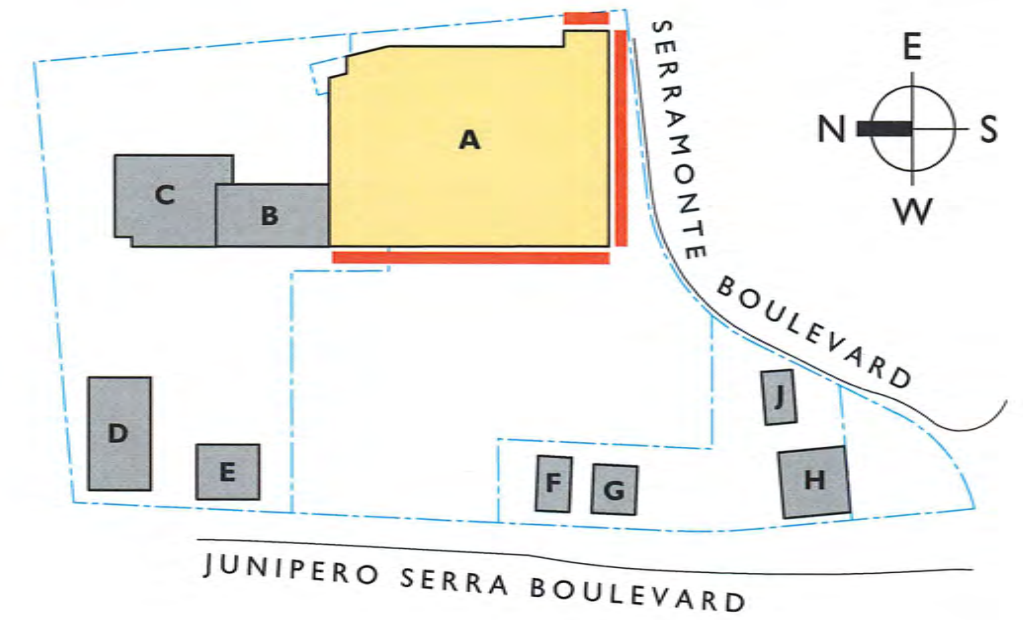
SITE PLAN



BUILDING A ELEVATIONS



BUILDING A - EAST ELEVATION



BUILDING A - SOUTH ELEVATION

BUILDING A PERMITTED SIGNS

One permitted sign per Tenant per Frontage, up to Three signs.

Building A -
West, South & East Elevations

- Wall Sign
- Logo Sign



BUILDING A - WEST ELEVATION

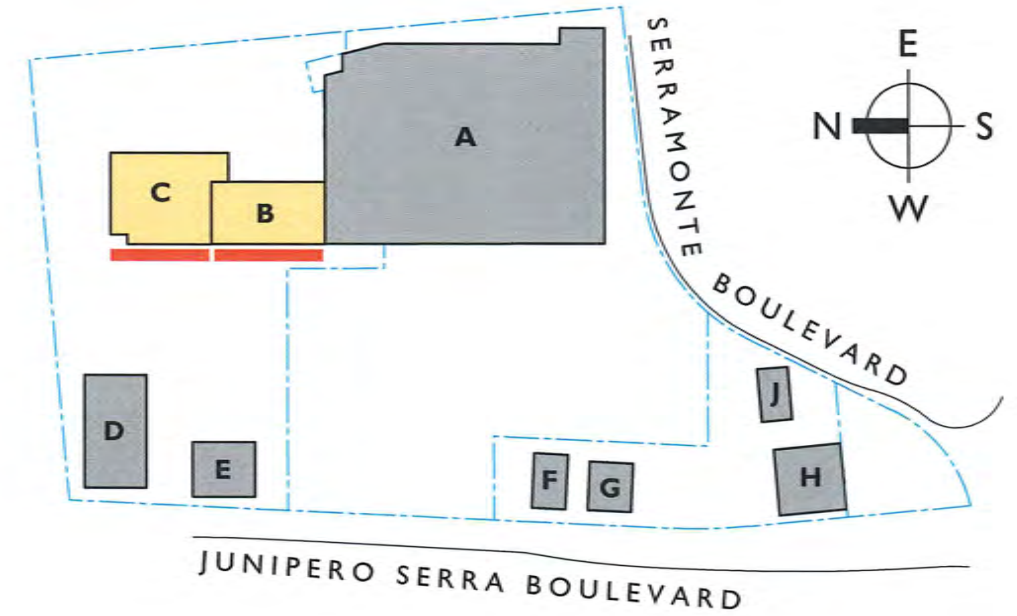
BUILDING B & C ELEVATIONS



BUILDING C - WEST ELEVATION



BUILDING B - WEST ELEVATION



BUILDING A, B & C PERMITTED SIGNS

One permitted sign per Tenant per Frontage, up to Three signs.

Building B - West Elevation

- Wall Sign
- Storefront Sign
- Projecting Sign

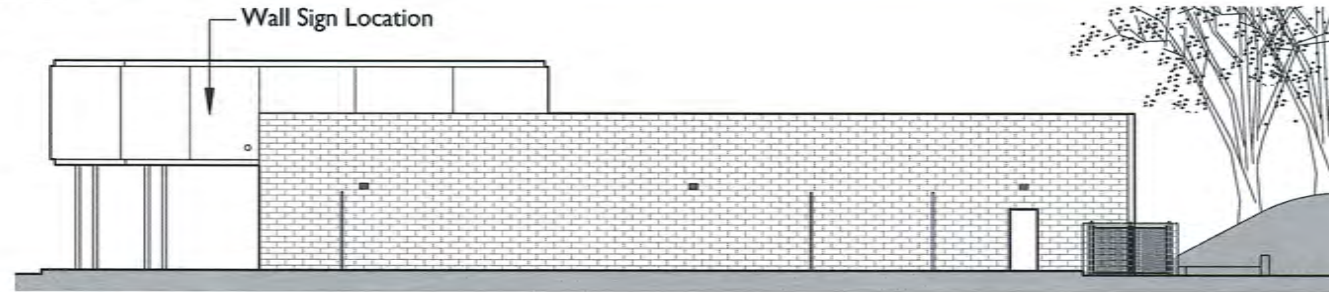
Building C - West Elevation

- Wall Sign
- Storefront Sign
- Projecting Sign

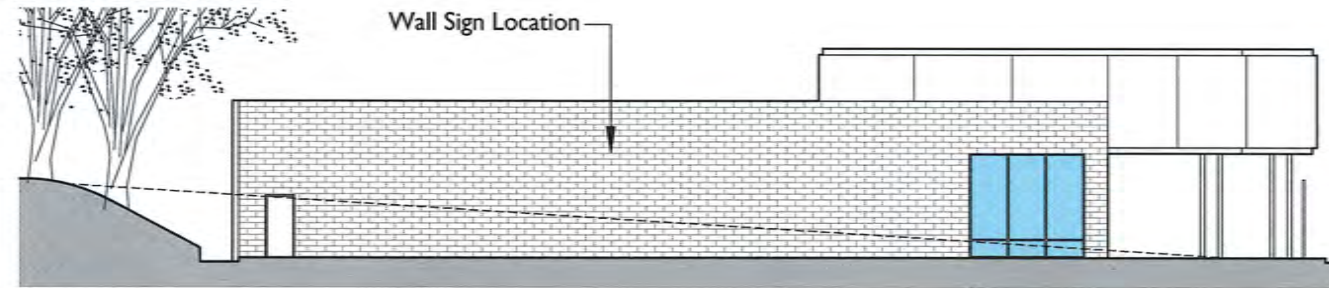
BUILDING D & E ELEVATIONS



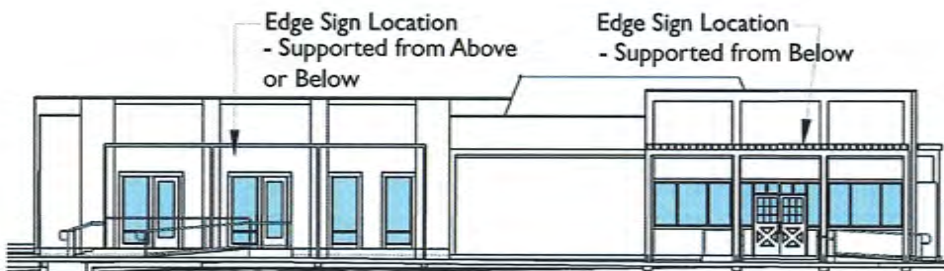
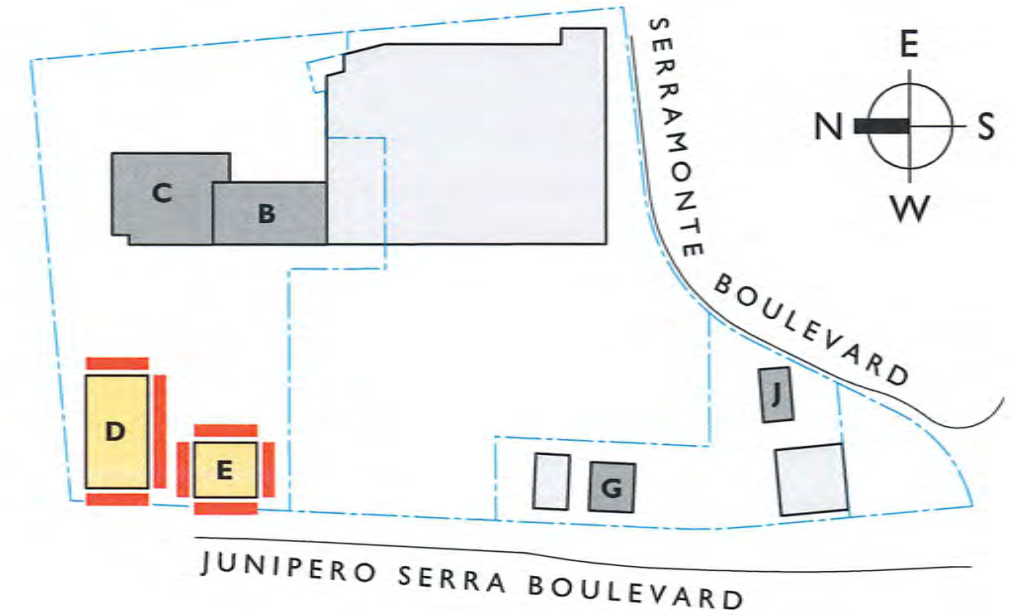
BUILDING D - SOUTH ELEVATION



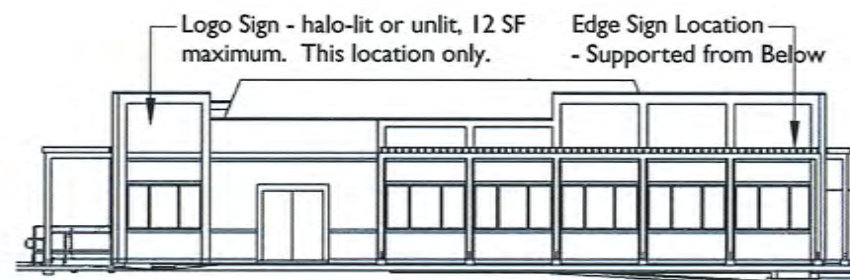
BUILDING D - EAST ELEVATION



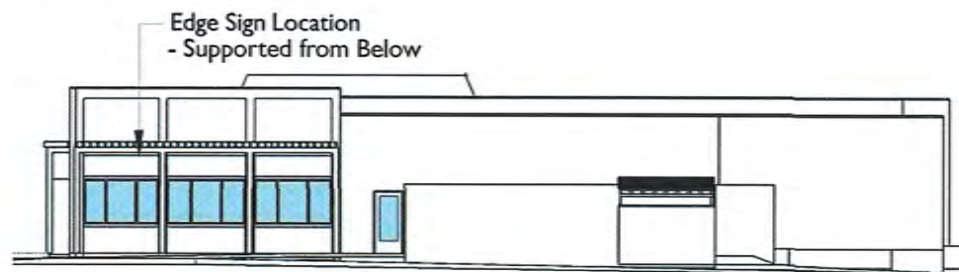
BUILDING D - WEST ELEVATION



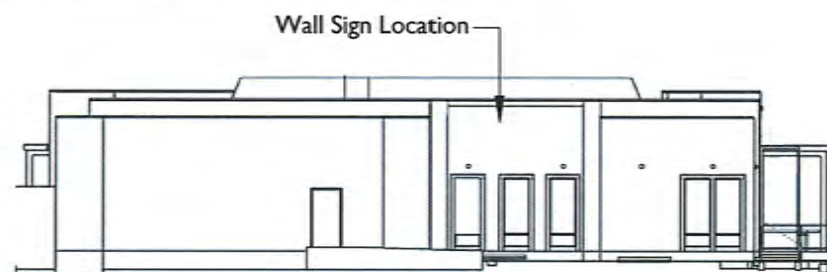
BUILDING E - EAST ELEVATION



BUILDING E - NORTH ELEVATION



BUILDING E - WEST ELEVATION (JUNIPERO SERRA BLVD.)



BUILDING E - SOUTH ELEVATION

BUILDING D & E PERMITTED SIGNS

One permitted sign per Tenant per Frontage, up to Three signs

Building D -

South Elevation

- Wall Sign
- Storefront Sign
- Projecting Sign

East & West Elevations

- Wall Sign

Building E -

East Elevation

- Edge Sign - Supported from Above or Below

North Elevation

- Edge Sign - Supported from Below
- Logo Sign

West Elevation

- Edge Sign - Supported from Below

South Elevation

- Wall Sign

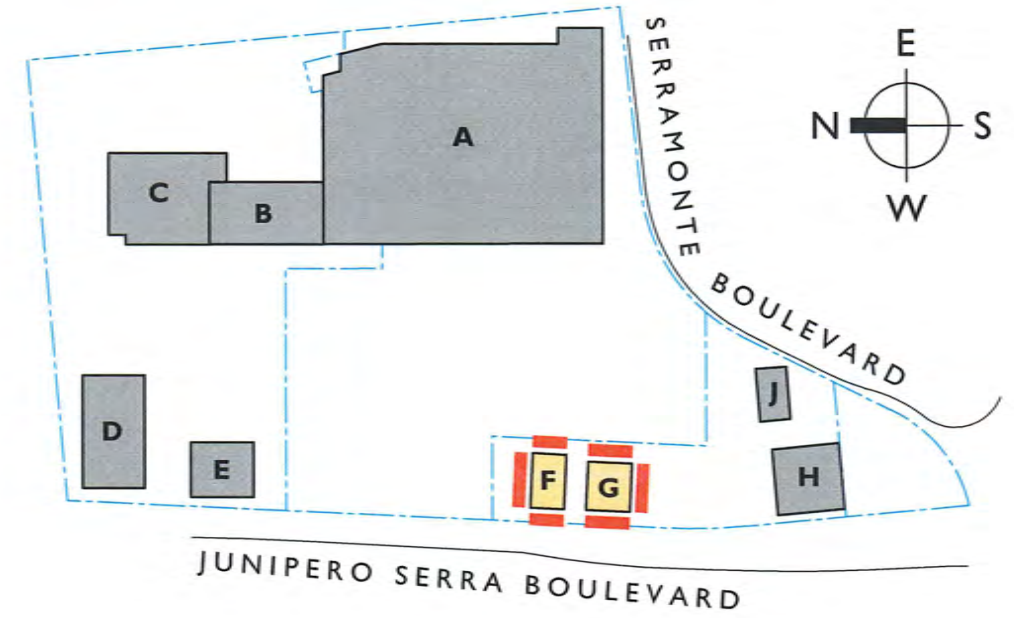
BUILDING F & G ELEVATIONS



BUILDING F - EAST ELEVATION



BUILDING F - NORTH & WEST (JUNIPERO SERRA BLVD.) ELEVATION



BUILDING F & G PERMITTED SIGNS

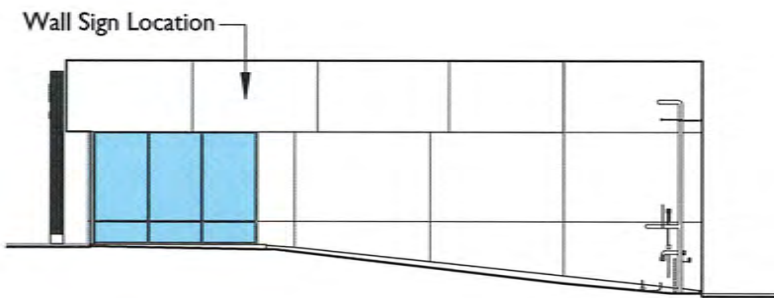
One permitted sign per Tenant per Frontage, up to Three signs

Building F -
 East, North & West Elevations

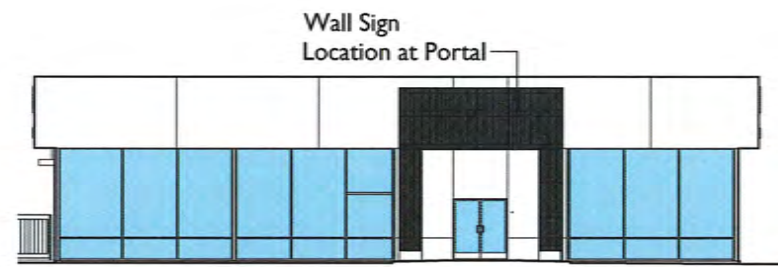
- Wall Sign

Building G -
 East, South & West Elevations

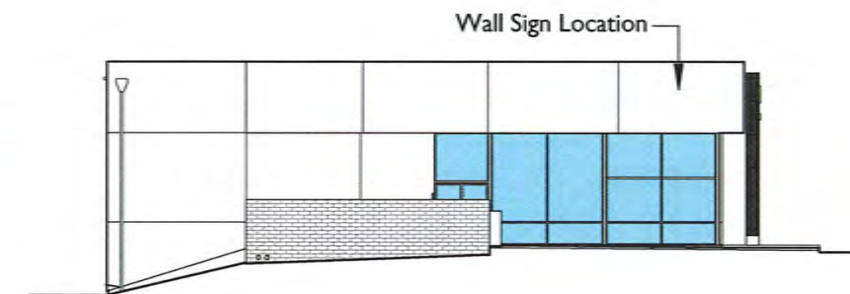
- Wall Sign



BUILDING G - EAST ELEVATION

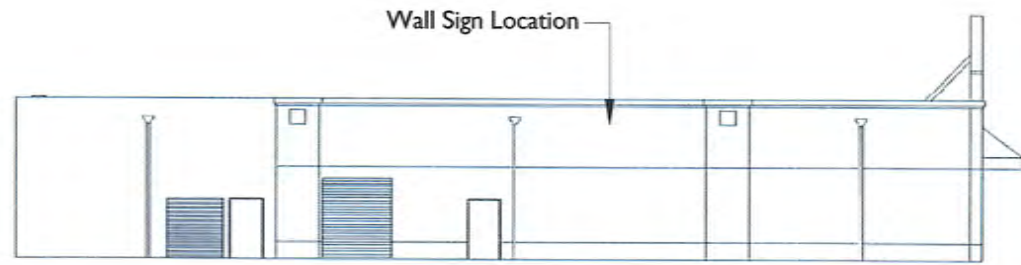


BUILDING G - SOUTH ELEVATION



BUILDING G - WEST ELEVATION (JUNIPERO SERRA BLVD.)

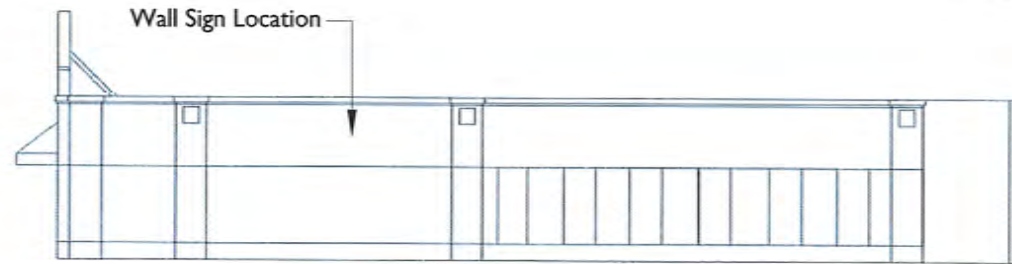
BUILDING H & J ELEVATIONS



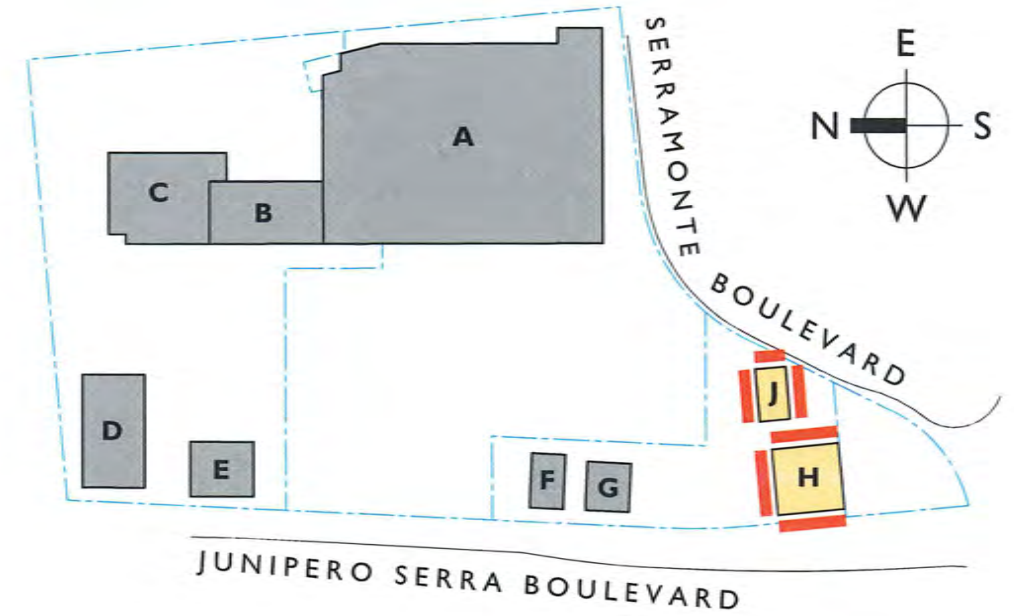
BUILDING H - EAST ELEVATION



BUILDING H - NORTH ELEVATION



BUILDING H - WEST ELEVATION (JUNIPERO SERRA BLVD.)



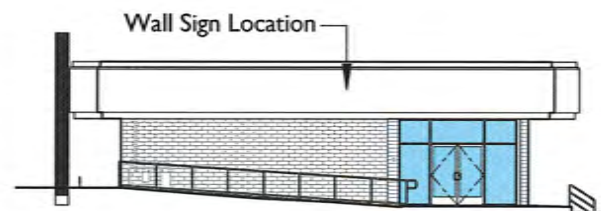
BUILDING H & J PERMITTED SIGNS
 One permitted sign per Tenant per Frontage, up to Three signs

Building H -
 East, North & West Elevations
 • Wall Sign

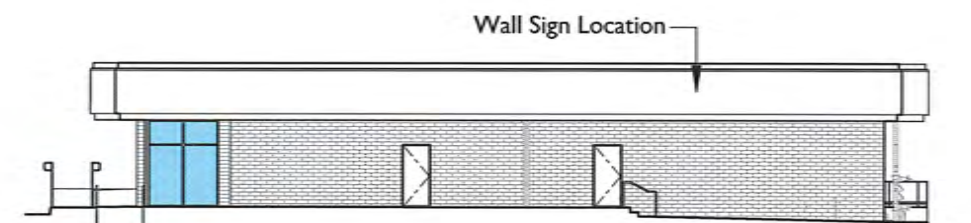
Building J -
 South, East & North Elevations
 • Wall Sign



BUILDING J - SOUTH ELEVATION



BUILDING J - EAST ELEVATION (SERRAMONTE BLVD.)



BUILDING J - NORTH ELEVATION

SIGN TYPES

WALL SIGNS

Description

Wall Signs consist of individual letters and logos pin-mounted directly to the facade wall or wood portal. Wall Signs must be generally centered over tenants glazed frontage where possible, with appropriate spacing from all edges. Back panels are not allowed.

Allowed Locations

Refer to the Building Elevations for allowable Wall Sign locations.

Maximum Sizes

Refer to the Allowable Signs & Dimensions chart for maximum allowable sizes.

Illumination

Wall Signs must be internally illuminated. These include the following -

- halo-illuminated reverse channel letters and logos
- front-lit channel letters and logos with concealed trim cap
- push-through acrylic logos
- exposed neon letters or logos - if within a channel, the interior must be darker than neon color. No acrylic fronts are allowed.
- LED signs are 3000K maximum.

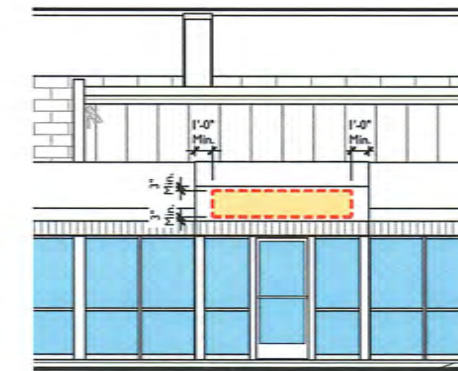
EXAMPLE: HALO-ILLUMINATED



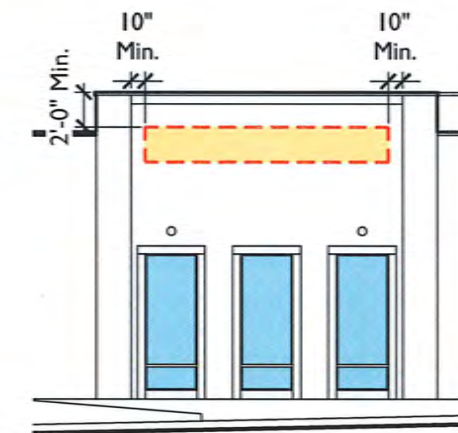
EXAMPLE: FRONT-LIT W/ CONCEALED TRIM CAP



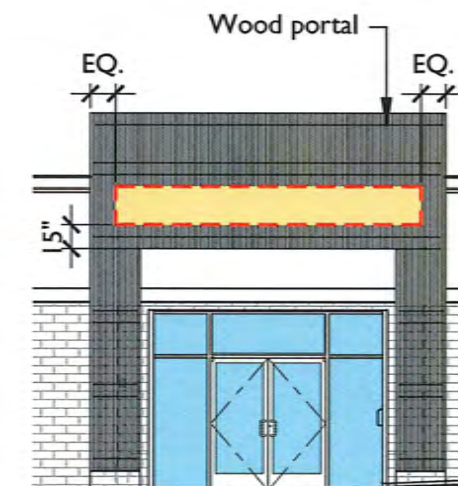
EXAMPLE: EXPOSED NEON



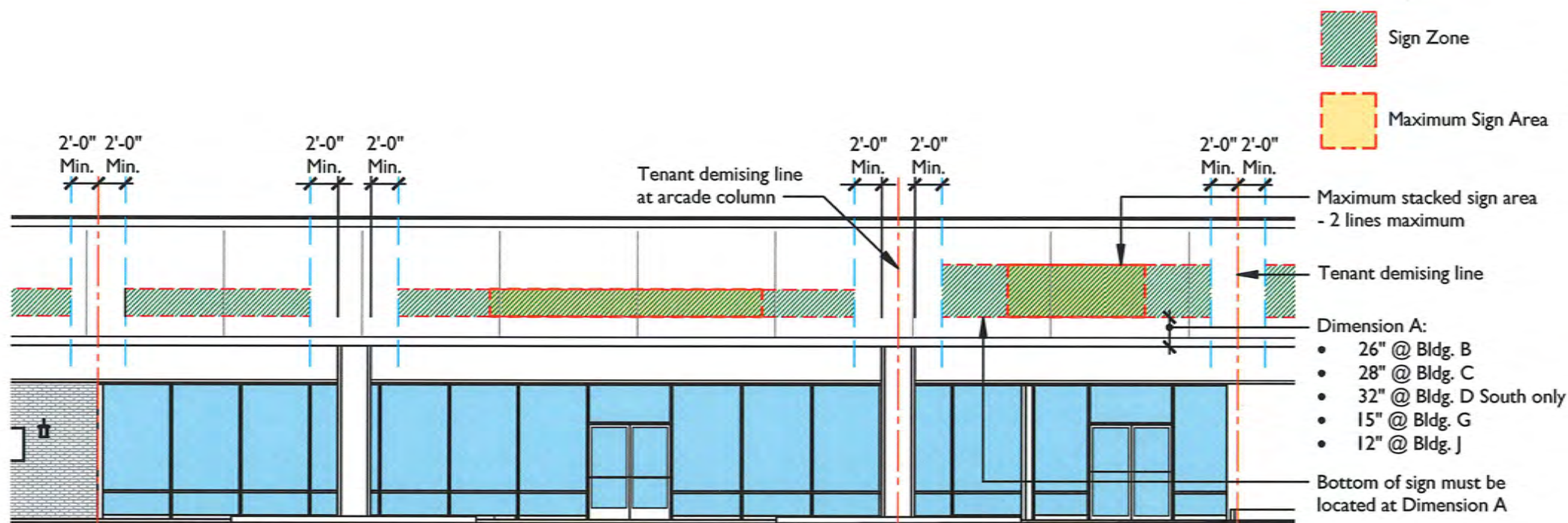
Building C Minor Tenant Elevation



Building E South Elevation



Portal Elevation



SIGN TYPES

EDGE SIGNS - Supported From Below

Description

Edge Signs consist of individual letters, logos, or iconography mounted directly to the top of the trellis beam.

Allowed Locations

Refer to the Building Elevations for allowable Edge Sign locations.

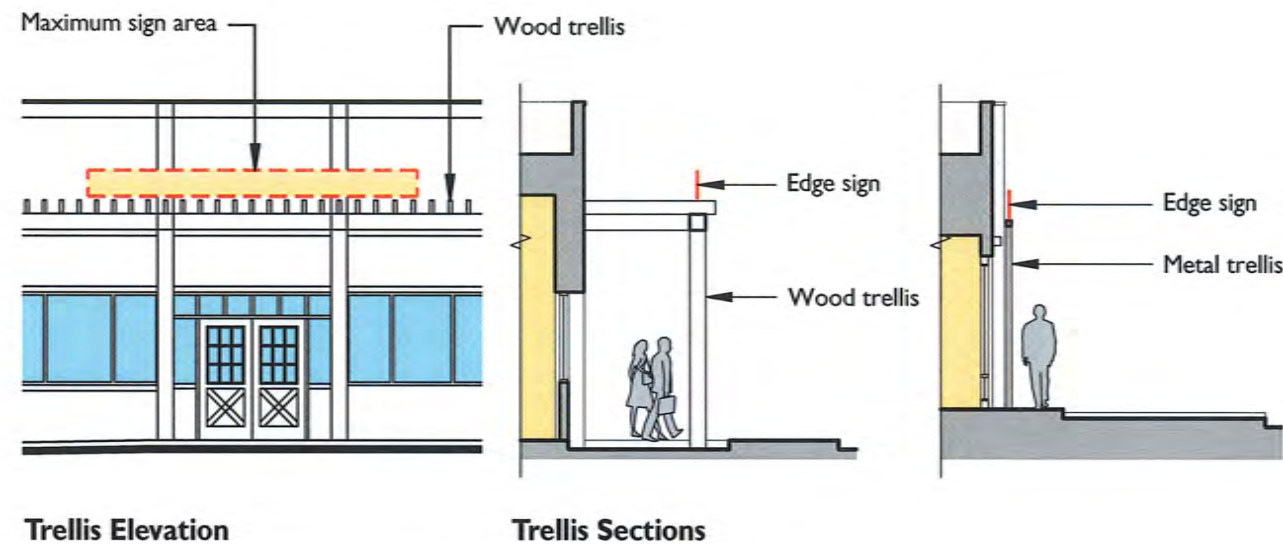
Maximum Sizes

Refer to the Allowable Signs & Dimensions Chart for maximum allowable sizes.

Illumination

Edge Signs must be internally illuminated. These include the following -

- halo-illuminated reverse channel letters and logos
- front-lit channel letters and logos with concealed trim cap
- push-through acrylic logos
- exposed neon letters or logos - if within a channel, the interior must be darker than neon color. No acrylic fronts are allowed.
- LED signs are 3000K maximum.



EXAMPLE: SIGNAGE SUPPORTED FROM BELOW



EDGE SIGNS - Supported From Above

Description

Panels, individual letters, logos, or iconography suspended from the trellis beam.

Allowed Locations

Refer to the Building Elevations for allowable Sign locations.

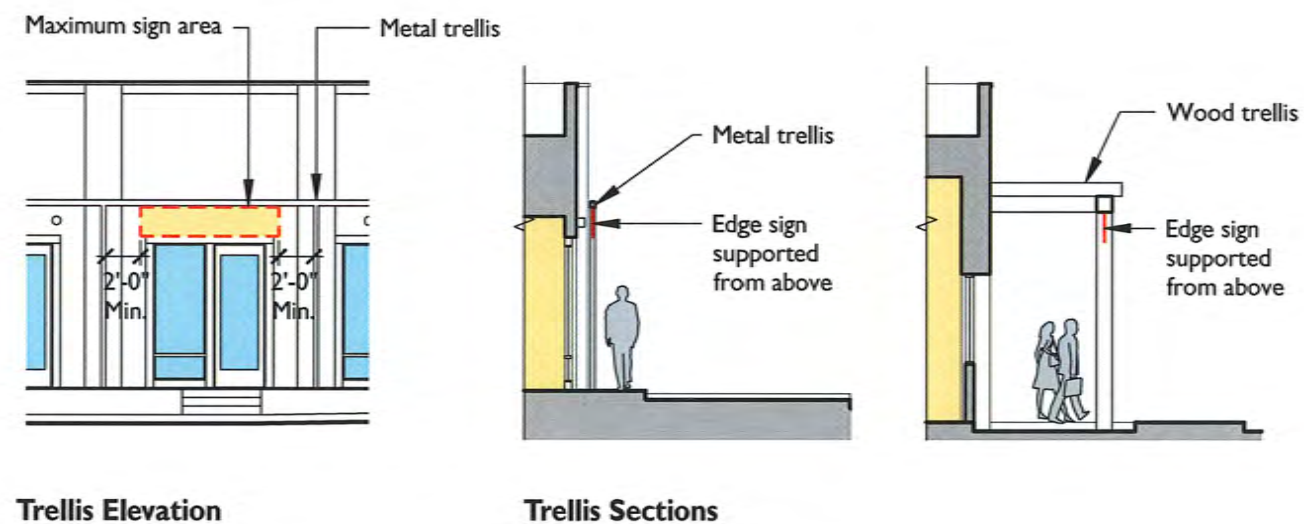
Maximum Sizes

Refer to the Allowable Signs and Dimensions Chart for maximum allowable sizes. A minimum clearance between columns and the sign panel is required.

Illumination

Signs must be internally illuminated. These include the following -

- halo-illuminated reverse channel letters and logos
- front-lit channel letters and logos with concealed trim cap
- push-through acrylic letters and logos
- exposed neon letters or logos - if within a channel, the interior must be darker than neon color. No acrylic fronts are allowed.
- LED signs are 3000K maximum.



EXAMPLE: SIGNAGE SUPPORTED FROM ABOVE



SIGN TYPES

PROJECTING SIGNS

Description

Projecting Signs are mounted perpendicular to the building facade - suspended from the arcade ceiling, above the storefront opening. The sign bracket, consisting of a pair of metal rods, is provided. The sign may be a variety of shapes or three dimensional that fits within the indicated square or round sign area shape.

Allowed Locations

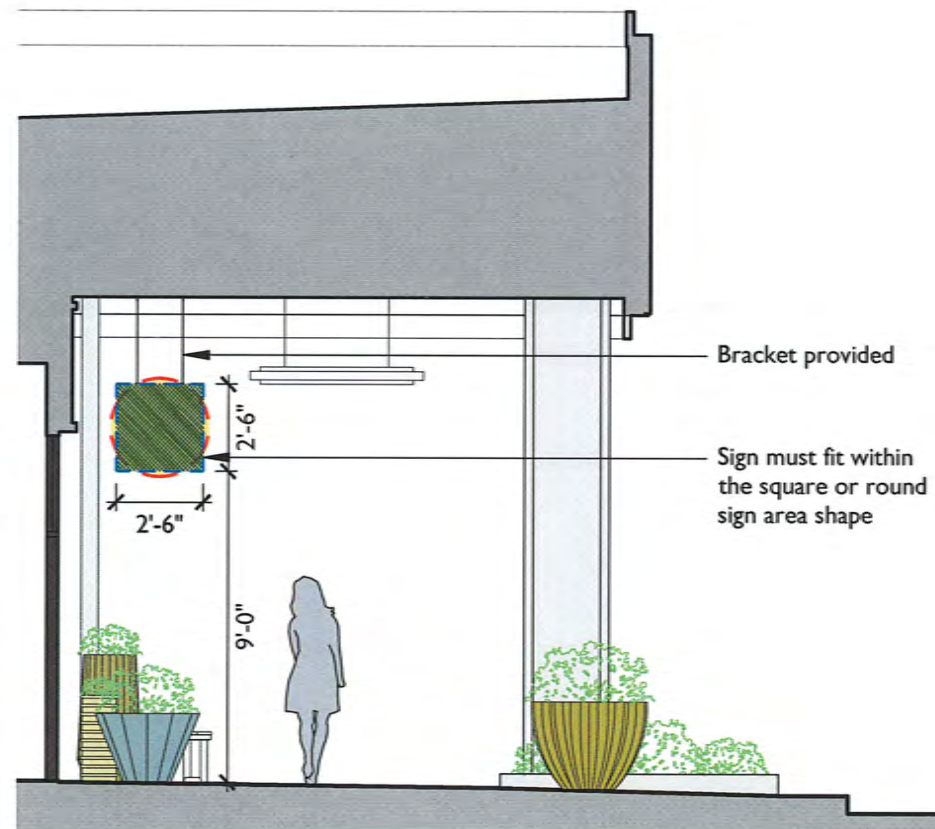
Projecting signs are allowed only within a building's arcade. Locate as close to entry door as feasible.

Maximum Sizes

Refer to the Allowable Signs and Dimensions Chart for maximum allowable sizes.

Illumination

Projecting Signs may be illuminated. Internal illumination only with an opaque background. LED signs are 3000K maximum.



Arcade Section

PROJECTING SIGN EXAMPLES



SIGN TYPES

STOREFRONT SIGNS

Description

Storefront Signs are parallel to the storefront and occurs within the storefront opening. Storefront Signs may consist of individual letters or logos pin-mounted to the storefront, letters and logos painted directly to storefront, or silkscreen/painting/sandblasting applied directly to the glazing.

Allowed Locations

Refer to the Building Elevations for allowable Storefront Sign locations.

Maximum Sizes

Refer to the Allowable Signs and Dimensions Chart for maximum allowable sizes.

Illumination

Storefront signs are non-illuminated.

STOREFRONT SIGN EXAMPLES



WINDOW GRAPHICS

Description

Window Graphics are located within the storefront glazing area and encompasses a wide variety of sizes, shapes and materials. They may be as simple as metal-leaf letters or as creative as mixed media signs that float across the store window. Other applications are silkscreen, sandblasting or film. Transparent window graphics - transparent film from inside and outside - is allowed.

Copy may include store hours, emergency phone number, or other tenant identification information, subject to landlord and City planning approval.

Hours of Operation may be vinyl or metal leaf, applied to glass. Hours may be listed once per door or public entrance. Maximum letter size = 1 1/2". This does not count towards the maximum area allowed.

Allowed Locations

Window Graphics are allowed on all frontage glazing per restrictions.

Maximum Sizes

The maximum area allowed is 20% of the storefront glazing area.

Illumination

Window Graphics are non-illuminated.

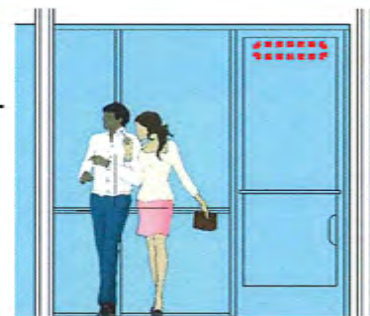
WINDOW GRAPHICS EXAMPLES



TENANT ADDRESS

The tenant's address is required at the store entrance and all other access points per the requirements of the Colma Fire Protection District.

1. Location: Centered in the vision panel at the top of the main entry door.
2. Material: Contrasting color with black outline 3/32" wide.
3. Font: *Swis721 BdCnOul BT*
4. Height: 6 3/16"
5. Stroke Width: 1"
6. Tenant addresses are non-illuminated.
7. At service & accessory doors, letters shall be 4" high, 1/2" stroke width, same style as above.



Storefront Elevation

ALLOWABLE SIGNS & DIMENSIONS

SIGN TYPES:	Building A West	Building A South	Building A East	Building B West	Building C West	Building D South	Building D East	Building D West	Building E East	Building E North	Building E West	Building F East	Building F North	Building F West	Building G South	Building G East	Building G West	Building H East	Building H North	Building H West	Building J South	Building J East	Building J North
WALL SIGN																							
Single Line																							
Max. Letter Size	5'-0"	3'-6"	3'-6"	2'-0"	3'-6"	4'-0"	2'-0"	2'-0"	-	-	-	2'-0"	2'-0"	2'-0"	2'-0"	2'-0"	2'-0"	1'-6"	1'-6"	1'-6"	2'-0"	2'-0"	2'-0"
Max. Sign Length	40'-0"	28'-0"	28'-0"	20'-0"	26'-0"	20'-0"	10'-0"	26'-0"	-	-	-	20'-0"	20'-0"	20'-0"	16'-0"	26'-0"	26'-0"	14'-0"	14'-0"	14'-0"	16'-0"	16'-0"	16'-0"
Stacked - Max. Letter Size equals Single Line Max. Letter Size																							
Max. Sign Height	-	-	-	3'-6"	6'-0"	7'-0"	3'-6"	4'-6"	-	-	-	4'-0"	4'-0"	4'-0"	3'-6"	4'-6"	4'-6"	4'-0"	4'-0"	4'-0"	3'-6"	3'-6"	3'-6"
Max. Sign Length	-	-	-	16'-0"	20'-0"	16'-0"	8'-0"	22'-0"	-	-	-	16'-0"	16'-0"	16'-0"	16'-0"	22'-0"	22'-0"	12'-0"	12'-0"	12'-0"	16'-0"	16'-0"	16'-0"
PROJECTING SIGN																							
Max. Area	-	-	-	6.25 SF	6.25 SF	6.25 SF	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
STOREFRONT SIGN																							
Max. Letter Size	-	-	-	1'-6"	1'-6"	1'-6"	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Max. Sign Length	-	-	-	12'-0"	12'-0"	12'-0"	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
EDGE SIGN - Supported from Below																							
Max. Letter Size	-	-	-	-	-	-	-	-	1'-6"	1'-6"	1'-6"	-	-	-	-	-	-	-	-	1'-6"	-	-	-
Max. Sign Length	-	-	-	-	-	-	-	-	20'-0"	20'-0"	20'-0"	-	-	-	-	-	-	-	-	14'-0"	-	-	-
EDGE SIGN - Supported from Above																							
Max. Letter Size	-	-	-	-	-	-	-	-	1'-4"	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Max. Sign Length	-	-	-	-	-	-	-	-	8'-0"	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Sign Height	-	-	-	-	-	-	-	-	1'-8"	-	-	-	-	-	-	-	-	-	-	-	-	-	-

- Notes:**
1. Letter sizes shown in chart are for Predominant Letters.
 2. Light Fonts may be increased in size by 20% (example: 20" to 24")
 3. For signs with a Max. Letter Size up to 10" - applies at multi-tenant buildings only.
 4. If sign is less than 6'-0" long, letters may increase to 3'-6" maximum at multi-tenant buildings, 4'-0" maximum at Building C & 6'-0" maximum at Building D.

DEFINITIONS

Sign Area: The sign area is calculated by measuring the simple-most geometric frame that can be placed around the sign design.

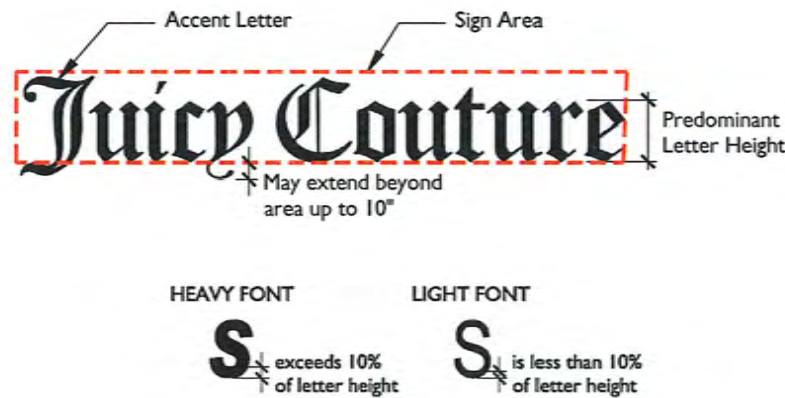
Accent Letters: Usually the first letter of a business name that is larger than the other sign letters for emphasis. Allowable accent letter sizes will be determined on a case by case basis.

Predominant Letters: Letters that make up the majority of the name of the tenant. They can be lower or uppercase letters, depending on the font and logo.

Heavy Font/Light Font: Typeface comes in a variety of styles and weights. The weight of the font determines the maximum allowable height of the letter.

Sign Zone: Area on a building frontage where a sign may be located.

Logo Sign: Icon that represents the tenant.



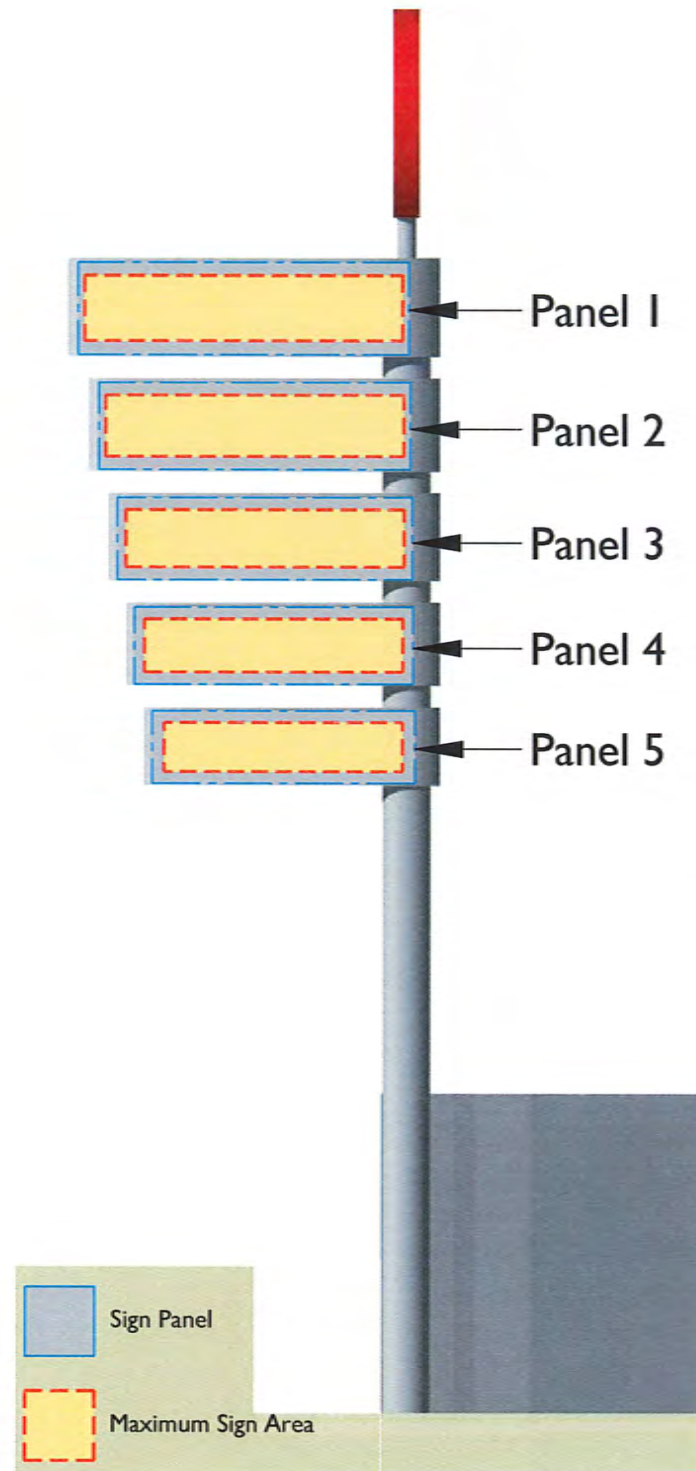
PROHIBITED SIGNAGE

The following types of signs and signage details are not permitted:

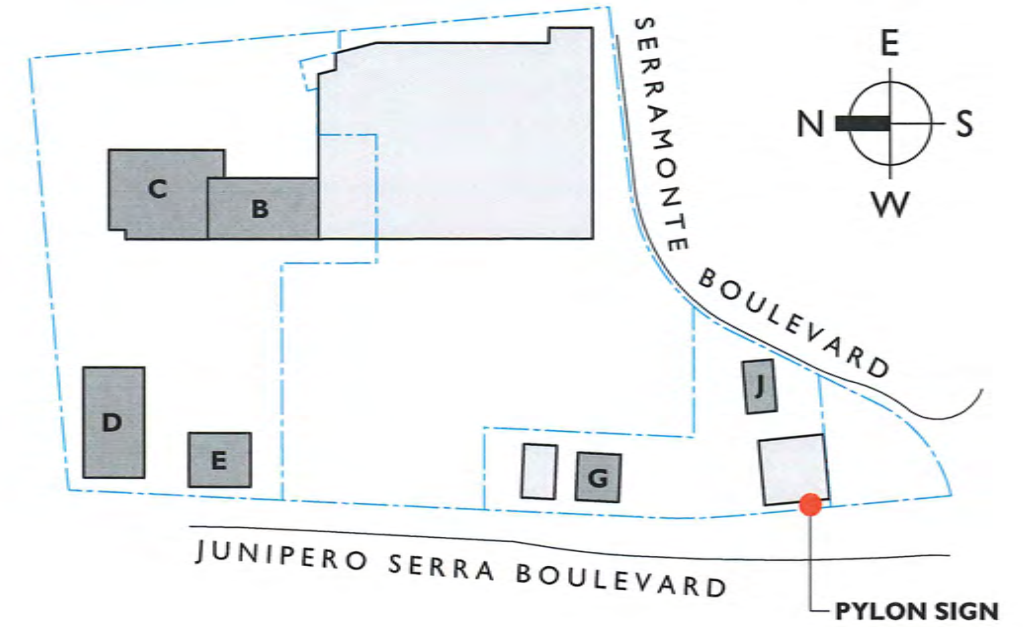
1. Signs with descriptions of products/services, phone numbers and websites
2. Internally illuminated box ("can") signs
3. Vacuum-formed or injection molded plastic signs
4. Individual front-lit pan channel letters, except those with concealed trim caps
5. Signs with plain block 'generic' lettering
6. Flashing or moving lights, graphics or other imagery
7. Signs employing luminous or day-glow paint
8. Generic 'open' or 'closed' signs (printed or illuminated)
9. 'Going Out of Business' banners
10. Large 'Sale' signs
11. A-frame signs
12. Banners
13. Any other sign prohibited by the Town of Colma

B - TENANT SIGNAGE CRITERIA AT PYLON SIGN

The Pylon Sign is located along Junipero Serra Boulevard and is only available to select Tenants, to be determined by the Landlord. The tenant will provide a sign panel that is attached to an existing curved double-sided sign cabinet, per specifications provided by the Landlord.



Pylon Sign Elevation



Pylon Sign Dimensions & Requirements

SIGN PANEL:	Maximum Sign Area Height	Maximum Sign Area Length	Letter or Logo Depth
1	4'-1"	20'-0"	5"
2	3'-10"	18'-9"	4.75"
3	3'-7"	17'-6"	4.5"
4	3'-4"	16'-3"	4.25"
5	3'-1"	15'-0"	4"

- Aluminum panel to match gauge and finish of sign cabinet, per Landlord specifications.
- Sign is internally illuminated - individual pin-mounted front lit channel letters or logos, per Landlord specifications.

30
25
20
15
10
5



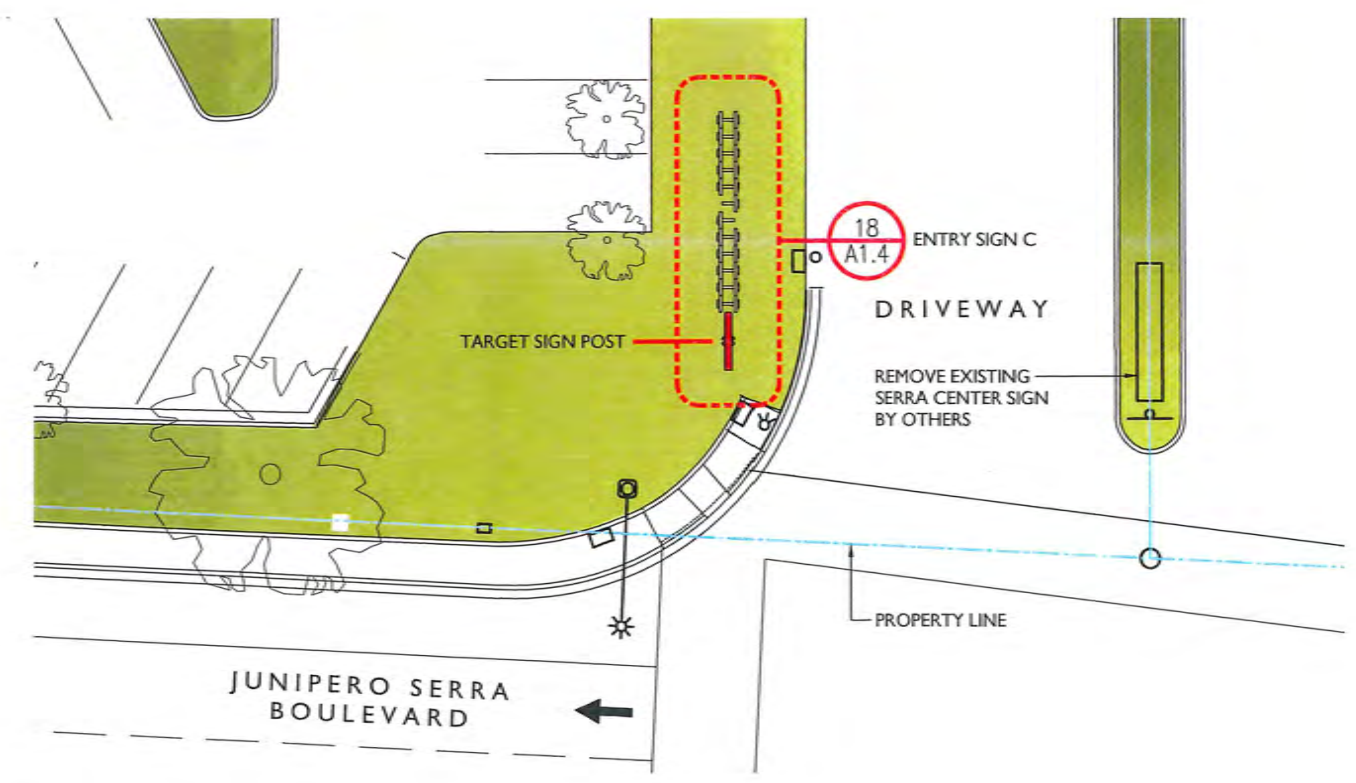
EXISTING CONDITIONS



PROPOSED ENTRY SIGN

**Exhibit B to
Serra Center Master Sign Program
March 2017**

7
A1.2 Entry Sign C Perspectives
SCALE: N.T.S.



17
A1.2 Entry Sign C Vicinity Plan
SCALE: 1/8" = 1'-0"



A1.2

30 | 25 | 20 | 15 | 10 | 5 |

PROJECT
**Serra Center
 Wayfinding
 Signage**

970 Serramonte Boulevard
 Colma, CA 94014

CLIENT
 CRES Management Company, LLC
 2000 Powell Street, Suite 1280
 Emeryville, CA 94608

ARCHITECT



601 Fourth Street, Loft 211, San Francisco, CA 94107 415-956-5511

KEY PLAN



ISSUE	DATE
Planning Submittal	2/23/17

PROJECT NUMBER 1529.01

SHEET TITLE
**Entry Sign G Vicinity
 Plan**



EXISTING CONDITIONS



EXISTING CONDITIONS



PROPOSED ENTRY SIGN



PROPOSED ENTRY SIGN

7 Entry Sign G Perspectives
 A1.3 SCALE: N.T.S.



17 Entry Sign G Vicinity Plan
 A1.3 SCALE: 1/8" = 1'-0"



A1.3



Design Intent Drawings

CONTENTS

- A0.0 Sheet Contents and Vicinity Map
- A1.0 Proposed Site Plan
- A1.2 Entry Sign C Vicinity Plan
- A1.3 Entry Sign G Vicinity Plan
- A1.4 Proposed Entry Sign C
- A1.5 Proposed Entry Sign G
- A2.1 Pylon Sign Vicinity Plan
- A2.2 Former Pylon Sign
- A2.3 Proposed Pylon Sign
- A3.0 General Notes

DESIGN INTENT DRAWING PACKAGE/CONTRACTOR DESIGN BUILD DRAWINGS

It is expected that the Contractor, shall execute the project on a Design Build basis and shall be responsible for any additional information or engineering not shown in this Design Build Drawing Intent Package required for Building Permit. It should be understood that Design Intent Documents are not Construction Documents or Permit Documents. The Contractor's Engineers and other Consultants will prepare the necessary documents to be submitted by the Contractor to the Building Department for permits as required. Such documents may include, but not be limited to:

- Title 24 Report
- Electrical drawings
- Demolition drawings
- Landscape drawings
- Civil Engineering drawings

The contractor shall submit all shop and permit drawings, including awning, trellis structure, and storefront shop drawings to SZFM for review and approval prior to submittal for building permit.

Attachment D

Sign Permit Drawings:

- Target Pole Sign
- Multi-Tenant Pole Sign
- Serra Center Entry Signs
- Aaron Brothers Wall Signs

RECEIVED
 FEB 27 2017
 Town of Colma
 Planning Dept



VICINITY MAP

APN: 008-373-410
 008-373-049

PROJECT

Serra Center Wayfinding Signage

970 Serramonte Boulevard
 Colma, CA 94014

CLIENT

CRES Management Company, LLC
 3000 Powell Street, Suite 1280
 Emeryville, CA 94608

ARCHITECT



401 Fourth Street, 10th Floor, San Francisco, CA 94107 415-956-5515

KEY PLAN



ISSUE	DATE
Planning Submittal	2/23/17

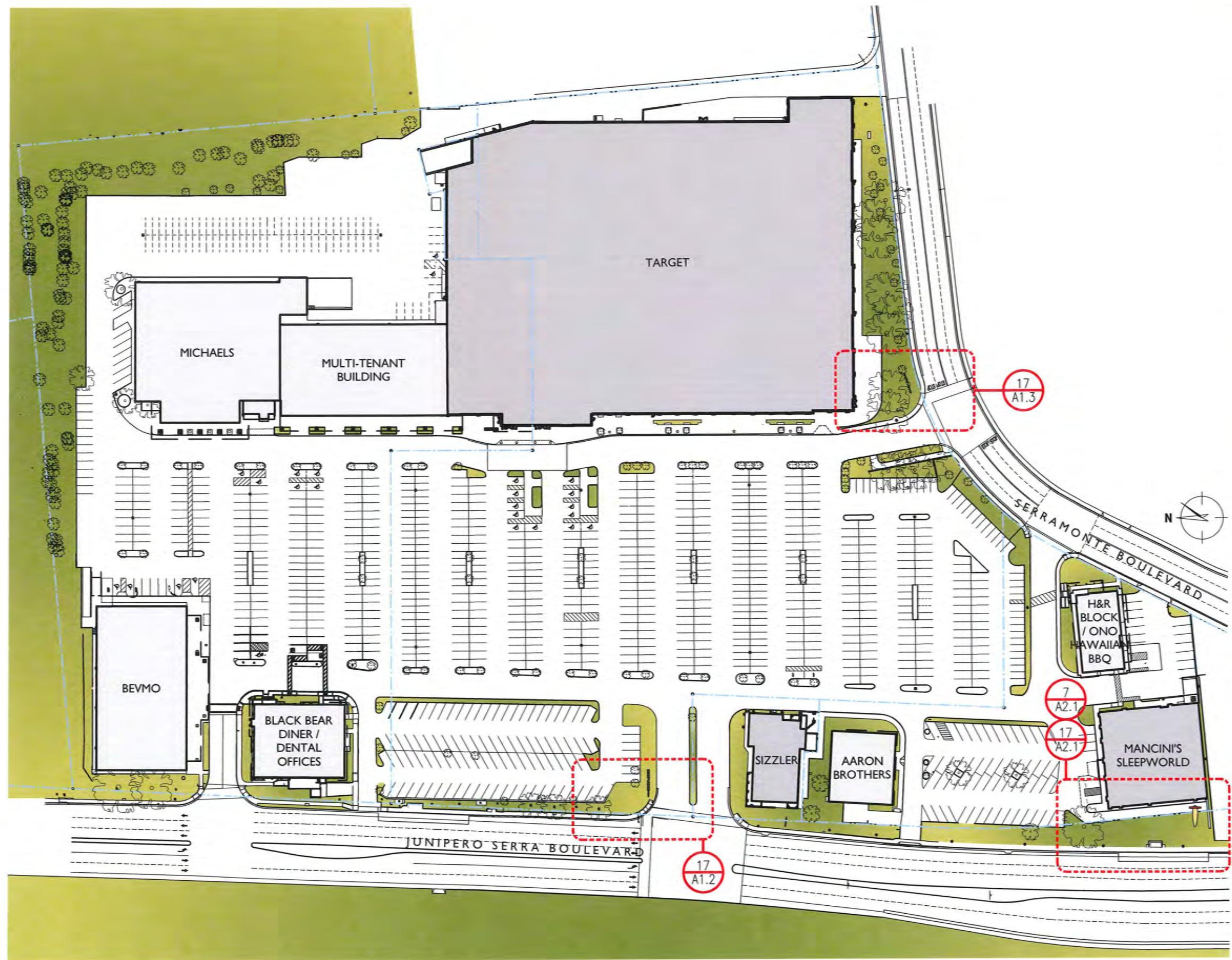
PROJECT NUMBER 1529.01

SHEET TITLE

Sheet Contents and Vicinity Map

A0.0

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PROJECT
**Serra Center
Wayfinding
Signage**

970 Serramonte Boulevard
Colma, CA 94014

CLIENT
CRES Management Company, LLC
2000 Powell Street, Suite 1280
Emeryville, CA 94608

ARCHITECT



401 Fourth Street, 4th 211 San Francisco CA 94107 415-956-5517
KEY PLAN



ISSUE DATE
Planning Submittal 3/23/17

PROJECT NUMBER 1529.01

SHEET TITLE
Proposed Site Plan

1 Proposed Site Plan
A1.0 SCALE: 1" = 40'-0"

szfm.dwg

A1.0

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PROJECT
**Serra Center
 Wayfinding
 Signage**

970 Serramonte Boulevard
 Colma, CA 94014

CLIENT
 CRES Management Company, LLC
 2000 Powell Street, Suite 1280
 Emeryville, CA 94608

ARCHITECT



807 Fourth Street, Loft 211, San Francisco, CA 94107 415-956-5515
 KEY PLAN



ISSUE Planning Submittal DATE 2/23/17

PROJECT NUMBER 1529.01

SHEET TITLE
**Entry Sign C Vicinity
 Plan**

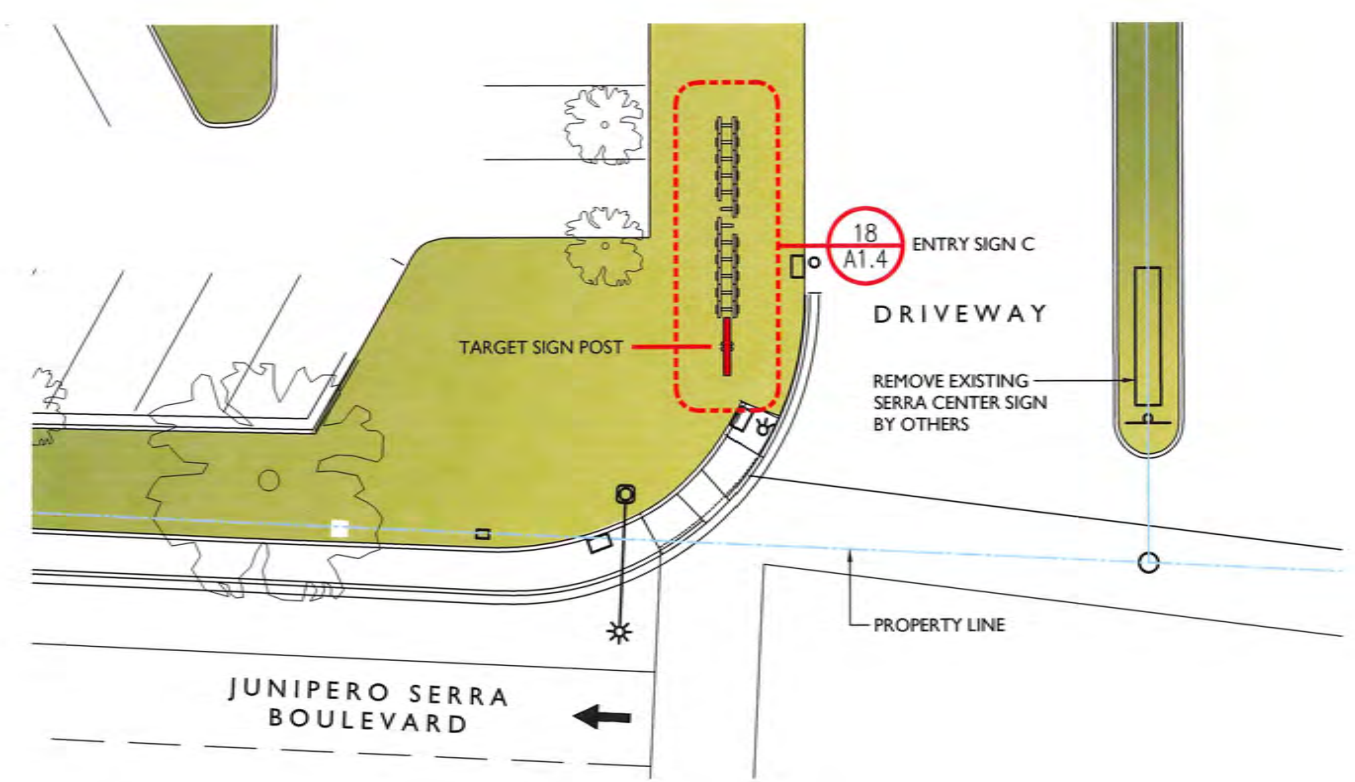


EXISTING CONDITIONS



PROPOSED ENTRY SIGN

7 Entry Sign C Perspectives
 A1.2 SCALE: N.T.S.



17 Entry Sign C Vicinity Plan
 A1.2 SCALE: 1/8" = 1'-0"

A1.2

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PROJECT
**Serra Center
 Wayfinding
 Signage**

970 Serramonte Boulevard
 Colma, CA 94014

CLIENT
 CRES Management Company, LLC
 2000 Powell Street, Suite 1280
 Emeryville, CA 94608

ARCHITECT



401 Fourth Street, Loft 211, San Francisco, CA 94107 415-956-5515
 KEY PLAN



ISSUE DATE
 Planning Submittal 2/23/17

PROJECT NUMBER 1529.01

SHEET TITLE
**Entry Sign G Vicinity
 Plan**



EXISTING CONDITIONS



EXISTING CONDITIONS



PROPOSED ENTRY SIGN



PROPOSED ENTRY SIGN

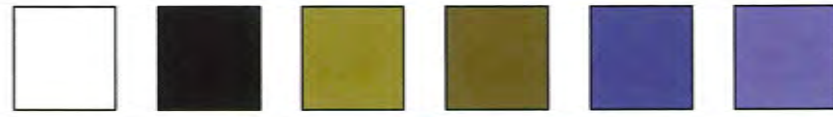
7 Entry Sign G Perspectives
 A1.3 SCALE: N.T.S.



17 Entry Sign G Vicinity Plan
 A1.3 SCALE: 1/8" = 1'-0"

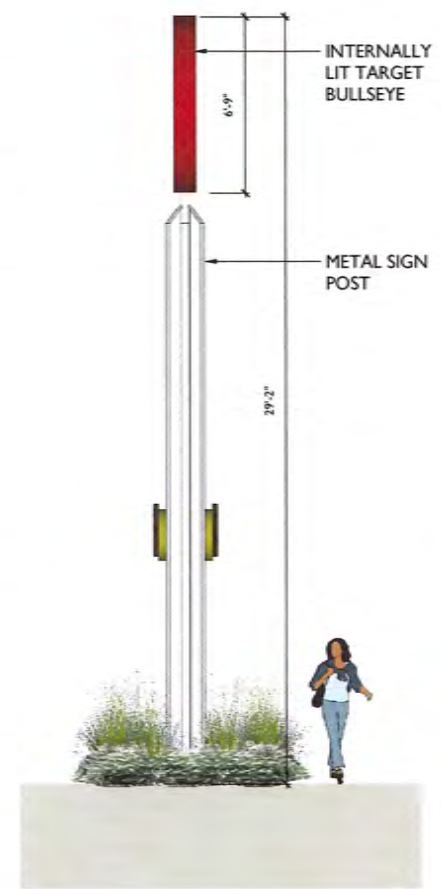


A1.3

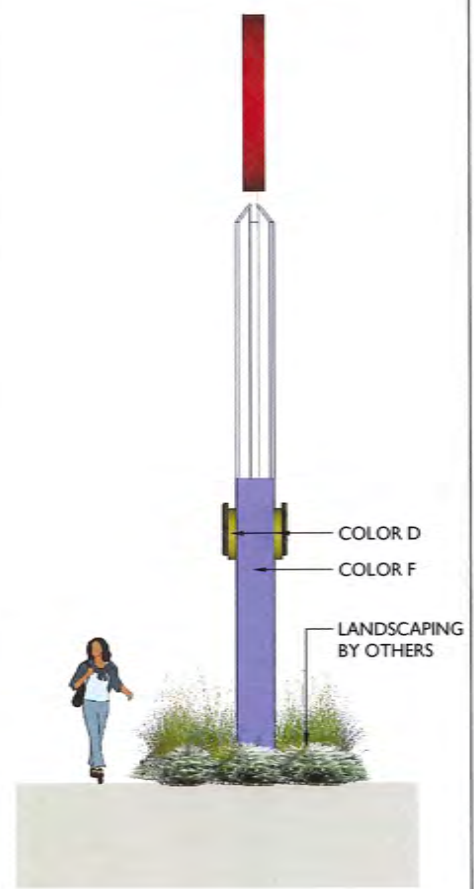


COLOR A Matthew's White
 COLOR B Matthew's Black
 COLOR C Alga Green MP00817
 COLOR D Haas Green MP00816
 COLOR F Blue on Violet MP09130
 COLOR G Inkspot MPI1285

1 Color Specification
 A1.4 SCALE: N.T.S.



11 Side Elevation
 A1.4 SCALE: N.T.S.



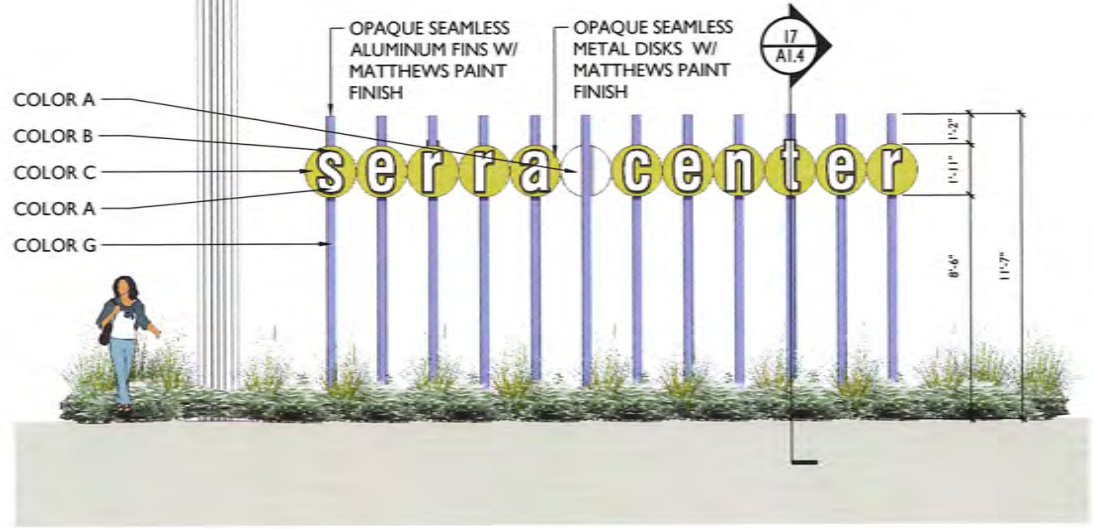
12 Side Elevation
 A1.4 SCALE: N.T.S.

RETURNS: TO MATCH MATTHEWS MP03909 FULL GLOSS RED; FACES: 2793 RED ALTUGLAS ACRYLIC; TRIMCAP: RED

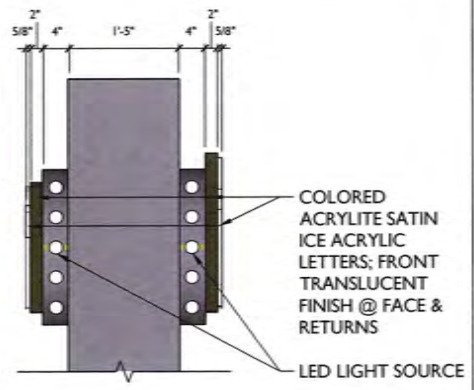
PERFORATED .125 ALUM. BACKER PANEL ON LOGO; 1" HOLES AT 1/4" STAGGER-58% OPEN



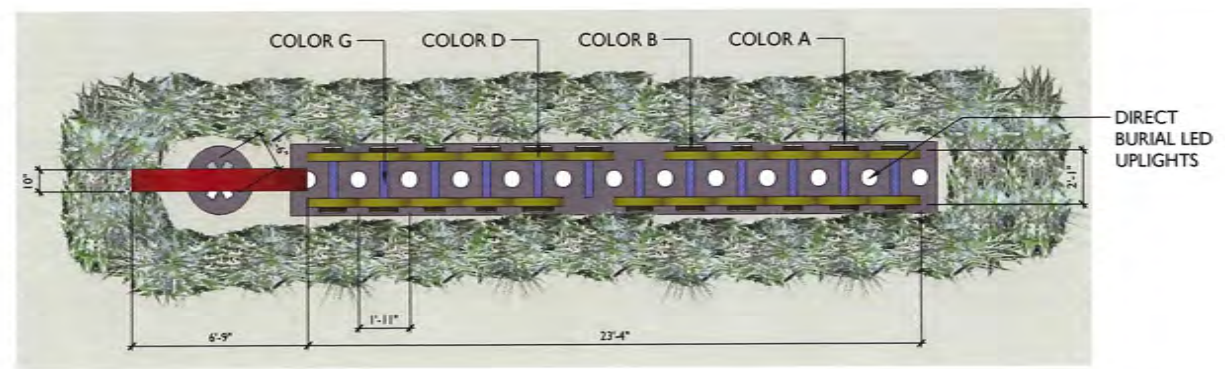
COLOR A
 COLOR B
 COLOR C
 COLOR A
 COLOR G



13 Front Elevation
 A1.4 SCALE: N.T.S.



17 Section Through Vertical Fin
 A1.4 SCALE: N.T.S.



18 Plan
 A1.4 SCALE: N.T.S.



9 Entry Sign Perspective
 A1.4 SCALE: N.T.S.

PROJECT
Serra Center Wayfinding Signage
 970 Serramonte Boulevard
 Colma, CA 94014
 CLIENT
 CRES Management Company, LLC
 2000 Powell Street, Suite 1280
 Emeryville, CA 94608



801 Fourth Street, Loft 201, San Francisco, CA 94107 415-956-5511
 KEY PLAN



ISSUE DATE
 Planning Submittal 2/23/17

PROJECT NUMBER 1529.01
 SHEET TITLE
Proposed Entry Sign C

A1.4

30 | 25 | 20 | 15 | 10 | 5 | SZFM Design Studio © 2015



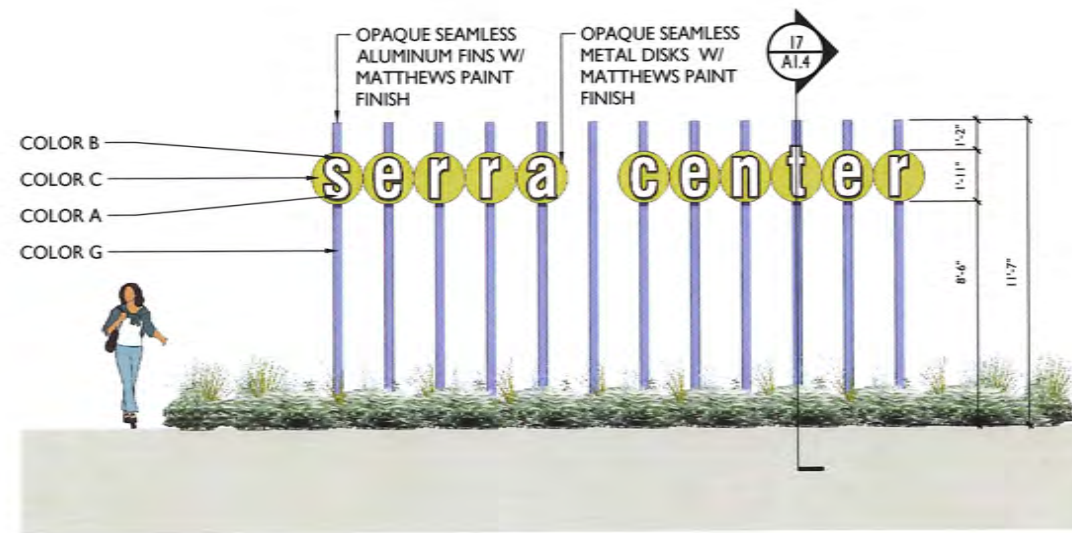
1 Color Specification
A1.4 SCALE: N.T.S.



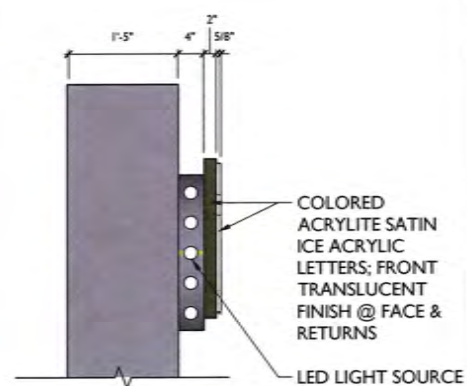
11 Side Elevation
A1.5 SCALE: N.T.S.



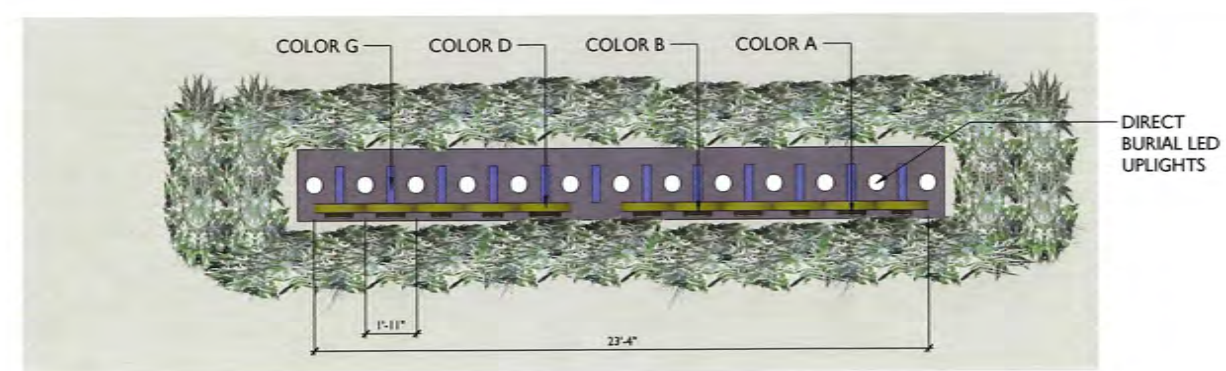
12 Side Elevation
A1.5 SCALE: N.T.S.



13 Front Elevation
A1.5 SCALE: N.T.S.



17 Section Through Vertical Fin
A1.5 SCALE: N.T.S.



18 Plan
A1.5 SCALE: N.T.S.



9 Entry Sign Perspective
A1.5 SCALE: N.T.S.

PROJECT
**Serra Center
Wayfinding
Signage**

970 Serramonte Boulevard
Colma, CA 94014

CLIENT
CRES Management Company, LLC
2000 Powell Street, Suite 1280
Emeryville, CA 94608

ARCHITECT



801 Fourth Street, Suite 211, San Francisco, CA 94107 415-956-0315
KEY PLAN



ISSUE DATE
Planning Submittal 2/23/17

PROJECT NUMBER 1529.01

SHEET TITLE
Proposed Entry Sign G

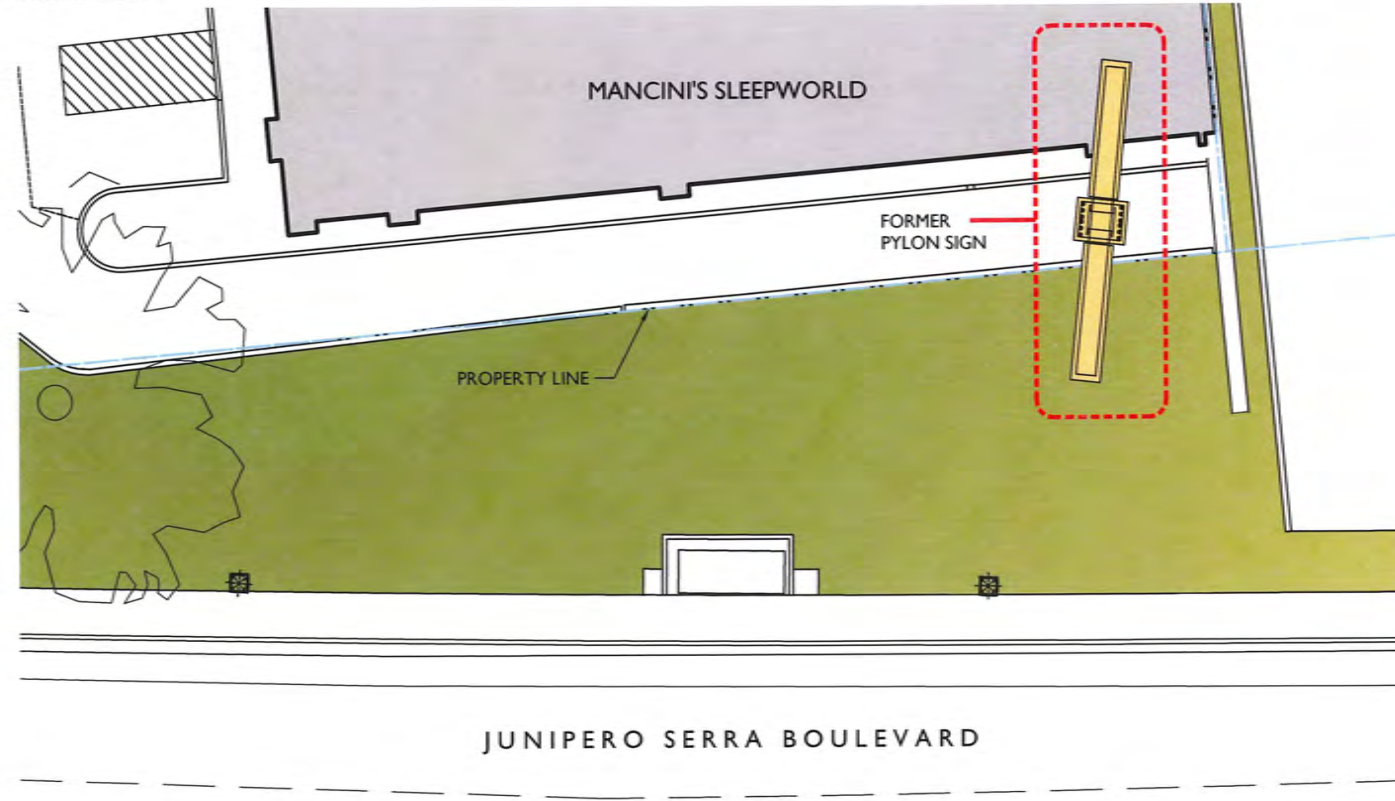
A1.5

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SZFM Design Studio © 2015



6 Former Pylon Sign Perspective
A2.1 SCALE: N.T.S.

FORMER

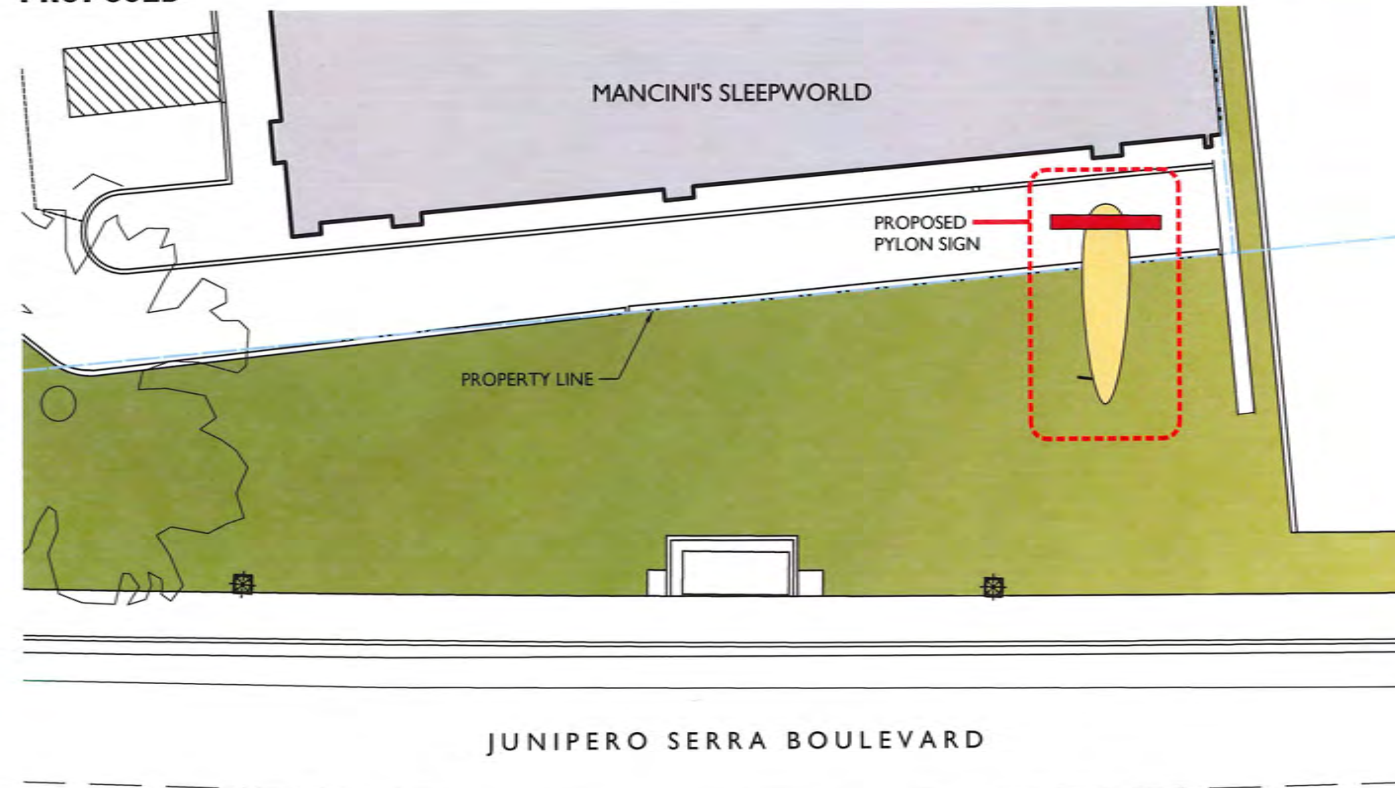


7 Former Pylon Sign Vicinity Plan
A2.1 SCALE: 1/8" = 1'-0"



16 Proposed Pylon Sign Perspective
A2.1 SCALE: N.T.S.

PROPOSED



17 Proposed Pylon Sign Vicinity Plan
A2.1 SCALE: 1/8" = 1'-0"

PROJECT
**Serra Center
Wayfinding
Signage**

970 Serramonte Boulevard
Colma, CA 94014

CLIENT
CRES Management Company, LLC
2000 Powell Street, Suite 1280
Emeryville, CA 94608

ARCHITECT



401 Fourth Street, 4th Fl., San Francisco, CA 94107 415-956-5515
KEY PLAN



ISSUE DATE
Planning Submittal 2/23/17

PROJECT NUMBER 1529.01

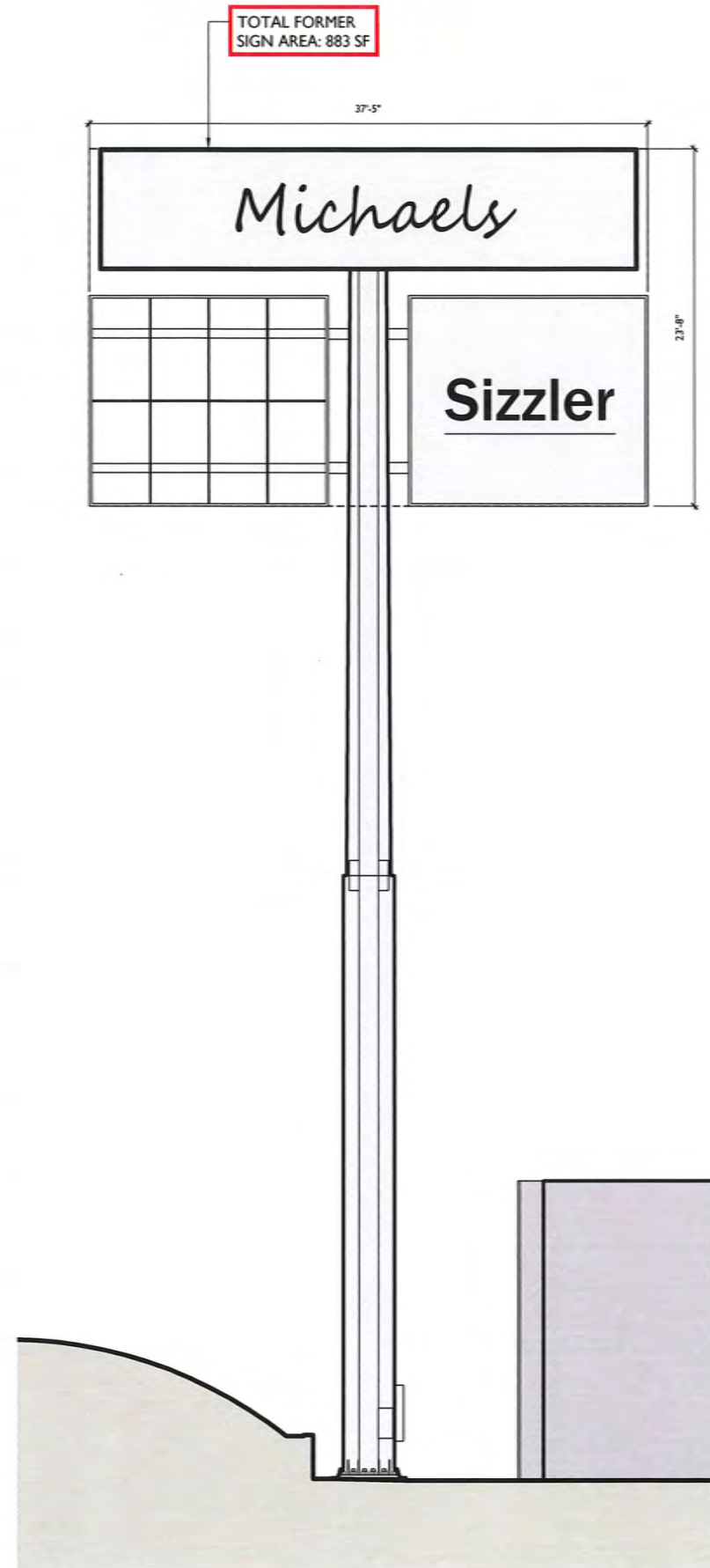
SHEET TITLE
**Pylon Sign Vicinity
Plan**



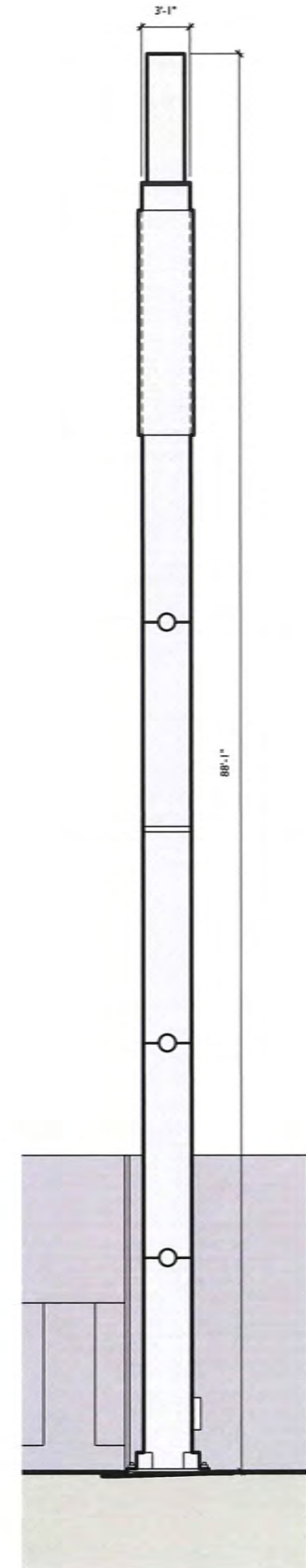
A2.1

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16 Former Front Elevation
A2.2 SCALE: 1/4" = 1'-0"



18 Former Side Elevation
A2.2 SCALE: 1/4" = 1'-0"



19 Former Perspective
A2.2 SCALE: N.T.S.

PROJECT
**Serra Center
Wayfinding
Signage**

970 Serramonte Boulevard
Colma, CA 94014

CLIENT
CRES Management Company, LLC
2000 Powell Street, Suite 1280
Emeryville, CA 94608

ARCHITECT



801 Fourth Street, Suite 211, San Francisco, CA 94107 415-956-5515
KEY PLAN



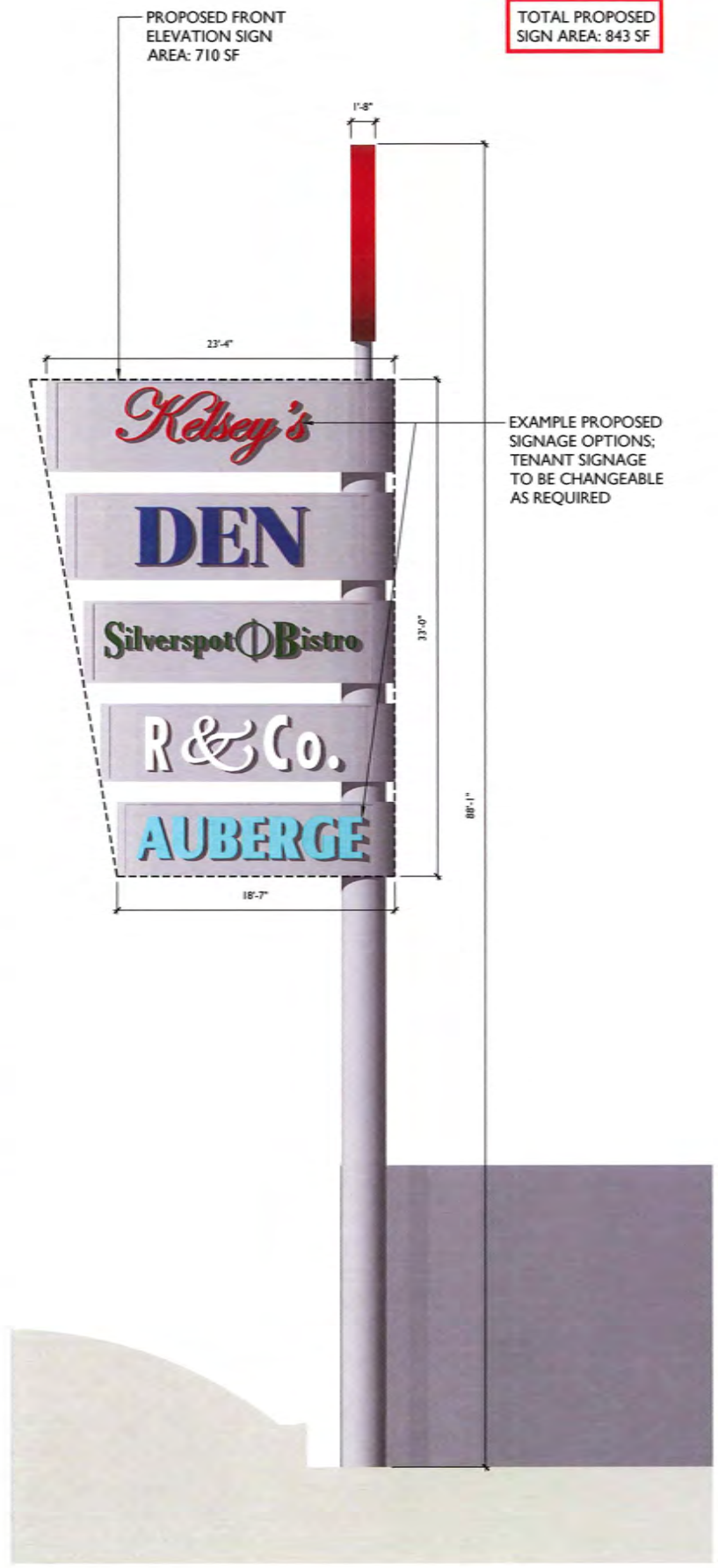
ISSUE DATE
Planning Submittal 2/23/17

PROJECT NUMBER 1529.01

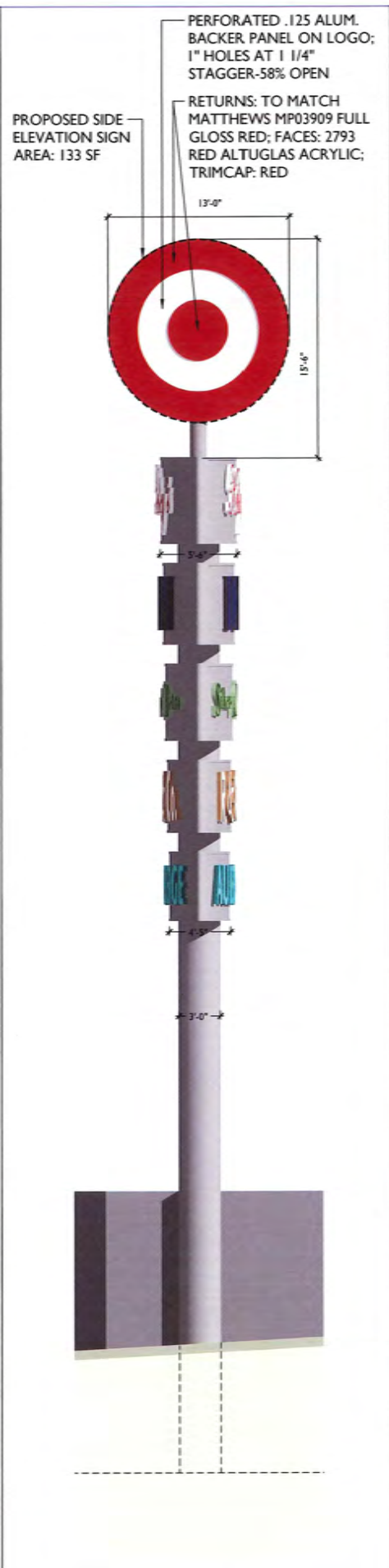
SHEET TITLE
Former Pylon Sign

A2.2

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16 Proposed Front Elevation
A2.3 SCALE: 1/4" = 1'-0"



18 Proposed Side Elevation
A2.3 SCALE: 1/4" = 1'-0"



19 Proposed Perspective
A2.3 SCALE: N.T.S.

PROJECT
**Serra Center
Wayfinding
Signage**

970 Serramonte Boulevard
Colma, CA 94014

CLIENT
CRES Management Company, LLC
2000 Powell Street, Suite 1280
Emeryville, CA 94608

ARCHITECT



401 Fourth Street, Loft 211, San Francisco, CA 94107 415-956-5515
KEY PLAN



ISSUE DATE
Planning Submittal 2/23/17

PROJECT NUMBER 1529-01

SHEET TITLE
Proposed Pylon Sign

A2.3

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SZFM Design Studio © 2015

GENERAL NOTES

A. GENERAL:

1. Electronic files of the logos and related graphics to be provided by the Owner. All modifications to the artwork must be reviewed and approved by the Architect prior to shop drawings preparation.
2. Signage Design Intent Drawings prepared by SZFM Design Studio (Architect), are intended to establish basic dimensions, alignment, profiles and relationships of signage elements to other building components.
3. See attached Bid Form for scope of work requirements.
4. The Contractor is required to prepare Shop Drawings and Engineering Calculations to be submitted to the Architect for review and approval.
5. The Contractor is required to provide all permit documents, including but not limited to structural and electrical drawings.
6. The Contractor is to obtain all required permits.
7. The Contractor must furnish all labor, material, tools, equipment and services required to complete the work.
8. The Contractor is responsible for coordination with work of all other trades.
9. Although such work is not specifically indicated, furnish and install all supplementary or miscellaneous items, appurtenances and devices incidental to or necessary for a sound, secure, functional and complete installation.

B. SHOP DRAWINGS, SAMPLES & ON SITE MOCKUPS

1. Sign fabricator to provide full size, Entry Sign G on site mock up with support structure that can be moved to all sign locations for on site review by the Architect and Owner.
2. Sign fabricator to provide full size, in sample of the "semi custom" letter "Y" for Architect and Owner to review at night at the site. The letter shall be mounted on the metal background plate as per the design.

Samples will be evaluated for acrylic thickness, paint finish, film, face/edge details and all lighting.

3. Sign fabricator to provide full size sample of aluminum fin for Architect and Owner to review at night at the site. If the sample is approved it may be installed in a finished sign.

4. Shop drawings and related engineering must be completed within 3 weeks of signing the contract. If the Architect requires a resubmission on shop drawings this should be done within 1 week of receiving the Architect's review comments.
5. Submit complete shop drawings and construction details, to the Architect for review and approval. Do not proceed with fabrication prior to approval of shop drawings. Do not use Design Intent Drawings prepared by the Architect for shop drawings or fabrication.
6. Shop drawings shall be to scale and indicate elevations, plans, sections, details, interfaces, connections with all materials, proposed identification of component parts, their finishes and methods of erection. Provide the Architect with PDF file shop drawings.
7. Submit three, 8-1/2" x 11", clearly labeled samples of all specified materials, colors and finishes. If samples are rejected, the Contractor is required to resubmit new samples as requested by the Architect.
8. Provide the Architect with PDF files shop drawings and samples to keep for the project record.
9. An onsite survey should be done by the Contractor to verify all dimensions of existing elements at signage locations. Contractor to verify that signs will not conflict with existing utilities or other elements may not be shown in the Design Intent Drawings.
10. All required anchors, fasteners, conduit, electrical equipment and labels to be concealed unless otherwise reviewed and accepted.

C. PRODUCT DELIVERY, STORAGE AND HANDLING

1. Deliver signage to job site properly packaged to provide protection against transportation damage.
2. Exercise extreme care in unloading, storing and erecting signage to prevent bending, warping, twisting and surface damage.
3. Contractor to store all materials and accessories above ground, on well-skidded platforms. Store under waterproof coverings. Provide proper ventilation of materials to prevent condensation build-up between components.

D. MATERIALS & FABRICATION

1. Shop fabricate items in accordance with the approved shop drawings to dimensions and sizes shown, or if not specifically shown, use materials of required size and thickness to produce strength and durability in the finished products.
2. Continuity: fabricate items in longest continuous lengths available. If size prohibits continuous fabrication, design field joints to be invisible in the finished product but show seam locations and details in shop drawings for the Architect's review and approval.
3. Welding: Comply with relative standards. All exposed welds shall be continuous and ground smooth prior to finishing.
4. Anchorage Devices: Coordinate with supporting structure, space as required to provide adequate support.

E. INSTALLATION

1. Verify that signage installation may be made in accordance with approved shop drawings and fabricator's instructions.
2. In event there is a discrepancy between field conditions and approved shop drawings, notify the Architect. Do not proceed with installation until discrepancies have been resolved.
3. Demolition and removal of all existing signage as indicated in the Design Intent Drawings by others.
4. Patch and repair all demolition scars or damages at existing work as a result of conducting the installation. In patched areas or any area where a finish is not specified, match adjacent material in construction, color, texture, and manufacturer. Refinish may be required to meet adjacent construction joint or corner.
5. Install signage secure, without waves, warps, buckles, fastening stresses or distortion, allowing for expansion and contraction.
6. Install signage in accordance with fabricator's instructions and shop drawings.
7. Install signs plumb, level and straight, conforming to design as indicated.
8. Dispose of excess materials and remove debris from site.
9. Clean work in accordance with fabricator's recommendations.
10. Protect work against damage until final acceptance. Replace or repair to the satisfaction of the architect and/or owner; any work that becomes damaged prior to final acceptance. Touch up minor scratches and abrasions.

PROJECT
Serra Center
Wayfinding
Signage

970 Southwestern Boulevard
Colton, CA 94014

CLIENT
CREC Management Company, LLC
3000 Powell Street, Suite 100
Emeryville, CA 94608

ARCHITECT



101 Research Avenue, Suite 213, San Francisco, CA 94107 415-756-5517

KEY PLAN



ISSUE	DATE
Planning Submittal	12/20/17

PROJECT NUMBER: 1519.01
SHEET TITLE:
General Notes

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SZFM Design Studio © 2015

PROJECT
**Serra Center
 Aaron Brothers**
 5045 Junipero Serra Boulevard
 Colma, CA 94014
 CLIENT
 CRES Management Company, LLC
 2000 Powell Street, Suite 1280
 Emeryville, CA 94608

ARCHITECT

 801 Fourth Street, Loft 211, San Francisco, CA 94107 415-956-5515
 KEY PLAN



ISSUE
 Planning Submittal
 DATE
 3/2/17

PROJECT NUMBER
 1524-05
 SHEET TITLE
**Existing and Proposed
 Elevations**

A3.1



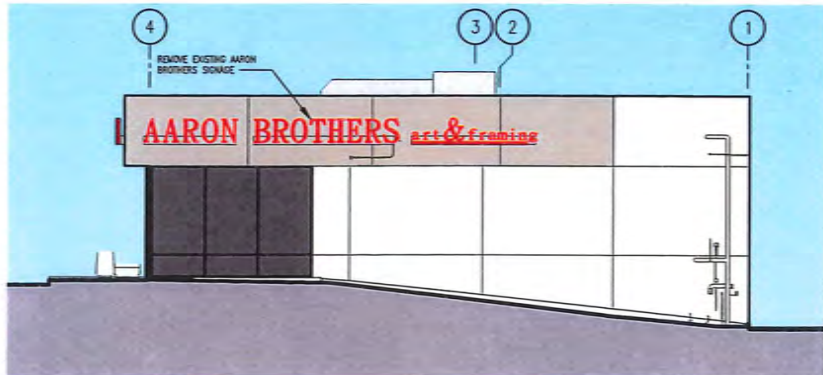
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xelev-exst.dwg



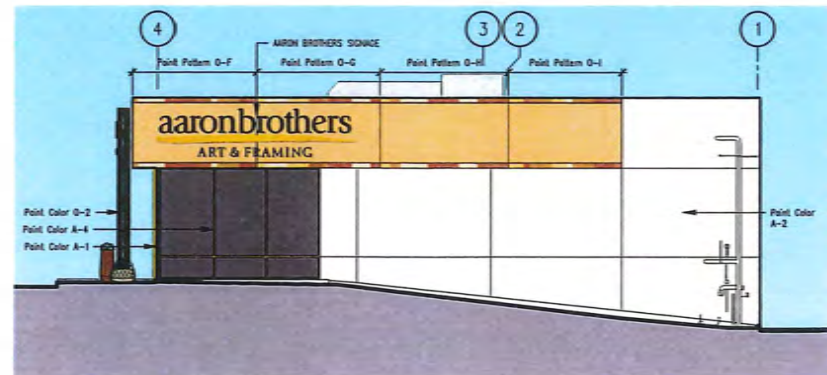
3 Proposed South Elevation
 A3.1 SCALE: 1/8" = 1'-0"

xelev-proposed.dwg



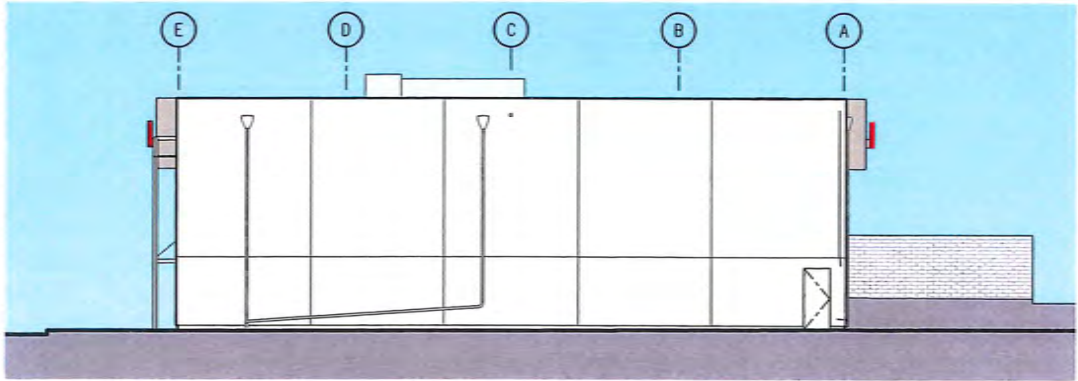
6 Existing East Elevation
 A3.1 SCALE: 1/8" = 1'-0"

xelev-exst.dwg



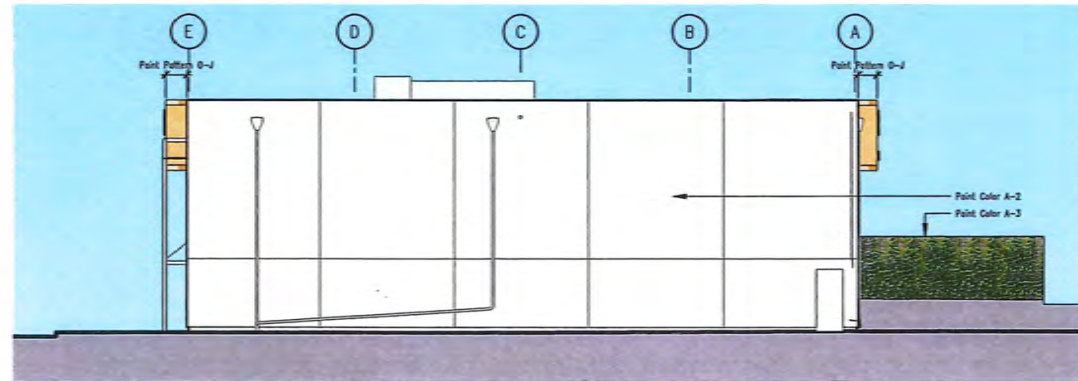
8 Proposed East Elevation
 A3.1 SCALE: 1/8" = 1'-0"

xelev-proposed.dwg



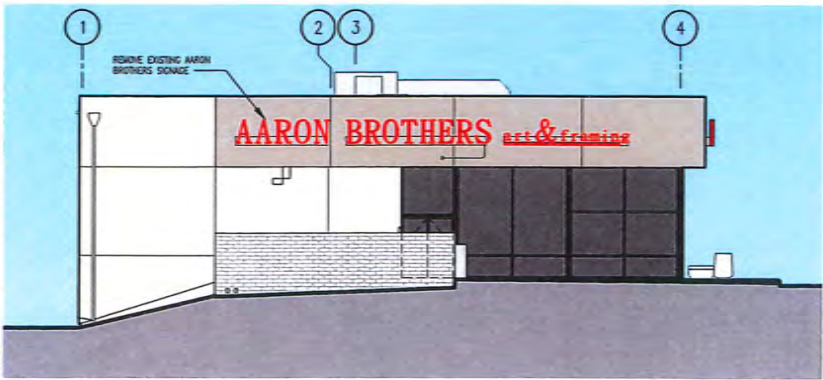
11 Existing North Elevation
 A3.1 SCALE: 1/8" = 1'-0"

xelev-exst.dwg



13 Proposed North Elevation
 A3.1 SCALE: 1/8" = 1'-0"

xelev-proposed.dwg



16 Existing West Elevation
 A3.1 SCALE: 1/8" = 1'-0"

xelev-exst.dwg



18 Proposed West Elevation
 A3.1 SCALE: 1/8" = 1'-0"

xelev-proposed.dwg





STAFF REPORT

TO: Mayor and Members of the City Council
 FROM: Sean Rabé, City Manager
 MEETING DATE: March 22, 2017
 SUBJECT: Proclamation Declaring Colma's Commitment as an Inclusive Community

RECOMMENDATION

Staff recommends that the City Council adopt the following:

MOTION PROCLAIMING THE TOWN OF COLMA'S COMMITMENT TO BEING A WELCOMING, INCLUSIVE, TOLERANT AND PROTECTIVE COMMUNITY

EXECUTIVE SUMMARY

The Town of Colma prides itself on being an inclusive and diverse city that welcomes all residents, visitors and business owners, regardless of their race, ethnicity, religion or sexual orientation. The proposed proclamation reaffirms that commitment and declares the Town's rejection of bigotry in all its forms.

FISCAL IMPACT

None.

BACKGROUND

As Council knows, there has been much concern in our communities because of several of the policies promoted by the Trump administration. Many of these policies seem to target members of specific racial, religious or gender-identity groups that are or could be residents of, visitors to or business owners in Colma. Because of these concerns, Mayor Helen Fiscaro requested staff to prepare a proclamation declaring our commitment to providing an inclusive and tolerant Town.

According to City Data statistics (a compilation of demographic statistics from various sources including the US Census Bureau), nearly 73 percent of Colma's residents are either Hispanic or Asian (with the vast majority of that group comprised of Filipinos). City Data also shows nearly 46 percent of the Town's residents are foreign-born. It is important for the Town to show support for these Colma residents in the face of recent policies that may target them.

COUNCIL ADOPTED VALUES

The Staff recommendation is consistent with the Council adopted values of:

- *Vision:*
 - Promote intelligent and thoughtful innovation in order to forward the Town's policies and services
 - Consider the broader regional and statewide implications of the agency's decisions and issues
- *Respect:*
 - Treat my fellow officials, staff and the public with patience, courtesy and civility, even when we disagree
 - Focus on the merits in discussions of issues, not personalities, character or motivations.
- *Fairness:* Treat all persons, claims and transactions in a fair and equitable manner

ALTERNATIVES

The City Council could choose to modify the attached proclamation, making either a stronger statement or a weaker statement. The City Council could also choose to not adopt the proposed proclamation.

CONCLUSION

Staff recommends that the City Council proclaim the Town of Colma's commitment to being a welcoming, inclusive, tolerant and protective community.

ATTACHMENTS

- A. Proclamation

**A PROCLAMATION OF THE CITY COUNCIL OF THE TOWN OF COLMA
DECLARING THE TOWN'S COMMITMENT TO BEING A WELCOMING, INCLUSIVE,
TOLERANT AND PROTECTIVE COMMUNITY**

WHEREAS, the United States was founded on the principles of freedom and opportunity, a refuge for the oppressed, the persecuted, and those looking for a better life; and

WHEREAS, the Declaration of Independence provides that all men are created equal and endowed with certain unalienable rights, among which are life, liberty and the pursuit of happiness; and

WHEREAS, in the Statue of Liberty hangs the 1883 sonnet, *The New Colossus* by American poet Emma Lazarus which states in part, "Give me your tired, your poor, Your huddled masses yearning to breathe free, The wretched refuse of your teeming shore. Send these, the homeless, tempest-tost to me..." and

WHEREAS, the Town of Colma seeks to continue to foster trust between City officials and residents to protect limited local resources, to encourage cooperation between residents and City officials, including law enforcement officers and employees, and to ensure public safety and due process for all; and

WHEREAS, the Town of Colma values all members of our community of all religions, ancestries, and ethnicities as well as people of any disability, gender, sexual orientation, or gender identity; and

WHEREAS, the Town's commitment to social justice and inclusion is one of the Town's most important objectives, as is enhancing the Town's relationship with all its residents, including immigrants.

NOW, THEREFORE BE IT PROCLAIMED, that the City Council of the Town of Colma, does hereby affirm the Town's commitment to a diverse, supportive, inclusive and protective community.

BE IT FURTHER PROCLAIMED THAT:

1. The Town of Colma rejects bigotry in all its forms, including but not limited to Islamophobia, anti-Semitism, racism, nativism, sexism, misogyny, and homophobia.
2. The Town of Colma does not tolerate discrimination, hate crimes, harassment, or assault.
3. The Town of Colma will work towards the safety, security, and rights of the members of our community.
4. The Town of Colma will proactively work to ensure the rights and privileges of everyone in Colma, regardless of religion, ancestry, country of birth, immigration status, disability, gender, sexual orientation, or gender identity.
5. The Town of Colma will promote actual safety, a sense of security, and equal protection of constitutional and human rights, leading by example through equitable treatment of all residents by City officials and departments.





STAFF REPORT

TO: Mayor and Members of the City Council
 FROM: Kirk Stratton, Chief of Police
 VIA: Sean Rabé, City Manager
 MEETING DATE: March 22, 2017
 SUBJECT: Sterling Park Parking Issues

RECOMMENDATION

No recommendation at this time. Staff seeks City Council and resident feedback on potential solutions to the parking related issues identified in the Sterling Park neighborhood. No council action will take place; however, staff seeks comments, questions, and feedback from the City Council during the study session. Council's feedback regarding potential parking solutions will be used to craft Preferential Parking Code recommendations for action at a later meeting. Some of the potential solutions for discussion by the City Council and the public are:

- Amending Colma Municipal Code section 6.02.050(c), relating to the number of guest parking permits issued to residents of qualified dwellings in the Sterling Park neighborhood and,
- Amending Colma Municipal Code section 6.02.050(b), relating to the number of preferential parking permits issued to each registered vehicle of a qualified resident in the Sterling park neighborhood.

EXECUTIVE SUMMARY

Throughout the past year, staff has heard numerous concerns from the City Council, Merchants, and residents of Sterling Park regarding parking issues. These concerns included enforcement of parking permits, too many vehicles compared to the number of parking spaces, green zone enforcement hours and problems with the permitting process itself. During a study session on February 22, staff presented several options on how to potentially alleviate some of these issues. Options included;

- Reducing the number of guest parking permits from two per residence to one
- Reducing the number of guest parking permits from two to none, therefore, a resident would have to request a temporary guest permit from the police department as needed
- Researching technology for automated guest permit processing
- Capping the number of parking permits issued per qualified dwelling to four
- Removing inoperable vehicles from private property

- Changing the parking hours for green zone located at ECR at F Street

FISCAL IMPACT

NONE

BACKGROUND

Parking has been a long term issue in the Sterling Park neighborhood. In 1998 Council adopted a Parking Ordinance for the anticipated increase in vehicles parking in the Sterling Park neighborhood due to the opening of the Colma Bart station. The Ordinance gave preferential parking to residents from 8am until Noon, Monday through Friday. While this Ordinance addressed commuters' use of on street parking, it did not address the limited amount of parking for all residents.

In 2003, after an extensive parking study by Engineering, some minor changes were made to the Ordinance but there was minimal if any effect on the limited amount of on street parking. In fact, with the exception of the 500 block of D Street and portions of F Street and Clark Streets, the study indicated that parking in the neighborhood was very limited for residents.

In October of 2007, Council adopted a Parking Ordinance that included enforcement of the residential permits on Saturdays. After 4 years Council asked staff to re-visit the Ordinance to determine if there was a need to continue with parking permit enforcement on Saturday's.

In November of 2011, Council adopted a resolution changing the days of enforcement from Monday-Saturday, 8am to 9pm, to Monday-Friday, 8am-9pm, eliminating weekend enforcement.

Since then there has been no change to the issuance of parking permits in the preferential parking zone in Sterling Park.

ANALYSIS

Parking permits are issued to qualified residents in the Sterling Park neighborhood every two years and are staggered by odd numbered residential dwellings and even

numbered residential dwellings. Colma Municipal Code Section 6.02.050 governs the process of issuing permits and states the following, in part:

One Preferential Parking Permit shall be issued for each vehicle registered to a Qualified Resident.

And,

Two Guest Permits shall be issued to each dwelling unit in a preferential parking zone...

Because the code provides for one permit per registered vehicle, there is no limitation on how many permits can be issued per dwelling unit. If a resident had eight cars registered to one address, that resident is legally entitled to eight permits. And because the code provides two guest parking permits per address, the hypothetical example resident effectively receives 10 permits. The Police Department found that approximately 12 Sterling Park residents had more than five permits issued in 2015 and 2016.

In calendar year 2016, 308 guest parking permits were issued to qualified residents. The number of parking permits issued in the calendar year 2016 to even numbered dwellings was 266. In 2015, odd numbered residences were issued 186 guest parking permits and 302 parking permits. The number of parking permits issued for 2015 and 2016 combined was 568. The number of guest parking permits issued for 2015 and 2016 was 494. Thus, the total number of permits (comprised of both parking and guest parking) totaled 1,062. However, a 2000 study conducted by the Engineering Department determined a total of 564 parking spaces were in the Sterling Park neighborhood – leaving a deficit of nearly 500 parking spaces. The number of actual parking spaces includes parking in front of driveways.

Limiting the number of guest parking permits issued to dwelling units from two to only one would decrease the number of guest parking permits from 494 to 247. The total number of parking permits and guest parking permits issued would be approximately 815 as opposed to the current 1,062 (assuming the same number of regular permits were issued).

One potential solution would be to modify the existing ordinance by reducing the number of guest parking permits issued to each dwelling unit in the Sterling Park neighborhood. Guest parking permits are required to be displayed on vehicles of a resident guest staying longer than the two hour minimum, Monday through Friday, between 8am and 9pm. The new ordinance would be modified to allow each resident to only obtain one guest parking permit for each qualified dwelling in the preferential parking zone, or none. Currently, qualified residents receive two guest parking permits per dwelling in the Sterling Park neighborhood.

If guest permits were eliminated then a qualified resident wanting to obtain a parking permit for a guest or visitor, staying more than the 2 hour minimum, may request a temporary parking permit from the Police Department per the existing municipal code § 6.02.050(d) which reads, in part:

The Police Department shall also issue to any qualified resident or any qualified merchant a Temporary Permit for use by a visitor of the applicant, as follows:

(1) On an oral request of a qualified resident or merchant, the Police Department may issue a Temporary Permit for one day only, the date of use authorized by such permit being no later than ten days after issuance

(2) On a written request of a qualified resident or merchant showing that issuance of a temporary permit is for the benefit of the resident or merchant and that it is reasonable to request a temporary permit for a period longer than one day, the Police Department shall issue a Temporary Permit for up to thirty (30) days, the last date of such use being no later than forty (40) days of issuance.

Placing a cap on the number of preferential parking permits issued for each qualified resident to no more than four may also alleviate some of the parking congestion. Vehicles have to be registered to the resident at the qualified dwelling. As noted above, there are approximately 12 residents in the entire neighborhood that have five or more regular parking permits.

Staff continues to analyze additional parking enhancements, including a more automated permitting process (this could be tied to the issuance of guest permits on an as-needed only

basis), modification to the parking code (hours of enforcement and other potential changes) and development of additional parking areas.

The Colma Police Department will continue to enforce unlawful acts, parking prohibitions and the vehicle code.

Council Adopted Values

Modifying the existing Preferential Parking Code to better address the needs of the Sterling Park neighborhood is consistent with the Council's value of *Responsibility* because Council is considering the negative impacts of parking issues on the community, and with the Council's value of *Vision* because potential modifications to the code can be an innovative way to enhance quality of life for our residents.

CONCLUSION

Staff is recommending the City Council provide direction on how to proceed with potential resolutions to amend the Preferential Parking Code.

ATTACHMENTS

- A. Current Preferential Parking Code

CHAPTER SIX: VEHICLE AND TRAFFIC CODE

Subchapter 6.02: Preferential Parking

6.02.010 Scope.

This subchapter authorizes the establishment of preferential parking zones (also known as permit parking zones) and includes provisions for issuance of permits, and makes certain actions, such as the sale of a parking permit, a misdemeanor. The specific areas subject to preferential parking permits are set forth in the Parking Code of the Town of Colma.

[History: Adopted ORD 712, 10/10/12]

6.02.020 Findings.

The City Council finds that:

- (a) Commuter vehicles substantially and regularly interfere with the use of the majority of available public street parking spaces in the Sterling Park residential area by adjacent residents and merchants;
- (b) A shortage of reasonably available and convenient residential-related parking spaces exists in the Sterling Park residential area;
- (c) Commuter vehicles being driven or parked in the area of the Sterling Park residential area cause or are the source of unreasonable noise, traffic hazards, and environmental pollution;
- (d) The establishment of preferential parking zones is required to enhance or protect the quality of life in Sterling Park residential area and to make parking reasonably available and convenient for the benefit of adjacent residents and merchants;
- (e) The establishment of preferential parking zones in the Sterling Park residential area will also encourage the use of car pooling and mass transit by commuters; and
- (f) No alternative solution to the problems caused by commuter parking is reasonably feasible or practical.

[History: Adopted Res. 99-19, 5/26/99, effective 6/30/99; Amended ORD 712, 10/10/12]

6.02.030 Definitions.

As used herein, the following words and phrases shall be given the meaning shown:

- (a) "Commuter vehicle" means a vehicle operated by a person whose destination is outside of the Sterling Park residential area;
- (b) "Preferential parking zone" shall mean the streets designated by the City Council for permit parking;
- (c) "Qualified merchant" shall mean a business fronting a preferential parking zone: and

(d) "Qualified resident" shall mean a person who lives in a dwelling unit fronting a preferential parking zone.

[History: Adopted Res. 99-19, 5/26/99; Amended by Res. 2003-28, 6/25/03; Res. 2007-63, 10/10/07; [History: Adopted Res. 99-19, 5/26/99; Amended by Res. 2003-28, 6/25/03; Res. 2007-63, 10/10/07]]

6.02.040 Establishment of Preferential Parking Zones.

The City Council may, by resolution designate certain streets or portions thereof as a preferential parking zone for the benefit of qualified residents and merchants. In a preferential parking zone, vehicles displaying a permit shall be exempt from parking prohibitions or restrictions otherwise posted, marked or noticed.

[History: Adopted Res. 99-19, 5/26/99, effective 6/30/99; amended Res. 2003-28, effective 6/25/03; [History: Adopted Res. 99-19, 5/26/99, effective 6/30/99; amended Res. 2003-28, effective 6/25/03]

6.02.050 Issuance of Permits.

(a) *Applications.* The Police Department shall issue permits, in a form to be determined by the Police Department and consistent with the provisions of this article, for preferential parking to qualified residents and qualified merchants who have completed an application form supplied by the Police Department. Applicants for such permits shall present such proof as may be required by the Police Department of a residence or place of business adjacent to the area designated as a preferential parking zone.

(b) *Preferential Parking Permits.* One Preferential Parking Permit shall be issued for each vehicle registered to a Qualified Resident. One Preferential Parking Permit shall be issued to each non-resident employee of a Qualified Merchant. A Preferential Parking Permit shall remain effective for a period of no more than two years, or until the preferential parking zone for which such permit was issued is eliminated, whichever is less. The Chief of Police is authorized to issue preferential permits on a staggered basis.

(c) *Guest Permits.* Two Guest Permits shall be issued to each dwelling unit in a preferential parking zone, and two Guest Permits to each qualified merchant in a preferential parking zone if there is no green zone in front of such merchant's place of business. Guest Permits shall be valid only during the calendar year in which they are issued. Guest permits shall only be valid when displayed on vehicles not owned or registered to a Qualified Resident, are for use on passenger motor vehicles only and shall not be used for boats, trailers, recreational vehicles, vehicles with a manufacturers' gross vehicle weight rating of more than 12,000 pounds, or vehicles for hire.

(d) *Temporary Permits.* The Police Department shall also issue to any qualified resident or any qualified merchant a Temporary Permit for use by a visitor of the applicant, as follows:

- (1) On an oral request of a qualified resident or merchant, the Police Department may issue a Temporary Permit for one day only, the date of use authorized by such permit being no later than ten days after issuance; and

- (2) On a written request of a qualified resident or merchant showing that issuance of a temporary permit is for the benefit of the resident or merchant and that it is reasonable to request a temporary permit for a period longer than one day, the Police Department shall issue a Temporary Permit for up to thirty (30) days, the last date of such use being no later than forty (40) days of issuance.
- (3) *Conditions of permit.* Each parking permit shall be subject to all conditions and restrictions set forth in this section and of the preferential parking zone for which it is issued.
- (4) *Other Laws and Regulations.* The issuance of a parking permit shall not be construed to be a permit for, or approval of, any violation of any provision of this Code or any other laws or regulations.
- (5) *Fees.* No fee shall be charged for issuance of a permit except that the city council may, by resolution, set a fee for replacement of lost or destroyed permits.
- (6) *Appeals.* Any person who has been denied a permit may appeal that decision to the City Manager by giving written notice thereof within ten (10) days after the decision of the Police Department.

[History: Adopted Res. 99-19, 5/26/99, effective 6/30/99; Res. 2007-63, 10/10/07;
 [History: Adopted Res. 99-19, 5/26/99, effective 6/30/99; Res. 2007-63, 10/10/07]

6.02.060 Timed Parking in Preferential Parking Zone.

The City Council may, by resolution, restrict the standing, stopping, or parking of vehicles in a preferential parking zone, and may provide for exemptions from such restrictions.

[History: Adopted ORD 712, 10/10/12]

6.02.070 Unlawful Acts; Punishments.

- (a) It shall be unlawful to do, or cause, any of the following, and any person who does or causes to be done any of the following shall be guilty of a misdemeanor:
- (1) To sell, rent or lease, or cause to be sold, rented or leased, for any value or consideration, any preferential parking permit;
 - (2) To buy or otherwise acquire for value or use any preferential parking permit;
 - (3) To falsely represent himself or herself as eligible for a parking permit or to furnish false information in an application for a permit;
 - (4) To copy, reproduce, or otherwise bring into existence a facsimile or counterfeit parking permit, or to alter a parking permit;
 - (A) To display a Residential or Merchant Parking Permit in a vehicle other than the vehicle for which such Permit was issued; or

(B) To remove chalk marks placed on tires by the Police Department.

(b) Violation of any of the provisions of the foregoing paragraph shall constitute a misdemeanor punishable as set forth in section 1.05.010 of the Colma Municipal Code and a public nuisance subject to the provisions of Subchapter 2.01 of Chapter One of the Colma Municipal Code (section 2.01.010, et seq). In addition to any other remedy provided by law or ordinance, upon proof of a violation of this ordinance, the Town may revoke all preferential parking permits issued to the dwelling unit in which the person who violated this ordinance resided or the place of business in which the person who violated this ordinance is employed.

[History: Adopted Res. 99-19, 5/26/99, effective 6/30/99; Res. 2007-63, 10/10/07;

[History: Adopted Res. 99-19, 5/26/99, effective 6/30/99; Res. 2007-63, 10/10/07]