



PLANNING COMMISSION
STAFF REPORT

DATE: May 15, 2024

APPLICATION NO: Sign Design Application No. SD-24-76 for El Don Cocina & Cantina

LOCATION: 16925 S. Harlan Road, Suite 101 (High Five Plaza)
APN: 198-210-10

REQUEST: Planning Commission to consider adoption of a Resolution to approve the sign for El Don Cocina & Cantina in conformance with the High Five Plaza Master Sign Program MSP-08-70.

APPLICANT: Tracy Signs, Inc.
3771 W. 11th Street
Tracy, CA 95336

PROPERTY OWNER: Kulwant & Rena Sran
16925 Harlan Road, LLC
628 Giant Way
San Jose, CA 95127

CEQA STATUS: The proposed project is exempt according to the California Environmental Quality Act (CEQA) Article 19 Section 15301 Class 1, "Existing Facilities" Exemption.

SUMMARY:

The High Five Plaza Master Sign Program (MSP-08-70) requires second and third floor tenant wall signs to be reviewed and approved by the Planning Commission to ensure consistency with the approved Sign Program. The Master Sign Program includes criteria for height, size, and overall design of the sign. Staff received a Sign Design Application (SD-24-76) for the "El Don Cocina & Cantina Restaurant" to install one (1) 34 sq. ft. LED illuminated channel letter sign on the 2nd floor of the building and one (1) 45.5 sq. ft. LED illuminated channel letter sign on the 3rd floor of the building to replace the existing "Norcal Hospice" sign.

Staff recommends that the Planning Commission adopt Resolution 24-11 approving the "El Don Cocina & Cantina" Sign Design Application in accordance with the High Five Plaza Master Sign Program.

SITE DESCRIPTION

The High Five Plaza is located at 16925 South Harlan Road, approximately 1,030 feet southwest of the South Harlan Road and East Louise Avenue intersection, just east of Interstate 5 and Denny's restaurant, and south/southwest of the Taco Bell restaurant on the 1st floor of the building in Suite 101 fronting Interstate 5 and Harlan Road.

BACKGROUND

On October 14, 2008, the Community Development Department approved the High Five Plaza Master Sign Program (MSP-08-70) in accordance with Chapter 17.84.100 of the Lathrop Municipal Code. However, the original approval did not include the provisions for 2nd and 3rd story tenant identification (wall) signs. Realizing an opportunity to capitalize on the highway frontage visibility, the applicant submitted a request for an amendment to the Sign Program to accommodate 2nd and 3rd floor signage. In January of 2009, the Community Development Director referred the requested amendment to the Planning Commission for review and action due to the high visibility of the High Five Plaza from Interstate 5. The amendment was approved per Resolution #09-02, and included the condition that future signs on the 2nd and 3rd floor would require review and approval from the Planning Commission for conformance with the overall design and intent of the Sign Program.

On March 17, 2021, the Planning Commission approved the Norcal Hospice sign on the 3rd floor of the building per Resolution #21-3. Norcal Hospice will remain in the building however, their sign will be replaced, with the proposed sign for El Don Cocina & Cantina.

ANALYSIS

The requirements for tenant identification (wall) signs per MSP-08-70 are as follows:

1. "Each Tenant space shall install up to one (1) sign per space frontage not to exceed 100 sq. ft. for primary sign and 50 sq. ft. for secondary sign at a maximum of 2 sq. ft. per one (1) linear foot ratio. Sign length shall not exceed 70% of the overall business frontage."

El Don Cocina & Cantina has both a primary and secondary frontage. The primary frontage is measured at 42 feet wide and the secondary frontage is measured at 57.6 feet wide. This allows El Don Cocina & Cantina a maximum primary sign area of 84 square feet and a maximum secondary sign area of 50 square feet based on the ratio of 2 square feet for every 1 linear foot (42 feet x 2 sq. ft. (100 sq. ft. max & 57.6 feet x 2 sq. ft. (50 sq. ft. max)) of business frontage. The proposed primary sign is 34 sq. ft. and the proposed secondary sign is 45.5 sq. ft., which meets the maximum size requirements. Additionally, the overall proposed sign length of both the primary and secondary sign is 22.25 feet, which is less than 70% of the overall business frontage (69.72 feet for both primary and secondary).

2. "Storefront sign shall be individual channel letter with a maximum height of 24" and company logo not to exceed 30". Stacked sign may have maximum height of 36". Mid-Size Tenant may be allowed an overall height of 48" for their electrical wall signs. The signs shall consist of individual, internally illuminated letters. Internal illumination may consist of either 15 mil neon tube or low voltage LED (Light Emitting Diode)."

The proposed primary and secondary internally illuminated channel letter LED signs are 4 ft. tall and 3.5 ft. tall and the logos are 14” and is 27” in height, respectively, meeting these requirements as shown in Attachment 2.

Staff determined that the proposed sign is of appropriate size, height, and design for the building. In addition, the proposed signs are made of high quality materials, consist of attractive colors, and will fit in well with the neighboring businesses in the area.

CEQA REVIEW

The proposed project is exempt according to the California Environmental Quality Act (CEQA) Article 19 §15301 Class 1 “Existing Facilities” Exemption as the project involves negligible or no expansion of the existing use.

RECOMMENDATION:

The proposed El Don Cocina & Cantina Signs are consistent with the requirements of the Master Sign Program for the High Five Plaza.

Staff recommends that the Planning Commission adopt Resolution 24-11 approving the El Don Cocina & Cantina Sign Design Application (SD-24-76).

Approvals:



Trent DaDalt, Associate Planner

5/6/2024
Date



James Michaels, Senior Planner

5/6/2024
Date



Rick Cagniat, Community Development Director

5/6/24
Date



Salvador Navarrete, City Attorney

5-7-2024
Date

Attachments:

1. PC Resolution No. 24-11 for the El Don Cocina & Cantina Sign Design Application (SD-24-76)
2. Sign Design Plans (SD-24-76)
3. Vicinity Map

**CITY OF LATHROP
PLANNING COMMISSION RESOLUTION NO. 24-11**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF LATHROP
APPROVING SIGN DESIGN APPLICATION NO. SD-24-76 FOR EL DON COCINA &
CANTINA**

WHEREAS, the City of Lathrop Planning Commission held a duly noticed public meeting to consider the El Don Cocina & Cantina Sign project pursuant to the Lathrop Municipal Code; and

WHEREAS, the Community Development Department approved the High Five Plaza Master Sign Program (MSP-08-70) on January 28, 2009; and

WHEREAS, the Planning Commission adopted an amendment to the High Five Plaza Master Sign Program which governs second and third floor tenant identification (wall) signs by Planning Commission Resolution #09-02; and

WHEREAS, as conditioned, construction of second and third floor signs at the High Five Plaza requires Planning Commission review and approval; and

WHEREAS, the Planning Commission finds that the proposed signs are in compliance with the High Five Plaza Master Sign Program in regards to design, size, height, and location; and

WHEREAS, the proposed project is exempt according to the California Environmental Quality Act (CEQA) Article 19 Section 15301 Class 1, "Existing Facilities" Exemption.

NOW, THEREFORE, BE IT RESOLVED the Planning Commission of the City of Lathrop finds that the El Don Cocina & Cantina Sign Design Application (SD-24-76) meets the requirements of the High Five Plaza, Master Sign Program (MSP-08-70).

BE IT FURTHER RESOLVED that based on the findings set forth in this Resolution, evidence in the Staff Report, and evidence presented during the public meeting, the Planning Commission hereby approves Sign Design Application (SD-24-76) for El Don Cocina & Cantina as shown in Attachment 2, incorporated by reference herein.

PASSED AND ADOPTED by the Planning Commission of the City of Lathrop at a Regular Meeting on the 15th day of May 2024, by the following vote:

AYES:

NOES:

ABSTAIN:

ABSENT:

Tosh Ishihara, Chair

ATTEST:

APPROVED AS TO FORM:

Rick Caguiat, Secretary



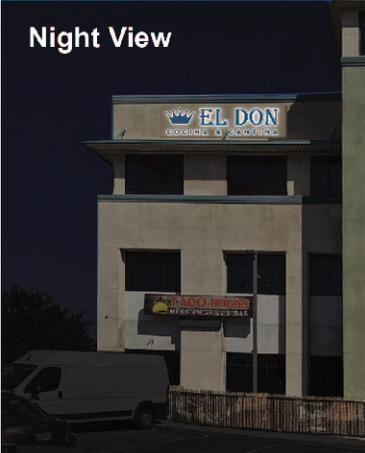
Salvador Navarrete, City Attorney



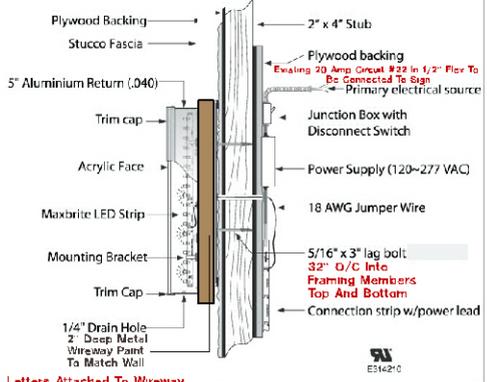
Sign A

45.5 Sq. Ft.

White Returns
 White Trimcap
 Faces 3M Blue Coral Of 2447 White Plex



**Sign Is A Complete U.L. Listed Product
 And Installs In 1 Piece**



Letters Attached To Wireway
 With #44 Alum Rivets, As Needed

LED Illuminated Halo Lit Letters

Sign B



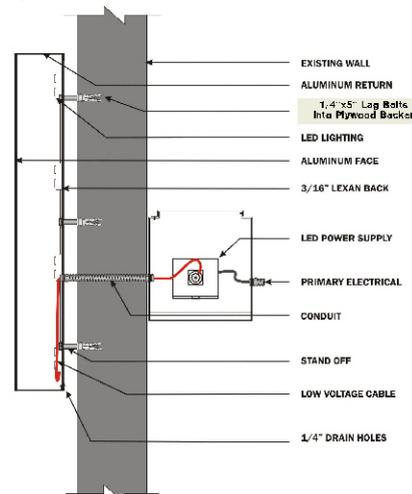
34 Sq. Ft.

White Returns
White Faces With 3M Blue Coral Opaque Vinyl

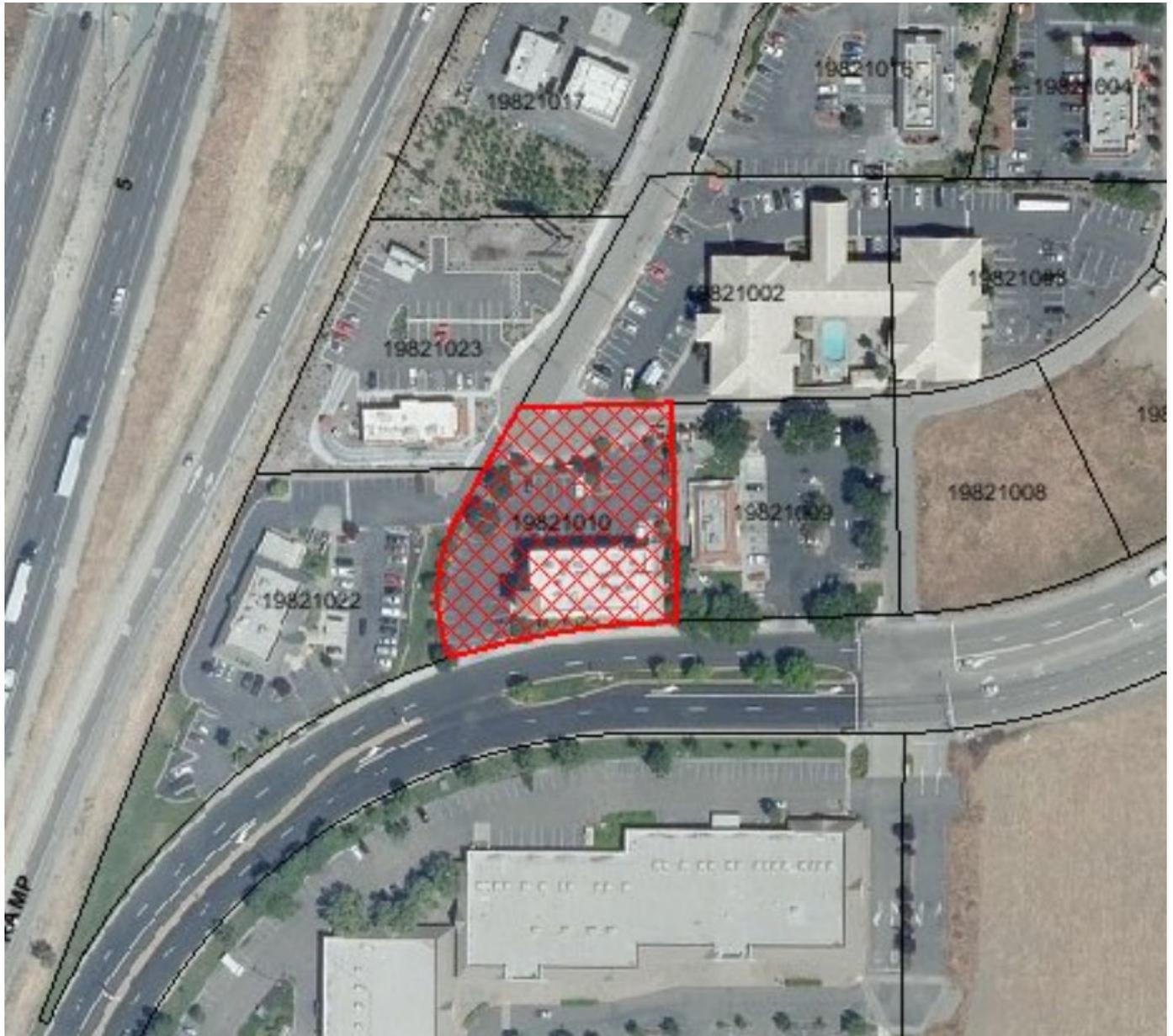
Day View



Night View



Reverse Channel - LED Halo Illuminated



**PLANNING DIVISION
Vicinity Map**



**Sign Design Application
(SD-24-76)
El Don Cocina & Cantina
16925 Harlan Road
Suite 101**

