AGENDA

REGULAR MEETING OF THE DESIGN REVIEW BOARD

February 2, 2022 at 7:30 p.m.

VIA TELECONFERENCE

https://us06web.zoom.us/j/82493053743?pwd=LzM2QIVQRIZkemdMN0tRQTRldDljdz09
Event ID: 824 9305 3743 Passcode: 772569
Or Dial in: 408-638-0968

7:30 p.m. CONVENE REGULAR MEETING

1. ROLL CALL – Chair Wenlin Li; Vice-Chair John Thompson; Members Ben Chuaqui, Andrea Lucas, and Gyan Singh.

2. COUNCIL/STAFF LIAISON ANNOUNCEMENTS AND REPORTS
The City Council Liaison or City staff may report on matters of general interest to the Design Review Board, Council policies, priorities and significant actions taken by the City Council.

3. ORAL COMMUNICATIONS FROM THE PUBLIC
Remarks are typically limited to three minutes per person, and may be on anything within the subject matter jurisdiction of the body. Remarks on non-agenda items will be heard first, remarks on agenda items will be heard at the time the item is discussed.

4. ADOPTION OF MINUTES
Adoption of the January 5, 2022 meeting minutes

5. COMMUNICATION/CONFLICT OF INTEREST DISCLOSURE
This time on the agenda is reserved for Design Review Board members to disclose communications from individuals regarding specific agenda items or to state a potential conflict of interest in relation to a specific agenda item.

6. PUBLIC HEARING – 1755 EASTSHORE BOULEVARD TIER III DESIGN REVIEW
This item was continued from the January 5, 2022 meeting.
Application: PL21-0103
Applicant: AMG & Associates, LLC
Location: 1755 Eastshore Boulevard
APN: 513-371-002
Zoning: Transit Oriented Higher Intensity Mixed Use (TOHIMU)
General Plan: Transit Oriented Higher Intensity Mixed Use (TOHIMU)
Request: Design Review Board consideration of Tier III Design Review for changes to the exterior elevations (including signage) and landscaping of an existing building related to its conversion to a Personal Storage business. Proposed signage includes a request for an exception, pursuant to San Pablo Avenue Specific Plan Sec. 2.05.09.02.04, to exceed the maximum allowed height by one foot nine inches.
CEQA: This project is categorically exempt from the provisions of CEQA pursuant to Section 15301 of the CEQA Guidelines, Class 1: Existing Facilities.

7. **STAFF COMMUNICATIONS**
   Informational reports on matters of general interest, presented by City staff.

8. **ADJOURNMENT**

   In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Staff Liaison, Jeff Ballantine at 510-215-4330. Notification 48 hours prior to the meeting will enable the City to make reasonable arrangements to ensure accessibility to this meeting. (28 CFR 35.102-35.104 ADA Title I).

   Any writings or documents provided to a majority of the members regarding any item on this agenda will be made available for public inspection at City Hall during normal business hours.
7:30 p.m. CONVENE REGULAR MEETING

1. **ROLL CALL** – Vice-Chair John Thompson; Members Ben Chuaqui, Andrea Lucas, and Gyan Singh. Board Chair Wenlin Li had an excused absence.

2. **COUNCIL/STAFF LIAISON ANNOUNCEMENTS AND REPORTS**
   Nothing was reported.

3. **ORAL COMMUNICATIONS FROM THE PUBLIC**
   No comments were received.

4. **ADOPTION OF MINUTES**
   **Moved/Second:** Boardmember Chuaqui/Singh. **Action:** Passed a motion to adopt the December 1, 2021 meeting minutes.
   **Ayes:** Chuaqui, Singh, Thompson.
   **Noes:** None.
   **Abstain:** Lucas.
   **Absent:** Li.

5. **COMMUNICATION/CONFLICT OF INTEREST DISCLOSURE**
   Nothing was reported.

6. **PUBLIC HEARING – 1755 EASTSHORE BOULEVARD TIER III DESIGN REVIEW**
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   **CEQA:** This project is categorically exempt from the provisions of CEQA pursuant to Section 15301 of the CEQA Guidelines, Class 1: Existing Facilities.
Consulting Planner Kevin Colin presented the staff report and answered questions from the Board.

The applicant, Nick Mitchell, and the project architect, Ariel Valli, presented the project and answered questions from the Board.

The public hearing was opened.

The following speakers addressed the Board:
Howdy Goudey, El Cerrito

The public hearing was closed.

**Moved/Second:** Boardmember Lucas/Thompson. **Action:** Passed a motion to continue the item to a date certain of February 2, 2022.
**Ayes:** Chuaqui, Lucas, Singh, Thompson.
**Noes:** None.
**Abstain:** None.
**Absent:** Li.

7. **STAFF COMMUNICATIONS**
Planning Manager Sean Moss updated the Board on upcoming agenda items and the upcoming Senior Planner job announcement.

8. **ADJOURNMENT**
9:57 p.m.
**DETAILS**

**Application Number:** PL21-0103  
**Applicant:** AMG & Associates, LLC  
**Location:** 1755 Eastshore Blvd  
**APN:** 513-371-002  
**Zoning:** Transit-Oriented High-Intensity Mixed Use (TOHIMU)  
**General Plan:** Transit-Oriented High-Intensity Mixed Use (TOHIMU)  
**Request:** Design Review Board consideration of a Tier III Design Review application, pursuant to the San Pablo Avenue Specific Plan.  
**CEQA:** This project is Categorically Exempt from the California Environmental Quality Act, pursuant to CEQA Guidelines Section 15301 (Existing Development).

**EXECUTIVE SUMMARY**

The proposed project is the reuse of an existing commercial building (i.e., formerly Orchard Supply Hardware) located at 1755 Eastshore Boulevard. The project proposes to maintain the existing building footprint and overall height yet insert an additional story (i.e., second story) for an approximate 103,298 square foot personal storage business. Exterior alterations are proposed to the building including new materials, colors, and signage to reflect the new business.

The project retains an existing concrete tilt-up structure and appends new materials and features to accommodate the personal storage business. Horizontal siding is applied to new wall plane offsets and variations in building height. A new storefront entrance with increase transparency is provided at the point of pedestrian access.

New wall signage is placed at the west (freeway-facing) and north elevations. Although complying with the maximum area standard, the project would exceed the maximum allowed height of 5-feet in both instances. Therefore, an exception is requested.

On January 4, 2022, the Zoning Administrator approved an Administrator Use Permit for the proposed personal storage land use, subject to conditions. A copy of that approval recommendation is at Attachment B.

On January 5, 2022, the Design Review Board considered the project and, after receiving public comments and providing direction, continued consideration to a date certain of February 2, 2022. The applicant’s response to Board comments is detailed in this report.

Based on the information in this report, which supports the required findings, staff recommends approval of Tier III Design Review pursuant to and subject to the conditions in the attached resolution.
Background

Site Location

The project site is located at the intersection of San Pablo Avenue and Eastshore Boulevard, immediately south of the Del Norte Marketplace shopping center. The site has a one-story Large Format Retail commercial building previously occupied by Orchard Supply Hardware, but now vacant. A wide variety of commercial uses are in the immediate area but primarily oriented to San Pablo Avenue (rather than Eastshore Boulevard). The site is level with a gentle downslope trending southerly along Eastshore Boulevard.

Future Application

The Design Review Board and readers of this report should know the absence of proposed alterations to the existing parking lot is deliberate. The property owner has presented preliminary information and received comments from staff on a prospective multi-family development along the entire Eastshore Boulevard frontage. Staff will, for informational purposes only, present imagery about that prospective development at the Board meeting. As no formal application has been filed, the personal storage project must be considered individually on its own merits.

Vicinity Map

Adjacent Land Uses

North: Commercial uses (TOHIMU Zone)
East: Commercial and residential uses; (TOHIMU Zone)
South: Commercial uses (TOHIMU Zone)
West: Interstate 80
Site Photos
Analysis

Design Review Board Comments

On January 5, 2022, the Design Review Board reviewed the project and gave comments to the applicant. Comments from the Board and the applicant’s response to those comments are summarized below:

Comment: (Building Elevations) Although the Board expressed support for redevelopment of the parking lot fronting Eastshore Boulevard, there was consensus that construction of a separate residential project could take years or never materialize. As a result of that potential, the Board requested revisions to the east and south-facing elevations (e.g., greater articulation, fenestration).

Response: As illustrated on the next page of this report, the applicant has revised the east and south-facing elevations to include additional articulation (vertical and horizontal), fenestration, and landscape planter boxes with small trees. See Plan Sheets 6 and 6A, Attachment C.

Staff Commentary: The proposed changes increase the project’s conformance with San Pablo Avenue Specific Plan standards (e.g., Section 2.05.03 (Building Articulation) and, in staff’s view, the overall level of investment appropriately balances an interim condition with features that, if/when redevelopment occurs, will be invisible to the public. For example, the proposed use of planter boxes acknowledges a potential future setting where all sunlight may be blocked by a structure up to 65 feet in height.

Comment: (Fencing) Plans submitted to the Board excluded information about fencing. At the meeting, the applicant expressed an intent to install fencing around the building. A consensus of the Board expressed concern about any fencing being provided in conjunction with the project.

Response: Presently, the project site boundary with Eastshore Boulevard has livestock fencing mounted to wood posts and with barbed wire along the top (see dashed red line on plan). At the conclusion of construction for the personal storage project, the applicant proposes to remove that fencing and, instead, install the following: (a) removable bollards at both driveways at Eastshore Boulevard (see blue dots on plan); (b) a new gate at the rear of the building (i.e., next to freeway); and (c) removable bollards and 8-foot tall tubular steel fence with sliding gate abutting the northeast corner of the building. The applicant indicates the proposed features are necessary to prevent unauthorized vehicles from having immediate access to exterior-facing storage units (e.g., prevent or deter theft). See Plan Sheet 1F, Attachment C.

Staff Commentary: The applicant has made a good-faith effort to reduce the fencing as much as possible, while still controlling access to the site and providing security. In order to further address public safety, staff has included a condition of approval (i.e., #15) that would require review by the Fire, Police and Public Works Departments to ensure selected equipment and locks allow rapid access to public safety personnel, their vehicles, and equipment.

Comment: (Landscaping) The Board agreed that additional landscaping may be appropriate along the east building elevation. It was also recommended that the applicant consider maintenance of existing landscape planters along Eastshore Boulevard.

Response: As indicated above, the east elevation has been revised to include planter boxes with small trees (species yet to be identified). The applicant states that they will remove all dead landscaping from existing planters and add mulch where bare ground is present. The
landscape plan has not been updated since last reviewed by the Board.

**Staff Commentary:** Staff has included a condition of approval (i.e., #16) that delegates authority to the Zoning Administrator for selection of appropriate species and irrigation specifications. Additionally, a new Condition #14 conveys multiple landscape specifications, including: (1) removal of all dead landscaping and placement of mulch where bare soil is present; (2) new parking lot landscaping that conforms to Specific Plan standards (e.g., raised curb); and (3) a new landscaped planter where bollards and fencing are in the parking lot (with exception of the northern-most drive aisle).

Revised East Elevation

Original East Elevation
Project Description

Site Plan

The project retains the existing site plan except for minor changes adjacent to the building’s north, east, and south elevation. Parking abutting the east elevation is removed and an enclosed outdoor area at the southern elevation is removed. New storage units accessible from the building exterior are placed in these locations. At the north elevation, an existing outdoor storage enclosure is removed to place off-street parking spaces in proximity to the building entrance (along with new bicycle parking).

For detailed site plan information see Attachment C (Sheets 1, 1A).

Site Plan

![Site Plan Diagram]

Building Elevations

The project retains the existing concrete tilt-up building and both appends new materials and modifies existing features to retain a similar building envelope. Each building corner and between them includes new building articulation of wall plan offsets of geometric shapes clad in horizontal metal siding. A new storefront with ample ground level glazing is provided at the northeast building corner and where pedestrians would access the building interior. The ground level on the east and south elevations is punctuated by roll-up doors related to storage units accessible from the exterior. Second story windows are provided (within the concrete tilt-up building) for emergency access only (e.g., fire incident) and are not meant to illuminate interior spaces. New spandrel glass windows are located above ground-level roll-up doors. Proposed colors are four shades of gray with two red accents colors for exterior roll-up doors and horizontal bands along and near the building eave.

Along the entire north and west elevations, a red LED stripe is proposed along the building eave. Since last reviewed by the Board, the applicant revised the detail for this light to depict an aluminum extrusion
(painted red) with an opening facing down only (see sheets prepared by USS United Sign Systems at Attachment C).

For detailed building elevation information see Attachment C (Sheets 3 through 6A). Images from those sheets are provided below.

Building Rendering

![Building Rendering](image)

Landscape Plan

The project retains all existing landscaping within the residual planters in the off-street parking lot spanning the site’s Eastshore Boulevard frontage. As explained above, this is due to the anticipation that the property owner will soon file and seek approval of a multi-family development project there. New...
landscape planters are, however, proposed at the north elevation next to the new storefront and parking, and trees in planter boxes are located along the east elevation. The plant legend indicates all native species of tree, shrub, grass, and perennial.

For detailed landscape plan information see Attachment C (Sheets L1 through L5).

Signage

The project locates signage on the west (freeway-facing) and north building elevations. No signage is proposed on the south elevation which is primarily visible to vehicles travelling north on Interstate 80. The west elevation is visible to motorists travelling in both directions on Interstate 80; from approximately 900 feet (for motorists travelling south) and 600 feet (for motorists travelling north). As mentioned above, the project excludes signage on the elevation facing the nearest public street (Eastshore Boulevard) in anticipation of a future development.

An example of the proposed signage is provided below. See Attachment C for detailed sign specifications.

Design Review Process

Pursuant to Section 2.02.07.01.02.C of the San Pablo Avenue Specific Plan, the Design Review Board is authorized to review and act upon the design components of Tier III applications. This application type applies to the project since it consists of: (a) exterior modifications to existing structures exceeding 50% of the appraised value of the improvements on the property, and 2) a major alteration to the exterior of existing buildings which significantly alter the visual character or function of a building.

When reviewing a Tier III application, the Design Review Board has authority over the following:

- Exterior building colors, materials, and textures
- Landscaping
- Site Plan
- Building facades and articulation
• Relationship to adjacent public rights-of-way
• Signs

San Pablo Avenue Specific Plan Compliance

The San Pablo Avenue Specific Plan applies standards according to Transect Zones and Street Types. The project is located within the Transit-Oriented High-Intensity Mixed Use (TOHIMU) Zone and fronts a Gateway Street. However, these standards are not applicable to the project since it concerns exterior changes to existing buildings materials. Applicable design guideline provisions of the San Pablo Avenue Specific Plan are provided in the discussion of required findings below.

Concerning strategies to advance the San Pablo Avenue Specific Plan’s goals, the project accomplishes the following:

**Strategy B.2:** Stimulate investment in vacant/underutilized sites at key focus areas.

*The project is vacant and has been so since shortly after the adoption of the San Pablo Avenue Specific Plan. In the intervening time, the subject building has been an attractive nuisance for acts of vandalism and trespassing. The project channels investment into the site and does so in an environmentally friendly manner by retaining the existing concrete tilt-up walls and thereby avoiding unnecessary waste and consumption of raw materials.*

**Strategy C.2:** Incorporate flexible development codes that respond to constrained parcels, surrounding context and the market.

*The project creatively responds to a parcel with existing development that is opposite of the planned pedestrian orientation envisioned by the San Pablo Avenue Specific Plan. By leaving the expansive parking lot outside the scope of changes proposed by the project, the ability to accommodate a future development project there is enhanced. In this way, the project is responsive to the existing context and planned future urban environment.*

**Strategy E.6:** Improve walkability through more intensive and varied development that provides additional services and locates more future residents in service-rich nodes.

*The City of El Cerrito does not presently have a personal storage business in operation within the city limits. The San Pablo Avenue Specific Plan (SPASP) sets for a goal for urban infill development which frequently includes smaller residential dwellings without the provision of storage except for that related to daily needs (e.g., cupboards, closets). Therefore, the project provides a new service in proximity to existing and planned residents as well as small business owners that will improve convenience and functionality in the planned urban environment envisioned by the SPASP.*

Art in Public Places

The project’s development costs are sufficient to compel compliance with Municipal Code Chapter 13.50 (Art in Public Places). The applicant has not yet determined a proposed means of compliance. Unless the Zoning Administrator approves the installation of on-site art, the applicant will make an in-lieu contribution equal to one percent of development costs (up to $150,000), pursuant to Municipal Code Section 13.50.030(A). Payment occurs at the time of building permit application.
Environmental Review

The project is located within the San Pablo Avenue Specific Plan area and for which a Program Environmental Impact Report (Program EIR) was certified. California Environmental Quality Act (CEQA) Guidelines Section 15168(c) addresses the use of Program EIRs for subsequent activities. The CEQA Guidelines direct the application of CEQA Guidelines Section 15162 to determine whether additional CEQA review is required. As demonstrated in the attached resolution and pursuant to CEQA Section 21166 and CEQA Guidelines 15162, no subsequent environmental review is required.

The project is also Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15301 (Existing Facilities). Additionally, none of the exceptions to the use of a Categorical Exemption, as described at CEQA Section 15300.2, are present in this instance.

Compliance with the General Plan

The proposed project is consistent with and will implement the following El Cerrito General Plan policies:

- **Policy LU2.2: Commercial Diversification.** Maintain a diversity of commercial land uses to ensure stability during economic cycles and enrich the lives of residents. The maintenance of diversity includes encouragement of small businesses, both in terms of creation of new firms and retention of existing ones.

  As mentioned above, the City of El Cerrito does not presently have a personal storage business in operation within the city limits. The project provides a new resident-serving service in proximity to existing and planned residents as well as small business owners that will improve convenience and functionality in the planned urban environment envisioned by the SPASP. This also contributes to an increase in the mixture of uses and diversification of land uses.

- **Policy LU4.1: Mixture of Uses.** Encourage a mix of uses that promotes such community values as convenience, economic vitality, fiscal stability, public safety, a healthy environment, and a pleasant quality of life.

  See finding for Policy LU2.2 which also applies here.

- **Policy LU4.2: Availability of Goods and Services.** Provide for economic development that assures the availability and diversity of resident-serving goods and services.

  See finding for Policy LU2.2 which also applies here.

- **Policy CD1.3: High-Quality Design.** Encourage higher-quality design through the use of well-crafted and maintained buildings and landscaping, use of higher-quality building materials, and attention to the design and execution of building details and amenities in both public and private projects.

  The proposed project includes high-quality building materials consisting primarily of horizontal metal siding with accents of color and glass. Although simple in its building mass and number of materials, the project integrates subtle but important details such new articulation through building wall plane variations and modest changes in building height. Additional visual interest is provided through a new storefront at the point of pedestrian access along with complementary landscape plantings of varying heights and textures.

- **CD5.1: Design Review Process.** Continue design review and approval process for all new development,
changes, additions, and modifications of existing buildings (except for single-family homes on existing lots).

The proposed project requires Tier III Design Review. Pursuant to the San Pablo Avenue Specific Plan, the Design Review Board has authority the Tier II Design Review Process. Completion of the review process fulfills this policy objective.

Public Notice

Pursuant to San Pablo Avenue Specific Plan Section 2.02.07.02.02, public notice for the project was published in the East Bay Times, posted on the project site, and mailed to owners of property within 300 feet of the project site and all interested parties on November 10, 2021. As of the writing of this staff report, no comments had been received.

Required Findings

Pursuant to San Pablo Avenue Specific Plan Section 2.03.08.01.02.D.4, in acting to approve or conditionally approve an application for a Tier III application, the Design Review Board shall make the following findings:

Tier III Design Review

A. That the project brings the property into closer compliance with the development standards of this Specific Plan as deemed applicable and achievable by the Design Review Board.

Physical changes to the existing building include: (a) interior alterations within the existing building footprint; (b) new exterior building materials and colors; and (c) new exterior first floor level storage units on the east and south elevations. Three new residential landscape planters are provided at the north building elevation, and planter boxes are along the east elevation.

The existing building includes strong horizontal lines (eave, colors) and two areas of articulation (i.e., varied wall plane and height) at the east elevation. The project maintains that strong horizontal emphasis but includes additional articulation (i.e., four areas vs. two existing) and height variation (i.e., two areas vs. one existing). The existing building also excludes a frontage compliant with the San Pablo Avenue Specific Plan Section 2.05.04 (Frontage Types). The project will increase compliance with that section through a new storefront at the building portion oriented to pedestrian access.

However, proposed LED lighting along the project’s north and west building eaves is not consistent with San Pablo Avenue Specific Plan Section 2.05.10.07(F) which requires, in part, that, “sign lighting installations shall minimize light and glare on surrounding right-of-ways and properties.” The LED aspect has not been demonstrated to definitively not comply with the Dark Sky Associations standard referenced at that section (e.g., over lighting per net acre (irrespective of shielding state), maximum illuminance specification). Additionally, the proposed use of lighting on a building so large and highly visible from Interstate 80 is inconsistent with San Pablo Avenue Specific Plan Goal A (Strengthen Sense of Place) since it primarily caters to motorists rather than the placemaking and pedestrian activities envisioned.

For all the above reasons and with the noted exception relating to proposed LED lighting, the project brings the property into closer compliance with the development standards of the San Pablo Avenue Specific Plan.
B. That the project implements applicable goals and policies of the El Cerrito General Plan.

As discussed in this report, the project will implement the following El Cerrito General Plan policies: Policy SC1.3 (High-Quality Design), Policy CD1.9 (Building Design), Policy CD2.1 (Street Frontages), Policy CD2.3 (Streetscape Improvements), CD3.12 (Landscape Species), CD4.2 (Building Articulation), and CD5.1 (Design Review Process).

New wall signage is placed at the west (freeway-facing) and north elevations. Although complying with the maximum area standard at San Pablo Avenue Specific Plan Section 2.05.10.10.07(B), the project would exceed the maximum allowed height of 5-feet in both instances. Proposed heights include: (a) 8-feet 7-inches (west); and (b) 6-feet 8-inches. Pursuant to San Pablo Avenue Specific Plan Section 2.05.09.02.04, the Design Review Board is authorized to grant exceptions to sign standards when the findings below can be made:

**Sign Standard Exception**

A. An unusual circumstance exists with regard to lot size, lot configuration, building placement, or other physical features that prevent strict conformance with the sign standards established in this Specific Plan, and that such circumstances limit the ability of the property or business owner from enjoying the same business identification opportunities that other properties in the area have.

The east elevation faces Eastshore Boulevard yet excludes signage in anticipation of future redevelopment between the existing public street and project. Future development at that location which complies with the San Pablo Avenue Specific Plan would obstruct all visibility of signage on the east building elevation. Such future development would limit the ability of the property to enjoy signage consistent with other businesses that have street frontage (e.g., along San Pablo Avenue, Eastshore Boulevard). For the above reasons, it is determined that an unusual circumstance exists regarding lot configuration and building placement and, therefore, the increase wall sign height is appropriate.

B. That the proposed signage is consistent with the purpose and intent of the sign standards of this Specific Plan.

*Except for the height exceedance, the project includes signage which is compliant with the San Pablo Avenue Specific Plan and complementary to the building architecture.*

C. That the proposed signage is not excessive in relation to the size of the site or the size of signs in the surrounding area.

*Comparable building signage exists at two building located immediately north of the project. These presently include the businesses of 'Ross Dress for Less' and 'dd’s discounts.' Both businesses have wall signs on their west elevation. One complies with the applicable sign standards while the other appears to exceed the maximum sign height to a degree comparable to the proposed project. Therefore, the proposed sign height is not excessive in relation to signs in the surrounding area.*

D. That the proposed departure from a standard is necessary in order to adequately identify businesses, or will result in a superior design solution given the characteristics of the site or buildings.

*The project locates signage on the west (freeway-facing) and north building elevations. No signage is proposed on the south elevation which is primarily visible to vehicles travelling north on*
Interstate 80. The west elevation is visible to motorists travelling in both directions on Interstate 80; from approximately 900 feet (for motorists travelling south) and 600 feet (for motorists travelling north). As mentioned above, the project excludes signage on the elevation facing the nearest public street (Eastshore Boulevard) in anticipation of a future development. Given all these facts, the project includes signage necessary to adequately identify the business and which represents a superior design given the characteristics of the site and building.

Staff Recommendation

Based on the information contained in this report, staff recommends approval of Planning Application No. PL21-0103, as conditioned by the draft resolution in Attachment A.

Proposed Motion


Appeal Period

Within ten (10) calendar days after the date of the decision, the Design Review Board’s action may be appealed to the Planning Commission.

Attachments

A. Draft Resolution
B. Administrative Use Permit
C. Project Plans dated January 24, 2022
A RESOLUTION OF THE CITY OF EL CERRITO DESIGN REVIEW BOARD GRANTING TIER III DESIGN REVIEW APPROVAL FOR EXTERIOR ALTERATIONS, INCLUDING NEW MATERIALS, COLORS AND SIGNAGE, AND LANDSCAPING – ALL RELATED TO AN EXISTING BUILDING LOCATED AT 1175 EASTSHORE BOULEVARD

WHEREAS, the site is located at 1175 Eastshore Boulevard;

WHEREAS, the existing Assessor’s Parcel Number of the site is 513-371-002;

WHEREAS, the site is located within the San Pablo Avenue Specific Plan Area;

WHEREAS, the General Plan land use classification of the site is Transit-Oriented Higher-Intensity Mixed Use;

WHEREAS, the zoning district of the site is Transit-Oriented Higher-Intensity Mixed Use and the project is located on a Gateway Street (Eastshore Boulevard) and a Mid-Block Connection bisects the project site in a north/south direction;

WHEREAS, on April 6, 2021, property owner AMG & Associates, LLC submitted a Tier III Design Review application for alterations to the existing building and site;

WHEREAS, the subject application proposes exterior alterations to an existing building including new materials, colors, and signage. Residual planting areas and new landscaping is proposed along the north building elevation;

WHEREAS, proposed signage exceeds the maximum height of 5 feet. At the north elevation, a sign height of 6-feet 8-inches is proposed. At the east elevation, a sign height of 8-feet 7-inches is proposed. To enable consideration of these deviations, an exception is requested under San Pablo Avenue Specific Plan Section 2.05.09.02.04;

WHEREAS, on January 5, 2022, the Design Review Board considered the application and, after considering all public comments, continued consideration to a date certain of February 2, 2022;

WHEREAS, on February 2, 2022, the Design Review Board, after due consideration of all evidence and reports offered for review, does find and determine the following:

California Environmental Quality Act

1. The project is located within the San Pablo Avenue Specific Plan area and for which a Program Environmental Impact Report (Program EIR) was certified. California Environmental Quality Act (CEQA) Guidelines Section 15168(c) addresses the use of Program EIRs for subsequent activities. The CEQA Guidelines direct the application of CEQA Guidelines Section 15162 to determine whether additional CEQA review is required.

CEQA Guidelines Section 15162 provides that no subsequent EIR shall be prepared unless the lead
agency (i.e., City of El Cerrito) determines, on the basis of substantial evidence in light of the whole record, one or more of the following:

a) Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;

b) Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or Negative Declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or

c) New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the Negative Declaration was adopted, shows any of the following:

1. The project will have one or more significant effects not discussed in the previous EIR or negative declaration;

2. Significant effects previously examined will be substantially more severe than shown in the previous EIR;

3. Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or

4. Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

The project concerns a site developed with a Large Format Retail building (i.e., 54,845 square feet in floor area) which is currently vacant. However, at the time the subject Program EIR was prepared, the building was occupied by OSH Hardware, a retail store specializing in home improvement and gardening products.

Compared to the previous land use, the project proposes a Personal Storage land use that will have substantially less commercial activity. The project will, at most, have two on-site employees and, except for a small 1,227 square foot lobby and retail area, all other building area are for the storage of personal items only. A traffic study prepared for the project highlights the difference in activity levels between the former and proposed use. Compared to the former use, the project is expected to generate 1,363 fewer weekday daily trips, sixty-nine (69) fewer trips during the weekday a.m. peak hour and ninety-six (96) fewer trips during the p.m. peak hour.

Construction activities associated with the project are limited to demolition of interior building partitions (including roof), interior alterations consisting of new partitions and a new second floor (within the same building height), and exterior alterations consisting of new building materials, colors, and three small landscape planters. These construction activities are consistent with those anticipated under the Program EIR.

Given the above information, the Design Review Board determines that, pursuant to CEQA Section
21166 and CEQA Guidelines 15162, no subsequent environmental review is required.

The Design Review Board hereby also determines this application to be Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15301 (Existing Facilities). Additionally, it is determined that none of the exceptions to the use of a Categorical Exemption, as described at CEQA Section 15300.2, are present in this instance.

**Tier III Design Review Findings**

2. The project brings the property into closer compliance with the development standards of the San Pablo Avenue Specific Plan as deemed applicable and achievable by the Design Review Board.

   *Physical changes to the existing building include: (a) interior alterations within the existing building footprint; (b) new exterior building materials and colors; and (c) new exterior first floor level storage units on the east and south elevations. Three new residential landscape planters are provided at the north building elevation.*

   *The existing building includes strong horizontal lines (eave, colors) and two areas of articulation (i.e., varied wall plane and height) at the east elevation. The project maintains that strong horizontal emphasis but includes additional articulation (i.e., four areas vs. two existing) and height variation (i.e., two areas vs. one existing). The existing building also excludes a frontage compliant with the San Pablo Avenue Specific Plan Section 2.05.04 (Frontage Types). The project will increase compliance with that section through a new storefront at the building portion oriented to pedestrian access.*

   *However, proposed LED lighting along the project’s north and west building eaves is not consistent with San Pablo Avenue Specific Plan Section 2.05.10.07(F) which requires, in part, that, “sign lighting installations shall minimize light and glare on surrounding right-of-ways and properties.” The LED aspect has not been demonstrated to definitively comply with the Dark Sky Associations standard referenced at that section (e.g., over lighting per net acre (irrespective of shielding state), maximum illuminance specification). Additionally, the proposed use of lighting on a building so large and highly visible from Interstate 80 is inconsistent with San Pablo Avenue Specific Plan Goal A (Strengthen Sense of Place) since it primarily caters to motorists rather than the placemaking and pedestrian activities envisioned.*

   *For all the above reasons and with the noted exception relating to proposed LED lighting, the project brings the property into closer compliance with the development standards of the San Pablo Avenue Specific Plan.*

3. That the project implements applicable goals and policies of the El Cerrito General Plan.

   *The project will, as detailed in the accompanying staff report, implement the following policies of the El Cerrito General Plan: Policy LU2.2 (Commercial Diversification), Policy LU4.1 (Mixture of Uses), and Policy LU4.2 (Availability of Goods and Services), CD1.3 (High Quality Design), and CD5.1 (Design Review Process).*

**Sign Standards Exception Findings**

4. An unusual circumstance exists with regard to lot size, lot configuration, building placement, or other physical features that prevent strict conformance with the sign standards established in this Specific Plan, and that such circumstances limit the ability of the property or business owner from enjoying the same business identification opportunities that other properties in the area have.
The east elevation faces Eastshore Boulevard yet excludes signage in anticipation of future redevelopment between the existing public street and project. Future development at that location which complies with the San Pablo Avenue Specific Plan would obstruct all visibility of signage on the east building elevation. Such future development would limit the ability of the property to enjoy signage consistent with other businesses that have street frontage (e.g., along San Pablo Avenue, Eastshore Boulevard).

For the above reasons, it is determined that an unusual circumstance exists regarding lot configuration and building placement and, therefore, the increase wall sign height is appropriate.

5. That the proposed signage is consistent with the purpose and intent of the sign standards of this Specific Plan.

Except for the height exceedance, the project includes signage which is compliant with the San Pablo Avenue Specific Plan and complementary to the building architecture.

6. That the proposed signage is not excessive in relation to the size of the site or the size of signs in the surrounding area.

Comparable building signage exists at two buildings located immediately north of the project. These presently include the businesses of ‘Ross Dress for Less’ and ‘dd’s discounts.’ Both businesses have wall signs on their west elevation. One complies with the applicable sign standards while the other appears to exceed the maximum sign height to a degree comparable to the proposed project. Therefore, the proposed sign height is not excessive in relation to signs in the surrounding area.

7. That the proposed departure from a standard is necessary in order to adequately identify businesses, or will result in a superior design solution given the characteristics of the site or buildings.

The project locates signage on the west (freeway-facing) and north building elevations. No signage is proposed on the south elevation which is primarily visible to vehicles travelling north on Interstate 80. The west elevation is visible to motorists travelling in both directions on Interstate 80; from approximately 900 feet (for motorists travelling south) and 600 feet (for motorists travelling north). As mentioned above, the project excludes signage on the elevation facing the nearest public street (Eastshore Boulevard) in anticipation of a future development. Given all these facts, the project includes signage necessary to adequately identify the business and which represents a superior design given the characteristics of the site and building.

NOW, THEREFORE, BE IT RESOLVED that after careful consideration of all maps, facts, exhibits, correspondence, and testimony, and other evidence submitted in this matter, and, in consideration of the findings, the El Cerrito Design Review Board hereby approves Application No. PL21-0103, subject to the following conditions:

Planning Division:

1) The project will be constructed substantially in conformance with the plans dated December 1, 2021, except as noted herein. Minor changes may be approved by the Zoning Administrator. All improvements shall be installed in accordance with these approvals. Once constructed or installed, all improvements shall be maintained as approved.

2) If Applicant constructs the building or makes improvements in accordance with this approval but fails to comply with any of the Conditions of Approval or limitations set forth in these Conditions of Approval and does not cure any such failure within a reasonable time after notice from the City of El Cerrito, then
such failure shall be cause for non-issuance of a certificate of occupancy, revocation or modification of these approvals or any other remedies available to the City.

3) These Conditions of Approval shall apply to any successor in interest in the property and Applicant shall be responsible for assuring that the successor in interest is informed of the terms and conditions of this approval.

4) If not used, this approval shall expire two years from the date of this action.

5) The applicant shall share the conditions of approval with their general contractor for the project. The general contractor shall sign a copy of the conditions of approval to acknowledge that he/she is aware of all these conditions of approval and will comply as directed. Prior to the issuance of a building permit, this signed copy shall be returned to the planning and building division and kept as part of the project file. The conditions of approval shall be reviewed at the mandatory pre-construction meeting held between the City and the General Contractor. A copy of the conditions of approval shall be maintained on the project site at all times during construction.

6) Prior to issuance of building permit, the applicant shall demonstrate compliance with Municipal Code Chapter 13.50 (Art in Public Places) to the satisfaction of the Zoning Administrator. The project shall be fully compliant with Chapter 13.50 prior to issuance of Certificate of Occupancy.

7) A construction staging plan shall be submitted to the Zoning Administrator for review and approval prior to the issuance of a building permit. The construction staging plan shall illustrate where the construction equipment will be staged and the location of parking for the construction employees. This construction and staging plan may also require the submission of a Temporary Use Permit to allow this use.

8) Prior to building permit issuance, the applicant shall submit and obtain Fire Marshall approval of a site security plan addressing fire prevention practices (e.g., 24-hour site surveillance through cameras, security guards, waste dumpsters with metal lids) during construction and up to the point which sprinkler systems are operational.

Project Specific Conditions of Approval:

9) All conditions of the Zoning Administrator’s approval of the related Administrative Use Permit for Application No. PL21-0103 for the project, including subsequent Administrative Use Permit amendments not related to project features subject to review under San Pablo Avenue Specific Plan Section 2.02.07.01 (Design Review), are hereby incorporated by reference and made conditions of this approval.

10) Based on submitted preliminary title reports, the project site appears to include more than one parcel and an off-premises freestanding pole sign. Pursuant to El Cerrito Zoning Ordinance Section 19.26.040(E), off-premises signs are prohibited. When present and having a legal, non-conforming status, off-premises signs shall, pursuant to Zoning Ordinance Section 19.26.110, be considered abandoned and therefore removed within 90 days following the actual discontinuance of the business. The applicant is hereby notified of these requirements and this condition requiring the removal of the abandoned and presumed off-premises sign. Said removal shall occur prior to building occupancy.

11) Notwithstanding the provisions of Condition No. 13, the applicant may retain the freestanding pole sign if adequate information, based on the Zoning Administrator’s determination, demonstrates the subject sign is not located off-premises.
12) Considering the sign standard exception granted by this approval, no additional wall signs shall be allowed on the subject building including explicitly the east and south elevations. Additionally, the LED lighting depicted in the project plans along building eaves is not approved since it is inconsistent with the San Pablo Avenue Specific Plan Section 2.05.10.07(F) pertaining to the prevention of light and glare on surrounding rights-of-way and properties.

13) Prior to building permit issuance, the project plans shall include mechanical screening compliant with Zoning Ordinance Section 19.21.040. Required screening located upon the rooftop shall include use of the horizontal metal siding used upon the building elevations.

14) Prior to building permit issuance, the project plans shall be revised to reflect the following:

   a) Removal of all dead landscaping from all existing landscape planters within and bordering the parking lot and the placement of mulch where bare ground is present; and

   b) New landscape planters in and around the north building elevation that conform to San Pablo Avenue Specific Plan Section 2.05.07 (e.g., 6-inch tall curb or equivalent, minimum size and spacing, etc.); and

   c) Except for the northern-most drive aisle, replacement of bollards within the parking lot immediately east of the building with a continuous landscape planter conforming to San Pablo Avenue Specific Plan Section 2.05.07, including requisite plantings.

15) Prior to building permit issuance, the project plans shall be reviewed and approved by the El Cerrito Fire Department, Police Department and Public Works Department to ensure all exterior access controls (e.g., bollards, fencing, gates) comply with applicable standards (e.g., Municipal Code Chapter 16.26 (Fire Code)).

16) Prior to building permit issuance, the Zoning Administrator shall review and approve final landscape specifications (e.g., tree species, irrigation equipment, container material and dimensions) for the planter boxes along the east building elevation.

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CERTIFICATION

I certify that this resolution was adopted by the El Cerrito Design Review Board at a regular meeting held on February 2, 2022, upon motion of Boardmember [insert], second by Boardmember [insert]:

AYES:
NOES:
ABSTAIN:
ABSENT:

_________________________
Sean Moss, AICP
Planning Manager
I. BACKGROUND:

Application: PL21-0103
Project Location: 1755 Eastshore Blvd
Applicant’s Name: Baco Properties
APN: 513-371-002
Zoning: TOHIMU (Transit Oriented High-Intensity Mixed Use)
General Plan: TOHIMU (Transit Oriented High-Intensity Mixed Use)
CEQA: Categorically Exempt, CEQA Guidelines Section 15301, Class 1 (Existing Facilities)
Request: Administrative Use Permit application to allow a Personal Storage land use within an existing building.

II. FINDINGS – PUBLIC NOTICE:

Prior to acting on this application and for the requisite public hearing, public notice was provided in accordance with San Pablo Avenue Specific Plan Section 2.02.06.01(A).

III. FINDINGS – CALIFORNIA ENVIRONMENTAL QUALITY ACT:

The project is located within the San Pablo Avenue Specific Plan area and for which a Program Environmental Impact Report (Program EIR) was certified. California Environmental Quality Act (CEQA) Guidelines Section 15168(c) addresses the use of Program EIRs for subsequent activities. The CEQA Guidelines direct the application of CEQA Guidelines Section 15162 to determine whether additional CEQA review is required.

CEQA Guidelines Section 15162 provides that no subsequent EIR shall be prepared unless the lead agency (i.e., City of El Cerrito) determines, on the basis of substantial evidence in light of the whole record, one or more of the following:
a) Substantial changes are proposed in the project which will require major revisions of the previous EIR or negative declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects;

b) Substantial changes occur with respect to the circumstances under which the project is undertaken which will require major revisions of the previous EIR or Negative Declaration due to the involvement of new significant environmental effects or a substantial increase in the severity of previously identified significant effects; or

c) New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous EIR was certified as complete or the Negative Declaration was adopted, shows any of the following:

1. The project will have one or more significant effects not discussed in the previous EIR or negative declaration;

2. Significant effects previously examined will be substantially more severe than shown in the previous EIR;

3. Mitigation measures or alternatives previously found not to be feasible would in fact be feasible, and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or

4. Mitigation measures or alternatives which are considerably different from those analyzed in the previous EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

The project concerns a site developed with a Large Format Retail building (i.e., 54,845 square feet in floor area) which is currently vacant. However, at the time the subject Program EIR was prepared, the building was occupied by OSH Hardware, a retail store specializing in home improvement and gardening products.

Compared to the previous land use, the project proposes a Personal Storage land use that will have substantially less commercial activity. The project will, at most, have two on-site employees and, except for a small 1,227 square foot lobby and retail area, all other building area are for the storage of personal items only. A traffic study prepared for the project highlights the difference in activity levels between the former and proposed use. Compared to the former use, the project is expected to generate 1,363 fewer weekday daily trips, sixty-nine (69) fewer trips during the weekday a.m. peak hour and ninety-six (96) fewer trips during the p.m. peak hour.

Construction activities associated with the project are limited to demolition of interior building partitions (including roof), interior alterations consisting of new partitions and a new second floor (within the same building height), and exterior alterations consisting of new building materials, colors, and three small landscape planters. These construction activities are consistent with those anticipated under the Program EIR.

Given the above information, the Zoning Administrator determines that, pursuant to CEQA Section 21166 and CEQA Guidelines 15162, no subsequent environmental review is required.
The Zoning Administrator hereby also determines this application to be Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15301 (Existing Facilities). Additionally, it is determined that none of the exceptions to the use of a Categorical Exemption, as described at CEQA Section 15300.2, are present in this instance.

IV. FINDINGS – TRANSPORTATION DEMAND MANAGEMENT:

San Pablo Avenue Specific Plan (SPASP) Section 2.05.08.05 (Parking Adjustments) provides a means of considering development proposals not meeting the required number of parking spaces regulated within Section 2.05.08.04. Pursuant to Section 2.05.08.04, FBC Table 32 identifies parking space number standards for commercial and residential uses. Other land uses, such as industrial, are not identified at FBC Table 32. The proposed project concerns a Personal Storage land use that, at FBC Table 02, is categorized as industrial.

As proposed and assuming the commercial parking ratios at FBC Table 32 apply to the project, the number of required parking spaces for the project equals: (a) fifty-two (52) vehicles spaces; (b) fifty-two (52) short-term bicycle spaces; and (c) sixteen (16) long-term bicycle spaces. The proposed project will have a maximum of two employees and uninhabitable storage units that customers would infrequently access. In light of the ambiguity in the appropriate parking requirement and disparity between the number of employees/customers and parking space number required, the applicant has submitted a traffic and parking study.

Compared to the previous land use (i.e., Large Format Retail use), the proposed project is expected to generate 1,363 fewer weekday daily trips, sixty-nine (69) fewer trips during the weekday a.m. peak hour and ninety-six (96) fewer trips during the p.m. peak hour. The proposed parking supply of thirteen (13) spaces would accommodate the anticipated peak parking demand of eleven (11) spaces. Lastly, given the adequacy of the parking supply and presence of only two on-site employees, there is no need for Transportation Demand Management (TDM) measures beyond the provision of bicycle parking. The study recommends five (5) long-term and two (2) short-term bicycle parking spaces.

Pursuant to the authority granted by SPASP Section 2.05.08.05(A), the Zoning Administrator hereby approves a TDM Plan inclusive of the following:

A. A maximum of thirteen (13) off-street vehicle parking space for the approved Personal Storage use. Although the subject site includes an existing parking lot with spaces exceeding this number, the purpose of this provision is to enable the future consideration of other land uses and development at that location without the need to amend this approval.

B. Five (5) long-term and six (6) short-term bicycle parking spaces.

Condition of Approval No. 13 below effectuates this approval and provides additional information pertaining to continued obligation and monitoring.

V. FINDINGS – ADMINISTRATIVE USE PERMIT:
In order to approve the Administrative Use Permit, the following findings are made pursuant to Chapter 19.34 of the El Cerrito Municipal Code (ECMC):

1. **The location, size, design, and operating characteristics of the proposed development will be harmonious and compatible with and will not adversely affect the livability or appropriate development of abutting properties and the surrounding neighborhood.**

   The project consists of a request to reuse an existing but unoccupied Large Format Retail store for purposes of a Personal Storage land use. Basic components of the project include exterior material and color changes to reflect the new business and interior alterations consisting of corridors lined with storage units, including a new second floor also with storage units. Thirty (30) storage units would be accessible from the building exterior. An approximate 1,227 square foot ground floor area would provide for retail sales (e.g., box/tape sales) and customer service. No alterations are proposed to the off-street parking lot in front of the building.

   The project site consists of a shopping center fronting San Pablo Avenue and (with regard to the subject building) Eastshore Boulevard. The interstate 80 freeway spans the entire rear of the project site (and shopping center). Existing uses to the north are predominately commercial with approximately four (4) detached single-family residences located across the street.

   The project provides for the short and long-term storage of personal items. Most storage units are within the building at two different floor levels. Thirty (30) units are on the building exterior and would be accessible to tenants at all hours. Customers accessing the site would park on the north side of the building, near a proposed lobby/retail area. Activities associated with the storage include the loading and unloading of items only. The project’s low level of activity (e.g., when compared to a Large Format Retail use) raises no issues concerning neighborhood compatibility.

   For the above-stated reasons, the proposed development will be harmonious and compatible with and will not adversely affect the livability or appropriate development of abutting properties and the surrounding neighborhood.

2. **The location and design of the proposal will provide a convenient and functional living, working, shopping, or civic environment that will be an attractive amenity for the city.**

   The City of El Cerrito does not presently have a personal storage business in operation within the city limits. The San Pablo Avenue Specific Plan (SPASP) sets for a goal for urban infill development which frequently includes smaller residential dwellings without the provision of storage except for that related to daily needs (e.g., cupboards, closets). Therefore, the project provides a new service in proximity to existing and planned residents as well as small business owners that will improve convenience and functionality in the planned urban environment envisioned by the SPASP.

3. **The proposal is consistent with the purposes of the district where it is located and**
conforms in all significant respects with the El Cerrito General Plan and with any other applicable plan adopted by the City Council.

The proposed Personal Storage use will indirectly add to the livability of the area by providing a local opportunity for residents and business owners to store personal belongings rather than travel out of the area to obtain such services. The project will also implement the following policies of the General Plan: LU2.2 (Commercial Diversification), LU4.1 (Mixture of Uses), LU4.2 (Availability of Goods and Services), CD1.3 (High-Quality Design), and CD5.1 (Design Review Process).

VI. APPROVAL:

In light of my review of Application No. PL21-0103, I am approving the Administrative Use Permit subject to the following Conditions of Approval:

Planning:

Standard Conditions

1. Except as noted below and for all aspects falling under the Design Review Board’s purview through the pending Tier III Design Review request, the project shall be developed and operated consistent with the plans submitted December 1, 2021, as amended by these conditions.

2. If Applicant constructs the building or makes improvements in accordance with this approval but fails to comply with any of the Conditions of Approval or limitations set forth in these Conditions of Approval and does not cure any such failure within a reasonable time after notice from the City of El Cerrito, then such failure shall be cause for non-issuance of a certificate of occupancy, revocation or modification of these approvals or any other remedies available to the City.

3. These Conditions of Approval shall apply to any successor in interest in the property and Applicant shall be responsible for assuring that the successor in interest is informed of the terms and conditions of this approval.

4. If not used, this approval shall expire two years from the date of this action.

5. The applicant shall share the conditions of approval with their general contractor for the project. The general contractor shall sign a copy of the conditions of approval to acknowledge that he/she is aware of all these conditions of approval and will comply as directed. Prior to the issuance of a building permit, this signed copy shall be returned to the planning and building division and kept as part of the project file. The conditions of approval shall be reviewed at the mandatory pre-construction meeting held between the City and the General Contractor. A copy of the conditions of approval shall be maintained on the project site at all times during construction.
6. Prior to issuance of building permit, the applicant shall demonstrate compliance with Municipal Code Chapter 13.50 (Art in Public Places) to the satisfaction of the Zoning Administrator. The project shall be fully compliant with Chapter 13.50 prior to issuance of Certificate of Occupancy.

7. A construction staging plan shall be submitted to the Zoning Administrator for review and approval prior to the issuance of a building permit. The construction staging plan shall illustrate where the construction equipment will be staged and the location of parking for the construction employees. This construction and staging plan may also require the submission of a Temporary Use Permit to allow this use.

8. Prior to building permit issuance, the applicant shall submit and obtain Fire Marshall approval of a site security plan addressing fire prevention practices (e.g., 24-hour site surveillance through cameras, security guards, waste dumpsters with metal lids) during construction and up to the point which sprinkler systems are operational.

Project-Specific Conditions

9. This approval authorizes a Personal Storage land use (i.e., facilities offering storage for individual use), at 1755 Eastshore Blvd (APN 513-371-002) including an approximate floor area of 104,252 square feet.

10. Within the first year of operation, the applicant shall file and obtain Zoning Administrator approval of a plan to allow small scale temporary retail uses located on the building exterior (e.g., Peerless Avenue frontage).

11. Prior to building permit issuance, the applicant shall submit, obtain approval, and record a lot line adjustment or subdivision to enable the project to comply with all setback requirements of the applicable building code.

12. The applicant is hereby notified that, in acting on this application, the Zoning Administrator makes no determination regarding the ‘future lot line’ depicted on the project site plan and its ability to achieve conformance with regulatory standards (e.g., Zoning, Building Code, Fire Code, Access and Maintenance of existing utilities) for the project and potential future development on the same site.

13. Prior to Certificate of Occupancy, the applicant shall pay the required in-lieu fee for public open space required by the San Pablo Avenue Specific Plan for the net new floor area.

14. This approval documents and affirms the Zoning Administrator’s approval of a Transportation Demand Management Plan (TDM) Plan, pursuant to San Pablo Avenue Specific Plan Section 2.05.08.05(B). At all times, the project shall maintain the following TDM measures:

   a. A maximum of thirteen (13) vehicle parking spaces; and
b. Five (5) long-term bicycle parking spaces; and

c. Six (6) short-term bicycle parking spaces.

These TDM measures shall be carried out for the duration of the project. TDM measures may be modified by the Zoning Administrator as needed to improve effectiveness.

San Pablo Avenue Specific Plan Program EIR Mitigation Measures:

1) **Aesthetics and Visual Resources. (Mitigation 4.2):** Regarding reflective building materials, for all future development in the Specific Plan area, facades shall be of non-reflective materials, and windows shall incorporate non-reflective coating.

2) **Air Quality (Mitigation Measure 5.1):** Implement the following BAAQMD-recommended measures to control particulate matter emissions during construction. City staff will spot check that these measures are being implemented throughout the construction phase of the project. These measures reduce diesel particulate matter PM2.5 and PM10 created from construction to ensure that short-term health impacts to nearby sensitive receptors are avoided or reduced:

   **Dust (PM2.5 and PM10) Control Measures:**

   a. Water all active construction areas at least twice daily and more often during windy periods. Active areas adjacent to residences should be kept damp at all times.
   b. Cover all hauling trucks or maintain at least two feet of freeboard.
   c. Pave, apply water at least twice daily, or apply (non-toxic) soil stabilizers on all unpaved access roads, parking areas, and sweep daily (with water sweepers) all paved access roads, parking areas, and staging areas and sweep streets daily (with water sweepers) if visible soil material is deposited onto the adjacent roads.
   d. Hydroseed or apply (non-toxic) soil stabilizers to inactive construction areas (i.e., previously graded areas that are inactive for 10 days or more).
   e. Enclose, cover, water twice daily, or apply (non-toxic) soil binders to exposed stockpiles.
   f. Limit traffic speeds on any unpaved roads to 15 mph.
   g. Replant vegetation in disturbed areas as quickly as possible.
   h. Suspend construction activities that cause visible dust plumes to extend beyond the construction site.
   i. Post a publicly visible sign(s) with the telephone number and person to contact at the Lead Agency regarding dust complaints. This person shall respond and take corrective action within 48 hours. The Air District’s phone number shall also be visible to ensure compliance with applicable regulations.

Additional Measures to Reduce Diesel Particulate Matter and PM2.5 and other construction emissions:

j. The developer or contractor shall provide a plan for approval by the City or BAAQMD demonstrating that the heavy-duty (>50 horsepower) off-road vehicles to be used in the construction project, including owned, leased and subcontractor vehicles, will
achieve a project wide fleet-average 20 percent NOX reduction and 45 percent particulate reduction compared to the most recent CARB fleet average for the year 2011.

k. Clear signage at all construction sites shall be posted indicating that diesel and gasoline equipment standing idle for more than five minutes shall be turned off. This would include trucks waiting to deliver or receive soil, aggregate or other bulk materials. Rotating drum concrete trucks could keep their engines running continuously as long as they were on-site or adjacent to the construction site.

l. The contractor shall install temporary electrical service whenever possible to avoid the need for independently powered equipment (e.g., compressors).

m. Properly tune and maintain equipment for low emissions.

3) Air Quality (Mitigation Measure 5.2): Prior to issuance of building permit the applicant shall complete a project-level construction health risk assessment to the satisfaction of the Zoning Administrator. This assessment shall be completed either through screening or refined modeling to identify impacts and, if necessary, include performance standards and industry-recognized measures to be accomplished through, though is not limited to, the following measures:

a. Construction equipment selection.

b. Use of alternative fuels and engine retrofits temporary line power or electric equipment.

c. Modified construction schedule; and

d. Implementation of BAAQMD Basic and/or Additional Construction Mitigation Measures for control of fugitive dust.

4) Biological Impacts (Mitigation Measure 6.1): Removal of trees, shrubs, or weedy vegetation between February 1 and August 31 shall require a survey for nesting birds by a qualified wildlife biologist to the satisfaction of the Zoning Administrator. The survey shall be conducted no sooner than 14 days prior to the start of removal of trees, shrubs, or weedy vegetation. Survey results shall be valid for 21 days following the survey. Any removal of trees, shrubs, or weedy vegetation more than 21 days after a survey shall require a new survey. The area surveyed shall include all construction sites, access roads, and staging areas, as well as areas within 150 feet outside the boundaries of the areas to be cleared or as otherwise determined by the biologist.

In the event that an active nest is discovered in the areas to be cleared, or in other habitats within 150 feet of construction boundaries, clearing and construction shall be postponed for at least two weeks or until a wildlife biologist has determined that the young have fledged (left the nest), the nest is vacated, and there is no evidence of second nesting attempts.

A qualified biologist shall conduct preconstruction surveys for bats and suitable bat roosting habitat at work sites where culverts, structures and/or trees would be removed or otherwise disturbed prior to the initiation of construction. If bats or suitable bat roosting habitat is detected, CDFW shall be notified immediately for consultation and possible on-site monitoring.

The survey for nesting birds, bats and suitable bat roosting habitat may be conducted simultaneously.
5) Prior to the issuance of a building permit, the applicant shall implement a program that includes the following elements:

   a. Archeological resource identification training procedures for construction personnel
   b. Procedures for reporting archeological discoveries

6) **Historic and Cultural Resources (Mitigation Measure 7.2):** If subsurface archeological or cultural resources are encountered during ground-disturbing activities, work in the immediate vicinity shall be stopped and a qualified archaeologist shall be retained to evaluate the finds following the procedures described in Mitigation Measure 7-3 of the San Pablo Avenue Specific Plan Environmental Impact Report. Project personnel shall not collect cultural resources. If human remains are found, special rules set forth in State Health and Safety Code section 7050.5 and CEQA Guidelines section 15126.4(b) shall apply, and there shall be no further excavation or disturbance of the site or any nearby area reasonably suspected to overlie adjacent remains until the Contra Costa County Coroner has been notified of the remains and has determined that the remains are not subject to the provisions of Section 27491 of the Government Code or any other related provisions of law concerning investigation of the circumstances, manner and cause of any death, and the recommendations concerning the treatment and disposition of the human remains have been made to the person responsible for the excavation, or to his or her authorized representative, in the manner provided in Section 5097.98 of the Public Resources Code.

7) **Paleontological Resources (Mitigation Measure 7.3):** The applicant shall implement a program that includes the following elements:

   a. Paleontological resource identification training procedures for construction personnel
   b. Spot-checks by a qualified paleontological monitor of all excavations deeper than seven feet below ground surface.
   c. Procedures for reporting paleontological discoveries and their geologic context.

If subsurface paleontological resources are encountered, excavation shall halt in the vicinity of the resources, and the project paleontologist shall evaluate the resource and its stratigraphic context. The monitor shall be empowered to temporarily halt or redirect construction activities to ensure avoidance of adverse impacts to paleontological resources. During monitoring, if potentially significant paleontological resources are found, “standard” samples shall be collected and processed by a qualified paleontologist to recover micro vertebrate fossils. If significant fossils are found and collected, they shall be prepared to a reasonable point of identification. Excess sediment or matrix shall be removed from the specimens to reduce the bulk and cost of storage. Itemized catalogs of material collected and identified shall be provided to a local museum repository with the specimens. Significant fossils collected during this work, along with the itemized inventory of these specimens, shall be deposited in a local museum repository for permanent curatorship and storage. A report documenting the results of the monitoring and salvage activities, and the significance of the fossils, if any, shall be prepared and submitted to the Zoning Administrator.
8) **Geology and Soils (Mitigation Measure 8.1):** As required by the Building Official, subject to City review and approval, the applicant shall complete and implement the geotechnical mitigation recommendations identified in the required site-specific geotechnical investigations and engineering studies, in coordination with City grading permit and building permit performance standards.

9) **Noise (Mitigation 13.2):** New commercial development proposed in the same building as or adjacent to residential development could result in noise levels exceeding City standards.

   a. Noise levels at residential property lines from commercial development shall be maintained not in excess of the General Plan and municipal code limits for the Cities of El Cerrito and Richmond.

   b. Ensure that noise-generating activities, such as maintenance and loading and unloading, are limited to the hours of 7:00 AM to 9:00 PM.

10) **Noise and Land Use Compatibility/ Construction Noise (Mitigation Measure 13.3):** Construction equipment shall be well-maintained and used judiciously to be as quiet as practical. The following measures shall be implemented to reduce noise from construction activities:

   a. Equip all internal combustion engine-driven equipment with mufflers that are in good condition and appropriate for the equipment.

   b. Utilize “quiet” models of air compressors and other stationary noise sources where technology exists.

   c. Locate stationary noise-generating equipment as far as feasible from sensitive receptors when sensitive receptors adjoin or are near a construction area.

   d. Prohibit unnecessary idling of internal combustion engines.

   e. Pre-drill foundation pile holes to minimize the number of impacts required to seat the pile.

   f. Construct solid plywood fences around construction sites adjacent to operational business, residences, or noise-sensitive land uses.

   g. If noise conflicts occur which are not irresolvable by proper scheduling, a temporary noise control blanket barrier shall be erected, as determined to be necessary by the Zoning Administrator, along building facades facing construction sites.

   h. Route construction-related traffic along major roadways and as far as feasible from sensitive receptors.

   i. Construction activities (including the loading and unloading of materials and truck movements) and excavating, grading, and filling activities (including warming of equipment motors) shall be limited to the hours of 7:00 AM to 6:00 PM on weekdays and to the hours of 9:00 AM and 5:00 PM on Saturdays. Work shall be prohibited on Sundays and Holidays.

   j. Businesses, residences, or noise-sensitive land uses adjacent to construction sites shall be notified of the construction schedule in writing.

   k. Designate a “construction liaison” who would be responsible for responding to any local complaints about construction noise. The liaison would determine the cause of the noise complaints (e.g., starting too early, bad muffler, etc.) and institute reasonable measures to correct the problem. Conspicuously post a telephone number for the liaison at the construction site.
11) Noise and Land Use Compatibility/Construction Noise (Mitigation 13-4): The following measures are recommended to reduce vibration from construction activities:

a. Avoid impact pile driving where possible. Drilled piles cause lower vibration levels where geological conditions permit their use.
b. Avoid using vibratory rollers and tampers near sensitive areas.
c. In areas where project construction is anticipated to include vibration-generating activities, such as pile driving, in close proximity to existing structures, site-specific vibration studies shall be conducted to determine the area of impact and to present appropriate mitigation measures that may include the following:

i. Identify sites that would include vibration compaction activities (such as pile driving) and have the potential to generate ground-borne vibration, and the sensitivity of nearby structures to ground-borne vibration. Vibration limits shall be applied to all vibration-sensitive structures located within 200 feet of the project. A qualified structural engineer should conduct this task.

ii. Develop a vibration monitoring and construction contingency plan to identify structures where monitoring would be conducted, set up a vibration monitoring schedule, define structure-specific vibration limits, and address the need to conduct photo, elevation, and crack surveys to document before and after construction conditions.

iii. Design construction contingencies that would be implemented when vibration levels approached the limits.

iv. At a minimum, conduct vibration monitoring during initial demolition activities and during pile driving activities. Monitoring results may indicate the need for more or less intensive measurements.

v. When vibration levels approach limits, suspend construction and implement contingencies to either lower vibration levels or secure the affected structures.

vi. Conduct post-survey on structures under either of these circumstances: (a) when construction monitoring has indicated high vibration levels or (b) when complaints of damage have been made due to construction activities. Make appropriate repairs or compensation when damage has resulted from construction activities.

Public Works:

15. Prior to building permit issuance, the applicant shall pay the applicable City Transportation Impact Fee (TIF) and West County Subregional Transportation Mitigation Program (STMP) Fee.

16. The project shall be constructed to provide compliant disabled access to the building including, but not limited to, curb ramps, sidewalks, and striping.

17. During building permit review, all earthwork and grading operations in excess of 50 cubic yards shall require the applicant to submit a detailed grading plan, obtain a Grading & Transportation Permit and pay all associated fees.

18. During building permit review, the replacement of sidewalk flags along the property
frontage will be required to meet current City and ADA standards. Applicant shall indicate on the plans all sidewalk replacement locations and review of these areas will be per the discretion of the Public Works Engineering Manager.

19. The project seems to not be proposing any replacement of the existing trees within the public right of way. If these conditions change and the applicant proposes to add or remove street trees, these new trees must be in accordance with El Cerrito Municipal Code Chapter 13.28, from the City Master Tree List, and approved by the City Arborist before issuance of the building permit. Any new street trees are required to have irrigation and an establishment period of 3 years prior to acceptance by the City.

20. For any street tree, sidewalk and driveway work, applicant must obtain a Public Works Encroachment Permit and pay all associated fees and shall be designed and constructed per City Standard Details.

21. The submitted plans are not proposing alteration of the existing driveways. However, if conditions change and the driveways are modified, they will need to be constructed to City standards.

22. Bike racks to be installed shall meet the current standards and details to the satisfaction of the Public Works Director.

23. Prior to the issuance of a building permit, the Applicant shall provide a detailed Erosion and Sediment Control Plan.

**Fire Department:**

24. **Building Construction**

25. **Apparatus Access**
   b. Emergency Vehicle Access (EVA) roads shall be a minimum of 26 feet in width and 13 feet 6 inches of unobstructed vertical clearance with an all-weather driving surface that can support a minimum of 75,000 pounds.
   c. Where the vertical distance between grade plane and the highest roof surface exceeds 30 feet an approved aerial fire apparatus access shall be provided around the entire building.
   d. Plans need to show the widths of access road on backside of the structure.

26. **Access/Egress**
   e. All rollup doors shall be operable from the exterior of the structure by the use of a Knox key.
   f. A "KNOX BOX" shall be installed with keys for all common areas at all entrances.
   g. Final Knox Box locations shall be determined by Fire Prevention Division.
27. Fire Extinguishers
   h. Fire extinguishers shall be provided and installed so as to limit access to 75’ or less from any point in the building.
   i. Fire extinguishers shall be a minimum rating of 2A-10BC.
   j. Fire extinguishers shall be mounted on the walls or support posts with the top no higher than 5 feet from the ground
   k. Signs shall be provided that clearly label and are visible from any direction.

28. Fire Flow Requirements
   l. Provide calculated fire flow requirements for the building design,
   m. Provide a fire hydrant at the south end of the property accessible from the south parking lot entrance off Eastshore Blvd.

29. Fire Sprinkler
   n. Existing fire sprinkler system will need to be modified for the change in occupancy and addition of a second floor. Plans to be submitted prior to start of construction.
   o. Fire riser / control room shall be accessible from the outside of the building.
   p. Fire FDC's shall be interconnected with fire sprinklers and standpipes.
   q. Fire Sprinkler Plans shall be submitted for review and approval.

30. Standpipes
   r. Standpipes shall be wet and shall be located in all stairwells.
   s. Internal standpipes shall be provided on both floors to limit all hose lines to 150 or less.
   t. All standpipes shall extend to the roof.
   u. A minimum flow of 250 gallons per minute shall be available at the highest point of each standpipe.
   v. Fire Department valve connections shall be in the intermediate landings of stairwells.

31. Smoke & Heat Vents
   w. Smoke & heat vents shall be installed on roof above each stairwell and as required to facilitate smoke removal.
   x. Smoke & heat vents shall be provided on the roof as required to facilitate smoke removal.
   y. Smoke & heat vents shall be equipped with fusible link.
   z. Smoke & heat vents shall be equipped with manual release for emergency operations.

32. Fire Alarm
   a. Approved fire alarm system shall be required.
b. Fire alarm to incorporate smoke and heat detection.
c. Detectors shall be individually address on the alarm panel to facilitate locating any fire.
d. Fire alarm plans shall be submitted for review and approval.

33. Electrical
a. Electrical equipment rooms shall be identified on door leading to room.
b. All electrical breakers shall be labeled.

34. Premises Identification
a. Approved numbers or address shall be provided in such a position to be plainly visible and legible from the street fronting the property.
b. Address shall be either internally or externally illuminated.

35. Emergency Egress
a. Emergency electrical system to automatically illuminate means of egress.
b. Exit signs shall be internally or externally illuminated.
c. Emergency electrical system to automatically illuminate means of egress.
d. Exit Plan signage required at each floor.

36. Emergency Responder Radio Communication System (ERRCS)
a. Radio frequency signal strength analysis shall be conducted throughout the building.
b. If radio signal strength deficiencies are identified, signal boosters shall be installed to achieve adequate signal strength and boosters shall be maintained.
c. Boosters shall be compatible to the local emergency responders radio system for Fire and Police.

Police Department:

To prevent an attractive nuisance and incidents of theft at storage units accessible from the building exterior, the project shall install and maintain the following: (a) individual door alarms that are part of the building security system; (b) doors that are accessible by electronic means (e.g., keypad, security code) rather than conventional lock and key; and (c) building security cameras that provide visibility of all exterior units.

Sean Moss, AICP
Zoning Administrator/Planning Manager
COLORS & MATERIALS

1. PRIMARY HORIZONTAL SEATING (Mega-Rib Panel)
   - Malarkey Metals "Slate Gray"

2. SECONDARY HORIZONTAL SEATING (Mega-Rib Panel)
   - Malarkey Metals "Ash Gray"

3. UPPER WALL PAINT COLOR
   - Sherwin Williams #67 "Perfect Greige"

4. LOWER WALL PAINT COLOR
   - Sherwin Williams #784 "Spalding Gray"

5. ACCENT COLOR (RANS)
   - Sherwin Williams #866 "Heart Throb"

6. ROOF FINISH
   - James International "Patriot Red"

7. GLAZING
   - PPC "Solar Blue" Translucent

8. SPANBELL GLASS
   - 2 Panel PPC "Solar Blue" with 2" x 2" Weave Trim
Specifications

Letter Faces - 3/16" White acrylic.
Returns - Fab. aluminum - 5" deep - pre-painted Black.
Trim Cap - 3/4" Black.
Illumination - White LED.
Logo Cabinet - S/F fab. Aluminum pre-painted Black.

Face - White flexible material w/ 1st surface vinyl overlays.
Logo Vinyl - 3630-22 Black, 3630-33 Red
Illumination - White LED.
Mounting - Flush to wall surface.

Cove-Perimeter Lighting
Specifications

low voltage lighting with Kelvin parameters recommended by IDA
(International Dark-Sky Association)
Install below roof cap (as shown).

Installation Notes

(1) Power supply every 60ft.
(1) Power supply location every 120'.
Field cut required per attached Instructions.
Environmental friendly lighting

Client Review Status

Mfg Note

Revision Date

Project Information

Date: 3-16-21
Job #: 1002
Page: 1

Client: Security Public Storage
Contact: 778-564-5211
Address: 1755 Eastshore Blvd.
City/ST/Zip: El Cerrito, CA 94530
Phone: 510-523-5200
Fax: 510-523-5200
Sales: MO
Designer: WB
Specifications

Letter Faces - 3/16" White acrylic.

Returns - Fab. aluminum - 5" deep - pre-painted Black.

Trim Cap - 3/4" Black.

Illumination - White LED.

Logo Cabinet - S/F fab. Aluminum pre-painted Black.

6" returns -

Face - White flexible material w/ 1st surface vinyl overlays.

Logo Vinyl - 3630-22 Black, 3630-33 Red

Illumination - White LED.

Mounting - Flush to wall surface.

Cove-Perimeter Lighting

Specifications

low voltage lighting with Kelvin parameters recommended by IDA
(International Dark-Sky Association)

Install below roof cap (as shown).

Installation Notes

(1) Power supply every 60ft.
(1) Power supply location every 120'.
Field cut required per attached Instructions.
Environmental friendly lighting

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United Sign Systems requires that an "Approved" drawing be obtained from the client prior to any production release or production release revision:

One (1) copy below MUST be checked prior to any production release or production release revision:

120 Volt 277 Volt

Other

LEDStripe

West Elevation

Scale: 1/16" = 1'-0"
Specifications
Letter Faces - 3/16" White acrylic.
Returns - Fab. Aluminum - 5" deep - pre-painted Black.
Trim Cap - 3/4" Black.
Illumination - White LED.
Mounting - Flush to wall surface.

Cove-Perimeter Lighting
Specifications
low voltage lighting with Kelvin parameters recommended by IDA
(International Dark-Sky Association)
Install below roof cap (as shown).

Installation Notes
(1) Power supply every 60ft.
(1) Power supply location every 120'.
Field cut required per attached Instructions. Environmental friendly lighting
Cove-Perimeter Lighting
Specifications
513.7 Lineal Feet.
Install on wall (as shown).

Cove-Perimeter Lighting (3 buildings)
West Elevation - 313'-7"
North Elevation - 200'-0"
Total - 513'-7"
Environmental friendly lighting
Cove-Perimeter Lighting Details

Scale: 1:1

- aluminum extrusion painted Red to match stripe
- low voltage lighting with Kelvin parameters recommended by IDA (International Dark-Sky Association)
- Environmental friendly lighting
- 3M 3630-33 red vinyl overlay
- Clear lexan face w/ 3" fire stop

Cove-Perimeter Lighting
Scale: 3"=1'-0"

- lighting housing channel painted Red to match building stripe
- halo down lighting
- red painted wall stripe (by others)
- as required

Client Review Status

Mfg. Note

Revision Date

Project Information

Date: 3-18-21
Job #: 1002
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