



REPORT TO CITY COUNCIL

To: Honorable Mayor and Members of the City Council

From: Jason Simpson, City Manager

Prepared by: Kevin Beery, Associate Planner

Date: October 11, 2022

Subject: Notice of Decision – Planning Commission Approval of Planning Application No. 2020-109 (Starbucks Riverside and Lakeshore) for the Construction of One Freestanding Center Identification Sign at 16831 Lakeshore Drive

Applicant: Kerry Batres, Inland Sign Co.

Recommendation

Receive and File the Notice of Decision for Planning Application No. 2020-109 acted on by the Planning Commission on September 20, 2022.

The Planning Commission, by a 5-0 vote:

Adopted A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF LAKE ELSINORE, CALIFORNIA, APPROVING SIGN PERMIT NO. 2022-18 AND ASSOCIATED DESIGN REVIEW FOR THE CONSTRUCTION OF ONE 16'-8" HIGH FREESTANDING CENTER IDENTIFICATION SIGN AT 16831 LAKESHORE DRIVE (APN: 379-224-015).

The Planning Commission's decision is final, and no action by the City Council is required unless the City Council, by majority vote, elects to review and reconsider the Planning Commission's decision by ordering the matter set for a future noticed public hearing according to Section 17.410.110.F of the Lake Elsinore Municipal Code (LEMC), or the applicant or an interested person files a complete appeal application within 15 days of this notice appearing on the City Council's agenda.

Background

Planning Application No. 2020-109 (Sign Permit No. 2022-18) proposes to install one (1) new 16'-8" tall freestanding center identification sign to advertise the existing on-site businesses and the new Starbucks restaurant. The sign would be located in the south portion of the site between the new drive-through lane and the sidewalk along Riverside Drive. The sign would contain two double-sided internally illuminated aluminum cabinets, non-illuminated acrylic building address numerals, and a non-illuminated acrylic City of Lake Elsinore insignia. The sign would be oriented perpendicular to Riverside Drive so that the sign faces would be directed toward traffic in both directions.

The project site is located at the intersection of Lakeshore Drive and Riverside Drive, specifically 16831 Lakeshore Drive (APN: 379-224-015).

The Planning Commission voted 5-0 to approve the Project at its regular meeting on September 20, 2022. No public comments were provided on the item.

Fiscal Impact

The time and costs related to processing this application have been covered by fees paid for by the applicant. No General Fund budgets have been allocated or used in the processing of this application. The approval of the Project does not fiscally impact the City's General Fund. Mitigation Measures to protect the City fiscally have already been included in the Conditions of Approval.

Exhibits

A – Planning Commission Staff Report