

Merritt, Thy

From: [REDACTED]
Sent: Thursday, August 3, 2023 4:21 PM
To: PlanningCommission; Ackerman, Gayle; Luna, Marie; Merritt, Thy; Fuentes, Jolene; Villwock, Jordan; Barajas, Francisco; Ludden, Thomas; Stannard, Michael
Subject: Please REJECT planned Sign Program 11-22-5581

Hello Planning Commission Team,

The residents of IronRidge and surrounding Portola Hills residents **strongly** oppose the proposed 11 foot sign to "The Shops" at the Mixed Use (Portola South), and urge you to reject the proposed deviation to enlarge the retail sign in our residential community.

How can Staff be "supportive of this [height] deviation" based on visibility reasoning? The building could not be any more visible!! I strongly encourage the Planning Commission to take a drive up Glen Ranch and take a look for themselves. Adding signage to the existing stone wall is sufficient and architecturally consistent with other signage in our area. There is simply no need for an exception to extend the height.

The entire 5 story mixed use building already stands out as a magnificent eyesore in our community. The building in no way matches the single family, residential character nor architectural conformity of our community. Furthermore, there is a astounding absence of adequate parking for the 57 apartments and 10K sq. ft. of retail space. How about dedicating city resources and attention to the absence of sufficient parking at "The Shops" instead of further polluting our community with an imposing, out of character 11 foot high retail sign and overflow parking further congesting Glenn Ranch Road?

For the record:

1. The sign for Portola Park (just prior to the retail space) is effective and is within sign code.
2. Those traveling up the hill either live here and already know about The Shops or they've Googled the retail space location.
3. The individual signs to the retail stores can easily be seen driving up the hill. As already mentioned, the building is a huge, magnificent eye sore, and hard to miss. One can literally see the sign locations of the individual retail stores as you approach Portola Park.
4. Our neighbors, Oakley (a massive international retail giant) do not even have a sign to their business and have no issues being located and found, whereas The Shops are dominant and imposingly visible as commuters drive up Glen Ranch Road.

5. Saddleback Church's sign is aesthetically within the stone wall and serves its purpose without standing out like an imposing sore thumb.

The residents of Portola Hills request our City's representation to protect the integrity, ambiance and charm of our residential community, and not approve an imposing additional 4 feet for this retail sign.

Respectfully,

Gail Mona

Portola Hills Resident

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