



CITY OF COMMERCE PLANNING COMMISSION STAFF REPORT

TO: Planning Commission

FROM: Community Development Department

SUBJECT: Master Sign Program No. SP-26-21 – 5133 East Washington Boulevard (operated by Jack-in-the-Box)

MEETING DATE: August 19, 2026

REQUEST:

Approval of Master Sign Program No. SP-26-21, pursuant to Commerce Municipal Code (CMC) Section 19.25.130, for a recently constructed drive-through restaurant operated by Jack-in-the-Box located at 5133 East Washington Boulevard. The proposed Master Sign Program is an illustrative plan indicating the number, location, height, dimensions, orientation, materials, design, and colors of all proposed signage for the existing drive-through restaurant.

Property Location	5133 East Washington Blvd Commerce, California 90040 Assessor's Parcel Number ("APN") 5244-03-1018, 5244-03-1023, and 5244-03-1026
Applicant	Steven Therriault, Signtech Electrical Advertising 4444 Federal Blvd San Diego, CA 92102

RECOMMENDATION:

It is recommended that the Planning Commission consider:

1. Approving Master Sign Program No. SP-2026-21 for an existing drive-through restaurant located at 5133 East Washington Boulevard; and
2. Finding that Master Sign Program No. SP-2026-21 is categorically exempt from the California Environmental Quality Act pursuant to CEQA Guidelines Section 15301 Class 1 (Existing Facilities), and Section 15311, Class 11 (Accessory Structures) because the project consists of signs, acting as accessory to an existing commercial facility.

PUBLIC HEARING NOTICE:

This item is not considered a public hearing item. Therefore, no public hearing notice is required.

LAND USE, ZONING AND APPLICABLE REGULATIONS:

General Plan Designation	Commercial Manufacturing
Zoning	C/M-1 (Commercial-Manufacturing)
Applicable Regulations	CMC Chapter 19.25 (Signs), including Sections 19.25.060 through 19.25.080, Section 19.25.100, and Section 19.25.130 (Master Sign Plan).

SURROUNDING ZONING AND LAND USES:

DIRECTION	ZONING	EXISTING LAND USE / DEVELOPMENT
Subject Property	C/M-1	Drive-Through Restaurant
North	R-2	Parking Lot
South	C/M-1	Nursery
East	C/M-1	Multi-Tenant Commercial Center
West	C/M-1	Multi-Tenant Commercial Center

PROPERTY DESCRIPTION:

The subject property consists of three adjoining parcels developed with an approximately 1,869-square-foot, one-story Jack in the Box restaurant at the corner of East Washington Boulevard and South Atlantic Boulevard. The site is zoned C/M-1 and has a General Plan designation of Commercial Manufacturing. As part of this request, no changes are proposed to the existing restaurant, parking, drive-through circulation, access, and landscaping. The surrounding land uses include: residential zone property used as a parking lot to the north and commercial uses to the east, south, and west. A site plan of the subject property is contained in Figure 1 below.

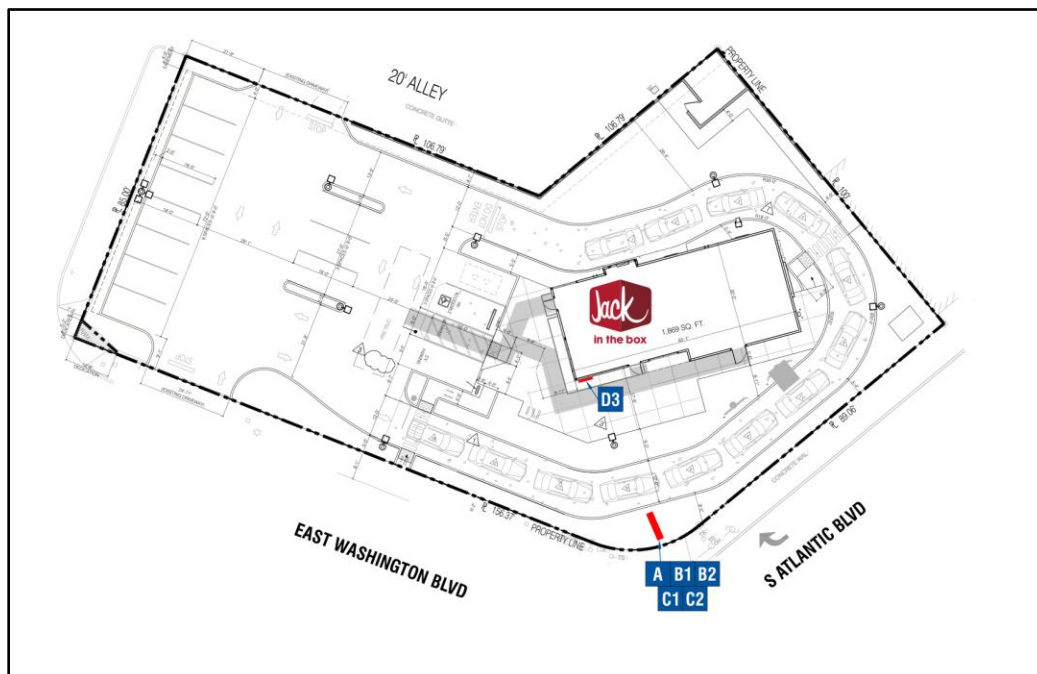


Figure 1. Site Plan - 5133 East Washington Boulevard

BACKGROUND:

On March 22, 2023, the developer pulled permits to replace the previously abandoned Church's Chicken restaurant and drive-through facility with a new Jack-in-the-Box development.

On July 28, 2025, the initial sign plan submittal was filed, which included a pylon sign and additional wall signs. However, the sign plans proposed signs that were beyond what could be approved administratively. Therefore, sign plan, in its entirety, could not be fully approved until the Planning Commission approves a Master Sign Program for the drive-through restaurant.

Because of this requirement, the scope of the sign plan was split. Three signs were successfully reviewed and approved by the Planning and Building and Safety Divisions and have already been installed. Planning Commission review and approval is required for three (3) remaining unapproved signs.

ANALYSIS:

CMC Section 19.25.130 authorizes Planning Commission review of a master sign plan when special project characteristics warrant coordinated consideration, including limited site visibility, the size or number of proposed signs, and a site's location relative to major transportation routes.

Given that the existing drive-through restaurant has special project characteristics due to its corner location on two major corridors (Atlantic Boulevard and Washington Boulevard) and contains vehicle queueing lanes which require additional directional signage, a master sign program is needed to allow signage that may not have been otherwise allowed through the strict application of the City's Sign Ordinance (CMC Chapter 19.25 *Signs*).

The existing drive-through restaurant occupies a corner lot at two major corridors, and the applicant has documented limited visibility from certain approaches. Additionally, the unique layout of drive-through facilities requires additional signage that may not be needed for other uses. Review of the complete inventory of existing and proposed signs under one Master Sign Program allows the Planning Commission to consider the proposed sign locations, height, dimensions, orientation, materials, design, colors, and integrated static reader board panels as a unified design. Below is a table listing the existing and proposed (in red) signage for Jack-in-the-Box.

Sign Type	Size (square feet and height)	Description
Existing wall sign (D1) (west elevation)	26.64 sq. ft. (Approx. 5" x 5")	Internally Illuminated Wall Sign with Red Letters - Lacryl Series 400 LW-5-9404-1 and 443 'Deep Red', Translucent Paint And Acrylic
Existing wall sign (G) (south elevation)	58.76 sq. ft. (Approx. 4" x 16")	Internally Illuminated Wall Sign - Digital Print on Blockout Vinyl to Match Sherwin-Williams SW6832 'Impulsive Purple'

Existing wall sign (D3) (east elevation)	26.64 sq. ft. (Approx. 5" x 5")	Internally Illuminated Wall Sign with Red Letters - Lacryl Series 400 LW-5-9404-1 and 443 'Deep Red', Translucent Paint and Acrylic
Proposed wall sign (D2) (south elevation)	26.64 sq. ft. (Approx. 5" x 5")	Internally Illuminated Wall Sign with Red Letters - Lacryl Series 400 LW-5-9404-1 and 443 'Deep Red', Translucent Paint and Acrylic
Proposed 25' Pylon Sign (A)	25' heigh 66.4 sq. ft. (Approx. 9" x 8")	Fabricated Aluminum with Internal Led Illumination - Lacryl Series 400 LW-5-9404-1 and 443 'Deep Red', Translucent Paint
Proposed Reader Board - Cabinet and Face (B1,B2,C1, and C2)	24 sq. ft. (Approx. 35.75" x 95.5")	Internally Illuminated S/F Readerboard Cabinets - .150" Clear Polycarbonate W/ Second Surface Digital Print Graphics

Figures 2 and 3 illustrate the elevations of the proposed signs requiring the master sign program.

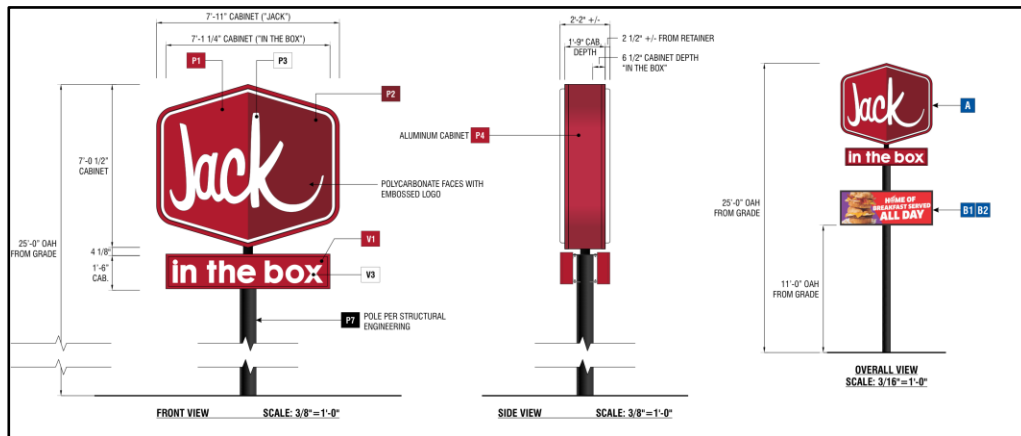


Figure 2. Proposed 25-Foot Pylon Sign and Integrated Static Reader Board

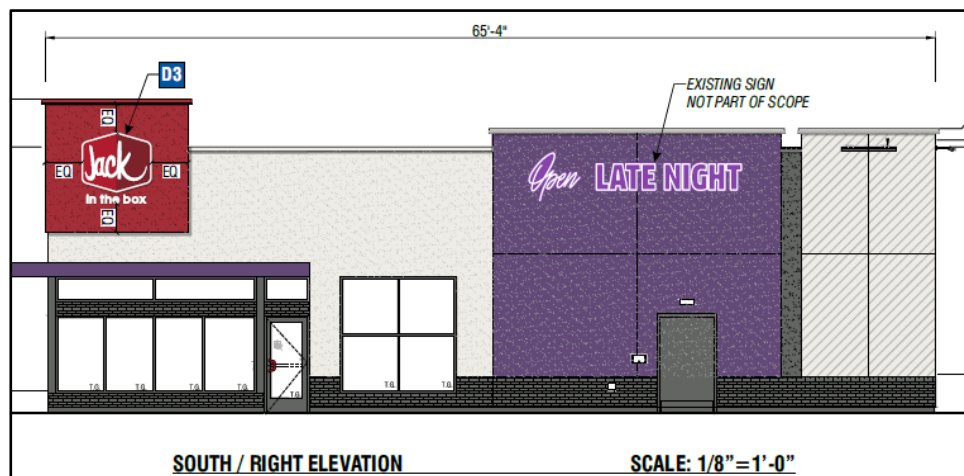


Figure 3. Proposed Wall Sign (D3)

The proposed signs depicted in Figures 2 and 3 are under the Planning Commission's discretion and require approval of the proposed Master Sign Program to be approved before building permits could be issued. According to the Applicant, the proposed wall sign and freestanding pylon sign will complement the existing building signage and improve business identification for motorists traveling along East Washington Boulevard and south on South Atlantic Boulevard. Additionally, as proposed, the materials and colors are fully compatible and coordinated with the existing Jack-in-the-Box sign package and branding.

The proposed 25-foot overall height for the proposed pylon sign is below the 42-foot absolute maximum identified in CMC Table 19.25.100A for freestanding signs, and the reader board cabinets are shown at approximately 14 feet above grade, below the CMC's 30-foot maximum height for reader board signs. Final placement must also preserve required traffic sight distance and remain outside the public right-of-way.

The pylon sign uses the same corporate logo, colors, materials, and illumination approach as the existing building signs. Combining the identification cabinet and static promotional panels on a single support produces a coordinated sign rather than multiple freestanding structures.

GENERAL PLAN CONSISTENCY:

The Commercial Manufacturing designation supports commercial, office, and light-manufacturing uses along high-visibility corridors. The existing restaurant is an established commercial use in the Atlantic/Washington planning area. The proposed sign advances General Plan policies for improving existing commercial areas and Washington Boulevard corridor, creating coordinated area themes, and maintaining commercial properties and signage. It does not change the site's land use or development intensity.

MASTER SIGN PROGRAM APPLICATION FINDINGS:

1. What special project characteristics (e.g., the size of proposed signs, limited site visibility), does your proposal contain?

The project site contains unique special characteristics that warrant a comprehensive Master Sign Program pursuant to CMC Section 19.25.130. Specifically, the subject property is a multi-parcel corner lot situated at the heavily traveled intersection of two major arterial corridors (East Washington Boulevard and South Atlantic Boulevard). Due to the orientation of the newly constructed and surrounding buildings, existing infrastructure, and complex traffic patterns at this intersection, the restaurant suffers from severely limited sightlines and visibility from multiple vehicular approaches for westbound traffic on Washington Boulevard and southbound traffic on Atlantic Boulevard.

Furthermore, the site accommodates a high-turnover drive-through facility which necessitates specialized directional and informational signage. Thus, the Master Sign Program evaluates the entire, comprehensive sign inventory for the property as a unified plan. This holistic review ensures that the two unpermitted pending signs (the 25-foot freestanding pylon sign and one additional wall sign) function harmoniously alongside the three previously approved signs, establishing a coherent and permanent sign

blueprint that accounts for the lot's unique geometry, size, building orientation, and future tenant adaptability.

2. How does your proposal manifest exceptional visual harmony between the sign, buildings and other components of the site through the use of a consistent design theme, including but not limited to color, materials, location, scale and/or type of sign proposed?

The proposed Master Sign Program achieves exceptional visual harmony by integrating all signage elements into a singular, cohesive corporate design theme. The pending pylon sign and wall sign strictly utilize the official Jack in the Box corporate branding patterns by incorporating matching red, white, and black color palettes, identical high-grade materials, and consistent internal illumination methods established by the existing building wall signs.

The scale, structural mass, and placement of the pylon sign are meticulously proportioned relative to the 1,869-square-foot one-story building, sitting well below code maximums (25 feet proposed versus 42 feet allowed). By combining the corporate identification cabinet and static reader board panels onto a single, streamlined support structure rather than scattering multiple disconnected signs across the parcels, the design eliminates visual clutter and successfully anchors the freestanding components to the architectural character of the main restaurant building.

3. How does the proposal promote and compliment the planned land use in the area of the site and enhance the aesthetics of the surrounding area?

The proposal actively promotes and complements the goals of the Commercial-Manufacturing (C/M-1) zoning district and the General Plan designation by supporting a vital commercial use along a primary economic corridor. The comprehensive sign plan elevates the visual standard of the Atlantic/Washington planning area by replacing an abandoned, underutilized site with a polished, high-quality development.

The architectural quality and coordinated signage aesthetic enhance the overall streetscape, project a well-maintained corporate image, and stimulate continued private investment and commercial vitality along the East Washington Boulevard and South Atlantic Boulevard commercial corridors.

4. How is the proposal compatible with the scale, character, design and lighting of adjacent property?

The proposed Master Sign Program is entirely compatible with the scale, character, and lighting design of adjacent commercial developments, which similarly feature multi-tenant centers and commercial nodes. The signs utilize professional fixed-face cabinets and subdued internal illumination that blend seamlessly with the visual environment of the commercial corridor.

Crucially, the sign package strictly prohibits flashing, animated, or pulsing elements, ensuring that the lighting remains static and restrained. The design avoids any potential glare or light spillover into adjacent properties and guarantees zero interference with traffic control devices or roadway visibility.

5. How does the proposal not obstruct natural scenic views from public right-of-way or public property?

The subject property is located within a fully urbanized, densely developed commercial corridor that contains no designated or identified natural scenic resources, open space vistas, or protected viewsheds from the public right-of-way.

All proposed signage under the Master Sign Program will be located entirely on private property outside of the public right-of-way. Furthermore, final placement is conditioned upon preserving strict, required traffic sight-distance triangles, ensuring that pedestrian safety, vehicular line-of-sight, and open public views along East Washington Boulevard and South Atlantic Boulevard remain completely unobstructed.

ENVIRONMENTAL REVIEW:

The project is categorically exempt from the California Environmental Quality Act under CEQA Guidelines Section 15301, Class 1 (Existing Facilities) and Section 15311(a), Class 11 (Accessory Structures), as Class 1 applies to minor alterations to existing facilities with negligible expansion of use, and Class 11 applies to minor structures accessory to existing commercial facilities, specifically including on-premises signs. SP-2026-21 would authorize signage at an existing developed restaurant and would not expand the restaurant building or alter the approved land use.

ALTERNATIVES:

1. Approve recommendation.
2. Reject recommendation.
3. Provide staff with further direction.

Prepared by: Jose Martinez, Associate Planner

Reviewed by: Jessica Serrano, Director of Community Development

Reviewed by: Araceli Almazan, City Attorney

ATTACHMENTS:

- A. Master Sign Program Plan