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STAFF REPORT

Item # 5

To: Lemoore Planning Commission
From: Holly Smyth, Planning Director *HS*
Review Date: April 9, 2013
Subject: Reconsideration of Sign Variance #2012-03 Application by David Rose from Elite Acid from Sign Regulations Sections 9-5F-5-B1 and 9-5F-5-B2 to Allow Flexibility

Background:

At the January 14, 2013 Planning Commission meeting sign variance #2012-03 was reviewed and approved by the Planning Commission as originally drafted by staff and is available for review at <http://lemoore.com/planning/agendas/2013/jan14.htm> under item #6. After the meeting, the Planning Commission chairperson approached staff stating he did not believe that the Commissioners fully understood what they approved and asked if it could be re-considered. In talking to the City Attorney at that time, he stated that they could bring it back without re-noticing the public hearing but should do so at their next meeting.

The subject site is located at 317 S. Lemoore Avenue on the west side of South Lemoore Avenue approximately 200 feet south of Larish Street and directly west of the parking area at Lemoore High School. Currently, there is one other business in this small complex which has three (3) signs in the front area for one business. The applicant requested to allow a 4' tall x 8' wide wall sign on the front portion of his building which is 16' in height. This sign size is taller than what would normally be allowed under Table 9-5F-5-B1 of the Lemoore Zoning Code, which only allows for a single 2'x8' wall sign at the proposed location to be in "scale with the overall building height and generally not take up more than 10% of the height of the building". Given the 16' building height, this would equate to a sign of 1.6' or "generally 2'" in sign height.

In January, Planning Commission approved the size of the sign as well as a location for the sign to be in line with the other on-site signs as was shown in the redlined photo attached to the draft resolution. It is staff's understanding that the Commission did not realize they were asking the applicant to change the location of his sign from the location it is currently placed at and would like to re-visit their decision. Therefore, staff modified the Resolution and attachments with what they believe Commissioners might want to see to allow the sign to stay in its current location in the 4' x 8' size.

Recommendation:

The Planning Commission should review the attached Revised Resolution and consider if they would like to approve it as re-written to replace their original decision on the variance.

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