

Mayor
Willard Rodarmel
Mayor Pro Tem
John Plourde
Councilmember
John Gordon
John Murray
William Siegel



**Planning
Department**

210 Fox Street
Lemoore • CA 93245
Phone • (559) 924-6740
FAX • (559) 924-6743

To: Lemoore Planning Department **Item #** 2
From: Holly Smyth, Planning Director *HS*
Review Date: February 14, 2011
Subject: Administrative Hearing for Sign application by Pioneer Square

Discussion:

Section 9-14-4-4J and 9-14-4-4L of the City Sign Ordinance discusses Shopping Center Identification signs and Freestanding signs on sites with buildings and specifications allowed in the Central Commercial zoned districts. The code currently allows for one freestanding and one shopping center identification sign under the strict interpretation within the CC (Central Commercial) zone district. The shopping center sign is allowed to be up to 300 square feet in size per side but is limited to only listing 3 tenant names. A freestanding sign, allows up to 100 square feet in signage per side but does not have a limit on the number of tenants listed.

Pioneer Square Shopping Center is requesting to have two (2) freestanding signs at the shopping center, one on Lemoore Avenue and the other on Hanford-Armona Road with more than three tenants on both structures. The sign structures are proposed to be 23'-6" in height by 10'-8 3/8" in width, each with maximum of 88 square feet of signage area per side, excluding design elements. The proposed sign structures will accommodate up to four (4) 1'-11 3/4" x 7" and ten (10) 10 7/8" x 3'-6" tenant sign areas. The areas for the sign are shown on the attached Exhibit A as submitted.

The second part of the applicant's request includes modifications to the currently approved "Sign Criteria – Pioneer Square Shopping Center" to address some grammatical modifications as well as provide for greater flexibility in determining the adequate size of wall signs within Pioneer Square, so that it is not tied to the exact dimensions of the "sign band area" outlined in elevation drawings.

The third part of the applicant's request includes wall signage for In-Shape Fitness, which would not be able to be approved under the Shopping Center's current sign criteria. The above two modifications, once approved, would allow staff to approve the proposed wall signage for In Shape, and therefore will be addressed after the final determination of this proposal is complete.

Section 9-14-5-5 of the Sign Ordinance allows an applicant to submit a request for an administrative hearing for a particular sign or site if the strict enforcement of the sign regulations results in something inconsistent with the purposes of the Sign Ordinance. As part of the procedure, property owners within 300' of the proposed site were notified of the request being made by mail with the time, date, and location of the administrative hearing included as required by the City's Zoning Ordinance.

The purpose of the entire sign ordinance is "to protect the general health, safety, welfare and aesthetic integrity of the community; to enhance the aesthetic environment and the city's ability to attract sources of economic development and growth; to encourage individuality amongst businesses through signage; to improve pedestrian and traffic safety; to minimize the possible adverse effect of unsightly, inharmonious and hazardous signs on nearby public and private property; and to provide for the fair and consistent enforcement of these sign regulations".

"In God We Trust"

This request is to allow the two freestanding signs, as described above, at locations shown in the attached redline drawings and to allow flexibility in the determination of providing adequate size of wall signs within Pioneer Square Shopping Center. The two freestanding signs will allow for more visibility and economic opportunity for the businesses in the shopping center.

Recommendation:

Staff needs to conduct the duly noticed administrative hearing, to present the applicant requests, take written or verbal testimony on the proposal, and make a final determination after weighing all concerns.

Initially, staff recommends the approval of the attached drawings allowing the two (2) freestanding signs at the shopping center with no limitation on number of tenants, one on Lemoore Avenue and the other on Hanford-Armona Road as per the submitted size, color and design indicated on the drawing. However, the Public Works Department requires that the signage location on Hanford-Armona Road be placed 75' east of the edge of drive approach 1 (noted on drawing as DA#1), which is 30' to the east of the originally proposed location to allow for adequate vehicular safety.

Staff also recommends that the proposed modifications to Pioneer Square's Sign Criteria be modified as proposed with a few slight adjustments to conform with City Code and the intent of the applicant's request as follows (see Sign Criteria attachment):

-Section D(d) to read "Sign length shall generally be a maximum of....(continue as proposed)

-Last sentence to read "These Criteria shall become effective upon ~~City of Lemoore~~ Planning Director ~~Commission consent~~ approval and shall not be modified except as provided herein or in the City of Lemoore Municipal Code.

-Signature line for the Pioneer Square needs to be the property owner

Clean copies of all approvals will be completed and forwarded to interested parties shortly after the Administrative Hearing is complete, and City will need owner signature on final Sign Criteria document.

Signage request for the In-Shape signage will be under separate cover.

SIGN CRITERIA

PIONEER SQUARE SHOPPING CENTER
1104 THRU 1280 N. LEMOORE AVENUE
LEMOORE, CALIFORNIA 93245

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Landlord and Tenant acknowledge and agree that landlord's primary concern is with the quality and reputation of the retail operations located in the Shopping Center. Accordingly, landlord has established these sign criteria ("Criteria") for the mutual benefit of all Tenants and for the purpose of ensuring that the quality and reputation of the Shopping Center are consistent with a first-class regional mall or shopping center. Conformance with the Criteria will be strictly enforced, and any installed non-conforming or unapproved signs must be brought into conformance at the expense of the Tenant (this includes pre-existing rectangular box signs that were removed when façade improvements were installed).

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A. GENERAL REQUIREMENTS

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1. Tenant shall submit proposed signage to the Landlord and the City of Lemoore, with applicable fee, for their approvals, prior to fabrication of such signage. Three (3) prints of details indicating the location, size, design and color of the proposed sign, including all lettering and/or graphics shall be included in such paperwork.
2. All permits from the City of Lemoore for signs and their installation shall be obtained by the Tenant or his/her representative from the Planning and Building Departments of the City of Lemoore except for free standing monument sign for the shopping center to be built and installed at landlord's sole expense. Tenant will be responsible for all costs associated with its signage.
3. All signs shall be constructed and installed at the Tenant's expense, except for free standing signs for the shopping center to be built and installed at Landlord's sole expense. Tenant will be responsible for the cost and installation of any sign insert Tenant is authorized to install in the shopping center freestanding signs.
4. Tenant shall be responsible for the fulfillment of all requirements of these Criteria, and shall submit samples of sign material if requested by the Landlord.
5. Tenant is responsible for removing signage within 30 days of vacating premises and shall promptly repair, to Landlord's satisfaction, any damage to building caused by sign removal.

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B. GENERAL SPECIFICATIONS

1. No exposed neon, animated flashing, or audible signs will be permitted.
2. No exposed lamp R-tubing will be permitted.

3. All signs and their installation shall comply with all local building and electrical codes.

4. Exposed raceways will be permitted so long as it is a single bar behind individual letters and js painted to match building and j-box is hidden from view.

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5. All cabinets, conductors, transformer and other related sign infrastructure shall be concealed. Visible fasteners will not be permitted.

6. Electrical services to all signs shall be on the Tenant's meter, and shall utilize photocell controls for lighting.

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7. Painted lettering will not be permitted.

C. LOCATION OF SIGNS

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1. Wall signs:

Wall signs shall be placed substantially within the "Signage Outline" as depicted on the City-approved Building Elevations attached hereto as Exhibit "A," and shall be aligned vertically and horizontally.

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D. DESIGN STANDARDS

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1. Wall Signs:

(a.) Signs shall be composed of individual or script lettering. Boxed and can signs will not be permitted. Signs may be internally illuminated. Letters may be slanted or vertical, upper or lower case and colors are unrestricted. Letters shall be flush mounted on fascia.

(b.) Signs shall have a minimum depth of five (5) inches.

(c.) Signs with a single or double row of letters shall have a maximum letter height of 3'-0".

(d.) Sign length shall be a maximum of the "Signage Outline" area shown on Exhibit A. *generally* All signage, including window signs, shall not exceed the City's maximum cumulative square footage, stated below, based on the frontage occupied by Tenant;

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"The maximum allowed cumulative sign area shall be two (2) square feet for each linear foot of primary frontage," [Mun. Code 9-14-4-4; Section "O"]

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(e.) In addition to the signs described above, each sign area may contain a logo, which must be within the limits prescribed for the sign.

2. Free Standing Shopping Center Signs:

(a) Sign height, design and area shall be in accordance with the City's zoning requirements and the drawings attached as Exhibit "B," and approved by City and Landlord.

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(b) The sign shall be for the benefit and use of Tenants at Landlord's discretion. Tenants authorized by Landlord to install a sign insert into any freestanding sign shall do so at Tenant's sole cost and expense.

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(c) Up to two (2) free standing signs shall be allowed in the locations, and pursuant to the specifications, shown on Exhibit B.

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3. Notwithstanding any other provision of these Criteria, Landlord may, but shall have no obligation to, approve a tenant building sign in order to prevent or lessen substantial hardship or results that may be caused by strict or literal interpretation and enforcement of these Criteria. For such consideration, Tenant shall be required to show that the requested building sign(s) is/are compatible, and in scale and harmony, with the shopping center's architectural design, and that disapproval of such signs would be inconsistent with the purpose and intent of these Criteria. Such consents shall apply only to the particular tenant sign in question and shall still be subject to approval by the Planning Director or as otherwise governed by the City of Lemoore Municipal Code.

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E. MISCELLANEOUS REQUIREMENTS:

1. Tenant will be permitted to place upon the windows of each entrance of its premises, not more that one hundred forty-four (144) square inches of gold leaf or decal application lettering, not to exceed two (2) inches in height, indicating hours of business, numbers, etc.

2. If Tenant has a non-customer door for receiving merchandise, it may have uniformly applied on said door, in location as directed by Landlord, in two (2) inch high block letters, the Tenants name and address. Colors and style of letters will be uniform for all tenants.

3. Tenant shall install street address numbers on front doors as required by the Postal Service and the City of Lemoore. Numerals shall be of a uniform size, color and style as approved by Landlord, but at a minimum must be 3" in height above entryway, visible from parking areas. Tenants located directly adjacent to Lemoore Avenue or Hanford Armona Road shall install 12" letters on the westerly walls so that it is legible from the street for fire safety purposes.

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4. Except as provided herein, no advertising placards, pennants, names, insignia, trademarks or other descriptive materials shall be affixed or maintained upon the glass panes and supports of the show windows and doors, or upon the exterior walls of the building store front.

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5. Grand Opening or Sale Signs: A grand opening sign or banner for a new business will be permitted for 30 days. A maximum of two (2) temporary signs which may incorporate banners, announcing a sale or special promotion, shall be permitted for a maximum of twelve (12) days at a time (one per street frontage), provided no banner was located on the site for a minimum of 30 days prior to display and no banner will be displayed for a minimum of 30 days after. Display of such signs announcing a grand opening or sale shall not be day-glow or fluorescent in color, shall not exceed one square foot per lineal foot of building frontage or tenant space frontage (not to exceed 100 square feet), and shall be constructed of materials that can withstand outdoor weather conditions (such as cloth, canvas, or vinyl plastic but not paper or cardboard).

Director approval

~~These Criteria shall become effective upon City of Lemoore Planning Commission consent and shall not be modified except as provided herein or in the City of Lemoore Municipal Code.~~

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Signed by Pioneer Square Center

PIONEER SQUARE CENTER CITY OF LEMOORE

By: _____ By: _____
Owner/Agent Holly Smyth, Planning Director

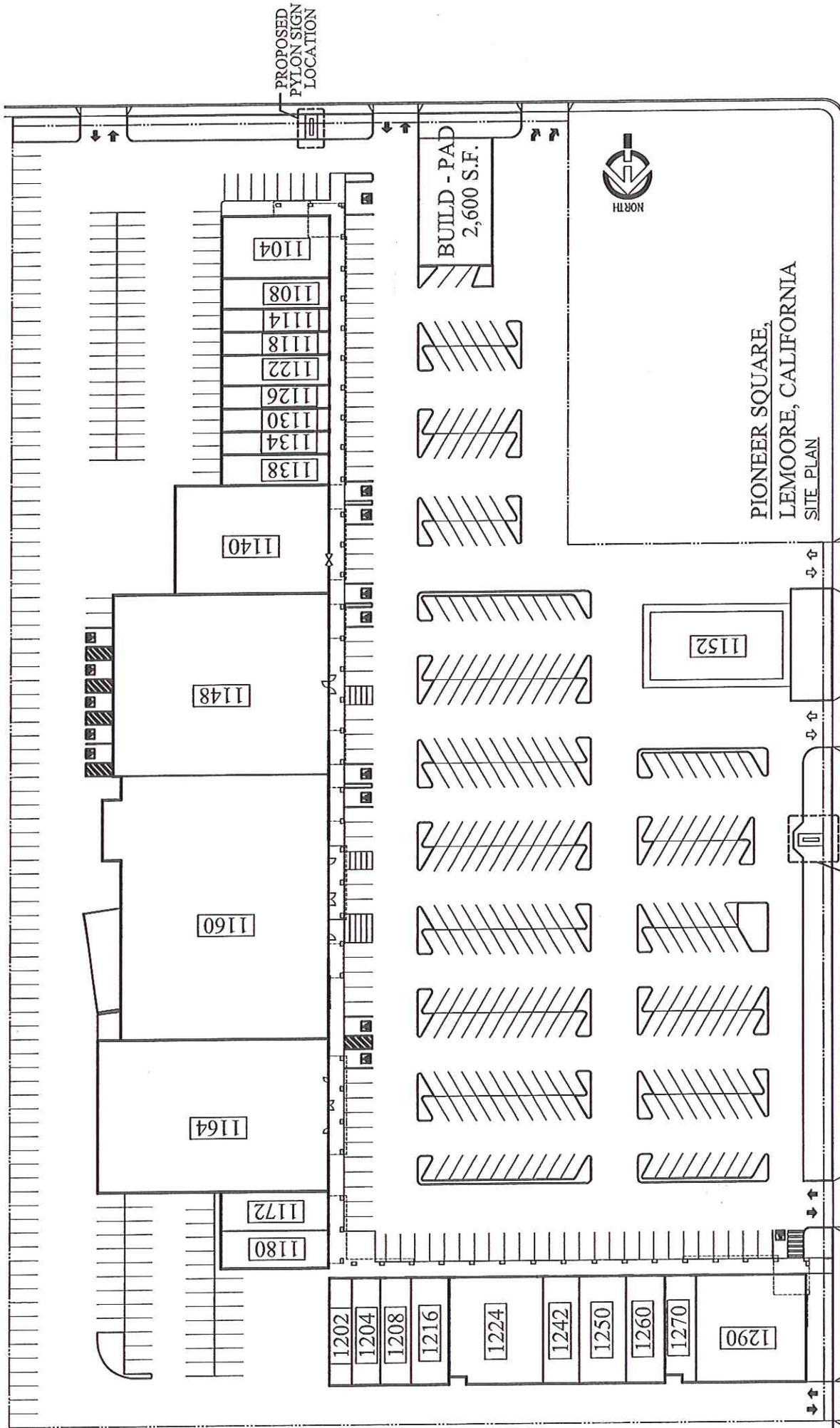
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Date

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SAFCO CAPITAL CORPORATION¶
1850 S. Sepulveda Blvd.,¶
Los Angeles, CA. 90025¶
Tel. : 310-473-9500¶

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Pioneer Square\Approval for Pioneer
Square Sign Criteria.doc .



PROPOSED
PYLON SIGN
LOCATION

BUILD - PAD
2,600 S.F.



PIONEER SQUARE,
LEMOORE, CALIFORNIA
SITE PLAN

18 th AVENUE

PROPOSED
PYLON SIGN LOCATION

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1108

1114

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1126

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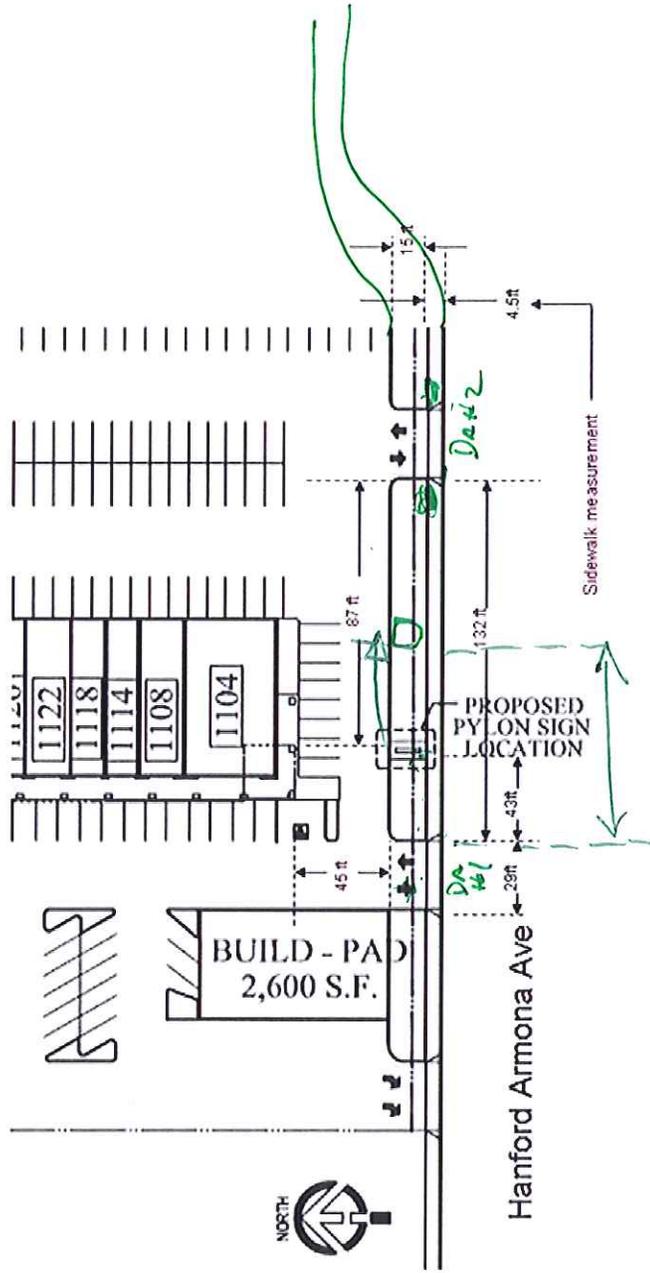
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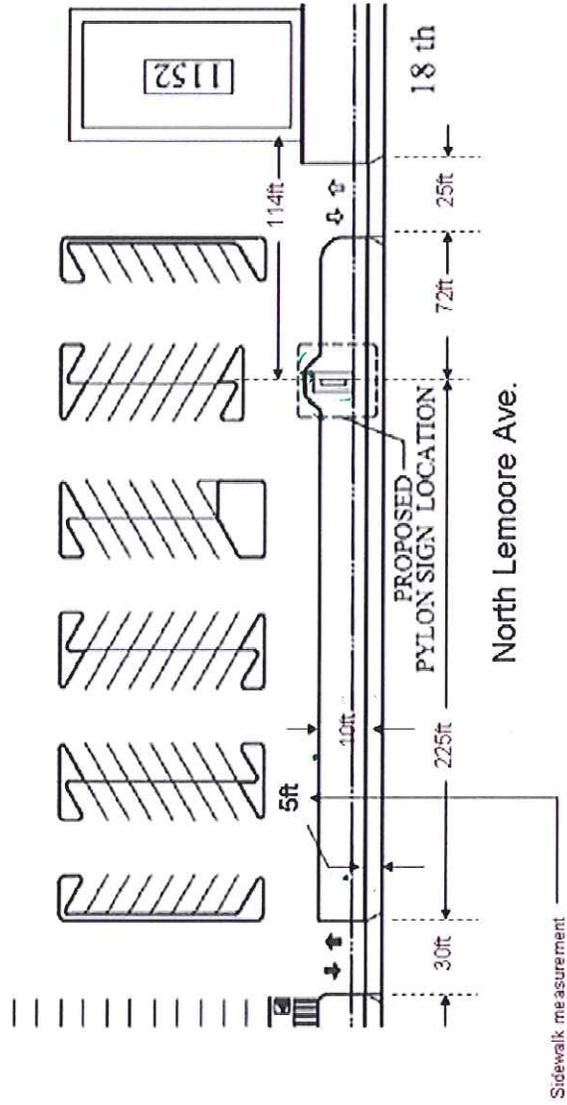
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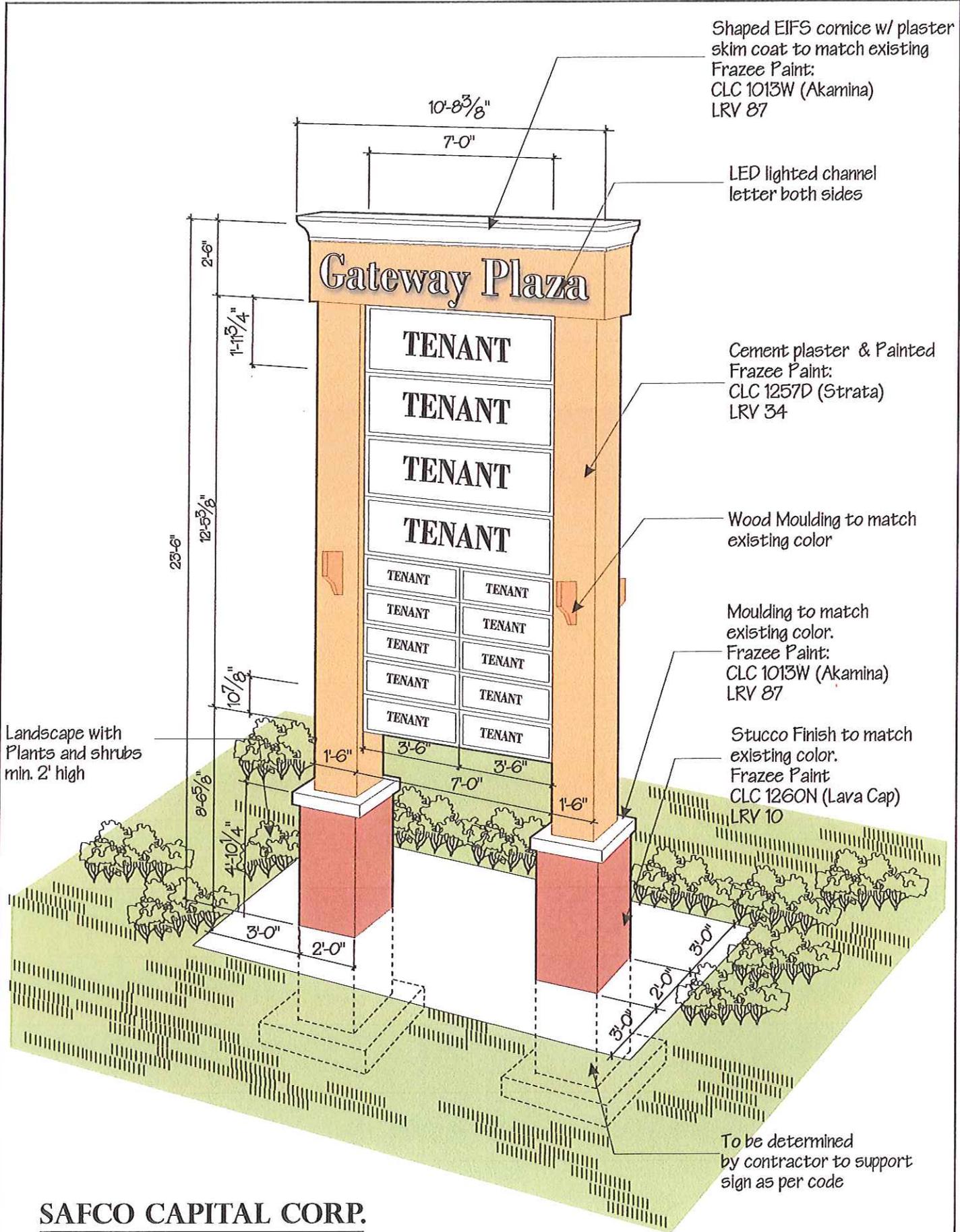


MOVE SIGN EAST
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WJD
2-10-11



ok



SAFCO CAPITAL CORP.

1850 S. SEPULVEDA, LOS ANGELES CA 90025