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



**Planning
Department**

711 Cinnamon Drive
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To: Lemoore Planning Department
From: Holly Smyth, Planning Director, *MS*
Gloria Hobbs, Assistant Planner
Review Date: June 12, 2012
Subject: Administrative Hearing for Sign application by Sara Vandenberg for
Family Dollar at 1148 N. Lemoore Avenue

Item # **2**

Discussion:

On May 15, 2012, Family Dollar submitted an application requesting to have one (1) channel letter illuminated wall sign which includes a logo medallion in the center of the sign, at 1148 N. Lemoore Avenue, formerly Lemoore Pioneer Square Shopping Center and now called Gateway Plaza. The wall sign structure is proposed to be 4' x 30'-6" with a 5'-6" x 5'-6" logo (approximately 153 square feet) as shown on the attached Exhibit A as submitted. The conceptual location of the proposed wall sign is shown on Exhibit B. The applicant is also requesting a 1' x 5' projecting sign under the canopy area and a 1'-11 3/4" x 7' flat face sign in the new freestanding sign. (Exhibits A-1 and A-2)

Section 9-14-4-4-O1 of the Sign Ordinance discusses wall signs and specifications allowed in the CC (Central Commercial) zone district. This code section currently allows for 2 square feet for each linear foot of primary building frontage facing public street. Total cumulative sign area for an individual business, shall not exceed two hundred (200) square feet. The area of an individual sign shall not exceed one hundred (100) square feet, except for highway oriented signs. However the sign must be in scale and designed in harmony with the building to which it is attached, which may reduce the sign size.

Section 9-14-3-1H states that signs shall be designed in scale (generally no more than 10 percent of front vertical building facade) and in harmony with the architectural design of the sites, buildings, or structures on which they are located or to which they are attached. The height of the building is 27' and based on this section the height of the sign may be 2'-7" which can be generally rounded to 3' as the language does give some administrative flexibility to staff.

However, the proposed wall sign structure is 4' in height which would be 1'-0" taller and the logo is 5'-6" x 5'-6" which is 2'-6" taller than allowed under standards of the zoning code. The overall square footage of the proposed sign is approximately 53 square feet larger than normally allowed for an individual sign which is set at 100 square feet per business.

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 is something inconsistent with the purposes of the Sign 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

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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”.

According to the applicant, the area where the sign is to be installed is quite large and a bigger sign to provide them with the best visibility and will look proportionate to the building. As part of this application 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 site area is currently zoned CC (Central Commercial). In February 2011, In-Shape requested modification to their sign at 1140 N. Lemoore Avenue, which is the building directly south of the proposed area as shown on Exhibit C. The building frontage for In-Shape is 141 feet total. Regulations allow 100 square feet for one sign. The In-Shape sign was approved at 3'-10" x 22'-6" (86.18 sq. ft.) and the logo at 5'-4" x 5'-6" (29.31 sq. ft.) with the total cumulative signage of 115.5 square feet which was approved at 15.5 square feet more than allowed and 2'-4" more than allowed for the height of the sign. The building frontage for the proposed sign is 233.6 square feet which allows 200 square feet of total signage of which only 100 square feet is allowed for an individual sign.

The request to allow the 4' x 30'-6" wall sign and 5'-6" x 5'-6" logo, was reviewed based on Sign Regulations and the existing signage at Gateway Plaza formerly Pioneer Square. In order 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, the Family Dollar channel letter wall sign is approved as submitted and shown on the attached Exhibits A and B which is approximately 53 square feet over the allowed square footage for an individual sign in this zone district.

The proposed projecting sign and flat face sign are in conformance with the sign ordinance so long as the conditions for the projecting sign are met. The additional signage is part of the 200 square foot cumulative total signage allowed, therefore with the approval of the 153 square foot wall sign and 5 square feet for projecting sign there is approximately 42 square feet of cumulative signage left for this business for other types of signage.

Recommendation:

Staff needs to conduct the administrative hearing, to present the applicant's request, take written or verbal testimony on the proposal, and make a final determination after weighing any concerns from the adjacent neighbors.

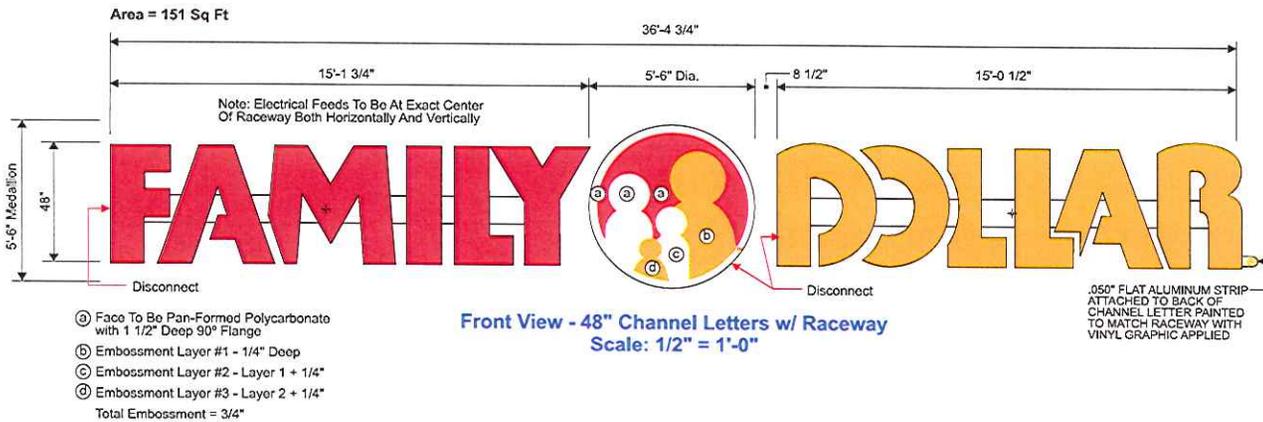
Staff recommends the approval of the attached redline Exhibit A allowing a 4' x 30'-6" illuminated channel letter wall sign with a 5'-6" x 5'-6" logo with conceptual location as shown in Exhibit B, and a 1' x 5' projecting sign and 1' x 11' ¾" flat face sign in freestanding sign structure with the following conditions: (shown in attachment A-1 and A-2)

1. Any additional signage not approved with this application will need to be submitted for review and approval along with the applicable fee, to this department before being installed.
2. The illuminated channel letter wall sign shall be placed in line with the In-Shape sign to its south.
3. The 1' – 11 ¾" flat face sign is approved in the freestanding sign location as per Exhibit A-2.

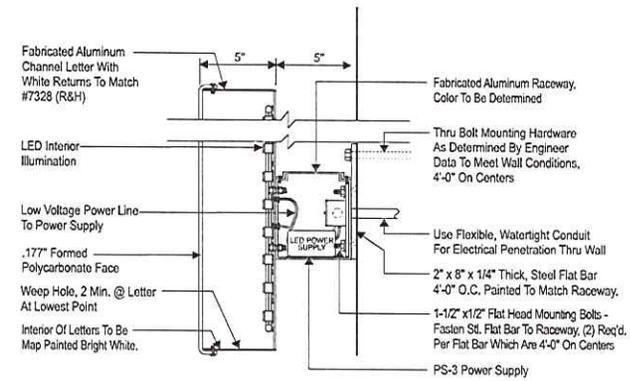
“In God We Trust”

4. The 1' x 5' Projecting Sign is approved as per attached Exhibit A-1 and must meet the following:
 - a) The projecting sign shall either be located at right angles to the building front along the building façade, or, when located on the corner of a building, at a forty-five degree angle to the corner of the building.
 - b) The lowest point of a blade or bracket sign shall be a minimum of six feet eight inches (6'-8") above grade.
 - c) The sign may project a maximum of five and a half feet (5 ½') from the building.
 - d) The sign shall be suspended with a clear space of at least six inches (6") between the sign and the building.
 - e) Projecting sign shall be spaced to maximize the visibility of signage.
5. Building Department must be contacted at (559) 924-6730 prior to the installation of any signs to obtain any necessary building permits. The installation of all signs shall be per City standards and as per building codes. The Building Department is located at 711 Cinnamon Drive in Lemoore
6. The Business License Department must be contacted at (559) 924-6710 for any necessary business licenses prior to the installation of any signs. The Business License Department is located at 119 Fox Street.
7. Signs and sign structures shall be constructed, operated and maintained in such a manner as to comply with all applicable Federal, State and Local statutes, ordinances and regulations. Every sign and all its associated parts, portions and materials shall be kept neatly painted, clean and free of rust and corrosion, as determined by the City. Any missing copy, malfunctioning light, crack, tearing, fading, broken surface or other not maintained, deteriorated or damaged portion of a sign shall be repaired or replaced within thirty (30) days following notification from the City.

"In God We Trust"



Front View - 48" Channel Letters w/ Raceway
Scale: 1/2" = 1'-0"



Side View - Channel Letter
Scale: N.T.S.

GENERAL SPECIFICATIONS

Cloud Format Logo Medallion

As Per Finalized Approved Drawings Based On The 48" Channel Letters Illustrated. Cloud Logo Medallion Form To Allow The Use Of T-12 HO Fluorescent Lamping System w/ Lamps, Sockets, Wiretrays And Electronic Ballasts UL Approved. Cloud Medallion Shall Be Assembled From 220" Thick ABS Backs And Returns. Face Shall Be Formed .177" Thick Solar Grade Polycarbonate, With All Colors Applied Second Surface. Face Is Held With Fasteners Through The Integral Molded Lip. Mounting Provided Via (2) Two Continuous 2" Steel Angle Braces And Matching "Heal Clips" Bolted Together On Site As Required.

Channel Letters

Consist Of Fabricated Aluminum Construction With .040" Returns And .050" Backs, Faces To Be Pan Formed .177" Thick Solar Grade, Polycarbonate Faces, Internal Illumination By LED Lighting System (Tetra Max "Red Long" and "Red-Orange Long") With Required Power Supplies Housed In Fabricated Aluminum Raceway. Registration Mark To Be .050" Flat Aluminum Strip Attached To Back Of Channel Letter Painted To Match Raceway With Vinyl Graphic Applied. Letters Mounted To 6" High x 5" Deep Aluminum Raceway. Raceways Mounted Directly To Building Fascia.

Color Specification

Logo Medallion - Akzo Nobel (Grip Flex) "SIGN10399" White, "SIGN 0208" Red, "SIGN0290" Orange
Formed "Family" Faces - Polycarbonate 2793 Red
Formed "Dollar" Faces - Polycarbonate 2157 Orange
© Symbol - 3M 3630-44 Orange Vinyl on Flat Aluminum Painted To Match Raceway
Returns and Backs - White
Raceway - To Match Mounting Surface (Default - White)

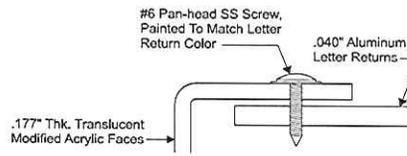
LED Specification

"Family" Letters - Tetra Max "Red" Long
"Dollar" Letters - Tetra Max "Red-Orange" Long

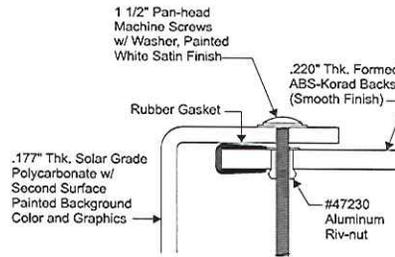
FACE MATERIAL BURN RATE:
UL 94 FLAM CLASS RATING- 94V-2

ELECTRICAL SPECIFICATIONS

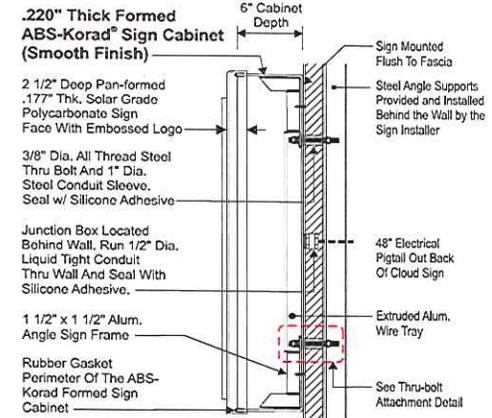
TYPICAL POWER USAGE	1.08 OR 1.5 WATTS PER FOOT (COLOR DEPENDENT)
POWER SUPPLY (INDOOR OR OUTDOOR)	UL RECOGNIZED, UL CLASSIFIED, CE, CSA APPROVED, CLASS II RATED SUPPORTS 100 TO 60 LINEAL FEET, TETRA LED
TYPICAL OUTPUT VOLTAGE	2.4 OR 3.5 VDC (COLOR DEPENDENT)
INPUT VOLTAGE	90 TO 254 VAC AND 50/60 HZ
INPUT CURRENT	0.25 A TO 1.0 A (DEPENDENT ON POWER SUPPLY MODEL)
OPERATING ENVIRONMENT	POWER SUPPLY: -25° C TO +75° C (MODEL DEPENDENT) TETRA STRIP: -40° C TO +85° C
CERTIFICATION:	STRIP AND POWER SUPPLY: UL RECOGNIZED #E219167 UL CLASSIFIED #E229508 CSA APPROVED #216310



Face Mounting Detail (Channel Ltr)
Scale: N.T.S.



Face Mounting Detail (Medallion)
Scale: N.T.S.



Side View - Medallion
Scale: N.T.S.



EXHIBIT A



Client Review Status

Allen Industries, Inc. requires that an "Approved" drawing be obtained from the client prior to any production release or production release revision.
 Approved Approved as Noted Revise & Resubmit
Name _____ Date _____
Title _____

Notes

Date / Description

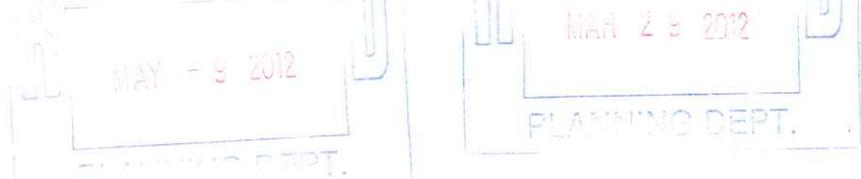
12/15/11	Issue Date

Project Information

Client: Family Dollar
1148 N. Lemoore Avenue
Lemoore, CA
File: FD-C 3957 Lemoore CA 48LM Ch Ltrs
Sales: House Design: DJH PW HS

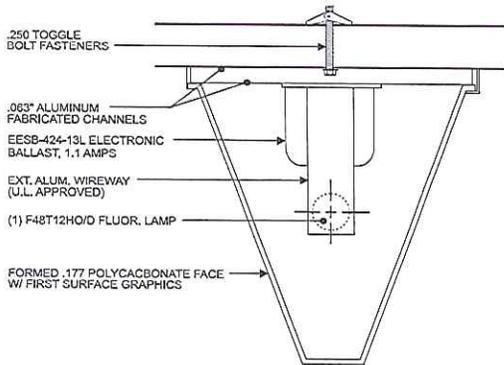
Allen Industries
www.allenindustries.com
Signs and Image Solutions
Corporate Headquarters
6434 Burnt Poplar Road, Greensboro, NC 27409
Phone 800-967-2553 336-668-2791 Fax 336-668-7875

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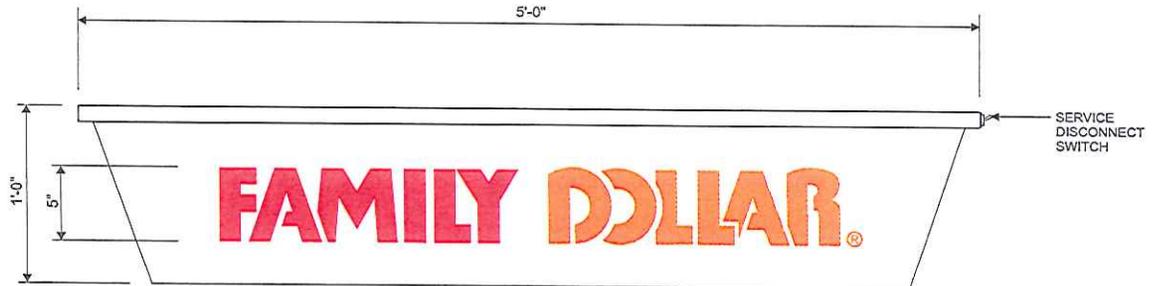


Family Dollar Design Drawings

1'-0" x 5'-0" Under Canopy Signage

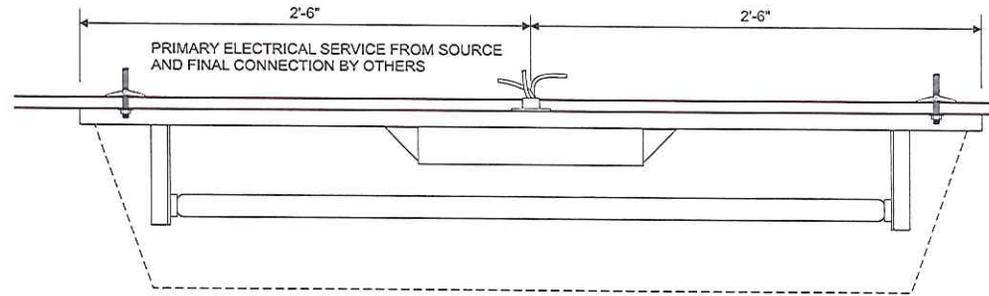


Side View - Section Detail
Scale: 1/2" = 1'-0"



Front View - Under Canopy Signage
Scale: 3/4" = 1'-0"

OVERALL SQ. FT.= 5.0



Front View - Construction Details
Scale: 3/4" = 1'-0"



Proposed Re-Image

GENERAL SPECIFICATIONS

ONE (1) FAMILY DOLLAR 1'-0" x 5'-0" V-SHAPED UNDER CANOPY SIGN TO HAVE FABRICATED ALUMINUM BASE WITH DOUBLE SIDED V-SHAPED FORMED .177 POLYCARBONATE FACE WITH FIRST SURFACE TRANSLUCENT VINYL COPY APPLIED. INTERNALLY ILLUMINATED BY (1) F48T12D HIGH OUTPUT, UL LISTED 120VAC FLUORESCENT LAMP POWERED BY (1) ELECTRONIC BALLAST.

COLORS

FACE BKGD.: #7328 WHITE
 'FAMILY': DARK RED #3630-73 (3M)
 'DOLLAR': ORANGE #3630-44 (3M)
 '®': ORANGE #3630-44 (3M)
 CABINET: NATURAL ALUMINUM

FACE MATERIAL BURN RATE:
 UL 94 FLAM CLASS RATING- 94V-2

1.1 AMPS TOTAL
 UNDERWRITERS
 LABORATORIES
 LISTED
 ELECTRIC SIGN



Client Review Status

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 Approved Approved as Noted Revise & Resubmit

Name _____
 Title _____ Date _____

Notes

Date / Description

Date	Description
12/15/11	Issue Date

Project Information

Client Family Dollar
 1148 N. Lemoore Avenue
 Lemoore, CA
 File FD-C 3957 Lemoore CA 1x5 UC
 Sales House Design DJS - PM HS

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MAR 29 2012

PLANNING DEPT.

EXHIBIT A-1

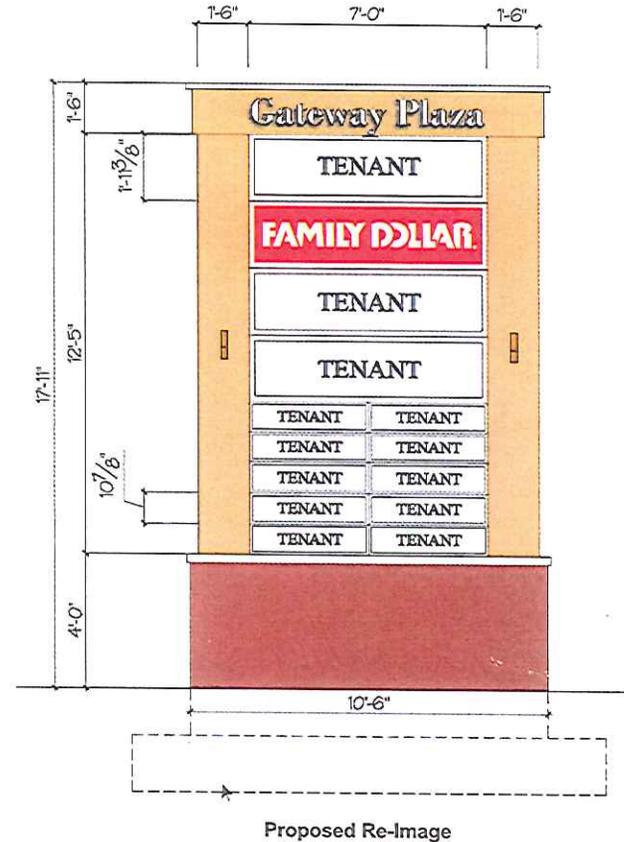


(.177") FLAT FACE REPLACEMENTS
FRONT ELEVATION - SCALE: 3/4" = 1'-0"

SPECIFICATIONS:

FLAT FACE REPLACEMENTS TO BE MANUFACTURED FROM .177" THICK TRANSLUCENT WHITE POLYCARBONATE WITH BACKGROUND TO BE FIRST SURFACE APPLIED RED VINYL (REVERSE CUT GRAPHICS).

BACKGROUND: RED TO MATCH #3630-73(3M)
GRAPHICS: WHITE



Proposed Re-Image

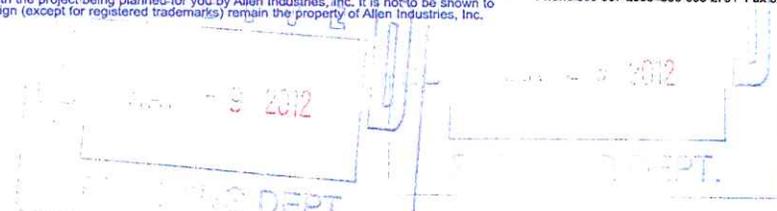
EXHIBIT A-2



Client Review Status	Notes	Date / Description	Project Information
<input type="checkbox"/> Approved <input type="checkbox"/> Approved as Noted <input type="checkbox"/> Revise & Resubmit		07/14/11 Issue Date 12/22/11 Δ Revised 01/05/12 Δ Revised 03/16/12 Δ Revised	Client Family Dollar 1164 N. Lemoore Avenue Lemoore, CA File FD-C 3957 Lemoore CA 2x7 Flat FR Sales House Design DJJ PM CW
Name _____ Title _____			

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LOCATION



Current



Proposed Re-Image

EXHIBIT B



Client Review Status
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 Approved Approved as Noted Revise & Resubmit
 Name _____ Date _____
 Title _____

Notes

Date / Description	
12/15/11	Issue Date
▲	▲
▲	▲
▲	▲

Project Information
 Client Family Dollar
 1148 N. Lemoore Avenue
 Lemoore, CA
 File _____
 Sales House Design DJS PM HS

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MAY - 9 2012
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 MAR 29 2012
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Approved ckn-shape
HOLLY SMYTH
PLANNING DIRECTOR
CITY OF LEMOORE
210 FOX ST.
LEMOORE, CA 93245
7/11/2011
H. Smyth

EXHIBIT C