

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



**Planning
Department**

711 Cinnamon Drive
Lemoore • CA 93245
Phone • (559) 924-6740
FAX • (559) 924-6708

To: Lemoore Planning Department **Item #** 2
From: Holly Smyth, Planning Director, *Holly Smyth*
Gloria Hobbs, Assistant Planner *Gloria Hobbs*
Review Date: March 21, 2012
Subject: Administrative Hearing for Sign application by Jay's Construction, Inc.

Discussion:

Jay's Construction, Inc., is requesting to place a 7' x 4' wall sign at their new location, 25 "C" Street as this wall sign is the existing wall sign at the Hill Street location. Section 9-14-4-3 of the City Sign Ordinance discusses wall signs and specifications allowed in the PO (Professional Office) zone districts. This code section currently allows for one (1) wall sign, eight (8) square feet in size, shall be permitted if a freestanding sign is not utilized and in scale and designed in harmony with the building to which it is attached, which may reduce the sign size under the strict interpretation with PO zone district. 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.

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 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".

The wall sign structure is 7' wide x 4' in height which would be 2' taller (based on the building height of 16') and 20 square feet larger than normally allowed. The application requests that this sign be allowed to be placed in the front of the new building facing north as shown in Exhibit B (conceptual location). The proposed wall sign is actually shown in Exhibit A. The sign structure is basically oval in shape and is made of metal with the design and color match the new 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 Professional Office in the DMX3 district. The area to the north, east and west are also Professional Office with residential homes. The new building blends with the residential area and the wall sign will not intrude on the residential look of the area. The proposed wall sign is in scale and harmony with the new building and the surrounding area. The size of the sign fits the location proposed on the north part of the building (Exhibit B). To the west of this professional office building is a hair salon which has been in this location for quite a few years. The sign on this business is a smaller wall sign but fits the building size, dimensions and colors. An

"In God We Trust"

institutional sign at the First 5 business on the north side of "C" Street hangs on the front of the building. On a site visit to the "C" Street locations listed above, the current businesses/signs blend with the residential in the area.

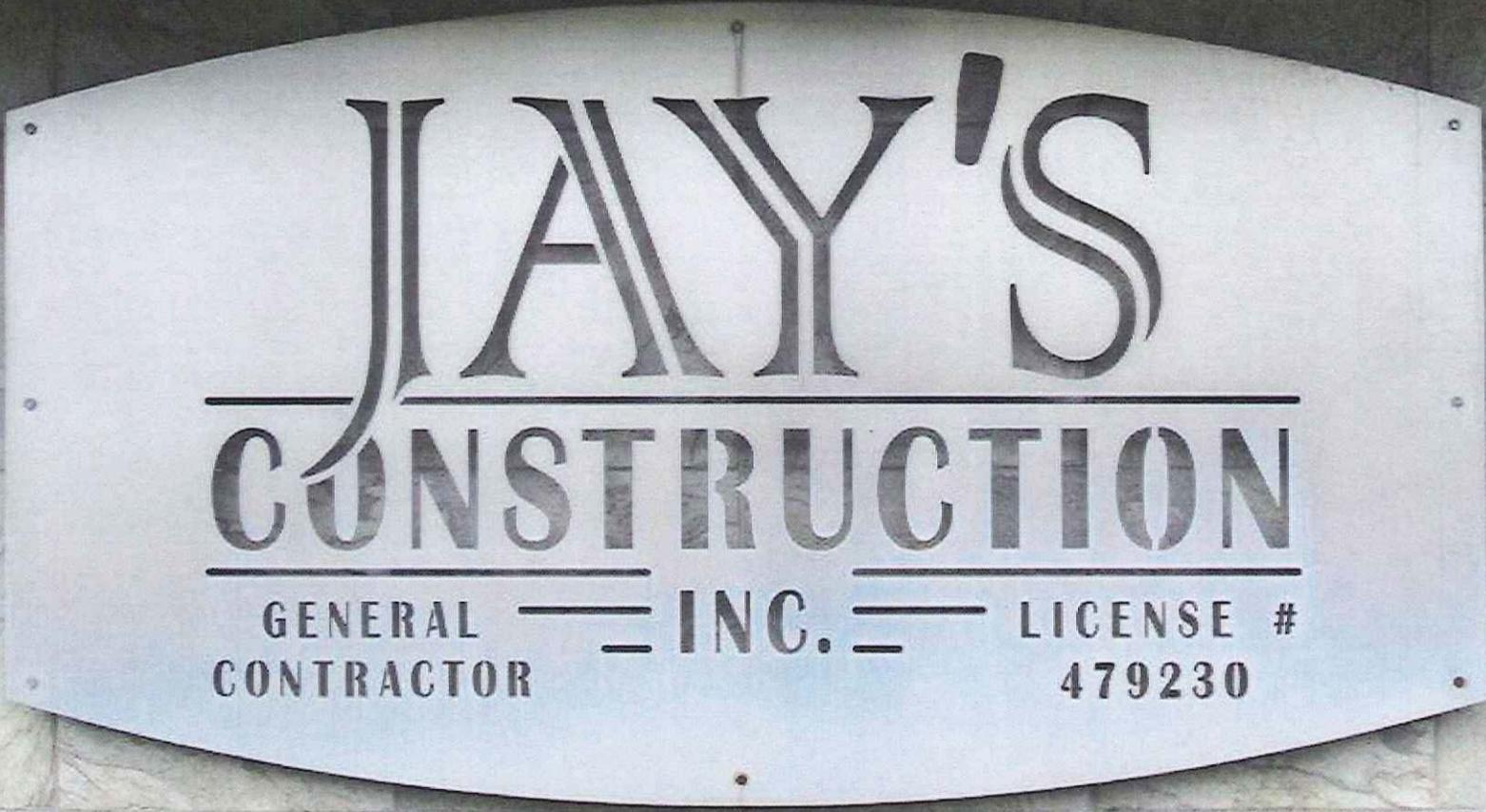
The request to allow the 7' x 4' wall sign, as described above and shown in attached Exhibit A, and conceptual location shown in the attached Exhibit B allows for more visibility and economic opportunity for this business at this location and is in harmony with the architectural design of the building and surrounding area.

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 Exhibit A (re-use of existing sign) and conceptual location in Exhibit B allowing the 7' x 4' wall sign as per the submitted size, color and design as indicated for the new 25 "C" Street location for Jay's Construction, Inc. with the following conditions:

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. No other signs are approved for this location with this approval.
2. All "Jay's Construction" signs at the Hill Street address pertaining must be removed as off-site signs are not allowed. Any new signage at this location will require separate application and approval before its installation.
3. 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
4. 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.
5. 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.



JAY'S
CONSTRUCTION
GENERAL CONTRACTOR — **INC.** — LICENSE #
479230



LIV'S
REALTY
COMPANY

77

JAY'S CONSTRUCTION
NORTH ELEVATION



ROCCO
CELADON
20x20

MADIE
STICKS
1/2" MICH
M03009

ROCCO
CELADON
13x13