



Staff Report

TO: Planning Commissioners
FROM: Carole Kendrick, Planning Manager
DATE: December 14, 2021
SUBJECT: **PLAN2021-0670 for Consideration of a Sign Program for the Oak Valley Express Project Located at 1815 Oak Valley Village Parkway and 1864 Oak Valley Village Circle (APNS: 400-530-007 and 400-530-002) in the Community Commercial (CC) Zone**
APPLICANT: Sunset Signs & Printing, Inc.

Background and Analysis:

The subject property is currently entitled to construct and operate a gas station with eight (8) fuel pumps (16 fueling positions), a 4,600 square foot canopy, 7,000 square foot convenience store with an off-sale general license (Type 20) for the sale of beer and wine on a proposed 2.3-acre site located on the north side of Oak Valley Parkway, south side of Oak Valley Village Center and west side of Golf Club Drive. The hotel parcel is fully constructed and operating and is located at 1864 Oak Valley Village Circle. The project Plot Plan (PP2018-0147), Conditional Use Permit (CUP2018-0029) and the mitigated negative declaration were approved by the Planning Commission on September 10, 2019.

The gas station and convenience store are currently under construction. The site is 90% constructed and anticipates being energized by SCE in late December 2021, to complete the remainder of the construction. In preparation for the development of the site, the applicant submitted a sign program on September 30, 2021, to address signage based on the site constraints.

The sign program as proposed includes one (1) freeway pylon sign, two (2) fuel price monument sign, and various wall and canopy signs. The freeway pylon sign is proposing a maximum height of 60 feet with a total square footage of 380 square feet, located on the hotel parcel east of the westbound Interstate 10 ramp.

The sign will be internally illuminated, double faced and accommodates three (3) tenants that include 76, Circle K and Holiday Inn Express & Suites, as shown in Attachment A. A photo simulation has been prepared by the applicant, which is included as part of Attachment E.

The fuel pricing signs are proposing a maximum height of 8 feet, and no width is identified in the sign program. The signs will utilize LEDs lighting for the unleaded fuel and green LEDs for diesel. The proposed signs will be located along the Oak Valley Parkway frontage and Golf Club Drive frontage.

Primary wall signage is proposing an allowance of 60 square feet, 36" letter/logo heights with a 70% maximum width of the frontage. Secondary wall signage is proposing an allowance of 32 square feet, 30" letter/logo heights with a 70% maximum width of the frontage. The canopy signage and way finding signage is standard signage consistent with the Beaumont Municipal Code.

The Municipal Code of the City of Beaumont Section 17.07.030.L allows sign programs for specific developments, as well as special sign districts or special sign overlay zones, or in specific plans of land uses, when approved as required by applicable law, may modify the rules stated as to sign size, height, illumination, spacing, orientation or other non-communicative aspects of signs, but may not override or modify any of the basic policies.

The following tables identifies the maximum allowances for a variety of signs in comparison to what the applicant is requesting as part of the proposed sign program.

	STANDARD ZONING ALLOWANCE	MASTER SIGN PROGRAM PROPOSED
FREEWAY PYLON	150 Sq. Ft. Max (>250,000) 60' Max. Height	380 Sq. Ft. 60' Height
SERVICE STATION MONUMENTS	30 Sq. Ft. Max. 6' Max. Height	2 - 46 Sq. Ft. 8' Height
MONUMENTS	30 Sq. Ft. Max. 6' Max. Height	Not identified

WALL SIGNS	1 Sq. Ft for each linear foot of frontage 36" max. height 70% of frontage	Primary Signs <ul style="list-style-type: none"> • 60 Sq. Ft. max. • 36" Max. height • 70% of frontage Secondary Signs <ul style="list-style-type: none"> • 32 Sq. Ft. max. • 30" Max. height • 70% of frontage
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The project setting can also be seen in the following materials attached to this staff report:

- General Plan Land Use Map (Attachment B)
- Zoning Map (Attachment C)
- Aerial Photograph (Attachment D)

The land uses, zoning, and General Plan land use designations of the project site and surrounding area are shown in the following table.

	LAND USE	GENERAL PLAN	ZONING
PROJECT SITE	Gas station and C-Store under construction & Hotel	GC (General Commercial)	CC (Community Commercial)
NORTH	Vacant Land	GC (General Commercial)	CC (Community Commercial)
SOUTH	Vacant Land	GC (General Commercial)	CC (Community Commercial)
EAST	Vacant Land and Shopping Center	GC (General Commercial)	CC (Community Commercial)
WEST	Vacant Land	GC (General Commercial)	CC (Community Commercial)

Incorporated herein by Reference:

- City of Beaumont General Plan
- City of Beaumont Zoning Ordinance
- Project Site's Riverside Conservation Authority Multi-Species Habitat Conservation Plan Informational Map
- Contents of City of Beaumont Planning Department Project File CUP2018-0023, PP2018-0147 & PLAN2021-0670

Recommended Action:

Option 1: Approve PLAN2021-0670 for the Beaumont Landing Sign Program as presented.

Option 2: Modify PLAN2021-0670 for the Beaumont Landing Sign Program.

Option 3: Deny PLAN2021-0670.

Attachments:

- A. Beaumont Landing Sign Program
- B. General Plan Land Use Designation Map
- C. Zoning Map
- D. Aerial Photograph
- E. Photo Simulation