



Staff Report

TO: Planning Commissioners
FROM: Christina Taylor, Community Development Director
DATE: December 8, 2020
SUBJECT: **Consideration of PLAN2020-0540 for the Third Amendment to the San Gorgonio Village Sign Program**
APPLICANT: Raising Canes, 1535 E. Second Street

Background and Analysis:

A sign program for the San Gorgonio Village was previously reviewed by the Planning Commission on March 13, 2007, and approved by the City Council on March 20, 2007, as Appendix B to the San Gorgonio Village Specific Plan. The sign program has been amended twice previously, once in 2019, and once earlier this year. The most current version of the sign program is included as Attachment A.

The site is currently developed as a shopping center with multi-tenant business suites and anchor tenants, such as Grocery Outlet and Planet Fitness. The overall shopping center includes an Ulta Beauty, Bath & Body Works, Five Below, Raising Canes, Jersey Mike's and several inline tenants. The shopping center includes several parcels with separate ownership entities and is located on the south side of Second Street on the east and west sides of Commerce Way.

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	Commercial Shopping Center	Community Commercial (CC)	San Gorgonio Village Specific Plan (SPA)
NORTH	Walmart Shopping Center	Community Commercial (CC)	Walmart Specific Plan (SPA)

SOUTH	Seneca Springs Residential Development	Single Family Residential (SFR)	Seneca Springs Specific Plan (SPA)
EAST	Centerpointe Commercial Shopping Center	Community Commercial (CC)	Community Commercial (CC)
WEST	Kohl's	Community Commercial (CC)	San Gorgonio Village Specific Plan (SPA)

Analysis:

The current sign program regulates the number and size of signs for the various center tenants. The applicant is requesting to modify the sign program to increase the allowable height of the Raising Canes sign lettering from 48” to 60”.

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 applicant is proposing to increase the size of the wall sign on the east facing wall of the building from 4’x8’ to 5’x10’. The sign program currently allows for pad tenants a sign ratio of 1.5 square foot of signage for each linear foot of frontage with letter height not exceeding 36” for single line copy and 48” for double line copy. All of Raising Canes signs are within the allowable square footage however, the height of the proposed sign exceeds the 48” for double line copy. The applicant is requesting to amend the sign program to allow 60” height for signs with double line copy at the Raising Canes location. The requested change to the sign program would allow compliance for Raising Cane’s proposed 5’x10’ sign.

Raising Canes provided a branding book showing the standard signs for the company. Staff has reviewed the amended sign program in relation to the size of the project, buildings and other signage and has determined that the revisions are in scale with the project as discussed within this staff report.

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 PLAN2020-0454, PLAN2019-0290 and PLAN2020-0540

Recommended Action:

Approve amendment number three to the San Gorgonio Village sign program allowing 60" letter height for double copy signs at the Raising Canes pad site.

Attachments:

- A. San Gorgonio Village Sign Program
- B. Brand Book
- C. Existing signage Photos