



Staff Report

TO: Planning Commissioners
FROM: Carole Kendrick, Senior Planner
DATE: February 11, 2020
SUBJECT: Consider PLAN2020-0403 for an Amendment to the Beaumont Center Sign Program Located at 1659 and 1661 E. 6th Street.
APPLICANT: Architectural Design & Signs Inc.

Background:

A sign program for the Beaumont Center (13-SN-20) was previously approved by the Planning Commission on August 13, 2013. The original sign program established sign criteria for the center and is provided as Attachment B to this staff report. The project applicant is requesting an amendment to the approved sign program to accommodate signage for the rebranding of Stater Bros. that occupies Building B, as shown in Attachment A.

The site was developed as a shopping center in the late 1970's with multi-tenant business suites and an anchor tenant, which is Stater Bros. The overall shopping center includes Food 4 Less, Burger King, Subway, Little Caesar's and several inline tenants. The shopping center includes several parcels with separate ownership entities and is located on the southwest corner of 6th Street and Highland Springs Avenue.

On August 13, 2013, the Planning Commission approved a sign program for the Beaumont Center shopping center under 13-SN-20 (see Attachment B) that established standards for wall and monument signage for the western portion of the shopping center.

The current sign program limits channel letters to not exceed 18" and 23" in height for logos with a maximum square footage that does not exceed 100 square feet on the buildings located to the north and southeast of the Stater Bros location. Beaumont Municipal Code Section 17.07.110.A.1 provides for a maximum sign height of 36" and shall not exceed 100 square feet per sign.

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 project setting can also be seen in the following materials attached to this staff report:

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

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	Stater Bros	General Commercial (GC)	Sixth Street Overlay/Commercial General (CG)
NORTH	Fire station	General Commercial (GC)	Sixth Street Overlay/Commercial General (CG)
SOUTH	Vacant land	General Commercial (GC)	Sixth Street Overlay/Commercial General (CG)
EAST	Food 4 Less	General Commercial (GC)	Sixth Street Overlay/Commercial General (CG)
WEST	Applebee's	General Commercial (GC)	Sixth Street Overlay/Commercial General (CG)

Analysis:

The applicant is proposing to include sign criteria for Building B, which is the space currently occupied by Stater Bros. The proposed criteria establish a maximum height of

eight (8) feet for building identification signs and 18" in height for secondary signage. The total square footage is proposed at a ratio of one (1) square foot per each lineal foot of the front elevation and one and a half (1.5) square feet for each lineal foot for the freeway facing elevation. The applicant is also requesting language that allows for minor amendments and modifications to be made by the Community Development Director provided that the total sign area is not increased by more than ten (10) percent and subject to landlord approval.

Stater Bros. is currently in the process of rebranding and is proposing revised signage at all of their locations. The existing Stater Bros. wall signage at this location is currently three (3) feet in height and the east elevation has a total sign area of 132.75 square feet and the south elevation has a total sign area of 103.50 square feet.

The applicant is proposing a wall sign height of eight (8) feet for both elevations. The east elevation is proposing a total sign area of 217.39 square feet and the south elevation is proposing a total sign area of 173.64 square feet. The proposed signage is consistent with the new signage for the Stater Bros. location on the northeast corner of Beaumont Avenue and Oak Valley Parkway, which was allowed per the center's sign program.

Staff has reviewed the amended sign program in relation to the size of the project, buildings and circulation 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 PLAN2020-0403, 13-SN-20 and PLAN2020-0395

Recommended Action:

Approve PLAN2020-0403 to amend the Beaumont Center Sign Program as presented.

Attachments:

- A. Amended Sign Program (PLAN2020-0403)
- B. Original Sign Program (13-SN-20)
- C. General Plan Land Use Designation Map
- D. Zoning Map
- E. Aerial Photograph