



Staff Report

TO: Planning Commissioners
FROM: Carole Kendrick, Senior Planner
DATE: May 12, 2020
SUBJECT: Consider PLAN2020-0454 for an Amendment to the San Geronio Village Sign Program Located at 1535 E. 2nd Street.
APPLICANT: D&D Sign Service

Background:

A sign program for the San Geronio 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 Geronio Village Specific Plan. The previously approved amended sign program established sign criteria for the center and is provided as Attachment C to this staff report. The sign program was amended in 2019 under PLAN2019-0290 and is included as Attachment B to this staff report. The project applicant is requesting an amendment to the approved sign program to accommodate monument signage for In-N-Out, as shown in Attachment A.

The site is currently being developed as a shopping center with multi-tenant business suites and an anchor tenants, such as Grocery Outlet and Planet Fitness. The overall shopping center proposes an Ulta Beauty, Bath & Body Works, Five Below, Raising Cane's, Jersey Mike's and several inline tenants. The shopping center includes several parcels with separate ownership entities and is located on the southeast corner of Commerce Way and 2nd Street.

The current sign program limits the number of monument signs and the applicant is requesting to add an additional monument sign located along 2nd Street to the east of the shopping centers central driveway.

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 D)
- Zoning Map (Attachment E)
- Aerial Photograph (Attachment F)

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 applicant is proposing to include a new monument sign for In-N-Out which is located on Pad 2 of the San Gorgonio Village Specific Plan. This portion of the Specific Plan currently provides for three (3) monument signs along the 2nd Street frontage and one (1) monument sign along the 1st Street frontage. The proposal is to modify the existing sign program to accommodate an additional monument sign on 2nd Street. The currently approved monument signs are multi-tenant signs that are nine (9) feet in height and 10 feet in width with eight (8) tenant panels.

The proposed monument sign is for a single tenant (In-N-Out) and is 84.7 square feet, with an eight (8) foot height and 11 foot and one (1) inch width. The In-N-Out monument sign has a one (1) foot, nine (9) inches that is included in the total height and is internally illuminated with the tenant's trademark logo. The signage is located along the 2nd Street frontage to the east of the shopping center's central driveway. The

signage will be placed in the landscape area outside of the right-of-way and north of the drive-thru lane.

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 PLAN2020-0454, PLAN2019-0290

Recommended Action:

Approve PLAN2020-0454 to amend the San Gorgonio Village Sign Program as presented.

Attachments:

- A. Amendment No. 2 to San Gorgonio Village Sign Program (PLAN2020-0454)
- B. Approved Amendment No. 1 to San Gorgonio Village Sign Program (PLAN2019-0290)
- C. Appendix B – Sign Program
- D. General Plan Land Use Designation Map
- E. Zoning Map
- F. Aerial Photograph