



Staff Report

TO: Planning Commissioners
FROM: Carole Kendrick, Planning Manager
DATE: November 9, 2021
SUBJECT: **PLAN2021-0669 for Consideration of a Sign Program for the Beaumont Landing Project Located at 1396 Desert Lawn Drive (APNS: 414-090-005 & 414-090-007) in the Community Commercial (CC) Zone**
APPLICANT: Architectural Design & Signs

Background and Analysis:

The subject property is currently entitled to construct and operate a gas station with nine (9) fuel pumps (18 fueling positions), a 6,700 square foot canopy, 3,800 square foot convenience store with an off-sale general license (Type 20) for the sale of beer and wine, and an attached 1,500 square foot car wash and a stand-alone 4,000 square foot drive-thru restaurant on a proposed 3.03-acre site located on the north side of Desert Lawn Drive, east of Oak Valley Parkway and west side of Interstate 10. The project plot plan (PP2018-0119), conditional use permit (CUP2018-0021) and the mitigated negative declaration were approved by the Planning Commission on July 14, 2020.

The grading permit for the subject property is currently on its third plan check and is close to being issued. Building plans were also submitted in 2020 and are currently in review. 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, one (1) fuel price monument sign, one (1) future monument sign, and various wall and canopy signs. The freeway pylon sign is proposing a maximum height of 76 feet with a total square footage of 300 square feet, located east of the future quick service restaurant pad and just south of the eastbound Interstate 10 Ramp. The sign will be internally illuminated, double faced and accommodates three (3) tenants with ARCO AM/PM occupying 150 square feet, and two (2) 75 square foot, undetermined tenant spaces located below the anchor

tenant. A photo simulation has been prepared by the applicant, which is included as Sheet 13 of Attachment A.

The fuel pricing sign varies in height but has an overall height of 6’-6” and is 8’ in width. The sign will utilize 12” high white LED’s for the unleaded fuel and 6” high green LED’s for diesel. The proposed sign will be located on the northwest corner of the property fronting Desert Lawn Drive and Oak Valley Parkway.

Wall signage is proposing an allowance of two (2) square feet for each linear foot of the tenant’s frontage with a 75% maximum width of the frontage. The canopy signage and way finding signage is standard signage consistent with the Beaumont Municipal Code.

The future monument sign is not detailed in the proposed sign program and therefore will be subject to the Beaumont Municipal Code, Section 17.07.110.A.2.

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. The proposed sign program is consistent with similar projects that have master sign programs in the City.

	STANDARD ZONING ALLOWANCE	MASTER SIGN PROGRAM PROPOSED
FREEWAY PYLON	150 Sq. Ft. Max (>250,000) 60’ Max. Height	300 Sq. Ft. 76’ Height
SERVICE STATION MONUMENTS	30 Sq. Ft. Max. 6’ Max. Height	48 Sq. Ft. 6’-6” 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	2 Sq. Ft. for each linear foot of frontage Height not identified 75% 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), and
- 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	Vacant Land (Entitled)	GC (General Commercial)	CC (Community Commercial)
NORTH	Vacant Land	GC (General Commercial)	CC (Community Commercial)
SOUTH	Vacant Land	UV (Urban Village)	UV (Urban Village)
EAST	Vacant Land	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 CUP2018-0021, PP2018-0119 & PLAN2021-0669

Recommended Action:

Approve PLAN2021-0669 for the Beaumont Landing Sign Program as presented.

Attachments:

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