

**AGENCY:** Planning Commission

**MEETING DATE:** April 10, 2024

**PREPARED BY:** MJC

**PRESENTED BY:** Marie Jones

## AGENDA ITEM SUMMARY REPORT

**APPLICATION NO.:** Design Review 3-24 (DR 3-24); Variance 1-24 (VAR 1-24); Coastal Development Permit (CDP 3-23); Sign Permit (SP 2-24)

**APPLICANT/AGENT:** Ghulam Ansari

**OWNER:** Ghulam Ansari

**REQUEST:** A project to 1) remodel an existing 1,536 SF convenience store with an addition of 447 SF into a 1,809 SF convenience store; 2) install 660 SF of new landscaped area; 3) replace and expand an existing gas station canopy; 4) replace gas dispensing units; and 5) replace existing canopy signs and monument sign face located at 105 South Main Street.

**LOCATION:** 105 South Main Street. This property is in the Coastal Zone.

**ASSESSOR'S PARCEL NO.:** 008-161-10

**ENVIRONMENTAL DETERMINATION:** Categorically Exempt from CEQA under Section 15303 Class C (3) – New Small Commercial Structures of less than 2,500 SF including on-premise signs.

**SURROUNDING LAND USES:**

NORTH:	Oak Street, Auto Repair Shop
EAST:	Main Street, Vacant Lot/Redwood Liquors
SOUTH:	Mendo Mill Home Center & Lumber Co.
WEST:	Mendo Mill Home Center & Lumber Co.

**APPEALABLE PROJECT:**  Can be appealed to City Council

## RECOMMENDED ACTION

Receive Report, Hold a Public Hearing, Deliberate and Adopt a Resolution of the Fort Bragg Planning Commission Approving Design Review 3-24 (DR 3-24), Variance 1-24 (VAR 1-24) Coastal Development Permit (CDP 3-23), Sign Permit 2-24 (SP 2-24) to 1) remodel an existing 1,536 SF convenience store with an addition of 447 SF into a 1,809 SF convenience store; 2) install 660 SF of new landscaped area; 3) replace and expand an existing gas station canopy; 4) replace gas dispensing units; 5) replace existing canopy signs and monument sign face located at 105 South Main Street.

## ALTERNATIVE ACTIONS

1. Receive report, hold a public hearing, deliberate and provide direction to prepare a resolution for denial.
2. Receive report, hold a public hearing, continue the public hearing and request additional information.

## PROJECT BACKGROUND

In 2022 a code enforcement letter was sent to the former property owner regarding the gas station canopy, which was damaged in a windstorm (see photo below). The property has since been acquired by a new owner, who wishes to substantially remodel the convenience store, replace the gas station canopy with a larger canopy, and rebrand the gas station.

*Figure 1: Photo illustrating damaged canopy.*



## PROJECT HISTORY

1. The applicant submitted an application on May 22, 2023.
2. MJC was given the project in August of 2023 and MJC reviewed the project plans noted issues that would need to be changed and sent a correction notice to the applicant.
3. On December 7, 2023, the applicant sent revised project plans to the City based on the correction letter.
4. In January of 2024, MJC reviewed the project plans and sent an email requesting further revisions for compliance with the code, specifically to relocate the building addition so it would not be in the south setback, identify a location for additional required parking, and install landscaping around the sign and along the west border of the parking lot. Public works also reviewed the project at this time and provided a comment letter on January 30, 2024.

5. In February the applicant submitted revised plans to comply with various requirements of the code.
6. In February and March of 2024, MJC prepared and finalized this permit analysis and resolution.

**LAND USE ANALYSIS**

The project site is in the Heavy Industrial zoning district, which allows service stations with a Use Permit. However, as the gas station is an existing use, a Use Permit is not required.

**DEVELOPMENT STANDARDS**

The project includes the replacement of the existing gas station canopy and expansion and remodel of the convenience store. The new convenience store would replace an existing building of 1,536 SF with a new building of 1,809 SF.

**Building Setbacks and Height Limits.** The remodeled and expanded building would comply with all setback and height limitations. The chart below includes setback requirements and the setbacks of the existing and remodeled building.

Standard	Standard	Existing Building	Proposed Remodel
Front Setback	30'	60'	58'
Side –Street Side (North)	30'	60'	67'
Side – interior (South)	10'	20'	10'
Rear	0'	0'	6'
Height	40'	16' 8"	20' 4"

The setbacks and height limits for the Campoy are analyzed later as part of request for a variance.

**Parking.** Table 3-7 of the CLUDC stipulates the quantity of parking spaces required for each land use. Service Stations require “one space for each 300 square feet of floor area, plus three spaces for each storage bay.” The proposed 1,809 SF convenience store therefore requires six parking spaces. The CLUDC also requires that one of the six spaces be an ADA space. The initial site plan preserved the existing five parking spaces at the service station, which was inconsistent with CLUDC requirements. However, the applicant resubmitted the site plan with six regular parking spaces and one ADA space. The Code also requires a five-foot landscaping strip between the parking spaces and the building. Therefore, MJC recommends Special Condition 1.

**Special Condition 1:** the applicant shall install a five-foot wide landscaping strip between the convenience store and the three parking spaces on the south side of the project and a five-foot wide landscaping strip between the parking stalls north of the store and the property line, prior to final of the building permit.

As conditioned parking complies with the requirements of the CLUDC.

**LANDSCAPING STANDARDS.** The existing landscaping at the project site is minimal and does not comply with current landscaping standards. The applicant has submitted a new

landscaping plan (see Attachment 3). The new landscaping plan includes a mix of native and non-native shrubs and forbs. It does not include any trees. Additionally, this project may require the installation of a backflow device. The backflow device must be landscaped so that it is screened from public view. This requirement is also addressed in Special Condition 2.

**Special Condition 2.** Prior to the final approval of the building permit, the applicant shall install at least two trees in the proposed landscaping strip between the Mendo Mill warehouse and parking area on the northwest side of the project. Additionally, the applicant shall replace the Japanese Boxwood and Dietes Bicolor Fortnight Lily with a California native species. If a backflow device is required, it shall be screened from view by native shrubs and vegetation.

**Fencing.** The proposed project does not include fencing.

**Utilities.** The applicants will have to pay capacity fees for the expanded footprint and kitchen use.

**Lighting.** The applicant is proposing to change parking lot lighting by adding one free standing pole light fixture on the northwest corner of the site, by replacing three light fixtures on the building façade and by adding eight lighting fixtures to the under part of the canopy. However, the applicant’s submitted lighting fixtures are not night-sky compliant. The code requires night-sky compliant downward facing and shielded lights. Therefore, the Planning Commission should adopt Special Condition 3 to address this issue:

**Special Condition 3.** Prior to the final of the Building Permit, the applicant shall provide specifications for all exterior lighting which shall be night-sky compliant, downward facing and shielded so that light does not enter the apartment windows or cast outside the limits of the property.

**VARIANCE ANALYSIS**

**Canopy Height and Setbacks.** The existing 960 SF canopy does not comply with the required minimum 30-foot front setback from the highway. The proposed 1,920 SF canopy would also not comply with the minimum 30-foot front setback (see table below).

Standard	Standard	Existing Canopy	Proposed Canopy
Front Setback	30'	4.5'	4.5'
Side –Street Side (North)	30'	62'	68'
Side – interior (South)	10'	51'	40'
Rear	0'	41'	45'
Height	40'	18' 6"	18' 6"

The proposed canopy does not qualify for any setback exemptions of Section 17.30.100.

**Expansion of a Non-Conforming Use Exemption.** The canopy is a legal non-

conforming structure, as such the City could allow it to be expanded only if that expansion would comply with the current 30-foot setback requirement, per section 17.90.030B1a below.

- B. **Nonconforming structure.** A nonconforming structure may continue to be used in the following manner:
  - 1. **Changes to, or expansion of a structure.** A nonconforming structure may be changed or expanded as follows.
    - a. **Nonresidential or multi-family structure.** A nonconforming structure may be enlarged, expanded, reconstructed, or relocated, with Minor Use Permit approval, if the changes comply with all applicable provisions of this Development Code; provided, the review authority first finds that the additional work is compatible with neighboring uses and would not adversely impact neighboring properties.

Thus, to enlarge the structure, the applicant would either have to ask for a change of the zoning to Highway Commercial (a one-year LCP amendment process) or apply for and receive a Variance. MJC discussed the pros and cons of both approaches with the applicant and the applicant decided to request the approval of a front setback Variance to increase the size of this non-conforming structure. A Variance analysis is included below for the Planning Commission's consideration.

**VARIANCE ANALYSIS.** Section 18.71.070 sets the standards and identifies the required findings for the Planning Commission to determine if a Variance is warranted for this project. As noted in section 18.71.070 the purpose of a Variance is to:

**“Provide a process for City consideration of requests to waive or modify certain standards of this Development Code when, because of special circumstances applicable to the property, including location, shape, size, surroundings, topography, or other physical features, the strict application of the development standards otherwise applicable to the property denies the property owner privileges enjoyed by other property owners in the vicinity and in the same zoning district.”**

Further a Variance **“may be granted to waive or modify any requirement of this Development Code except: allowed land uses; residential density; specific prohibitions (for example, prohibited signs), or procedural requirements.”**

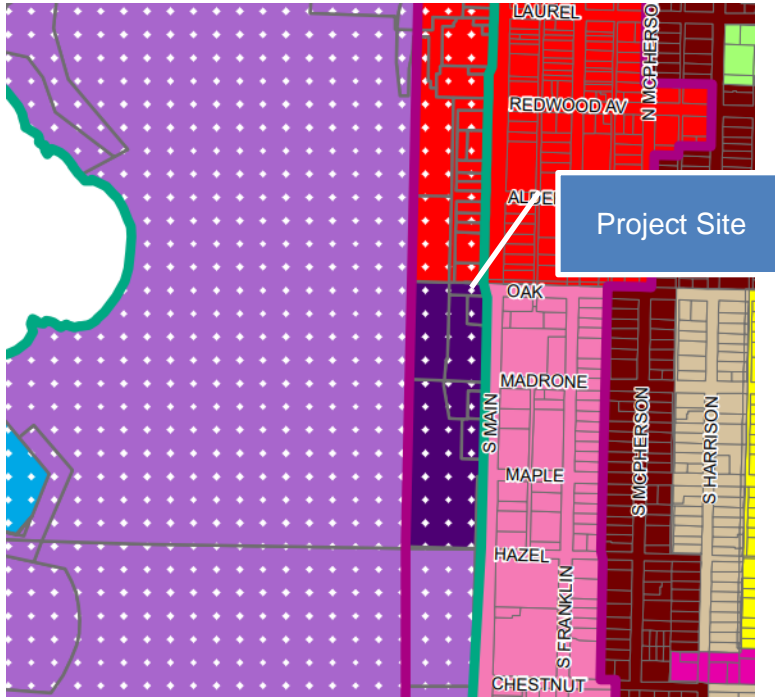
To grant a Variance the Planning Commission must make all three of the following findings (in bold):

- a. **There are special circumstances applicable to the property, including size, shape, topography, location, or surroundings, so that the strict application of this Development Code deprives the property of privileges enjoyed by other property in the vicinity and within the same zoning district;**

This property has special circumstances regarding its location. The project site is part of a small group of properties that are located within a Heavy Industrial zoning district within the commercial core of Fort Bragg. This zoning appears to be a legacy related to the operation of the Georgia-Pacific lumber mill, see figure 1 below. Certainly, the City would likely not welcome heavy industrial businesses in this location and the 30' setback is intended to reduce the impact of heavy industrial businesses on Main Street and the commercial corridor. In fact, none of the businesses located within this zoning district are heavy industrial uses. All businesses are retail oriented and include: a

visitor information center, an accountant, a building materials and hardware store and this gas station. Thus, The Planning Commission can fund that “there are special circumstances applicable to the property, including ....location and surroundings.”

Figure 2: Zoning map illustrating that Heavy Industrial zoning is anomalous in this location.



Additionally, none of the properties located within this zoning district comply with the 30-foot front setback requirement as illustrated in the table below:

Business Name	Existing Front Set Back	Compliance with 30-foot minimum setback?
Mendo Mill	3 feet	no
K McKee and Company	6 feet	no
Chamber of Commerce	11 feet	no

Thus, the Planning Commission can find that “the strict application of this Development Code” (namely requiring that this property comply with the 30-foot setback) would “deprive the property of privileges enjoyed by other property in the vicinity and within the same zoning district.” Indeed, the application of the 30-foot setback would deny the applicant the ability to have a new canopy, and thus would deprive the applicant the ability to operate a gas station.

- b. The approval of the Variance or Administrative Variance includes conditions of approval as necessary to ensure that the adjustment granted does not constitute a grant of special privileges inconsistent with the limitations upon other properties in the vicinity and within the same zoning district; and



This project does not require any additional conditions of approval as all other properties in the district also benefit from the “special privilege” of having a significant non-conforming setback from Highway 1.

- c. The Variance or Administrative Variance is consistent with the General Plan, any applicable specific plan, and the Local Coastal Program. In addition to any other findings and/or conditions regarding the granting of a Variance or an Administrative Variance, the City shall only grant a Variance or Administrative Variance if the City determines that the means of accommodating the Variance or Administrative Variance: (1) will not have an adverse effect on coastal resources, (2) will ensure adequate services will be provided to serve the proposed development, and (3) will not displace Coastal Act priority uses. If the City determines that the means for accommodating a Variance or Administrative Variance will have an adverse effect on coastal resources, will not ensure adequate services will be provided to serve the proposed development, or will displace Coastal Act priority uses, the City shall deny the Variance or Administrative Variance.

As analyzed below, the project will not have an adverse effect on coastal resources. Additionally, per the Department of Public Works, this site is adequately served by water sewer, PG&E and the roadway system. As an existing gas station this project does provide a visitor serving use, which is a Coastal Act priority use.

## **FORMULA BUSINESS**

The proposed project is not a formula business, so formula business regulations do not apply to this project. The applicant has not yet negotiated a franchise agreement with a gas company although he intends to do so. Nevertheless, even when the applicant does secure a franchise agreement the proposed project would not qualify as a formula business. Section 18.46.050 Exemptions of the formula business regulations exempts building of less than 2,000 SF from compliance with the formula business regulations. The proposed convenience store would be 1,983 SF. The project would also not qualify as a formula business under the City’s ILUDC definitions section which defines a Formal Business as follows:

*Formula Business. A commercial establishment which, along with 10 or more other business locations outside of Fort Bragg, regardless of ownership or location at the time that the application is deemed complete, is required by contractual or other arrangement to maintain at least 2 of the following standardized features: an array of merchandise/menu, decor, uniforms, facade, color scheme, exterior signage including a trademark or service mark as signage.*

A franchise gas station would only have one standard feature, namely exterior signage with a trademark/name.

## **COASTAL DEVELOPMENT PERMIT**

This project is in the Coastal Zone, and it is not exempt from requiring a Coastal Development Permit (CDP) because it “is located between the sea and the first public road paralleling the sea” (see CLUDC Section 17.71.040(B)(4)).

This project has the potential to impact two types of coastal resources, namely

archaeological resources and visual resources, which are analyzed below.

- The project site is fully developed/paved and so it cannot have an impact on biological or botanical resources as there are none located on the site.
- Coastal access is limited from this site by development (Mendo Mill) and fencing (Mil Site) to the west therefore the project will not impact coastal access.

**Visual Impacts.** The project will not impact views to the ocean. As illustrated in the photos below, views to the sea are already fully blocked by the adjacent buildings (Mendo Mill warehouse, the Shop and Dry Shed 4).

*Figure 3 Photo Illustrating that the view to the west is blocked by the Mendo Mill warehouse.*



*Figure 4 Photo Illustrating that the view to the Northwest is blocked by the adjacent vehicle repair shop and Dry Shed 4.*



**Archaeological Resources.** The project site is fully paved and so a pre-construction archaeological survey is not possible. There is a chance that the ground disturbance associated with installing the new canopy columns and gas dispensers will result in the disturbance of the ground and could impact cultural resources. Standard condition 6 will minimize potential impacts to cultural resources.

**Stormwater Analysis.** The Department of Public Works reviewed the project and recommends the following Special Condition be included to ensure conformance with



Section 17.64 Stormwater Runoff Pollution Control.

**Special Condition 4:** All construction, including but not limited to; installation of concrete, overlay, site improvements, and drainage, shall be performed in conformance with Municipal Code Section 17.64 Stormwater Runoff Pollution Control. Applicant shall complete “Construction Site Storm Water Runoff Control Applicant Checklist and “Small Construction Site Storm Water Erosion and Sediment Control Plan Template” forms prior to issuance of the building permit. The applicant shall abide by all “during-construction” site measures as delineated on the forms, and no sediment will be allowed to drain or blow offsite.

**DESIGN REVIEW**

The project involves significant exterior remodels and expansion of an existing structure, which requires a Design Review Permit per Section 17.71.050 of the CLUDC. As conditioned below, the proposed project would meet the Design Review criteria.

17.71.050(E). Project Review Criteria. The review authority shall evaluate each application to ensure that the project:

- 1. Complies with the purpose and requirements of this Section;**

The proposed design, as conditioned below, is consistent with the purpose and requirements of Design Review.

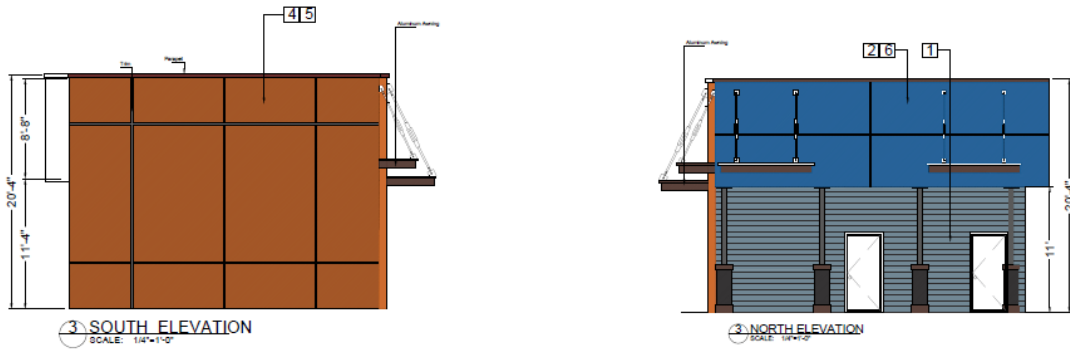
- 2. Provides architectural design, building massing, and scale appropriate to and compatible with the site surroundings and the community.**

This finding can be made. The proposed exterior remodel would consist of an architectural look the combines false fronts, awnings, changes of materials, and changes of plane. The overall look is modern with a historic nod. The new structure would have better design quality than the existing building and would provide an upgrade to the architectural character of the buildings in the immediate site surroundings.

Figure 5 East Elevation – Facing Highway 1



Figure 6 South Elevation adjacent to Mendo Mill & North Elevation facing Oak St.



The surrounding land uses are primarily retail and services with utilitarian design, as follows:

Figure 7 Mendo Mill – This retail warehouse has a very 1970s utilitarian design.



Figure 8 The Shop



Figure 9 CVS – This building has a typical 1990s shopping mall look.



Figure 10 Shopping Mall. – This flat roofed 1960 modernist building is very representative of its era.



Figure 11 PG&E Building – This is the newest building in the immediate area. Built in the 2000s it includes many architectural details and harkens back to a historic look. It is in the Central Business District zoning which requires considerably more architectural detail than other zoning districts.



- 3. Provides attractive and desirable site layout and design, including building arrangement, exterior appearance and setbacks, drainage, fences and walls, grading, landscaping, lighting, signs, etc.**

This finding can be made as described in detail below:

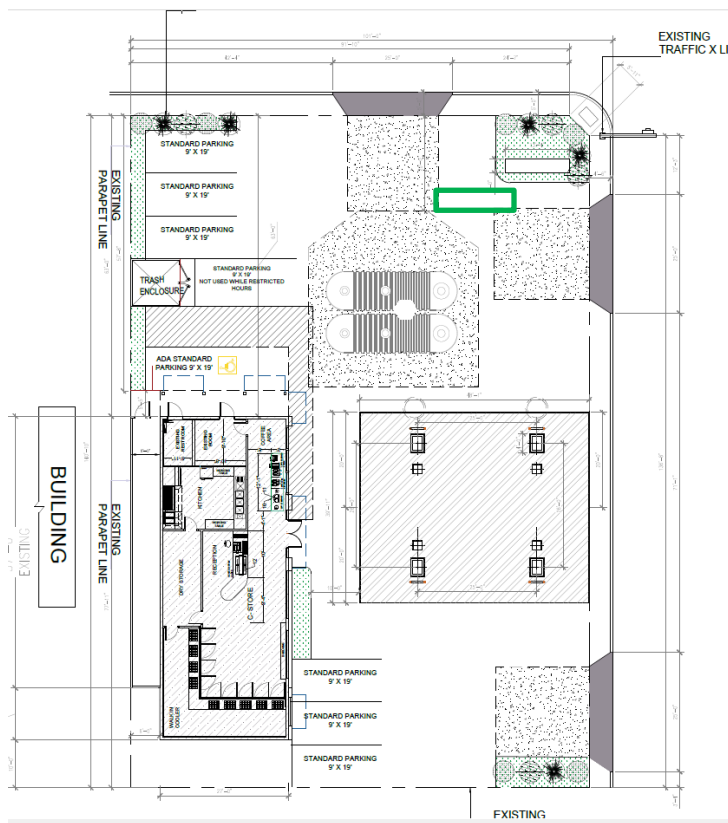
- **Site Layout and Design.** The proposed project provides a desirable payout for a gas station, including locating the convenience store at the back of the property and providing a large canopy to cover vehicles in rainy weather.
- **Exterior Appearance.** The exterior appearance will be a significant improvement on the appearance of the existing structure and those in the surrounding area. As noted in the analysis below the building exceeds design guideline requirements for buildings in heavy industrial zoning districts.
- **Setbacks.** With approval of the requested variance all proposed development would meet the Highway Heavy Industrial (IH) zoning district setback requirements, as described earlier in this analysis.
- **Drainage.** The project site is currently covered completely with impervious surfaces. The proposed project will reduce drainage from the site as the project would include new landscaped areas.
- **Fences, walls, lighting, or landscaping.** No fences or walls are proposed for the

project. the project site plan includes new landscaping which would be attractive. As conditioned both the landscaping and lighting would improve the site's attractiveness.

**4. Provides efficient and safe public access, circulation, and parking.**

This finding can be made. The re-submitted site plan includes seven parking spaces at the service station which are located conveniently to the convenience store and bathrooms. No changes to circulation or access are proposed and the circulation program is appropriate for a corner gas station.

Figure 12: Site Plan



**5. Provides appropriate open space and landscaping, including the use of water efficient landscaping.**

The applicant is proposing to add 600 SF of new landscaping which will help to beautify the property. Proposed new landscaping on the corner of Main and Oak Streets will soften this highly visible corner of Fort Bragg. Likewise, new landscaping located both in front of the new building and in front of the adjacent neighboring buildings will also help to beautify the location.

**6. Is consistent with the General Plan, any applicable specific plan, and the certified Local Coastal Program if located in the Coastal Zone.**

This finding can be made. The project is consistent with the CLUDC, and the Coastal General Plan policies related to commercial development and the purposes of the Heavy Industrial land use designation.

The purpose of the Heavy Industrial (IH) zoning district is as follows:

*This designation is intended for a range of heavy industrial uses including manufacturing, assembly and processing, and the storage and distribution of raw materials, aggregate plants, and related heavy industrial uses which are generally incompatible with and require locations removed from residential and visitor serving uses.*

As previously noted, the parcel zoning is related to the operation of the former Lumber Mill. At some point the City could consider more appropriate zoning for this entire strip as either General Commercial or Visitor Serving. However, rezoning the property is beyond the scope of this permit application. There are no General Plan policies that apply to this project.

## **7. Complies and is consistent with the City's Design Guidelines.**

This finding can be made as follows:

**Building Design.** The project complies with all mandatory standards for industrial buildings, even though this building does not qualify as a large building (most requirements apply only to large buildings in industrial zoning districts), as follows:

- The building facade is “broken up with expansion joints, reveals, and changes in texture, color and materials.”
- The building incorporates “varying building heights and changes in color, texture, and material on the front street Façade”.
- Street side façade includes “changes in color, texture, and material to add interest to the building elevation and reduce visual mass.”
- The building façade would be stucco which is among the encouraged building materials in the Citywide Design Guidelines.
- Additional landscaping is provided.

The project also complies with the following additional standards as follows:

- The primary building entry is “readily identifiable and well defined through the use of columns, roof structures”, awnings and color.
- The proposed dumpster enclosure incorporates “architectural screening elements compatible with the design of building.”

No walls or fences are proposed.

## **SIGN PERMIT & SIGN DESIGN REVIEW**

The applicant has noted that while they are in negotiations with Valero to operate a Valero franchise at this location, the applicant may ultimately operate a franchise of a different gas company. If the applicant contracts with a different gas company, the Planning Commission should provide direction whether that Sign Permit review should happen at the Planning Commission as a conduct of business item or if you would prefer to delegate that to the Community Development Director.



MJC recommends Special Condition 5 to provide clarity on this issue.

**Special Condition 5:** For all future changes to the sign design, permit review shall be completed by the Director of Community Development.

The approval of a Sign Permit shall require the Planning Commission to first establish a basis for the findings listed in CLUDC Section 18.38.030.D. The applicant proposes to install three new signs, as follows: two 12 SF signs on the canopy and reuse of the existing monument sign at the corner of Main and Oak Streets. Table 3-12 of the CLUDC outlines sign standards and allows a maximum sign area of 100 SF regardless of building frontage. This building site has a total of 145 feet of frontage on Main Street and 100 feet of secondary frontage on Oak Street which qualifies for the maximum 100 SF of signage.

**Height.** The canopy signs meet all requirements regarding height as they are below the roof line of the canopy.

The existing monument sign is of non-conforming height at 12 feet. A new, non-conforming sign may be approved to replace an existing, non-conforming sign with Planning Commission approval per Section 17.38.090(B) of the Coastal Land Use and Development Code (CLUDC). The CLUDC requires a maximum height for freestanding signs of six (6) feet above normal grade in commercial zoning districts. However, an exception is allowable per Section 17.38.090(B), Non-Conforming Signs of the CLUDC as follows:

B. Exceptions. An administrative exception to the requirements of Subsection A may be granted by the Commission, provided that the Commission shall make the following findings:

1. The new proposed sign is significantly more conforming in height and/or area than the existing sign.
2. By approving the new sign, the exception will eliminate the existing nonconforming sign.
3. The non-conforming sign shall be brought into conformance with the sign ordinance within five years of the application date.

The existing freestanding sign is approximately 12 feet in height and built with wood beams reflecting the timber culture of the area. The applicant has not proposed new a new sign face for this monument sign because the applicant is still uncertain about the final franchise that they will use.

*Sign Design, Height and Size.* A new freestanding sign would utilize the existing wood beams and a new sign cabinet would be installed. The sign height should be reduced in height from 12 feet to 10 feet to conform with the requirements for a non-conforming monument sign.

The Planning Commission can pre-approve the proposed sign height change as a reduction in non-conforming status so long as the following specific findings can be made, per Section 17.38.090(B) of the Coastal Land Use and Development Code.

1. The new proposed sign is significantly more conforming in height and/or area than the existing sign.
2. By approving the new sign, the exception will eliminate the existing nonconforming sign.
3. The non-conforming sign shall be brought into conformance with the sign ordinance within five years of the application date.

These findings can be made as a new sign would be non-conforming in height, but it would be more conforming than the existing sign, and the non-conforming sign will be brought into conformance with the sign ordinance within five years of the application date. Alternatively, the Planning Commission could deny the exception to the height limitation requirement or require a different height. Alternatively, the Planning Commission could adopt Special Condition 6 to define the final height of the Monument Sign.

**Special Condition 6.** The Monument Sign shall be limited to 10 feet in height, and the sign permit copy for the Monument Sign shall be reviewed by the Community Development Director.

The proposed locations for signs conform with requirements. The proposed monument sign would be located in the same location as the current monument sign, which does not conform with the minimum 20-foot setback from the curb for the traffic safety visibility area but is a pre-existing non-conforming sign.

The proposed canopy signage complies with the Citywide Design Guideline sign standards as described below:

1. The canopy signs have been “designed to relate to the architectural features of the building on which they are located”.
2. The proposed canopy signs “coordinate with the building design, materials, color, size, and placement” as illustrated in the visual simulation below. The blue color on the canopy matches the blue color of the store entrance and the grey color of the canopy also matches the store entrance. Only the brown and yellow colors do not match. The planning commission can require the applicants to change the building color but not the yellow color as it is part of Valero’s official trademark. MJC recommends leaving the colors as proposed.



The proposed signage also complies with sign legibility preferred standards with regards to:

- Providing a brief message
- Avoiding faddish and bizarre typefaces
- Using significant contrast.
- Using easy to read lettering styles.

**Sign Placement.** The project complies with the Citywide Design Guideline sign placement mandatory standards as described below:

1. The project's canopy signs do "not project above the edge of the rooflines" or "obstruct windows and/or doorways"
2. The location and extent of the signs will "not obstruct scenic views."

**Sign Color.** The project does not comply with the Citywide Design Guideline sign color mandatory standard which prohibits "Bright Day-Glo (fluorescent) colors" as the yellow slash could be considered a day glo or fluorescent color. However, City's cannot regulate trademarks and this color appears to be part of the trademark for Valero. The sign does comply with one of the preferred standards of "three or fewer colors."

**Sign Illumination.** The proposed canopy sign would not be internally illuminated. The proposed monument sign would be internally illuminated. Design guidelines for internally illuminated signs require the following:

"Monument signs may be internally illuminated; however, the sign copy shall be the only portion of the sign face that is illuminated. The sign background or field shall be opaque with a non-gloss, non-reflective finish."

Therefore, Special Condition 7 is recommended.

**Special Condition 7.** When the applicant submits a sign permit for the face of the monument sign it shall include internal illumination only of the sign copy and logo.

**Monument Sign.** The monument sign complies with the other requirements of the Design Guidelines, as follows:

- It is "placed perpendicular to the street."
- It is "placed so that sight lines at entry driveways, pedestrian throughways, and circulation aisles are not blocked."
- It provides "architectural elements on the sides and top to frame the sign pane(s)."
- It incorporates materials and colors are "compatible with materials and colors of the development the sign serves."
- It is in "scale with its adjacent building."
- It "incorporates landscaping at the Sign Base."

As conditioned, the proposed remodeled service station addition, landscaping and signage is consistent with the City's Design Guidelines.

## **ATTACHMENTS**

1. Existing Conditions Site Plan
2. Proposed Site Plan
3. Landscaping Plan
4. Canopy & Signage Elevations
5. Proposed Floor Plan
6. Proposed Building Elevations
7. 3D Rendering
8. Lighting Plan
9. Existing Building Elevations & Floor Plan
10. Trash Enclosure
11. Resolution