AGENDA ITEM NO: X-A



- CITY OF CLOVIS REPORT TO THE PLANNING COMMISSION

TO: Clovis Planning Commission

FROM: Planning and Development Services

DATE: March 22, 2018

SUBJECT: Consider Approval Res. 18-___, CUP84-18A, A request to approve a

conditional use permit amendment to allow for the placement of signage on the gas island canopy at an existing convenience store located at 423 W. Barstow Avenue. Ibrahim and Leila Gharibeh, owner and applicant;

Sign Development, Inc., representative.

ATTACHMENTS:

Figure 1: Location Map

Exhibit "A:" Conditions of Approval

Attachment 1: Draft Resolution

Exhibit "B:" Site Plan and Elevations

CONFLICT OF INTEREST

None.

RECOMMENDATION

Staff recommends that the Planning Commission approve CUP84-18A, subject to the conditions listed in Exhibit "A."

EXECUTIVE SUMMARY

The applicant's request would modify conditional use permit CUP84-18, providing for the placement of fuel island canopy signs at an existing convenience store/fuel station located at 423 W. Barstow Avenue. Approval of the use permit amendment would allow the applicant to process a formal sign review, site plan review and associated building permit applications. Issues to be discussed include sign area and illumination.

This project was continued from the February 22, 2018, Planning Commission meeting to allow the applicant/ representative to arrange attendance.

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BACKGROUND

• General Plan Designation: Neighborhood Commercial

• Specific Plan Designation: Commercial

• Existing Zoning: C-1

• Lot Size: 0.9 acres

Current Land Use: Commercial Fuel Sales/Convenience Store

Adjacent Land Uses: North: Multiple Family Residential

South: Single Family Residential East: Multiple Family Residential West: Multiple Family Residential

PROPOSAL AND ANALYSIS

Approval of the conditional use permit amendment would allow for the modification of an existing fuel service canopy and related signage as part of the existing convenience store/fuel station located at 423 W. Barstow Avenue. The Project would utilize the existing canopy directly in front of the property which would accommodate the sign proposal.

In considering the use at this location, there are several items that warrant discussion:

- Site History
- Sign Area
- Lighting
- Published Comments

Site History

Conditional Use Permit CUP84-18 for was originally approved in 1984 for a neighborhood commercial development. CUP84-18 was approved by the Planning Commission for a convenience market and associated fuel sales use on the north side of Barstow Avenue between Peach and Sylmar Avenues. The Commission approved the use permit with the condition that no signage would be permitted on the gas island canopy. The intent of the limitation was to have sign area focus to be placed on the primary building to reduce visual distractions to motorist and to reduce the visual impact on adjacent residential properties surrounding the site. It was common to restrict signage on fuel island canopies within Neighborhood Commercial Centers.

Sign Area

Per the Sign Ordinance, the existing convenience store is allowed a maximum of 50 sq. ft. of total on-building sign area for the building and canopy. Staff's site visit revealed that the use has existing signage on both the building and canopy. The Planning Division has no record of an approved Sign Review Application for the existing on-

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building/canopy signage at this location. Even if the use permit amendment is denied, the applicant will need to submit an application for a formal sign review to memorialize the existing on-building sign area and for removal of the non-permitted canopy signs.

If approved, the conditional use permit amendment would allow for the placement of signage on the gas island canopy. However, the amendment is not approving the proposed canopy sign locations or proposed square footage as presented on Exhibit "B." The applicant's proposed signage area for the gas island canopy exceeds the maximum allowed by the Sign Ordinance.

Minor Adjustment

The City's Sign Ordinance allows the Planning and Development Services Director to grant minor adjustments to signs for the purpose of improved aesthetics and to prevent hardships which would result from a strict and literal interpretation of the sign ordinance. If approved, the minor adjustment may grant up to a 25% increase in total allowed sign area and the transfer of sign area. The Minor Adjustment would grant the applicant an additional 12.5 sq. ft. of sign area for placement of on-building and/or canopy signage.

Sign Lighting

A concern regarding signage on the south elevation of the island canopy is the potential impact of illumination lighting to the adjacent residential use on the south side of Barstow Avenue. There is an existing free-standing sign on the street frontage along Barstow Avenue that accommodates visual representation of the commercial use. Though the applicant has proposed replacing the wooden sign with a monument sign that would include LED changeable copy for the fuel prices, this sign would be perpendicular to Barstow Avenue, shielding the residential development to the south from the sign lighting. In furtherance of the intent to shield the southern adjacent residential development from sign lighting, a condition has been added per Exhibit "A" prohibiting the placement of internally-illuminated signage on the southern elevation of the fuel canopy. Such signs will be required to be either non-illuminated or externally illuminated in such a way as to shield nearby residences from canopy sign lighting.

Public Comments

A public notice was sent to area residents within 400 feet of the property boundaries. Staff has not received comments or concerns from the public upon finalization of this report.

Review and Comments from Agencies

The Project was distributed to all City Divisions. Comments received are attached only if the agency has provided concerns, conditions, or mitigation measures. Routine responses and comment letters are placed in the administrative record and provided to the applicant for their records.

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California Environmental Quality Act (CEQA)

The Project is exempt from CEQA pursuant to Public Resources Code Section 15061 (b)(3) which provides that CEQA applies only to projects that have the potential for causing a significant effect on the environment. A Notice of Exemption has been completed during the preliminary review, and is kept for public review with the project file during the processing of the project application. Staff will file the notice with the County Clerk if the project is approved.

The City published notice of this public hearing in *The Business Journal* on Wednesday, February 7, 2018.

FISCAL IMPACT

None.

REASONS FOR RECOMMENDATION

The convenience store and associated fuel sales use has been in operation since 1984. Recent rebranding of the organization warrants modification of the current sign allowance subject to a formal sign review approval. The proposal to utilize building and canopy signage is consistent with the General Plan and the Development Code; therefore, staff recommends approval of CUP84-18A, subject to the conditions of approval attached as Exhibit "A."

Findings for Approval of Project

The findings to consider when making a decision on a conditional use permit application are as follows:

- 1. The proposed use is conditionally allowed within, and would not impair the integrity and character of, the subject zoning district and is in compliance with all of the applicable provisions of this Development Code;
- 2. The proposed use is consistent with the General Plan and any applicable specific plan;
- 3. The design, location, size, and operating characteristics of the proposed use are compatible with the existing and future land uses and would not create significant noise, traffic, or other conditions or situations that may be objectionable or detrimental to other allowed uses operating nearby or adverse to the public interest, health, safety, convenience, or welfare of the City;
- 4. The subject parcel is physically suitable in size and shape for the type and density/intensity of use being proposed;

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- 5. There are adequate provisions for public access, water, sanitation, and public utilities and services to ensure that the proposed use would not be detrimental to public health and safety; and
- 6. The proposed project has been reviewed in compliance with the provisions of the California Environmental Quality Act (CEQA) and there would be no potential significant negative effects upon environmental quality and natural resources that would not be properly mitigated and monitored, unless findings are made in compliance with CEQA.

ACTIONS FOLLOWING APPROVAL

None.

NOTICE OF HEARING

Property owners within 400 feet notified: 37
Interested individuals notified: 10

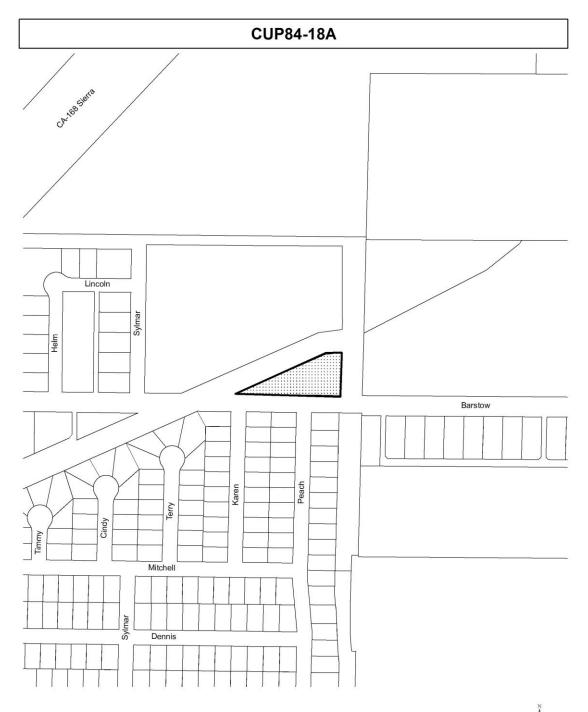
Prepared by: Joyce Roach, Planning Intern

Reviewed by: Bryan Araki

City Planner

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FIGURE 1 PROJECT LOCATION MAP





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EXHIBIT "A" Conditions of Approval – CUP84-18A

PLANNING DIVISION CONDITIONS (Joyce Roach, Division Representative – (559) 324-2341)

- 1. All conditions of CUP84-18, and any other applicable conditions are hereby referred to and made part of this Conditional Use Permit by reference.
- The granting of this conditional use permit will allow for installation of nonilluminated sign area on the gas island canopy of an existing convenience store located at the 423 W. Barstow Avenue.
- 3. Any further exceptions to the sign ordinance or the conditions of this use permit shall require a separate conditional use permit action.
- The applicant shall apply for a formal sign review with the Planning and Development Service Department prior to construction and placement of signage.
- 5. The applicant shall obtain a building permit prior to installation of proposed canopy signs.
- 6. The applicant shall obtain a building permit for any existing on-building signage.
- 7. Sign area reflected in Exhibit "B" is a conceptual exhibit for reference and is not approved with this conditional use permit amendment. All signage for this use shall conform to the City of Clovis Sign Ordinance.
- 8. Signage placed on the southern elevation of the gas island canopy shall be non-illuminated.
- 9. Any new site lighting including under canopy lighting shall require shields to prevent direct view to the light source from the street or adjacent residential properties.

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DRAFT RESOLUTION 18-

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF CLOVIS APPROVING A CONDITIONAL USE PERMIT AMENDMENT TO ALLOW FOR THE PLACEMENT OF SIGNAGE ON THE GAS ISLAND CANOPY AT AN EXISTING CONVENIENCE STORE LOCATED AT 423 W. BARSTOW AVENUE

WHEREAS, Ibrahim and Leila Gharibeh, 517 W. Scott Avenue, have applied for a Conditional Use Permit Amendment CUP84-18A; and

WHEREAS, this is a request to approve a conditional use permit amendment to allow for the placement of signage on the gas island canopy at an existing convenience store located at 423 W. Barstow Avenue, in the County of Fresno; and

WHEREAS, a public notice was sent out to area residents within 400 feet of said property boundaries ten days prior to said hearing; and

WHEREAS, a duly noticed hearing was held on March 22, 2018; and

WHEREAS, the Commission, has reviewed and considered the staff report and all written materials submitted in connection with the request including the conditions attached as Exhibit "A" to this resolution and incorporated herein by this reference, and hearing and considering the testimony presented during the public hearing; and:

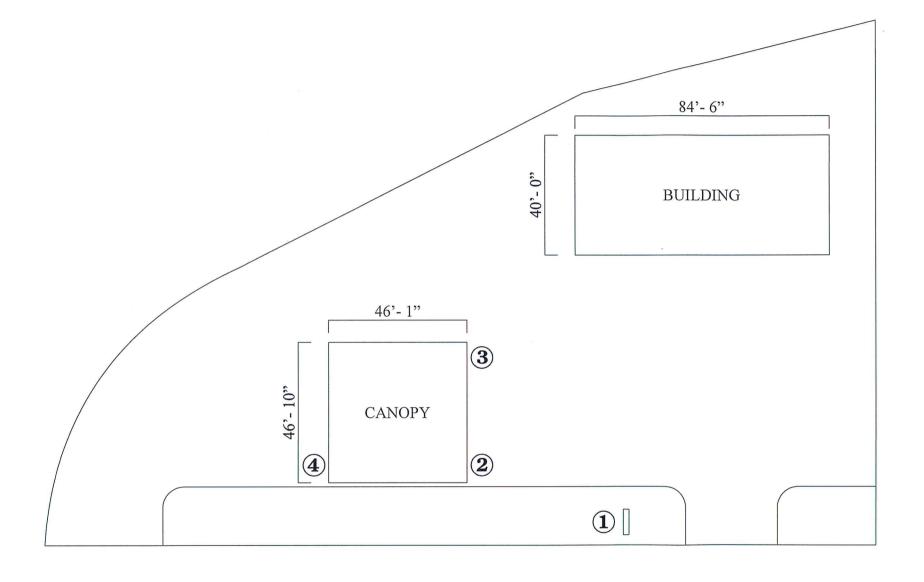
- 1. The proposed use is conditionally allowed within, and would not impair the integrity and character of, the subject zoning district and is in compliance with all of the applicable provisions of this Development Code;
- 2. The proposed use is consistent with the General Plan and any applicable specific plan;
- 3. The design, location, size, and operating characteristics of the proposed use are compatible with the existing and future land uses and would not create significant noise, traffic, or other conditions or situations that may be objectionable or detrimental to other allowed uses operating nearby or adverse to the public interest, health, safety, convenience, or welfare of the City;
- 4. The subject parcel is physically suitable in size and shape for the type and density/intensity of use being proposed;
- 5. There are adequate provisions for public access, water, sanitation, and public utilities and services to ensure that the proposed use would not be detrimental to public health and safety; and
- 6. The proposed project has been reviewed in compliance with the provisions of the California Environmental Quality Act (CEQA) and there would be no potential significant negative effects upon environmental quality and natural resources that would not be properly mitigated and monitored, unless findings are made in compliance with CEQA.

NOW, THEREFORE, BE IT FURTHER RESOLVED that the Clovis Planning Commission does approve CUP84-18A, subject to the attached conditions labeled Exhibit "A."

* * * * * * * *

on March 22	regoing resolution was adopted by the Clovi , 2018, upon a motion by Commission and passed by the following vote, to wit:			
AYES: NOES: ABSENT: ABSTAIN:				
PLANNING CO DATED: March	OMMISSION RESOLUTION NO. 18 n 22, 2018			
		Paul Hinkle, Ch	nair	
ATTEST:	Dwight Kroll, AICP, Secretary			







EXISTING SITE

W. BARSTOW AVE.

SITE PLAN SCALE: 1/32"= 1'-0"



Upland, CA 91786 (909) 920-5535

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CUSTOMER APPROVAL

SIGN AND PRINT FULL NAME

NO. T8160

DATE

DATE: 01.02.18BA **REV:** 01.18.18SM

PAGE: 1 OF 6

VALERO 423 W. BARSTOW AVE. CLOVIS, CA 93612

SIDE A

LOGO TO LEFT, BOTH SIDES UNLEAD UNLEAD 55" UNLEAD SUPER VALERO DIESEL NO.2 Gasoline CASH/VALERO CARD

101 1/2"

PAINT EXISTING **CABINETS AND** RETAINERS VALERO MOCKINGBIRD (DARK GRAY)

INSTALL ALUMINUM SKIRT **COVER AROUND** EXISTING POLE STRUCTURE, PAINT VALERO MOCKINGBIRD (DARK GRAY)

8"

(1) REFACE EXISTING D/F PRICE/ID SIGN 38.77 sq. ft.

SCALE: '= 1/2"- 0"

SIDE B

LOGO TO LEFT, BOTH SIDES

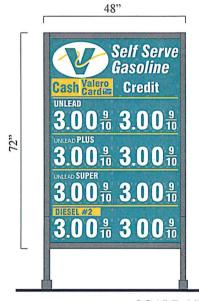
55,,

UNLEAD PLUS UNLEAD SUPER VALERO DIESEL NO.2 Gasoline CASH/VALERO CARD

101 1/2"

CHILL

EXISTING D/F PRICE/ID SIGN



PAD SIGN

SCALE: 3/8" = 1'-0"

THERE MUST BE A PAD SIGN CLEARLY POSTING THE CREDIT PRICE AND LOCATED AT OR NEAR THE BASE OF THE MAIN ID WHERE IT IS CLEARLY VISIBLE TO THE CONSUMER



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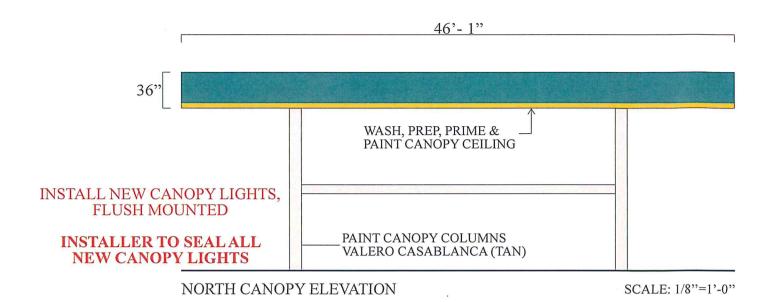
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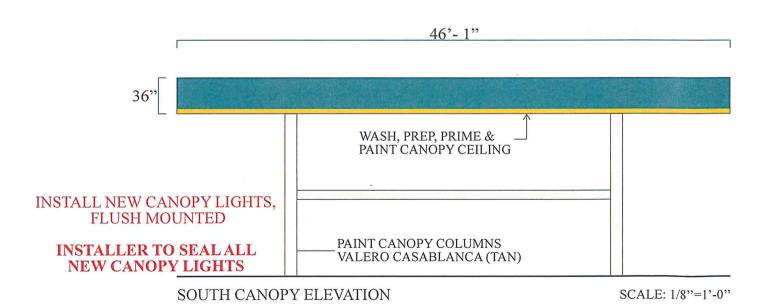
PAGE: 2 OF 6

423 W. BARSTOWAVE. **CLOVIS. CA 93612**



NOTES:

REMOVE ANY AD SIGNS AND BANNERS ON BUMPER POLES OR CANOPY COLUMNS.
PAINT ALL GUARD HOOPS AND BUMPER POLES VALERO TEAL.
PAINT CANOPY COLUMNS VALERO CASABLANCA (TAN).
PAINT PREVIOUSLY PAINTED ISLAND CURBS (FACES ONLY) VALERO MOCKINGBIRD (DARK GRAY).
REMOVE EXISTING TRASH AND WASH CADDIES. INSTALL NEW VALERO TRASH CADDIES.





EXISTING SOUTH CANOPY ELEVATON



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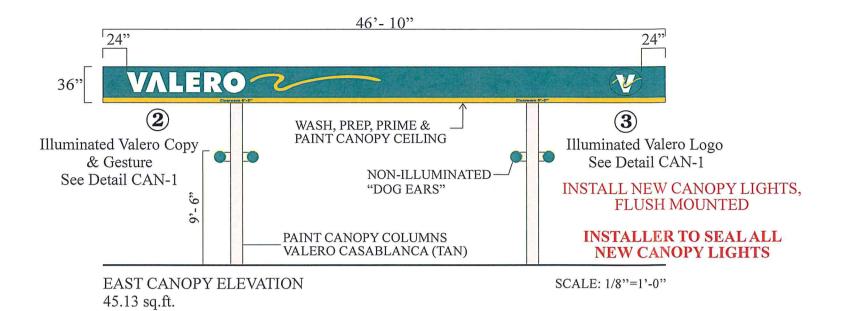
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DATE: 01.02.18BA **REV**: 01.18.18SM

VALERO

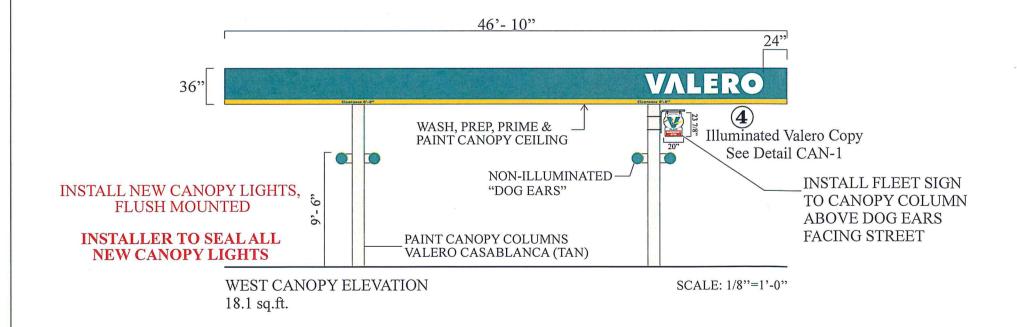
PAGE: 3 OF 6

423 W. BARSTOW AVE. CLOVIS. CA 93612





REMOVE ANY AD SIGNS AND BANNERS ON BUMPER POLES OR CANOPY COLUMNS. PAINT ALL GUARD HOOPS AND BUMPER POLES VALERO TEAL. PAINT CANOPY COLUMNS VALERO CASABLANCA (TAN). PAINT PREVIOUSLY PAINTED ISLAND CURBS VALERO MOCKINGBIRD (DARK GRAY). REMOVE EXISTING TRASH AND WASH CADDIES. INSTALL NEW VALERO TRASH CADDIES.





EXISTING WEST CANOPY ELEVATION



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423 W. BARSTOW AVE. **CLOVIS, CA 93612**

EXISTING BUILDING COPY TO REMAIN



PROPOSED BUILDING

NOTES:

REMOVE ALL EXISTING BANNERS AND AD SIGNS FROM BUILDING. PAINT FRONT AND TWO (2) SIDES OF BUILDING EXTERIOR VALERO SAND. PAINT BUILDING FASCIA, UPPER AND LOWER TRIM SW 7718 OAK CREEK. EXISTING BUILDING COPY TO REMAIN.



EXISTING BUILDING



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PAINT TRIM SW 7718 OAK CREEK-

PAINT TRIM SW 7718 OAK CREEK-

VALERO SAND

PAINT BODY OF BUILDING-

CUSTOMER APPROVAL

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DATE

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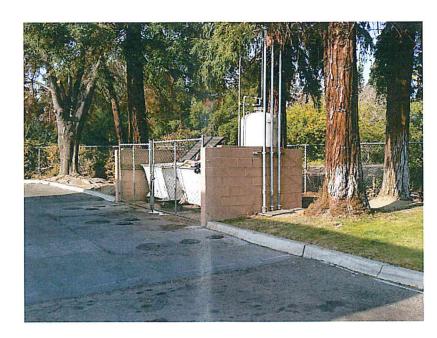
VALERO

PAGE: 5 OF 6

423 W. BARSTOW AVE. CLOVIS, CA 93612



PAINT ALL BUMPER POLES VALERO TEAL.



PAINT TRASH ENCLOSURE WALLS VALERO SAND. PAINT VENT PIPES VALERO MOCKINGBIRD (DARK GRAY).



REMOVE ALL AD SIGNS FROM LIGHT STANDARDS. PAINT PREVIOUSLY PAINTED LIGHT STANDARDS VALERO MOCKINGBIRD (DARK GRAY).



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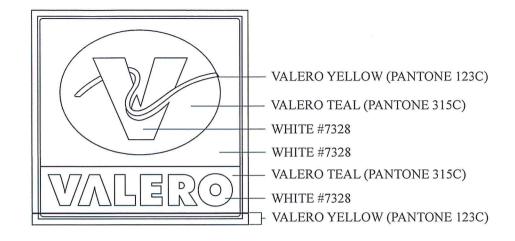
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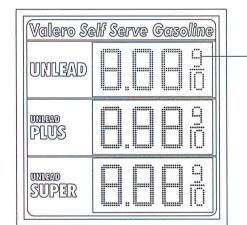
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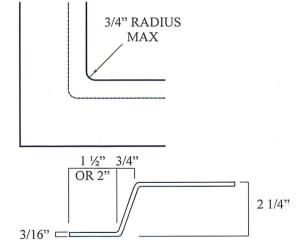
VALERO 423 W. BARSTOW AVE. CLOVIS, CA 93612





CHANGEABLE LED NUMERALS: RED LED NUMERALS BLACK BACKGROUND

NOTE: DIESEL PRICE PODS - VALERO YELLOW BACKGROUND AND CHANGEABLE GREEN LED NUMERALS BLACK BACKGROUND



MOLDED FACE CORNER SECTION



101 1/2"

PAINT EXISTING CABINETS AND RETAINERS VALERO MOCKINGBIRD (DARK GRAY)

INSTALL ALUMINUM SKIRT **COVER AROUND** EXISTING POLE STRUCTURE, PAINT VALERO MOCKINGBIRD (DARK GRAY)

8"

(1) REFACE EXISTING D/F PRICE/ID SIGN

SCALE: '= 1/2"- 0"

REFACE/REPAINT EXISTING CABINET.

CABINET CONSTRUCTION: ALUMINUM ILLUMINATION/ELECTRICAL: STANDARD FLOURESCENT COOL WHITE HIGH OUTPUT INTERNAL ILLUMINATION, INTERNAL MAGNETEK BALLASTS (OR EQUAL), UL LABEL AND VISIBLE DISCONNECT SWITCH ALL ELECTRICAL COMPONENTS TO BE UL LISTED AND APPROVED

FACE MATERIALS: MOLDED HIGH IMPACT CLEAR ACRYLIC FACES WITH TRANSLUCENT 3M VINYL SECOND SURFACE DECORATION

FINISH SPECIFICATIONS: SHERWIN WILLIAMS PAINTED, RETAINERS, DIVIDER BARS, POLE AND BASE TO MATCH VALERO MOCKING BIRD DARK GRAY

GENERAL NOTE: ALL SIGNAGE TO BE MANUFACTURED AND INSTALLED ACCORDING TOLOCAL AND NATIONAL **BUILDING AND ELECTRICAL CODES**



PID-1

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