



TOWN OF APPLE VALLEY PLANNING COMMISSION

Get a Slice of the Apple.

Staff Report

AGENDA DATE:	May 21, 2014
CASE NUMBER:	Appeal 2014-002
APPLICANT:	Sign Development, Inc.
PROPOSAL:	Appeal of the Planning Director's denial of Sign Permit Application No. 2014-015, a request to illuminate the fascia of an existing fuel station canopy.
LOCATION:	17928 Wika Road; APN 0473-451-05
ENVIRONMENTAL DETERMINATION:	Pursuant to the State Guidelines to Implement the California Environmental Quality Act (CEQA) Section 15268, the proposal is statutory exempt from further environmental review.
CASE PLANNER:	Pam Cupp, Associate Planner
RECOMMENDATION:	Uphold the Planning Director's denial of Sign Permit Application No. 2014-015.

PROJECT SITE AND DESCRIPTION

- A. Project Size: The project site is 0.98 acres in size and contains a fuel station with convenience store and drive-through restaurant.
- B. General Plan Designations:
Project Site - General Commercial (C-G)
- C. North - General Commercial (C-G)
South - General Commercial (C-G)
East - General Commercial (C-G)
West - General Commercial (C-G)
- D. Surrounding Zoning and Land Use:
Project Site - General Commercial (C-G), Commercial Development
North - General Commercial (C-G), Commercial Development

South - General Commercial (C-G), Commercial Development
East - General Commercial (C-G), Commercial Development
West - General Commercial (C-G), Commercial Development

BACKGROUND & ANALYSIS

On April 17, 2014, the applicant submitted a sign permit application SNP No. 2014-015 for review by the Planning Division. The application is a request to illuminate the fascia of an existing fuel station canopy sign. The site contains a fuel station, convenience store and drive-through restaurant. In addition to the canopy signs, the project site contains an illuminated free-standing sign.

While it is common practice to permit fuel station canopy signs, the area containing the sign copy is counted towards the cumulative sign area permitted for the building on site. The canopy itself is considered an accessory structure and not given its own sign budget. The existing, non-illuminated canopy contains sign copy on each elevation. The sign canopy has a cumulative sign area of 135.45 feet. Once the canopy fascia containing sign copy becomes illuminated, the entire fascia would then be considered sign area. If permitted, the illuminated canopy signs would result in a total sign area of 618 square feet, exceeding the maximum allowable wall sign area of 274 square feet for this location. Therefore, in accordance with Development Code Section 9.74.130, Signs in Commercial and Office Districts, the Director denied Sign Permit Application No. 2014-015.

The applicant is not adding any additional sign copy and disagrees with the Director's interpretation relating the canopy fascia lighting counting towards sign area. The Appeal application is attached for the Commission's review.

RECOMMENDATION:

Staff recommends that the Planning Commission uphold the Director's denial of Sign Permit No. 2014-015 and determine that, the entire illuminated fascia of fuel station canopies that contain sign copy be measured as wall sign area.

Prepared By:

Reviewed By:

Pam Cupp
Associate Planner

Lori Lamson
Assistant Town Manager

ATTACHMENTS:

1. Appeal Application
2. Sign Plans
3. Zoning Map



A Better Way of Life

Town of Apple Valley Appeal Application



This request must be filed with the Planning Division within ten (10) calendar days following the date of action. An Appeal request received after this time *will not be accepted*. Appeals requiring Town Council consideration will be forwarded to the Town Clerk by the Director.

FOR TOWN USE ONLY

Date Submitted: 4-30-14 Case No.: APL 2014-002 Received By: M. Snyder
Planning Fee: 238⁰⁰ Other Fees: ✓ Case Planner: PC

Type or print legibly in ink only

PROPERTY ADDRESS 17928 Wika Rd, Apple Valley

FEE

	<u>Initial Deposit</u>	<u>Actual Cost not to exceed</u>
<input checked="" type="checkbox"/> Appeal Fee – To Planning Commission	\$238.00	\$238.00
<input type="checkbox"/> Appeal Fee – To Town Council	\$238.00	\$238.00

The Appeal Fee does not apply to permits the Planning Commission acted to revoke or amend.

APPELLANT INFORMATION

Name Sign Development, Inc. (Nina Brentham) Telephone (909) 240-0325
Fax (909) 920-5540 Email apluspermits@gmail.com
Address 1366 W. 9th St.
City Upland State CA Zip 91786

PROJECT INFORMATION

Project Number Being Appealed 2014-015
Project Description Illuminate the fascia of an existing fuel station canopy.

Assessor's Parcel No. (s) _____ Tract _____ Lot _____

APPEAL STATEMENT

1. I am/We do hereby appeal the findings/conditions/interpretations of the Town of Apple Valley:

(Check one)

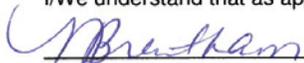
Planning Commission _____ Planning Director
 Public Works Director _____ Building Official
 Town Engineer _____ Fire Chief

2. I/We appeal to the Town of Apple Valley:
(check one)
 Planning Commission _____ Town Council
3. I/We am/are appealing the project action taken to:
(Check those which apply)
 Deny the project _____ Adopt a Negative Declaration
_____ Approve the project
_____ *Approve the project condition of (specify):

Other: _____

4. Detail what is being appealed and what action or change you seek. Specifically address the findings, mitigation measures and/or policies with which you disagree. Also state exactly what action/changes you would seek.
We are appealing the Planning Division Director's denial of our request to illuminate the existing canopy fascia at this location. It is our believe that the fascia should not be counted towards the cumulative sign area allowed for the location. We are not adding any advertising beyond what is currently existing. Instead, we are proposing the use of internal LED illumination to allow the canopy fascia to appear at night as it currently does during the day.

I/We understand that as appellant I/We have the burden of proof in this matter:


Signature
Date 4/30/14

Signature

EXISTING CANOPY SIGNS
 COLOR AND NUMBER OF SIGNS TO REMAIN.
 ADD BACK LIGHTING TO ILLUMINATED FASCIA.
 NO GLARE.

IMPORTANT NOTE!

THESE DRAWINGS ARE STRICTLY A REPRESENTATION OF THE DESIRED VALERO IMAGE AND COLOR SCHEME AND MAY NOT REPRESENT THE FINAL IMAGE STRATEGY FOR THIS SITE, WHICH MAY HAVE TO BE ADJUSTED DUE TO PERMITTING AND/OR BUDGETARY ISSUES.

EXISTING SITE

Sign Development Inc.
 Upland, CA 91786 (909) 920-5635
 License #57927

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CUSTOMER APPROVAL

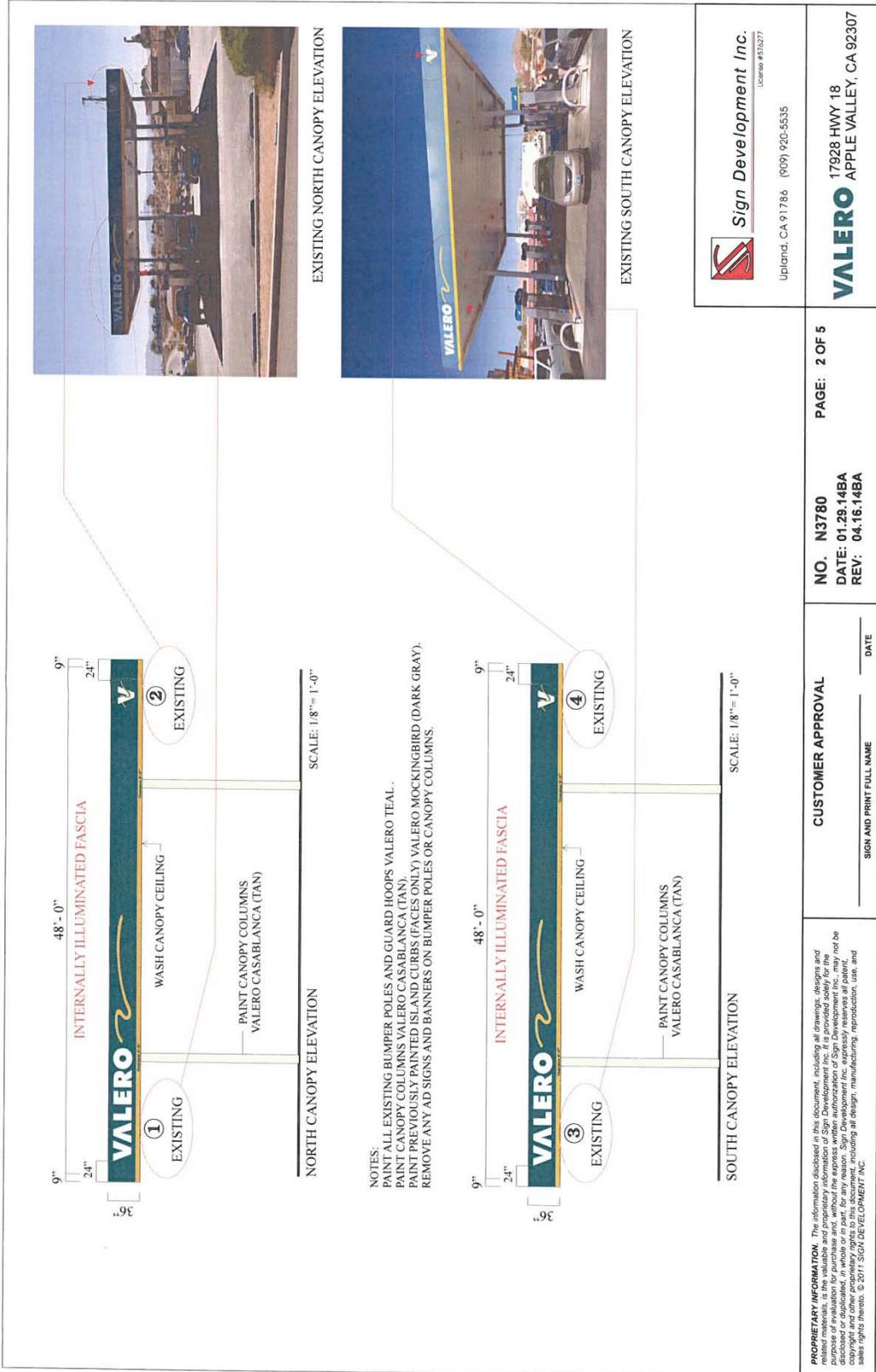
SIGN AND PRINT FULL NAME _____ DATE _____

NO. N3780 **PAGE: 1 OF 5**

DATE: 01.29.14BA

REV: 04.16.14BA

VALERO 17928 HWY 18
 APPLE VALLEY, CA 92307



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 License # 953277
 Upland, CA 91786 (909) 920-5535

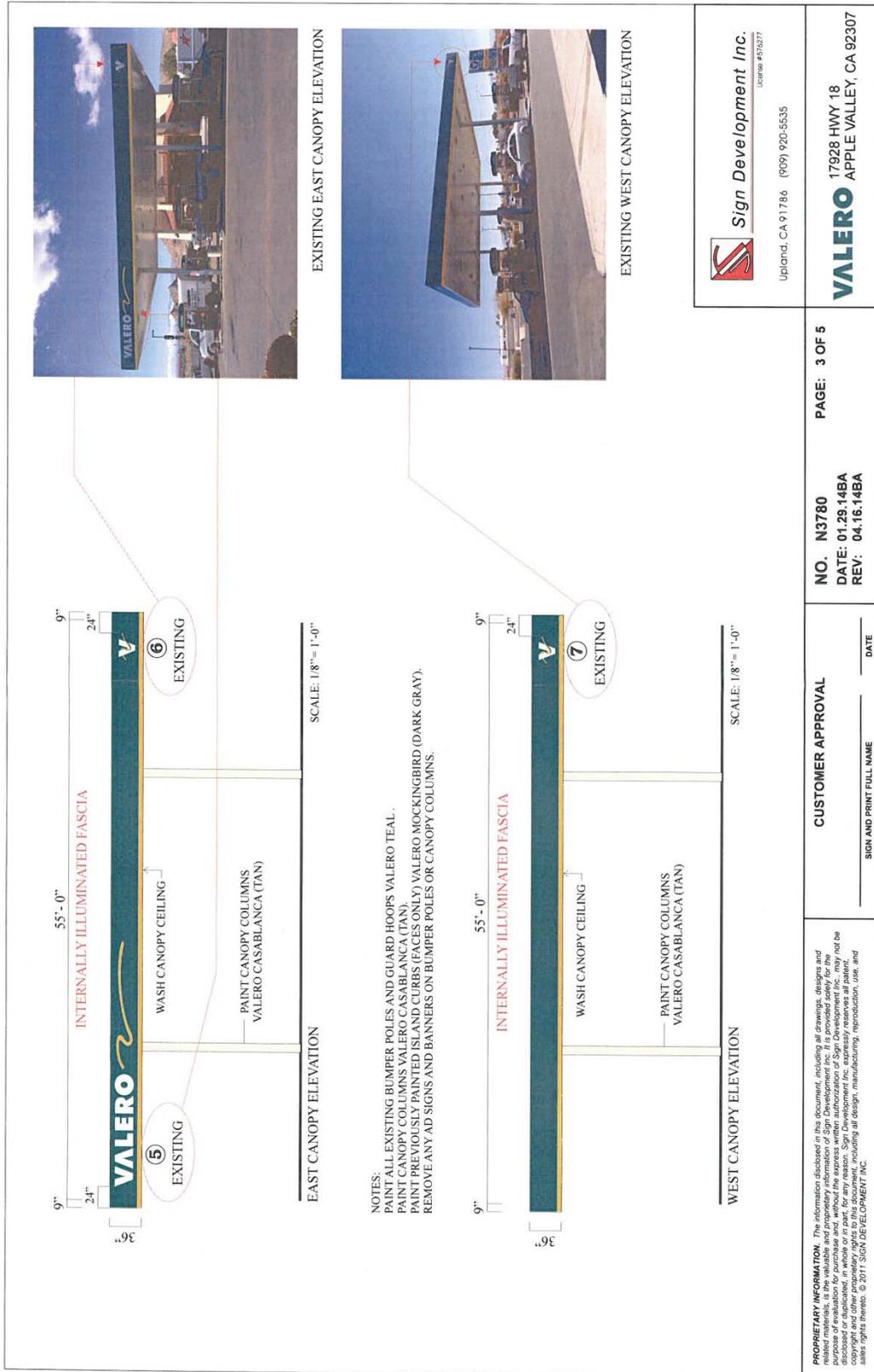
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