

PLANNING COMMISSION AGENDA

CHAIRPERSON:

Brett Taylor



VICE CHAIRPERSON:

Liz Wynn

COMMISSIONERS: Adam Peck, Brett Taylor, Liz Wynn, Marvin Hansen, Chris Gomez

MONDAY, APRIL 24, 2017; 7:00 P.M., COUNCIL CHAMBERS, 707 W. ACEQUIA, VISALIA CA

1. THE PLEDGE OF ALLEGIANCE –
2. CITIZEN'S COMMENTS – This is the time for citizens to comment on subject matters that are not on the agenda but are within the jurisdiction of the Visalia Planning Commission. The Commission requests that a 5-minute time limit be observed for comments. Please begin your comments by stating and spelling your name and providing your street name and city. Please note that issues raised under Citizen's Comments are informational only and the Commission will not take action at this time.
3. CHANGES OR COMMENTS TO THE AGENDA–
4. CONSENT CALENDAR - All items under the consent calendar are to be considered routine and will be enacted by one motion. For any discussion of an item on the consent calendar, it will be removed at the request of the Commission and made a part of the regular agenda.
 - No Items on the Consent Calendar
5. PUBLIC HEARING – Andy Chamberlain
Conditional Use Permit No. 2017-08: A request by Christopher Owhadi to construct a 200 Unit apartment complex with a Community Building in the R-M-2 (Medium Density Residential) zone. The site is located on the northeast corner of Shirk Street and Doe Avenue (APN: 077-530-065, 077-530-066, 077-750-001, and 077-740-001). Initial Study No. 2017-13 disclosed that environmental impacts are determined to be not significant. The Environmental Impact Report prepared for the City of Visalia General Plan was certified by Resolution No. 2014-37, adopted on October 14, 2015. The Environmental Impact Report adequately analyzed and addressed the proposed project.
6. PUBLIC HEARING – Brandon Smith *Continued from 03/27/2017*
Variance No. 2017-06: A request by Yesco Signs, LLC (DBO Development No. 33, property owner), to allow a variance to the maximum sign area associated with wall signage in the Regional Retail Commercial (C-R) Zone. The site is located at 1650 W. Visalia Parkway, on the north side of Visalia Parkway one-quarter mile east of Mooney Boulevard. (APN: 126-730-026, 027) The project is Categorical Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15305, Categorical Exemption No. 2017-14.
7. PUBLIC HEARING – Paul Scheibel
Appeal of the Revocation of Home Occupation Permit (HOC) No. 2016-79 for a Limousine Service with two limousines located at the HOC residence, 640 W. Kimball Avenue (APN: 126-570-007).

8. PUBLIC HEARING – Brandon Smith
 Conditional Use Permit No. 2017-09: A request by Noble Chicken LLC (RREF II-WPG Visalia, LLC, property owner), to allow development of a new fast food restaurant with drive-thru lane in the C-MU (Commercial Mixed Use) zone. The project site is located on the south side of Noble Avenue approximately 400 feet east of Demaree Street. (APN: 095-010-059) The project is Categorical Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15332, Categorical Exemption No. 2017-18.

9. PUBLIC HEARING – Andy Chamberlain
 Tentative Parcel Map No. 2016-03: A request by the TC Investments Visalia, LLC, applicant (Alfred Chang, property owner) to divide a 3.68 acre parcel into a 1.97 acre, and 1.71 acre parcel, in the C-MU (Commercial Mixed Use) zone. The project is located at 5625 W. Cypress Avenue (APN: 087-450-022). The project is Categorical Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15315, Categorical Exemption No. 2017-25.

10. PUBLIC HEARING –Paul Scheibel
 - a. Reimer Tentative Subdivision Map No. 5559: A request to subdivide 15.2 acres into 65 lots and a remainder parcel for residential development. The project is zoned R-1-6 (Single-family Residential, 6,000 sq. ft. minimum lot size), and is located on the south side of K Road, approximately 230 feet east of Burke Road. (APNs 123-090-008, -014, and 123-100-004) An Initial Study was prepared for this project, consistent with CEQA, which disclosed that environmental impacts are determined to be not significant with mitigation and that Negative Declaration No. 2017-17 was adopted.

 - b. Annexation No. 2017-01: A request to annex three parcels totaling 15.2 acres into the City limits of Visalia, and to detach from Tulare County Service Area No.1. Upon annexation, the site would be zoned R-1-6 (Single-Family Residential 6,000 square foot minimum site area), which is consistent with the General Plan Land Use Designation of Low Density Residential. The site is located on the south side of K Road, approximately 230 feet east of Burke Road. (APNs 123-090-008, -014, and 123-100-004) An Initial Study was prepared for this project, consistent with CEQA, which disclosed that environmental impacts are determined to be not significant with mitigation and that Negative Declaration No. 2017-17 was adopted.

11. DIRECTOR'S REPORT/ PLANNING COMMISSION DISCUSSION-

- Economic Update - Business Boom

The Planning Commission meeting may end no later than 11:00 P.M. Any unfinished business may be continued to a future date and time to be determined by the Commission at this meeting. The Planning Commission routinely visits the project sites listed on the agenda.

For the hearing impaired, if signing is desired, please call (559) 713-4359 twenty-four (24) hours in advance of the scheduled meeting time to request these services. For the visually impaired, if enlarged print or Braille copy is desired, please call (559) 713-4359 for this assistance in advance of the meeting and such services will be provided as soon as possible following the meeting.

Any written materials relating to an item on this agenda submitted to the Planning Commission after distribution of the agenda packet are available for public inspection in the City Office, 315 E. Acequia Visalia, CA 93291, during normal business hours.

APPEAL PROCEDURE

THE LAST DAY TO FILE AN APPEAL IS THURSDAY, MAY 4, 2017 BEFORE 5 PM

According to the City of Visalia Zoning Ordinance Section 17.02.145 and Subdivision Ordinance Section 16.04.040, an appeal to the City Council may be submitted within ten days following the date of a decision by the Planning Commission. An appeal form with applicable fees shall be filed with the City Clerk at 220 N. Santa Fe, Visalia, CA 93292. The appeal shall specify errors or abuses of discretion by the Planning Commission, or decisions not supported by the evidence in the record. The appeal form can be found on the city's website www.visalia.city or from the City Clerk.

THE NEXT REGULAR MEETING WILL BE HELD ON MONDAY, MAY 8, 2017



REPORT TO CITY OF VISALIA PLANNING COMMISSION

HEARING DATE: April 24, 2017

PROJECT PLANNER: Brandon Smith, Senior Planner
(559) 713-4636; brandon.smith@visalia.city

SUBJECT: Variance No. 2017-06: A request by Yesco Signs, LLC (DBO Development No. 33, property owner), to allow a variance to the maximum sign area associated with wall signage for a future retail commercial building in the Regional Retail Commercial (C-R) Zone. The site is located at 1650 W. Visalia Parkway, on the north side of Visalia Parkway one-quarter mile east of Mooney Boulevard. (APN: 126-730-026, 027)

STAFF RECOMMENDATION

Staff recommends that Variance No. 2017-06 be approved based upon the findings in Resolution No. 2017-18.

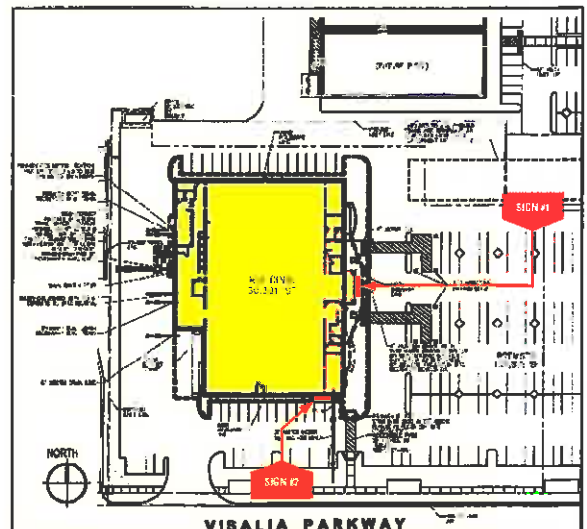
RECOMMENDED MOTION

I move to allow a modified approval to Variance No. 2017-06, based on the findings in Resolution No. 2017-18.

PROJECT DESCRIPTION

The applicant is requesting a variance to building sign standards in conjunction with the construction of a new store – Sportsman’s Warehouse – north of Visalia Parkway and east of Mooney Boulevard as illustrated in Exhibits “A”, “B”, and “C”. The applicant has submitted written findings in support of the request (see attached Exhibit “F”).

The wall sign regulations for commercial zoning districts allow a maximum of 150 square feet of sign copy for a single frontage of occupancy. This variance is to allow wall signs on two elevations of the store (see attached Exhibit “C”). The sign on the primary east-facing elevation will measure 234.1 square feet and the sign on the south-facing elevation will measure 116.3 square feet, resulting in a total sign area of 350.4 square feet on the building (see attached Exhibit “B”). The sign on the east elevation will face toward the shopping center parking lot and Costco store and not toward a public street, and the sign on the south elevation will face toward Visalia Parkway.



The store and the surrounding improvements will be the first construction in the undeveloped space between the Packwood Creek East and Costco developments in an area referred to as “The Grove at Packwood Creek”. Primary access to this new development will be from Visalia Parkway and from the existing access drive located immediately west of Costco (see Exhibit “E” attached).

The applicant's request is based on the findings that the front of the proposed retail store faces away from Mooney Boulevard and is located behind another shopping center, and that the sign appears small and out of scale with the size of the building. The findings also state that the building should have the ability to identify its business in a manner that is on-par with other retailers of the same size on Mooney Boulevard.

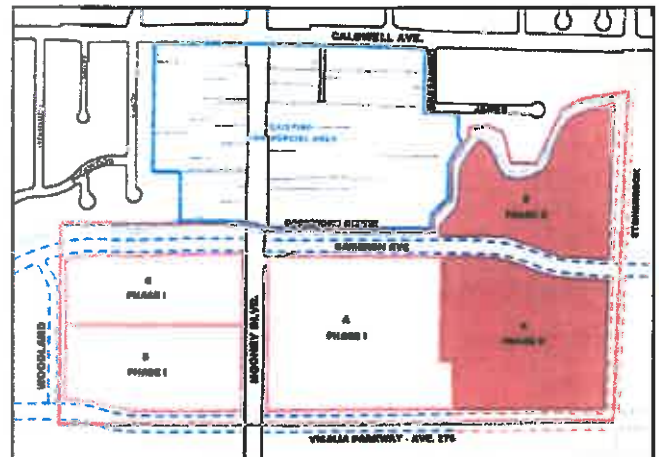
BACKGROUND INFORMATION

General Plan Land Use Designation	Regional Retail Commercial
Zoning	C-R (Regional Retail Commercial)
Surrounding Zoning and Land Use	North: C-R / Vacant land South: County AE-20 / Vacant land East: C-R / Costco Wholesale warehouse store West: C-R / PetSmart, Michael's & Guitar Center retail stores
Environmental Review	Categorical Exemption No. 2017-14
Special Districts:	South Packwood Creek Specific Plan
Site Plan Review	N/A

RELATED PROJECTS

On April 24, 2002, the City Council adopted the South Packwood Creek Specific Plan, which facilitated development of the Packwood Creek Commercial Center and included a development plan for Phase I. Phase I of the Center is mostly developed and faces the west and east sides of Mooney Boulevard between Cameron Avenue and Visalia Parkway. Phase II of the Center consists of Costco and the vacant land on the north and south sides of Cameron Avenue between the back of Phase I and Stonebrook Street.

A sign program was included as part of the Specific Plan and is included in the Related Plans & Policies. The intent of including such a sign program was to preclude the need for future variance requests and sign programs, although the sign program provides details and sign allowances primarily toward monument signs. The sign program's regulations for major box stores reflect the same standards in the City's sign ordinance (i.e. 150 square feet for a primary frontage and 25% for the secondary frontage).



On September 4, 2007, the City Council approved Specific Plan Amendment No. 2007-11, a request by Costco to amend the signage provisions of the South Packwood Creek Specific Plan to allow wall signage in excess of the sign program and Sign Ordinance standards. This is explained further under the Project Evaluation section below.

The Planning Commission has also previously considered and taken action on several sign variances pertaining to sites along Mooney Boulevard. These actions are summarized in the Project Evaluation section below. Since 2007, there have been six entitlements approved for wall sign area above City standards.

PROJECT EVALUATION

Signage within the South Packwood Creek Specific Plan

The South Packwood Creek Specific Plan adopted in 2002 includes a master sign program, developed by City staff, that addresses monument signs and commercial center identification signs. Standards for building/wall signs on major box stores and other pad, row, and in-line stores are included, although the standards largely resemble the City's sign ordinance standards. One exception in the sign program standards is that a secondary building sign (maximum 25% size of the primary sign) is permitted over secondary entrances on the primary building frontage in addition to each building frontage.

Within the Packwood West and East shopping centers, larger wall signage for some of the anchor stores was negotiated between City staff and the developer. Signage for the Target store consists of a 217 sq. ft. primary frontage sign, and a 35 sq. ft. secondary sign for the pharmacy. Signage for the Lowes store consists of a 165 sq. ft. primary frontage sign and 47 and 35 sq. ft. secondary signs. Increased signage for the Lowes and Best Buy stores were granted through Administrative Adjustment applications.

In 2007, as part of the development for Phase II of the Specific Plan Area, Costco requested and received approval for a Specific Plan Amendment to building signage. The total signage approved for Costco is 394 sq. ft. consisting of a 252 sq. ft. west-facing primary frontage sign, a 112 sq. ft. canopy sign over the southwest entrance/exit, and a 30 sq. ft. south-facing secondary frontage sign. In lieu of the increase in building signage, the applicant restricted any signage from the building's north and east elevations.

Variance request versus Specific Plan Amendment request

City staff has made the determination that the proposed request for increased signage can be considered as a Variance request, as opposed to a Specific Plan Amendment request. This determination was made on the basis that the request only applies to one building/occupant within the specific plan area and would not have a direct effect on other standards within the specific plan. Aside from the Specific Plan Amendment pertaining to the Costco building signage, the Specific Plan does not allow for single wall signs in excess of 150 sq. ft. for specific buildings or occupants.

Correspondence from The Orosco Group, who was the original Specific Plan applicant and is the owner and landlord of properties in the Specific Plan area, was provided with the variance request (see Exhibit "G"). The correspondence acknowledges consent for the increased sign area, and for the applicant's ability to request and seek approval of the variance for sign area.

Other Signage for Sportsman's Warehouse

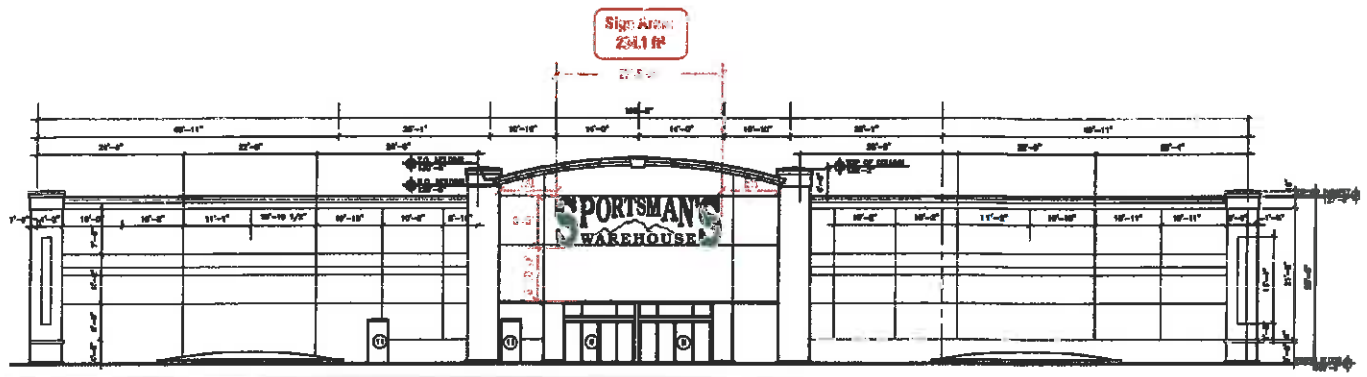
The applicant is not proposing any additional wall signage other than on the east-facing front and the southern side of the building.

The proposed signage will include a panel inside two new monument signs for the Phase II shopping center behind Packwood Creek East (see Exhibits "D" and "E"). These signs are not a part of the variance request, as the monument signs are already allowed under the Specific Plan's sign program up to a maximum 35 square feet of sign copy per side.

Analysis of Wall Signage

Staff recommends in favor of a variance to signage on the basis of the store's orientation away from Mooney Boulevard and on the basis that other variances to building signage have since been approved along Mooney Boulevard and within the Packwood Creek shopping centers.

Primary Building Sign

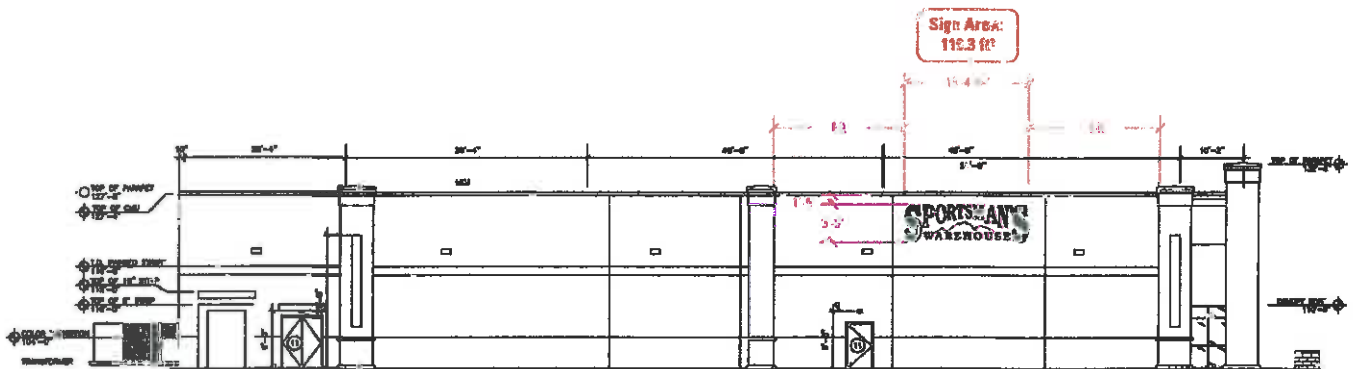


Staff finds that the proposed 234 square foot primary wall sign would not be inconsistent with signs found on other properties in the C-R zoning designation (see Comparison analysis below). Within the South Packwood Creek Specific Plan area Costco has been granted a 252 sq. ft. primary wall sign and Target has been granted a 217 sq. ft. primary wall sign. Both of these building are larger sized and present challenges of building scale, distance, and obscuring by trees or out pads. Although Sportsman's Warehouse, with a floor area at 32,295 square feet, is not as large as the aforementioned businesses, the ratio of the "sign area to occupancy frontage" would be similar to other stores with approved variances (i.e. Smart & Final Extra, Home Goods, Dick's Sporting Goods).

Like the Costco building, Sportsman's Warehouse is a business in an anchor building location with Regional Commercial zoning, but does not face toward or have visibility from Mooney Boulevard. The Costco signs are similarly not visible from Cameron Avenue and Visalia Parkway mostly due to mature street trees. The Sportsman's Warehouse will be further obscured by mature street trees already planted along Visalia Parkway.

The applicant has provided five findings for the variance in Exhibit "F" that discuss the requested signage, with the primary basis for the increased signage being the site orientation and the Specific Plan's sign program not addressing "big box" retailers.

Secondary Building Sign



Staff finds that the proposed 116 square foot secondary wall sign on the south-facing wall would also not be inconsistent with other businesses that have been granted variances to secondary signs. The proposed secondary sign on the Sportsman's Warehouse building is approximately 50% of the size of the primary building sign.

Dick's Sporting Goods and Costco are other businesses that have also been granted variances for secondary wall signs. Costco is also located in the South Packwood Creek Specific Plan

and within Phase II of the plan area, and was granted a 112 sq. ft. secondary sign. One of the bases for allowing Costco's sign was that the building would not have signs on its north or east-facing sides. Both the Sign Ordinance and the Specific Plan's sign program allow signs on secondary walls up to a maximum 25% of the allowed primary sign (maximum 37.5 sq. ft.) This would allow for three secondary signs on separate facades totaling 112.5 square feet. As a trade-off, Costco combined the secondary signs allowed on three walls into one 112 sq. ft. sign on one wall.

As a condition of approval, the building would be granted no additional signage beyond the primary and secondary signs as shown on the building elevations.

Comparison of other wall sign variances

Over the past several years, a number of stores in the C-R zone have been approved for more than the maximum allowed 150 square foot sign copy. The following table provides a history of recent wall sign variances and specific plan approvals.

	Sportsman's Warehouse	Smart & Final Extra	Home Goods	Mor	Ashley	Dick's Sporting Goods	CostCo	Lowes	Target
Entitlement		VAR 2016-07	VAR 2015-04	VAR 2014-04	VAR 2014-02	VAR 2011-10	SPA 2007-11	Admin Adj	
Sign Area: Primary Frontage (sq. ft.)	234	224 (169+20+35)	163	198 (123+45+30)	187.5 (150+37.5)	281	252	165	217
Sign Area: Secondary Frontage (sq. ft.)	116					158	112		
Distance from St.(ft.)	96	495	415	140	750	395	430	770	800
Building size (sq. ft.)	32,395	35,000	20,000	40,000	42,507	48,100	152,595	165,375	147,109
Building Frontage(ft.)	200	154	127	163	200	260	470	445	400
Ratio: Sign Area to Frontage	1.12	1.45	1.28	1.21	0.94	1.08	0.54	0.37	0.54

As shown above, the proposed primary sign is smaller than that approved for Dick's Sporting Goods and Costco. Although the Sportsman's Warehouse store is a smaller building size by comparison, the requested sign area would have a "sign area to occupancy frontage" ratio similar to other stores with approved variances.

Planning Commission Variance Findings

The applicant has addressed the five required variance findings through the justification provided in Exhibit "F" and as summarized below:

1. *That strict or literal interpretation and enforcement of the specified regulation would result in practical difficulty or unnecessary hardship inconsistent with the objectives of the zoning ordinance;*

The existing Sign Program appears to have assumed all retail buildings would face Mooney Blvd. However, the subject property not only faces away from Mooney Blvd., but is located behind another shopping center. The resulting practical difficulty is that the small signs approved for the side of the building are insufficient to identify Sportsman's Warehouse to the public. Furthermore, due to the design of Sportsman's Warehouse standard logo, the sign appears small and out of scale for the size of the building.

Analysis: Concur with applicant. The Sign Program developed for the South Packwood Creek Specific Plan was developed prior to the finalization of a development plan for the Phase II portion of the Specific Plan. As it has turned out, multiple anchor buildings in the Phase II area are not oriented directly towards a public street, which may result in some practical difficulty for the identification of buildings within the Regional Commercial zone. Additionally, there have been other larger buildings that have been approved for larger signs in keeping with the scale of the building.

2. That there are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property which do not apply generally to other properties classified in the same zone;

The applicant has not been able to identify any other businesses in the same zone, which are of retail use and comparable size, which not only face away from Mooney Blvd., but are also behind another shopping center.

Analysis: Concur with applicant. The orientation of the building and shopping center away from Mooney Boulevard and not onto a public street, together with the established street trees along Visalia Parkway that obscure the wall frontage, represent exceptional circumstances to the intended use of the property.

3. That strict or literal interpretation and enforcement of the specified regulation would deprive the applicant of privileges enjoyed by the owners of other properties classified in the same zone;

Because other comparable sized retailers in the same zone are located in shopping centers which face Mooney Blvd. and therefore whose front signage is reasonably visible to Mooney Blvd., Sportsman's Warehouse is being deprived of reasonably comparable identification of its business to Mooney Blvd.

Analysis: Concur with applicant. Other properties within the Regional Commercial zone along Mooney Boulevard and within the South Packwood Creek Specific Plan area have been granted variances or other allowances for additional building signage for similar reasons of obscured visibility and for the reason of maintaining scale to the building.

4. That the granting of the variance will not constitute a grant of special privilege inconsistent with the limitations on other properties classified in the same zone;

If Sportsman's Warehouse is allowed the signage as proposed, then its ability to identify its business to Mooney Blvd. will be on-par with other retailers of comparable size within the same zone.

Analysis: Concur with applicant. The granting of a variance to building signage would not constitute a grant of special privilege since other properties in the same zone and within the Specific Plan area have been granted variances to building signage. Although these instances have involved properties with greater building size and occupancy frontage than the Sportsman's Warehouse store, the proposed sign size is proportional to the signs and the respective building sizes and occupancy frontages of past approvals.

5. That the granting of the variance will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.

The building signs as proposed will not only enhance the public welfare by providing more functional and visible identification of Sportsman's Warehouse, but also reduce confusion among the general public as to the identity and location of the business.

Analysis: Concur with applicant. The granting of a variance to setbacks is not considered detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity. The variance would assist in advertising stores which represent a draw to the Regional Retail Commercial zone.

Environmental Review

The project is considered Categorical Exempt under Section 15305 of the Guidelines for the Implementation of the California Environmental Quality Act (CEQA), as amended, minor alterations to land use limitations, such as variances, that do not result in changes in land use or density. (Categorical Exemption No. 2017-14).

RECOMMENDED FINDINGS

The Planning Commission is required to make findings for approval of a variance to City standards. Staff recommends the following findings for approval of the variance application:

1. That the strict or literal interpretation and enforcement of the Zoning Ordinance would result in practical difficulty or unnecessary hardship inconsistent with the objectives of the Zoning Ordinance.

The Sign Program developed for the South Packwood Creek Specific Plan was developed prior to the finalization of a development plan for the Phase II portion of the Specific Plan. As it has turned out, multiple anchor buildings in the Phase II area are not oriented directly towards a public street, which may result in some practical difficulty for the identification of buildings within the Regional Commercial zone. Additionally, there have been other larger buildings that have been approved for larger signs in keeping with the scale of the building.

2. That there are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property, which do not apply to the other properties classified in the same zone.

The orientation of the building and shopping center away from Mooney Boulevard and not onto a public street, together with the established street trees along Visalia Parkway that obscure the wall frontage, represent exceptional circumstances to the intended use of the property.

3. That the strict or literal interpretation and enforcement of the ordinance would deprive the applicant of privileges enjoyed by the owners of the other properties classified in the same zone.

Other properties within the Regional Commercial zone along Mooney Boulevard and within the South Packwood Creek Specific Plan area have been granted variances or other allowances for additional building signage for similar reasons of obscured visibility and for the reason of maintaining scale to the building.

4. That the granting of the variance would not constitute a grant of special privilege inconsistent with the limitations on other properties in the same zone.

The granting of a variance to building signage would not constitute a grant of special privilege since other properties in the same zone and within the Specific Plan area have been granted variances to building signage. Although these instances have involved properties with greater building size and occupancy frontage than the Sportsman's Warehouse store, the proposed sign size is proportional to the signs and the respective building sizes and occupancy frontages of past approvals.

5. That the granting of the variance will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.

The granting of a variance to setbacks is not considered detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity. The variance would assist in advertising stores which represent a draw to the Regional Retail Commercial zone.

6. That the project is considered Categorical Exempt under Section 15305 of the Guidelines for Implementation of CEQA (Categorical Exemption No. 2017-14).

RECOMMENDED CONDITIONS OF APPROVAL

1. That the allowed signage under Variance No. 2017-06 shall be as follows:
 - a) A maximum amount of 234 square feet of primary sign copy is allowed on the east elevation of the building site as identified in Exhibits "A", "B", and "C";
 - b) A maximum amount of 116 square feet of secondary sign copy is allowed on the south elevation of the building site at the location shown in Exhibits "A" and "C".
2. That the building not be allowed any additional wall signage beyond a single primary wall sign and secondary wall sign as identified in the locations shown in Exhibit "C".
3. That all building and monument sign modifications require a separate building permit.
4. That all applicable federal, state and city laws, codes and ordinances be met.
5. That the applicant submit to the City of Visalia a signed receipt and acceptance of conditions from the applicant and property owner, stating that they understand and agree to all the conditions of Variance No. 2017-06, prior to the issuance of any sign permits for this project.

APPEAL INFORMATION

According to the City of Visalia Zoning Ordinance Section 17.02.145, an appeal to the City Council may be submitted within ten days following the date of a decision by the Planning Commission. An appeal with applicable fees shall be in writing and shall be filed with the City Clerk at 220 N. Santa Fe Street, Visalia, CA 93292. The appeal shall specify errors or abuses of discretion by the Planning Commission, or decisions not supported by the evidence in the record. The appeal form can be found on the city's website www.visalia.city or from the City Clerk.

Attachments:

- Summary of Related Plans & Policies
- Resolution No. 2017-18
- Exhibit "A" – Site Plan of Wall Signage
- Exhibit "B" – Proposed Primary and Secondary Wall Signage Detail
- Exhibit "C" – Elevation Plan of Building with Signage
- Exhibit "D" – Monument Signage
- Exhibit "E" – Site Plan of Monument Signage
- Exhibit "F" – Variance Findings
- Exhibit "G" – Landlord Review of Proposed Signage Plans
- General Plan Land Use Map
- Zoning Map
- Aerial Photo
- Location Sketch

RELATED PLANS AND POLICIES

SOUTH PACKWOOD CREEK SPECIFIC PLAN

Sign Program

3.2.4 Signs

Signs within the Specific Plan area shall generally conform to the City's Sign Ordinance, Chapter 17.48 of the City's Zoning Ordinance (included in Appendix A-2). The following standards shall be used as a Sign Program for the Specific Plan area. Signs shall endeavor to be internally consistent and to provide aesthetic continuity within each planning area. Except for center identification signs, internal or external illumination may be used.

A) MONUMENT SIGNS

One double-sided, internally illuminated monument sign shall be allowed along each arterial or collector street frontage in each planning area. This would result in a maximum of seven monument signs in Phase I and four monument signs in Phase II.

Monument signs along Mooney Boulevard shall be a maximum size of 100 sq.ft. with sign faces of 50 sq.ft.

All other monument signs shall be a maximum size of 70 sq.ft. with sign faces of 35 sq.ft.

B) COMMERCIAL CENTER IDENTIFICATION SIGNS

A total of four commercial center identification signs may be located within the Specific Plan area. They would be located on the northwest and northeast corners of Mooney Blvd. and Avenue 276 and on the southwest and southeast corners of Mooney Blvd. and Cameron Avenue.

Center identification signs shall be of a similar design theme, with a single row of individual letters that are a maximum 2 feet high on a decorative wall which does not exceed 4 feet in height.

Signage shall be limited to identification of the commercial center, not individual tenants.

Center identification signs shall be externally illuminated. The illumination shall be designed and maintained with screening so that the light source is not directly visible from the public right of way.

Section 3.2.4.C of the South Packwood Creek Specific Plan is amended to read as follows:

C) BUILDING SIGNS (MAJOR BOX STORES)

Primary Building Sign

One primary building sign shall be allowed per occupancy on the primary building frontage.

Users may choose which building frontage is their primary building frontage. The other frontages shall be secondary building frontages.

The primary building sign shall be a maximum size of 2 sq. ft. for each foot of primary building frontage to a maximum size of 150 sq. ft.

Secondary Building Signs

One secondary building sign shall be allowed on each secondary building frontage and over any public secondary entrances on the primary building frontage.

Secondary building signs shall be a maximum of 25% of the allowed primary building sign, OR as an option, users may take the total square footage of allowed primary building frontage signage and divide that square footage among signs on any of the frontages.

Site Specific Building Signage

The following sign criteria shall apply to the Costco Wholesale building located at the southwest corner of Cameron Avenue and Stonebrook Street:

LOCATION	SIGNAGE PERMITTED
Primary Frontage (west elevation)	252 sq. ft.
Building Canopy (southwest elevation)	112 sq. ft.
Secondary Frontage (north elevation)	None
Secondary Frontage (east elevation)	None
Secondary Frontage (south elevation)	30 sq. ft.
TOTAL SIGNAGE AREA	394 sq. ft.

(Added by SPA 2007-11/approved 9-4-07/City Council Resolution No. 2007-76)

D) BUILDING SIGNS (PAD, ROW and IN-LINE STORES)

Same standards as Sign Ordinance.

ZONING ORDINANCE

Chapter 17.48 Signs

17.48.100 Sign Standards for Other Zones

A. **Purpose and Applicability.** This Section establishes sign area allowances for specific Zones as well as dimensional standards for the type of signs permitted. Unless otherwise specified below, standards for each sign type are in Section 17.48.110.

B. **Aggregate Wall Sign Area.** In all Zones other than Agricultural and Residential Zones, the basic sign area allowance for all wall signs on a lot or site, excluding signs for which no permit is required under Section 17.48.030 (Exempt Signs), is as follows:

	<i>Commercial Zones</i>	<i>Office Zones</i>	<i>Industrial Zones</i>	<i>Quasi-Public Zones</i>
Total Sign Area Allowed*	2 sq. ft. x ln. ft. of frontage Maximum 150 sq. ft.	1 sq. ft x 2 ln. ft. of frontage Maximum 30 sq. ft.	1 sq. ft x ln. ft. of frontage Maximum 100 sq. ft.	0.5 sq. ft x ln. ft. of frontage Maximum 100 sq. ft.
* Total Sign Area is based on an allowance in square feet per lineal foot (ln. ft.) of street frontage.				
(1): Unless the standards in the specific Design District state otherwise.				

17.48.110 Standards for Specific Sign Types

A. **Purpose.** This Section establishes location and other general standards for specific sign types that apply to all areas where such signs are permitted. Additional standards applicable to these signs in specific Zoning Districts are located in Sections 17.48.090 and 17.48.100.

E. **Wall Signs.** Wall signs are subject to the following standards:

1. **Maximum Number.** No limit, provided that the total area of wall signs does not exceed the limits in Table 17.48.100.B.
2. **Maximum Height.** No higher than the roof line or the parapet of the wall of the building to which the sign is attached, whichever is lower.
3. **Maximum Sign Area per Sign.** See Table 17.48.100.B.
4. **Projection Allowed.** Wall signs shall not extend more than six inches beyond the face of the wall to which they are attached.
5. **Placement.** No wall sign may cover, wholly or partially, any required wall opening.
6. **Orientation.** Unless a different orientation is specifically authorized, each wall-mounted sign shall be placed flat against the wall of the building.
7. **Rear Facades.** Where a property has two facades and both are visible from the public right-of-way, a wall sign may be installed on the rear (non-primary) façade if it meets the following:
 - a. **Size.** Maximum of 25 percent of the allowed sign area calculated for the primary occupancy frontage.
 - b. **Illumination.** Signs on rear facades may not be internally illuminated.

17.48.150 Variance and exceptions.

A. Purposes.

1. **Variations.** The Planning Commission may grant variances for setbacks, locational and dimensional standards that apply to signs in order to prevent unnecessary hardships that would result from a strict or literal interpretation and enforcement of certain regulations prescribed by this chapter. A practical difficulty or unnecessary hardship may result from the size, shape or dimensions of a site or the location of existing structures thereon, from geographic, topographic or other physical conditions on the site or in the immediate vicinity, or from street locations or traffic conditions in the immediate vicinity that would affect the signing of a site or building.

2. **Exception.** The Planning Commission may grant an exception to the physical design standards if it can be demonstrated that such an exception is necessary to facilitate an improved aesthetic relationship between a sign and the structures upon which it is mounted.

B. Application Procedures. Application for a sign variance or sign exception shall be submitted to the City Planner on an approved form and include the following:

1. Name and address of the applicant;
2. Statement that the applicant is the owner of the property, is the authorized agent of the owner(s), or is or will be the plaintiff in an action in eminent domain to acquire the property involved;
3. Address and legal description of the property;
4. Statement of the precise nature of the variance or exception requested and the hardship or practical difficulty which would result from the strict interpretation and enforcement of the standards in this Chapter;
5. The application shall be accompanied by such sketches or drawings as may be necessary to clearly show applicant's proposal in comparison with the standards that otherwise would apply; and
6. The required fee or deposit.

The application shall be reviewed by the City Planner, who shall determine whether it is complete or, if not, what additional information is needed. Once the application is determined to be complete, the City Planner shall give notice to the applicant of the time when the application will be considered by the Planning Commission. The City Planning also may give notice of the time to any other interested party.

C. Public Notice and Hearing.

1. Notice of a public hearing on a sign variance or sign exception shall be given not less than ten days nor more than 30 days prior to the date of the hearing by mailing a notice of the time and place of the hearing to property owners within three hundred (300) feet of the boundaries of the area occupied or to be occupied by the use which is the subject of the hearing.

2. After the required notice has been provided, the Planning Commission shall hold a public hearing on an application for a variance.

D. Staff Report. The City Planner shall prepare a staff report on the application, including a recommendation, which shall be submitted to the Planning Commission.

E. Public Hearing Procedure. At a public hearing the Planning Commission shall review the application and the statements and drawings submitted by the applicant and the staff report and the

evidence presented in that report with respect to the findings listed below, that are required to approve a variance or exception.

F. Findings Required for a Variance.

1. The Planning Commission may grant a variance to a regulation or standard prescribed by this Chapter, as applied for or as modified by the Commission, provided that, on the basis of the application and staff report and/or evidence submitted, the Commission determines:
 - a. That strict or literal interpretation and enforcement of the specified regulation would result in practical difficulty or unnecessary hardship inconsistent with the purposes of the sign regulations;
 - b. That there are exceptional or extraordinary circumstances or conditions applicable to the property which do not apply generally to other properties classified in the same zoning district;
 - c. That strict or literal interpretation and enforcement of the specified regulation would deprive the applicant of privileges enjoyed by the owners of other properties classified in the same zoning district;
 - d. That the granting of the variance will not constitute a grant of special privilege inconsistent with the limitations on other properties classified in the same zoning district; and
 - e. That the granting of the variance will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.
2. A variance may be revocable, may be granted for a limited time period, or may be granted subject to such reasonable conditions as the Commission may prescribe.
3. The Planning Commission must deny a variance application if the required findings can not be made.

G. Findings Required for an Exception. The Planning Commission may approve, conditionally approve or deny a request for an exception to the physical design standards of this chapter. For the Planning Commission to approve or conditionally approve an exception, the following findings must be made:

1. That the granting of the exception is necessary to attain a high aesthetic sign design which would be restricted if the provisions and standards of this Chapter were strictly applied;
2. That the granting of an exception would not adversely affect the visibility of signs on adjacent properties; and
3. That the granting of an exception would not constitute a granting of a special privilege.

H. Appeal to City Council. The decision of the Planning Commission on a variance or exception application shall be subject to the appeal provisions of the zoning ordinance.

I. Revocation. A variance or exception granted subject to a condition or conditions shall be revoked by the Planning Commission if the applicant fails to comply with any the condition of approval.

J. Time Limits for Filing a New Application. Following the denial of a variance or exception application or the revocation of a variance or exception, no application for the same or substantially the same sign shall be filed within one year of the date of denial of the variance or exception application or the date of revocation of the variance or exception.

RESOLUTION NO. 2017-18

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF VISALIA APPROVING VARIANCE NO. 2017-06: A REQUEST BY YESCO SIGNS, LLC (DBO DEVELOPMENT NO. 33, PROPERTY OWNER), TO ALLOW A VARIANCE TO THE MAXIMUM SIGN AREA ASSOCIATED WITH WALL SIGNAGE FOR A FUTURE RETAIL COMMERCIAL BUILDING IN THE REGIONAL RETAIL COMMERCIAL (C-R) ZONE. THE SITE IS LOCATED AT 1650 W. VISALIA PARKWAY, ON THE NORTH SIDE OF VISALIA PARKWAY ONE-QUARTER MILE EAST OF MOONEY BOULEVARD. (APN: 126-730-026, 027)

WHEREAS, Variance No. 2017-06 is a request by Yesco Signs, LLC (DBO Development No. 33, property owner), to allow a variance to the maximum sign area associated with wall signage for a future retail commercial building in the Regional Retail Commercial (C-R) Zone. The site is located at 1650 W. Visalia Parkway, on the north side of Visalia Parkway one-quarter mile east of Mooney Boulevard. (APN: 126-730-026, 027); and

WHEREAS, the Planning Commission of the City of Visalia, after published notice scheduled a public hearing before said commission on March 27, 2017; and

WHEREAS, on March 27, 2017, the Planning Commission of the City of Visalia continued said public hearing to a date specific of April 24, 2017; and

WHEREAS, the Planning Commission of the City of Visalia finds Variance No. 2017-06, as conditioned by staff, to be in accordance with Section 17.48.150 of the Zoning Ordinance of the City of Visalia based on the evidence contained in the staff report and testimony presented at the public hearing; and

WHEREAS, the Planning Commission of the City of Visalia finds the project to be Categorically Exempt consistent with the California Environmental Quality Act (CEQA) and City of Visalia Environmental Guidelines.

NOW, THEREFORE, BE IT RESOLVED that the project is exempt from further environmental review pursuant to CEQA Section 15305.

NOW, THEREFORE, BE IT FURTHER RESOLVED that the Planning Commission of the City of Visalia makes the following specific finding based on the evidence presented:

1. That the strict or literal interpretation and enforcement of the Zoning Ordinance would result in practical difficulty or unnecessary hardship inconsistent with the objectives of the Zoning Ordinance.

The Sign Program developed for the South Packwood Creek Specific Plan was developed prior to the finalization of a development plan for the Phase II portion of the Specific Plan. As it has turned out, multiple anchor buildings in the Phase II area are not oriented directly towards a public street, which may result in some practical

difficulty for the identification of buildings within the Regional Commercial zone. Additionally, there have been other larger buildings that have been approved for larger signs in keeping with the scale of the building.

2. That there are exceptional or extraordinary circumstances or conditions applicable to the property involved or to the intended use of the property, which do not apply to the other properties classified in the same zone.

The orientation of the building and shopping center away from Mooney Boulevard and not onto a public street, together with the established street trees along Visalia Parkway that obscure the wall frontage, represent exceptional circumstances to the intended use of the property.

3. That the strict or literal interpretation and enforcement of the ordinance would deprive the applicant of privileges enjoyed by the owners of the other properties classified in the same zone.

Other properties within the Regional Commercial zone along Mooney Boulevard and within the South Packwood Creek Specific Plan area have been granted variances or other allowances for additional building signage for similar reasons of obscured visibility and for the reason of maintaining scale to the building.

4. That the granting of the variance would not constitute a grant of special privilege inconsistent with the limitations on other properties in the same zone.

The granting of a variance to building signage would not constitute a grant of special privilege since other properties in the same zone and within the Specific Plan area have been granted variances to building signage. Although these instances have involved properties with greater building size and occupancy frontage than the Sportsman's Warehouse store, the proposed sign size is proportional to the signs and the respective building sizes and occupancy frontages of past approvals.

5. That the granting of the variance will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.

The granting of a variance to setbacks is not considered detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity. The variance would assist in advertising stores which represent a draw to the Regional Retail Commercial zone.

6. That the project is considered Categorically Exempt under Section 15305 of the Guidelines for Implementation of CEQA (Categorical Exemption No. 2017-14).

BE IT FURTHER RESOLVED that the Planning Commission hereby approves Variance No. 2017-06, as conditioned, on the real property herein above described in accordance with the terms of this resolution under the provision of Section 17.48.150 of the Ordinance Code of the City of Visalia, subject to the following conditions:

1. That the allowed signage under Variance No. 2017-06 shall be as follows:
 - a) A maximum amount of 234 square feet of primary sign copy is allowed on the east elevation of the building site as identified in Exhibits "A", "B", and "C";

- b) A maximum amount of 116 square feet of **secondary sign copy** is allowed on the south elevation of the building site at the location shown in Exhibits "A" and "C".
- 2. That the building not be allowed any additional wall signage beyond a single primary wall sign and secondary wall sign as identified in the locations shown in Exhibit "C".
- 3. That all building and monument sign modifications require a separate building permit.
- 4. That all applicable federal, state and city laws, codes and ordinances be met.
- 5. That the applicant submit to the City of Visalia a signed receipt and acceptance of conditions from the applicant and property owner, stating that they understand and agree to all the conditions of Variance No. 2017-06, prior to the issuance of any sign permits for this project.

SPORTSMAN'S WAREHOUSES

Exterior Signage for Store at 1650 West Visalia Parkway, Visalia, CA 93277

Presented By



Salt Lake Region
Salt Lake Office
1605 South Gramercy Road
Salt Lake City, UT 84104
801-487-8481

Version:
DSGN 53230 R6
Date: 02.06.2017
(Rev.: Note on page 3,
Address corrected)

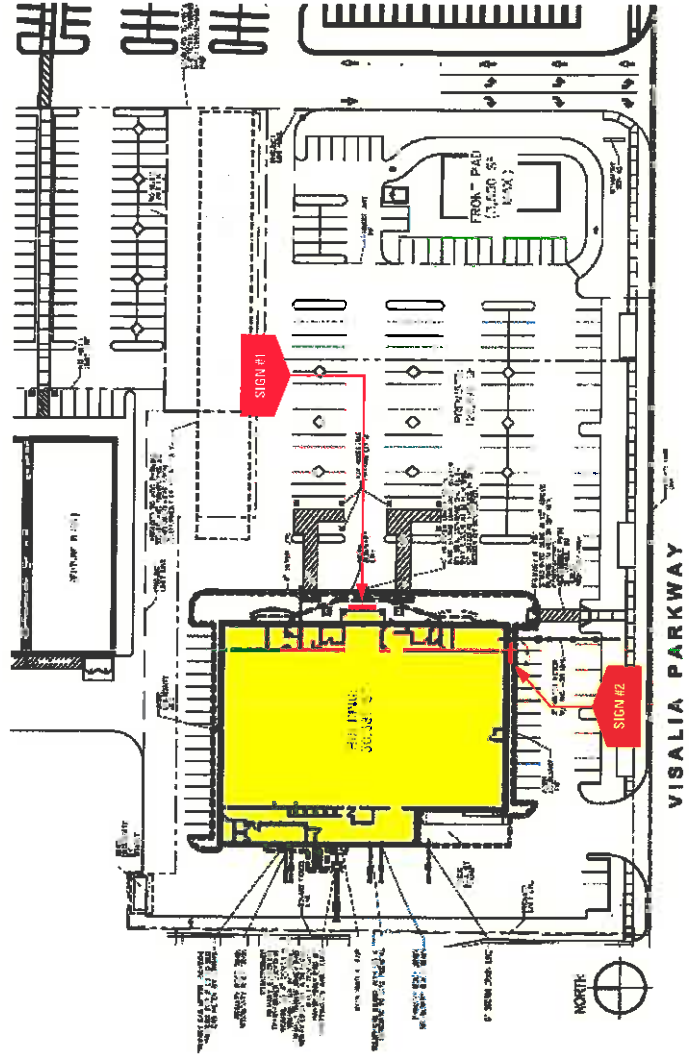


Exhibit "A"

YESCO.
DESIGN
1605 South Gramercy Rd.
Salt Lake City, UT 84104
801.487.8481

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© 2016 YESCO LLC. All rights reserved
This drawing was created to assist you in
visualizing our proposal. The original idea
is the property of YESCO LLC.
Permitted use of this drawing can
only be obtained through a written agreement
with YESCO.
The colors shown are only approximated on
any computer monitor, tablet or laser print. The
final product may vary slightly in color from
your computer monitor or print.

This sign is intended in accordance with the
requirements of Article 904 of the Utah
Electrical Code and / or other applicable local
codes. This includes proper grounding and
banding of the sign.



Revisions

No.	Date / Description
001	08-16-2016
002	08-16-2016
003	08-16-2016
004	08-16-2016
005	08-16-2016
006	08-16-2016
007	08-16-2016
008	08-16-2016
009	08-16-2016
010	08-16-2016
011	08-16-2016
012	08-16-2016
013	08-16-2016
014	08-16-2016
015	08-16-2016
016	08-16-2016
017	08-16-2016
018	08-16-2016
019	08-16-2016
020	08-16-2016

Approval

Client Sign / Date _____
Landlord Sign / Date _____

Sportman's Warehouse
1660 West Vasilie Parkway
Visalia, CA 93277
Acct. Exec: Kevin Christman
Designer: Gary Resner
Orig: 09.14.2016

1. Pan-Channel Logo
53230 R6
Scale: as noted

ART 1.0

**MANUFACTURE & INSTALL (MOUNT) SINGLE FACE
INTERNALLY-ILLUMINATED "SPORTSMAN'S WAREHOUSE"
LOGO DISPLAYS. MOUNT WITH STAND-OFFS.**

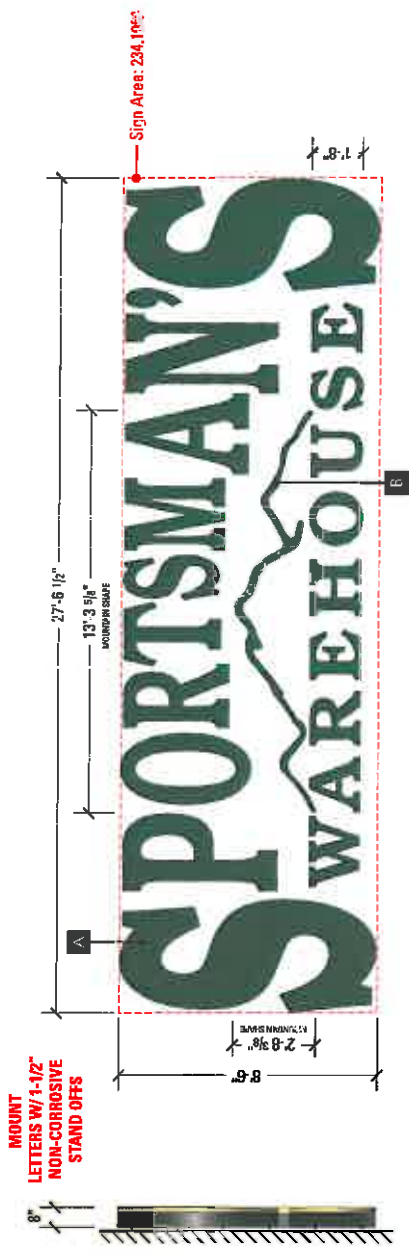
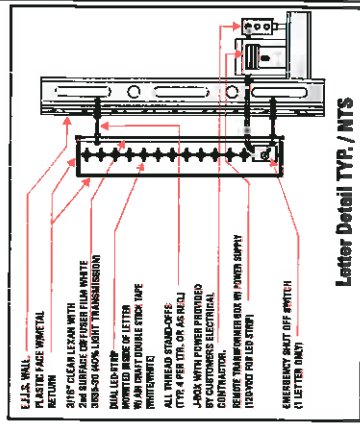
**FINAL ELECTRICAL YESCO TO CONNECT SIGN TO CUSTOMER
ADDITIONAL BY: PROVIDED PRIMARY POWER TO SIGN LOCATION.**

A. PAN-CHANNEL LIGHT TYPE

WHITE LED HALO
GE GREEN TETRA MAX LED FACE
GE ANS-L1 GREEN 830 NM
GE POWER SUPPLY
GEPS 12-60
TYPE
ACRYLIC
FACE
WHITE
LAYER
WHITE F7328
PREMIER TYPE
1/2" SURFACE
3M # PUCDLY GREENY 350D/76
3M # AN CLIP
2" SPORTSMAN'S LETTERS
2" WAREHOUSE LETTERS
COLOR/PAIN
GE
RETURN
8" SPORTSMAN'S LETTERS
8" WAREHOUSE LETTERS
THICKNESS
1/8" SPORTSMAN'S LETTERS
1/8" WAREHOUSE LETTERS
PAINT
PRE-PAINTED BLACK
METAL CLIPS
SPORTSMAN'S LETTERS ONLY
LETTER
BACKS
CLEAR ACRYLIC

B. F.A.C.C.

MATERIAL	ALUMINUM
FINISH	BRUSH WILLIAMS TO MATCH
FINISH	3M DRY OPER 350D/76
FINISH	GLASS
FINISH	FLUSH
STAND OFF	1/2" (1/2" EXPOSED)
LETTER TYPE	LETTER
LETTER COLOR	EMERALD GREEN GLASS



1 PAN-CHANNEL LETTERS, F.C.O. MOUNTAIN SHAPE SCALE: 1/4" = 1'-0"

1.2 SIDE VIEW



Exhibit "B"



DESIGN

1606 South Gramercy Rd.
Salt Lake City, UT 84104
801.487.8481

www.yesco.com

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visualizing our proposal. The original files
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only be obtained through a written agreement
with YESCO.
The colors shown are only represented as
an aid to visualization. The actual color of the
final product may vary slightly in color from
your computer monitor or print.

This sign is installed in accordance with the
requirements of Article 600 of the National
Electrical Code and / or other applicable local
codes. This includes proper grounding and
bonding of the sign.



Revisions

No.	Date / Description
0101	08-16-2016
0102	08-16-2016 SIGN ON SOUTH ELEVATION
0103	08-16-2016 SIGN ON SOUTH ELEVATION
0104	08-16-2016 SIGN ON SOUTH ELEVATION
0105	08-16-2016 SIGN ON SOUTH ELEVATION
0106	08-16-2016 SIGN ON SOUTH ELEVATION
0107	08-16-2016 SIGN ON SOUTH ELEVATION
0108	08-16-2016 SIGN ON SOUTH ELEVATION
0109	08-16-2016 SIGN ON SOUTH ELEVATION
0110	08-16-2016 SIGN ON SOUTH ELEVATION
0111	08-16-2016 SIGN ON SOUTH ELEVATION
0112	08-16-2016 SIGN ON SOUTH ELEVATION
0113	08-16-2016 SIGN ON SOUTH ELEVATION
0114	08-16-2016 SIGN ON SOUTH ELEVATION
0115	08-16-2016 SIGN ON SOUTH ELEVATION
0116	08-16-2016 SIGN ON SOUTH ELEVATION
0117	08-16-2016 SIGN ON SOUTH ELEVATION
0118	08-16-2016 SIGN ON SOUTH ELEVATION
0119	08-16-2016 SIGN ON SOUTH ELEVATION
0120	08-16-2016 SIGN ON SOUTH ELEVATION

Approval

Client Sign / Date

Landscape Sign / Date

Sportman's Warehouse

1650 West Virella Parkway

Visalia, CA 93277

Acct. Exec: Kevin Christman

Designer: Blery Becerra

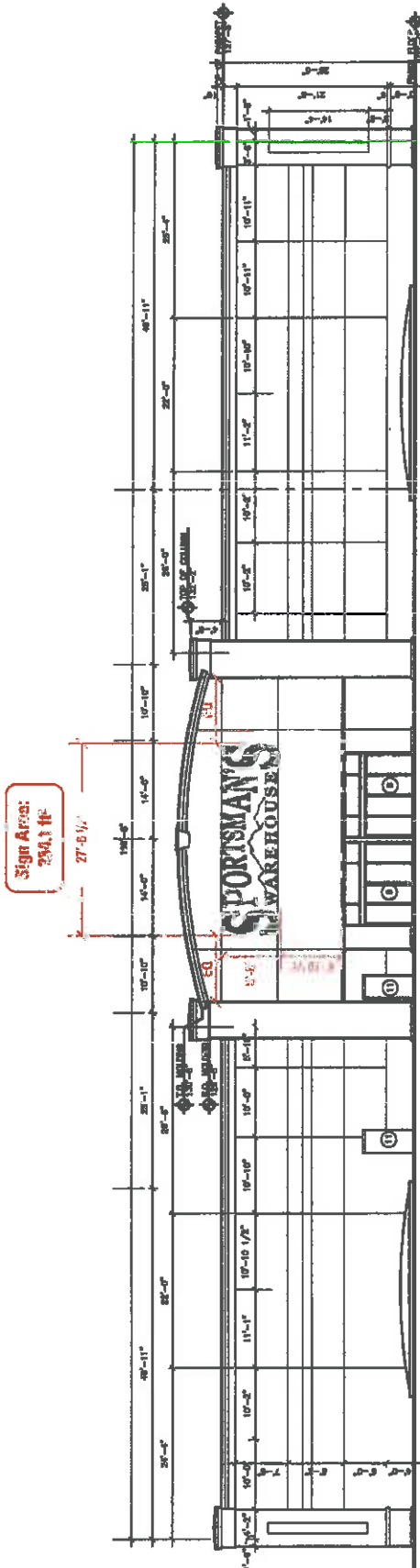
Orig: 09.14.2016

Sign Locations

53230 R7

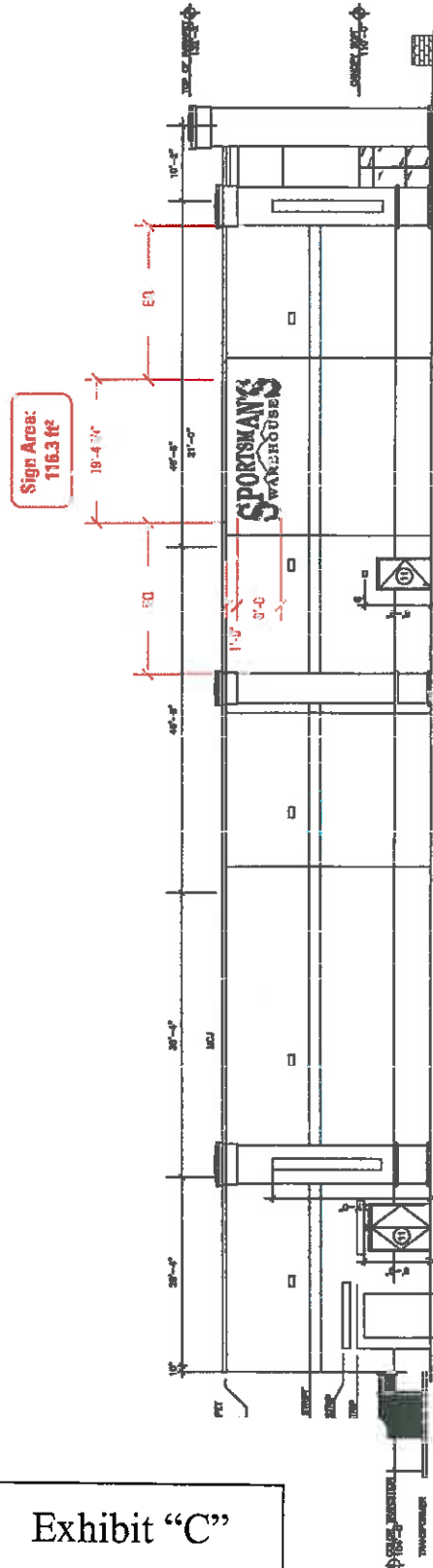
SCALE: AS NOTED

ART 2.0



Building Elevation - East
SCALE: 1/16\"/>

Exhibit "C"



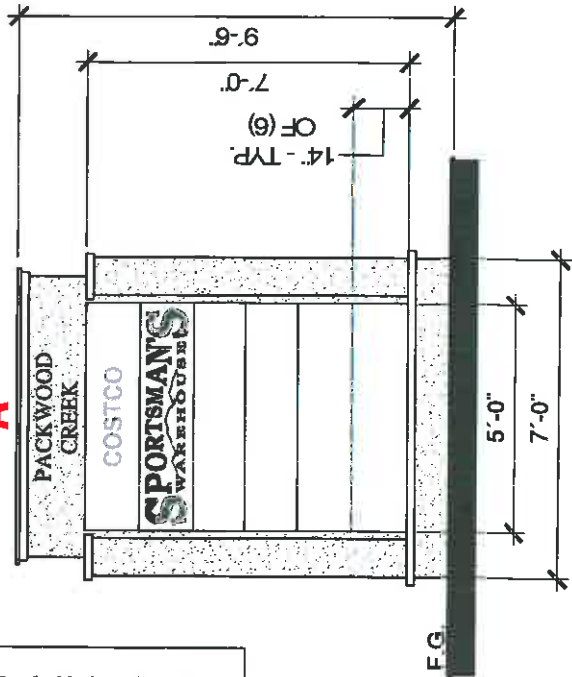
Building Elevation - South
SCALE: 1/16\"/>



3 POLYCARBONATE FACES WITH VINYL GRAPHICS
SCALE: 1/12" = 1'-0"

THE MONUMENT SIGN ON CAMERON AVENUE WILL NOT BE CONSTRUCTED IN THIS PHASE, BUT IT WILL BE CONSTRUCTED IN THE FUTURE.

A



3.1 CONTEXT VIEW
SCALE: 3/8" = 1'-0"

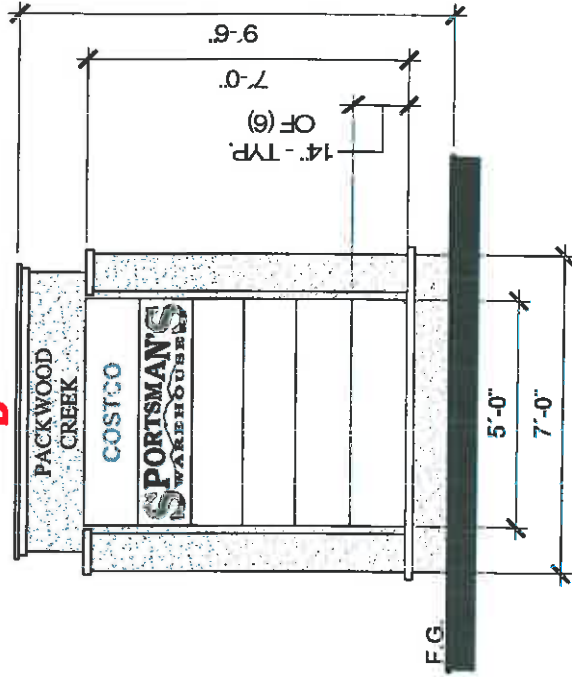
MANUFACTURE & INSTALL FOR ALL TENANT FACES FOR TWO EXISTING TENANT SIGNS.

NO.	DESCRIPTION	DATE
1	1" SURFACE	
2	3/4" X HOLLY GREEN 3800-78	

FIELD SURVEY REQUIRED, PROVIDE FACES V.O. DIMENSIONS PRIOR TO FABRICATION.

MONUMENT SIGNS TO BE PROVIDED BY LANDLORD. SPORTSMAN'S WAREHOUSE WILL FURNISH THEIR OWN TENANT PANELS TO BE PLACED IN TENANT SIGNS.

B



Double face tenant sign along Visalia Parkway
Note: elevation shown typical of two sides

SEE SIGN LOCATIONS ON NEXT PAGE

YESCO.
DESIGN
1605 South Gramercy Rd.
Salt Lake City, UT 84104
801.487.8481
www.yesco.com

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Revisions

No.	Description
1	09-14-2016
2	12-16-2016 NO CHANGES ON THIS PAGE
3	02-02-2017 (NOTE: (6) ADDED) (BBL)

Approval

Client Sign / Date
Landlord Sign / Date

Sportman's Warehouse
1605 West Visalia Parkway
Visalia, CA 93277

Acct. Exec: Kevin Chittiman
Designer: Gley Becerra

Orig: 09.14.2016

3. Tenant Sign Faces

53230 R6

Scale: as noted

ART 3.0

Exhibit "D"

February 15th, 2017

Mr. Brandon Smith, AICP
Senior Planner
City of Visalia
Planning Division
315 E. Acequia Avenue
Visalia, CA 93291

RE: Variance / Exception Supplement Letter for Proposal of a Variance for new building signage proposed for Sportsman's Warehouse, located at 1650 Visalia Parkway.

Dear Brandon,

On behalf of our client Tait & Associates, Inc., representing Sportsman's Warehouse, YESCO is pleased to present this Variance / Exception Supplement Letter for the proposed Variance of the existing City sign ordinance to allow the installation of two (2) new wall / building sign displays reading "SPORTSMAN'S WAREHOUSE", at a sign area of 234.10 sq ft (each). The design of these new signs is depicted (with all material call-outs and dimensions) in YESCO Drawings 53230 R6, dated 2/6/17.

The scope of work will include the fabrication and installation of two (2) new sets of 8' -6" OAH X 27'-6 1/2" OAL LED illuminated pan channel letters, with "mountain" logos. Installation for the new wall displays will be verified to meet the current 2016 CBC regulations (sign industry standards) and California Title 24 requirements.

We feel that the sign displays, as proposed in the renderings provided, are very complimentary and conducive to the design and overall size (scale) of the building. It seems that the original intent of the Sign Program for Packwood Creek West was drafted mainly for the first phase of the project area and not for the "undeveloped" area of Packwood Creek (East)—designed for more "big box" retailers.

To address the five "Findings" for the **Sign Variance** Approval request:

1. The existing Sign Program appears to have assumed all retail buildings would face Mooney Blvd. However, the subject property not only faces away from Mooney Blvd., but is located behind another shopping center. The resulting practical difficulty is that the small signs approved for the side of the building are insufficient to identify Sportsman's Warehouse to the public. Furthermore, due to the design of Sportsman's Warehouse standard logo, the sign appears small and out of scale for the size of the building.
2. The applicant has not been able to identify any other businesses in the same zone, which are of retail use and comparable size, which not only face away from Mooney Blvd., but are also behind another shopping center.
3. Because other comparable sized retailers in the same zone are located in shopping centers which face Mooney Blvd. and therefore whose front signage is reasonably visible to Mooney Blvd., Sportsman's Warehouse is being deprived of reasonably comparable identification of its business to Mooney Blvd.

YESCO Sacramento

916-419-8101 ✉ Phone

916-419-8108 ✉ Fax

4119 S Market Court #10
Sacramento, CA 95834

Exhibit "F"



Custom Electric Signs

4. If Sportsman's Warehouse is allowed the signage as proposed, then its ability to identify its business to Mooney Blvd. will be on-par with other retailers of comparable size within the same zone.
5. The building signs as proposed will not only enhance the public welfare by providing more functional and visible identification of Sportsman's Warehouse, but also reduce confusion among the general public as to the identity and location of the business.

We believe the larger size of the wall signs as designed is appropriate and makes sense as proposed—having a huge impact on increasing readability and visibility along Mooney Blvd. The proposed / designed size also allows the new signs to more powerfully and professionally convey business identity—in text that is large enough to be safely read from the long viewing distances associated with these signs. Sportsman's Warehouse *could* potentially realize a 10-15% increase in overall sales collectively, which in turn could increase tax revenues for the City of Visalia.

We appreciate your consideration of approval for this proposal, and look forward to working together with the City of Visalia on this project.

Sincerely,

Nate Buchaklian

Nate Buchaklian
Permit/Expediting/Production Coordinator
YESCO-Sacramento

CC: Brent Thomas
Mike Berg
Kevin Christensen

O R O S C O

January 12, 2017

VIA EMAIL

Sportsman's Warehouse
Attn : Brent Thomas
16865 N Marketplace Blvd
Nampa, ID 83687
Tel : (801) 304-5867
Mobile : (208) 830-5997
Email : bthomas@sportsmanswarehouse.com

RE: LANDLORD REPRESENTATIVE REVIEW OF TENANT'S EXTERIOR SIGNAGE PLANS
SPORTSMAN'S WAREHOUSE, 1650 VISALIA PARKWAY, VISALIA, CA 93277

Dear Brent:

Pursuant to the terms of the fully executed Lease Agreement by and between DBO Development No. 33, a California limited liability company ("Landlord"), and Sportsman's Warehouse Southwest, Inc., a California corporation ("Tenant"), this letter shall constitute Landlord Representative's Notice of Approval of Tenant's Signage Plans as prepared by Tenant's signage representative, YESCO, received via email from Mike Berg at TAIT & Associates, Inc. on December 19, 2016 and labeled "Exterior Signage for Store at SWC Cameron & Stonebrook Street, Visalia, CA 93277" Version DSGN 53230 R6 dated 12.16.2016 subject to the following conditions and comments:

General Items:

- G-1: The review of the Tenant's vendor prepared signage submittal by Landlord is only for general conformance with the project scope identified in the lease agreement and with the design interface with site and building shell improvements. Comments made during this review do not relieve the Tenant and/or the Tenant's signage vendor, architect, engineers and contractors from the compliance with the requirements set forth in the lease agreement. Furthermore, Landlord shall in no way be held liable for any errors or omissions by either the Tenant or Tenant's signage vendor, architect, engineers and contractors for scope of work.
- G-2: It is the Tenant's signage vendor, architect, engineers and contractors sole responsibility to comply with all governing jurisdictional (City / County, etc.) signage regulations. Further, it is the Tenant's signage vendor, architect, engineers and contractors sole responsibility to comply with the site specific commercial condominium Sign Regulations where applicable.
- G-3: It is the Tenant's signage vendor, architect, engineers and contractors sole responsibility to comply with all current applicable federal, state and local codes and/or ordinances for all work associated to Tenant's signage design and installation.

Specific Items:

- S-1: The Signage Package identifies the incorrect project address on the Cover Sheet. Project address is 1650 Visalia Parkway, Visalia, CA 93277 (not SWC Cameron & Stonebrook Street). Project address is also incorrectly identified on each of the subsequent title blocks of each sheet.

- S-2 Sheet ART 1.0 & 2.0: Per the Packwood Shopping Center Signage Criteria provided to the Tenant on July 12, 2016 and again on November 22, 2016, signs on the front of the building elevation are allowed at 1.5 s.f. of sign area per 1 linear foot of building frontage to a max. of 150 s.f. Tenant's proposed frontage per their CD's is 199'-8", therefore they are capped at max of 150 s.f. of signage area. Further, Tenant's proposed signage exceeds the City of Visalia's sign ordinance requirements. Tenant is proposing a variance to have a front sign area of 234 s.f. (84 s.f. or 56% larger than what is allowed per the Packwood Shopping Center Signage Criteria). Landlord is amendable to approving Tenant's requested proposed front sign area subject to Tenant's ability to seek and receive approval from the City for a Sign Variance. Tenant shall submit City approval of signage variance prior to proceeding with work.
- S-3: Sheet ART 1.0 & 2.0: Per the Packwood Shopping Center Signage Criteria provided to the Tenant on July 12, 2016 and again on November 22, 2016, signs on the sides of the major tenants facing Cameron, Visalia Parkway, etc. shall not exceed forty-one and one half (41.5) s.f. in sign area. Further, Tenant's proposed signage exceeds the City of Visalia's sign ordinance requirements. Tenant is proposing a variance to have the same sign on the side elevation (facing Visalia Parkway) as the front of building with an area of 234 s.f. (192.5 s.f. or 563% larger than what is allowed per the Packwood Shopping Center Signage Criteria). Landlord is amendable to approving Tenant's requested proposed side sign (facing Visalia Parkway) area subject to Tenant's ability to seek and receive approval from the City for a Sign Variance. Tenant shall submit City approval of signage variance prior to proceeding with work.
- S-4: Sheet ART 3.0 & 4.0: Yesco's Tenant's Signage sign site plan identifies a monument sign located along both Visalia Parkway and Cameron. Per Lease Recital Section 15 Monument/Pylon Signage, Tenant will have the right, subject to compliance with all Laws and Declarations, at Tenant's sole cost and expense, to install a double-sided panel ("Tenant's Panel") on (i) the Shopping Center monument/pylon sign to be constructed prior to the Final Delivery Date by Landlord in location shown on Exhibit A attached to the Lease along Visalia Parkway ("Monument/Pylon Sign #2") in the second position below Costco's sign panel (labeled on Yesco's Tenant's signage plan "Tenant sign 3-B), and (ii) the Shopping Center monument/pylon sign which may in the future be constructed by Landlord in location shown on Exhibit A attached to this Lease along Cameron Avenue ("Monument/Pylon Sign #1") in the second position below Costco's sign panel. The size and location of Tenant's Panel is depicted on Exhibit B attached to the Lease (labeled on Yesco's Tenant signage plan "Tenant sign 3-A).

Note: Final Landlord Monument/Pylon Sign is in progress and subject to minor modifications and City approval. Prior to Tenant fabricating and installing their double-sided panel, Tenant and their Signage Fabricator shall field verify Landlord constructed monument sign. Tenant double-sided panel background color and finish shall match Landlord constructed monument sign color and finish.

If you have any questions, please call me at the number shown on the bottom of this letterhead, or send email correspondence to mnohr@oroscogroup.com.

Sincerely,



Matt Nohr

Director of Development

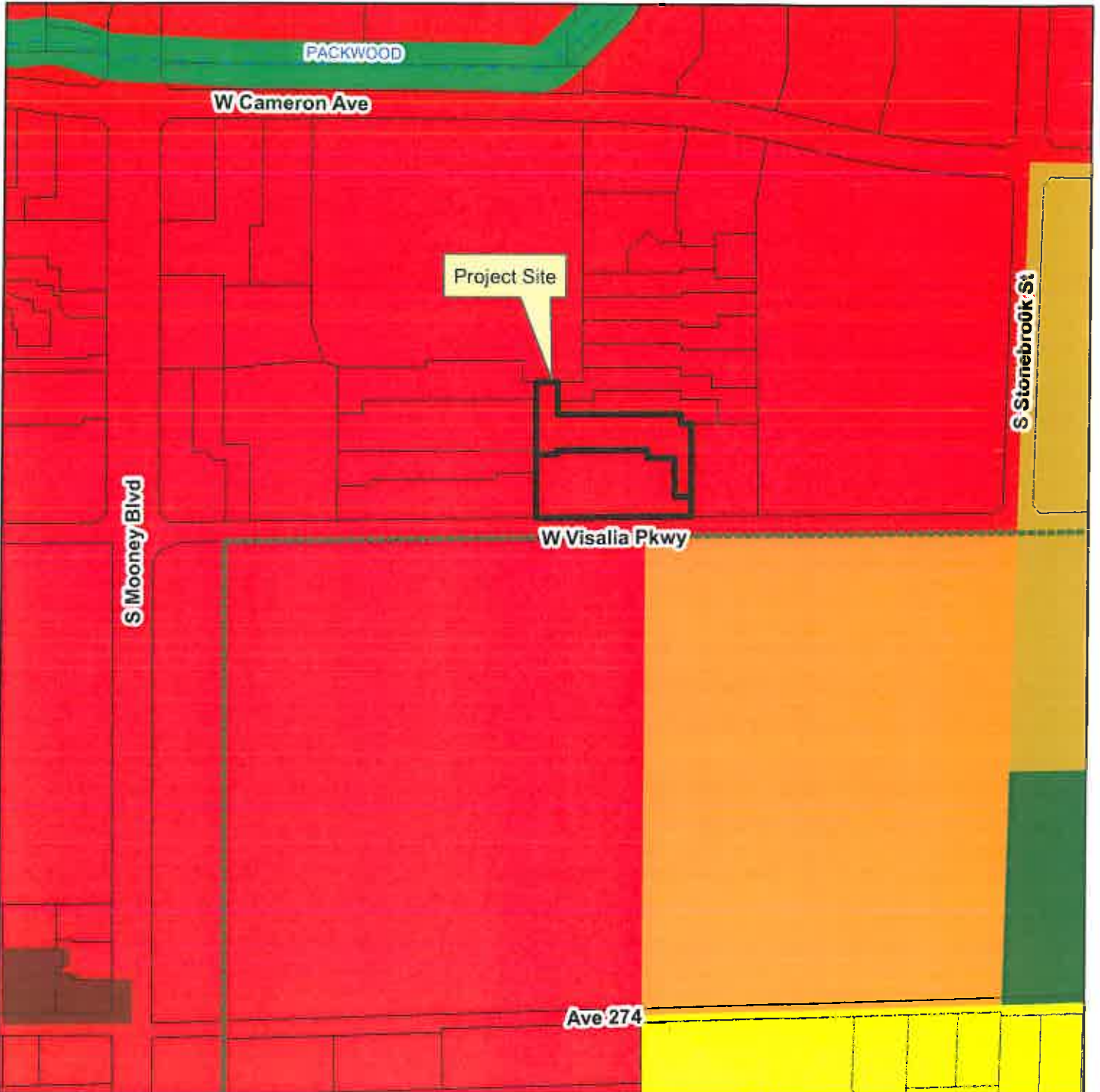
On behalf of DBO Development No. 33, A California limited liability company

Cc: Mike Berg, TAIT & Associates mberg@tait.com

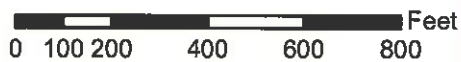
Patrick Orosco, Orosco & Associates porosco@oroscogroup.com
Sherry Peverini, Orosco & Associates speverini@oroscogroup.com
Chad Gallagher, MSR Legal chad.gallagher@msrlegal.c

Variance No. 2017-06

The site is located at 1650 W. Visalia Parkway, on the north side of Visalia Parkway one-quarter mile east of Mooney Boulevard. (APN: 126-730-026, 027)

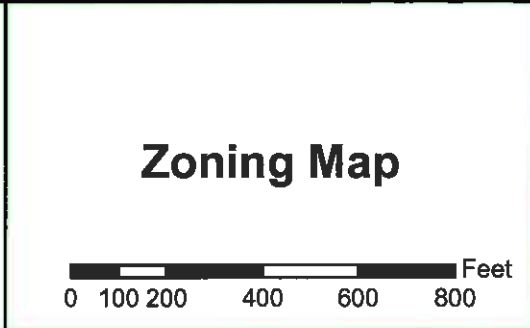
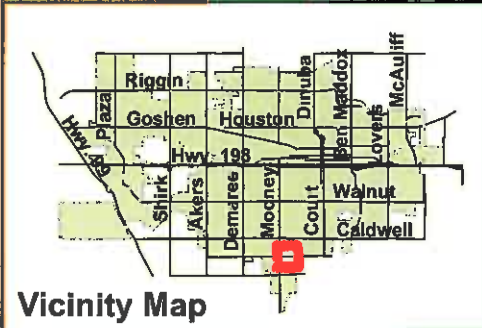
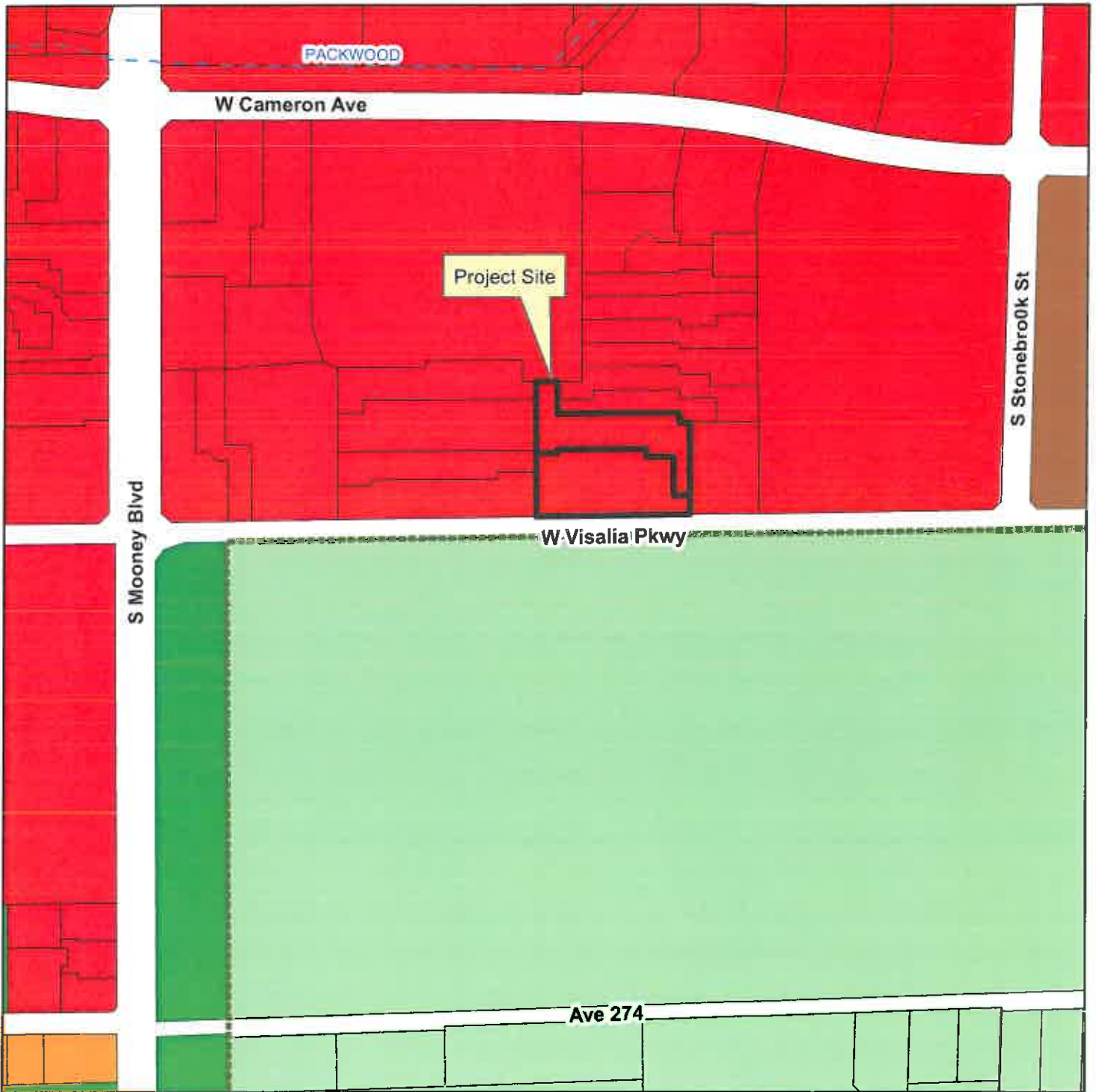


General Plan Land Use Map



Variance No. 2017-06

The site is located at 1650 W. Visalia Parkway, on the north side of Visalia Parkway one-quarter mile east of Mooney Boulevard. (APN: 126-730-026, 027)





Sportsman's Warehouse Diagram



Variance No. 2017-06

The site is located at 1650 W. Visalia Parkway, on the north side of Visalia Parkway one-quarter mile east of Mooney Boulevard. (APN: 126-730-026, 027)

