

PLANNING COMMISSION AGENDA

CHAIRPERSON:

Brett Taylor



VICE CHAIRPERSON:

Liz Wynn

COMMISSIONERS: Brett Taylor, Liz Wynn, Chris Gomez, Marvin Hansen, Sarrah Peariso

MONDAY, SEPTEMBER 25, 2017, 7:00 PM REGULAR MEETING,
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.
 - Finding of Consistency No. 2017-004 a request by Visalia Adventure Park to construct solar carport shade structures in the west parking lot south of the batting cages. The site is located at 5600 West Cypress Avenue (APN: 08-450-019). The Visalia Adventure Park Conditional Use Permit No. 2003-39 for the family entertainment park was approved by the Planning Commission on January 26, 2004.
5. PUBLIC HEARING – Andy Chamberlain - *Continued from the 09/11/2017 Public Hearing*
Variance No. 2017-20: A request by Frank Golden to exceed the 25% office area limit in the Industrial Zone, allowing a 45% office area totaling 2,346 sq. ft. of office in a 5,200 sq. ft. building, in the Industrial (I) Zone. The site is located at 9420 W. Perishing Avenue. (APN: 081-100-026).
6. PUBLIC HEARING – Brandon Smith
 - a. Houdini Acres Tentative Subdivision Map #5563: A request by Larry Rambaud to subdivide three lots consisting of 2.15 gross acres into 10 lots for residential use in the R-1-5 (Single-Family Residential, minimum 5,000 square foot lot size) zone. The site is located on the west side of Demaree Street between Iris and Howard Avenues (APN: 087-122-010,011,013). The project is Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15332, Categorical Exemption No. 2017-67.
 - b. Conditional Use Permit No. 2017-31: A request by Larry Rambaud to allow two duplex structures (four dwelling units total) on two corner lots within proposed Tentative Subdivision Map #5563 in the R-1-5 (Single-Family Residential, minimum 5,000 square foot lot size) zone. The site is located on the west side of Demaree Street between Iris and Howard Avenues (APN: 087-122-013). The project is Categorically Exempt from the

California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15332, Categorical Exemption No. 2017-67.

7. PUBLIC HEARING – Andy Chamberlain

Variance No. 2017-21: A request by Walmart to allow 736 sq. ft. of building signage, and 108 sq. ft. of monument sign area in the Commercial Mixed Use (CMU) Zone. The site is located at 1819 E. Noble Avenue. (APN: 100-050-001, 007, 100-040-043) The project is Categorically Exempt from the California Environmental Quality Act (CEQA) pursuant to CEQA Guidelines Section 15305, Categorical Exemption No. 2017-69.

8. PUBLIC HEARING –Paul Scheibel

- a. General Plan Amendment GPA No. 2017-01: A request by the City of Visalia to amend General Plan Land Use Element Policy LU-P- 45 and LU-P-46 (Visalia’s Infill Incentive Program), and General Plan Land Use Policy LU-P-20 pertaining to annexation of Disadvantaged Unincorporated Communities (DUC), to be consistent with the 2016 General Plan Housing Element, Citywide. Pursuant to California Environmental Quality Act Section 15183, environmental findings are included as part of the project findings.
- b. Zoning Text Amendment ZTA No. 2017-02: Zoning Text Amendment ZTA 2017-02, a request by the City of Visalia to amend the Visalia Municipal Code, Title 17 (Zoning) to implement the 2016 General Plan Housing Element, and to correct minor errors noted from the 2017 Zoning Ordinance Update, Citywide. Pursuant to California Environmental Quality Act Section 15183, environmental findings are included as part of the project findings.

9. DIRECTOR’S REPORT/ PLANNING COMMISSION DISCUSSION-

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, OCTOBER 5, 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, OCTOBER 9, 2017



REPORT TO CITY OF VISALIA PLANNING COMMISSION

HEARING DATE: September 25, 2017

PROJECT PLANNER: Andrew Chamberlain, Senior Planner
(559) 713-4003; andrew.chamberlain@visalia.city

SUBJECT: Variance No. 2017-21: A request by Walmart to allow 736 sq. ft. of building signage, and 108 sq. ft. of monument sign area in the Commercial Mixed Use (CMU) Zone. The site is located at 1819 E. Noble Avenue. (APN: 100-050-001, 007, 100-040-043)

STAFF RECOMMENDATION

Staff recommends that Variance No. 2017-21 be approved, based upon the findings in Resolution No. 2017-67.

RECOMMENDED MOTION

I move to approve Variance No. 2017-21, based on the findings in Resolution No. 2017-67.

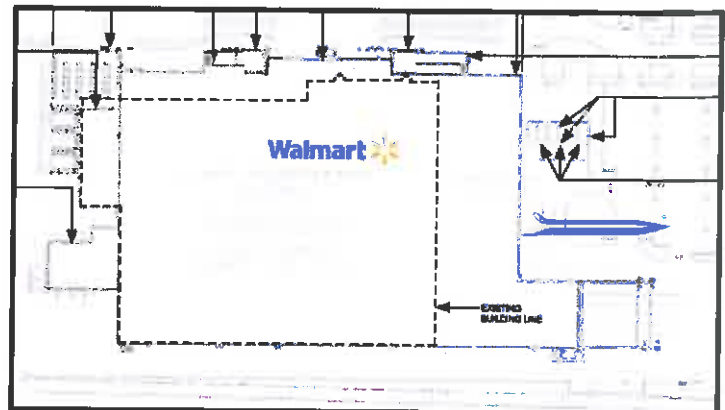
PROJECT DESCRIPTION

NOTE: The applicant revised the wall sign areas for some of the signs during the preparation of this report. The result is that the total wall sign area was reduced from 736 sq. ft. to 591.08 sq. ft. with no change to the monument sign.

The applicant is requesting a variance to building and monument sign standards. The signage variance request is to accommodate a proposed expansion to the existing Walmart store as shown in Exhibit "A". The building size will increase from 122,000 sq. ft. to approximately 179,000 sq. ft. to include a full grocery component in addition to the existing home goods, auto, and garden center. The site will also have a grocery pickup component on the east side of the building that provides for vehicle queuing lanes where customers wait to have Walmart staff deliver their on-line grocery orders out to the vehicles, thereby eliminating the need to park and go into the store.

The proposed building signs total 591 sq. ft. with approximately 466 sq. ft. on the primary building frontage and the balance on the remaining building elevations as illustrated in Exhibits "C" through "F". The applicant's findings found in Exhibit "G" identify the primary frontage signs as two categories, the main sign as advertising, and the secondary signs as directional signs for on-site way finding. The

secondary signs for auto, grocery, lawn, and store pick up are not readily visible/legible from the public street and assist customers in navigating a large retail site with multiple entrances for varied user components. The applicant identifies the distance from the street and scale of the signs relative to the size of the building to be factors resulting in the proposed signs being scaled and sized appropriately for the expanded building façade.



The monument sign shown in Exhibit "B" is proposed at 54 sq. ft. per side and a height of 8'-2", to be located in the same location as the existing monument sign. The "Walmart" portion of the sign is 36 sq. ft. and the "Pickup" portion, including the entire background is 18 sq. ft. The applicant contends the increased size allows for the addition of the "Pickup" signage which is an important new component of the Walmart store and needs to be clearly identified. The proposed monument sign is lower than the 12 feet high allowed by the City sign ordinance. The applicant believes that the building distance of 340 to 410 feet from Noble Avenue warrants the added monument sign area.

The applicant's request is based on their findings that the front of the building is setback 340 to 410 feet from Noble Avenue and that the permitted sign area of 150 sq. ft. would be small and not to scale with the size of the new Walmart building addition. The findings also indicate that the secondary signage is at a scale/size that is not highly visible from the right-of-way, and is directional in nature to the two main entrances. The findings also identify that several other variances for sign area have been granted for similar setback and building mass circumstances in various parts of the community.

BACKGROUND INFORMATION

General Plan Land Use Designation	CMU (Commercial Mixed Use)
Zoning	C-MU (Commercial Mixed Use)
Surrounding Zoning and Land Use	North: C-MU: Commercial Use South: R-1-5: Single-family residential subdivision East: R-MD/C-MU: Mix of apartments, church, and offices West: C-MU: Shopping Center
Environmental Review	Categorical Exemption No. 2017-69
Special Districts:	None
Site Plan Review	N/A

RELATED PROJECTS

On April 25, 2011, the Planning Commission approved Conditional Use Permit No. 2007-17 for the expansion of the Walmart store, and Variance 2007-06 to allow 585 sq. ft. of building sign and 52 sq. ft. of monument sign. These actions were appealed to the City Council.

On June 20, 2011 the City Council denied the appeal, upholding the Planning Commission approvals for the use permit and variance, and recertifying the EIR. The appellants filed in Superior Court resulting in additional environmental review and a new public hearing.

On March 18, 2013, the City Council reapproved Conditional Use Permit No. 2007-17 and recertified the EIR. The Council denied Variance 2007-06 indicating that the requested sign area was too large. The appellants returned to Superior Court resulting in the Court not accepting the EIR revisions and requiring further analysis for the EIR.

On November 16, 2015, the City Council recertified the revised EIR and reapproved Conditional Use Permit No. 2007-17. The appellants returned to Superior Court resulting in the Court finding the actions to revise and recertify the EIR, and reapproved the project satisfactory. The Court discharged the Peremptory Writ of Mandate established on May 23, 2012, allowing the project to proceed.

The Planning Commission has previously considered and approved several sign variances based upon factors including setback from the public street, obstructed views, and relative scale of sign area to building mass.

PROJECT EVALUATION

Analysis of Wall Signage

Staff recommends approval of the requested variance to wall signage. This is based upon the fact that the proposed building after the remodel is approximately 340 to 410 feet from Noble Avenue. In addition, staff considered the overall mass and appearance of the building and signage areas as shown in Exhibits "A" and "B", and found that the signage proposed for the Walmart building is scaled and sized appropriately relative to the size of the building façade..

Primary Building Sign



The linear building frontage is 715 feet of which 160 feet of the building front façade is slightly recessed. The recessed portion of the building creates building articulation resulting in varying setbacks from Noble Avenue. The linear building frontage is presented in Exhibit "C".

Staff finds that the proposed 215.52 square foot primary wall sign (Walmart*) would not be inconsistent with signs found on other large single user buildings in the City. The applicant has included an exhibit of Visible/Non Visible Wall Signs in Exhibit "H". The Visibility Summary identifies only two signs being visible. The two signs are the primary Walmart + Spark sign (215.52 sq. ft.) and the Spark + Pickup sign (50 sq. ft.). The remaining signage is not readily visible from the right-of-way. Staff concurs with the applicant's visibility Summary.

The applicant has also provided the Perspective View from Noble Avenue in Exhibit "I" showing the view from the street and how it may be partially obscured by on-site landscape trees further reducing the visibility of the signs from the right-of-way.

The applicant has provided five findings for the variance in Exhibit "G" that discuss the requested signage, with the primary basis for the increased signage being the building distance from the street, the size/scale of the building related to the proposed sign areas, and approved sign variances provided to other businesses/buildings in similar circumstances.

Secondary Building Signs

The secondary building signage shown as letters "E" through "K" in Exhibit "A", constitute approximately 231.79 sq. ft. of the total sign area request. The Grocery, Home & Pharmacy, and Lawn & Garden signs (total sign area of 157.66 sq. ft.) appear to have limited visibility from Noble Avenue and convey a directional message combined with advertising. The Auto Center and other signs (159.09 sq. ft. total) shown as Signs "G" through "K" in Exhibit "A", are not visible from any public street, and are significantly recessed back from the primary building frontage limiting their visibility from the public street.

Staff finds the proposed secondary building signage totaling 316.75 sq. ft. (Signs "C" through "K" in Exhibit "A") would have limited and/or no visibility from the public street and these signs provide for on-site directional information to customers navigating the site. Based upon these

factors staff is recommending approval of the requested secondary signage in addition to the primary Walmart signage.

Comparison of other wall sign variances

Over the past several years, a number of buildings/stores have been approved for more than the maximum permitted sign area of 150 square foot. The following table provides a history of recent wall sign variances and specific plan approvals.

	Sportsman Warehouse	Smart & Final Extra	Home Goods	Mor	Ashley	Dick's Sporting Goods	CostCo	Lowes	Target	Walmart
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	215/359
Sign Area: Secondary Frontage (sq. ft.)	234					158	112			
Distance from St.(ft.)	96	495	415	140	750	395	430	770	800	340/410
Building size (sq. ft.)	32,395	35,000	20,000	40,000	42,507	48,100	152,595	165,375	147,109	179,000
Building Frontage(ft.)	200	154	127	163	200	260	470	445	400	555/720
Ratio: Sign Area to Frontage	1.12	1.45	1.28	1.21	0.94	1.08	0.54	0.37	0.54	0.38/0.64

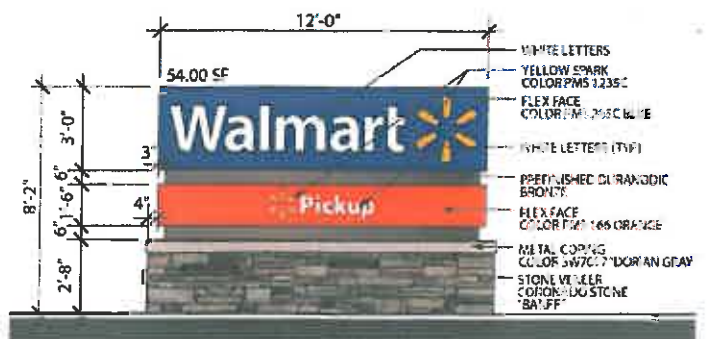
As shown above, the proposed primary Walmart sign of 215.52 sq. ft. is smaller than signage approved for Dick's Sporting Goods, Sportsman's Warehouse, Target and Costco. If approved, the primary Walmart signage would have a frontage to sign area ratio of 0.38, the ratio would increase to 0.64 if the Pickup, Grocery, Home & Pharmacy signs are also approved with the Walmart sign variance request.

Excluding the primary Walmart signage, the secondary signage area of 375.56 sq. ft. would be greater than other variances approved with secondary signage.

Staff finds that the primary linear building frontage of approximately 555 feet combined with the distance from the street and limited visibility for some of the signs provides for a unique or extraordinary circumstance that results in staff support for the requested sign variance. Staff considers the request to be similar to other variance approved for additional wall signage area.

Analysis of Monument Sign

The requested monument sign in Exhibit "B" is 8 feet high with an area of 54 sq. ft. per side for a total sign area of 108 sq. ft. The Sign Ordinance allows 35 sq. ft. per side with a total sign area of 70 sq. ft., and a maximum height of 12 feet. The Walmart+Spark sign is 36 sq. ft. The Spark+Pickup sign is 18 sq. ft. (the orange background is including in the sign area calculation).



The proposed monument signage, excluding the *Spark+Pickup* signage, is 36 sq. ft., one square foot over the 35 sq. ft. permitted for monument signs. If the orange background were removed from the *Spark+Pickup* sign, the *Spark+Pickup* sign is approximately 5 sq. ft. The combined monument signage would result in a total monument sign area of 41 sq. ft. when considered without the balance of the orange background.

Staff finds that considering the monument sign area per side, excluding the entire orange background to be appropriate resulting in a monument sign area of 82 sq. ft. Staff supports the requested monument sign variance based upon the additional 6 sq. ft. of sign area per side as being only 15% larger than permitted, the street frontage length of 680 linear feet for the Walmart site, and the building setbacks of 340 to 400 feet to Noble Avenue.

Planning Commission Variance Findings

The applicant has addressed the five required variance findings through the justification provided in Exhibit "G" and as summarized below. In the "Findings" section below, and Resolution No. 2017-67, the findings include the staff analysis sections below also.

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;*

***Applicant Finding:** The current signage approved for the Store does not reflect Wal-Mart's up-to-date design identity and does not account for the new grocery and pharmacy drive-through pickup canopy and facilities that are reflected in the revised Site Plan for the Store that was approved by the City on June 29, 2017 (Site Plan Review No. 2017-115). In addition, as the Store is set back significantly from East Noble Avenue and partially obscured by existing trees and landscaping, there is some practical difficulty for customers to identify the Store. (See Exh. A [Perspective View from Noble Ave.]; Exh. B [Visibility Summary].) Moreover, the retailer's big box use requires supplementary secondary signage which is not standard for others types of retail uses. For example, the signage for "grocery" and "pharmacy" are intended to assist the general public once they are in the Wal-Mart parking lot, and not to act as further advertising for the Store itself from East Noble Avenue. The main Wal-Mart sign proposed for the Store is less than 300 square feet. Further, other properties with similar building sizes and frontage and within commercially-zoned areas of the City have been granted variances to building signage. The proposed updated Sign Program for the Store is proportional to the signs and respective building sizes and occupancy frontages of these past approvals.*

Analysis: Concur with applicant. The primary building frontage length, setback from the street and limited visibility of the majority of the requested signs result in an unnecessary hardship inconsistent with the objectives of the zoning ordinance.

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;*

***Applicant Finding:** The orientation of the Store set back and away from East Noble Avenue, together with the established trees along the street and within the Store parking lot that obscure the frontage of the Store, represent exceptional circumstances to the intended use of the property. As a result of the above, the relatively small main Wal-Mart sign currently approved for the Store is insufficient to identify the Store to the public traveling along East Noble Avenue. (See Exh. A [Perspective View from Noble Ave.]; Exh. B [Visibility Summary].) The new secondary signage, which totals approximately 325.56 square feet, is*

not readily visible to motorists traveling on East Noble Avenue; rather, it is intended to assist and direct customers that have already entered the parking lot to the appropriate areas of the Store. In addition, given the nature and design of Wal-Mart's logo and the new grocery/pharmacy drive-through pick-up feature at the Store, the current signage appears small and out of scale for the size of the Store and does not reflect all of the current services provided therein or the current Wal-Mart branding identity and design.

Analysis: Concur with applicant. The primary building frontage length, setback from the street and limited visibility of the majority of the requested signs 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;*

Applicant Finding: *Other properties within commercially-zoned areas of the City have been granted variances or other allowances for building signage for similar reasons of obscured visibility and for the reason of maintaining scale to the buildings and services provided therein, including properties with similar building size and frontage to the Store.*

Analysis: Concur with applicant. Other properties have been granted variances or other allowances for additional monument and building signage for similar reasons of setback, primary frontage length, and 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;*

Applicant Finding: *The granting of a variance to accommodate the proposed Sign Program would not constitute a grant of special privilege since other properties with similar building sizes and frontage and within commercially-zoned areas of the City have been granted variances to building signage. The proposed Sign Program for the Store is proportional to the signs and respective building sizes and occupancy frontages of these past approvals.*

Analysis: Concur with applicant. The granting of a variance to monument and building signage would not constitute a grant of special privilege since other properties in the same zone and similar commercial areas have been granted variances to signage.

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.*

Applicant Finding: *The granting of a variance to allow for the proposed Sign Program will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity. The variance would assist in advertising the Store, which is a significant draw to the Mixed Use Commercial Zone and surrounding businesses.*

Analysis: Concur with applicant. The granting of a variance to sign area as presented in this proposal is not considered detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.

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. 2017-69).

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 current signage approved for the Store does not reflect Wal-Mart's up-to-date design identity and does not account for the new grocery and pharmacy drive-through pickup canopy and facilities that are reflected in the revised Site Plan for the Store that was approved by the City on June 29, 2017 (Site Plan Review No. 2017-115). In addition, as the Store is set back significantly from East Noble Avenue and partially obscured by existing trees and landscaping, there is some practical difficulty for customers to identify the Store. (See Exh. A [Perspective View from Noble Ave.]; Exh. B [Visibility Summary].) Moreover, the retailer's big box use requires supplementary secondary signage which is not standard for others types of retail uses. For example, the signage for "grocery" and "pharmacy" are intended to assist the general public once they are in the Wal-Mart parking lot, and not to act as further advertising for the Store itself from East Noble Avenue. The main Wal-Mart sign proposed for the Store is less than 300 square feet. Further, other properties with similar building sizes and frontage and within commercially-zoned areas of the City have been granted variances to building signage. The proposed updated Sign Program for the Store is proportional to the signs and respective building sizes and occupancy frontages of these past approvals.

The primary building frontage length, setback from the street and limited visibility of the majority of the requested signs result in an unnecessary hardship inconsistent with the objectives of the zoning ordinance.

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 Store set back and away from East Noble Avenue, together with the established trees along the street and within the Store parking lot that obscure the frontage of the Store, represent exceptional circumstances to the intended use of the property. As a result of the above, the relatively small main Wal-Mart sign currently approved for the Store is insufficient to identify the Store to the public traveling along East Noble Avenue. (See Exh. A [Perspective View from Noble Ave.]; Exh. B [Visibility Summary].) The new secondary signage, which totals approximately 325.56 square feet, is not readily visible to motorists traveling on East Noble Avenue; rather, it is intended to assist and direct customers that have already entered the parking lot to the appropriate areas of the Store. In addition, given the nature and design of Wal-Mart's logo and the new grocery/pharmacy drive-through pick-up feature at the Store, the current signage appears small and out of scale for the size of the Store and does not reflect all of the current services provided therein or the current Wal-Mart branding identity and design.

The primary building frontage length, setback from the street and limited visibility of the majority of the requested signs 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 commercially-zoned areas of the City have been granted variances or other allowances for building signage for similar reasons of obscured visibility and for the reason of maintaining scale to the buildings and services provided therein, including properties with similar building size and frontage to the Store.

Other properties have been granted variances or other allowances for additional monument and building signage for similar reasons of setback, primary frontage length, and 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 accommodate the proposed Sign Program would not constitute a grant of special privilege since other properties with similar building sizes and frontage and within commercially-zoned areas of the City have been granted variances to building signage. The proposed Sign Program for the Store is proportional to the signs and respective building sizes and occupancy frontages of these past approvals.

The granting of a variance to monument and building signage would not constitute a grant of special privilege since other properties in the same zone and similar commercial areas have been granted variances to signage.

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 allow for the proposed Sign Program will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity. The variance would assist in advertising the Store, which is a significant draw to the Mixed Use Commercial Zone and surrounding businesses.

The granting of a variance to sign area as presented in this proposal is not considered detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.

6. That the project is considered Categorical Exempt under Section 15305 of the Guidelines for Implementation of CEQA (Categorical Exemption No. 2017-69).

RECOMMENDED CONDITIONS OF APPROVAL

1. That the signs be installed as shown Exhibits "A" through "F", as contained in the September 25, 2017 staff report for this item.
2. That all building and monument signs require a separate building permit from the proposed building expansion.
3. That the variance and requested signs are only approved for the proposed building expansion shown in Exhibit "A", and permits shall not be issued until permits have been issued for the proposed building expansion.
4. That all applicable federal, state and city laws, codes and ordinances be met.

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. 2017-67
- Exhibit "A" – Site Plan of Wall Signage
- Exhibit "B" – Monument Sign
- Exhibit "C" – Front – North Elevation
- Exhibit "D" – Elevation
- Exhibit "E" – Elevation
- Exhibit "F" – Elevation
- Exhibit "G" – Variance Findings
- Exhibit "H" – Sign Visibility Exhibit
- Exhibit "I" – Perspective View from Noble Avenue
- Exhibit "J" – Site Plan for Proposed Building Expansion
- General Plan Land Use Map
- Zoning Map
- Aerial Photo
- Location Sketch

RELATED PLANS AND POLICIES

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:

TABLE 17.48.100.B: MAXIMUM AREA FOR WALL SIGNS BY ZONE

	<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. 2017-67

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF VISALIA APPROVING VARIANCE NO. 2017-21 A REQUEST WALMART TO ALLOW 736 SQ. FT. OF BUILDING SIGNAGE, AND 108 SQ. FT. OF MONUMENT SIGN AREA IN THE COMMERCIAL MIXED USE (CMU) ZONE. THE SITE IS LOCATED AT 1819 E. NOBLE AVENUE. (APN: 100-050-001, 007, 100-040-043)

WHEREAS, Variance No. 2017-21, is A request by Walmart to allow 736 sq. ft. of building signage, and 108 sq. ft. of monument sign area in the Commercial Mixed Use (CMU) Zone. The site is located at 1819 E. Noble Avenue. (APN: 100-050-001, 007, 100-040-043); and,

WHEREAS, the Planning Commission of the City of Visalia, after published notice scheduled a public hearing before said commission on September 25, 2017; and,

WHEREAS, the Planning Commission of the City of Visalia finds Variance No. 2017-21, as conditioned by staff, to be in accordance with Section 17.42 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 current signage approved for the Store does not reflect Wal-Mart's up-to-date design identity and does not account for the new grocery and pharmacy drive-through pickup canopy and facilities that are reflected in the revised Site Plan for the Store that was approved by the City on June 29, 2017 (Site Plan Review No. 2017-115). In addition, as the Store is set back significantly from East Noble Avenue and partially obscured by existing trees and landscaping, there is some practical difficulty for customers to identify the Store. (See Exh. A [Perspective View from Noble Ave.]; Exh. B [Visibility Summary].) Moreover, the retailer's big box use requires supplementary secondary signage which is not standard for others types of retail uses. For example, the signage for "grocery" and "pharmacy" are intended to assist the general public once they are in the Wal-Mart parking lot, and not to act as further advertising for the Store itself from East Noble Avenue. The main Wal-Mart sign proposed for the Store is less

than 300 square feet. Further, other properties with similar building sizes and frontage and within commercially-zoned areas of the City have been granted variances to building signage. The proposed updated Sign Program for the Store is proportional to the signs and respective building sizes and occupancy frontages of these past approvals.

The primary building frontage length, setback from the street and limited visibility of the majority of the requested signs result in an unnecessary hardship inconsistent with the objectives of the zoning ordinance.

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 Store set back and away from East Noble Avenue, together with the established trees along the street and within the Store parking lot that obscure the frontage of the Store, represent exceptional circumstances to the intended use of the property. As a result of the above, the relatively small main Wal-Mart sign currently approved for the Store is insufficient to identify the Store to the public traveling along East Noble Avenue. (See Exh. A [Perspective View from Noble Ave.]; Exh. B [Visibility Summary].) The new secondary signage, which totals approximately 325.56 square feet, is not readily visible to motorists traveling on East Noble Avenue; rather, it is intended to assist and direct customers that have already entered the parking lot to the appropriate areas of the Store. In addition, given the nature and design of Wal-Mart's logo and the new grocery/pharmacy drive-through pick-up feature at the Store, the current signage appears small and out of scale for the size of the Store and does not reflect all of the current services provided therein or the current Wal-Mart branding identity and design.

The primary building frontage length, setback from the street and limited visibility of the majority of the requested signs 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 commercially-zoned areas of the City have been granted variances or other allowances for building signage for similar reasons of obscured visibility and for the reason of maintaining scale to the buildings and services provided therein, including properties with similar building size and frontage to the Store.

Other properties have been granted variances or other allowances for additional monument and building signage for similar reasons of setback, primary frontage length, and 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 accommodate the proposed Sign Program would not constitute a grant of special privilege since other properties with similar building sizes and frontage and within commercially-zoned areas of the City have been granted

variances to building signage. The proposed Sign Program for the Store is proportional to the signs and respective building sizes and occupancy frontages of these past approvals.

The granting of a variance to monument and building signage would not constitute a grant of special privilege since other properties in the same zone and similar commercial areas have been granted variances to signage.

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 allow for the proposed Sign Program will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity. The variance would assist in advertising the Store, which is a significant draw to the Mixed Use Commercial Zone and surrounding businesses.

The granting of a variance to sign area as presented in this proposal is not considered detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity.

6. That the project is considered Categorical Exempt under Section 15305 of the Guidelines for Implementation of CEQA (Categorical Exemption No. 2017-69).

BE IT FURTHER RESOLVED that the Planning Commission hereby approves Variance No. 2017-16, as conditioned, on the real property herein above described in accordance with the terms of this resolution under the provision of Section 17.48.110 of the Ordinance Code of the City of Visalia, subject to the following conditions:

1. That the signs be installed as shown Exhibits "A" through "F", as contained in the September 25, 2017 staff report for this item.
2. That all building and monument signs require a separate building permit from the proposed building expansion.
3. That the variance and requested signs are only approved for the proposed building expansion shown in Exhibit "A", and permits shall not be issued until permits have been issued for the proposed building expansion.
4. That all applicable federal, state and city laws, codes and ordinances be met.

Exhibit "A"

Proposed Monument Sign
(Existing Monument Sign To
Be Removed)

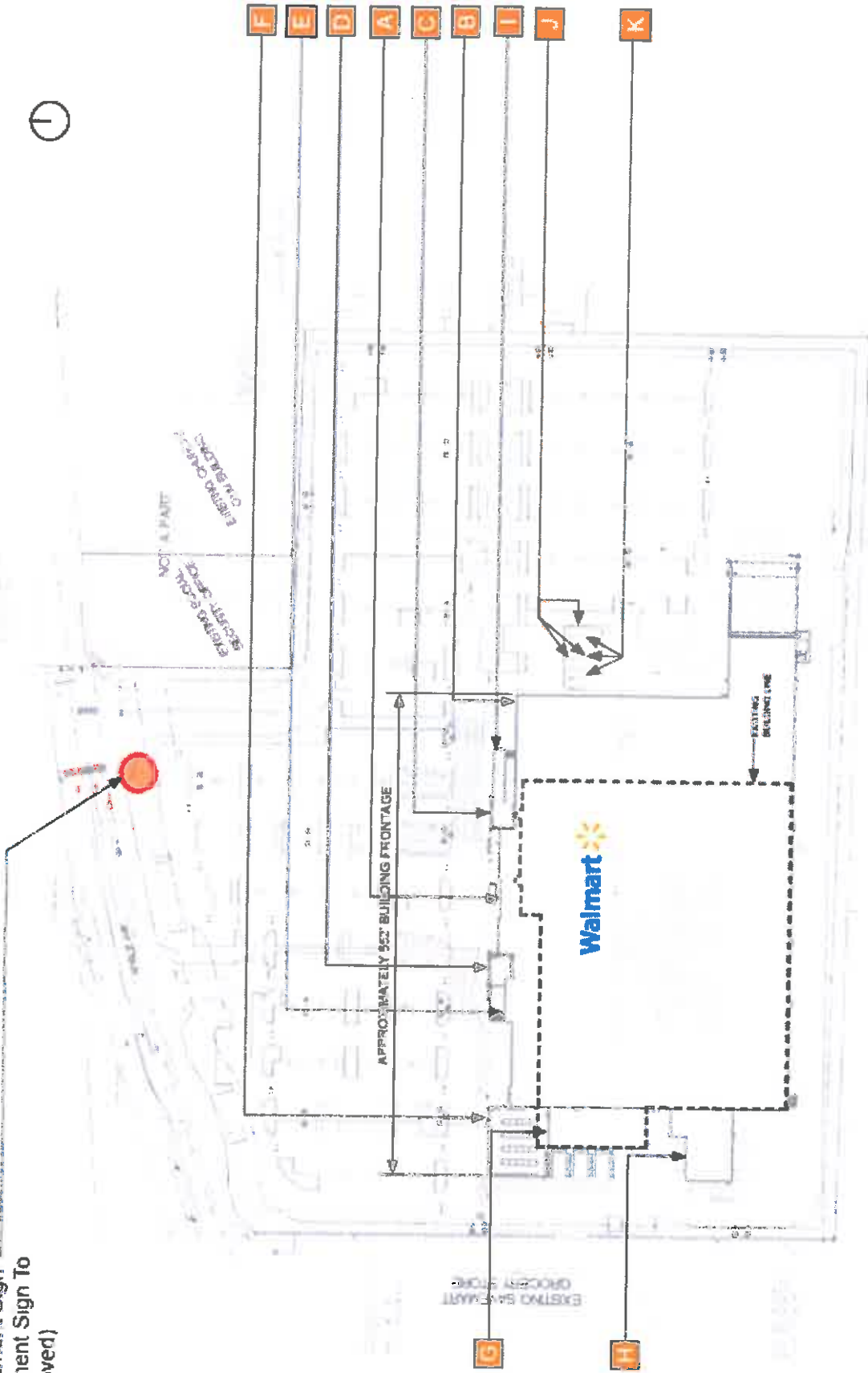
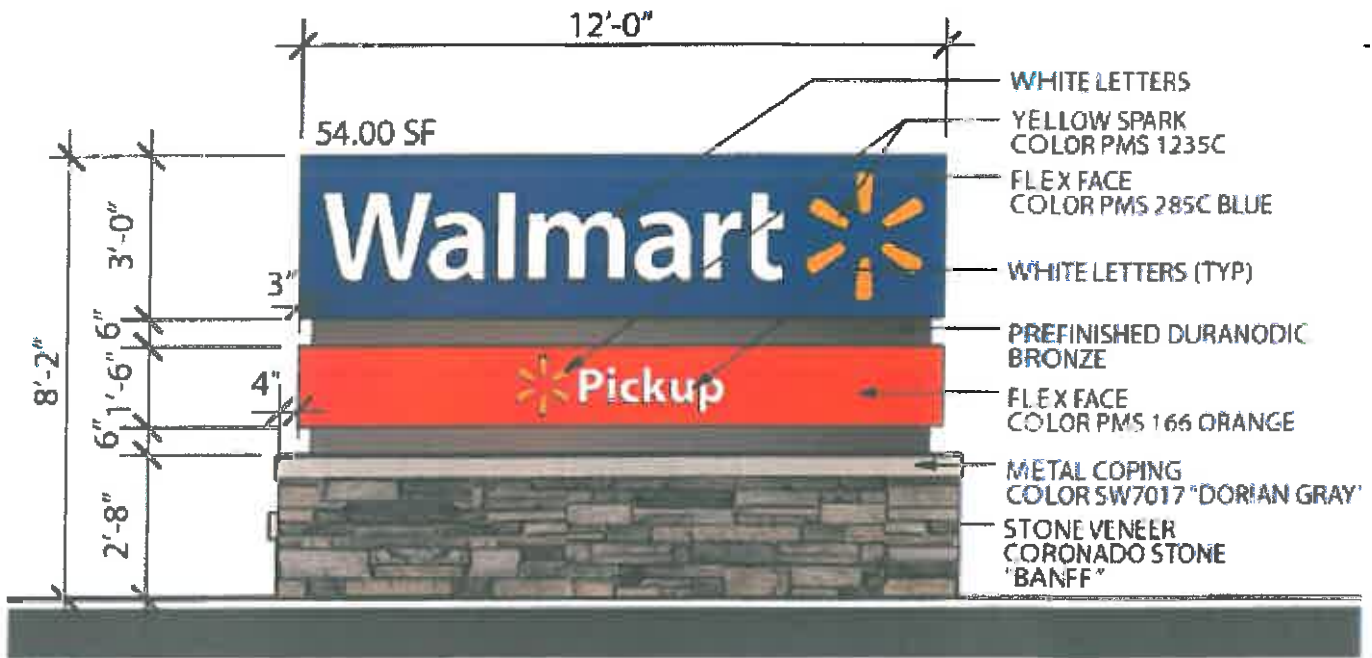


Exhibit "A"

Exhibit "B"



Existing Monument Sign (To Be Removed)

WALMART FREESTANDING SIGN SUMMARY	
ALLOWED:	
Maximum Number:	1 per street frontage.
Maximum Height:	12'-0" in Commercial Zone.
Maximum Area:	35 sf per face; 70 sf total.
PROPOSED	
Number:	One Monument Sign
Height:	8'-2"
Area:	54 sf per per face; 108 sf total

Front Elevation



SIGN	NAME	COLOR	DIMENSION	TOTAL
A (I)	Walmart**	White/Yellow	8'-0" x 37'-3"	215.52 sf
B (I)	**Pickup	Yellow/White	4'-4 1/4" x 15'-4"	50.00 sf
C (N)	Grocery	White	3'-4" x 12'-7 3/8"	26.94 sf
D (N)	Home & Pharmacy	White	3'-5 1/2" x 28'-2 7/8"	66.83 sf
E (N)	Vision Center	White	1'-0 1/2" x 8'-5 1/2"	8.81 sf
F (N)	Lawn & Garden	White	2'-8 1/8" x 23'-10 5/8"	63.89 sf
G (N)	Auto Center >	White	2'-0 3/4" x 16'-8 3/4"	34.55 sf

Sign Area Sub-Total: **466.54 sf**
 Total Building Signage Area: **591.08 sf**

WALMART WALL SIGNAGE SUMMARY

ALLOWED:

Maximum Sign Area: 2 sf x approximately 552' primary building frontage = 1,104 sf, but not to exceed 150 sf (Total Aggregate Wall Sign Area)

PROPOSED - FRONT/NORTH ELEVATION:

Allowed: 150 sf (Total Aggregate Wall Sign Area)
 Proposed: 466.54 sf

Rear Elevation

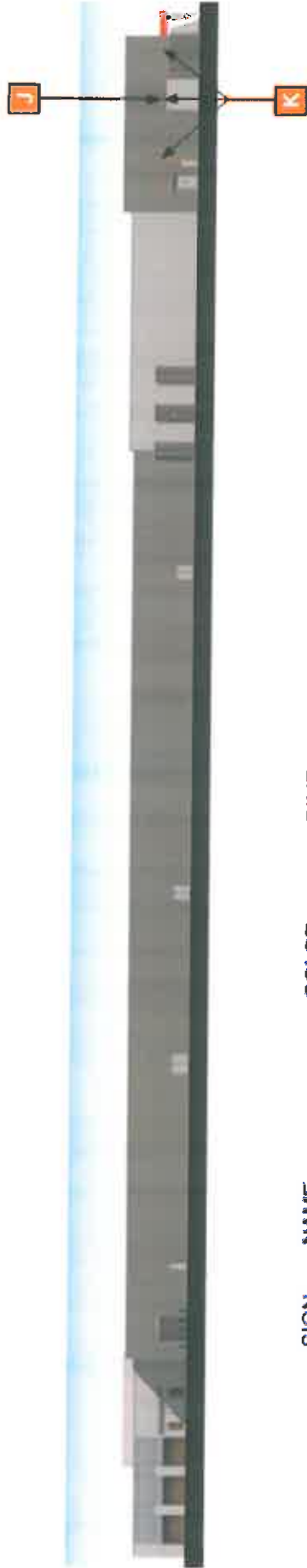


Exhibit "D"

SIGN	NAME	COLOR	DIMENSION	QTY	AREA	TOTAL
(N)	Order online. Pickup here.	White	1'-6" x 17'-10"	2	26.61 sf	53.22 sf
(N)	Clearance	White	0'-6" x 4'-9 1/2"	3	2.40 sf	7.20 sf
Sign Area Sub-Total: 60.42 sf Total Building Signage Area: 591.08 sf						

WALMART WALL SIGNAGE SUMMARY

ALLOWED:

Maximum Sign Area: 2 sf x approximately 552' primary building frontage = 1,104 sf.
 but not to exceed 150 sf (Total Aggregate Wall Sign Area)

PROPOSED - REAR/SOUTH ELEVATION:

Allowed: 150 sf (Total Aggregate Wall Sign Area)
 Proposed: 60.42 sf

Exhibit "D"

Left Elevation



Exhibit "E"

SIGN	NAME	COLOR	DIMENSION	TOTAL
(N)	Entrance	Gauntlet Gray	1'-0" x 6'-0"	6.00 sf
(N)	Order online. Pickup here.	White	1'-6" x 17'-10"	26.61 sf
Sign Area Sub-Total:				32.61 sf
Total Building Signage Area:				591.08 sf

WALMART WALL SIGNAGE SUMMARY

ALLOWED:

Maximum Sign Area: 2 sf x approximately 552' primary building frontage = 1,104 sf, but not to exceed 150 sf (Total Aggregate Wall Sign Area)

PROPOSED - LEFT/EAST ELEVATION:


Allowed: 150 sf (Total Aggregate Wall Sign Area)
Proposed: 32.61 sf

Exhibit "E"

Right Elevation



Exhibit "F"

SIGN	NAME	COLOR	DIMENSION	TOTAL
	(N) Auto Center	white	2'-0 3/5" x 15'-3 1/8"	31.51 sf
Sign Area Sub-Total:				31.51 sf
Total Building Signage Area:				591.08 sf

WALMART WALL SIGNAGE SUMMARY

ALLOWED:

Maximum Sign Area: 2 sf x approximately 552' primary building frontage = 1,104 sf, but not to exceed 150 sf (Total Aggregate Wall Sign Area)

PROPOSED - RIGHT/WEST ELEVATION:

Allowed: 150 sf (Total Aggregate Wall Sign Area)
Proposed: 31.51 sf

Exhibit "F"



September 19, 2017
 Nick Maccia
 Community Development Director
 City of Visalia
 315 E. Arecueta Avenue
 Visalia, CA 93291

RE: Variance for Master Sign Program for Wal-Mart (1819 E. Noble Avenue)

Mr. Maccia,

We are the applicant for the proposed variance to accommodate a master sign program ("Sign Program") for the Wal-Mart Store No. 1826-05 ("Store") located at 1819 East Noble Avenue in the City of Visalia ("City").

The Sign Program reflects Wal-Mart's current store identity for the building and site signage at the Store. As depicted in the accompanying Variance Application and supporting Sign Program drawings, the updated site signage will replace the Store's existing monument sign with a more current design including an informational "Spark Logo + Pickup" panel indicating drive-thru grocery & pharmacy availability. The updated building signage for the Store will include additional primary and secondary signage including the addition of new "Grocery," "Home & Pharmacy" and "Spark Logo + Pickup" primary signs to the front elevation and an "Entrance" sign on the new left elevation entry. In addition, secondary "Lawn & Garden," "Vision Center" and "Auto Center" signs will identify and provide customers with information about the specific services that are available at the Store. The Sign Program also includes "Order online. Pick up here" informational signage on the new drive-through canopy.

Overall, the total (i) building wall signage and (ii) site signage encompassed in the Sign Program that is the subject of the proposed variance request is 591.08 square feet and 39.00 square feet per side, respectively. With respect to visibility, only the two primary illuminated signs proposed as part of the Sign Program, which total 265.52 square feet, will be visible from East Noble Avenue during daytime and nighttime hours. The remaining 325.56 square feet of secondary supplementary signage will be visible only to customers that have accessed the Wal-Mart parking lot and used to assist them in identifying the particular area of the Store that corresponds to the purpose of their visit.

In accordance with City Municipal Code section 17.48.150E, we submit the following justification and findings in support of the proposed Sign Program variance:

1. 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.
 - a. *The current signage approved for the Store does not reflect Wal-Mart's up-to-date design identity and does not account for the new grocery and pharmacy drive-through pickup canopy and facilities that are reflected in the revised Site Plan for the Store that was approved by the City on June 26, 2017 (Site Plan Review No. 2017-115). In addition, as the Store is set back significantly from East Noble Avenue and partially obscured by existing trees and landscaping there is some practical difficulty for customers to identify the Store. (See Exh. A (Perspective View from Noble Ave.), Exh. B (Visibility Summary).) Moreover, the retailer's big box use requires supplementary secondary signage which is not standard for other types of retail uses. For example, the signage for "grocery" and "pharmacy" are intended to assist the general public once they are in the Wal-Mart parking lot and not to act as further advertising for the Store itself from East Noble Avenue. The main Wal-Mart sign proposed for the Store is less than 300 square feet. Further, other properties with similar building sizes and frontage and within commercially-zoned areas of the City have been granted variances to building signage. The proposed updated Sign Program for the Store is proportional to the signs and respective building sizes and occupancy frontages of these past approvals.*
2. 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.

Exhibit "G"



- a. The orientation of the Store set back and away from East Noble Avenue, together with the established trees along the street and within the Store parking lot that obscure the frontage of the Store, represent exceptional circumstances to the intended use of the property. As a result of the above the relatively small main Wal-Mart sign currently approved for the Store is insufficient to identify the Store to the public traveling along East Noble Avenue. (See Ex. A (Perspective View from Noble Ave); Ex. B (Visibility Summary).) The new secondary signage, which totals approximately 525.56 square feet is not readily visible to motorists traveling on East Noble Avenue; rather, it is intended to assist and direct customers that have already entered the parking lot to the appropriate areas of the Store. In addition, given the nature and design of Wal-Mart's logo and the new grocery/pharmacy drive-through pick-up feature at the Store, the current signage appears small and out of scale for the size of the Store and does not reflect all of the current services provided therein or the current Wal-Mart branding identity and design.*
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 zoning district.

 - a. Other properties within commercially-zoned areas of the City have been granted variances or other allowances for building signage for similar reasons of obscured visibility and for the reason of maintaining scale to the buildings and services provided therein, including properties with similar building size and frontage to the Store.*
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 zoning district.

 - a. The granting of a variance to accommodate the proposed Sign Program would not constitute a grant of special privilege since other properties with similar building sizes and frontage and within commercially-zoned areas of the City have been granted variances to building signage. The proposed Sign Program for the Store is proportional to the signs and respective building sizes and occupancy footages of these 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.

 - a. The granting of a variance to allow for the proposed Sign Program will not be detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity. The variance would assist in advertising the Store, which is a significant draw to the Mixed Use Commercial Zone and surrounding businesses.*

In sum, the Sign Program and supporting variances are necessary to: (i) improve and enhance the visibility and readability of the Store's existing signage from East Noble Avenue; (ii) ensure that the Store's signage accurately reflects the current Wal-Mart branding identity and design; and (iii) update the existing signage to identify the new drive-through grocery/pharmacy service provided at the Store. Moreover, the Sign Program is consistent with past signage variance approvals granted by the City for buildings with similar building sizes and frontage and within commercially-zoned areas of the City.

We appreciate the City's consideration of the proposed Sign Program Variance and look forward to working with the City on this important and beneficial project.

Please contact us if you have any questions and/or if you need any further information.

Sincerely,

Tarek Anan, AIA
Associate Principal

Exhibit "G"

Exhibit "H"

WALMART WALL SIGNS	VISIBLE SIGNS (Elevations Dated 6/9/17)	NON VISIBLE SIGNS (Elevations Dated 6/9/17)
Walmart + Spak (Front/North) Identity (Brand ID Sign)	215.52 SF Illuminated Sign	
Spak + Pickup (Front/North) Informational (Primary Sign)	50.00 SF Illuminated Sign	
Grocery (Front/North) Informational (Primary Sign)		26.94 SF
Home & Pharmacy (Front/North) Informational (Primary Sign)		66.83 SF
Vision Center (Front/North) Informational (Secondary Sign)		8.81 SF
Lawn & Garden (Front/North) Informational (Secondary Sign)		63.89 SF
Auto Center > (Front/North) Informational (Secondary Sign)		34.55 SF
Auto Center Informational (Secondary Sign)		31.51 SF
Entrance Informational (Secondary Sign)		6.00 SF
Order online. Pick up here. Informational (Secondary Sign)		26.61 SF
Order online. Pick up here. Informational (Secondary Sign)		26.61 SF
Order online. Pick up here. Informational (Secondary Sign)		26.61 SF
Clearance 11'-4" (3) Informational (Secondary Sign)		7.20 SF (2.40 SF x 3 = 7.20 SF)
TOTAL WALMART WALL SIGN AREA	265.52 SF	325.56 SF

SUMMARY

Total wall signage allowed by code: 150.00 SF
 Total existing wall signage: Approximately 159.06 SF
 Total visible proposed wall signage: 265.52 SF

Exhibit "H"

Exhibit "I"



Exhibit "I"

Exhibit "J"

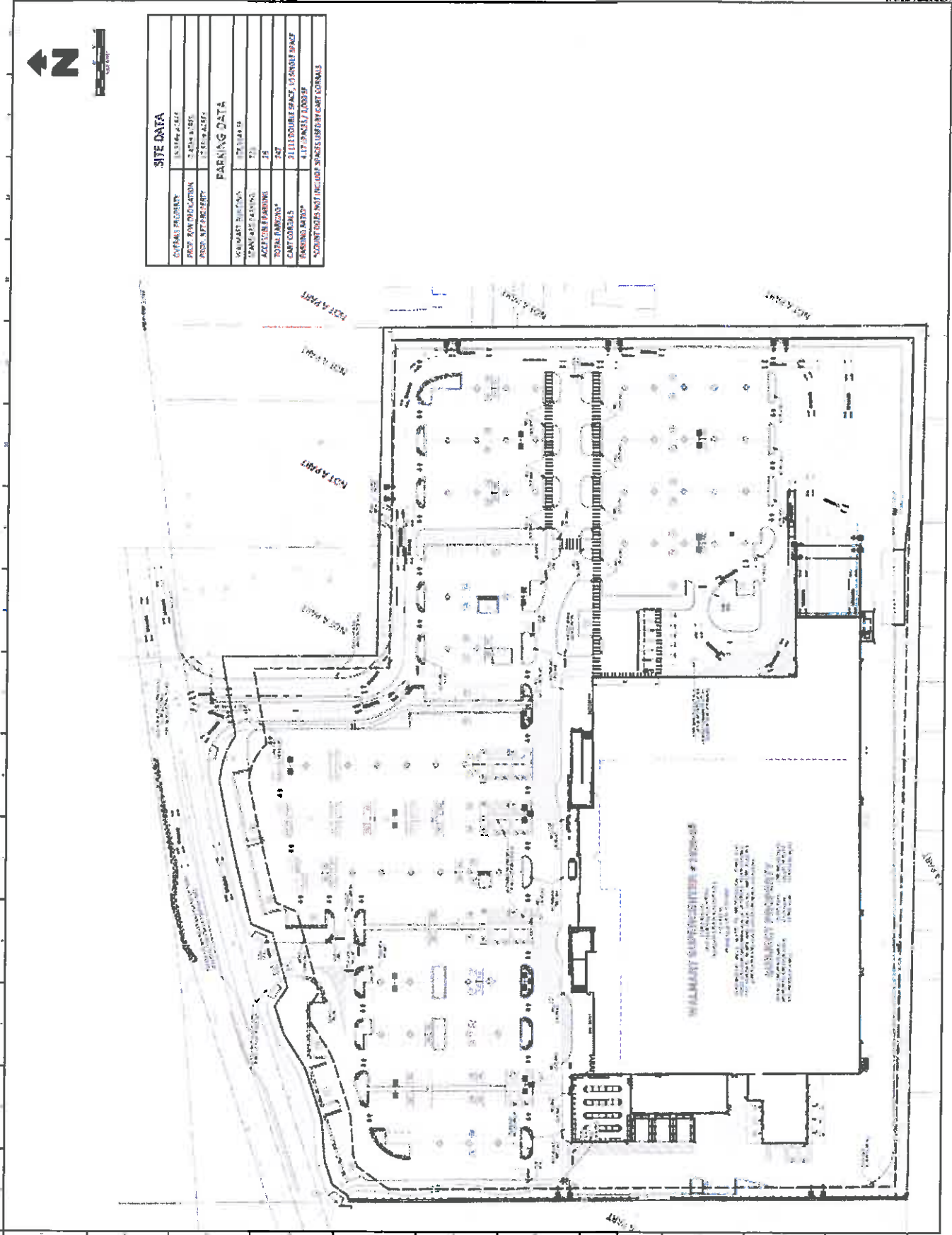
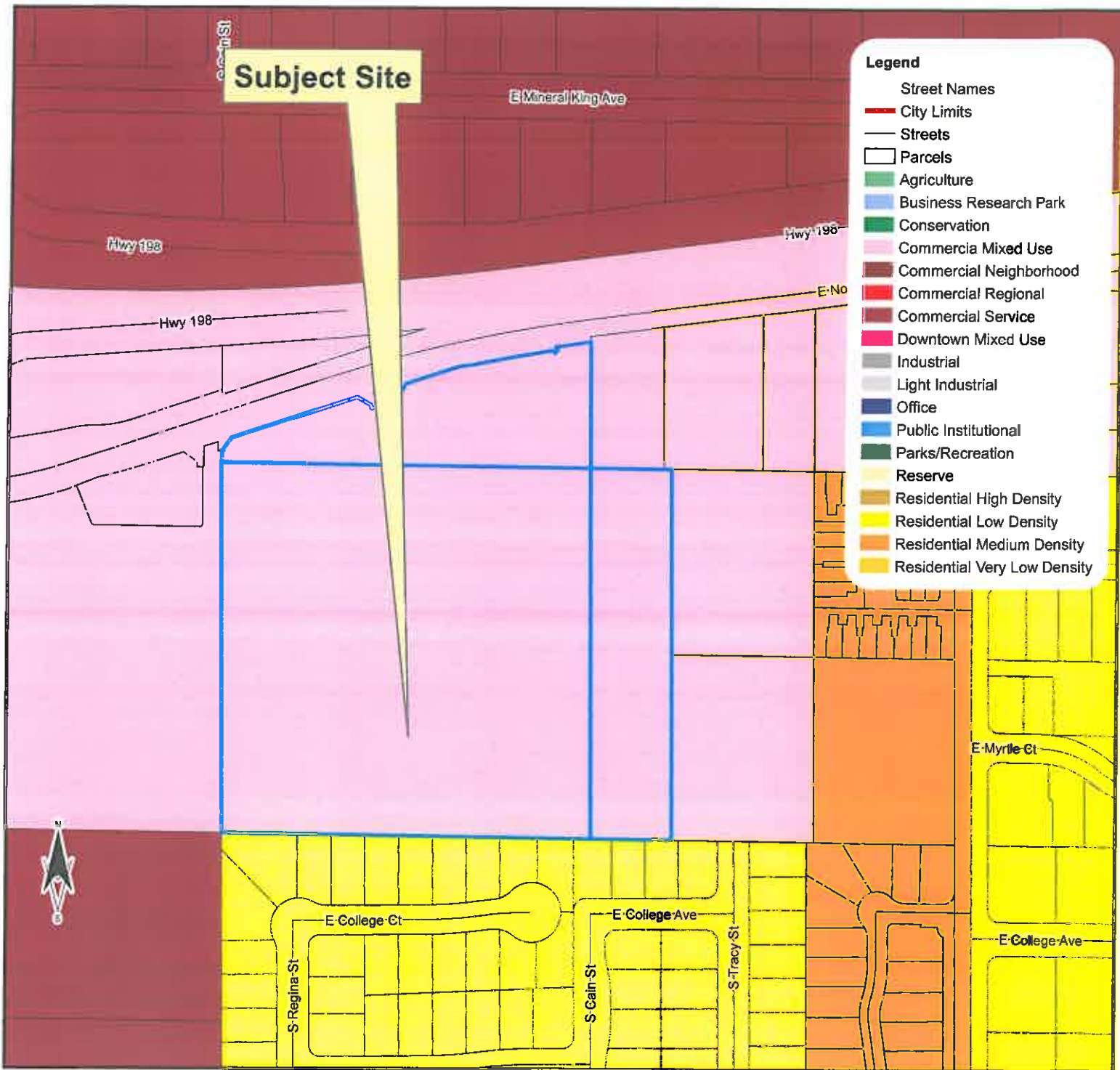
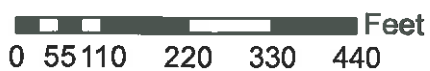


Exhibit "J"

City of Visalia



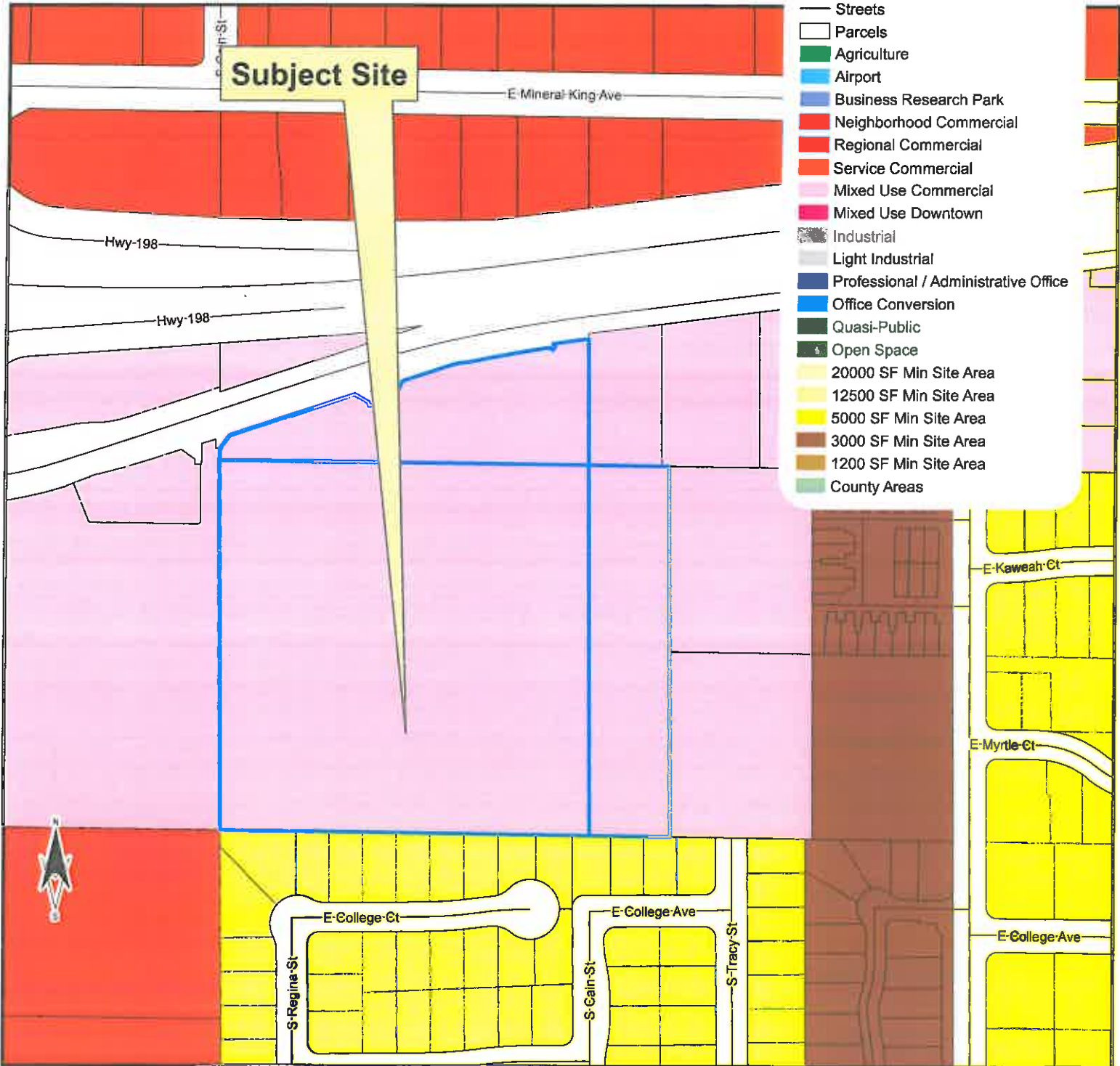
Land Use Designations



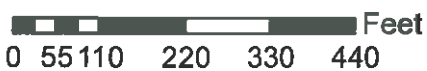
City of Visalia

Legend

- Street Names
- City Limits
- Streets
- Parcels
- Agriculture
- Airport
- Business Research Park
- Neighborhood Commercial
- Regional Commercial
- Service Commercial
- Mixed Use Commercial
- Mixed Use Downtown
- Industrial
- Light Industrial
- Professional / Administrative Office
- Office Conversion
- Quasi-Public
- Open Space
- 20000 SF Min Site Area
- 12500 SF Min Site Area
- 5000 SF Min Site Area
- 3000 SF Min Site Area
- 1200 SF Min Site Area
- County Areas



Zoning Designations



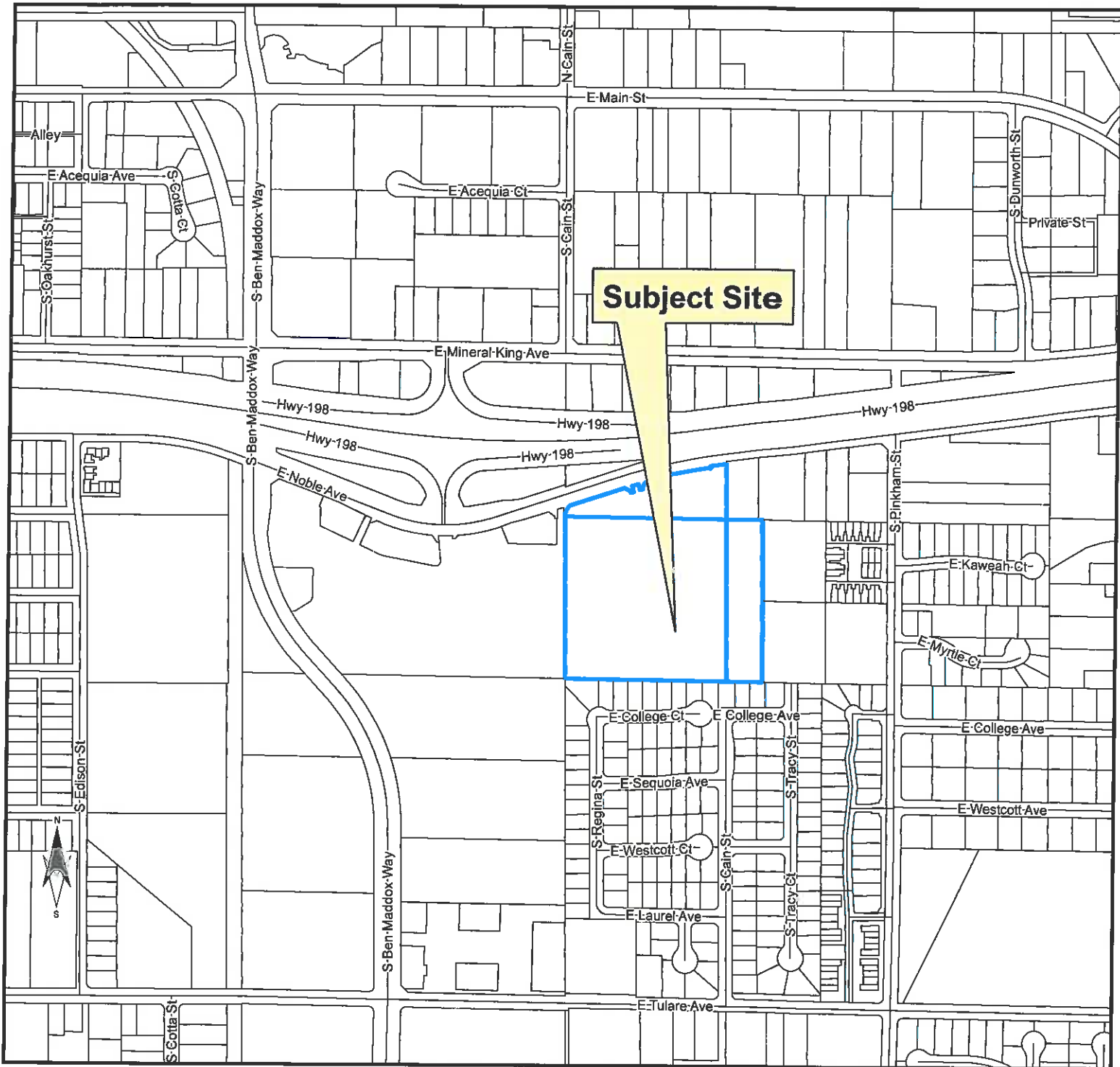
City of Visalia



Aerial Photo

0 35 70 140 210 280 Feet

City of Visalia



Location Map

0 130 260 520 780 1,040 Feet