

# PLANNING COMMISSION AGENDA

CHAIRPERSON:

Liz Wynn



VICE CHAIRPERSON:

Chris Gomez

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

**MONDAY, JANUARY 13, 2020 AT 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 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.
  - Request for Withdrawal of Application, Conditional Use Permit No. 2018-21 (Auto Oil Changers)
5. PUBLIC HEARING – Josh Dan  
Conditional Use Permit No. 2019-39: A request by American Ambulance of Visalia to permit the renovation of an existing, 1,800 sq. ft., single-family residence for ambulance operations located at 4420 West Myrtle Ave in the R-M-2 (Multi-Family Residential) Zone (APN: 087-060-069).
6. PUBLIC HEARING – Brandon Smith  
Conditional Use Permit No. 2019-45: A request by Advanced Career Institute to allow improvements to an existing developed one-acre parcel to facilitate the use of a trade school in the 'I' (Industrial) zone. The project site is located at 1728 N. Kelsey Street, on the east side of Kelsey Street 175 feet north of Elowin Court. (APN: 077-150-022)
7. PUBLIC HEARING – Brandon Smith  
Variance No. 2019-08: A request by Image Point Signs to allow a variance to the maximum sign area associated with wall signage in the Regional Retail Commercial (C-R) zoning designation. The project site is located at 1645 W. Cameron Avenue, on the south side of Cameron Avenue one-quarter mile east of Mooney Boulevard. (APN: 126-730-030, 031, 032, 042)

8. PUBLIC HEARING – Paul Scheibel

Conditional Use Permit No. 2019-47: A request to convert an 85,500 square-foot retail building into a government office building, to be used by the Tulare County Probation and Health and Human Services Departments. The building is on a 6.3-acre parcel within a 25-acre shopping center in the C-MU (Commercial Mixed Use) Zone District, located on Noble Avenue, approximately 230 feet west of County Center Drive (APN: 095-010-064)

9. DIRECTOR'S REPORT/ PLANNING COMMISSION DISCUSSION-

- Introduction of Curtis Cannon, Community Development Department Director
- Joint Planning Commission/City Council Meeting on January 16, 2020
- January 27, 2020 Planning Commission Meeting

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 Hearing Impaired – Call (559) 713-4900 (TTY) 48-hours in advance of the scheduled meeting time to request signing services.

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, JANUARY 23, 2020 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](http://www.visalia.city) or from the City Clerk.

**THE NEXT REGULAR MEETING WILL BE HELD ON MONDAY, JANUARY 27, 2020**



# REPORT TO CITY OF VISALIA PLANNING COMMISSION

**HEARING DATE:** January 13, 2020

**PROJECT PLANNER:** Brandon Smith, Senior Planner  
Phone No.: (559) 713-4636  
E-mail: [brandon.smith@visalia.city](mailto:brandon.smith@visalia.city)

**SUBJECT: Variance No. 2019-08:** A request by Image Point Signs to allow a variance to the maximum sign area associated with wall signage in the Regional Retail Commercial (C-R) zoning designation. The project site is located at 1645 W. Cameron Avenue, on the south side of Cameron Avenue one-quarter mile east of Mooney Boulevard. (APN: 126-730-030, 031, 032, 042)

## STAFF RECOMMENDATION

Staff recommends approval of Variance No. 2019-08, as conditioned, based upon the findings in Resolution No. 2019-79.

## RECOMMENDED MOTION

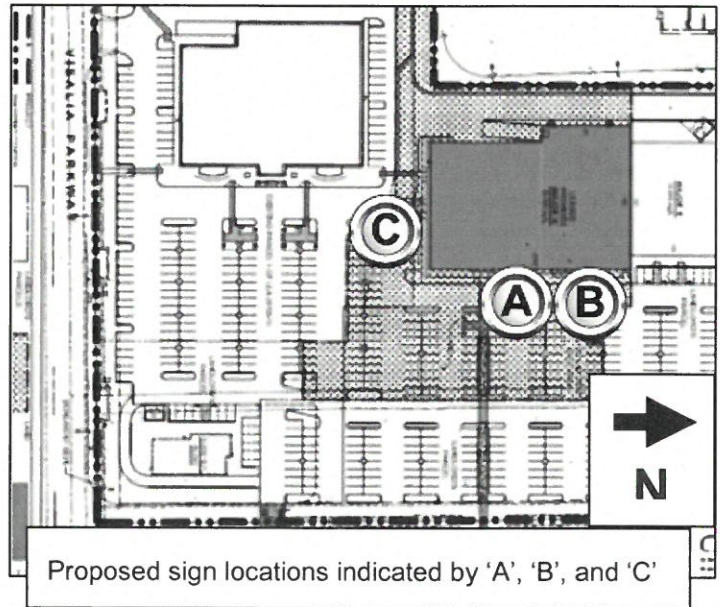
I move to approve Variance No. 2019-08, based on the findings and conditions in Resolution No. 2019-79.

## PROJECT DESCRIPTION

The applicant is requesting a variance to wall sign standards in conjunction with the construction of a new 33,000 sq. ft. retail building, Bob's Discount Furniture, as illustrated in Exhibits "D", "E", and "F". The applicant has submitted written findings in support of the request (see attached Exhibit "G").

The site's applicable wall signage codes allow a maximum of 150 square feet of sign copy for the primary frontage and 37.5 square feet of sign copy on a secondary frontage. This variance is requesting two wall signs on the building's primary elevation totaling 235 square feet and one wall sign on the building's secondary elevation totaling 98 square feet (see attached Exhibit "A"). The cumulative sign area on the building will be 333.5 square feet. The two signs on the primary (east) elevation will face toward the shopping center parking lot and Costco store and not toward a public street. The one sign on the secondary (south) elevation will face Visalia Parkway.

The building and its surrounding improvements are located in the Grove at Packwood Creek commercial center situated between the Packwood Creek East and Costco developments (the center's development plan is shown and outlined in Exhibit "A"). This and the 33,295 sq. ft. Sportsman's Warehouse retail building comprise the largest buildings in this commercial center.



The applicant's justification for their request is based on the findings that: The front of the proposed retail store faces away from Mooney Boulevard; the building is located behind another shopping center, that the sign appears small and out of scale with the size of the building; and, 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: C-R / Sportsman's Warehouse retail store East: C-R / Costco Wholesale warehouse store West: C-R / Lowe's home improvement store
Environmental Review	Categorical Exemption No. 2019-87
Special Districts	South Packwood Creek Specific Plan
Site Plan Review	N/A

### RELATED PLANS & POLICIES

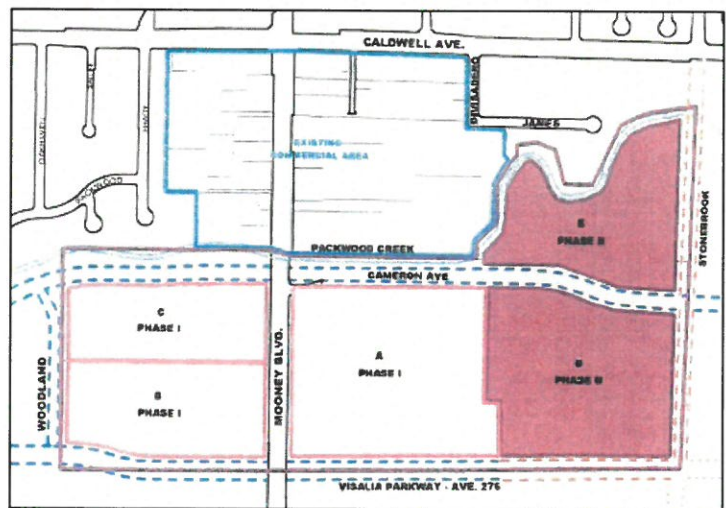
See separate South Packwood Creek Specific Plan Sign Program and the Municipal Ordinance chapter pertaining to Signage (Chapter 17.48).

### RELATED PROJECTS

On April 24, 2002, the City Council adopted the **South Packwood Creek Specific Plan** that facilitated development of the Packwood Creek Commercial Center and included a development plan for Phase I. Phase I faces the west and east sides of Mooney Boulevard between Cameron Avenue and Visalia Parkway. Phase II consists of Costco and the land on the north and south sides of Cameron Avenue between 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 sign program provides details and sign allowances primarily toward monument signs, and its regulations for major box stores reflect the City's sign ordinance standards (i.e. up to 150 square feet for a primary frontage and 25% for the secondary frontage).

On April 24, 2017, the Planning Commission approved **Variance No. 2017-06**, a variance to the maximum wall sign area on the Sportsman's Warehouse retail building, totaling 351 square feet. The site is located at 1650 W. Visalia Parkway, directly south of the subject site.



## PROJECT EVALUATION

### Comparison of other wall sign variances

Over the past several years, ten 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 entitlements to wall sign standards along the Mooney Boulevard corridor since 2003.

	Bob's Dis- count Furn.	dd's Dis- counts	Sports- man's Ware- house	Smart & Final Extra!	Home Goods	Mor	Ashley	Dick's Sport- ing Goods	CostCo	Lowe's	Target
<b>Primary Sign Area (sq. ft.)</b>	235 (195.6+ 39.6)	203 (150+4 5+7)	234	224 (169+2 0+35)	163	198 (123 +45+30)	187.5 (150 +37.5)	281	252	165	217
<b>Secondary Sign Area (sq. ft.)</b>	98		117					158	112		
<b>Dist. from st. (ft.)</b>	370	495	96	495	415	140	750	395	430	770	800
<b>Bldg. size (sq. ft.)</b>	33,000	28,000	32,395	35,000	20,000	40,000	42,507	48,100	152,595	165,375	147,109
<b>Bldg. occ. frontage (ft.)</b>	220	125	200	154	127	163	200	260	470	445	400
<b>Sign Area to Occup. Frontage</b>	1.31	1.62	1.17	1.45	1.28	1.21	0.94	1.08	0.54	0.37	0.54
<b>% of Secondary to Primary Sign Area</b>	39%		50%					56%	44%		

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

### Wall signs exceeding standards within the South Packwood Creek Specific Plan

The South Packwood Creek Specific Plan, adopted in 2002, includes a master sign program that addresses monument signs and commercial center identification signs (see Related Plans and Policies). The sign program's standards for building/wall signs are lifted from the City's sign ordinance standards.

Correspondence from The Orosco Group – the Specific Plan's original proponent, land owner and landlord – has been submitted as Exhibit "H". It consents to the increased sign area and for the applicant's ability to request and seek approval of the variance for sign area.

Within the Specific Plan's Phase I area (Packwood West and East), larger wall signage for some of the anchor stores was negotiated between the City 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

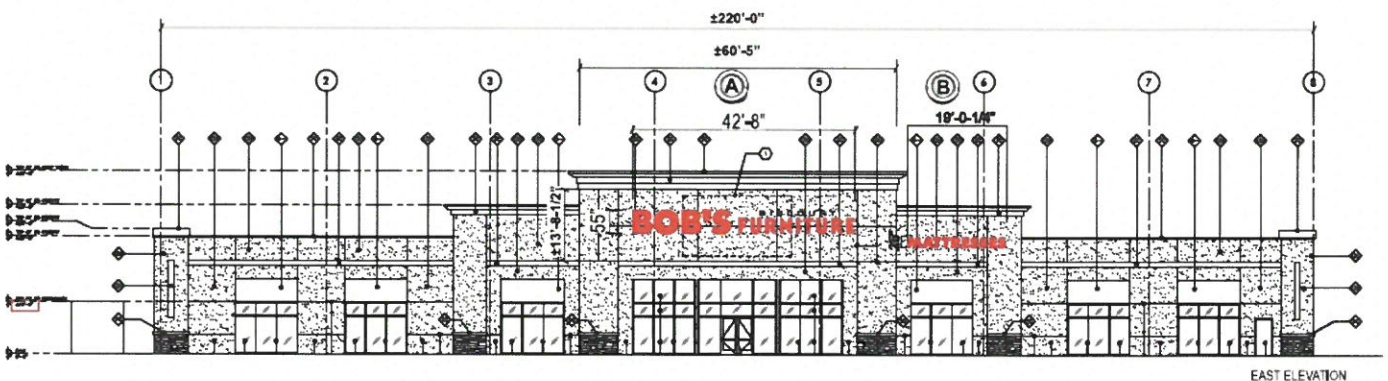
the pharmacy. Signage for the Lowe's store consists of a 165 sq. ft. primary frontage sign and 47 and 35 sq. ft. secondary signs. Further increases in sign sizes for the Lowe's and Best Buy stores were granted through Administrative Adjustment applications.

In 2007, in the initial development of the Phase II area, Costco requested and received approval of an entitlement for increased 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 on the two elevations, the applicant restricted any signage from the building's north and east elevations.

In 2017, Sportsman's Warehouse, located immediately to the south, requested and received approval of a Variance entitlement for increased building signage. This action set precedence for use of a Variance entitlement for building signage within a Specific Plan area. This request is very similar to the proposed Variance based on: Requesting a large sign on the primary façade and smaller-scale sign on the Visalia Parkway-facing secondary façade; same building orientation not facing a public street; similar sign sizes; similar building sizes; and written consent from the Specific Plan's original proponent.

## **Analysis of Wall Signage**

### **Primary Building Sign**

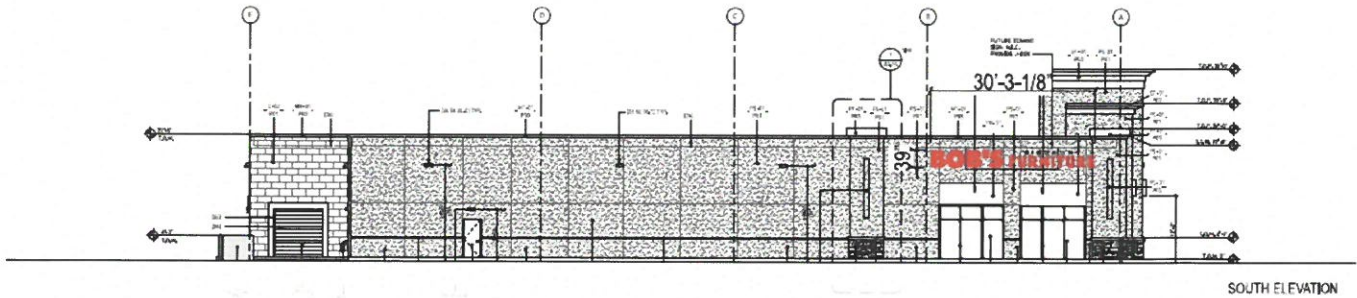


The primary building signage consists of one 195.55 sq. ft. tenant identification sign and one 39.62 sq. ft. product sign (i.e. "Mattresses"), both being comprised of channel lettering.

Staff finds that the proposed 235 sq. ft. of primary wall signage would not be inconsistent with signs found on other properties in the C-R zoning designation. Within the South Packwood Creek Specific Plan area alone, the similarly-sized and neighboring Sportsman's Warehouse was granted a single 234 sq. ft. primary wall sign, Costco a 252 sq. ft. primary wall sign, and Target a 217 sq. ft. primary wall sign. The latter two buildings are larger and have challenges of building scale, distance, and obscuring by trees or out pads. Sportsman's Warehouse is a smaller sized building with a similar ratio of "sign area to occupancy frontage" to the Bob's Discount Furniture building and other stores with approved variances to wall signage.

Like the Costco and Sportsman's Warehouse buildings, Bob's Discount Furniture will occupy an anchor building location with C-R zoning but does not face or have visibility from Mooney Blvd.

## Secondary Building Sign



Staff finds that the proposed 98.34 sq. ft. 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 neighboring Sportsman's Warehouse, for example, was granted a 117 sq. ft. secondary wall sign.

Sportsman's Warehouse, Costco, and Dick's Sporting Goods all have 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 (i.e. 37.5 sq. ft.). Costco was granted a single 112 sq. ft. secondary sign as a trade-off for three secondary signs on separate facades totaling 112.5 sq. ft.

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

### **Planning Commission Variance Findings**

The applicant has addressed the five required variance findings through the justification provided in Exhibit "G" 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;*

Applicant's Justification: The sign program was written with the assumption that all retailers would face Mooney Blvd. Subject property not only faces away from Mooney Blvd., it is located behind another shopping center and smaller signs would not be sufficient to identify Bob's Discount Furniture to the public. Also, the smaller signs appear 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;*

Applicant's Justification: Sportsman's Warehouse, an adjacent retailer, also faces away from Mooney. In 2017 they were granted a variance for larger signs due to the same circumstances.

Analysis: Concur with applicant. The orientation of the building and shopping center away from Mooney Boulevard and not onto a public street, together with established street trees and parking field trees that obscure wall frontage, represent exceptional circumstances to the intended use of the property. Sportsman's Warehouse was granted a variance due to the same circumstances.

*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's Justification: Because other retailers in the same zone are located in shopping centers which face Mooney Blvd., and whose front building signage is reasonably visible to Mooney Blvd., Bob's Discount Furniture 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;*

Applicant's Justification: If Bob's Discount Furniture 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 Bob's Discount Furniture 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.*

Applicant's Justification: The building signs as proposed, will not only enhance the public welfare by providing more functional and visible identification of Bob's Discount Furniture, 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. 2019-87).



## 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 large buildings that have been approved for large 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 and parking field trees that obscure 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 Bob's Discount Furniture 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. 2019-87).

## RECOMMENDED CONDITIONS OF APPROVAL

1. That the allowed signage under Variance No. 2019-08 shall be as follows:
  - a) A maximum amount of 235 square feet of primary sign copy is allowed on the east elevation of the building site as identified in Exhibits "B", "D", and "E";
  - b) A maximum amount of 98 square feet of secondary sign copy is allowed on the south elevation of the building site at the location shown in Exhibits "C" and "F".
2. That the building not be allowed any additional wall signage beyond the two primary wall signs and secondary wall sign as identified in the locations shown in Exhibit "A".
3. That all building sign modifications require a separate building permit.
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](http://www.visalia.city) or from the City Clerk.

### Attachments:

- Summary of Related Plans & Policies
- Resolution No. 2019-79
- Exhibit "A" – Site Plan of Wall Signage
- Exhibit "B" – Elevation Plan of Primary Wall with Signage
- Exhibit "C" – Elevation Plan of Secondary Wall with Signage
- Exhibit "D" – Proposed Primary Wall Tenant I.D. Signage Detail
- Exhibit "E" – Proposed Primary Wall "Mattresses" Signage Detail
- Exhibit "F" – Proposed Secondary Wall Tenant I.D. Signage Detail
- Exhibit "G" – Variance Findings
- Exhibit "H" – 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.
<b>TOTAL SIGNAGE AREA</b>	<b>394 sq. ft.</b>

{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 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. **Variances.** 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. 2019-79

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF VISALIA APPROVING VARIANCE NO. 2019-08: A REQUEST BY IMAGE POINT SIGNS TO ALLOW A VARIANCE TO THE MAXIMUM SIGN AREA ASSOCIATED WITH WALL SIGNAGE IN THE REGIONAL RETAIL COMMERCIAL (C-R) ZONING DESIGNATION.

THE PROJECT SITE IS LOCATED AT 1645 W. CAMERON AVENUE, ON THE SOUTH SIDE OF CAMERON AVENUE ONE-QUARTER MILE EAST OF MOONEY BOULEVARD. (APN: 126-730-030, 031, 032, 042)

**WHEREAS**, Variance No. 2019-08 is a request by Image Point Signs to allow a variance to the maximum sign area associated with wall signage in the Regional Retail Commercial (C-R) zoning designation. The project site is located at 1645 W. Cameron Avenue, on the south side of Cameron Avenue one-quarter mile east of Mooney Boulevard. (APN: 126-730-030, 031, 032, 042); and

**WHEREAS**, the Planning Commission of the City of Visalia, after published notice scheduled a public hearing before said commission on January 13, 2020; 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 project is considered Categorically Exempt under Section 15305 of the Guidelines for the Implementation of the California Environmental Quality Act (CEQA) (Categorical Exemption No. 2019-87).

**NOW, THEREFORE, BE IT RESOLVED** that the Planning Commission of the City of Visalia makes the following specific findings 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 large buildings that have been approved for large 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 and parking*



*field trees that obscure 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 Bob's Discount Furniture 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.

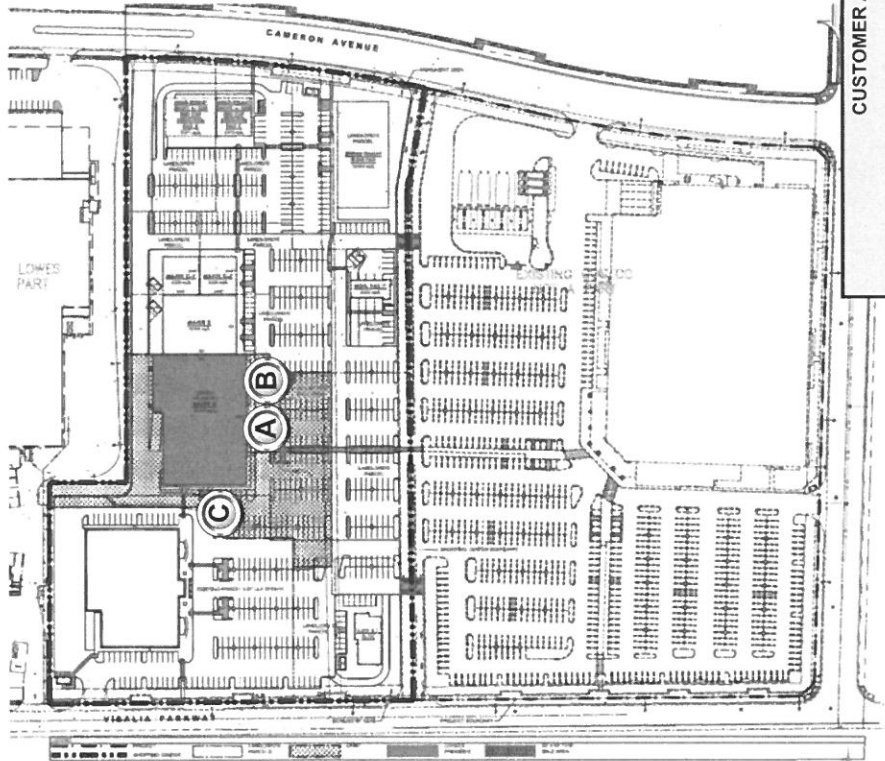
*The granting of a variance to setbacks is not considered detrimental to the public health, safety or welfare, or materially injurious to properties or improvements in the vicinity. The variance would assist in advertising stores which represent a draw to the Regional Retail Commercial zone.*

6. That the project is considered Categorical Exempt under Section 15305 of the Guidelines for Implementation of CEQA (Categorical Exemption No. 2019-87).

**BE IT FURTHER RESOLVED** that the Planning Commission hereby approves Variance No. 2019-08 on the real property herein above described in accordance with the terms of this resolution under the provisions 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. 2019-08 shall be as follows:
  - a) A maximum amount of 235 square feet of primary sign copy is allowed on the east elevation of the building site as identified in Exhibits "B", "D", and "E";
  - b) A maximum amount of 98 square feet of secondary sign copy is allowed on the south elevation of the building site at the location shown in Exhibits "C" and "F".
2. That the building not be allowed any additional wall signage beyond the two primary wall signs and secondary wall sign as identified in the locations shown in Exhibit "A".
3. That all building sign modifications require a separate building permit.
4. That all applicable federal, state and city laws, codes and ordinances be met.

**SITE PLAN**



**CUSTOMER APPROVAL**


Customer Signature \_\_\_\_\_

Date \_\_\_\_\_

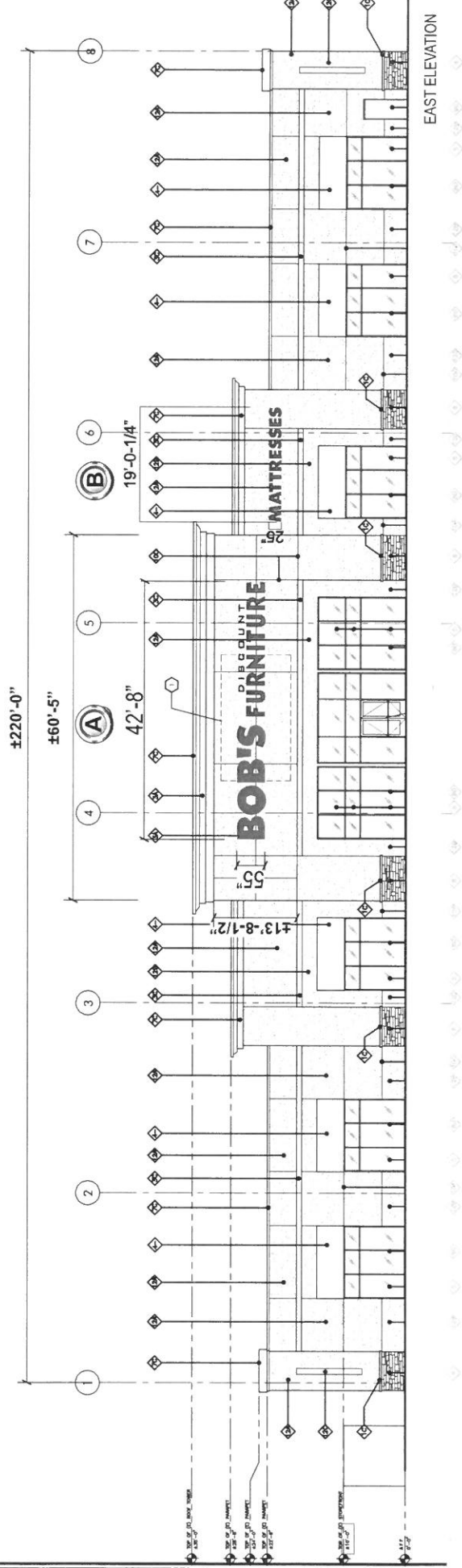
**SIGNAGE SPECIFICATIONS**

- (A)** OPTION: 1 & 2  
**CHANNEL LETTERS**  
Manufacture and Install (1) Channel Letters
- (B)** **CHANNEL LETTERS**  
Manufacture and Install (1) Channel Letters
- (C)** **CHANNEL LETTERS**  
Manufacture and Install (1) Channel Letters

Exhibit "A"

 <p><b>COAST SIGN</b> INCORPORATED 1500 West Embury Street, Suite 2802 Visalia, CA 93291-1444 Fax: (714) 260-5447</p>		DM#: 10-21-19 Scale: NTS Drawn: WA Sales: _____	Project Name: BOB'S DISCOUNT FURNITURE Address: 1645 W Cameron Ave City/State/Zip: VISALIA, CA Client Approval: _____ Date: _____	This is an original unpublished drawing and shall not be reproduced for your personal use in conjunction with this project being planned for you by Coast Sign, Inc., And shall not be reproduced, used by or disclosed to any firm or corporation for any purpose whatsoever without written permission.	<table border="1"> <thead> <tr> <th>No.</th> <th>Designer</th> <th>Date</th> <th>Revision Notes</th> </tr> </thead> <tbody> <tr><td>1</td><td></td><td></td><td></td></tr> <tr><td>2</td><td></td><td></td><td></td></tr> <tr><td>3</td><td>WA</td><td>12-16-19</td><td>Show 2 Options For Sign A</td></tr> <tr><td>4</td><td></td><td></td><td></td></tr> <tr><td>5</td><td></td><td></td><td></td></tr> <tr><td>6</td><td></td><td></td><td></td></tr> <tr><td>7</td><td></td><td></td><td></td></tr> <tr><td>8</td><td></td><td></td><td></td></tr> <tr><td>9</td><td></td><td></td><td></td></tr> <tr><td>10</td><td></td><td></td><td></td></tr> <tr><td>11</td><td></td><td></td><td></td></tr> <tr><td>12</td><td></td><td></td><td></td></tr> </tbody> </table>	No.	Designer	Date	Revision Notes	1				2				3	WA	12-16-19	Show 2 Options For Sign A	4				5				6				7				8				9				10				11				12				<p><b>DESIGN DRAWING 1 of 8</b> Request Number: <b>PRJ-BOBS-145629-R3</b></p>
No.	Designer	Date	Revision Notes																																																							
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2																																																										
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**OPTION 2**

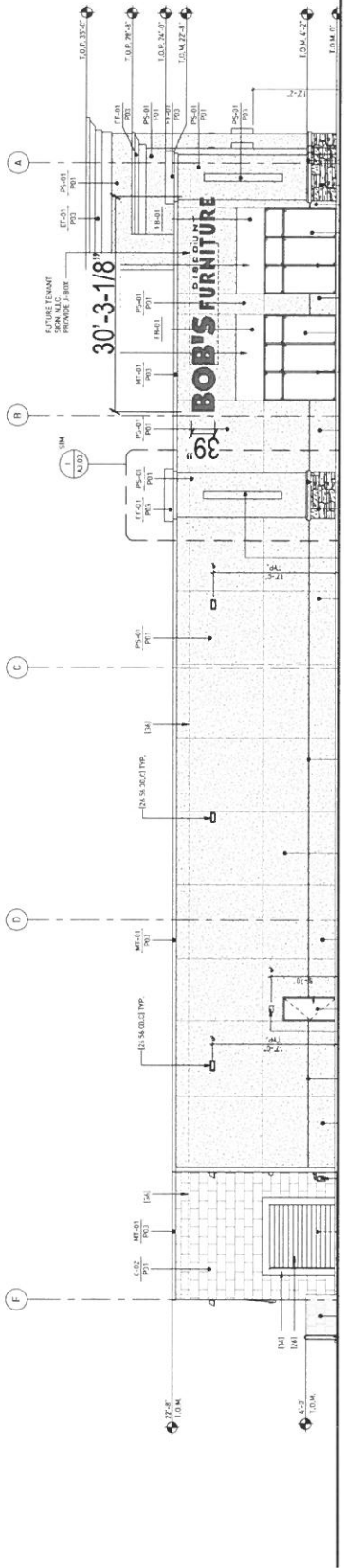


**FRONT ELEVATION @ ILLUMINATED CHANNEL LETTERS**  
 Scale: 1/16"=1'-0"

Exhibit "B"

<b>COAST SIGN</b> N C O R P O R A T E D 545 W. W. ... CA 95002 (714) 520-9144 FAX (714) 520-3447		Date: 10-21-19 Scale: NTS Drawn: WA Sales:	Project Name: BOB'S DISCOUNT FURNITURE Address: 1645 W. Cameron Ave City/State/Zip: VISALIA, CA Client Approval: _____ Date: _____	This is an original unpublished drawing created by Coast Sign, Inc. It is submitted for your review and approval. No project being planned for you by Coast Sign, Inc. And shall not be reproduced, used by or disclosed to any firm or corporation for any purpose whatsoever without written permission.		No. Designer 1 2 3 4 5 6	Revision Notes Show 2 Options For Sign A	Date 12-16-19	Designer WA	No. Designer 7 8 9 10 11 12	Revision Notes	Date	Designer	No. Designer 13 14 15 16 17 18	Revision Notes	Date	Designer
<b>CUSTOMER APPROVAL</b>																	
Customer Signature _____										Date _____		Request Number: <b>PRJ-BOBS-145629-R3</b>		Request Number: <b>DESIGN DRAWING 3 of 8</b>			

Exhibit "C"



SOUTH ELEVATION

**FRONT ELEVATION @ ILLUMINATED CHANNEL LETTERS**  
 Scale: 1/16"=1'-0"

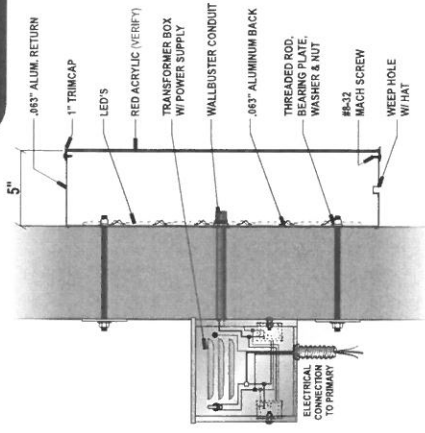
CUSTOMER APPROVAL

Customer Signature \_\_\_\_\_

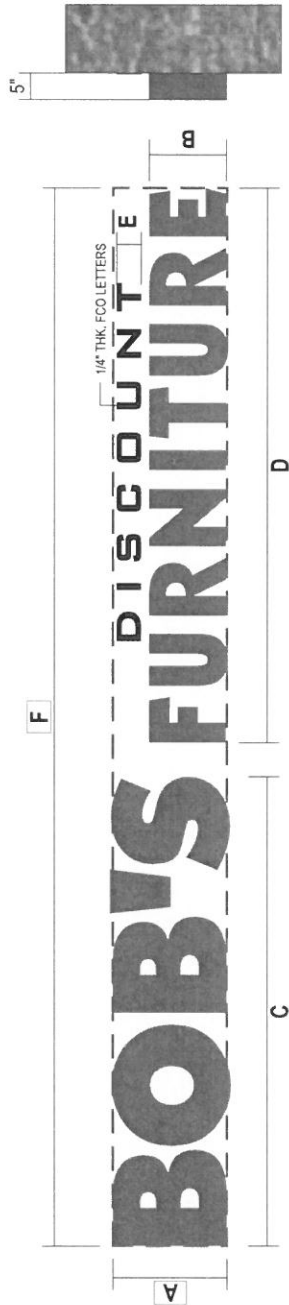
Date \_\_\_\_\_

<b>COAST SIGN</b> INCORPORATED 1500 West Embassy St, Anaheim, CA 92802 (714) 520-9144 FAX: (714) 520-3847	Date: 10-21-19 Scale: NTS Drawn: WA Sales: _____	Project Name: BOB'S DISCOUNT FURNITURE Address: 1665 W Cameron Ave City/State/Zip: VISALIA, CA Client/Approval: _____ Date: _____	This is an original, unpublished drawing of Coast Sign, Inc. It is to be used for your personal use in conjunction with a project being planned for you by Coast Sign, Inc. And shall not be reproduced, used by or disclosed to any firm or individual for any purpose whatsoever without written permission.		No. 1 2 3 4 5 6	Designer WA Date 12-16-19	Revision Notes Show 2 Options For Sign A	Date Designer No.	Revision Notes Date Designer No.	Request Number: <b>PRJ-BOBS-145629-R3</b>	DESIGN DRAWING 4 of 8
	CUSTOMER APPROVAL										

**OPTION 2**

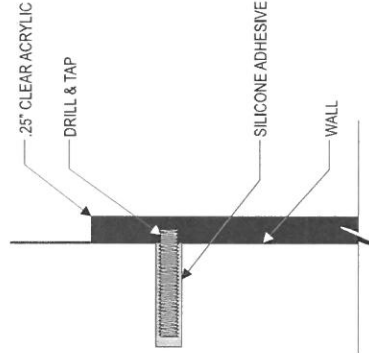


**SECTION DETAIL @ REMOTE CHANNEL LETTERS**  
Scale: 1 1/2" = 1'-0"



**FRONT VIEW @ ILLUMINATED CHANNEL LETTERS WITH FCO LETTERS - LINEAR**  
SCALE: NTS

**SIDE VIEW**



A	B	C	D	E	F	SQ. FT.
40"	27-1/8"	13'-9-1/4"	16'-3"	8-1/2"	31'-0-1/4"	103.40
44"	29-7/8"	15'-2"	17'-10-3/4"	9-3/8"	34'-1 7/8"	125.23
48"	32-1/2"	16'-6-1/4"	19'-6"	10-1/4"	37'-2-3/4"	148.91
52"	35-1/4"	17'-10 3/4"	21'-1 1/8"	11 1/8"	40'-4"	174.77
55"	37-1/4"	18'-11-1/4"	22'-4-1/8"	11-3/4"	42'-8"	195.55
59"	40"	20'-3 7/8"	23'-11 3/4"	12-5/8"	45'-9 3/8"	225.09
62"	42"	21'-4-1/8"	25'-2-1/4"	13-1/4"	48'-1"	248.43
65"	44-1/8"	22'-4-5/8"	26'-5"	13-7/8"	50'-5-1/4"	273.20
68"	46-1/8"	23'- 5"	27'-7-5/8"	14-1/2"	52'-9-1/8"	298.97

EXACT MANUFACTURING SPECIFICATIONS  
TO BE DETERMINED BY ENGINEERING DEPT.

**GENERAL SPECIFICATIONS:**  
**BOB'S / FURNITURE:**  
FACES..... # 2283 RED ACRYLIC  
TRIMCAP... 1" RED JEWELITE  
RETURNS... .063" X 5.3" RED/WHITE ALUMINUM COIL  
ILLUMIN... .063" PRE-PAINTED WHITE ALUMINUM  
LED'S..... RED LED'S  
**DISCOUNT:**  
LETTERS... .25" FLAT CUT OUT ACRYLIC PAINTED  
BLACK SATIN FINISH

**COLOR LEGEND**  
# 2283 RED ACRYLIC  
TRIMCAP/RETURN: RED  
PAINT: BLACK SATIN FINISH

**SECTION VIEW @ FCO LETTERS**

Scale: NTS

**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

Revision Notes

**DESIGN DRAWING 6 of 8**

Request Number: **PRJ-BOBS-145629-R3**

No.	Designer	Date	Revision Notes
1			
2			
3	WA	12-16-19	Show 2 Option For Sign. A
4			
5			
6			

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**Project Name:** BOB'S DISCOUNT FURNITURE  
**Address:** 1645 W. Cameron Ave  
**City / State / Zip:** VISALIA, CA  
**Client Approval:** \_\_\_\_\_ Date: \_\_\_\_\_

**Date:** 10-21-19  
**Scale:** NTS  
**Drawn:** WA  
**Sales:** WA

**COAST SIGN**  
INCORPORATED  
1500 W. Park Blvd.  
Visalia, CA 93292  
(714) 550-9184 FAX: (714) 550-5847

Exhibit "D"

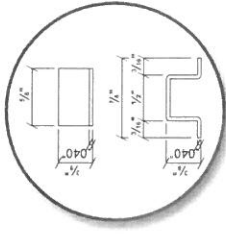
19'-0-1/4"

# MATTRESSES

25"

9"

5"



**DETAIL @ WEEP HOLE HAT**  
Scale: FULL SIZE

**END VIEW**

**FRONT VIEW @ ILLUMINATED REMOTE CHANNEL LETTERS**

Scale: 1/2" = 1'-0"

39.62 SQ.FT.

**GENERAL SPECIFICATIONS:**

**MATTRESSES:**  
 ACES: ..... 1/77" CYRO SG #211-1 RED ACRYLIC  
 RIMCAP: ... 1" RED JEWELITE  
 RETURNS: . . . 040" X 5.3" RED/WHITE ALUMINUM COIL  
 ACKS: ..... 063" PRE-PAINTED WHITE ALUMINUM  
 LUMIN: ..... PRINCIPAL RED LED'S

**ELECTRICAL SPECIFICATIONS:**

CUSTOMER PROVIDED 120V/20A/60HZ  
 DEDICATED CIRCUIT REQUIRED

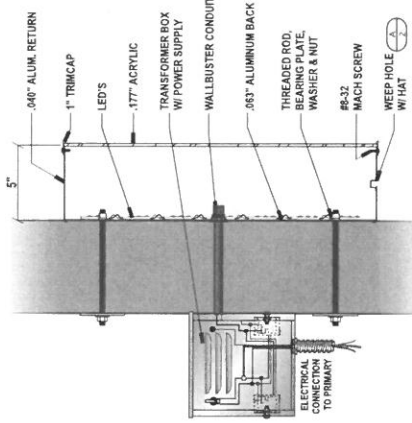
**NOTE: NOT A STANDARD SIZE LETTERS**

**GENERAL NOTES:**

- 1.) THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER BRANDING OF THE SIGN
- 2.) BRANCH CIRCUIT
- 3.) ALL BRANCH CIRCUITS FOR SIGNS MUST BE TOTALLY DEDICATED TO SIGNS (INCLUDING DEDICATED GROUND AND DEDICATED NEUTRAL PER CIRCUIT).
- 4.) SIGN CIRCUITS MUST NOT BE SHARED WITH OTHER LOADS SUCH AS LIGHTING, AIR CONDITIONING AND OTHER EQUIPMENT.
- 5.) GROUND WIRE THAT CAN BE TRACKED TO THE BREAKER PANEL MUST BE PROVIDED.
- 6.) ALL DATA LABELS REQUIRED
- 7.) SIGN LABEL TO INDICATE SIGN SUITABLE FOR WET, DAMP, OR DRY LOCATION
- 8.) SIGN SATISFIES ALL REQUIREMENTS OF TITLE 24.
- 9.) OUTDOOR SIGNAGE TO EMPLOY EITHER PHOTOCELL OR OUTDOOR ASTRONOMICAL TIMER

**COLOR SPECIFICATIONS:**

■ ACRYLIC: CYRO SG #211-1 RED  
 TRIMCAP/RETURN: RED



**SECTION DETAIL @ REMOTE CHANNEL LETTERS**  
Scale: 1 1/2" = 1'-0"

**EXACT MANUFACTURING SPECIFICATIONS TO BE DETERMINED BY ENGINEERING DEPT.**

**DO NOT MANUFACTURE FROM THIS DRAWING**



**COAST SIGN**  
 I N C O R P O R A T E D  
 1500 W. Esplanade, Anaheim, CA 92802  
 (714) 528-9184 FAX: (714) 528-5447

Date: 10-21-19  
 Scale: NTS  
 Drawn: WA  
 Sales:  
 Project Name: BOB'S DISCOUNT FURNITURE  
 Address: 1645 W. Cameron Ave  
 City/State/Zip: VISALIA, CA  
 Client Approval: \_\_\_\_\_ Date: \_\_\_\_\_

No.	Designer	Date	Revision Notes
1			
2	WA	12-16-19	Show 2 Option for Sign A
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			

**DESIGN DRAWING 7 of 8**  
 Request Number:  
**PRJ-BOBS-145629-R3**

Exhibit "E"

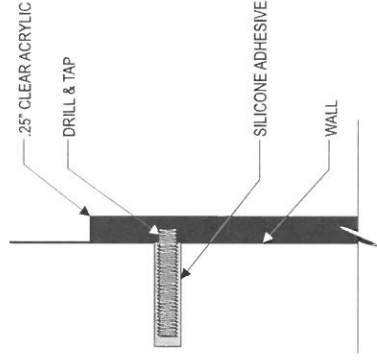


**FRONT VIEW @ ILLUMINATED CHANNEL LETTERS WITH FCO LETTERS - LINEAR**  
 CUSTOM SIZE CHANNEL LTRS - NOT STANDARD  
 SCALE: NTS

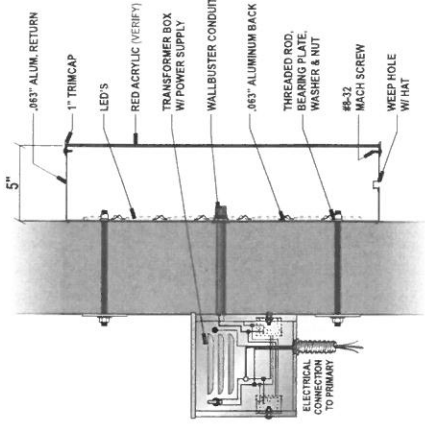
A	B	C	D	E	F	SQ. FT.
39"	26-1/2"	13'-5-1/8"	15'-10-1/4"	8-3/8"	30'-3-1/8"	98.34

Exhibit "F"

**SIDE VIEW**



**SECTION VIEW @ FCO LETTERS**  
 Scale: NTS



**SECTION DETAIL @ REMOTE CHANNEL LETTERS**  
 Scale: 1 1/2" = 1'-0"

**GENERAL SPECIFICATIONS:**  
**BOB'S / FURNITURE:**  
 FACES:..... # 2283 RED ACRYLIC  
 TRIMCAP:.. 1" RED JEWELITE  
 RETURNS: .063" X 5.3" RED/WHITE ALUMINUM COIL  
 BACKS: ..... .063" PRE-PAINTED WHITE ALUMINUM  
 ILLUMIN:..... RED LED'S  
**DISCOUNT:**  
 LETTERS:.. .25" FLAT CUT OUT ACRYLIC PAINTED  
 BLACK SATIN FINISH

**COLOR LEGEND**

# 2283 RED ACRYLIC  
 TRIMCAP/RETURN: RED  
 PAINT: BLACK SATIN FINISH

EXACT MANUFACTURING SPECIFICATIONS  
 TO BE DETERMINED BY ENGINEERING DEPT.

CUSTOMER APPROVAL

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

COAST SIGN		Project Name: BOB'S DISCOUNT FURNITURE		Revision Notes		Revision Notes		Revision Notes	
Date:	Scale:	Address:	City / State / Zip:	No.	Designer	Date	No.	Designer	Date
10-21-19	NTS	1645 W Cameron Ave	VISALIA, CA	1			1		
				2			2		
				3	WA	12-16-19	3	WA	12-16-19
				4			4		
				5			5		
				6			6		
				7			7		
				8			8		
				9			9		
				10			10		
				11			11		
				12			12		

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Request Number: **PRJ-BOBS-145629-R3**

**DESIGN DRAWING 8 of 8**



On Behalf of our client, Bob's Discount Furniture, we are pleased to present this Variance/Exception Supplement Letter for the proposed Variance of the existing City sign ordinance to allow the installation of three (3) new wall/building sign displays, at an aggregate sign area of 386.39 square feet. The design of these new signs is depicted in Coast Sign Drawing #PRJ-BOBS-145629-R2. The proposed signage is within the allowance of 2 sf of signage per linear foot of building frontage; however, we are exceeding the maximum allowed square footage.

The scope of work will include the fabrication and installation of:

- (1) Set **BOB'S DISCOUNT FURNITURE** LED Illuminated pan channel letters OAH 55" x OAL 42' 8" (195.55sf)
- (1) Set **BOB'S DISCOUNT FURNITURE** LED Illuminated pan channel letters OAH 25" x OAL 30' 3 1/8" (98.34sf)
- (1) Set **MATTRESSES** LED Illuminated pan channel letters OAH 25" x OAL 19' 1/4" (39.62sf)

Installation for the wall signs meet the current CBC regulations and California Title 24 requirements.

We feel that the sign displays, as proposed, are complimentary and conducive to the design and scale of the building.

To address the five "Findings" for the Sign Variance approval request:

1. The Sign Program was written with the assumption that all retailers would face Mooney Blvd. Subject property not only faces away from Mooney Blvd., it is located behind another shopping center and smaller signs would not be sufficient to identify Bob's Discount Furniture to the public. Also, the smaller signs appear out of scale for the size of the building.
2. Sportsman's Warehouse, an adjacent retailer, also faces away from Mooney. In 2017 they were granted a variance for larger signs due to the same circumstances.
3. Because other retailers in the same zone are located in shopping centers which face Mooney Blvd., and whose front building signage is visible to Mooney Blvd., Bob's Discount Furniture is being deprived of reasonably comparable identification of its business to Mooney Blvd.
4. If Bob's Discount Furniture 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.

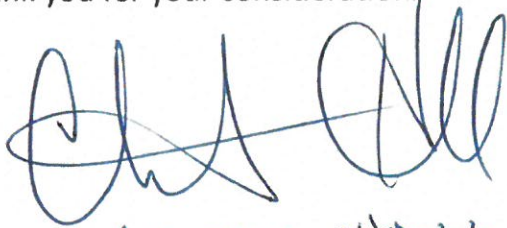
Exhibit "G"



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

In summary, we believe the larger sized wall signs are appropriate and will have a huge impact on readability and visibility along Mooney Blvd.

Thank you for your consideration.



CHRISTINA HALL



November 20, 2019

VIA EMAIL

Bob's Discount Furniture

Attn : Andy Tate

674 Baltimore Pike

Springfield, PA 19064

Tel : (860) 474-1308

Email : [andrew.tate@mybobs.com](mailto:andrew.tate@mybobs.com)

Re: Landlord Representative Review of Tenant's Signage Plans  
Bob's Discount Furniture  
Packwood Grove South Shopping Center  
1645 Cameron Ave, Visalia, Ca

Dear Bob's Discount Furniture:

Subject to the terms of the fully executed Lease Agreement by and between D.B.O. Development No. 33, a California limited liability company ("Landlord"), and Bob's Discount Furniture, LLC, a Massachusetts limited liability company ("Tenant"), this letter shall constitute Landlord Representative's review of Tenant's Signage Plans as prepared by Tenant's signage vendor, Coast Sign Incorporated received via email on November 20, 2019 and labeled PRJ-BOB-145629-R2 dated 10/21/19. At this time, the Tenant's Signage Plans are conditionally approved as noted and subject to the following comments and Tenant's signage vendor obtaining all required City approval and permits:

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 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 City of Visalia signage regulations. Further, it is the Tenant's signage vendor, architect, engineers and contractors sole responsibility to comply with the site specific Master Sign Program (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.

Packwood Grove South Visalia – Bob’s Discount Furniture Building Signage

Specific Items:

- S-1: Tenant shall submit and process a signage variance application with the City of Visalia for Tenant’s proposed expanded signage area. Landlord generally supports Tenant’s request for additional signage area per the signage exhibits received via email on 11/20/19 as prepared by Tenant’s signage vendor, Coast Sign Incorporated. Tenant shall update Landlord on the variance approval process and provide Landlord a copy of the City approved variance prior to fabricating/installing signage.

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](mailto:mnohr@oroscogroup.com).

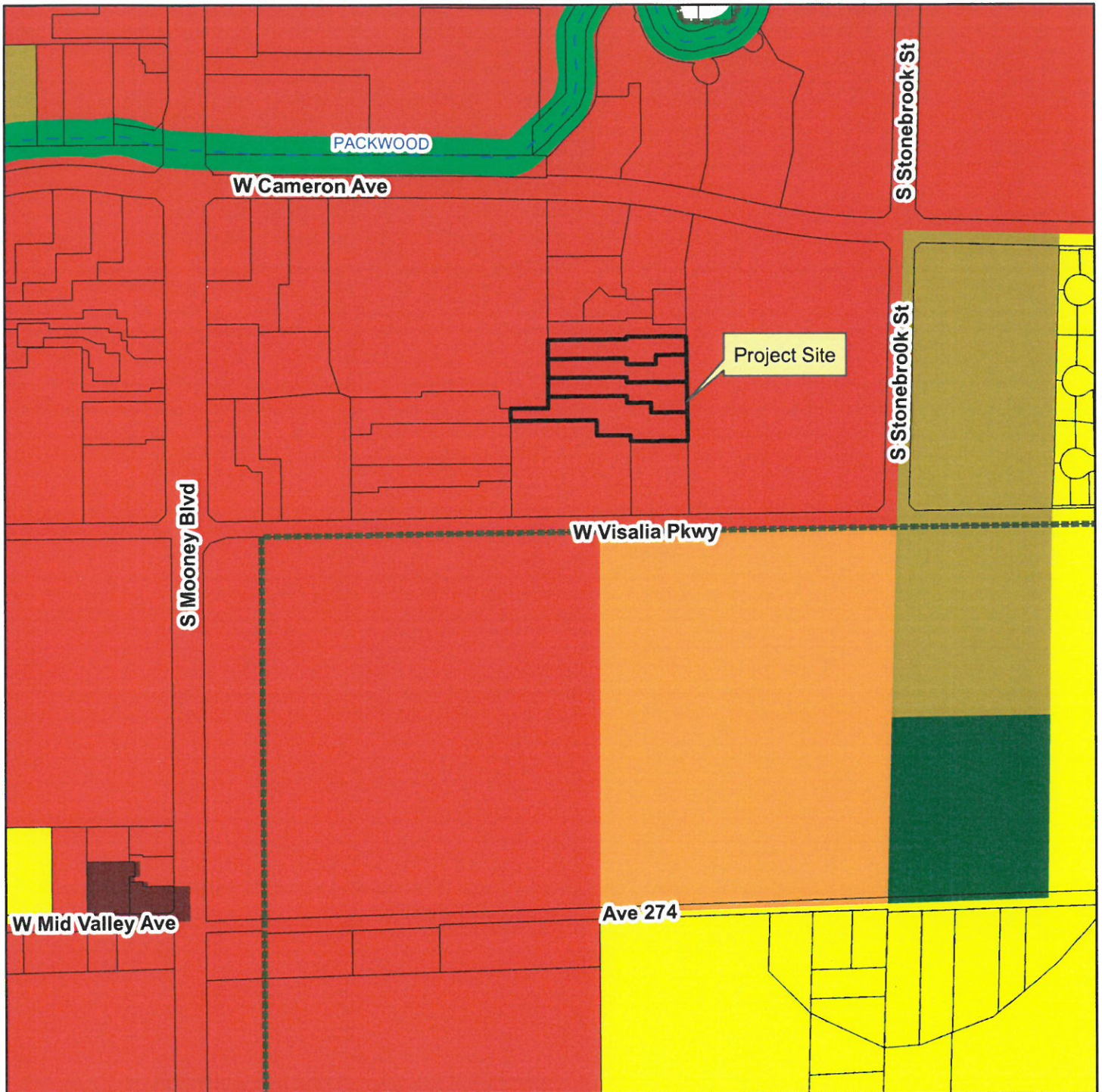
Sincerely,

Matt Nohr  
on behalf of D.B.O. Development No. 33

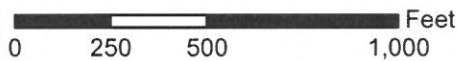
Cc: Tom Gillespie, [tom.gillespie@mybobs.com](mailto:tom.gillespie@mybobs.com)  
Tim Lucas, [Tim.Lucas@mybobs.com](mailto:Tim.Lucas@mybobs.com)  
Charles Lee, [Charles.Lee@mybobs.com](mailto:Charles.Lee@mybobs.com)  
Patrick Orosco [porosco@oroscogroup.com](mailto:porosco@oroscogroup.com)  
Sherry Peverini [speverini@oroscogroup.com](mailto:speverini@oroscogroup.com)

# Variance No. 2019-08

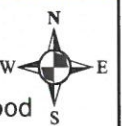
The project site is located at 1645 W. Cameron Avenue, on the south side of Cameron Avenue one-quarter mile east of Mooney Boulevard. (APN: 126-730-030, 031, 032, 042)



## General Plan Land Use Map

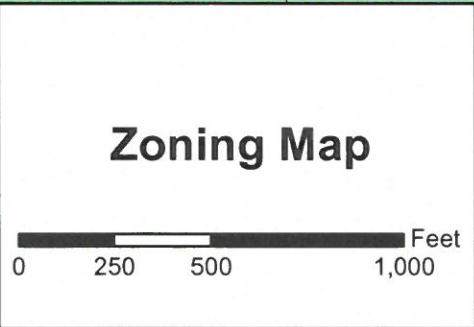
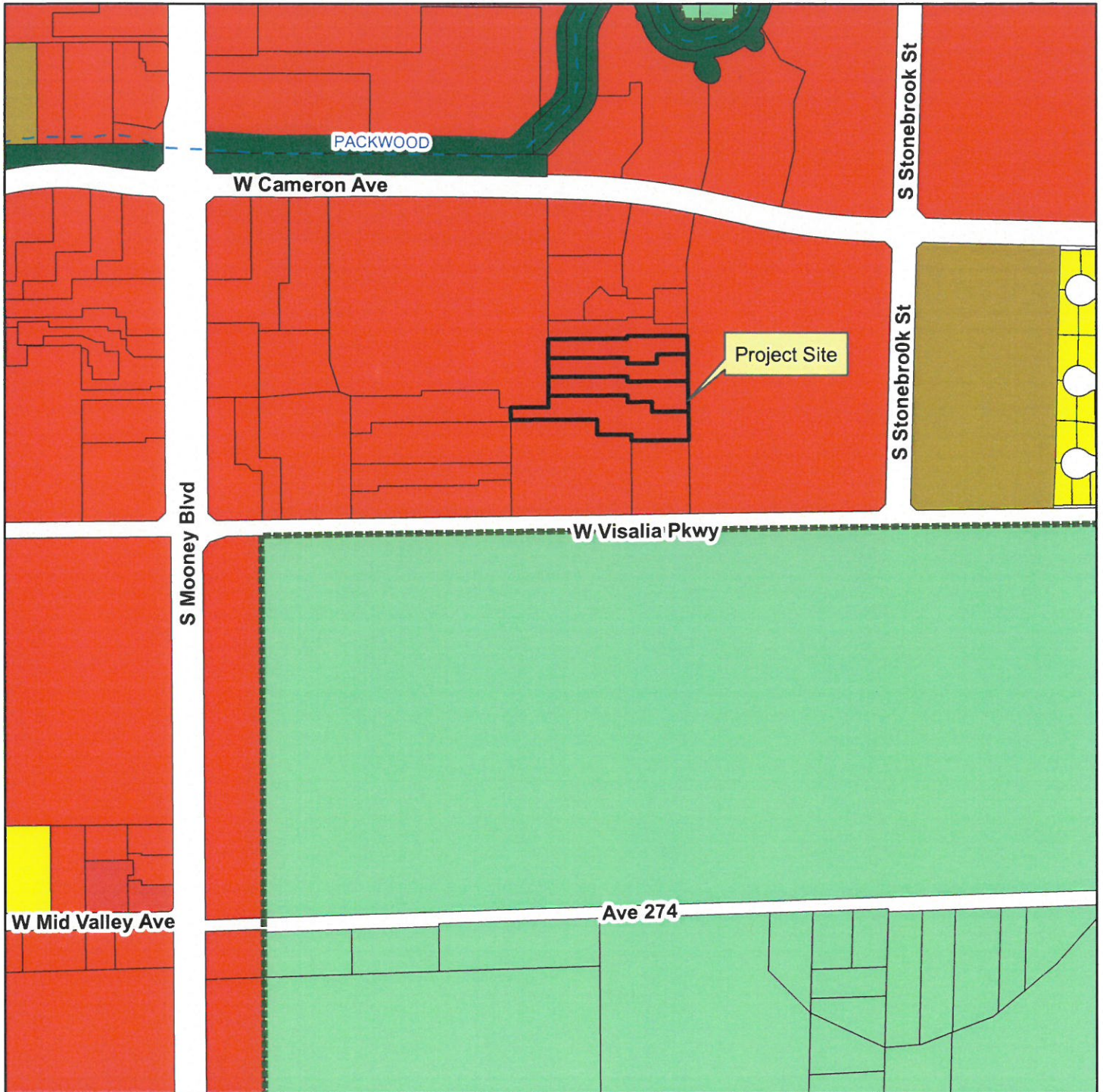


- Conservation
- Commercial Neighborhood
- Commercial Regional
- Parks/Recreation
- Residential High Density
- Residential Low Density
- Residential Medium Density



# Variance No. 2019-08

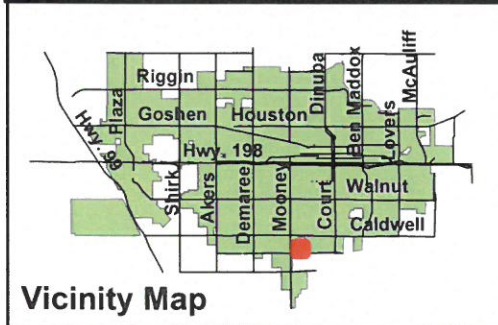
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- C-N - Neighborhood Commercial
  - C-R - Regional Commercial
  - QP - Quasi-Public
  - R-1-5 - 5,000 SF Min Site Area
  - R-M-2 - 3,000 SF Min Site Area
  - R-M-3 - 1,200 SF Min Site Area
  - X - County Areas
-

# Variance No. 2019-08

The project site is located at 1645 W. Cameron Avenue, on the south side of Cameron Avenue one-quarter mile east of Mooney Boulevard. (APN: 126-730-030, 031, 032, 042)



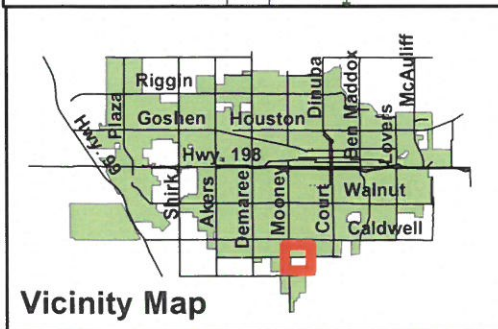
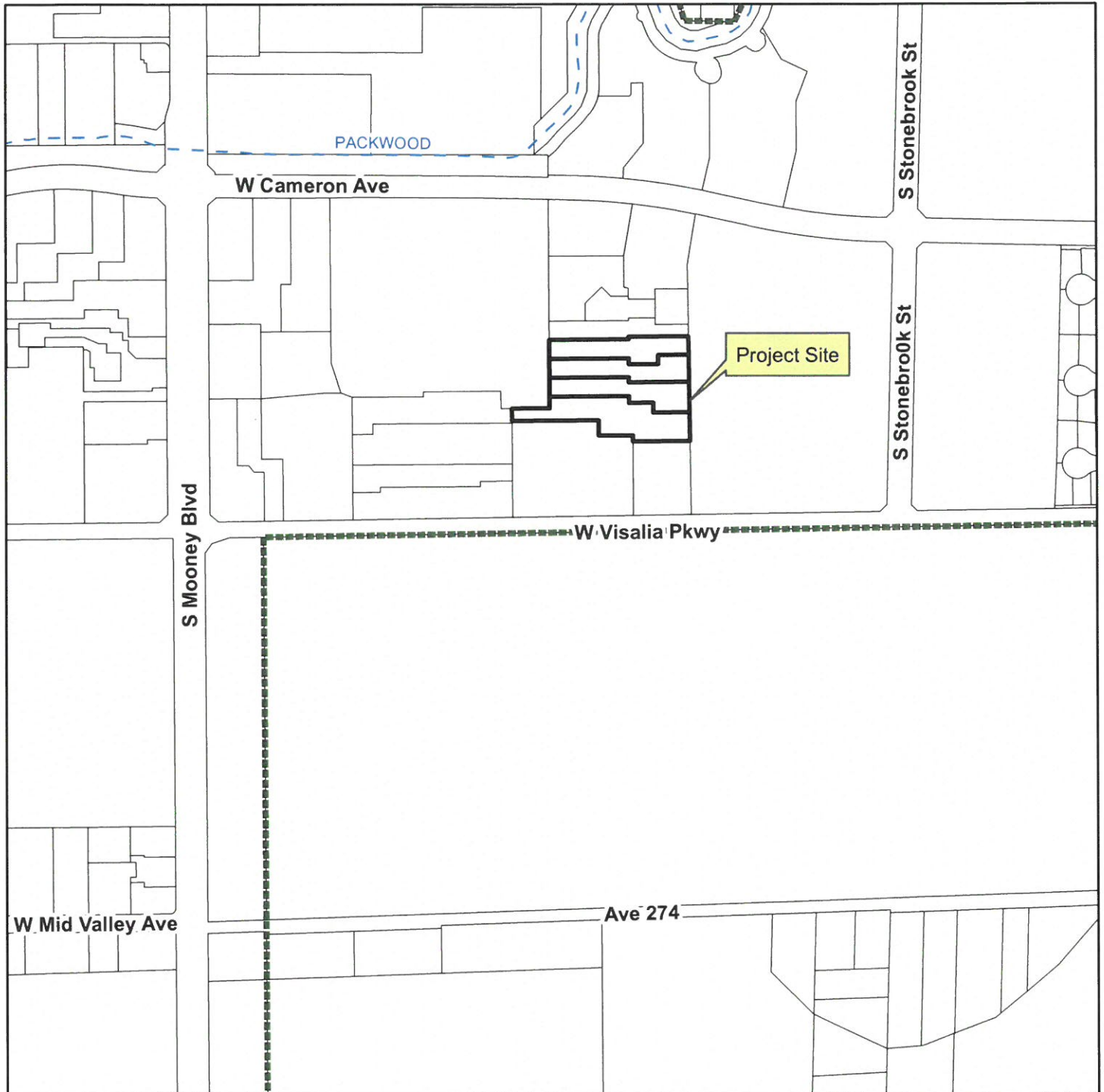
**Aerial Photo**  
Photo Taken March 2018

0 100 200 400 Feet

--- WATERWAYS  
+ RAILROADS  
--- CITY LIMITS  
□ PARCELS

# Variance No. 2019-08

The project site is located at 1645 W. Cameron Avenue, on the south side of Cameron Avenue one-quarter mile east of Mooney Boulevard. (APN: 126-730-030, 031, 032, 042)



## Location Map

