



Design Review Subcommittee (DRSC)

Meeting Date: February 13, 2019

PLANNER: Katie Crockett, Associate Planner

SUBJECT: **Discretionary Sign Permit 18-254, 901 Avenida Pico Circle K Master Sign Program**, a request to modify a Master Sign Program for an existing service station at 901 Avenida Pico.

BACKGROUND:

Site Data

The site is located near the corner of Avenida Pico and Camino Vera Cruz, within the Plaza Pacifica shopping center (see Attachment 1). The General Plan designates Avenida Pico as a major scenic corridor. However, the site is separated from Pico by an approximately 160-foot wide open space parcel with landscape and trails. The site is within the Rancho San Clemente Specific Plan (RSCSP) in the Mixed Use land use designation. The site is surrounded on the north and east by other general commercial uses within Plaza Pacifica.

The site is developed with a convenience store, automated car wash tunnel, and fuel canopy containing 6 double-sided pump stations. The existing convenience store has a hipped (mansard) manufactured tile roof with exposed rafter tails and off-white stucco walls with tile accent details. The fuel canopy is also a hipped (mansard) manufactured tile roof with square stucco columns to match the convenience store. Site photos are included as Attachment 4.

The site is the subject of an open code compliance case. Several signs were modified or added without required approvals and permits. The proposed Master Sign Program (MSP) addresses some of these additions/modifications. Any unpermitted signs not included in the proposed MSP will be addressed through conditions of approval should the project be approved. If the application is withdrawn or denied, the unpermitted signs will be addressed through continued code compliance action.

Prior Entitlements

The service station was approved in 1999 (SPP 99-100/CUP 99-101) with its own MSP (DSP 12-107, Attachment 3) separate from Plaza Pacifica. In 1997, the service station received an Administrative Sign Permit (ASP 17-026) for copy changes to existing approved signs and new pump number wedges.

Why is DRSC Review Required?

Zoning Ordinance, Section 17.12.025 requires Design Review Subcommittee (DRSC) review any Discretionary Sign Permits (DSP). DRSC must review the request to ensure the proposed signage meets standards related to design, size, materials, lighting, and visual impacts. Zoning Ordinance, Section 17.84.020.G requires a MSP for any gas/service station that proposes new signs or modification to existing signs.

PROJECT DESCRIPTION:

The applicant proposes a modified MSP that includes a wall sign, canopy signs, and monument signs. Most of the modifications are limited to copy changes, but the applicant is also proposing new ground-mounted directional signs. Additionally, this review will allow the City to more comprehensively consider modifications permitted through ASP 17-027. Signage approved through the original MSP amounts to 204.77 square feet. The proposal represents a reduction in overall approved sign area, even though additional directional signage is requested. Unpermitted signage installed at the site will be removed. The proposed signage is shown in Table 1, below.

Table 1 – Proposed Signage

Proposed Signage	Modification Proposed	Sign Square Footage
Monument Signs – Including Pricing (2)	Existing – to be refaced (reduced from 71.5 sf)	55 square feet (27.5 sf /each)
Circle K Wall Sign (1)	Replacement - reduced in size from 33.43 sf	23.3 square feet
Pump Aprons/Valences (12)	Existing but not prev. included in sign area	27.4 square feet (2.3 sf /each)
Canopy signs (2)	No change proposed	23 square feet (11.5 sf /each)
Pump Number Wedges (8)*	Existing but not previously considered through MSP	8 square feet (approx. 1 sf /each)
Air and Water Sign*	Existing but not previously considered through MSP	3 square feet
Car wash directional – wall mounted (2)*	Change copy/color/illumination from previously approved MSP	40 square feet (20 sf /each)
Car wash directional – ground mounted (2)*	New	19.2 square feet (9.6 sf/ each)
Car wash automated Point of Sale*	Existing but not previously considered through MSP	7.4 square feet
Car wash instructions*	Existing but not previously considered through MSP	8.27 square feet
Car wash timer display*	New	2.83 square feet
Total Proposed Sign Area		128.7 square feet (76 sf reduction from orig. approval)

*These signs are considered “directional signs.” An additional Administrative Sign Permit is not required for directional signs, and the square footage is not tabulated in the total sign area of the site.

ANALYSIS:

In accordance with Zoning Ordinance Section 17.84.020(D)(1)(b), service stations are allowed one square foot of sign area for each lineal foot of street frontage. While the site has no actual street frontage due to open space/landscape parcels between the property and the street, the property has approximately 343 feet of frontage along the entry driveway for Plaza Pacifica. Staff utilized this frontage for purposes of calculating total allowable sign area; therefore the service station is permitted to have a maximum of 343 square feet of signage. The approved MSP as well as the subject application include significantly less than the maximum allowed area.

Monument Signs

Two monument signs are approved for the property. The first is located at the corner of Camino Vera Cruz and the Plaza Pacifica entrance drive. The second sign is located at the easternmost entry to the service station from the Plaza Pacifica driveway, as shown on the proposed MSP (Attachment 2). A copy change was approved in 2017 through an ASP. No additional changes are proposed.

Wall Sign

The wall sign is located at the front of the convenience store. The proposed sign is 10 square feet smaller than the sign originally approved. Like the approved original sign, it consists of individual internally-illuminated channel letters and logo. The colors are white and red (red is the primary brand color for Circle K). The applicant originally proposed a red and gold cabinet sign but incorporated staff suggestions to propose a sign that better complements the site architecture.

Canopy Signs

There are two canopy signs on the north and south side of the canopy approximately 11 square feet each. The signs are also individual internally-illuminated channel letters and no changes are proposed.

Pump Aprons/Valences

The applicant proposes to modify the vinyl decals for the pump aprons and valences that identify the branding and utilize brand colors. The area of the skirt and valences that contain copy/branding are included in sign area. While only the copy areas are included in the “sign area” listed in the MSP as well as Table 1 of this report, the entire pump could be included in sign area. Staff recommends that the body of the pump be white to blend with the architecture of the site to reduce visual clutter.

Directional Signs

There are several types of directional signs included in the proposed MSP, which are not included in the total sign area. The Zoning Ordinance does not require an ASP and does not set limitations on size or placement. Directional signs are defined as “any on-site sign which is

designed, erected, and maintained to serve as a public convenience in directing pedestrian and vehicular traffic, but not used for the purpose of advertising uses or activities on the site.” The total area of “directional signage” included in the proposed MSP is 88.7 square feet. Directional signs are shown and discussed in more detail in Attachment 5. In general staff has concerns related to the prominent usage of brand colors and illumination that exceed the definition of “directional sign,” and which do not complement the building architecture.

Consistency with Design Guidelines and Standards

Table 2 summarizes the sign program’s consistency with standards and guidelines.

Table 2 – Project Consistency

Design Guideline/Zoning Standard/General Plan Policy	Project Consistency
<p><i>Section 17.84.030(D)(1)(b)(ii):</i> “For service stations, one square foot of sign area allowed for each lineal foot of street frontage.”</p>	<p><i>Consistent.</i> The proposed signage recommends a reduction from what was previously approved and is well below the maximum permitted by code.</p>
<p><i>Section 17.84.020(B)(1)(f):</i> “Sign design, scale, color and materials shall be selected that are compatible in style with the building it serves”.</p>	<p><i>Partially consistent.</i> The service station buildings are a modern Spanish style. Previous approvals permitted individual internally-illuminated channel letters, and monument signs with white stucco bases and illuminated cabinets. The use of branding colors should be reduced to avoid visual clutter and blend with the building architecture. Additionally, several signs could be modified to better match the Spanish style of the building.</p>
<p><i>Section 17.88.030:</i> “Directional sign’ means any on-site sign which is designed...to serve as a public convenience in directing pedestrian and vehicular traffic, but not used for the purpose of advertising uses or activities on the site.”</p>	<p><i>Partially consistent.</i> The ground mounted car wash directional signs should be single-sided such that the copy is not visible from off-site locations. Particularly the directional sign within the car wash lane is very visible from Camino Vera Cruz. The proposed car wash entrance sign is illuminated and is 20 square feet. To make this sign more directional in nature, the sign should be non-illuminated and the red background panel reduced.</p>
<p><i>Section 17.84.020(B)(2)(d):</i> General lighting standards. “Internally lighted signs shall be a maximum of 200,000 lumens...”</p>	<p><i>Inconsistent.</i> The plans do not specify the maximum lumen level.</p>

<p><i>Natural Resources Element of the General Plan, Dark Skies, NR-7.03:</i> “We require that site lighting for commercial and industrial uses be unobtrusive and constructed or located so that only the intended area is illuminated, off-site glare is minimized, and adequate safety is provided.”</p>	<p><i>Partially consistent.</i> Many of the illuminated signs have been previously approved and staff does not propose requiring modifications. However, staff does not support the additional illuminated directional signs.</p>
<p><i>General Design Guidelines for All Architecture Subject to Discretionary Design Review II.C.3.e:</i> “Carefully integrate signage with the design concept of the building and site. Signage should be consistent with the architectural character of the building.”</p>	<p><i>Partially consistent.</i> The service station buildings are a modern Spanish-style. The use of branding colors on directional signs should be reduced to reduce visual clutter and blend with the building architecture. Additionally, several signs could be modified to better match the Spanish style of the building.</p>
<p><i>Section 17.84.020(B)(3)(a)(c)(e):</i> “Landscaped planters shall be required to be installed at the base of all permanent freestanding signs....shall be irrigated and landscaped with living plant material....[and] shall be maintained in a neat and healthy manner...”</p>	<p><i>Consistent.</i> Both monument signs are within landscape planters that have live plant material, maintained in a neat and healthy condition.</p>

RECOMMENDATIONS:

The General Plan and RSCSP require signage to be in character with the building’s architecture. Most of staff’s recommendations involve reduction of the use of the red background color in some of the directional signs to better complement the building and reduce visual clutter.

To improve project consistency with applicable City policies, staff recommends the following design changes:

1. Utilize white color on the body of the fuel pumps to blend with the architecture of the site and reduce visual clutter.
2. Modify wall mounted car wash directional signs to remove red background color, remove illumination, and utilize sign/letter type that complements the buildings better and better meets the definition of “directional sign.”
3. Modify ground mounted car wash directional signs such that they are single-sided and the copy is viewable only from the interior of the site to meet the definition of “directional sign.”

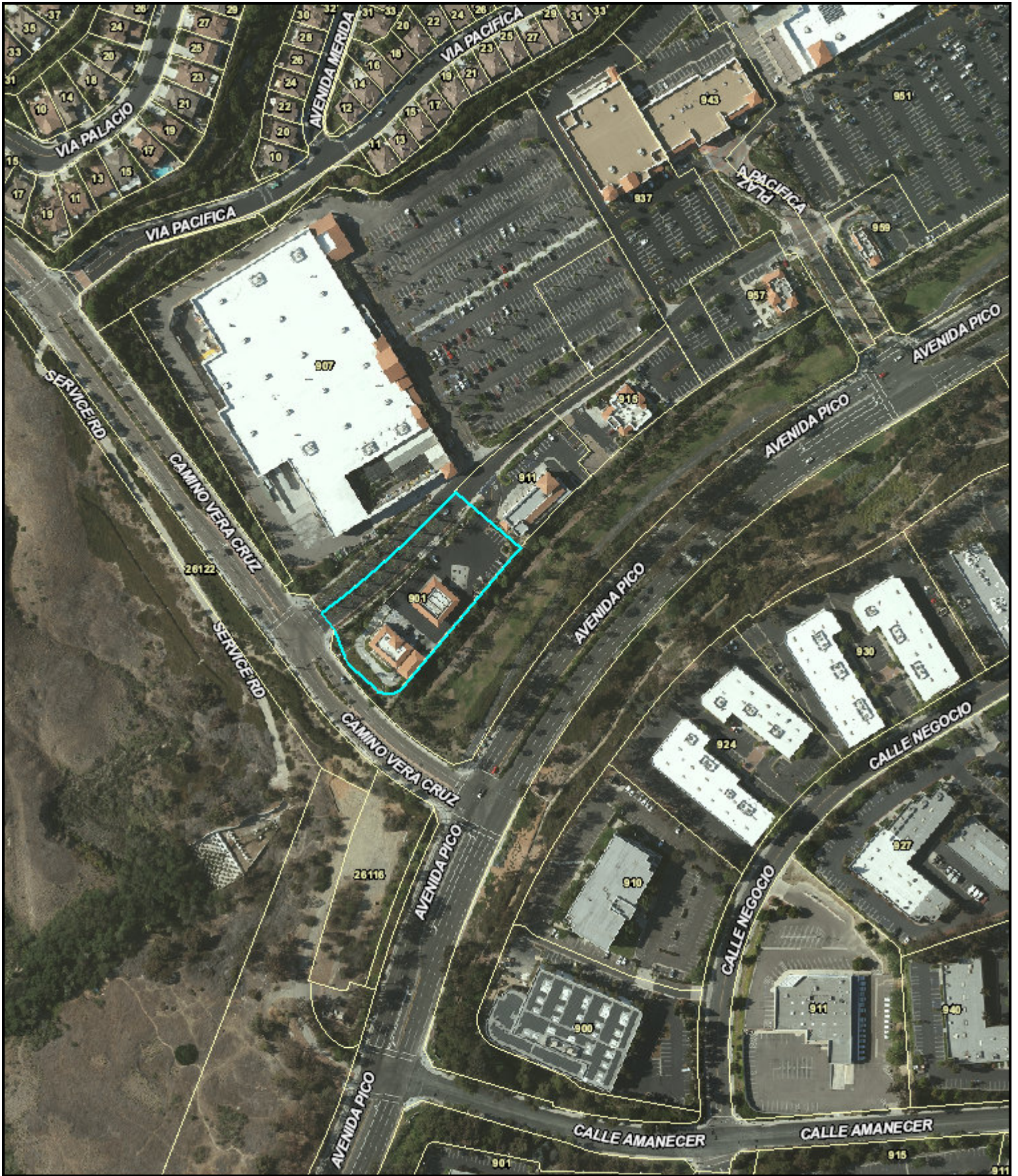
4. Modify ground mounted car wash directional signs and pump number wedges to utilize materials and style more consistent with the design of the building. Examples of acceptable modifications could include a tile pump number consistent with tile utilized on the building architecture and stucco directional signs with red acrylic pin-mounted letters.
5. Modify the car wash Point Of Sale kiosk so that base and rear are white to blend with the building.
6. Remove the additional rider on the car wash instructions and incorporate all signage into one frame.
7. Paint car wash clearance bar support structure white to match the building.
8. Provide illumination and color temperature information on sign plans. Internally-illuminated signs shall not exceed 200,000 lumens and the color temperature of all lights shall be 4,000 degrees Kelvin.

CONCLUSION:

Staff seeks DRSC concurrence with the above recommendations and welcomes additional input. DRSC comments are intended to assist the applicant in designing a project that best complies with the City's Design Guidelines and applicable policies.

Attachments:

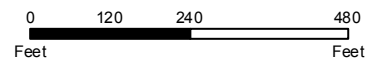
1. Location Map
2. Proposed Master Sign Program
3. Existing approved Master Sign Program
4. Site Photos
5. Directional Sign Summary with Images



City of San Clemente

DSP 18-254

901 Avenida Pico



1. Project Narrative
2. Site Plan
3. Overview
4. Previously Approved Canopy
5. Previously Approved Pumps
6. Previously Approved Main ID Sign (1)
7. Previously Approved Main ID Sign (2)
8. Channel Letter Store Sign Detail
9. Car Wash Portal and Timer Detail
10. Car Wash Header Panel Detail
11. Point of Sale and Snap Frame Entrance Signs
12. Wash Directional and Clearance Bar Details

Property Description

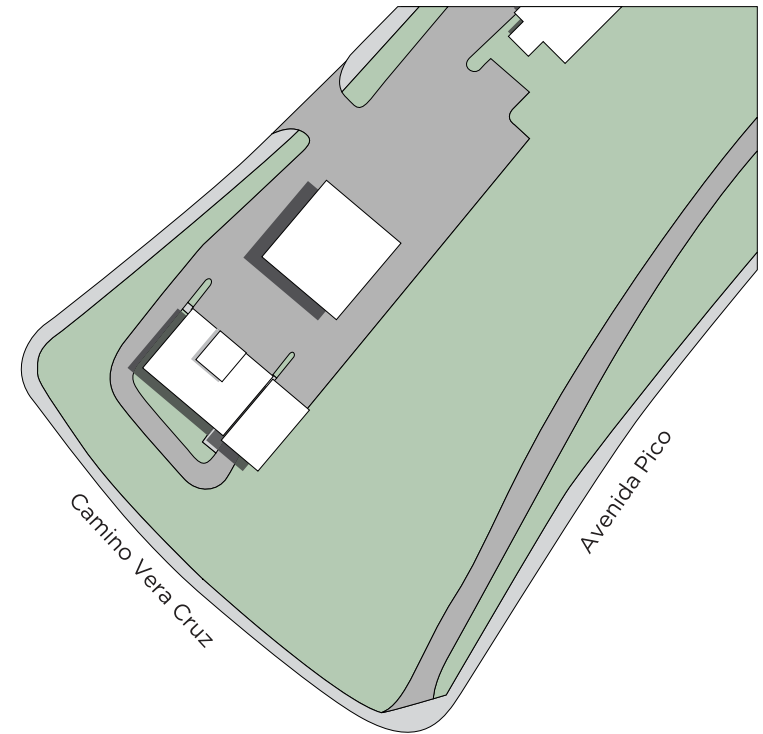
The subject parcel within the city of San Clemente ID number 688-021-32 located south of Avenida Pico and east of Camino Vera Cruz. The subject parcel is 1.542-acres in size with a property class of Commercial(3). The parcel is currently occupied by an existing Service station that in this project will be refreshed with a new brand image to replace the older scheme. Existing architecture are to remain a large part of the site image and to remain generally unchanged in the scope of the current refresh project.

The existing building general square footage is 5,460 square feet encompassing a sizable proportion of the lot. The abutting property to the east are of a small lot containing a single restaurant building and to the south of the subject parcel is a large lot establishment for lodging.

Project Description

The proposed project involves the redecoration of the existing convenience store and car wash building on the subject parcel. Fueling canopy imaging to remain untouched under this project.

The primary identification and price cabinet signs located along the shopping center entrance way on the north side of the site (opposite the intersection of Avenida Pico and Camino Vera Cruz) will be refaced with congruent faces of similar sizes to refrain from modifying the existing cabinet sign. Within the sign cabinet, electrical splicing to isolate circuitry feeding into the proposed illuminated LED price digits and the general illumination for the sign itself. Reimaging of the store to pertain to reimaging the existing signs with basic channel letter set that puts forth the design of the new brand look without interfering with the existing architectural aesthetic of the building. Car wash signage to be refaced with like-for-like faces above the enter and exit portals that represent the new brand image look for car wash buildings. Adjacent pay and advertisement strcutres shall follow in terms of design as being reimaged frames and painted chassis for the electronic Point of Sale System save for the new included car wash machine timer enclosure mounted to the wall. Clearance bar structure to be installed on the entrance driveway of the car wash to prevent customers from obstructing the car wash in vehicles deemed to exceed the wash machine's working envelope.



Proposed hours of Illumination: Dusk - Dawn (Photosensors activate illumination based on ambient lighting)
Proposed normal business hours: 6 am - 9 pm



**PROMOTION PLUS
SIGN CO., INC.**
"The Imaging Experts"

Now part of the PROMOTION PLUS
SIGN CO., INC Family

21034 Osborne St. Canoga Park, CA 91304
(P) 818.993.5406 (F) 818.993.3174













State Licence 853228 

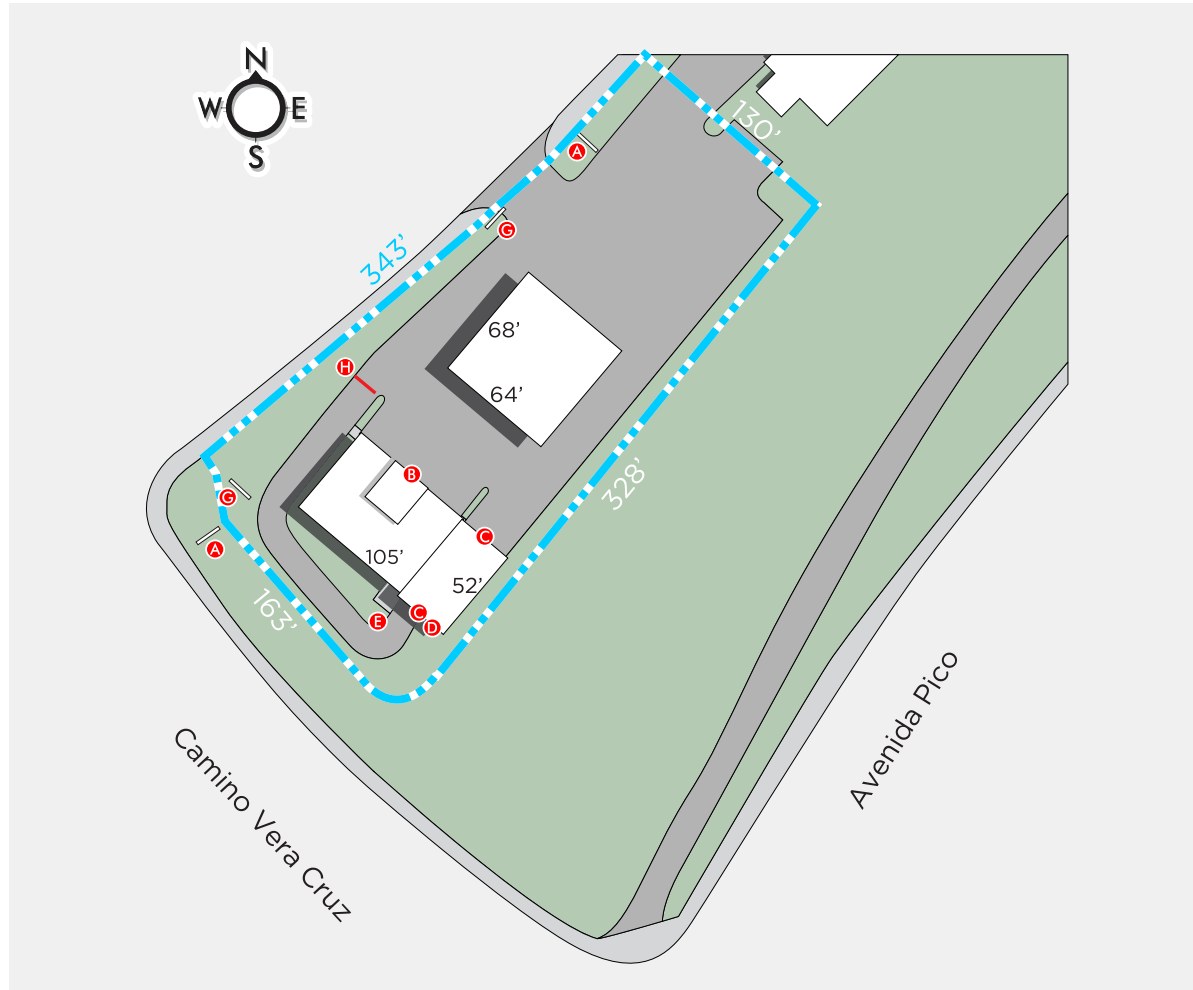
Class	Job Location	Owner Information
A	Circle K Store - 2709479 901 Avenida Pico San Clemente, CA 92673	Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA. 92879 951-270-5118

Project Information
Project - Skyfall Stores Designed by - CP

Approval
Owner - _____ Date - _____
<i>I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.</i>
This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner

Siteplan

Sign	QTY	Square Footage	
		Existing	Proposed
 A	2	55 sqft	55 sqft
 B	1	23.3 sqft	23.3 sqft
 C	2	40 sqft	40 sqft
 C	2	40 sqft	40 sqft
 D	1	No Signage	2.83 sqft
 E	1	7.4 sqft	7.4 sqft
 F	1	No Signage	8.27 sqft
 G	2	No Signage	19.2 sqft
 G	2	21.32 sqft	21.32 sqft
 G	12	27.4 sqft	27.4 sqft
 G	1	No Signage	3 sqft
 G	8	No Signage	8.05 sqft
TOTALS		174.42 sqft	215.77 sq ft



Additional Details

Project Overview (Legend)

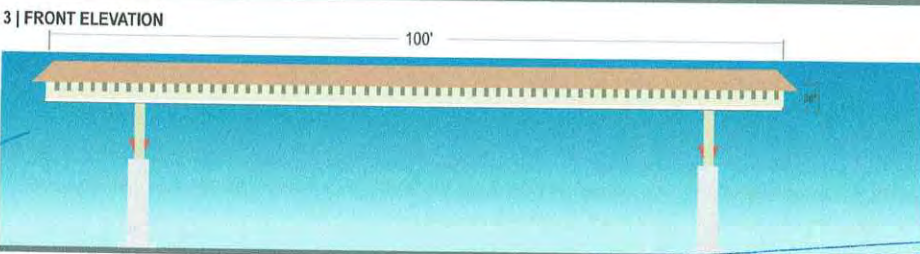
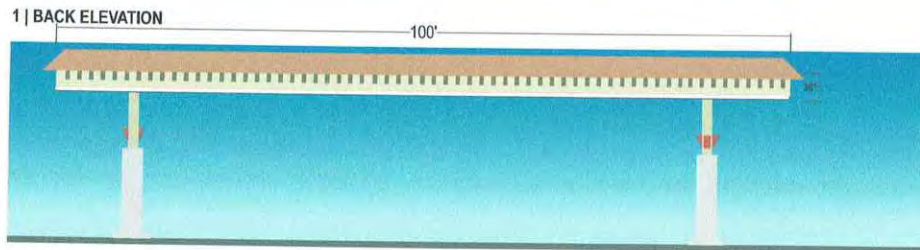
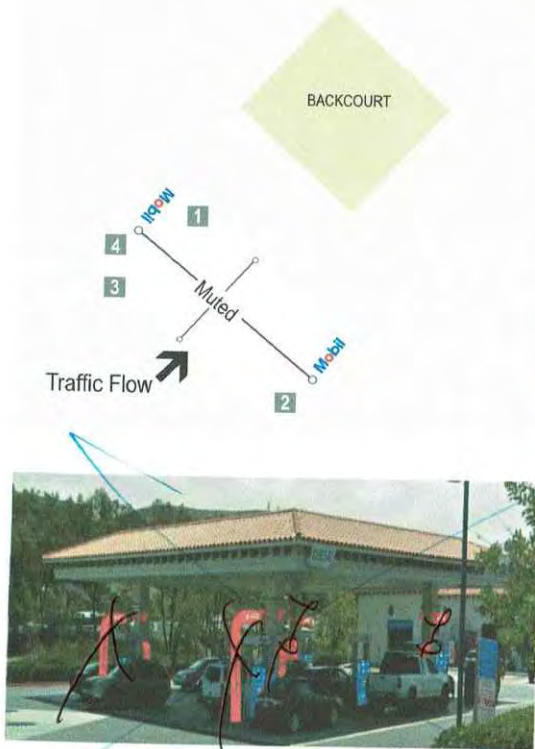
- A — Main ID Sign
- B — Store Cabinet Sign
- C — Car Wash Portal Headers
- D — Car Wash Timer Box
- E — Point of Sale Machine
- F — Snap Frame Safety and Directional Signs
- G — Ancillary Directional Signs
- H — Clearance Bar Structure

 **PROMOTION PLUS SIGN CO., INC.**
"The Imaging Experts"
 Now part of the PROMOTION PLUS SIGN CO., INC Family
 21034 Osborne St. Canoga Park, CA 91304
 (P) 818.993.5406 (F) 818.993.3174
 State Licence 853228 

Class	Job Location	Owner Information	Project Information	Approval
A	Circle K Store - 2709479 901 Avenida Pico San Clemente, CA 92673	Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA. 92879 951-270-5118	Project — Skyfall Stores Designed by — CP	Owner - _____ Date - _____ I have reviewed all renderings and I am satisfied with the look and the scope of work listed within. This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner

A GATE CONFIGURATIONS

****Canopy Artwork for Visualization Purposes Only****



project name Circle K / ExxonMobil	PBL # 310761 / 2709467	customer Circle K / ExxonMobil	created by C. DANIELS	 PERMIT PACKET
revision # ORIGINAL	date 07 29 2016	scale NA	page #	
<small>This document reflects trade secrets and confidential business information. It may not be copied, published or disseminated in any manner without the written approval of Big Red Rooster Flow. All rights reserved, including patent, trademark, and copyrights.</small>				



PROMOTION PLUS SIGN CO., INC.
"The Imaging Experts"

Now part of the PROMOTION PLUS SIGN CO., INC Family

21034 Osborne St. Canoga Park, CA 91304
(P) 818.993.5406 (F) 818.993.3174

State Licence 853228 

Class	Job Location
A	Circle K Store - 2709479 901 Avenida Pico San Clemente, CA 92673

Owner Information
Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA. 92879 951-270-5118

Project Information
Project - Skyfall Stores Designed by - CP

Approval
Owner - _____ Date - _____
<i>I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.</i>
<small>This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner</small>

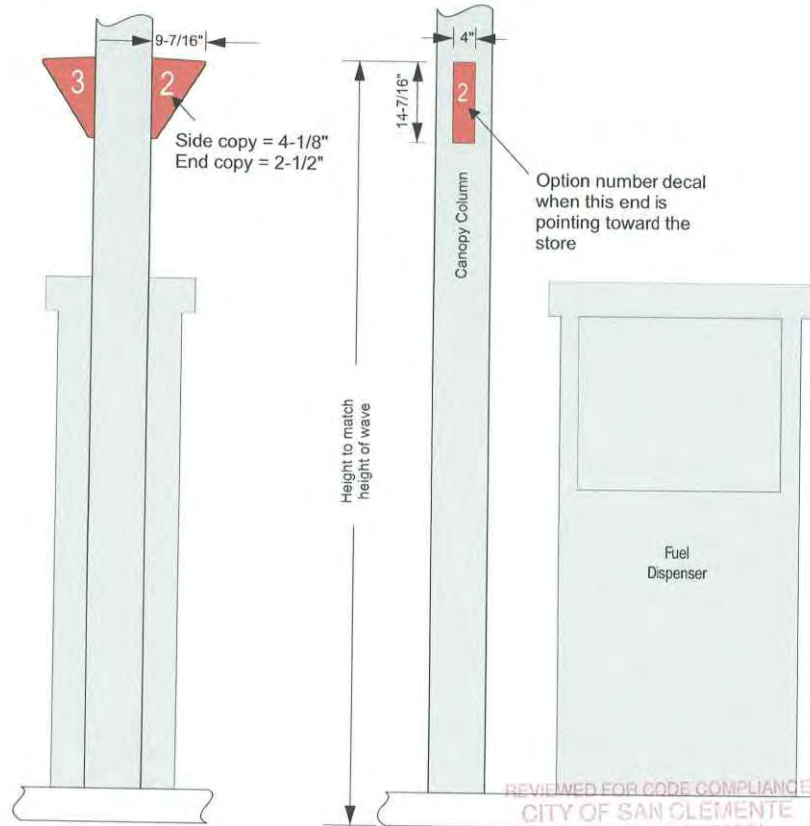
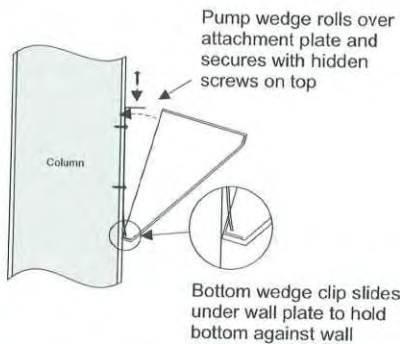
B APERTURE SPECIFICATIONS
NUMBER WEDGE

Pump Number Wedge

Structural Spec:

- Wedges are 2 sided, non-illuminated, with white vinyl graphics
- Acrylonitrile butadiene styrene (ABS) skin with aluminum mounting plate
- 2 lbs total weight
- Structure rated at 120 mph wind load

Mounting Detail



REVIEWED FOR CODE COMPLIANCE
CITY OF SAN CLEMENTE
BUILDING DIVISION
BY AS DATE 1/10/17

project name Circle K / ExxonMobil	PBL # 310761 / 2709467	customer Circle K / ExxonMobil	created by C. DANIELS	 PERMIT PACKET
revision # ORIGINAL	date 07 29 2016	scale NA	page #	

This document reflects trade secrets and confidential business information. It may not be copied, published or disseminated in any manner without the written approval of Big Red Rooster Flow. All rights reserved, including patents, trademarks and copyrights.

PROMOTION PLUS SIGN CO., INC.
"The Imaging Experts"

Now part of the PROMOTION PLUS SIGN CO., INC Family

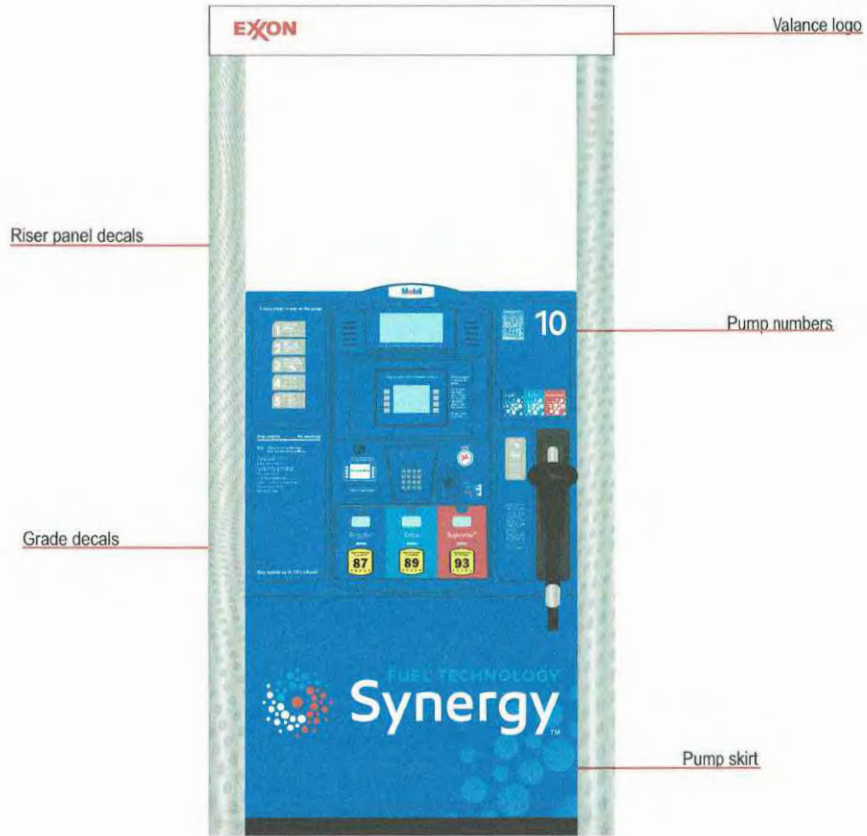
21034 Osborne St. Canoga Park, CA 91304
(P) 818.993.5406 (F) 818.993.3174

State Licence 853228

Class	Job Location	Owner Information	Project Information	Approval
A	Circle K Store - 2709479 901 Avenida Pico San Clemente, CA 92673	Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA 92879 951-270-5118	Project - Skyfall Stores Designed by - CP	<p>Owner - _____ Date - _____</p> <p><i>I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.</i></p> <p>This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner</p>

C DISPENSER

REVIEWED FOR CODE COMPLIANCE
CITY OF SAN CLEMENTE
BUILDING DIVISION
BY AS DATE 1/10/17



project name Circle K / ExxonMobil	PBL # 310761 / 2709467	customer Circle K / ExxonMobil	created by C. DANIELS
revision # ORIGINAL	date 07 29 2016	scale NA	page #



PERMIT PACKET

2 Northfield Plaza, Ste 211, Northfield, IL 60063
P (847) 441-1818 F (847) 592-9564



**PROMOTION PLUS
SIGN CO., INC.**
"The Imaging Experts"

Connor Electric Now part of the PROMOTION PLUS SIGN CO., INC Family

21034 Osborne St. Canoga Park, CA 91304
(P) 818.993.5406 (F) 818.993.3174

State Licence 853228 

Class	Job Location
A	Circle K Store - 2709479 901 Avenida Pico San Clemente, CA 92673

Owner Information
Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA. 92879 951-270-5118

Project Information
Project - Skyfall Stores Designed by - CP

Approval
Owner - _____ Date - _____
<i>I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.</i>
This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner

Signage approved by city 1/10/17

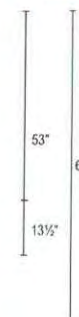


EXISTING (27.5 SF)



PROPOSED SIGN REFACE (27.5 SF)

6" ABLE LED DIGITS



REVIEWED FOR CODE COMPLIANCE
CITY OF SAN CLEMENTE
BUILDING DIVISION
BY AS DATE 1/10/17

project name Circle K / ExxonMobil	PEBL # 310761 / 2709467	customer Circle K / ExxonMobil	created by C. DANIELS
revision # ORIGINAL	date 07 29 2016	scale NA	page #
<small>This document reflects trade secrets and confidential business information. It may not be copied, published or disseminated in any manner without the written approval of Big Red Rooster Flow. All rights reserved, including patent, trademark and copyrights.</small>			



PERMIT PACKET

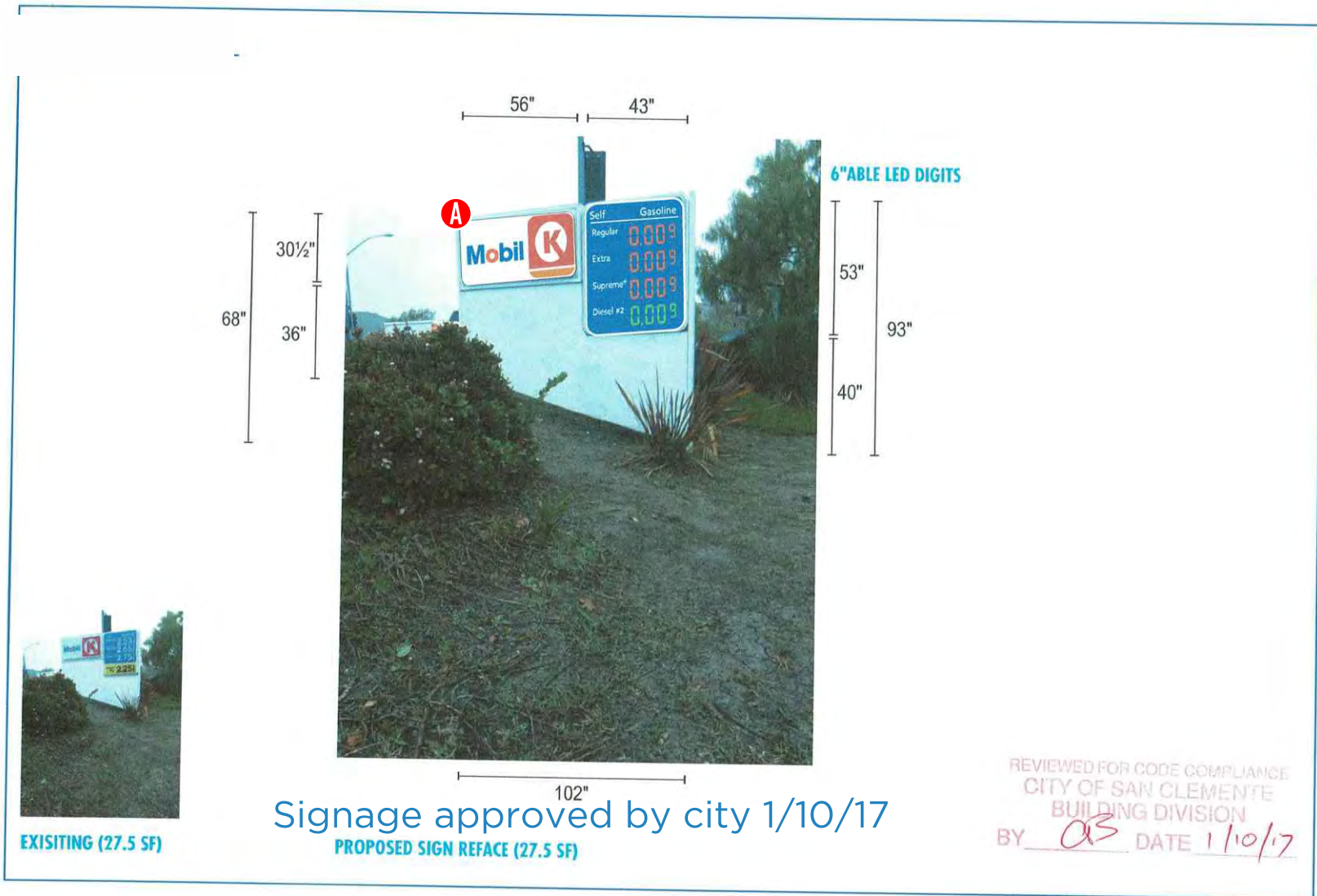


Now part of the PROMOTION PLUS SIGN CO., INC Family
21034 Osborne St. Canoga Park, CA 91304
(P) 818.993.5406 (F) 818.993.3174

State Licence 853228




Class A	Job Location Circle K Store - 2709479 901 Avenida Pico San Clemente, CA 92673	Owner Information Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA. 92879 951-270-5118	Project Information Project - Skyfall Stores Designed by - CP	Approval Owner - _____ Date - _____ <i>I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.</i> This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner
--------------------------	---	---	--	---



Signage approved by city 1/10/17
 PROPOSED SIGN REFACE (27.5 SF)

REVIEWED FOR CODE COMPLIANCE
 CITY OF SAN CLEMENTE
 BUILDING DIVISION
 BY AS DATE 1/10/17

project name Circle K / ExxonMobil	PBL.# 310761 / 2709467	customer Circle K / ExxonMobil	created by C. DANIELS	 BIG RED ROOSTER FLOW <small>7 Northfield Plaza, Ste 211, Northfield, IL 60093 P: (847) 441-1818 F: (847) 592-9564</small>	PERMIT PACKET
revision # ORIGINAL	date 07 29 2016	scale NA	page #		
<small>This document reflects trade secrets and confidential business information. It may not be copied, published or disseminated in any manner without the written approval of Big Red Rooster Flow. All rights reserved including patent, trademark and copyrights.</small>					



PROMOTION PLUS SIGN CO., INC.
"The Imaging Experts"

Connor Electric
 Now part of the PROMOTION PLUS SIGN CO., INC Family
 21034 Osborne St. Canoga Park, CA 91304
 (P) 818.993.5406 (F) 818.993.3174

State Licence 853228 

Class	Job Location
A	Circle K Store - 2709479 901 Avenida Pico San Clemente, CA 92673

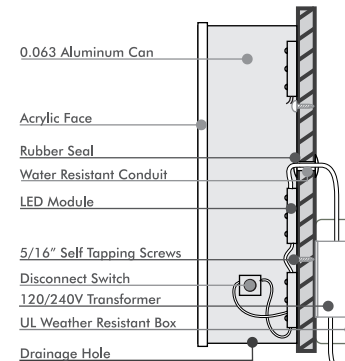
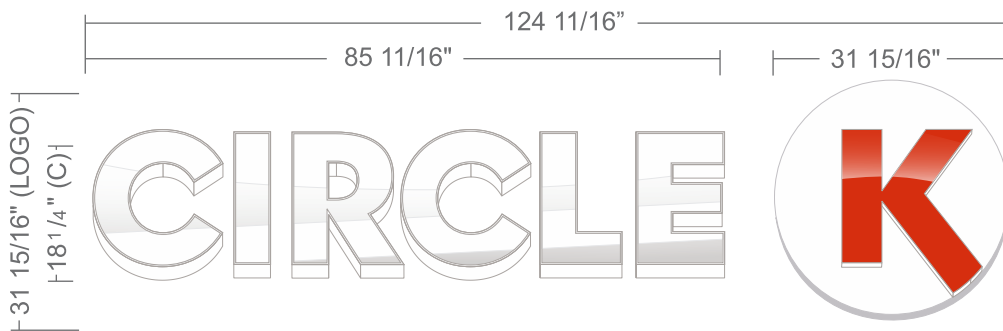
Owner Information
Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA. 92879 951-270-5118

Project Information
Project - Skyfall Stores Designed by - CP

Approval
Owner - _____ Date - _____
<i>I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.</i>
<small>This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner</small>



B Circle K Sign | Illuminated Channel Letters (15.165 sq ft)



Illuminated Channel Letters | Qty: 1
 2/14" deep acrylic Channel Letters + Logo
 5mm Thick #2447 White modified acrylic substrate for face and returns of letters + logo
 Letters + Logo to have .500" thick white sintra backer panel mechanically fastened to returns
 LED Power Supplies to be Mounted Remotely
 Electrical Whip Out Back of the letters



PROMOTION PLUS SIGN CO., INC.
 "The Imaging Experts"
 Now part of the PROMOTION PLUS SIGN CO., INC Family
 Connor Electric
 21034 Osborne St. Canoga Park, CA 91304
 (P) 818.993.5406 (F) 818.993.3174
 State Licence 853228

Class	Job Location
A	Circle K Store - 2709479 901 Avenida Pico San Clemente, CA 92673

Owner Information
Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA. 92879 951-270-5118

Project Information
Project - Skyfall Stores Designed by - CP

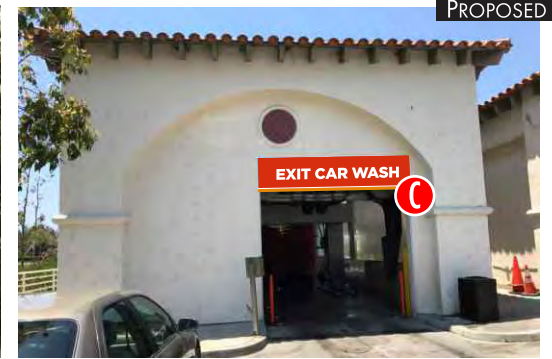
Approval
Owner - _____ Date - _____ I have reviewed all renderings and I am satisfied with the look and the scope of work listed within. This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner



Timer provided by Mark VII
 Grey - RAL 7015
 Red Dot - RAL 3020
 Green Dot - RAL 6037



EXISTING



PROPOSED

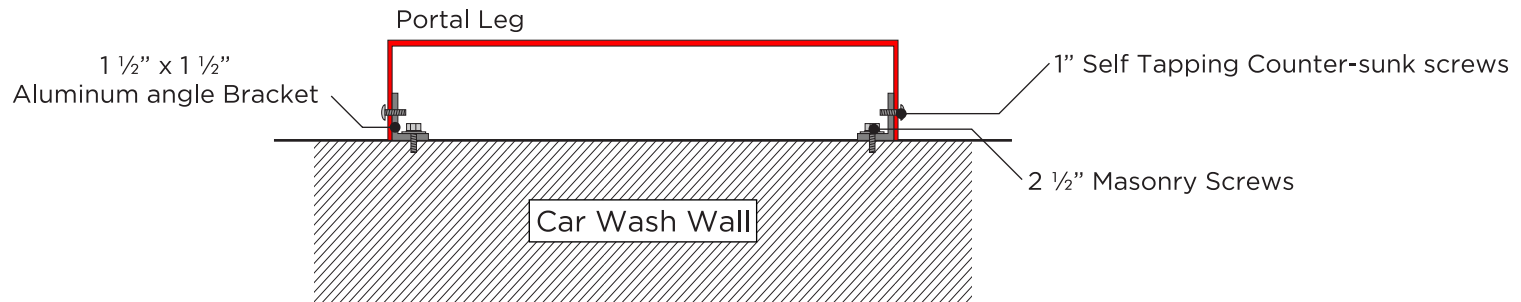
ACM Timer enclosure to house exterior electronic controlled timed machine system

Mounted to building wall

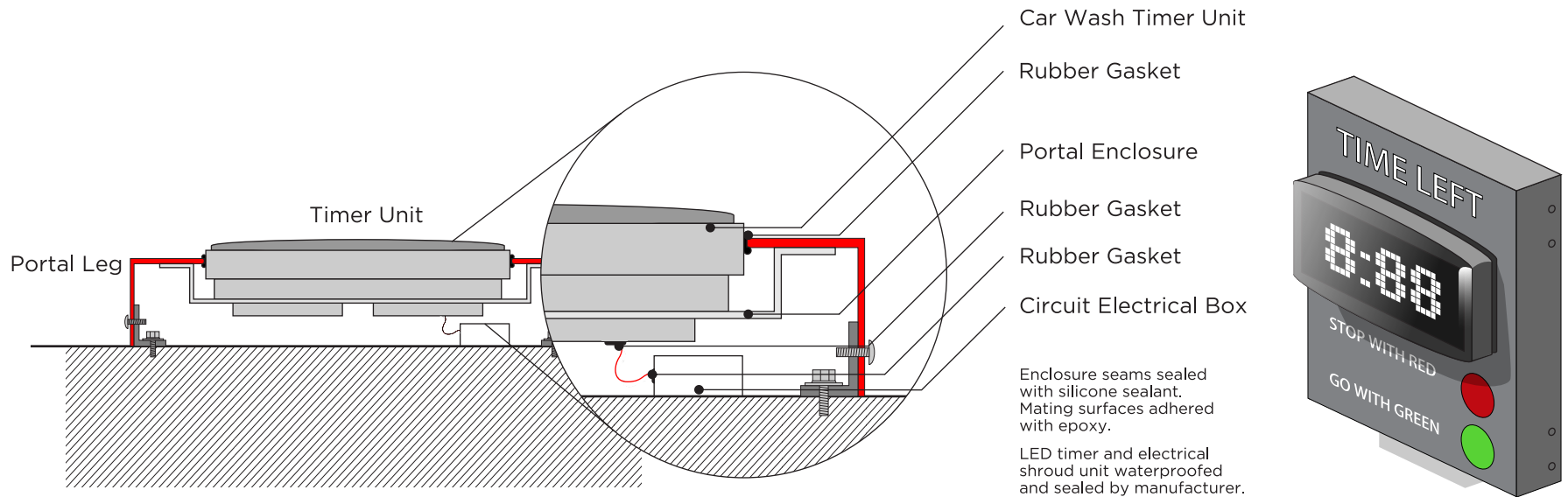
PROMOTION PLUS SIGN CO., INC.
 "The Imaging Experts"
 Now part of the PROMOTION PLUS SIGN CO., INC Family
 21034 Osborne St. Canoga Park, CA 91304
 (P) 818.993.5406 (F) 818.993.3174
 State Licence 853228

Class	Job Location	Owner Information	Project Information	Approval
A	Circle K Store - 2709479 901 Avenida Pico San Clemente, CA 92673	Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA. 92879 951-270-5118	Project - Skyfall Stores Designed by - CP	Owner - Date - <i>I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.</i> This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner

Portal Attachment Details



Waterproof Enclosure for Timer



PROMOTION PLUS SIGN CO., INC.
"The Imaging Experts"

Now part of the PROMOTION PLUS SIGN CO., INC Family

21034 Osborne St. Canoga Park, CA 91304
 (P) 818.993.5406 (F) 818.993.3174

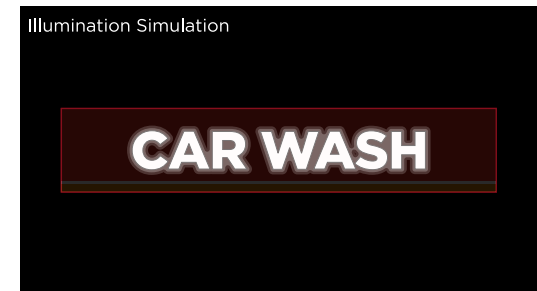
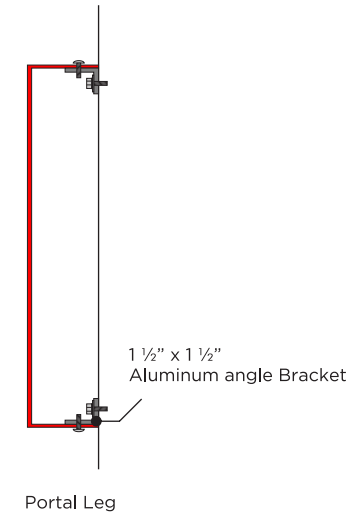
State Licence 853228

Class	Job Location
A	Circle K Store - 2709479 901 Avenida Pico San Clemente, CA 92673

Owner Information
Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA. 92879 951-270-5118

Project Information
Project - Skyfall Stores Designed by - CP

Approval
Owner - _____ Date - _____
<i>I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.</i>
This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner



ACM panels installed over aluminum framing.
 Letters routed out of ACM panels with white acrylic panels mounted behind openings
 Vinyl decals applied over panels.

Illuminated

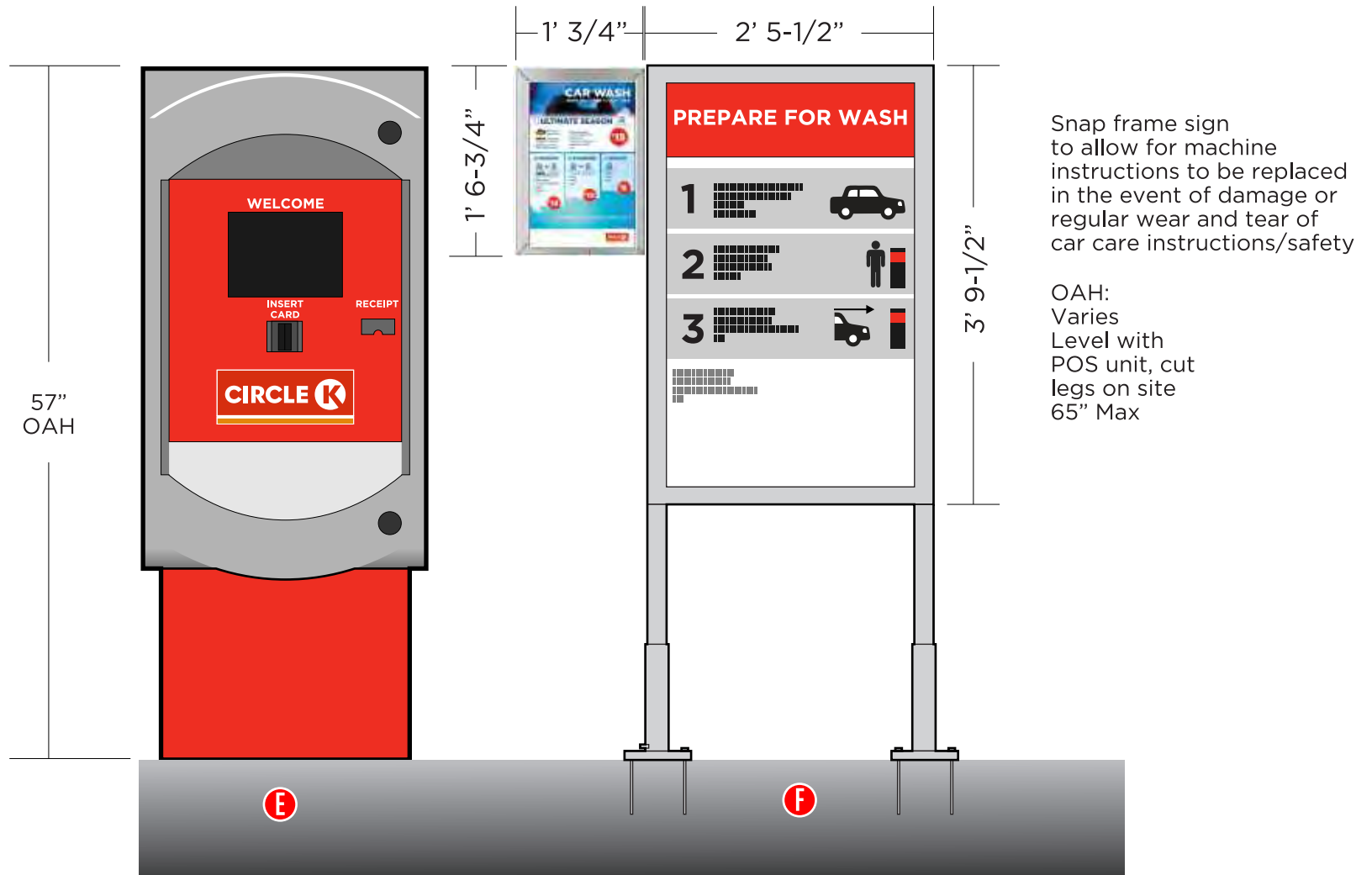
PROMOTION PLUS SIGN CO., INC.
 "The Imaging Experts"
 Now part of the PROMOTION PLUS SIGN CO., INC Family
 21034 Osborne St. Canoga Park, CA 91304
 (P) 818.993.5406 (F) 818.993.3174
 State Licence 853228

Class	Job Location
A	Circle K Store - 2709479 901 Avenida Pico San Clemente, CA 92673

Owner Information
Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA. 92879 951-270-5118

Project Information
Project - Skyfall Stores Designed by - CP

Approval
Owner - _____ Date - _____ I have reviewed all renderings and I am satisfied with the look and the scope of work listed within. This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner



Snap frame sign to allow for machine instructions to be replaced in the event of damage or regular wear and tear of car care instructions/safety

OAH: Varies Level with POS unit, cut legs on site 65" Max

Silent Operation POS
Provided and Installed by Mark VII

PROMOTION PLUS SIGN CO., INC.
"The Imaging Experts"

Now part of the PROMOTION PLUS SIGN CO., INC Family

21034 Osborne St. Canoga Park, CA 91304
(P) 818.993.5406 (F) 818.993.3174

State Licence 853228

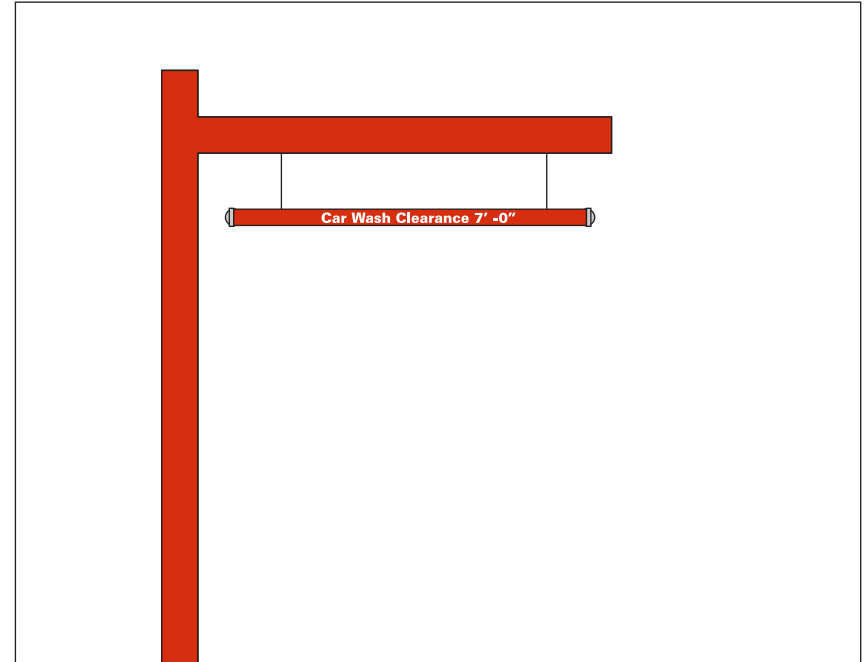
Class	Job Location	Owner Information	Project Information	Approval
A	Circle K Store - 2709479 901 Avenida Pico San Clemente, CA 92673	Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA. 92879 951-270-5118	Project - Skyfall Stores Designed by - CP	Owner - Date - <i>I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.</i> This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner

Directional Sign **G**



ACM panels installed over aluminum framing.
Vinyl letters and decals applied over panels.

Clearance Bar **H**



PROMOTION PLUS SIGN CO., INC.
"The Imaging Experts"

Connor Electric Now part of the PROMOTION PLUS SIGN CO., INC Family

21034 Osborne St. Canoga Park, CA 91304
(P) 818.993.5406 (F) 818.993.3174

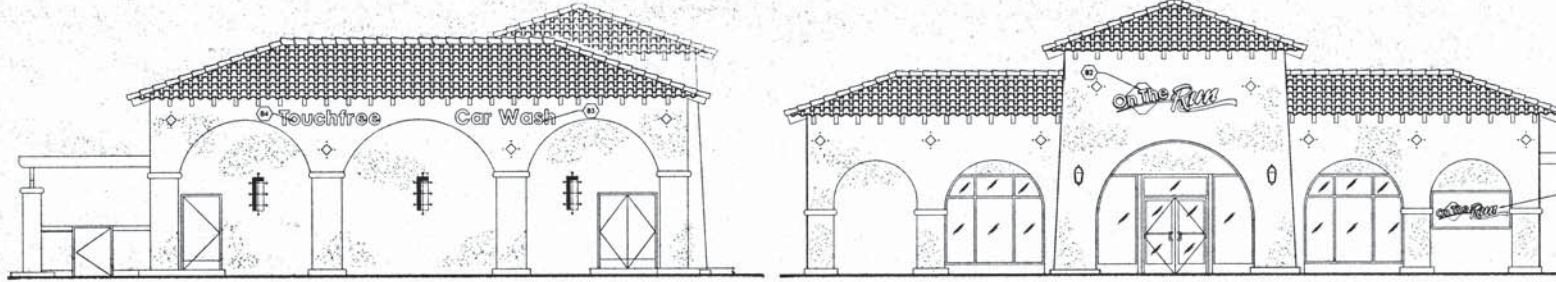
State Licence 853228

Class	Job Location
A	Circle K Store - 2709479 901 Avenida Pico San Clemente, CA 92673

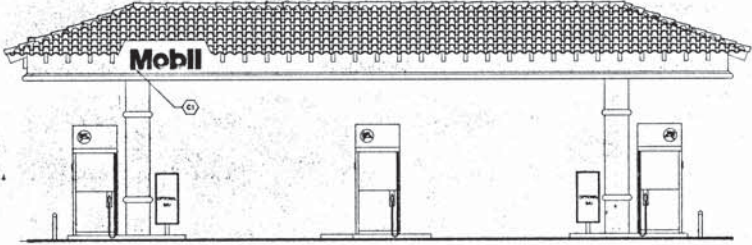
Owner Information
Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA. 92879 951-270-5118

Project Information
Project - Skyfall Stores Designed by - CP

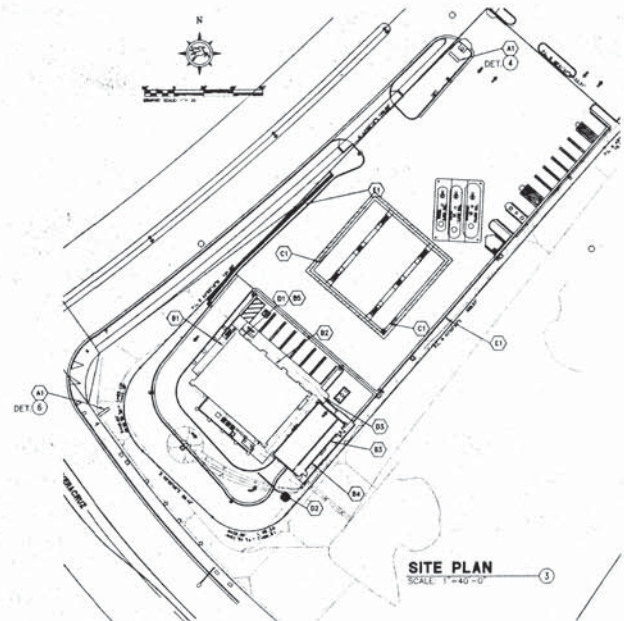
Approval
Owner - _____ Date - _____
<i>I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.</i>
This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner



BUILDING ELEVATIONS
SCALE: 3/16" = 1'-0"



CANOPY ELEVATION
SCALE: 3/16" = 1'-0"

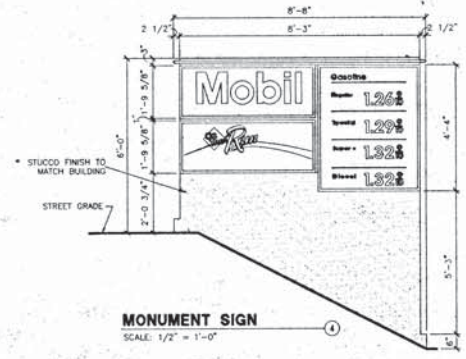


SITE PLAN
SCALE: 1" = 40'-0"

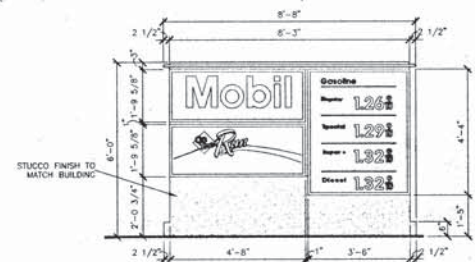
PROPOSED SIGN SUMMARY					
MARK	DESCRIPTION	STATUS	DIMENSIONS	AREA (SQ. FT.)	TOTAL AREA (SQ. FT.)
(A)	MONUMENT SIGN	NEW	8'-3" x 4'-4"	35.75	2 71.50
(B)	BUILDING (ON THE RUN)	NEW	3'-6" x 7'-4"	25.67	1 25.67
(C)	BUILDING (ON THE RUN)	NEW	11'-9 5/8" X 2'-10"	33.43	1 33.43
(D)	CARWASH	NEW	1'-4" X 9'-1/4"	12.00	1 12.00
(E)	TOUCHTREE	NEW	1'-4" X 9'-1 1/2"	13.50	1 13.50
(F)	ON THE RUN	NEW	3'-6" X 7'-4"	25.67	1 25.67
(G)	CANOPY (MOBIL LETTERS)	NEW	1'-9 3/4" X 6'-4"	11.50	2 23.00
				TOTAL SIGN AREA (SQ. FT.) =	204.77

MARK	DIRECTIONAL SIGNS	STATUS	DIMENSIONS	QTY
(H)	HANDICAP PARKING SIGN	NEW	12" x 18"	1
(I)	CARWASH ENTRANCE SIGN	NEW	3'-0" x 1'-0"	1
(J)	CARWASH EXIT SIGN	NEW	3'-0" x 1'-0"	1
WARNING SIGN				
(K)	EMERGENCY FUEL SHUTDOWN	NEW		2

SIGN SCHEDULE
NOT TO SCALE



MONUMENT SIGN
SCALE: 1/2" = 1'-0"



MONUMENT SIGN
SCALE: 1/2" = 1'-0"

NO.	DATE	DESCRIPTION	BY	INITIAL
3	6/2/00	REV. TO ADD ADDRESS		
2	2/15/00	REV. MONUMENT SIGN PER MOBIL	MM	
1	2/4/00	REV. PER MOBIL	MM	

SIGN PROGRAM
901 AVENIDA PICO
CAMINO VERACRUZ
SAN CLEMENTE, CALIFORNIA

Mobil Oil Corporation
Marketing Operations
Engineering Department
3750 West 146th Street
Torrance, CA 90504
PERMITS AND SIGNAGE DIVISION
MAY PROVIDE THIS AUTHORIZATION TO ANY OTHER PARTY WITHOUT THE WRITTEN CONSENT OF MOBIL OIL CORPORATION

FRED FIEDLER & ASSOCIATES
1315 WEST 10TH STREET, SUITE 100
TERRANCE, CA 90501
PHONE: (310) 581-1877
FAX: (310) 581-1877
E-MAIL: FF&A@F&A.COM

PROPRIETARY AND CONFIDENTIAL INFORMATION
THIS DOCUMENT AND THE INFORMATION HEREIN RELATING TO FRED FIEDLER AND ASSOCIATES AND ITS CLIENT HAS BEEN PREPARED BY OR FOR THE PRIVATE USE OF AUTHORIZED PERSONNEL. NO PART HEREIN SHALL BE COPIED, REPRODUCED, DISTRIBUTED, COPIED, OR IN ANY MANNER BE LOANED OR USED BY ANY OTHER PERSONS EXCEPT AS EXPRESSLY AUTHORIZED IN WRITING BY FRED FIEDLER AND ASSOCIATES AND ITS CLIENT. ANY PERSON, FIRM OR CORPORATION RECEIVING THIS DOCUMENT, HOWEVER OBTAINED, SHALL BY THEIR ACCEPTANCE BE DEEMED TO HAVE AGREED TO THE FOREGOING RESTRICTIONS.

NO.	DATE	DESCRIPTION	BY	INITIAL
1	11/10/00	PRELIMINARY		
2		STUDY	MM	
3		BLDG PERMIT	MM	
4		GENERAL BID	MM	
5	5/27/01	PERMIT REVISED	MM	
6	5/28/01	CONSTRUCTION	MM	
7		PERMIT REVISED	MM	
8		FINISH	MM	

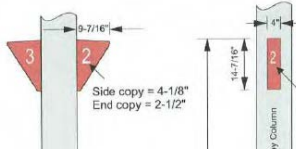





ATTACHMENT 4


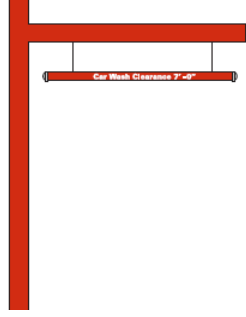






Directional Signage Recommendations with Images

		Recommendation
<p>Pump Number Wedges (12)</p>		<ul style="list-style-type: none"> Utilize alternative sign design/type to better complement the architecture of the building.
<p>Air and Water Sign</p>		<ul style="list-style-type: none"> No recommended change
<p>Car wash directional – wall mounted (2)</p>		<ul style="list-style-type: none"> Remove red background color Remove illumination
<p>Car wash directional – ground mounted (2)</p>		<ul style="list-style-type: none"> These signs should not be double-sided at the proposed locations. Copy should only be oriented to the interior of the site. Remove red background. Redesign to better complement the architecture of the site.
<p>Car wash automated Point of Sale (POS)</p>		<ul style="list-style-type: none"> Base and rear of POS white to blend with building.
<p>Car wash instructions</p>		<ul style="list-style-type: none"> Remove additional rider – incorporate all signage into one frame.

<p>Car wash timer display</p>		<ul style="list-style-type: none">• No recommended change.
<p>Car wash clearance bar</p>		<ul style="list-style-type: none">• Structure should be white to blend with architecture at the site.