



# STAFF REPORT SAN CLEMENTE PLANNING COMMISSION

Date: August 7, 2019

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**PLANNER:** Katie Crockett, Associate Planner

**SUBJECT:** **Discretionary Sign Permit 18-254, Circle K Master Sign Program Amendment**, a request to modify the Master Sign Program for an existing service station including removal and replacement of existing wall, monument, and pump signage, as well as the addition of ground-mounted directional signs.

## **REQUIRED FINDINGS**

The following findings shall be made to approve the proposed project. The draft Resolution (Attachment 1) and analysis section of this report provide an assessment of the project's compliance with these findings.

***Pursuant to Section 17.84.020(G) of the Zoning Code, a Discretionary Sign Permit (DSP) is required because the project proposes modified signs at a service station.***

- a. The design, including lighting, scale, length and materials, of the sign is consistent with the intent of the design elements of the General Plan and the Design Guidelines.
- b. The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves.
- c. The design and scale of the sign is appropriate to the distance from which the sign is normally viewed.
- d. The design and materials of the sign provide a contrast between the background and letters.
- e. If a pole sign is included in the sign application, the design, scale or location of the building dictates the use of a pole sign rather than a monument sign;
- f. For Master Sign Programs:
  - i. The provisions of the Master Sign Program ensure consistency in design and style of all new signs.
  - ii. The provisions of the Master Sign Program address compatibility of the design and style of any existing signs on the building or site.
  - iii. All new signs within the Master Sign Program are in compliance with the design standards of this chapter.

## **BACKGROUND**

The site is located near the corner of Avenida Pico and Camino Vera Cruz, within the Plaza Pacifica shopping center (Attachment 2). The General Plan designates Avenida Pico as a major scenic corridor. However, the site is separated from Avenida 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 service station including a convenience store, automated car wash tunnel, and fuel canopy containing six 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 provided as Attachment 3.

**Figure 1 - Existing Conditions**



Several signs at the subject site were modified or added without the required approvals and permits, and which are not consistent with the existing Master Sign Program (MSP). The proposed MSP addresses some of these additions/modifications. Any unpermitted signs not included in the proposed MSP will be removed. If unpermitted temporary signage, as specified in Condition 1.9, is not removed within 30 days of approval, the site will be forwarded to Code Compliance for enforcement. All signage at the site must be updated consistent with the MSP prior to building permit final, as specified in Condition 5.10.

### *Prior Entitlements*

The service station was approved in 1999 (SPP 99-100/CUP 99-101) with its own MSP (Attachment 3) separate from Plaza Pacifica. In 2017, the service station received an Administrative Sign Permit (ASP 17-026) for copy changes to existing approved signs and new pump number wedges.

***Development Management Team Meeting***

The City's Development Management Team (DMT) reviewed the project and supports the Discretionary Sign Permit (DSP) with conditions contained in the draft resolution (Attachment 1, Exhibit A).

***Noticing***

Public notices were distributed and posted per City and State requirements. Staff has not received any public comments on this item to-date.

**PROJECT DESCRIPTION**

The applicant, Sorin Enache with Promotion Plus Signs, 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. 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. This reduction is due to four originally approved wall signs (see Attachment 5 for original MSP) which are not a part of the current proposal. The project is limited to re-facing and modifying existing signage. The applicant does not propose any signage in new locations. Per the Zoning Ordinance, any new or modified signs at a service station require an MSP with approval of a DSP. MSPs are subject to Planning Commission approval. The proposed signage is summarized in Table 1, below. Signage proposed meets sign area/size limitations set forth in the Zoning Ordinance.

**Table 1 – Proposed Signage**

<b>Proposed Signage</b>	<b>Modification Proposed</b>	<b>Sign Square Footage Max</b>
Monument Signs – Including Pricing (2)	71.5 sf – to be refaced	71.5 square feet (35.75 /each)
Circle K Wall Sign (1)	33.43 sf - replaced/reduced	17.94 square feet
Other wall signs (4)	76.84 sf – to be removed	0 square feet
Pump Aprons/Valences (12)	Existing but not prev. included in sign area	75.24 (6.27sf /each)
Canopy signs (2)	23 sf – no change	23 square feet (11.5 sf /each)
Pump Number Wedges (8)*	Existing but not previously considered through MSP to be removed	0 sf

Air and Water Sign*	Existing but not previously considered through MSP	3 square feet
Car wash directional – wall mounted (2)*	Change copy/color from existing unpermitted – remove illumination	40 square feet (20 sf /each)
Car wash directional – ground mounted (2)*	Existing unpermitted to be modified	16 square feet (8 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*	Existing but not previously considered through MSP	2.83 square feet
<b>Total Proposed Sign Area</b>		188 square feet (17 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.

**PROJECT 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 subject application includes 188 square feet of signage, which is significantly less than the maximum allowed.

***Development Standards***

*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 15.5 square feet smaller than the sign originally approved. Four additional wall signs were originally approved (for a total of five wall signs) which are not a part of this proposal and have been removed. Like the approved original sign, the proposed wall sign at the front of the convenience store consists of individual internally-illuminated channel letters and logo. The colors are white and red. The applicant originally proposed a red and gold cabinet sign but incorporated staff suggestions to propose a sign that better complements the site architecture and does not add an additional color (gold) to the other three primary sign colors used at the site (red, blue, and white).

### *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. Staff recommended and the DRSC concurred that the body of the pump be white to blend with the architecture of the site to reduce visual clutter. However the applicant requested to maintain the blue primary pump color, consistent with their corporate branding. The applicant requests that it be approved since they have included this in the sign area and it does not exceed the allowable sign area for the service station, and reductions have been made in other areas.

### *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. The total area of proposed directional signage is 77.5 square feet. In general staff had 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. In response to staff and DRSC direction, the applicant removed the pump number wedges, reduced red branding on all directional signs, and removed illumination from the wall-mounted car wash directional signs. Staff is supportive of the directional signs as currently proposed since they have been modified in response to staff and DRSC direction.

### *Temporary Signs*

While some MSPs regulate aspects of temporary signage, such as size or location, these standards are often imposed by the property owner in addition to City code requirements.

Temporary signage is generally not included in total sign area as the signs are not of a permanent nature. As this sign program does not specify standards for temporary signs, the business would follow standard code requirements. There is a variety of other temporary signage on site that is unpermitted and not covered by this approval. Window signage (above 25% of a window pane), temporary banner signs, and extra riders on pumps or car wash directions can be seen in photos of the existing site in the plan sets. Removal of these unpermitted signs is required by conditions of approval 1.9 and 5.10.

***Design Review Subcommittee***

The Design Review Subcommittee (DRSC) reviewed this proposal on February 13, 2019. Staff had several recommendations to improve project consistency with Design Guidelines and General Plan goals and policies. The DRSC concurred with staff recommendations and made additional recommendations. The DRSC recommended the project move forward to a public hearing once the applicant worked with staff on the modifications listed below in Table 2. The minutes from the meeting are included as Attachment 4. As shown below, the applicant incorporated most of the recommendations and staff believes that even with the items not modified, the findings for approval can still be made.

**Table 2 – DRSC/Staff Recommendations**

<b>Recommendation:</b>	<b>Applicant Response:</b>
1. Utilize white color on the body of the fuel pumps to blend with the architecture of the site and reduce visual clutter.	<i>Not modified.</i> The Mobil brand wishes to maintain the blue as it is the national standard for Mobil. The blue branding has been added in to the size of each pump sign.
2. Modify wall mounted car wash directional signs to remove red background color, remove illumination, and utilize sign/letter type that complements the building better, and better meets the definition of “directional sign.”	<i>Partially modified.</i> The red background color and illumination has been removed. However the sign construction itself has not been modified.
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.”	<i>Modified as recommended.</i>

<p>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.</p>	<p><i>Modified as recommended.</i> Ground mounted car wash directional are routed out lettering and pump number wedges have been removed.</p>
<p>5. Modify the car wash Point Of Sale kiosk so that the base and rear are white to blend with the building.</p>	<p><i>Modified as recommended.</i></p>
<p>6. Remove the additional rider on the car wash instructions and incorporate all signage into one frame.</p>	<p><i>Modified as recommended.</i></p>
<p>7. Paint car wash clearance bar support structure white to match building.</p>	<p><i>Modified as recommended.</i></p>
<p>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 white lights shall be 4,000 degrees Kelvin.</p>	<p><i>Modified as recommended.</i></p>
<p>9. Utilize white LED price signs, rather than the red LED price signs shown on the plans.</p>	<p><i>Not modified.</i> Applicant represents that red LEDs produce reduced lumen output compared to similar white LEDs. The applicant requests to keep the Circle K brand standard red LED price signs.</p>

**Consistency with Design Guidelines and Standards**

The MSP is consistent with the Zoning Ordinance with regard to the size, placement, and style of signage proposed. The MSP is also consistent with the General Plan and Design Guidelines in that the design, scale, lighting, and materials of the signs harmonize with the architectural design of the site they serve and are in character with the other signs at the shopping center. Attachment 5 summarizes the MSP’s consistency with Zoning Ordinance standards, Design Guidelines, and General Plan policies.

**Discretionary Sign Permit**

The purpose of the Discretionary Sign Permit (DSP) and related Master Sign Program is to ensure signs are compatible with surrounding properties and consistent with standards, design guidelines, and General Plan policies. The City Design Guidelines were adopted in 1991. The Design Guidelines are used to evaluate proposed development projects that require design review and a discretionary approval. A Master Sign Program is required for all sign modifications at a service station to ensure that signs are compatible and

harmonious with the architecture of the buildings and site they serve. As proposed, staff believes the sign program meets required findings because:

- The design, scale, lighting and materials of the signs harmonize with the architectural design and details of the site they serve. The applicant has reduced overall proposed signage from what currently exists at the site and from what was originally approved for the station.
- The station is separated from Avenida Pico, a scenic corridor, by a large landscape parcel. Additionally, the applicant has reduced signage visible from Avenida Pico. The applicant proposes no wall signs on the side of the building, but increased the pump dispenser signs, which are primarily visible from within the site and Plaza Pacifica.
- The signs are appropriately scaled for visibility to motorists along Avenida Pico, Camino Vera Cruz, and within Plaza Pacifica.
- The sign program uses a consistent color palette and graphic theme.
- All altered signs in this proposal comply with current design and Zoning Ordinance development standards.

### **ENVIRONMENTAL REVIEW/COMPLIANCE (CEQA)**

The Planning Division completed an initial environmental assessment of the project per the California Environmental Quality Act (CEQA). Staff recommends that the project be found categorically exempt from CEQA pursuant to State CEQA Guidelines Section 15311 (a) (Class 11: Accessory Structures) because the project involves the alteration or addition of on-site signs including monuments, pump dispenser signs, wall signs, and directional signs.

### **ALTERNATIVES; IMPLICATIONS OF ALTERNATIVES**

1. The Planning Commission can concur with staff and approve the proposed project.
2. The Planning Commission, at its discretion, may change the project's design or conditions of approval.
3. The Planning Commission can deny the proposed project.

The Commission's decision may be appealed to the City Council or be called up by the City Council for review and action.

### **RECOMMENDATION**

Based on the information in the staff report and subject to the conditions of approval, staff recommends that the Planning Commission:

1. Determine the project is Categorical Exempt from the requirements of the CEQA pursuant to CEQA Guidelines Section 15311 (a) (Class 11: Accessory Structures); and



2. Adopt Resolution PC 19-028, approving Discretionary Sign Permit (DSP) 18-254, Circle K Master Sign Program Amendment, subject to the attached conditions of approval.

***Attachments:***

1. Resolution No. PC 19-028  
Exhibit A - Conditions of Approval
2. Location Map
3. Photos
4. DRSC Minutes from February 13, 2019
5. Consistency with Design Guidelines and Other Sign Standards
6. Existing MSP
7. Proposed MSP

RESOLUTION NO. PC 19-028

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN PERMIT 18-254, CIRCLE K MASTER SIGN PROGRAM AMENDMENT, A REQUEST TO MODIFY THE MASTER SIGN PROGRAM FOR AN EXISTING SERVICE STATION LOCATED AT 901 AVENIDA PICO

WHEREAS, on October 5, 1999, the Planning Commission approved a service station and associated on-site signage (SPP 99-100/CUP 99-101) at 901 Avenida Pico; and

WHEREAS, on May 9, 2018, an application was submitted by Sorin Enache of Promotion Plus Sign Co., Inc., 21034 Osborne Street, Canoga Park, CA 91304, and deemed complete on April 22, 2019, for Discretionary Sign Permit (DSP) 18-254, a Master Sign Program Amendment for a service station in the Mixed Use zoning district of the Rancho San Clemente Specific Plan, the legal description of the site being Tract 15786, Lot 1 and Por of Lots A & 2; and

WHEREAS, the Planning Division has completed an initial environmental assessment of the above matter in accordance with the California Environmental Quality Act (CEQA) and recommends that the Planning Commission determine the project is Categorically Exempt from CEQA pursuant to State CEQA Guidelines Section 15311 (a) (Class 11: Accessory Structures) because the project involves the alteration or addition of several on-site signs including wall signs, pump dispensers, and car wash directional signs; and

WHEREAS, the City's Development Management Team (DMT) reviewed the proposed project for compliance with the General Plan, Zoning Ordinance, and other applicable City ordinances and codes; and

WHEREAS, on February 13, 2019, the City's Design Review Subcommittee (DRSC) considered the project and supports the Master Sign Program Amendment with recommended revisions; and

WHEREAS, the City Planner has advertised and noticed the Planning Commission public hearing for this item at least ten days in advance of the hearing by publication in a newspaper of general circulation in the City of San Clemente and by mailing a notice of the time, place, and purpose of such hearing to required recipients, including property owners within 300 feet of the subject location and by posting notices at the project site; and

WHEREAS, on August 7, 2019, the Planning Commission of the City of San Clemente held a duly noticed public hearing on the subject application, considered written and oral comments, and facts and evidence presented by the applicant, City staff, and other interested parties.

NOW, THEREFORE, The Planning Commission of the City of San Clemente does hereby resolve as follows:

Section 1. Incorporation of Recitals.

The Planning Commission hereby finds that all of the facts in the Recitals are true and correct and are incorporated and adopted as findings of the Planning Commission as fully set forth in this resolution.

Section 2. CEQA Findings.

Based upon its review of the entire record, including the Staff Report, any public comments or testimony presented to the Planning Commission, and the facts outlined below, the Planning Commission hereby finds and determines that the proposed project is categorically exempt from CEQA pursuant to State CEQA Guidelines Section 15311 (Class 11: Accessory Structures).

The Class 11 exemption specifically exempts from further CEQA review the construction or replacement of minor structures accessory or appurtenant to existing commercial, industrial, or institutional facilities, such as on premise signs, small parking lots, or the placement of seasonal or temporary use items (such as lifeguard towers, mobile food units, portable restrooms, or similar items) in public use areas. Here, the project consists of the alteration and addition of signage at a service station. Thus, the project qualifies for the Class 11 exemption.

Furthermore, none of the exceptions to the use of the Class 11 categorical exemption identified in State CEQA Guidelines section 15300.2 apply. The project is not located in a particularly sensitive environment, and will not impact an environmental resource of hazardous or critical concern. No new structures are proposed other than signs which will be attached to existing structures on site. There are no unusual circumstances surrounding the project that result in a reasonable possibility of a significant effect on the environment. The site is already developed with signage, and the project is only a modification to the on-site signage. The project will not damage scenic resources, including trees, historic buildings, rock outcroppings, or similar resources. No new structures are proposed other than signs which will be attached to existing structures on site. The project does not include any hazardous waste sites, and the project will not cause a substantial adverse change in the significance of a historical resource. Thus, the Class 11 exemption applies, and no further environmental review is required.

Section 3. Discretionary Sign Permit Findings

With respect to Discretionary Sign Permit (DSP) 18-254, the Planning Commission finds as follows:

- A. The design, including lighting, scale, length and materials, of the sign is consistent with the intent of the design elements of the General Plan and the City's Design Guidelines.

- i. The sign program includes signs that are placed and sized to complement and be in character with the building's architecture in accordance with Urban Design Policy *UD-1.09: Signs*.
  - ii. The amended sign program does not add any new illuminated signs in keeping with the Dark Skies goal (policy NR-7.03) of the Natural Resources Element of the General Plan.
- B. The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves.
  - i. The sign program includes signs that are placed and sized to complement and be in character with the building's architecture in accordance with Urban Design Policy *UD-1.09: Signs*.
  - ii. The proposal includes typical service station signage, including re-faced dispenser signs which are a standard and non-dominant part of typical service stations, re-faced monument signs the size of which was previously approved and contain stucco bases that tie in to the architecture of the building, and a new wall sign that reduces overall wall signage from what was previously approved.
- C. The design and scale of the signs are appropriate to the distance from which the signs are normally viewed.
  - i. The signage will be adequately visible to vehicle traffic and will be an appropriate scale relative to the distance of traffic. The design will be compatible with surrounding properties by maintaining the line of sight of traffic, and minimizing light or glare on adjacent properties.
  - ii. The signs are appropriately scaled for visibility to motorists along Avenida Pico, Camino Vera Cruz, and within Plaza Pacifica.
  - iii. The station is separated from Avenida Pico, a scenic corridor, by a large landscape parcel. Additionally, the applicant has reduced signage visible from Avenida Pico.
- D. The design and materials of the sign provide a contrast between the background and letters.
  - i. The program utilizes white, red, and blue, consistent with both Circle K and Mobil branding elements. These complement the architecture of the buildings, which are off-white stucco with red tile roofs.
  - ii. The internal illumination for the wall signs and pump dispensers will provide additional contrast and legibility during nighttime hours.
- E. The provisions of the Master Sign Program ensure consistency in design and style of all new signs.

- i. Specified colors and materials are incorporated in the proposed Master Sign Program.
  - ii. Internally illuminated wall, monument, and canopy signs are proposed. Directional signs are designed to minimize their appearance to reduce visual clutter and are not illuminated.
- F. The provisions of the Master Sign Program address compatibility of the design and style of any existing signs on the building or site.
  - i. All signs will be updated to be consistent with the Master Sign Program since the MSP covers only this service station.
  - ii. The internally illuminated channel letter utilized in this MSP is consistent with the style of signs utilized elsewhere in the Plaza Pacifica shopping center.
- G. All new signs within the Master Sign Program are in compliance with the design standards of chapter 17.84 of the Zoning Code. The new signs meet the materials, size, and lighting specifications therein.
  - i. The proposal is for various alterations to signs in existing locations at an existing service station. The altered signs meet the material and size requirements specified within chapter 17.84 of the Zoning Code.
  - ii. The total area of signs is within the allowed limit for service stations of 1 square foot per lineal foot of frontage.

Section 4. Planning Commission Approval.

Based on the foregoing recitals and findings above, and the written and oral comments, facts, and evidence presented, the City of San Clemente Planning Commission approves Discretionary Sign Permit 18-254, Circle K Master Sign Program Amendment, subject to the Conditions of Approval set forth in Exhibit A.

PASSED AND ADOPTED at a regular meeting of the City of San Clemente Planning Commission on August 7, 2019.

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Chair

CERTIFICATION:

I HEREBY CERTIFY this Resolution was adopted at a regular meeting of the City of San Clemente Planning Commission on August 7, 2019, carried by the following roll call vote:

AYES: COMMISSIONERS:  
NOES: COMMISSIONERS:  
ABSTAIN: COMMISSIONERS:  
ABSENT: COMMISSIONERS:

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Secretary of the Planning Commission

CONDITIONS OF APPROVAL  
DISCRETIONARY SIGN PERMIT 18-254,  
CIRCLE K MASTER SIGN PROGRAM AMENDMENT

**1.0 GENERAL CONDITIONS OF APPROVAL**

- |     |   |                |
|-----|---|----------------|
| 1.1 | Within 30 days of approval of this application, the applicant shall submit to the City Planner a signed acknowledgement concurring with all conditions of approval on a form to be provided by the City. Failure to submit this acknowledgement may be grounds to revoke this approval.   | Planning       |
| 1.2 | The applicant shall defend, indemnify, and hold harmless the City of San Clemente and its officers, employees, and agents from and against any claim, action, proceeding, fines, damages, expenses, and attorneys' fees, against the City, its officers, employees, or agents to attack, set aside, void, or annul any approval or condition of approval of the City concerning this project, including but not limited to any approval or condition of approval of the City Council, Planning Commission, or City Planner. Applicant shall pay all costs. The City shall promptly notify the applicant of any claim, action, or proceeding concerning the project and the City shall cooperate fully in the defense of the matter. The City reserves the right, at its own option, to choose its own attorney to represent the City, its officers, employees, and agents in the defense of the matter. If the applicant fails to so defend the matter, the City shall have the right, at its own option, to do so and, if it does, the applicant shall promptly pay the City's full cost of the defense. | Planning       |
| 1.3 | Use and development of this property shall be in substantial conformance with the approved plans, material boards and other applicable information submitted with this application, and with these conditions of approval.  | Planning       |
| 1.4 | The applicant shall comply with all applicable current and future provisions of the San Clemente Municipal Code, adopted ordinances, and state laws.  | All            |
| 1.5 | Use of the subject property shall conform to all occupancy requirements, including posting of signs related to the maximum occupancy limitations.   | Code<br>Comp   |
| 1.6 | The applicant agrees on behalf of itself, the landlord, all predecessors, and all successors in interest, that this approval supersedes any previous signage approved by the City and that all previous signage approvals are now null and void.  | Planning<br>** |
| 1.7 | No individual sign permit is conveyed by the approval of DSP 18-  | Planning       |

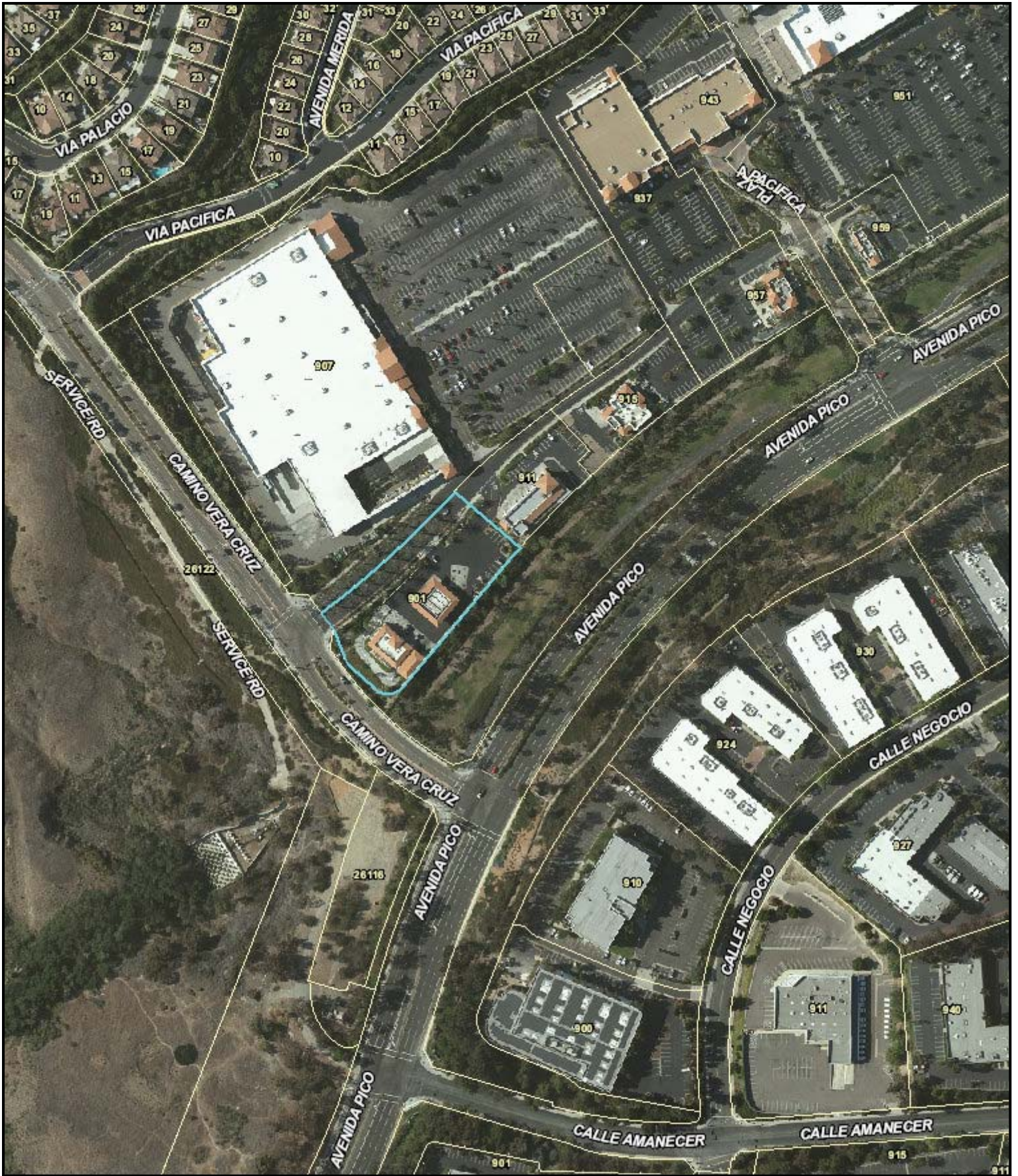
254. Prior to the issuance of a building permit, the owner or designee shall obtain approval of an Administrative Sign permit, providing plans that demonstrate the signage is consistent with the Master Sign Program. \*\*
- 1.8 Within 30 days of project approval, the applicant shall obtain an Administrative Sign Permit and Building Permits for signs to be modified at the subject site for which an Administrative Sign Permit and/or Building Permit is required. Planning \*\*
- 1.9 Within 30 days of project approval, the applicant shall ensure all unpermitted outdoor display and unpermitted temporary signage is removed, including but not limited to banners and window signs over 25% of the window. This shall be verified by an inspection by the Planning Division. Planning \*\*
- 5.0 PRIOR TO FINAL INSPECTION**
- 5.10 All signs at the project site shall be in substantial conformance with the approved Master Sign Program and applicable Administrative Sign Permit and Building Permits. All signage not included in this Master Sign Program shall be removed. Planning \*\*
- 5.11 Landscape in the planters surrounding the monument signs shall be in a live, healthy condition in substantial conformance with the original landscape plans approved as a part of SPP99-100/CUP99-101. Planning \*\*
- 7.0 OPERATIONAL CONDITIONS OF APPROVAL**
- 7.15 All window signs shall comply with the standards of the San Clemente Zoning Ordinance. Planning \*\*
- 7.16 The City Planner shall have the authority to require a reduction in the intensity of sign illumination if the City Planner determines the lighting intensity or illumination glare is excessive. Planning \*\*

All Conditions of Approval are standard, unless indicated as follows:

\* Denotes a modified standard Condition of Approval.

\*\* Denotes a project specific Condition of Approval

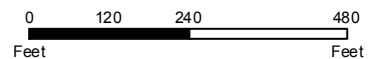




**City of San Clemente**

DSP 18-254

901 Avenida Pico



ATTACHMENT 3







**CITY OF SAN CLEMENTE  
MINUTES OF THE REGULAR MEETING OF THE  
DESIGN REVIEW SUBCOMMITTEE  
FEBRUARY 13, 2019**

Subcommittee Members Present: Jim Ruehlin, Bart Crandell, Michael Blackwell

Staff Present: Senior Planner Stephanie Roxas, Associate Planner Katie Crockett, Assistant Planner Jonathan Lightfoot, City Planner Gabriel Perez

**1. MINUTES**

Subcommittee Member Ruehlin requested a change to page 2 of the minutes. With the change, the Subcommittee approved the minutes from the January 23, 2019, meeting.

**2. ARCHITECTURAL REVIEW OF THE FOLLOWING ITEMS:**

A. **Discretionary Sign Permit 18-254, Circle K Signage Revisions, 901 Avenida Pico** (Crockett)

A request to modify a Master Sign Program for an existing service station at 901 Avenida Pico.

Associate Planner Katie Crockett summarized the staff report. The applicant was unable to attend the Design Review Subcommittee meeting due to an unexpected emergency.

The Design Review Subcommittee (DRSC) discussed the project, and made the following comments either individually or as a group:

- Requested clarification from staff on whether the applicant had any feedback regarding the report and staff recommendations.
- Directed staff to research the site's Code compliance, including functionality of landscape sprinklers and general property maintenance.
- Discussed unpermitted signage currently at the site and a potential timeline for bringing the site into compliance.
- Requested clarification from staff regarding recommendation #1 and how the change to the color of the pump would accomplish reduction of sign size.
- Requested clarification on where the reduction of sign area is occurring.
- Commended the staff report and concurred with staff's recommendations.
- Expressed preference for use of white LED price signs, rather than the red LED pricing shown on the plans.

- Recommended adding a condition that provides the City with the ability to reduce the sign brightness in the future to be consistent with dark skies policies.
- Supported reducing sign clutter at the site and cleaning up the property in general.

The Subcommittee generally concurred with staff's recommendations, provided additional information and recommendations to staff, and recommended the project move forward to the Planning Commission for consideration.

**B. Discretionary Sign Permit 18-256, Circle K Signage Revisions, 600 Avenida Pico (Crockett)**

A request to modify a Master Sign Program for an existing service station at 600 Avenida Pico.

Associate Planner Katie Crockett summarized the staff report. The applicant was unable to attend the DRSC meeting due to an unexpected emergency.

The Design Review Subcommittee (DRSC) discussed the project, and made the following comments either individually or as a group:

- Expressed preference for removing the existing blue canopy band.
- Concurred with staff's recommendations and expressed support for the project with modifications incorporated.
- Requested clarification on the existing pole sign and directed staff to review the nonconforming signage Code provisions and proposed changes with the City Attorney's Office.
- Expressed concern over lack of property maintenance and expressed a desire to see improvements to the site's overall appearance.
- Directed staff to research the site's Code compliance, including functionality of landscape sprinklers and general property maintenance.
- Recommended that the pole/cabinet and cabinets for the monuments be repainted to improve appearance.
- Expressed preference for use of white LED price signs, rather than the red LED pricing shown on the plans.
- Recommended adding a condition that provides the City with the ability to reduce the sign brightness in the future to be consistent with dark skies policies.
- Requested staff attach to future reports a consolidated summary of recommendations required for previously-approved Discretionary Sign Permits for service stations.

The Subcommittee generally concurred with staff's recommendations, provided additional information and recommendations to staff, and recommended the project move forward to the Planning Commission for consideration.

3. **NEW BUSINESS**

None

4. **OLD BUSINESS**

A. **Discretionary Sign Permit 18-557, 1527 North El Camino Real, Shwack Cantina Freestanding Sign** (Lightfoot)

A request to add a freestanding sign at the Shwack Cantina. This new sign puts the restaurant above the 25 square-foot of cumulative allowed signage by right per business within the Architectural Overlay.

Due to other project applicants not being present at the meeting, the Subcommittee requested to move this item to the beginning of the agenda, to be heard before Item 2-A.

Assistant Planner Jonathan Lightfoot summarized the staff report. The applicants, Max Fisher and Richard Fisher, provided background information on the proposed signage revisions and described their desire to reuse the existing wall sign to help minimize costs. The applicants discussed concerns with the driveway's lack of visibility from El Camino Real due to heavy landscaping and high traffic speeds.

The Design Review Subcommittee (DRSC) discussed the project, and made the following comments either individually or as a group:

- Requested information from staff regarding maximum building height limit for the zoning district and allowances for maximum sign height and sign area.
- Requested information from staff and the applicant on alternative design proposals considered.
- Recognized the business is difficult to locate from the road, and indicated that the Subcommittee could make the findings to support a freestanding sign in the proposed location.
- Supported adding a monument sign to the site, but encouraged the applicant to invest into a high-quality, well-designed sign.
- Recommended incorporating additional Spanish-style elements into the sign to be consistent with the building architecture.
- Expressed concern over the rectangular shape of the proposed sign and the sign potentially obstructing views of the building architecture.

- Suggested specific design changes, including potentially using an irregularly-shaped monument sign that follows the curves of the surfing logo; or, alternatively, mounting the logo as a cutout above the sign.
- Discussed a signage proposal sketched by a committee member indicating a potential parapet extension to allow for additional wall signage.
- Discussed a signage proposal sketched by the applicant at the meeting which would not use the existing lettering mounted to the wall. Under the revised proposal, the sign face would be lower in height but would not be obstructed by the existing fence railing.
- Recommended removing the existing cantina blade sign to avoid signage clutter along the same street face, and supported moving the blade sign to the alley side of the building.
- Supported use of visual renderings to illustrate the proposed sign. The applicant provided photos of a temporary sign on stakes to provide perspective. The DRSC recommended providing the Planning Commission with updated photos (along with a photo that uses a measuring tape to verify dimensions) to match the size of and positioning of the revised sign.

Subcommittee Member Blackwell arrived during staff's presentation of this item.

The Subcommittee discussed the proposal presented in the staff report and new design proposals sketched at the meeting. The Subcommittee directed staff to work with the applicant to incorporate specific design modifications discussed at the meeting. With the modifications, the Subcommittee recommended the project be forwarded to the Planning Commission for consideration.

## 5. ORAL AND WRITTEN COMMUNICATION

None

## ADJOURNMENT


Adjourn to the Regular Meeting of the Design Review Subcommittee to be held Wednesday, February 27, 2019 at 3:00 p.m., at the Community Development Department, Conference Room A, located at 910 Calle Negocio, San Clemente, California.

Respectfully submitted,

  
\_\_\_\_\_  
Jim Ruehlin, Chair



Attest:



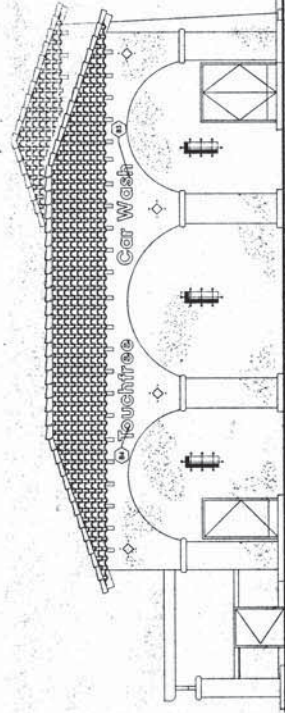
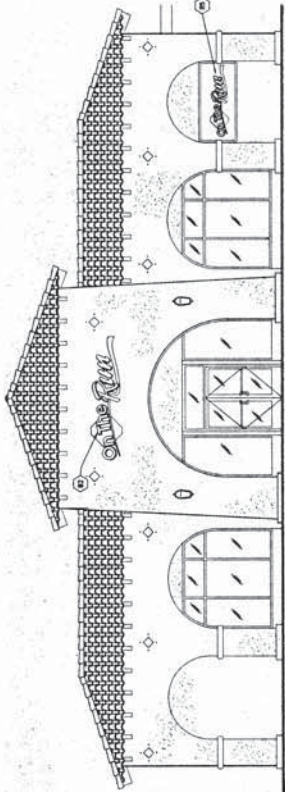
Stephanie Roxas, Senior Planner

**Consistency with Standards of  
Zoning Ordinance, Design Guidelines, and General Plan**

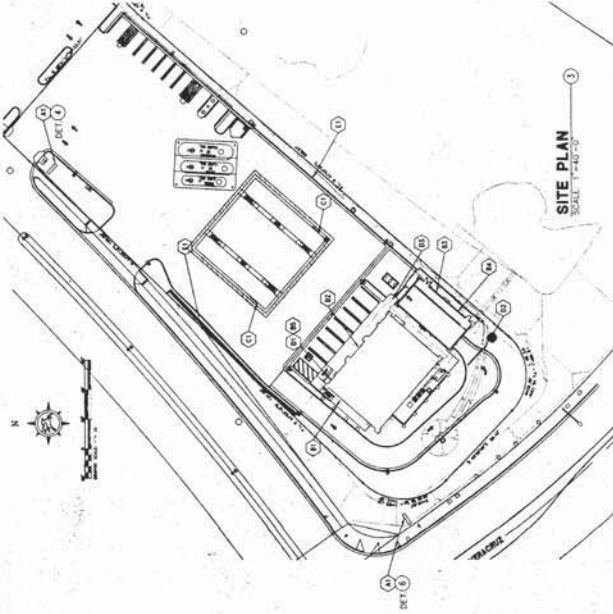
<b>Design Guideline/Zoning Standard/General Plan Policy</b>	<b>Project Consistency</b>
<p><i>Section 17.84.030(D)(1)(b)(ii):</i> “For service stations, one square foot of sign area allowed for each lineal foot of street frontage.”</p>	<p><i>Consistent.</i> The proposed signage recommends a reduction 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>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 on directional signs was reduced to reduce visual clutter and some unnecessary signage such as pump number wedges and excessive directional signage was eliminated from the proposal. The colors used are red, blue, and white presenting a consistent color scheme throughout all signs.</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>Consistent.</i> The ground mounted directional signs have been modified to be visible from on-site only, have reduced the use of branding on directional, and are non-illuminated.</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>Consistent.</i> The plans state these limitations on page 1.</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>Consistent.</i> Many of the illuminated signs have been previously approved and staff does not propose requiring modifications. The additional directions signs have been modified so that they are not illuminated.</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>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 on directional signs was reduced to reduce visual clutter and some unnecessary signage such as pump number wedges and excessive directional signage was eliminated from the proposal. The colors used are red, blue, and white presenting a consistent color scheme throughout all signs.</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. Prior to building permit final, staff will ensure that plant material is in a live and healthy condition, consistent with original landscape plans for the service station (Condition 5.11).</p>

# ATTACHMENT 6



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

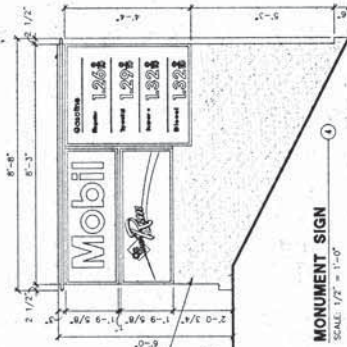


**SITE PLAN**  
SCALE 1/4" = 1'-0"

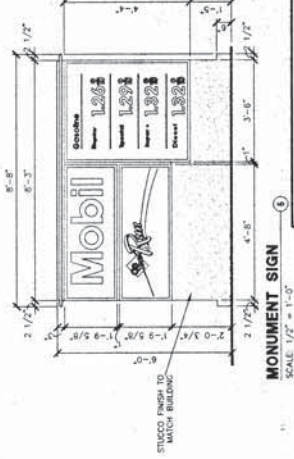
PROPOSED SIGN SUMMARY			
MARK	DESCRIPTION	STATUS	DIMENSIONS (SQ. FT.) QTY.
(A)	MONUMENT SIGN	NEW	8'-3" x 4'-4" 21.50 2
(B)	BUILDING (ON THE PLAN)	NEW	3'-8" x 7'-4" 25.87 1
(C)	BUILDING (ON THE PLAN)	NEW	11'-9 5/8" x 2'-10" 33.43 1
(D)	CANOPY	NEW	1'-4" x 8'-1/4" 12.00 1
(E)	TOUCHTREE	NEW	1'-4" x 9'-1 1/2" 13.50 1
(F)	ON THE SIGN	NEW	3'-8" x 7'-4" 25.87 1
(G)	CANOPY (MIBL LETTERS)	NEW	1'-9 3/4" x 8'-4" 11.50 2
TOTAL SIGN AREA (SQ.FT.) =			204.77

MARK	DIRECTIONAL SIGN	STATUS	DIMENSIONS	QTY.
(A)	HANDICAP PARKING SIGN	NEW	12" x 18"	1
(B)	CANOPY ENTRANCE SIGN	NEW	3'-0" x 1'-0"	1
(C)	CANOPY EXIT SIGN	NEW	3'-0" x 1'-0"	1
(D)	EMERGENCY FUEL STATION	NEW		2

**SIGN SCHEDULE**  
NOT TO SCALE



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



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

**PROPRIETARY AND CONFIDENTIAL INFORMATION**  
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MARK	DATE	REV.	BY	DESCRIPTION
3	6/7/02	REV. TO ADD ADDRESS		
2	2/15/02	REV. MONUMENT SIGN PER MODEL		
1	1/24/02	REV. PER MODEL		

**SIGN PROGRAM**  
901 AVENIDA PICO  
CAMINO VERACRUZ  
SAN CLEMENTE, CALIFORNIA



**FRED FIEDLER ASSOCIATES**  
1000 W. 10TH ST., SUITE 100  
SAN CLEMENTE, CA 92673  
TEL: 949.424.1000  
FAX: 949.424.1001  
WWW.FREDFIEDLER.COM

PREPARED BY	DATE	SCALE	PROJECT NO.
FRED FIEDLER ASSOCIATES	1/24/02	1/2" = 1'-0"	FF-02-001
DESIGNED BY	DATE	SCALE	PROJECT NO.
FRED FIEDLER ASSOCIATES	1/24/02	1/2" = 1'-0"	FF-02-001
CHECKED BY	DATE	SCALE	PROJECT NO.
FRED FIEDLER ASSOCIATES	1/24/02	1/2" = 1'-0"	FF-02-001

### 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.

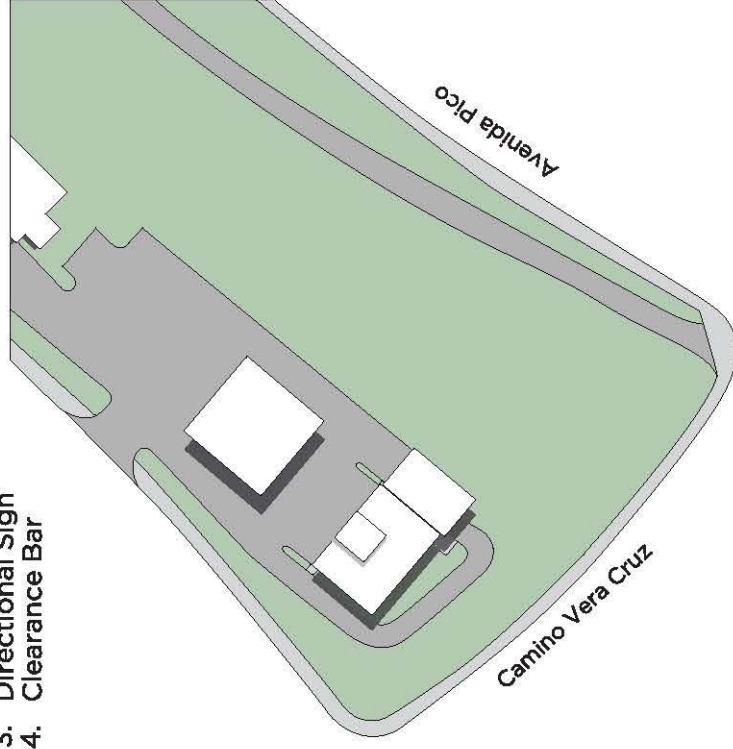
The primary identification and price cabinet signs located along the shopping center entrance way on the north side of the site (opposite the intersection of Avenida Pico and Camino Vera Cruz) will be refaced with congruent faces of similar sizes to refrain from modifying the existing cabinet sign. Within 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 structures 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.

Internally illuminated signs shall not exceed 200K lumens and the color temperature of all lights shall be 4000 degrees Kelvin.

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

### Table of Contents

1. Project Narrative
2. Site Plan
3. Canopy (E)
4. Number Wedges
5. Dispenser (E)
6. Dispenser (N)
7. MID#1 (E)
8. MID#2 (E)
9. Building/Shop Sign
10. Timer Box Details
11. Car Wash Wall Sign
12. POS Unit
13. Directional Sign
14. Clearance Bar



**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

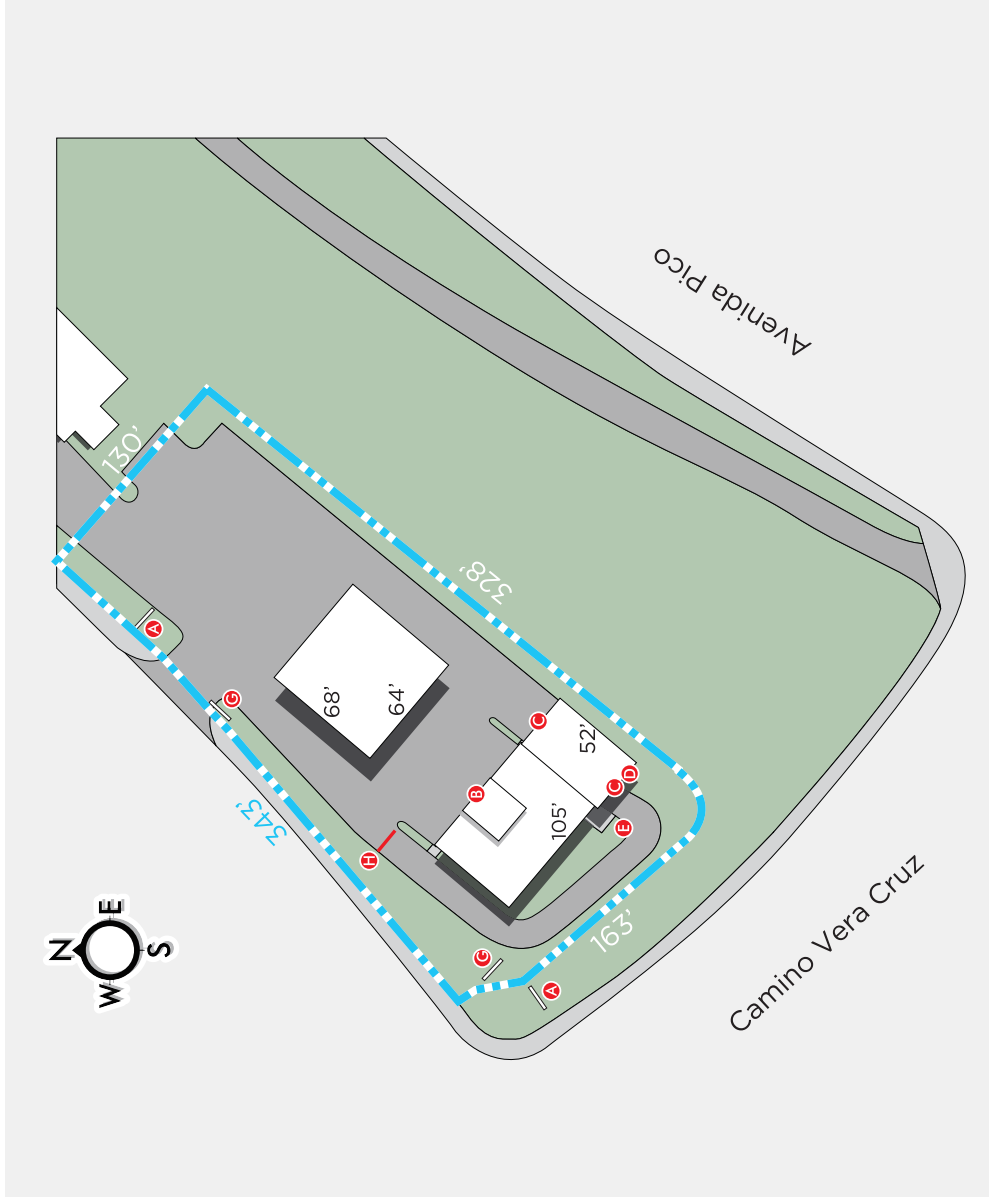
**Project Information**  
Project: Skylit Stores  
Designed by: [Signature]

**Approval**  
Owner: [Signature]  
Date: [Signature]  
I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.  
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**Siteplan**

Sign	Qty	Square Footage	
		Existing	Proposed
	2	71.5 sqft	71.5 sqft
	1	33.43 sqft	17,943 sqft
	2	40 sqft	40 sqft
	1	No Signage	2.83 sqft
	1	7.4 sqft	7.4 sqft
	1	No Signage	8.27 sqft
	2	No Signage	16 sqft
	2	23 sqft	23 sqft
	12	No Signage	75.24 sqft
	1	No Signage	3 sqft
<b>TOTAL</b>			<b>188 sqft*</b>

\*Total does not include directional signs



**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

\*Landscaping submitted by site owners under separate permit. No finals granted until completed\*

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**Promer Electronics**  
 21034 Osborne St. Canoga Park, CA 91304  
 (P) 818.993.5406 (F) 818.993.3174  
 State Licence 853228

**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

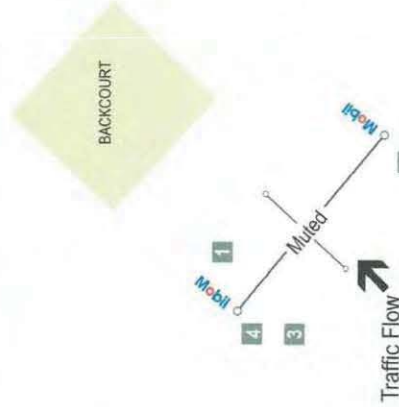
**Approval**  
 Owner:   
 Date:   
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**PERMIT PACK**

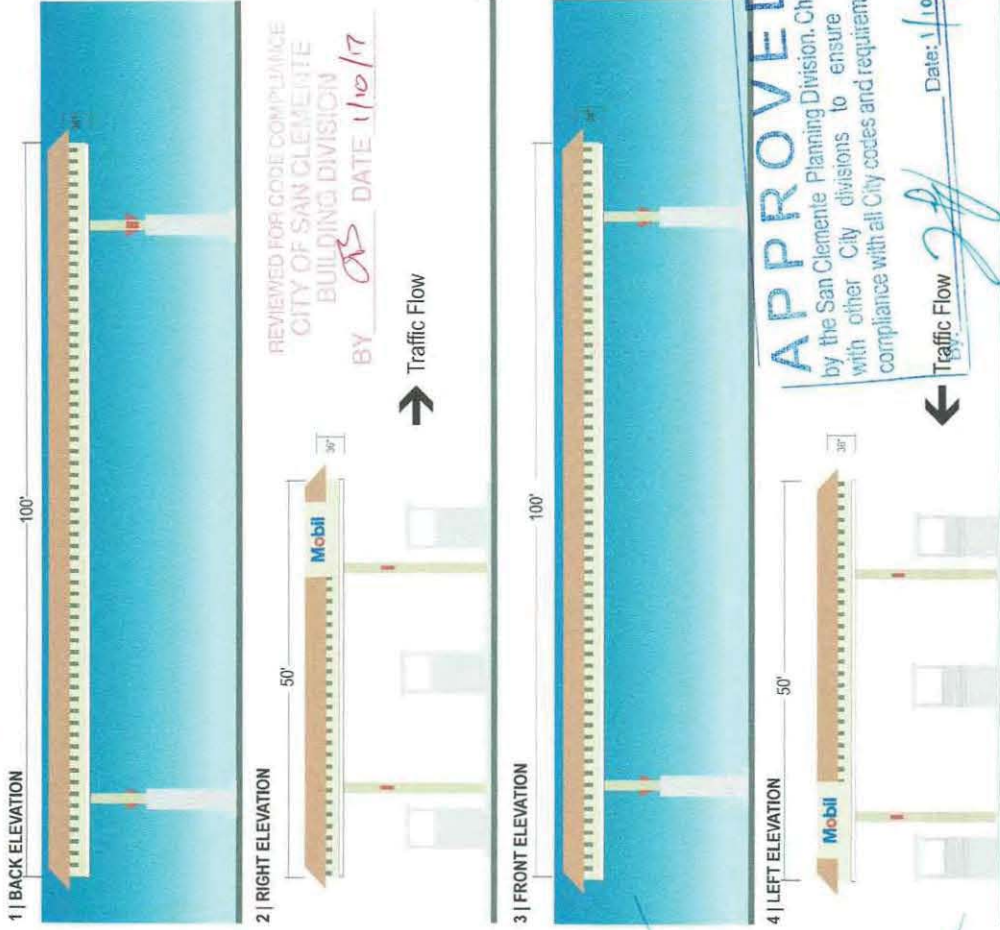
# A

## GATE CONFIGURATIONS

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



CANOPY PERSPECTIVE



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

**APPROVED**  
by the San Clemente Planning Division. Check with other City divisions to ensure full compliance with all City codes and requirements.

Traffic Flow ← Date: 1/10/17

Project Name Circle K / ExxonMobil	PBL # 310761 / 2709467	Customer Circle K / ExxonMobil	Created by C. DANIELS
Revision # ORIGINAL	Scale 07_29_2016	Scale NA	Page # 1 of 1

**BIG RED ROOSTER FLOW**  
11000 14th Street, Suite 100  
San Clemente, CA 92673  
(949) 441-1415 • Fax: (949) 231-5284

**PERMIT PACKET**

**PROMOTION PLUS SIGN CO., INC.**  
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**Oliver Electric**  
21034 Osborne St. Canoga Park, CA 91304  
(P) 818.993.5406 (F) 818.993.3174

State License 853128

**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: GP

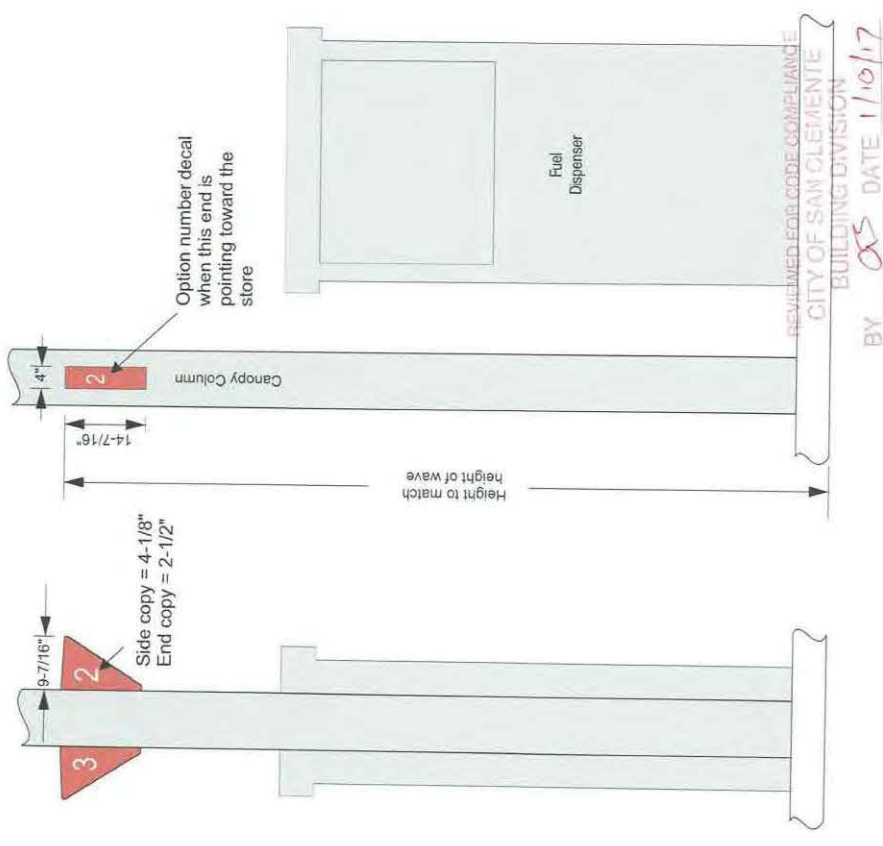
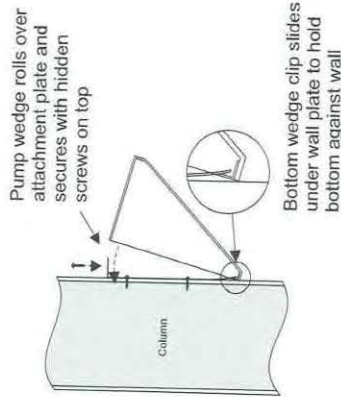
**Approval**  
Owner -   
Date -   
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**B** APERTURE SPECIFICATIONS  
NUMBER WEDGE

**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 <b>Circle K / ExxonMobil</b>	PRIL # 310761 / 2709467	Customer <b>Circle K / ExxonMobil</b>	Created By <b>C. DANIELS</b>
Revision # <b>ORIGINAL</b>	Date 07 29 2016	Scale NA	Page #

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**BIG RED ROOSTER FLOW**  
1000 S. GARDEN ST. SUITE 100  
SAN ANTONIO, TX 78205

**PERMIT PACKET**

**\*\*Number wedge signage to be removed\*\***

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21034 Osborne St. Canoga Park, CA 91304  
(P) 818.993.5406 (F) 818.993.5174  
State Licence 853228

**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: Skylift 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.  
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C DISPENSER

REVIEWED FOR CODE COMPLIANCE  
CITY OF SAN CLEMENTE  
BUILDING DIVISION

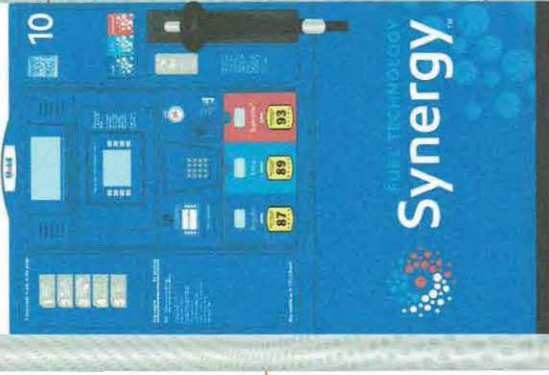
BY *AS* DATE 1/10/17

Valance logo



Riser panel decals

Pump numbers



Grade decals



Pump skirt

Project name  
Circle K / ExxonMobil

PBL #  
310761 / 2709467

Customer  
Circle K / ExxonMobil  
Buena MA

Created by  
C. DANIELS

Page #  
1 of 1



BIG RED ROOSTER FLOW  
7 National Plaza, Ste #11, Norwood, IL 60452  
P: (618) 461-1938 F: (618) 461-1939

PERMIT PACKET

\*\*\* Previously permitted dispenser to be reimaged per city recommendations \*\*\*

**PROMOTION PLUS SIGN CO., INC.**  
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State License 853228

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Circle K Store - 2709479  
901 Avenida Pico  
San Clemente, CA 92673

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255 E. Rincon St., Suite 100  
Corona, CA. 92879  
951-270-5118

**Project Information**  
Project: Skylift Stores  
Designed by: CP

**Approval**

**Date -**

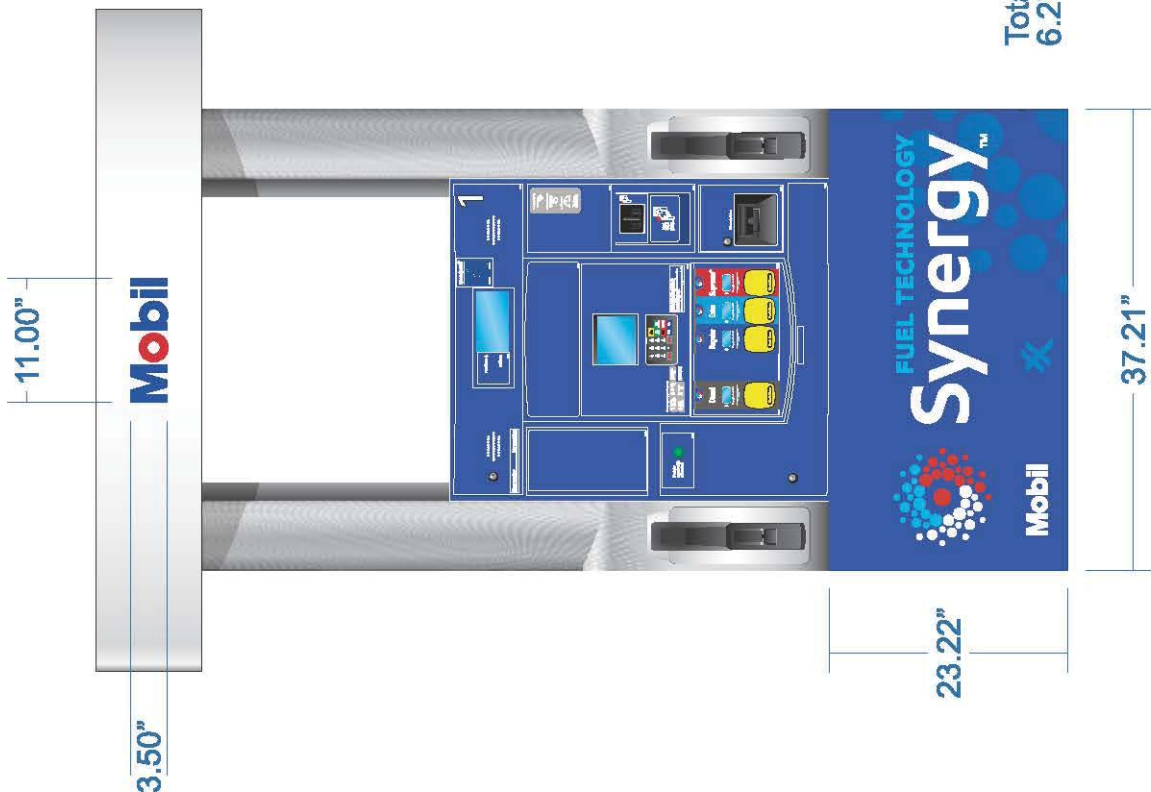
**Owner -**

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Existing Dispenser



Dresser Wayne Ovation

- Valence — 68 1/4"x35"x12 1/4" Dispenser valence decal kit (A)
- Decals —
- Regulatory Riser Decals (B)
  - Cash Customers Pay (C)
  - CRIND Overlays (D)
  - PID Overlays (E)
  - Grade Decals (E)
  - AVS Decal (G)
  - Operation Decal (H)
  - Additional Overlays (I)
  - Additional Regulatory as needed
- Pump Skirts — Doorskin Kit (K)
- Pump Risers — New Sideskins (L)
- Painting — Painting of following: (M)
- Pump fascias (White)
  - Bottom of existing pumps (Dark Grey)

**PROMOTION PLUS SIGN CO., INC.**  
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 A Division of the PROMOTION PLUS SIGN CO., INC. Family  
 Oliver Elstak  
 21034 Osborne St. Canoga Park, CA 91304  
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 255 E. Rincón 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.*

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# Signage approved by city 1/10/17



6"ABLE LED DIGITS

102"

PROPOSED EXISTING (35.75 SF)

EXISTING (35.75 SF)

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

<p><b>BIG RED ROOSTER FLOW</b> 27 Northland Plaza, Ste 211, Northfield, IL 60093 P: (817) 411-1515 F: (817) 592-0984</p>		<p><b>PERMIT PACKET</b></p>	
<p>project name: <b>Circle K / ExxonMobil</b></p>	<p>PBL # <b>310761 / 2709467</b></p>	<p>customer: <b>Circle K / ExxonMobil</b></p>	<p>created by: <b>C. DANIELS</b></p>
<p>revision # <b>ORIGINAL</b></p>	<p>date <b>07 29 2016</b></p>	<p>scale: <b>NA</b></p>	<p>page #:</p>
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**\*\*\* Manufactured red LED price digits emit reduced lumen output compared to white LEDs of similar model \*\*\***  
**\*\* Base/cabinet for sign to be repainted and refreshed \*\***

**PROMOTION PLUS SIGN CO., INC.**  
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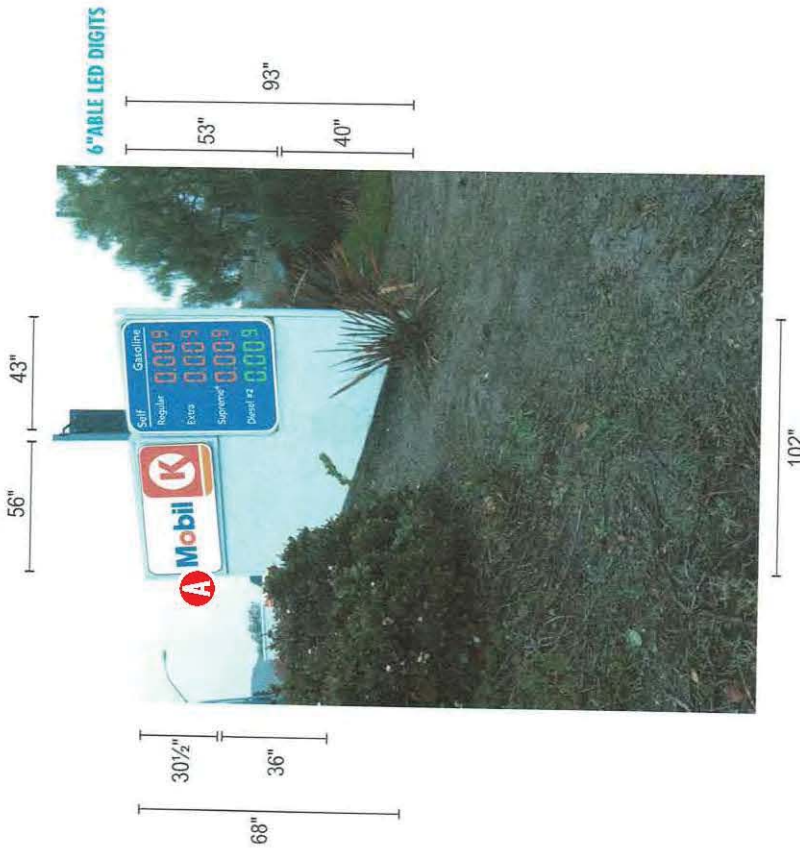
**Job Location**  
Circle K Store - 2709479  
901 Avenida Pico  
San Clemente, CA 92673

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

**Project Information**  
Project: Skyfall Stores  
Designed by: CP

**Approval**  
Owner: \_\_\_\_\_ Date: \_\_\_\_\_  
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# Signage approved by city 1/10/17



**EXISTING (35.75 SF)**

**PROPOSED EXISTING (35.75 SF)**

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

project name Circle K / ExxonMobil	PERM # 310761 / 2709467	customer Circle K / ExxonMobil	designed by C. DANIELS
revision # ORIGINAL	date 07.29.2016	scope NA	page #

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**PERMIT PACKET**

**\*\*\* Manufactured red LED price digits emit reduced lumen output compared to white LEDs of similar model \*\*\***  
**\*\* Base/cabinet for sign to be repainted and refreshed \*\***

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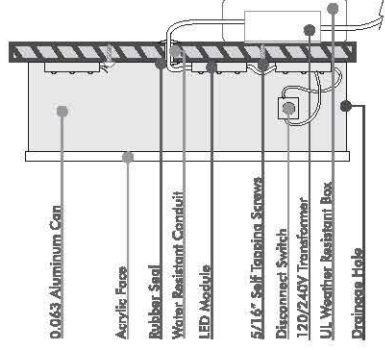
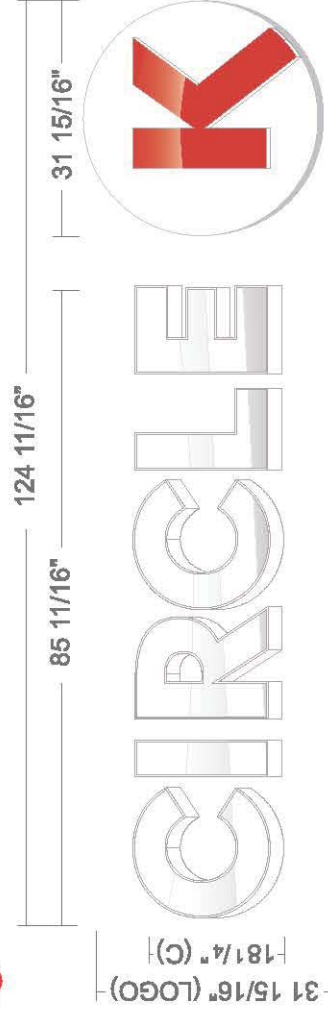
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**B** Circle K Sign | Illuminated Channel Letters (17.94 sq ft)



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



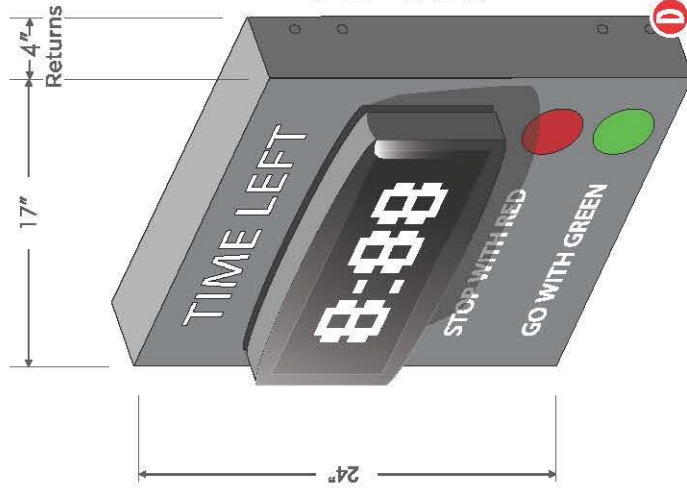
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 951-270-5118

**Project Information**  
 Project: Skylift Stores  
 Designed by: CP

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

ACM Timer enclosure to house exterior electronic controlled timed machine system

Mounted to building wall



EXISTING



PROPOSED



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**Project Information**

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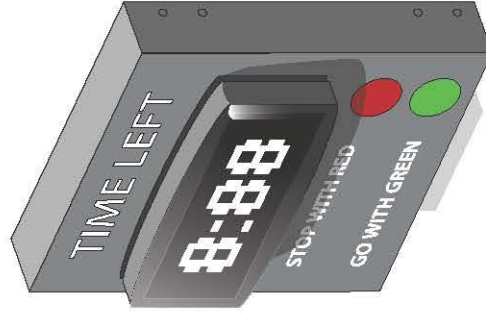
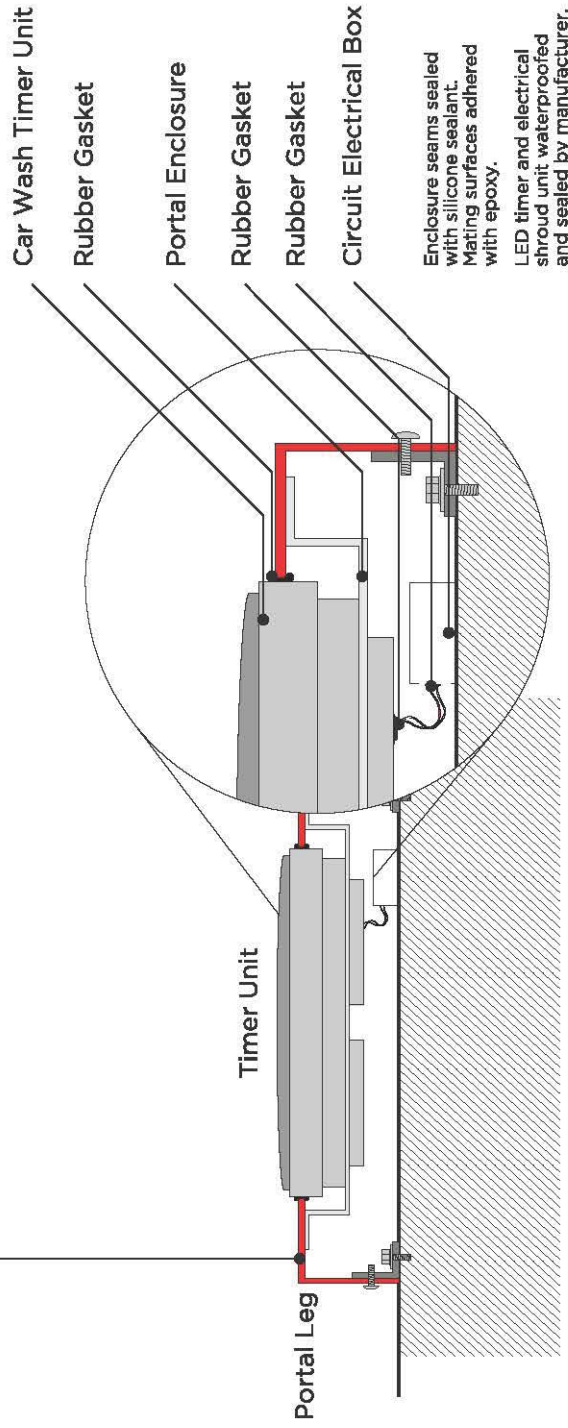
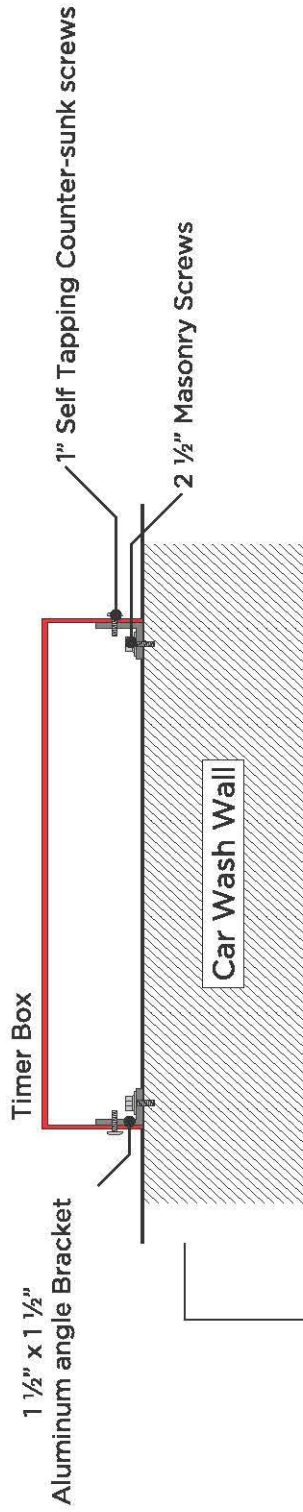
**Approval**

Owner - Date -

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# Waterproof Enclosure for Timer



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**Project Information**  
 Project: Skull Stores  
 Designed by: PP

**Approval**

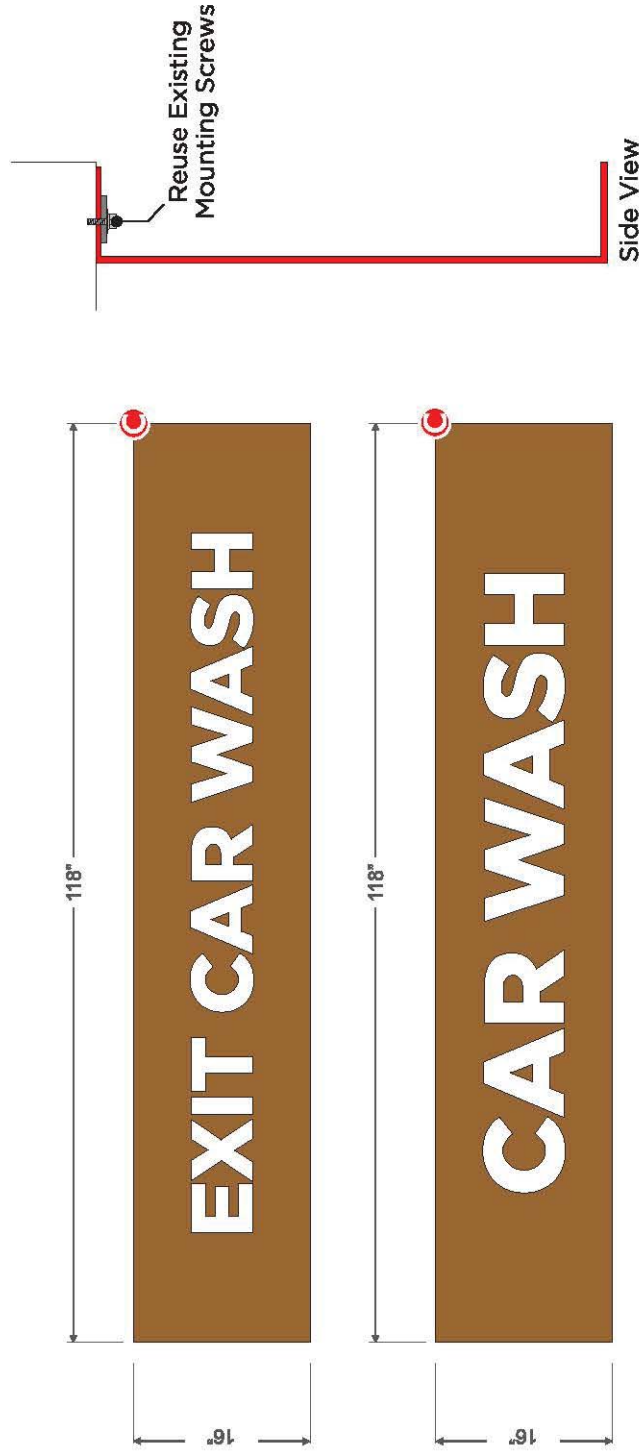
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## Portal Measurements

### Non Illuminated Car Wash Wall Sign




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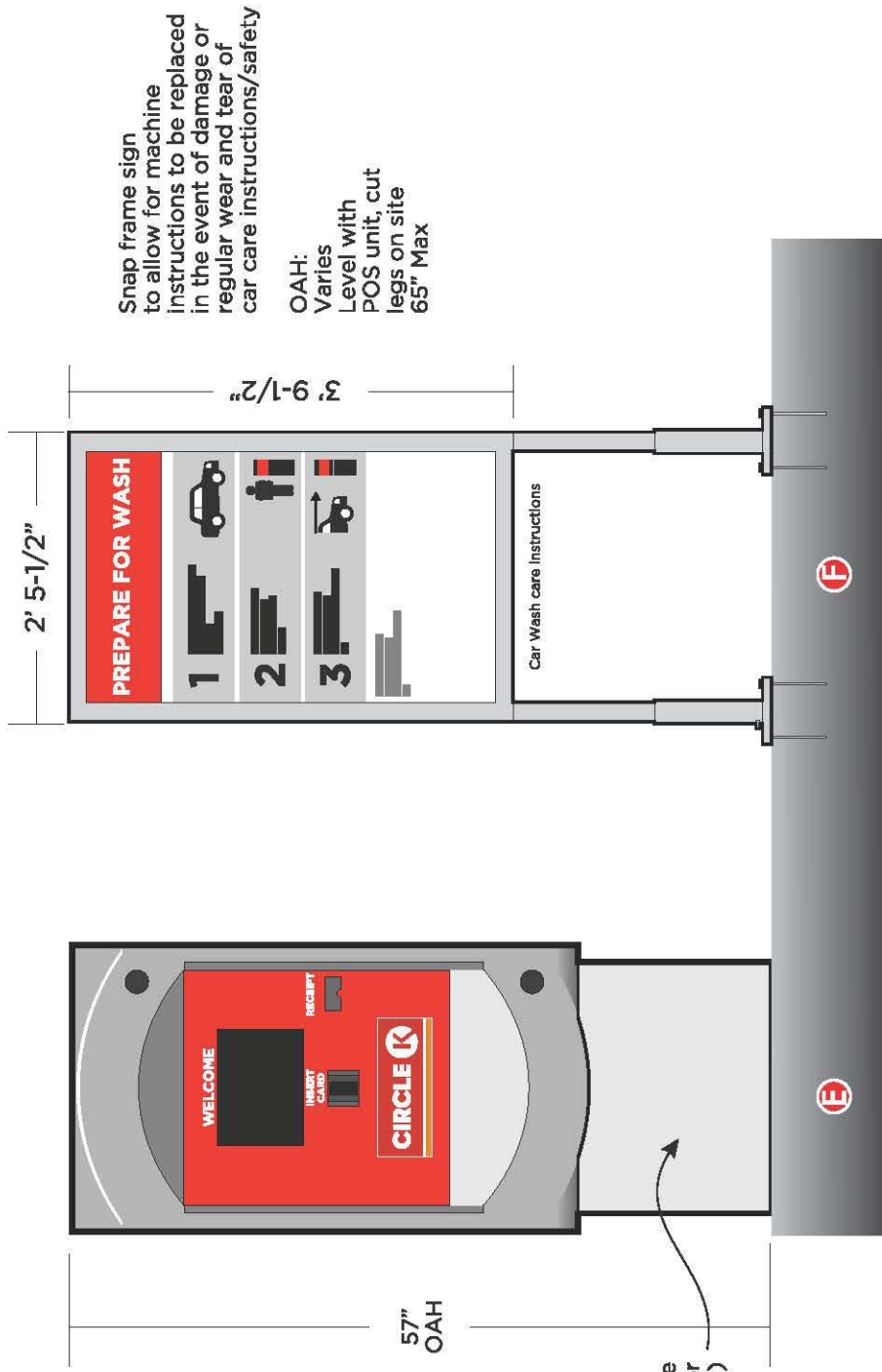
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**Project Information**  
 Project: Skylark Stores  
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Snap frame sign to allow for machine instructions to be replaced in the event of damage or regular wear and tear of car care instructions/safety

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

Point of Sale Payment kiosk provided and installed by Mark VII

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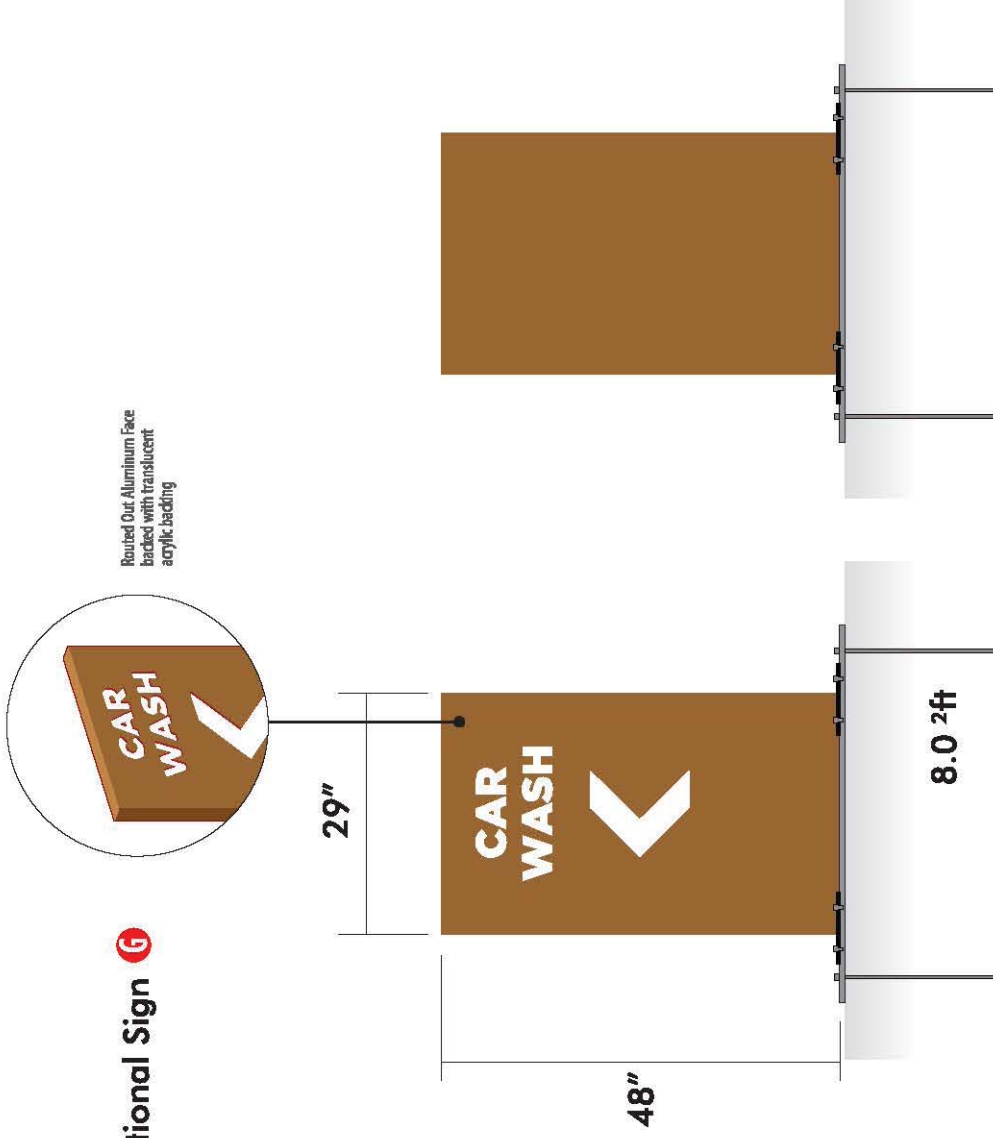
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 255 E. Rincon St, Suite 100  
 Corona, CA. 92879  
 951-270-5118

**Project Information**  
 Project: Skylit Stores  
 Designed by: CP

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## Directional Sign

Routed Out Aluminum Face  
Backed with translucent  
acrylic backing



Sign #1

Reverse face

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

Directional signage to be single sided



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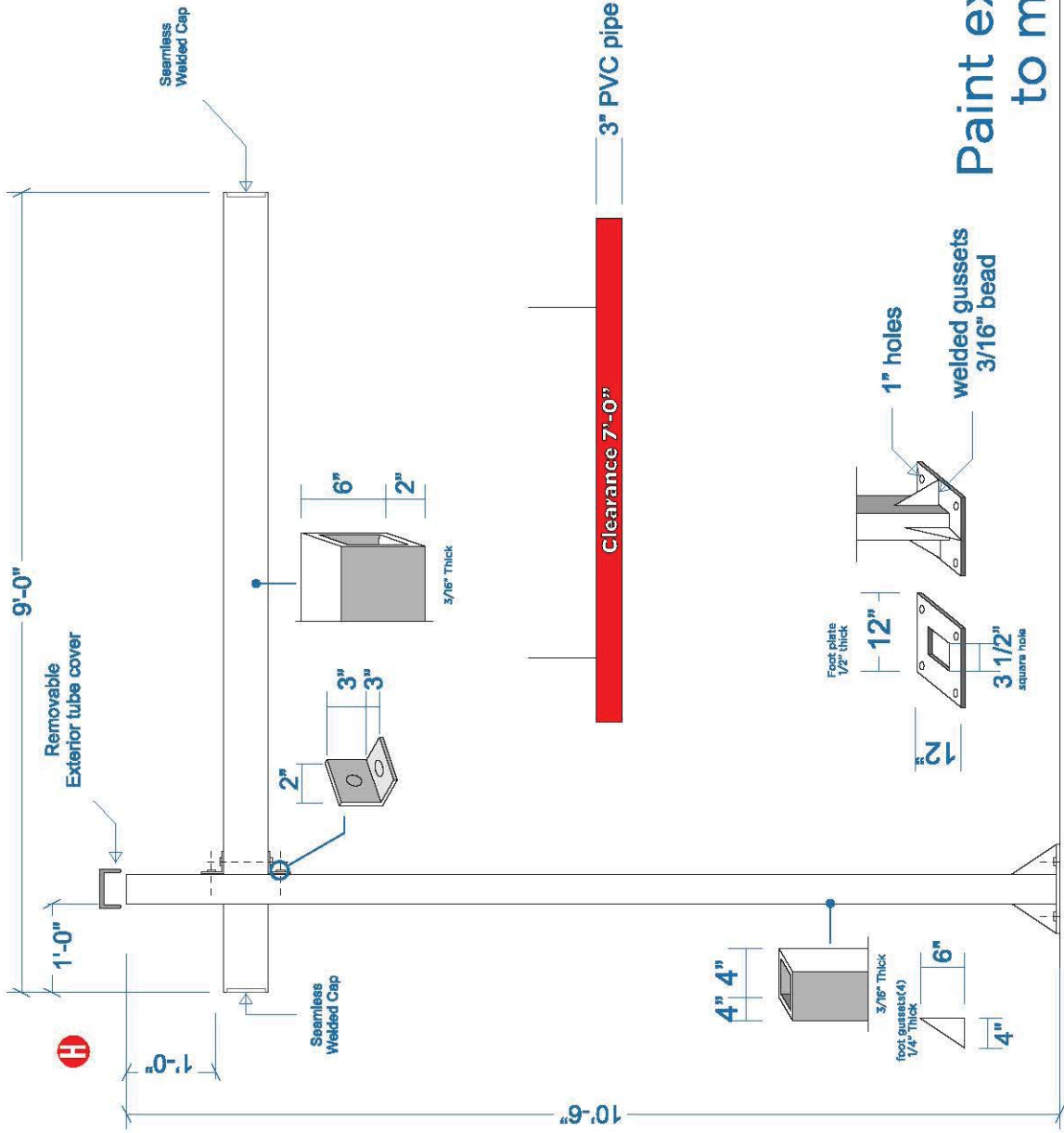
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Paint existing Structure to match building

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