



CITY OF MENIFEE

SUBJECT: Major Master Sign Program No. PLN 19-0035 for “McCall Plaza”

MEETING DATE: April 28, 2021

TO: Planning Commission

PREPARED BY: Desiree Bowdan, Associate Planner

REVIEWED BY: Ryan Fowler, Acting Planning Manager

APPROVED BY: Cheryl Kitzerow, Community Development Director

APPLICANT: Josie Molina, JNT Management

RECOMMENDED ACTION

1. Conduct a Public Hearing; and,
2. Adopt a Resolution approving Major Master Sign Program No. PLN 19-0035 subject to the attached Conditions of Approval and based upon the findings and conclusions incorporated in the staff report.

PROJECT DESCRIPTION

Major Master Sign Program No. PLN 19-0035 proposes a Major Master Sign Program for McCall Plaza, which was previously approved by the City of Menifee Planning Commission on October 25, 2017 (under Plot Plan No. 2016-124 and other associated land use entitlements) and included a 12,380 square foot retail plaza which included a convenience store, two (2) fast food restaurants with drive-thru's, carwash, retail store, 4-pump diesel gasoline canopy, and 8-pump gas station canopy.

The McCall Plaza Master Sign Program is a requirement of the original conditions of approval of Plot Plan No. 2016-124. The Master Sign Program lays out the wall sign locations, size limitations, and sign specifications for building and/or business signage in addition to the monument signs.

LOCATION

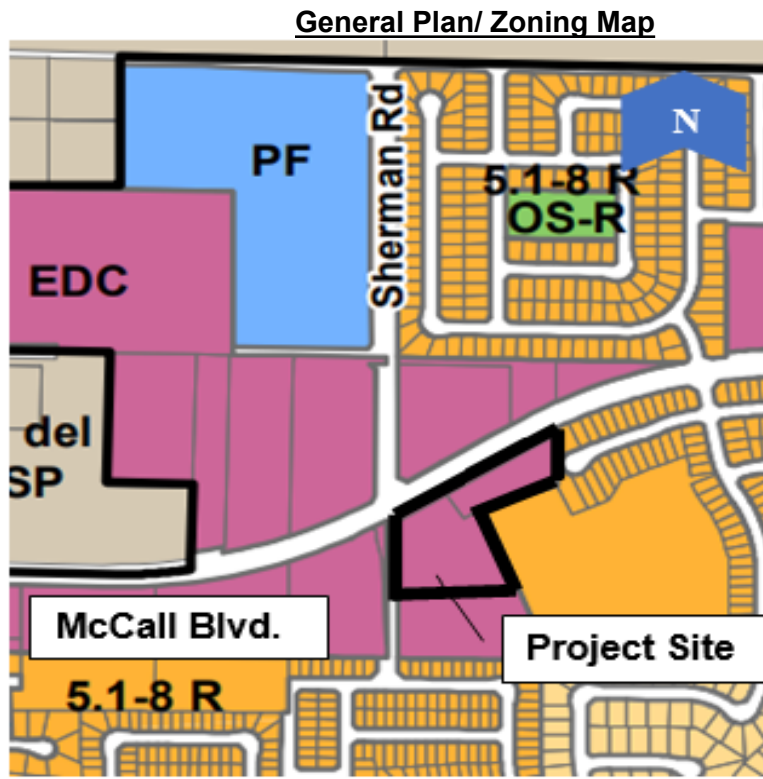
The Project site is located at the southeast corner of McCall Boulevard and Sherman Road (APNs: 333-060-035 and -036).

Location



GENERAL PLAN/ZONING

The General Plan land use designation of the site is Economic Development Corridor (EDC). The EDC designation allows various commercial uses (retail, office) as well as residential uses. Surrounding General Plan Land Use designations are Economic Development Corridor (EDC) to the north, south and west, and Residential 5.1-8 to the east and southeast. These land uses described above are compatible with the zoning classification of Economic Development Corridor - McCall Boulevard (EDC-MB) which allows retail services to the nearby residential uses. The Master Sign Program is a requirement of the conditions of approval for the approved development.



DISCUSSION

Background:

On October 25, 2017, the Planning Commission of the City of Menifee, at an advertised public hearing, considered and approved Plot Plan No. 2016-124, Conditional Use Permit Nos. 2016-122, 2017-327, 2017-328, and 2017-329, Tentative Parcel Map No. 2016-123 (PM 37130), and Variance No. 2017-324, which were approved for a 12,380 square foot retail plaza (“McCall Plaza”) that included a convenience store, two (2) fast food restaurants with drive-thru’s, carwash, retail store, 4-pump diesel gasoline canopy, and 8-pump gas station canopy.

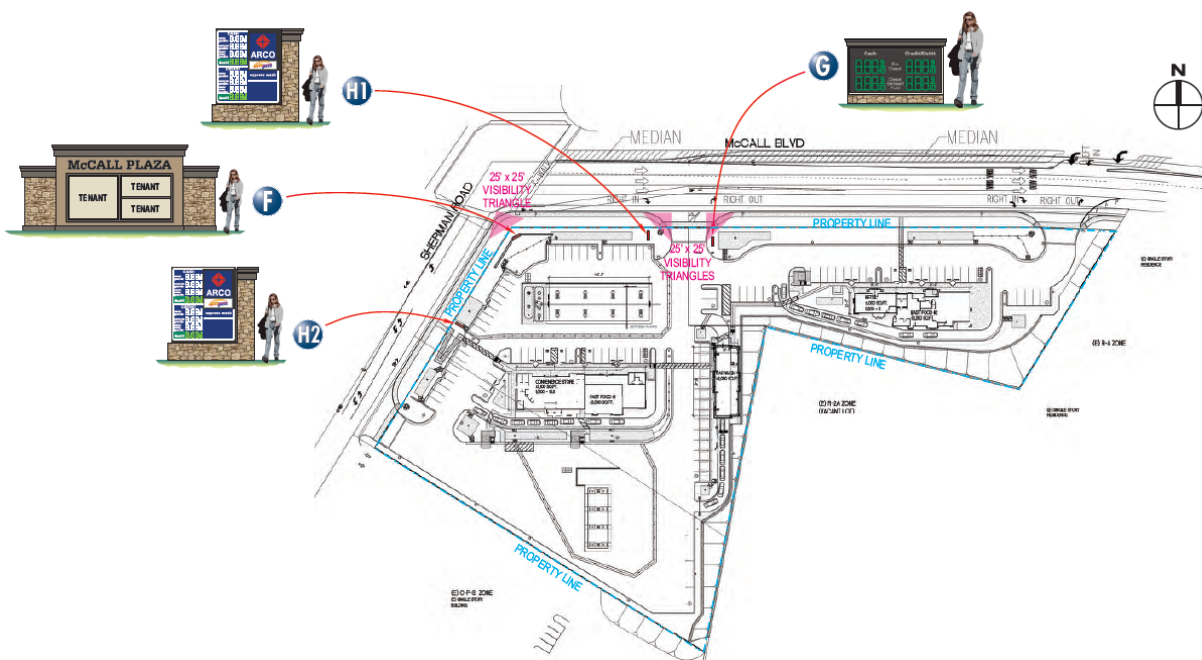
This Project is for the approval of the associated Major Master Sign Program, which was a requirement of the conditions of approval requested by the Planning Commission at the Hearing for the Project entitlement. Typically, a project of this type would require a Minor Sign Program if it were consistent with the City’s code. However, the applicant is requesting the addition of separate LED fuel pricing signs (which prompts the requirement for a Major Master Sign Program), one proposed to be located on McCall Boulevard, and two LED fuel pricing signs on the west elevation of the diesel fuel canopy for the commercial diesel fuel pricing, because the price of commercial diesel fuel cannot be located on the same sign as regular fuel. Additionally, it provides visible fuel price options for prospective customers driving by.

The architectural design of the monuments and other sign displays will incorporate the stone veneer and colors as approved under the entitlement of the commercial plaza.

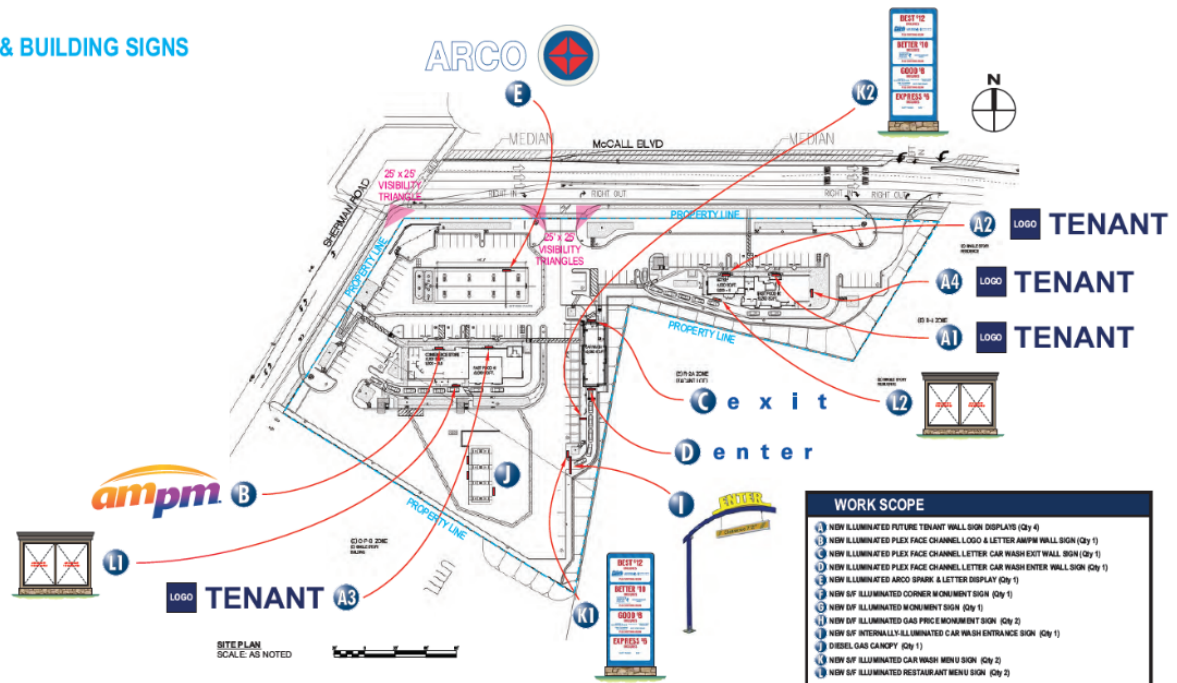
The Major Master Sign Program will include the following signs:

- one (1) internally illuminated corner monument, which will include three (3) tenant signs
- two (2) Arco regular fuel pricing monuments signs (One located on McCall Boulevard and one on Sherman Road)
- four (4) internally illuminated tenant wall signs on the front elevation of the buildings facing McCall Boulevard
- one (1) internally illuminated channel letter AM/PM wall sign facing Sherman Road and McCall Boulevard,
- one (1) internally illuminated channel letter carwash "exit" wall sign
- one (1) internally illuminated channel letter carwash "enter" wall sign
- one (1) internally illuminated fuel canopy Arco Spark logo and channel letter Arco sign
- one (1) internally illuminated Arco diesel fuel pricing monument sign, located on McCall Boulevard
- one (1) internally illuminated carwash entrance sign including clearance bar
- two (2) digital diesel pricing signs located on the diesel fuel canopy
- two (2) internally illuminated carwash menu signs
- two (2) internally illuminated restaurant menu signs

Site Exhibit Sign Locations



SITE & BUILDING SIGNS

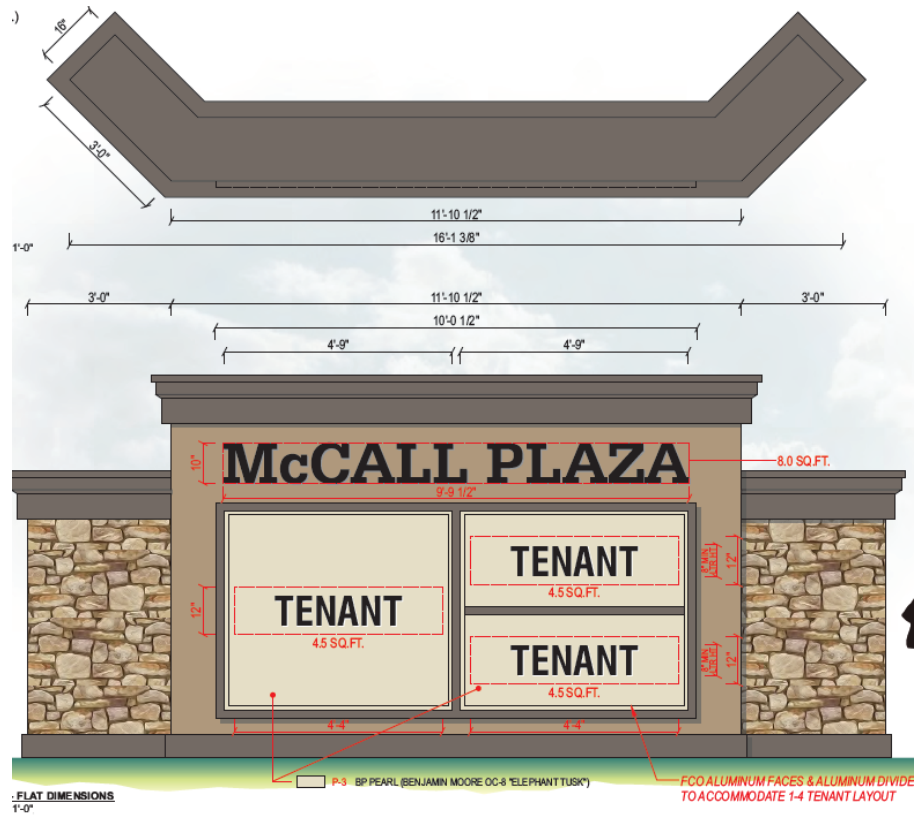


Corner Monument

The corner monument sign will be located at the southeast corner of McCall Boulevard and Sherman Road, and will identify the center name "McCall Plaza", and the future tenants of the commercial plaza. The Planning Commission at the time of approval of the commercial plaza, requested that the architectural elements and materials used be comparable with those of the existing Arco Gas Station located at the corner of Menifee Road and Newport Road. Condition of Approval #15 of Plot Plan No. 2016-124 states "as conditioned by the Planning Commission, the monument sign on the corner of McCall Boulevard and Sherman Road shall be designed to resemble the Arco Gas Station on the northeast corner of Menifee Road and Newport Road." As shown below, the monument sign architectural design will mimic the same architectural design per the condition of approval and will incorporate materials of the approved McCall Plaza.

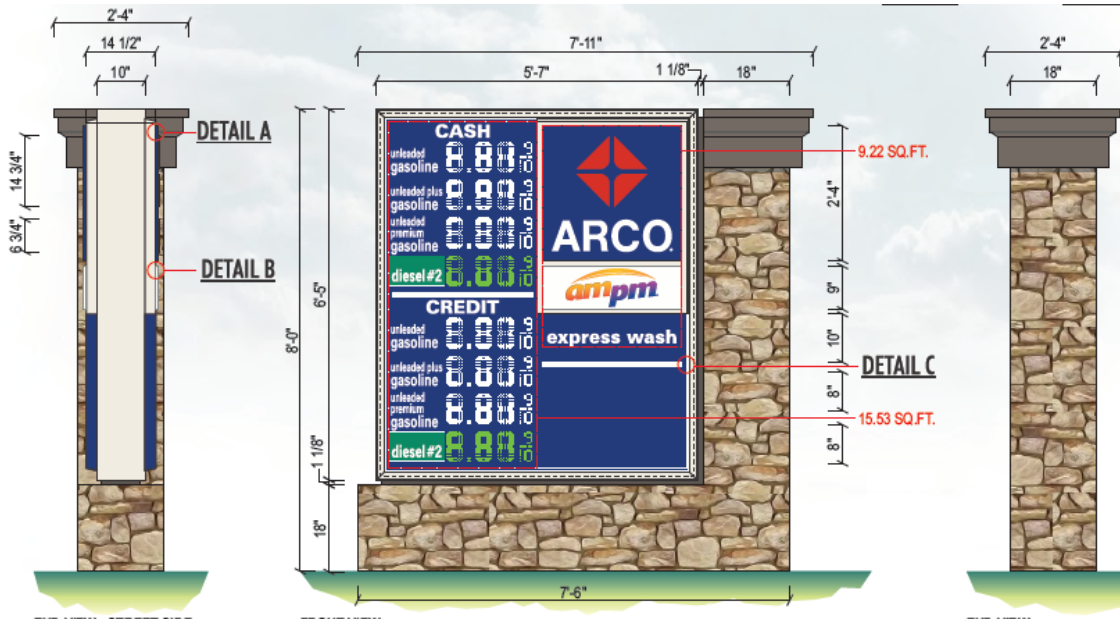
The monument sign will have decorative veneer stone and decorative cap and have channel lettering with three (3) internally illuminated tenant signs. The entry monument sign will be a total of 21.5 square feet of signage and 8 feet in height.

Proposed Corner Monument Sign



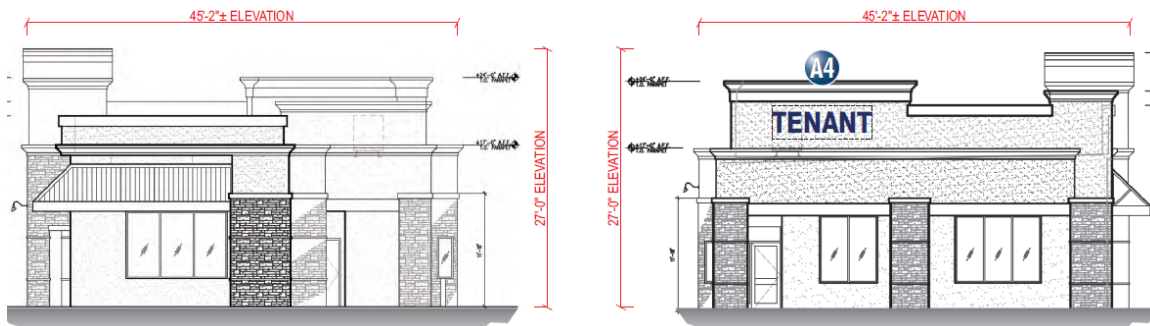
Arco Pricing Monuments (Qty 2)

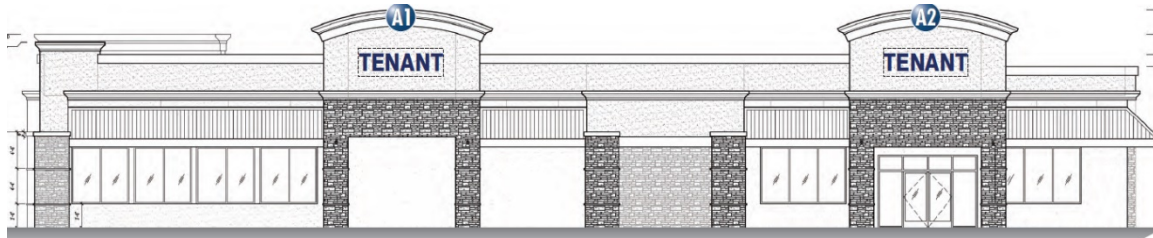
The regular Arco gas pricing signs will be located on Sherman Road and McCall Boulevard to identify the Arco gas station and gas pricing. Both signs will also have design compatibility and architectural consistency with McCall Plaza, and complement the corner monument sign. Each monument sign will be 24.75 square feet being 8 feet (8'-0") in height. The design of the monument gas pricing signs meets the design standards of the Municipal Code.



Tenant Signs (Qty 4)

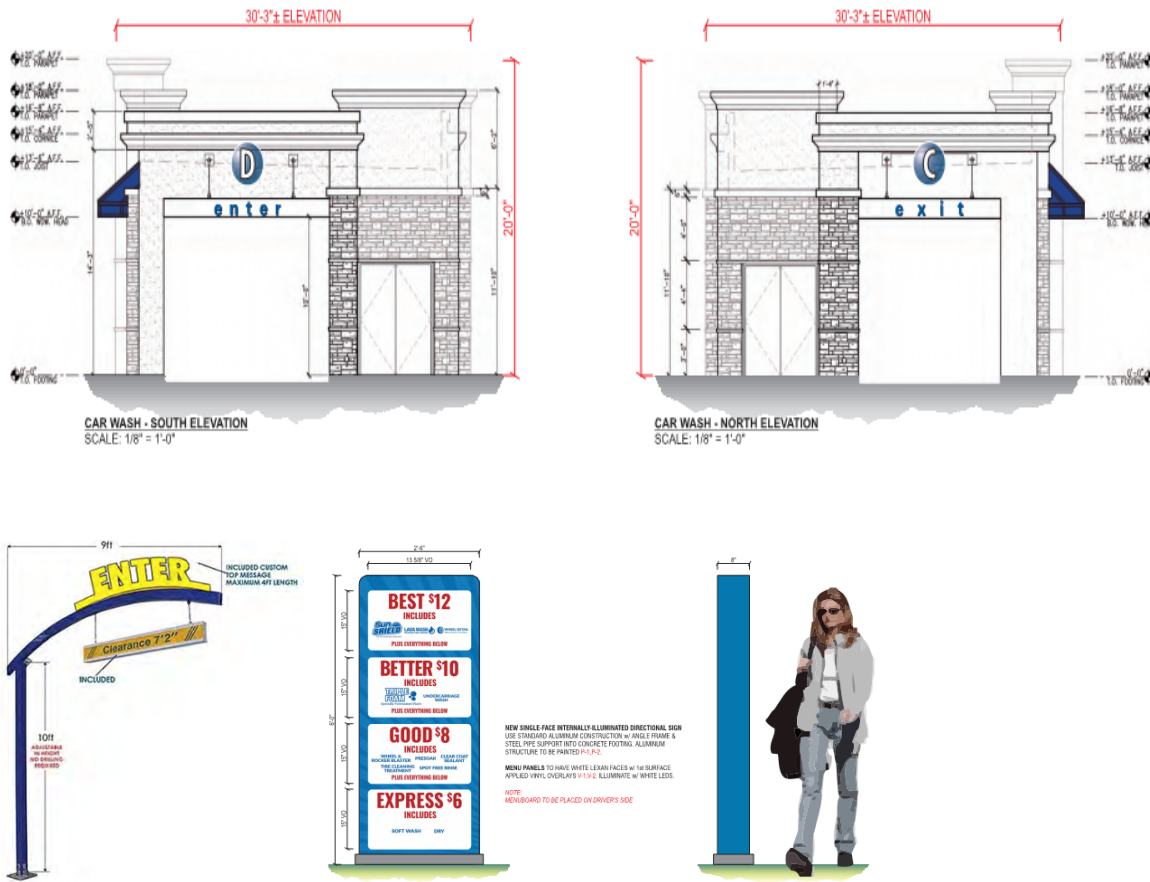
The originally approved McCall Plaza proposed a gas station/convenience store, a drive-thru carwash, retail store, and two (2) fast-food restaurants with drive-thru. The request for the master sign program includes four (4) tenant signs which will be applied to the front elevation of each establishment: (1) one for the AM/PM convenience store; (2) two for the two fast-food restaurants; and (3) one for the retail store. Once it is determined who the tenants will be, they will be required to provide exhibits to the Community Development Department for review and approval.





Carwash Signage

The proposed directional illuminated channel letter signage for the carwash will be located on the southern elevation of the building for the “enter” sign, which will include a freestanding internally illuminated car wash “enter” sign and clearance bar, and the northern elevation will include the illuminated “exit” sign and clearance bar. The car wash also proposes two (2) (6’x 2’-6”) internally illuminated menu boards for the drive thru carwash. Per Table 9.225-130-1 of the Municipal Code, each drive-thru is allowed one clearance bar and two (2) menu/order boards and are not counted as signs either in terms of number or area. The carwash will also have a 20-foot-tall carwash entrance clearance sign which provides height clearance information for larger vehicles.



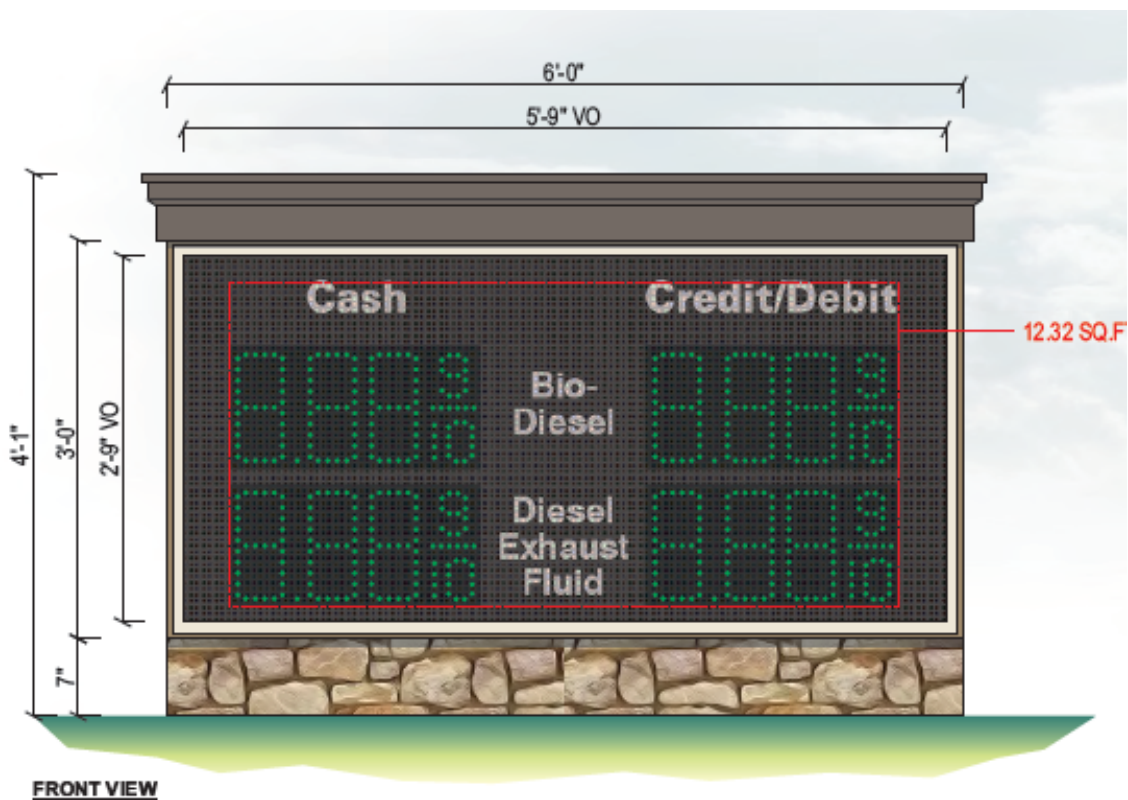
Diesel Pricing Monument (McCall Boulevard)

The proposed diesel gas sign (image shown below) is a request of the applicant for additional signage, which would provide more specific pricing identification for diesel fuel pricing for the 4-pump diesel fuel station located south on the project site, behind the Arco gas station. As a requirement of the Business and Professions Code (BPC), Chapter 14, Petroleum, Article 12 - BPC 13531(a), the diesel fuel pricing must be advertised and clearly displayed as separate pricing from regular Arco diesel fuel since the commercial diesel fuel is a separate entity of the Arco brand and according to the applicant, cannot share pricing signage.

Additionally, BPC requires the pricing medium must be clearly visible from the street or highway adjacent to the premises. “The intent is to provide the motorist with the price information prior to entering the station, so that he/she can make a decision to purchase fuel at that price or not. This requirement is designed to prevent abusive practices from occurring.”

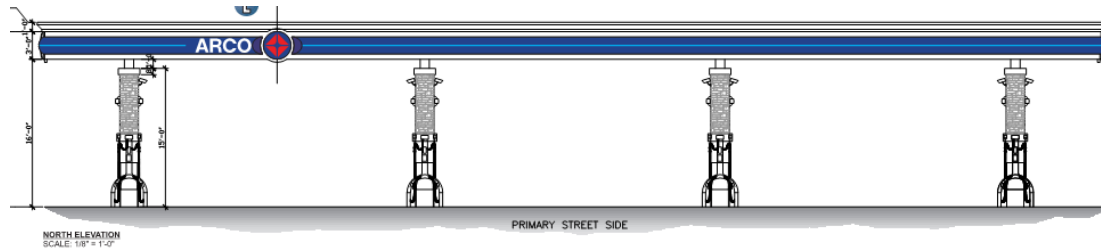
Per Section 9.70.020-B, for sites that require exceptions to the development standards for sign programs, the Project shall be a Major Master Sign Program and presented before the Planning Commission for approval. The applicant is making an exception to the development standards for signage, requesting the addition of the LED diesel sign proposed to be located on McCall Boulevard, and the two (2) LED fuel pricing signs on the diesel fuel canopy, which would be additional signage beyond the allowance of the City's Code.

Initially, the applicant requested two (2) of the LED diesel fuel monument signs shown below. One LED diesel fuel monument would be placed on Sherman Road, and the other placed on McCall Boulevard. The Community Development Department worked with the applicant through various iterations of design to reduce the overall square footage of monument signage proposed for the site, which would provide better aesthetics to the site overall and reduce the number of signs that would otherwise be located throughout the property. The current proposal only includes one diesel pricing monument sign along McCall Boulevard.

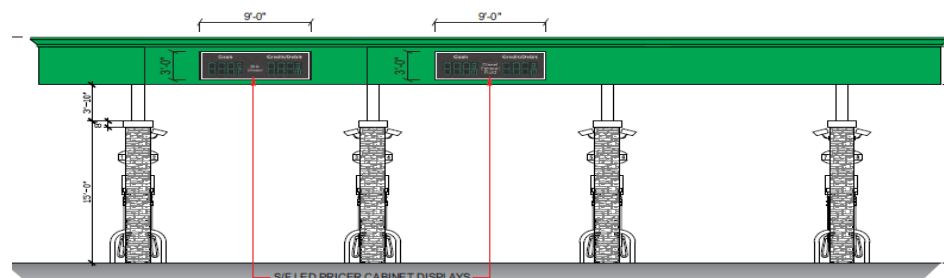
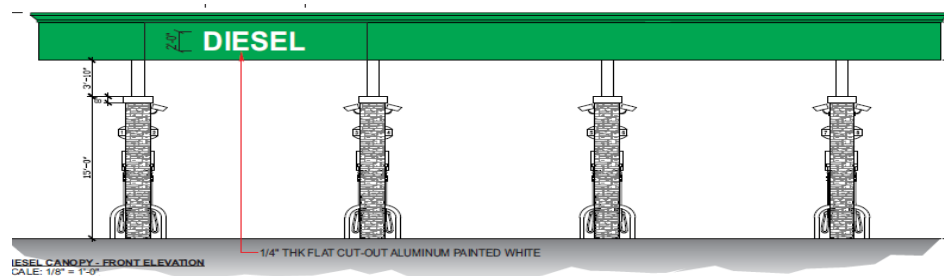


Arco and Diesel Fuel Canopy Signage

The canopy Arco sign and Spark logo will be located on the north (street side/front) elevation for the gas canopy. The Arco fuel canopy sign will have 20-inch, internally illuminated channel letters with a 36-inch Spark logo.



The diesel sign for the diesel fuel canopy will be located on the east elevation and the sign will have 1/4" thick flat cut-out channel letter aluminum painted white. Additionally, the diesel fuel canopy will have two (2) LED diesel fuel price displays, located on the west elevation of the canopy facing Sherman Road.



ENVIRONMENTAL DETERMINATION

The proposed use has been determined to be Categorically Exempt ("Accessory Structures") under the California Environmental Quality Act (CEQA) and CEQA Guidelines, Section 15311. This section applies to construction or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including on-premise signs. The proposed project is an application for a Major Master Sign Program to add on-premise signs for McCall Plaza, an Arco gas station convenient store, and fast-food establishments previously approved and located at the southeast corner of Sherman Road and McCall Boulevard. Therefore, the project is exempt from CEQA per Section 15311. In addition, the project site is not included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 (California Department of Toxic Substances Control list of various hazardous sites).

FINDINGS

Findings for the Major Master Sign Program are included in the attached draft resolutions for each.

PUBLIC NOTICE

The proposed project was noticed on April, 18, 2021 for the April 28, 2021 Planning Commission hearing. A public notice was published within The Press Enterprise. Notices were also mailed to property owners within a 300-foot radius of the project site. All relevant public agencies were also notified of the public hearing. On-site posting was also provided. Please see the attached labels and radius map.

ATTACHMENTS

1. Staff Report PLN 19-0035
2. Project Summary Table
3. Resolution PC 21-xxx
4. Conditions of Approval PLN19-0035
5. Major Master Sign Program Exhibits
6. Public Hearing Noticing Package