



TO: Deanna Elliano, Community Development Director

FROM: Carole Kendrick, Associate Planner *CK*

DATE: July 18, 2016

RE: **SIGN PROGRAM (SPC16-001) – KPC TOWNE CENTRE:** A request for Community Development Director approval of a sign program for the KPC Towne Centre that include wall signage, the removal of an existing pylon sign on Florida Avenue and one new monument sign on Gilmore Street.

PROJECT APPLICANT INFORMATION

Property Owner: The KPC Group
Applicant: Russell Rumansoff – Herron + Rumansoff Architects, Inc.
Project Location: 2171 W. Florida Avenue
APN: 448-450-005

STAFF RECOMMENDATION

The Planning Division recommends that the Community Development Director:

1. *Approve Sign Program (SPC) No. 16-001 based on the information contained in this memo.*

BACKGROUND

On December 15, 2015, the Planning Commission adopted Resolution No. 15-024 for Site Development Review No. 15-004 for the remodel of an existing 124,744 square foot building (former Walmart) and the construction of an additional 39,356 square feet providing a total of 164,100 square feet of building area, located at 2171 West Florida Avenue in the C-2 (General Commercial) zone, as shown in Attachment No. 3. The property is designated as Community Commercial by the General Plan Land Use Element, as shown in Attachment No. 2. Additional background is provided in the staff report for Site Development Review No. 15-004.

PROJECT DESCRIPTION

The applicant is requesting approval of comprehensive sign program for the KPC Towne Center. The sign program establishes maximum signage area and locations for tenant wall signs, in addition to a 44 foot remodeled pylon sign located along Florida Avenue and an eight

(8) foot monument sign along Gilmore Street. The City of Hemet Municipal Code, Section 90-1251(1) regulates the sign area allowed for a commercial business at a ratio of two (2) square feet in permanent sign area for each one (1) linear foot of building frontage, up to a maximum of 200 square feet. The applicants request for a sign program can accommodate larger sign areas consistent with Section 90-1246(d) pending approval by the Community Development Director.

The application is proposing to use the standard sign ratio of two (2) square feet in permanent sign area for each one (1) linear foot of building frontage but allow signage to exceed the 200 square foot maximum. The proposed wall signage area is provided in the following table:

	Tenant	Currently Permitted by Right	Maximum Sq. Ft. based on 2:1	Proposed Sq. Ft.
Major A - North	Ulta	199	199	184
Major A - West	Ulta	200	200	119
Major B	Sprouts	200	322	322
Major B1	KPC Dialysis	130	130	125
Major B2	KPC Care	131	131	125
Major C	Burlington	200	436	430
Major D	TBD	200	236	130
Major E1	Five Below	112	112	110
Major E2	TBD	112	112	110

The proposed signage areas are within the City's standard sign area ratio with the exception of Major B and Major C, which have a larger building frontage that can accommodate signage over the 200 square foot maximum.

A monument sign is proposed along the Gilmore Street entry to the shopping center. The monument sign is located on the south side of the entry point and south of Major E2. The monument sign is eight (8) feet by eight (8) feet with four (4) 7'6" x 13" tenant panels and two (2) 3'8" x 13" tenant panels and will be internally illuminated. The base of the monument sign has a stone veneer base and a cornice top. The background of the monument sign will be aluminum painted with a textured paint to match the project. The proposed monument sign is consistent with the City of Hemet Sign Code, Section 90-1251(3)d.

The applicant is proposing to remodel the existing pylon sign that is located along Florida Avenue on the east side of the main entrance to the shopping center. The existing pylon sign is 44 feet tall with five (5) tenant panels and will be internally illuminated. The proposed pylon sign will remain 44 feet in height but includes 14 tenant panels based upon the request of the landowners in the larger center and the CC&R's for the center. The tenant panels range in size from 15'8" x 36" to 7'9" x 24". The base of the pylon sign proposes stone veneer on the

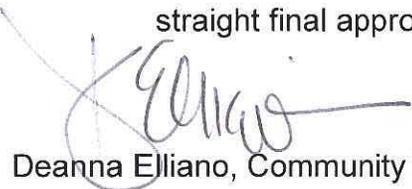
pylons. The top of the sign includes a cornice with a circular illuminated logo. The background of the sign will be aluminum painted with a textured paint to match the project. The address ranges will be placed on the monument sign for public safety identification.

The City of Hemet Sign Code, Section 90-1251(3)a. only permits free-standing (pylon) signs with a maximum height of 25 feet and no maximum signage area. The applicant is proposing a remodel on an existing sign and does not propose to increase the sign height.

DIRECTOR ACTION

The Community Development Director hereby approves the proposed sign program for the KPC Towne Centre at 2171 West Florida Avenue, subject to the following conditions:

1. Prior to installation, all signs must obtain a Permanent Sign Permit from the Planning Department and a building permit from the Building Department.
2. Final color and material approved by Community Development Director
3. No animated, revolving, flashing, audible, or odor-producing signs shall be allowed.
4. No exposed raceways, cross-overs or conduits shall be permitted to be visible.
5. No other types of signs, except those specifically mentioned within this criteria shall be allowed.
6. No signs will be allowed which direct a steady or flashing light of red, white, green, or amber toward an aircraft engaged in a straight climb following take-off or a straight final approach at the Hemet Ryan Airport.


Deanna Elliano, Community Development Director

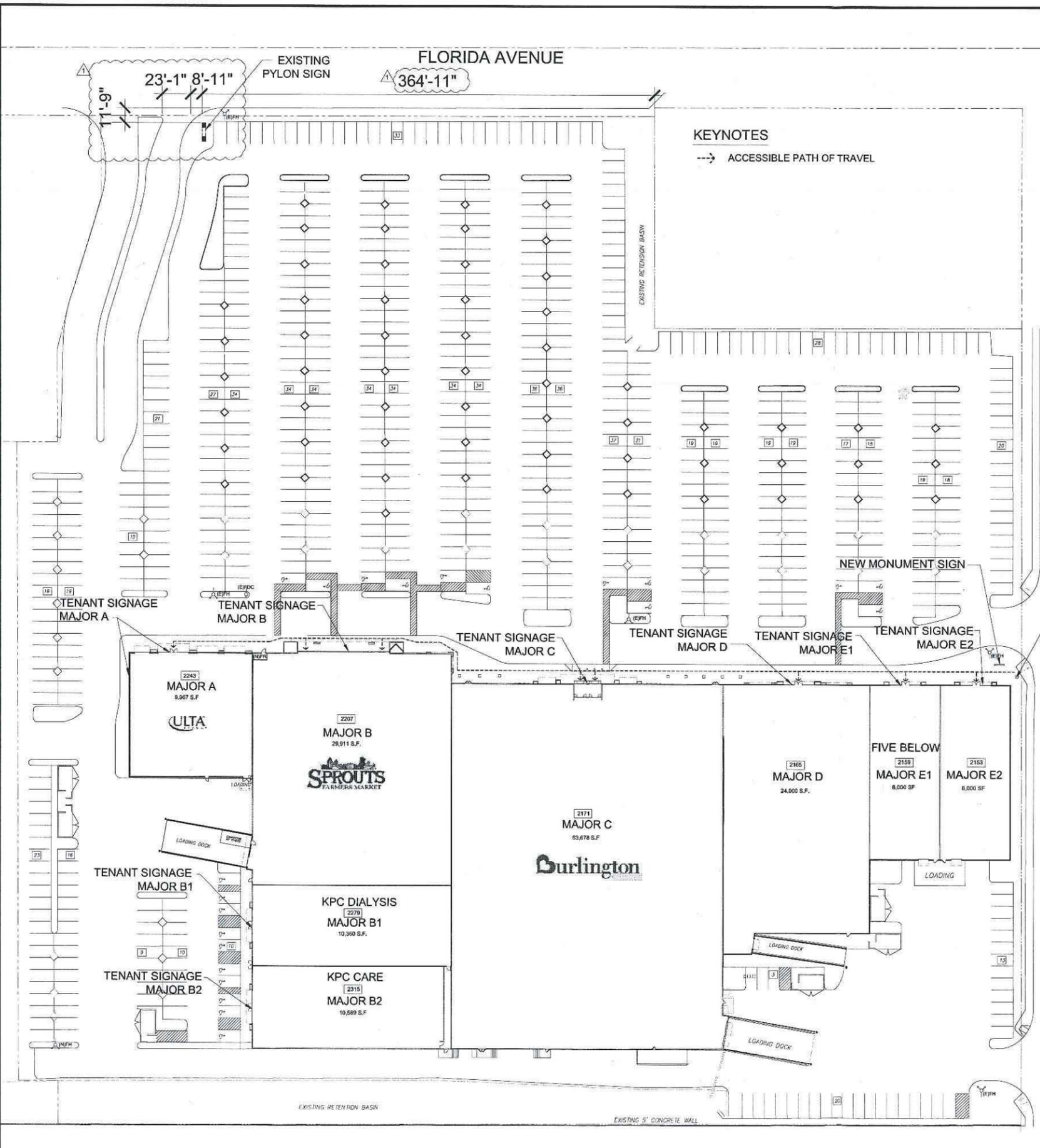
7/19/16
Date

ATTACHMENTS:

1. Sign Program
2. General Plan Land Use Map
3. Zoning Map
4. Aerial Photograph
5. Photograph of Existing Pylon Sign

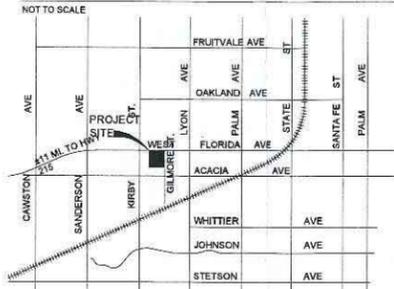
Attachment No. 1

Sign Program



KEYNOTES
 ---> ACCESSIBLE PATH OF TRAVEL

VICINITY MAP



SHEET INDEX

- A-1.0 TITLE SHEET/ OVERALL SITE PLAN
 - A-2.0 OVERALL ELEVATIONS-MAX. SIGNAGE DIMENSIONS
- PYLON & MONUMENT**
- 1.0 PYLON SIGN FRONT VIEW
 - 2.0 MONUMENT

SITE DATA

ADDRESS: 2243, 2207, 2279, 2315, 2171, 2165, 2159, & 2153 W FLORIDA AVE., HEMET, CALIFORNIA 92545

APN: 448-450-005

SITE AREA: ±585,821 SQ. FT (±13.45 AC)

ZONING: C-2

GENERAL PLAN DESIGNATION: CC (COMMUNITY COMMERCIAL)

EXISTING BUILDING AREA (PHASE 1): 114,570 SQ.FT.

BUILDING ADDITION (PHASE 1): 9,967 SQ.FT.

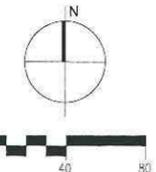
TOTAL BUILDING AREA (PHASE 1): 124,537 SQ.FT.

FUTURE BUILDING ADDITION (PHASE 2 - SEPARATE PERMIT): 40,000 SQ.FT.

TOTAL FUTURE BUILDING AREA: 164,538 SQ.FT.

LAND-TO-BLDG RATIO: 4 / 1

COVERAGE: 28 %

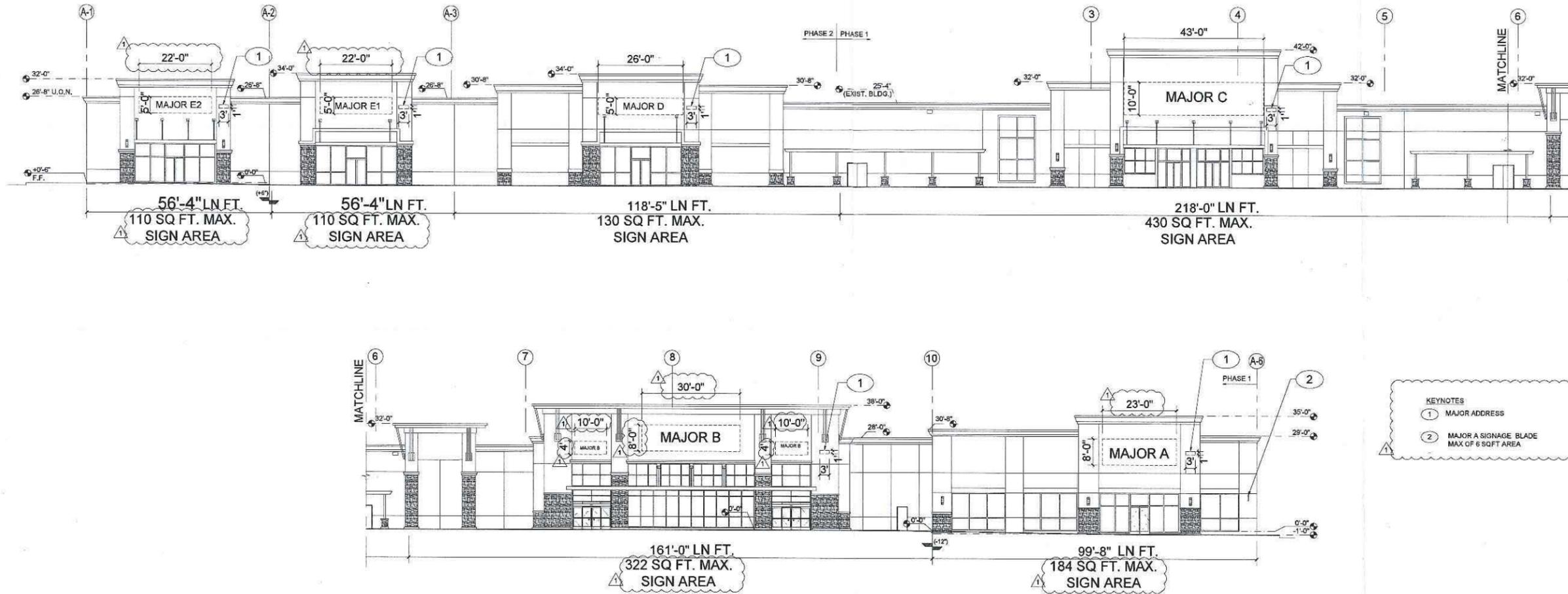


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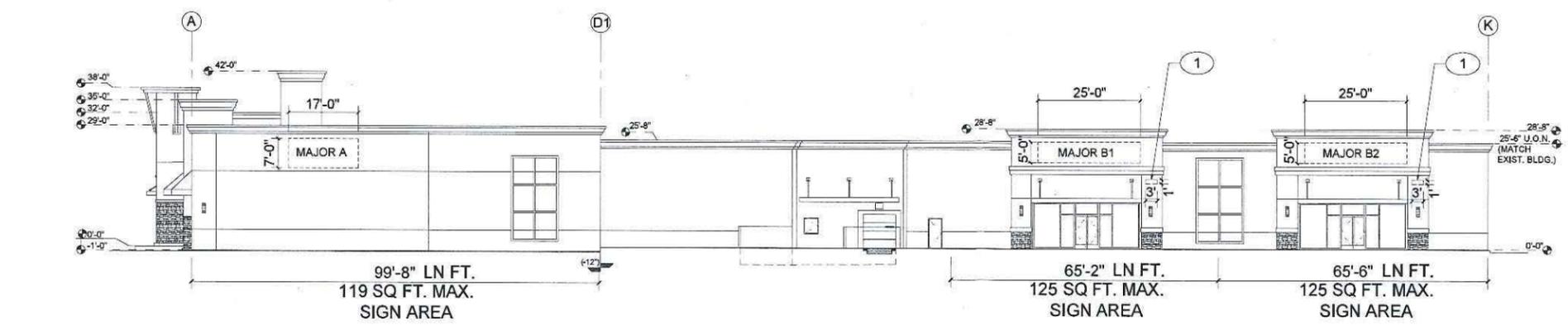
PROJECT	SIGNAGE PROGRAM FOR : KPC TOWNE CENTRE 2171 W FLORIDA AVE., HEMET CALIFORNIA 92545		
CONSULTANT	architect's signature	date	05-23-16
REVISIONS	issue purpose	date	06-29-16
	plan check	date	07-06-16
	pylon sign location	date	06-29-16

herron + rumanosoff architects, inc.

530 St. Johns Place Hemet, California 92543
 951 652-4431 951 652-0373 Fax



A NORTH ELEVATION



B WEST ELEVATION

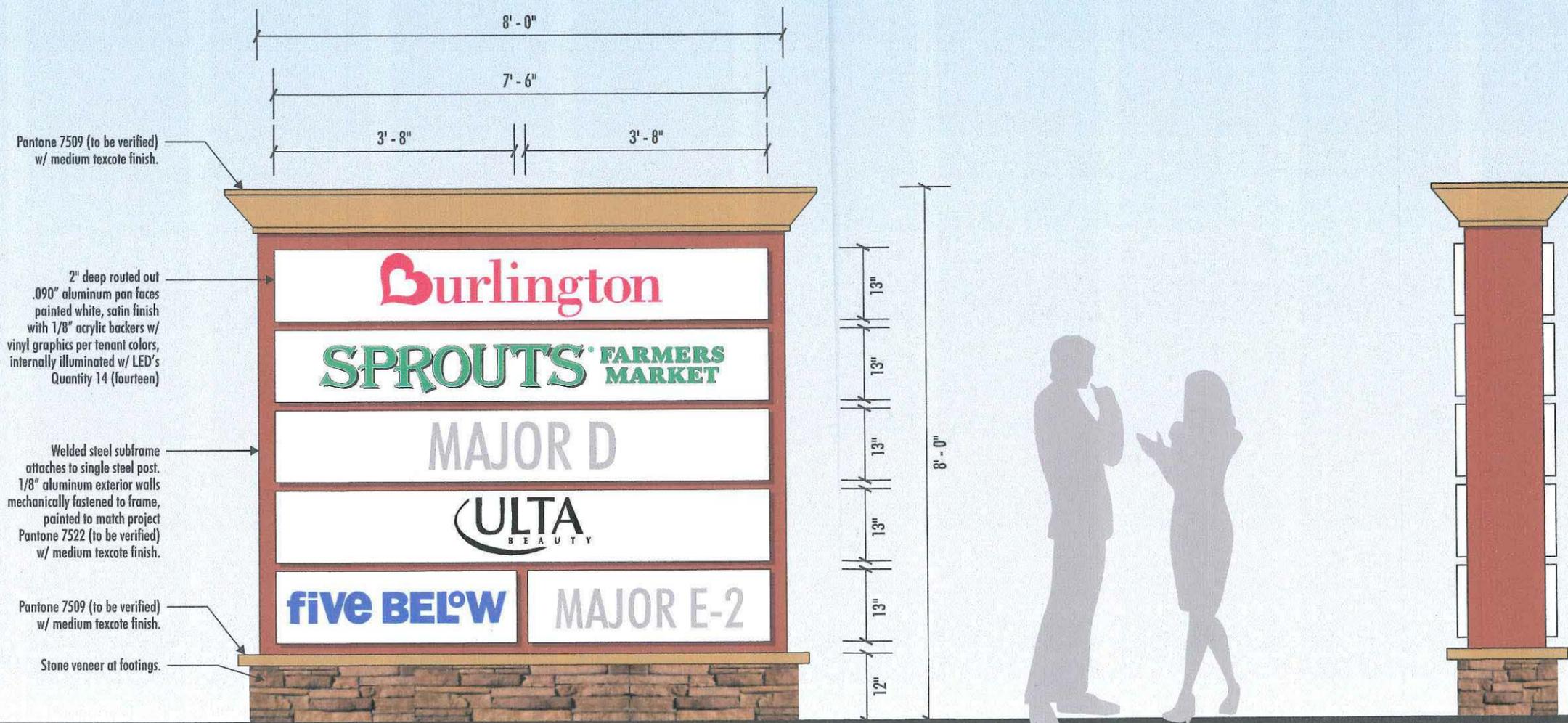
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PLAN CHECK	07-06-16	DATE	07-06-16
ISSUE PURPOSE		DATE	
architect's signature		revisions	
consultant		951 652-4431 951 652-0373 Fax	

SIGNAGE PROGRAM FOR:
KPC TOWNE CENTRE
 2171 W FLORIDA AVE., HEMET CALIFORNIA 92545

project: 530 St. Johns Place Hemet, California 92543
 architects, inc.

OVERALL ELEVATIONS	
186-52-15	job no. shi.description
A-2.0	sheet no.



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

2 SIDE VIEW
SCALE: 1/2" = 1' - 0"



1160 Railroad St.
Corona, CA 92882
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F 951.278.0681
www.ad-s.com

- Signage + Fabrication
- Displays + Fixtures
- Lighting + Maintenance

Client:
KPC Development Group, Inc.
6800 Indiana Ave
Suite 130
Riverside, CA 92506

Project:
2171 W. Florida Ave.
Hemet, CA 92545

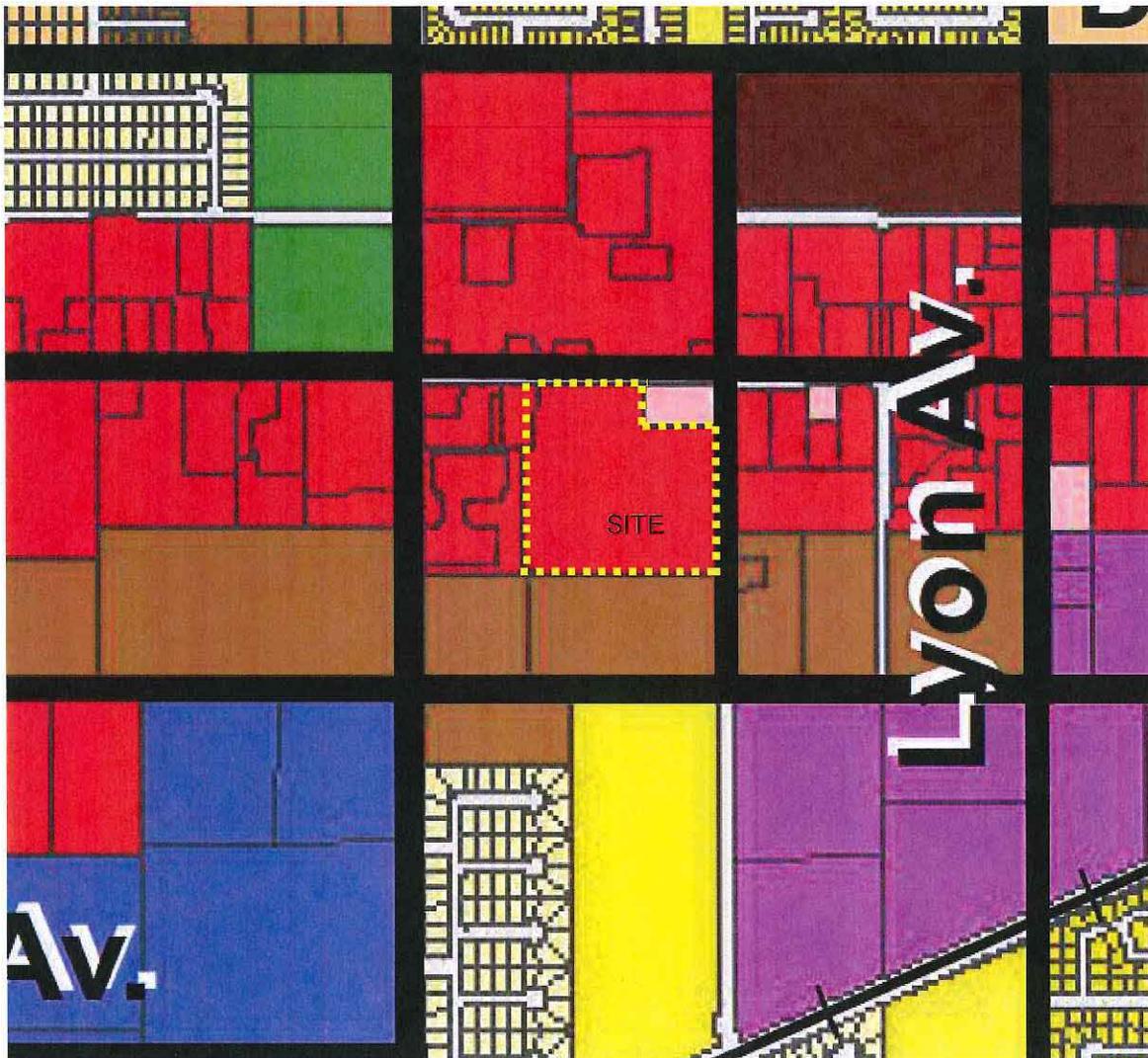
- Revisions:
- 11 SH: 02-04-16 Revise configuration per client request
 - 12 SH: 02-05-16 Revise globe element to include blue color of logo also
 - 13 SH: 02-08-16 Revise pylon shape to a rectangle, and revise bottom 3 panels

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Project No:	38269-R17	RB/KH/SH
Date:	07-06-16	
Sign Type:	Monument	
Sheet No:	2.0	4 of 5

Attachment No. 2

General Plan Land Use
Designation Map



Land Use Designations

- RR Rural Residential (0.0 - 2.0 du/ac)
- HR Hillside Residential (0.0 - 0.5 du/ac)
- LDR Low Density Residential (2.1 - 5.0 du/ac)
- LMDR Low Medium Density Residential (5.1 - 8.0 du/ac)
- MDR Medium Density Residential (8.1 - 18.0 du/ac)
- HDR High Density Residential (18.1 - 30.0 du/ac)
- VHDR Very High Density Residential (30.1 - 45.0 du/ac)
- NC Neighborhood Commercial (FAR 0.35)
- CC Community Commercial (FAR 0.40)
- RC Regional Commercial (FAR 0.50)
- MU Mixed Use (Varies)

Environmental Management Area

- Areas subject to MSHCP criteria
- ARPT Airport
- OP Office Professional (FAR 2.0)
- BP Business Park (FAR 0.60)
- Industrial (FAR 0.45)

Interim Airport Overlay Zone

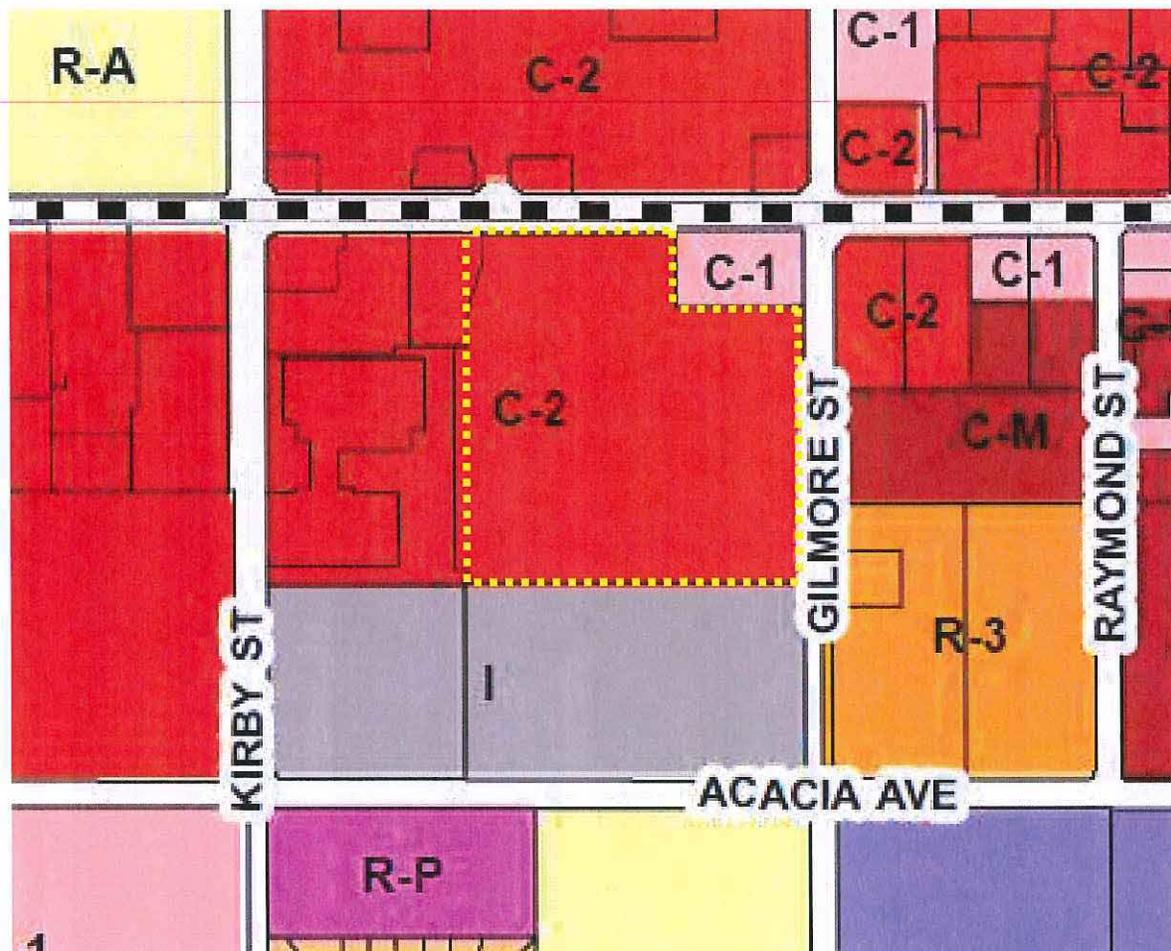
- Interim Airport Overlay Zone
- QP/C Quasi-Public/Cultural
- PF Public Facilities
- SCH School
- P Park/Recreation
- OS Open Space
- A Agriculture

SDR15-004
KPC Towne Center

GP Map

Attachment No. 3

Surrounding Zoning Map



- | | | |
|--|---|--|
| CITY BOUNDARY | R-1 = SINGLE FAMILY RESIDENTIAL | C-M = COMMERCIAL MANUFACTURING |
| SPECIFIC PLAN BOUNDARY; SP 12-001 | R-2= TWO FAMILY RESIDENTIAL | BP = BUSINESS PARK |
| HIGHWAYS | TR-20 = INDEPENDENT MOBILE HOME SUBDIVISION | M-1 = LIMITED MANUFACTURING |
| WATERBODIES | R-3 = MULTIPLE FAMILY RESIDENTIAL | M-2 = HEAVY MANUFACTURING |
| PRE-ZONING AREA BOUNDARY | SLR = SMALL LOT RESIDENTIAL | NZ = NO ZONE |
| PARCELS | R-4 = MULTIPLE FAMILY RESIDENTIAL | OS = OPEN SPACE |
| A-1 = LIGHT AGRICULTURAL (1 ACRE MIN.) | R-P = RESIDENTIAL PROFESSIONAL | PCD = PLANNED COMMUNITY DEVELOPMENT |
| A-2 = HEAVY AGRICULTURAL (2 ACRE MIN.) | D-1 = DOWNTOWN | PUD = PLANNED UNIT DEVELOPMENT OVERLAY |
| A-5 = HEAVY AGRICULTURAL (5 ACRE MIN.) | D-2 = DOWNTOWN | SP = SPECIFIC PLAN |
| A-10 = HEAVY AGRICULTURAL (10 ACRE MIN.) | C-1 = NEIGHBORHOOD COMMERCIAL | S-1 = CHURCH |
| R-A = RESIDENTIAL AGRICULTURAL | C-2 = GENERAL COMMERCIAL | I = INSTITUTIONAL |

SDR 15-004
KPC Towne Center

Zoning Map

Attachment No. 4

Aerial Photograph



SDR 15-004
KPC Towne Center

Aerial Map

Attachment No. 5

Photograph of Existing Pylon
Sign



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