



**CITY OF YUBA CITY
PLANNING COMMISSION
STAFF REPORT**

Meeting Date: March 10, 2021
To: Chair and Members of the Planning Commission
From: Development Services Department
Presentation By: Benjamin Moody, Development Services Director

Subject: Use Permit (UP) 21-01 is a request for an increase to the allowed square footage of the proposed “DD’s Discounts” store front wall sign at 700 W. Onstott Frontage Road; (APN 58-070-041).

Recommendation: Conduct a Public Hearing and deny approval of UP 21-01 based on the insufficient findings required by Zoning Code Sections 8-5.7003 and 8-5.6309 B (1).

Applicant: Tony Lee/Ross

Project Location: 700 West Onstott Frontage Road; (APN 56-070-041)

Project Number: Use Permit 21-01

General Plan/Zoning: Regional Commercial/C-3 General Commercial

Project Proposal:

Use Permit 21-01 is a request to allow an increase of 119 square feet to the proposed DD’s Discounts store front wall sign, which is 67% larger than allowed square footage per Yuba City Municipal Code.

Property Description:

The project site is located on an 11.01-acre site with approximately 137,160 square feet of developed commercial space. The commercial site is located at the northwest corner of Bridge Street and Oji Way.

Adjacent Property Information:

The following table provides the General Plan Land Use and Zoning for adjacent properties:

Table 1: Project and Bordering Site Information

	General Plan Land Use Classification	Zoning	Existing Land Use
<i>Project Site</i>	Regional Commercial	C-3 General Commercial	Commercial
<i>North</i>	Regional Commercial	C-3 General Commercial	Commercial
<i>East</i>	Community Commercial	C-2 Community Commercial	Commercial/SR 99
<i>West</i>	Regional Commercial	C-3 General Commercial	Commercial
<i>South</i>	Regional Commercial	C-3 General Commercial	Commercial

General Plan Land Use Classification:

The site is designated Regional Commercial. Shopping centers typically anchored by retail outlets with a regional draw, including “big box” retail establishments, department stores, and regional shopping malls.

Zoning District Classification:

The zoning designation for the site is General Commercial (C-3). This district is intended to provide for the entire range of commercial uses. It is consistent with the Community Commercial and Regional Commercial General Plan designations.

Previous Commission Action:

There have been no recent Planning Commission actions regarding this parcel.

Staff Comments:

The applicant states the need for an additional 119 square feet in signage is “due to limited visibility” from both Hwy 99 and Bridge Street. Staff disputes the applicant’s assertion that it unfairly effects this building frontage on the following basis:

1. **Store/Sign view from Bridge Street heading west:** It is approximately 220 feet from the point of clear sign/store visibility to the stop light at the corner of the store entrance driveway. In contrast, the sign for the Raley’s isn’t seen until approximately 180 feet from the same entrance. Both store signs can be seen intermittently from the corner of Bridge Street to the above referenced 220-foot mark.
2. **Store/Sign sight distance from Hwy 99:** The sight distance from Hwy 99 to the future DD’s Discounts sign location, as stated by the applicant, is 725 feet. It is approximately 680 feet from the same point on Hwy 99 to the Raley’s sign location. A difference of only 45 feet. Staff has

observed that both signs can be clearly seen from the applicant's stated point.

3. **Store/Sign view from corner of Bridge St and Hwy 99:** Staff agrees with the applicant on this point because of the existing Wendy's restaurant the view to DD's Discounts is blocked.
4. **Existing Pylon signs:** There are two large Pylon signs that are clearly seen, from both Bridge Street and Hwy 99, which are available to the applicant for additional advertising.
5. **Bridge Street building elevation:** The applicant has the availability of placing additional signage on the 230-foot linear building elevation which faces Bridge Street. This is not available to the other businesses in the center. The applicant is proposing a 196.5 square foot sign on this elevation which conforms to Zoning Code standards.

General Plan

General Plan 4.1 Guiding Principles states: "Design commercial and industrial centers to be visually appealing, to serve both pedestrians and automobiles, and to integrate into the adjacent urban fabric".

Zoning Code

Signage is regulated within the City of Yuba City by Zoning Code Section 8-5.6301. The stated purpose of this section is: *"to regulate signs as an information system that expresses the character and environment of Yuba City and implements the General Plan, consistent with State and Federal law. These regulations recognize the importance of business activity to the economic vitality of the City as well as the need to protect the visual environment."*

As stated, the project is located within the General Commercial (C-3) zoning designation. Code Section 8-5.6309 B stipulates the standards for signage within the Commercial Zone Districts (C-O, C-1, C-2, C-3, C-M) as follows:

Sign Type	Maximum Area per Sign	Maximum Sign Height	Location Requirements	Lighting Allowed?	Additional Regulations
Wall Signs	C-O, C-1: 1 sf for each 1 lineal ft. of Building Frontage	Not to exceed the building eaves of the building to which it is affixed.	Attached to building below eaves.	Yes, externally or internally.	N/A for this project
	C-2, C-3, C-M: 1½ sf for each 1 lineal ft of building frontage.	Not to exceed the building eaves of the building to which it is affixed.	Attached to building below eaves.	Yes, externally or internally.	N/A for this project

The table below calculates the total square footage allowed for the sign at the DD's Discount store lease space per the Code based on the linear feet of building frontage at 128', the total square feet proposed by the applicant, and the square feet over the Code allowance.

SIGNAGE CALCULATIONS AS PROPOSED BY APPLICANT			
	<u>ALLOWED PER ZONING CODE</u>	<u>PROPOSED SIGNAGE</u>	<u>OVER ZONING CODE SQ. FOOT ALLOWANCE</u>
Building Frontage: 128'	Building Frontage (128') X 1.5 lineal foot = 192 sq. feet of total signage permitted	Two wall plaque signs: 14.33 sq. ft Wall Sign: 296.34 sq. ft Total: 311 sq. ft proposed signage	311 sq. ft– 192.00 sq. ft= 119 sq. ft

In order to meet the Zoning Code signage allowance (192 sq. ft), the wall sign can be approximately 177 sq. feet, with the two wall plaques. DD's Discounts is proposing the wall sign to be approximately 296 sq. feet, which results in a 67% increase of maximum signage allowed ((311 sq. ft-192 sq. ft)/177 sq. ft).

In addition to the required findings that must be made by the Commission for the approval of a Use Permit, the following finding is also required by Section 8-5.6309 (B)(1):

- (1) *Increased sign area and/or height in excess of maximums are only allowed following the approval by the Planning Commission of a Use Permit (Sec. 8-5.7003). **Prior to the issuance of the Use Permit the finding must be made that the sign is needed to advertise a business(es) that have limited visibility from the adjacent public roadway.***

Findings:

The proposed project has been examined with respect to its consistency with the goals and policies of the General Plan and Zoning Code, its compatibility with surrounding uses, and the scope of improvements. Yuba City Municipal Code Sections 8-5.7003 requires that all of the following findings be made in order to approve the Use Permit. Provided below is an evaluation of the findings required to approve the project. The required findings are in *italics*.

- (1) *The proposal is consistent with the General Plan.*

The project as proposed, is not consistent with General Plan Guiding Principal 4.1 for community design which states: "*Design commercial and industrial centers to be visually appealing, to serve both pedestrians and automobiles, and to integrate into the adjacent urban fabric.*" The proposed size is visually oversized, compared to the size of the existing signage in the shopping center. The proposed sign is too large both under Code provisions and with respect to the appearance of the sign relative to the scale of the building. Therefore, it would not adhere to the General Plan's regulation for design in a commercial center to be visually appealing.

- (2) *The site for the proposed use is adequate in size and shape to accommodate said use, public access, parking and loading, yards, landscaping and other features required by this chapter.*

There would be no effect from the proposed project on this finding.

- (3) *The streets serving the site are adequate to carry the quantity of traffic generated by the*

proposed use.

There would be no effect from the proposed project on this finding.

(4) The site design and the size and design of the buildings will complement neighboring facilities.

Zoning Code Sec. 8-5.6303. - Design principles states:

(b) Consistency with area character. The size, materials, colors, graphic style, illumination, and other features of the sign shall be in keeping with the visual character of the street or area in which it is proposed. Proposed new signs should reflect the highest quality of design possible for a given area.

The City's adopted Design Guidelines state:

Objective 3: Establish and enhance aesthetic and architectural compatibility within neighborhoods and commercial areas.

Objective 13: Ensure fairness and consistency in the design review process.

The proposed project signage would visually dominate the existing signs in the shopping center by being 67% larger than the businesses that have similar linear footage for signage, (i.e., Raley's and JOANN'S), of the surrounding businesses. Aesthetically, this would not fit with the center's current architectural appearance. Additionally, all existing businesses in the center have similar issues with the sight distance/view from Hwy 99 to the east, and from the corner of Bridge Street as the proposed DD's Discounts sign. The signage for all existing businesses conform to the Zoning Code regulations with regards to the allowed square footage for signage. To allow one business within the center to install a larger sign would not follow the City's Design Guidelines for "fairness and consistency" in the design process.

(5) The establishment or operation of the use or building applied for will not be detrimental to the health, safety, peace, comfort, and general welfare of persons residing or working in the vicinity of the proposed use or be detrimental or injurious to property and improvements in the neighborhood or to the general welfare of the City.

The project can be detrimental or injurious to adjacent properties in the neighborhood or to the general welfare of the City for the reasons stated above regarding inappropriate sign sizes for the shopping center.

(6) At least one of the findings in Title 6, Chapter 9, Article 6 of the Municipal Code is satisfied.

Floodplain Management Findings do not apply to Use Permits.

(7) Prior to the issuance of the Use Permit the finding must be made that the sign is needed to advertise a business(es) that have limited visibility from the adjacent public roadway.

Based upon the review, staff was unable to determine findings for 1, 4, 5, and 7.

Alternative Action:

Reconsider all information from the Public Hearing, staff comments, and applicant comments to determine if all necessary findings can be made to approve the proposed Use Permit.

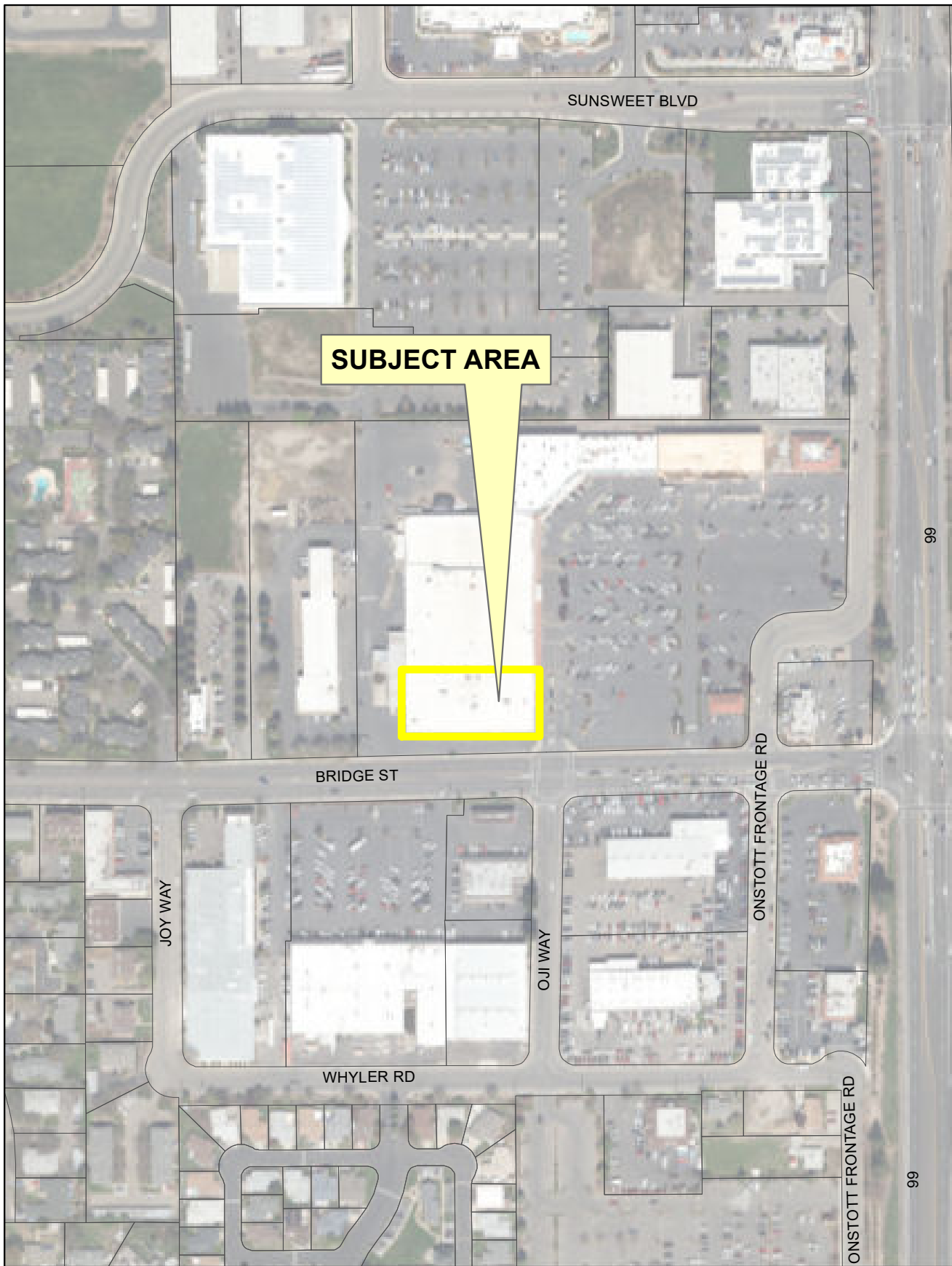
Recommendation:

Conduct a Public Hearing and deny approval of UP 21-01 based on the insufficient findings required by Zoning Code Sections 8-5.7003 and 8-5.6309 B(1).

Attachments:

1. Site Map – Location
2. Applicant's Use Permit Findings
3. Applicant's Elevations and Visual Site Exhibits

ATTACHMENT 1



Use Permit 21-01

1 inch = 250 feet

ATTACHMENT 2

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Dec 18, 2020

City of Yuba City
Development Services - Planning
1201 Civic Center Blvd.
Yuba City, CA 95993

Re: Findings for Use Permit application for additional wall sign area DD's Discounts at 700 W Onstott Frontage Rd., Yuba City, CA 95993

Planning Division,

DD's Discounts is requesting a Use Permit to allow combined 311 sf of wall sign area on east elevation facing W Onstott Frontage Rd in lieu of maximum 192.12 sf allowed on a 128'-1" lineal foot building frontage, per Section 8-5.6309(B) that limits maximum sign area per sign in the C-3 zone to 1 1/2 sf for each lineal ft of building frontage.

The 311 square consists of three signs.

Sign A. Illuminated 293.34 square foot primary identification sign.

Signs C & D are both non-illuminated 7.33 square foot wall plaque that serve pedestrians and drivers within the parking area and driveways.

Sign B is not part of the Use Permit. It is a conforming 196.5 sf wall sign on the 260 linear foot secondary frontage facing south toward Bridge St.

This request is being made to provide DD's Discounts with a primary wall sign size that helps compensate for the unique visibility challenge this storefront experiences, primarily due to the major visual obstacles at the south/east corner of the site. Because of a combination of unique conditions at this site, including the need for department titles and the inability for pylon tenant panels to replace storefront identity, a conforming wall sign size would not be on par with the other major tenants within the subject shopping center or the city as a whole. Based on a review of the other large shopping centers in the city, this request is unique. Approval of additional sign area will allow the tenant to provide balanced identity, while remaining compatible with the shopping center and the entire area.

This document provides the applicant's findings, as required by Sec 8-5.7003.

Findings

1. The proposal is consistent with the General Plan.

Regional Commercial allows for the previous and proposed retail commercial use of the subject tenant within the subject shopping center. The type, placement and other elements of the proposed conforming and non-conforming signage follow the regulations set for its respective retail commercial use within the General Plan for Regional Commercial. The proposed deviation in sign area will not make the signage or the business inconsistent with the General Plan in any way.

2. The site for the proposed use is adequate in size and shape to accommodate said use, public access, parking and loading, yards, landscaping and other features required by this chapter.

Even with the presence of the major obstacles at the south/west corner of the shopping center, ample area remains for the various setbacks, access and elements required by code for this shopping center. Because the site provides conforming adequate features and space adjacent to the subject tenant space and beyond, approval of additional sign area for the storefront sign will have no negative impact on the site. Due to reduced visibility from so many points of view along various stretches of abutting streets, additional area will actually provide a helpful wayfinding function.

3. The streets serving the site are adequate to carry the quantity of traffic generated by the proposed use.

There is no evidence that a modest increase in the size of replacement wall signs create substantial impacts on traffic quantity for anchor tenants within existing shopping centers such as the subject site. The applicant is applying for this Use Permit in order to adequately and effectively communicate to existing and new customers. They obviously seek to bring customers to the store, and more visitors to the shopping center as a whole. Customers will consist of both locals and visitors to and passing through Yuba City. Yet under the best of circumstances, Bridge Street and Hwy 99 have more than enough capacity for any increase in traffic this shopping center would contribute to. Approval of the proposed sign area will provide the tenant with parity with the other tenants without having any negative impact on traffic.

4. The site design and the size and design of the buildings will complement neighboring facilities.

The shopping center is surrounded primarily by single-use lots, with the exception of what can be considered a multi-tenant shopping center directly south of the subject lot. At about 6.6 acres with anchors and multiple smaller tenants (including the parts store), the center is different from the subject shopping center because it's not located at a major street intersection. And the storefront wall signs primarily face Bridge Street.

The DD's Discounts and Raley's storefronts do not directly face Bridge Street. Perpendicular to Bridge Street, they're visible to drivers traveling west, with no functional visibility to east-bound drivers. Most other tenants in the subject shopping center are visible at a significant distance from all vantage points along Bridge Street and Hwy 99. Because the DD's Discounts storefront is subject to these conditions, approval of additional sign area will have no negative impact on neighboring sites. There is not proposed changed to the massing or height of the existing building. The proposed sign area complements the neighboring businesses by not creating a sense of excessive massing or sign proliferation.

5. The establishment or operation of the use or building applied for will not be detrimental to the health, safety, peace, comfort, and general welfare of persons residing or working in the vicinity of the proposed use or be detrimental or injurious to property and improvements in the neighborhood or to the general welfare of the City.

The proposed signage conforms to all other municipal code standards for design, quality of materials, construction, illumination, size, location and maintenance for signage. Based on the scale of the site and the buildings, the balance of sign area that parity will provide compared to other major tenant signs in the subject site and throughout the city, the proposed sign area is appropriate for its location and will benefit the area by preserving the city's goals for signage.

6. An additional finding is required by the sign ordinance that the expanded sign is needed to advertise a business(es) that have limited visibility from the adjacent roadway.

Additional sign area is needed due to a unique visibility challenge that doesn't effect other tenants within the shopping center, or other businesses in other similar commercial sites in the city. This visibility issue is compounded by a number of factors that combine to create a unique situation. Based on this combination of factors, approval of additional sign area for this business will be defensible and will not set a precedent. This is reinforced by the fact that none of the other large multi-tenant shopping centers in the city share the subject site's conditions. More important, additional sign area will provide signage that is not incompatible with the shopping center, the neighboring properties, or the city as a whole.

Approval of additional sign area will not harm the surroundings, and the combination of conditions at this site create a unique circumstance. Denial of the sign variance would result in a disparity of visibility privileges which competitors and other buildings and tenants enjoy. In determining special circumstances, the California Supreme Court has held that disparities between properties need not be physical, but may also include a disparate impact of land use regulations in a particular zone. *Topanga Assoc for Scenic Community v. County of Los Angeles* (1974) 11 Cal.3d 506, 520; *Craik v. County of Santa Cruz* (2000) 81 Cal.App.4th 880, 890.

Site conditions

The subject shopping center is a 11.01 acre lot with approximately 137,160 square feet of combined building area. The building area covers approximately 28.6% of the lot, with the balance of the lot dedicated to open air space such as parking, driveways and a modest amount of landscaping. The buildings are oriented in a L shape along the two interior lot lines, with only the Jiffy Lube building set far apart from the other buildings.

Onstott Frontage Rd is a minor street at the east end of the shopping center. This street sits between the shopping center and Hwy 99. The street expands the storefront's distance to Hwy 99. The impact on visibility for the DD's Discounts storefront is compounded by the presence of the separate 30,056 square foot lot with the Wendy's restaurant, as well as the trees located between the Wendy's lot and Hwy 99. These create an unusual and large visibility obstruction at the south/east corner of the shopping center for the DD's Discounts storefront. The freestanding Jiffy Lube building is located just west of the Wendy's lot, which blocks visibility even more.

There are three anchor tenants in the shopping center. Raley's is the largest, DD's Discounts is the second largest, and Joann is the smallest. All three of the anchors utilize tenant panels on the two existing multi-tenant pylon signs, one of which is located on each street frontage.

Raley's

Raley's has the largest leased area and the widest storefront, which is located generally in the center of the lot as it faces east toward Hwy 99. For this reason, Raley's enjoys ample visibility to Hwy 99 in spite of the visual obstructions at the south/east corner of the shopping center. As is typical for a primary anchor, the store also utilizes the large area of the multi-tenant pylon on Hwy 99. A conforming wall sign size for Raley's has been functional and useful for many years, and continues to be so. The Raley's storefront can clearly be seen by drivers along Hwy 99 in both directions. Drivers have clear visibility to the Raley's sign for about 290 feet south-bound and about 150 feet north-bound. Raley's also has visibility to west-bound drivers along Bridge St after passing the Jiffy Lube building.

DD's Discounts

DD's Discounts is taking the space formerly occupied by Toys R Us. DD's has the second largest leased floor area and the second largest primary storefront width facing the parking area. The storefront faces east toward the general parking area of the shopping center, and directly toward the visual obstructions at the south/east corner of the shopping center. These obstructions impact the subject storefront significantly more than the other anchors.

The DD's storefront can be seen for a short time from the north/east by south-bound drivers along Hwy 99, for about 150 feet. Yet because the storefront is located at the south/west corner of the shopping center, the distance is around 750 feet at the farthest for drivers in the lane closest to the shopping center. And 700 feet at the closest. See the Photo Key on page 8 of the Use Permit exhibit. While the sign can intermittently be seen along that 150 linear feet, the distance makes a conforming sign size too small to be functional or useful for Hwy 99. This would not be an issue if there were no obstacles or only a pad building at the south/east corner of the shopping center. The presence of the minor street, the Wendy's building, Wendy's pylon, the median next to Hwy 99, and the tall trees in median prevent the storefront from normal exposure. Unlike Raley's and Joann, the DD's storefront has no visibility to drivers traveling north-bound on Hwy 99 after they pass the intersection at Bridge St.

The DD's storefront has intermittent visibility for north-bound drivers approaching the intersection of Bridge St and Hwy 99, and to some drivers stopped at the light. But at a minimum of 750 feet away, this visibility is not functional for conforming sign size. The problem is exacerbated by multiple obstacles in the field of vision. East-bound drivers along Bridge St have no visibility to DD's or Raley's storefronts. West-bound drivers along Bridge St have obstructed views of the DD's storefront as they pass the intersection, but only have clear views of the sign location after they pass the Jiffy Lube building. The sole area of clear unobstructed views of the business sign location is right in front of the store as drivers approach the shopping center driveway after passing Jiffy Lube. This is a highly unusual situation for an anchor tenant in a large shopping center and will have a negative impact on the business. Approval of additional sign area will help offset the visibility disadvantages by balancing sign exposure to be on par with the other anchor tenants.

Joann

Joann has the third smallest leased area and storefront width. The storefront is oriented at a 45 degree angle, facing south/east toward the intersection of Bridge St and Hwy 99. Although the storefront and sign directly face the visual obstacles at the corner of the shopping center, the sign enjoys open and easy visibility from many points of view along both streets and the intersection.

Pylon signs

Although the applicant will utilize tenant panels in the two existing multi-tenant pylons, those panels do not replace the critical purpose the identity sign serves for this anchor tenant's primary storefront. This is especially true here because there are at least eight other pylons along the streetscape that competes for the attention of drivers.

There is a theory that ground sign tenant panels can supplement an insufficiently sized storefront sign in shopping centers like this. Based on experience, this has never proven to be true. If this were the case, cities would modify their ordinances to reduce allowable wall sign area and increase areas for ground signs. The reality is that ground signs are incredibly helpful for large acre shopping centers, but they do not replace the presence of a business wall sign that is on par with the other tenants in its environment. Pylon tenant panels support anchor tenants in multi-tenant shopping centers such as this, yet they serve only as adjunct signage that can not stand in for or replace critical storefront identity.

Department titles

In addition to the DD's Discounts primary name, the proposed wall sign includes "LADIES • KIDS • MENS • SHOES • HOME". Since the businesses' primary name doesn't adequately describe what products the business provides, the business identity requires explanation to the public. The department/product names are absolutely necessary to visually communicate their message and purpose to the public.

As an example, department stores and grocery stores throughout the city are able to communicate their message with a minimum of identity. It can be argued that grocery stores could communicate to the public and thrive in any community without any department names, as the average citizen is aware of what a grocery store does and the products & services it provides. While secondary signs expand their message and often contribute to their success, those secondary signs aren't foundational to the overall service grocery stores provide. In contrast, there are many types of department stores that offer a variety of products and services that aren't necessarily clear to the public. These are established department stores with products and services that the majority of the public is familiar with. Yet the applicant's store is not among them. Unlike most similar sites in the city, the applicant's business requires their department/product names to effectively communicate their business to the public in an effort to compete in the community.

For the above reasons, the proposed signage cannot be reduced to only the DD's Discounts text. Inclusion of the department names are fundamental to the success of this business.

Comparable shopping centers

Yuba Sutter Mall

This shopping center is on a 32.18 acre site with mostly closed buildings. This shopping center is not comparable to the subject site in any way. The nature of its layout and needs are very different from any other commercial property in the city.



Lowe's / Sam's Club

This shopping center is on a 34.42 acre site. It's the largest commercial retail shopping center in the city by acres. There is no other property to obstruct visibility. The anchors have clear open visibility to long stretches of major streets. Unlike the subject site, this shopping center does not have a concentration of obstacles in one area that restricts visibility to any particular anchor. Nor does it have a secondary street that separates it from a primary path of travel. All adjacent streets are wide and the streetscapes are open and uncluttered, unlike the subject site. The building setbacks within the lot are deep, but the buildings are large and the signage is appropriate and visible to the public. The site is not comparable to the subject site.



Yuba City Marketplace

This shopping center is on an 31.89 acre site. Like the previous shopping center, it's not comparable to the subject site. There is no other property to obstruct visibility. All of the anchors have clear open visibility to long stretches of the major streets. There's no secondary street that separates it from a primary path of travel. All adjacent streets are wide and the streetscapes are open and uncluttered.



Winco Foods / Big Lots

This shopping center is on a 17.59 acre site. For the same reasons as the previous two sites, it's not comparable to the subject site.



Sutter Buttes Marketplace

This shopping center is on an 9.11 acre site. It's located directly east of the Yuba City Marketplace. The buildings are uniformly spread out on the site, without any other properties to obstruct visibility. For the same reasons as the previous three sites, it's not comparable to the subject site.



Dollar Tree / Thrifty Bargain

This shopping center is on a 4.3 acre site. It's located directly south of the subject site. For the same reasons as the previous four sites, it's not comparable to the subject site.



ATTACHMENT 3

USE PERMIT

DD's Discounts
700 W Onstott Frontage Rd
Yuba City, CA 95993

Use Permit to allow combined 311 square feet of wall sign area on east elevation facing W Onstott Frontage Rd in lieu of maximum 192.12 sf allowed on a 128'-1" lineal foot building frontage, per Section 8-5.6309(B) that limits maximum sign area per sign in the C-3 zone to 1 1/2 sf for each lineal ft of building frontage.
Sign A: 293.34 sf
Sign C: 7.33 sf; and
Sign D: 7.33 sf

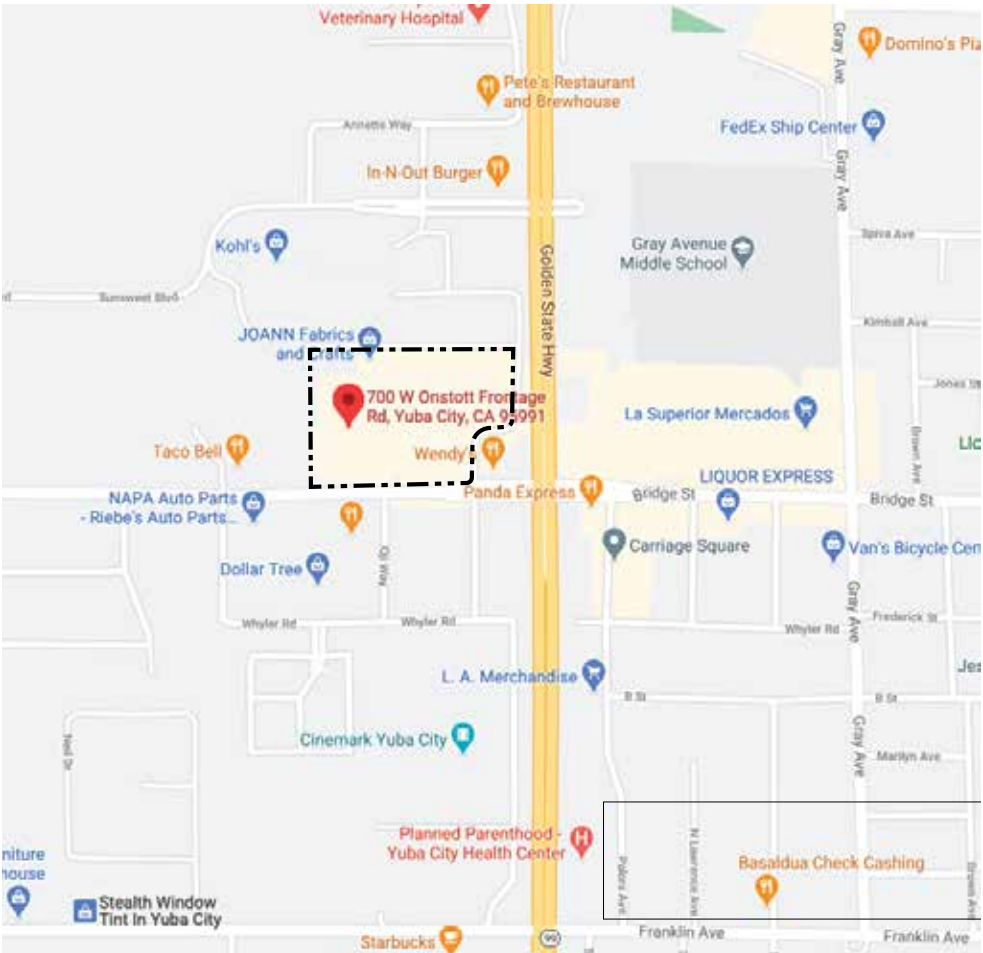
Sign B is not part of the Use Permit.
Conforming 196.5 sf wall sign on 260 lineal foot secondary frontage facing south toward Bridge St.

APN: 58-070-041
Zone: C3 General Commercial District
General Plan: Regional Commercial
Property size: 11.01 acres
Combined building area: 137,160 sq ft

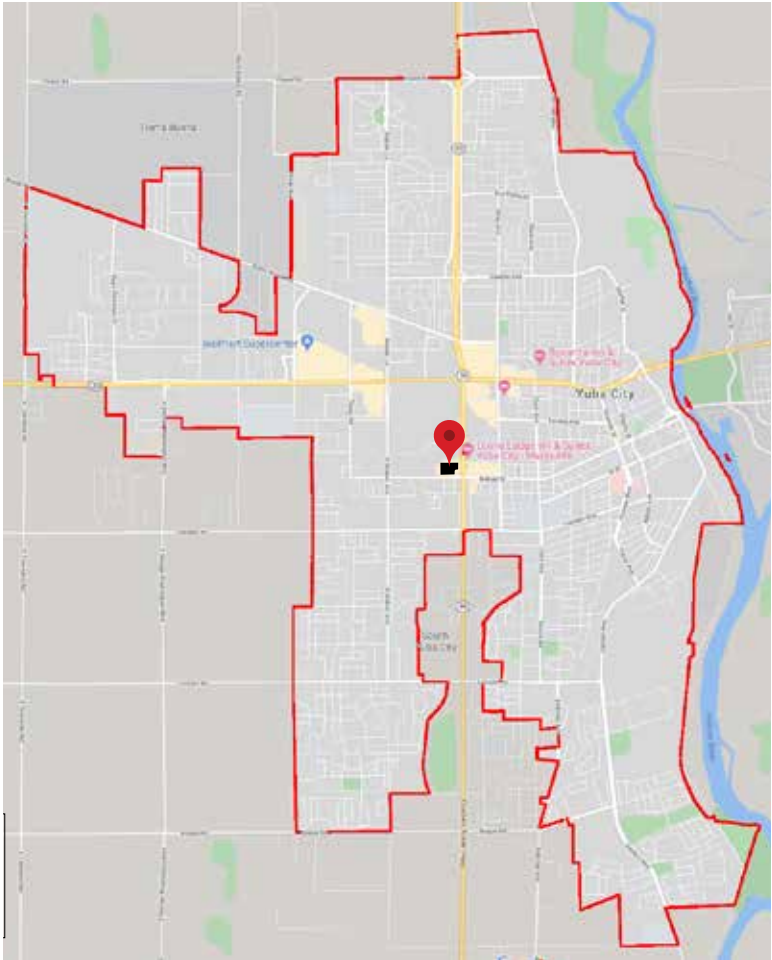
Property owner:
Yuba Raleys 2003 Llc
550 Howe Ave #100
Sacramento, CA 95825

Applicant:
Ross Dress For Less, Inc.
5130 Hacienda Dr.
Dublin, CA 94568

Representative:
Jeff Aran
P.O. Box 22833
Sacramento, CA 95822



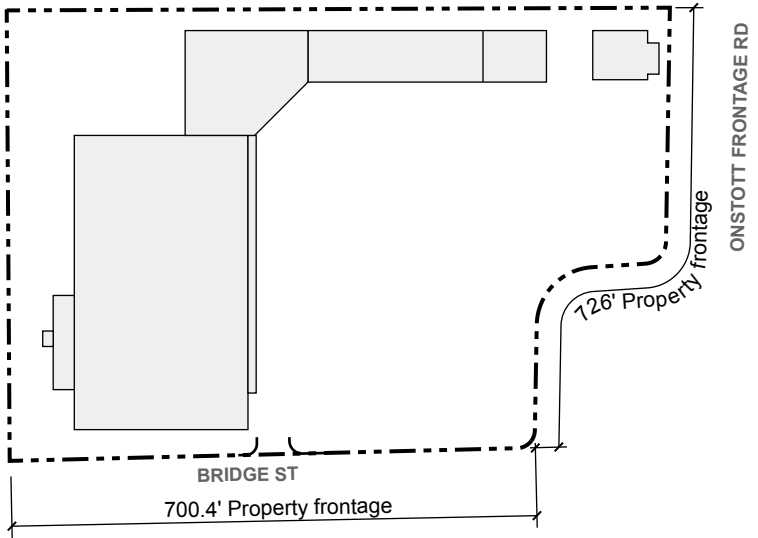
Vicinity Map



Citywide Vicinity Map



Adjacent Zones



Property Frontage Dimensions

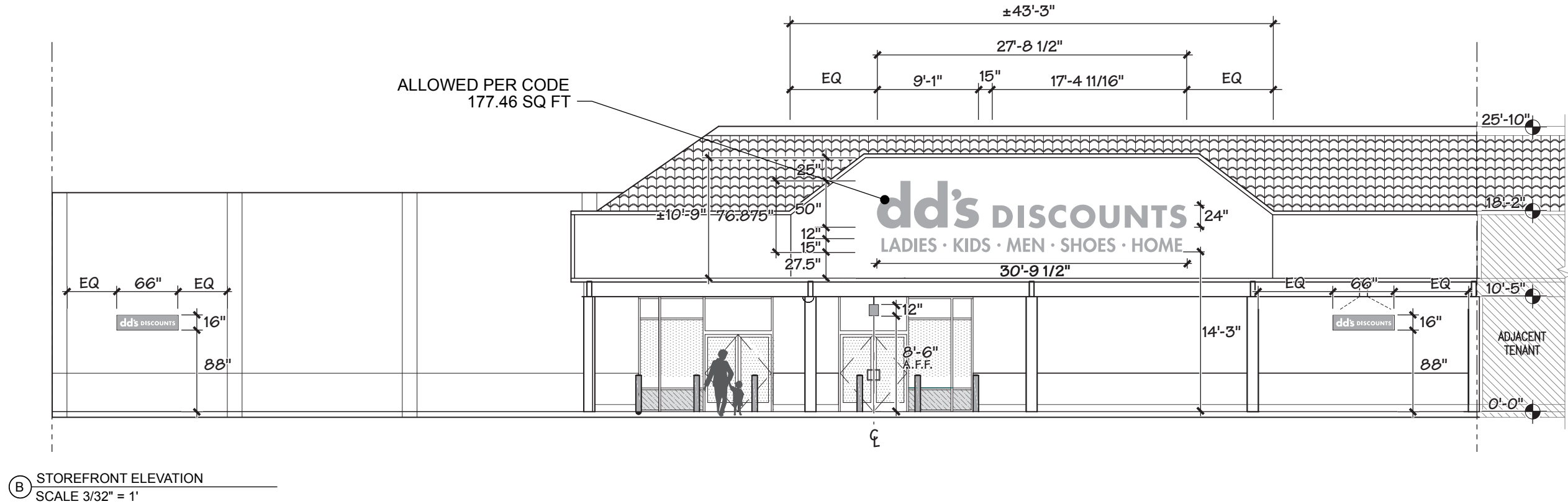
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CONFORMING Sign A

Allowed: 128.083' x 1.5 = 192.12 square feet.

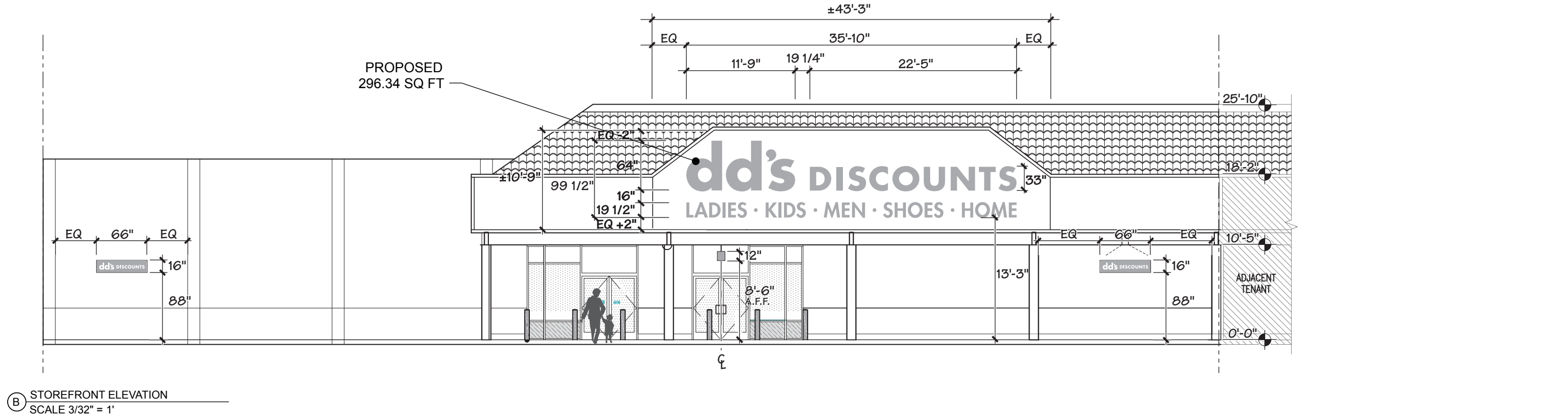
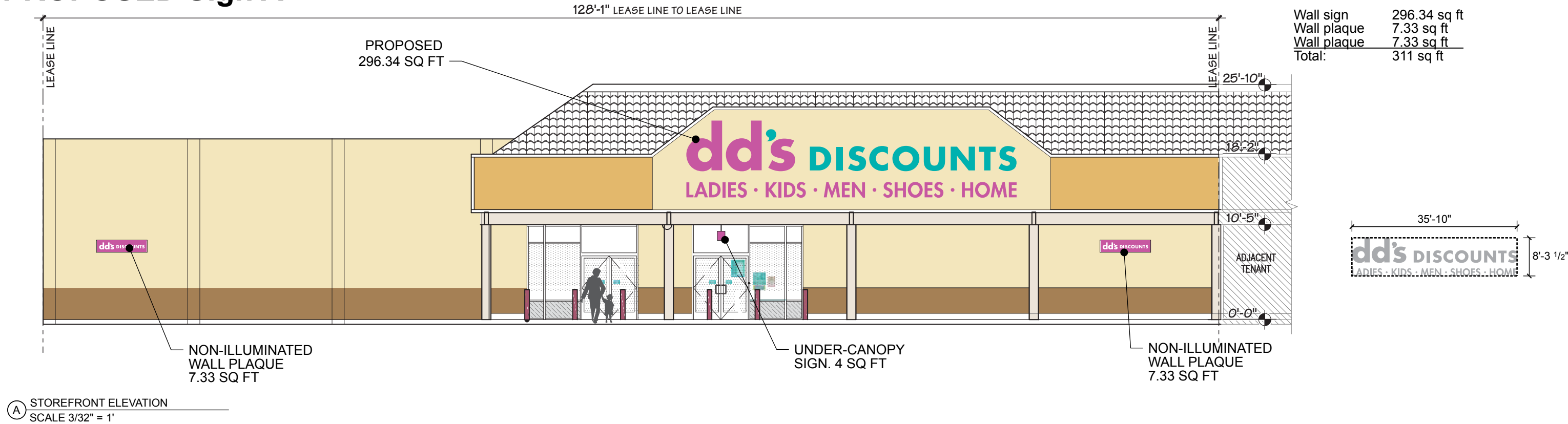
Wall sign	177.46 sq ft
Wall plaque	7.33 sq ft
Wall plaque	7.33 sq ft
Total:	192.12 sq ft



PROPOSED Sign A

Allowed: 128.083' x 1.5 = 192.12 square feet.

Wall sign	296.34 sq ft
Wall plaque	7.33 sq ft
Wall plaque	7.33 sq ft
Total:	311 sq ft



CONFORMING Sign A

ALLOWED PER CODE
177.46 SQ FT



A PHOTO-COMPOSITE
SCALE 1" = 35' AT SUBJECT STOREFRONT

PROPOSED Sign A

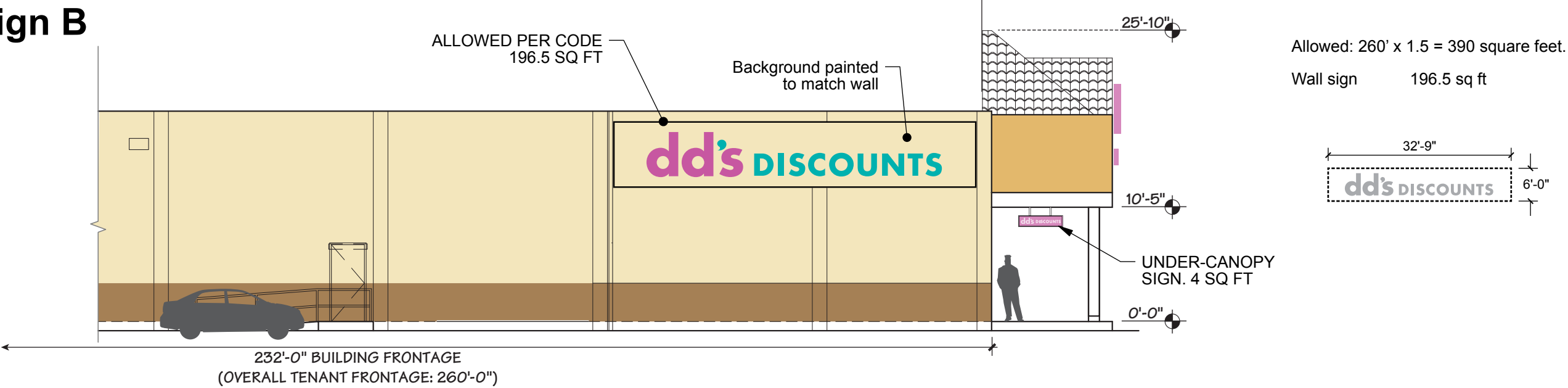
PROPOSED
296.34 SQ FT



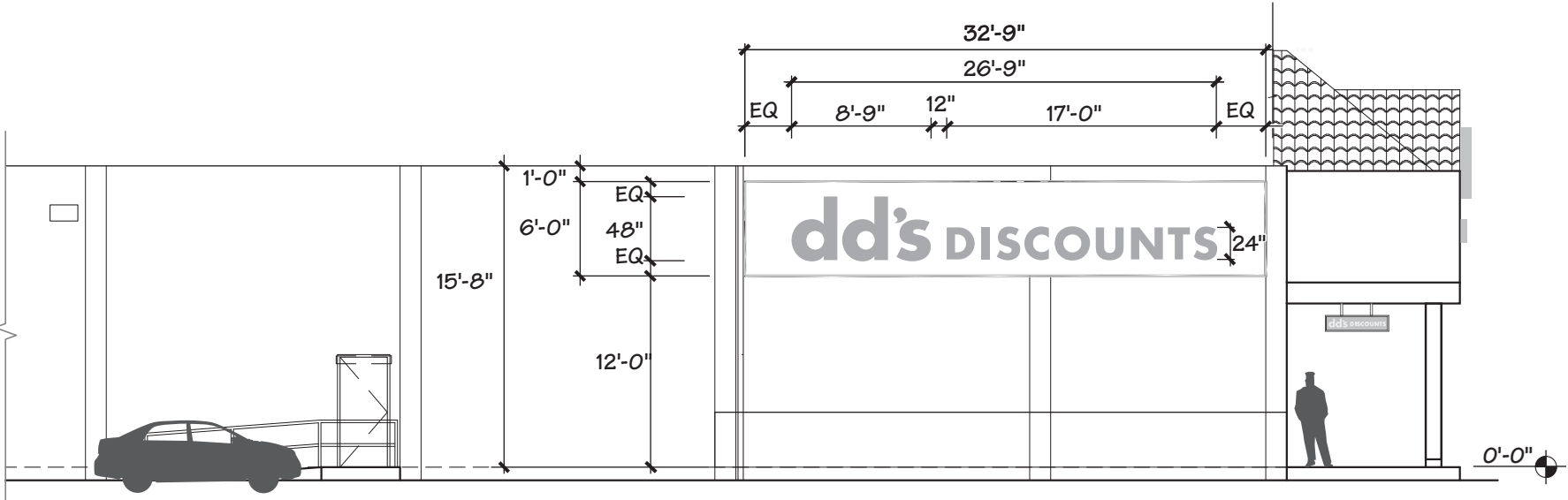
B PHOTO-COMPOSITE
SCALE 1" = 35' AT SUBJECT STOREFRONT

CONFORMING Sign B
(Not part of Use Permit request)

(A) BRIDGE ST ELEVATION
SCALE 3/32" = 1'



(B) BRIDGE ST ELEVATION
SCALE 3/32" = 1'



(C) PHOTO-COMPOSITE
NTS



PROPOSED Sign A - Details



296.34 SQ FT

- A 64"H INDIVIDUAL "DD'S" PAN CHANNEL LOGO LETTERS:
FACES: 7328 5G WHITE ACRYLIC SHEET W. VINYL OVERLAY 3M 3630-118 INTENSE MAGENTA (3M 3630-236 FOR TURQUOISE APOSTROPHE)
RETURNS: 8"D ALUM. W/ WHITE FINISH
TRIM CAP: 2" WHITE JEWELITE
LETTER BACKS: ALUMINUM
LED: PRINCIPAL 9000K COOL WHITE
MOUNTING: 1/4"-20 GALVANIZED THRU BOLTS
PEG OFF: 1/2" SPACERS
- B 33"H INDIVIDUAL "DISCOUNTS" PAN CHANNEL LOGO LETTERS:
FACES: 7328 5G WHITE ACRYLIC SHEET W. VINYL OVERLAY 3M 3630-236 TURQUOISE
RETURNS: 8"D ALUM. W/ WHITE FINISH
TRIM CAP: 2" WHITE JEWELITE
LETTER BACKS: ALUMINUM
LED: PRINCIPAL 5000K NATURAL WHITE
MOUNTING: 1/4"-20 GALVANIZED THRU BOLTS
PEG OFF: 1/2" SPACERS
- C 19 1/2"H INDIVIDUAL "DEPT. TITLE" PAN CHANNEL LOGO LETTERS:
FACES: 7328 5G WHITE ACRYLIC SHEET W. VINYL OVERLAY 3M 3630-118 INTENSE MAGENTA
RETURNS: 5"D ALUM. W/ WHITE FINISH
TRIM CAP: 2" WHITE JEWELITE
LETTER BACKS: ALUMINUM
LED: PRINCIPAL 9000K COOL WHITE
MOUNTING: 1/4"-20 GALVANIZED THRU BOLTS
PEG OFF: 1/2" SPACERS

Sign B - Details

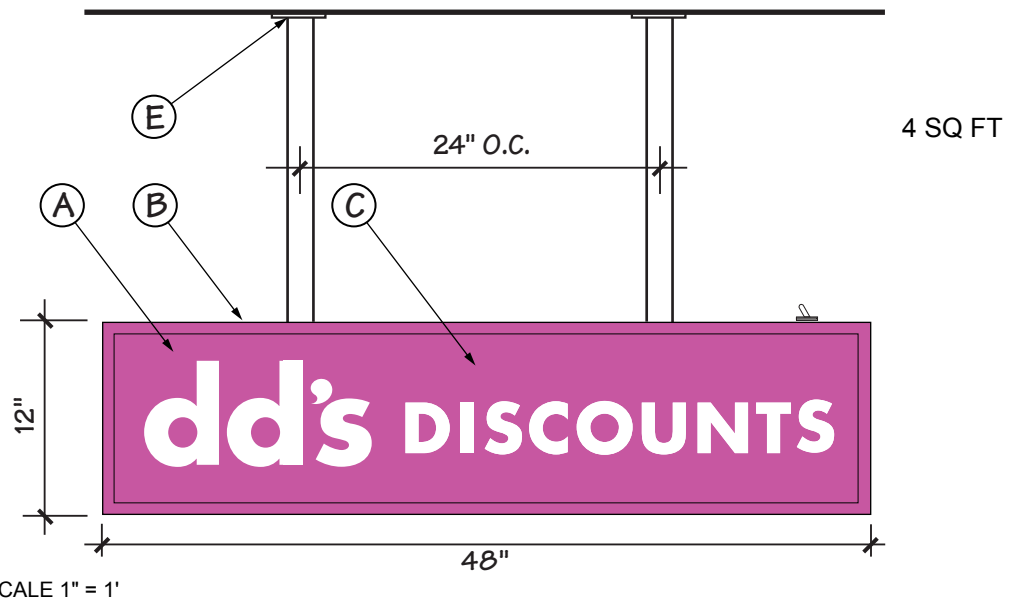


196.5 SQ FT

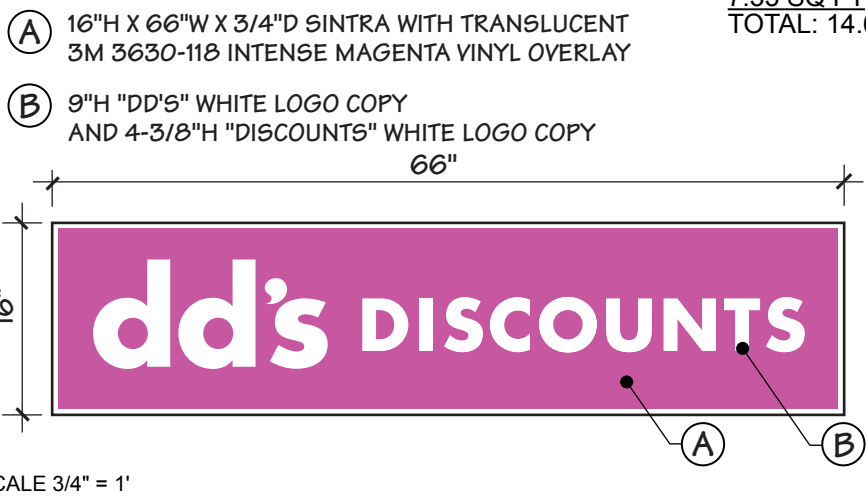
- A 48"H INDIVIDUAL "DD'S" PAN CHANNEL LOGO LETTERS:
FACES: 7328 5G WHITE ACRYLIC SHEET W. VINYL OVERLAY 3M 3630-118 INTENSE MAGENTA (3M 3630-236 FOR TURQUOISE APOSTROPHE)
RETURNS: 8"D ALUM. W/ WHITE FINISH
TRIM CAP: 2" WHITE JEWELITE
LETTER BACKS: ALUMINUM
LED: PRINCIPAL 9000K COOL WHITE
MOUNTING: 1/4"-20 GALVANIZED THRU BOLTS
PEG OFF: 1/2" SPACERS
- B 24"H INDIVIDUAL "DISCOUNTS" PAN CHANNEL LOGO LETTERS:
FACES: 7328 5G WHITE ACRYLIC SHEET W. VINYL OVERLAY 3M 3630-236 TURQUOISE
RETURNS: 5"D ALUM. W/ WHITE FINISH
TRIM CAP: 2" WHITE JEWELITE
LETTER BACKS: ALUMINUM
LED: PRINCIPAL 5000K NATURAL WHITE
MOUNTING: 1/4"-20 GALVANIZED THRU BOLTS
PEG OFF: 1/2" SPACERS
- C SIGN FASCIA TO BE FREE OF JOINTS & REVEALS, AND OF A LIGHT COLOR (MINIMUM 75% L.R.V.) TO PROVIDE HIGH CONTRAST AND VISIBILITY FOR THE SIGN.

Under-Canopy Sign

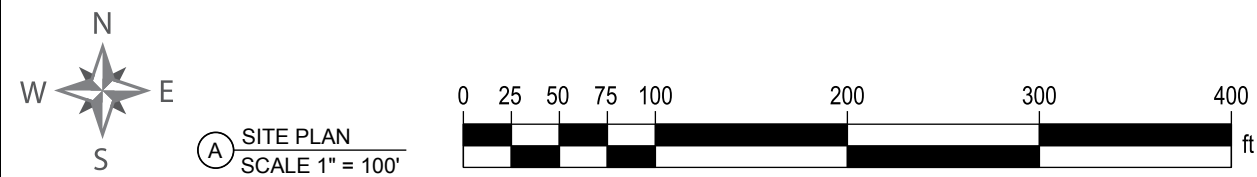
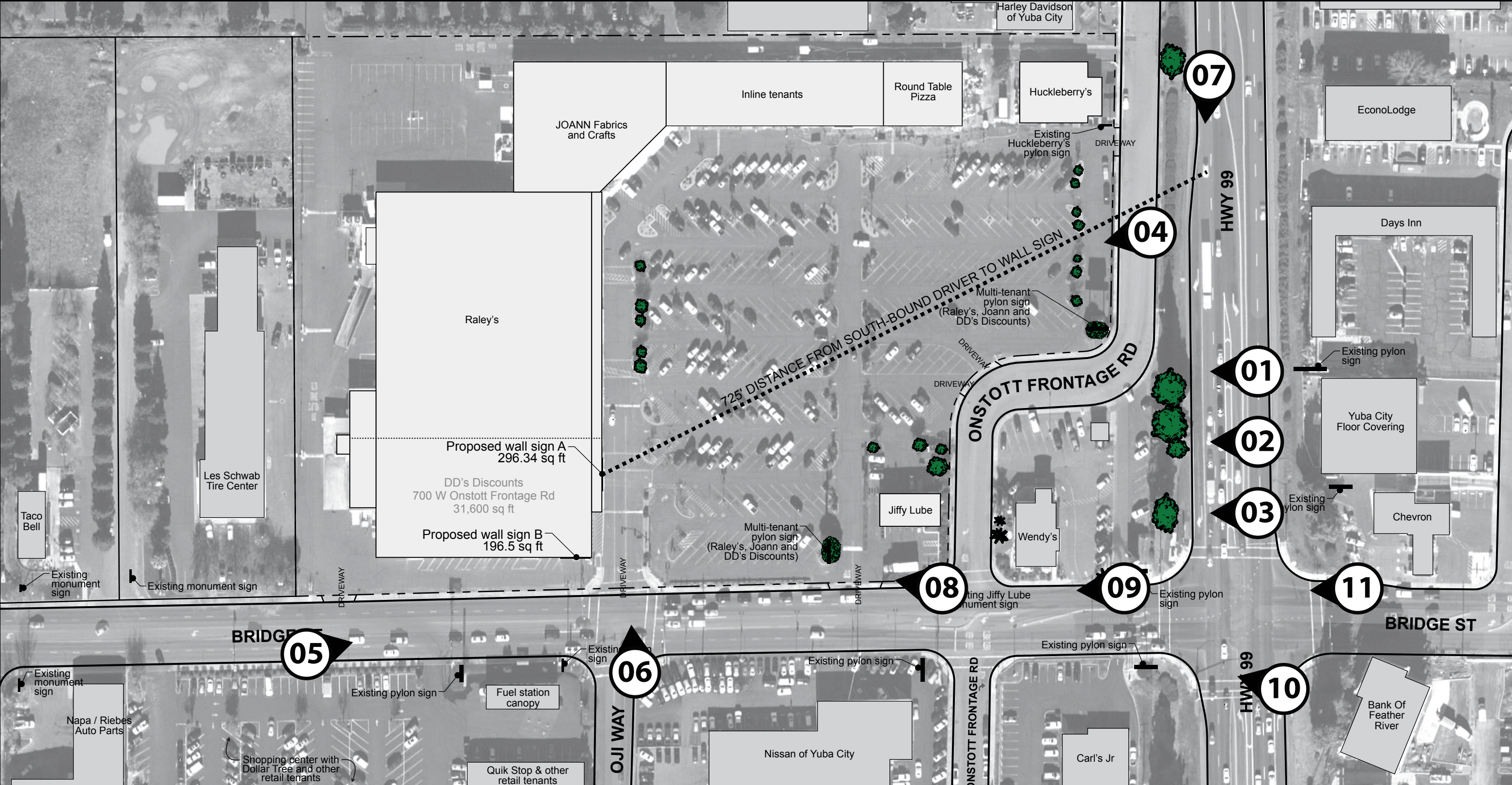
- A CABINET: ALUMINUM SKIN OVER ANGLE FRAME, FOG INTERIOR WHITE, PRIME AND PAINT OUTSIDE SURFACES MATTHEWS ACRYLIC POLYURETHANE (M.A.P.) TO MATCH INTENSE MAGENTA
- B RETAINERS: 3/4" ALUMINUM PAINTED TO MATCH CABINET
- C FACES: 0.177 (3/16") 7328 WHITE ACRYLIC WITH 6 1/2" HIGH WHITE "DD'S" COPY AND 3 1/8" HIGH WHITE "DISCOUNTS" COPY REVERSED OUT OF 3M 3630-118 INTENSE MAGENTA TRANSLUCENT VINYL OVERLAY
- D LIGHTING: TWO (2) F42-T12-DHO LAMPS
- E MOUNTING: SIGN HUNG FROM SOFFIT ABOVE USING TWO (2) 1 1/2" GALV. PIPES. PENETRATION CONCEALED BY ESCUTCHEON PLATES. PIPES AND PLATES PAINTED TO MATCH SOFFIT



Non-Illuminated Wall Plaques Signs C & D



7.33 SQ FT
7.33 SQ FT
TOTAL: 14.66 SQ FT





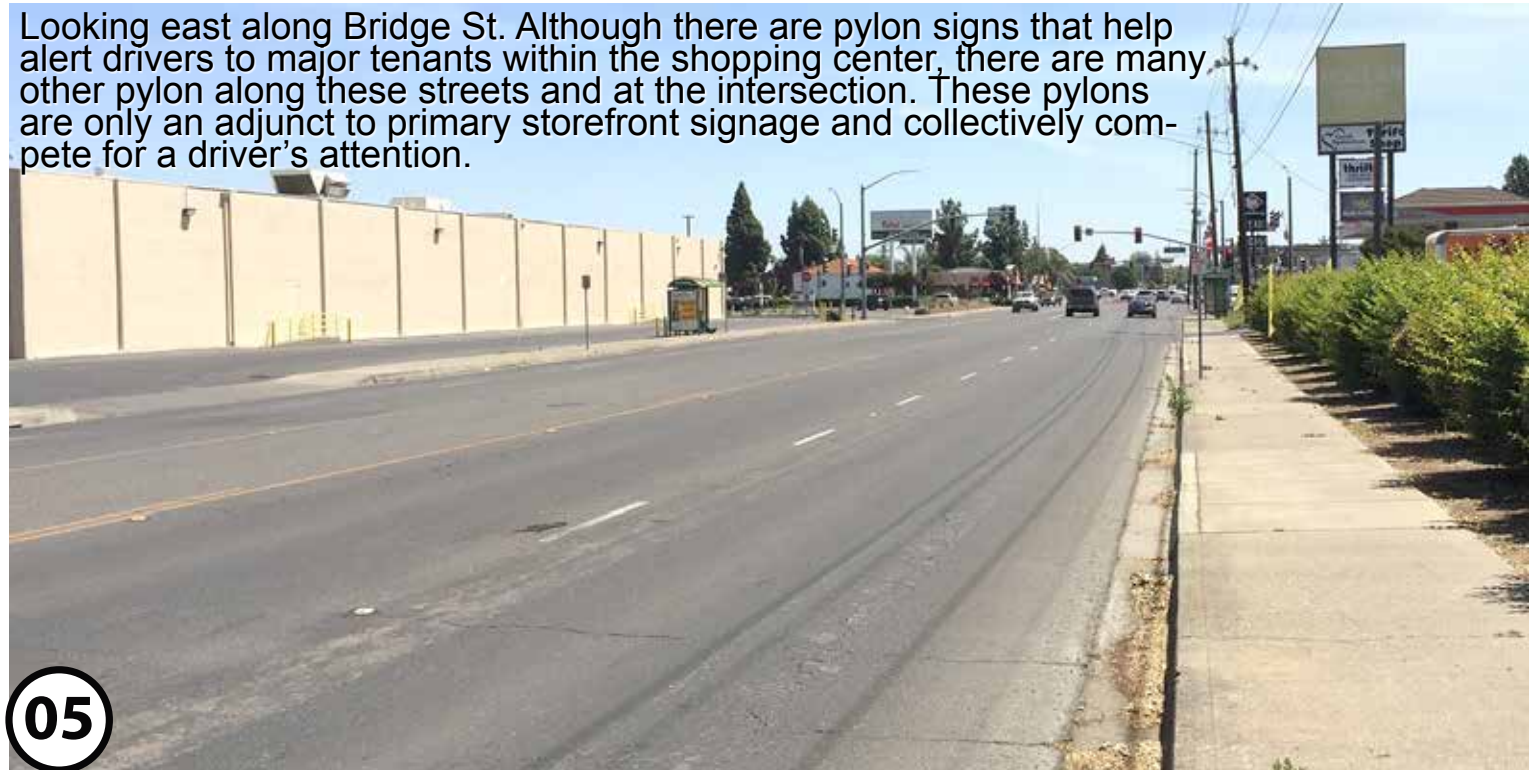
These three photos help demonstrate the Raley's store-front sign is much more visible to drivers along all points along Hwy 99 than the subject store-front, even with many static obstacles and heavy traffic.





This photo is taken from Onstott Frontage Rd. The applicant seeks relief for limited visibility from Hwy 99 rather than this street.

04



Looking east along Bridge St. Although there are pylon signs that help alert drivers to major tenants within the shopping center, there are many other pylon along these streets and at the intersection. These pylons are only an adjunct to primary storefront signage and collectively compete for a driver's attention.

05



East-bound drivers looking over their left shoulder toward the shopping center do not get safe simple visibility to the east-facing wall signs, which is normal and expected. Yet visibility to the Joann sign and other south-facing signs is mostly clear and helpful as drivers approach the intersection of Bridge St and Hwy 99.

06



Multi-tenant pylon sign on Bridge St

07

West-bound drivers along Bridge St do not get a clear unobstructed view of the subject storefront until they pass that point of view and are within about 250' of the wall sign location. This is an unusual situation not experienced by other major storefronts. The Joann wall sign gets better visibility along this street than the subject storefront.



08

West-bound along Bridge St after passing the intersection.



09

Visibility to north-bound drivers passing through or waiting at the intersection of Bridge St and Hwy 99.



10

West-bound along Bridge St before passing the intersection.



11