



**CITY OF MCMINNVILLE
PLANNING DEPARTMENT**
231 NE FIFTH STREET
MCMINNVILLE, OR 97128

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DECISION, CONDITIONS, FINDINGS OF FACT AND CONCLUSIONARY FINDINGS OF THE MCMINNVILLE PLANNING DIRECTOR FOR THE APPROVAL OF NEW SIGNAGE AT 840 NE THIRD STREET WITHIN THE DOWNTOWN DESIGN AREA

- DOCKET:** DDR 6-19 (Downtown Design Review)
- REQUEST:** Approval of a Downtown Design Review application to allow for new building mounted and freestanding signage on a property within the Downtown Design Standards area.
- LOCATION:** 840 NE 3rd Street. The property is identified as Tax Lot 6802, Section 21BD, T. 4 S., R. 4 W., W.M.
- ZONING:** C-3 (General Commercial)
- APPLICANT:** Cyndi Stocks, on behalf of property owner 7 Eleven #38793
- STAFF:** Chuck Darnell, Senior Planner
- DATE DEEMED COMPLETE:** December 31, 2019
- DECISION-MAKING BODY & ACTION:** Planning Director
- DECISION DATE & LOCATION:** January 30, 2020, Community Development Center, 231 NE 5th Street, McMinnville, Oregon.
- PROCEDURE:** An application for a Downtown Design Review is processed in accordance with the procedures in Section 17.59.030(A) of the McMinnville Municipal Code. The Planning Director may review applications for minor alterations subject to the review criteria stated in Section 17.59.040. The Historic Landmarks Committee shall review applications for major alterations and new construction, subject to the review criteria stated in Section 17.59.040. It shall be the Planning Director's decision as to whether an alteration is minor or major.
- CRITERIA:** The applicable criteria for a Downtown Design Review are specified in Section 17.59.040 of the McMinnville Municipal Code. In addition, the goals, policies, and proposals in Volume II of the Comprehensive Plan are to be applied to all land use decisions as criteria for approval, denial, or modification of the proposed request. Goals and policies are mandated; all land use decisions must conform to the applicable goals and policies of Volume II. "Proposals" specified in Volume II are not mandated, but are to be undertaken in relation to all applicable land use requests.

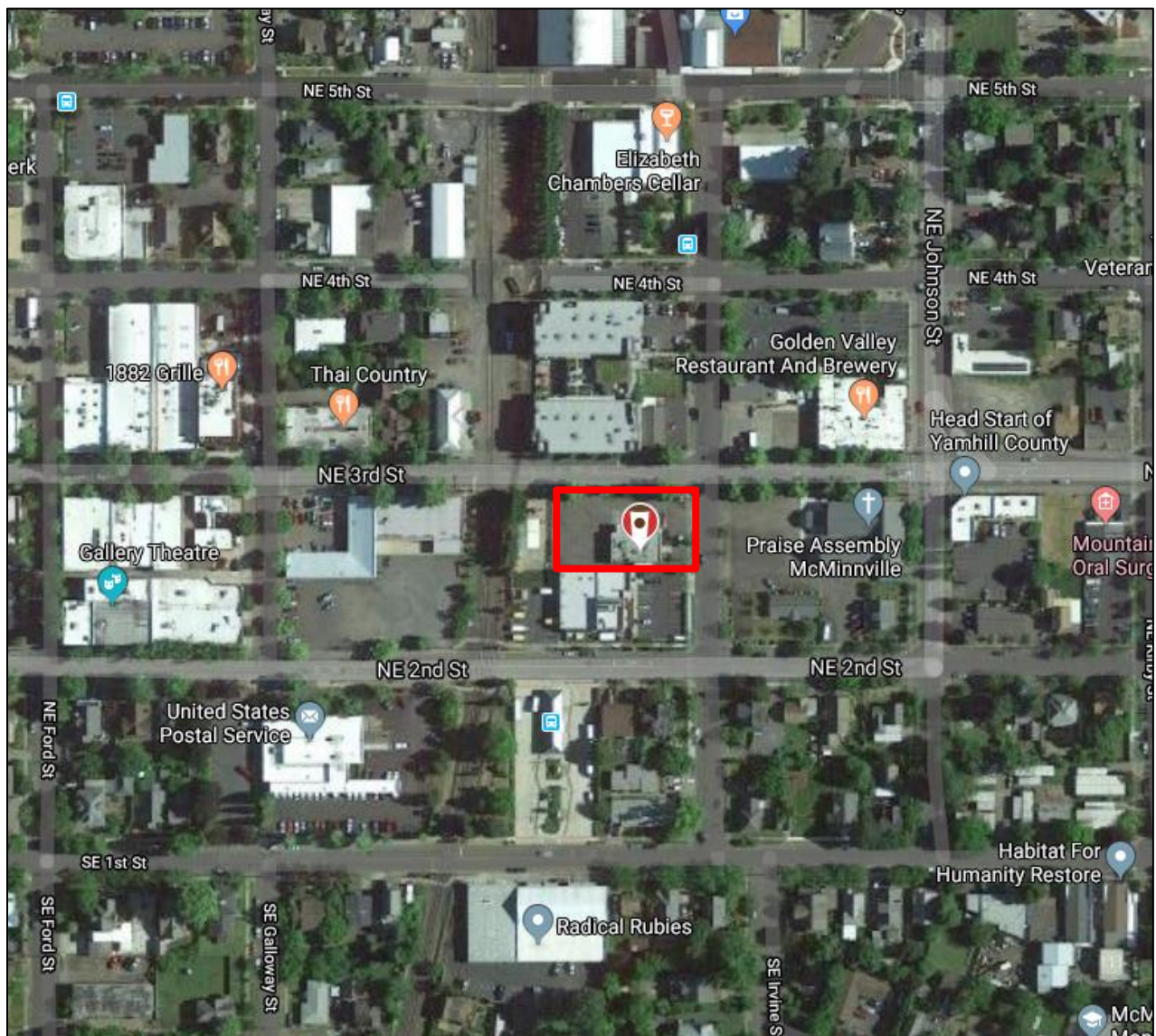
I. APPLICATION SUMMARY:

Subject Property & Request

The proposal is an application for a Downtown Design Review requesting approval of new building mounted and freestanding signage on a property and building located in the Downtown Design area. The subject property is located at 840 NE 3rd Street, and is more specifically described as Tax Lot 6802, Section 21BD, T. 4 S., R. 4 W., W.M. **See Vicinity Map (Figure 1).**

The property is located within the Downtown Design Standards and Guidelines area defined in Section 17.59.020 of the Zoning Ordinance, and any new signage in that area is subject to the Downtown Design standards and guidelines. Section 17.59.030(C)(2) allows the Planning Director to review applications for minor alterations within the Downtown Design area. The application has been determined to be a request for minor alterations to the building exterior and site, and as such is eligible for Planning Director review.

Figure 1. Vicinity Map



Attachments :

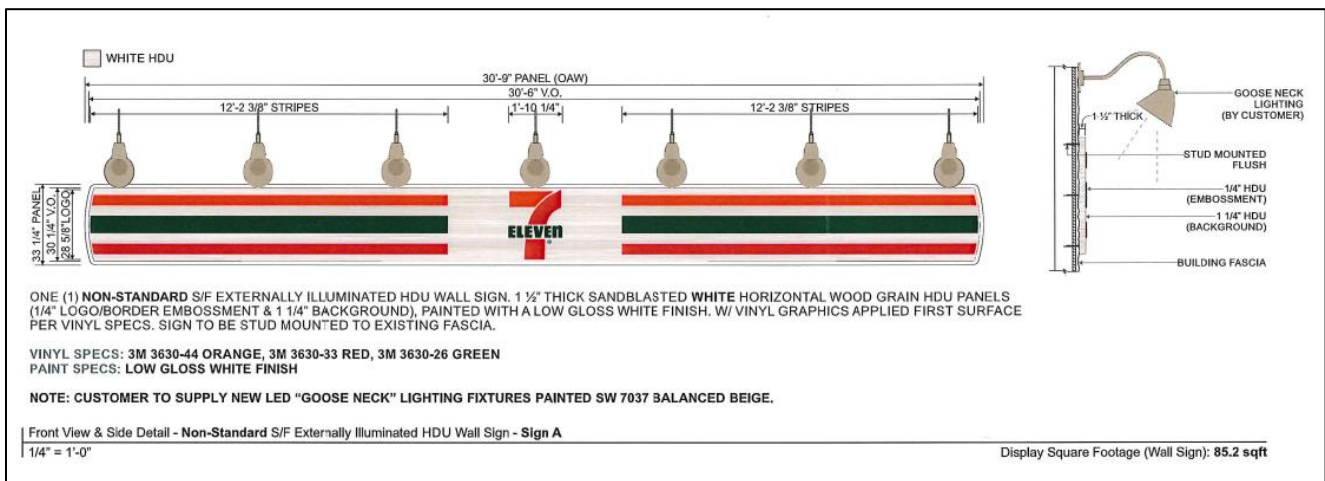
Attachment 1 – Application and Attachments

The applicant provided an overview of their proposal and project in the application narrative, which is as follows:

“7-Eleven acquired this existing convenience store, which has operated for some time as a Circle K, and to meet the design guidelines for this district, we have dropped the corporate standard signage package and replacing the standard storefront internally illuminated sign composed of acrylic and aluminum materials with a sign made of 1-1 /2" thick sandblasted white horizontal wood grain panel painted with a low gloss white finish. The fascia behind the sign will be painted with a beige color instead of their corporate standard bronze metal skin siding. External lighting using goose-neck LED lamps has replaced the internal illumination. The existing freestanding sign will be removed and will be replaced with a monument sign, using brick/stone material on the base, and a neutral beige background for the 7-Eleven logo. The mounting structure designed to have minimal visual effect upon the sign is made of aluminum, while the main ID logo will be constructed of the same 1-1 /2" thick sandblasted white horizontal wood grain panel painted with a low gloss white finish. The existing building exterior has not been altered, but simply painted with a two-tone neutral paint scheme. The proposed new signs bring this property into compliance with the comprehensive design plan while maintaining the stores identity to the community with a historic home town visual design.”

Signage plans and a rendering of the building facade of the proposed new wall mounted signage are provided below. Full plans are provided in the application materials (Attachment 1). **See Signage Plans (Figure 2), Site Plan (Figure 3) and Building Rendering (Figure 4) below.**

Figure 2. Signage Plans



Attachments :

Attachment 1 – Application and Attachments

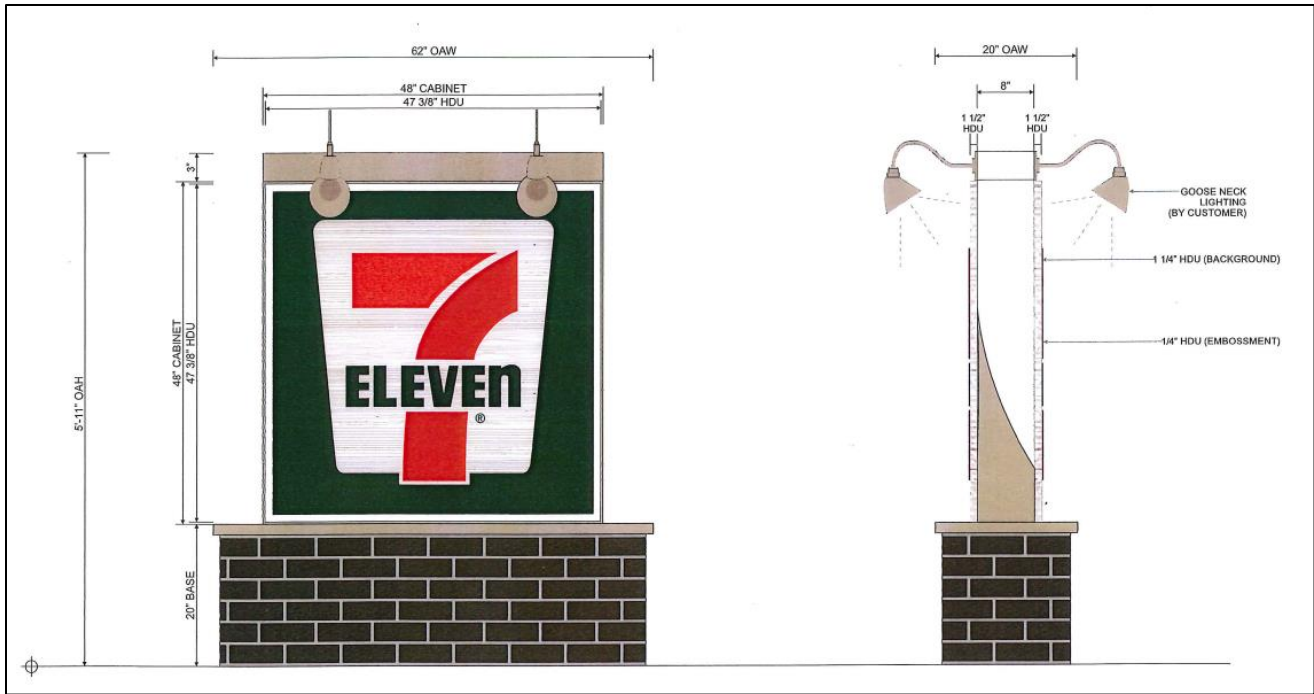


Figure 3. Site Plan

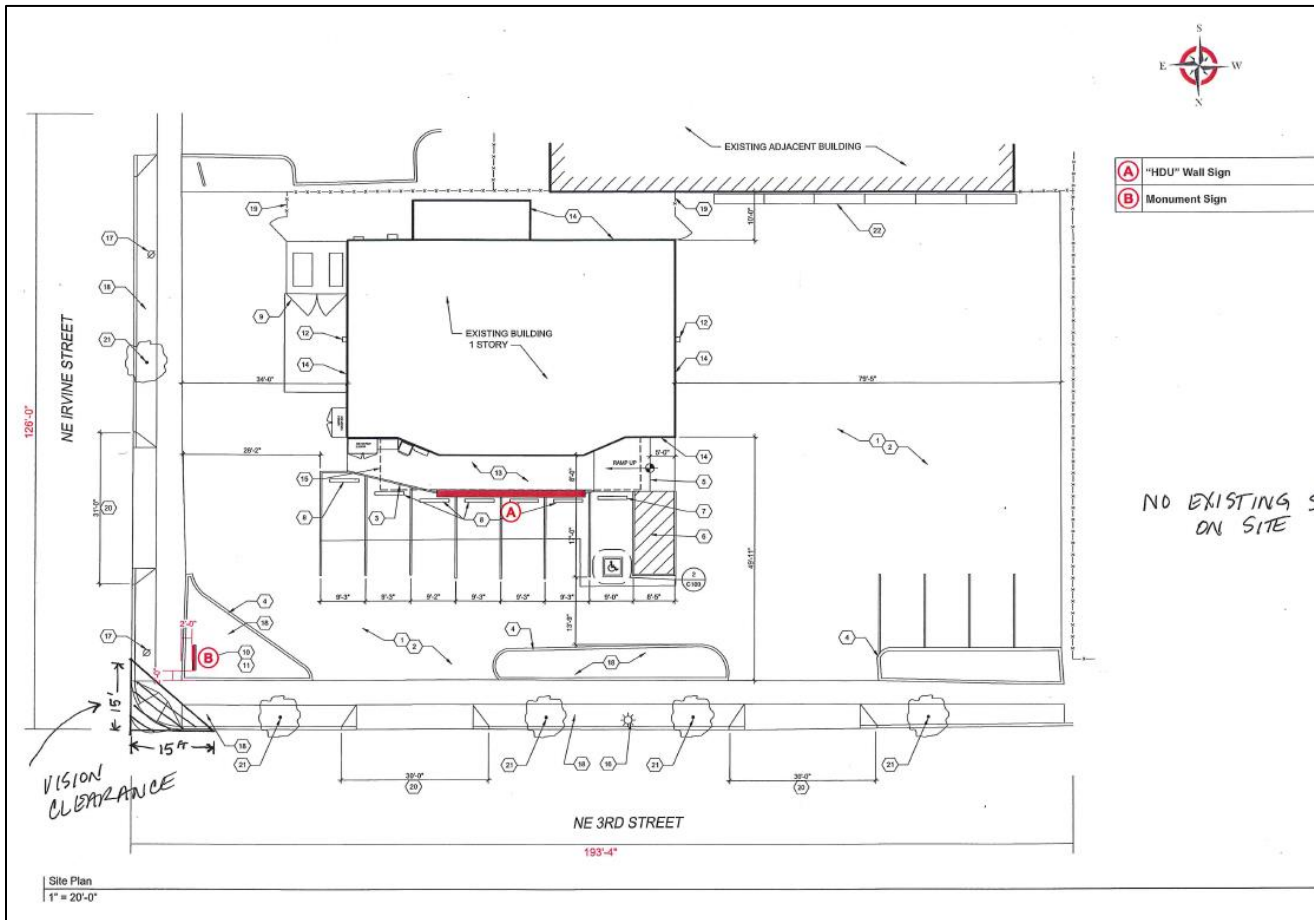


Figure 4. Building Rendering

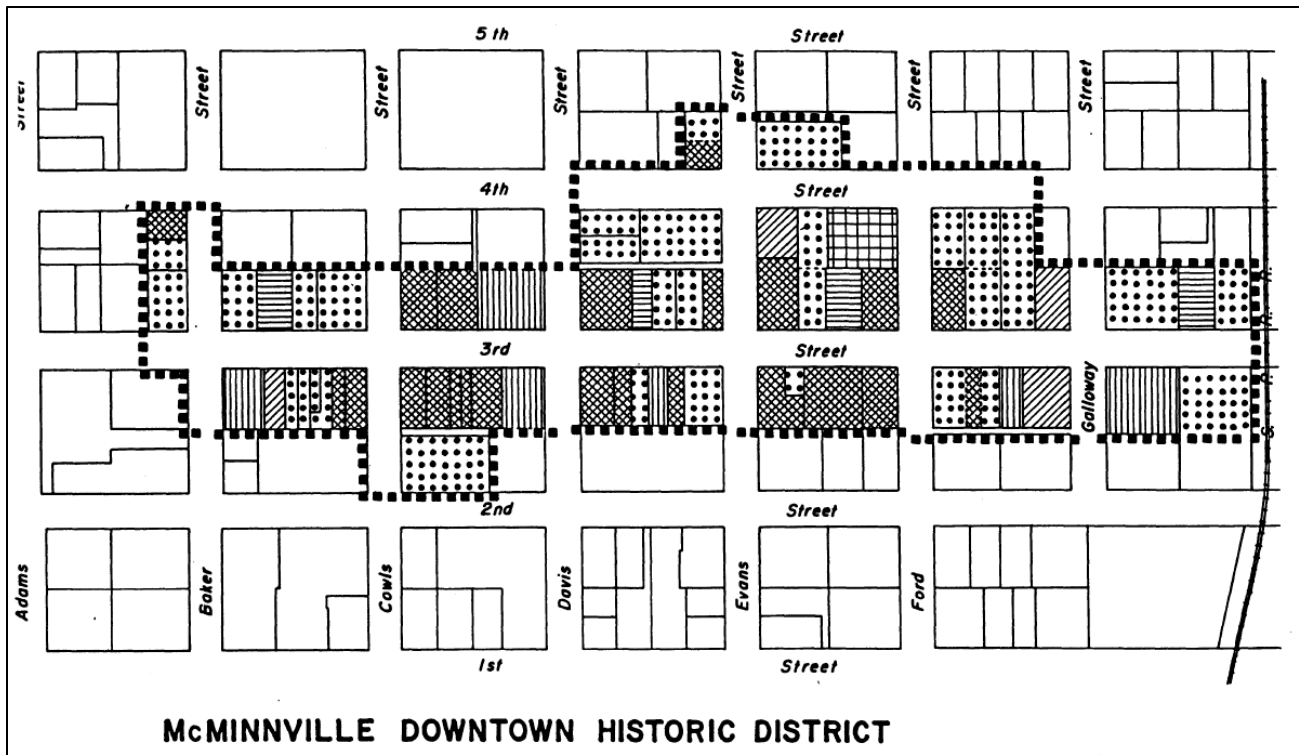


Background

The property is located within the Downtown Design Standards and Guidelines area described in Chapter 17.59 of the McMinnville Municipal Code. The property and the existing buildings are not listed on the local Historic Resources Inventory or the McMinnville Downtown Historic District that is listed on the National Register of Historic Places. The property is located east of the historic district boundary, as shown below:

Attachments :

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Summary of Criteria & Issues

Decisions and/or recommendations for approval of the land use application is dependent upon whether or not the application meets state regulations, the McMinnville Comprehensive Plan and the McMinnville Municipal Code. The application can either meet these criteria as proposed, or a condition of approval can be provided that either outlines what needs to occur to meet the criteria or when something needs to occur to meet the criteria.

The specific review criteria for Downtown Design Review in Section 17.59.040 of the MMC require the proposal to be consistent with the applicable Downtown Design Standards and Guidelines in Chapter 17.59 of the MMC, as well as the following review criteria:

1. The City’s historic preservation policies set forth in the Comprehensive Plan;
2. If a structure is designated as a historic landmark on the City’s Historic Resources Inventory or is listed on the National Register for Historic Places, the City’s historic preservation regulations in Chapter 17.65, and in particular, the standards and guidelines contained in Section 17.65.060(2);

In addition, any request for a waiver from a Downtown Design Standard is subject to the specific review criteria in Section 17.59.040(A)(3) of the MMC as follows:

- a. There is a demonstrable difficulty in meeting the specific requirements of this Chapter due to a unique or unusual aspect of the site, an existing structure, or proposed use of the site;
- b. There is demonstrable evidence that the alternative design accomplishes the purpose of this Chapter in a manner that is equal or superior to a project designed consistent with the standards contained herein; and
- c. The waiver requested is the minimum necessary to alleviate the difficulty of meeting the requirements of this Chapter.

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The Planning Director has determined that the proposed construction activities are minor alterations to the building and site located in the Downtown Design Review Overlay District. Therefore, the alterations are subject to review criteria in Section 17.59.040 of the McMinnville Municipal Code. The application does not include a request for a waiver from any standard, so the waiver review criteria are not applicable. In addition to the sections of the McMinnville Municipal Code referenced above, the goals and policies in Volume II of the Comprehensive Plan are also independent approval criteria for all land use decisions.

The applicant has provided findings to support the request for Downtown Design Review. These will be discussed in detail in Section VII (Conclusionary Findings) below.

II. CONDITIONS:

1. That the sign materials be consistent with the materials described in detail on the sheets titled Page 2 and Page 4 of the sign plans submitted for Downtown Design Review.
2. That the colors used on the building, signage, and lighting fixtures be consistent with the colors described on the sheets titled Page 2 and Page 4 of the sign plans submitted for Downtown Design Review.

III. ATTACHMENTS:

1. DDR 6-19 Application and Attachments (on file with the Planning Department)

IV. COMMENTS:

Agency Comments

This matter was referred to the following public agencies for comment: McMinnville Fire Department, Police Department, Parks and Recreation Department, Engineering and Building Departments, City Manager, and City Attorney, McMinnville School District No. 40, McMinnville Water and Light, Yamhill County Public Works, Yamhill County Planning Department, Recology Western Oregon, Frontier Communications, Comcast, Northwest Natural Gas. The following comments were received:

- McMinnville Engineering Department

No comments.

- McMinnville Water and Light

No comments from McMinnville Water & Light regarding this downtown design review.

Public Comments

No public notice of the application was provided by the City of McMinnville, as applications for minor alterations within the Downtown Design Standards area are reviewed by the process described in Section 17.72.100 (Applications and Permits – Director’s Review without Notification) of the McMinnville Municipal Code, which does not require any type of public notification. No public comments were received prior to the Planning Director’s decision.

V. FINDINGS OF FACT - PROCEDURAL FINDINGS

1. The applicant, Cyndi Stocks, on behalf of property owner 7 Eleven #38793, submitted the Downtown Design Review application (DDR 6-19) on December 20, 2019.

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2. The application was deemed complete on December 31, 2019. Based on that date, the 120 day land use decision time limit expires on April 29, 2020.
3. Notice of the application was referred to the following public agencies for comment in accordance with Section 17.72.110 of the McMinnville Municipal Code: McMinnville Fire Department, Police Department, Parks and Recreation Department, Engineering and Building Departments, City Manager, and City Attorney, McMinnville School District No. 40, McMinnville Water and Light, Yamhill County Public Works, Yamhill County Planning Department, Recology Western Oregon, Frontier Communications, Comcast, Northwest Natural Gas.

Comments received from agencies are addressed in the Decision Document.

4. No public testimony was submitted to the Planning Department prior to the Planning Director's decision.

VI. FINDINGS OF FACT – GENERAL FINDINGS

1. **Location:** 840 NE 3rd Street. The property identified as Tax Lot 6802, Section 21BD, T. 4 S., R. 4 W., W.M.
2. **Size:** Approximately 18,000 square feet.
3. **Comprehensive Plan Map Designation:** Commercial
4. **Zoning:** C-3 (General Commercial)
5. **Overlay Zones/Special Districts:** Downtown Design Standards Area (per Section 17.59.020(A) of the McMinnville Municipal Code); Reduced Landscaping Requirements Area (per Section 17.57.080).
6. **Current Use:** Commercial – Retail
7. **Inventoried Significant Resources:**
 - a. **Historic Resources:** None
 - b. **Other:** None
8. **Other Features:** There are no significant or distinguishing natural features associated with this property.
9. **Utilities:**
 - a. **Water:** Water service is available to the subject site.
 - b. **Electric:** Power service is available to the subject site.
 - c. **Sewer:** Sanitary sewer service is available to the subject site.
 - d. **Stormwater:** Storm sewer service is available to the subject site.
 - e. **Other Services:** Other utility services are available to the subject site. Northwest Natural Gas and Comcast is available to serve the site.
10. **Transportation:** The site is bounded on the east by Irvine Street and on the north by 3rd Street. The McMinnville Transportation System Plan identifies 3rd Street as a major collector and Irvine Street as a local street. Section 17.53.101 of the McMinnville Municipal Code identifies the right-of-way width for these classifications of streets, but the site is within the downtown area with historic buildings constructed up to the property line. Therefore, no right-of-way dedication is required during the course of development of the properties in this area of the downtown.

VII. CONCLUSIONARY FINDINGS:

The Conclusionary Findings are the findings regarding consistency with the applicable criteria for the application. The applicable criteria for a Downtown Design Review request are specified in Section 17.59.040 of the Zoning Ordinance.

In addition, the goals, policies, and proposals in Volume II of the Comprehensive Plan are to be applied to all land use decisions as criteria for approval, denial, or modification of the proposed request. Goals and policies are mandated; all land use decisions must conform to the applicable goals and policies of Volume II. “Proposals” specified in Volume II are not mandated, but are to be undertaken in relation to all applicable land use requests.

Comprehensive Plan Volume II:

The following Goals, Policies, and Proposals from Volume II of the Comprehensive Plan provide criteria applicable to this request:

The implementation of most goals, policies, and proposals as they apply to this application are accomplished through the provisions, procedures, and standards in the city codes and master plans, which are sufficient to adequately address applicable goals, policies, and proposals as they apply to this application.

The following additional findings are made relating to specific Goals and Policies:

GOAL III 2: TO PRESERVE AND PROTECT SITES, STRUCTURES, AREAS, AND OBJECTS OF HISTORICAL, CULTURAL, ARCHITECTURAL, OR ARCHAEOLOGICAL SIGNIFICANCE TO THE CITY OF McMINNVILLE.

APPLICANT’S RESPONSE: None.

FINDING: SATISFIED. The property and the existing buildings are not listed on the McMinnville Historic Resources Inventory or the McMinnville Downtown Historic District that is listed on the National Register of Historic Places.

GOAL X 1: TO PROVIDE OPPORTUNITIES FOR CITIZEN INVOLVEMENT IN THE LAND USE DECISION MAKING PROCESS ESTABLISHED BY THE CITY OF McMINNVILLE.

GOAL X 2: TO MAKE EVERY EFFORT TO ENGAGE AND INCLUDE A BROAD CROSS SECTION OF THE COMMUNITY BY MAINTAINING AN ACTIVE AND OPEN CITIZEN INVOLVEMENT PROGRAM THAT IS ACCESSIBLE TO ALL MEMBERS OF THE COMMUNITY AND ENGAGES THE COMMUNITY DURING DEVELOPMENT AND IMPLEMENTATION OF LAND USE POLICIES AND CODES.

Policy 188.00 The City of McMinnville shall continue to provide opportunities for citizen involvement in all phases of the planning process. The opportunities will allow for review and comment by community residents and will be supplemented by the availability of information on planning requests and the provision of feedback mechanisms to evaluate decisions and keep citizens informed.

APPLICANT’S RESPONSE: None.

FINDING: SATISFIED. Throughout the application review process, there are opportunities for the public to review and obtain copies of the application materials prior to the Planning Director’s decision. All members of the public have access to provide testimony and ask questions during the public review process.

McMinnville Zoning Ordinance

The following Sections of the McMinnville Zoning Ordinance (Ord. No. 3380) provide criteria applicable to the request:

Chapter 17.03. General Provisions

17.03.020 Purpose. The purpose of this ordinance is to encourage appropriate and orderly physical development in the City through standards designed to protect residential, commercial, industrial, and civic areas from the intrusions of incompatible uses; to provide opportunities for establishments to concentrate for efficient operation in mutually beneficial relationship to each other and to shared services; to provide adequate open space, desired levels of population densities, workable relationships between land uses and the transportation system, and adequate community facilities; to provide assurance of opportunities for effective utilization of the land resource; and to promote in other ways public health, safety, convenience, and general welfare.

APPLICANT’S RESPONSE: None.

FINDING: SATISFIED. The purpose of the Zoning Ordinance is met by the proposal as described in the Conclusionary Findings contained in this Decision Document.

17.59.020 Applicability.

- A. The provisions of this Chapter shall apply to all lands located within the area bounded to the west by Adams Street, to the north by 4th Street, to the east by Kirby Street, and to the south by 1st Street. Lands immediately adjacent to the west of Adams Street, from 1st Street to 4th Street, are also subject to the provisions of this Chapter.
- B. The provisions of this ordinance shall apply to the following activities conducted within the above described area:
 1. All new building construction;
 2. Any exterior building or site alteration; and,
 3. All new signage.

APPLICANT’S RESPONSE: None.

FINDING: SATISFIED. The subject site is located in the Downtown Design area. The proposal includes new signage, so the provisions of the Downtown Design Standards and Guidelines chapter are applicable. Findings for the proposed building and site alteration’s consistency with the applicable requirements of the Downtown Design Standards and Guidelines chapter are provided below.

17.59.030 Review Process.

- A. An application for any activity subject to the provisions of this ordinance shall be submitted to the Planning Department and shall be subject to the procedures listed in (B) through (E) below.
- B. Applications shall be submitted to the Planning Department for initial review for completeness as stated in Section 17.72.040. The application shall include the following information:
 1. The applicant shall submit two (2) copies of the following information:
 - a. A site plan (for new construction or for structural modifications).
 - b. Building and construction drawings.
 - c. Building elevations of all visible sides.
 2. The site plan shall include the following information:
 - a. Existing conditions on the site including topography, streetscape, curbcuts, and building condition.

Attachments:

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- b. Details of proposed construction or modification to the existing structure.
 - c. Exterior building elevations for the proposed structure, and also for the adjacent structures.
3. A narrative describing the architectural features that will be constructed and how they fit into the context of the Downtown Historic District.
 4. Photographs of the subject site and adjacent property.
 5. Other information deemed necessary by the Planning Director, or his/her designee, to allow review of the applicant's proposal. The Planning Director, or his/her designee, may also waive the submittal of certain information based upon the character and complexity (or simplicity) of the proposal.
- C. Review Process
1. Applications shall be submitted to the Planning Department for initial review for completeness as stated in Section 17.72.040. The Planning Director shall review the application and determine whether the proposed activity is in compliance with the requirements of this ordinance.
 2. The Planning Director may review applications for minor alterations subject to the review criteria stated in Section 17.59.040. The Historic Landmarks Committee shall review applications for major alterations and new construction, subject to the review criteria stated in Section 17.59.040. It shall be the Planning Director's decision as to whether an alteration is minor or major.
 3. Notification shall be provided for the review of applications for major alterations and new construction, subject to the provisions of Section 17.72.110.
 - a. The Historic Landmarks Committee shall meet within 30 (thirty) days of the date the application was deemed complete by the Planning Department. The applicant shall be notified of the time and place of the review and is encouraged to be present, although their presence shall not be necessary for action on the plans. A failure by the Planning Director or Historic Landmarks Committee, as applicable, to review within 30 (thirty) days shall be considered an approval of the application.
 - b. If the Planning Director or Historic Landmarks Committee, as applicable, finds the proposed activity to be in compliance with the provisions of this ordinance, they shall approve the application.
 - c. If the Planning Director or Historic Landmarks Committee, as applicable, finds the proposed activity in noncompliance with the provisions of this ordinance, they may deny the application, or approve it with conditions as may be necessary to bring the activity into compliance with this ordinance.

APPLICANT'S RESPONSE: None.

FINDING: SATISFIED. The applicant submitted an application as required, and the application was reviewed by the Planning Director because it was determined that the proposed construction activity consisted of minor alterations to the existing building and site.

17.59.040 Review Criteria

- A. In addition to the guidelines and standards contained in this ordinance, the review body shall base their decision to approve, approve with conditions, or deny the application, on the following criteria:
 1. The City's historic preservation policies set forth in the Comprehensive Plan;
 2. If a structure is designated as a historic landmark on the City's Historic Resources Inventory or is listed on the National Register for Historic Places, the City's historic preservation regulations in Chapter 17.65, and in particular, the standards and guidelines contained in Section 17.65.060(2); and

APPLICANT'S RESPONSE: None.

FINDING: SATISFIED. The proposal is consistent with the City’s historic preservation policies in the Comprehensive Plan, as described in more detail in the findings for those Comprehensive Plan policies above. The subject site and existing buildings on the site are not designated as historic landmarks or resources on the McMinnville Historic Resources Inventory, and the property is outside of the McMinnville Downtown Historic District that is listed on the National Register of Historic Places. Therefore, the City’s historic preservation regulations are not applicable to this request.

17.59.050 Building and Site Design

C. Building Materials.

1. Exterior building materials shall consist of building materials found on registered historic buildings in the downtown area including block, brick, painted wood, smooth stucco, or natural stone.

APPLICANT’S RESPONSE: None.

FINDING: SATISFIED WITH CONDITION #1. The new freestanding monument sign will include a brick veneer on the base, which is an allowable material. A condition of approval is included to require that the sign materials are as they are proposed in detail on the sheets titled Page 2 and Page 4 of the sign plans submitted for Downtown Design Review.

17.59.050 Building and Site Design

C. Building Materials. [...]

2. The following materials are prohibited for use on visible surfaces (not applicable to residential structure):
 - a. Wood, vinyl, or aluminum siding;
 - b. Wood, asphalt, or fiberglass shingles;
 - c. Structural ribbed metal panels;
 - d. Corrugated metal panels;
 - e. Plywood sheathing, to include wood paneling such as T-111;
 - f. Plastic sheathing; and
 - g. Reflective or moderate to high grade tinted glass.

APPLICANT’S RESPONSE: None.

FINDING: SATISFIED. None of the materials specifically listed as prohibited are proposed to be used for the new building and site signage. The specific materials proposed are described in more detail below.

17.59.050 Building and Site Design

C. Building Materials. [...]

3. Exterior building colors shall be of low reflective, subtle, neutral or earth tone color. The use of high intensity colors such as black, neon, metallic or florescent colors for the façade of the building are prohibited except as may be approved for building trim.

APPLICANT’S RESPONSE: [...] The fascia behind the sign will be painted with a beige color instead of their corporate standard bronze metal skin siding. [...]The existing building exterior has not been altered, but simply painted with a two-tone neutral paint scheme.

FINDING: SATISFIED WITH CONDITION #2. The applicant provided a rendering of the building that identifies the exterior color of the fascia as a beige color. The same beige color (SW 7037 Balanced Beige) is proposed to be used on the monument sign cabinet and the goose neck lighting fixtures. To ensure that the final colors applied to the building, signage, and lighting fixtures are subtle, neutral, and earth tone in color, a condition of approval is included to require that the colors used on the building be consistent with the colors identified on the sheets titled Page 2 and Page 4 of the sign plans submitted for Downtown Design Review.

17.59.080 Signs.

- A. The use of flush-mounted signs, flag-mounted signs, window signs, and icon signs are encouraged. Sign materials shall be compatible with materials used in the building.

APPLICANT’S RESPONSE: [...] to meet the design guidelines for this district, we have dropped the corporate standard signage package and replacing the standard storefront internally illuminated sign composed of acrylic and aluminum materials with a sign made of 1-1/2" thick sandblasted white horizontal wood grain panel painted with a low gloss white finish. The fascia behind the sign will be painted with a beige color instead of their corporate standard bronze metal skin siding. [...]The existing freestanding sign will be removed and will be replaced with a monument sign, using brick/stone material on the base, and a neutral beige background for the 7-Eleven logo. The mounting structure designed to have minimal visual effect upon the sign is made of aluminum, while the main ID logo will be constructed of the same 1-1/2" thick sandblasted white horizontal wood grain panel painted with a low gloss white finish.

FINDING: SATISFIED WITH CONDITION #1. The City concurs with the applicant’s findings, but adds that the proposed building wall signage will be flush-mounted to the north building wall. A condition of approval is included to require that the sign materials are as they are proposed in detail on the sheets titled Page 2 and Page 4 of the sign plans submitted for Downtown Design Review.

The wall mounted sign materials are proposed to be a 1 1/2" thick sandblasted white horizontal wood grain HDU panel, painted with a low gloss white finish. Vinyl graphics will be applied to the HDU panels for the sign logos, and then be painted over with the low gloss white finish. The freestanding monument sign is proposed to be an 8 inch deep aluminum framed cabinet painted the same color as the building (SW 7037 Balanced Beige). The sign face within the cabinet is proposed to be the same 1 1/2" thick sandblasted white horizontal wood grain HDU panel, painted with a low gloss white finish. The monument sign face will also have vinyl graphics applied to the HDU panels for the sign logos, and will then be painted over with the low gloss white finish. The base of the freestanding monument sign will be a brick veneer, which is compatible with the exterior materials of the building and an allowable material in the Downtown Design Standards area, as described in more detail above.

17.59.080 Signs.

- B. Where two or more businesses occupy the same building, identifying signs should be grouped together to form a single panel.

APPLICANT’S RESPONSE: None

FINDING: NOT APPLICABLE. A single business occupies the building and the property.

17.59.080 Signs.

- C. Wall signs shall be placed in traditional locations in order to fit within architectural features, such as: above transoms; on cornice fascia boards; or, below cornices. Wall signs shall not exceed the height of the building cornice.

APPLICANT’S RESPONSE: None.

FINDING: SATISFIED. The proposed wall-mounted sign will be placed over on the fascia and centered above the main entrance to the building, as shown in the building rendering provided below:



17.59.080 Signs.

D. For every lineal foot of building frontage, 1.5 square feet of signage may be allowed, to a maximum of 200 square feet.

APPLICANT’S RESPONSE: None.

FINDING: SATISFIED. The plans provided identify the building frontage at 67 feet 6 inches in length. This allows for a maximum of 101.25 square feet of signage on the subject site. The proposed wall sign, including the entire sign panel, is 85.2 square feet. The proposed monument sign face is 16 square feet. The total size of the proposed signage is 101.2, which is almost the exact maximum amount of signage allowed based on the building’s frontage length.

17.59.080 Signs.

E. The use of the following are prohibited in the downtown area:

1. Internally-lit signs;
2. Flashing signs
3. Pedestal signs and pole-mounted signs;
4. Portable trailer signs;
5. Cabinet-type plastic signs;
6. Billboards of all types and sizes;
7. Historically incompatible canopies, awnings, and signs;
8. Signs that move by mechanical, electrical, kinetic or other means; and,
9. Inflatable signs, including balloons and blimps. (Ord. 4797 §1, 2003).

APPLICANT’S RESPONSE: [...] to meet the design guidelines for this district, we have dropped the corporate standard signage package and replacing the standard storefront internally illuminated sign composed of acrylic and aluminum materials with a sign made of 1-1 /2" thick sandblasted white horizontal wood grain panel painted with a low gloss white finish. The fascia behind the sign will be painted with a beige color instead of their corporate standard bronze metal skin siding. External lighting using goose-neck LED lamps has replaced the internal illumination. The existing freestanding sign will be removed and will be replaced with a monument sign, using brick/stone material on the base, and a neutral beige background for the 7-Eleven logo. The mounting structure designed to have minimal visual effect upon the sign is made of aluminum, while the main ID logo will be constructed of the same 1-1 /2" thick sandblasted white horizontal wood grain panel painted with a low gloss white finish.

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FINDING: SATISFIED. The City concurs with the applicant's findings. The types of signs proposed are not specifically listed as prohibited. The wall mounted sign will be an HDU panel, mounted flush with the building wall. The existing freestanding pole-mounted sign on the site will be removed and replaced with a monument sign, which is not listed as a prohibited sign type. All of the new signage is proposed to be externally illuminated with goose-neck lighting fixtures mounted either to the building or to the framing of the monument sign, so no internally-lit signs are proposed.

CD