

**Williams, Greg N.**

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**From:** Williams, Greg N.  
**Sent:** Monday, June 04, 2007 9:33 AM  
**To:** 'jcarpentier@yesco.com'; 'katherine.kelekolio@safeway.com'  
**Subject:** SAFEWAY SIGN

Kelley,

So that we can stay on the June 28th agenda, I must have the following items ASAP:

- 15 Copies of the "Master Sample Board" Please ad the LRV Values of the paint, it is a requirement.
- 15 Copies on 11x17 of:
  - Site Plan (of the entire site with sign site plan) as you originally submitted.
  - Site Plan, expand the area of the site plan (of the sign area only) with all dimensions, to show more of the site.
  - Elevation with dimensions and information regarding manufacture specifications of materials, and color.
  - Lighting Detail Cut Sheet
  - Aerial Plan
  - Existing Conditions Plan
  - Landscape Plan
  - Existing Site Photos

Please submit one 8 1/2 x 11 inch copy of each item above, and a revised narrative requesting 11 feet in width instead of the required 10 feet in width.

I am submitting a copy of the ordinance with this request.

#### Sec. 8.411. Scenic corridor.

The following conditions shall apply to the placement of permanent signage within a scenic corridor not in the ESLO Overlay District:

- I. *Development Review Board approval:* The Development Review Board shall approve the permanent design and color scheme of all permanent signs which are permitted within a scenic corridor. Permanent signs shall be made of durable materials with muted color tones that are common to southwest architectural themes and are also compatible with the landscape character within a scenic corridor.
- II. *Placement:* No permanent signs shall be placed closer to the right-of-way edge of the adjacent street than eighty (80) percent of the required average width of the scenic corridor.
- III. *Sign height:* The maximum height of signs within the scenic corridor shall be eighteen (18) feet except under one (1) of the following conditions:
  - A. When the sign within the scenic corridor is located seventy-five (75) feet from the adjacent right-of-way edge of the street, the maximum sign height may be raised by two (2) feet.
  - B. When the sign within the scenic corridor is located seventy-five (75) feet from the adjacent right-of-way edge of the street the sign area may be increased twenty (20) percent.
  - C. In no case shall both of the previous conditions apply to the same sign.
- IV. *Permanent signs allowed:* All permanent types of signs allowed by this ordinance may be placed within a scenic corridor not located in the ESLO Overlay District, except monument signs, which are not allowed. Alternatively the ESLO Scenic Corridor monument signage as permitted below may be used in any non-ESLO Scenic Corridor; if the ESLO Scenic Corridor monument signage is used then no tower signs shall be allowed on any portion of the property.
- V. *Placement of permanent signage.* The following conditions shall apply to the placement of permanent signage within a scenic corridor in the ESLO Overlay District:
  - A. *Development Review Board approval:* The Development Review Board shall approve the permanent design and color scheme of all permanent signs which are permitted within a scenic corridor in the ESLO Overlay District. In approving such signage, the Development Review Board shall determine that the proposed sign meets the following standards and design criteria. *The Development Review Board shall have no power to review the*

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words, symbols or other content of the message used on the sign.

**B. Signs allowed:**

1. Scenic corridor monument signs shall be the only permanent freestanding signs allowed within or behind the scenic corridor to identify the following uses on parcels of five (5) acres or more that are located adjacent to a general plan scenic corridor designated street: Multiple-tenant commercial buildings or complexes, public and institutional uses, schools, churches and places of worship, hotels and resorts. If a property utilizes a scenic corridor monument sign then that property shall not be allowed tower or mid-sized monument signs anywhere on the property.

2. All other uses shall be subject to non-ESL zoned scenic corridor sign provisions. Temporary signage may be allowed in accordance with Sections 8.600–8.616.

**C. Number of signs:** There shall be only one (1) scenic corridor monument sign per development. However, buildings or complexes with a total floor area of one hundred fifty thousand (150,000) square feet or greater may have a maximum of two (2) scenic corridor monument signs per development.

**D. Placement of signs:**

1. Scenic corridor monument signs shall only be allowed at or near an entry drive into the site from a scenic corridor roadway or at or near an entry drive into the site from a non-scenic corridor roadway of a corner property that has scenic corridor frontage. Scenic corridor monument signs may be placed in a median of an entry drive specified above.

2. Section 8.408.III. shall not apply to scenic corridor monument signs. Scenic corridor monument signs shall be placed at the property line and located a maximum distance from the edge of the entry drive curb of three (3) times the height of the sign or within an entry drive median. Sign locations shall be consistent with intersection sight distance and traffic safety triangle requirements, whichever applies to the site. If a sign location specified by this section would create a sight distance or safety triangle hazard, the sign location shall be adjusted the minimum amount necessary to prevent the hazard from being created.

3. Signs shall be located with sensitivity to minimizing native plant disturbance. If necessary, then native plants may be relocated to provide for sign visibility if approved by the development review board.

**E. Sign size:**

1. The maximum height of scenic corridor monument signs shall be five (5) feet including a minimum of a one (1) foot base measured from adjacent natural grade or curb height, whichever is greater.

2. The sign width shall not be more than ten (10) feet. **You are showing 11 feet therefore I will be requesting the Board to approve 11 feet in width.**

3. If the Development Review Board finds that the design enhancements are consistent with the scenic corridor design guidelines, design enhancements intended to meet the criteria listed below, shall be allowed as follows:

(a) Up to an aggregate four (4) feet in width resulting in a total of fourteen (14) feet in width for a five (5) foot tall sign.

**F. Design criteria:**

1. Signage shall complement and be compatible with both the character of the roadway segment in which the scenic corridor occurs and the site architecture.

2. Predominantly natural materials that reflect the rural and rustic desert character of the area, such as wood, rock, stone, rusted or other dull metal finishes shall be used.

3. Signs shall integrate shapes and design elements having irregular forms that appear to resemble those of nature. Variations in height, length, depth, materials and textures, as well as landscaping elements, shall be encouraged in signage to create a varied elevation.

4. **High contrast shall be employed between background and copy within the designated copy area for improved readability. Color palettes shall include muted tones that blend with the surrounding desert environment, while providing contrast with accent colors for readability within the designated copy area. Colors shall not exceed a light reflective value (LRV) of thirty-five (35) percent, except that sign copy may have a higher light reflective value (LRV) when used with a dark background color; nor shall background colors exceed a value of six (6) and a chroma of six (6) as indicated in the Munsell Book of Color on file in the planning systems department.**

5. Permitted lights on signs. The only lights or illumination permitted on signs shall be reverse channel letter halo illumination, internally illuminated letters or low level signage indirect lighting, all designed to control glare and mute lighting impacts. Light sources shall be shielded from view and shall not allow spillage beyond the signage. Landscaping and landscape accent lighting shall be integrated with signage elements to create focal points that enhance the existing sense of place and shall be directed towards the sign copy and place-making elements (the textures, plants and materials of the sign, not the overall sign).

6. **Revegetation/landscaping within the minimum necessary designated sign visibility corridor, as approved by the Development Review Board, shall comply with section 6.1060.D.2.a. through f. of the environmentally sensitive lands ordinance, except that consistency shall be required with only low-level plant species, which shall be allowed to be maintained at lower heights where taller plant species interfere with sign visibility and readability. Mature plants and trees shall be relocated as necessary to**

**maintain non-interfering, low-level plant species and shall be utilized as appropriate to provide an enhanced native plant setting for the signage.**

7. Cabinet signs fabricated of acrylic, Plexiglas®, plastic-faced, or injection molded panels with first-surface, second-surface applied translucent vinyl's, films or painted graphics, and/or integrally colored polycarbonate materials that are internally backlighting the whole graphics area, are strictly prohibited.

Thanks

**Greg Williams**  
**Senior Planner**

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**Current Planning**  
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