



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.
<b>Major A - North</b>	Ulta	199	199	184
<b>Major A - West</b>	Ulta	200	200	119
<b>Major B</b>	Sprouts	200	322	322
<b>Major B1</b>	KPC Dialysis	130	130	125
<b>Major B2</b>	KPC Care	131	131	125
<b>Major C</b>	Burlington	200	436	430
<b>Major D</b>	TBD	200	236	130
<b>Major E1</b>	Five Below	112	112	110
<b>Major E2</b>	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

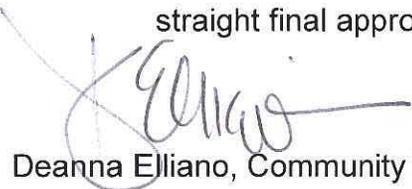
pylons. The top of the sign includes a cornice with a circular illuminated logo. The background of the sign will be aluminum painted with a textured paint to match the project. The address ranges will be placed on the monument sign for public safety identification.

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

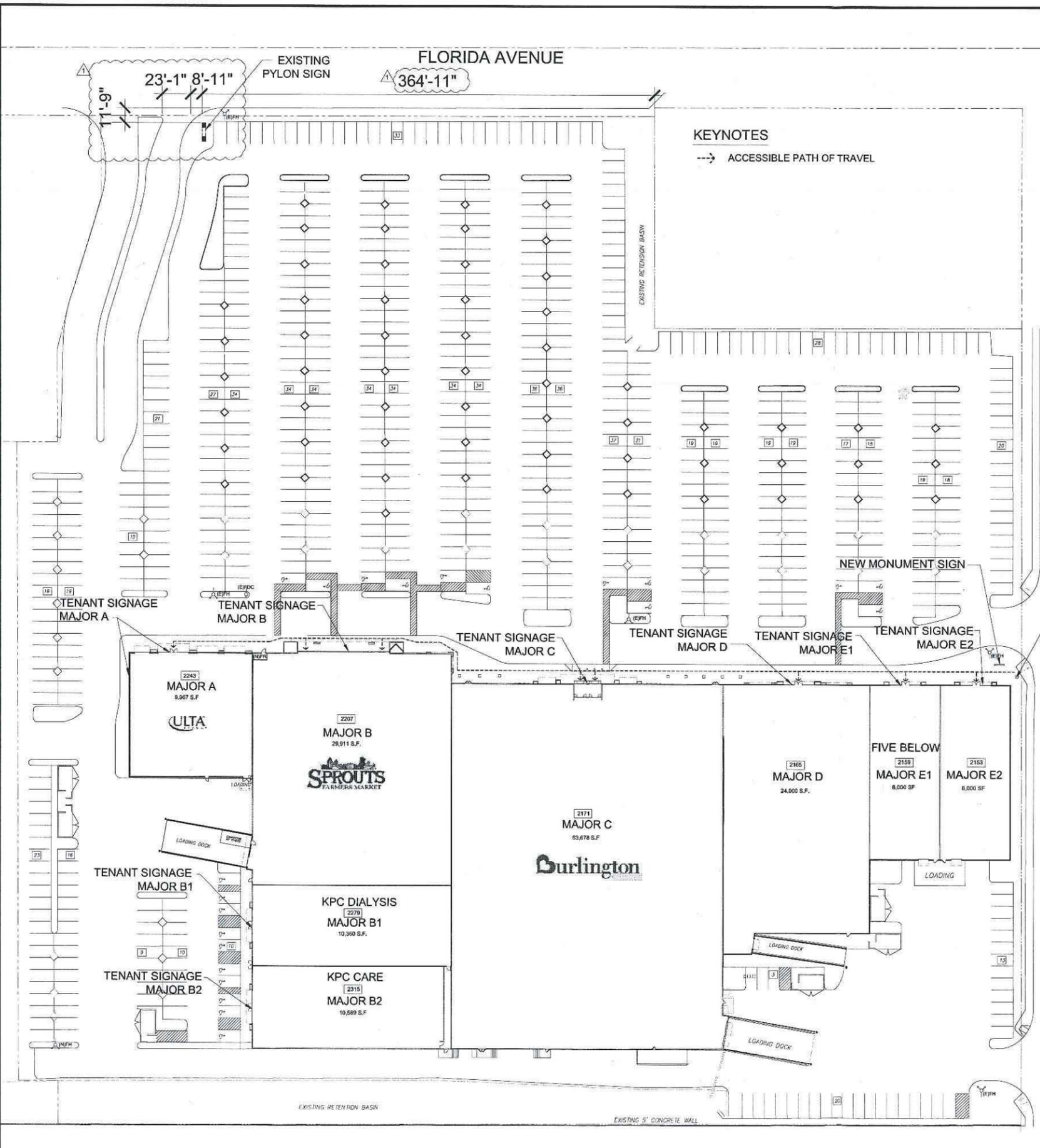
7/19/16  
Date

### **ATTACHMENTS:**

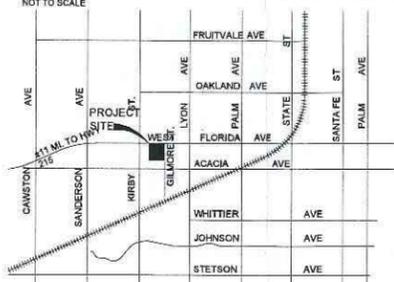
1. Sign Program
2. General Plan Land Use Map
3. Zoning Map
4. Aerial Photograph
5. Photograph of Existing Pylon Sign

# Attachment No. 1

Sign Program



**VICINITY MAP**

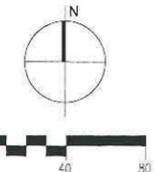


**SHEET INDEX**

- 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**

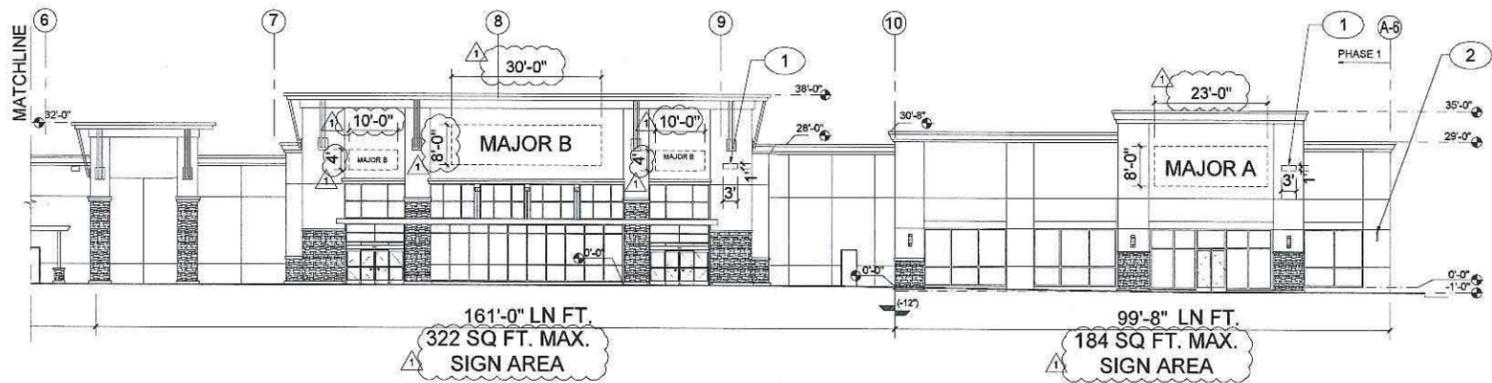
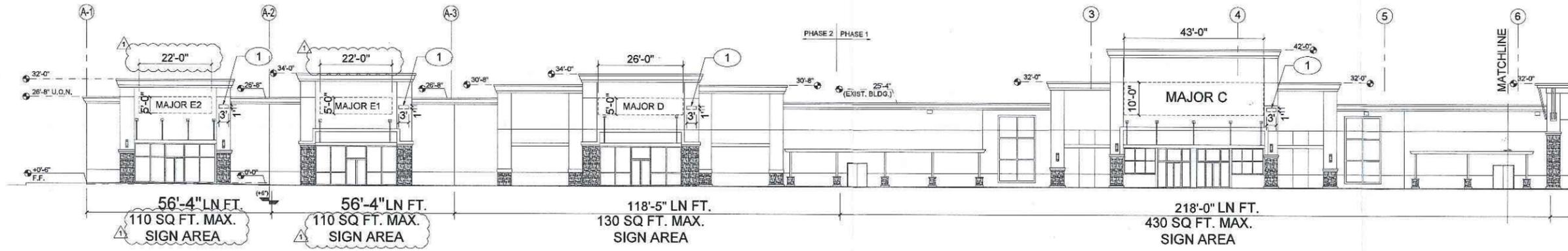
ADDRESS:	2243, 2207, 2279, 2315, 2171, 2165, 2159, & 2153 W FLORIDA AVE., HEMET, CALIFORNIA 92545
APN:	448-450-005
SITE AREA:	±585,821 SQ. FT (±13.45 AC)
ZONING:	C-2
GENERAL PLAN DESIGNATION:	CC (COMMUNITY COMMERCIAL)
EXISTING BUILDING AREA (PHASE 1):	114,570 SQ.FT.
BUILDING ADDITION (PHASE 1):	9,967 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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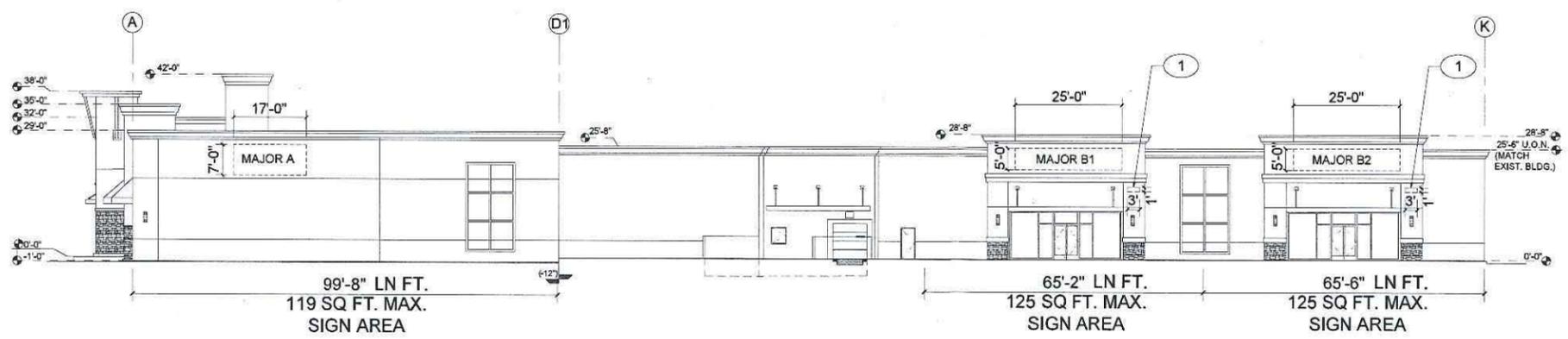
<b>PROJECT</b>	<b>SIGNAGE PROGRAM FOR :</b>	<b>CONSULTANT</b>
2171 W FLORIDA AVE., HEMET CALIFORNIA 92545	KPC TOWNE CENTRE	herron+rumanosoff architects, inc.
<b>DATE</b>	<b>ISSUE PURPOSE</b>	<b>ARCHITECT'S SIGNATURE</b>
05-23-16	06-29-16	[Signature]
<b>PLAN CHECK</b>	<b>DATE</b>	<b>REVISIONS</b>
[Signature]	07-06-16	1. Pylon Sign Location 06-29-16
[Signature]		2. Plan Check 07-06-16

951 652-4431 951 652-0373 Fax



KEYNOTES  
 ① MAJOR ADDRESS  
 ② MAJOR A SIGNAGE BLADE  
 MAX OF 6 SQ FT AREA

**A** NORTH ELEVATION



**B** WEST ELEVATION

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

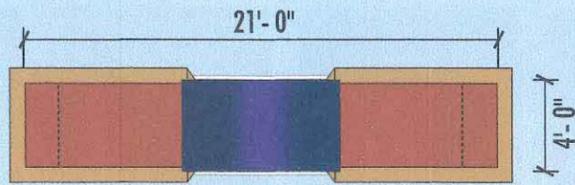
**SIGNAGE PROGRAM FOR:**  
**KPC TOWNE CENTRE**  
 2171 W FLORIDA AVE., HEMET CALIFORNIA 92545

**project**  
 530 St. Johns Place Hemet, California 92543

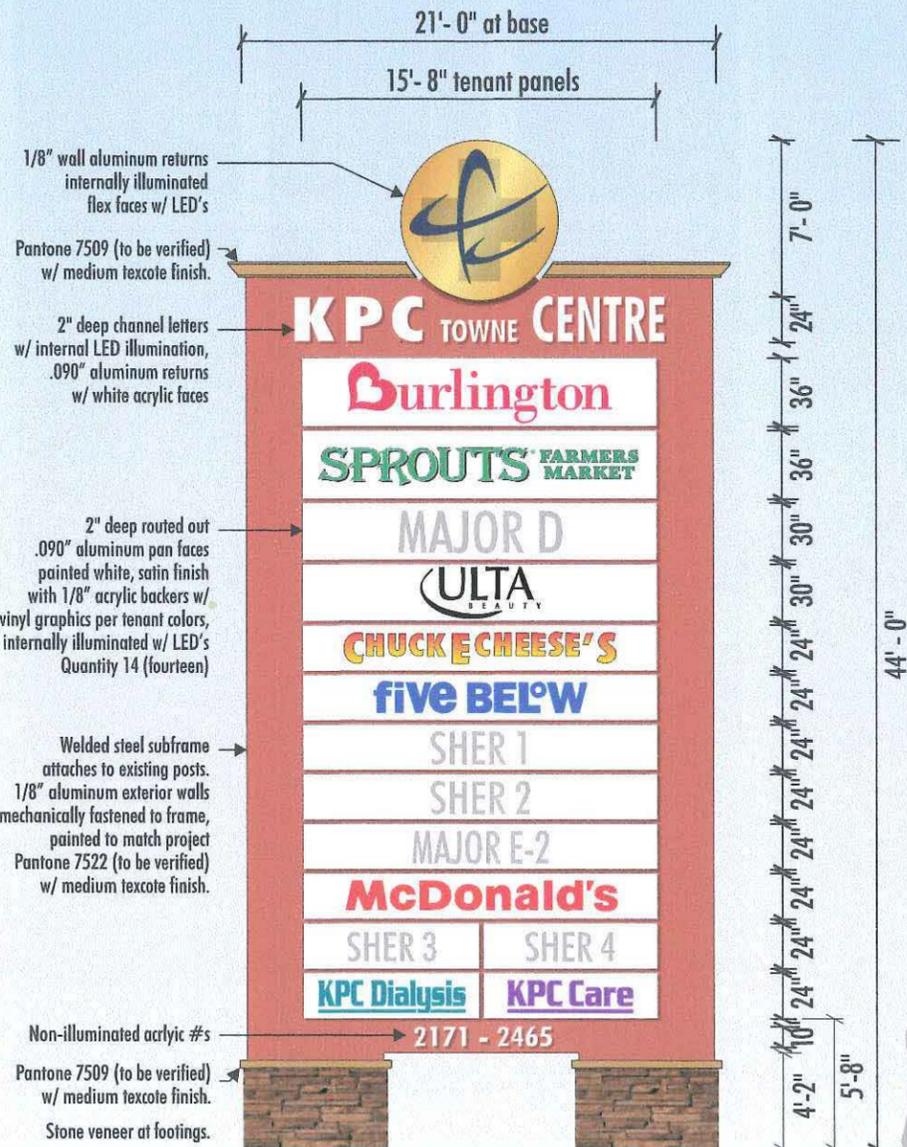
**herron + rumanoff**  
 architects, inc.

<b>OVERALL ELEVATIONS</b>	
186-52-15	job no. shi.description
A-2.0	sheet no.

## Pylon - Day View

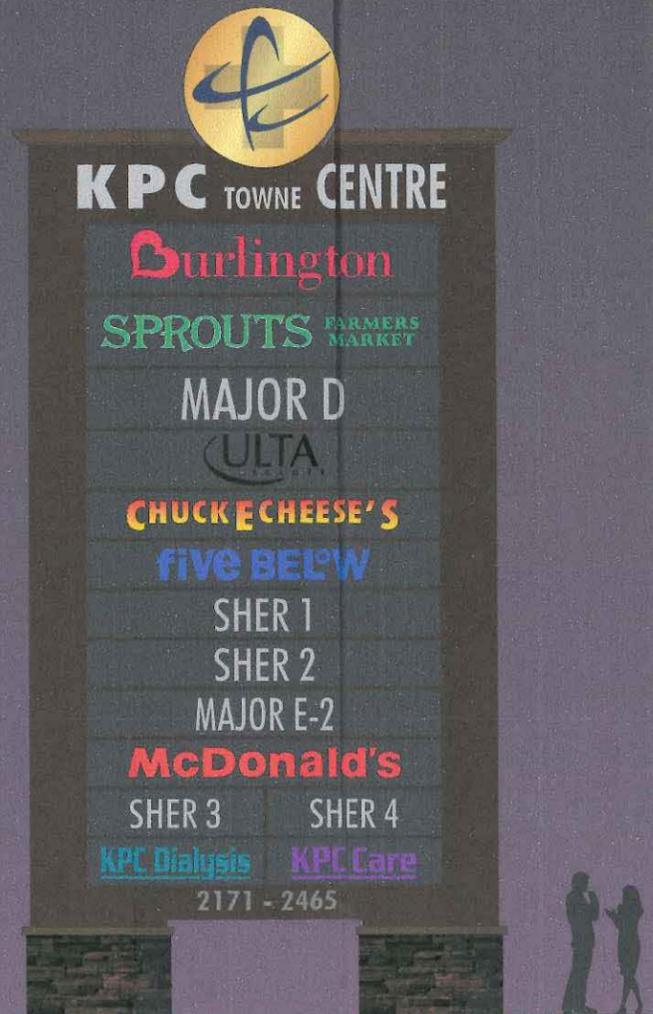


**2** PYLON SIGN TOP VIEW - DAYTIME  
SCALE: 1/8" = 1' - 0"

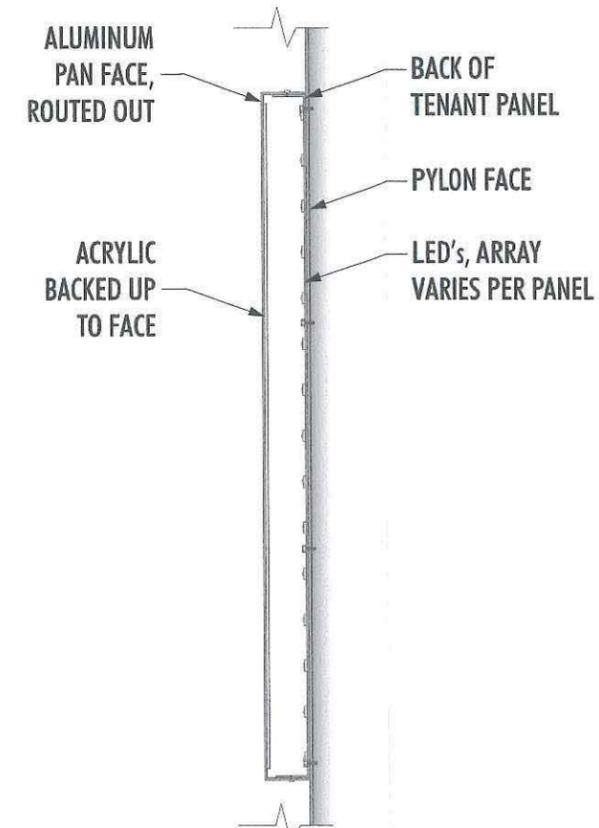


**1** PYLON SIGN FRONT VIEW - DAYTIME  
SCALE: 1/8" = 1' - 0"

## Pylon - Night View



**3** PYLON SIGN FRONT VIEW - NIGHTTIME  
SCALE: 1/8" = 1' - 0"



**4** SIDE VIEW - TENANT PANEL, TYPICAL  
SCALE: 1 1/2" = 1' - 0"



**5** ROUTED & BACKED UP EXAMPLES  
SCALE: NTS



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- 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

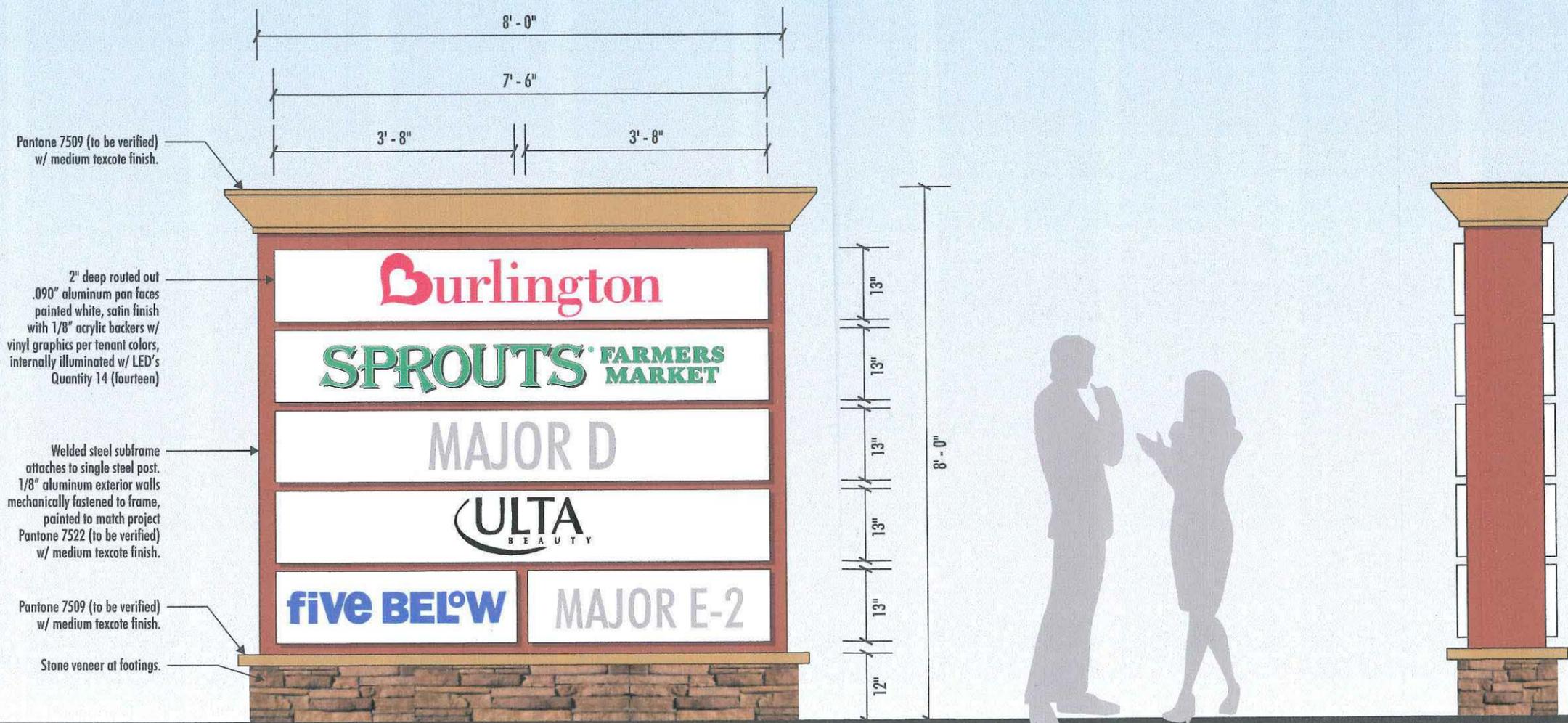
RB/KH/SH

Date: 07-06-16

Sign Type: Pylon

Sheet No: 1.0

3 of 5



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

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



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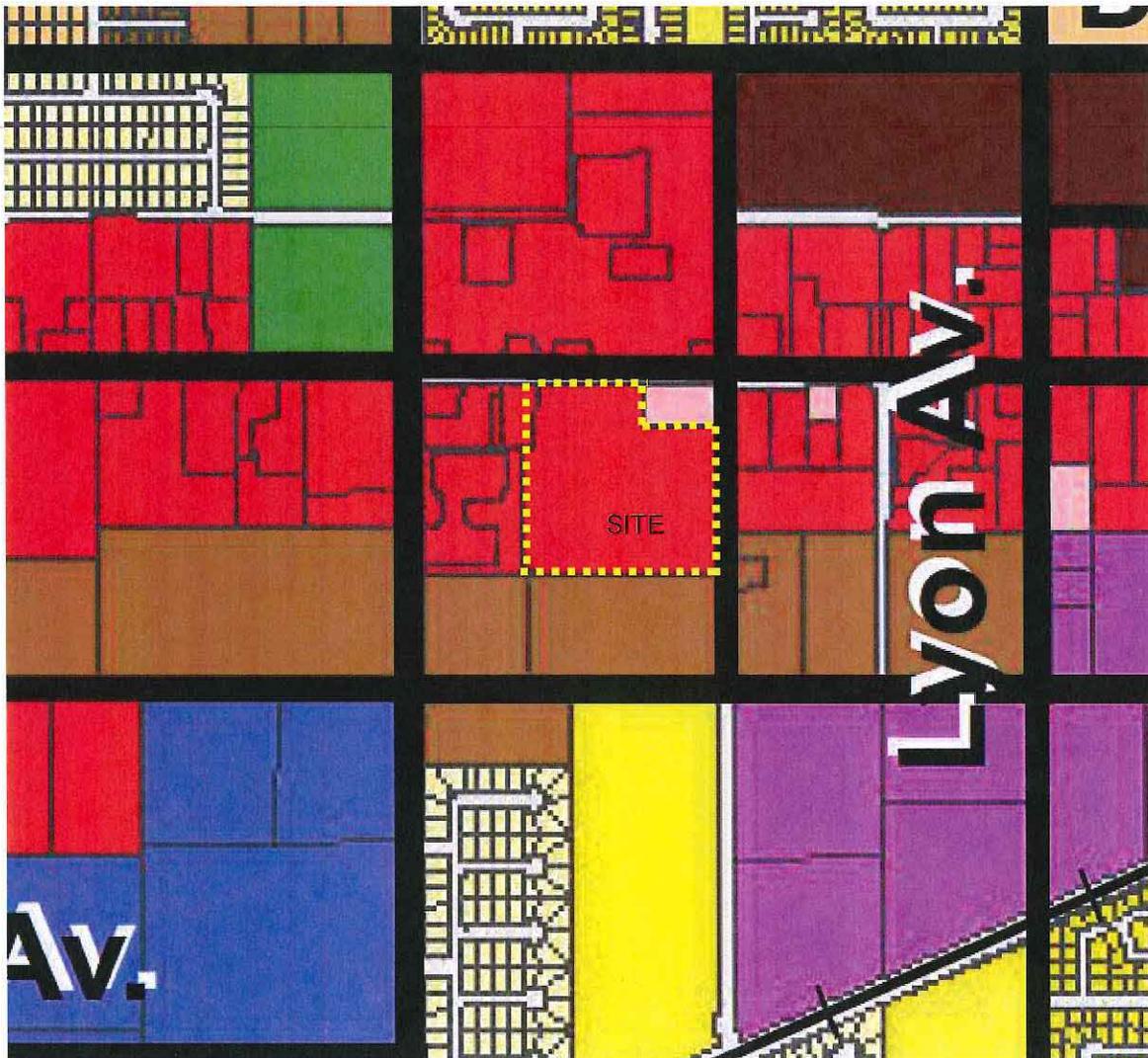
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Project No:	38269-R17	RB/KH/SH
Date:	07-06-16	
Sign Type:	Monument	
Sheet No:	2.0	4 of 5

# 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**

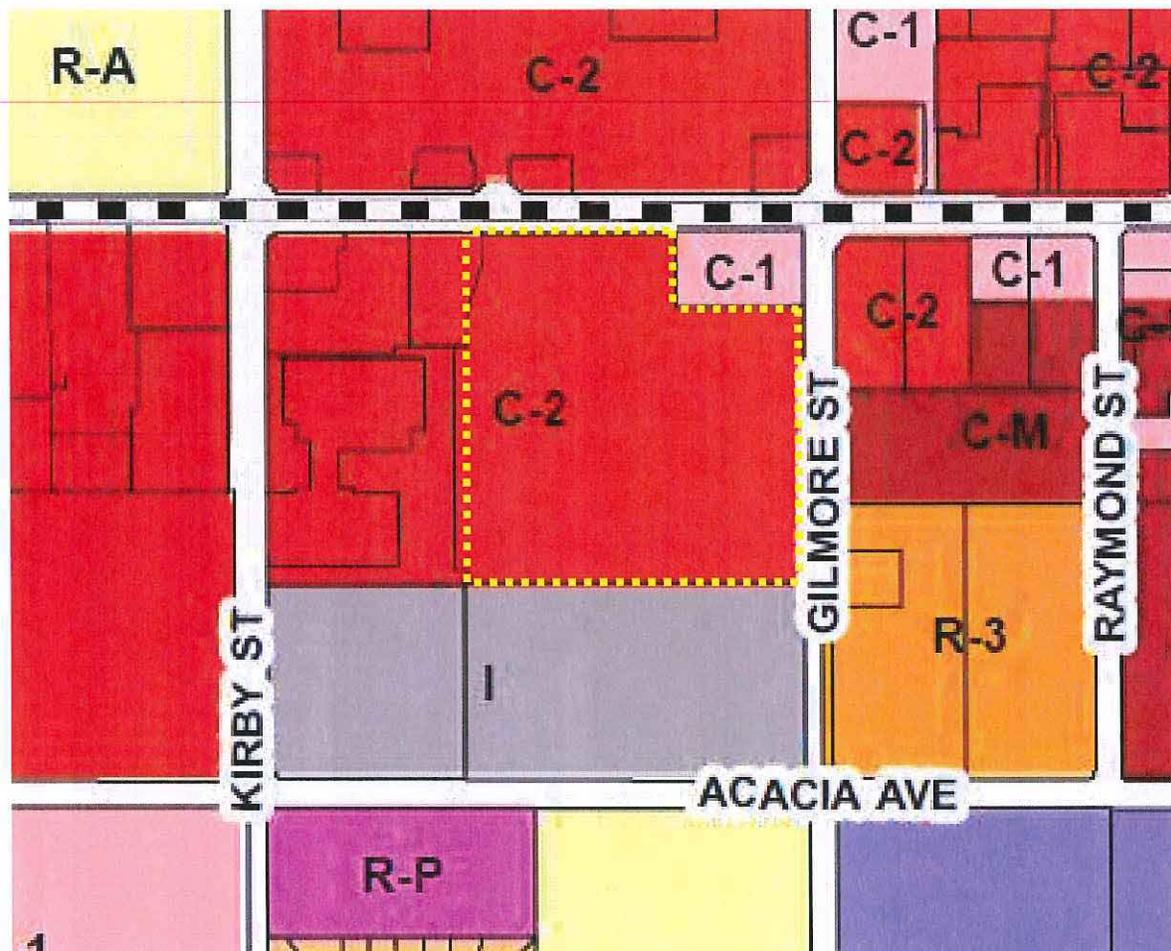
- Interim Airport Overlay Zone
- QP/C Quasi-Public/Cultural
- PF Public Facilities
- SCH School
- P Park/Recreation
- OS Open Space
- A Agriculture

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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