

# Mono County Community Development Department

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Planning Division

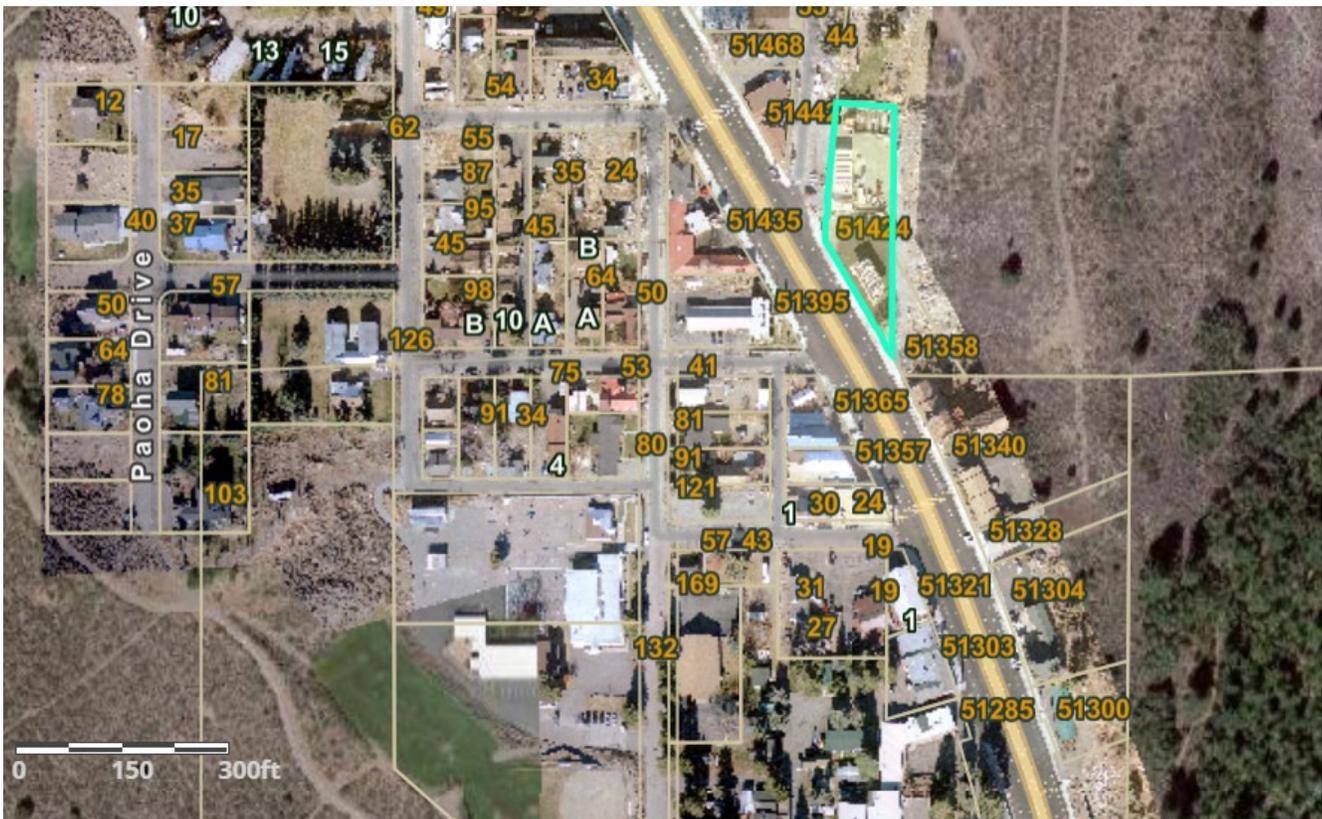
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## Director Review 20-009 Lee Vining Shell Station/Illuminated Canopy Logo

**APPLICANT:** Shelley Channel

**SUBJECT PROPERTY:** 51424 Main Street (APN 021-140-006)

**PROPOSAL:** Replace existing illuminated Shell letters on the south and west canopies with illuminated 15.5 square-foot Shell pecten logos. Other changes include an attached non-illuminated "Food Mart" sign on the main building, removing the illuminated red light bars, new paint, and rebranding pumps. No changes are proposed for the existing monument sign or the canopy outside of replacing the aforementioned logo and removing the illuminated red bars.



*Location of subject property (highlighted in blue)*

Pursuant to the Mono County General Plan, Chapter 31 Director Review Procedures, based upon the following findings, you are hereby notified that Director Review 20-009 has been:

- Granted as requested.
- Granted subject to the attached Conditions of Approval.
- Denied

## **BACKGROUND**

The subject property is located along the US 395 commercial corridor in Lee Vining at 51424 Main Street (APN 021-140-006). Canopy signage is required to be in compliance with Chapter 7 of the Mono County Land Use Element, including prohibition of internally illuminated signs unless integrated with an overall architectural or design theme subject to a Director Review permit (07.040.B). Indirectly illuminated signs, which are permitted under 07.040.B, are defined as “any sign whose illumination is reflected from its source by the sign display surface to the viewer's eye, the source of light not being visible from the street or from abutting property.”

The proposedecten logo on the south and west faces of the canopy are considered internally illuminated signs and therefore fall under Section 07.040.B and a Director Review permit. .

The illuminated logos are consistent with the overall design theme of this station and other similar Shell stations, including the traditional Shell color scheme. The Shell station located on 3275 Main Street in the Town of Mammoth Lakes features a similar illuminated logo (Figure 1). Note that the logo for the Mammoth Lakes station is mounted as a freestanding sign, whereas this project proposes smaller logos be mounted on the canopy. Illuminated logos will only be used on the south and west faces of the canopy.



Figure 1: Shell station located on 3275 Main Street in the Town of Mammoth Lakes.

**PROJECT DESCRIPTION**

The project proposes the following primary changes:

- 1. Replace existing illuminated Shell letters on the south canopy with an illuminated 15.5 square-foot Shell pecten logo and remove current red light bar.**



Figure 2: Existing south canopy.

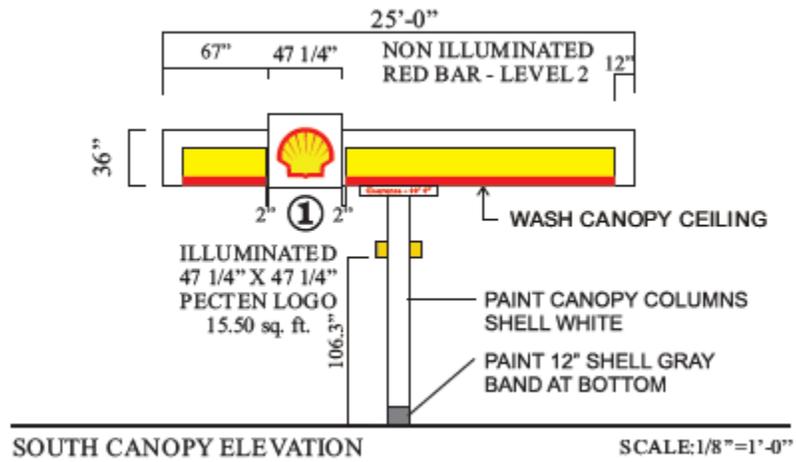


Figure 3: Proposed illuminated logo on the south canopy.

2. Replace existing illuminated Shell letters on the south canopy with an illuminated 15.5 square-foot Shell pecten logo and remove current red light bar.



Figure 4: Existing west canopy.

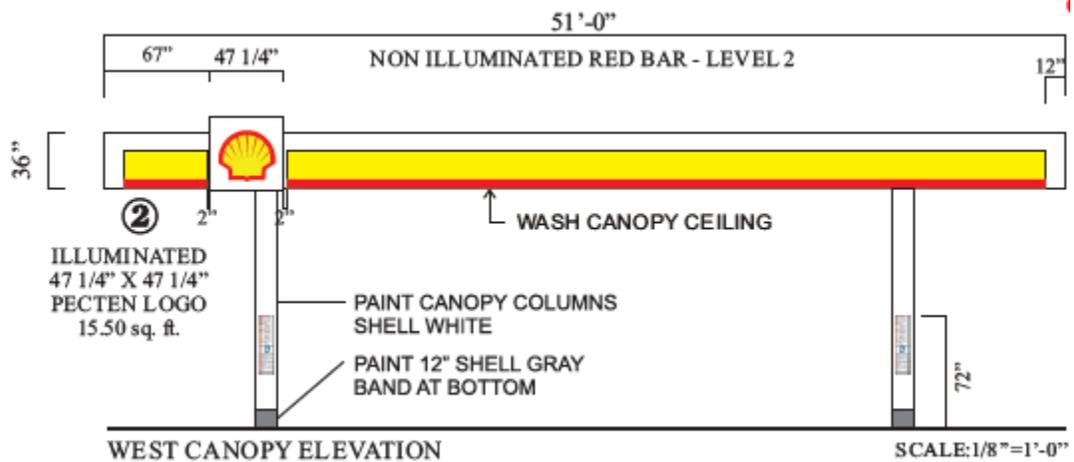


Figure 5: Proposed illuminated logo on the west canopy.

3. Add an attached unilluminated “Food Mart” sign on the front of the primary building.



Figure 6: Existing building without “Food Mart” sign.

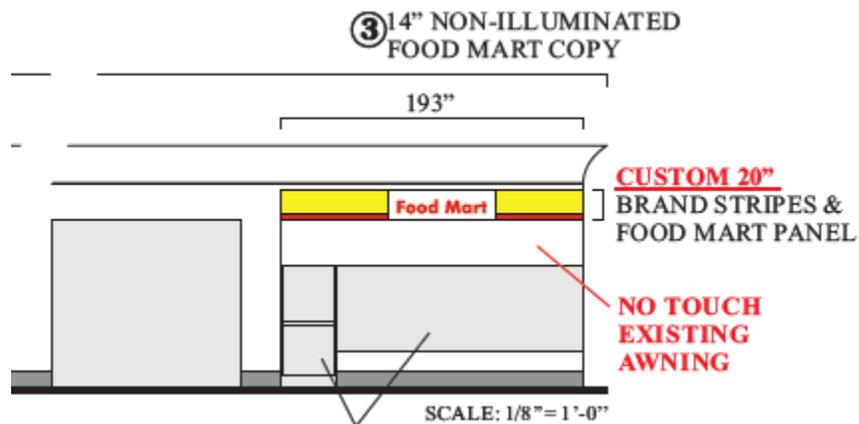


Figure 7: Proposed “Food Mart” sign.

Other changes include minor rebranding of pumps and re-painting. Paint will be white or gray, or a new coat of the existing color. The LED monument sign displaying fuel prices is permitted as a legally required sign and will not be altered.



Figure 8: Existing monument sign with internal illumination for pricing advertisement. No modifications are proposed.

## DIRECTOR REVIEW FINDINGS

Under Mono County General Plan, Land Use Element, Chapter 31.030, the Community Development Department Director may issue a Director Review permit after making all the following findings:

1. *All applicable provisions of the Land Use Designations and Land Development Regulations are complied with, and the site of the proposed use is adequate in size and shape to accommodate the use and to accommodate all yards, walls and fences, parking, loading, landscaping and other required features.*

The subject property is an existing and developed lot with a gas station. The proposed signage changes for internally lit Shell logos are permitted subject to Director Review approval. There will be no expansion of building footprints or canopy area, and the existing monument sign will remain unchanged.

2. *The site for the proposed use relates to streets and highways adequate in width and type to carry the quantity and kind of traffic generated by the proposed use.*

The property is accessed by US 395. This project will not alter traffic capacity or patterns. The proposed changes will not significantly alter the use or visitation to the property.

3. *The proposed use will not be detrimental to the public welfare or injurious to property or improvements in the area in which the property is located.*

The proposed use is a change in advertising and will not be detrimental to the public welfare or injurious to property or improvements in the area. The proposed signage will not be obnoxious as it will reduce current non-compliant sign lighting and comply with Chapter 7, and will be consistent with Shell branding themes. The internal lighting limited to the two Shell logos will not create significant light pollution or create a nuisance, and all changes outside of the new canopy logos will comply with Chapter 23, Dark Sky Regulations. The elimination of illuminated red bars on the canopy will reduce light emission and glow.

4. *The proposed use is consistent with the map and text of this General Plan and any applicable area plan.*

The proposed use supports commercial activity in the Mono Basin and is consistent with the General Plan and Mono Basin Community Plan.

### **Mono County General Plan, Countywide Land Use Policies**

*Policy 1.A.6. Regulate future development in a manner that minimizes visual impacts to the natural environment, to community areas, and to cultural resources and recreational areas.*

*Objective 1.C. Provide a balanced and functional mix of land uses.*

*Policy 1.C.1. Designate adequate sites for a variety of land uses in order to provide for the land use needs of community areas.*

*Objective 1.E. Provide for commercial development to serve both residents and visitors.*

*Policy 1.E.1. Concentrate commercial development within existing communities.*

*Action 1.E.1.a. Designate a sufficient amount of commercial land within communities to serve the needs of residents and visitors.*

*Policy 1.E.2. Commercial uses should be developed in a compact manner; commercial core areas should be established/retained in each community area and revitalized where applicable.*

The project supports commercial use within an established commercial area. Limited illumination and adherence to guidelines set forth by Chapter 7 and Chapter 23 will help limit visual impacts.

### **Mono County General Plan, Mono Basin Community Plan Policies**

#### **Objective C**

*Encourage building types and architectural design compatible with the scenic and natural attributes of the Mono Basin.*

*Policy 3: Preserve the dark night sky of the Mono Basin.*

*Action 3.1: Require compliance with and enforce Dark Sky Regulations.*

The project limits visual impacts by following Dark Sky Regulations, including shielding lights under the canopy and reducing the amount of direct illumination on the canopy. The mounted “Food Mart” sign will not be illuminated.

5. *The improvements indicated on the development plan are consistent with all adopted standards and policies as set forth in the Land Development Regulations, this General Plan and any applicable area plan.*

The additional signage and lighting are consistent with all adopted standards and policies set forth in the Land Development Regulations and the General Plan.

The internally illuminated logos are consistent with Shell branding and the use of a logo at a similar Shell station in the county, and therefore qualify for approval subject to Director Review under 07.040B.

Except for the freestanding sign, which is permitted as legally required, and the Shell pecten logos on the south and west sides of the canopy, no internal illumination of any signage is permitted, including the fascia of the awning.

6. *The project is exempt from the California Environmental Quality Act (CEQA).*

The project qualifies for a categorical exemption under CEQA Guideline 15301, Existing Facilities. Class 1 consists of the operation, repair, maintenance, permitting, leasing, licensing, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of use beyond that existing at the time of the lead agency's determination. Examples include but are not limited to:

- Interior or exterior alterations involving such things as interior partitions, plumbing, and electrical conveyances;
- New copy on existing on and off-premise signs;
- Accessory (appurtenant) structures including garages, carports, patios, swimming pools, and fences; or
- Conversion of a single-family residence to office use.

The proposed project falls within a Class 1 exemption because there is no significant expansion. The existing gas station is marginally increasing lighting and therefore is considered a minor alteration to a private structure.

## **CONDITIONS OF APPROVAL**

DR 20-009 is issued with the following conditions:

1. The project shall comply with Mono County Building Division requirements.
2. The project shall comply with Mono County Planning Division requirements, including Chapter 7, Signs, and Chapter 23, Dark Sky Regulations. No internal illumination is permitted, with the exception of the proposed canopy logos and the existing LED monument sign. All lights under the canopy must be shielded, in accordance with Chapter 23.
3. Termination. A Director Review shall terminate, and all rights granted therein shall lapse, and the property affected thereby shall be subject to all the provisions and regulations applicable to the land use designation in which such property is classified at the time of such abandonment, when any of the following occur:
  - A. There is a failure to commence the exercise of such rights, as determined by the Director, within two years from the date of approval thereof. Exercise of rights shall mean substantial construction or physical alteration of property in compliance with the terms of the Director Review.
  - B. There is discontinuance for a continuous period of one year, as determined by the Director, of the exercise of the rights granted.
  - C. No extension is granted as provided in Section 31.080.
4. Extension: If there is a failure to exercise the rights of the Director Review within two years of the date of approval, the applicant may apply for an extension for an additional one year. Any request for extension shall be filed at least 60 days prior to the date of expiration and shall be accompanied by the appropriate fee. Upon receipt of the request for extension, the Planning Division shall review the application to determine the extent of review necessary. Conditions of Approval for the Director Review may be

modified or expanded, including revision of the proposal, if deemed necessary. The Planning Division may also deny the request for extension. Exception to this provision is permitted for those Director Reviews approved concurrently with a tentative parcel or tract map; in those cases, the approval period(s) shall be the same as for the tentative map.

5. Revocation: The Planning Commission may revoke the rights granted by a Director Review, and the property affected thereby shall be subject to all the provisions and regulations of the Land Use Designations and Land Development Regulations applicable as of the effective date of revocation. Such revocation shall include the failure to comply with any condition contained in the Director Review or the violation by the owner or tenant of any provision pertaining to the premises for which such Director Review was granted. Before revocation of any permit, the commission shall hold a hearing thereon after giving written notice thereof to the permittee at least 10 days in advance of such hearing. The decision of the commission may be appealed to the Board of Supervisors in accordance with Chapter 47, Appeals, and shall be accompanied by an appropriate filing fee.

This Director Review permit shall become effective 10 days following the issuance of the Director's decision. This decision may be appealed within 10 days by filing a written notice of appeal with the secretary of the Planning Commission. If an appeal is filed, the permit will not be issued until the appeal is considered and the Planning Commission renders a decision.

PREPARED BY: Bentley Regehr, Planning Analyst

DATE OF DECISION: \_\_\_\_\_

SIGNED: \_\_\_\_\_

Wendy Sugimura, Community Development Director