



## RICHARDSON RV – FREEWAY ORIENTED ELECTRONIC MESSAGE CENTER SIGN

P19-0491 (CUP), P19-0492 (VR), P19-0493 (VR), and P19-0581 (VR)

Community & Economic Development Department

Planning Commission

Agenda Item: 4

November 14, 2019

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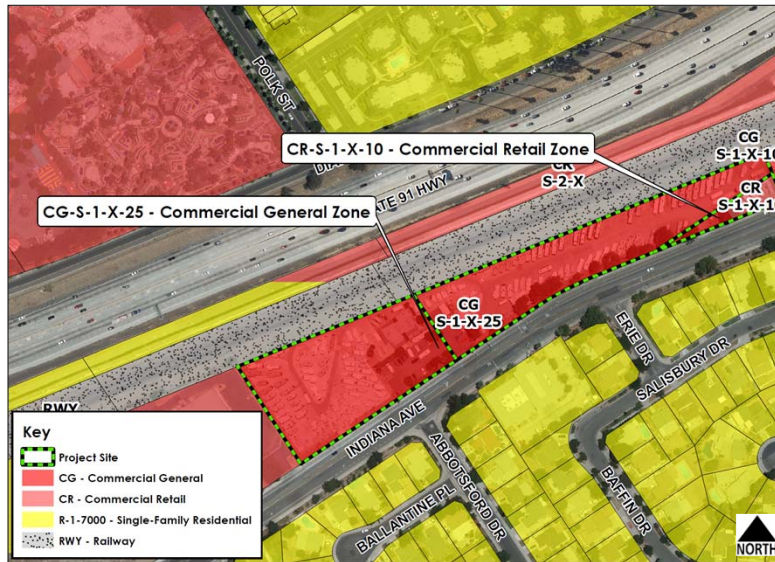
## LOCATION MAP



2

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## ZONING MAP

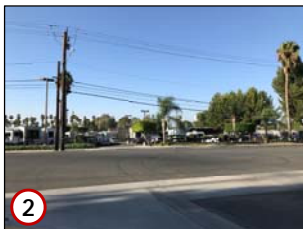
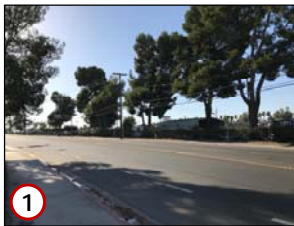


3

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NB5

## EXISTING SITE PHOTOS



4

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## Slide 4

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**NB5** Few comments; 1. seperate pictures from overlaying ont he aerial map; 2. Provide a black boarder around all images of 1 pt thickness; 3. Use a site plan or if no site plan, remove the 'Project Site and address note' and replace with 'Sign location', consistent in bubble of previous slides; 4. Remove teal/yellow arrow

Norton, Brian, 10/31/2019

NR2  
NB4

## SITE PLAN



5

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## EXISTING AND PROPOSED SIGN



EXISTING



PROPOSED



6

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## Slide 5

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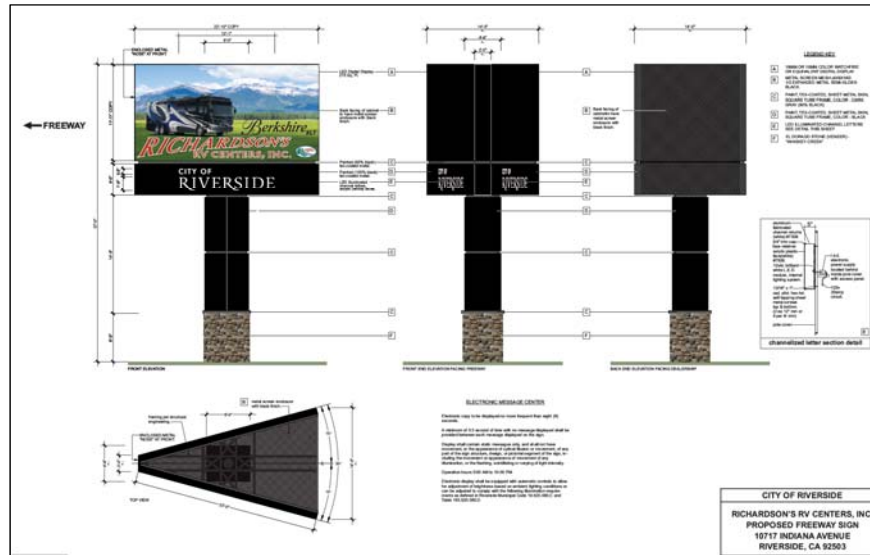
**NB3** Few comments; 1. Image needs to be much higher resolution; 2. a black border needs to be placed around the edge of all images of 1pt width; 3. 'New Sign' note needs to be consistent with all other call outs , such as those in the General Plan Map and Zoning Map

Norton, Brian, 10/31/2019

**NB4** Norton, Brian, 10/31/2019



## SIGN ELEVATIONS AND TOP VIEW



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7

## PHOTO SIMULATIONS



EASTBOUND VIEW



WESTBOUND VIEW



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8

## RECOMMENDATIONS

Staff Recommends that City Planning Commission:

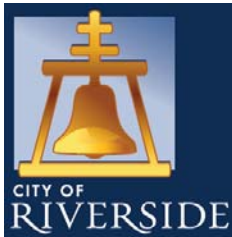
1. **DETERMINE** that this project is exempt from the California Environmental Quality Act pursuant to Section 15311 Accessory Structures, as this project will not have a significant effect on the environment; and
2. **APPROVE** Planning Cases P19-0491 (Conditional Use Permit), P19-0492 (Variance), P19-0493 (Variance), P19-0581 (Variance), based on the findings outlined in the staff report and subject to the recommended conditions.



9

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NB7



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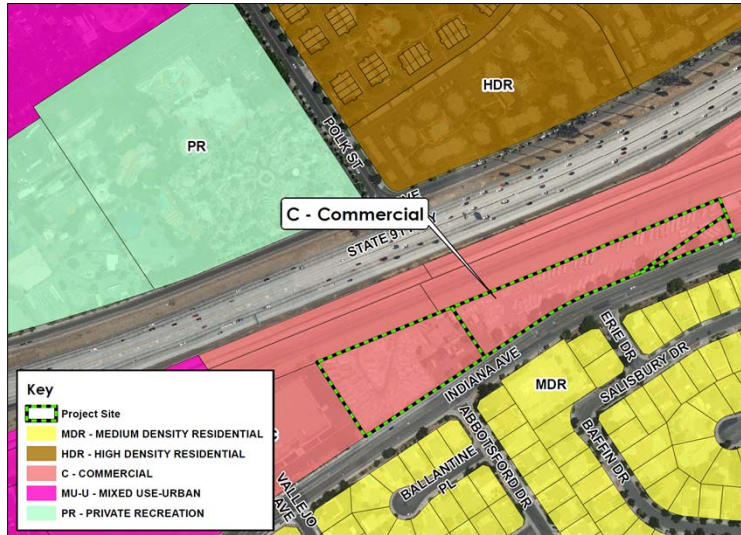
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# GENERAL PLAN MAP

REFERENCE




11

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# DISTANCE TO NEAREST RESIDENCES

REFERENCE

 Residence



12

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## NEARBY SIGNS

REFERENCE

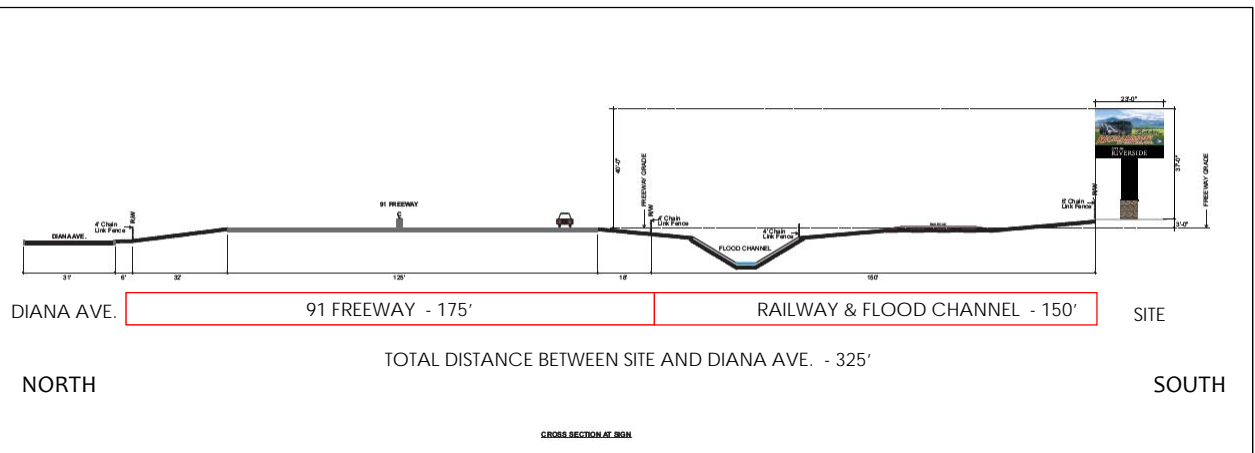


13

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## CROSS SECTION

REFERENCE



14

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# LIGHT EMISSION

## REFERENCE

### SIGN LIGHTING STUDY

#### Sign Details

Size: 11' 11" x 22' 10" Digital Led Display

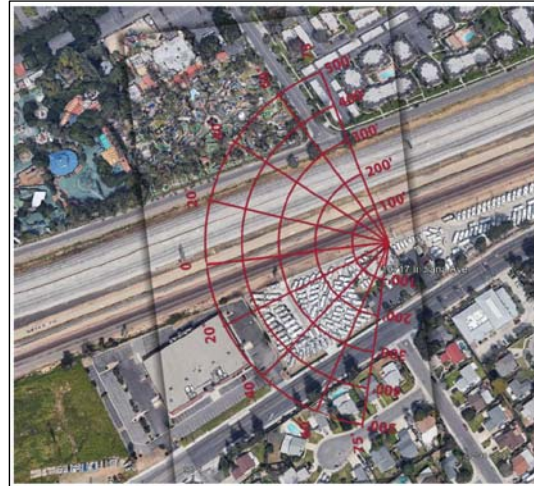
Location: Richardson's RV, 10717 Indiana Avenue

Light measurements are completed in foot-candles. A foot-candle is the amount of light produced by a single candle when measured from 1 foot away. For reference, a 100-watt light bulb produces 137 foot-candles at 1 foot away, .0548 foot-candles at 50 feet and .0137 foot-candles at 100 feet.

The table represents the total increase in ambient light produced by the sign under normal or typical operation at night. The ambient light increases will be less than shown in the chart since they fail to consider any objects blocking the line of site to the sign. Obstructions such as trees would further reduce real world overall ambient light increases. In addition to obstructions any existing light within the viewing cone will further diminish any light increase.

	0 degrees	20 degrees	40 degrees	60 degrees	90 degrees
100'	0.7179	0.5923	0.3999	0.1809	0.0359
200'	0.1795	0.1481	0.1000	0.0452	0.0090
300'	0.0798	0.0658	0.0444	0.0201	0.0040
400'	0.0449	0.0370	0.0250	0.0113	0.0022
500'	0.0287	0.0237	0.0160	0.0072	0.0014

Light values in foot-candles at night under typical operation



15

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16

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