

Initial Project Review

Sign Variance: 7-Eleven Puyallup #1042571

Application Number: 917216

Parcel Number: 0419322038

Fredrickson Advisory Commission (FAC) Public Meeting: January 27, 2020, at 7:00 p.m.,
Bethel Learning Center, Conference Room 2, 21818 38th Avenue East, Spanaway, WA.

Proposal: The applicants request:

- A Variance from the allowed sign square footage for the main entrance of the building. The applicant has applied for an 85.3-square foot sign on additional street facades. This sign is exceeding the 59.71 square feet allowed by 25.59 square feet.

Project Location: The site is in the Residential/Office - Civic (ROC) zone classifications in the Fredrickson Community Plan area, located at 7724 176th Street East, Puyallup, WA 98375, within Section 32, T19N, R04W, W.M., in Council District #3.

Staff Recommendation: County Staff is reviewing this proposal for compliance with all applicable policies, codes, and regulations. Staff does not have a recommendation currently for the FAC.

State Environmental Policy Act (SEPA): SEPA review is not required for this proposal.

County Contact: Kaycee K Hathaway, Planner I, kaycee.hathaway@piercecountywa.gov
253-798-3297

Pierce County Online Permit Information:

<https://pals.piercecountywa.gov/palsonline/#/permitSearch/permit/departementStatus?applPermitId=917216>



Project Data

Complete Application Date: August 12, 2019

Initial Project Review Mailed: January 21, 2020

Property Owner: MAJ Puyallup, LLC
300 West 15th Street, Suite 200
Vancouver, WA 98660
mike@majdevelopment.com

Applicants: Security Signs, Inc
Attn: Cyndi Stocks
2424 SE Holgate Blvd.
Portland, OR 97202
permit@securitysigns.com

Legal and Public Notice

- *October 14, 2019*: Notice of Application and Public Meeting Notice, was sent to property owners within a radius of 300 feet, but not less than two parcels deep, around the exterior boundaries of the site.
- *October 23, 2019*: Public Notice sign was posted on the site, confirmed with a Declaration of Posting.
- *January 13, 2020*: Legal notice was published in the official County newspaper (*Tacoma News Tribune*) advertising the Frederickson Advisory Commission (FAC) public meeting.
- *January 13, 2020*: Public Notice of the FAC meeting was sent to property owners within a radius of 300 feet, but not less than two parcels deep, around the exterior boundaries of the subject property.

2017 County Aerial

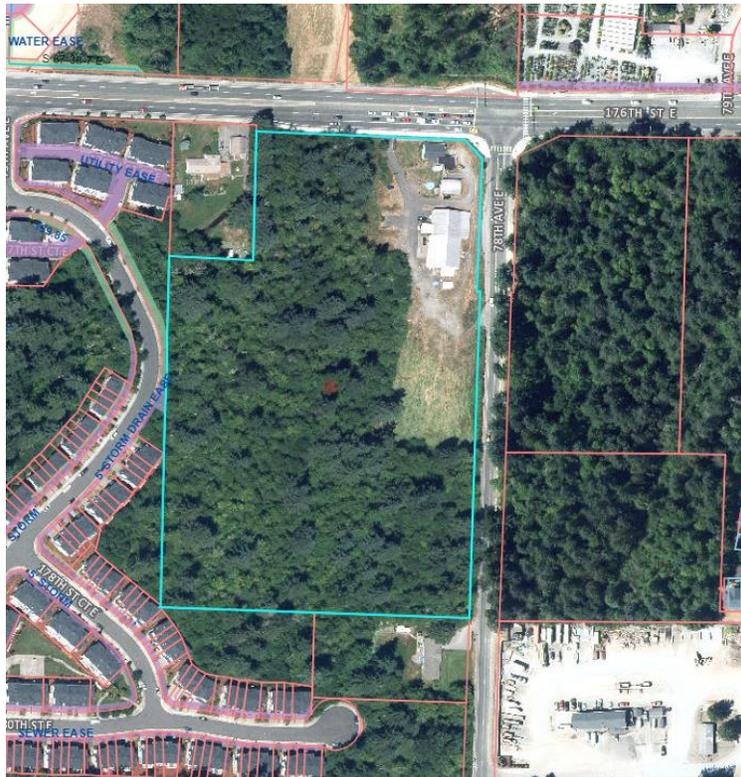


Figure 1: Project will be occurring on the highlighted parcel.

Proposed Site Plan and Preliminary Short Plat

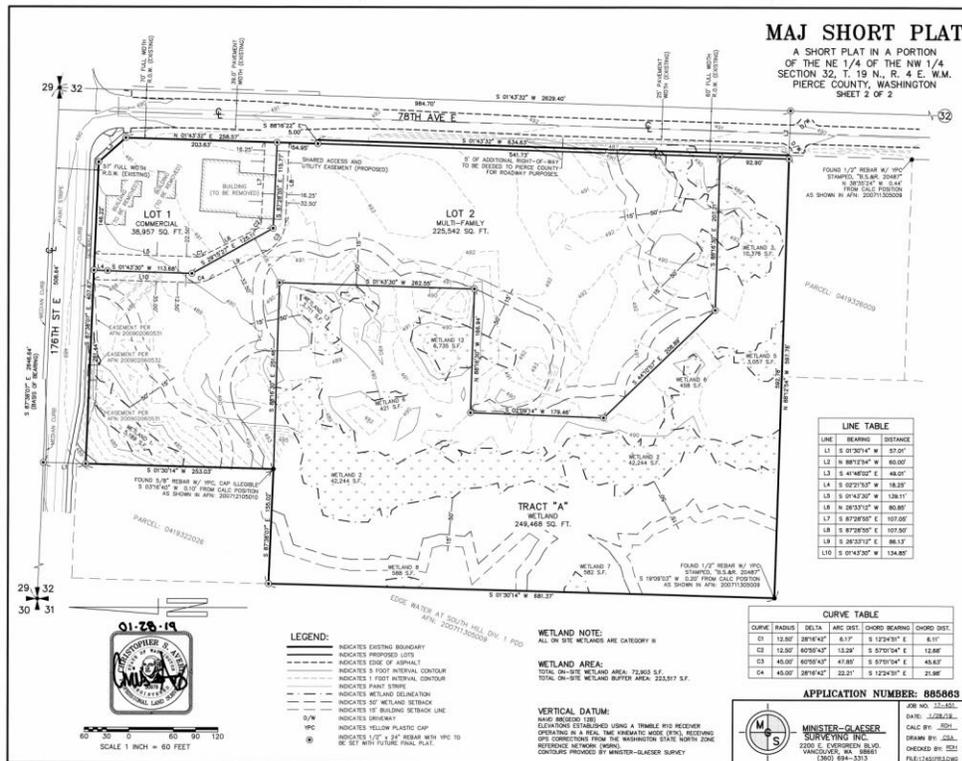


Figure 2: Preliminary short plat

Review Responsibility

The following list includes examples of jurisdictional areas for various County departments and divisions typically involved in the review and administration of this proposal:

A. Planning and Public Works (PPW):

- Current Planning verifies compliance with the Pierce County Comprehensive Plan, applicable community plans and Development Regulations such as, but not limited to, zoning, critical areas, natural resource lands, shoreline management, design review, and potential environmental impacts.
- Development Engineering reviews for drainage, erosion control, site development, flood, survey, landslide and erosion hazard, lot dimensions, and road standards.
- Cartography reviews road names and addresses.
- Resource Management reviews for consistency with the County wetland and fish & wildlife regulations.

B. Fredrickson Advisory Commission (FAC):

The FAC's role in the review process for a land use proposal includes the following:

- Review the proposal for consistency with the goals and policies in the Community Plan.
- Provide a local perspective that includes input from the community and insights of which PPW staff or the Hearing Examiner may not be aware.
- Offer recommendations for project design to fit with the community's vision while remaining consistent with the Community Plan.

PCC Chapter 2.45 Land Use Advisory Commissions provides regulations that apply to the FAC. Per PCC 2.45.130, Land Use Advisory Commission (LUAC) recommendations on a land use application shall be to approve, modify and approve, deny, or make no recommendation.

Review Criteria

The following regulations and policies shall be used during the review process including, but not limited to:

- A. Pierce County development regulations and construction and infrastructure regulations;
- B. Pierce County Comprehensive Plan and Frederickson Community Plan;
- C. Applicable state statutes; and
- D. All applicable notes on related previously recorded County documents.

Comments from the Public and Agencies

- Comments received on this proposal may be found by accessing the online permit information referenced on page 1.
- No comments have been received from the public.
- Comments were received from affected Tribes (see the discussion in the "Archeological, Culture, and Historic Resources (18S.30.020)" section.

Surrounding Land Use and Zoning Designation

LAND USE		ZONING
North	176 th Street East	N/A
South	Single Family Residence	Moderate High-density Residential (MHR)
West	Single Family Residence & Open Space for an Attached Multi-Family	MHR
East	78 th Avenue East	N/A

Initial Planning and Public Works (PPW) Staff Review for Consistency with Regulations and Policies

The proposal is subject to review for conformance with Pierce County plans, codes and regulations.

Title 19A Pierce County Comprehensive Plan

The County Comprehensive Plan addresses signs with the Goal that they establish a system of sign controls that is uniform, balanced, and minimizes the number and size of signs while ensuring an opportunity for effective advertising.

- D-16.1 Adequately control the size, type, design, and location of signs.
- D-16.3 Promote the clear identification of and direction to businesses.
- D-16.5 Encourage visual consistency at street level and for passing motorists.

Staff Comment: The application meets the policies of the County wide Comprehensive Plan.

Fredrickson Community Plan (Pierce County Code, Title 19A)

The community plan sets new standards for signs as a means of enhancing the streetscape of Canyon Road and 176th Street East. Policies and regulations strive to reduce the number and size of signs. In commercial complexes with multiple businesses, signs will be consolidated to diminish the visual clutter. New pole signs will be limited.

- GOAL FR D-12 Ensure that all signs undergo design review to ensure that the design and placement of signs is consistent with the Frederickson Design Standards and Guidelines.

Staff Comment: The proposal does not meet the Goal of the Frederickson Community Comprehensive Plan. The applicant has submitted a sign application for the proposed sign and staff found that it did not meet the design standards outlined within the community plan sign code for the size. The applicant has applied for a variance to deviate from the size standards.

- FR D-12.1 Ensure that signage is integrated with the overall architectural framework and structural elements of the building, reinforcing the shape and proportion of the façade through such techniques as detailing, use of colors and materials, and placement.
- FR D-12.5 Allow monument and wall signs.
- FR D-12.6 Require consolidation of signage within commercial development to reduce visual clutter along streets and the freeway.

Staff Comment: The application meets the policies of the Frederickson Community Comprehensive Plan. The applicant has utilized the corporate standards for the 7-Eleven signage. The structure that the sign is going to be affixed to was designed specifically to incorporate the 7-Eleven brand. The structure has three signs in total, one on the north structure face, one on the east structure face, and the sign that requires the variance on the south face along with a monument sign.

Title 18B Development Regulations – Signs

- **Building and Wall Signs (Title 18B.30.040.A.2):**
Temporary and permanent building, window and wall sign area shall not occupy more than 20 percent of the total area of the building facade or the total maximum area allowed in the applicable Sign Table, whichever is less. For purposes of this calculation, signs such as open/closed, store hours, address, and other similar information shall not be included;

Staff Comment: The proposal is not meeting the sign table allowed square footage and a sign variance is being applied for.

- **Fredrickson Community Plan Area Table 18B.30.050-1 – ROC Zoning**
The residential/office-civic (ROC) zone allows for a maximum square footage of the building sign and logo on additional street facades to be 70-percent of the allowed primary façade signage.

Staff Comment: The primary facades sign is at 85.3 square feet, meaning that the sign applied for could be 59.71 square feet in size. The applicant has applied for an 85.3-square foot sign on additional street facades. This sign is exceeding the 59.71 square feet allowed by 25.59 square feet. The proposal is not meeting this standard and has applied for a sign variance.

- **Variances (18B.10.080)**
An applicant who seeks an exception from the provisions of Title 18B PCC may pursue a sign variance.
 1. Exceptional or unusual circumstances, not resulting from any act of the applicant, apply to the project location and not generally to other properties in the vicinity;

Applicant Response: Exceptional or unusual circumstances, not resulting from any act of the applicant, apply to the project location and not generally to other properties in the vicinity. The non-street facing façade is the main entrance for the building and faces the parking lot and fueling station. The sign will help provide guidance from 78th into the multi-tenant development.

To clarify this response staff talked to the applicant and it was discussed that 78th is a Minor Arterial which provides a large amount of traffic and the monument sign is not large enough to grab the attention of customers from the south on 78th.

2. The sign proposal is outstanding in design;

Applicant response: This sign is part of a cohesive sign package for the property using the national corporate brand. Store front signage is an essential aspect to this 24 hour per day convenience store and is necessary to comply with 7 Eleven's brand standards and requirements.

3. The variance request is the minimum necessary to serve its intended purpose;

Applicant response: The sign is the standard typical 7 Eleven wall sign medium size and is intended to easily direct people to the main entrance without distracting from the multi-family neighborhood feel of the center.

4. The variance request is consistent with the purpose and intent of the Comprehensive Plan and the Development Regulations; and

Applicant response: The sign in this multi-family residential development is oriented to pedestrians with the hopes of supporting interaction between residents in a very local way by minimal commute. The sign is designed for minimal distraction to the visual design and materials used in the building construction.

5. Applicable community plan and Comprehensive Plan objectives and goals are being met through this design proposal, and no objective of the applicable community plan or Comprehensive Plan is being deviated from.

Applicant response: Pedestrian traffic is encouraged by the sign location and illumination while not distract from the overall cohesiveness of the development or to the neighboring community.

Staff Comment: Per the submitted responses to the review criteria the applicants note they will be in compliance with the sign variance review criteria.

Questions Staff has for the FAC:

1. Does the FAC believe that the applicant is meeting the Sign Variance criteria?

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