	<p>Final Staff Report & Notice of Decision Heritage Center Directional Sign Permit (File # 2021-018-SIGN)</p>
---	---

PROPOSAL:	The applicant requests to place five directional signs on the site.
LOCATION:	419 E Cedar Avenue, La Center, WA 98629. Signs would be located at the West entrance along E Cedar Avenue, the North entrance along E 5 th Street, the South entrance along E 4 th Street, at the ramp at the South side of Building B and at the parking entrance along E 5 th Street.
APPLICANT:	Advanced Electric Signs, 1550 Down River Dr. Woodland, WA, 98674. Email: woody@advancedelectricsign.com . Phone: 360-225-6826.
ZONING:	Downtown Commercial (C-1) with Downtown Overlay
APPROVAL CRITERIA:	The City reviewed the application for compliance with the La Center Municipal Code (LCMC) Chapter 8.60, Sign Regulations.
Submittal Date:	June 9, 2021
SEPA:	This project is categorically exempt per WA 197-11-800(2)(c).
DECISION:	Approval with conditions
DECISION DATE:	July 13, 2021
CITY REVIEWER:	Ethan Spoo, AICP, Consulting Planner and Tony Cooper, PE, City Engineer

CONTACT LIST

OWNER

Genteel Investments, LLC
Contact: Roy Heikkala
P.O. Box 1434
Vancouver, WA 98668

APPLICANT

Advanced Electric Signs
Contact: Woody
1550 Down River Drive
Woodland, WA 98674
360.225.6826

SIGN INSTALLER

Same as applicant

LA CENTER STAFF

Anthony Cooper, PE, City Engineer
305 NW Pacific Highway
La Center, WA 98629
360.263.7665
acooper@ci.lacenter.wa.us

Ethan Spoo, AICP, Consulting Planner
WSP USA
210 East 13th Street, Suite 300
Vancouver, WA 98660
360.823.6138
ethan.spoo@wsp.com

Overview and Procedural Background

The applicant proposes to place five directional signs on the property. The sign faces for signs 1, 2, 3, and 4 would be 5.44 square feet and sign 5 would be 3.75 square feet. Total dimensions for signs 1, 2, and 4 would be 3.5 feet tall by 2 feet, 4 inches wide. Sign 3 would be mounted on the existing free-standing, on-premise commercial sign and the sign face would be 2.5 feet wide. Total dimensions for sign 5 would be 4 feet tall by 2.5 feet wide. These directional signs are required per LCMC 12.20.035 (5): (c) *Directory signs which list building addresses, unit numbers, and tenant names shall be located at all public street entries to multiple tenant complexes and are subject to the requirements of the La Center sign code.*

Approval Criteria

LCMC 8.60.030(4)

(4) Approval Criteria. The department shall approve a sign permit where the applicant demonstrates compliance with all of the following approval criteria:

- (a) The proposed sign is not one prohibited under LCMC 8.60.020(2)(a) through (k), Prohibited Signs; and*
- (b) The proposed sign complies with all applicable dimensional, durational, locational and other requirements of this chapter.*

Finding(s):

- The applicant proposes five directional signs, which are one of the allowed sign types in a C-1 zone under LCMC 8.60.070 (Signs in the C-1 and C-3 zones) and are not one of the prohibited sign types under 8.60.020(a) through (k).
- The signs comply with the applicable dimensional, durational, locational and other requirements of this chapter as demonstrated in materials submitted by the applicant and documented in this staff report.
- Conclusion: The proposed sign meets the approval criteria for the City to issue a sign permit.

(6) Permit must be exercised within 90 days of issuance. Permits issued under this chapter shall be void if the sign so permitted is not erected in compliance with the requirements of the permit and this chapter within 90 days following the date the permit is issued. The public works director may grant a request, made in writing, to extend the permit for one additional 90-day period.

As a condition of approval, the applicant shall place the signs on the site within 90 days or apply for an extension within the 90-day period following issuance of this sign permit.

LCMC 8.60.050 General Requirements Applicable to All Signs

(1) General Requirements. The following requirements apply to all signs allowed in the city:

- (a) Building and Specialty Code Compliance. All signs, whether regulated by this chapter or not, shall meet all applicable construction and operation standards of the International Building Code adopted by the city of La Center. Where these codes conflict with the requirements of this chapter, the more stringent or restrictive shall control.*
- (b) No sign shall be insecurely erected, or constructed so as to constitute a safety hazard, fire hazard or a nuisance.*
- (c) Sign Obstructing View, Passage or Safety. No sign shall:*
 - i. Obstruct free ingress to or egress from any door, window, fire escape, alley, driveway, fire lane, access from the sidewalk to transit stop areas, designated disabled parking spaces, disabled access ramps or building exits;*
 - ii. Be located so as to obstruct or interfere with intersection sight distance for vehicles*

City of La Center, Washington

exiting a driveway or street in accordance with the line of sight triangle requirements in the La Center engineering standards;

- iii. Obstruct or interfere in any way with the public's ability to clearly view government signs;*
- iv. By reason of their size, location, movement, content, coloring, or manner of illumination be subject to being confused with a government sign; or*
- v. Interfere in any way with traffic, visibility or passage within the public right-of-way, including vehicle travel lanes, sidewalks and bike lanes.*

Finding(s):

- The building official indicates a building permit is not required for the signs.
- Signs 1, 2, 4, and 5 are proposed to be placed on single pylons and will be constructed of aluminum. The pylons will be set 24-inches deep in the ground with concrete settings with a 12 inch diameter. Therefore, the signs will be securely erected and constructed and will not be a safety or fire hazard. Sign 3 will be attached to the existing on-premise free-standing commercial pole sign.
- The proposed signs will be placed in 5 locations.
 - (1) Sign 1 will be located at the West entrance to the property along E Cedar Avenue.
 - (2) Sign 2 will be located at the North entrance to the property along E 5th Street.
 - (3) Sign 3 will be located at the South entrance to the property along E 4th Street.
 - (4) Sign 4 will be located at the ramp on the South side of the northern building complex within the property.
 - (5) Sign 5 will be located at the North-East corner of the property along E 5th Street to signal the parking entrance.
- Egress and ingress to the subject site is located along E Cedar Avenue, E 4th Street, and E 5th Street and the signs will not obstruct this access. The signs would not obstruct free ingress or egress from doors, windows, fire escapes, alleys, driveways, fire lanes, from the sidewalk to transit stops or disabled parking or access ramps or building exits.
- The signs would not obstruct intersection sight distance as confirmed by the City Engineer.
- The only government signs in proximity to the property are a stop sign located at the northwest corner and a pedestrian crossing sign located near the northeast corner of the Heritage Center site. Sign 1 and Sign 5 would be located in proximity to these signs, but would be shorter and would not interfere with the public's ability to clearly view government signs or be confused with government signs.
- Conclusion: The sign will not obstruct view, passage or safety. This requirement is met.

(d) Lighting. Signs, excluding temporary signs and canopy signs, may be lit, either from within the sign structure or by external lights shining on the sign face. External light sources shall be aimed downward and be shielded to direct light solely on the sign face, and in no case shall sign lights shine directly onto an adjacent property, buildings or the public right-of-way or cast glare into the eyes of pedestrians or motorists in the public right-of-way. Flashing, strobe and rotating lights are prohibited in all situations. Sign lights shall not substitute for security or safety lighting that may otherwise be required.

Finding(s):

- 3 signs (1,2,3) will be internally illuminated and 2 signs (4,5) will be non-illuminated. Both types of signs are permitted.

(h) Two-Sided Signs. Freestanding and projecting signs may have a maximum of two faces. The area of a two-sided sign shall be the largest area of one face of the sign. Further, a two-sided sign shall be considered one sign for the purpose of determining the number of signs allowed.

Finding(s):

- The proposed signs are two-sided; each two-sided sign is considered one sign for a total of five signs.
- (i) Freestanding Signs. When a freestanding sign is allowed by this chapter, Figures 8.60.050(1) through 8.60.050(5) illustrate the five allowed freestanding sign configurations: monument,

City of La Center, Washington

single and dual pedestal, and single and dual pylon. The signs shall comply with the dimensional standards specified in these figures and the area and height requirements specified in this chapter.

- (j) Freestanding Sign Base Material. The sign base and support structure of freestanding signs must be constructed of or covered with quality materials such as real or faux stone, brick, stucco, textured wood, tile, and textured concrete.
- (k) Freestanding Sign Landscaping. All freestanding signs shall have landscaping surrounding the base of the sign equal in area to a minimum of 80 percent of the sign face area. Landscaping shall consist of grass, low shrubbery, and/or ground cover. Whenever possible and appropriate, native vegetation that is drought resistant and requires minimal or low maintenance shall be used for sign-related landscaping. Landscaping shall be well maintained. Sign-related landscaping may be included in any calculation of total landscaping required in a zoning district.

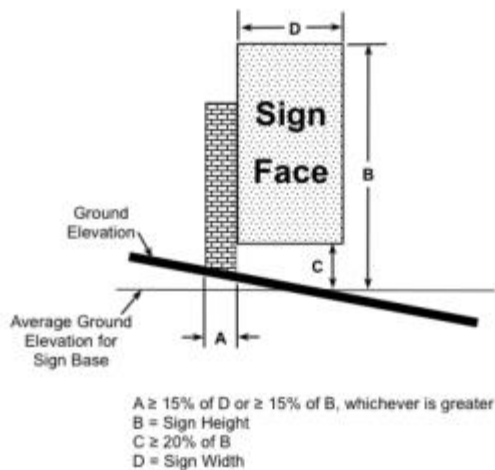


Figure 8.60.050(4) Single Pylon Sign Dimensional Standards

Finding(s):

- The signs would be double-sided, single-ylon directional signs. The width of the pylons for signs 1, 2, 4, and 5 will be seven inches, but is assumed to be approximately four inches based on the scaled drawings. The bottom of the sign for signs 1, 2, 4, and 5 would be 14 inches above the ground, which is approximately 33% of the sign's height. Therefore, the dimensional requirements for single pedestal signs in Figure 8.60.050(4) is met. Sign 3 would be placed on an existing single-ylon with existing additional signage.
- The applicant is proposing to use faux stone for the sign base, as required by this code section.
- The signs will be placed in the existing or proposed landscape beds. This requirement is met.
- The square footage for signs 1, 2, 3, and 4 would be 5.44. The square footage for sign 5 would be 3.75. This requirement is met.
- Conclusion: the signs will meet the dimensional, material, and landscape requirements for freestanding signs as conditioned.

(2) *Modifications to Existing Signs.* Any sign that is structurally altered, relocated or replaced shall be brought into compliance with all applicable substantive requirements of this chapter, including the requirement to obtain a permit. Any modification to a sign for which a permit has been issued shall be processed as an administrative review in the same manner as for a new sign. This requirement to obtain a new permit for sign modifications does not apply to copy or panel changes where the physical size, shape, height, or support structure is not changed by more than 10 percent of the applicable numeric standard.

Finding(s):

- Sign 3 will be a modification to an existing sign. It will not structurally alter, relocate, or replace the existing sign. This requirement is met.

City of La Center, Washington
Signs in the C-1 and C-3 Zones

(1) This section governs signs in the city's C-1/C-3 (downtown commercial/cardroom overlay) zones. All signs in the C-1 and C-3 zones shall:

- (a) Comply with the requirements of LCMC 8.60.050, General requirements applicable to all signs, unless otherwise allowed in this section.
- (b) Use materials compatible with the facade materials.
- (c) Avoid highly reflective materials and surfacing, limit the use of plastic, and employ painted wood or metal where reasonably feasible.
- (d) Apply letter or painted signs to the building face where reasonably feasible.
- (e) Use fonts which complement the period of the building's architecture.
- (f) Avoid corporate design standards which cannot be used as a justification for granting a variance to this chapter.
- (g) If illuminated, the sign shall be externally illuminated by downward-facing light sources.
- (h) Mounted so that the sign does not obscure significant architectural details.
- (i) Comply with the La Center Downtown Design Plan and Guidelines.

Finding(s):

- The proposed sign complies with the general requirements in LCMC 8.60.050 as demonstrated in this staff report.
- Signs 1, 2, 4, and 5 will have a single pylon pedestal. The sign faces will be made of aluminum painted dark gray, made to complement the façade.
- The sign pylons will be black, and the face of the signs will be aluminum cabinet painted dark gray. Signs 1, 2, and 3 will have acrylic backer and will be internally illuminated with white LEDs. Signs 4 and 5 will have overlaid white vinyl graphics. The signs would be non-reflective material.
- The applicant is not proposing wall signs on the building and based on these being directional signs, this would not be appropriate. Therefore, this requirement is not applicable.
- The applicant is proposing a font complementing the period of the primary building identifying the property as "Heritage Center." The font is consistent for all 5 signs to be constructed.
- The applicant is not proposing corporate design for the signs and is a custom design for the site. This requirement is met.
- Signs 1, 2, and 3 will be internally illuminated with white LEDs as permitted by the general requirements. No external illumination is proposed. Signs 4 and 5 will be non-illuminated; this requirement does not apply.
- The signs will be freestanding, will not be mounted on the building and will not obscure significant architectural details.
- Staff reviewed the La Center Downtown Design Plan and Guidelines and have determined that the sign meets these requirements.
- Conclusion: The above requirements are met or can be conditioned to meet the requirements.

(3) Signs in the downtown commercial (C-1) and cardroom overlay (C-3) zones shall comply with the following additional requirements:

- (a) *Individual Business Signs.* The following are the signs allowed for an individual business. A total sign area is allocated to each business and this maximum sign area can be distributed between allowed wall signs, freestanding signs, and projecting signs not to exceed the maximum individual sign area specified below. The total sign area allocated to each business shall not exceed one square foot per linear foot of a primary frontage plus one-half square foot per linear foot of secondary frontage and frontage abutting a parking lot, with an allowed minimum of 24 square feet allocated to each business. See Figure 8.60.070(1) for an illustration of this calculation.
 - v. *Directional Signs.* Directional signs shall not exceed six square feet in area and three and one-half feet in height. One freestanding directional sign may be installed on each abutting street entrance to a parking lot or drive-through lane.

City of La Center, Washington

Finding(s):

- The applicant is proposing five total directional signs. Signs 1, 2, 4, and 5 would be 3.5-foot tall, the face of sign 3 would be 2.5-foot tall mounted on an existing free-standing commercial pole sign (height of the existing pole is not specified).
- One freestanding directional sign may be installed on each abutting street entrance.
- Conclusion: The sign dimensional requirements for the C-1 zone are met.
As a condition of approval, sign 3 shall not exceed 3.5 feet in height.

CONCLUSIONS & DECISION

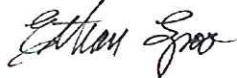
The review authority finds the applicant has sustained the burden of proving the application complies with the applicable provisions of La Center's Municipal Code. Therefore, the subject application is hereby APPROVED subject to the following conditions of approval:

1. The applicant shall construct the signs to meet the design provided to the City of La Center by Advanced Electric dated June 24, 2021 attached as Exhibit
2. The applicant shall place the signs on the site within 90 days or apply for an extension within the 90-day period following issuance of this sign permit.
3. Sign 3 shall not exceed 3.5 feet in height.

APPEALS

Decisions on sign permits are appealable to the City Council per 8.60.030(2)(d).

Ethan Spoo, AICP
Consulting Planner



Anthony Cooper, PE
City Engineer



Exhibits

- Exhibit A: Sign permit application materials

Exhibit A

Sign Permit Application



City of La Center, Planning Services
305 NW Pacific Highway
La Center, WA 98629
www.ci.lacenter.wa.us
Ph. 360.263.7665 Fax: 360.263.7666
www.ci.lacenter.wa.us

Permit Type: Banner Monument Temporary Commercial Residential Other
Legal Property Owner: CTA Genteel Investments, LLC Phone: 360-735-8001

Address: PO Box 820406 Vancouver, WA 98682 Email: kathryne@ccpprop.com

Applicant (if different from owner): Advanced Electric Signs Phone: 360-225-6826

Address: 1550 Down River Dr. Woodland, WA 98674 Email: woody@advancedelectricsign.com

Sign Installer: Same as Applicant Phone: _____

Date Sign Installed: _____ Date Sign To Be Removed: _____

Sign Location: 419 E Cedar Ave

Sign Dimensions: Height: 30" Width: 30" SQ. Ft. Total: 6.25 Illuminated Yes/No

Additional Documentation As Needed Demonstrating Compliance with LCMC 8.60

- Sign Design (Scaled drawings showing height, width, area, color, illumination and number and location of proposed signs.)
- Site Plan (Documenting existing signs, setbacks and/or facade dimensions.)
- Landscaping Plan (if required)
- Lighting Plan (if required)

Property Owner Signature *Robert Hoff* Date 6/8/21

Applicant Signature *Steve Woodrum* Steve Woodrum Date 6/04/2021

Office Use Only

Permit # _____ Fees: \$ _____

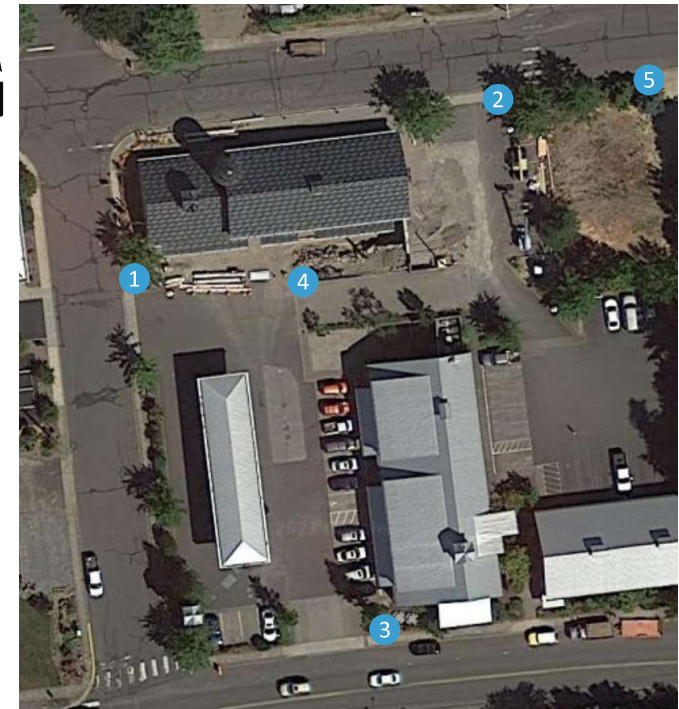
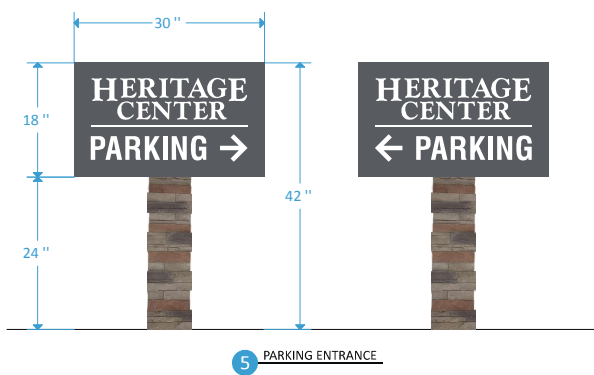
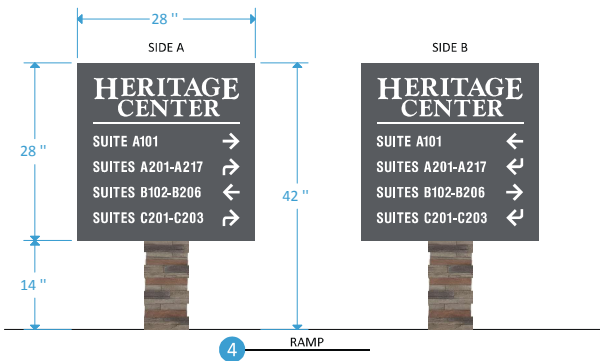
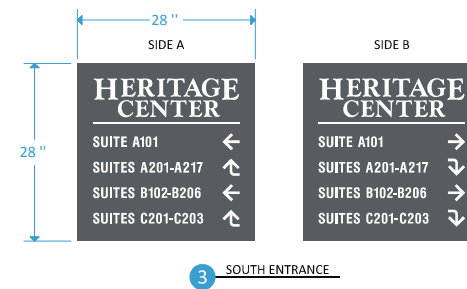
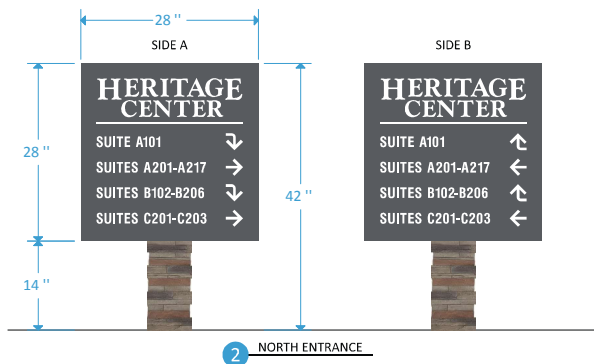
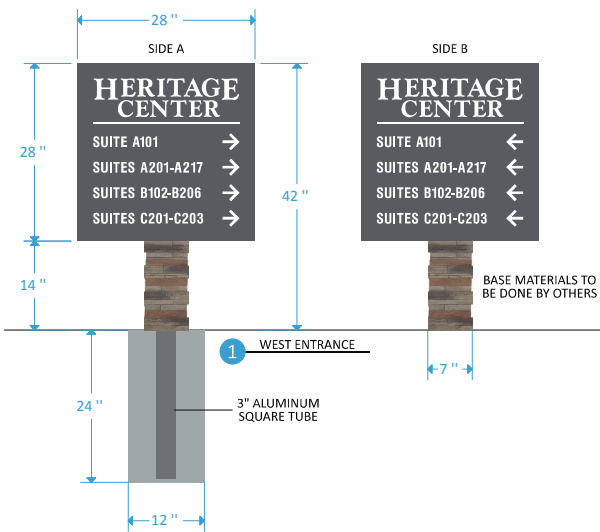
Received By _____ Date Paid: _____

Date Received: _____ Receipt # _____

Date Approved: _____ Procedure: Type I

Zoning Designation: _____ Type II

Notes _____ Type III



JOB DESCRIPTION:

Manufacture and install double sided illuminate & non-illuminated directory signs

CONSTRUCTION DETAILS:

- 1, 2, 3 - (ILLUMINATED) Painted aluminum cabinet w/ routed .080 aluminum face w/ acrylic backer internally illuminated w/ white leds
- 4, 5 - (NON-ILLUMINATED) Painted aluminum cabinet .080 aluminum face overlaid in vinyl graphics

COLORS TO BE USED:

- DARK GRAY CABINET/FACES
- BLACK POSTS
- WHITE ACRYLIC BACKER/VINYL



PROJECT TITLE: Genteel Investments
 LOCATION: Heritage Center
La Center, WA

DRAWING# 62421
 DATE: 6/24/2021
 PRESENTED BY: WOODY
 DESIGNED BY: WOODY

CLIENT APPROVAL SIGNATURE: _____ DATE: ____/____/____
 X
 LANDLORD APPROVAL SIGNATURE: _____ DATE: ____/____/____
 X
 By signing this sketch you are hereby authorizing advanced electric signs to produce these signs as shown and depicted in this sketch and does not include changes or any alterations. © 2020



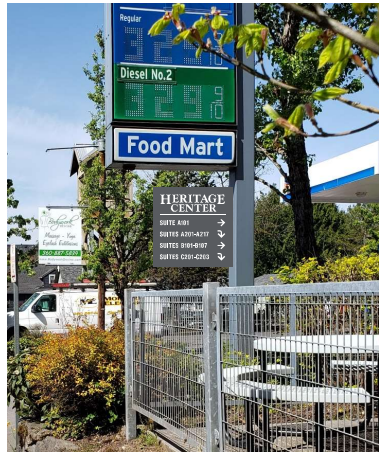
1 WEST ENTRANCE



2 NORTH ENTRANCE



3 SOUTH ENTRANCE



4 RAMP



5 PARKING ENTRANCE

