

**CITY OF MILL CREEK
DESIGN REVIEW BOARD
APPLICATION PL2020-0005**

PART I - SUMMARY INFORMATION

NAME OF PROJECT: Review new monument signs (Re-branding a 76 gas station to a Shell gas station)

OWNER: Best Medical Supplies, Inc.
1026 164th Street SE
Mill Creek, Washington 98012

APPLICANT: Insignia Sign and Re-Imaging
325 Burnett Avenue North
Renton, WA 98057

LOCATION: The existing 76 gas station is located at 1026 164th Street SE. See the attached Site Plan (Sheet 1).

PROPOSAL: To re-brand the 76 gas station to a Shell gas station. The re-branding proposal includes installing three new Shell canopy signs and two food mart wall signs, painting the fuel pump canopy with a trim white, yellow and red band, and replacing the fuel price sign and the commercial freestanding identification sign. See the attached Plan Set (7 Sheets).

ZONING: Community Business (CB)

PART II – STATUTORY REQUIREMENTS

In accordance with Mill Creek Municipal Code (MCMC) Section 17.26.010, alterations of 25 percent or more of a sign and color changes to a building must receive approval from the City of Mill Creek Design Review Board. Signs and buildings are reviewed in accordance with the sign standards set forth in MCMC Chapter 17.26 and the design criteria set forth in MCMC Section 17.34.040.

Because this project design was originally approved under Snohomish County, the items under consideration by the Design Review Board are limited to the installation of the a new commercial identification sign, and a new Shell fuel price monument sign located on the southeast corner of the 164th Street SE and SR 527 intersection. Please see **Attachment 1- Sign Plan Set** to see the locations, specifications and dimensions of the signs. The applicant will be using the Shell corporate colors that are used at other Shell gas station in the City. The wall signs are approved

administratively but shown and included so the DRB has a comprehensive understanding of the re-branding proposal. A full description of the re-branding is included below for your reference.

PART III – PROJECT DESCRIPTION

The applicant is proposing to re-brand the existing 76 gas station to a Shell gas station, including:

1. Removing the three 76 logos on the north, east and west sides of the canopy covering the fuel pumps and installing three new Shell logo signs. Each Shell logo signs is 16 square feet and LED illuminated.
2. Removing the existing 76 white and red band and painting the fuel pump canopy trim white, yellow and red to match the Shell branding. An LED illuminated red bar is proposed to be installed at the bottom of the canopy to provide visual interest during hours of darkness.
3. Removing the three blue, red and white 76 food mart signs on the food mart building/canopy located under the fuel station canopy and replacing them with the new Shell food mart signs.
4. Removing the existing 76 freestanding commercial identification sign and fuel price sign at the southeast corner of the 164th Street SE/SR 527 intersection and installing a new Shell logo commercial identification sign/fuel price sign centered on the existing base; and
5. Removing the 76 fuel price sign at the southeast corner of the 164th Street SE/SR 527 intersection and installing a new Shell fuel price sign the same size centered on the existing base; and.
6. Removing an existing fuel price sign on a parking lot lighting pole, no replacement proposed.

PART IV – PROJECT ANALYSIS

The following table summarizes the applicable development regulations that are relevant to the proposal for DRB review, which includes the fuel price and commercial monument sign. For each regulation, a corresponding staff commentary has been provided.

17.26.020.E .1	All permanent freestanding signs shall be located no closer than five feet to any street right-of-way or access easement and shall not interfere with traffic vision clearance.	There will be no change to the existing setback which exceeds five feet.
17.26.020.E.5	Each lot, tract, parcel or building in a commercial zone which has a minimum of 80 feet of frontage on an arterial street may have one freestanding sign not exceeding 16 square feet in area and having a maximum height of 42 inches.	The proposed new Shell logo monument sign at the southeast corner of 164 th Street S.E. and SR 527 is nine square feet, with a proposed height of 42 inches, which is within the amount allowed by City Code. This sign will replace the existing monument sign and use the existing base.

17.26.020.E .7	Freestanding signs that are internally illuminated shall be designed to emphasize the lighting of the sign text, message and/or symbols, while minimizing the lighting of the background of the sign face.	The existing monument signs are externally up-lit. The new monument signs are proposed to be internally LED illuminated and have been designed as required to emphasize the sign text/symbols, rather than the background of the sign face. Existing up lighting is proposed to be removed.
17.26.020.E .8	Gas stations may have one fuel price sign on each arterial on which a pump island is located. Fuel price signs shall have no other advertising than the type of fuel and the price. Fuel price signs shall be no higher than 42 inches and no larger than nine square feet in area.	The proposed fuel price monument sign is nine square feet and 42 inches in height (with base), which meets the dimension requirements of the City Code. No advertising other than the type of fuel and the price are proposed.
17.34.040.E.6.d	Sign colors should be coordinated with building colors.	Proposed Shell logo signs are coordinated with yellow and red to complement the yellow, red and white on the food mart building and the new red fuel price sign and bands on the canopy.
17.34.040.E.6.7.b	Freestanding signs should provide only the name and address of the building, building complex and/or building tenants.	Only the name of the business is proposed to be on the monument identification sign. A new Shell logo is proposed to replace the existing 76 logo.
17.34.040.E.6.7.d	Project landscaping should be designed to incorporate freestanding signs.	There is currently a landscape bed around the two monument signs with up lighting surrounded by grass. There are no plants in the landscape bed. Staff is recommending a Condition of Approval, requiring seasonal and/or low growing evergreen groundcover or a combination thereof in the existing landscape bed.
17.340040.B.a.	No single architectural style is required. However, reliance on or use of standardized "corporate or franchise" style for commercial buildings is strongly discouraged.	The proposed Shell Gas Station re-branding is intended to attract business with a clean, bright and consistent appearance. Even, though this image is a corporate look, the proposed re-imagining is consistent with all other applicable design guidelines.
17.34.040.D.2	Lighting shall be energy-efficient,	The proposed LED red bar on the

	glare-free and shielded from the sky and adjacent properties and structures to reduce off-site spill-over.	bottom of the canopy will be in compliance with the City's lighting standards will not spill over onto adjacent properties or result in excessive glare.
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PART V - FINDINGS, CONCLUSIONS, AND RECOMMENDATION:

Having viewed the properties and reviewed the application, City staff finds that the fuel price and commercial monument signage and color change on the canopy, as proposed, and as may be revised by the Design Review Board, are consistent with the design guidelines set forth in MCMC Section 17.34.040.B.7.

Based on these findings and conclusions, staff recommends approval of the proposed signs and the color change subject to the following conditions. It should be noted that Design Review Board may adopt additional Conditions of Approval as deemed necessary.

1. Both the fuel and commercial monument sign designs shall be as portrayed on the materials submitted with the application, except as may be modified by the conditions imposed by the Design Review Board.
2. Both the fuel price and commercial monument signs shall not be installed until a sign permit is issued by the Building Official for each sign.
3. Install seasonal flowers and/or evergreen groundcover or combination thereof with new mulch to the landscape bed surrounding the fuel price and monument sign, in accordance to MCMC 17.24.030.

ATTACHMENTS:

- Proposed Sign Plan Set (7 Sheets)