



NOTICE OF APPROVAL

The Department of Community Planning & Building of the City of Carmel-by-the-Sea has approved a Project pursuant to the City's Municipal Code. Persons interested in the project may review additional materials available at the Department of Community Planning & Building located at City Hall on Monte Verde Street between Ocean and 7th Avenues, phone number 831-620-2010.

The decision to approve this project may be appealed within 10 days from the date of this by filing a written appeal with the Department of Community Planning & Building.

Planning Case #: Sign 24242

Owner Name: HASCO HOLDINGS LLC

Case Planner: Jacob Olander, Associate Planner

Date Posted: _____

Date Approved: 12/13/2024

Project Location: SE corner of San Carlos St. & 5th Ave, Carmel By-The-Sea, CA 93921

APN #: 010132012000 **BLOCK/LOT:** 57/ALL OF LOTS 2, 4, AND 6

Applicant: Calcraft Corporation - Brian Collins

Project Description: This approval of Sign Permit (SI 24242 (Chevron)) authorizes the alterations to signs at an existing gas station located on the SE corner of San Carlos St. & 5th Ave in the Service Commercial (SC) District. The Sign Permit authorizes: 1. The Deed of Gift of the Shell pendant sign and the two Shell channel letter sign (above the pump and on the side of the building); 2. Removal of all of Shell Signs; 3. Removal of the Shell branding on the pumps; 4. Installation of new Chevron signs on the air pump, gas pumps, and the price sign; 5. Installation of Chevron branding on the gas pumps; 6. Installation of a new Chevron pendant sign and channel letter signs to replace the signs deeded to the City of Carmel-by-the-Sea once the applicant has provided details on these new signs to the City Staff for approval. Alterations not expressly listed in this authorization are not permitted. The project shall be consistent with the application materials dated approved by Community Planning & Building Department on December 13, 2024, unless modified by the conditions of approval contained herein.

Can this project be appealed to the Coastal Commission? Yes No

Upon completion of the 10 calendar-day appeal period, please return this form, along with the Affidavit of Posting, to the case planner noted above.



FINDINGS AND CONDITIONS

Project: SI 24242 (Chevron)

Location: SE corner of San Carlos St. & 5th Ave; 010-132-012-000

Date of Action: December 13, 2024

Project Description:

SI 24242 (Chevron) authorizes the approval of Design Study Applications (SI 24242 (Chevron)) located on the SE corner of San Carlos St. & 5th Ave in the Service Commercial (SC) District. APN: 010-132-012-000

The proposed work includes:

- The removal of the Shell signs and installation of Chevron signs. The pendant sign and channel letter signs (over the pump and on the side of the building) are Deeded to the City to be put in the Harrison Memorial Library History Room. All signs will be replaced with wood or metal signs with Chevron branding. Pump decals are going to be replaced in kind with required Chevron branding.

FINDINGS REQUIRED FOR DESIGN STUDY APPROVAL		
The Director shall have the authority to approve, approve with modifications and/or conditions, or deny an application for design review based on written findings stating the reasons for the action. Findings shall be based on information in the record. CMC 17.58.060.A.		
For each of the required findings listed below, the staff has indicated whether the application, either as proposed or with conditions, supports adopting the findings. For all findings checked "no," staff discusses the issues to facilitate staff's decision making. Findings checked "yes" may or may not be discussed depending on the issue(s).		
CMC 17.58.060.B Findings for Design Review Approval	YES	NO
Before approving an application for design review in any district, the Director shall find that the final design plans:		
1. Conform to the applicable policies of the General Plan and the Local Coastal Program;	✓	
2. Comply with all applicable provisions of this code; and	✓	
3. Are consistent with applicable adopted design review guidelines.	✓	
Additional Staff Analysis/Discussion:		
The pendant sign and Channel Letter signs on the side of the building/above the pump will be deeded to the City of Carmel-by-the-Sea. The applicant will work with staff to approve the new proposed signs to replace the three deeded signs. The materials of the signs will meet the requirements outlined in 17.40.030.C.		

ENVIRONMENTAL REVIEW
The California Environmental Quality Act (California Public Resources Code §§ 21000, <i>et seq.</i> , "CEQA"), together with State Guidelines (14 California Code Regulations §§ 15000, <i>et seq.</i> , the "CEQA Guidelines") and City Environmental Regulations (CMC 17.60) require that certain projects be reviewed for environmental impacts and that environmental documents be prepared.
Finding: The Community Planning and Building Department finds that pursuant to CEQA regulations, the project is categorically exempt under Section 15301 (Class 1) – Existing Facilities and Section 15331 (Class 31) Historic Resource Restoration/Rehabilitation, and no exceptions to the exemption exist pursuant to section 15300.2 of the CEQA Guidelines.
Additional Staff Analysis/Discussion: The project consists of the removal of the Shell signs and installation of Chevron signs. The pendant sign and channel letter signs (over the pump and on the side of the building) are Deeded to the City to be put in the Harrison Memorial Library History Room. All signs will be replaced with wood

or metal signs with Chevron branding. Pump decals are going to be replaced in kind with required Chevron branding.

CONDITIONS OF APPROVAL	
No.	
1.	<p>Authorization. This approval of Sign Permit (SI 24242 (Chevron)) authorizes the alterations to signs at an existing gas station located on the SE corner of San Carlos St. & 5th Ave in the Service Commercial (SC) District. The Sign Permit authorizes:</p> <ol style="list-style-type: none"> 1. The Deed of Gift of the Shell pendant sign and the two Shell channel letter sign (above the pump and on the side of the building); 2. Removal of all of Shell Signs; 3. Removal of the Shell branding on the pumps; 4. Installation of new Chevron signs on the air pump, gas pumps, and the price sign; 5. Installation of Chevron branding on the gas pumps; 6. Installation of a new Chevron pendant sign and channel letter signs to replace the signs deeded to the City of Carmel-by-the-Sea once the applicant has provided details on these new signs to the City Staff for approval. <p>Alterations not expressly listed in this authorization are not permitted. The project shall be consistent with the application materials dated approved by Community Planning & Building Department on December 13, 2024, unless modified by the conditions of approval contained herein.</p>
2.	<p>Codes and Ordinances. The project shall be constructed in conformance with all requirements of the SC zoning district. All adopted building and fire codes shall be adhered to in preparing the working drawings. If any codes or ordinances require design elements to be changed, or if any other changes are requested at the time such plans are submitted, such changes may require additional environmental review and subsequent approval by the Planning Department.</p>
3.	<p>Permit Validity. This approval shall be valid for a period of three months from the date of action unless an active building permit has been issued and maintained for the proposed construction.</p>
4.	<p>Indemnification. The applicant agrees, at his or her sole expense, to defend, indemnify, and hold harmless the City, its public officials, officers, employees, and assigns, from any liability; and shall reimburse the City for any expense incurred, resulting from, or in connection with any project approvals. This includes any appeal, claim, suit, or other legal proceeding, to attack, set aside, void, or annul any project approval. The City shall promptly notify the applicant of any legal proceeding, and shall cooperate fully in the defense. The City may, at its sole discretion, participate in any such legal action, but participation shall not relieve the applicant of any obligation under this condition. Should any party bring any legal action in connection with this project, the Superior Court of the County of Monterey, California, shall be the situs and have jurisdiction for the resolution of all such actions by the parties hereto.</p>
8.	<p>Sign Material. In accordance with 17.40.030.C, all signs installed shall be permanent, natural materials such as wood or lettering painted on glass, wrought iron, ceramic and stone unless otherwise approved by the Planning Commission. All signs approved herein shall be wood or metal with painted letters.</p>
9.	<p>Deed of Gift. The applicant shall deed the Shell pendant sign and Shell channel letter signs as stated in the Deed of Gift provided to the City of Carmel by the Sea December 13, 2024</p>

Acknowledgement and acceptance of conditions of approval:

Property Owner Signature

Printed Name

Date

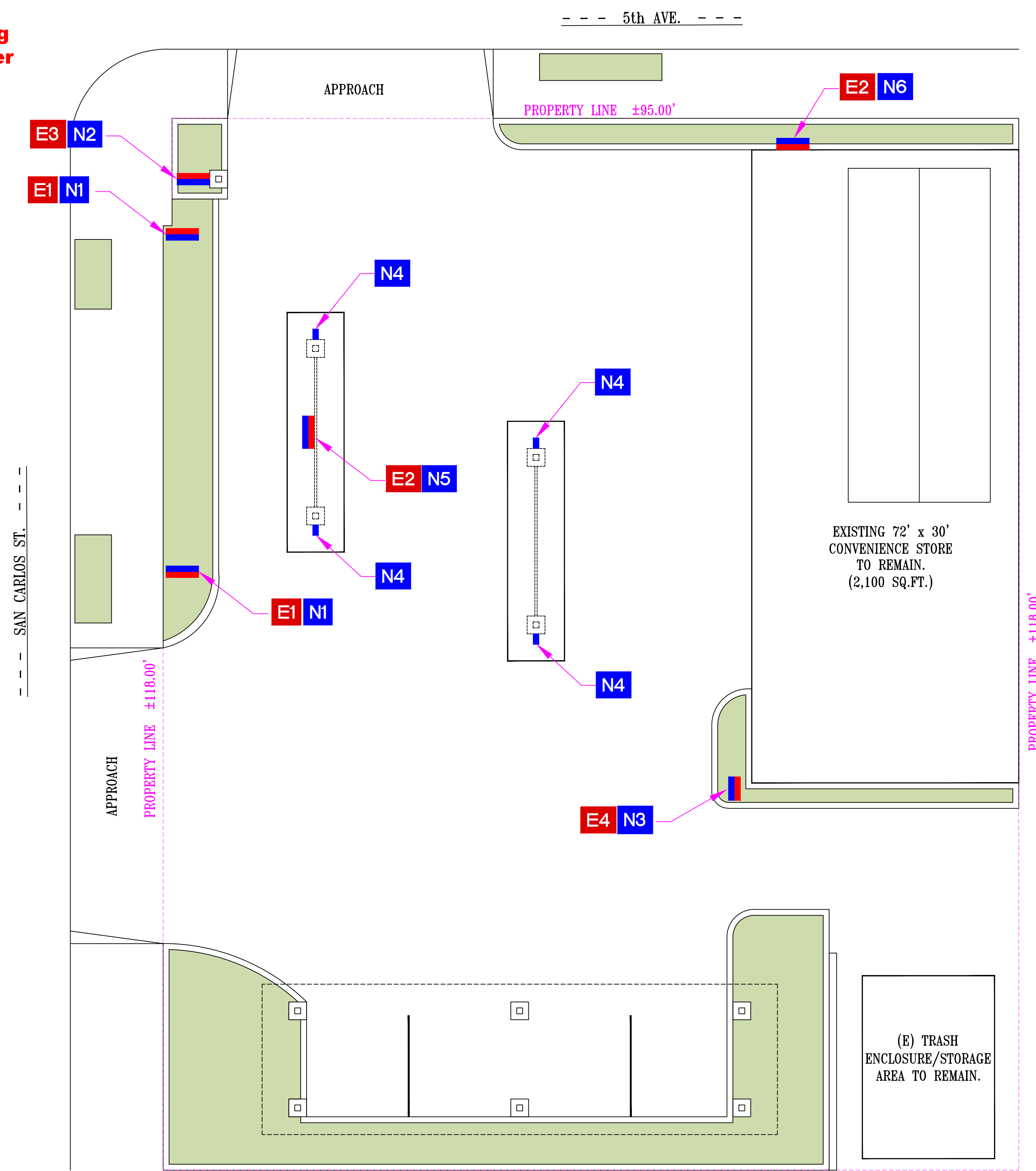
Applicant Signature

Printed Name

Date

Once signed, please email to jolander@ci.carmel.ca.us.

Approved 12/13/2024
SI 24242 (Chevron)
Carmel-by-the-Sea
Community Planning and Building
Jacob Olander, Associate Planner

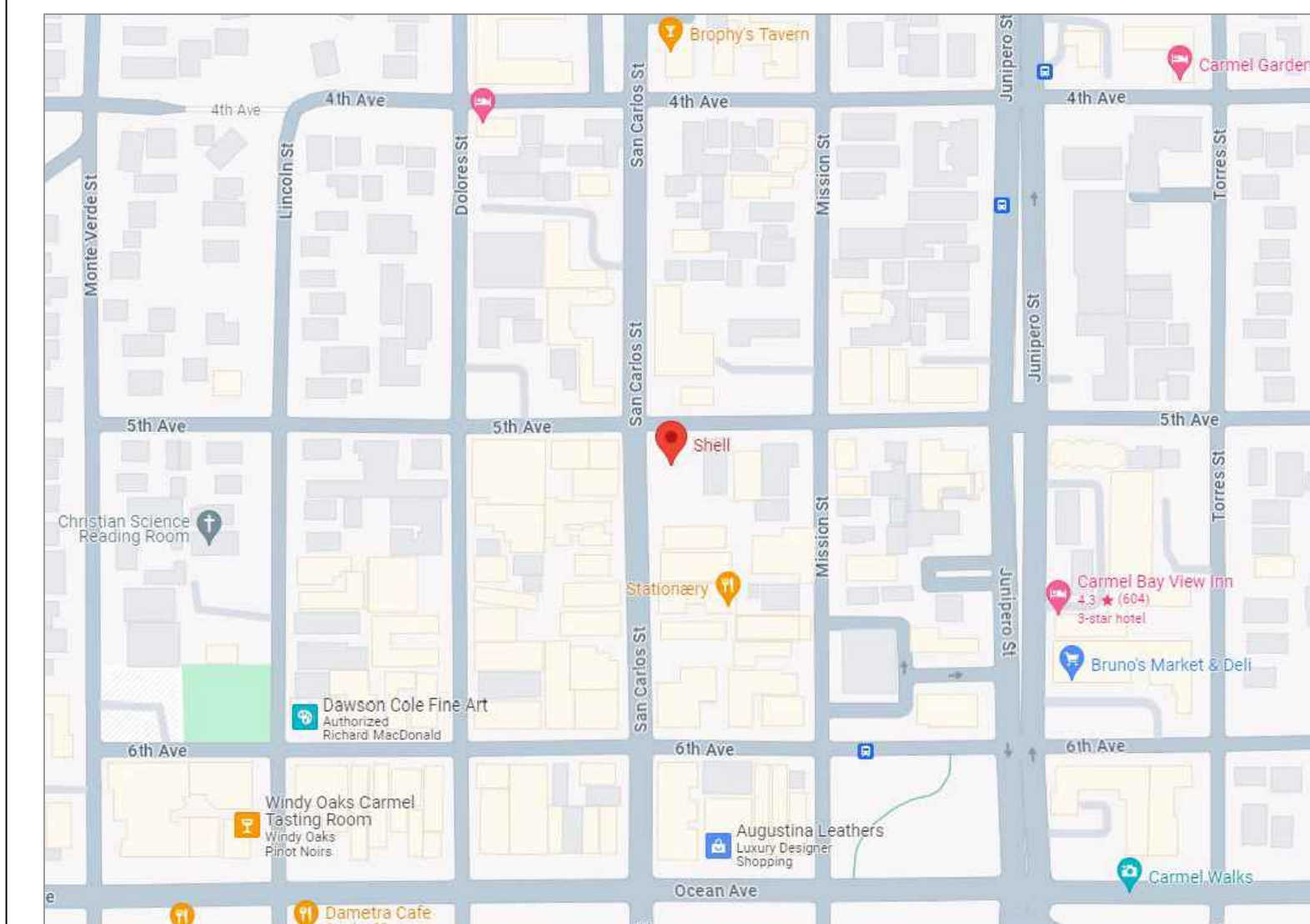
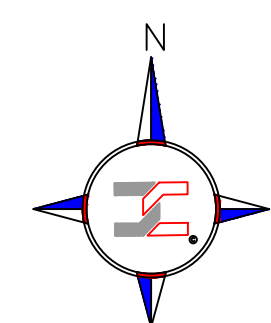


EXISTING 72' x 30'
 CONVENIENCE STORE
 TO REMAIN.
 (2,100 SQ.FT.)

(E) TRASH
 ENCLOSURE/STORAGE
 AREA TO REMAIN.

QTY.	DESCRIPTION	SIZE	SQ. FT.	TOTAL SQ.FT.
E1 (2)	SHELL METAL PRICE SIGN (NON-ILL.)	3'-0" x 5'-0"	15.00	30.00
E2 (2)	'SHELL' C.L. SIGN (NON-ILL.)	1'-0" x 3'-0"	3.00	6.00
E3 (1)	SHELL LOGO SIGN (NON-ILL.)	2'-4" x 2'-4"	5.44	5.44
E4 (1)	SHELL AIR & WATER SIGN (NON-ILL.)	1'-1" x 3'-3"	3.52	3.52
TOTAL SQUARE AREA			44.96	

QTY.	DESCRIPTION	SIZE	SQ. FT.	TOTAL SQ.FT.
N1 (2)	METAL PRICE SIGN (NON-ILL.)	3'-0" x 4'-2"	12.50	25.00
N2 (1)	CV LOGO SIGN (NON-ILL.)	1'-6" x 1'-8"	2.50	2.50
N3 (1)	CV AIR/WATER SIGN (NON-ILL.)	1'-10" x 1'-10"	3.36	3.36
N4 (4)	CV PUMP FLAG SIGN (NON-ILL.)	1'-1" x 1'-1 1/2"	1.24	4.96
N5 (1)	'CHEVRON' WORDMARK SIGN (NON-ILL.)	0'-6" x 2'-7 1/2"	1.31	1.31
N6 (1)	'CHEVRON' WORDMARK SIGN (NON-ILL.)	1'-5" x 7'-8"	10.86	10.86
TOTAL SQUARE AREA			47.99	



VICINITY MAP

PROPERTY INFORMATION:

PROJECT ADDRESS: SAN CARLOS ST. & 5TH AVE.
 CARMEL BY-THE-SEA, CA 93921

PROPERTY OWNER: H&S ENERGY - AMIR HASSAN
 2860 N. SANTIAGO BLVD.
 ORANGE, CA 92867

PROJECT CONTACT: CALCRAFT CORPORATION
 ATTN: BRIAN COLLINS
 1426 S. WILLOW AVE.
 RIALTO, CA 92376
 909-879-2900 EXT 125

PARCEL ID: 010-132-012-000

LOT SIZE: 0.278 ACRES

EXISTING USE: SHELL SERVICE STATION

PROPOSED USE: CHEVRON SERVICE STATION

PROJECT DESCRIPTION:

REBRAND THE EXISTING SHELL SERVICE STATION TO CHEVRON.

SCOPE OF WORK:

- REMOVE (2) EXISTING SHELL METAL PRICE SIGNS LOCATED IN THE WEST PLANTER. EXISTING ARCHITECTURAL WOOD FRAMING & ROOF STRUCTURE TO REMAIN AND BE REUSED.
- REMOVE (2) GOLD 'SHELL' CHANNEL LETTER SIGNS LOCATED ON NORTH SIDE OF C-STORE AND WEST SIDE OF THE WEST FUELING CANOPY.
- REMOVE THE SHELL LOGO SIGN HANGING FROM THE MASONRY COLUMN LOCATED IN THE WEST PLANTER.
- REMOVE EXISTING SHELL AIR/WATER SIGN LOCATED IN EAST PLANTER NEXT TO C-STORE.
- INSTALL (2) NEW NON-ILLUMINATED CHEVRON METAL PRICE SIGNS IN EXISTING ARCHITECTURAL WOOD FRAMING. SIGNS TO BE EXTERNALLY ILLUMINATED DURING BUSINESS HOURS ONLY.
- INSTALL (1) NEW HANGING CHEVRON LOGO SIGN FROM (E) COLUMN LOCATED IN WEST PLANTER.
- REBRAND (4) EXISTING FUEL DISPENSERS WITH NEW REGULATORY CHEVRON DECALS & DOOR SKINS.
- PAINT EXISTING WHITE CANOPY COLUMNS CHEVRON SILVER (4 LOCATIONS).
- INSTALL (4) PUMP FLAGS (#'s 1-8) ON EXISTING CANOPY COLUMNS.
- INSTALL (1) NEW CHEVRON AIR / WATER SIGN IN EAST PLANTER NEXT TO C-STORE.
- INSTALL (1) NEW 'CHEVRON' WORDMARK SIGN ON (E) WEST CANOPY BACKER PANEL.
- INSTALL (1) NEW 'CHEVRON' WORDMARK SIGN ON NORTH SIDE OF C-STORE/GARAGE EXTERIOR WALL.

PROPRIETARY AND CONFIDENTIAL INFORMATION

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REV.	DATE	DESCRIPTION	BY



1426 South Willow Avenue, Rialto, CA 92376 - ph 909 879 2900 fax 909 879 2910
 www.calcrafft.com - State contractor license #872310

SCALE: 1/8" = 1'-0" U.N.
 DRAWN BY: COLLINS
 DATE: 09/23/24
 CHECKED BY:
 DATE:

LOCATION SAN CARLOS ST. & 5TH AVE.
 CARMEL BY-THE-SEA, CA 93921

HAND
 JOB NO.
D24101

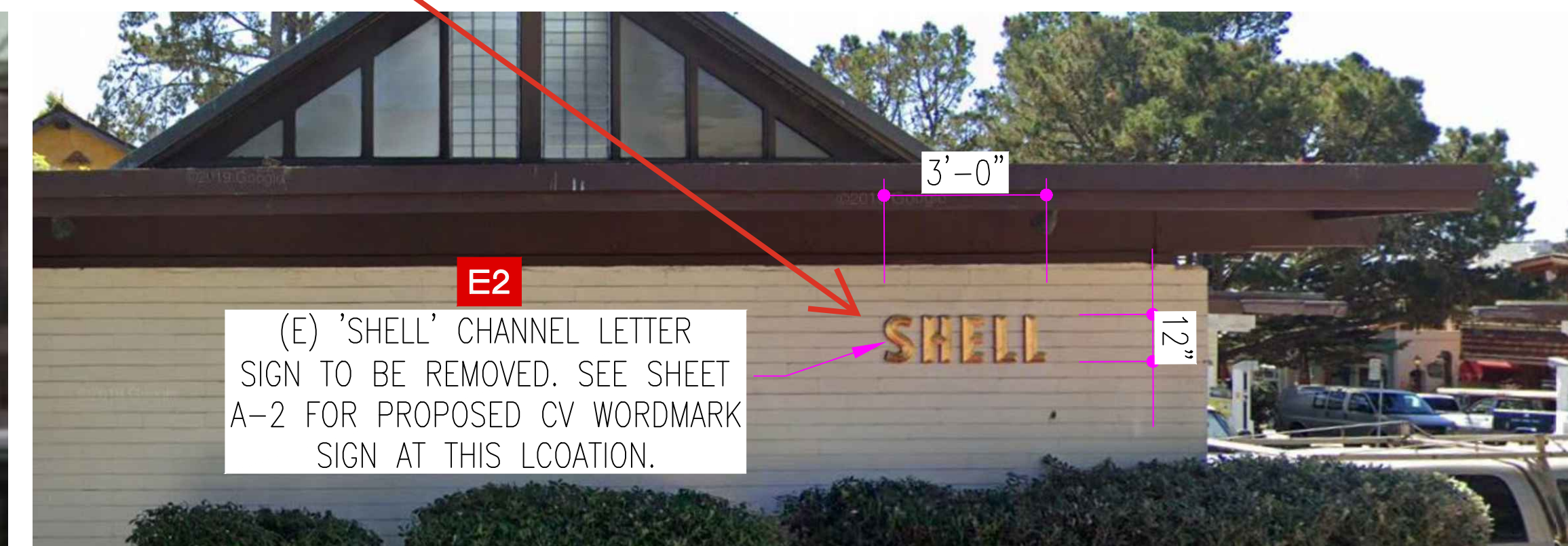
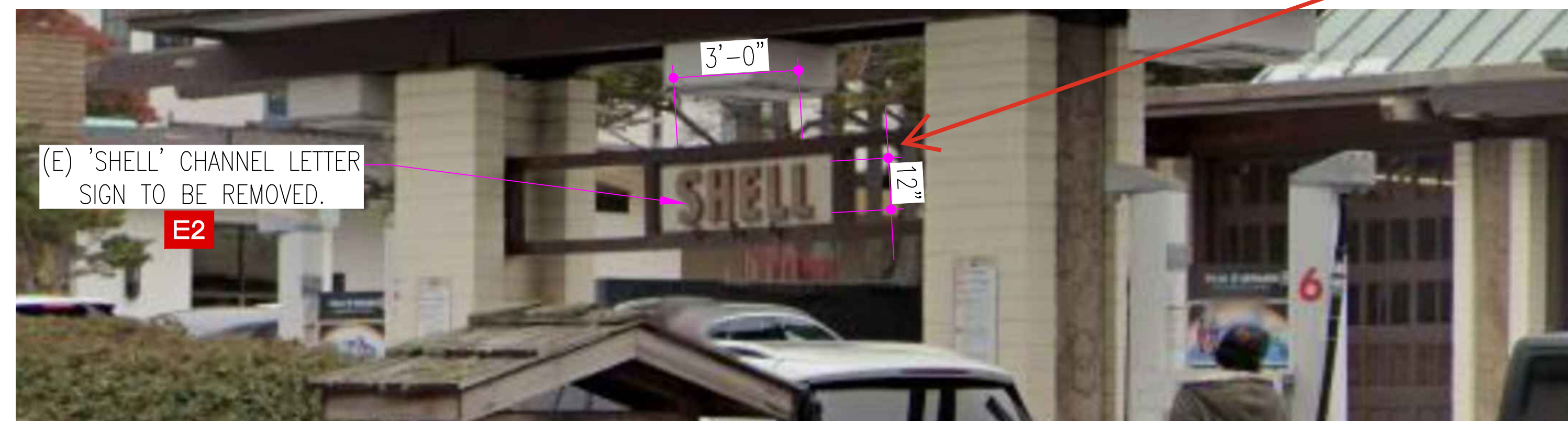
TITLE **H+S ENERGY**
 REBRAND EXISTING SHELL STATION TO CHEVRON
 SITE PLAN AND SIGN SUMMARY

DRWG. NO. SP-1
 SHEET 1
 REV. OF 3

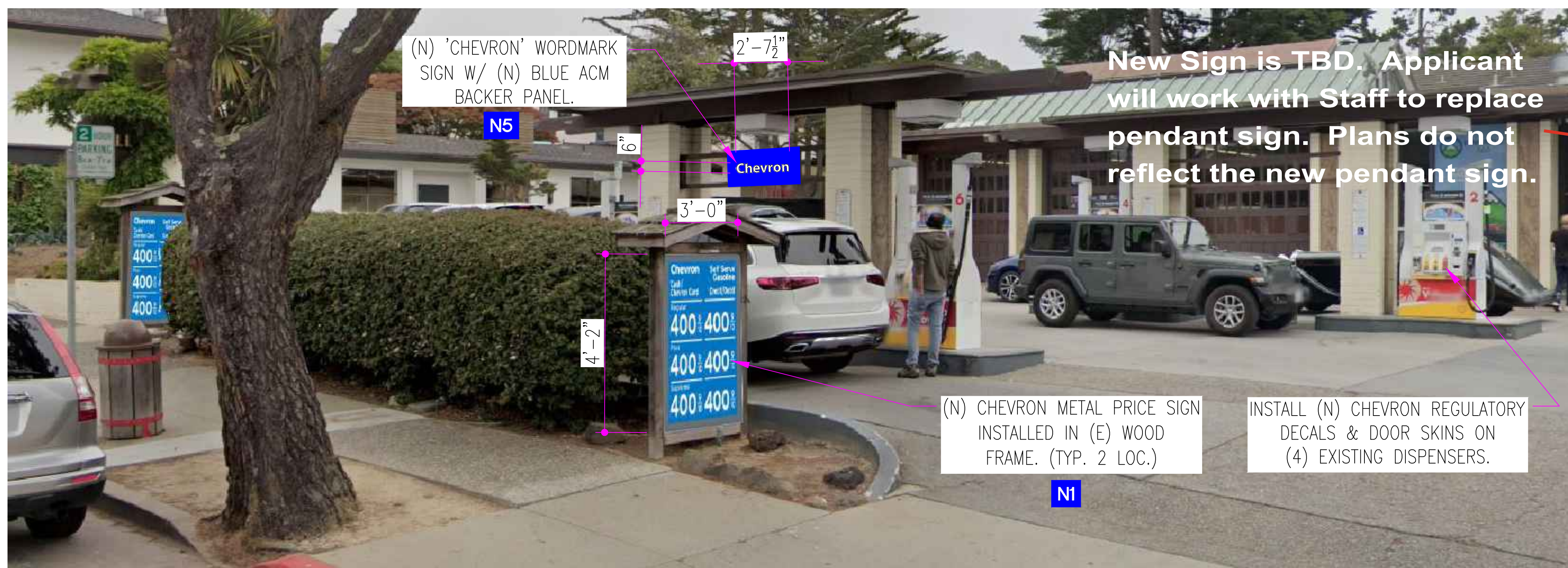
Approved 12/13/2024
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 Carmel-by-the-Sea
 Community Planning and Building
 Jacob Olander, Associate Planner



Signs to be donated to the City of Carmel-by-the-Sea (See attached Deed of Gift).



EXISTING SHELL SIGNS TO BE REMOVED



New Sign is TBD. Applicant will work with Staff to replace pendant sign. Plans do not reflect the new pendant sign.



NEW CHEVRON SIGNS

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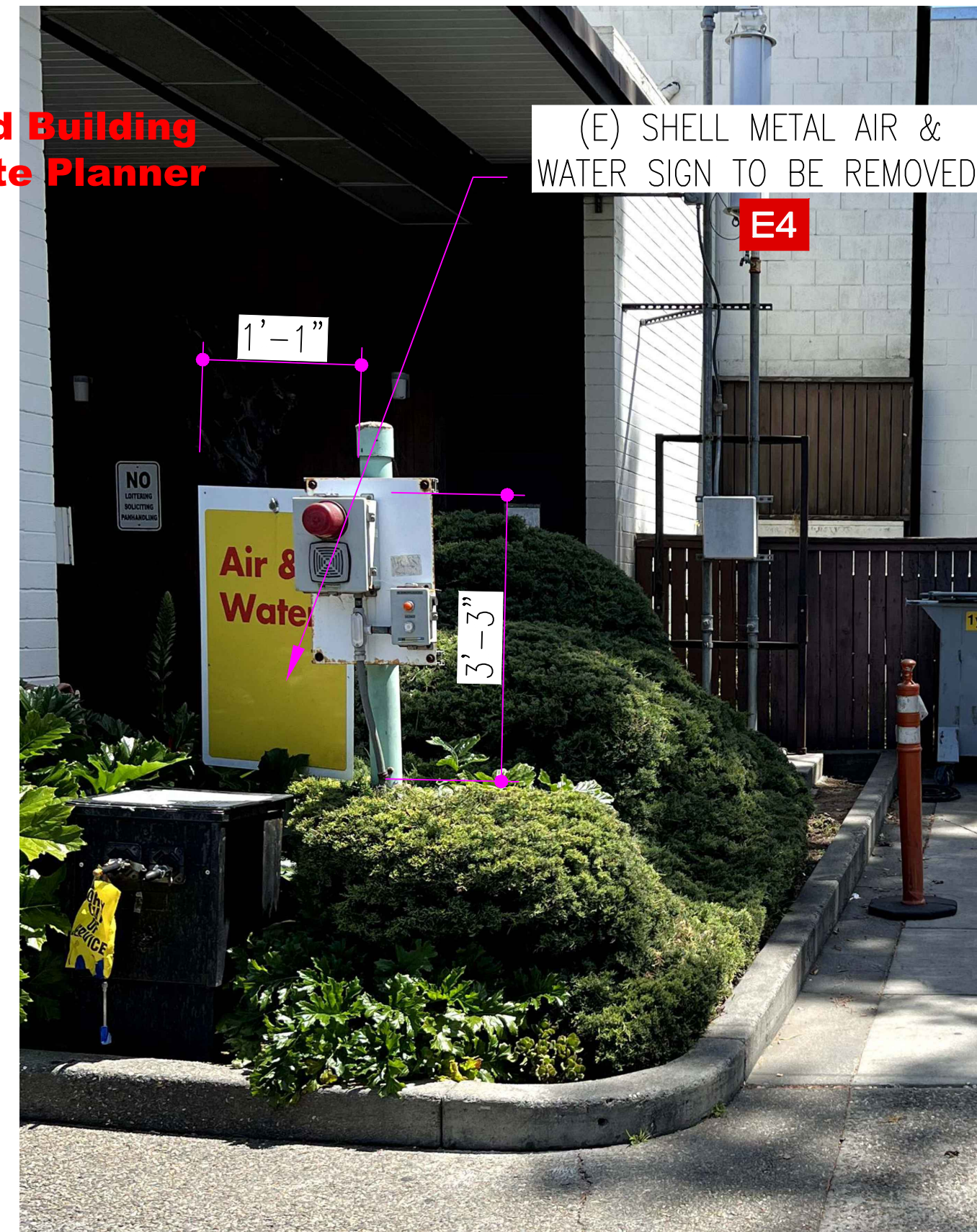
CALCRAFT.com
 1426 South Willow Avenue, Rialto, CA 92376 - ph 909 879 2900 fax 909 879 2910
 www.calcraft.com - State contractor license #872310

SCALE: N.T.S. = 1'-0" U.N.
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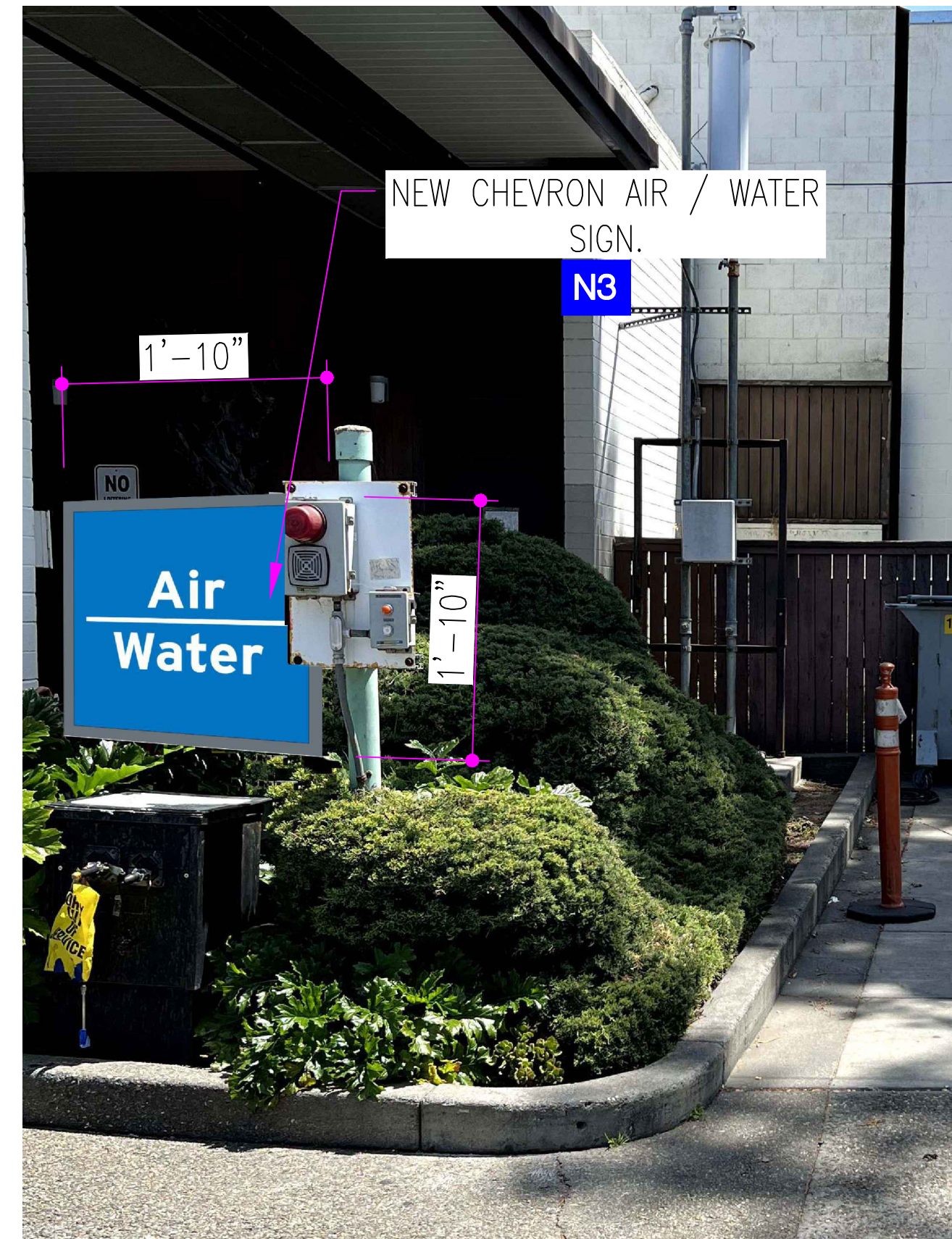
LOCATION	SAN CARLOS ST. & 5TH AVE. CARMEL BY-THE-SEA, CA 93921	HAND	JOB NO. D24101
TITLE	H+S ENERGY REBRAND EXISTING SHELL STATION TO CHEVRON EXISTING AND PROPOSED SIGNS	DRWL NO. A-1	REV. OF 3
		SHEET 2	

Approved 12/13/2024
 SI 24242 (Chevron)
 Carmel-by-the-Sea
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- CHEVRON COLORS
- CHEVRON BLUE
 - CHEVRON CYAN
 - CVX SILVER FLAKE
 - CHEVRON LIGHT GRAY
 - CHEVRON DARK GRAY
 - CHEVRON DARK RED
 - CHEVRON RED
 - CVX GREEN
 - SOUTHERN BREEZE CHEVRON
 - STONE GRAY



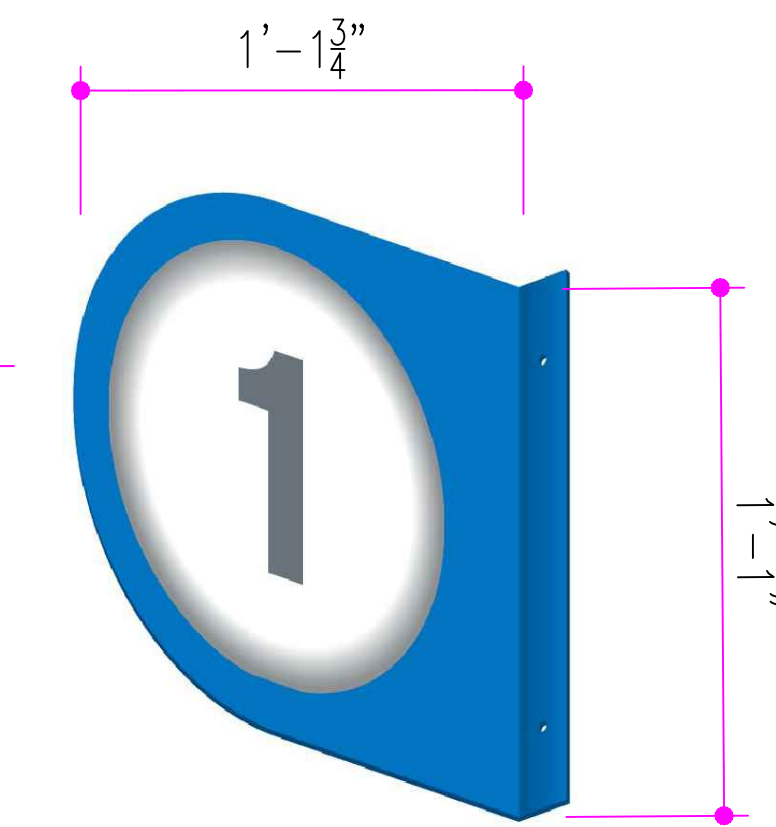
EXISTING SHELL AIR & WATER SIGN



NEW CHEVRON AIR / WATER SIGN



NEW CHEVRON C-STORE WORDMARK SIGN

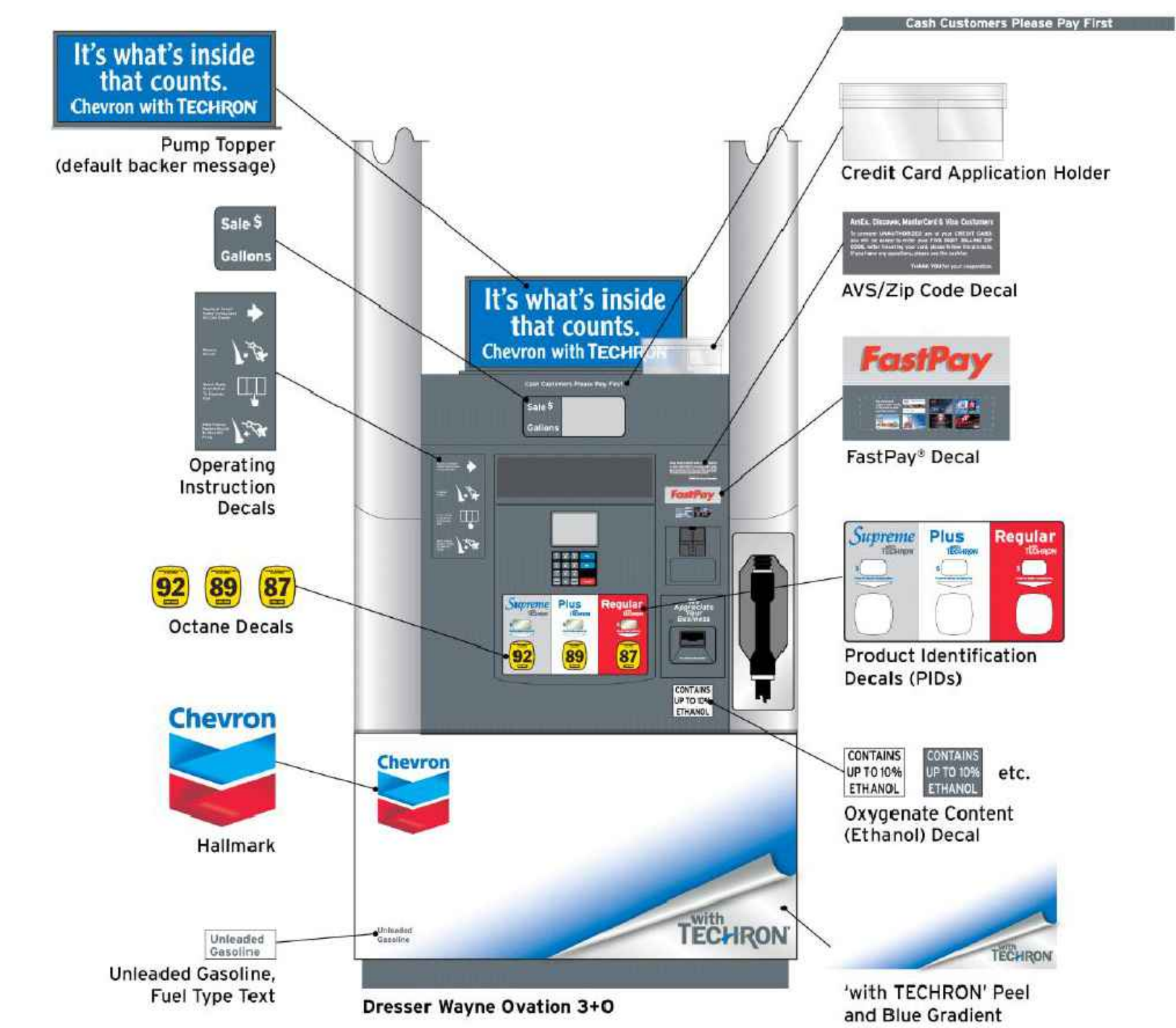


CHEVRON PUMP FLAG SIGN
 (TYP. 4 LOCATIONS)

N4



EXISTING SHELL FUEL DISPENSERS



NEW CHEVRON PRODUCT & REGULATORY DECALS

FOR VISUAL REFERENCE ONLY.
 DISPENSER MODEL & REQUIRED DECALS TO BE VERIFIED.

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 TITLE: **H+S ENERGY**
 REBRAND EXISTING SHELL STATION TO CHEVRON
 EXISTING AND PROPOSED SIGNS

JOB NO. D24101	REV.
DRWG NO. A-2	SHEET 3
OF 3	