



**AGENDA FOR THE REGULAR MEETING OF THE  
DESIGN REVIEW SUBCOMMITTEE**

**Wednesday, December 11, 2013**

**10:00 a.m.**

**Community Development Department  
Conference Room A**

**910 Calle Negocio, Suite 100**

**San Clemente, CA 92673**

*The purpose of this Subcommittee is to provide direction, insight, concerns and options to the applicant on how the project can best comply with the City's Design Guidelines and/or City Policies. The Subcommittee is not an approving body. They make recommendations to the Planning Commission and Zoning Administrator regarding a project's compliance with City Design Guidelines. Each of the Subcommittee members will provide input and suggest recommendations to the applicant based upon written City Design Guidelines and/or City Policies. The Subcommittee will not design the project for the applicant, nor will the members always agree on the best course of action. The applicant can then assess the input and incorporate any changes accordingly with the understanding that the Subcommittee is simply a recommending body. Decisions to approve, deny, or modify a project are made by the Planning Commission, City Council, or the Zoning Administrator with input and recommendations from the Subcommittee and City staff. The chair of the Subcommittee will lead the discussion. Planning staff will be available to provide technical assistance as necessary. Time is limited. Consequently, the Design Review Subcommittee will focus on site and project design rather than on land use issues, which are the purview of the Planning Commission, City Council or the Zoning Administrator.*

*Pursuant to the Americans with Disabilities Act, persons with a disability who require a disability-related modification or accommodation in order to participate in a meeting, including auxiliary aids or services, may request such a modification from the Community Development Department at (949) 361-6100. Notification 24 hours prior to the meeting will enable the City to make reasonable arrangements to assure accessibility to the meeting.*

*Written material distributed to the Design Review Subcommittee, after the original agenda packet is distributed, will be available for public inspection in the Community Development Department located at 910 Calle Negocio #100, San Clemente, CA during normal business hours.*

**1. APPROVAL OF MINUTES**

Minutes to be considered for approval: November 27, 2013

**2. ARCHITECTURAL REVIEW OF THE FOLLOWING ITEMS**

**A. Beach Parking Lot at North Beach (Gregg)**

This past year, the City Council approved a Capital Improvement Project (CIP) to improve the City owned vacant lot in North Beach, into additional beach parking. Working with a consultant, staff has a preliminary design that we would like to present to the DRSC.

**B. Discretionary Sign Permit 13-243, San Clemente Professional Plaza  
(Nicholas)**

A request to consider a new monument sign for an existing commercial/office building located at 653 Camino De Los Mares.

**C. Discussion on Proposed Change to the Valero Project (Nicholas)**

A discussion and presentation of the preliminary design changes to the Valero project to enhance the building and potentially develop a new pole sign.

**D. Minor Cultural Heritage Permit 13-498 / Temporary Use Permit 13-499, Library Remodel Temp Trailer and Patio (Jones)**

A request to consider: 1) exterior changes to create an outdoor patio; and 2) a temporary trailer for construction purposes at the San Clemente Library located at 242 Avenida Del Mar.

**E. Discretionary Sign Permit 13-298, Presidio Plaza Sign Program (Atamian)**

A request to consider modifications to the requirements of the Master Sign Program of the Presidio Plaza shopping center, located at 401 South El Camino Real.

**3. NEW BUSINESS**

None

**4. OLD BUSINESS**

None

**5. ADJOURNMENT**

Adjourn to the Design Review Subcommittee meeting of Wednesday, January 15, 2014 at 10:00 a.m. in Conference Room A, Community Development Department, 910 Calle Negocio, Suite 100, San Clemente, CA 92673.

**CITY OF SAN CLEMENTE  
MINUTES OF THE REGULAR MEETING OF THE  
DESIGN REVIEW SUBCOMMITTEE  
NOVEMBER 27, 2013**

Subcommittee Members Present: Michael Kaupp and Julia Darden

Staff Present: Cliff Jones and Christopher Wright

**1. MINUTES**

Minutes approved with changes: November 13, 2013

**2. ARCHITECTURAL REVIEW OF THE FOLLOWING ITEMS**

**A. Site Plan Permit 13-080, Revised Architecture for Alora Phases 2 and 3 (Wright)**

A request to consider revised architecture for 16 vacant lots in Tract 16795 "Alora." The properties are located within the Low Density Residential area (TSP-RL) of the Talega Specific Plan at 11-17 Calle Estilo Nuevo (Lots 23-26), and 20-30 and 23-33 Via Lampara (Lots 7-18).

Associate Planner Christopher Wright summarized the report.

The Subcommittee commended the applicant and residents for their efforts to come to an agreement on designs that address the residents' concerns, that is in character with the neighborhood, and that meets the applicant's goals. Also, the Subcommittee thanked staff for helping the residents and applicant to work together so they could effectively resolve differences.

David Hurwitz, Alora resident, thanked Mr. Wright for listening to the residents' concerns and goals, providing useful information, and for his coordination with the applicant that helped to resolve differences.

The Subcommittee supported the design and recommended the project proceed to the Planning Commission for consideration.

**3. NEW BUSINESS**

None

**4. OLD BUSINESS**

None

## 5. ADJOURNMENT

Adjourn to the Regular Meeting of the Design Review Subcommittee to be held December 11, 2013 at 10:00 a.m. in Conference Room A, Community Development Department, 910 Calle Negocio, Suite 100, San Clemente, CA 92673.

Respectfully submitted,

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Michael Kaupp, Chair

Attest:

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Cliff Jones, Associate Planner

DRAFT



# Memorandum Planning Division

December 5, 2013

To: Design Review Subcommittee Members  
 From: Amber Gregg, Associate Planner  
 Subject: Beach Parking Lot at 1832 North El Camino Real  
 Copies: City Planner, Jim Pechous

This past year, the City Council approved a Capital Improvement Project (CIP) to improve the City owned vacant lot in North Beach into additional beach parking. Working with a consultant, staff has a preliminary design that we would like to present to the DRSC.

The project is located in the Mixed Use Zoning District and the Architectural, Pedestrian and Coastal Zone Overlays. It is also within the Pico View Corridor.

## ***Project Description***

The project is for a 33 space beach parking lot and proposes:

1. Asphalt parking spaces
2. Concrete unit paving throughout the driveway and aisles (same paver style used in adjacent sidewalks along El Camino Real)
3. Decorative entry element in Spanish Colonial Revival style at the northwest corner of the lot and El Camino Real
4. A 3 ½ foot tall smooth stucco wall along El Camino Real
5. One electric car charging station
6. Light poles with electrical outlets on the bases for potential community events
7. Decorative paving in pedestrian access areas
8. Bike rack and potential community kiosk

## ***Landscaping***

The proposed landscape pallet is drought tolerant with tree specimens that are used throughout our community. There are four Washingtonia palm trees proposed along El Camino Real to continue the street tree corridor. A mix of canopy trees is provided throughout the development and along Calle Deshecha. There are four canopy trees proposed in the center of the parking lot that will be protected by decorative tree guards and/or planter boxes.

Staff seeks DRSC recommendations and welcomes additional input.

SHRUB PALETTE



TREE PALETTE OPTIONS



KEYNOTES

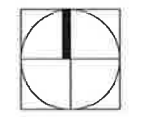
- 1 SEGUNDA / DESHECHA CANADA CHANNEL EASEMENT
- 2 PARKING LOT LIGHT STANDARDS
- 3 ALTERNATIVE BIOSWALE PLANTER / MODULAR WETLAND
- 4 ADA ACCESS WALK
- 5 ELECTRIC CHARGING STATION
- 6 BIKE RACK
- 7 TRASH RECEPTACLE
- 8 ACCENT SEATWALL PLANTER
- 9 ACCENT FLAGSTONE PAVING (I.E. BEACH TRAIL ENTRY)
- 10 SAND FINISH CONCRETE PAVING
- 11 COLORED CONCRETE UNIT PAVERS
- 12 12X12" TERRA COTTA PAVERS
- 13 ENTRY PORTAL (SEE ALTERNATIVES @ LEFT)
- 14 3'-0" HIGH MASONRY WALL WITH ACCENT BRICK OR STUCCO BUILDUP CAP
- 15 PARKWAY PLANTERS TO MIMIC EXISTING
- 16 MINIMUM 4' SQUARE TREE PLANTER W/ 4' CURB
- 17 BENCH
- 18 CABLE RAIL BARRIER FENCE OR OTHER
- 19 PAY STATION
- 20 ASPHALT PARKING STALLS

NOTE: IN ADDITION TO AREA LIGHT STANDARDS LANDSCAPE ACCENT LIGHTING TO BE INCORPORATED

INSPIRATION IMAGERY



Conceptual Landscape Plan  
 NORTH BEACH / EL CAMINO REAL PARKING LOT  
 CITY OF SAN CLEMENTE  
 December 03, 2013



Scale: 1/8"=1'-0"

BORTHWICK GUY BETTENHAUSEN INC.  
 2444 Duport Drive • Irvine, California • 92612  
 949.476.8616 T 949.476.8707 F www.bgbirc.com



## Design Review Subcommittee (DRSC)

Meeting Date: December 11, 2013

**PLANNER:** Sean Nicholas, Associate Planner *SN*

**SUBJECT:** **Discretionary Sign Permit 13-243, SC Professional Plaza Monument Sign**, a request to consider a new monument sign for an existing commercial/office building located at 653 Camino De Los Mares.

### **BACKGROUND:**

#### *Project Description*

Three commercial/office buildings located at 655 Los Mares are proposing a new multi-tenant monument sign. The monument sign will serve all three buildings. The applicant proposes a total sign height of nine feet four inches (9'-4"), and a total sign area of 63 square feet. Pursuant to Municipal Code Section 17.84.030, the maximum height allowed is 10 feet and maximum sign area permitted is 64 square feet with the approval of a Discretionary Sign Permit.

#### *Why is DRSC Review Required?*

A Discretionary Sign Permit (DSP) is required to allow a monument sign to exceed six feet in height or 32 square feet of sign area for a multi-tenant sign. While this sign is outside of the Architectural Overlay, DRSC review helps ensure design consistency with the structures serves, as well as compatibility with adjacent structures.

#### *Site Data*

The SC Professional Plaza consists of three contemporary Spanish-design buildings. While contemporary, the buildings have red tile roofs, white stucco exteriors, and dark brown wood trellis and trim elements. The subject property is zoned Community Commercial (CC2).

### **ANALYSIS:**

With the approval of a Discretionary Sign Permit, the proposed monument sign would be consistent with the Municipal Code. The applicant is proposing the sign be setback 25 feet from the curb, and Engineering staff reviewed this location and does not have a concern regarding sight distance. Also, staff has contacted the applicant regarding the color and finish of the monument sign. The plans call out an aluminum painted skirt to cover the structural members of the sign. The applicant now proposes a solid block stucco base painted white to match the buildings. Additionally, the sides of the

monument sign shall also be painted to match the buildings. These notes will be conditions of approval, but staff will work with the applicant to get those notes added to the plans prior to Planning Commission review. The sign is proposed to be internally illuminated with black inserts with white lettering. The individual inserts are proposed to be a vinyl material and the cut out copy will be a translucent lexan. The applicant is proposing one large insert at the top for the name of the facility, and then room for up to 10 business names.

The total square footage of signage currently onsite is 139 square feet. With the additional 63 square feet of signage proposed the total signage for the site would be 202 square feet. The total square footage of signage permitted for the site is 366 square feet based on street and parking lot frontage.

### **RECOMMENDATIONS:**

Other than the changes the applicant has already agreed to as discussed above, staff has some additional concerns regarding the overall simplicity of the sign and that it has no depth or details. Staff has developed additional comments and will bring some example images to Design Review to help with the discussion:

**Dark Brown Sign Faces**-Instead of the black sign faces like the applicant is showing, staff recommends utilizing a dark brown to match the trim and wood trellis color of the buildings. This slight color variation will further tie the monument sign with the buildings.

**Base of the Monument Sign**-To break up the massing so it is not just a square, there are a variety of ways in which the base can be expanded or columns potentially added to provide some additional aesthetic design, depth, and relief.

**Plaza Name Plate**-The top name plate is too small to accommodate the font. Therefore, the font size should either be reduced or the space enlarged so the proportions are in balance. Additionally, with other sign modifications, the Plaza's name may have other ways it could be displayed to identify the site.

Staff recommends the DRSC forward DSP 13-243 to the Planning Commission with a recommendation of approval subject to the recommendations discussed in this staff report, and with any other recommendations DRSC may have.

### ***Attachments:***

1. Location Map
2. Plans prepared by applicant

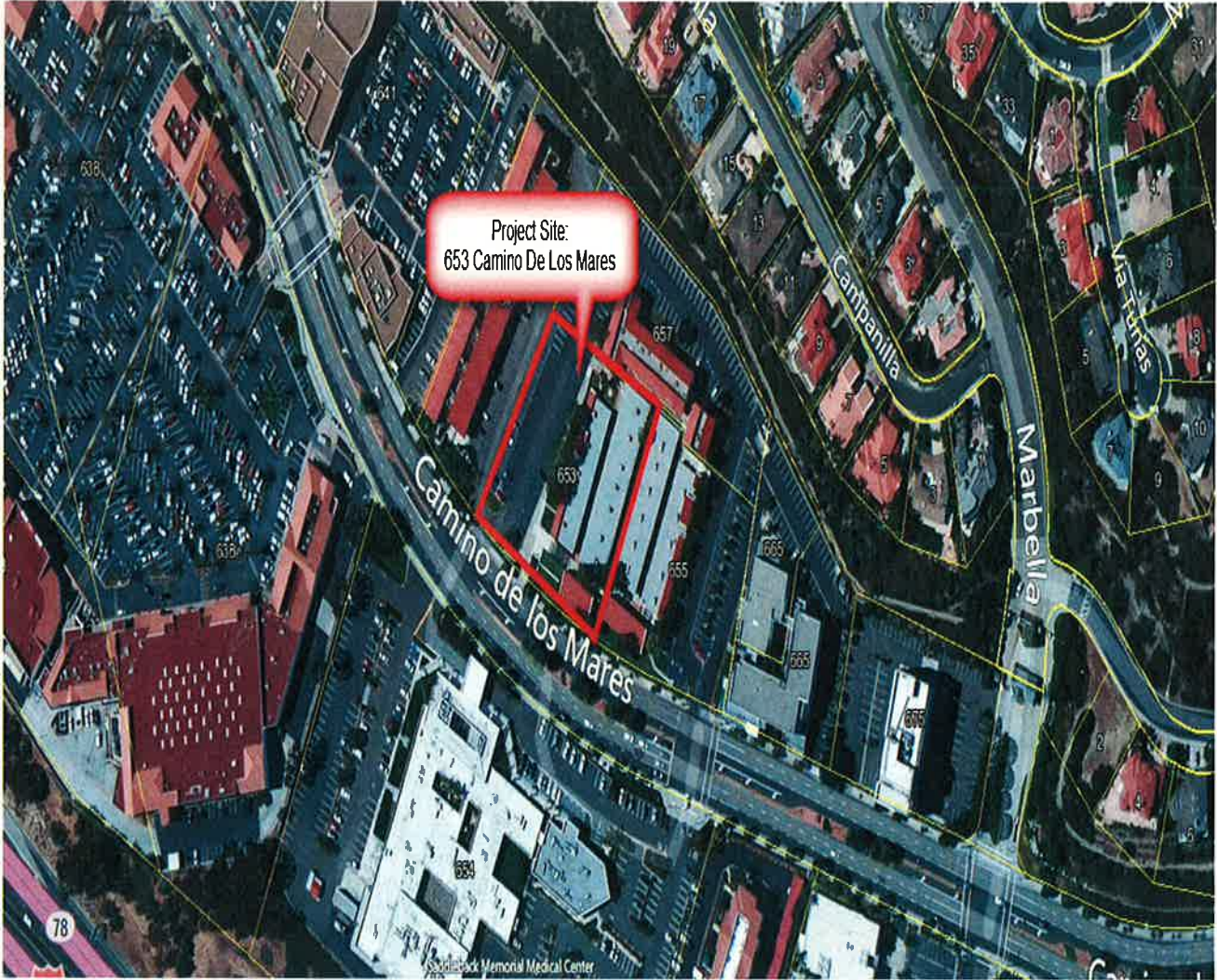




# ATTACHMENT 1

## LOCATION MAP

Discretionary Sign Permit 13-243, SC Professional Plaza Monument Sign  
653 Camino De Los Mares



No scale 

# Sign Submittal

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Project:

San Clemente Professional  
Plaza  
653 Camino de los Mares  
San Clemente, CA

Jessica Venti  
Optima Asset Management  
1600 Dove St. #480  
Newport Beach, CA 92660  
949-852-0900  
jessica@optimaasset.com

ATTACHMENT 2

Sheet Number

**1**

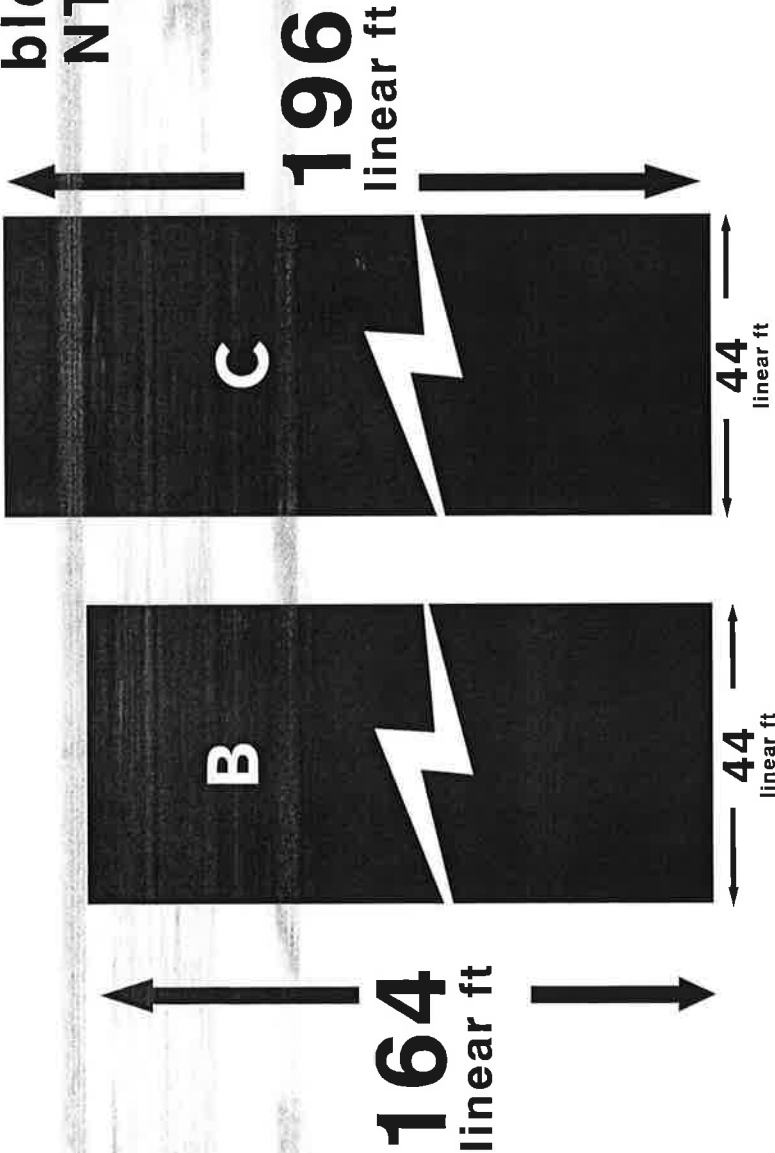
Revised 4.11.2013

# 653 Camino de los Mares Bldgs A, B, C

## Site Plan

Street

bldg  
NTS



Optima  
Approval

Project  
San Clemente Professional  
Plaza  
653 Camino de los Mares  
San Clemente, CA

Sheet Title  
Site Plan  
Date

Revised  
4.11.2013

Sheet Number

2

120.00 "

# San Clemente Professional Plaza

16.00 "

12.00 "

76.00 "

60.00 "

36.00"  
skirt

tenant name	tenant name
tenant name	tenant name
tenant name	tenant name
tenant name	tenant name
tenant name	tenant name
tenant name	tenant name

### Monument Sign Specifications

- Internally Illuminated
- Two-sided
- Divider-bar system for 10 tenants & one center ID at the top
- 36" tall aluminum / painted skirt to cover pole
- Installation in grass area per the attached on a single pole
- Details of pole and concrete footing to be specified in Engineering Specifications
- Tenant inserts 72" x 12" (t); Ten per side
- 64 sq. ft. of signage per sign (120" x 76" = 63.3 sq. ft.)

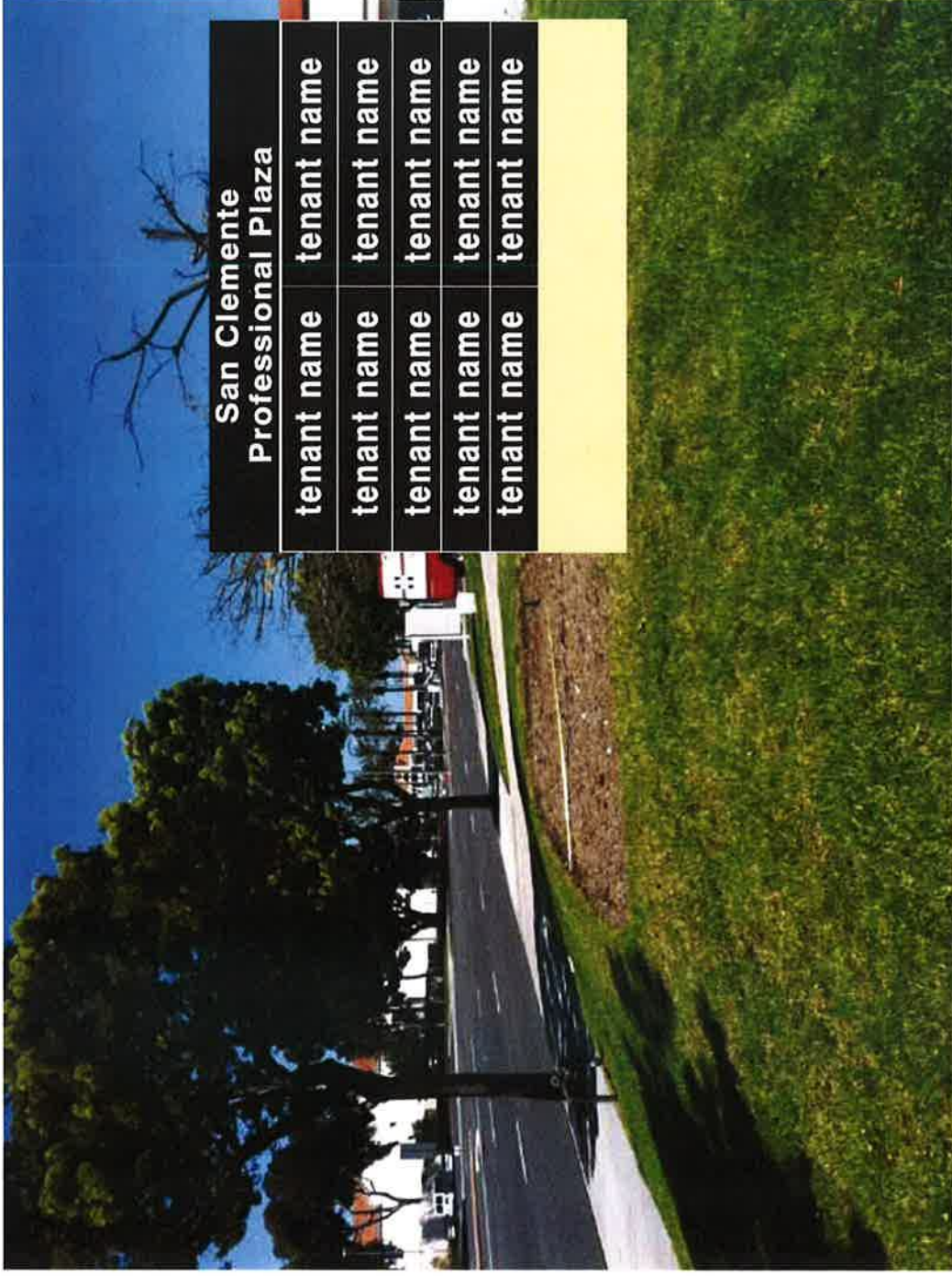
# Cabinet & Tenant Insert Details

Optima  
Approval \_\_\_\_\_

Project San Clemente Professional Plaza  
653 Camino de los Mares  
San Clemente, CA

Sheet Title Site Plan  
Date Revised  
4.11.2013

Sheet Number  
**3**



# Sign location on property

Optima  
Approval \_\_\_\_\_

Project

San Clemente Professional  
Plaza  
653 Camino de los Mares  
San Clemente, CA

Sheet Title

Site Plan

Date

Revised  
4.11.2013

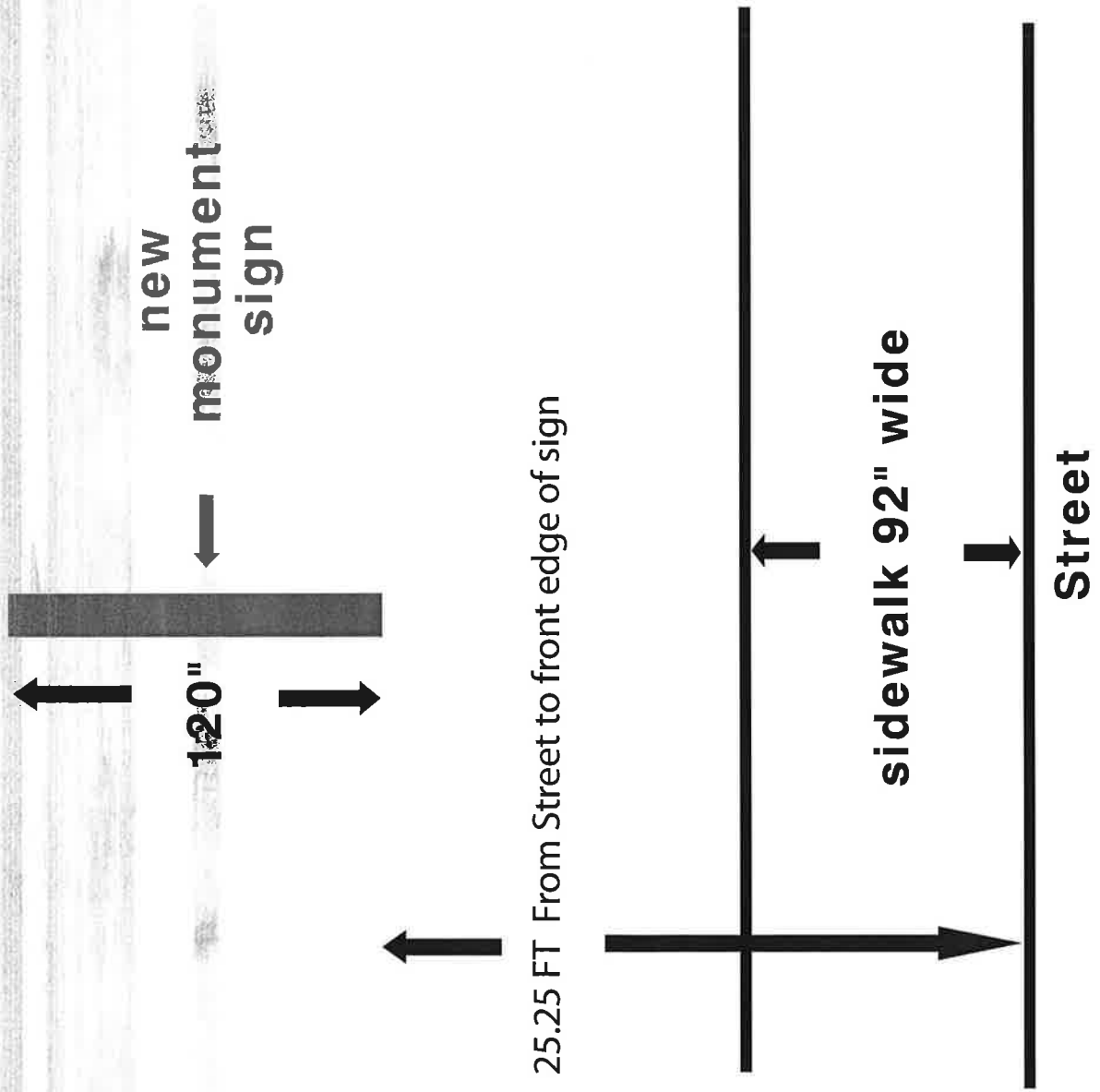
Sheet Number

4



# Sign Setbacks

## top view



Optima  
Approval

Project  
 San Clemente Professional  
 Plaza  
 653 Camino de los Mares  
 San Clemente, CA

Sheet Title  
 Site Plan  
 Date  
 Revised  
 4.11.2013

Sheet Number  
**5**

# Sign Setbacks

## Photo (not to scale)



Optima  
Approval

Project  
San Clemente Professional Plaza  
653 Camino de los Mares  
San Clemente, CA

Sheet Title  
Site Plan  
Date  
Revised  
4.11.2013

Sheet Number  
**6**



## View of bldg from the street

Optima  
Approval \_\_\_\_\_

Project

San Clemente Professional  
Plaza  
653 Camino de los Mares  
San Clemente, CA

Sheet Title

Site Plan

Date

Revised  
4.11.2013

Sheet Number

7



**current  
bldg signs**

- 1) Pet Treasures (42sf)
- 2) Pet Treasures (27sf)
- 3) Pysical Therapy (55sf)
- 4) SC Dentistry (6sf)
- 5) Sea View Orthopedic (3sf)
- 6) Ramis Eye Inst. (3sf)
- 7) Ramis Eye Inst. (3sf)

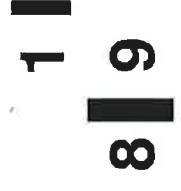
**New Monument sign**

- 8) side 1 (64sf)
- 9) side 2 (64sf)

**Total signage sf  
for the bldg =**  
267 sf



location of new  
monument sign →



**bldg  
NTS**

**Street**

*93 + 268 = 366*

Optima  
Approval

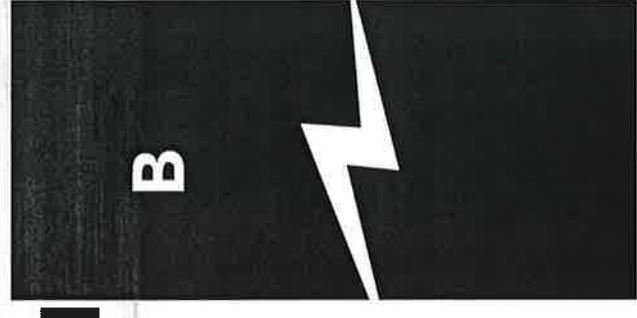
Project  
San Clemente Professional  
Plaza  
653 Camino de los Mares  
San Clemente, CA

Sheet Title  
Site Plan  
Date  
Revised  
111 2013

Sheet Number

**8**

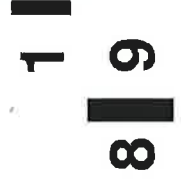
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3

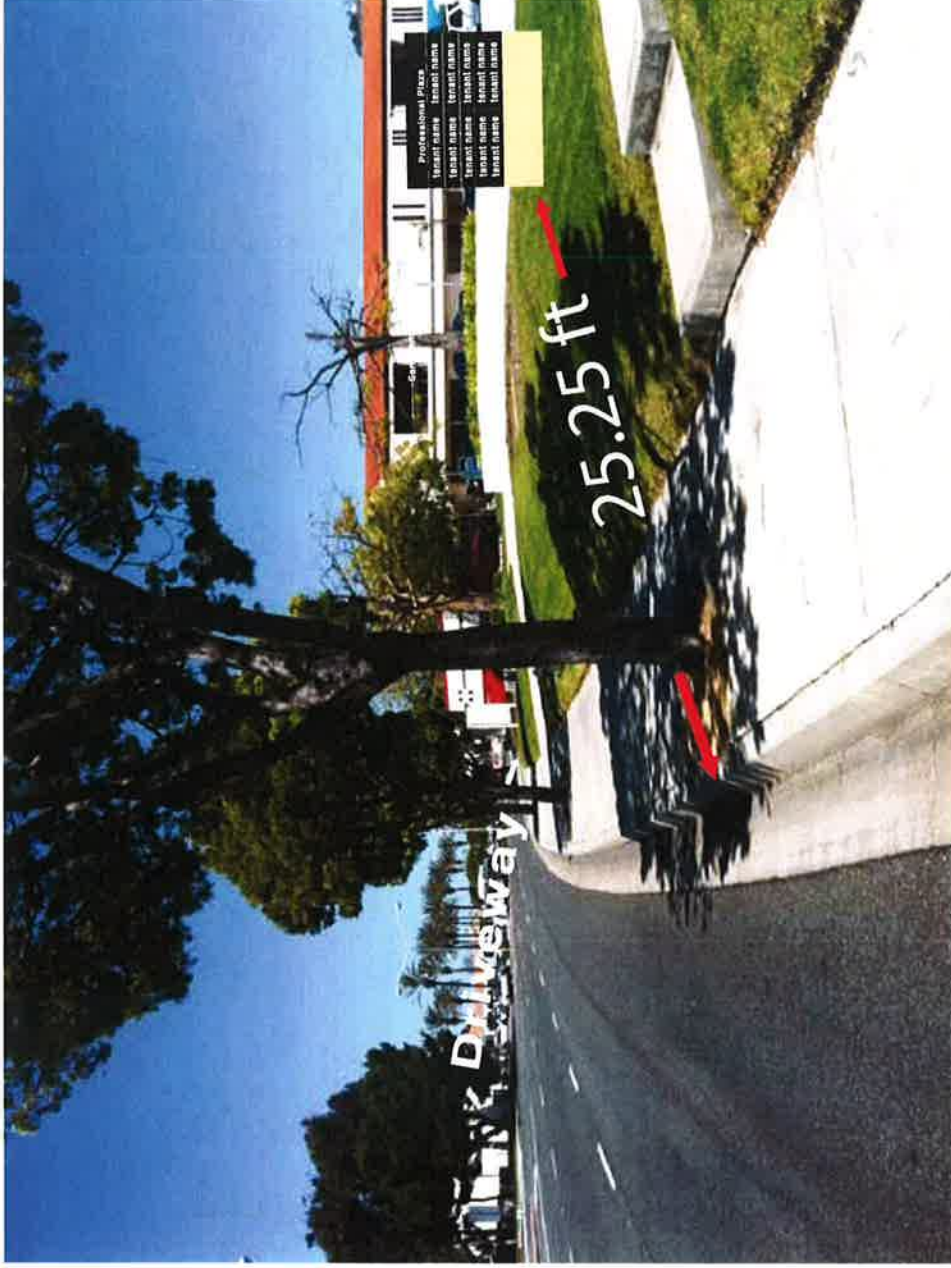
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C



2

Line of sight from street looking north  
towards the north driveway



Optima  
Approval

Project  
San Clemente Professional  
Plaza  
653 Camino de los Mares  
San Clemente, CA

Sheet Title  
Site Plan  
Date  
Revised  
4.11.2013

Sheet Number  
9

line of site from  
North Driveway

Top View

bldg  
NTS

196  
linear ft

164  
linear ft

B

44  
linear ft

C

44  
linear ft

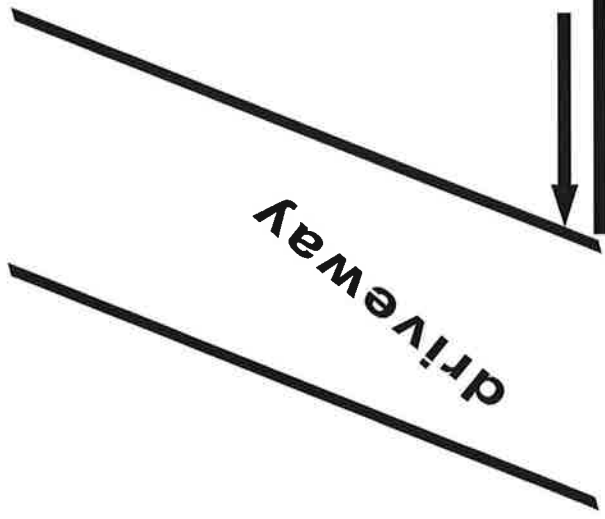
A  
220  
linear ft

28  
linear ft

location of new  
monument sign

25.25 ft.

110  
linear ft



Street

Optima  
Approval

Project  
San Clemente Professional  
Plaza  
653 Camino de los Mares  
San Clemente, CA

Sheet Title  
Site Plan  
Date  
Revised  
4.11.2013

Sheet Number  
10

Page Reserved for

# - Engineering certification for Cabinet, Center Pole, and Concrete Footing

Optima  
Approval \_\_\_\_\_

Project

San Clemente Professional  
Plaza  
653 Camino de los Mares  
San Clemente, CA

Sheet Title

Site Plan  
Date

Revised  
4.11.2013

Sheet Number

11



# Memorandum Planning

Wednesday, December 11, 2013

To: Design Review Subcommittee  
 From: Sean Nicholas, Associate Planner *SN*  
 Subject: Preliminary Valero Design Changes

The applicant, property, and business owner of Valero, located at 510 Avenida De La Estrella, has begun working with Henry Lenny who has gone through the project and proposes modifications to the building design and signage. While these are preliminary in nature, and details need to be finalized, here are a list of modifications:

1. **Tower height**-The tower height has increased an undetermined amount with the change in proportionalities of the entry. A wind vein with the Valero V is proposed for the top.
2. **Entry tower balcony**-The balcony has been modified from a larger in set balcony, to a smaller Juliet style balcony.
3. **Storefront windows**-In place of the large bay of windows, the space has been broken up into smaller portions set back in arches and columns.
4. **Signage on the tower**-It appears that the signs on the tower are hand painted rather than pin mounted and halo lit. This needs to be clarified.
5. **Removal of visible parapets**-A parapet wall was visible above the red tile roof, that has now been removed and only the red tile roof is visible.
6. **Pole sign**-The applicant is now proposing to remove the pole sign, and locate a new pole sign towards the back of the property, next to the off-ramp, at a height of approximately 49 to 52 feet. The design is unique and the uses of material strips are reminiscent of signage used for Paseo Nuevo in Santa Barbara. The applicant's first choice is option A, but they have provided an option B for discussion as well.

Additional items still need to be addressed, particularly concerning potential modifications to the fuel canopy and other signage onsite to match the modified design.

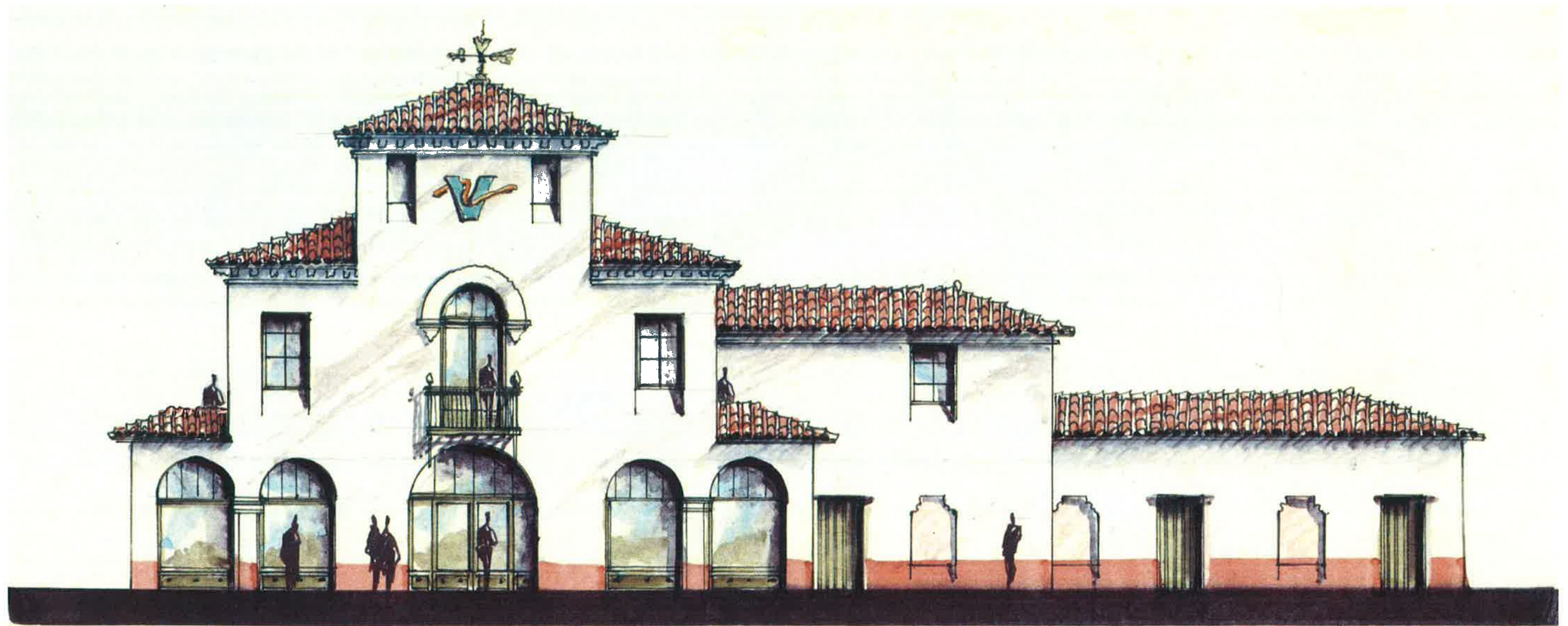
Again the purpose of this discussion is to introduce these preliminary design changes and get DRSC feedback, comments, and recommendations.







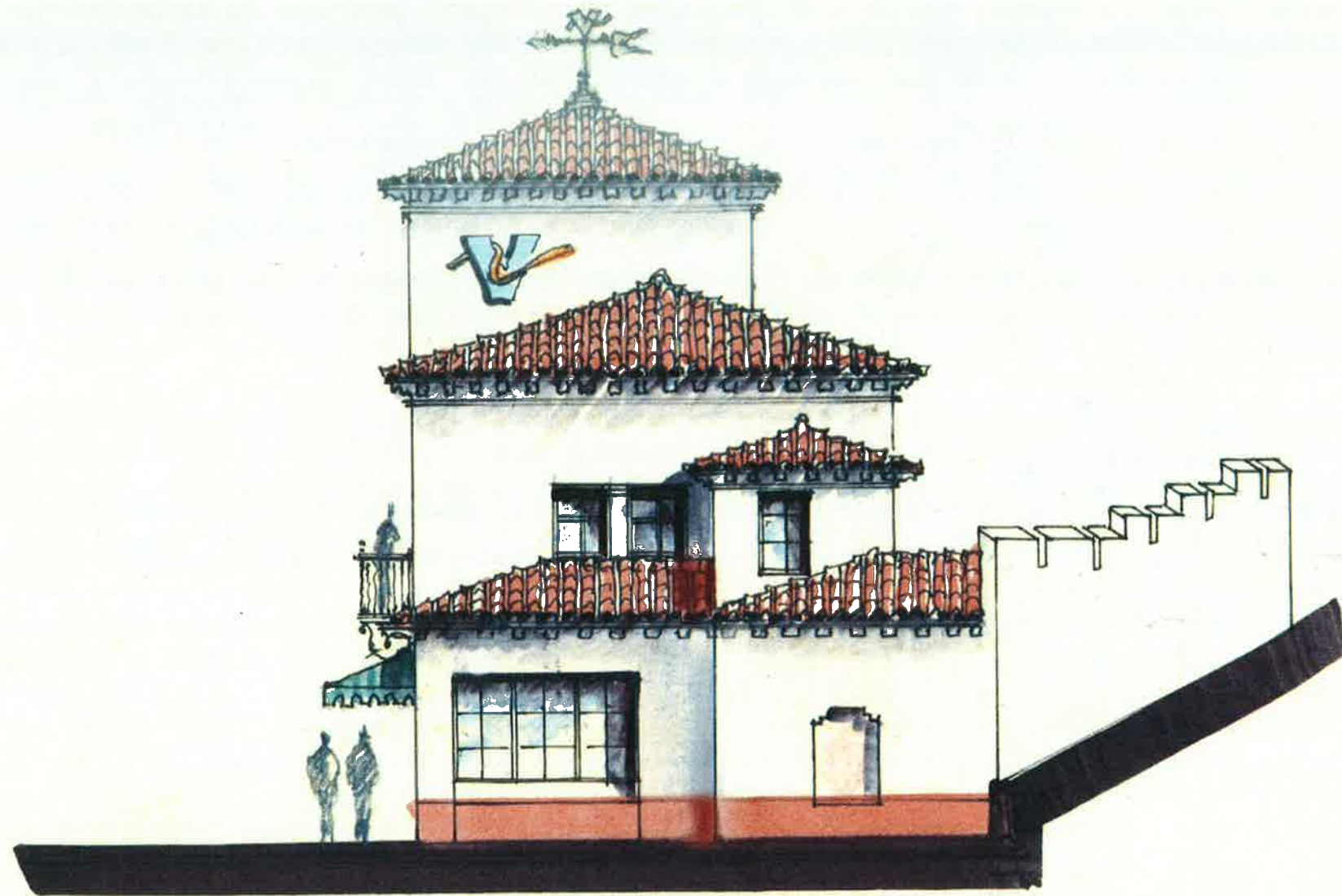




Entry Elevation  
Cosmetic Architectural Changes  
Scale: 1/8"=1'-0"



HENRY LENNY  
Design Studio

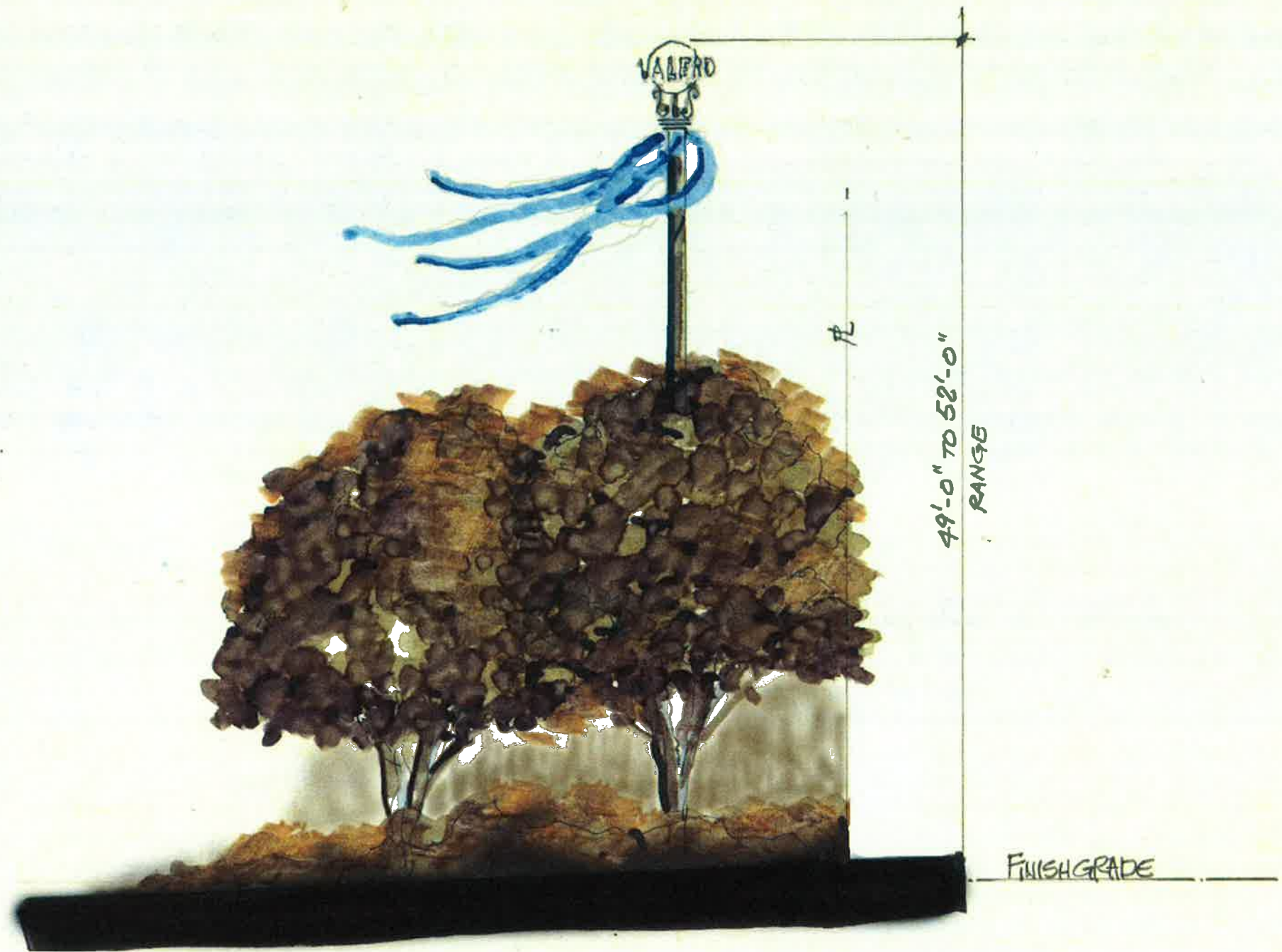


East Elevation  
Scale : 1/8"=1'-0"



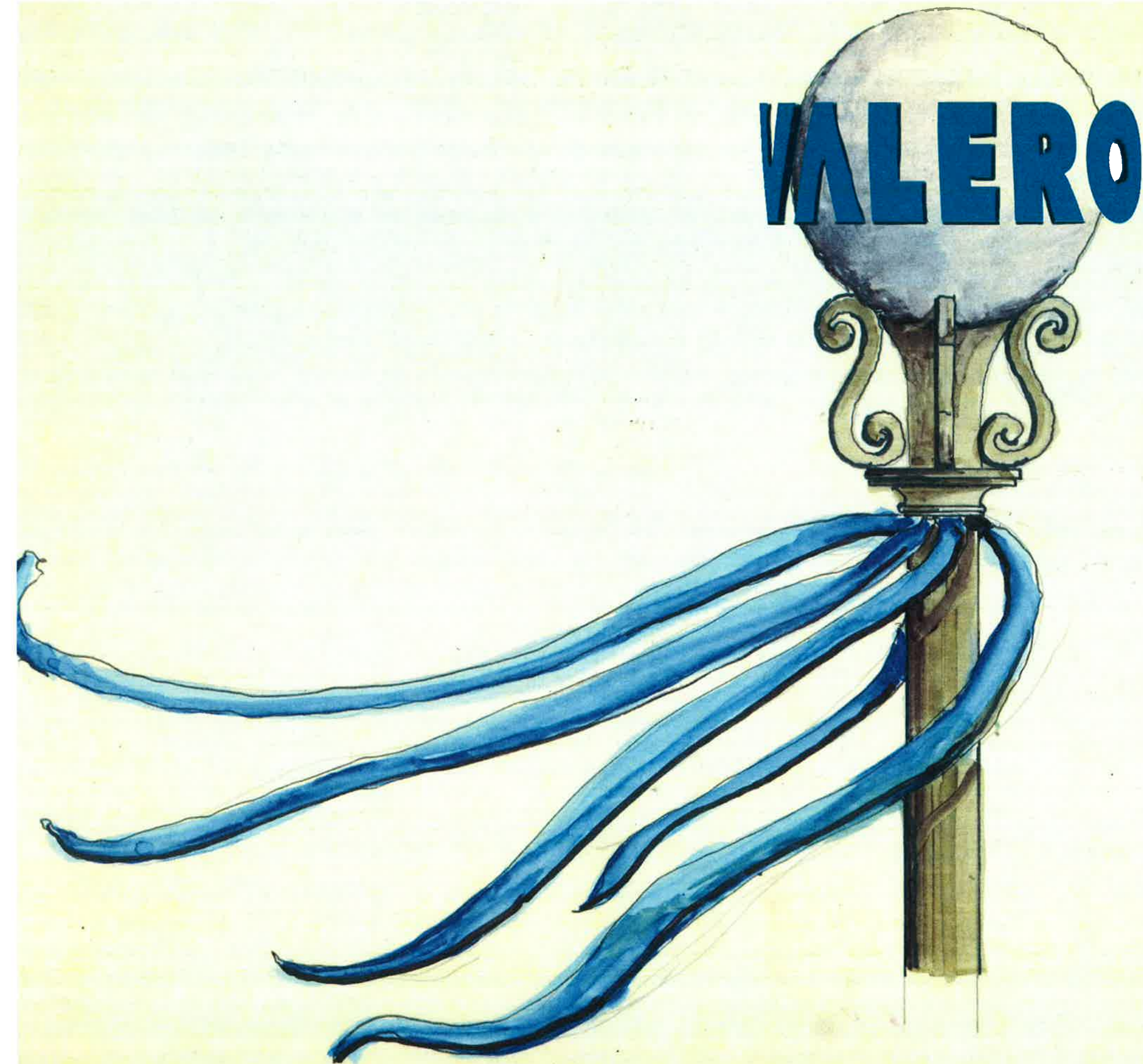
HENRY LENNY  
Design Studio





Sign at Freeway Ramp  
Scale: 1/8"=1'-0"

**VALERO**







## Design Review Subcommittee (DRSC)

Meeting Date: December 11, 2013

**PLANNER:** Cliff Jones, Associate Planner

**SUBJECT:** **Minor Cultural Heritage Permit 13-498 / Temporary Use Permit 13-499, Library Remodel Temp Trailer and Patio** a request to consider: 1) exterior changes to create an outdoor patio; and 2) a temporary trailer for construction purposes at the San Clemente Library located at 242 Avenida Del Mar. The project is located within the Mixed Use Zoning District, and within the Architectural and Central Business Overlays (MU3-CB-A).

### **BACKGROUND:**

#### *Project Description*

The applicant, County of Orange, proposes interior and exterior improvements to the San Clemente Library. The exterior improvements create an outdoor patio at the southeastern corner of the library building fronting Avenida Del Mar. No expansion of the building footprint or height is proposed. A temporary construction trailer is proposed to be located south of the library building fronting Avenida Del Mar for 12 months.

The Library building is 10,730 square feet located at 242 Avenida Del Mar in the Mixed Use Zone, MU3-CB-A. The building is single-story and Spanish Colonial Revival architectural style.

#### *Why DRSC Review is Required*

A Minor Cultural Heritage Permit is required because the project includes minor exterior modifications to a non-residential structure located within the Architectural Overlay and abuts the following historic properties: 1) 100 North Calle Seville; 2) 228 Avenida Del Mar; and 3) 229 Avenida Del Mar. The Zoning Administrator is the hearing body for minor modifications and alterations to properties within the Zone. The Temporary Use Permit for the temporary construction trailer is the purview of the Zoning Administrator. Attachments 2 through 4 provide descriptions of the historic properties. The DRSC is tasked to ensure development in the Architectural Overlay is compatible and harmonious with the surrounding neighborhood and review the project for consistency with the Design Guidelines. DRSC comments will be forwarded to the Zoning Administrator.

**ANALYSIS:**

The temporary trailer is 24' wide x 56' long (1,344 sq. ft.) and has wood tongue and groove siding finished in a light grey color. Since the structure is temporary, it is not required to meet the City Design Guidelines and Architectural Overlay requirements for Spanish Colonial Revival architecture. Although the trailer is your basic box and lacks any design elements, it is necessary for the Library to continue to provide service during the remodel. Staff is proposing conditions of approval limiting to: 1) permit the trailer for a 12 month maximum with one month extensions to be considered by the City Planner if deemed appropriate; and 2) require the trailer removal and to repair the turf, landscaping and other site features to the condition that existed prior to their installation.

The project site is located within the Architectural Overlay, which specifies Spanish Colonial Revival architectural style for new building and remodels. The proposed exterior improvements are quite minor and incorporate traditional materials consistent with the Architectural Overlay and abutting historic buildings. Exterior changes include: white stucco walls, steel safety railing, an awning sign, and new solid wrought-iron lighting. New lighting is necessary because the existing lighting encroaches within the required accessible path of travel located along the sides of the building.

The proposed project meets the Design Guidelines requiring Spanish Colonial Revival architectural elements within the Downtown Architectural Overlay. Table 1 summarizes the project's consistency with the Design Guidelines.

**Table 1 – Project Evaluation**



<b>Design Guideline or Policy</b>	<b>Project Consistency</b>	<b>Comments</b>
Building and site design should follow basic principles of Spanish Colonial Revival (SCR) architecture (Design Guidelines II.C.2)	Consistent. Proposed architectural details (materials and colors) generally follow SCR style.	Specific architectural recommendations to improve project's consistency with Spanish Colonial Revival architecture and Design Guidelines are recommended below.
Incorporate defined outdoor spaces, including courtyards, patios, plazas and courtyards (Design Guidelines II.C.3)	Consistent. Outdoor patio area is being created fronting Avenida Del Mar.	Specific architectural recommendations to improve project's consistency with Spanish Colonial Revival architecture and Design Guidelines are recommended below.



**RECOMMENDATIONS:**

Staff supports the overall concept of the project but does have some minor suggestions to improve the project architecture and enhance the project's consistency with the Design Guidelines. Images provided are for reference only, providing examples of successful SCR design elements.

**Table 2 – Architectural Recommendations**

Recommendation	Sample Image
<p><b>Front Elevation</b></p> <p>1. Ole Hanson tile should be considered atop the stucco seat walls to compliment the bulb outs on Ave Del Mar and the seats walls in the Pier Bowl.</p>	
<p>2. Traditional solid wrought-iron railing should be provided such as the wrought-iron provided in the Pier Bowl.</p>	

Recommendation	Sample Image
<p>3. The canvas awning should be lowered below the exposed rafter tails. The welded frame pipe section that returns to the wall should be removed and the wrought-iron spears should remain.</p>	
<p>4. The landings of the accessible ramps should be finished with pavers to match existing pavers.</p>	

**CONCLUSION:**

The comments provided are intended to bring the project more into conformance with Design Guidelines. Staff seeks the DRSC’s comments and welcomes any additional recommendations.

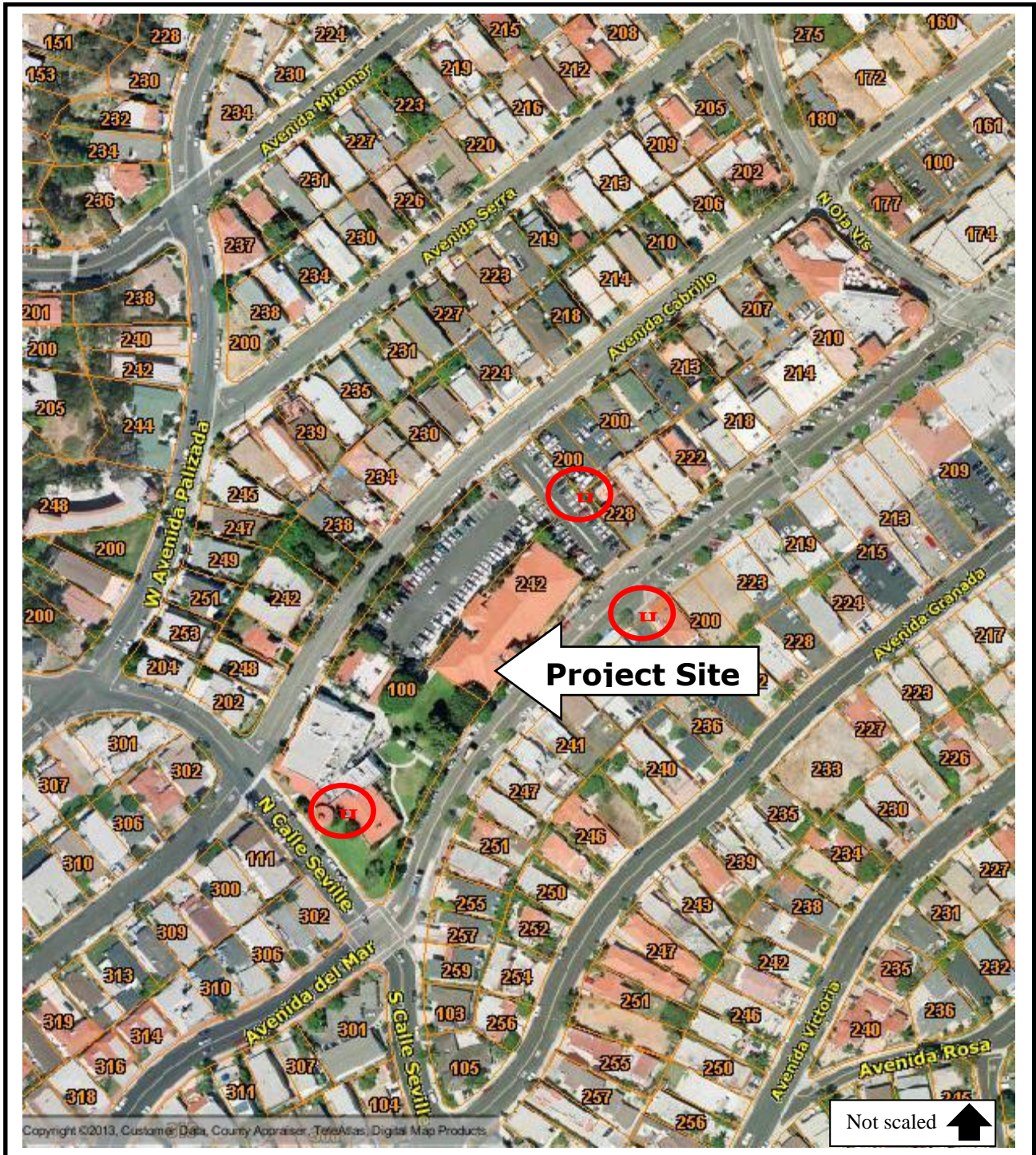
***Attachments:***

1. Location Map
2. DPR Form for 100 North Calle Seville
3. DPR Form for 228 Avenida Del Mar
4. DPR Form for 229 Avenida Del Mar



# LOCATION MAP

MCHP 13-498 / TUP 13-499, Library Expansion Temp Trailer and Patio  
242 Avenida Del Mar





## Design Review Subcommittee (DRSC)

Meeting Date: December 11, 2013

**PLANNER:** Adam Atamian, Assistant Planner 

**SUBJECT:** **Discretionary Sign Permit 13-298, Presidio Plaza Sign Program Amendment**, a request to consider modifications to the requirements of the Master Sign Program of the Presidio Plaza shopping center, located at 401 South El Camino Real.

### **BACKGROUND:**

#### *Project Description*

The original Master Sign Program for the Presidio Plaza shopping center was approved by the Community Design Commission (CDC) in August of 1986. In August of 1987, the CDC approved a modification to the center identification sign located on the central tower element, allowing the center to change an internally-illuminated block letter sign to a painted script and exposed-neon sign.

The applicant proposes to amend multiple aspects of the Master Sign Program in the following ways:

1. Replace the center identification sign on the central tower element with a halo-illuminated, aluminum reverse-channel letter sign finished a duranodic bronze color.
2. Replace the flush-mounted metal letter center identification signs on both monuments with new pin-mounted aluminum letters finished a duranodic bronze color.
3. Replace the green acrylic tenant plaques on the two monument signs with aluminum plaques finished a duranodic bronze color with white, vinyl lettering.
4. Revise the tenant building signage specifications in terms of sign styles, colors, and lighting.
5. Include new language limiting the use of all window signage.

#### *Why is DRSC Review Required?*

A Discretionary Sign Permit (DSP) is required to allow amendments to a Master Sign Program that have public impact or concern, per Zoning Ordinance Section 17.10.180(C) and 17.16.260(C)(4). The Design Review Subcommittee (DRSC) reviews

DSP applications to ensure that the design, scale and materials of the signs harmonize with the architectural design and details of the building and site they serve.

*Site Data*

The Presidio Plaza shopping center includes a 12,841 square-foot, multi-tenant building on a 33,000 square-foot lot. The shopping center is prominently located at the corner of South El Camino Real and Avenida Presidio, which is a designated Primary City Entryway in the General Plan. The subject property is zoned Neighborhood Commercial (NC2). The adjacent properties located on the north side of Avenida Presidio are within the Mixed-use Zoning District and the Central-Business and Architectural Overlays (MU3-CB-A). The draft Centennial General Plan Land Use Element identifies this area as the West South El Camino Real zone, to serve as a transitional corridor between the downtown area and the I-5 freeway and design elements, such as signage, should harmonize with the adjacent Architectural Overlay.

**ANALYSIS:**

The property is not located in an Architectural Overlay. However, the area is listed as a transitional corridor in the General Plan update. Furthermore, the center’s location at the corner of El Camino Real and Avenida Presidio increases the prominence of the site, as it is identified as a “Primary City Entrance from 5 Freeway” within the General Plan Scenic Highway Element and serves as a gateway to the historic downtown area. The Design Guidelines state that all development proposals in this type of location “should demonstrate sensitivity to the contextual influences of adjacent properties and the neighborhood”.

The DRSC reviewed this proposal on September 11. At that time both staff and the DRSC made recommendations to improve the architectural quality of the Master Sign Program and to bring the center more in line with the intent of the General Plan Update. The following chart includes all of the recommendations and the applicant’s response.

**Table 1 - Recommended Changes to Master Sign Program**

Master Sign Program Component	Recommendation	Applicant’s Response
Tower Element Sign	Modify lettering with a thinner serif font in a lighter bronze color.	28.5 square foot halo-lit aluminum reverse-channel letter sign will maintain originally proposed font and duranodic bronze color.
Monument Center Identification Signage	Utilize pin-mounted metal letters with color and lettering to match tower element sign.	Center identification sign to be replaced with duranodic bronze color aluminum pin-mounted letters.

Master Sign Program Component	Recommendation	Applicant's Response
Monument Individual Tenant Signage	Include specifications for individual tenant signs that mimic the look of metal and are more compatible with the rest of the center's signage.	Tenant plaque signs to be replaced with duranodic bronze color aluminum plaques with white, vinyl lettering.
Building Tenant Signage	Include tenant signage specifications that allow only external illumination or halo-lit reverse-channel style signage.	Allow internal, L.E.D. lighting for front-lit and reverse channel letter signs. External lighting is not listed as an option.
Building Tenant Signage	Maintain a modest color pallet for tenant lettering and corporate logo color options.	Colors for tenant signage and corporate logos simplified to one unified color palette with 5 colors and three metal finish options.
Building Tenant Signage	Maintain the original tenant letter colors, or an updated color palette that compliments the contemporary Spanish style architecture.	Maintain the original color palette with the addition of three metal finishes.
Building Tenant Signage	Include more descriptive language and images regarding acceptable sign styles.	Type styles, logos, permitted sign types, lighting techniques, and sign materials discussed in greater detail.
Window Signage	Limit window signage consisting of posters or temporary signs and banners, and require that any window signage receive approval from the City.	Section added to address prohibited sign types. Window Signage addressed stating, "No window signing to be allowed, other than that specified on exhibits as relates to shop addressing, and hours of operation, approved credit cards, emergency telephone numbers, etc."

*Tower Element Center Identification Signage*

The applicant proposes to remove the 43 square-foot painted script with neon sign on the central tower element and replace it with a 28.5 square foot halo-lit aluminum, reverse-channel letter sign with a traditional serif font that matches the center identification signs of the monuments. The proposed finish is a duranodic bronze color.

The applicant has expressed concern regarding the use of a thinner serif font due to the internal L.E.D. lighting. According to the applicant, the use of a thinner font presents problems in backlighting the sign to achieve appropriate nighttime visibility. The use of the duranodic bronze finish is preferable to a lighter shade bronze color in achieving better daytime visibility. However, staff supports DRSC's recommendation to lighten the bronze color as it would reduce the competition between the center identification signage and the individual tenant building signage below it.

By replacing the neon sign with a metal halo-lit sign, the proposed modification is more compatible with Zoning Ordinance Section 17.84.20(C), Design of Signs within an Architectural Overlay District, as well as the buildings across the street that are in the Architectural Overlay. The removal of the script font also creates more consistency in the shopping center's signage, while reducing the center's total signage.

### *Monument Signage*

The applicant proposes to replace the metal flush-mounted center identification signs on the two monuments with pin-mounted aluminum letters. The font and color proposed is the same traditional serif font and duranodic bronze color of the tower element sign. Additionally, the green acrylic tenant plaques are proposed to be replaced with duranodic bronze aluminum plaques that include white vinyl tenant lettering.

Due to the prominent location of the monument signs, especially the one at the corner of the property that faces the intersection of Avenida Presidio and South El Camino Real, signage consistent with the design goals of the Architectural Overlay should be used. Staff supports these modifications as proposed, with the only comments being that the font and color should be consistent with the recommendations on the tower element signs.

### *Building Tenant Signage*

The applicant proposes to revise the tenant signage specifications of the Master Sign Program to allow tenant signs with internal L.E.D. lighting, to add more descriptive language regarding type styles, and to simplify the color palette for tenant signage and corporate logos to five colors and three metal finish options. The use of L.E.D. lighting, the added language of type styles, and the simplified color palette are consistent with other shopping centers outside of the Architectural Overlay, such as Plaza Pacifica, Ocean View Plaza, and Pico Plaza. However, due to this shopping center's prominent location adjacent to the Architectural Overlay and identified as a Primary City Entrance from the 5 Freeway within the General Plan Scenic Highway Element, the use of face-lit, internally illuminated signs is out of character with the sign design guidelines for this area.

For this reason recommends two modifications to the proposed Master Sign Program. First, staff does not support the use of front-lit channel letters. The only internal lighting allowed should be on reverse channel letter signs. Second, staff recommends that the applicant add external lighting options, such as goose-neck lights and spot lighting, to the allowable lighting techniques listed in the Master Sign Program.

The applicant is not proposing any changes to the other tenant signage requirements of the original Master Sign Program, such as total signage allowed for the entire site, letter height, logo height, or the amount of signage per tenant. These are consistent with other Master Sign Program approvals for similarly situated shopping centers.

*Window Signage*

In response to staff and DRSC recommendations, the applicant added language to limit window signage to the Master Sign program. This language limits window signage to that required to display hours of operation, addressing, and emergency contact information, etc. Additionally the applicant has included a note stating that all temporary signs, such as banners and posters, shall require written approval from the City and the landlord. To ensure consistency, the applicant has added a statement that, "No signs other than those specified in the master sign program are permitted." Staff supports these additions as they are consistent with language found in other shopping center master sign programs, such as the Talega Village Center and Ocean View Plaza.

**RECOMMENDATIONS:**

Staff recommends that the applicant modify the color of the center identification signs to be a lighter bronze, and revise the allowable lighting techniques of the Master Sign Program to be consistent with adjacent properties located in the Architectural Overlay. Staff seeks DRSC comments and any additional recommendations.

***Attachments:***

1. Location Map
2. Proposed Master Sign Program
3. DRSC Staff Report, dated September 11, 2013
4. DRSC meeting minutes, dated September 11, 2013
5. Original Master Sign Program including 1987 Amendment







# PRESIDIO PLAZA



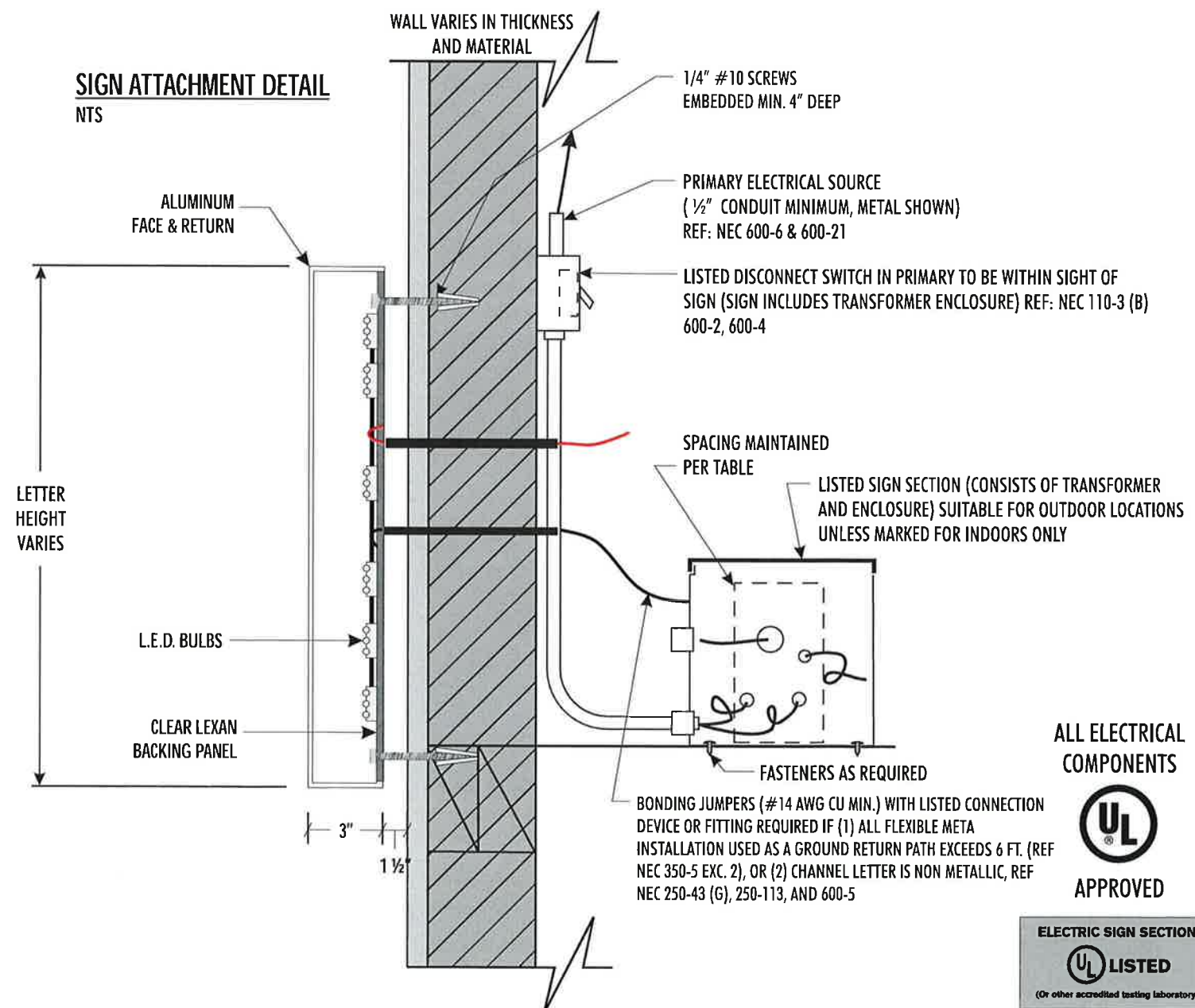
**SIGN ELEVATION**  
SCALE : 1/8" = 1'-0"



**REVERSE ILLUMINATION**  
HALO LIT

- SPECIFICATIONS**
- 3" DEEP INDIVIDUAL ALUMINUM REVERSE CHANNEL LETTERS
  - INTERNALLY ILLUMINATED BY L.E.D. (HALO-LIT)
  - PAINTED DURANODIC BRONZE FINISH
  - MOUNTED TO WALL SURFACE W/ 1/2" SPACERS

**SIGN DETAIL**  
SCALE : 1/2" = 1'-0"



ALL ELECTRICAL COMPONENTS

**UL**  
APPROVED

**ELECTRIC SIGN SECTION**  
**UL LISTED**  
(Or other accredited testing laboratory)

CONCEPTUAL DRAWING ONLY  
Dimensions are approximate & may change due to field conditions. Always refer to the drawings for the final dimensions. Follow the specifications shown on the drawings as they are the controlling documents. This drawing has been prepared for the project and is not to be used for any other project without the written consent of the designer.

DATE:	11/27/13	CUSTOMER/PROJECT/ADDRESS:	PRESIDIO PLAZA 401 S. EL CAMINO REAL SAN CLEMENTE, CA 92672
DRAWING #:	GC	CUSTOMER APPROVAL:	LANDLORD APPROVAL:
DRAWN BY:	NOTED	REVISIONS:	SALESPERSON:
SCALE:			

**WESGO SIGNS**  
1726 Manhattan Beach Blvd, Ste C  
Manhattan Beach, CA 90266  
O: (310) 538-5538 F: (310) 538-8505

EXISTING SIGNS



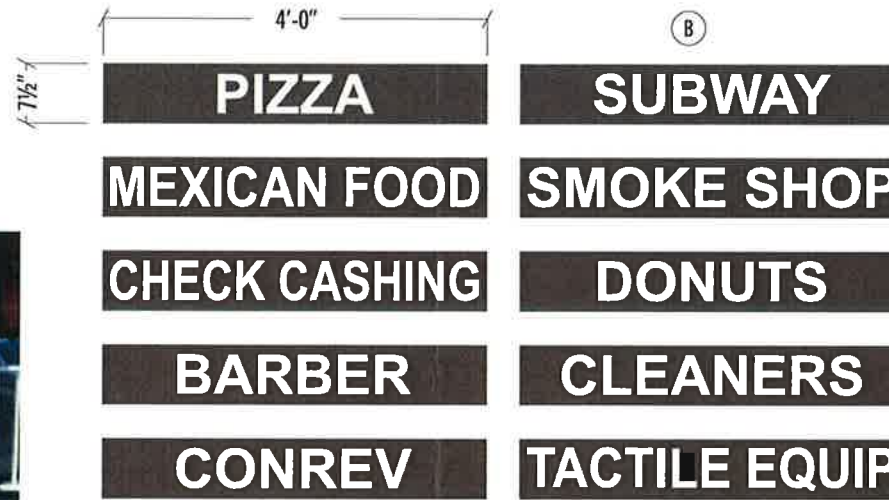
NORTH ELEVATION



SOUTH ELEVATION



# PRESIDIO<sup>®</sup> PLAZA

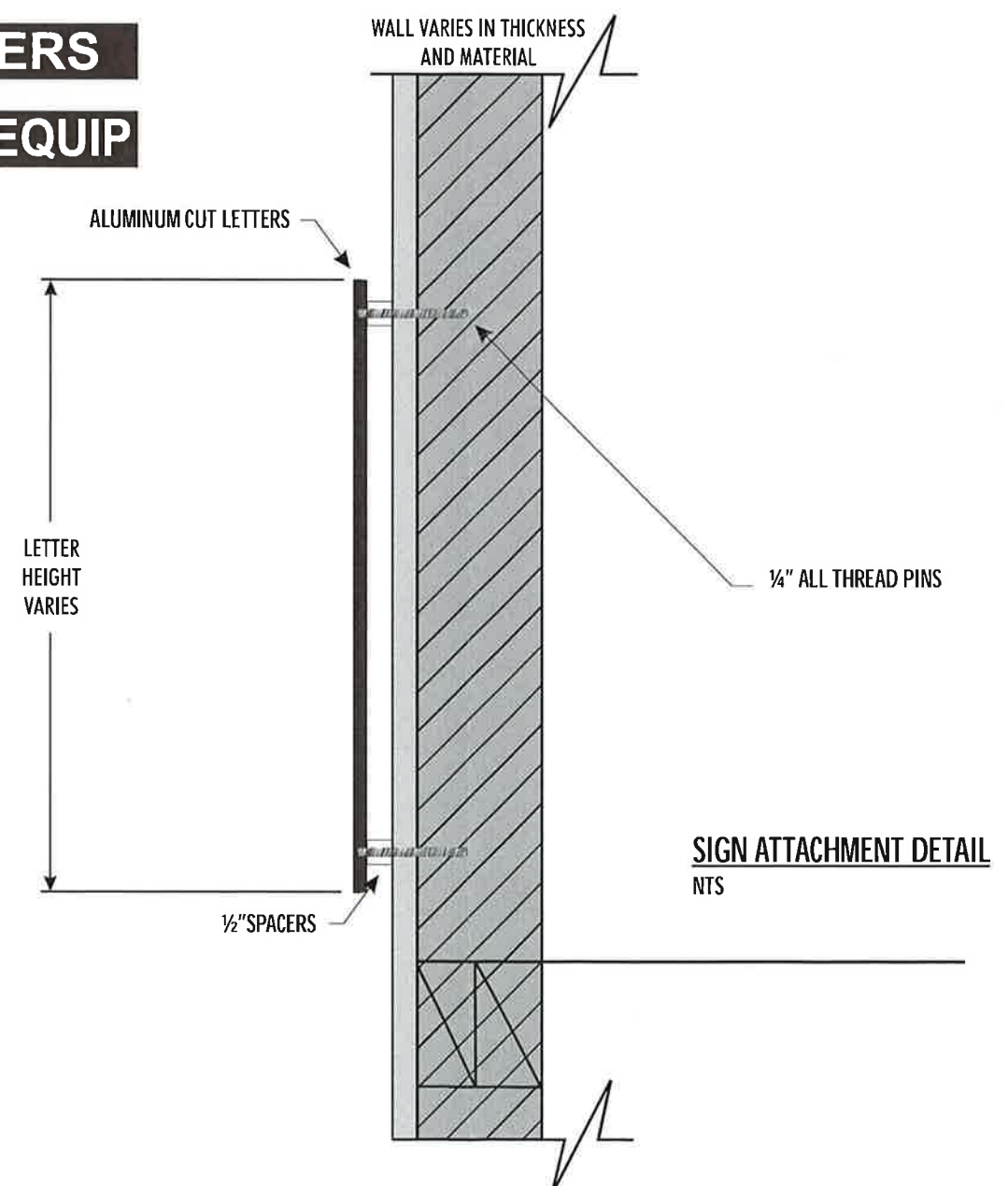


- (A) SPECIFICATIONS**
- 1/4" THICK FLAT-CUT ALUMINUM
  - NON-ILLUMINATED
  - PAINTED DURANODIC BRONZE FINISH
  - PIN MOUNT INSTALLATION USING 1/2" SPACERS

SIGN DETAIL  
SCALE: 1/16" = 1'-0"

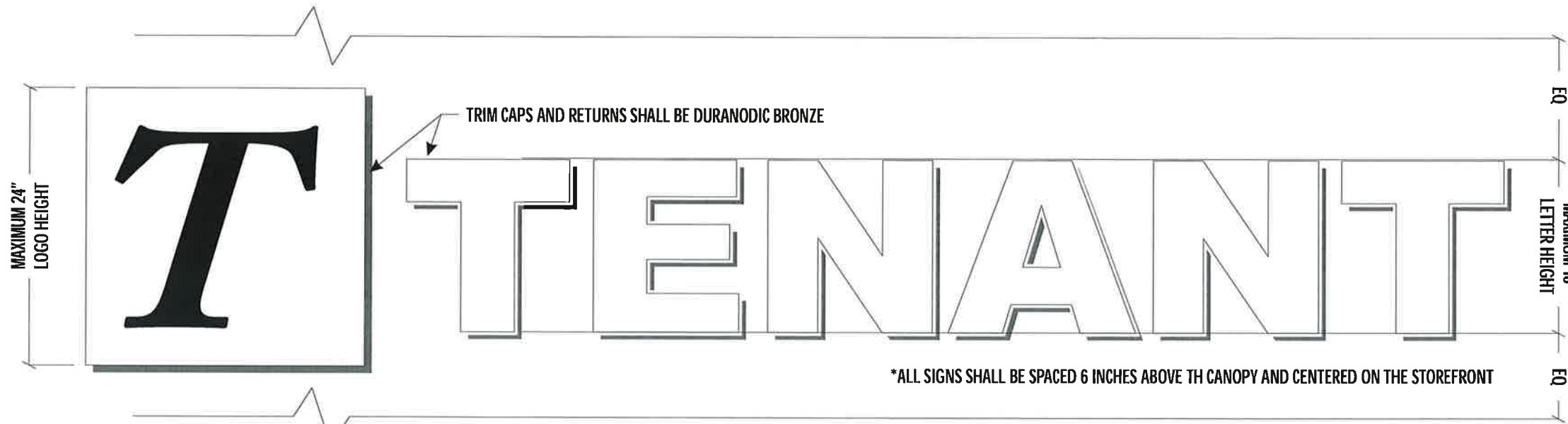
- (B) SPECIFICATIONS**
- 1/8" THICK ALUMINUM PANELS
  - NON-ILLUMINATED
  - PAINTED DURANODIC BRONZE FINISH
  - 3M WHITE VINYL OVERLAY
  - PIN MOUNT INSTALLATION USING 1/2" SPACERS

SIGN DETAIL  
SCALE: 1/2" = 1'-0"



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 Manhattan Beach, CA 90266  
 O: (310) 538-5538 F: (310) 538-8505

DATE:	11/27/13	CUSTOMER/PROJECT/ADDRESS:	PRESIDIO PLAZA 401 S. EL CAMINO REAL SAN GEMENTE, CA / 92672
DRAWING #:	GC	CUSTOMER APPROVAL:	LANDLORD APPROVAL
DRAWN BY:	NOTED	REVISIONS:	SALESPERSON
SCALE:			



## FRONT-LIT CHANNEL LETTERS W/ INT. LIGHTING

### TYPE STYLES & LOGO

THE USE OF LOGOS AND DISTINCTIVE TYPE STYLES IS ENCOURAGED FOR ALL TENANT SIGNS. SIGN LETTERING SHOULD BE COMBINED WITH OTHER GRAPHIC AND/OR DIMENSIONAL ELEMENT DENOTING THE TYPE OF BUSINESS. THE TENANT MAY ADAPT ESTABLISHED STYLES, LOGOS AND/OR IMAGES THAT ARE IN USE ON SIMILAR BUILDINGS OPERATED BY THE TENANT, PROVIDED THAT THESE IMAGES ARE ARCHITECTURALLY COMPATIBLE AND APPROVED BY THE DEVELOPER. THE TYPEFACE MAY BE ARRANGED IN ONE (1), OR TWO (2) LINES OF COPY AND MAY CONSIST OF UPPER AND/OR LOWER CASE LETTERS. THE TENANT SHOULD IDENTIFY TRADEMARK PROTECTED TYPE AND MARKS IN THEIR SIGN SUBMISSION TO ASSIST THE DEVELOPER IN THE REVIEW PROCESS.

### SIGN MATERIALS

SIGN LETTERS TO BE FABRICATED FROM .063 ALUMINUM FOR BACKS, RETURNS AND FACES. 3/16" ACRYLIC & 3/4" TRIM CAP TO BE USED WHEN SIGN IS FRONT-LIT CHANNEL LETTERS.

### PROHIBITED SIGNS

NO TEMPORARY SIGNS, SUCH AS BANNERS OR POSTERS, ARE PERMITTED WITHOUT PRIOR WRITTEN APPROVAL FROM THE LANDLORD AND THE CITY OF SAN CLEMENTE  
 NO SIGNS OTHER THAN THOSE SPECIFIED IN THE MASTER SIGN PROGRAM ARE PERMITTED  
 NO WINDOW SIGNING TO BE ALLOWED, OTHER THAN THAT SPECIFIED ON EXHIBITS AS RELATES TO SHOP ADDRESSING, AND HOURS OF OPERATION, APPROVED CREDIT CARDS, EMERGENCY TELEPHONE NUMBERS, ETC.

### LIGHTING

TENANT SIGN SHOULD BE CREATIVELY ILLUMINATED, USING A VARIETY OF LIGHTING TECHNIQUES. ONE OR MORE OF THE FOLLOWING ARE ALLOWED.

- FRONT LIT CHANNEL LETTERS WITH ACRYLIC FACE & L.E.D. INTERNAL ILLUMINATION
- HALO ILLUMINATED PIN -MOUNTED REVERSE CHANNEL LETTERS
- L.E.D.'S
- EXPOSED NEON IS NOT PERMITTED

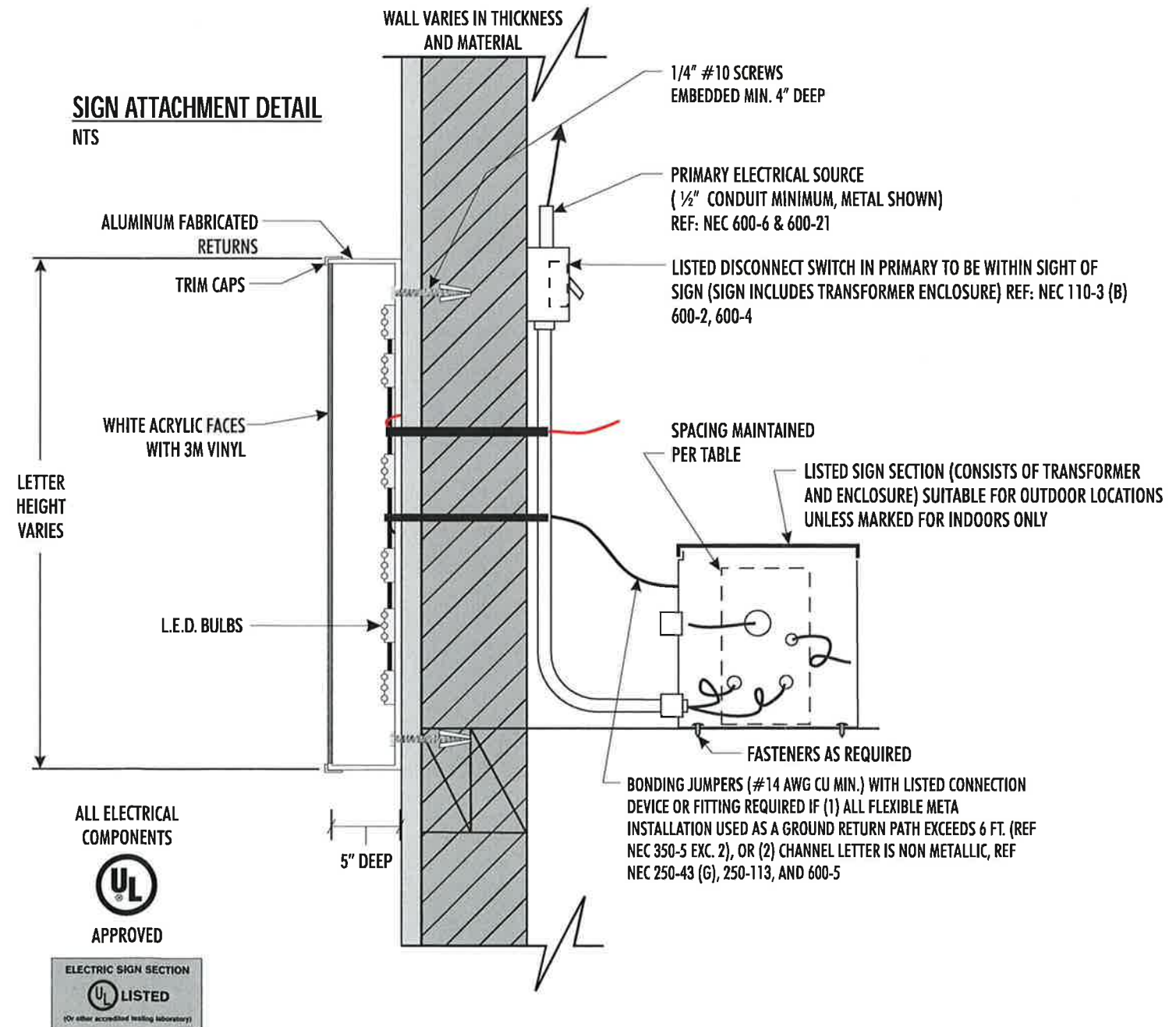
### COLORS

THE FOLLOWING GUIDELINES ARE FOR SELECTING COLORS OF TENANTS SIGNAGE. THE PROJECT AND THE INDIVIDUAL BUILDING FACADE WILL CONSIST OF A VARIETY OR COLORS AND MATERIALS. THE DEVELOPER ENCOURAGES THE TENANT TO CONSIDER THESE COLORS WHEN CHOOSING THEIR SIGN COLOR. SIGN COLORS SHOULD BE SELECTED TO PROVIDE SUFFICIENT CONTRAST AGAINST BUILDING BACKGROUND COLORS. SIGN COLORS SHOULD PROVIDE VARIETY, SOPHISTICATION AND EXCITEMENT. L.E.D. HALO ILLUMINATED COLORS SHOULD COMPLEMENT RELATED SIGN ELEMENTS.

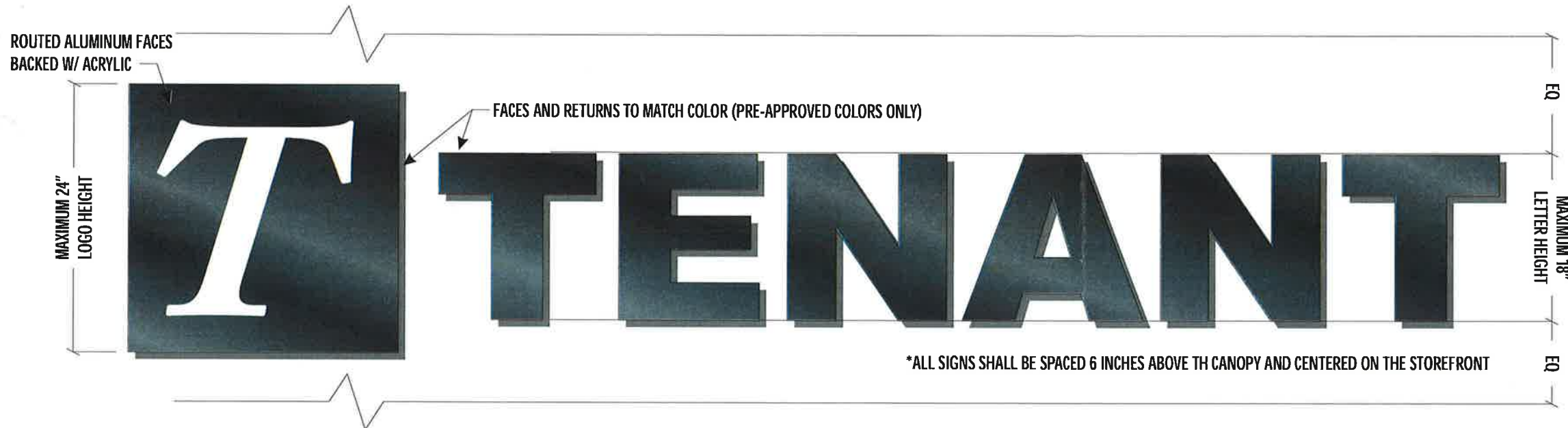
### ALLOWABLE PLEXI-GLASS & FACE COLORS (INCLUDING CORPORATE COLORS)

- |                     |                    |
|---------------------|--------------------|
| - WHITE #7138       | - DURANODIC BRONZE |
| - RED #2461 & #2415 | - COPPER           |
| - ORANGE #2564      | - BRASS            |
| - TURQUOISE #2308   | - RUST #2380       |

\*ALL SIGNS SHALL BE SPACED 6 INCHES ABOVE TH CANOPY AND CENTERED ON THE STOREFRONT



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DATE	DATE
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REVISIONS	SALESPERSON
CUSTOMER PROJECT/ADDRESS: PRESIDIO PLAZA	401 S. EL CAMINO REAL SAN CLEMENTE, CA / 92612
DATE: 11/27/13	SCALE: NOTED
DRAWING #:	GC
DRAWN BY:	
1726 Manhattan Beach Blvd. Ste C Manhattan Beach, CA 90266 O: (310) 538-5538 F: (310) 538-8505	



## REVERSE CHANNEL LETTERS W/ HALO LIGHTING

\*ALL SIGNS SHALL BE SPACED 6 INCHES ABOVE TH CANOPY AND CENTERED ON THE STOREFRONT

### TYPE STYLES & LOGO

THE USE OF LOGOS AND DISTINCTIVE TYPE STYLES IS ENCOURAGED FOR ALL TENANT SIGNS. SIGN LETTERING SHOULD BE COMBINED WITH OTHER GRAPHIC AND/OR DIMENSIONAL ELEMENT DENOTING THE TYPE OF BUSINESS. THE TENANT MAY ADAPT ESTABLISHED STYLES, LOGOS AND/OR IMAGES THAT ARE IN USE ON SIMILAR BUILDINGS OPERATED BY THE TENANT, PROVIDED THAT THESE IMAGES ARE ARCHITECTURALLY COMPATIBLE AND APPROVED BY THE DEVELOPER. THE TYPEFACE MAY BE ARRANGED IN ONE (1), OR TWO (2) LINES OF COPY AND MAY CONSIST OF UPPER AND/OR LOWER CASE LETTERS. THE TENANT SHOULD IDENTIFY TRADEMARK PROTECTED TYPE AND MARKS IN THEIR SIGN SUBMISSION TO ASSIST THE DEVELOPER IN THE REVIEW PROCESS.

### SIGN MATERIALS

SIGN LETTERS TO BE FABRICATED FROM .063 ALUMINUM FOR BACKS, RETURNS AND FACES. 3/16" ACRYLIC & 3/4" TRIM CAP TO BE USED WHEN SIGN IS FRONT-LIT CHANNEL LETTERS.

### PROHIBITED SIGNS

NO TEMPORARY SIGNS, SUCH AS BANNERS OR POSTERS, ARE PERMITTED WITHOUT PRIOR WRITTEN APPROVAL FROM THE LANDLORD AND THE CITY OF SAN CLEMENTE  
 NO SIGNS OTHER THAN THOSE SPECIFIED IN THE MASTER SIGN PROGRAM ARE PERMITTED  
 NO WINDOW SIGNING TO BE ALLOWED, OTHER THAN THAT SPECIFIED ON EXHIBITS AS RELATES TO SHOP ADDRESSING, AND HOURS OF OPERATION, APPROVED CREDIT CARDS, EMERGENCY TELEPHONE NUMBERS, ETC.

### LIGHTING

TENANT SIGN SHOULD BE CREATIVELY ILLUMINATED, USING A VARIETY OF LIGHTING TECHNIQUES. ONE OR MORE OF THE FOLLOWING ARE ALLOWED.

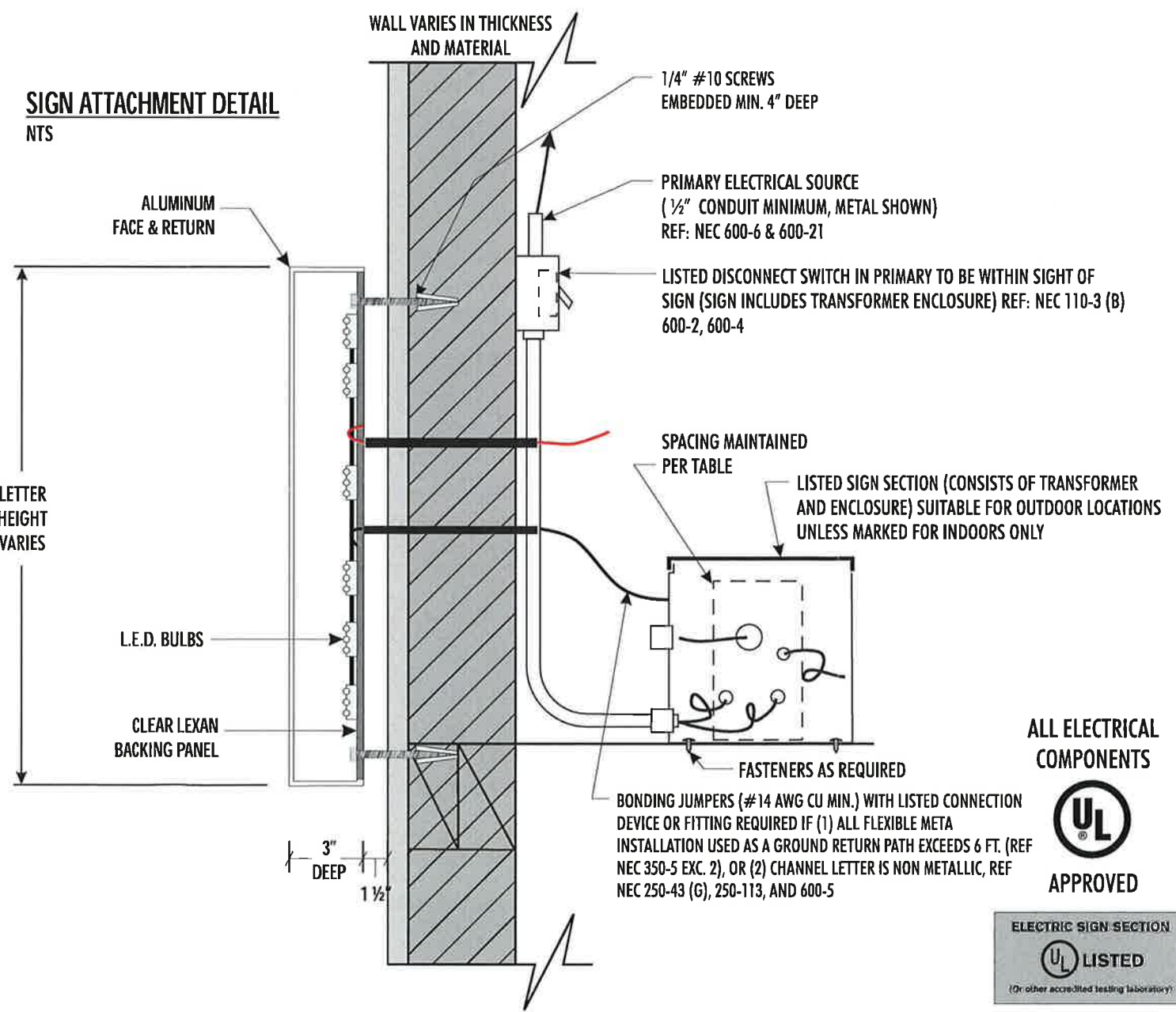
- FRONT LIT CHANNEL LETTERS WITH ACRYLIC FACE & L.E.D. INTERNAL ILLUMINATION
- HALO ILLUMINATED PIN -MOUNTED REVERSE CHANNEL LETTERS
- L.E.D.'S
- EXPOSED NEON IS NOT PERMITTED

### COLORS

THE FOLLOWING GUIDELINES ARE FOR SELECTING COLORS OF TENANTS SIGNAGE. THE PROJECT AND THE INDIVIDUAL BUILDING FACADE WILL CONSIST OF A VARIETY OR COLORS AND MATERIALS. THE DEVELOPER ENCOURAGES THE TENANT TO CONSIDER THESE COLORS WHEN CHOOSING THEIR SIGN COLOR. SIGN COLORS SHOULD BE SELECTED TO PROVIDE SUFFICIENT CONTRAST AGAINST BUILDING BACKGROUND COLORS. SIGN COLORS SHOULD PROVIDE VARIETY, SOPHISTICATION AND EXCITEMENT.

L.E.D. HALO ILLUMINATED COLORS SHOULD COMPLEMENT RELATED SIGN ELEMENTS.  
 ALLOWABLE COLORS FOR REVERSE CHANNEL LETTERS (INCLUDING CORPORATE COLORS)

- |   |  |
|---|--|
|  - WHITE #7138 |  - DURANODIC BRONZE |
|  - BLACK       |  - COPPER           |
|  - RUST        |  - BRASS            |



ALL ELECTRICAL COMPONENTS



APPROVED

ELECTRIC SIGN SECTION



(Or other accredited testing laboratory)

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DATE: _____	DATE: _____
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LANDLORD APPROVAL: _____	SALESPERSON: _____
CUSTOMER PROJECT/ADDRESS: PRESIDIO PLAZA	
401 S. EL CAMINO REAL	
SAN CLEMENTE, CA 92672	
DATE: 11/27/13	SCALE: NOTED
DRAWING #: _____	
DRAWN BY: GC	

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## Design Review Subcommittee (DRSC)

Meeting Date: September 11, 2013

**PLANNER:** Adam Atamian, Assistant Planner

**SUBJECT:** **Discretionary Sign Permit 13-298, Presidio Plaza Sign Program Amendment,** A request to consider minor modifications to the center identification signs and the individual tenant signage requirements of the Presidio Plaza shopping center, located at 401 South El Camino Real.

### **BACKGROUND:**

#### *Project Description*

The original Master Sign Program for the Presidio Plaza shopping center was approved by the Community Design Commission (CDC) in August of 1986. In August of 1987, the CDC approved a modification to the center identification sign located on the central tower element, allowing the center to change an internally-illuminated block letter sign to a painted script and exposed-neon sign.

The applicant proposes to amend three aspects of the Master Sign Program. The first is to replace the center identification sign on the central tower element with a halo-illuminated reverse-channel letter sign finished in a bronze color. The second is to replace the metal, pin-mounted letters of the center identification signs on both monument sign with bronze-painted acrylic letters. The third is to revise the tenant signage specifications to require new tenant signs to utilize internal L.E.D. lighting, to permit a broader range of sign colors for tenant sign letters, and to allow all corporate logo colors.

#### *Why is DRSC Review Required?*

A Discretionary Sign Permit (DSP) is required to allow amendments to a Master Sign Program that have public impact or concern, per Zoning Ordinance Section 17.10.180(C) and 17.16.260(C)(4). The Design Review Subcommittee (DRSC) reviews DSP applications to ensure that the design, scale and materials of the signs harmonize with the architectural design and details of the building and site they serve.

#### *Site Data*

The Presidio Plaza shopping center includes a 12,841 square-foot, multi-tenant building on a 33,000 square-foot lot. The shopping center is prominently located at the corner of

South El Camino Real and Avenida Presidio. The subject property is zoned Neighborhood Commercial (NC2). The adjacent properties located on the north side of Avenida Presidio are within the Mixed-use Zoning District and the Central-Business and Architectural Overlays (MU3-CB-A). The draft Centennial General Plan Land Use Element identifies this area as the West South El Camino Real zone, to serve as a transitional corridor between the downtown area and the I-5 freeway and design elements, such as signage, should harmonize with the adjacent Architectural Overlay.

**ANALYSIS:**

The shopping center consists of one contemporary Spanish style, multi-tenant building. The applicant is proposing aesthetic modifications to the Master Sign Program, with the exception of one sign's size reduction, discussed below. The shopping center's current Master Sign Program is provided as Attachment 3.

Contained within the analysis of the proposed modifications are staff's recommendations. A table listing all of staff's recommended changes described in this report is provided as Attachment 4.

*Tower Element Center Identification Signage*

The applicant proposes to remove the 43 square-foot painted script with neon sign on the central tower element and replace it with a 28.5 square foot halo-lit aluminum, reverse-channel letter sign with a traditional serif font that matches the center identification signs of the monuments. The following images depict the proposed change.

Existing Tower Element Sign



Proposed Tower Element Sign



The property is not located in an Architectural Overlay. However, the area is listed as a transitional corridor in the General Plan update. Furthermore, the center's location at



the corner of El Camino Real and Avenida Presidio increases the prominence of the site, as it is identified as a "Primary City Entrance from 5 Freeway" within the General Plan Scenic highway Element and serves as a gateway to the historic downtown area. The Design Guidelines state that all development proposals in this types of location "should demonstrate sensitivity to the contextual influences of adjacent properties and the neighborhood".

By replacing the neon sign with a metal halo-lit sign, the proposed modification is more compatible with Zoning Ordinance Section 17.84.20(C), Design of Signs within an Architectural Overlay District, as well as the buildings across the street that are in the Architectural Overlay. The removal of the script font also creates more consistency in the shopping center's signage, while reducing the center's total signage.

*Monument Center Identification Signage*

The Master Sign Program originally approved for Presidio Plaza required metal pin-mounted letters for the center identification signs on both monument signs. However, vandalism has resulted in a continual process of replacing stolen letters. In an effort to make the signs harder to pry off the monuments, the applicant proposes acrylic letters to be painted bronze that are directly glued and mechanically fastened to the masonry of the monument.

Painted, acrylic signs are permitted by the Zoning Ordinance. Once painted, the letters will be similar in color to the proposed sign on the tower element, though the sign will be flush mounted instead of pin-mounted. There are no changes proposed to the individual tenant signs on the monuments.

Staff does not support this modification as the proposed flush mounted sign will lose the visual depth and shadow created by the use of pin-mounted letters. Additionally, the monument signs are located adjacent to the pedestrian path of travel and the use of smooth acrylic will lack the slight texture that painted aluminum signs have. Due to the significant location of the monument signs, especially the one at the corner of the property, signage that adheres to the design goals of the Architectural Overlay should be used. Staff understands the need for signage that is not vulnerable to vandalism, but would be more supportive of sturdier aluminum pin-mounted letters instead of acrylic, flush-mounted letters.

The Master Sign Program amendment does not discuss any modifications to the individual tenant signs on the monuments. Staff recommends the applicant include specifications for individual tenant signs that mimic the look of metal and are more compatible with the rest of the center's signage.

*Building Tenant Signage*

The applicant proposes to revise the tenant signage specifications of the Master Sign Program to allow tenant signs with internal L.E.D. lighting, to permit a broader range of sign colors that are consistent with the current Master Sign Program, and to allow all

corporate logo colors. The use of L.E.D. lighting and the inclusion of all corporate logo colors are consistent with other shopping centers that are located outside of an Architectural Overlay, such as Plaza Pacifica, Oceanview Plaza, and Pico Plaza. However, due to this shopping center's prominent location adjacent to the Architectural Overlay and identified as a Primary City Entrance from the 5 Freeway within the General Plan Scenic Highway Element, staff does not support tenant signage requirements that include internal illumination, or excessive color options.

Staff recommends tenant signage specifications that require external illumination as specified in the Architectural Overlay or halo-lit reverse-channel style signage. Staff is not supportive of the increased color options for tenant lettering, nor allowing all corporate logo colors, as this is not consistent with similar approvals for other shopping centers, such as the Ralph's located at 903 S. El Camino Real. This modification does not conform to the required findings for Master Sign Programs because the expansion of colors does not ensure consistency in design and style of the signs. Staff recommends maintaining the original tenant letter colors and corporate logo colors, or a new, modest color palette that compliments the contemporary Spanish style architecture.

The applicant is not proposing any changes to the other tenant signage requirements of the original Master Sign Program, such as total signage allowed for the entire site, letter height, logo height, or the amount of signage per tenant. These are consistent with other Master Sign Program approvals for similarly situated shopping centers.

Staff is recommending additional modifications to the Master Sign Program to help improve the look of the shopping center. These recommendations include limiting window signage consisting of posters or temporary signs and banners, and requiring that any window signs receive approval from the City. Additionally, more descriptive language regarding acceptable sign styles should be incorporated into the Master Sign Program.

### **RECOMMENDATIONS:**

Staff recommends multiple modifications to the Master Sign Program amendment proposed to ensure that the Presidio Plaza signage is compatible with adjacent properties located in the Architectural Overlay, and that the signage conforms to the intent of the City's Design Guidelines. Staff seeks DRSC comments and any additional recommendations.

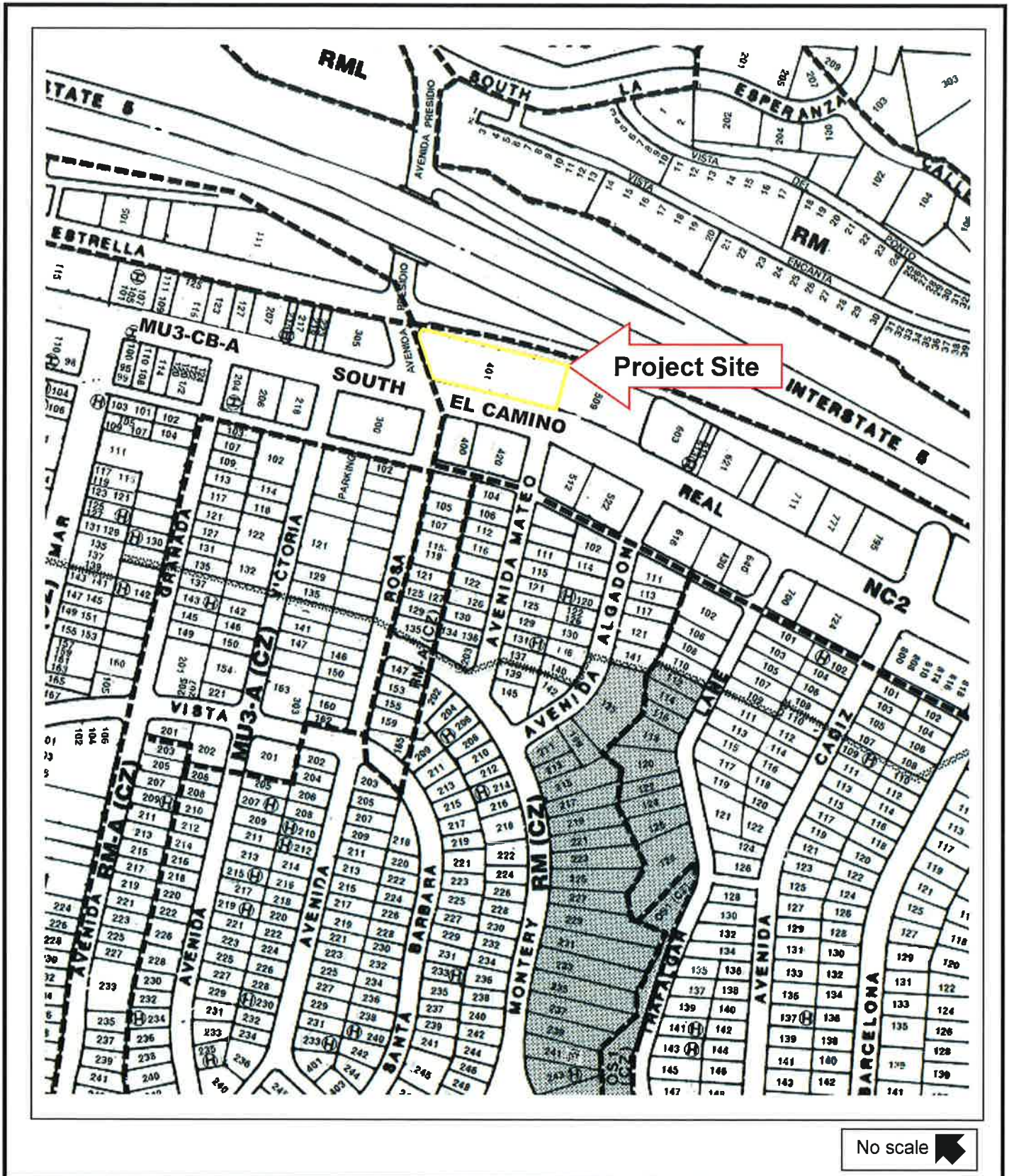
### ***Attachments:***

1. Location Map
2. Proposed Master Sign Program
3. Original Master Sign Program including 1987 Amendment
4. Staff's Recommended Changes to Master Sign Program Amendment



# LOCATION MAP

Discretionary Sign Permit 13-298, Presidio Plaza Master Sign Program  
Amendment  
401 South El Camino Real



**CITY OF SAN CLEMENTE  
MINUTES OF THE REGULAR MEETING OF THE  
DESIGN REVIEW SUBCOMMITTEE  
SEPTEMBER 11, 2013**

Subcommittee Members Present: Michael Kaupp and Julia Darden

Staff Present: Jim Pechous, Sharon Heider and Adam Atamian

1. **MINUTES**

Minutes approved: August 28, 2013

2. **ARCHITECTURAL REVIEW OF THE FOLLOWING ITEMS**

A. **Discretionary Sign Permit 13-298, Presidio Plaza Sign Program Amendment** (Atamian)

A request to consider minor modifications to the center identification and individual tenant signage of the Presidio Plaza shopping center, located at 401 S. El Camino Real.

Assistant Planner Adam Atamian summarized the staff report.

The Design Review Subcommittee requested clarification on two items during staff's presentation. The first was regarding whether the proposed font on the monument signs is the same as that on the central tower element. The applicant, John Safar stated that they are very close, the only difference being due to slight variations in the construction requirements of each sign. The second request was for a description of what the original master sign program allowed for the tenant signage on the two monuments. Mr. Atamian stated that the specifications for those signs are not discussed in that document, and that the inclusion of those specifications needs to be included in the applicant's proposal.

Subcommittee member Kaupp asked staff if the current signage on the site is conforming to the original master sign program. Mr. Atamian stated that it is.

City Planner Jim Pechous stated that the original master sign program is nearly 30 years old and that many changes affecting the design standards have occurred and are continuing to occur that require periodic updates of items such as signage to comply with new requirements as they are proposed.

Subcommittee member Kaupp stated that there is an opportunity with this project to incorporate more relevant signage that meets the goals of the General Plan update and to bring this center in-line with other shopping centers in areas that are proposed to be in the expansion of the Architectural overlay. He also stated that the proposed master sign program needs further refinement.

Subcommittee member Darden stated that she agrees with Subcommittee member Kaupp that the proposal should go back for modifications by the applicant. She made suggestions to help the applicant bring the proposal in compliance with City standards and what the DRSC would support. First, she stated that the master sign program should be simplified in terms of sign styles, colors, type styles, and fonts. Also, the branding for the center is competing with the tenant signs, and that the center signage on the tower element is too bold and dark. She supports the use of a thinner serif font, in a lighter bronze color and suggested the applicant consider sign types that would allow external lighting which would meet the City's goals and possibly reduce costs for the applicant. Additionally, she suggests that the tenant monument signage plaques be addressed so as not to appear as a large block, but more readable individually.

John Safar, the applicant, asked if the use of acrylic would be acceptable. He stated that the cost is a major concern for clients, and the cost difference between acrylic and metal is very large. The DRSC stated that the direction of signage for this area of the city is to move toward more natural materials. They also stated that the window signage should definitely be included in the master sign program to limit the use of that type of signage. They suggested that staff review the approvals for the CVS on North El Camino Real as a good example of language to limit window signage.

Larry Culbertson stated that parking is very difficult on the site and that if the monument sign is being modified, that there may be an opportunity to rework the parking area around it. Mr. Safar stated that there are no plans to modify the structure, only the signage.

The DRSC suggested that the applicant work with staff to incorporate staff and DRSC recommendations. The DRSC requested revisions be brought back to the DRSC for comment.

**B. Cultural Heritage Permit 13-095/Demolition Historic Structure 13-339/  
Historic Property Preservation Agreement 13-327, McMahon  
Residence (Pechous/Ciampa)**

A request to consider the expansion and remodel of a historic house and demolition of the original garage located at 105 Avenida Barcelona. As part of the project the applicant is requesting a HPPA on the property.

City Planner Jim Pechous summarized the staff report.

The City Planner clarified for the DRSC that the converted original garage is proposed to be demolished by necessity and not preference because of the fungi issue.

Subcommittee Member Darden question staff if the wood fence along the driveway was evaluated by staff because it is a large element and not a traditional design. She stated that a wrought iron gate or a traditionally designed wood gate would be traditional design. Subcommittee Member Kaupp stated that a wood gate with metal straps would be a design option.

The applicant, Michael Luna, stated that a wood gate is preferred since there is a lot of wrought iron at the front of the house. He responded to the staff recommended design modifications about the doors at the back of the house that applicant want more glass, visual openness, and connection to the back yard. He stated that the owner would be willing to narrow the side lites or slide the doors slightly to the side. He also stated that staff's recommendation for a wood post to the porch would appear too narrow on the front elevation and a stucco column would provide a more appropriate scale.

Subcommittee Member Kaupp stated that he would like to see more differentiation between the back doors and the side lites.

The City Planner stated that the fundamentals of Spanish Colonial Revival construction are based on adobe construction and the back door and corner of the house would have historically had more of a separation to support the roof.

Subcommittee Member Darden stated that a solution could be to narrow the side lites. The applicant stated that they would be willing to narrow the side lites as a solution.

DRSC stated that the staff recommended wood post for the front porch would be a more traditional design and would still be in scale with the house. The applicant accepted the recommendation.

The applicant said the rear structure is a real hazard that needs to be removed. He stated that he does not know how it is structurally standing.

The DRSC stated that they understand that is and unavoidable consequence for the removal of the fungi infested garage/shed.

Member of the public, Larry Culbertson, stated that the Historical Society is supportive of the project and appropriate minor additions to historic houses. He also requested that the cost of the improvements be provided to see the difference between the cost of the improvements and the property tax savings for the historic house. He also asked how the timing of the improvements is established.

DRSC clarified that the scheduling of improvements is a compromise between the City and the property owner. The applicant stated that all of the improvements are proposed to be completed with the proposed addition.

Subcommittee Member Kaupp stated that he would like to see copper gutters and not half round metal gutters.

Subcommittee Member Darden questioned what the construction type was for the fireplace in the back of the house. Her concern was the design was too contemporary.

The applicant stated that the fire place is wood framed and could be designed to be a more modest and traditional design.

The DRSC was in support of the project with their recommended modifications.

**C. Minor Cultural Heritage Permit 13-341, Base of Pier Restroom Renovation**  
(Jones/Heider)

A request to allow exterior changes to a public restroom building located at the south side of the base of the historic municipal pier. The property is located within the Pier Bowl Specific Plan within the Beach and Parks – Open Space land use designation at 615 Avenida Victoria.

Beaches Parks & Recreation Director, Sharon Heider summarized the staff report.

The Subcommittee recommended the following:

- The photo screen mural Option B, similar to the Ralph's mural, was the recommended mural type.
- Prefer two murals.
- Consider stuccoing the restroom.
- Consider the addition of landscape.
- Metal screen should be decorative.

Larry Culbertson, President of Historical Society, indicated he agreed with the Subcommittee's recommendations of having stucco on the restroom building and suggested the roof have extra mortar packing. He suggested the murals depict historical photos of pier architecture such as fishing boats, yacht club, etc.

DRSC recommended the project move forward to the decision making body.

**3. NEW BUSINESS**

None

**4. OLD BUSINESS**

None

**5. ADJOURNMENT**

Adjourn to the Regular Meeting of the Design Review Subcommittee to be held September 25, 2013 at 10:00 a.m. in Conference Room A, Community Development Department, 910 Calle Negocio, Suite 100, San Clemente, CA 92673.

Respectfully submitted,

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Michael Kaupp, Chair

Attest:

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Jim Pechous, City Planner





**PRESIDIO PLAZA  
PARK/ABRAMS DEVELOPMENT CO.**

SIGN DESIGN GUIDELINES

**Monument Signs**

Two monument signs are proposed. Refer to the drawings.

**Center Identification Sign**

On the center tower, the name of the center will be painted on the wall maximum 24" high, with an overlay of neon. Additionally there will be two neon accent stripes just below the eave detail. Only the name will be included in the area calculations.

**Storefront Signs**

Each tenant will be allowed one line only of internally illuminated, three dimensional individual letters.

Each letter is to have a tan sheetmetal can, gold trim cap and plexiglass face. Maximum letter height will be 18". Maximum sign length will be 75% of the storefront length or 64 square feet of sign area, whichever is more restrictive. Sign placement shall be centered horizontally within the storefront with the bottom of the letters 6" above the bottom of the fascia or the top of the awnings. Logos as well as letters shall be confined within this space. Allowable plexiglass colors are red, ivory, yellow, yellow orange and orange rust. Minor accents of blue, green and black are allowed. No other colors are permitted.

No sign copy of any type is allowed on the awnings.

Address numbers shall be a die-cut white vinyl number, centered on the glass panel above the entry door. These numbers will not be included in sign area calculations.

**Sign Area Calculation**

Per the Sign Design Guidelines, the total allowable area for signs is 1.5 x the longest lot frontage. The frontage along El Camino Real is 310 feet. Total allowable sign area is  $1.5 \times 310' = 465$  square feet. Final area calculations will be part of the working drawings/building permit submittal.



**PRESIDIO PLAZA  
PARK/ABRAMS DEVELOPMENT CO.**

COLOR SELECTION FOR STOREFRONT SIGNS

All colors and numbers listed below are Plexiglas brand acrylic manufactured by Rohm and Haas Company.

Allowable Plexiglas colors shall be:

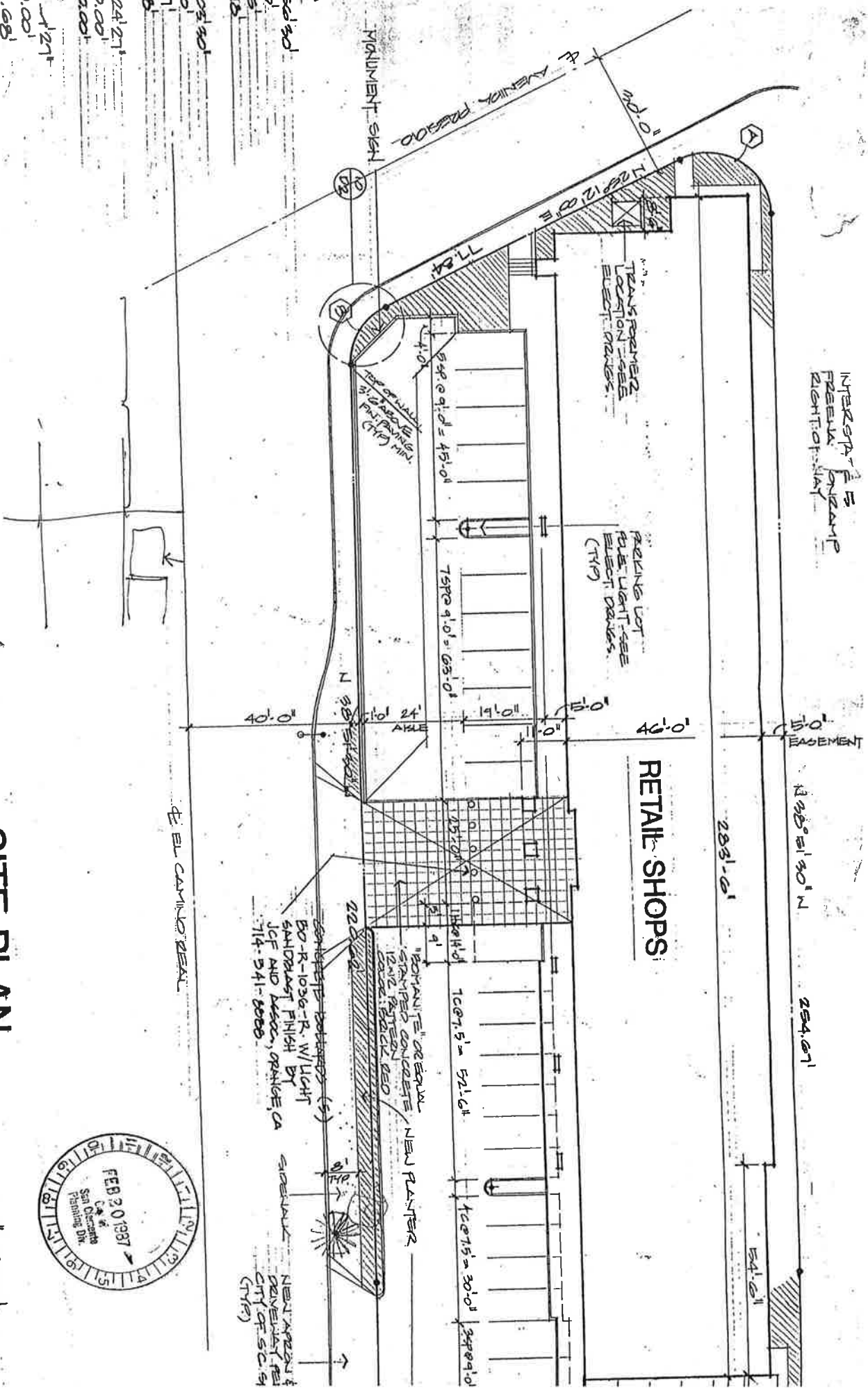
- White No. W 7138
- Orange No. 2564
- Red No. 2461
- Rust (no number on sample) # 2380
- Turquoise No. 2308

Allowable accent colors (for logos) shall be:

- Black No. 2308
- Blue No. 2114
- Green No. 2030
- Yellow No. 2016
- Red No. 2415



- 50' 30"
- 0'
- 15'
- 15'
- 03' 30"
- 30'
- 17'
- 38'
- 24' 27"
- 0' 00"
- 32' 00"
- 0' 12' 27"
- 0' 00"
- 17' 08"



# SITE PLAN

SCALE: 1" = 20.00'



CONCRETE BACKERS (S)  
 BO-R-1036-R. WILCOX  
 SANDRAST FINISH BY  
 JCF AND ASSOC., ORANGE, CA  
 714-541-6888

NEAR AREA &  
 DRIVEWAY FOR  
 CITY OF S.C. (TRP)

NEAR AREA  
 SANDRAST FINISH BY  
 JCF AND ASSOC., ORANGE, CA  
 714-541-6888

## RETAIL SHOPS:

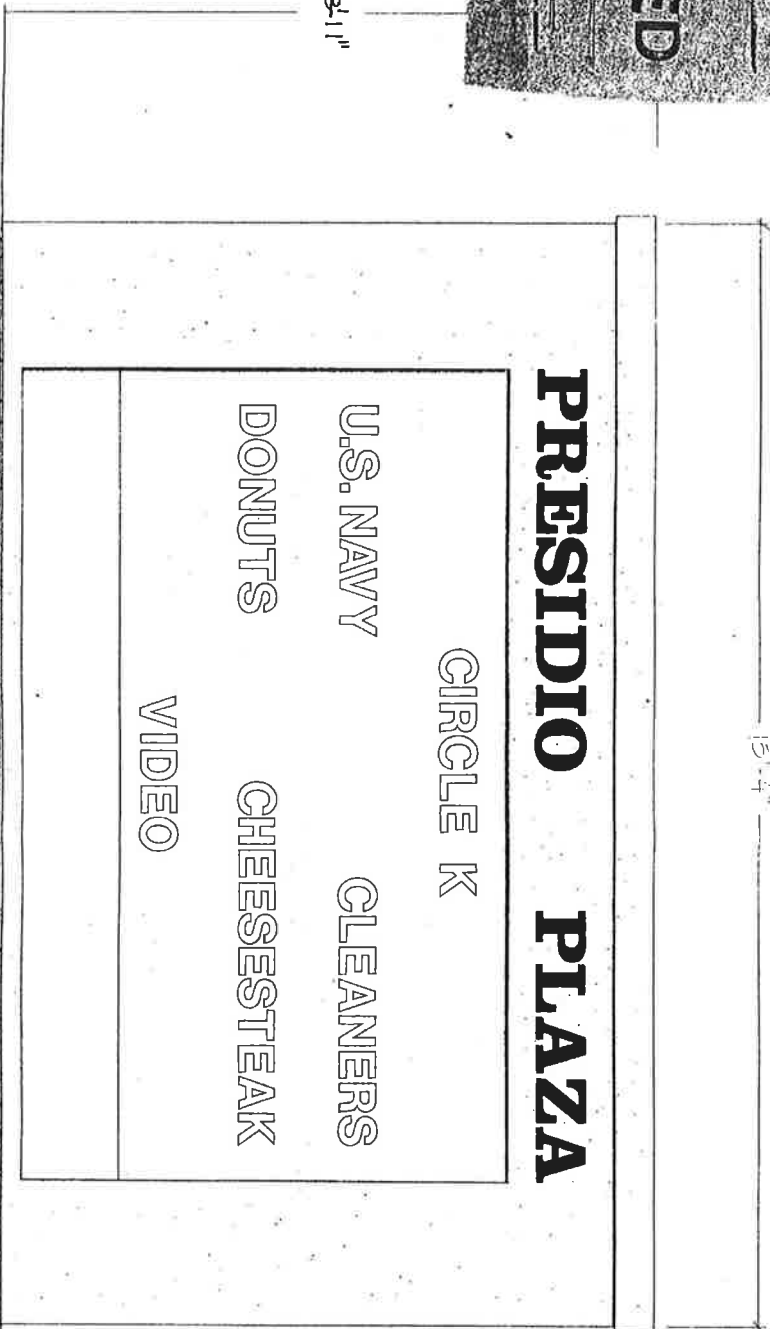
INTERIOR IS  
 PERMANENT  
 RIGHT OF WAY

254'-0" N  
 283'-0" N  
 254'-0" N

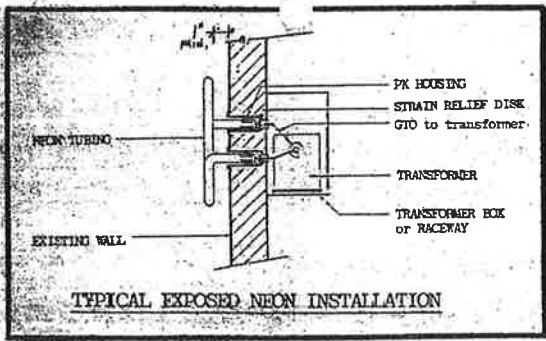
MONUMENT SIGN

E. AVENUE 198300

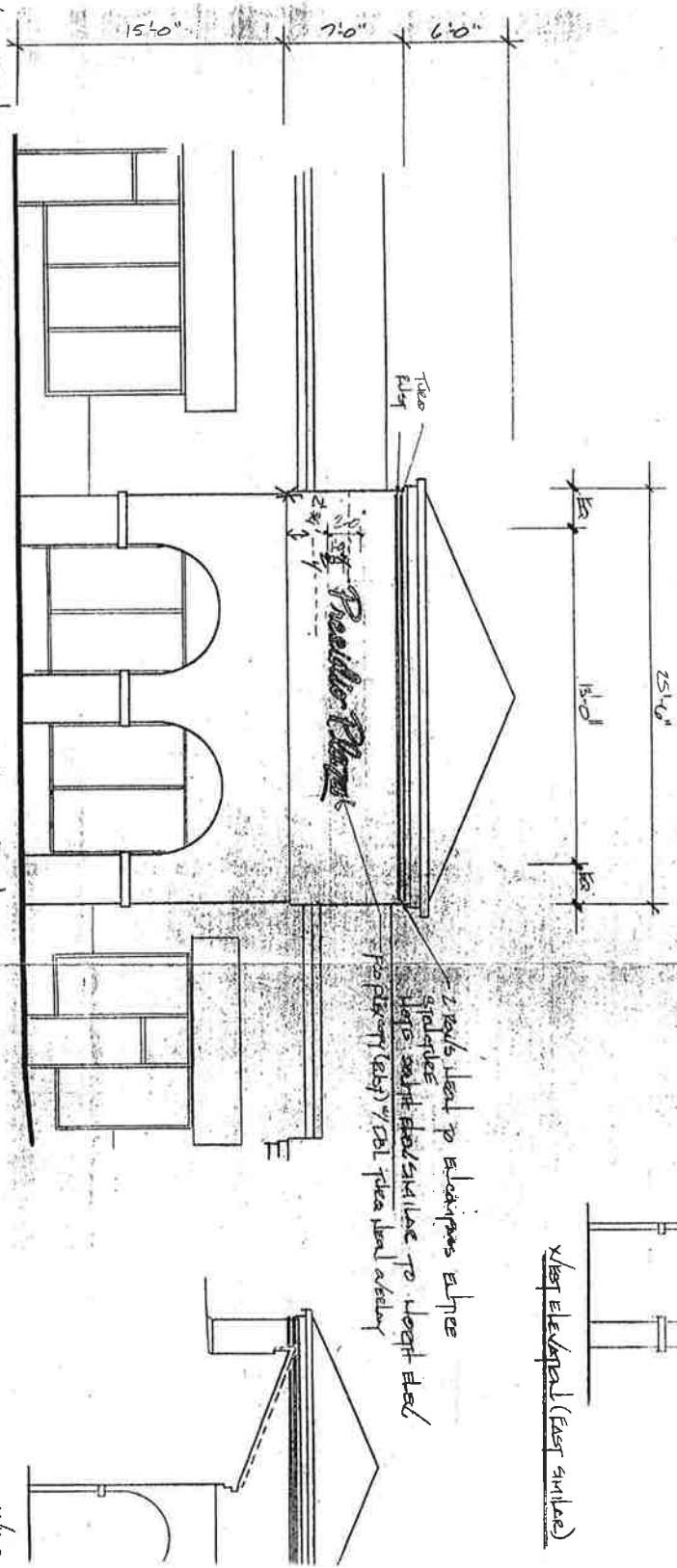
E. EL CAMINO REAL



EXACTLY STORE  
LETTERS TO BE 6" ALUMINUM F.C.O.  
PAINTED WITH #2320 RUST



ok Planning  
 1) single lead of neon thru Periclio Pass  
 \* 2) lower signage to 2 3/4' from bottom corner band



EXPOSED LEAD WALL SKILL  
 Lead 3/16\"/>



South Elevation

3/16\"/>

West

West Elevation (East similar)

2 leads lead to Balconies  
 Fluor spoolpiece

2 leads lead to Balconies Fluor  
 spoolpiece  
 leads and the lead similar to West Eled  
 Fluor spoolpiece (also) w/ DAL Fluor lead ceiling