

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

Subcommittee Members Present: Michael Kaupp, Julia Darden and Bart Crandell

Staff Present: Cliff Jones

1. MINUTES

Minutes approved with changes: 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.

Associate Planner Amber Gregg summarized the report.

The Subcommittee Members noted that they prefer the number four option for the arched entry way.

Subcommittee Member Kaupp discussed the issues they have with the pavers downtown concerning cleaning. Consultant Art Guy suggested minimally porous pavers without beveled edges for easier cleaning but no matter what there will still be some amount of staining.

Subcommittee Member Darden asked if green striping could be used in the parking lot instead of white, Subcommittee Member Kaupp concurred. Staff noted they would look into the request.

The potential use of a kiosk was then discussed and the Committee directed staff to look at the Paseo Nuevo development in Santa Barbara and the kiosks in that development. Subcommittee Member Darden noted that she likes a solid art element instead of the flat design.

Subcommittee Member Crandell asked that we look at the location of the pay station because he believes it could be located to a more visible and convenient place. He also suggested combining the kiosk and pay station together.

Subcommittee Member Kaupp strongly encourages canopy trees in the parking lot.

Subcommittee Member Crandell noted lighting concerns and stated that pole lighting was not an optimal solution as they may impede the views. This was a concern since the project is in the view corridor. Staff noted that they would review the lighting.

Subcommittee Member Kaupp asked the consultant to pay close attention to areas that may attract high foot traffic and use "foot" tolerant plants. Art agreed. The Subcommittee also noted to review pedestrian traffic paths of travel from existing lots to this one.

Subcommittee Member Kaupp then opened the meeting to public comments.

Resident, Larry Culbertson asked if there was a potential to incorporate a historic mural. Consultant Guy stated that he would love to do a mural and that yes he believed there was room and would look at it when detailing the archway.

Subcommittee Member Kaupp stated that murals are great but to keep a place holder for the banners.

Resident, George Gregory noted that there was no bus turn out designed into the project and that was something the residents in the area have been advocating for a long time. He requested a turn out be designed into the plan and the existing bus stop in front of 7-11 be moved. He also noted that solar panels could be used to light the kiosk and to not use the pavers in the parking lot because of the failure issues the City had with the pavers in the intersection. Mr. Gregory then suggested removing the center landscaping in the lot to make room for the bus turnout and that Calle Descheca be promoted as a pedestrian walkway. Mr. Gregory submitted a plan he designed for staff review.

Subcommittee Member Kaupp noted that the El Camino Real/Pico intersection pavers failed but the pavers at Del Mar and El Camino Real have lasted for 20 years.

Resident, Don Slater thinks it's a wonderful project and that it's aesthetically pleasing. He commended staff on the design and asked that the charging station have a good level of handling capability and have a standard electrical outlet in case it's needed in the future. He likes that the traffic entrance and the pedestrian entrance are separated, and also likes the green filtration area and tree in the center of the lot. He liked the number three option for the archway.

Subcommittee Member Kaupp agreed that there needs to be enough power outlets designed into the project for lighting and events.

Subcommittee Member Kaupp closed the public comment. DRSC recommended that the conceptual project move forward to Planning Commission but that they would like the details to come back for their review as the project continues through the CIP process.

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.

Associate Planner Sean Nicholas summarized the report and showed images of a variety of ways more depth could be incorporated into the sign rather than the “box” that is proposed.

Design Review Subcommittee members all agreed that staff’s direction on the signage was appropriate and necessary. The sign as proposed seemed to “flat” without any dimension and would really stand out as being just a “box” and not compliment the existing structure nor enhance the site.

The applicant’s sign contractor indicated that the simple design is what the property management company had wanted, but that there was opportunity to do something more with the signage.

Design Review Subcommittee members were also concerned about the height of the sign at ten feet being out of scale with the existing one-story commercial buildings, and may end up being taller than the facility. All of the Subcommittee members agreed that the design modifications discussed should be incorporated in some way to enhance the overall look of the sign, and return to DRSC for further review.

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.

Associate Planner Sean Nicholas summarized the report.

Subcommittee Member Kaupp stated that he had concerns providing comments on a design of a pole sign which ultimately Planning

Commission cannot support. Subcommittee member Kaupp did not want to lead the applicant down a path with false expectations.

Planner Nicholas stated that he completely understood the concern. Staff has met with the applicant and informed them that the signs may not be supported but the applicant requested to present these concepts to DRSC. Staff is also meeting with the City Attorney regarding this issue in the future.

Subcommittee Member Kaupp indicated since the applicant wanted this meeting to show potential design changes than he was comfortable with proceeding. But when the project comes back to DRSC for review, information regarding what options the Planning Commission had will be helpful. While it is a creative approach, it is a step backwards in terms of policy.

The applicant's representative, Henry Lenny, presented and went through the modifications and images he had prepared including design modifications to the convenience store building as well as signage, particularly design concepts for a revised pole sign. Mr. Lenny discussed the process he went through reviewing the situation and policy regarding the pole signage and designing the pole sign and the concepts he was trying to capture.

Subcommittee Member Darden had some concerns about the cloth design elements on some of the images and how long they would last.

Mr. Lenny indicated they last between seven to ten years.

All of the Subcommittee Members agreed that the modifications Mr. Lenny proposed to the building were an upgrade and enhanced the overall look of the facility. There were questions on how much the height of the tower increased. Mr. Lenny did not have the exact height, but it was not a large amount.

The Subcommittee felt the approach Mr. Lenny was taking on the pole sign was very creative, and wished people took such a creative and in-depth look at all signage.

Mr. Lenny indicated it was important to do so because to develop something that can be approved without impacting policy, or is it just a simple "no," which it may be, but it might be an opportunity lost.

Subcommittee Member Darden stated that she felt it was an interesting idea to think of a sign as something that adds to the architecture rather than just attract attention or detract from the architecture. Another sign

that had recently been reviewed was designed into the architecture and it enhanced the look of the building, and it is possible to do. Ms. Darden did not care for the gas pump design as much as other potential designs that are presented as ideas.

Subcommittee Member Kaupp indicated that he was supportive of the concept of being more creative with signage. Doesn't think branding is as big of an issue as people make it out to be, quality is more important. This approach has never been brought forward before. Mr. Kaupp indicated that he did not necessarily like the gas pump, but the idea of a "guild" style sign where you see a blade sign with a shoe, you know it is a shoe store. Mr. Kaupp, was trying to balance the creativity and style and whether it is still signage based on the design. Mr. Kaupp again noted that he has concerns about not creating an exception and how to relate the pole sign more to the architecture rather than signage.

Subcommittee Member Crandell also likes the iconographic signage. But also is not sure how it can be seen as anything other than signage, and will be a difficult issue, especially with the input of the community on these types of issue. Perhaps looking at those architectural changes, by the time a pole sign would be visible as you have shown, perhaps the building is just as visible, thus the pole is not needed. That is something that should be looked at as well.

Mr. Lenny said the challenge is not to take away the City beauty while creating awareness of the use. Perhaps understanding the visibility will help, and how long you actually see the sign.

Mr. Lenny asked if more informal meetings on the issue could be done meeting with Planning Commission and City Council members.

Planner Nicholas stated that some of these details need to be hashed out before further meetings occur so people understand what they are reviewing. Also exploring the visibility from the freeway and other side of the freeway will be important.

Subcommittee Member Darden also stated that there are members of the public that are very sensitive of what people see from the City, and that needs to be kept in mind in preparing the design.

Subcommittee Member Crandell mentioned the workshops done for the Olen project, and perhaps a similar approach can be taken.

Planner Nicholas stated that options will be reviewed.

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.

Associate Planner Cliff Jones summarized the report.

Subcommittee Member Darden asked whether more attractive temporary trailers were available.

The applicant, Dennis Downs, indicated light grey with tongue and groove siding was the norm in the industry and they could not find a more attractive trailer.

The DRSC expressed support for the temporary trailer and exterior changes to the Library with the following recommendations:

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.
2. Traditional solid wrought-iron railing should be provided such as the wrought-iron provided at the Casa Romantica. The Subcommittee requested that the preliminary design be submitted to them for their consideration prior to building permit issuance.
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.
4. The landing of the accessible ramp should be finished with pavers to match existing pavers.
5. The lighting should be black solid wrought-iron.
6. Potted plants along the side of the temporary building to enhance the appearance. Boxwood plant material may be appropriate.
7. Install signage on the trailer that alerts the public that the trailer is temporary.
8. Temporary trailer should be completely skirted.

The DRSC suggested the project move forward to the Zoning Administrator for review.

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.

Assistant Planner Adam Atamian summarized the report.

During Mr. Atamian's staff report summary, John Safar, the applicant, clarified that he included a thinner font for the central tower element as recommended by the DRSC at the previous meeting. He also stated that the duranodic bronze color specified in the plans is a paint application, and that he can make the color a lighter bronze to comply with staff's and DRSC's recommendation regarding all center identification signage.

Subcommittee Member Kaupp stated that he appreciates the addition of the language regarding window signage and recommends that the wording be refined to specify allowable window signage for hours of operation, emergency contact info, etc. and limit to a reasonable square footage for such signage. Mr. Atamian stated that the language was copied from another Master Sign Program at a similar shopping center, and that this type of window signage has not become an issue there.

Mr. Atamian stated that the applicant included a note in the Master Sign Program regarding the maximum allowable signage per business that limits each business to 64 square feet of signage. He noted that this generally won't apply as each business is also limited to one square foot of signage per linear foot of street-facing business façade. He went on to explain that a business could conceivably combine multiple suites and qualify for a sign that approaches 64 square feet, which would not be compatible with the adjacent properties located in the Architectural Overlay. Mr. Atamian requested DRSC input on this aspect of the Master Sign Program. Mr. Safar explained that won't be an issue as the available wall space will limit the maximum signage. Subcommittee member Kaupp stated that if it is not an issue, then there shouldn't be any problem limiting the allowable per business signage. Mr. Atamian stated that even with the limited wall space available, a 25 square foot sign is easily achievable using the Master Sign Program tenant sign specifications. Mr. Kaupp recommended that the applicant work with staff to reduce the maximum allowable per business signage. He said that it wouldn't necessarily need to be as restrictive as the 25 square feet allowed in the Architectural Overlay, but should be under the 64 square feet specified currently in the Master Sign program.

Subcommittee Member Darden stated that the Master Sign Program is a great improvement over the earlier version reviewed by the DRSC. She said she likes the space between the proposed tenant plaques on the monument signs and asked if the dimensions could be specified on the plans. Mr. Safar stated that he didn't have the exact dimensions, but that he would make that addition.

There was discussion regarding the color palette. Mr. Safar stated that there are different color palettes for the face-lit channel letters and the reverse channel letter tenant signs. Mr. Atamian reiterated that staff is recommending that the face-lit channel letter signs be omitted from the Master Sign Program to make the tenant signage more compatible with the adjacent properties. He stated that as the first property located in the General plan update's "Transitional Corridor", there is an opportunity to establish continuity with the Architectural Overlay at this site. Subcommittee member Darden said that she agrees with that recommendation. Mr. Safar said that he could remove the face-lit channel letter signs from the available tenant signage options.

3. NEW BUSINESS

None

4. OLD BUSINESS

None

5. ADJOURNMENT

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

Respectfully submitted,


Michael Kaupp, Chair

Attest:


Cliff Jones, Associate Planner