



## STAFF REPORT SAN CLEMENTE PLANNING COMMISSION

Date: June 4, 2014

**PLANNER:** Adam Atamian, Assistant Planner

**SUBJECT:** Discretionary Sign Permit 14-066/ Minor Cultural Heritage Permit 14-067, Pep Boys Signage, a request to consider a Master Sign Program for an automobile service station, and exterior building and site modifications on a parcel within the Architectural and Pedestrian Overlays. The project is located at 1606 North El Camino Real in the Mixed-Use (MU2-P-A) zoning district.

### REQUIRED FINDINGS

Prior to approval of the proposed project, the following findings shall be made. The draft Resolution (Attachment 1) and analysis section of this report provide an assessment of the project's compliance with these findings.

#### ***Discretionary Sign Permit, Master Sign Program, Section 17.16.250***

- a. The design, including lighting, scale, length and materials, of the sign is consistent with the intent of the design elements of the General Plan and the Design Guidelines.
- b. The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves.
- c. The design and scale of the sign is appropriate to the distance from which the sign is normally viewed.
- d. The design and materials of the sign provide a contrast between the background and letters.
- e. For Master Sign Programs:
  - i. The provisions of the Master Sign Program ensure consistency in design and style of all new signs.
  - ii. The provisions of the Master Sign Program address compatibility of the design and style of any existing signs on the building or site.
  - iii. All new signs within the Master Sign Program are in compliance with the design standards of this chapter.

#### ***Minor Cultural Heritage Permit (CHP), Section 17.16.100***

- a. The architectural treatment of the project complies with the San Clemente General Plan.
- b. The architectural treatment of the project complies with the Zoning Ordinance including, but not limited to, height, setback, and color, etc.

- c. The project's architectural treatment complies with the architectural guidelines in the City's Design Guidelines.
- d. The project's general appearance is in keeping with the character of the neighborhood.
- e. The project's is not detrimental to the orderly and harmonious development of the City.
- f. The proposed project complies with the purpose and intent of the Architectural Overlay District.

## **BACKGROUND**

In September 2013, Pep Boys purchased an automotive service business located at 1606 North El Camino Real. Pep Boys removed the main tenant wall signs from the building and installed temporary banners.

The subject site is a 12,000 square foot lot with a 4,300 square foot building. The building includes an office and reception area on the side closest to North El Camino Real, and the rest of the building is used for light automotive service.

Staff approved a waiver of a Minor Cultural Heritage Permit in March, 2014, allowing the applicant to paint the grey and purple portions of the building to match the white portion.

### ***Development Management Team Meeting***

The City's Development Management Team (DMT) reviewed the project and determined it meets the City's development standards, and recommends conditions of approval. The recommended conditions are shown on Attachment 1, Exhibit 1.

### ***Noticing***

Public notification was completed in accordance with State Law and Municipal Code regulations. To date, staff has received no input from the public on this request.

## **PROJECT DESCRIPTION**

The applicant proposes a Master Sign Program that includes two wall signs and a blade sign, painting the building Sherwin Williams "Nantucket Dune", and landscape improvements to the site.

### ***Development Standards***

Table 1 outlines the development standards and how the project is consistent with these standards.

**Table 1 - Development Standards**

<b>Standard</b>	<b>Code Requirements</b>	<b>Proposed Site Plan</b>	<b>Complies with Code Requirements</b>
Building Height (Maximum)	Two stories; TOR: 33 ft.; PL: 26 ft.	No Change One Story 16 ft. 3 in.	Yes
Setbacks (Minimum): • Front • Side Yard • Rear Yard	0 ft. 0 ft. 0 ft.	No Change 2 ft. 0 ft. 4 ft.	Yes
Floor Area Ratio (Maximum):	.50 without residential component	No Change .37	Yes
Lot Coverage	100%	No Change 37%	Yes
Required Parking (Minimum):	11 spaces	8 w/ new ADA space (credit for 9 per 17.72.030.C.1)	No, but no increase in existing nonconformity
Landscaping Req. (Minimum):	600 sq. ft. + 5 trees	182 sq. ft. + 188 sq. ft. of wall vines + 4 trees	No, but existing site conditions do not comply with the landscape requirements and the proposal improves the site's appearance.
Landscape Buffer Yards	10 feet along street	5 foot landscape planter	No, but a wider buffer requires removal of required parking.

**Signage**

A Master Sign Program is required for any “gas/service station” that proposes new signs or modifications to existing signs (Zoning Ordinance Section 17.84.20.G.d.). According to the definitions of the Zoning Ordinance, a “gas/service station” includes businesses “where gasoline and other fuel products are sold and/or light maintenance activities such as engine tune-ups, lubrication, minor repairs, and carburetor cleaning are conducted.” Regardless of the number of signs proposed or the size of the signs, a Master Sign Program is required for any signage proposed for automotive service stations.

The applicant is proposing three signs. The first is 24.9 square feet with two lines of copy located on the north wall directly facing North El Camino Real and consists of red pin-mounted aluminum letters. The second sign is 26.7 square feet with one line of copy located

on the west wall and consists of one line of red pin-mounted aluminum letters. The third sign is a six square foot blade sign hanging from the north wall and extending over the sidewalk. All signs are externally lit with black goose-neck light fixtures attached to the wall above the signs. There is no signage proposed over the auto repair bays.

Businesses located in the Architectural Overlay are allowed up to 25 square feet of total signage, unless the proposed signs meet the required findings for, and receive approval of, a Discretionary Sign Permit. The blade sign does not count toward total business signage. The two wall signs amount to a total of 51.6 square feet of signage. According to the Municipal Code, with the approval of a Discretionary Sign Permit, the applicant can have a maximum of 120 square feet of signage.

### ***Architecture***

The applicant proposes to paint the building Sherwin Williams "Nantucket Dune." The color is an off-white, sand color that compliments the paint colors on most other commercial buildings in this area. The Design Guidelines identify the North Beach area as a "Spanish Colonial Revival" district and specify that buildings in this area should incorporate applicable design elements into their designs. The Design Guidelines state that, "White, off white or light earth tone cement plaster/stucco finishes" are encouraged (Design Guidelines II.C.3.d).

### ***Traffic/Parking***

There are nine existing legal parking spaces. The required parking for a 4,390 square foot automotive service building is 11 parking spaces. The existing tandem parking lay-out does not conform to the City parking standards, and therefore the additional tandem parking spaces do not count towards the provided on-site parking. Staff and the applicant have been unable to locate any previous approvals that permitted the tandem parking. As part of this proposal, the applicant will restripe the parking lot, removing the tandem parking spaces.

There is currently a plan to install an accessible restroom inside the building. The restroom will require a new accessible parking space and path of travel lane to the building. The interior improvements of this project only require a building permit. However, whether or not the bathroom is built, the applicant is proposing new parking lot striping to provide an accessible parking space.

The site plan identifies the location of these new parking lot features. The addition of the accessible parking space and path of travel will reduce the amount of parking available on-site by one parking space, and will leave an approximately five foot wide space along the front property line available for additional site landscaping. The reduction of available parking does not increase the site's nonconformity to the City's parking requirements because the Nonconforming section of the Zoning Ordinance provides exemptions for projects that are required to comply with State or Federal Law, in this case the Americans with Disabilities Act.

### ***Landscaping***

The site's existing landscaping consists of one tree, a large Canary Island Date Palm. The applicant proposes two new areas of landscaping on the property. The first is a landscaped planter located along the front property line in the five foot by 36' – 8" space created with the parking lot striping plan. To create the planter, the asphalt pavement will be removed and new curbing installed. The planter has 182 square feet of landscaped area that includes three Queen Palm trees, and ten Rosemary plants. Condition of approval #6 requires that the applicant submit a comprehensive landscaping plan, which will include any necessary irrigation and drainage, for approval by the City's Landscape Architect. The landscaping requirements for service stations stipulate that landscape buffers should contain plants at least three feet tall. The proposed plants in this landscaped buffer grow to at least 36" tall.

The second area of landscaping is located on the front wall of the building. The applicant proposes climbing vines over the bottom portion of the front wall to reduce the amount of blank façade adjacent to the street, and also to frame the proposed signage on that wall. The total proposed surface area of the vines is approximately 188 square feet.

The site is very limited in terms of providing additional areas of landscaping due to: the use, the necessity for adequate vehicular access and circulation.

## **PROJECT ANALYSIS**

### ***Minor Cultural Heritage Permit***

The property is located in the Mixed-Use zoning district and Pedestrian and Architectural Overlays. The General Plan designates this area as the North Beach/ North El Camino Real (NB/NECR) Focus Area, and describes it as, "a unique, community- and coastal visitor-oriented entertainment hub and recreation area" that "is an important City gateway along the historic El Camino Real/Pacific Coast Highway" which includes "a rich inventory of historic buildings."

The applicant proposes to paint the white building Sherwin Williams "Nantucket Dune", a medium tan color. The Design Guidelines allow the use of "light earth tone" colored walls for non-Spanish Colonial Revival buildings. The use of a light earth tone color is compatible with the North Beach District, and does not detract from the true Spanish Colonial Revival buildings in the neighborhood.

The existing site landscaping is nonconforming for automotive service uses. The applicant's proposed landscaping consists of a new five foot curbed planter that contains three trees and 10 3-foot tall shrubs, and a climbing vine feature on the north wall adjacent to the sidewalk. The standards of the Landscape Ordinance require a new automotive service use on this sized lot to provide a ten foot wide buffer along the street frontage, except at driveway entrances, and a minimum of 600 square feet of landscaping with five trees. Due to the limitations of the existing site conditions, the proposed landscaping provides the maximum

amount of landscaping that can be reasonably accommodated without making major alterations to the building or site.

Staff has reviewed the required findings and determined that the architectural treatment of the project complies with the General Plan, Design Guidelines, Zoning Ordinance, and the purpose and intent of the Architectural Overlay for the reasons listed above. Additionally, the project's general appearance is in keeping with the character of the neighborhood because it includes the addition of a landscape buffer to screen the view of the parking area, and climbing vines on the north wall to help reduce the impact of the large, blank wall surface, and help to frame the proposed signage.

### ***Discretionary Sign Permit***

The applicant is proposing a Master Sign Program that includes two wall signs totaling 51.6 square feet, and a blade sign that does not count toward total signage. The first wall sign is 24.9 square feet located on the north wall, the second is 26.7 square feet located on the west wall.

From a pedestrian perspective, the 24.9 square foot sign is appropriately scaled for the portion of the building's façade located directly adjacent to North El Camino Real. The General Plan states that development in the NB/NECR Focus Area is required to "be of high quality design and materials that promote pedestrian activity" (LU-10.06). This business is not pedestrian-oriented. However, the size of this sign is compatible with pedestrian activity because it does not exceed the 25 square foot sign size maximum specified for businesses in the Architectural Overlay. This sign meets the intent of the General Plan because its scale is sensitive to the pedestrian nature of the North Beach District, while maintaining the necessary visibility for vehicular traffic.

The second, 26.7 square foot sign located on the west wall is consistent with the required findings necessary to approve signage over 25 square feet in the Architectural Overlay. While oriented for vehicular traffic, it is compatible with the scale of the building and sensitive to the pedestrian scale of development in the neighborhood.

Both wall signs consist of red-painted aluminum pin-mounted letters to provide a shadow line against the proposed tan color building walls. The applicant is requesting red lettering because it is part of the Pep Boys trademarked colors. The General Plan states that new automobile uses are prohibited in the NB/NECR Focus Area and that the City must be proactive to, "to improve the appearance and compatibility of such properties" (LU-10.15). The proposed wall signs meet the Sign Ordinance requirement that signage in the Architectural Overlay have a hand-made appearance. Though the Design Review Subcommittee recommended a dark bronze sign color, staff supports the red color. The red lettering provides better contrast against the tan walls and the climbing vines as compared to the dark bronze. The red color also allows for the use of smaller signs that still provide adequate visibility for automobile-oriented business.

The intent of the Architectural Overlay Sign Design standards is to, emphasize "a pedestrian orientation giving the area a distinct identity" (Zoning Ordinance Section 17.84.020.C).

Other recently approved signage that could serve as a comparison, such as the Ralph’s grocery store located at 800 South El Camino Real, has been for buildings developed in the Spanish Colonial Revival style. While the size of the wall signs is compatible with the pedestrian scale, the red color serves the purpose of attracting this businesses primary customers, vehicular traffic.

The proposed blade sign is an oval sign painted red with the Pep Boys logo. This sign mounted with a decorative black wrought iron bracket. The sign complies with the requirements of the Sign Ordinance, in that the sign is not greater than six square feet, and does not project more than 48” from the wall. This sign does not count toward the business’s total signage, as specified in Section 17.84.030(G)(1)(g) of the Municipal Code.

All signage is externally lit with goose-neck lighting fixtures mounted above the signs, consistent with the requirements of the Sign Ordinance in terms of permitted lighting techniques. The fixtures are painted to mimic a black wrought iron look, and are compatible with the Design Guidelines for the Architectural Overlay.

**Table 2 - DRSC Concerns and Project Modifications**

<b><i>DRSC Concerns</i></b>	<b><i>Project modifications</i></b>
The originally proposed 83 square feet of signage is out of scale with the pedestrian orientation of the district.	The applicant reduced the signage to 51.6 square feet and included a blade sign to display the company logo.
The red painted rectangle behind the sign lettering is not consistent with previous sign approvals for the Architectural overlay.	The applicant removed the red painted rectangle.
The red painted letters are not as compatible with the Design Guidelines as dark bronze letters.	The applicant has retained the red letters. Staff supports this request because the red letters provide better visibility for smaller, automobile-oriented signs.
The property does not comply with the City’s minimum landscaping requirements.	The applicant has provided as much landscaping as is feasible on the site.
The Master Sign Program should prohibit temporary and window signage, including “open signs”.	The applicant has included language in the Master Sign Program to prohibit temporary and window signage.

**GENERAL PLAN CONSISTENCY**

Table 3 summarizes how the proposed use is consistent with adopted policies outlined in the City of San Clemente General Plan.

**Table 3 - General Plan Consistency**

Policies and Objectives	Consistency Finding
<i>We prohibit new automobile-related uses and proactively work with property owners of existing automobile-related land uses to improve the appearance and compatibility of such properties. (LU-10.15).</i>	Consistent. This is an existing automotive service use that has continued operations, and is not proposing any change in use.
<i>We provide a distinctive visual and physical environment for the public streetscape, in accordance with the Urban Design Element, including standards for the consistent use of street trees, landscaping... (LU-10.07)</i>	Consistent. The applicant is enhancing the streetscape by increasing the amount of landscaping on site to screen the parking area.
<i>We require visual screening of blank walls, trash dumpsters, and parking facilities through a variety of landscaping and architectural design treatments, and signage associated with such features must be attractively designed and placed, consistent with sign regulations. (UD-2.10)</i>	Consistent. The applicant proposes a climbing vine feature to reduce the impact of the blank face of the north wall and cohesively frame the sign.

**ENVIRONMENTAL REVIEW/COMPLIANCE (CEQA):**

The Planning Division completed an environmental assessment for the project in accordance with the California Environmental Quality Act (CEQA) and concluded the project is categorically exempt from the California Environmental Quality Act (CEQA) as a Class 1 exemption, pursuant to CEQA Guidelines Section 15301, as the project involves minor exterior modifications to existing structures and site involving no expansion of use.

**ALTERNATIVES; IMPLICATIONS OF ALTERNATIVES**

1. The Planning Commission can concur with staff and approve the Master Sign Program, paint color change, and landscaping.

*This is the recommended action. This action would result in the applicant installing new signs that are consistent with the Master Sign Program, painting the building Sherwin Williams “Nantucket Dune”, and installing the new landscaping described above.*



2. The Planning Commission can, at its discretion, add, modify or delete provisions of the proposed Master Sign Program or exterior modifications.

*This action would result in any modifications being incorporated into the project which could include the redesign of the signs or modifications to the color of the building or landscaping.*

3. The Planning Commission can deny the proposed modifications to the Master Sign Program.

*This action would result in the applicant's proposed Master Sign Program and exterior modifications being denied. The applicant would have the option of appealing the denial to the City Council.*

### **RECOMMENDATION**

**STAFF RECOMMENDS THAT** the Planning Commission approve Discretionary Sign Permit 14-066 and Minor Cultural Heritage Permit 14-067, Pep Boys Signage, subject to the attached Resolution and conditions of approval.

### **Attachments:**

1. Resolution No. 14-024  
Exhibit 1 - Conditions of Approval
2. Location Map
3. Master Sign Program
4. Design Review Subcommittee staff report dated April 23, 2014
5. Design Review Subcommittee meeting minutes dated April 23, 2014

## RESOLUTION NO. PC 14-024

### A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN PERMIT 14-066 AND MINOR CULTURAL HERITAGE PERMIT 14-067, PEP BOYS SIGNAGE, A REQUEST TO ALLOW A NEW MASTER SIGN PROGRAM FOR AN AUTOMOTIVE SERVICE USE, AND EXTERIOR BUILDING AND SITE MODIFICATIONS AT 1606 NORTH EL CAMINO REAL

**WHEREAS**, on February 26, 2014 an application was submitted, and on March 13, 2014, deemed complete by Scott Angotti of Loren Industries, 12226 Coast Drive, Whittier, CA 90601, on behalf of the Pep Boys Corporation, a request to allow a new Master Sign Program for an automotive service use, a paint color change, and the installation on new landscaping features located at 1606 North El Camino Real. The legal description being Lots 16 through 18 inclusive, of Tract 821, and Assessor's Parcel Number 692-371-11; and

**WHEREAS**, the Planning Division has determined that the project is categorically exempt from the California Environmental Quality Act (CEQA), pursuant to CEQA Guidelines Section 15301, as a Class 1 exemption as the project involves minor exterior modifications to existing structures and site involving no expansion of use; and

**WHEREAS**, on March 6, 2014, the City's Development Management Team reviewed the project for consistency with applicable development standards and have provided conditions of approval accordingly; and

**WHEREAS**, on April 23, 2014, the City's Design Review Subcommittee reviewed the project and supported it with suggested changes; and

**WHEREAS**, on June 4, 2014, the Planning Commission held a duly noticed public hearing on the subject application, and considered evidence presented by the applicant, City staff, and other interested parties.

**NOW, THEREFORE**, the Planning Commission of the City of San Clemente hereby resolves as follows:

**Section 1:** The project is categorically exempt from the California Environmental Quality Act (CEQA), pursuant to CEQA Guidelines Section 15301, as a Class 1 exemption as the project involves minor exterior modifications to existing structures and site involving no expansion of use; and

**Section 2:** With regard to Discretionary Sign Permit (DSP) 14-066, the Planning Commission finds as follows:

- A. The design, including scale, length and materials, of the signs is consistent with the intent of the design elements of the General Plan and Design Guidelines, in that the signs are handcrafted in appearance, externally illuminated and scaled appropriately to the structure.

- B. The design, scale and materials of the sign harmonize with the architectural design and details of the building and site it serves, in that the signage is compatible with the nondescript architecture of the building while maintaining consistency with the sign design standards for properties located within an Architectural Overlay with a high level of signage quality.
- C. The design and scale of the signs are appropriate for the distance from which the signs are normally viewed, in that the proposed signs are as reasonably small as will provide satisfactory business identification.
- D. The design and materials of the sign provide a contrast between the background and letters in that the signage is painted red to contrast with the Sherwin Williams 'Nantucket Dune' building wall color.
- E. The provisions of the Master Sign Program ensure consistency in design and style of all new signs, in that the signage is consistent among all three signs proposed and compatible with the architecture of the building. The design of the signage is consistent with the design standards of the Zoning Ordinance Section 17.84.20(C), Design of Signs within an Architectural Overlay District.

**Section 3:** With regard to Minor Cultural Heritage Permit (MCHP) 14-067, the Planning Commission finds as follows:

- A. The proposed building paint color, Sherwin Williams "Nantucket Dune", is consistent with the Design Guidelines, in that they allow the use of "light earth tone" colored walls for non-Spanish Colonial Revival buildings. The use of a light earth tone color is compatible with the North Beach district, and does not detract from the true Spanish Colonial Revival buildings in the neighborhood.
- B. The project complies with the Zoning Ordinance development standards outlined in the San Clemente Municipal Code including height, setbacks, and lot coverage.
- C. The architectural treatment of the project has been reviewed and is consistent with the City's Design Guidelines in that the proposed project will be harmonious with the surrounding developed neighborhood and will substantially increase the amount of landscaping provided on site.
- D. The general appearance of the proposed project is consistent with the surrounding neighborhood. The project includes the addition of a landscape buffer to screen the view of the parking area, and climbing vines on the north wall to help reduce the impact of the large, blank wall surface, and help to frame the proposed signage.
- E. The proposed project will not be detrimental to the orderly and harmonious development of the City as the project does not involve a change of use or any major additions to the existing building.

F. The proposed project complies with the purpose and intent of the Architectural Overlay District given that the proposed building and site alterations significantly increase the site conformance to the City's Design Guidelines, and help the site conform to the pedestrian orientation of the district.

**Section 4:** The Planning Commission of the City of San Clemente hereby approves DSP 14-066 and Minor Cultural Heritage Permit 14-067, Pep Boys Signage, subject to the above Findings, and the Conditions of Approval attached hereto as Exhibit 1.

**PASSED AND ADOPTED** at a regular meeting of the Planning Commission of the City of San Clemente on June 4, 2014.

\_\_\_\_\_  
Chair

**TO WIT:**

I HEREBY CERTIFY that the foregoing resolution was duly adopted at a regular meeting of the Planning Commission of the City of San Clemente on June 4, 2014, and carried by the following roll call vote:

**AYES:** COMMISSIONERS:  
**NOES:** COMMISSIONERS:  
**ABSTAIN:** COMMISSIONERS:  
**ABSENT:** COMMISSIONERS:

\_\_\_\_\_  
Secretary of the Planning Commission

## EXHIBIT 1

**CONDITIONS OF APPROVAL  
DSP 14-067/ MCHP 14-067**

1. The owner or designee shall develop the approved project in conformance with the site plan, elevations, and any other applicable submittals approved by the Planning Commission on June 4, 2014, subject to these Conditions of Approval. Any deviation from approved submittals shall require that, prior to the issuance of building permits, the owner or designee shall submit modified plans and any other applicable materials as required by the City for review and obtain the approval of the City Planner or designee. If the City Planner or designee determines that the deviation is significant, the owner or designee shall be required to apply for review and obtain the approval of the Zoning Administrator, as appropriate. *[Citation - Section 17.12.180 of the SCMC]* (PIng.)\_\_\_\_\_
  
2. The applicant or the property owner or other holder of the right to the development entitlement(s) or permit(s) approved by the City for the project, if different from the applicant (herein, collectively, the "Indemnitor") shall indemnify, defend, and hold harmless the City of San Clemente and its elected city council, its appointed boards, commissions, and committees, and its officials, employees, and agents (herein, collectively, the "Indemnitees") from and against any and all claims, liabilities, losses, fines, penalties, and expenses, including without limitation litigation expenses and attorney's fees, arising out of either (i) the City's approval of the project, including without limitation any judicial or administrative proceeding initiated or maintained by any person or entity challenging the validity or enforceability of any City permit or approval relating to the project, any condition of approval imposed by City on such permit or approval, and any finding or determination made and any other action taken by any of the Indemnitees in conjunction with such permit or approval, including without limitation any action taken pursuant to the California Environmental Quality Act ("CEQA"), or (ii) the acts, omissions, or operations of the Indemnitor and the directors, officers, members, partners, employees, agents, contractors, and subcontractors of each person or entity comprising the Indemnitor with respect to the ownership, planning, design, construction, and maintenance of the project and the property for which the project is being approved. The City shall notify the Indemnitor of any claim, lawsuit, or other judicial or administrative proceeding (herein, an "Action") within the scope of this indemnity obligation and request that the Indemnitor defend such Action with legal counsel reasonably satisfactory to the City. If the Indemnitor fails to so defend the Action, the City shall have the right but not the obligation to do so and, if it does, the Indemnitor shall promptly pay the City's full cost thereof. Notwithstanding the foregoing, the indemnity obligation under clause (ii) of the first sentence of this condition shall not apply to the extent the claim arises out of the willful misconduct or the sole active negligence of the City. *[Citation – City Attorney Legal Directive/City Council Approval June 1, 2010]* (PIng.)\_\_\_\_\_

3. Thirty (30) days after project approval, the owner or designee shall submit written consent to all of these imposed conditions of approval to the Community Development Director or designee. *[Citation – City Attorney Legal Directive/City Council Approval June 1, 2010]* (PIng.)\_\_\_\_\_

4. DSP 14-066/ MCHP 14-067 shall become null and void if the use is not commenced within three (3) years from the date of the approval thereof. Since the use requires the issuance of a building permit, the use shall not be deemed to have commenced until the date that the building permit is issued for the development. *[Citation - Section 17.12.150.A.1 of the SCMC]* (PIng.)\_\_\_\_\_

A use shall be deemed to have lapsed, and DSP 14-066/ MCHP 14-067 shall be deemed to have expired, when a building permit has been issued and construction has not been completed and the building permit has expired in accordance with applicable sections of the California Building Code, as amended. *[Citation - Section 17.12.150.C.1 of the SCMC]* (PIng.)\_\_\_\_\_

5. The owner or designee shall have the right to request an extension of DSP 14-066/ MCHP 14-067 if said request is made and filed with the Planning Division prior to the expiration date as set forth herein. The request shall be subject to review and approval in accordance with Section 17.16.160 of the Zoning Ordinance. *[Citation - Section 17.12.160 of the SCMC]* (PIng.)\_\_\_\_\_

6. The owner or designee shall prepare and submit a comprehensive landscaping plan according to the City of San Clemente’s Guidelines and Specifications for Landscape Development submittal requirements for comprehensive landscape plans. This landscape plan shall be submitted concurrent with the application for any Building Permits associated with signage and the owner or designee understands that no Building Permits for signage will be finalized until the required landscaping is installed to the satisfaction of the City Planner. The approved comprehensive landscape plan shall take precedence over the submitted landscape plan included in the Master Sign Program documents. ■■ (PIng.)\_\_\_\_\_

7. Signage shall be developed and installed to reduce light intensity and illumination glare to the satisfaction of the City Planner. The City Planner shall have the authority to require a reduction in the intensity of illumination if the City Planner determines the lighting intensity or illumination glare is excessive. ■■ (PIng.)\_\_\_\_\_

8. Applicant agrees on behalf of itself, the landlord, all predecessors, and all successors in interest, that this approval supersedes any previous signage approved by the City and that all previous signage approvals are now null and void. ■■ (PIng.)\_\_\_\_\_

9. A separate Building Permit is required for any proposed tenant improvements. Plans to construct new building, add or alter the existing building configuration, change in use, add or alter structural, mechanical, electrical or plumbing features of the project must be reviewed and approved through a separate building plan check / permit process. [S.C.M.C – Title 8 – Chapter 8.16- Fire Code, Title 15 Building Construction - Chapters 15.08, 15.12, 15.16, 15.20] (Bldg.)\_\_\_\_\_

\* All Conditions of Approval are standard, unless indicated as follows:

- Denotes a modified standard Condition of Approval
- ■ Denotes a project specific Condition of Approval



# LOCATION MAP

Discretionary Sign Permit 14-066/ Minor Cultural Heritage Permit  
14-067, Pep Boys Signage  
1606 North El Camino Real



No scale 





MASTER SIGN PROGRAM

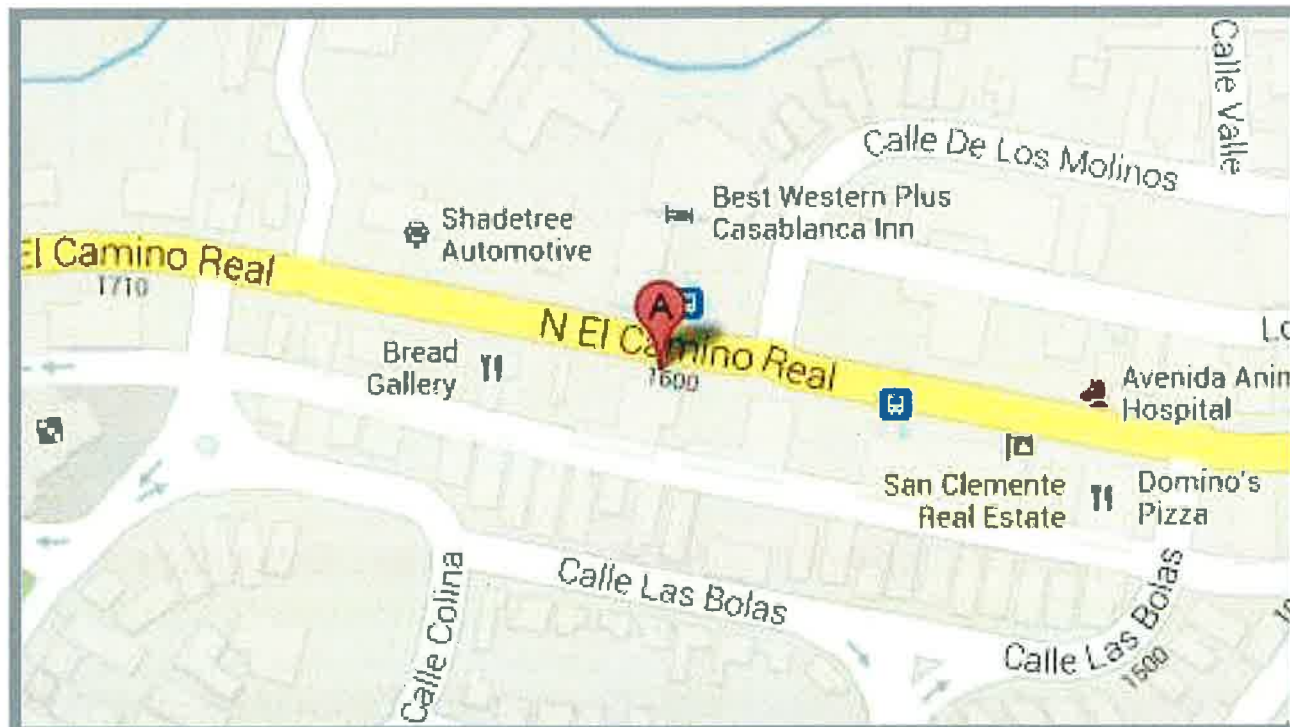
- N1 - PROPOSED EXTERNALLY ILLUMINATED FCO LETTERS
- N2 - PROPOSED EXTERNALLY ILLUMINATED FCO LETTERS
- N3 - PROPOSED EXTERNALLY ILLUMINATED BLADE SIGN

PROHIBITED SIGNS:  
WINDOW SIGNS, BANNERS, TEMPORARY SIGNAGE AND "OPEN" SIGNS

EXCEPTIONS: INFORMATIONAL SIGNAGE, HOURS OF OPERATION, "CREDIT CARDS ACCEPTED"  
EMERGENCY CONTACT INFORMATION, (ALL NOT TO EXCEED 1 1/2 SQ. FT.)

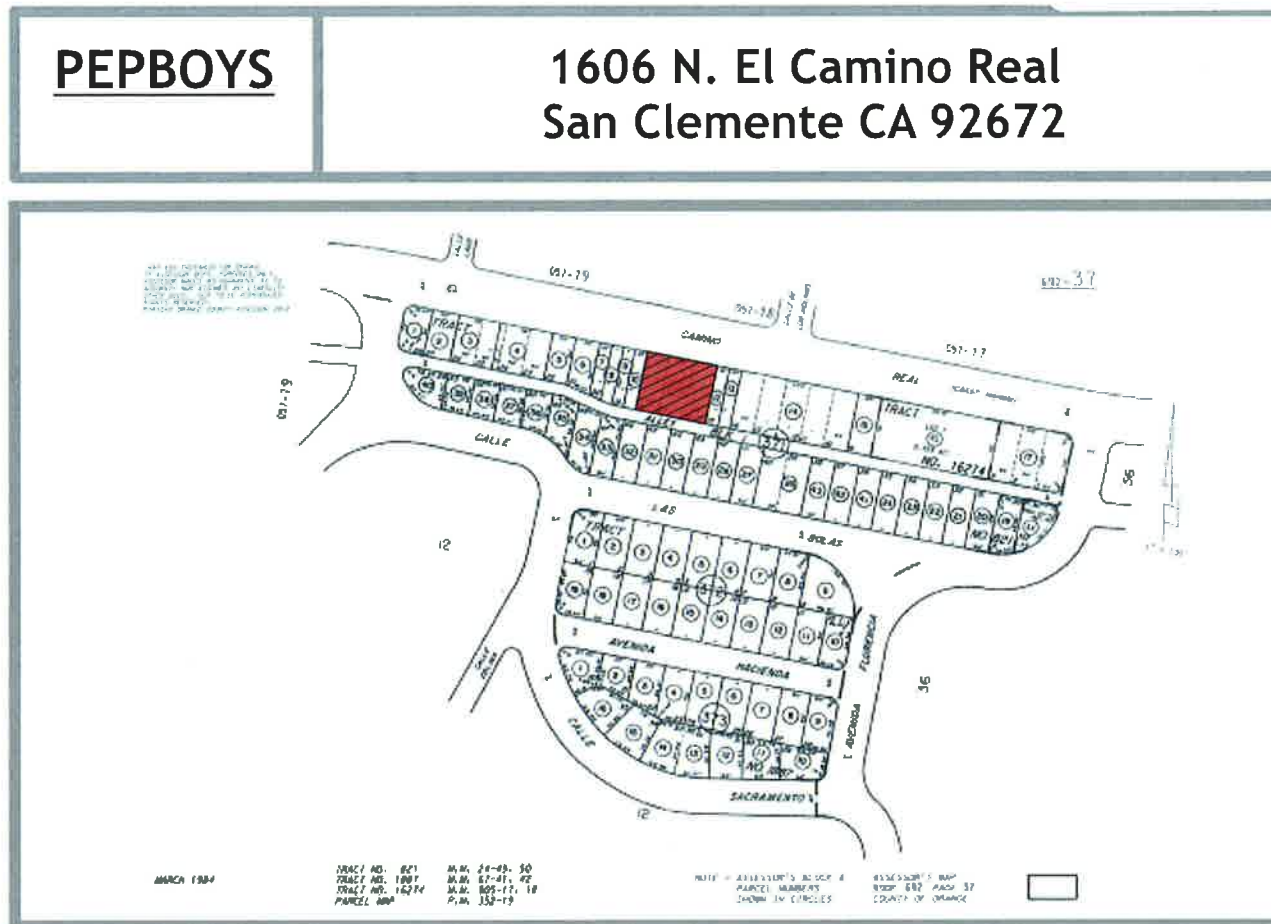
DISCRETIONARY SIGN PERMIT APPLICATION - MINOR ARCHITECTURAL PERMIT APPLICATION

LEGAL DESCRIPTION: TRACT 821, BLOCK 1, LOTS 16, 17, 18  
APN: 692-371-11  
LOT SIZE: 12,000 SQ. FT."



VICINITY MAP

Not To Scale



ASSESSOR'S PARCEL MAP

Not To Scale



AERIAL PHOTO / SITE PLAN

Not To Scale



LOREN ELECTRIC SIGN CORPORATION

12226 Coast Drive  
Whittier, CA 90601  
Tel: (562) 946-7545  
Fax: (562) 949-5707  
St. Lic.: 455415  
Los Angeles, CA



DRAWING/REVISION NO.:  
06-13-0175R25

PAGE NO.:  
1 OF 5

CLIENT:  
Pep Boys

ADDRESS:  
1606 N. El Camino Real  
San Clemente CA 92672

CONTACT:  
-----

DATE:  
06/11/2013

SALES REP:  
Dan Lorenzon

DESIGNER:  
JAMES JAVIER

REVISION DATE:  
05/21/14

REVISION BY:  
NM

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DRAWING/REVISION NO.:  
**06-13-0175R25**

PAGE NO.:  
**2 OF 5**

CLIENT:  
**Pep Boys**

ADDRESS:  
1606 N. El Camino Real  
San Clemente CA 92672

CONTACT:  
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DATE:  
06/11/2013

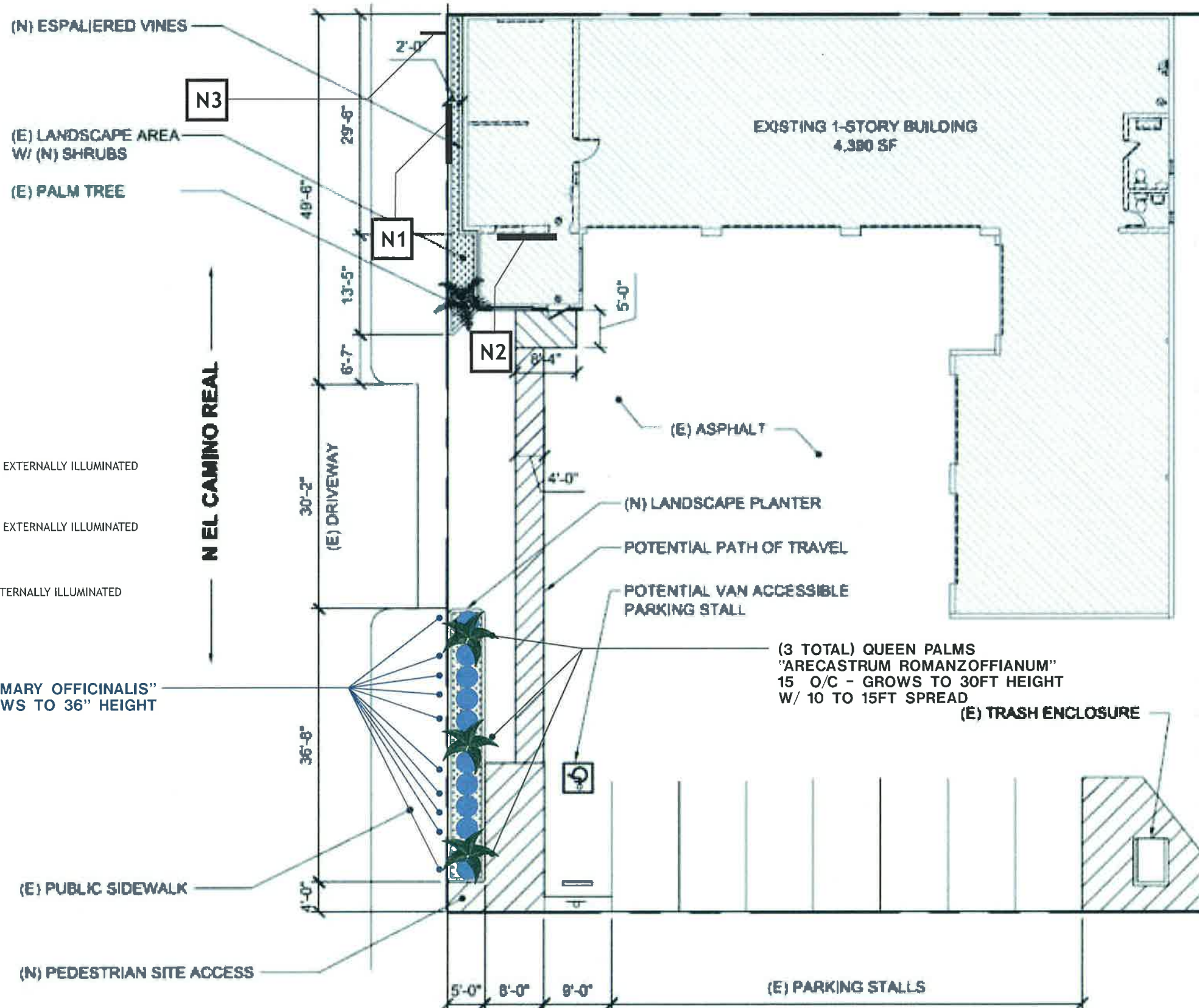
SALES REP.:  
Dan Lorenzon

DESIGNER:  
JAMES JAVIER

REVISION DATE:  
05/21/14

REVISION BY:  
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**LEGEND:**

- N1** NEW PROPOSED 24.9 SQ. FT. EXTERNALLY ILLUMINATED "PEP BOYS" LETTERS
- N2** NEW PROPOSED 26.7 SQ. FT. EXTERNALLY ILLUMINATED "PEP BOYS" LETTERS
- N3** NEW PROPOSED 6 SQ. FT. EXTERNALLY ILLUMINATED BLADE SIGN

(10 TOTAL) "ROSEMARY OFFICINALIS"  
36" O/C - GROWS TO 36" HEIGHT



**SITE PLAN**

Scale: 1/16" = 1'-0"



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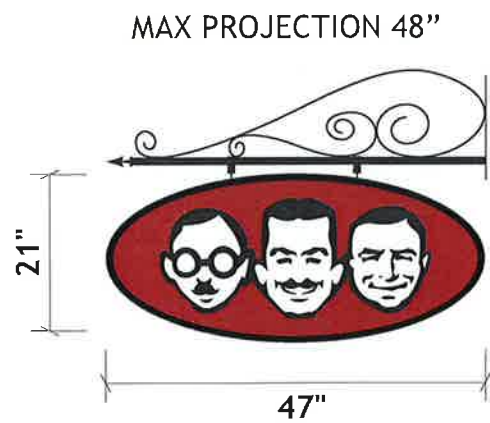
**SCOPE OF WORK**

- 1.) REMOVE EXISTING SIGNS
- 2.) PAINT BUILDING AS SHOWN
- 3.) MANUFACTURE AND INSTALL (1) SET OF EXTERNALLY ILLUMINATED LOGO AND LETTERS
- 4.) MANUFACTURE AND INSTALL (1) EXTERNALLY ILLUMINATED BLADE SIGN

**BUILDING MATERIAL/COLOR SPECIFICATIONS**

	PTM DURANODIC BRONZE
	Sherwin Williams SW7527 Nantucket Dune
	Sw6865 Gypsy Red

**N1** EXTERNALLY ILLUMINATED F.C.O. 1/4" ALUMINUM PLATE LETTERS  
SIGN AREA = 24.9 SQ. FT. Scale: 1/2" = 1'-0"

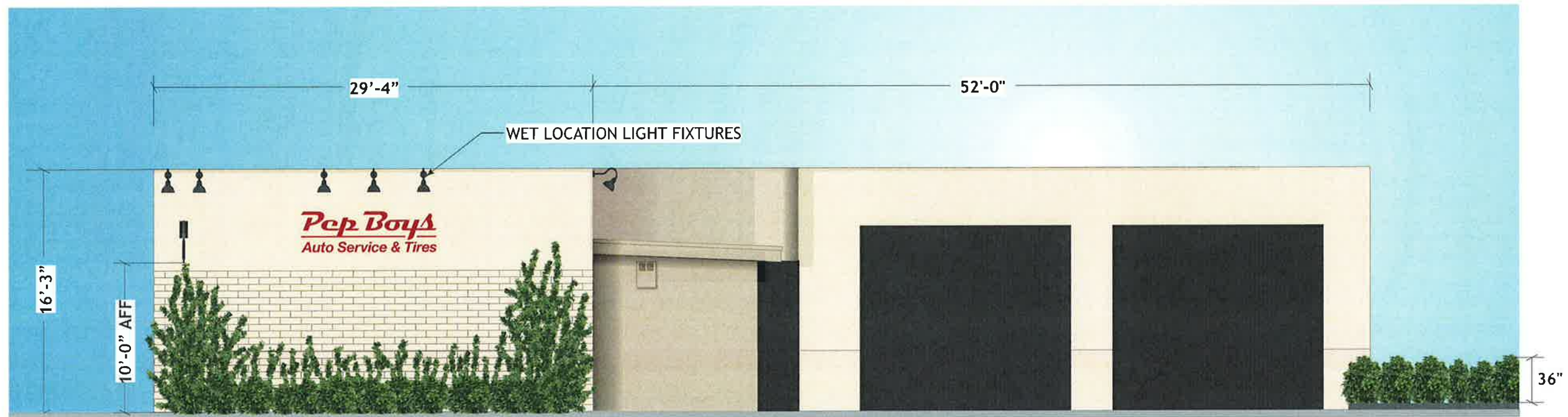


1" DEEP P.V.C. OVAL BLADE SIGN  
BORDER: PTM DURANODIC BRONZE  
CENTER: PTM SW 6865 GYPSY RED WITH 1/2" BLACK F.C.O. PEP BOYS "MUGS" & WHITE VINYL

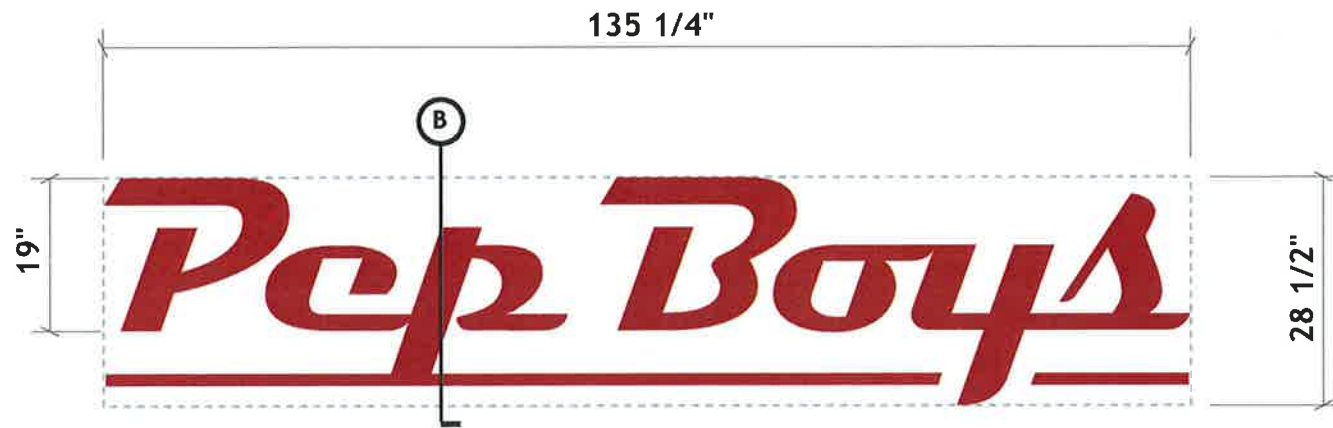
METAL BRACKET PTM DURANODIC BRONZE

\*ATTACHMENT METHOD T.B.D.

**N3** EXTERNALLY ILLUMINATED DOUBLE SIDED BLADE SIGN WITH CUSTOM METAL BRACKET  
SIGN AREA = 6 SQ. FT. Scale: 1/2" = 1'-0"



**NORTH ELEVATION** 81'-4" Scale: 1/8" = 1'-0"



**N2** EXTERNALLY ILLUMINATED F.C.O. 1/4" ALUMINUM PLATE LETTERS  
SIGN AREA = 26.7 SQ. FT. Scale: 1/2" = 1'-0"

**SCOPE OF WORK**

- 1.) REMOVE EXISTING SIGNS
- 2.) PAINT BUILDING AS SHOWN
- 3.) MANUFACTURE AND INSTALL (1) SET OF EXTERNALLY ILLUMINATED LOGO AND LETTERS

**BUILDING MATERIAL/COLOR SPECIFICATIONS**

	PTM DURANODIC BRONZE
	<u>Sherwin Williams</u>
	SW7527 Nantucket Dune
	Sw6865 Gypsy Red



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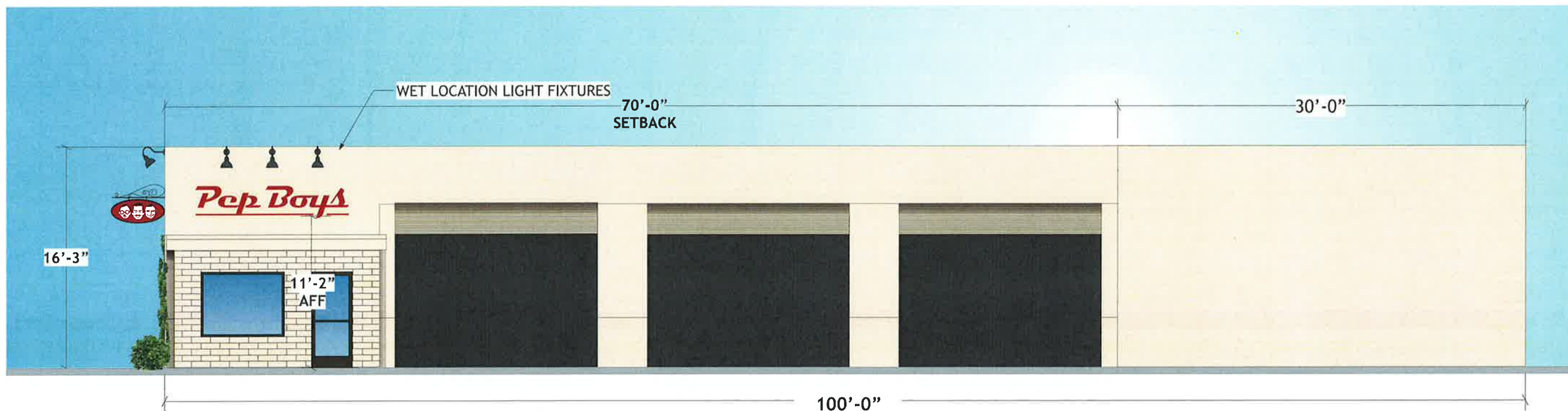
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Dan Lorenzon

DESIGNER:  
JAMES JAVIER

REVISION DATE:  
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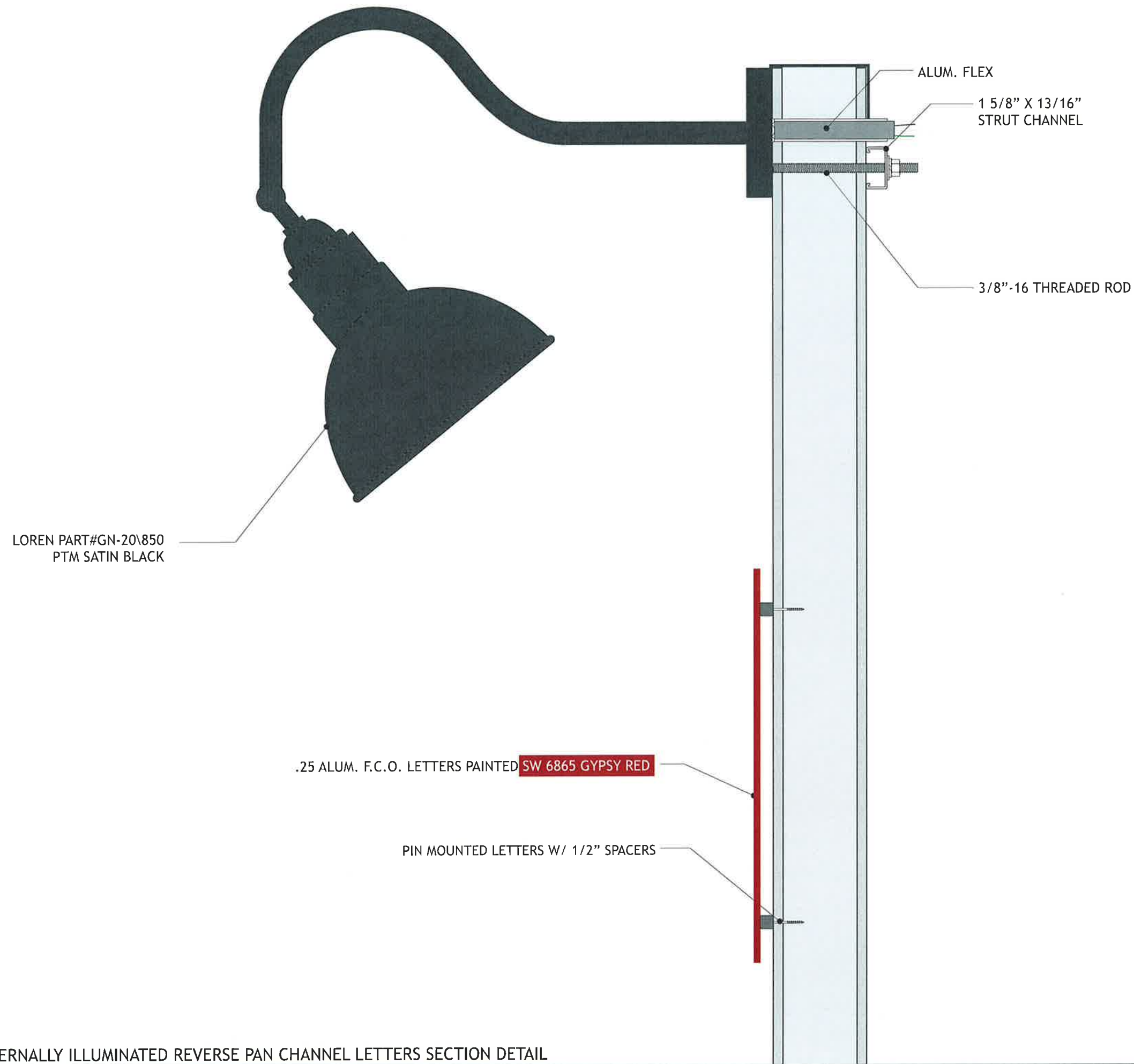
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**WEST ELEVATION**

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



A

EXTERNALLY ILLUMINATED REVERSE PAN CHANNEL LETTERS SECTION DETAIL

Scale: N.T.S.



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## Design Review Subcommittee (DRSC)

Meeting Date: April 23, 2014

**PLANNER:** Adam Atamian, Assistant Planner

**SUBJECT:** **Discretionary Sign Permit 14-066/ Minor Cultural Heritage Permit 14-067, Pep Boys Signage**, a request to consider a Master Sign Program and exterior modifications to an automobile service station building within the Architectural Overlay. The project is located at 1606 North El Camino Real in the Mixed-Use (MU2-p-A) zoning district and Pedestrian and Architectural Overlays.

### **BACKGROUND:**

#### *Project Description*

In September 2013, Pep Boys purchased an automotive service business owned by Discount Tires located at 1606 North El Camino Real. Pep Boys immediately started operations and in the transition, removed the main tenant wall signs from the building and installed temporary banners.

The applicant proposes new building signage and new building colors reflective of their corporate image. Staff approved a waiver of a Minor Cultural Heritage Permit in March, 2014, allowing the applicant to paint the grey and purple portions of the building to match the white portion.

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

A Discretionary Sign Permit (DSP) is required to modify any signage related to an "automotive service station." A Minor Cultural Heritage Permit (MCHP) is required to modify the exterior of non-residential structures located in the Architectural Overlay. The Design Review Subcommittee (DRSC) reviews DSP and MCHP applications to ensure that the design, scale and materials of the signs and exterior modifications harmonize with the architectural design and details of the building and site they serve, as well as being consistent with the Design Guidelines and character of the neighborhood.

#### *Site Data*

The subject site is a 12,000 square foot lot with a 4,300 square foot building. The building includes an office and reception area on the side closest to North El Camino Real, and the rest of the building is used for light automotive service.

The property is located in the Mixed-Use zoning district and Pedestrian and Architectural Overlays. The General Plan designates this area as the North Beach/ North El Camino Real (NB/NECR) Focus Area, and describes it as, “a unique, community- and coastal visitor-oriented entertainment hub and recreation area” that “is an important City gateway along the historic El Camino Real/Pacific Coast Highway” which includes “a rich inventory of historic buildings.”

**ANALYSIS:**

*Master Sign Program*

A Master Sign Program is required for any “gas/service station” that proposes new signs or modifications to existing signs (Zoning Ordinance Section 17.84.20.G.d.). According to the definitions of the Zoning Ordinance, a “gas/service station” includes businesses “where gasoline and other fuel products are sold and/or light maintenance activities such as engine tune-ups, lubrication, minor repairs, and carburetor cleaning are conducted.” Regardless of the number of signs proposed or the size of the signs, a Master Sign Program approved through the Discretionary Sign Permit process is required for any signage proposed for automotive service stations.

The applicant is proposing two signs. The first is a 56 square foot sign located on the north wall directly facing North El Camino Real. This sign consists of a painted red rectangle on the wall with two lines of white pin-mounted aluminum letters and white and black pin-mounted aluminum logo. The second sign is 27 square feet and located on the west wall facing south bound traffic on North El Camino Real. This sign consists of a red painted rectangle on the wall with one line of white pin-mounted aluminum letters. Both signs are externally lit with black goose-neck light fixtures attached to the wall above the signs. There is no signage proposed over the auto repair bays.

Businesses located in the Architectural Overlay are allowed up to 25 square feet of total signage, unless the proposed signs meet the required findings for, and receive approval of, a Discretionary Sign Permit. One of the findings that must be met for that approval is that “The design and scale of the sign[s are] appropriate to the distance from which the sign[s are] normally viewed” (Zoning Ordinance Section 17.16.250.F.3).

The 56 square foot sign located on the north wall is parallel to the direction of traffic and is across the street from a two-story building that blocks any long-range visibility from the northeast. The sign would also be hard to see for north-bound motorists because the view is distorted until they are nearly directly in front of it. By the time the sign comes into full view a 56 square foot sign is not necessary to attract their attention. This sign is not necessary to attract south-bound motorists, because the 27 square foot sign on the west wall is much more visible in that direction. Photos demonstrating the visibility of this sign are included as Attachment 3.

From a pedestrian perspective, a 56 square foot sign that is within a few feet of the sidewalk and 10 feet above grade is out of scale and dominates the building’s façade,

while providing poor pedestrian visibility. The General Plan states that development in the NB/NECR Focus Area is required to “be of high quality design and materials that promote pedestrian activity” (LU-10.06). The size of this sign does not promote pedestrian activity, nor is it necessary for adequate business identification.

The second, 27 square foot sign located on the west wall is more consistent with the required findings necessary to approve signage over 25 square feet in the Architectural Overlay. Though the sign is oriented for vehicular traffic, it appears to be compatible with the scale of the building and sensitive to the pedestrian scale of development in the neighborhood. Staff supports the size of this sign, and the goose-neck lighting proposed for both signs.

Both signs include a red painted rectangle to provide contrast against the white lettering and logo. Though contrast is a necessary aspect of adequate signage, the addition of the red background is not consistent with other recent sign approvals for businesses along El Camino Real or the requirement that signage in the Architectural Overlay have a hand-made appearance. An example of this can be seen at the new Ralph’s grocery store located at 800 South El Camino Real. That business’s corporate logo is also white letters on a red background, however the approved signage consists of a dark bronze pin-mounted logo against the white building walls. Unlike the new Ralph’s, Pep Boys is located in the Architectural Overlay, and the City’s Design Guidelines and General Plan are more specific about the architectural compatibility with the surrounding neighborhood.

The General Plan states that new automobile uses are prohibited in the NB/NECR Focus Area and that the City must be proactive to, “to improve the appearance and compatibility of such properties” (LU-10.15). Additionally, the Design Guidelines do not explicitly describe mixed-media signage, and though hand-painted signs are permitted, the illustrated examples of acceptable sign types show hand-painted letters, not pin-mounted letters on a high contrast painted background. The intent of the Architectural Overlay Sign Design standards is to, emphasize “a pedestrian orientation giving the area a distinct identity” (Zoning Ordinance Section 17.84.020.C).

### *Exterior Modifications*

The applicant proposes to paint the building Sherwin Williams “Nantucket Dune.” The color is an off-white, sand color that is darker than the paint on most other commercial buildings in this area. The Design Guidelines identify the North Beach area as a “Spanish Colonial Revival” district and specify that buildings in this area should incorporate applicable design elements into their designs. While this building is not Spanish Colonial Revival, there are certain design elements that could be included to help increase its compatibility with the district. The Design Guidelines state that for this district, “Plain whitewashed smooth wall surfaces” (Design Guidelines IV.G.2.a) should be used.



**RECOMMENDATIONS:**

Staff recommends the applicant revise the proposal to increase compatibility with the General Plan, Design Guidelines, and Sign Ordinance in the following ways:

1. Staff recommends the sign located on the north wall be no larger than 20 square feet, or be modified to a blade sign that hangs out from the building.
2. Staff recommends the applicant revise the signs to be black pin-mounted aluminum letters with a black pin-mounted outlined logo to maintain consistency with other approvals and to enhance the building's compatibility with the surrounding properties and the entire NB/NECR Focus Area.
3. Staff recommends the walls remain white to increase compatibility with the North Beach district, and to increase contrast against the recommended black pin-mounted signs.

Staff also has concerns regarding items not included in the proposed Master Sign Program and exterior modification plans, which were not discussed above. These items consist of the following:

1. The Master Sign Program does not discuss banner signs. Between the months of December and February, the Code Compliance division had an open case on this Pep Boys location for failing to reduce the three banner signs originally installed down to the one that was approved with a Temporary Banner Sign Permit. Because of this, and the similar prohibition included in other recently approved master sign programs, staff recommends that the proposed Master Sign Program include a prohibition of all banner, window and temporary signage. Other additional signage devices, such as a portable sign, or an outdoor merchandise display, could be approved by the City Planner in the future. However, the use of banners, window signage and other temporary signs is inconsistent with the intent of the Design Guidelines for handcrafted signage that enhances the character of the area.
2. The proposed Master Sign Program does not include any repair bay signage. If it is to be included, staff recommends that all repair bay signage be limited to a total of 10 square feet. If it is not included as part of this Master Sign Program, it will require an amendment to the Discretionary Sign Permit to add those signs later.
3. The property does not comply with the City's minimum landscaping requirements. While the site, in its current configuration, doesn't leave much space available for additional landscaping, staff recommends that the applicant incorporate

landscaping into the site where possible. Some possibilities are espaliered vines on the block portion of the north wall and the west wall closest to the alley at the rear of the property, taller shrubs in the planter area in front of the north wall, and the removal of some asphalt along the west side of the lot fronting North El Camino Real and the installation of medium height shrubs and trees.

Staff seeks DRSC comments and any additional recommendations for the proposal.

***Attachments:***

1. Location Map
2. Photo of building
3. North wall sign visibility photos
4. Master Sign Program, with proposed exterior modifications

Georgette Korsen of the Historical Society and the Heritage Tree Foundation, complimented Mr. Del Carlo on his demeanor in this process and appreciates his willingness to work with the residents. She stated how she agrees with Chair Member Kaupp regarding the need to keep the Star Pine. Ms. Korsen stated that she believes that this project can be developed in a way that maintains the tree. She also discussed the need not to predicate new development on past mistakes such as the multifamily developments that would not be approved today.

Wayne Eggleston, former City Council member and current Planning Commissioner, spoke as a member of the public because he resides in a home on Cazador Lane that is within 500 feet of the subject site. He stated that the proposed design is out of scale with the pattern of development in the area, and does not harmonize in any way with the neighborhood. He stated that this area is heavily impacted by beach parking, and that the parking requirements that apply to other, less impacted areas of the City cannot and should not apply to development in this area. Mr. Eggleston stated that an ideal development proposal on this lot would consist of a "neighborhood within a neighborhood" involving three or four connected units surrounding a central courtyard at which the garages face. He stated that the current proposal will not work in this location.

Patricia Holloway, founder of the San Clemente Tree Foundation, stated that the Star Pine should be protected and would prefer to see staff identify these kinds of trees for protection and conveying that to applicants. She stated that the tree is so close to the street that she wonders if the tree is actually in the public right of way. She said the tree fills the sky and the retention of the tree would be a benefit to the project.

Mr. Del Carlo stated that he would be interested in a community meeting with the neighborhood residents and other interested members of the public.

Chair Member Kaupp thanked Mr. Del Carlo for working with the City on this project, and hopes that the consistent information he has received from the DRSC, the public, and staff has helped inform his decision about the property and guide his design should he pursue the project.

**B. Discretionary Sign Permit 14-066/ Minor Cultural Heritage Permit 14-067, Pep Boys Signage (Atamian)**

A request to consider a Master Sign Program and exterior modifications to an automobile service station building within the Architectural overlay. The project is located at 1606 North El Camino Real in the Mixed-use (MU2-p-A) zoning district.

Assistant Planner Adam Atamian summarized the staff report.

Chair Member Kaupp complimented Mr. Atamian on the staff report, stating that he is pleased to see how quickly the new General Plan policies are being put into effect. Chair Member Kaupp stated that he agrees with staff's recommendations to include a prohibition of temporary signage on the site, and to install new landscaping. He asked whether this temporary signage prohibition included the illuminated "Open" signs which are prevalent in the City. Mr. Atamian responded that it could. Cliff Jones, Associate Planner, stated that the Master Sign Program could include a specific prohibition of that type of sign.

Subcommittee Member Darden agreed with Chair Member Kaupp's assessment of the staff report, and stated that it is in the spirit of design review because the recommendations made are very specific. She said that she generally agrees with staff's recommendations, though she is more flexible about the paint color.

Subcommittee Member Crandell asked staff what authority the City had to require landscaping on this type of project, which is not a new business, but a change of ownership. Mr. Atamian stated that the Zoning Ordinance requires discretionary projects to be reviewed for landscaping compliance.

Chair Member Kaupp stated that for buildings in the architectural overlay that are not Spanish Colonial Revival, especially those with pavement that go up to the building walls, the enforcement of white creates a stark environment. Instead, he feels that a grounding earth tone in this situation would be more appropriate.

Subcommittee Members Crandell and Darden agreed with Chair Member Kaupp, stating that painting non-Spanish Colonial Revival buildings white only detracts from the true Spanish Colonial buildings.

Allison Mathern, representative for the Pep Boys Corporation, stated that an additional reason for the earth tone color was that it does not dirty as fast.

Ms. Mathern continued her response stating that the addition of landscaping is not a problem, but asked for some clarification on staff's recommendations about the location of the landscaping, especially the placement of the vines. Mr. Atamian responded, stating that the wall closest to El Camino Real would be an ideal place to add vines due to the lack of available ground space to plant something tall enough to really cover the long, blank wall surface. Chair Member Kaupp stated that he agrees with staff on the recommendation for the vines, stating that it is a great solution for these locations with very limited setbacks.

Ms. Mathern stated that she was concerned about the recommendation regarding the installation of landscaping between the sidewalk and the parking area. She stated concerns over the viability of plant materials installed where asphalt was removed, and also potential impacts to parking. She asked if a large above grade planter would be feasible in order to avoid people driving over the plants.

Mr. Atamian responded to questions regarding the landscaped planter. He gave some additional background on this aspect of the project, stating that during the Development Management Team meeting process, the Beaches, Parks, and Recreation Division also recommended that landscaping be added at this location. Additionally, he continued, there is a Building Permit application for a ADA accessible restroom inside the building. As part of that permit, a van accessible parking stall and an accessible path of travel is proposed that will replace two parking spaces along the El Camino Real side of the property. Mr. Atamian continued, stating that when that occurs, a four or five foot wide strip of asphalt that will not be useable as a parking space will remain. It is in this space that the landscape planter is suggested. As for the concern regarding the potential damage to the plants from vehicles driving over them, Mr. Atamian stated that the requirements for landscaped planter areas specify the installation of a concrete curb as a protection device.

Ms. Mathern stated that the restroom project is currently on hold, though Pep Boys is still intending to move forward pending the completion of this application. Mr. Atamian stated that the easiest course of action would be to include all landscaping possible on this one application, as later projects could potentially require discretionary review, if only for alterations to landscaping. Mr. Jones suggested a condition of approval be added to give the applicant flexibility on the landscaping if the restroom project is not undertaken in the future. Mr. Atamian stated that if that were the case, staff would review this project as if that were not the case, and would recommend that landscaping be installed in every other potential location as part of this permit. He stated that there is essentially no credit given for a potential project.

Ms. Mathern discussed Pep Boys' recent re-branding efforts, moving a more scripted sign lettering and the re-introduction of the Manny, Moe, and Jack logo. She stated that visibility is very important and that the company receives calls from people stating that they cannot find their location currently due to the lack of visibility.

Chair Member Kaupp stated that the DRSC understands the concerns from the business community, especially those with national brands. However, he noted, there are many examples around the City of corporate signage

that conforms to the Design Guidelines for businesses that are now thriving. He stated that the DRSC is thoughtful in balancing the concerns of the businesses with those of the community.

Ms. Mathern stated that the recommendation for a 20 square foot sign along the north face of the building is much too small for the Pep Boys logo and lettering, and would only be visible to pedestrians nearby. Mr. Atamian responded, stating that if the red painted rectangle proposed was removed, the size of the sign would be reduced, and the current size of the lettering would not have to be reduced much further to be calculated at 20 square feet. Ms. Mathern continued, saying that both signs are necessary to attract vehicular traffic from both directions.

The DRSC asked the applicants if a blade sign would be something they would consider. Dan Lorenzon, with Loren Signs, stated that blade signs can often be difficult to read, especially if the sign is vertically oriented. Additionally, this type of business is vehicle-based, and there is no need to attract pedestrians, as everybody will be driving to this location. He stated that the proposal is sensitive to the area, and includes signage much smaller than what the business has in other locations.

Mr. Lorenzon further clarified Pep Boys re-branding, stating that this business is a new venture for the company where only tires and light automotive service is offered as opposed to the super centers before. Because of this, the secondary line of copy is necessary to separate this business from the parts sales stores. He noted that the red painted background can be removed, but red is still critical to their brand recognition. Additionally, he referenced the Shadetree Automotive business located across the street and how their sign is probably over 100 square feet. He said they are not asking for 100 square feet, but that they shouldn't be reduced to 30 or 40 square feet either. He said that the sales at this location are rather weak right now, and they really need signs to attract new business.

Subcommittee Member Darden stated that she would not be supportive of an oversized blade sign. She asked staff the reason for the recommended black painted letters over a dark bronze finished metal letter. Mr. Atamian stated that the applicant's original proposal included black painted letters and black goose-neck lighting, both of which staff would support in light of the other recommendations made. Subcommittee Member Darden stated that she would be most supportive of a dark bronze letter without the red painted background.

Ms. Mathern stated that the sign company created a revision to the plans without the red background, and passed out copies of that revision to the DRSC and staff. Mr. Lorenzon stated that the new sign directly facing EI

Camino Real would be 44 square feet with the removal of the red background. Mr. Atamian stated that the calculation used for that sign includes space that does not count toward sign area, and so the revised sign is actually smaller than what is stated.

Chair Member Kaupp asked staff to explain the process and justification for allowing signage to exceed the allowable signage listed in the Zoning Ordinance. Mr. Atamian responded stating that the Discretionary Sign Permit allows increases to the size of signage if it meets the finding that it is necessary for adequate business visibility from distances where the signs are normally viewed from. Mr. Atamian explained staff's position on the sign directly facing El Camino Real. He stated that because the sign is so close and parallel to street, additional size wouldn't make this sign more visible to traffic because the view remains at too much of an angle to read properly.

Subcommittee Member Crandell stated the sign regulations limit all businesses in the architectural overlay to 25 square feet total. He continued by saying that other businesses in the area would be limited to that amount and there is nothing he sees as special about this building that warrants the need for signage beyond what other buildings would be approved for. With that said, he stated that he would not be in favor of a sign larger than 25 square feet on the north wall.

Subcommittee Member Crandell stated that for the sign on the west wall, he can see the need for a slightly larger sign to attract vehicular traffic in time to make the turn in. However, he stated, for the traffic travelling northbound, they cannot make a left hand turn into the business parking area, and so they would have to make a U-turn anyway once they pass it.

Ms. Mathern stated that part of the rationale for requesting larger signs was based on the size of the Discount Tires signage previously on the building. Subcommittee Member Crandell asked staff why the signage cannot be like-for-like. Mr. Atamian stated that the applicants removed nonconforming signs which ended the continuation of that nonconformity.

Chair Member Kaupp clarified that logos are considered part of the signage calculation, and suggested that the logo be put on a blade sign because it is very recognizable and could stand on its own.

Mr. Lorenzon stated that consideration should be given to the size of the business location when judging adequate signage. He said that it is not fair to businesses in large buildings to limit them to the same amount of signage granted to a business in a smaller building. He said that the revised plans show smaller signs compatible with the scale of the building.

Chair Member Kaupp spoke about the intent of the Architectural Overlay as a walkable area, and questioned whether this section would attain that status any time soon. Subcommittee Member Darden agreed with that statement, adding that she felt the sign on the north wall should be smaller than what is shown in the revision but not necessarily reduced down to 25 square feet.

Chair Member Kaupp asked staff if the findings for larger signage can be based on architectural compatibility as well as visibility needs. Mr. Atamian stated that the signs are required to be compatible with the site and building. He went on to say that while the elevation drawings show a picture of the north sign that appears in scale to the building, the drawing is deceptive to the eye because it lacks depth. He continued by saying that, functionally, this building's street presence is very similar to that of most other buildings in the neighborhood, in that, the building is a narrow structure right on the property line. The rest of the building can almost be viewed as a separate structure placed at the rear of the property. He stated that in that view, staff feels that the sign, as revised, is still too large. Subcommittee Member Darden stated that she agrees that the sign is too large as currently proposed.

Mr. Atamian stated that while this area may not become a pedestrian-oriented district for years, the General Plan is very clear about the direction given for automotive uses and the long-term goals for this part of the City. The north wall sign, he says, is not at a pedestrian scale, which should be a required finding for this project. Due to the walls proximity to the property line and the height off the ground, this sign is not geared to the pedestrian scale. He stated that the use is non-conforming, and the goal is to make properties and uses more conforming over time, not to maintain them.

Subcommittee Member Darden stated that she respects staff's position on this aspect of the project. She stated that the project is still a vast improvement over what was there before. She feels that a reduction of 20% would be adequate for the scale of the building.

Ms. Mathern stated that she understands the need for pedestrian scaled signage but is concerned that signage geared for pedestrians will not adequately attract their intended customers. Mr. Atamian responded that while Pep Boys plans to be there for many years, if something changed and the business was sold to a more pedestrian-oriented use, that the Master Sign Program would transfer allowing that business to utilize automobile-oriented signage.

Subcommittee Member Crandell stated that he agrees with Mr. Atamian regarding the pedestrian scale requirements. Additionally, he stated that for a project where they could potentially be granted two signs, he doesn't



feel that either sign should be allowed to exceed the 25 square foot signage maximum imposed on other businesses. He said that due to the unique configuration of the building, the side wall sign can be supported. However, he noted, the front wall is not unique, and therefore, the additional signage finding should not be made to allow it to exceed 25 square feet.

Mr. Atamian clarified that the DRSC is recommending that the Manny, Moe, and Jack logo be placed on a blade sign, which doesn't count toward total business signage, with the Pep Boys lettering placed on the building wall and under 25 square feet. The DRSC felt that the recommendations given were clear enough that the applicant could revise the plans and proceed to the Planning Commission. He also asked the DRSC about the revised plans and whether they would be supportive of the red lettering. Subcommittee Member Darden stated that she would prefer to see a dark bronze.

Chair Member Kaupp reiterated that whether the ADA accessible restroom project occurs, that he would very much like to see landscaping as it will have a positive impact on the property, especially the vines on the front wall.

**C. South El Camino Real Duplexes (Gregg)**

- i. **Conditional Use Permit 14-084/Minor Exception Permit 14-085, Koastal Duplex**
- ii. **Conditional Use Permit 14-086/Minor Exception Permit 14-087, Resmkv Duplex**
- iii. **Conditional Use Permit 14-088/Minor Exception Permit 14-089, Cade Duplex**
- iv. **Conditional Use Permit 14-090/Minor Exception Permit 14-091, Bellers Duplex**
- v. **Conditional Use Permit 14-092/Minor Exception Permit 14-093, SClementem Duplex**

A request to consider five separate projects, each consisting of two duplexes to be built on ten separate, but contiguous lots, for a total of 20 units. A Minor Exception Permit is requested for each project to consider reduced side yard setbacks on the corner lot and for walls exceeding 42 inches in the front yard setback up to five feet. There are five separate owners that commissioned the same architect to

Associate Planner Amber Gregg summarized the staff report and went over the modifications since the last DRSC review. Ms. Gregg also presented the landscape plan again to ensure the Subcommittee understood the proposal. Revised elevations and material boards were provided.