



STAFF REPORT

SAN CLEMENTE PLANNING COMMISSION

Date: February 5, 2014

PLANNER: Adam Atamian, Assistant Planner

SUBJECT: Discretionary Sign Permit 13-298, Presidio Plaza Sign Program Amendment, a request to consider modifications to the Master Sign Program of the Presidio Plaza shopping center. The project is located at 401 South El Camino Real within the Neighborhood Commercial (NC2) 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 (DSP), Section 17.16.250, to approve the proposed Master Sign Program for the building.

- 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, and
 - iii. All new signs within the Master Sign Program are in compliance with the design standards of this chapter.

BACKGROUND

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.

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.

Development Management Team Meeting

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

Noticing

Public notices were distributed and posted per City and State requirements.

PROJECT DESCRIPTION

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 painted a light bronze color.
2. Replace the flush-mounted metal letters on the two existing monument signs with new pin-mounted aluminum letters painted a light bronze color.
3. Replace the green acrylic tenant plaques on the two existing monument signs with aluminum plaques painted a light bronze color with white, vinyl lettering.
4. Revise the tenant building signage specifications to consist of the following:
 - a. Only pin-mounted reverse-channel letter signs that are halo-illuminated or externally lit are permitted.
 - b. Per business signage is limited to one square foot of signage per lineal foot of street frontage, with a maximum of 36 square feet for any business or sign.
 - c. Tenant signage is limited to six colors and three metal finish options.
5. Include new language limiting the use of all window signage, including banners and posters, to 18 square inches for informational signage only.

PROJECT ANALYSIS

The property is not located in an Architectural Overlay. However, the area is listed as a transitional corridor in the new General Plan. 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 the 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 location "should demonstrate sensitivity to the contextual influences of adjacent properties and the neighborhood".

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 illuminated pin-mounted reverse channel letter sign with a traditional serif font that matches the center identification signs on the monuments. The proposed finish is a light bronze color. The lighter bronze color is preferable in this situation as it will help to 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 site currently has two monument signs, one located on near the intersection of Avenida Presidio and South El Camino Real, and the other at the south west corner of the property facing South El Camino Real. The applicant proposes to change the copy of the monument signs by replacing the metal flush-mounted center identification signs with pin-mounted aluminum letters. The font and color proposed is the same traditional serif font and light bronze color of the tower element sign. Additionally, the green acrylic tenant plaques are proposed to be replaced with light bronze-painted aluminum plaques that include white vinyl tenant lettering. There is no additional illumination proposed on the monument signs.

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 because they are consistent with the sign design standards for properties located within an Architectural Overlay, and help to maintain a high level of signage quality at this prominent intersection. The findings required for new monument signs do not apply to this proposal because the monument signs are existing and the portion of the project associated with them is only for a change of copy.

Building Tenant Signage

The applicant proposes to revise the tenant signage specifications of the Master Sign Program to allow: 1) halo illuminated pin-mounted reverse channel letter sign or externally-lit tenant signs; 2) to add more descriptive language regarding type styles; and 3) to simplify the color palette for tenant signage and corporate logos to six colors and three metal finish options. The use of halo illumination, 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 applicant incorporated staff's recommendations to exclude the use of face-lit, internally illuminated signs as they are not consistent with the sign design standards for the adjacent properties located in the Architectural Overlay.

The applicant is also proposing limiting the maximum amount of signage per business from 1.5 square feet to one square foot of signage per lineal foot of business façade. This represents a 33% reduction of allowable signage per business from the current Master Sign Program. The proposed changes include limiting the total signage of any individual sign and total signage allowed per business to a maximum of 36 square feet. Businesses outside of an Architectural Overlay are allowed up to 64 square feet of signage without discretionary review. However, due to the prominence of this location, and the proximity to the Architectural Overlay, staff recommended that the applicant reduce the total signage allowed per sign and per business to be more in line with businesses located in the adjacent Architectural Overlay, which are limited to 25 square feet of signage per business.

Window Signage

In response to staff and DRSC recommendations, the applicant added language to limit window signage in the Master Sign Program. This language limits window signage to 18 square inches to display the hours of operation, addressing, and emergency contact information, etc. The applicant has included a note in the proposed Master Sign Program 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.

DESIGN REVIEW SUBCOMMITTEE

The DRSC reviewed this proposal on September 11, 2013, and December 11, 2013. 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 new General Plan. The following chart includes all of the recommendations and the applicant's response.

Table 1 - DRSC concerns and project modifications

| Master Sign Program Component | DRSC Concerns | Applicant's Response |
|--|--|--|
| Tower Element Sign | Modify lettering with a thinner serif font in a lighter bronze color. | Applicant's proposal complies with recommendation. |
| Monument Center Identification Signage | Utilize pin-mounted metal letters with color and lettering to match tower element sign. | Applicant's proposal complies with recommendation. |
| Master Sign Program Component | DRSC Concerns | 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. | Applicant's proposal complies with recommendation. |
| Monument Individual Tenant Signage | Specify all dimensions of tenant plaques to ensure consistency over time. | Applicant's proposal complies with recommendation. |
| Building Tenant Signage | Include tenant signage specifications that allow only external illumination or halo-lit reverse-channel style signage. | Applicant's proposal complies with recommendation. |
| Building Tenant Signage | Maintain a modest color pallet for tenant lettering and corporate logo color options. | Applicant's proposal complies with recommendation. |
| Building Tenant Signage | Include more descriptive language and images regarding acceptable sign styles. | Applicant's proposal complies with recommendation. |
| Window Signage | Limit window signage consisting of posters or temporary signs and banners, and require that any window signage receive approval from the City. | Applicant's proposal complies with recommendation. Window Signage prohibited except for 18 square inches for informational signage only. |

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 |
|---|--|
| <p><i>2.IV.C Provide unifying design elements that are consistent the entire length of El Camino Real and The Pacific Coast Highway, including the following: Unifying guidelines for private signage. (Policy 2.8.1)</i></p> | <p>Consistent. The signage modifications proposed for the building are consistent with the Design Guidelines which requires signs to be consistent with the architecture of the building, and they create a transition from the Architectural Overlay.</p> |
| Policies and Objectives | Consistency Finding |
| <p><i>5.IV.A Require the review of the size, height, numbers, and type of on-premise signs to minimize their impact to scenic corridors. (Policy 5.3.3)</i></p> | <p>Consistent. The project reduces total signage for the site to minimize visual impacts on the El Camino Real corridor.</p> |

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 3 exemption, pursuant to CEQA Guidelines Section 15303, as the project involves minor exterior modifications to signage and will not impact the site.

CALIFORNIA COASTAL COMMISSION REVIEW

The project is not located in the Coastal Zone, and therefore it is exempt from California Coastal Commission review.

ALTERNATIVES; IMPLICATIONS OF ALTERNATIVES

1. The Planning Commission can concur with staff and approve the modifications to the Presidio Plaza Master Sign Program.

This is the recommended action. This action would result in the applicant removing the existing Center Identification signs and installing new signs that are consistent with the Master Sign Program. The individual Tenant Wall signs would be replaced over time, as old tenants decide to change existing signs, or new tenants move in.

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

This action would result in any modifications being incorporated into the project which could include the redesign of the signs or a reduction in their square footage

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 being denied. The existing Master Sign Program would remain in effect. The applicant would have the option of appealing the denial to the City Council.

RECOMMENDATION

STAFF RECOMMENDS THAT the Planning Commission approve DSP 13-298, Presidio Plaza Sign Program Amendment, subject to the attached Resolution and Conditions of Approval.

Attachments:

1. Resolution No. PC 14-003
Exhibit 1 - Conditions of Approval
2. Location Map
3. Proposed Master Sign Program
4. Current Master Sign Program
5. DRSC Staff Report, dated December 11, 2013
6. DRSC meeting minutes, dated December 11, 2013

RESOLUTION NO. PC 14-003

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF
SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN
PERMIT 13-298, PRESIDIO PLAZA SIGN PROGRAM AMENDMENT, A
REQUEST TO MODIFY THE MASTER SIGN PROGRAM OF THE
PRESIDIO PLAZA SHOPPING CENTER LOCATED AT
401 SOUTH EL CAMINO REAL**

WHEREAS, on August 1, 2013 an application was submitted, and on August 31, 2012, deemed complete by John Safar of Wesco Signs, 1726 Manhattan Beach Boulevard, Suite C, Manhattan Beach, CA 90266, on behalf of the applicant, Mary Grair, 401 South El Camino Real, San Clemente, CA 92672, a request to modify the Master Sign Program of the Presidio Plaza shopping center located at 401 South El Camino Real. The modifications consist of the following: 1) Replace the center identification sign on the central tower element with a halo-illuminated, aluminum reverse-channel letter sign painted a light bronze color; 2) Replace the flush-mounted metal letters on the two existing monument signs with new pin-mounted aluminum letters painted a light bronze color; 3) Replace the green acrylic tenant plaques on the two existing monument signs with aluminum plaques painted a light bronze color with white, vinyl lettering; 4) Revise the tenant building signage specifications to consist of only pin-mounted reverse-channel letter signs that are halo-illuminated or externally lit are permitted, to limit per business signage to one square foot of signage per lineal foot of street frontage, with a maximum of 36 square feet for any business or sign, and limit tenant signage to six colors and three metal finish options; and 5) Include new language limiting the use of all window signage, including banners and posters, to 18 square inches for informational signage only. The project site is within the Neighborhood Commercial zoning district (NC2). The legal description being Lots 41 and 42 through 48 inclusive, of Tract 789, and Assessor's Parcel Number 692-403-08; 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 15303, as a Class 3 exemption as it consists of minor modifications to an existing Master Sign Program; and

WHEREAS, on August 22, 2013, 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 September 11, 2013, and December 11, 2013, the City's Design Review Subcommittee considered the proposed project and recommended approval of the project with the modifications the applicant completed; and

WHEREAS, on February 5, 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 15303, as a Class 3 exemption as it consists of minor modifications to an existing Master Sign Program; and

Section 2: The design, including scale, length and materials, of the sign modifications are consistent with the intent of the design elements of the General Plan and Design Guidelines, in that the applicant is reducing the center identification signage on the tower element from 43 square feet to 28.5 square feet, and the permitted amount of signage allowed for each individual business from 64 square feet to 36 square feet and a maximum of one square foot of tenant signage per lineal foot of business façade. The modifications to the Master Sign Program also include limiting window signage to 18 square inches only for informational purposes such as addressing, hours of operation, and emergency contact information. The design of the signage is compatible with the Contemporary Spanish Revival architecture of the building as well as 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.

Section 3: 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 modifications to the original Master Sign Program enhance the compatibility of the signage with the Contemporary Spanish Revival architecture of the building because the materials and finishes are complementary to the smooth white stucco finish of the building and the existing monument sign structures. The modifications of the Master Sign Program are consistent with the sign design standards for properties located within an Architectural Overlay, and help to maintain a high level of signage quality at the prominent intersection of Avenida Presidio and South El Camino Real.

Section 4: 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 smaller than the previously approved signs in the original Master Sign Program and the traditional serif font is easily read providing satisfactory center and tenant identification.

Section 5: The design and materials of the sign provide a contrast between the background and letters in that the signage modifications provide a variety of lighting techniques and sign colors to create necessary contrast between the signs and the white stucco walls. The design of the signage is compatible with the Contemporary Spanish Revival architecture of the building as well as Zoning Ordinance Section 17.84.20(C), Design of Signs within an Architectural Overlay District.

Section 6: The provisions of the Master Sign Program ensure consistency in design and style of all new signs, in that the modifications to the original Master Sign Program enhance the compatibility of the signage with the Contemporary Spanish Revival architecture of the building because the materials and finishes are complementary to the smooth white stucco finish of the building and the monument sign structures. The design of the signage is compatible with the Contemporary Spanish Revival architecture of the building as well as 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.

Section 7: The provisions of the Master Sign Program address compatibility of the design and style of any existing signs on the building or site, and all new signs within the Master Sign Program are in compliance with the design standards of this chapter, in that sign modifications are consistent with the intent of the design elements of the General Plan and Design Guidelines, and the Master Sign Program modifications reduce the permitted amount of signage allowed for the site by reducing the size of the center identification sign on the tower element, and per business by limiting each business to a maximum of 36 square feet and one square foot of signage per lineal foot of business façade. The design of the signage is compatible with the existing on-site signage and the architectural character of the building.

Section 8: The Planning Commission of the City of San Clemente hereby approves DSP 13-298, Presidio Plaza Sign Program Amendment, subject to the above Findings, and the Conditions of Approval attached hereto as Exhibit A.

PASSED AND ADOPTED at a regular meeting of the Planning Commission of the City of San Clemente on February 5, 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 February 5, 2014, and carried by the following roll call vote:

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

Secretary of the Planning Commission

EXHIBIT A

CONDITIONS OF APPROVAL
DSP 13-298, Presidio Plaza Sign Program Amendment

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 February 5, 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 13-298 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 13-298 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 13-298 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. 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.)_____

- 7. Applicant agrees on behalf of itself, the landlord, all predecessors, and all successors in interest, that this approval supersedes the Master Sign Program approved through CDC 86-53, approved by the Community Design Commission on August 26, 1986, and amended on June 23, 1987 and that CDC 86-53 is now null and void. ■■ (PIng.)_____

- 8. A separate Building Permit is required. Plans to construct new building, add or alter the existing building configuration including signage, change in use, add or alter signage, 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.)_____

- 9. Prior to the issuance of building permits, the owner or designee shall pay all applicable development fees in effect at the time, which may include, but are not limited to, Regional Circulation Financing and Phasing Program (RCFPP), park acquisition and development, water and sewer connection, drainage, Public Facility Construction, transportation corridor, Avenida La Pata Supplemental Road Fee and school fees, etc. *[S.C.M.C. – Title 15 Building and Construction, Chapters 15.52, 15.56, 15.60, 15.64, 15.68, 15.72]* (Bldg.)_____

10. Building permits shall not be issued unless the project complies with all applicable codes, ordinances, and statutes including, but not limited to, the Zoning Ordinance, Grading Code, Security Ordinance, Transportation Demand Ordinance, Water Quality Ordinance, Title 24 of the California Code of Regulations as adopted by the City including, but not limited to the California Administrative, Building, Electrical, Plumbing, Mechanical, Energy, Green, and Fire Codes [S.C.M.C – Title 8 – Chapter 8.16 – Fire Code, Title 15 Building and Construction Chapters 15.08, 15.12, 15.16, 15.20, 15.21, Title 16 Subdivisions, Title 17 Zoning] (Bldg.)_____

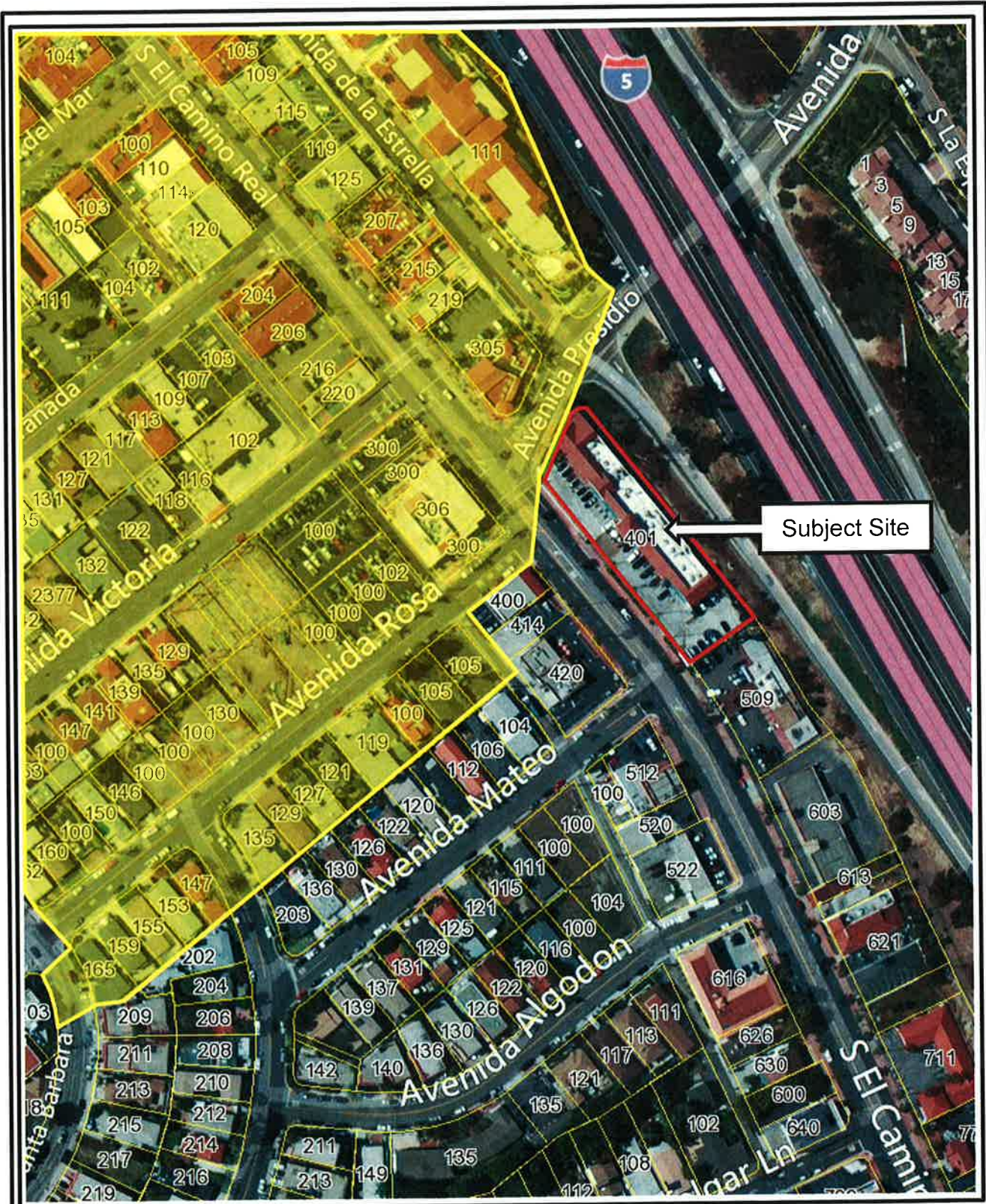
* All Conditions of Approval are standard, unless indicated as follows:

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



LOCATION MAP

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



Architectural Overlay

No Scale



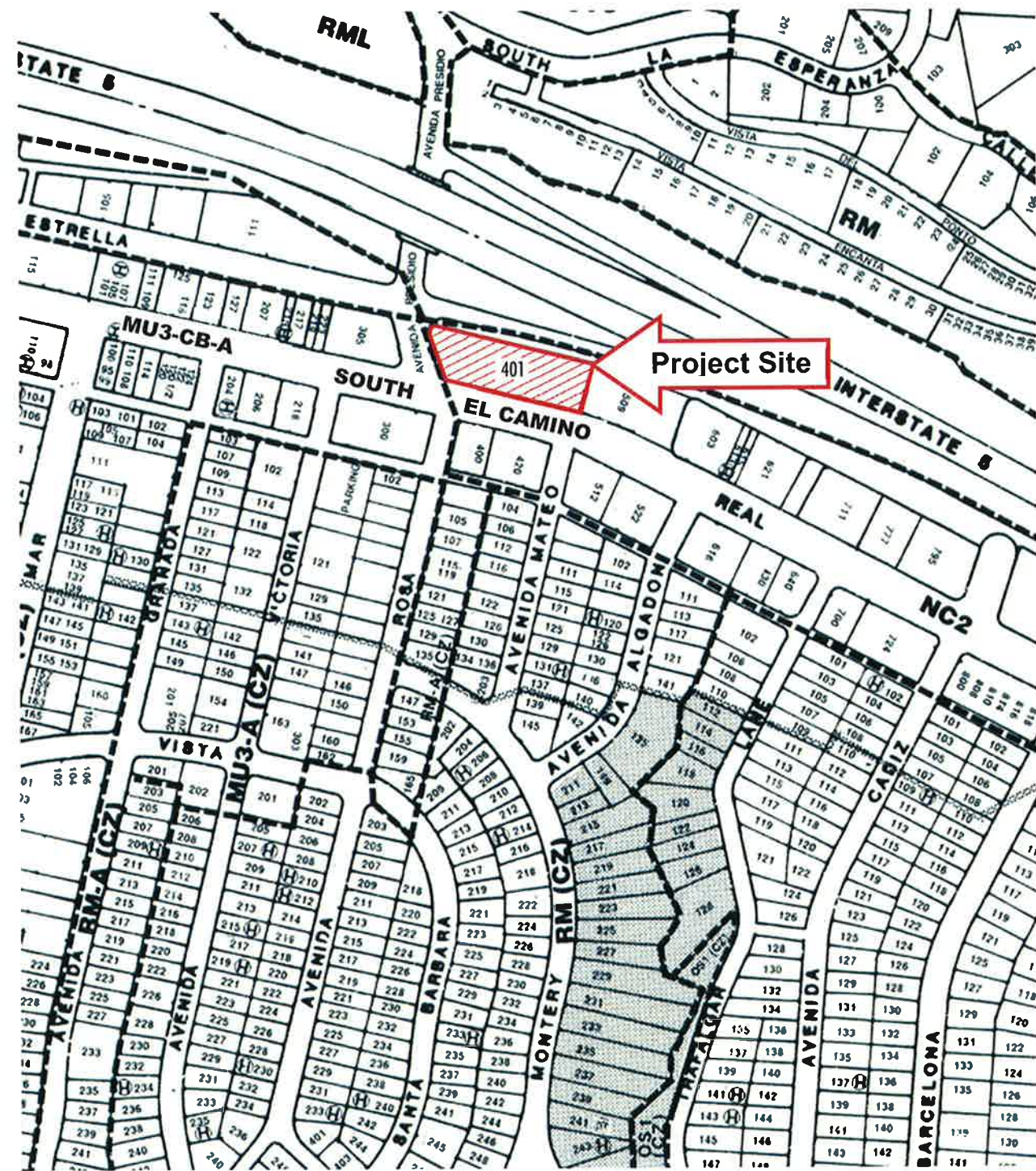
SIGN CRITERIA FOR SHOP BUILDING TENANTS LOCATED IN

"PRESIDIO PLAZA" 401 S. EL CAMINO REAL SAN CLEMENTE, CA 92672

PREPARED BY



JANUARY 29, 2014



SIGN AREA

MAXIMUM SIGNAGE ALLOWED FOR ALL TENANT BUILDING SIGNAGE IS 365 SQUARE FEET.
NO SIGN SHALL EXCEED 36 SQ. FT. WITHOUT THE PROPER DISCRETIONARY PERMIT APPROVALS FROM THE CITY.
NO BUSINESS SHALL HAVE A SIGN THAT EXCEEDS 36 SQ. FT. WITHOUT THE PROPER DISCRETIONARY PERMIT APPROVALS FROM THE CITY.
SIGN AREA CALCULATED AT 1 SQ. FT. PER LINEAL FOOT OF STORE FRONTAGE.
SIGN LENGTH SHALL NOT EXCEED 75% OF LEASEHOLD FRONTAGE.



PLOT PLAN NOT TO SCALE

PRESIDIO PLAZA



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

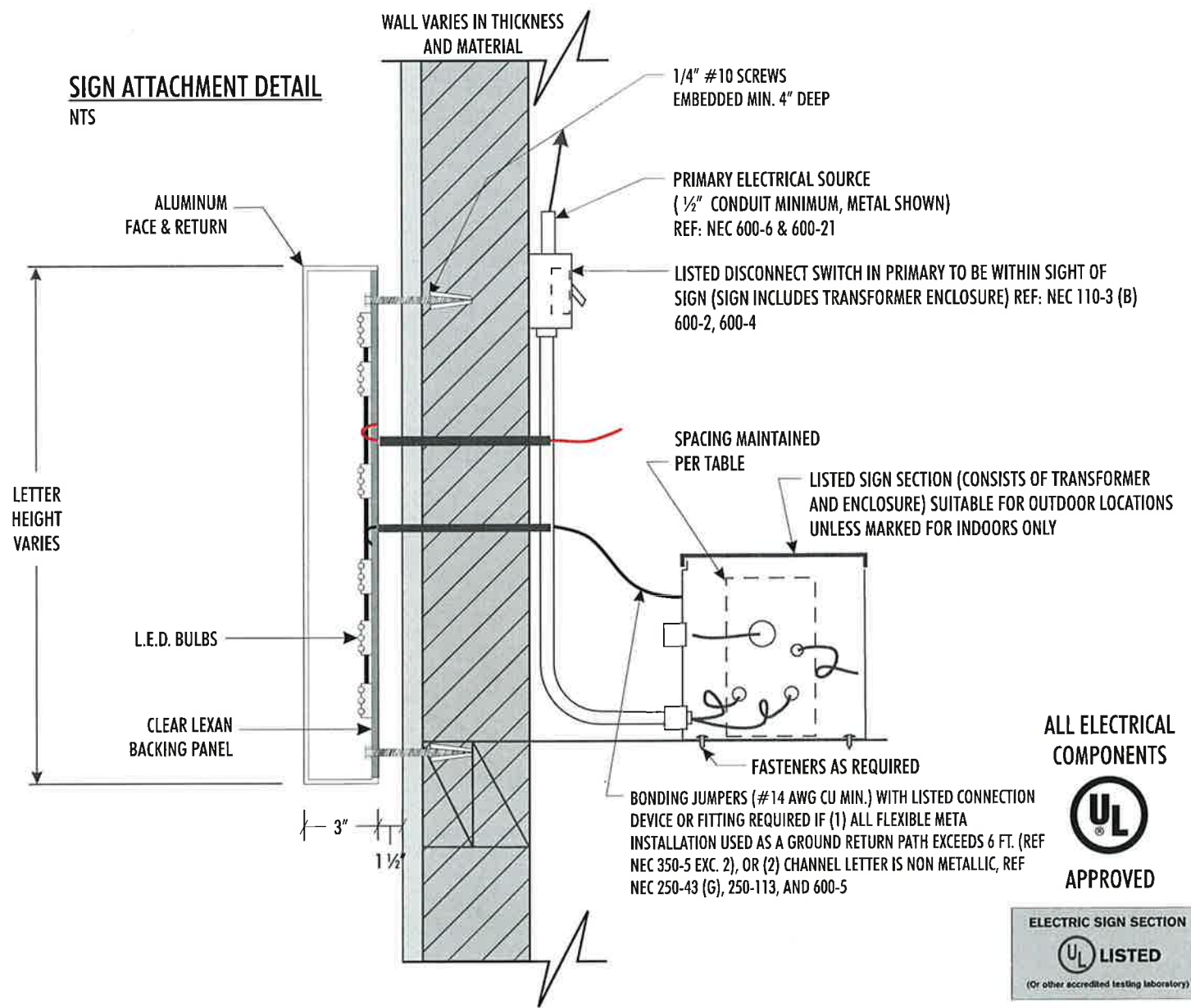


REVERSE ILLUMINATION
HALO LIT

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 1/2" SPACERS

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



ALL ELECTRICAL COMPONENTS



APPROVED



| | |
|--|--------------------------|
| CONCEPTUAL DRAWING ONLY. NOT TO BE USED FOR CONSTRUCTION PURPOSES OR EXACT DIMENSIONS. COLOR AND FINISH APPROXIMATIONS. ALL DIMENSIONS IN INCHES UNLESS OTHERWISE NOTED. | |
| PROPERTY OF: | WESCO SIGNS |
| DATE: | DATE: |
| CUSTOMER APPROVAL: | LANDLORD APPROVAL: |
| REVISIONS: | SALESPERSON: |
| CUSTOMER PROJECT/ADDRESS: | PRESIDIO PLAZA |
| DATE: | 01/29/14 |
| DRAWING #: | 401 S. EL CAMINO REAL |
| DRAWN BY: | SAN CLEMENTE, CA / 92672 |
| SCALE: | NOTED |
| 1726 Manhattan Beach Blvd, Ste C Manhattan Beach, CA 90266 O: (310) 538-5538 F: (310) 538-8505 | |

EXISTING SIGNS



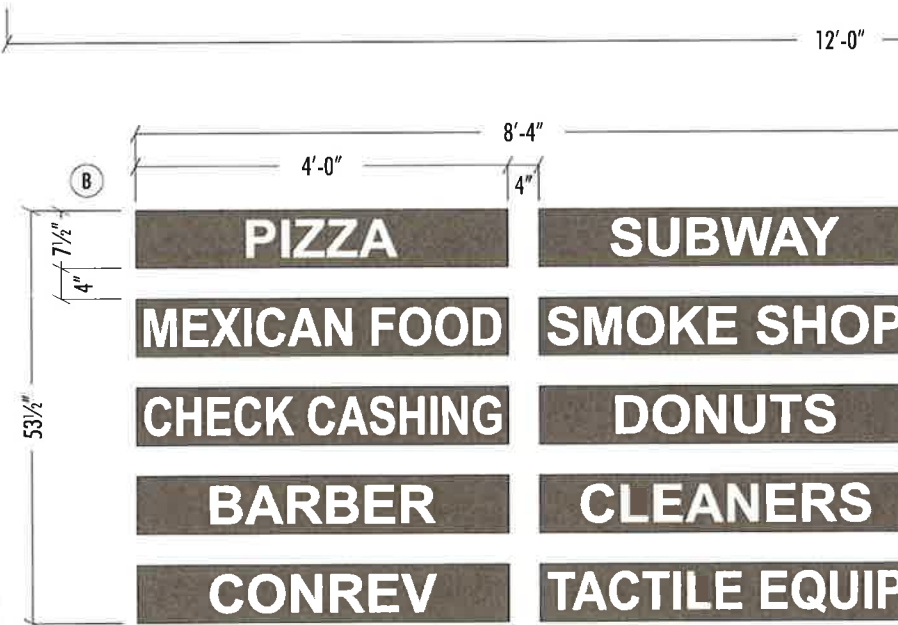
NORTH ELEVATION



SOUTH ELEVATION



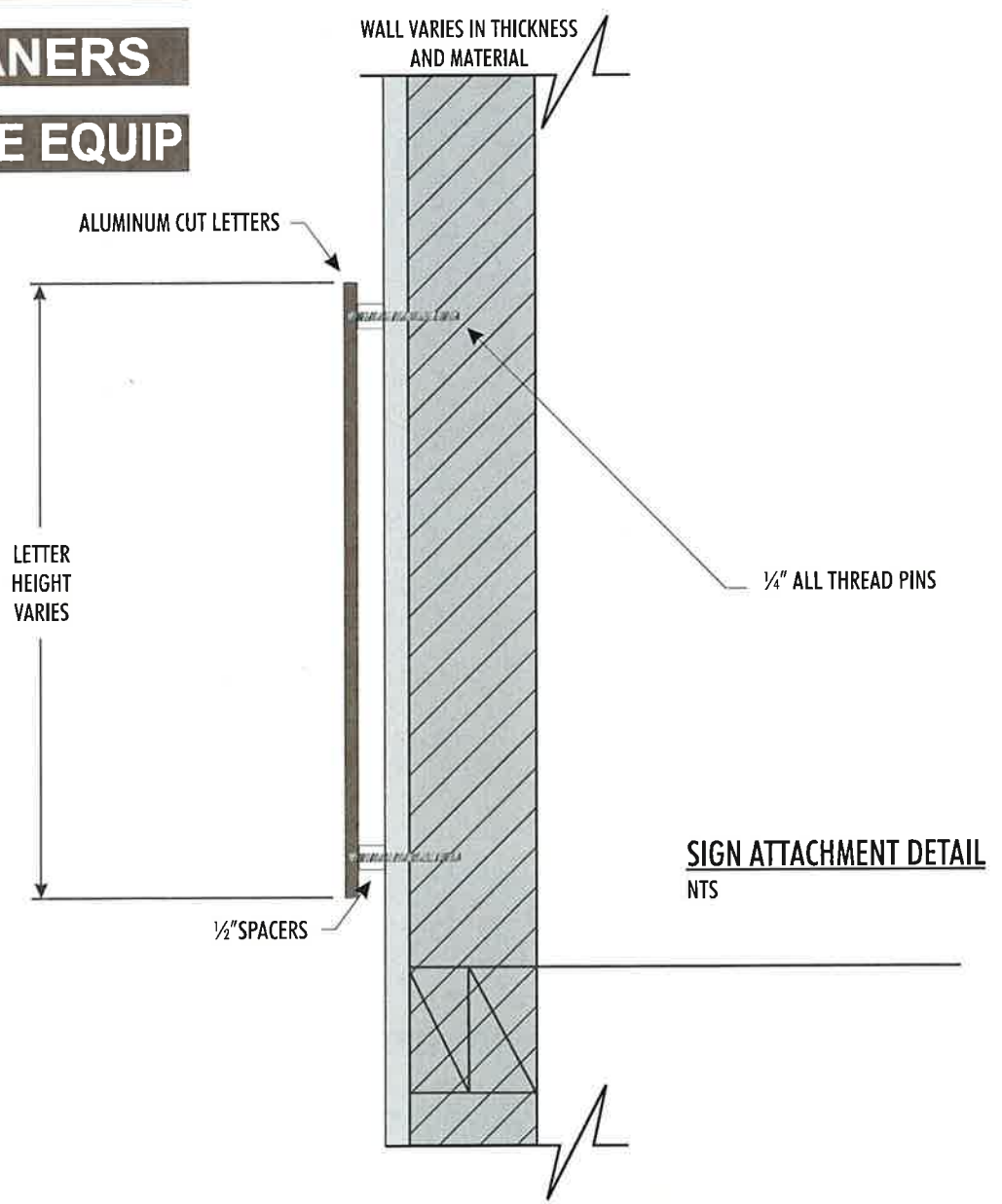
PRESIDIO PLAZA



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

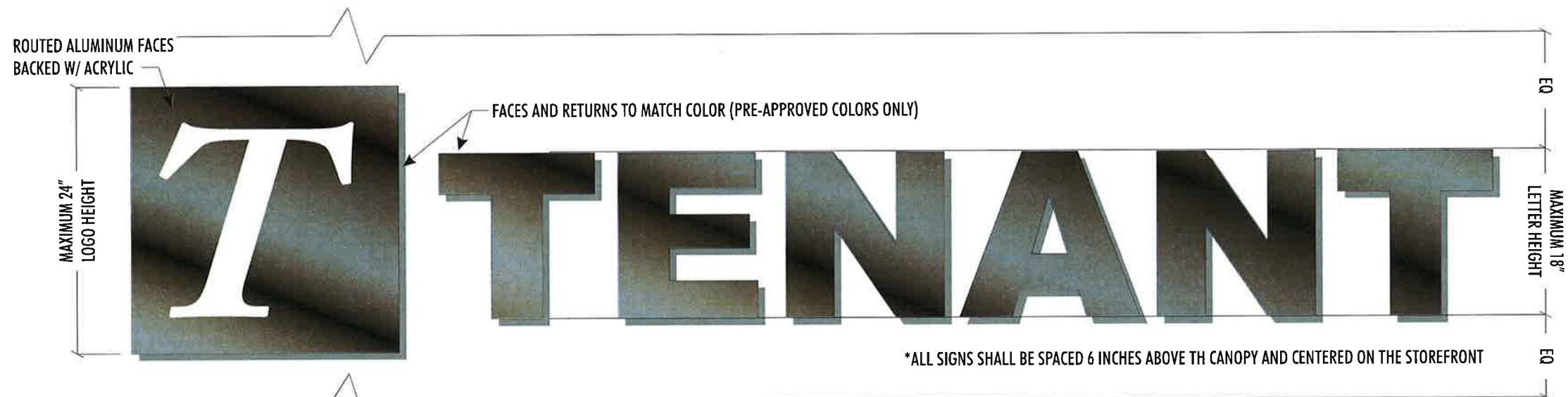


CONCEPTUAL DRAWING ONLY. NOT TO BE USED FOR CONSTRUCTION. ALL DIMENSIONS ARE TO FACE UNLESS NOTED OTHERWISE. ALL RIGHTS RESERVED. THIS DRAWING HAS BEEN REVISIONED FOR THIS PROJECT. ANY CHANGES TO THIS DRAWING WILL BE MADE BY WESCO SIGNS.

| | | | | | |
|------------|----------|---------------------------|----------------|--------------------|--|
| DATE: | 01/29/14 | CUSTOMER/PROJECT/ADDRESS: | PRESIDIO PLAZA | CUSTOMER APPROVAL: | |
| DRAWING #: | | | | LANDLORD APPROVAL: | |
| DRAWN BY: | GC | 401 S. EL CAMINO REAL | | REVISIONS: | |
| SCALE: | | SAN CLEMENTE, CA / 92672 | | SALES PERSON: | |
| | | | | | |

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

REVERSE CHANNEL LETTERS



*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. NO "INFORMATIONAL SIGN" SHALL EXCEED 18 SQ. IN. WITHOUT THE PROPER DISCRETIONARY PERMIT APPROVALS FROM THE CITY.

LIGHTING

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

- HALO ILLUMINATED PIN-MOUNTED REVERSE CHANNEL LETTERS
- L.E.D. LIGHTING ALLOWED
- EXPOSED NEON IS NOT PERMITTED

EXTERNAL LIGHTING OPTIONS:

- GOOSE-NECK LIGHTING
- SPOT LIGHTING

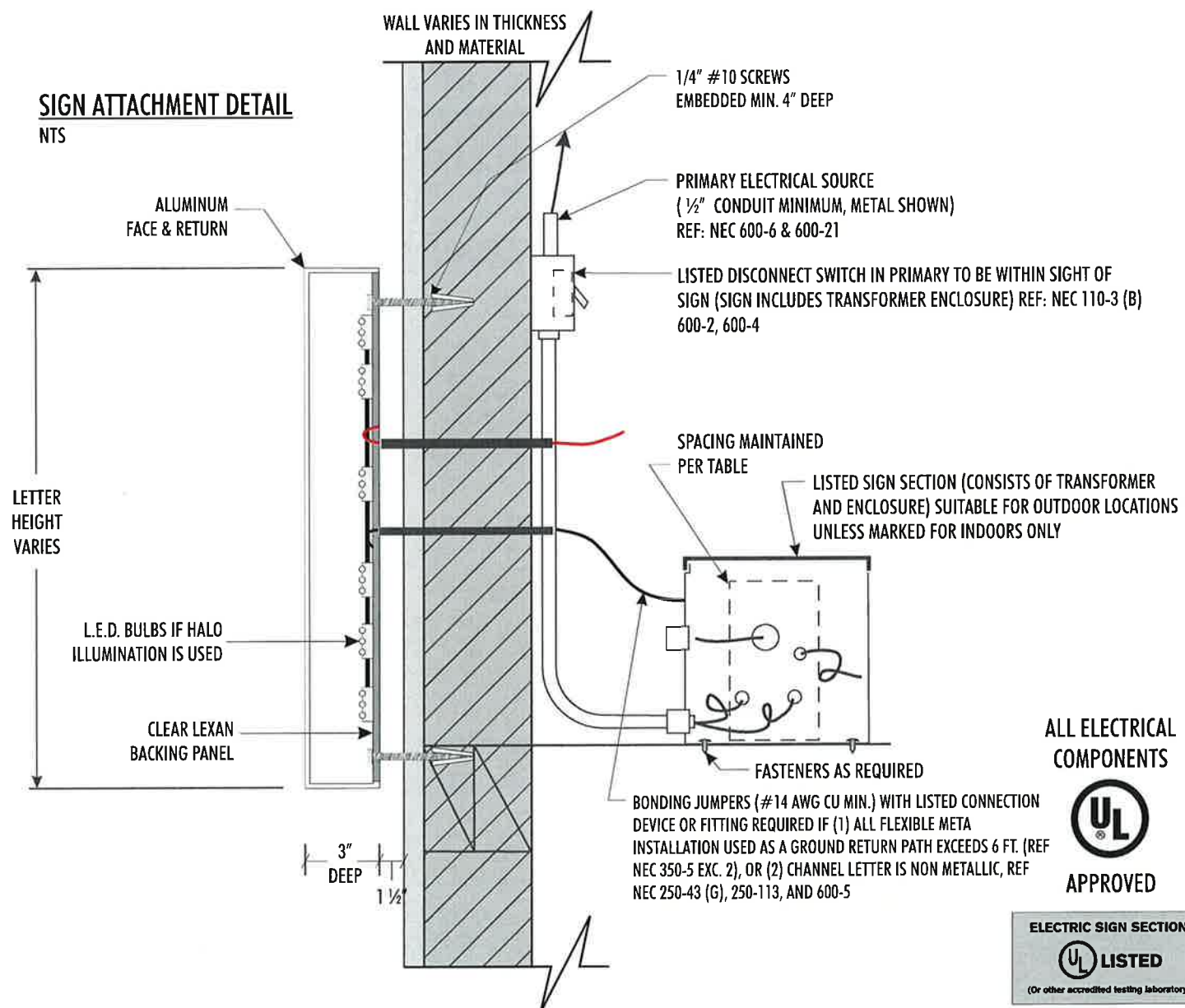
COLORS

THE FOLLOWING GUIDELINES ARE FOR SELECTING COLORS OF TENANTS SIGNAGE. THE PROJECT AND THE INDIVIDUAL BUILDING FACADE WILL CONSIST OF A VARIETY OF 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, SOPHISTICATED 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 | - RED #2461 & #2415 |
| - BLACK | - COPPER | - ORANGE #2564 |
| - RUST | - BRASS | - TURQUOISE #2308 |

SIGN ATTACHMENT DETAIL



ALL ELECTRICAL COMPONENTS



APPROVED



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

| | | | |
|-----------------|--|-------------------|------|
| DATE: 01/29/14 | CUSTOMER/PROJECT/ADDRESS: PRESIDIO PLAZA | CUSTOMER APPROVAL | DATE |
| DRAWING #: GC | 401 S. EL CAMINO REAL | LANDLORD APPROVAL | DATE |
| DRAWN BY: NOTED | SAN CLEMENTE, CA / 97672 | REVISIONS | |
| SCALE: | | SALES/PERSON | |

PROPERTY OF: WESCO SIGNS
 ALL RIGHTS RESERVED. This design has been created for your organization and their sole reproduction. No other organization may use this design without the express written consent of WESCO SIGNS.

WIGGLE
Architects

**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

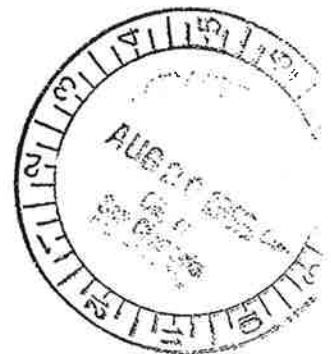
All colors and numbers listed below are Plexiglas brand acrylic manufactured by Rohm and Haas Company.

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



INTERSTATE 5
 FREEMAN BRIDGE
 RIGHT OF WAY

N 95° 21' 30" W 254.67'

283'-0"

RETAIL SHOPS

PARKING LOT
 PUB. LIGHT - SEE
 ELECT. DRWG.
 (TYP)

TRANSFORMER
 LOCATION - SEE
 ELECT. DRWG.

75' 0" x 9' 0" = 675.0'

55' 0" x 9' 0" = 495.0'

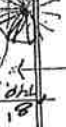
70' 7.5" = 52.61'

100' 7.5" = 30.0' 300.0'

NEW CONCRETE
 SIDEWALK
 12" MIN. THICK

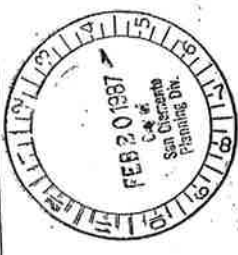
"ROMANITE" OR EQUAL
 STAMPED CONCRETE
 12" MIN. THICK
 CROWN/BLACK BED

CONCRETE BOARDS (S)
 80-R-1036-R W/LIGHT
 SANDBLAST FINISH BY
 JCF AND ASSOC., ORANGE, CA
 714-541-8088



NEW ASPHALT
 DRIVEWAY PER
 CITY OF S.C. 54
 (TYP)

SIDEWALK



SCALE: 1" = 20.00'

SITE PLAN

E EL CAMINO REAL

MONUMENT SIGN

- A
- 56' 30"
- 0'
- 15'
- 25'

- 205' 30"
- 20'
- 17'
- 38'

- 24' 27"
- 0.00'
- 30.00'

- 0' 27"
- 0.00'
- 7.68'

THESE PLANS HAVE BEEN REVIEWED BY THE SAN FRANCISCO BUILDING DEPARTMENT AND APPROVED FOR CONSTRUCTION. THE CITY ENGINEER DOES NOT RELIEVE THE CONTRACTOR OR OWNER FROM COMPLYING WITH ALL LAWS THAT APPLY TO THE BUILDINGS.

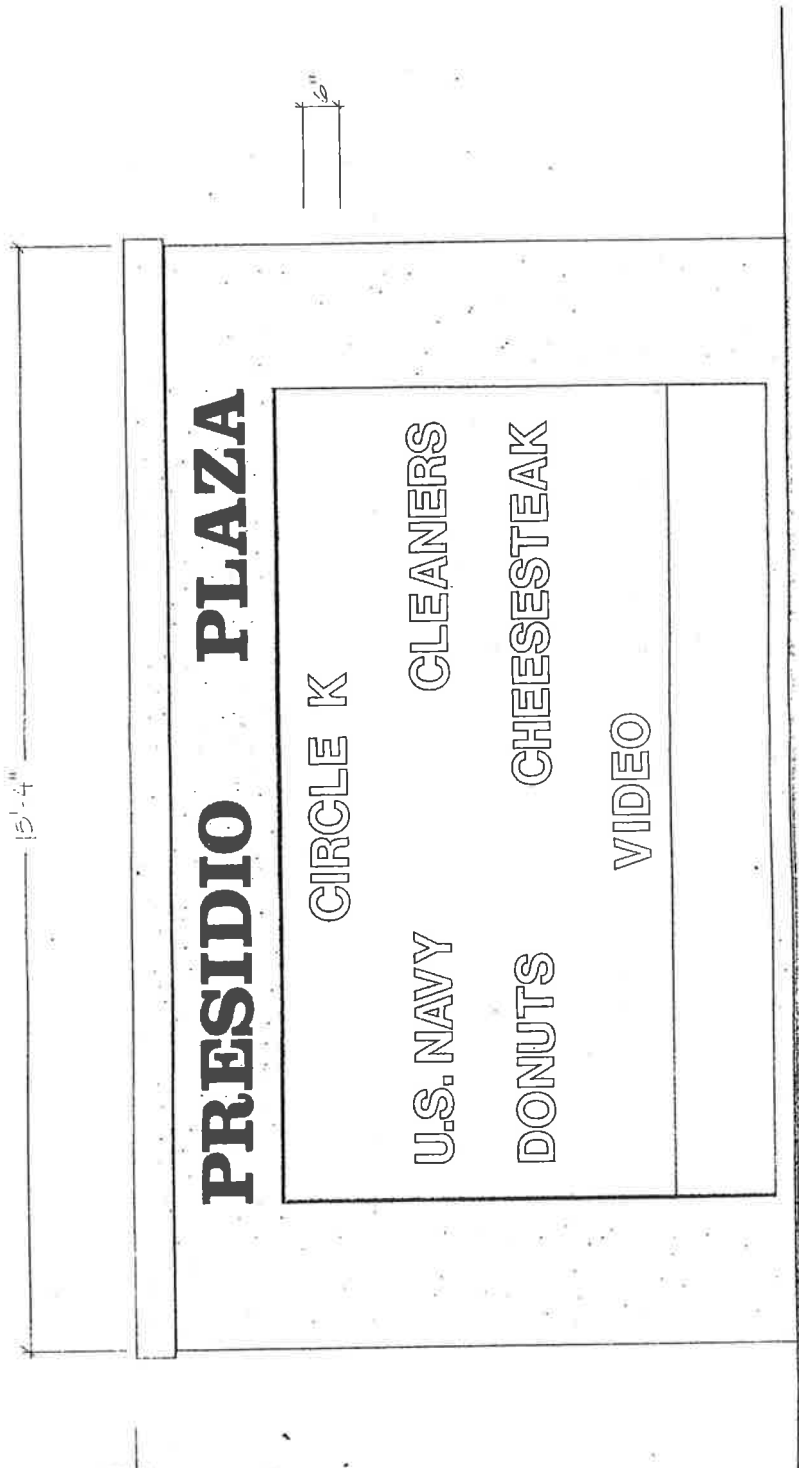
John A. Sullivan 10-2-1977

NAME _____ DATE _____

CITY OF SAN FRANCISCO
PLANNING DIVISION

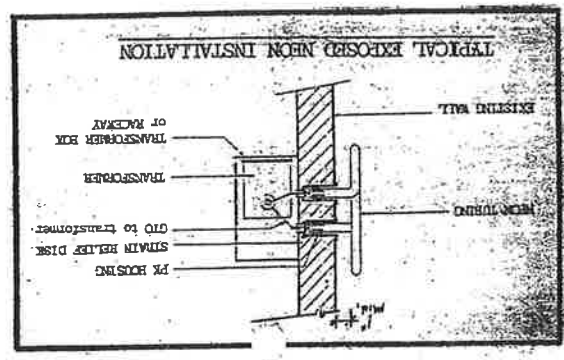
APPROVED

DATE: *10/2/77*
BY: *[Signature]*



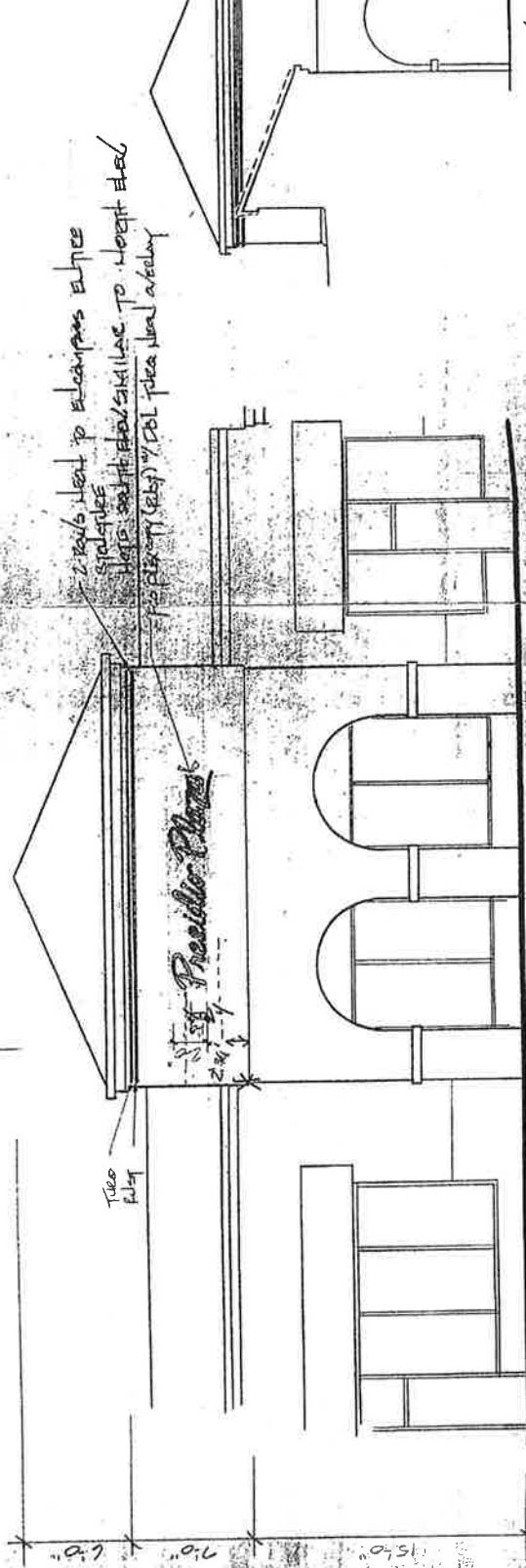
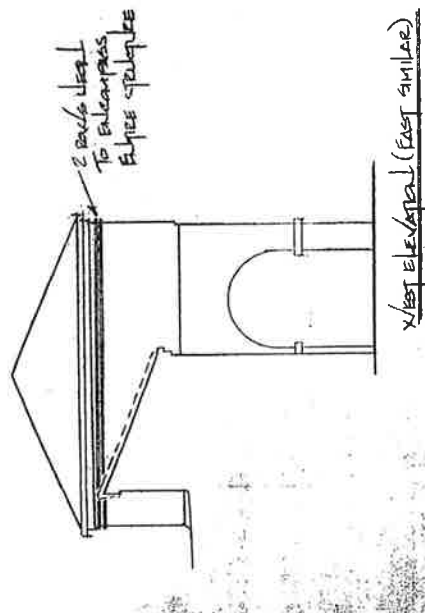
EXISTING STRUCTURE
LETTERS TO BE 6" ALUMINUM F.C.O.
PAINTED RAIN #1415 #2280 RUST

(c) Side lead of neon than Persiclio Plaza
 (c) lower signage to 2 3/4' from bottom cornice band



EXPOSED LEAD WALL SIGHT
 SAFETY STRIPES (S) - 15mm thick lead glass
 COPY - 4 Pcs - 2380 RBY 1/2" x 15mm thick lead glass DEL TUBE LEAD OVERLAY

TRANSFORMERS - CAT NO. 15039-T, heavy duty voltage
 15000 SEC VOLTS
 30 PRC MVA
 150 PRC V/A
 4.0 INCH DIA
 1 (GAL) TRANSFORMER PER EA. 55 FT. OF LEAD





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

These minutes were approved at the DRSC meeting of January 15, 2014

**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.

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