



STAFF REPORT SAN CLEMENTE PLANNING COMMISSION

Date: January 9, 2013

PLANNER:

Amber Gregg, Associate Planner

SUBJECT:

<u>Discretionary Sign Permit 12-330, Chevron Master Sign Program,</u> a request for a new Master Sign Program for an existing service station located 1729 South El Camino Real. The legal description being Lot 2, Block 9 and Tract 851,

Assessors Parcel Number 690-413-02.

REQUIRED FINDINGS

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

Discretionary Sign Permit, Section 17.16.250, is required for the Master Sign Program.

- 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, Design Guidelines, respective specific plan or Architectural Overlay District in which the sign is to be located;
- 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. If a freestanding sign is included in the sign application, the design, scale or location of the building dictates the use of freestanding signs, rather than building-mounted signs;

BACKGROUND

The proposed project is a request to consider a Master Sign Program for the Chevron Service Station and Extra Mile Market at 1729 S. El Camino Real. The business is currently being remodeled and the applicant would like to update the signage.

The project is a corner lot located at the north-east corner of El Camino Real and Avenida San Juan, and is also located at the terminus of the North I-5 El Camino Real exit (see Attachment 3 for site plan). It has approximately 331 feet of linear street frontage, which permits up to 331 square feet of signage.

There are three, previously approved, signs onsite; an internally illuminated monument sign and two un-illuminated canopy signs. During the discretionary review of the remodel and establishment of the convenience store use onsite, the monument sign was identified as being modified to include a smooth stucco exterior, and the canopy signs are mentioned as existing, with no modifications proposed. The monument sign is approximately six feet tall and nine and a half feet wide and measures 50 square feet. When the remodel is complete, the foundational portion of the sign will have a smooth white stucco finish consistent with the building design. The canopy signs are 20 square feet each and remain un-illuminated and un-modified. The pump stations are proposed to be unchanged and total 28 square feet of signage.

The project requires a Discretionary Sign Permit for a new Master Sign Program, pursuant to Municipal Code Section 17.84.020.G.2.d, for, "Any gas/service station that proposes new signs or modifications to existing signs, except as allowed by State law."

The required public hearing notice was conducted for the project. As of the date of this report preparation, no comments have been received from the public.

PROJECT DESCRIPTION

The proposed project requests to add a new monument sign next to the south elevation of the building. The monument sign, which reads "Extra Mile" is 27 square feet and the companies trademark logo. The sign has a three foot tall, seven and a half foot wide, base that will be treated with a smooth white stucco finish. On top of the support, the sign is three and a half feet tall, for a total combined height of six and a half feet. The total of the new and existing signage is 144 square feet, well under the permitted 331 square feet.

<u>Table 1</u> <u>Signage Breakdown</u>

| Sign | Size of Sign | |
|------------------------|--------------------|--|
| Existing Monument Sign | 50 sf | |
| Canopy Signs | 40 sf (20 sf each) | |
| Pump Stations | 28 sf | |
| New Monument Sign | 26 sf | |
| Total | 144 sf | |

Discretionary Sign Permit

Section 17.84.020.G.2.d of the Zoning Ordinance requires a Discretionary Sign Permit (DSP) to be approved for any new or modified signage associated with service stations. The applicant is proposing to maintain the monument sign, canopy signs and pump signage, and add a new monument sign adjacent to the building. The free standing monument sign design was selected and encourage by the DRSC because of the lack of space on the building to have a wall mounted sign. The location of the sign is on the south end of the building facing El Camino Real. The minimalistic design of the monument sign structure is consistent with Spanish Colonial Revival Architecture and is complimentary to the design of the building. The sign is internally illuminated, same as the rest of the signs, providing contrast between the sign and the adjacent building.

There is already one monument sign on-site, but since the site fronts two streets the code permits the use of a second monument sign (one monument sign per street frontage). The existing monument sign fronts Avenida San Juan; the prosed sign will front El Camino Real.

Below is a summary on how the project meets the findings:

- 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, Design Guidelines, and architecture of the building in that the project is not located in the Architectural Overlay, however the supporting structures of the signs are being treated with a smooth white stucco finish to match the building and the lighting will be internally illuminated to match the other on-site signs.
- b. The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves in that it utilized the same finishing materials as the building and canopy.
- c. The design and scale of the sign is appropriate to the distance from which the sign is normally viewed in that the size of the letters on the sign are approximately 18 inches in height and scaled appropriately for its location at the south end of the building, approximately 30 feet from the street.
- d. The design and materials of the sign provide a contrast between the background and letters in that the building is white with dark brown trim and the sign is brown and orange.
- e. The design of the building, given that its on an angle and has minimal wall space to adhere a wall sign to, dictates the use of a monument sign rather that a wall sign.

Design Review Subcommittee

The project was reviewed by the DRSC on November 28, 2012. At that meeting DRSC reviewed a proposed wall sign to be located on the south end of the building. The DRSC felt the sign was awkward in the space as it was not centered and too large for the available area. DRSC suggested a monument sign design as opposed to a wall sign. DRSC also supported the use of internal illumination to be consistent with the other on-site signage. No other modifications to signage were discussed as the signs are existing.

GENERAL PLAN CONSISTENCY

The following table summarizes how the proposed project is consistent with policies in the City of San Clemente General Plan.

Table 2 - General Plan Consistency

| General Plan Policy | Consistency Finding |
|--|--|
| 2.IV.B Preserve and strengthen San Clemente's unique atmosphere and historic identity as "The Spanish Village by the Sea." | Consistent. The new signage proposed for the building is consistent with the Design Guidelines which requires signs to be consistent with the architecture of the building. The building reflects Spanish Colonial Revival architecture as viewed from El Camino Real. |

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 in anyway.

CALIFORNIA COASTAL COMMISSION REVIEW

The project is not located within the Coastal Zone and therefore is not subject to their review.

ALTERNATIVES; IMPLICATIONS OF ALTERNATIVES

1. The Planning Commission can concur with staff and approve the new Master Sign Program.

This is the recommended action. This action would result in the applicant installing a new sign monument sign consistent with the architecture of the structure.

2. The Planning Commission can, at its discretion, add, modify or delete provisions of the proposed project or conditions.

This action would result in any modifications being incorporated into the project.

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

This action would result in the applicant not being able add the new monument sign, or a new Master Sign Program to be developed and proposed. The applicant would have the option of appealing a denial to City Council.

RECOMMENDATION

STAFF RECOMMENDS THAT the Planning Commission approve DSP 12-330, Chevron Mast Sign Program, subject to the attached Resolution and Conditions of Approval.

Attachments:

- Resolution No. 13-002
 Exhibit A Conditions of Approval
- 2. Location Map
- 3. Photographs
- 4. Plans

RESOLUTION NO. PC 13-002

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN PERMIT NO. 12-330 A REQUEST FOR A NEW MASTER SIGN PROGRAM FOR A CHEVRON SERVICE STATION LOCATED AT 1729 S. EL CAMINO REAL

WHEREAS, on September 26, 2102 an application was submitted, and deemed completed on October 25, 2012, by Eddie Vidales of Donco and Sons, Inc., 1410 North Daly Street, Anaheim, CA, 92806, a request for a new Master Sign Program located at 1729 South El Camino Real. The project site is within the Neighborhood Commercial zoning district (NC3). The legal description being lot 2 of Block9 and Tract 852, and Assessor's Parcel Number 690-413-02; 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 a new Master Sign Program for a service station and only one new sign will be added; and

WHEREAS, on November 28, 2012, 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 January 9, 2013, 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:

- <u>Section 1:</u> 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 a new Master Sign Program and only one new sign on an existing building in an urbanized commercial zone; and
- <u>Section 2:</u> The design, including scale, length and materials, of the sign is consistent with the intent of the design elements of the General Plan and Design Guidelines, in that the applicant is well under the permitted amount of signage allowed for the site and the design of the sight is compatible with the existing on-site signage and the newly remodeled building.
- <u>Section 3:</u> The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves in that the applicant is matching the structural support of the sign with the materials and finish of the building and the other monument sigh located on site, smooth white stucco finish.

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<u>Section 4:</u> The design and scale of the sign is appropriate for the distance from which the sign is normally viewed in that the only new sign is scaled appropriately for its location, adjacent to the new convenience store, and measures approximately three feet tall and seven feet wide.

<u>Section 5:</u> The design and materials of the sign provide a contrast between the background and letters in that the new sign is an internally illuminated acrylic sign on a white smooth stucco base.

<u>Section 6:</u> The Planning Commission of the City of San Clemente hereby approves DSP 12-330, Chevron Sign Program, 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 January 9, 2013.

| 3 | |
|---|-------|
| | 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 January 9, 2013, and carried by the following roll call vote:

AYES:

COMMISSIONERS:

NOES:

COMMISSIONERS:

ABSTAIN:

COMMISSIONERS:

ABSENT:

COMMISSIONERS:

EXHIBIT A

CONDITIONS OF APPROVAL DSP 12-330, Chevron Station Signage

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 January 9, 2013, 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.

(Plng.)

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.)____

- 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] (Plng.)
- 4. DSP 12-330 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] (Plng.)

A use shall be deemed to have lapsed, and DSP 12-330 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] (Plng.)

- 5. The owner or designee shall have the right to request an extension of DSP 12-107 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] (Plng.)
- 6. A separate Building Permit is required for the proposed signage. Plans to construct new signage, add or alter to the existing signage, add or alter structural, mechanical, electrical or plumbing features of the building 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.)
- 7. Prior to issuance of building permits, code compliance will be reviewed during building plan check. [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.)
- 8. 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]

- 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]
- 10. In the event El Camino Real is widened in the future or modified such that the City Engineer determines that the existing signage limits the line of sight for drive approaches, the property owner or its designee shall relocate the signage and its structures to an acceptable location as approved by the Planning and Engineering Departments. Modification to facilities may require the approval of the City Planner or further discretionary permits.
- 11. A detailed landscaping plan for the new monument sign shall be submitted for review and receive approval prior to building permits being issued.

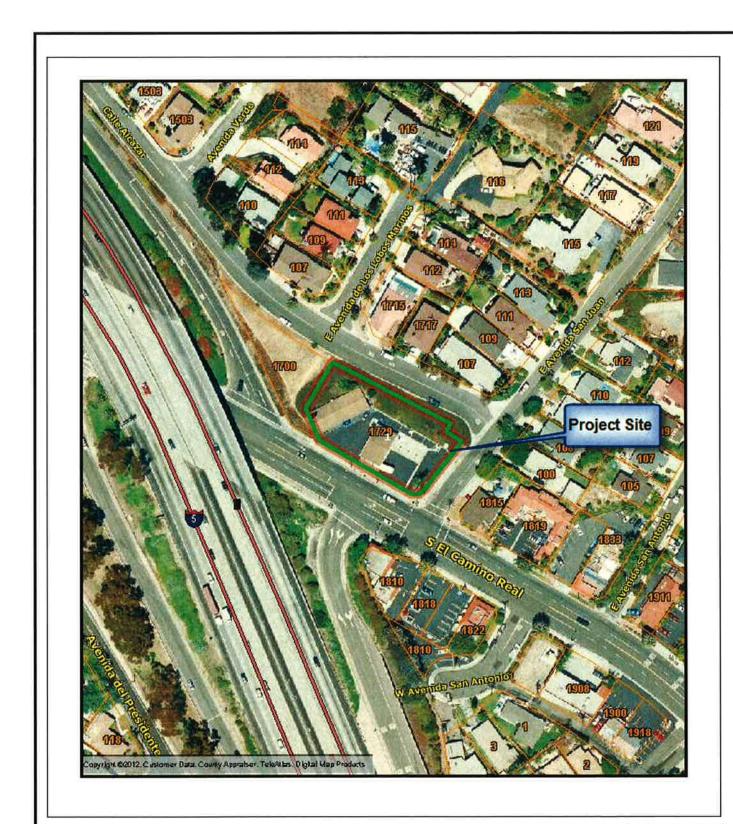
- Denotes a modified standard Condition of Approval
- ■■ Denotes a project specific Condition of Approval

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



LOCATION MAP

DSP 12-330, Chevron Master Sign Program 1729 S. El Camino Real

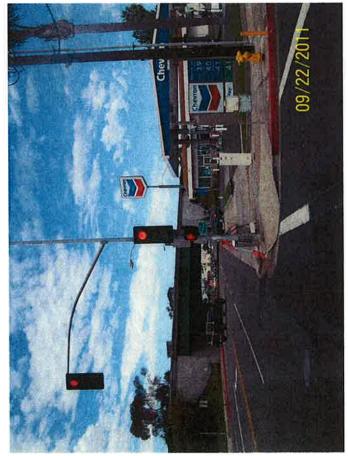


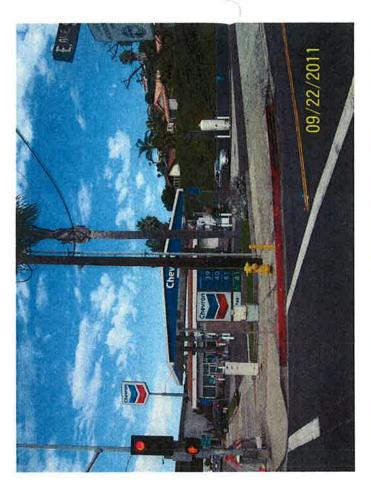
ATTACHMENT 3

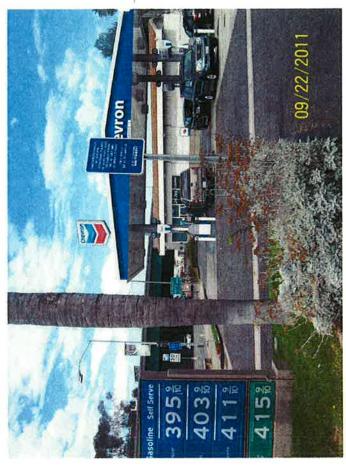


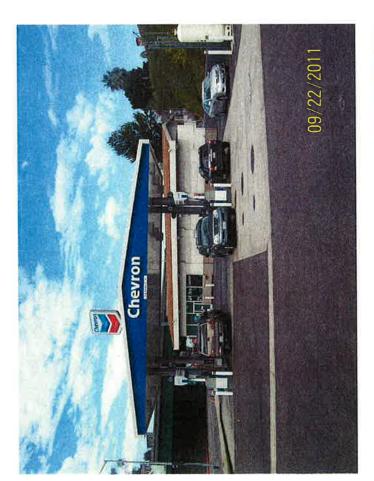


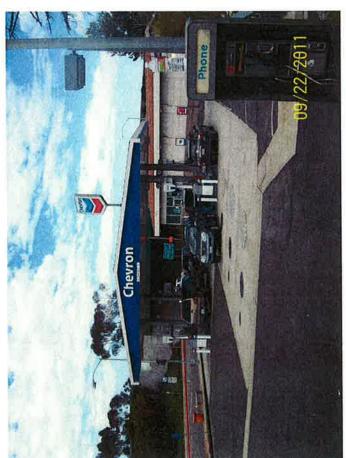






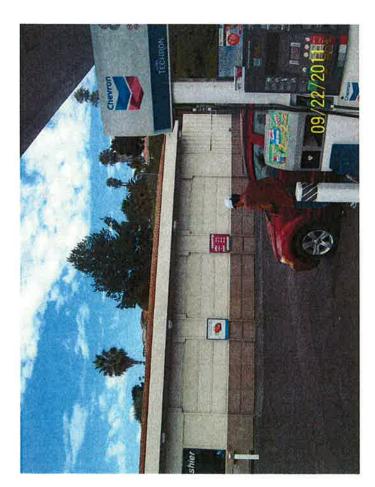












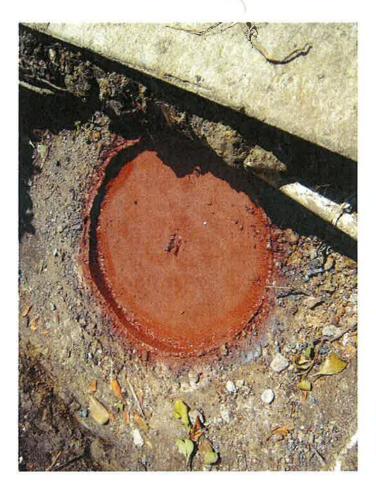


















ATTACHMENT 4



Donco & Sons, Inc.
Signs - Lighting - Electrical
HATON Days Removement, CA 99802-1992
Ph. (TAY) 254-4009
CA St. Let. #4450116 Off-CAS-60199

CUSTOMER:

G&M OIL COMPANY, INC. 16868 A STREET HUNTINGTON BEACH, CA 92647 (714) 375-4700

SITE PLAN

G&M #132 1729 S, EL CAMINO REAL SAN CLEMENTE, CA PROJECT ADDRESS;

DATE: 12-11-12

REVISION DATE

2 3

SCALE: 1 4

SHEET N

1 OF

DRAWN:

ALL RIGHTS R

All designs & price declusive pro "Donco & Sons, may not be c distributed, m reproduced or c used written permi Any un-authoriz duplication will to 20% charge per o per the value of th

NAUL NAS ACINDA B 30 CALLE ALCAZAR (3) o \bigcirc 20F2 O @ o 2 OF 4 4 OF 4 EL CAMINO REAL CANOPY 30F4 213'-11" 0 P P P EXISTING CONCRETE DRIVEWAY TO REMAIN 118-2"

CABINET SIGN ON BASE

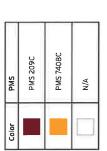


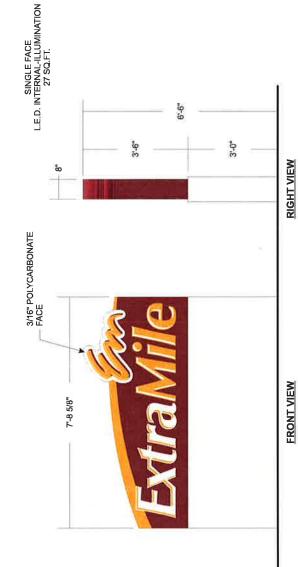


Signs - Ughting - Electrical 1410 N Day St Anstern, CA 92850-1602 Ph. (714) 254-0009 Pt. (714) 254-0199 CA St. Le. A435916 G10-045-051 Donco & Sons, Inc.

CUSTOMER:







LA HABRA STUCCO #X-50 "CRYSTAL WHITE" TO MATCH BUILDING

.063" ALUMINUM BACK 8.040" ALUMINUM RETURN

SIGN PLAN

G&M OIL COMPANY, INC. 16868 A STREET HUNTINGTON BEACH, CA 92647 (714) 375-4700

G&M #132 1729 S. EL CAMINO REAL SAN CLEMENTE, CA PROJECT ADDRESS:

DATE: 12-11-12

REVISION DATE

7 က SCALE: 1/2" = 1'

SHEET NUMBER

2 OF 4

DRAWN: A.S.

ALL RIGHTS RESERVED

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LEFT VIEW

EXISTING



PROPOSED



Self Serve

Gasoline

Chevron

8'-5 1/2"

Regular



PROJECT ADDRESS:

G&M #132 1729 S. EL CAMINO REAL SAN CLEMENTE, CA

5'-11 1/2"

Plus

000%

Supreme

366°

866

FastPay

798 898

nevror

Diesel No. 2

ExtraMile

REVISION DATE

SCALE: 1/2" = 1"

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Signs - Lighting - Electrical 1410 N Day St. Anahem, CA 92805-1502 Ph. (714) 254-0039 Ph. (714) 284-0199 CA St. Lo. #438516 G10-C45-051 Donco & Sons, Inc.

CUSTOMER:

SIGN PLAN

DATE: 12-11-12

7 က 4

SHEET NUMBER

3 OF 4

50 SQ.FT. QTY: ONE (1)

(E) PRICE SIGN INTERNALLY ILLUMINATED

(**m**)

REFACE (E) APC FACE ONLY NO CHANGE TO STRUCTURE OR SQUARE FOOTAGE

DRAWN: A.S.

ALL RIGHTS RESERVED

0 10E 301; 301; TECHIRON 39" 13 20, 12

CHEVRON DISPENSERS FRONT VIEW

(0)

EXISTING

7 SQ FT QTY: FOUR (4)

SIGN PROPOSAL

| CONTRACTOR: DONCO & SONS, INC. 1410 N. DALY STREET ANAHEIM, CA 92806 LICENSE #435616 EXP: 2-28-13 JOB ADDRESS: G&M #132 1729 S. EL CAMINO REAL SAN CLEMENTE, CA 92672 CODE DESCRIPTION A (V) MONUMENT ID SIGN B (E) PRICE SIGN B (E) PRICE SIGN C (E) DISPENSERS & GERAPHICS C (E) DISPENSERS & GERAPHICS D (E) CANOPY LETTERS | ACTOR: NC. DRESS: DRESS: ON GATY SOFT. GIN 1 27 GIN 1 27 GIN 1 27 GIN 1 27 SIGNS: SIGN | G&M 1686 HUN AND 7144; 20 27 27 50 50 50 7 28 20 40 | 1686 HUN AND 714-5 714-5 50 50 50 40 40 | G&M OIL COMPANY 16868 "A" STREET HUNTINGTON BEACH, CA 92647 ANDREA MUNOZ 714-375-4700 SCHEDULE TOTAL REMARKS 27 IN PLANTER ON SOUTH-WEST CORNER OF LOT 50 REFACE EXISTING SIGN ONLY 28 EXISTING TO REMAIN UNCHANGED 40 EXISTING TO REMAIN UNCHANGED |
|---|--|---|--|--|
|---|--|---|--|--|

THE FOLLOWING APPLIES TO ALL ELECTRICAL SIGNS U.L. LABELS, EXTERNAL DISCONNECT SWITCHES CONNECT TO EXISTING ELECTRICAL CIRCUIT



(CHEVRON CANOPY LETTERS FRONT VIEW

20 SQ FT QTY: TWO (2)

EXISTING



Donco & Sons, Inc.
Signs - Lighting - Electrical
HATON Day ST Annham CA 9280G-1802
Ph (First Sections)
CA ST. Lie AA38618 C10-C46-C81

CUSTOMER:



G&M OIL COMPANY, INC. 16868 A STREET HUNTINGTON BEACH, CA 92647 (714) 375-4700

SIGN PLAN

PROJECT ADDRESS:

G&M #132 1729 S. EL CAMINO REAL SAN CLEMENTE, CA

DATE: 12-11-12

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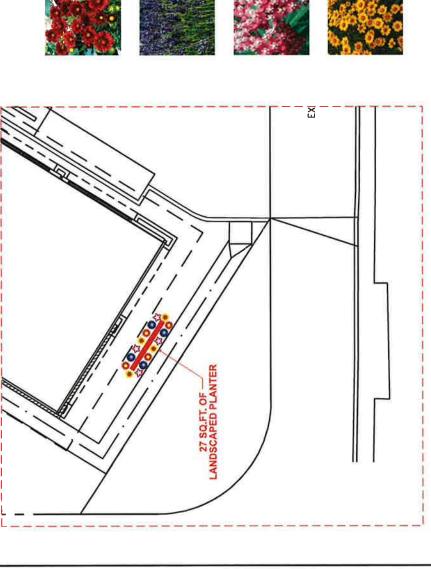
4 OF 4

DRAWN: A.S.

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GAILLARDIA GRANDIFLORA BURGANDY DROUGHT TOLERANT; 30" MATURITY HEIGHT



LANDSCAPE PLAN



LAVANDULA ANGUSTIFOLIA MUNSTEAD DROUGHT TOLERANT; 18" MATURITY HEIGHT

G&M #132 1729 S. EL CAMINO REAL SAN CLEMENTE, CA

PROJECT ADDRESS.

DATE: 12-11-12

REVISION DATE



ASCLEPIAS INCARNATA SOULMATE DROUGHT TOLERANT; 24" MATURITY HEIGHT

ო 4

7



SCALE: 1/8" = 1"

COREOPSIS GRANDIFLORA SUNFIRE DROUGHT TOLERANT; 24" MATURITY HEIGHT



G&M OIL COMPANY, INC. 16868 A STREET HUNTINGTON BEACH, CA 92647 (714) 375-4700

SHEET NUMBER SCALE: NTS 1 or 1

DRAWN: A.S.

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