



AGENDA REPORT
SAN CLEMENTE CITY COUNCIL MEETING
Meeting Date: April 3, 2012

Agenda Item 7B
Approvals:
City Manager [Signature]
Dept. Head _____
Attorney _____
Finance _____

Department: Community Development
Prepared By: Sean Nicholas, Associate Planner

Subject: *APPEAL OF A PORTION OF APPROVED MINOR ARCHITECTURAL PERMIT 11-219, U-HAUL COLOR CHANGE.*

Summary: On February 22, 2012, the Zoning Administrator approved a Minor Architectural Permit for façade improvements to the U-Haul building located at 310 Avenida Pico, but denied their request for an Orange Wave Line design element (attachment 3). The applicant is appealing the Zoning Administrator's denial of the Orange Wave Line element.

The wave line was denied because staff and the City Attorney determined that it meets the definition of a sign. The City defines a sign as that which, "...is used or intended to be used to attract attention to the subject matter for advertising, directional or informational purposes." There is already 420 square feet of signage located onsite (approved in 1981), and 420 square feet is permitted. The Orange Wave Line would add 239 square feet of signage and therefore is not allowed without a Sign Exception Permit. Further, from an aesthetic and design perspective, Design Review Subcommittee and staff were not supportive of the element as the bright orange color and shape is out of character with the building and not consistent with the Design Guidelines which requires earth tone colors and compatibility with Spanish Colonial Revival Architecture.

The applicant does not agree that the Wave Line is signage, but rather an architectural element, and therefore can be placed on the building. U-Haul's position is that the element is similar to the existing Straight Orange Line trim approved in 1981 as an architectural element. It should be noted that the Orange Straight Line painted on the building was approved prior to the Architectural Overlay in North Beach was established. U-Haul states that the Orange Wave Line is merely an update of the Straight Orange Line. U-Haul has selected the Orange Wave Line element because they believe that it mirrors the Ocean, strengthens its ties to the North Beach area, and that it breaks up the massing of the structure.

Design Review Subcommittee (DRSC) and staff reviewed the element and determined, even if the Orange Wave Line is considered an architectural element, it is still out of character with the building and not consistent with the Design Guidelines. It was the recommendation of DRSC and staff that the feature be removed. While the Design Guidelines support architectural relief to break up mass, a modern element such as the metal Orange Wave Line shape is not consistent with the architecture. Additionally, even if painted on the building the design and placement would be distinctly out of character with the City's architectural style.

Based on the analysis, staff's position is that the design, color, and placement of the Orange Wave Line element is signage, and substantial signage exists to identify the site as being a U-Haul facility. If the Orange Wave Line is an architectural feature, DRSC and staff remain unsupportive of the design as it is not consistent with the character of the building and not consistent with the City's Design Guidelines.

Recommended**Action:**

STAFF RECOMMENDS THAT the City Council uphold the Zoning Administrators approval of Minor Architectural Permit 11-219, U-Haul Color Change, which would result in multiple façade and site improvements being approved, but deny the Orange Wave Line element.

Fiscal Impact:

None.

Attachments:

Attachment 1: Resolution

Exhibit 1: Conditions of Approval

Attachment 2: Location Map

Attachment 3: Applicant's (U-Haul) Appeal Letter

Attachment 4: Zoning Administrator Staff Report and Minutes from February 22, 2012 (excerpted)

Attachment 5: Design Review Subcommittee Staff Report and Minutes from June 15, 2012 (excerpted)
Plans

Notification:

In compliance with State and Municipal Code requirements.

RESOLUTION NO.

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN CLEMENTE, CALIFORNIA, UPHOLDING THE APPROVAL OF THE ZONING ADMINISTRATOR'S APPROVAL OF MINOR ARCHITECTURAL PERMIT 11-219, U-HAUL FAÇADE ENHANCEMENTS, A REQUEST FOR FAÇADE ENHANCEMENTS FOR THE U-HAUL FACILITY LOCATED AT 310 EAST AVENIDA PICO

WHEREAS, on May 18, 2011 an application was submitted, and on November 14, 2011 completed by Jim Lorimer, 2727 North Central Avenue 9-N, Phoenix, Arizona, 85004, for a Minor Cultural Heritage Permit for façade enhancements to the existing U-Haul facility located at 310 East Avenida Pico, Assessors Parcel Number 691-433-02; and

WHEREAS, the Planning Division completed an initial environmental assessment of the above matter in accordance with California Environmental Quality Act (CEQA) and recommends that the Zoning Administrator determine this project categorically exempt from CEQA as a Class 1 exemption pursuant to CEQA Guidelines Section 15301 because it involves a minor addition to an existing facility which will not have an adverse impact to the environment; and

WHEREAS, on June 16, 2011, the City's Design Review Subcommittee considered the proposed project and recommended design modifications to the applicant; and

WHEREAS, on December 7, 2011, the Zoning Administrator held a duly noticed public hearing on the subject application and considered evidence presented by the City staff, the applicant, and other interested parties, and continued the item to December 21, 2011; and

WHEREAS, on December 21, 2011, the Zoning Administrator held a duly noticed public hearing on the subject application and considered evidence presented by the City staff, the applicant, and other interested parties, and continued the item to January 18, 2012; and

WHEREAS, on January 18, 2012, the Zoning Administrator held a duly noticed public hearing on the subject application and considered evidence presented by the City staff, the applicant, and other interested parties, and tabled the item until the applicant presented a final proposal; and

WHEREAS, on February 22, 2012, the Zoning Administrator held a duly noticed public hearing on the subject application and considered evidence presented by the City staff, the applicant, and other interested parties, and approved the proposed façade and site improvements without the Orange Wave Line feature; and

WHEREAS, on March 1, 2012, the applicant appealed the approval without the Orange Wave Line feature to the City Council; and

WHEREAS, on April 3, 2012, the City Council held a duly noticed public hearing on the subject application and considered evidence presented by the City staff, the applicant, and other interested parties.

NOW, THEREFORE, the City Council of the City of San Clemente hereby resolves as follows:

Section 1: The project is categorically exempt from CEQA as a Class 1 exemption pursuant to CEQA Guidelines Section 15301 because it involves a minor addition to an existing structure which will not have an adverse impact to the environment.

Section 2: The architectural treatment of the project complies with the San Clemente General Plan, Zoning Ordinance, and Design Guidelines in areas including, but not limited to, height, setbacks, and color, in that the project is trying to improve the existing façade and enhance the landscaping for the project site. With the conditioned modifications to the project, the site will comply with the City's Design Guidelines. The Orange Wave Line element does not comply with the Zoning Ordinance as it signage and would therefore exceed the total permitted signage permitted for the property. Additionally, the Orange Wave Line element is not consistent with the Design Guidelines as it is a modern feature and not consistent with the architectural style required in that portion of the City.

Section 3: The general appearance of the proposal is in keeping with the character of the neighborhood and is not detrimental to the orderly and harmonious development of the City in that the area is adjacent to the City's Maintenance Yard and overlooks North Beach in general. The proposed improvements, with the modifications as conditioned, will comply with the City's Design Guidelines and will be consistent with the area. The Orange Wave Line element proposed by the applicant is not consistent with the Design Guidelines as it is a modern feature and not consistent with the architectural style required in that portion of the City.

Section 4: The proposal is not detrimental to the orderly and harmonious development of the City in that the modifications will continue the existing use with some site and façade improvements.

Section 5: The City Council hereby upholds the Zoning Administrator's approval of the categorical exemption and MAP 11-219, Pico U-Haul Façade Enhancements, subject to the above findings, and the Conditions of Approval attached hereto as Exhibit 1.

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PASSED AND ADOPTED this ____ day of _____, _____.

ATTEST:

City Clerk of the City of
San Clemente, California

Mayor of the City of
San Clemente, California

STATE OF CALIFORNIA)
COUNTY OF ORANGE) §
CITY OF SAN CLEMENTE)

I, JOANNE BAADE, City Clerk of the City of San Clemente, California, do hereby certify that Resolution No. _____ was adopted at a regular meeting of the City Council of the City of San Clemente held on the _____ day of _____, _____, by the following vote:

AYES:

NOES:

ABSENT:

IN WITNESS WHEREOF, I have hereunto set my hand and affixed the official seal of the City of San Clemente, California, this ____ day of _____, _____.

CITY CLERK of the City of
San Clemente, California

Approved as to form:

City Attorney

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CONDITIONS OF APPROVAL
MAP 11-219, Pico U-Haul Façade Enhancements

1. 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.)_____
2. 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.)_____
3. MAP 11-219 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 MAP 11-219 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.)_____

4. The owner or designee shall have the right to request an extension of MAP 11-219 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 by the final decision making authority that ultimately approved or conditionally approved the original application. *[Citation - Section 17.12.160 of the SCMC]* (PIng.)_____

5. Prior to the issuance of building permits, the applicant or designee shall include within the first four pages of the working drawings a list of all conditions of approval imposed by the final approval for the project. *[Citation - City Quality Insurance Program]*

(PIng.)_____(Bldg.)_____

6. Prior to issuance of certificate of occupancy, the project shall be develop in conformance with the site plan, floor plans, elevations, details, and any other applicable submittals approved by the City Council on April 3, 2012, subject to the Conditions of Approval.

Any deviation from the approved site plan, floor plans, elevations, details, or other approved submittal shall require that the owner or designee 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.

[Citation - Section 17.12.180 of the SCMC]

(PIng.)_____

7. Remove the orange wave line from all elevations of the proposed façade enhancements. ■■ (PIng.)_____

8. The applicant shall maintain the landscaping and irrigation as approved on the final landscape plans in good condition. If landscaping dies and/or irrigation ceases operation, the applicant shall replace all dead landscaping with matching plant material and repair broken irrigation as necessary.

■■(PIng.)_____

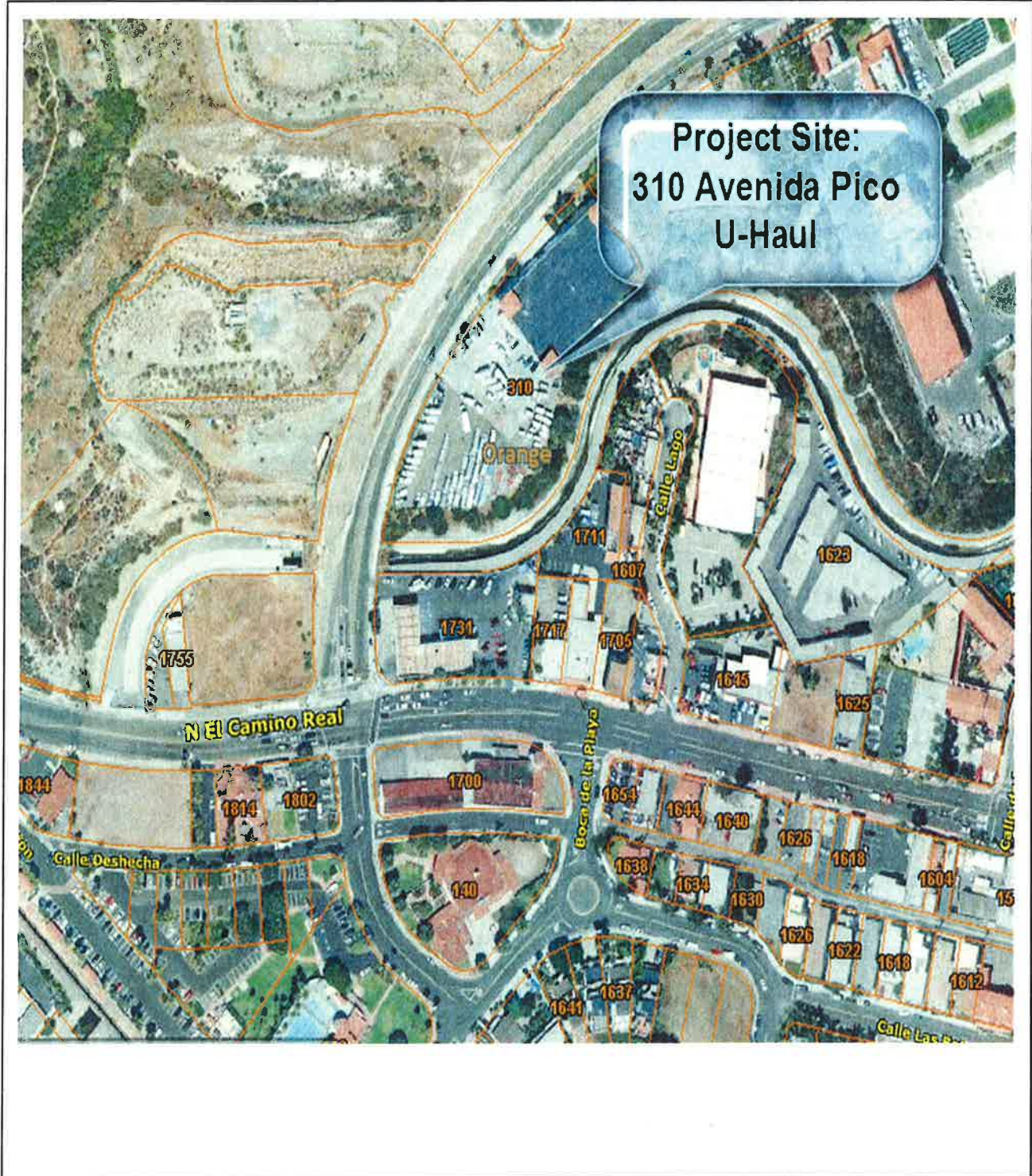
All Conditions of Approval are standard, unless indicated as follows:


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



LOCATION MAP

MAP 11-219, Pico U-Haul Façade Enhancements
310 Avenida Pico



No scale 

7B-9

AMERCO[®]

REAL ESTATE COMPANY

AMERCO REAL ESTATE COMPANY • 2727 N. CENTRAL AVE. • PHOENIX, AZ 85004
PHONE: (602) 263-6502 • FAX: (602) 277-1026

March 1, 2012

City of San Clemente
Planning Division
910 Calle Negocio, Suite 100
San Clemente, California 92672

RE: Appeal to City Council regarding Minor Architectural Permit 11-219

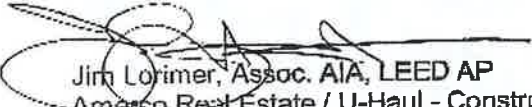
To whom it may concern,

Amerco Real Estate would like to appeal to the City Council of San Clemente regarding the Zoning Administration decision on the Minor Architectural Permit 11-219.

This is specifically in regard to classifying the wave element as a sign. Our stance is that this element is not a sign but an architectural enhancement that breaks up the existing plane.

Therefore we would like to be put on the next available City Council agenda.

Sincerely,



Jim Lorimer, Assoc. AIA, LEED AP
Amerco Real Estate / U-Haul - Construction
2727 N Central Avenue 9-N
Phoenix, AZ 85004
P: 602.263.6502 x615133
F: 602.277.1026
jim_lorimer@uhaul.com



STAFF REPORT

SAN CLEMENTE ZONING ADMINISTRATOR

Meeting Date: February 22, 2012

PLANNER: Sean Nicholas, Associate Planner

SUBJECT: Minor Architectural Permit 11-219, Pico U-Haul Façade Enhancements, a request for a façade enhancement of the U-Haul facility.

LOCATION: 310 Avenida Pico

ZONING: Manufacturing Zoning District (M-2)

BACKGROUND:

- The project site is 9,710 square feet, with a 24,000 square foot two story storage facility and outdoor U-Haul truck storage established in 1981.
- The applicant is proposing several façade enhancements for this location including:
 - Repainting the primary building and towers-Paio de Baxio White (off-white color)
 - Accent color for the stucco inset arches-Serrada Taupe (tan color)
 - Smaller arch accent color for the towers-Serodio Smokehouse (dark brown)
 - Repaint existing signage (no modification to the signs other than color)
 - Addition of two blue awnings
 - New pin mounted metal orange wave line on parking lot elevation, and hand painted orange wave line along Pico elevation
 - New landscaping along Pico
- The project requires a Minor Architectural Permit consistent with Municipal Code Section 17.16.100(C), because the project site is a nonresidential building and the exterior modifications are significant enough that a Minor Architectural Permit is required.
- The project was reviewed by the Design Review Subcommittee (DRSC) on June 15, 2011. A copy of that staff report and minutes are provided under Attachment 3. The DRSC stated that they were in support of improvement of the facility, but had the following recommendations for the applicant and Zoning Administrator:

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- The orange wave line, while DRSC understood the importance of branding, seemed out of place on the building and either needed to be redesigned or removed.
 - The awnings, as proposed, did not seem to add anything to the architecture, and the DRSC was unsure if it would actually provide protection from the rain.
 - They stated that the building should be a true white as staff recommended.
 - The towers should be white with the darker accent color used for the small arches.
 - The color accents for the large stucco insets should be white to match the primary building color to not accent the non-Spanish style arches.
 - The landscaping improvement is the most important thing to help the facilities appearance and a condition of approval should be added to require maintenance.
- This project has taken some time to get to a decision point due to the time the applicant has taken to finalize their plans. Originally the item was to be reviewed by the Zoning Administrator on December 7, 2011, but the applicant requested the project be continued as U-Haul again wanted to modify the façade improvements. The project was subsequently continued on multiple occasions at the request of U-Haul. On January 18, 2012, staff recommended tabling the item and renoticing the project once the applicant determined what they were going to propose.
 - The applicant has now modified the project to respond to some of the DRSC comments by modifying the towers, upgraded their landscape plan, and reduced the width of the orange wave line to 15 inches.
 - Staff has reviewed the plans submitted for Zoning Administrator review and is supportive of all proposed improvements, except for the orange wave line. Consistent with DRSC recommendation staff's position is that it should be removed from the proposed façade upgrades. The Municipal Code also classifies the wave line as signage. The wave line square footage with the existing signs square footage, would exceed permitted amounts as follows:
 - Allowed signage: 420 square feet
 - Existing signage (unmodified): 420 square feet
 - Orange wave line (new signage): 239 square feet
 - Total Signage if orange wave line is added: 659 square feet
 - 659 square feet >that 420 square feet= Not permitted
 - Staff's position is with the proposed upgrades, and the removal of the orange wave line from the project, the façade enhancement would be consistent with the findings of a Minor Cultural Heritage Permit and consistent with the goals and policies of the City's Design Guidelines.

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- At the time of completion of this report, staff had not received any comments from the public.

RECOMMENDATION

STAFF RECOMMENDS THAT the Zoning Administrator approve MAP 11-219, Pico U-Haul Façade Enhancements, subject to the attached Resolution and Conditions of Approval.

**CITY OF SAN CLEMENTE
MINUTES OF THE REGULAR
ZONING ADMINISTRATOR MEETING
February 22, 2012**

Staff Present: James Holloway, Sean Nicholas, Adam Atamian and Kimberly Maune

2. MINUTES

Minutes of the Zoning Administrator meeting of January 18, 2012 received and filed.

3. ORAL AND WRITTEN COMMUNICATION

None

Agenda items are presented in the originally agendized format for the benefit of the minutes' reader, but were not necessarily heard in that order.

4. PUBLIC HEARINGS

A. 107 Via Pico Plaza – (Minor Conditional Use Permit 12-013) – Pho Thanh Binh Beer and Wine (Atamian)

A request to consider the sale of beer and wine only, with indoor and outdoor consumption, at an existing restaurant. The project site is located at 107 Via Pico Plaza, legal description being Assessor's Parcel Number 692-351-04.

Assistant Planner Adam Atamian summarized the staff report.

Applicant Lana Chung was present; she had no comments.

There were no members of the public present to address this item.

Mr. Holloway appreciates the analysis that staff did regarding the outdoor component of this beer and wine Minor Conditional Use Permit. The business is buffered by a lot of commercial development and it is a long distance away from the closest residence. This is not a unique case. There are a number of establishments around town that have outdoor service of beer and wine, and even hard alcohol. Fisherman's, Nick's, and Selma's, and many other restaurants around town, serve beer and wine outdoors. This is not extraordinary or exceptional in any way.

Permit is for outdoor amplified sound. Mr. Gregory appreciated the clarification.

Mr. Gregory stated he is surprised to hear the Casino is going to open a café. That means there will be more traffic at all times of the day. The neighborhood will be affected even more. He would like to see a plan for them to come up with their own parking so they do not have to affect the neighbors negatively.

Mr. Holloway stated the parking is a legitimate concern. What the City can regulate is their business operations, condition of approval number 21 is being added which will state that the valets cannot park in the residential zones. As a point of information if they do park in the public lots they are subject to the same fees and parking meter charges as anyone else. What Mr. Gregory experiences in his neighborhood is possibly common to the Casino but it is also common to all of the beachgoers. There will be people that will park in Mr. Gregory's neighborhood to avoid the parking meter fees and then walk to the beach; the City has never had any control over that. There are some management techniques that were discovered as a part of the North Beach Parking Master Plan, but that has not been implemented; it just hasn't gotten any traction. He understands the problem, the City will do what they can to regulate the business but the public is going to park where they want to until the City implements additional management techniques district wide.

Mr. Holloway directed staff to add condition number 21 as stated above. There was also a modification to condition number six which he accepts.

Mr. Holloway thanked Mr. Gregory for coming to the meeting and Mr. Nicholas for his work on this request. Mr. Gregory expressed thanks for being able to attend the meeting.

Action: The Zoning Administrator approved Special Activities Permit 12-028, Casino Special Activities Permit 2012, subject to Resolution ZA 12-003 with attached Conditions of Approval including the modification to condition number six and the addition of condition number 21.

ACTION SUBJECT TO APPEAL TO OR CALL-UP BY CITY COUNCIL.

C. 310 E. Avenida Pico – (Minor Architectural Permit 11-219) – U-Haul Façade Enhancements (Nicholas)

A request to consider changing the exterior colors of a commercial building located at 310 East Avenida Pico, within the Industrial (M2) zoning district; the Assessor's Parcel Number is 691-433-02.

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Associate Planner Sean Nicholas summarized the staff report.

Mr. Holloway stated per the staff report the Design Review Subcommittee (DRSC) recommendation is to paint the building true white; however, that is not what is depicted on the plans submitted by the applicant. Mr. Nicholas stated when staff and the applicant met after the DRSC meeting they went over all of the improvements. There was a discussion regarding true white buildings, staff felt true white should apply when there is a true Spanish style building. This building is in the character of Spanish Colonial but because of the character and design it is not full, true Spanish Colonial Revival; therefore, a slight offset from that standard and design would be appropriate and acceptable. Mr. Holloway asked if staff is recommending the colors depicted on the plans submitted by the applicant; Mr. Nicholas responded yes. Mr. Holloway agrees with staff's building color analysis. Mr. Nicholas stated that staff is supportive of everything except the orange wave line.

Jim Lorimer was present and stated he is representing the applicant, U-Haul International and Americo Realestate. He stated they have made some modifications to the elevations and the proposed renderings and schemes of paint. They have changed the paint of the towers and the arches. They have agreed to additional landscape and repairing the irrigation. They have lowered the awnings. They altered the orange wave based on discussions that it was too high and too wide, they lowered it and they made it as narrow as they can. A week and a half ago it became an issue that the orange wave is a sign; they do not agree with the interpretation that it is a sign. It is a painted object, it is not a brand, and it is not a trademark. It is there merely to break up the façade. It is a fairly large, flat building. They wanted to use the orange wave to break up the building and to create shadow lines. It would draw attention around to the actual front of the building because the front of the building isn't along Pico, it is facing a parking lot and it is difficult to see the entry. They thought the orange wave would be appropriate since it is mimicking the Spanish tiles with the arches of the wave. The current orange line on the building is dated, it was put on the building in the 1980s, it has ran its course and needs freshened up. They would like a more modern, retail look. He does not see the orange wave as a sign and he does not believe it should be counted as a sign.

There were no members of the public present to address this item.

Mr. Holloway stated this is an area somewhat subjective and definitely elicits differences of opinion. Between the DRSC, staff, himself, and the applicant, everyone has slightly different opinions. He will do his best as he renders his decision.

Mr. Holloway asked for clarification regarding referring to the approved colors as shown on the plans submitted by the applicant. Mr. Nicholas stated there is a standard condition of approval which stipulates the project has to meet the plans as approved by the Zoning Administrator at this hearing; condition of approval number six refers to the elevations in detail as approved by the Zoning Administrator at this hearing.

Mr. Holloway stated he likes the awning. The blue color seems a bit off. He asked the applicant if brown would be acceptable. Mr. Lorimer responded they generally use green or blue, their general policy is if they are near a lake or an ocean they use blue. Mr. Holloway asked if they object to brown. Mr. Lorimer responded yes, they use blue or green over their entrances, they use the color as wayfinding, they direct their customers to go under the blue awning because it is easy to find. Mr. Holloway asked staff if they have an opinion about the color of the awning. Mr. Nicholas responded the color was not an issue in discussions, the concern was functionality.

Mr. Holloway stated he likes the color scheme that the applicant has proposed and staff supports. He can accept the awning. He agrees with staff that the orange wave reads as additional signage. The applicant's testimony was that the orange wave draws attention to the building which is the purpose of signage. He understands Mr. Lorimer's concerns; however, per the resolution the orange wave will not be allowed.

Mr. Holloway thanked Mr. Lorimer for working with staff.

Action: The Zoning Administrator approved Minor Architectural Permit 11-219, U-Haul Façade Enhancements, subject to Resolution ZA 11-045 with attached Conditions of Approval.

ACTION SUBJECT TO APPEAL TO OR CALL-UP BY CITY COUNCIL.

5. NEW BUSINESS

None

6. OLD BUSINESS

None

ADJOURNMENT

7B-17



Design Review Subcommittee (DRSC)

Meeting Date: June 15, 2011

PLANNER: Sean Nicholas, Associate Planner

SUBJECT: Minor Architectural Permit 11-219, Pico U-Haul Façade Enhancements, a request for a façade enhancement of the U-Haul facility located at 310 Avenida Pico.

BACKGROUND:

This project is a façade enhancement of the U-Haul facility located at 310 Avenida Pico. The building was approved and constructed in the early 1980s. There have been no façade or other exterior improvements since then.

DRSC review is required because the project involves façade enhancements to a nonresidential structure. The project is also located within the General Plan designated Architectural Overlay and is zoned Industrial (M-2), the 1986 Zoning Ordinance standards that apply to this site.

Project Description

The project includes re-painting, the addition of two awnings, and a new U-haul architectural accent band on the southwest and east parapets. Other than this, no other modifications are proposed for the other two elevations.

The building is two-story but appears to be one-story when viewed from Avenida Pico. The applicant proposes to re-paint the building white (Paio de Baixo White), with an earth tone accent color (Serranada Taupe) for the insets and the top portion of the turrets. The three faux windows on each turret will have a darker earth tone accent (Serodio Smokehouse). The applicant proposes removing the accent color and orange stripe on the parapets, and provide a new orange dimensional accent band. In keeping with U-Hauls corporate branding, the applicant is proposing an orange wavy line that is proposed to be added above the existing signage on the Southwest Elevation and below the signage on the East Elevation. The applicant has not provided material or dimensions for the feature. The applicant will be prepared to discuss the feature at the meeting. Blue canvas awnings are proposed on both the Southwest and East Elevations at the entrances. The applicant is proposing to modify existing signage by painting the non-illuminated signs black. Total sign area for the site is within allowed square footage. No additional square footage or other modifications are proposed.

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ANALYSIS

The building is a large industrial warehouse, which presents difficulties for applying Spanish Colonial Revival (SCR) architecture. The applicant proposes white for the building with earth tone color variations for the stucco insets as recommended by Design Guidelines Section III.C.3. The accent color proposed for the insets on the East Elevation helps break up the horizontal massing as suggested in Section III.C.3 of the Design Guidelines, but also draws attention to the non-Spanish design. For this reason, staff recommends to re-landscape the planters along Avenida Pico and provide new irrigation systems for the survival of the plants. Landscaping is discussed further under the recommendations section. Requiring enhanced landscaping is consistent with Design Guidelines Sections II.C and III.C.

The building has turrets at the corners visible from Avenida Pico. No modifications (massing or re-roofing) are proposed other than the two earth tone colors to accent the towers and the insets.

The building has bay doors adjacent to Avenida Pico which is contrary to the Design Guidelines (A3.1.b). Enhanced landscaping and potentially modified awnings will help draw focus away from the bay doors on this elevation.

RECOMMENDATIONS:

While not designed in a strict Spanish Colonial Revival Architecture, the project was built before the Design Guidelines were adopted in 1991. Nevertheless, the proposed improvements are somewhat consistent with the various design requirements associated with the project site. Staff has recommendations to enhance the project and seeks DRSC concurrence and additional recommendations.

Building Elevations

Overall Design

- 1. Remove Orange Wavy Line-**Staff's recommendation is to remove the orange wavy line. There may be other ways in which U-Haul branding can be incorporated into the building and be more integrated into the architectural style.
- 2. Blue Awnings-**As proposed, staff is not supportive of the awnings. If the design were to be modified to be similar in style to the standard awnings found throughout the community utilizing an earth tone color and placed more appropriately above the entrances, the feature could provide some relief to the elevations. Here are examples of awnings more consistent in the Architectural style (scale will need to be adjusted accordingly).



East Elevation

- 3. Use of Accent Color-**The accent color on the Southwest Elevation is acceptable to highlight the main entry into the facility, the use of the accent color on the East Elevation emphasizes an arch and inset that are not in keeping with SCR Architecture. Staff recommends de-emphasizing the inset by painting it white. Staff recommends additional landscaping which will better aid in breaking up the massing of the building and be more consistent with the Design Guidelines (Sections II.C and III.C)

Landscaping

Corridor Tree and Groundcover-To better accent the site and break-up the massing staff recommends re-landscaping and installation of new irrigation to the planters adjacent to

Avenida Pico. The goal is to be consistent with the City's adopted Master Landscape Plan for Scenic Corridors and with the approved landscape plan for Marblehead Coastal's street improvements. As a condition of approval, the applicant will be required to submit landscape plans and staff will review for consistency with those documents.

**CITY OF SAN CLEMENTE
MINUTES OF THE
DESIGN REVIEW SUBCOMMITTEE MEETING
JUNE 15, 2011**

Subcommittee Members Present: Michael Kaupp, Lew Avera and Julia Darden

Staff Present: Jim Pechous, Jeff Hook, Sean Nicholas, John Ciampa and Cliff Jones

I. MINUTES

Minutes of the May 25, 2011 meeting were approved as submitted.

II. ARCHITECTURAL REVIEW OF THE FOLLOWING ITEMS:

**A. Discretionary Sign Permit 10-439, Christ Lutheran Church Monument Sign
(Jones)**

A request to receive DRSC input on the revised Christ Lutheran Church Monument Sign project previously reviewed by DRSC at the March 23, 2011 meeting.

Associate Planner Cliff Jones advised that this item will be reviewed at the June 29, 2011 meeting.

B. Minor Cultural Heritage Permit 11-187, Corless Sidewalk (Ciampa)

A request to install public sidewalk, hardscape, seating wall and landscaping in the front yard area for a historic house located at 217 West Avenida San Antonio.

Assistant Planner John Ciampa summarized the report and presented the plans.

The Cultural Heritage Subcommittee (CHSC) was in support of the proposal.

Subcommittee member Darden felt that the "wishing well" did not need to be preserved because it is not clear if it was original or constructed later with the non-historic wall. Also after a closer inspection of the "wishing well", it did not appear to be in the time period of when the house was built.

Subcommittee members Avera and Kaupp both agreed with Subcommittee member Darden that the "wishing well" did not appear to be original, or if it was, it had been highly modified and did not need to be preserved.

Staff presented the proposed design of the patio fountain and the CHSC felt that the design was appropriate.

The CHSC supported the project as proposed and did not require the preservation of the "wishing well", and supported the proposed fountain design shown in the attached photos and recommended approval of the project to be forwarded to the Zoning Administrator.

C. Minor Architectural Permit 11-219, U-Haul (Nicholas)

A request for a façade enhancement of the U-Haul facility located at 310 Avenida Pico.

Associate Planner Sean Nicholas summarized the staff report and presented staff's recommendations for site and façade improvements.

The applicant, Jim Lorimer, representing corporate U-Haul, provided the DRSC with larger samples of the paint colors proposed.

Subcommittee member Darden asked about signage and whether they were within permitted sign area limits.

Staff indicated that they were.

Staff recommended that the orange feature, which is a branding element of U-Haul, was not appropriate for the building and that other options be considered.

The applicant stated that the orange wave is the new branding element as the straight orange line was in the late 70s and early 80s. The applicant stated they utilize this feature on all of their new projects.

Subcommittee member Avera asked how old the orange wavy line was in terms of branding.

The applicant stated they have utilized this element for over 10 years. The applicant felt the orange line with the waves was reminiscent of the ocean and would be in character with its location near North Beach. The applicant stated that he feels that it helps to break up the massing as it sets off the building and provides shadowlines.

Staff then discussed the blue awnings. Staff stated that as designed, the style of the awnings were not in keeping with the design of the structure.

Subcommittee Member Darden asked about the expanse of the awnings and what purposes they would serve where they're proposed.

Staff stated that the scale of the awning would need to be larger and presents unique challenges when trying to apply the architectural style of the community. Staff stated that if an awning is to be used that it should be done in a style consistent with the architecture. The applicant can explain the reasons for the awnings.

The applicant stated that the awnings would provide shade and help shield customers from the elements when it rains. He indicated they had problems with water and moisture getting into the building and they are hoping to keep it as dry as possible. It is meant as a customer service component.

Subcommittee Member Darden asked how far the awning extends outward from the building face.

The applicant stated it can extend out from 8 to 10 feet.

Staff recommends that the white used for the project should be more of a true white. Staff also recommends not utilizing the accent in the faux arches on the frontage along Pico as they are not true Spanish details.

The last recommendation staff had was about enhancing the landscaping along Avenida Pico to be consistent with both the master Landscape Plan for Scenic Corridors as well as to be consistent with the approved Marblehead Coastal Landscape Plan.

Subcommittee Member Kaupp stated that he agreed with the staff report and the challenges in enhancing the structure. He stated he feels the color palette is great, but not appropriate for the project's location. He also stated that he agreed with staff's concerns regarding the orange wavy line. He indicated that he understood the importance of branding, but that that element was out of character with the building and what they were trying to accomplish. He also commented that he agreed the building needed to be white and not draw attention to the non-spanish arches. He thought the accent tone for the upper components of the towers seemed appropriate, but had concerns about the proposed awning design and locations. He felt the most logical location to put awnings would be over the faux windows along Avenida Pico, but that would not meet U-Haul's goals for having the awnings.

Subcommittee Member Avera generally agreed with all of Subcommittee Member Kaupp's comments, and added that using a traditional awning would not be appropriate due to the building's scale. He is not opposed to the awnings

if they serve the purpose the applicant indicated they are for. He also has concerns about the orange wavy line. He stated that he is in favor of branding but feels the element is extremely out of character with the building. Landscaping is the most important component of the improvements, the signs need to be visible, but the landscaping needs to be enhanced. He reiterated that the awning is ok with him as designed if it serves the purpose indicated by the applicant. Mr. Avera stated that the orange wavy line is the element he would most like to see removed from the elevation.

Subcommittee Member Darden stated that staff's recommendations were good in terms of addressing how improvements could be made to the building. She stated the reason she wanted to see the paint chip is because the printed version can be deceptive and after seeing the actual chip, agreed with staff's comments that a true white needed to be used for the exterior. Subcommittee Member Darden stated that she had concerns about the use of the two-tone color as it draws attention to the non-Spanish arches. She stated she would prefer the whole building be white. Subcommittee Member stated that she is not sure the awnings will meet their intended use and also feels that the more traditional designed awnings would not be any better. If the goal was to break up the elevation, there might be other locations in which the awning would be better suited, but as the applicant has stated, that is not the goal of the awnings. Ms. Darden went onto state that she agrees with her colleagues regarding the wavy line and that it should be removed from the building. Subcommittee Member Darden stated that she understands the need for painting the signage black and has no issue with that. She then stated that she was most supportive of the need for additional landscaping along Avenida Pico. She stated that this is the most important component of the improvement. She stated that maintenance of the improvements is key and needs to be a condition of approval.

Staff stated that they would work with the applicant and see if there were other options on the branding instead of the wavy line.

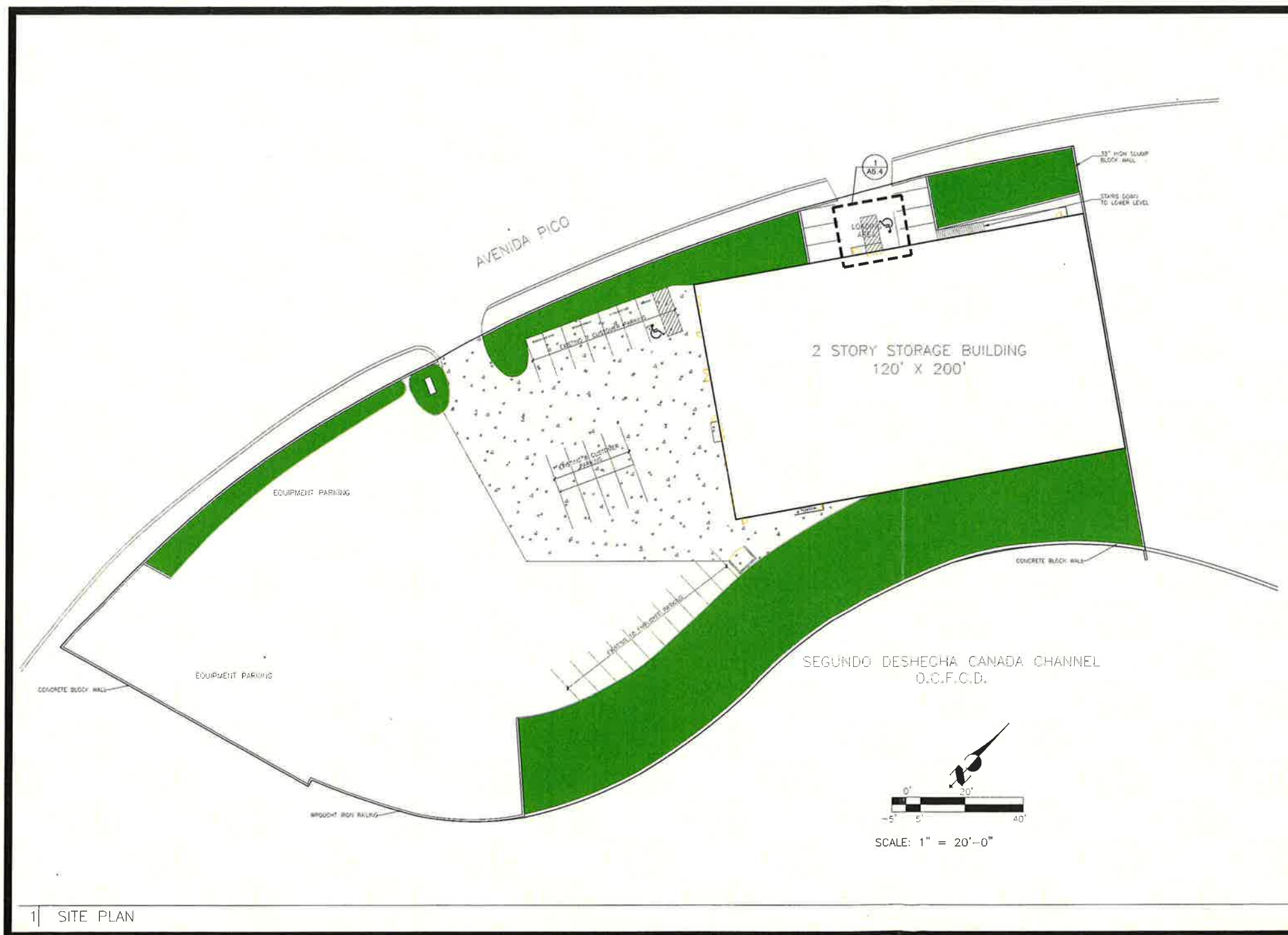
D. Architectural Permit 11-108/Site Plan Permit 11-109, McDonald's (Nicholas)

A request to remodel and update a McDonald's restaurant located at 650 Avenida Pico.

Associate Planner Sean Nicholas introduced the project and asked the applicant (Ross Pollard and Brian Hardy) to discuss the program that they have entered into with Corporate McDonald's.

The applicant stated the San Clemente facility has been successful and he saw this remodel as an opportunity to use McDonald's corporate funding assistance

Site Plan



KEY:	
	EXISTING LANDSCAPE
	EXISTING CONCRETE PAVING
	EXISTING A.C. PAVING
	EXISTING SIDEWALK
	EXISTING RETAINING WALL
	EXISTING CURB CUT
	EXISTING CONCRETE STAIRS

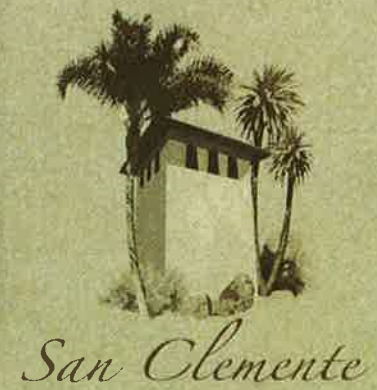
GENERAL NOTES:

A&M ASSOCIATES, INC.
 2727 North Central Avenue
 North Tower, Suite 700
 Phoenix, AZ 85004
 602-760-4983 office

**U-HAUL CENTER #715025 OF
 SAN CLEMENTE, CALIFORNIA**
 310 AVENIDA PICO
 SAN CLEMENTE, CA 92672
 COUNTY: ORANGE

DRAWN:	A1
CHECKED:	
DATE: 4/7/11	

715025, SITEPLN-672031.ai



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East Avenida Pico View

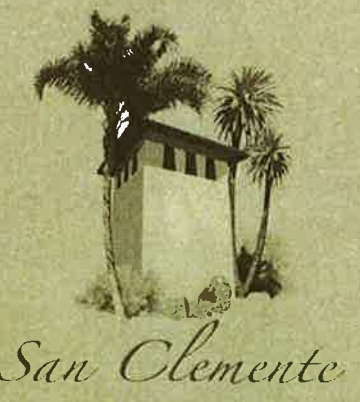


San Clemente

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Southwest Pacific Ocean View



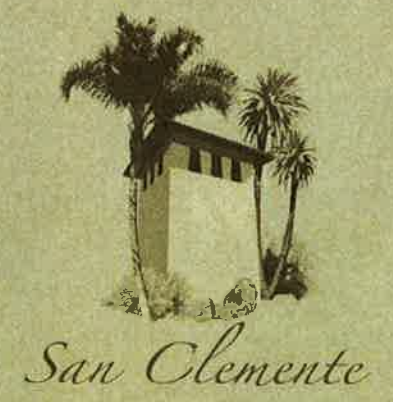
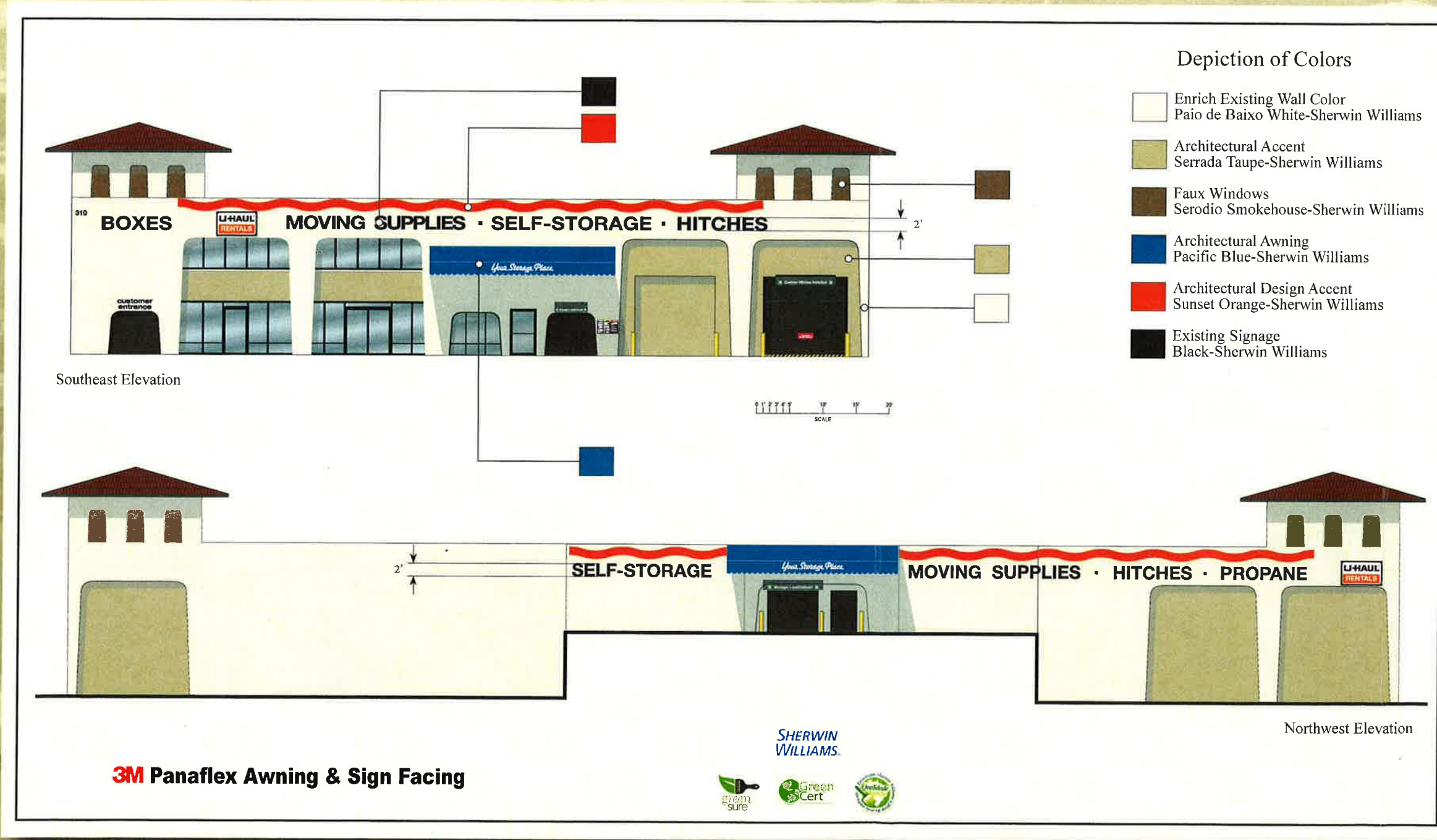
San Clemente

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Illustration Representation



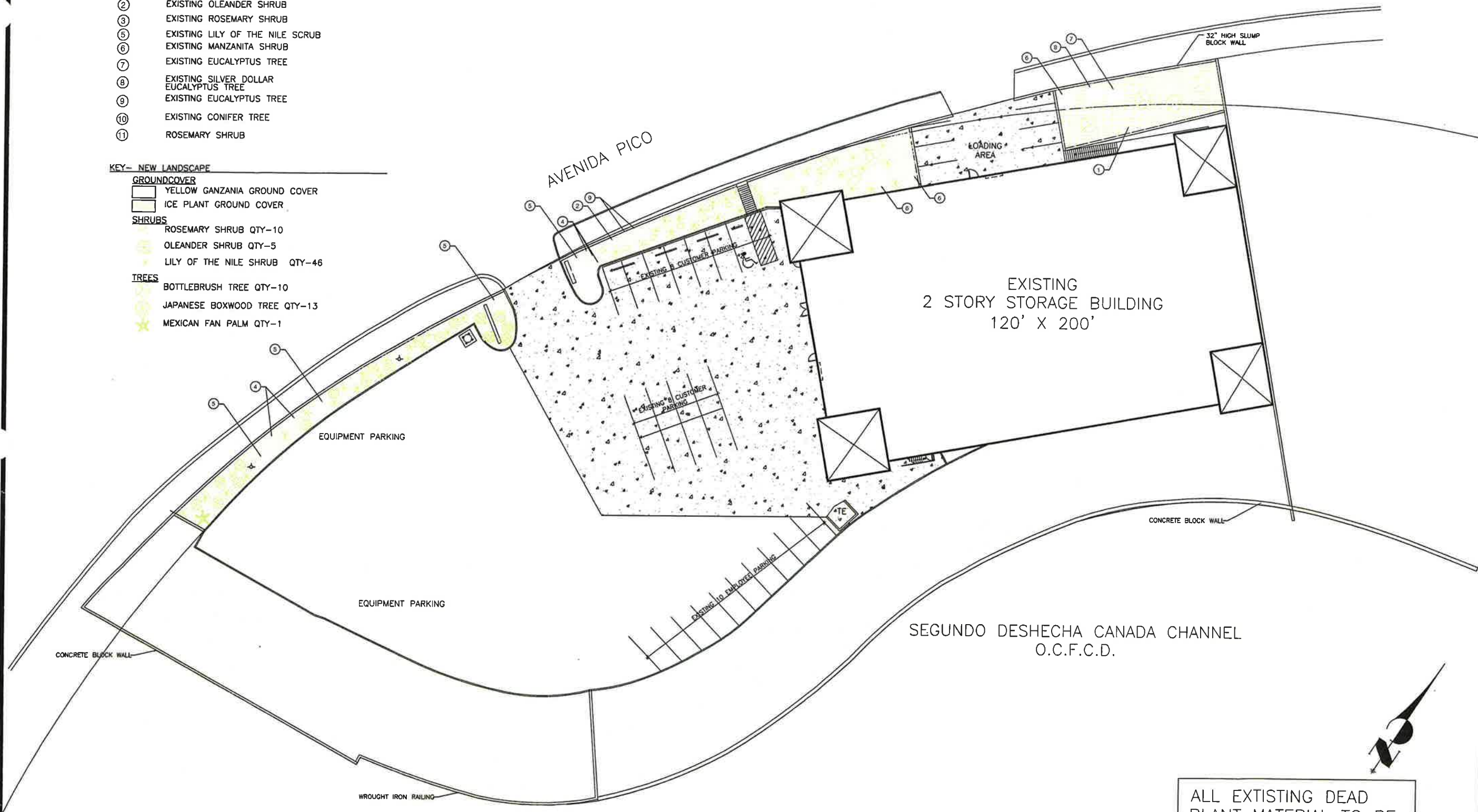
am Michael Shardy
Architectural Designer
ADVERTISING & MARKETING ASSOCIATES, INC.
2727 N. CENTRAL AVENUE • PHOENIX, ARIZONA 85004 • (602) 760-4963



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29

- KEY- EXISTING LANDSCAPE TO REMAIN**
- EXISTING LANDSCAPE
 - EXISTING CONCRETE PAVING
 - ① EXISTING ICE PLANT GROUND COVER
 - ② EXISTING OLEANDER SHRUB
 - ③ EXISTING ROSEMARY SHRUB
 - ⑤ EXISTING LILY OF THE NILE SCRUB
 - ⑥ EXISTING MANZANITA SHRUB
 - ⑦ EXISTING EUCALYPTUS TREE
 - ⑧ EXISTING SILVER DOLLAR EUCALYPTUS TREE
 - ⑨ EXISTING EUCALYPTUS TREE
 - ⑩ EXISTING CONIFER TREE
 - ⑪ ROSEMARY SHRUB

- KEY- NEW LANDSCAPE**
- GROUND COVER**
- YELLOW GANZANIA GROUND COVER
 - ICE PLANT GROUND COVER
- SHRUBS**
- ROSEMARY SHRUB QTY-10
 - OLEANDER SHRUB QTY-5
 - LILY OF THE NILE SHRUB QTY-46
- TREES**
- BOTTLEBRUSH TREE QTY-10
 - JAPANESE BOXWOOD TREE QTY-13
 - MEXICAN FAN PALM QTY-1



EXISTING
2 STORY STORAGE BUILDING
120' X 200'

SEGUNDO DESHECHA CANADA CHANNEL
O.C.F.C.D.

ALL EXISTING DEAD
PLANT MATERIAL TO BE
REMOVED

EXISTING IRRIGATION TO
BE REPAIRED & IN
WORKING CONDITION.

GENERAL NOTES:

REVISIONS:

NO.	DATE	DESCRIPTION
1		
2		
3		
4		
5		
6		
7		
8		

PROFESSIONAL SEAL:

ARCHITECT LOGO:

AMERCO
REAL ESTATE COMPANY

CONSTRUCTION DEPARTMENT
2727 NORTH CENTRAL AVENUE
PHOENIX, ARIZONA 85004
P: (602) 263-8502
F: (602) 277-1028

SITE ADDRESS:
UHAUL MOVING & STG
310 AVE PICO,
SAN CLEMENTE, CA 92672

SHEET CONTENTS:
PRELIMINARY
LANDSCAPE PLAN

715025

DRAWN: HBR
CHECKED: JL
DATE: 10/08/11
LP1

715025 Landscape.DWG

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