



## Design Review Subcommittee (DRSC)

Meeting Date: January 28, 2015

**PLANNER:** Sean Nicholas, Associate Planner *SN*

**SUBJECT:** **Discretionary Sign Permit 13-243, SC Professional Plaza Monument Sign**, a request to consider a new monument sign on an existing commercial/office buildings located at 653 Camino De Los Mares.

### **BACKGROUND:**

#### *Project Description*

The applicant is proposing one new multi-tenant monument sign that will serve three commercial/office buildings located at 653 Camino De Los Mares, the SC Professional Plaza. The project was first reviewed by DRSC in December of 2013. The applicant's client reviewed the recommendations made at that meeting and has decided to proceed forward. The applicant is now proposing a sign with a total sign height of seven (7) feet, and a total sign area of about 58 square feet. Pursuant to Municipal Code Section 17.84.030, the maximum height allowed is 10 feet and maximum sign area permitted is 64 square feet with the approval of a Discretionary Sign Permit.

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

A Discretionary Sign Permit (DSP) is required to allow a monument sign to exceed six feet in height or 32 square feet of sign area for a multi-tenant sign. While this sign is outside of the Architectural Overlay, the Centennial General Plan designates this area as requiring "other Spanish" style architecture. DRSC review helps ensure design consistency with the structures the sign serves, as well as compatibility with "other Spanish."

#### *Site Data*

The SC Professional Plaza consists of three contemporary Spanish-style buildings. While contemporary, the buildings have red tile roofs, white stucco exteriors, and dark brown wood trellises and trim elements. The subject property is zoned Community Commercial (CC2).

### **ANALYSIS:**

With the approval of a Discretionary Sign Permit, the proposed monument sign would be consistent with the Zoning Ordinance. The applicant is proposing the sign be setback 25

feet from the curb, and Engineering staff reviewed this location and does not have a concern regarding sight distance.

The plans call out for the base and vertical posts to be aluminum. The base will have an exterior stucco finish. The base is proposed to be white, with black vertical supports. The top trellis element is also proposed to be aluminum with no stucco and proposed to be painted dark brown to match the trellis color of the primary building. The individual inserts are proposed to be black aluminum with white vinyl letters. The applicant is proposing one large insert on the site for the name of the facility and the address. The entire sign will be externally illuminated.

The total square footage of signage currently onsite is 139 square feet. With the additional 58 square feet of signage proposed the total signage for the site would be 197 square feet. The total square footage of signage permitted for the site is 366 square feet based on street and parking lot frontage.

### **RECOMMENDATIONS:**

Staff's position is that external illumination is an improvement from the internal illumination previously proposed. Additionally, the trellis element at the top is an excellent way to bring a character defining feature from the Spanish building into the design. Staff has concerns about the use of the black color for the primary portion of the signage and the use of aluminum for the certain parts of the sign, especially for the top trellis portion.

Staff has the following recommendations to further enhance the design of the sign:

**Sign Panel Frame Color** – Instead of the black sign frame color, staff recommends utilizing a dark brown color.

**Wood Trellis Color and Material** – The trellis color should match the color of the wood trellis of the building. The material should be wood, or similar faux material. Aluminum is not appropriate.

**Stucco Columns** – Stucco columns should be added to the sides have the same color and stucco finish as the building.

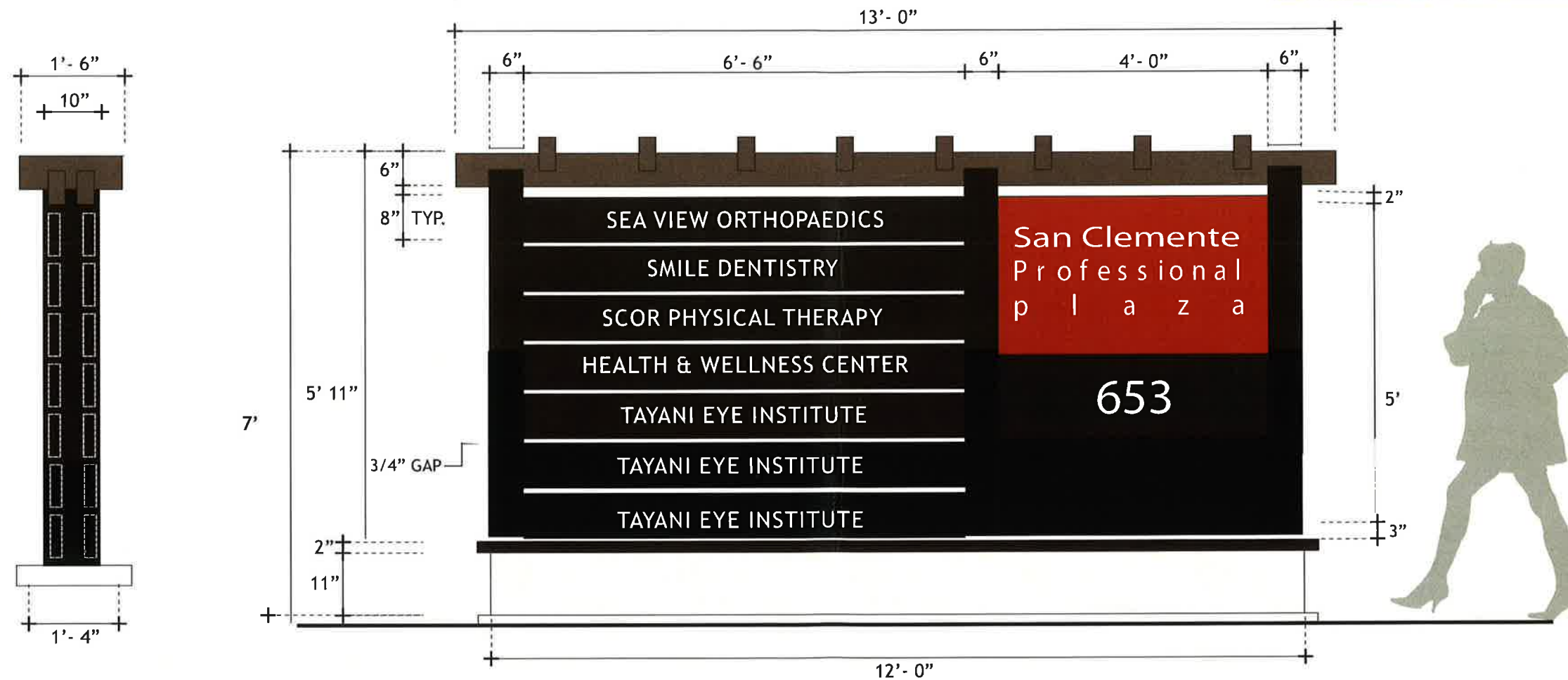
**Exterior Illumination** – Exterior illumination should still be utilized.

Staff recommends the DRSC forward DSP 13-243 to the Planning Commission with a recommendation of approval subject to the recommendations discussed in this staff report, and with any other recommendations the DRSC may have.

### ***Attachments:***

1. Location Map
2. Plans prepared by applicant





**D/F MONUMENT SIGN - \*EXTERNALLY ILLUMINATED**  
SCALE 1/2"= 1'- 0"

\* Sign is lit by external spotlights, (2) per side.

**SPECIFICATIONS:**

- (7) tenant panels (per side) 2" x 8" fabricated from aluminum rectangular tubes and affixed at each end with mechanism for change-out as necessary. White vinyl letters with typical font as shown. Apply matte clear coat over finished panels.
- (3) 10" x 6" vertical supports from aluminum with light stucco texture and charcoal gray paint finish.
- (2) 3" x 6" horizontal sections from aluminum with capped ends and light stucco texture and paint finish.
- (8) 3" x 6" x 18" cross-members from aluminum with capped ends to form trellis structure above sign; painted dark brown; color samples to be provided
- Identification panel from aluminum and permanently installed between vertical supports. Letters and numbers to be fco .25" thick aluminum affixed flush to the face of panel.
- Base fabricated from aluminum with light stucco texture and paint finish, color t/m building wall color. 2" aluminum cap.
- Concrete mowstrip and footing per engineer specification.
- Paint color samples for all painted sections to be provided ...