



Design Review Subcommittee (DRSC)

Meeting Date: February 25, 2015

PLANNER: Sean Nicholas, Associate Planner *SN*

SUBJECT: **Discretionary Sign Permit 15-044/Sign Exception Permit 15-045, Estrella Center Master Sign Program Phase I,** a request for a new Master Sign Program for Phase I of the approved remodel of the Estrella Shopping Center, that consists of new monument signs and new wall mounted signage.

BACKGROUND:

Project Description

The applicant, Kornland Building Company, proposes a new Master Sign Program for the Phase I portion of the Estrella Center remodel. The Master Sign Program includes two types of signage, monument and wall mounted signs. All monument signs are proposed to have 64 square feet of sign area, and are up to 10 feet tall depending on the change of grade. The project also proposes six new wall signs associated with the three new tenants, five face Camino de Estrella, and one is freeway oriented.

A Discretionary Sign Permit is needed for the Master Sign Program and monument signs over six feet tall. A Sign Exception Permit is needed for individual wall signs greater than 64 square feet and the one freeway oriented signage.

Why is DRSC Review Required?

The DRSC is tasked to ensure the proposed signs meet the development standards of the Zoning Ordinance, the City's Design Guidelines, and are compatible with the building and surrounding properties. While discussion of the Sign Exception issues regarding whether oversized and freeway oriented signage meets the required findings is the purview of the Planning Commission, the design, scale, and compatibility with the buildings architecture of the Master Sign Program requires DRSC review.

Site Data

The Estrella Center was originally constructed in the 1970s, existing with few improvements until a façade enhancement project was approved in October of 2014. The project site has received approval of Sign Exception Permits for wall signs larger than 64 square feet, most recently in 2012 for the K-Mart, based on the findings that larger signage is necessary to provide adequate visibility due to the unique building

location which is setback from the street 350 feet from Camino de Estrella, the size and scale of the site entries, and the appropriate proportionality of the signage for the façades.

ANALYSIS:

Proposed Signage

Table 1 is a list of all the proposed signage for the Master Sign Program for Phase I.

Table 1 – Proposed Signage

Proposed Signage	Sign Square Footage	Requires Sign Exception Permit
Monument Sign (two proposed in Phase I, one proposed in Phase II)	64 square feet of sign area 160 square feet total structure	No
Primary Sprouts Wall Sign	156 square feet	Yes
Secondary Sprouts Wall Signs (two proposed in total)	23 and 27 square feet	No
Steinmart Signage	263 square feet	Yes
Primary Sports Authority Signage	198 square feet	Yes
Freeway Oriented Sports Authority Signage	158 square feet	Yes (size and freeway oriented)
Total Signage Permitted for Phase I by the Municipal Code	986 square feet	
Total Signage Proposed in Phase I	953 square feet	

Wall Mounted Signage

The wall mounted signs are proposed to be individual aluminum pin-mounted letters with halo illumination. The applicant is proposing to utilize the tenants' corporate colors for the signage. The wall mounted signs are all proposed to be larger than 64 square feet. The applicant is proposing signage that is in scale with the building facades as viewed from the public right-of-way. As a component of this application, the applicant has prepared various visual simulations of the signage as viewed from both Camino de Estrella and the freeway (Attachment 3).

Monument Signs

The monument signs are reminiscent of the signs approved for the Vista Hermosa Sports Park and the Target Center. The applicant has taken the design of the center portion of those larger monument signs and modified the look into the proposed design. The signage is setback a minimum of ten feet from Camino de Estrella, and is within the newly created landscape area. The monument signs' structure itself is proposed to be cement block with a smooth stucco finish and a red brick cap to match the architecture and character of the center. The middle portion of the sign will consist of individual aluminum name plates. The only illumination for the monument sign will be internal illumination of the middle portion of the signage.

RECOMMENDATIONS:

While the site is located outside of any architectural overlay, it is located at a designated City gateway and high quality materials and design are necessary to complement the approved façade enhancements. The applicant has chosen high quality materials and lighting for the wall mounted signs. Staff is supportive of the colors with the use of the halo illumination and prohibiting all wall signs from being internally illuminated. Attachment 3 shows the visual simulations showing the scale of the signs on the buildings as proposed, and how the signs would appear at only 64 square feet. Due to the size of the buildings the simulations confirm the 64 square foot signs would look disproportionate (undersized) to the space they would be placed. Staff is supportive of wall signage larger than 64 square feet for this reason. However; staff does have the following recommendations regarding the Master Sign Program:

1. **Reduce the Steinmart sign-** As noted previously, staff is supportive of wall signs larger than 64 square feet when proper proportions dictate their necessity. However, the scale of the Steinmart sign appears to be slightly too large for the area where it is proposed. The sign should be scaled down to better fit within the space between the roof line and the top of the arches.
2. **Remove small Sprouts signs-** As noted above the 64 square foot signs are too small to be effective or proportionally correct for the building facades. In that, the two smaller sets of wall signs for Sprouts are not going to be legible from Camino de Estrella, thus staff recommends removing those signs.
3. **Illumination for the monument signs-** Staff recommends not utilizing an internally illuminated monument sign, rather using dark sky compliant, exterior illumination in the surrounding landscape planter to provide a higher quality look to the multi-tenant monument sign.
4. **Color of tenant panels on monument signs-** While individualism and store identification is important and supported by staff for the large store identification sign's, utilizing a uniform primary panel color while allowing for varying fonts and font color is a better aesthetic choice for the monument signs and for consistency with future tenants and with the overall sign program.

As noted above, staff has saved all comments and recommendations regarding the freeway oriented sign for the full Planning Commission review on March 9th. Staff is supportive of the larger wall signs due to the location of the buildings onsite, as well as the scale of the various entries into the tenant space. Smaller signs, with the exception of the Steinmart sign, would not appear proportionally appropriate for the façade, and potentially might take away from the high quality architecture. The monument signs have been designed to utilize high quality materials, and draw from the design aesthetics of other successful monument signs in the community. Staff is looking for DRSC concurrence with the above recommendations, and welcomes any additional comments the Subcommittee may have.

Attachments:

1. Location Map
2. Master Sign Program
3. Visual Simulations




ATTACHMENT 1

LOCATION MAP

Discretionary Sign Permit 15-044/Sign Exception Permit 15-045-
Estrella Shopping Center Master Sign Program Phase I



No scale 

MASTER SIGN PLAN (SIGN CRITERIA)

FOR

SAN CLEMENTE PLAZA – PHASE 1
SAN CLEMENTE, CA

PREPARED BY:



CCA ACQUISITION
COMPANY, LLC

5670 WILSHIRE BOULEVARD, SUITE 1250
LOS ANGELES, CALIFORNIA 90036



YESCO.

ROCKY MOUNTAIN REGION
1605 GRAMERCY ROAD
SALT LAKE CITY, UTAH 94104

WITH:

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MONUMENT SIGN CRITERIA

SUBJECT TO CITY OF SAN CLEMENTE ZONING ORDINANCE – 17.84: SIGN REGULATIONS

Purpose and Intent. The purpose of these general regulations is to define the parameters for design, size, height and location of signs. The requirements related to the number, design type and size of signs outlined in this criteria are intended to be maximum standards which do not necessarily ensure compatibility with building architecture, the neighborhood and the community appearance. Consideration shall be given to the sign's relationship to the overall appearance of the subject property and surrounding area.

A. GENERAL DESIGN STANDARDS

1. **General:** Monument signs shall be constructed as to not obstruct line of sight for pedestrians, bicyclists or vehicular drivers.
2. **Zoning:** Monument signs are permitted in the Community Commercial (CC-2) zoning district in accordance with the City of San Clemente sign code and as shown in the accompanying criteria.
3. **Area:** The maximum allowable area of monument signs in the CC-2 zone shall be sixty four (64) square feet. Only one (1) sign face of any monument sign shall count towards overall signage for the site.
4. **Density:** One (1) monument sign per street frontage is permitted. One (1) additional sign for sites with more than 150 feet of street frontage shall be permitted in accordance with the City of San Clemente sign code.
5. **Height:** The maximum height of a monument sign shall be ten feet (10') from grade in accordance with the City of San Clemente sign code.
6. **Separation:** A minimum one hundred foot (100') separation shall be maintained between monument signs. Monument signs shall be located near the shopping center ingress/egress drives as shown on the accompanying site plan.
7. **Design:** Monument signs shall be designed with colors and architecture that are compatible with the buildings which they identify. Supports shall have architectural coverings and design which complement the overall design scheme.
8. **Construction:** All permanent sign faces shall be constructed of permanent materials including, but not limited to, painted and/or sandblasted wood, ceramic tile, masonry, metal, or other compatible, durable and waterproof material. No material more combustible than treated wood shall be used in the construction of any permanent sign.
9. **Illumination:** Monument signs may be internally or externally lit in commercial zones. Exposed bulbs or neon tubes are not permitted on monument signs. All external lighting shall be directed away from any adjacent residential uses and public rights-of-way.
10. **Landscaping** near the base of any monument signs shall be in accordance with the City of San Clemente zoning code and as shown on the approved site plan drawings for the project.

MONUMENT SITE PLAN



SIGN CRITERIA GENERAL REQUIREMENTS, TYPE OF SIGN

The purpose of this Master Signage Plan is to create a graphic environment that is individual and distinctive in identity for the merchant and also compatible with other signs within the Property. The total concept should give an impression of quality and professionalism, as well as, instill a good business image.

The following specifications shall be used for the design of all signage within the Property; however, in all cases, final written approval by Owner is required prior to manufacturing and installation of all signs.

For purposes of this Master Signage Plan, any reference herein to "Owner" shall also include all tenants, subtenants, licensees and other occupants of Owner's Parcel.

PROCEDURE:

All signage drawing proposals will be submitted in three (3) copies to Owner for written approval, prior to application for sign permit from the City of San Clemente.

NOTICE:

WRITTEN APPROVAL AND CONFORMANCE WITH THE REQUIREMENTS SET FORTH HEREIN DOES NOT IMPLY CONFORMANCE WITH APPLICABLE LAWS, CODES, RULES, AND REGULATIONS PROMULGATED BY THE CITY OF SAN CLEMENTE OR ANY OTHER APPLICABLE GOVERNMENTAL AGENCY OR BODY (COLLECTIVELY, THE "LAWS"). ALL SIGNAGE LOCATED WITHIN THE PROPERTY SHALL BE APPROVED IN WRITING BY OWNER, SHALL COMPLY WITH THE APPLICABLE LAWS AND RECEIPT BY OWNER OF A SIGN PERMIT MUST BE RECEIVED PRIOR TO MANUFACTURING AND INSTALLATION OF ANY SIGNAGE.

A. GENERAL PROVISIONS

1. All signs and signage programs must confirm to the requirements of this Master Signage Plan, the City of San Clemente, and all applicable Laws. Applications and submittals for signage permits shall be per the City of San Clemente's procedure and requirements.
2. Signs shall identify the person or company operating the use conducted on the Parcel. No off-premises advertising is permitted.

B. GENERAL REQUIREMENTS

1. No signs, advertisements, notices, or other lettering shall be displayed, exhibited, inscribed, painted or affixed in any manner to any part of the building exterior except as approved in writing by Owner.
2. Each electrical sign, and the installation thereof, shall comply with all applicable Laws. Double back connections must be utilized for all electrical connections through the building structure.
3. Tenant shall obtain all necessary permits for signs and the construction and installation of signs.
4. No labels shall be placed on the exposed surfaces of signs except those required by applicable Laws. Required labels shall be applied in inconspicuous locations.
5. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight manner.
6. Sign copy shall be limited to Tenant's proper firm name and shall not include the names of items, goods, or products. The use of a crest, shield, logo, or other established corporate

insignia or modifier which has been displayed or associated with Tenant's firm name shall be permitted subject to Owner's written approval.

7. Any sign that does not conform to the requirements of this Master Sign Plan or was not approved by the Owner as required hereby shall be immediately removed or brought into conformance at the Tenant's expense.
8. Any sign type not discussed or addressed herein shall be covered by the City of San Clemente sign code.

C. TYPE OF SIGN

1. All signs shall contain individual, reverse pan channel, halo illuminated, pin mounted letters. Letters shall not be mounted on an exposed raceway.

D. SPECIFIC REQUIREMENTS FOR BUILDING SIGNAGE

1. Each Tenant will be allowed a maximum of two and one-half (2.5) square feet of building sign area per lineal foot of business facade (calculated from the tenant's total leased premises dimension) along the front (north) building elevation facing Camino De Estrella.
2. The end-cap tenant with building elevation (east) fronting Interstate-5 will be allowed signage within the rear tower element with a maximum of one (1.0) square feet of building sign area per lineal foot of building length.
3. Elevations with sign band areas are being submitted as a part of this design criteria and shall be adhered to when developing individual tenant signage submittals.
4. The square footage for tenant signage shall be computed by enclosing such a sign with the smallest single continuous perimeter around the letters, numbers or emblems. Multiple line or secondary signage may be permitted with the cumulative area for additional rectangles encompassing any

text being added together and calculated towards the overall square footage.

5. Length: The overall length of spread of letters shall not exceed 75% of the total leased frontage as specified by lease. (Example: Maximum spread for a sign for a space thirty (30) feet wide will be twenty-two and one-half (22.5) feet).
6. Layout: All wording and letters shall be centered and mounted on the sign fascia so that all letters are contained within six (6) inches from the bottom of edge of the sign band area. The signage or letter groupings shall be centered in the horizontal and vertical space provided, or in an alternate area close to the Tenant's storefront as may be deemed appropriate by the Landlord. As no time will a sign or portion thereof be allowed to extend over, beyond or past the top and bottom edge of the sign band, or area provided.
7. Height: Sign may not exceed 75% of SIGN BAND height.
8. National chain businesses may be allowed to use their standard signage. This includes letter style, colors, and logos.

E. LIGHTING

1. Electrical lines from buildings to signs shall be concealed from public view. Exposed raceways are prohibited.
2. All lighting shall be halo illuminated with LED's, Neon or Fluorescent's.
 - A. Neon must be 30MA and between 12mm & 15mm glass tubing
 - B. LED must be Slone or Gelcor brand.
 - C. Fluorescent lighting will be allowed. No exposed bulbs.
3. All electrical will be U.L. or equivalent approved. All UL and sign manufacturer's labels must be placed on top of the sign and no portion of the labels shall be seen from below.
4. Penetration of structure shall be kept to a minimum and must have proper insulation for voltage cable

5. Power supplies shall be concealed behind fascia and mounted in metal boxes.

F. DETAIL DRAWING

1. Three copies of a complete and detailed drawing by Owner's sign company shall be submitted to Owner for final review and written approval.
2. Elevation of building fascia and sign shall be drawn using a minimum 1/4" to 1" scale.
3. Drawing shall indicate the following specifications:
 - a. Type, thickness, and color of Plexiglas type of material used for backs, returns, and trim caps, including color.
 - b. Finish used on returns.
 - c. Type of illumination and mounting method.
4. Drawing must include fascia cross section showing electrical connections.

G. WINDOW SIGNAGE

Window signs must comply with The City of San Clemente Sign Code and must be approved by Owner in writing.

Window signs to be created in a professional manner.

H. GRAND OPENING BANNERS

Grand Opening banners are allowed with Owner approval and in accordance with the City of San Clemente sign code.

I. ADDRESS SIGNS

Each store is required to display a street address and suite number above storefront door and service door in compliance with the City of San Clemente sign code.

J. THE FOLLOWING ARE NOT PERMITTED

- a. Roof signs.
- b. Cloth signs or streamers hanging in front of business.
- c. Exposed seam tubing.
- d. Animated or moving components.
- e. Intermittent or flashing illumination.
- f. Iridescent painted signs.
- g. Signs or letters painted directly on any surface.
- h. Signs will not be permitted to be installed or placed along perimeter of Property.
- i. Other uses defined by the City of San Clemente sign code

BUILDING SIGNAGE EXAMPLE & DETAILS

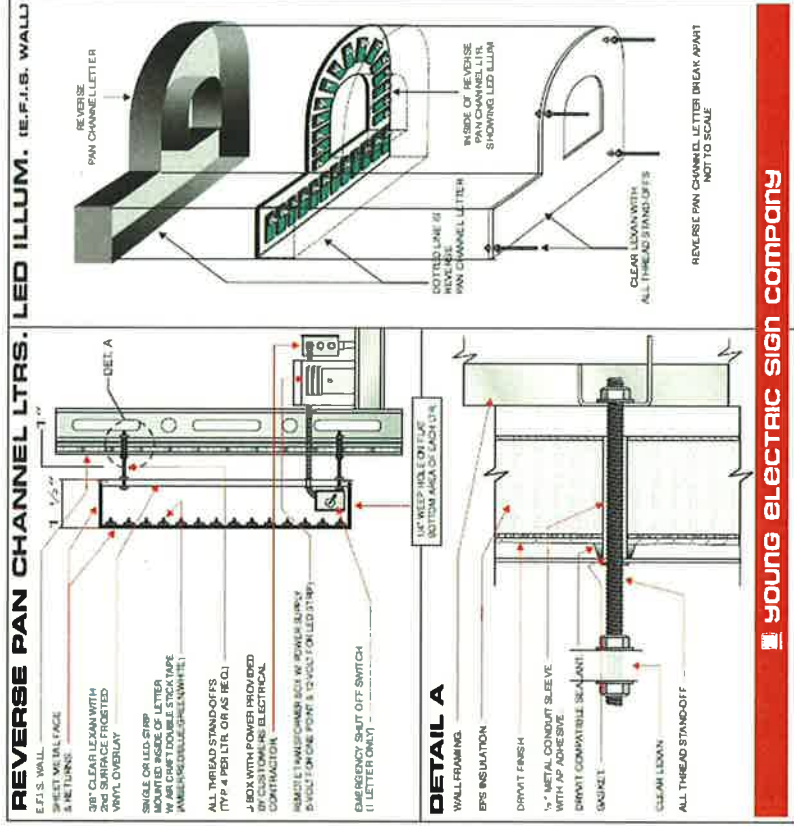


FABRICATE & INSTALL
TYPICAL SET OF HALO ILLUMINATED
REVERSE CHANNEL LETTERS.

CONSTRUCTION
.090" ALUMINUM FACES.
.063" ALUMINUM 3" DEEP RETURNS
3/16" CLEAR POLYCARBONATE BACKS
COLOR AS PER TENANT.

MOUNTING
1" NON CORROSIVE STAND OFFS

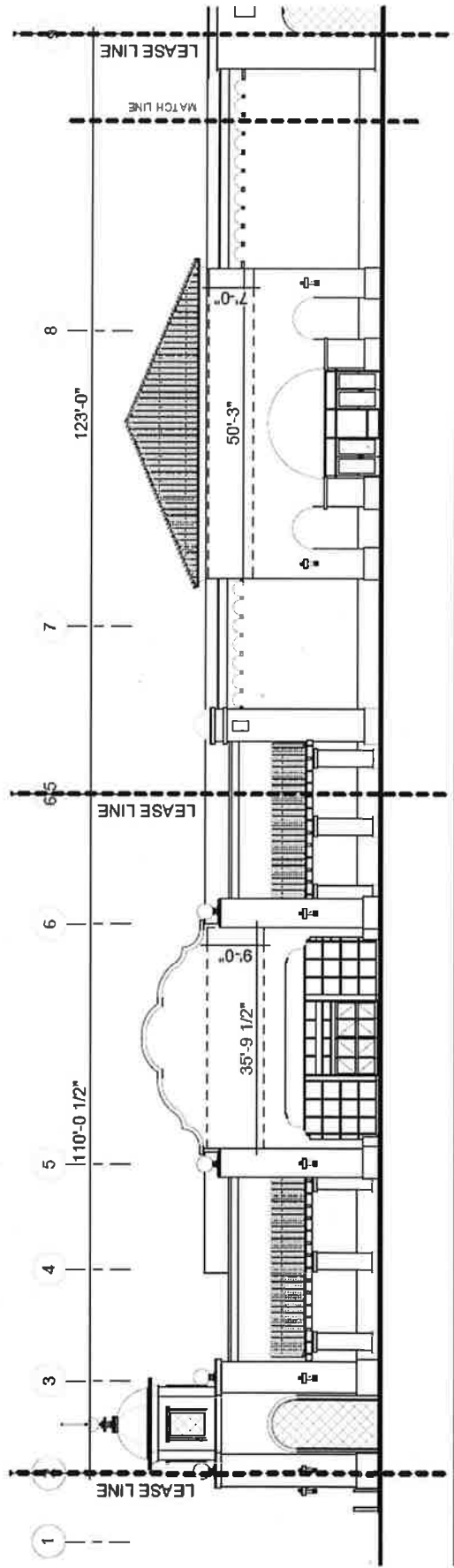
ILLUMINATION
SLOAN OR GEL-COR LED'S
WITH REMOTE OR SELF CONTAINED
POWER SUPPLY'S



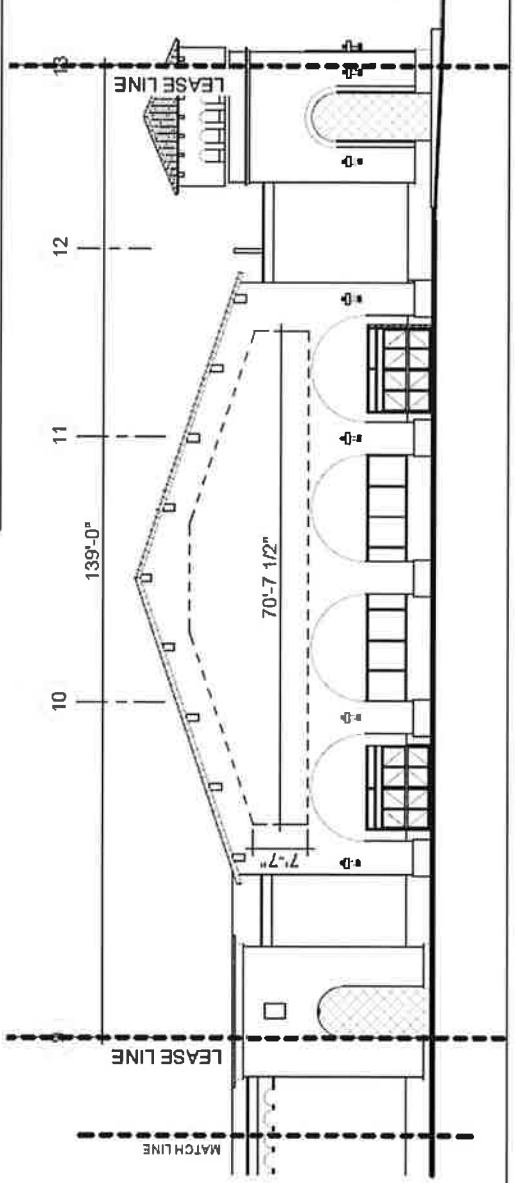
REVERSE PAN CHANNEL LETTER BREAK APART
NOT TO SCALE

YOUNG ELECTRIC SIGN COMPANY

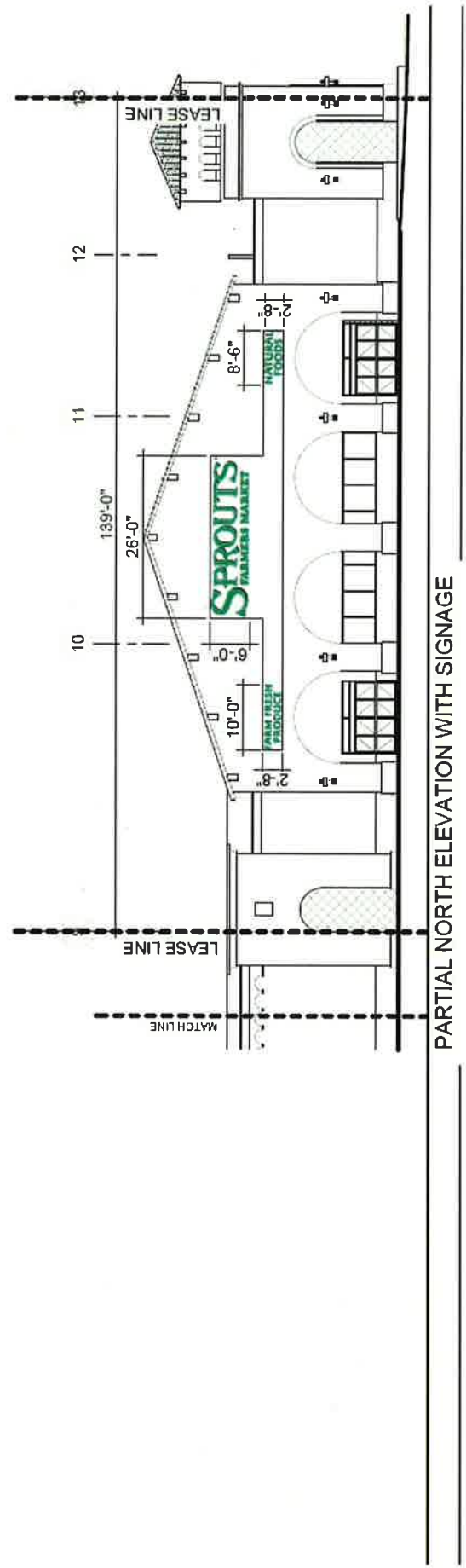
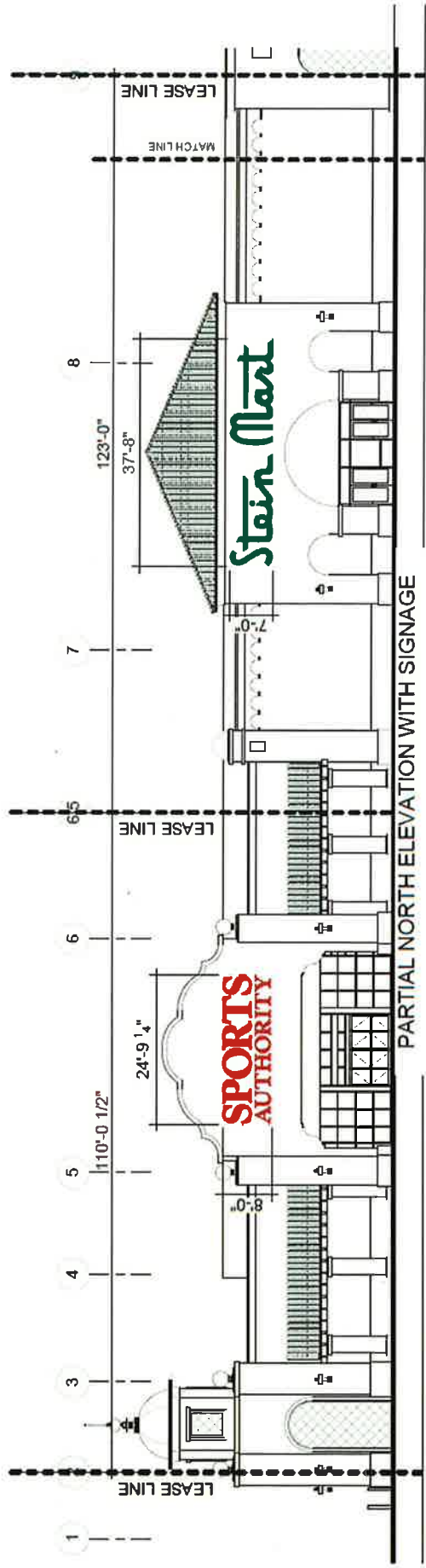
BUILDING SIGN BAND AREA AND EXAMPLE TENANT SIGNAGE

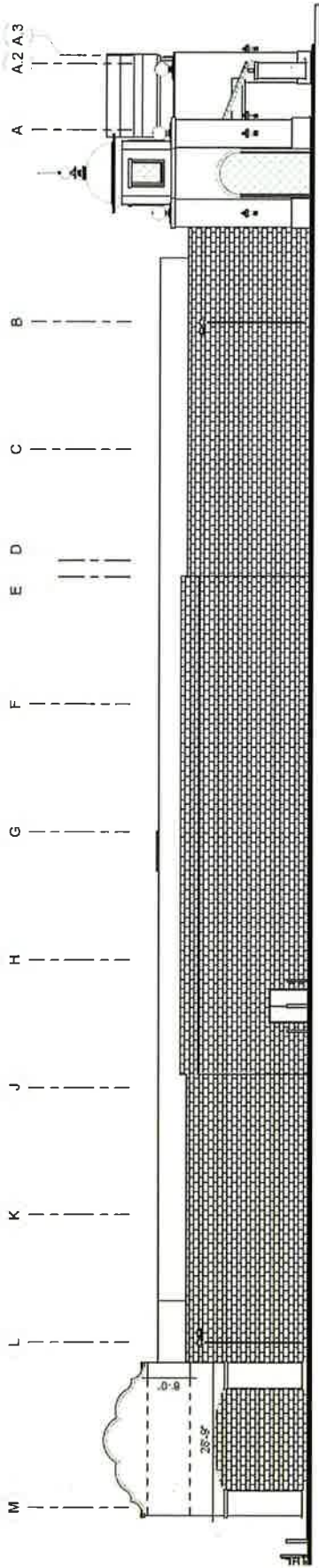


PARTIAL NORTH ELEVATION - DASHED SIGNAGE AREA

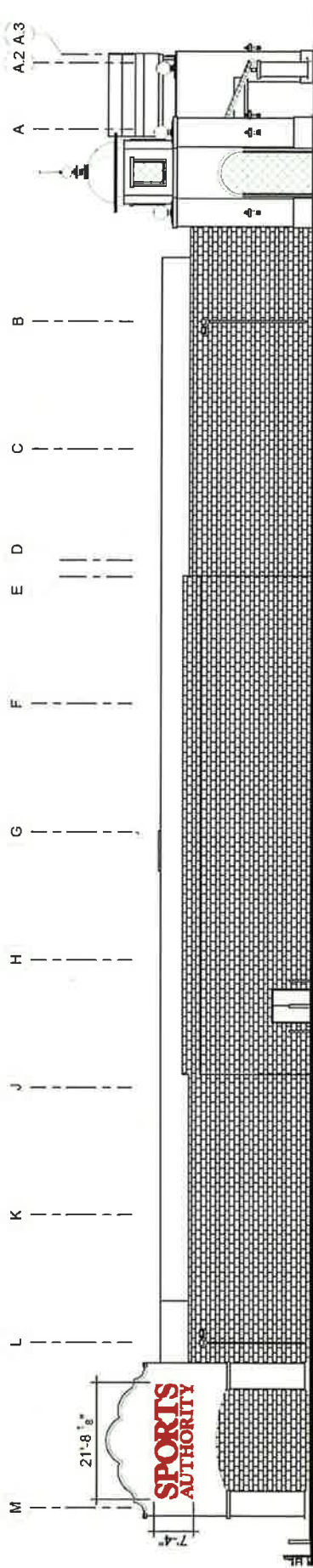


PARTIAL NORTH ELEVATION - DASHED SIGNAGE AREA





EAST ELEVATION - DASHED SIGNAGE AREA



EAST ELEVATION - SPORTS AUTHORITY SIGNAGE



NORTH COLORED ELEVATION

SCALE
3/32" = 1'-0"

1



EAST COLORED ELEVATION

SCALE
3/32" = 1'-0"

2



LINE OF SIGHT - VIEW FROM FWY 5 (VIEW 1)

SAN CLEMENTE PLAZA
SAN CLEMENTE, CALIFORNIA

DATE: FEBRUARY 7, 2013
NADEL 14100
NADEL TRAFFIC ONE, INC.
1995 S. LOS ANGELES, CA 90603
1310 EAST AVENUE, SUITE 300
WWW.NADEL.COM

NADEL



LINE OF SIGHT - VIEW FROM BRIDGE (VIEW 2)

SAN CLEMENTE PLAZA
 SAN CLEMENTE, CALIFORNIA

DATE: FEBRUARY 2, 2015
 14:05
 NADEL
 NADAL STUDIO ONE, INC.
 199 S. LOS ANGELES CA 90033
 310 853 3100 FAX 310 853 0833
 WWW.NADALSTUDIO.COM

NADEL



LINE OF SIGHT - VIEW 3B - VIEW NEAR 'CAMPANILLA'

SAN CLEMENTE PLAZA
 SAN CLEMENTE, CALIFORNIA

DATE: FEBRUARY 2, 2015
 NADEL 11108
 NADEL STUDIO ONE INC
 1905 S. MAIN STREET, SUITE 100
 LOS ANGELES, CA 90005
 T 310 890 3100 F 310 890 0182
 WWW.NADLSTUDIO.COM

NADEL



LINE OF SIGHT - VIEW 3A - VIEW NEAR 'CAMPANILLA'

SAN CLEMENTE PLAZA
 SAN CLEMENTE, CALIFORNIA

DATE: FEBRUARY 0, 2015 11:03 AM
 NADEL JOHN
 NADEL STUDIO ONE, INC
 1995 S. BUENA VISTA, PORTER ROAD
 SAN CLEMENTE, CA 92673
 T 310 882 1100 F 310 848 9182
 WWW.NADEL.COM





LINE OF SIGHT - VIEW FROM CAMINO DE ESTRELLA (VIEW 4)

SAN CLEMENTE PLAZA
SAN CLEMENTE, CALIFORNIA

DATE: FEBRUARY 2, 2015
 NADEL PROJECT: 14125
 1995 S. BURNING OAK, INC.
 1995 S. BURNING OAK, FLOOR 1000
 1310 092 100 1310 092 019
 WWW.NADTEL.COM

NADEL



LINE OF SIGHT - VIEW FROM CAMINO DE ESTRELLA (VIEW 5)

SAN CLEMENTE PLAZA
 SAN CLEMENTE, CALIFORNIA

DATE: FEBRUARY 2, 2015
 NADEL JOB# 14105
NADEL
 NADEL YUJICO ONE, INC.
 1905 S. BUENOS AIRES PLAZA, FLOOR 100
 SAN CLEMENTE, CALIFORNIA 92673
 T 310.624.2100 F 310.624.0182
 WWW.NADEL.COM



LINE OF SIGHT - VIEW FROM CAMINO DE ESTRELLA (VIEW 5)

SAN CLEMENTE PLAZA
 SAN CLEMENTE, CALIFORNIA

DATE: FEBRUARY 7, 2015
 NADEL 14105
 NADEL STUDIOS INC. INC.
 19951 BUNGLO DRIVE, SUITE 100
 SAN CLEMENTE, CA 92673
 T 310.676.2100 F 310.676.0182
 WWW.NADELSTUDIOS.COM

