



Design Review Subcommittee (DRSC)

Meeting Date: February 25, 2015

PLANNER: Christopher Wright, Associate Planner

SUBJECT: **Discretionary Sign Permit 14-394, Rite Aid Sign,** a request to allow a wall sign larger than 25 square feet within the Architectural Overlay district. The project site is located at 801 North El Camino Real.

BACKGROUND:

Project Description

The applicant, Rite Aid, proposes to change a wall sign on a commercial building located at 801 North El Camino Real. The property is within the newly expanded Architectural Overlay district. There are three signs on the site: the wall sign, a free-standing pole sign, and a directional sign mounted above a drive-through canopy. The signs are oriented toward El Camino Real. A Discretionary Sign Permit (DSP) is required to allow Rite Aid to replace and update an identification wall sign. Zoning Ordinance Section 17.16.250(C) Planning Commission approval of a DSP to allow a sign larger than 25 square feet within the Architectural Overlay district. Rite Aid does not propose to modify the pole and directional signs, except for a change of copy. Sign copy changes require an administrative permit.

Table 1 – Wall sign comparison

	<i>Maximum Height</i>	<i>Length</i>	<i>Area</i>	<i>Sign Materials and Lighting</i>
Proposed Wall Sign	4'-10" for two rows of text	17'-3" for "Rite Aid" text and 8'-5" for "Pharmacy" text	63 square feet	Bronze metal pin-mounted "halo-lit" letters
Existing Sign	3' for one row of text	16'-9"	51 square feet	Red acrylic "face-lit" channel letters

Why is DRSC Review Required?

The Design Review Subcommittee is tasked to ensure the proposed sign meets sign standards, is consistent with the City's Design Guidelines, and is compatible with the building and surrounding properties.

Site Data

The commercial building was constructed in 1959. In 1998, the building’s facade was remodeled to have a contemporary Spanish styled architecture. The site is located in the Neighborhood Commercial (NC2) zone and Coastal Overlay. The General Plan shows the site is in the Architectural Overlay within a new sub-area that requires a form of Spanish-style architecture, such as Mission, Monterey, or Spanish Colonial. The overlay was expanded when the General Plan was updated in 2014.

ANALYSIS:

Signage Requirements

Table 2 shows the signage is within the maximum signage allowed for the site.

Table 2 - Sign requirements

Sign requirement	Zoning Ordinance	Proposed
Total site signage area (Maximum)*	165 square feet	131 square feet
Wall sign width (Maximum)	112'	17'-3"

*Based on 1 square foot per lineal foot of public-oriented building frontage. The signage is oriented toward El Camino Real.

Design Standards

The signage must meet general design standards and special standards for the Architectural Overlay district. The proposed sign’s consistency with sign standards is summarized in Table 3.

Table 3 – Project Evaluation

Design Guideline	Project Consistency
<i>Zoning Ordinance Section 17.84.020(C)(1-2):</i> “Signage must be hand-crafted in appearance with acceptable materials, such as pinned metal letters.”	<i>Mostly consistent.</i> Bronze finished, pin-mounted letters are proposed that are mostly consistent with signs on other Spanish styled buildings on El Camino Real. Staff recommends changes that improve the sign’s depth and lighting consistent with successful signs on similar styled buildings (recommendations are below).
<i>Zoning Ordinance Section 17.84.020(C)(3):</i> Signs may be illuminated (with)...back lighting.”	<i>Consistent.</i> Back lighting is another term for “halo-lighting” which is proposed.

Table 3 – Continued

Design Guideline or Policy	Project Consistency
<p><i>Zoning Ordinance Section 17.84.020(B)(f): “Sign design, scale, color and materials shall be selected that are compatible in style with the building it serves”.</i></p>	<p><i>Mostly consistent.</i> The proposed sign would improve the appearance of the building. The sign’s design, materials, and lighting are more consistent with special sign standards for the Architectural Overlay district. However, staff recommends design changes that would make the sign depth and lighting complement the building further.</p> <p>The proposed sign is 12 square feet larger than the sign being replaced. Staff does not have concerns with the size increase. The proposed sign dimensions and size is in relative scale with a wide building that is set back significantly from El Camino Real, which limits sign visibility. The building is set back 160 feet from El Camino Real and the building width is 165 feet.</p>
<p><i>General Design Guidelines for All Architecture Subject to Discretionary Design Review II.C.3.e: “Carefully integrate signage with the design concept of the building and site. Signage should be consistent with the architectural character of the building.”</i></p>	<p><i>Consistent.</i> See comments above.</p>

RECOMMENDATIONS:

The proposed signage would improve the building’s appearance. Staff recommends the following design changes to make the proposed sign more consistent with Design Guidelines:

1. Reduce the channel letter depth. Five-inch deep channel letter returns are proposed. Staff recommends the depth be reduced to a maximum of two inches. This change would make the sign look less like conventional channel letters and more like individual cut-out “pin-mounted” letters, which are common and encouraged in the Architectural Overlay district. A two-inch return depth is more consistent with “halo-lit” channel letter signs on other successful sign projects, such as F&M bank and Bank of America. These projects also involved signs on Spanish styled buildings on

El Camino Real. See Attachment 2 for photos and specifications for these sign examples.

2. Limit the color of the "halo" illumination to white. This "halo" lighting color is used on F&M bank and Bank of America. The color has proven to be attractive and complement Spanish styled buildings.

Staff seeks DRSC comments on the proposed project and staff recommendations. Following review and comment by the DRSC, the project will be forwarded to the Planning Commission for consideration.

Attachments:

1. Location Map
2. Examples of other "halo-lit" signs on El Camino Real
3. Proposed sign plans



LOCATION MAP

Discretionary Sign Permit 14-394, Rite Aid Signage
801 N El Camino Real

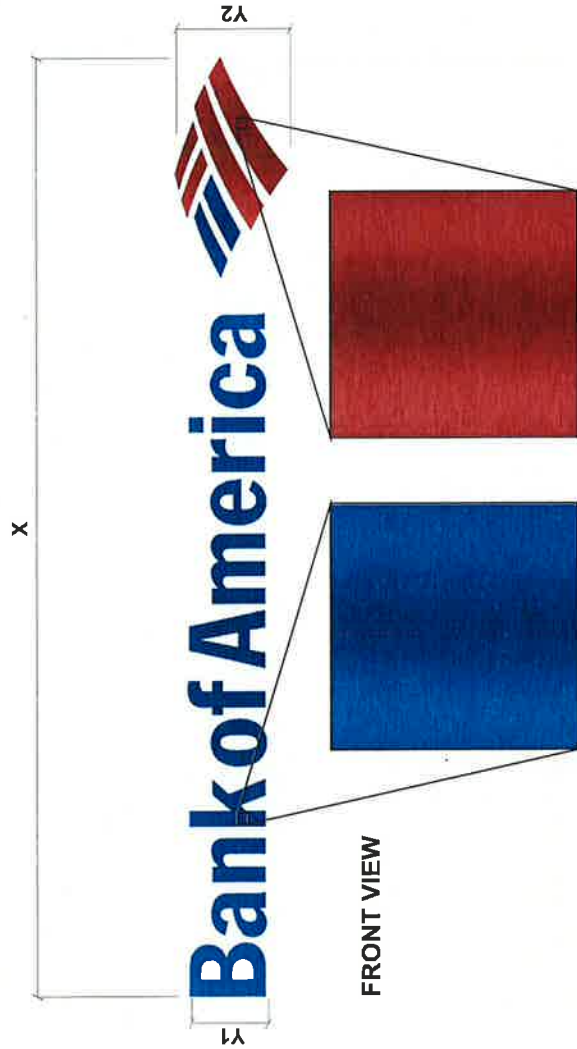


ATTACHMENT 2



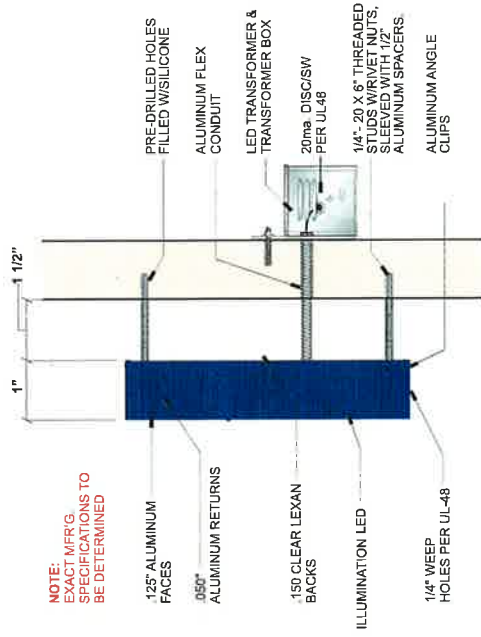
CONSTRUCTION & MOUNTING DETAIL FOR TYPE WG SIGNAGE

NOTE: Example Shown is for Program Details Only



FRONT VIEW

NOTE:
EXACT MFRG.
SPECIFICATIONS TO
BE DETERMINED



SIDE VIEW

SECTION DETAIL @ REVERSE CHANNEL LETTERS

Scale: NTS

Specifications:

Faces- Aluminum faces deeply grained satin finish (do not use Matthews paint) use a thinner stained type of finish

Returns-Aluminum returns to match faces.
Mounting- Illuminated Letters/Symbol affixed to wall w/peg mount hardware.

Illumination- White LEDs



1500 West Embury St, Anaheim, CA 92802
(714) 520-9144 FAX: (714) 520-5847

Date: 05-20-08
Scale: Noted
Drawn: HA
Shies: ER

Project Name: Bank of America
Address: 300 S El Camino Real
City / State: San Clemente, CA 92672
Client Approval: _____ Date: _____

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No	Designer	Date
1	HA	05-20-08
2	HA	05-13-08
3	HA	05-16-08
4	RV	05-12-08
5	HA	05-25-08
6	KC	05-22-08

Revision Notes

Various changes per PML
Remove all signage to custom manufacturing specifications as requested.
Change letter return to 1". Show the heavy satin grain with shaded color wash (not Matthews).
Reverse size to match hard copy.
Various changes per PML
Add machine mark faces.

DESIGN DRAWING

Request Number:
DEV-BOA2-00140-r6
File Location:
W:\Bank of America 2\Art\Drawings\

1:1 RATIO OR MAXIMUM 75% TENANT FRONTAGE



A CUSTOM FABRICATED ALUMINUM CHANNEL LETTERS - REVERSE HALO

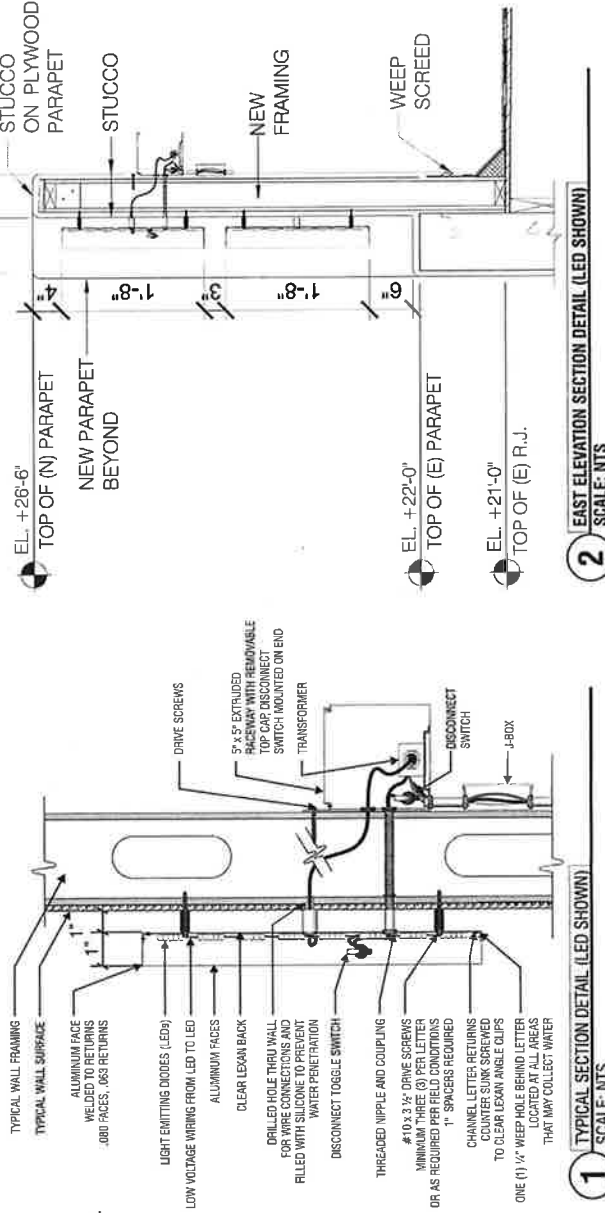
Quantity: One (1) sign per elevation

SCALE: NTS

TENANT STOREFRONT ID SIGN

GENERAL SPECIFICATIONS:

- Location: Tenant Storefront Fascia
- Number Allowed: One (1) per elevation
- Letter types shall be halo illuminated.
- Letters shall be custom fabricated aluminum construction.
- Illumination shall be provided by White L.E.D. Modules. Power supplies shall be remotely installed behind wall fascia.
- All letters shall conform to all UL specifications and bear a UL label.
- Allowable sign area calculation is one (1) square foot per linear foot of tenant frontage or lease space [1'-1]. Tenant signs may not be greater than 75% of their total sign board length.
- 2'-4" Maximum letter height, Logo heights 30" Maximum



1 TYPICAL SECTION DETAIL (LED SHOWN)
SCALE: NTS

2 EAST ELEVATION SECTION DETAIL (LED SHOWN)
SCALE: NTS





Night Time View

Square Footage	
RITE AID	3'-0" x 17'-2 3/4" = 51.69 Sq.Ft.
PHARMACY	1'-4" x 8'-5" = 11.22 Sq.Ft.
Total = 62.91 Sq.Ft.	

Signs #1 & #2 — Reverse-Illuminated Channel Letters

Scale: 1/4" = 1'-0"

5" deep reverse channel letters with .100 aluminum faces and welded .080 aluminum returns painted GripGuard semi-gloss to match SW #6076 Turkish Coffee. Insides of letters to be painted with AKZO bright white reflective finish. Letters are silhouette lit using Hyperion white R-Lite LED system (gathered to 1" spacing) powered by 7.6 volt A.C. power supplies and have flat .250 clear polycarbonate "bird shield" backs overlaid with 3M #3635-70 diffuser vinyl.

Note: Reverse channel letters are to be mounted 1 1/2" off building facade.



Existing Elevation

Scale: NTS



Proposed Elevation

Scale: NTS

Rite Aid #5749 — 801 N. El Camino Real, San Clemente, CA

Lead #JS4-026440

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TB 07-25-14
08-28-14B
09-03-14B

12-12-14Bj

Approved for: _____

By: _____

Date: _____



Sign #3 — Illuminated Single Faced Canopy Sign

Scale: 3/8" = 1'-0"

Existing sign face to be removed and replaced with new precision routed .100 aluminum painted GripGard Plus semi-gloss to match SW 6076 Turkish Coffee with 1/4" white push thru flush acrylic. Existing sign cabinet with 1 1/2" retainers to be scuffed, primed and painted GripGard Plus semi-gloss to match SW 6076 Turkish Coffee. Re-lamp sign with T120HD lamps.



Existing Elevation

Scale: NTS



Proposed Elevation

Scale: NTS

Rite Aid #5749 — 801 N. El Camino Real, San Clemente, CA

Lead #JS4-026440

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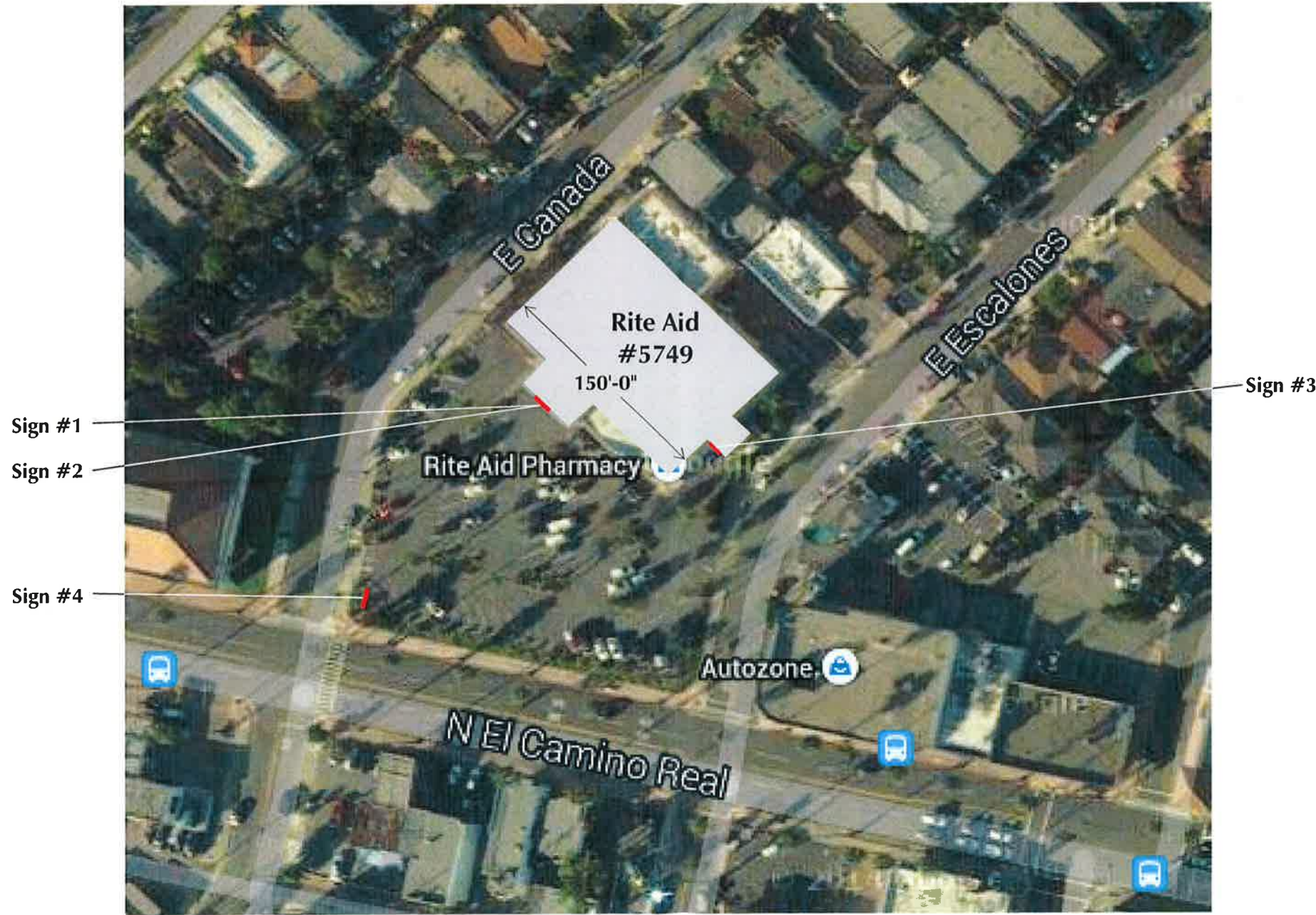
TB 07-25-14
08-28-14BJ
09-03-14BJ

12-12-14BJ

Approved for: _____

By: _____

Date: _____



Site Plan

Scale: NTS



Rite Aid #5749 — 801 N. El Camino Real, San Clemente, CA

Lead #JS4-026440

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TB 07-25-14
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By: _____

Date: _____