

**CITY OF SAN CLEMENTE
MINUTES OF THE REGULAR MEETING OF THE
DESIGN REVIEW SUBCOMMITTEE
FEBRUARY 25, 2015**

Subcommittee Members Present: Bart Crandell and Julia Darden

Staff Present: Jim Pechous, Cliff Jones, Sean Nicholas, John Ciampa and Christopher Wright

1. MINUTES

Minutes from February 11, 2015 meeting

2. ARCHITECTURAL REVIEW OF THE FOLLOWING ITEM

A. Discretionary Sign Permit 15-044/Sign Exception Permit 15-045, Estrella Shopping Center Phase I (Nicholas)

A request to consider a Master Sign Program including monument signs, wall signs, and one freeway oriented sign for an existing shopping center. This is for the portion of the commercial center that was the K-Mart facility located within the Community Commercial (CC2) zoning district at 550 Camino De Estrella. The legal description is P BK 34, PG 17 PAR 1, PM 34-17, PAR 1 POR OF PAR, Assessor's Parcel Number 691-101-26.

Associate Planner Sean Nicholas summarized the staff report. Planner Nicholas stated that the applicant has read the proposed recommendations from staff and is in agreement with the proposed modifications to the monument signs. The applicant stated that they wanted to discuss the issues of the wall mounted signs further.

Subcommittee Members wanted to discuss the proposed monument signs further. They asked that the updated landscape plan be provided for Planning Commission, and to show the signage with the proposed landscaping at the base.

Chair Crandell stated he was concerned that the new street trees included in the newly created landscape buffer on Estrella would block the view of the signage. Planner Nicholas indicated that the signs need to be set back a minimum of 10 feet to meet Orange County sight distance triangles. Since they will be set back, they will not be in line with the trees, thus will not be blocked by them.

Subcommittee Member Darden clarified that due to the size and frontage of the site, they are permitted to have the number of monument signs that they are proposing, and will ultimately will be developed once Phase II is submitted.

Planner Nicholas confirmed that the proposed signage square footage and number of monument signs are consistent with the square footage and allowed number of signs as set forth in the Municipal Code.

Chair Crandell asked if the monument signs shown are only for the Kornwasser tenants. Steve Usdan, representative of the Kornwasser group, stated that three tenants will have three panels, and the Burnham group primary tenants will have three panels, as it will be for the monument sign on the Burnham property.

Chair Crandell stated that when they reviewed the site layout with the physical improvements, the entrance into the center at the un-signalized entrance on Camino de Estrella was seen as being the primary entrance, with the signalized entrance being secondary.

The Subcommittee Members agreed that reducing the massing at the signalized entry would be important. It would visually signify the signalized entry being a minor entry, giving a scale to the points of entry. Additionally it will reduce the massing of signage on Camino de Estrella. The Subcommittee Members recommended reducing the number of tenant panels, and reducing the monument sign proportionally.

Mr. Usdan stated that if reducing that sign was a requirement of the City they would acquiesce. However, he stated that while the massing can be reduced, it is important to them to still have the height of the signage to provide visual clearance above the landscaping.

The Subcommittee recommended that utilizing only four panels and stacking them vertically will allow for the massing to be reduced. The scale of the sign to be more vertical and still allow representation from both Kornwasser and Burnham tenants.

Mr. Usdan stated that it was his understanding that the design of the six panel signage was from a recommendation from staff and a request from the Burnham owners to have their signage with the other major tenants.

Planner Nicholas clarified that the original design of the monument signs was very modern and was not consistent with the architecture. Staff recommended looking at the Vista Hermosa Park and Target Monument signs as design inspiration. The number of tenant panels was presented by the applicant.

Mr. Usdan stated he understood the concern as long as the height can maintain ten feet to have visibility. They will reduce the massing of the sign and drop to only four tenant panels at the signalized intersection.

Subcommittee Member Darden felt that more white space on the edges of the signage would be appropriate and had some concerns about letting multiple colors and fonts to be used for the copy of the tenant panels.

Mr. Usdan stated that they are planning to require white since the sign will not be internally illuminated and that will provide additional white space.

Chair Crandell stated that he thought having the white with the various font colors and script would match what will be on the buildings, and he is not necessarily bothered by the variety of that on the monument sign.

Subcommittee Member Darden asked that staff include examples of other monument signs in the community. Planner Nicholas stated he would make sure something is added to the staff report.

City Planner Pechous stated that one of the goals he wants to accomplish with the upcoming Code updates is a revision to the Sign Code which is the code that has been in place since 1983 and does not reflect the reality of signage for centers such as the project site. The Subcommittee agreed it is an issue and needs to be update.

Planner Nicholas addressed the wall signs and discussed staff's recommendation regarding reducing the Stein Mart sign proportionally to be better fit in the façade for signage.

Subcommittee Member Darden asked about the sign band requirement regarding the height being limited to 75%.

Planner Nicholas stated that he discussed the issue with the applicant and that was an error. The applicant meant for it to be consistent with the Municipal Code which requires signs not to exceed 75% of the width of the tenant façade. Planner Nicholas stated the applicant intended for the full height to be used as identified.

Mr. Usdan stated that from Stein Mart's point of view is that the sign scale is actually the same between the tenants. Subcommittee Member Darden stated that this does not make sense that the Sports Authority signage is taller. Mr. Usdan said, yes, the Sports Authority signage is larger. However, the façade to place signage is also larger and more room to place signage further up on the façade.

City Planner Pechous commented that the façade on Stein Mart could be increased by a foot to provide more appropriate scale for the signage. The Subcommittee Members agreed that raising the roof would help, but the sign should be reduced in scale to better fit within the space. Additionally, Subcommittee Member Darden expressed concern about the future tenants and ensuring consistency and not having signage in the future out of scale or too large for the location of the sign.

Mr. Usdan stated that they are open to setting future signage to what is approved by DRSC and Planning Commission so that it is clear what will be approved in the future and ensure consistency. Everything for the applicant hinges on the freeway oriented signage and getting it approved. If that is approved, it will give them a lot more flexibility. Mr. Usdan than expressed the applicants position regarding the freeway oriented signage and its importance to the project. Subcommittee Members thanked Mr. Usdan for his position.

Subcommittee Member Darden still expressed concern about the scale of both Stein Mart and Sports Authority also feeling more crowded. Mr. Usdan said that they can bring the signage down vertically by six inches and then reduce the horizontal size proportionally for both Sports Authority and Stein Mart. The Subcommittee felt that this would help the overall design.

The Subcommittee also asked staff to ensure Phase II is consistent with the sizes as approved for the wall signs for Phase I.

B. Discretionary Sign Permit 14-394, Rite Aid Sign Program (Wright)

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.

Associate Planner Christopher Wright summarized the staff report.

The Subcommittee supported staff's recommendations and forwarded the item to the Planning Commission.

C. Cultural Heritage Permit 14-496 Petri Addition (Ciampa)

Addition to an existing nonconforming residence located adjacent to a historic residence at 204 W. Paseo De Cristobal.

Associate Planner John Ciampa summarized the staff report.

Subcommittee Chair Crandell stated the project was a welcomed improvement and the addition does not exceed the allowed 2,100 square feet for an addition to a legal non-conforming structure. He also said that the project is making the property more conforming with the elimination of the legal nonconforming second residential unit that is attached to the garage.

The applicant, David York, stated that the rules for non-conforming structures encourages property owners with the financial means to demolish legal non-conforming houses and replace them with much larger conforming houses. He said in this case the applicant only wanted to do a modest expansion and exterior remodel to the house.

Subcommittee Member Darden stated that the design is sensitive to the historic structure by keeping the rear portion of the structure one story. She and the other Cultural Heritage Subcommittee members agreed the project is a good addition to the neighborhood.

The Cultural Heritage Subcommittee did not recommend any modifications to the project and recommended it be forwarded to the Planning Commission for their review.

3. NEW BUSINESS

None

4. OLD BUSINESS

None

5. ADJOURNMENT

Adjourn to the Regular Meeting of the Design Review Subcommittee to be held March 11, 2015 at 3:00 p.m. in Conference Room A, Community Development Department, 910 Calle Negocio, Suite 100, San Clemente, CA 92673.

Respectfully submitted,

Bart Crandell, Chair

Attest:

Cliff Jones, Associate Planner

DRAFT