



Design Review Subcommittee (DRSC)

Meeting Date: March 25, 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 for an existing commercial/office center located at 653 Camino De Los Mares.

BACKGROUND:

Project Description

The SC Professional Plaza consists of three commercial/office buildings. The applicant is proposing a new multi-tenant monument sign that will serve all three buildings. The project was reviewed by DRSC on December 11, 2013, and again on January 28, 2015. The applicant's client put the project on hold during 2014 to determine if they wanted to proceed with the application. At the last DRSC meeting, they received compliments on the improvements to the sign, but generally there were concerns that the sign was too dark, had too much mass, and concerns about the trellis materials. The applicant has taken those comments and the new design attempts to address DRSC concerns.

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 "other Spanish." DRSC review helps ensure design consistency with the buildings the sign serves, as well as compatibility with "other Spanish" architectural styles.

Site Data

The buildings within the SC Professional Plaza are a contemporary Spanish-style design. 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:

The proposed sign is seven feet tall, and approximately 46 square feet of sign area, 12 square feet less signage than the previously submitted sign. 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. With the

approval of a Discretionary Sign Permit, the proposed monument sign would be consistent with the Municipal Code. The applicant is proposing the sign be setback 21 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 vertical posts to be aluminum with a white stucco finish. The top trellis element is proposed to be wood painted dark brown to match the trellis color of the primary building. The individual tenant inserts are proposed to be white solid aluminum with. The applicant is proposing one large insert on the sign for the name of the facility and the address utilizing the same color palette as the tenant signs. The whole sign will be externally illuminated and will be conditioned to avoid light trespass.

The total square footage of signage permitted for the site is 366 square feet based on street and parking lot frontage. The total square footage of signage currently on-site is 139 square feet. With the additional 46 square feet of signage proposed the total signage for the site would be 185 square feet.

RECOMMENDATIONS:

Staff is supportive of the design of the revised sign. The use of external illumination and the proposed wood trellis element at the top is an excellent way to bring a character defining feature from the Spanish-style building into the design. Staff is also supportive of the lighter tenant inserts as that will help to lighten the color of the sign, as well as the unique sign panel for the building identification adds just a little bit of color to the sign.

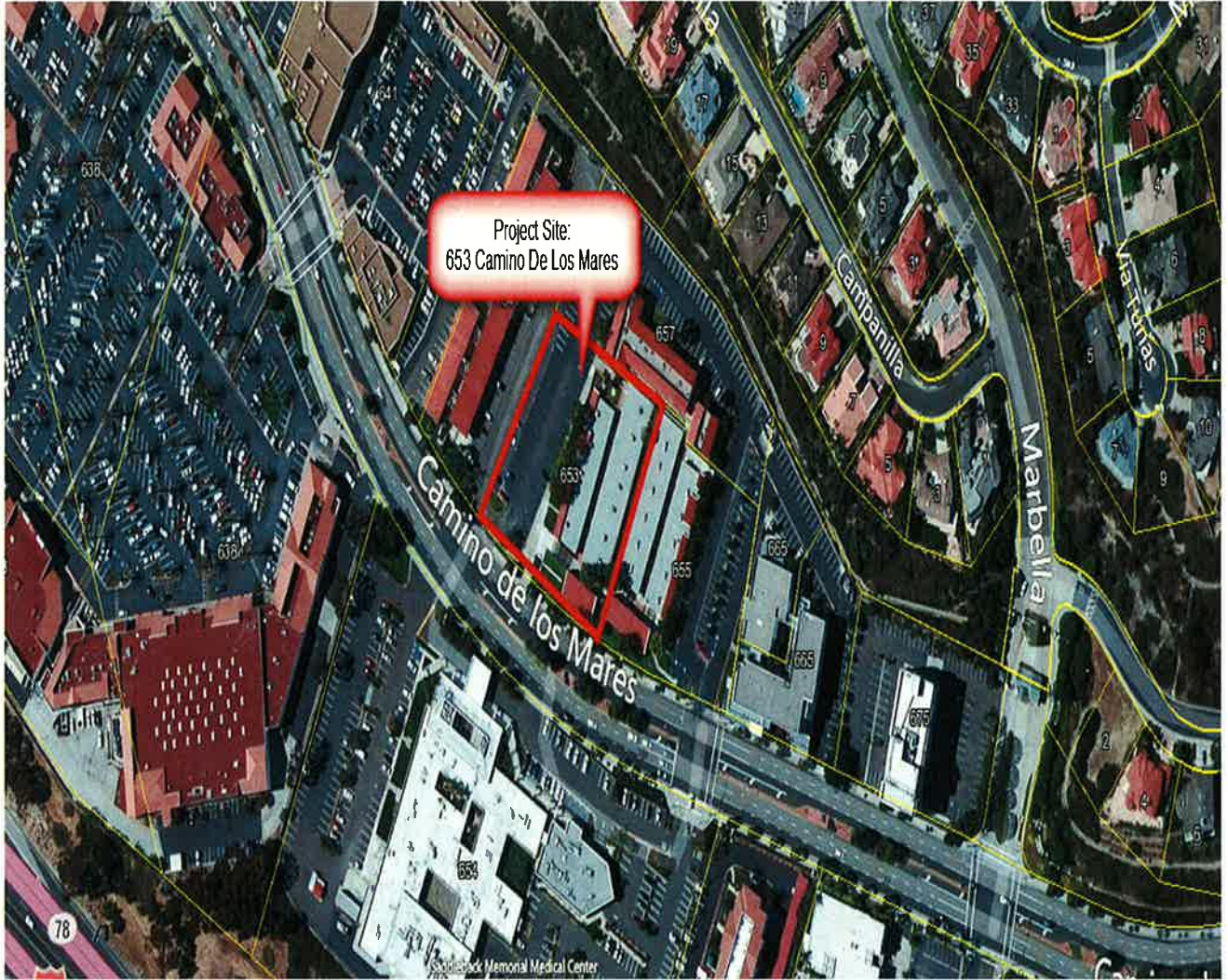
Staff seeks DRSC concurrence with staff's recommendation and welcomes any additional DRSC comments. Staff recommends the DRSC forward DSP 13-243 to the Planning Commission subject to the recommendations discussed in this staff report, and any other recommendations DRSC may have.

Attachments:

1. Location Map
2. Plans prepared by applicant
3. January 28, 2015 DRSC Staff Report, Minutes, and Design (excerpted)

LOCATION MAP

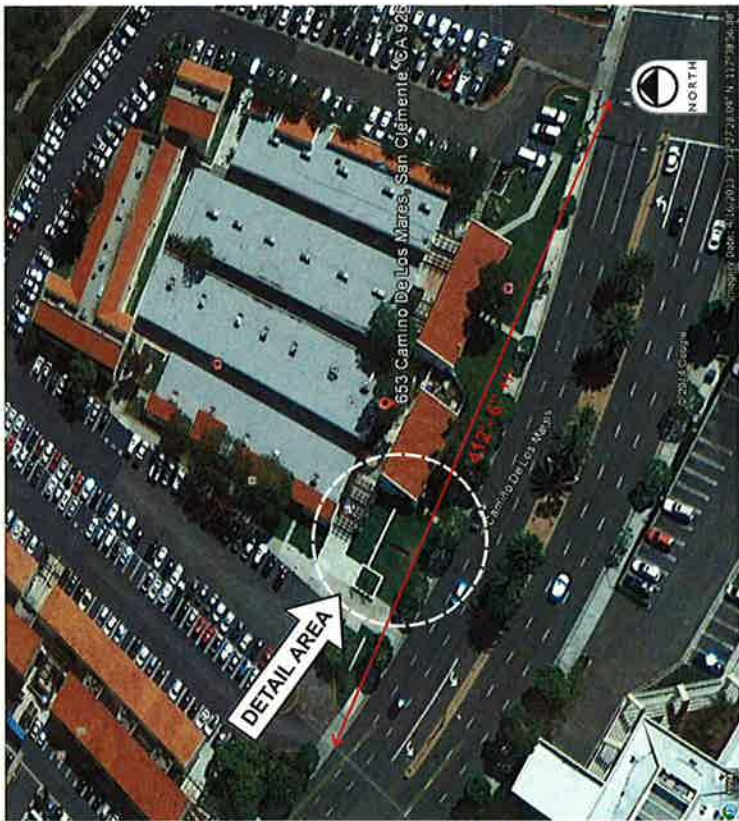
Discretionary Sign Permit 13-243, SC Professional Plaza Monument Sign
653 Camino De Los Mares



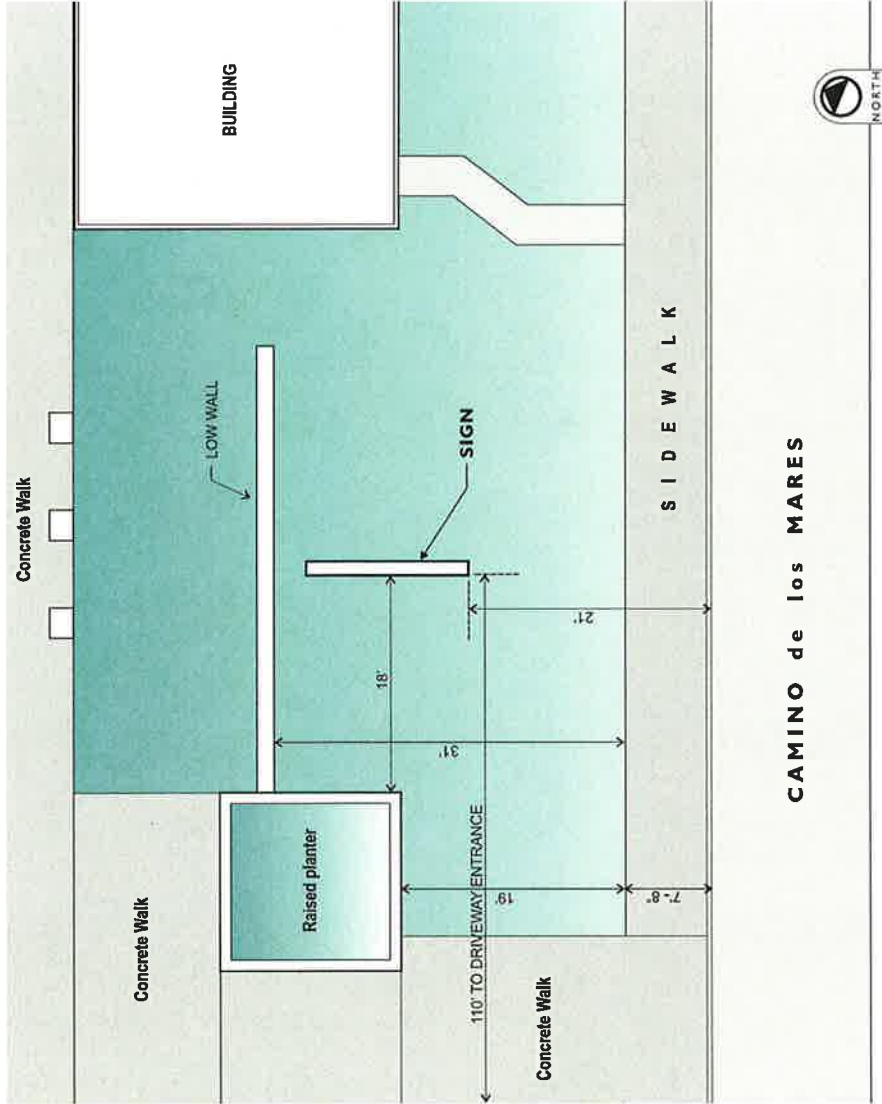
No scale 



STREET VIEW FROM CAMINO DE LOS MARES



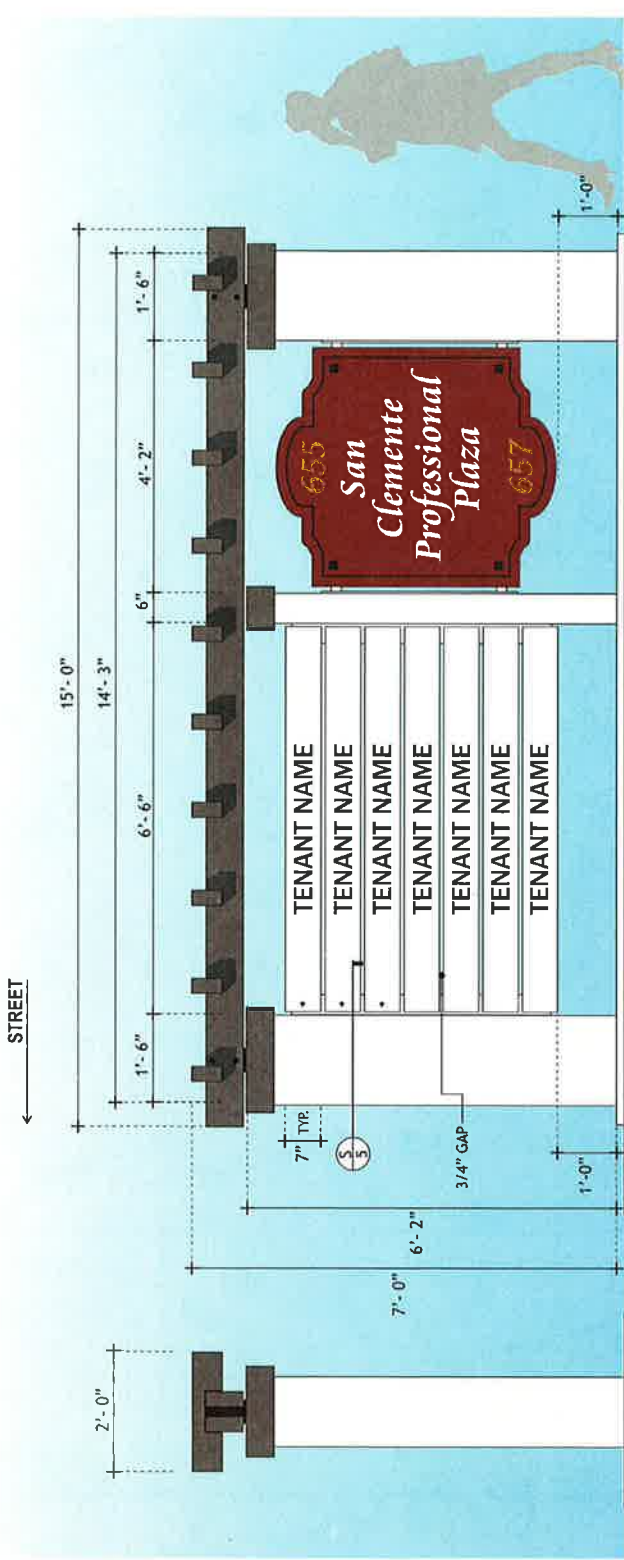
AERIAL VIEW (SEE SHT. 2 FOR PLAN DETAIL)



CAMINO de los MARES



PLAN VIEW DETAIL
SCALE 3/32" = 1'-0"



* Sign is lit by external spotlights, (2) per side. Power to sign location is to be provided by others. Concerns regarding spotlights shining onto adjacent structures is unfounded as distance to structures is 30' to the East and more than 100' to the West. Tenant listing is for illustration purposes only. Final listing to be determined by landlord.

1 DJF MONUMENT SIGN - *EXTERNALLY ILLUMINATED
SCALE 1/2" = 1'-0"

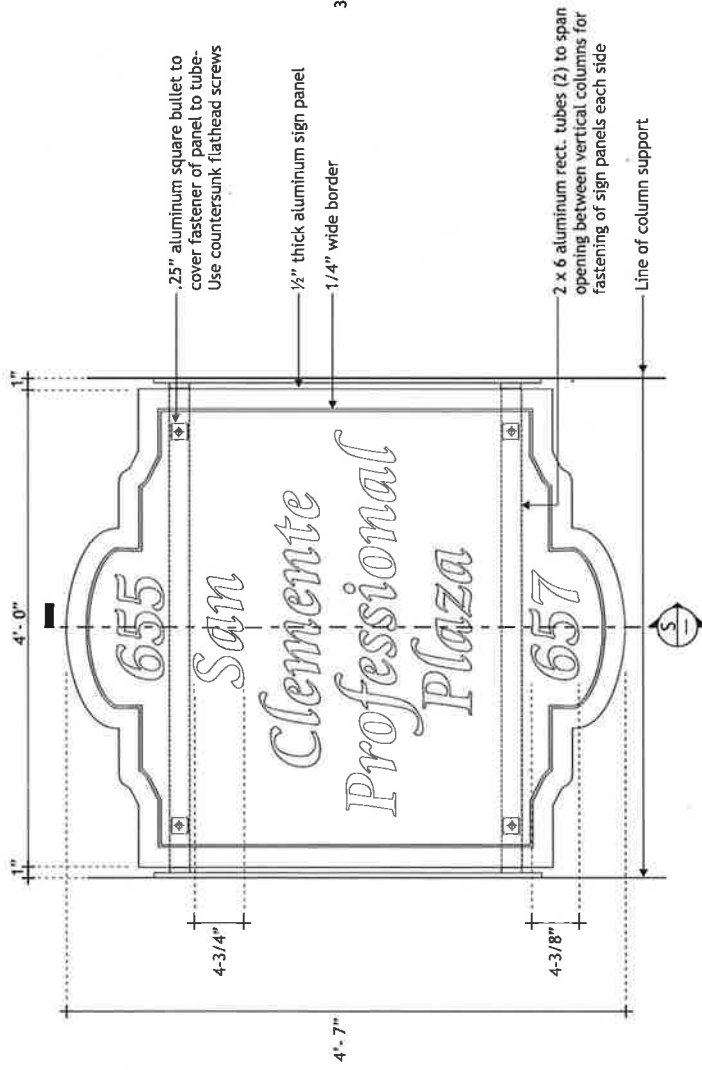


2 TYPICAL TENANT PANEL
SCALE 1" = 1'-0"

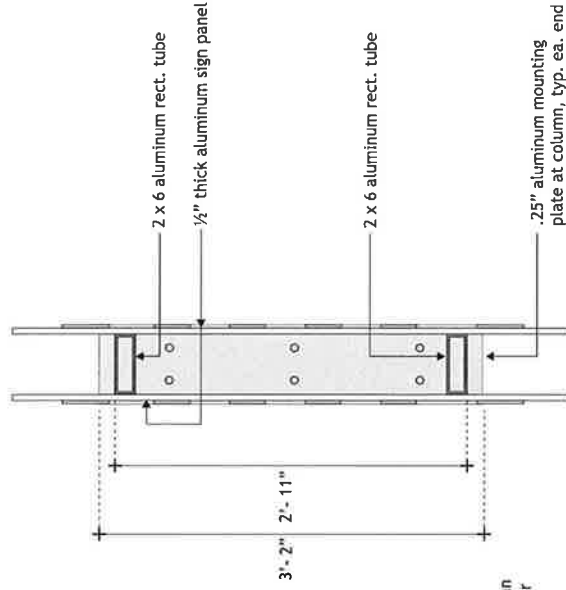
Tenant panels are to be consistent for all.
Typical font: Franklin Gothic Medium, all caps.
Letter size shown is the maximum allowed.
Single-line copy only.
Letters only. No logos.
Copy to be centered on panel horizontally and vertically.

SPECIFICATIONS:

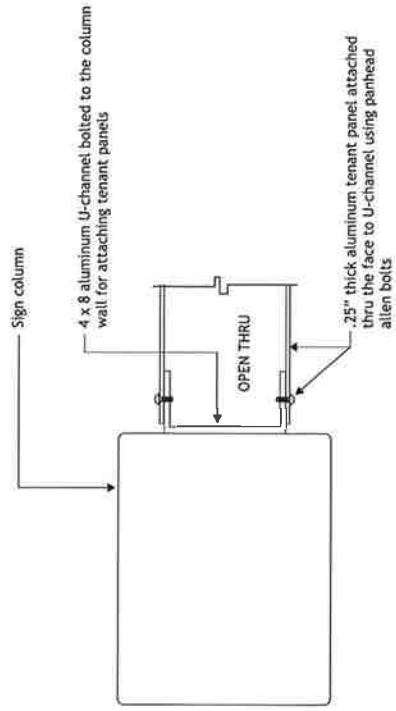
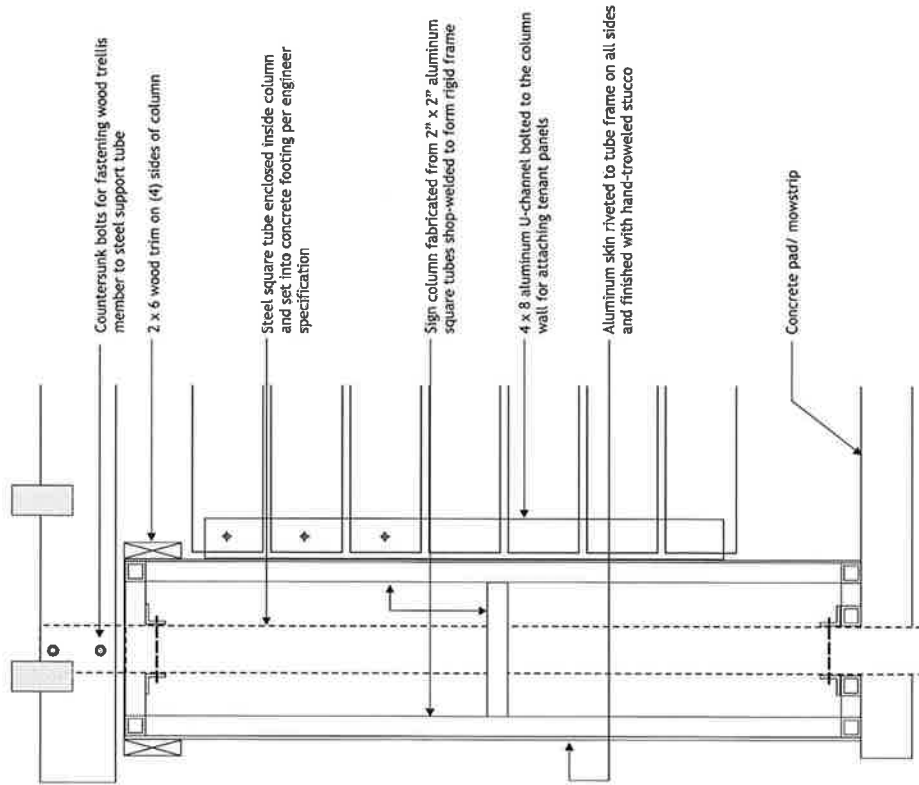
- (1) tenant panels (one side) from .25" thick aluminum attached to aluminum vertical channel at each end with fastening screws for change-out as necessary. Vinyl letters in 3/8" Duranodic 230-69 with typical font as shown. Apply matte clear coat over finished panels.
- (2) aluminum columns with wood cap as shown to mimic architecture with hand-troweled stucco texture finish painted white. Outer columns will conceal steel square tube support to be set into concrete footing per engineer specification.
- (3) Project identification sign panel to be cut-out from 1/2" thick aluminum and affixed permanently to each side of column opening by (2) aluminum tube supports installed horizontally between columns. Letters, numbers and corner bullets to be cut-out from .25" thick aluminum and stud-mounted flush to the panel face. Paint finish.
- Trellis at top to be constructed from clear, knot free douglas fir dried lumber. 4" x 8" with dark transparent wood stain. Horizontal members to be notched at points that connect with steel tube supports and through-bolled with countersunk bolts painted black.
- Concrete mowstrip as needed to provide a level surface for the sign above the uneven grade. Mowstrip and footing per engineer specification.



1 D/F MONUMENT SIGN - SIGN PANEL DETAIL x 2
SCALE 1" = 1'-0"



S SECTION VIEW
SCALE 1" = 1'-0"





Design Review Subcommittee (DRSC)

Meeting Date: January 28, 2015

PLANNER: Sean Nicholas, Associate Planner

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

BACKGROUND:

Project Description

Three commercial/office buildings located at 655 Los Mares are proposing a new multi-tenant monument sign. The monument sign will serve all three buildings. The project was first reviewed by DRSC in December of 2013. The applicant's client took a long time to determine if they wanted to proceed with the application. They have decided to proceed forward and have proposed 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 "other Spanish." 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-design buildings. While contemporary, the buildings have red tile roofs, white stucco exteriors, and dark brown wood trellis 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 Municipal Code. 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 are aluminum with stucco over. 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 material with white vinyl letters. The applicant is proposing one large insert on the site for the name of the facility and the address. The whole 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. Though overall staff has concerns about the use of the black color for the primary portion of the signage and the use of aluminum for the construction, especially for the top trellis portion.

Previously, staff was supportive of developing a unique monument sign for the site. At this point, staff recommends a monument sign consistent with the other monuments signs along Los Mares. These monument signs have two stucco columns that match the primary structure, and a wood trellis structure for the top portion. Here is an image of an existing monument sign.

Image 1: Monument Sign Existing on Los Mares next to project site



There is some illegal and unpermitted signage shown in this picture, but the general design is the primary purpose of this image. Additionally, other than a monument sign designed consistent with Image 1, staff has the following recommendations:

Sign Panel Frame Color-Instead of the black sign frame color, staff recommends utilizing a trim that matches the wood trim color of the building.

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-The columns should 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 DRSC may have.

**CITY OF SAN CLEMENTE
MINUTES OF THE REGULAR MEETING OF THE
DESIGN REVIEW SUBCOMMITTEE
JANUARY 28, 2015**

Subcommittee Members Present: Bart Crandell, Julia Darden and Jim Ruehlin

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

1. MINUTES

Minutes from January 14, 2015 meeting

2. ARCHITECTURAL REVIEW OF THE FOLLOWING ITEM

A. Cultural Heritage Permit 14-396/Minor Exception Permit 14-395, Berardi Duplex (Ciampa)

A request for a second story addition to a legal nonconforming duplex that is adjacent to two historic houses. The project site is located at 314 North Ola Vista within the Residential Medium (RM) zoning district.

Associate Planner John Ciampa summarized the staff report.

Subcommittee Member Ruehlin asked staff if the mechanical equipment would be visible from the adjacent apartment building. Staff responded stating that the equipment would not be visible based on the height of the building and the line of sight to the mechanical equipment.

Subcommittee Member Darden asked the applicant if he would be willing to paint the roof well the same color as the roof to help blend it in with the roof in case it is visible from any adjacent decks. The applicant responded stating they would comply with the request.

Subcommittee Chair Crandell stated that the duplex is taking on a Monterey design and if the first and second story windows were centered over each other it would improve the uniformity and the design of the building. He showed examples of the window designs and configurations to the applicant, staff, and the other Subcommittee members. The applicant responded stating they would comply with the request.

Chair Crandell also stated that the roof plan and elevations were not consistent. He showed the applicant where the inconsistencies were located on the plans and how the design could be revised. The applicant assured the Subcommittee the roof and elevations would be modified to accurately reflect the proposed project design.

The other Subcommittee members agreed with Chair Crandell's comments on the roof design and recommended modifications to the windows.

Member Darden stated that she did not feel the ornamental elements added under the gabled roofs were necessary because of the architectural style of the house and could be eliminated. The other Subcommittee members agreed and the applicant stated that he would eliminate the feature.

The Subcommittee requested the applicant show the revised plans to the Subcommittee prior to moving forward to the Planning Commission to ensure the recommended modifications were addressed and the project was ready for Planning Commission. The applicant agreed to comply with the Subcommittee's request.

B. Discretionary Sign Permit 13-243, SC Professional Plaza Monument Sign, 653 Camino De Los Mares (Nicholas)

A request for a new monument sign for an existing multi-tenant commercial buildings located at 653 Camino De Los Mares within the Community Commercial (CC2) Zoning District.

Associate Planner Cliff Jones summarized the staff report.

The applicant, Blair with Signs Plus, clarified that the issue was the modern design of the edges of the sign.

The Subcommittee agreed that the recommended stucco columns on the side will make the sign more "Spanish" in appearance.

The applicant indicated he is concerned about durability of a faux wood, so he would prefer to keep the aluminum design on the trellis. On that issue, the Subcommittee recommended using wood rather than faux wood or aluminum.

The Subcommittee agreed that the design had improved from the previous design. The Subcommittee indicated there are some concerns regarding the height of the monument sign in total. Additionally there was some concerns regarding the color scheme used for the individual tenant names.

The Subcommittee suggested looking at that more and being more complimentary to the design of the building will help the overall look and visibility of the signage.

The Subcommittee also provided comments regarding the name plate copy and indicated its' design was too modern and needed to be revised.

The Subcommittee agreed that the trellis cap should still extend beyond the sign, and that the tenant panel signs should be lighter panels with darker writing on the panels. The Subcommittee suggested a similar approach should be used for the large project site identification panel. The Subcommittee indicated that something needs to be done to help lighten up the color overall for the sign.

The Subcommittee asked to ensure that all exterior lighting is dark sky compliant and avoids light trespass and pollution.

The Subcommittee requested the item return to DRSC prior to Planning Commission.

**C. Minor Architectural Permit 15-021, Beach Restroom Enhancement
(Nicholas)**

A request to remodel and improve the public beach restrooms located at T-Street and Boca.

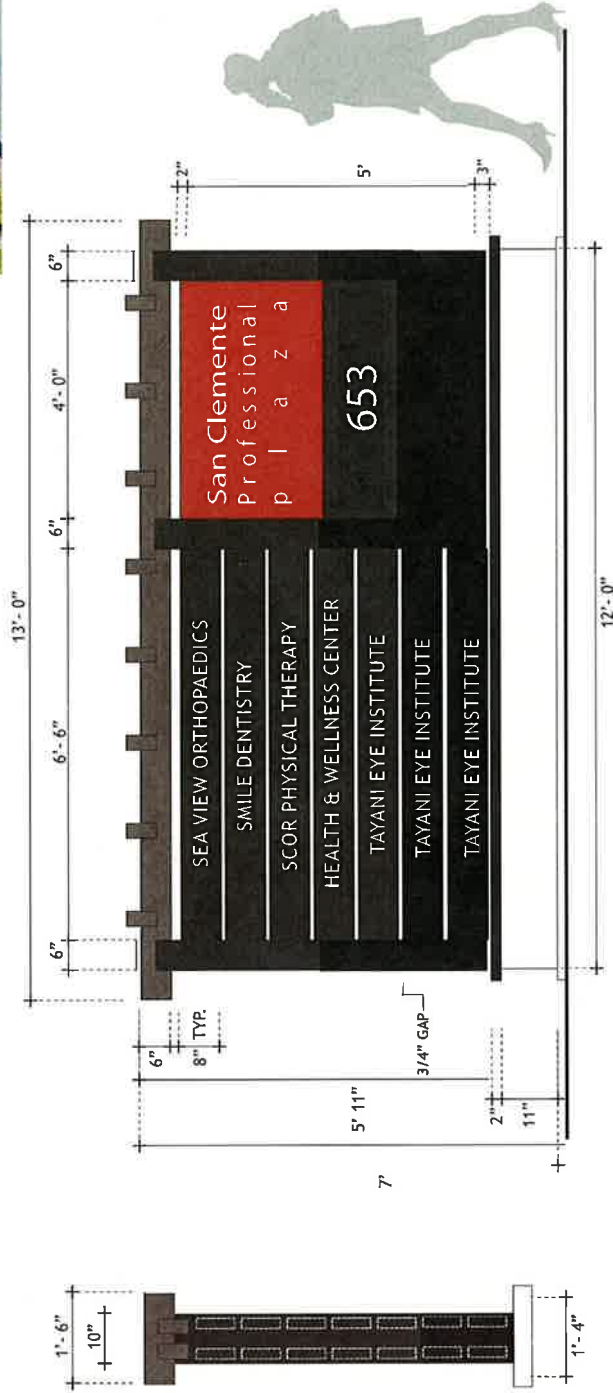
Associate Planner Sean Nicholas summarized the staff report. Staff also provided an option that included just a “freshen up” of the existing exterior without any real modifications. Staff indicated they are still evaluating both options in terms of budget and at this time staff do not have a recommendation regarding Spanish or general maintenance to the exterior.

The Subcommittee agreed, not discussing the budget, that the Spanish Design was preferable. A key reason being that it identified the restrooms as being on San Clemente’s Beach, the Spanish Village by the Sea, versus a bathroom you would find on a State Beach. Though the Subcommittee understood that there was no requirement that an existing building be converted to Spanish architectural style, especially since no addition is being made. They also indicated that they know that the ultimate design will depend on budget, and any improvement will be a benefit to the community.

D. Pre-Application 14-413, Verizon at Little Inn (Jones)

A request to review design, massing, height, and scale of two proposed hotel towers which would conceal cellular antennae. The site is located at 1819 S. El Camino Real within the Neighborhood Commercial (NC3) zoning district.

Associate Planner Cliff Jones summarized the staff report. Mr. Jones indicated that staff support of the CUP to exceed the height limitation is contingent upon the applicant providing substantial evidence why the 1.5’ projection above the height limit is necessary and that the tower extensions



- 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 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.
 - Identification panel from aluminum and permanently installed between vertical supports. Letters and numbers to be 1/2" thick aluminum affixed flush to the face of panel.
 - Base fabricated from aluminum with light stucco texture and paint finish, color 1/m building wall color. 2' aluminum cap.
 - Concrete mowstrip and footing per engineer specification.

DIF MONUMENT SIGN - *EXTERNALLY ILLUMINATED
SCALE: 1/2" = 1'-0"

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