



Design Review Subcommittee (DRSC)

Meeting Date: April 15, 2015

PLANNER: Sean Nicholas, Associate Planner *SN*

SUBJECT: Amendment to Discretionary Sign Permit (AM DSP) 08-475, Vista Hermosa Master Sign Program Amendment-Courtney's Banners, a request to consider an amendment to the Vista Hermosa Sports Park Master Sign Program to include light pole banner signs for the Courtney's Sandcastle portion of the park.

BACKGROUND:

Project Description

On October 22, 2008, the Planning Commission approved the Master Sign Program for the Vista Hermosa Sports Park. As signs have been added to the Park, the Master Sign Program has been followed. With the addition of Courtney's Sandcastle to the Park in 2009, there was no Master Sign Program Amended to allow for signs for the playground feature in the Park. This amendment would allow two (2) light pole banners as you enter the Courtney's Sandcastle element of the Park to be installed.

Why is DRSC Review Required?

An Amendment to a Discretionary Sign Permit (DSP) is required to amend an existing sign program.

Site Data

The Courtney's Sandcastle portion of the Vista Hermosa Sports Park is an award winning 100% universally accessible playground facility. On March 21, 2015, Phase II of Courtney's Sandcastle opened, with the support of fundraising activities by the Beaches, Parks, and Recreation Foundation, and City Council support of the development.

ANALYSIS:

The project includes two single banner light pole signs. They will be attached to the light fixtures as you cross the Courtney's Sandcastle bridge. The banners are typical of other light pole banners seen in the community. They are printed on vinyl and are two feet wide by four feet tall. Here are images showing the two sides of the banners as well as an example of the single banner bracket to be used (note that the blue side of the banner will face the parking lot, and the yellow side will face the playground):

Images 1: Proposed Banner Designs





Image 2: Example Single Banner Bracket



RECOMMENDATIONS:

Staff's position is that the design of the signs are playful and in character with Courtney's Sandcastle and no design modifications are necessary. The Sandcastle emblem has long been associated with the Courtney's Sandcastle project, and a small model of it is located onsite. The addition of the banner signs bring emphasis of the unique character and amenities of the Courtney's Sandcastle facility, especially with the opening of Phase II. The Beaches, Parks, and Recreation Foundation commissioned the design of the banners and are also funding the creation and installation of the signs, if approved. Staff is supportive of the designs as they are in character with this particular facility within the park and will add color and playfulness to a truly unique and special amenity this community has in Courtney's Sandcastle.

Staff recommends the DRSC forward AM DSP 08-475 to the Zoning Administrator with a recommendation of approval subject to any recommendations DRSC may have.

Attachments:

1. Location Map
2. Images of proposed banners

LOCATION MAP

AM DSP 08-475, VHSP MSP Amendment-Courtney's Banners
Vista Hermosa Sports Park



No scale 

WELCOME



STIMULATING ALL THE SENSES!



COURTNEY'S SANDCASTLE



UNIVERSAL PLAYGROUND

COME BACK
& PLAY SOON!

PLAY FOR ALL THE SENSES!



SOUND



TOUCH



SMELL



TASTE



SIGHT