




## Design Review Subcommittee (DRSC)

Meeting Date: April 29, 2015

**PLANNER:** Cliff Jones, Associate Planner 

**SUBJECT:** **Discretionary Sign Permit 14-438, 107 Avenida de la Estrella Sign Program,** to consider a request for the establishment of a sign program for a building located at 107 Avenida de la Estrella.

### **BACKGROUND:**

#### *Project Description*

The mixed use building built in 2012, is within the Mixed-Use Zoning District and the Architectural Overlays (MU3-A). The property owner proposes a sign program oriented towards Avenida de la Estrella. The owners' objective is to have signs that area "visually coordinated and balanced" and "harmonious with the [Spanish Colonial Revival] architecture of the building."

#### *Why is DRSC Review Required?*

A Discretionary Sign Permit (DSP) is required per Zoning Ordinance Section 17.84.020(G) to allow for four (4) or more signs and to allow an individual business to have more than 25 square feet of sign area within the Architectural Overlay. The Design Review Subcommittee reviews DSP applications to ensure that the design, scale and materials of the signs harmonize with the architectural design and details of the building and site they serve, and to review the project for consistency with the Design Guidelines. DRSC comments will be forwarded to the Planning Commission. Following the approval of the Master Sign Program, individual signs will require an Administrative Sign Permit to ensure conformance to the Master Sign Program.

#### *Development Standards*

Table 1 outlines the proposed signs and how the project complies with the sign standards of the Architectural Overlay.

**Table 1**  
**Sign Type, Design, and Compliance with A-Overlay Standards**

<b>SIGN LOCATION</b>	<b>DESIGN/MATERIALS</b>	<b>SIGN AREA PROPOSED</b>	<b>A-OVERLAY ALLOWED</b>
Sign A.1 Building Identification Sign	Aluminum pinned metal letters. Color: Bronze	25 sf max	25 sf max
Sign A.2 & A.3 Tenant Wall Sign	Aluminum pinned metal letters. Color: Bronze	25 sf max (each)	25 sf max (each)
Sign B.1 & B.2 Suite Sign	Wood panel with aluminum letters Color: Stained wood and bronze letters.  or  Stone panel with etched letters Color: Dark grey stone with white etched letters	1.875 sf (each)	25 sf max (each)
Sign B.1 & B.2 Blade Sign	Sandblasted wood blade sign with solid wrought-iron support. Color: Dark brown wood sign with light brown letters/trim. Black solid wrought-iron support.	1.5 sf* (each)	6 sf max* (each)
Sign C.1 and C.2 Tenant Window Sign	Vinyl window lettering. Color: white	25% of window* (each)	25% of window* (each)
Sign D.1 and D.2 Tenant Glass Door Sign	Vinyl window lettering. Color: not specified	25% of window* (each)	25% of window* (each)
<b>SIGN TOTALS</b>		<b>53.75 SF</b>	<b>230 SF**</b>

\*Blade signs and window signs (less than 25% of window pane area) do not count towards allowable sign square footage.

**ANALYSIS:**

The signs comply with the Zoning Ordinance requirements as detailed above. The signs also comply with the design requirements of the Architectural Overlay and complement the Spanish Colonial Revival (SCR) architecture of the building. Zoning Ordinance Section 17.84.020 states signs within the Architectural Overlay must be hand crafted in

appearance and constructed of materials such as wood, metal, glazed tile, or other similar materials. The pinned metal tenant signage, sand blasted wood blade signs, and suite signs constructed of either wood or stone, comply with these requirements. The Zoning Ordinance also specifies that signs within the Architectural Overlay are to be externally illuminated. The sign program complies with this requirement and specifies external illumination, such as goose neck lighting, as the acceptable lighting type.

The signs comply with the Design Guidelines, mainly Section II.C.3.e that specifies "Carefully integrate signage with the design concept of the building and site. Signage should be consistent with the architectural character of the building." The signs are in scale and proportion with the building facades they are located. The sign locations provide adequate visibility and do not overwhelm the building facade. The pinned metal letters, sand blasted wood, and stone materials are common in SCR architecture and their application on the building is in keeping with SCR style.

**RECOMMENDATIONS:**

Staff recommends that the DRSC forward a recommendation to the Planning Commission that the Sign Program complies with the Design Guidelines. Staff seeks DRSC concurrence on the above recommendation and welcomes additional input.

***Attachments:***

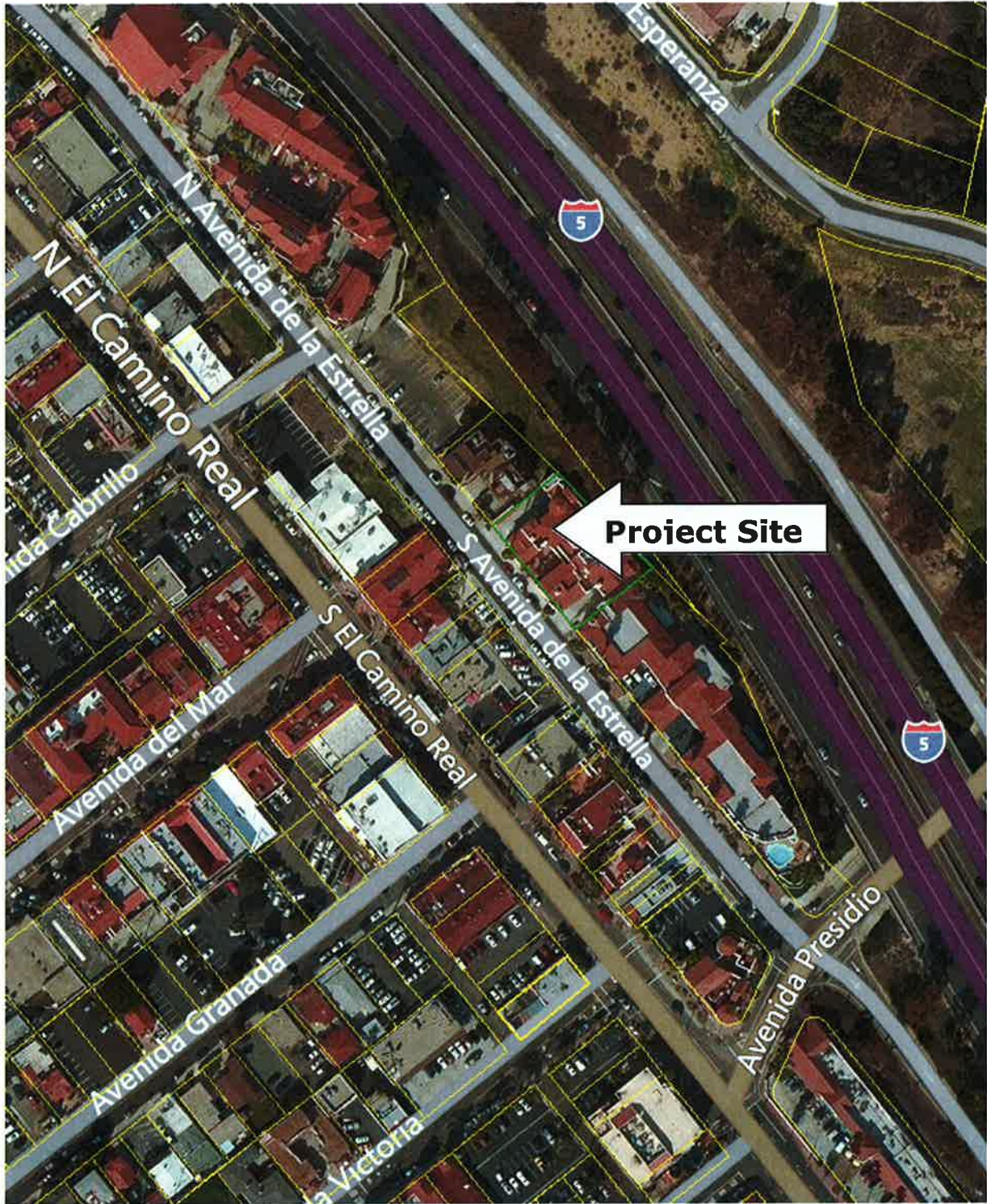
1. Location Map  
Proposed Master Sign Program





# LOCATION MAP

DSP 14-438, 107 Avenida de la Estrella Sign Program  
107 Avenida de la Estrella



No scale

