



Design Review Subcommittee (DRSC)

Meeting Date: May 13, 2015

PLANNER: Sean Nicholas, Associate Planner

SUBJECT: **Conditional Use Permit 15-081/Discretionary Sign Permit 15-082, The Coast Development Identification Signs,** a request for a new Master Sign Program for six entry monument signs into the Coast Subdivision.

BACKGROUND:

Project Description

The applicant, Vasin Signs, proposes a new Master Sign Program for six monument signs for the entry into the Coast Subdivision. Five of the six proposed sign locations have existing subdivision monument identification signs that would be replaced, and one location is new.

A Conditional Use Permit is required because some of the signs are located in private HOA owned open space, and small structures like this require approval of a Conditional Use Permit. A Discretionary Sign Permit is needed for the Master Sign Program because they are proposing more than four signs.

Why is DRSC Review Required?

The Design Review Subcommittee must review the request to ensure the proposed sign meets standards, and is compatible with the subdivision.

Site Data

The larger landscaped entry signs into the Coast Subdivision have existed since the tract was originally developed. The newer signs were installed within the last few years. All locations are located on Home Owner Association owned property.

ANALYSIS:

Proposed Signage

Table 1 is a list of proposed signs for the Master Sign Program.

Table 1 – Proposed Signage

Proposed Signage	Sign Square Footage
Primary Monument Sign (Corner of Vallarta and Vaquero)	20 square feet of sign area 90.5 square feet total structure
Primary Monument Sign (Corner of Guadalajara and Vaquero)	20 square feet of sign area 90.5 square feet total structure
Primary Monument Sign (Corner of Guadalajara and Vaquero)	20 square feet of sign area 90.5 square feet total structure
Secondary Monument Sign (Calle Vallarta)	5 square feet of sign area 30 square feet total structure
Secondary Monument Sign (Calle Frontera)	5 square feet of sign area 30 square feet total structure
Secondary Monument Sign (Calle Frontera)*	5 square feet of sign area 30 square feet total structure
Total Signage Permitted by the Municipal Code	192 square feet
Total Signage Proposed	75 square feet

*New monument sign

Monument Signs

The monument signs are a high quality design. The monument signs are proposed to be solid block construction with a stone veneer to be consistent with the architecture of the Coast Subdivision. The Marblehead Inland monument signs are nearby some of the proposed signs, and the design and scale of the propose signs will differentiate the two subdivisions. The applicant states that there is no new lighting proposed only utilizing existing landscape lighting. The actual sign face with the Travertine Tiles will allow “The Coast” to set apart from the overall design. The proportions and scale of the primary and secondary monument signs are consistent with the area which they are proposed, and each of the signs meet applicable development standards.

RECOMMENDATIONS:

The monument sign design utilizes high quality materials and is solid block construction. The lack of lighting, other than what is existing, is another positive of the proposed project. As noted above, the signs are consistent with all applicable development standards as they are all less than six feet in height and less than 24 square feet in sign face. The design and scale is proportional to the space they are proposed. Staff has no recommendations for the sign scale, massing, or design. Staff has asked the applicant to provide sample material and colors for DRSC review on May 13th. Staff is looking for DRSC concurrence with staff’s position regarding the scale, massing, and design, and welcomes any additional comments the Subcommittee may have.

Attachments:
Plans

The Coast HOA

Proposed Monument Sign Materials Sheet

STONE



Manufacturer: El Dorado Stone
Product: Stacked Stone
Color: Castaway



Manufacturer: El Dorado Stone
Product: Stacked Stone
Color: Castaway

(This sample shows Tuscan travertine with sandblasted letters painted Espresso)

TRAVERTINE



Product: 18" Travertine Tiles
Color: Tuscan Classic

PILASTER CAP



Manufacturer: Eldorado
Product: Chiseled Edge Peaked Pilaster Cap
Color: Taup



Sand Blasted Lettering

This refers to the process of sand blasting the letters into the tiles creating an "inset" letter with an approximate depth of 1/8". The benefits of sand blasted letters is that the letters cannot be stolen or vandalized because the letters become part of the tile. Sand blasted letters are also easier to maintain.

The Coast HOA

Proposed Monument Sign

The Coast HOA- Main Entry Monument Concept

Notes:

1. Stone: Manufactured Eldorado Stacked Stone
Color: Castaway
2. Wall Cap: Natural Flagstone wall cap to match stone
Color: Taupe
3. Sign face: Travertine Tiles diagonal. Color: Tuscany
Color: Taupe
4. Lettering: Sandblasted inset color: Espresso
5. Planter wall to be clad in matching stone.



Proposed New Calle Guadalajara entry



Existing



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C/O AMMCCOR PROPERTY MGT.

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(949) 661-7767

DATE:
5/6/2015

REVISION DATE:

SIGN TYPE:
**RESIDENTIAL ID
SIGN**

NOTES:

The Coast HOA

Proposed Pilaster Sign

The Coast HOA- Pilaster Monument Concept

Notes:

1. Stone: Manufactured Eldorado Stacked Stone
Color: Castaway
2. Pilaster Cap : Eldorado chiseled edge
Color: Taupe
3. Sign face: Travertine. Color: Tuscany
4. Lettering: Sandblasted inset color: Espresso



Proposed New



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