




## STAFF REPORT SAN CLEMENTE PLANNING COMMISSION

Date: August 5, 2015

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**PLANNER:** Cliff Jones, Associate Planner 

**SUBJECT:** Discretionary Sign Permit 14-438, 107 Building Sign Program, public hearing to consider a request to establish a Master Sign Program for a building located at 107 Avenida de la Estrella. The project is located within the Mixed-Use zoning designation and Architectural Overlay (MU3-A).

### **REQUIRED FINDINGS**

Prior to approval of the proposed project, the following findings shall be made. The draft Resolution (Attachment 1) and analysis section of this report provide an assessment of the project's compliance with these findings.

#### ***Discretionary Sign Permit, Master Sign Program, Section 17.16.250***

- a. The design, including lighting, scale, length and materials, of the sign is consistent with the intent of the design elements of the General Plan Design Guidelines, and the Architectural Overlay.
- b. The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves.
- c. The design and scale of the sign is appropriate to the distance from which the sign is normally viewed.
- d. The design and materials of the sign provide a contrast between the background and letters.
- e. For Master Sign Programs:
  - i. The provisions of the Master Sign Program ensure consistency in design and style of all new signs.
  - ii. The provisions of the Master Sign Program address compatibility of the design and style of any existing signs on the building or site.
  - iii. All new signs within the Master Sign Program are in compliance with the design standards of this chapter.

### **BACKGROUND**

The mixed use building built in 2012, is within the Mixed-Use Zoning District and the Architectural Overlay (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."

The site is 15,545 square feet and the mixed use building consists of four commercial spaces totaling 8,250 square feet, four residential units totaling 7,949 square feet, and a 13,133 square foot subterranean parking garage. Three commercial tenant spaces are located on the ground floor and one commercial tenant space is on the second floor. Surrounding land uses are office to the north, hotel to the south, freeway to the east, and commercial uses to the west across Avenida de la Estrella.

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. 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 Management Team Meeting***

The City's Development Management Team (DMT) reviewed the project and determined it meets the City's development standards, and recommends conditions of approval. The recommended conditions are shown on Attachment 1, Exhibit 1.

***Noticing***

Public notification was completed in accordance with State Law and Municipal Code regulations. To date, staff has received no input from the public on this request.

**PROJECT DESCRIPTION**

The applicant proposes a Master Sign Program that includes three wall signs facing Avenida de la Estrella and courtyard signage consisting of two blade signs, two wall plaque signs, one directory sign, and window signage.

***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.	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)
Sign D.3 Directory Sign	Wood panel with aluminum letters and aluminum tenant name panels Color: Stained wood and bronze letters. Tenant name panels are bronze with white vinyl letters.	5 sf	25 sf max
<b>SIGN TOTALS</b>		<b>58.75 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.

**PROJECT ANALYSIS**

***Discretionary Sign Permit***

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 located in 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, wood suite signs, and wood directory sign comply with these requirements. The pinned metal lettering, wood signs, and blade signs project off the white stucco walls to create shadow and visual interest.

The intent of the Architectural Overlay Sign Design standards is to, emphasize “a pedestrian orientation giving the area a distinct identity” (Zoning Ordinance Section 17.84.020.C). From a pedestrian perspective, each 25 square foot sign adjacent to Avenida de la Estrella is appropriately scaled for the portion of the building’s façade. The wood blade sign and wood

plaque sign types in the courtyard are under two square feet and thus, pedestrian oriented. The Zoning Ordinance also specifies that signs located in an 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 wrought-iron materials are common in SCR architecture and their application on the building is in keeping with SCR style.

**DESIGN REVIEW SUBCOMMITTEE**

The DRSC reviewed this proposal on April 29, 2015 and made recommendations to improve the architectural quality of the Master Sign Program. Table 2 includes the recommendations and the project modifications.

**Table 2 - DRSC recommendations and project modifications**

<b>Master Sign Program Component</b>	<b>DRSC Recommendations</b>	<b>Project Modificaitons</b>
Sign C.2 – Pinned metal letter sign facing Avenida de la Estrella	Sign C.2 should be centered over the first floor windows.	Modified as requested.
Sign C.1 and C.2 – Pinned metal letter signs facing Avenida de la Estrella	Sign C.1 and C.2 should be at the same height for visual balance.	Modified as requested.
Sign B.1 and B.2 – Blades signs located within courtyard	Blade sign should be centered over the door for visual balance.	Modified as requested.
Sign B.1 and B.2 – Plaque signs located within courtyard	Omit stone suite sign as an option because the material does not match the wood and metal materials used for other signs.	Modified as requested.
Sign D.3 – Directory Sign located within courtyard	Include a directory sign in the sign program.	Modified as requested.

**GENERAL PLAN CONSISTENCY**

Table 3 summarizes how the proposed use is consistent with adopted policies outlined in the City of San Clemente General Plan.

**Table 3 - General Plan Consistency**

<b>Policies and Objectives</b>	<b>Consistency Finding</b>
<i>We require distinctive entry and informational signage, street trees, street furniture, pedestrian-scaled lighting, and other improvements to uniquely identify individual commercial districts... (Land Use Element Policy 2.02.)</i>	Consistent. The signage is in keeping with SCR style, which is the distinctive style of the Downtown Architectural Overlay.
<i>We require quality, balance, consistency, and the use of high quality materials in the design of public and private signs, including commercial signs, municipal signs, and street and traffic signs. Signs should be compatible with the architectural character of buildings on which they are placed, prevailing streetscape character and surrounding community character, and should be not be visually obtrusive. (Urban Design Element Policy 1.09)</i>	Consistent. The sign materials are of high quality and are common in SCR architecture. Their application on the building is in keeping with SCR style, which is prescribed for the Downtown Architectural Overlay.

**ENVIRONMENTAL REVIEW/COMPLIANCE (CEQA):**

The Planning Division completed an environmental assessment for the project in accordance with the California Environmental Quality Act (CEQA) and concluded the project is categorically exempt from the California Environmental Quality Act (CEQA) as a Class 3 exemption, pursuant to CEQA Guidelines Section 15303, as the project involves minor exterior modifications to signage and will not impact the site.

**ALTERNATIVES; IMPLICATIONS OF ALTERNATIVES**

1. The Planning Commission can concur with staff and approve the Master Sign Program.

*This is the recommended action. This action would result in the applicant installing new signs that are consistent with the Master Sign Program.*

2. The Planning Commission can, at its discretion, add, modify or delete provisions of the proposed Master Sign Program or exterior modifications.

*This action would result in any modifications being incorporated into the project which could include the redesign of the signs.*

3. The Planning Commission can deny the proposed modifications to the Master Sign Program.

*This action would result in the applicant's proposed Master Sign Program being denied. The applicant would have the option of appealing the denial to the City Council.*

### **RECOMMENDATION**

**STAFF RECOMMENDS THAT** the Planning Commission approve Discretionary Sign Permit 14-438, 107 Building Sign Program, subject to the attached Resolution and conditions of approval.

### **Attachments:**

1. Resolution No. 15-039  
Exhibit 1 - Conditions of Approval
2. Location Map
3. Design Review Subcommittee staff report dated April 29, 2015 (excerpted)
4. Design Review Subcommittee minutes dated April 29, 2015 (excerpted)
5. Master Sign Program

## RESOLUTION NO. PC 15-039

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF  
SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN  
PERMIT 14-438, 107 BUILDING SIGN PROGRAM, A REQUEST TO  
ESTABLISH A MASTER SIGN PROGRAM FOR A BUILDING LOCATED  
AT 107 AVENIDA DE LA ESTRELLA**

**WHEREAS**, on November 5, 2014 an application was submitted, and completed on July 6, 2015, by Michael T. Reilly of Starfish Signs and Graphics Inc., 940-A Calle Amanacer, San Clemente, CA 92673, a request to allow a new Master Sign Program for a building located at 107 Avenida de la Estrella. The legal description is Lot 8 of Tract 789, and Assessor's Parcel Number 692-401-04; and

**WHEREAS**, the Planning Division has determined that the project is categorically exempt from the California Environmental Quality Act (CEQA), pursuant to CEQA Guidelines Section 15303 as a Class 3 exemption as the project involves minor exterior modifications to signage and will not impact the site; and

**WHEREAS**, the City's Development Management Team reviewed the project for consistency with applicable development standards and have provided conditions of approval accordingly; and

**WHEREAS**, on April 29, 2015, the City's Design Review Subcommittee reviewed the project and supported it with suggested changes; and

**WHEREAS**, on August 5, 2015, the Planning Commission held a duly noticed public hearing on the subject application, and considered evidence presented by the applicant, City staff, and other interested parties.

**NOW, THEREFORE**, the Planning Commission of the City of San Clemente hereby resolves as follows:

**Section 1:** The project is categorically exempt from the California Environmental Quality Act (CEQA), pursuant to CEQA Guidelines Section 15303 as a Class 3 exemption as the project involves minor exterior modifications to signage and will not impact the site.

**Section 2:** With regard to Discretionary Sign Permit (DSP) 14-066, the Planning Commission finds as follows:

- A. The design, including scale, length and materials, of the signs is consistent with the intent of the design elements of the General Plan, Design Guidelines, and Architectural Overlay, in that the signs are handcrafted in appearance, externally illuminated and scaled appropriately to the structure.
- B. The design, scale and materials of the sign harmonize with the architectural design and details of the building and site it serves, in that the signage is

compatible with the Spanish Colonial Revival architecture of the building and the sign design standards for properties located within an Architectural Overlay.

- C. The design and scale of the signs are appropriate for the distance from which the signs are normally viewed, in that the proposed signs are as reasonably small as will provide satisfactory business identification.
- D. The design and materials of the sign provide a contrast between the background and letters in that the pinned metal lettering, wood signs, and blade signs project off the white stucco walls to create shadow and visual interest.
- E. The provisions of the Master Sign Program ensure consistency in design and style of all new signs, in that the signage is consistent among all sign types proposed and compatible with the architecture of the building. The design of the signage is consistent with the design standards of the Zoning Ordinance Section 17.84.20(C), Design of Signs within an Architectural Overlay District.

**Section 3:** The Planning Commission of the City of San Clemente hereby approves DSP 14-438, 107 Building Sign Program, subject to the above Findings, and the Conditions of Approval attached hereto as Exhibit 1.

**PASSED AND ADOPTED** at a regular meeting of the Planning Commission of the City of San Clemente on August 5, 2015.

\_\_\_\_\_  
Chair

**TO WIT:**

I **HEREBY CERTIFY** that the foregoing resolution was duly adopted at a regular meeting of the Planning Commission of the City of San Clemente on August 5, 2015, and carried by the following roll call vote:

- AYES:** COMMISSIONERS:
- NOES:** COMMISSIONERS:
- ABSTAIN:** COMMISSIONERS:
- ABSENT:** COMMISSIONERS:

\_\_\_\_\_  
Secretary of the Planning Commission



## EXHIBIT 1

**CONDITIONS OF APPROVAL  
DSP 14-438**

1. The owner or designee shall develop the approved project in conformance with the site plan, elevations, and any other applicable submittals approved by the Planning Commission on August 5, 2015, subject to these Conditions of Approval. Any deviation from approved submittals shall require that, prior to the issuance of building permits, the owner or designee shall submit modified plans and any other applicable materials as required by the City for review and obtain the approval of the City Planner or designee. If the City Planner or designee determines that the deviation is significant, the owner or designee shall be required to apply for review and obtain the approval of the Zoning Administrator, as appropriate. *[Citation - Section 17.12.180 of the SCMC]* (PIng.)\_\_\_\_\_
  
2. The applicant or the property owner or other holder of the right to the development entitlement(s) or permit(s) approved by the City for the project, if different from the applicant (herein, collectively, the "Indemnitor") shall indemnify, defend, and hold harmless the City of San Clemente and its elected city council, its appointed boards, commissions, and committees, and its officials, employees, and agents (herein, collectively, the "Indemnitees") from and against any and all claims, liabilities, losses, fines, penalties, and expenses, including without limitation litigation expenses and attorney's fees, arising out of either (i) the City's approval of the project, including without limitation any judicial or administrative proceeding initiated or maintained by any person or entity challenging the validity or enforceability of any City permit or approval relating to the project, any condition of approval imposed by City on such permit or approval, and any finding or determination made and any other action taken by any of the Indemnitees in conjunction with such permit or approval, including without limitation any action taken pursuant to the California Environmental Quality Act ("CEQA"), or (ii) the acts, omissions, or operations of the Indemnitor and the directors, officers, members, partners, employees, agents, contractors, and subcontractors of each person or entity comprising the Indemnitor with respect to the ownership, planning, design, construction, and maintenance of the project and the property for which the project is being approved. The City shall notify the Indemnitor of any claim, lawsuit, or other judicial or administrative proceeding (herein, an "Action") within the scope of this indemnity obligation and request that the Indemnitor defend such Action with legal counsel reasonably satisfactory to the City. If the Indemnitor fails to so defend the Action, the City shall have the right but not the obligation to do so and, if it does, the Indemnitor shall promptly pay the City's full cost thereof. Notwithstanding the foregoing, the indemnity obligation under clause (ii) of the first sentence of this condition shall not apply to the extent the claim arises out of the willful misconduct or the sole active negligence of the City. *[Citation - City Attorney Legal Directive/City Council Approval June 1, 2010]* (PIng.)\_\_\_\_\_

3. Thirty (30) days after project approval, the owner or designee shall submit written consent to all of these imposed conditions of approval to the Community Development Director or designee. *[Citation – City Attorney Legal Directive/City Council Approval June 1, 2010]* (PIng.)\_\_\_\_\_
  
4. DSP 14-438 shall become null and void if the use is not commenced within three (3) years from the date of the approval thereof. Since the use requires the issuance of a building permit, the use shall not be deemed to have commenced until the date that the building permit is issued for the development. *[Citation - Section 17.12.150.A.1 of the SCMC]* (PIng.)\_\_\_\_\_
 

A use shall be deemed to have lapsed, and DSP 14-438 shall be deemed to have expired, when a building permit has been issued and construction has not been completed and the building permit has expired in accordance with applicable sections of the California Building Code, as amended. *[Citation - Section 17.12.150.C.1 of the SCMC]* (PIng.)\_\_\_\_\_
  
5. The owner or designee shall have the right to request an extension of DSP 14-438 if said request is made and filed with the Planning Division prior to the expiration date as set forth herein. The request shall be subject to review and approval in accordance with Section 17.16.160 of the Zoning Ordinance. *[Citation - Section 17.12.160 of the SCMC]* (PIng.)\_\_\_\_\_
  
6. Signage shall be developed and installed to reduce light intensity and illumination glare to the satisfaction of the City Planner. The City Planner shall have the authority to require a reduction in the intensity of illumination if the City Planner determines the lighting intensity or illumination glare is excessive. ■■(PIng.)\_\_\_\_\_
  
7. Applicant agrees on behalf of itself, the landlord, all predecessors, and all successors in interest, that this approval supersedes any previous signage approved by the City and that all previous signage approvals are now null and void. ■■(PIng.)\_\_\_\_\_
  
8. A separate Building Permit is required for any proposed tenant improvements. Plans to construct new building, add or alter the existing building configuration, change in use, add or alter structural, mechanical, electrical or plumbing features of the project must be reviewed and approved through a separate building plan check / permit process. *[S.C.M.C – Title 8 – Chapter 8.16- Fire Code, Title 15 Building Construction - Chapters 15.08, 15.12, 15.16, 15.20]* (Bldg.)\_\_\_\_\_

\* All Conditions of Approval are standard, unless indicated as follows:

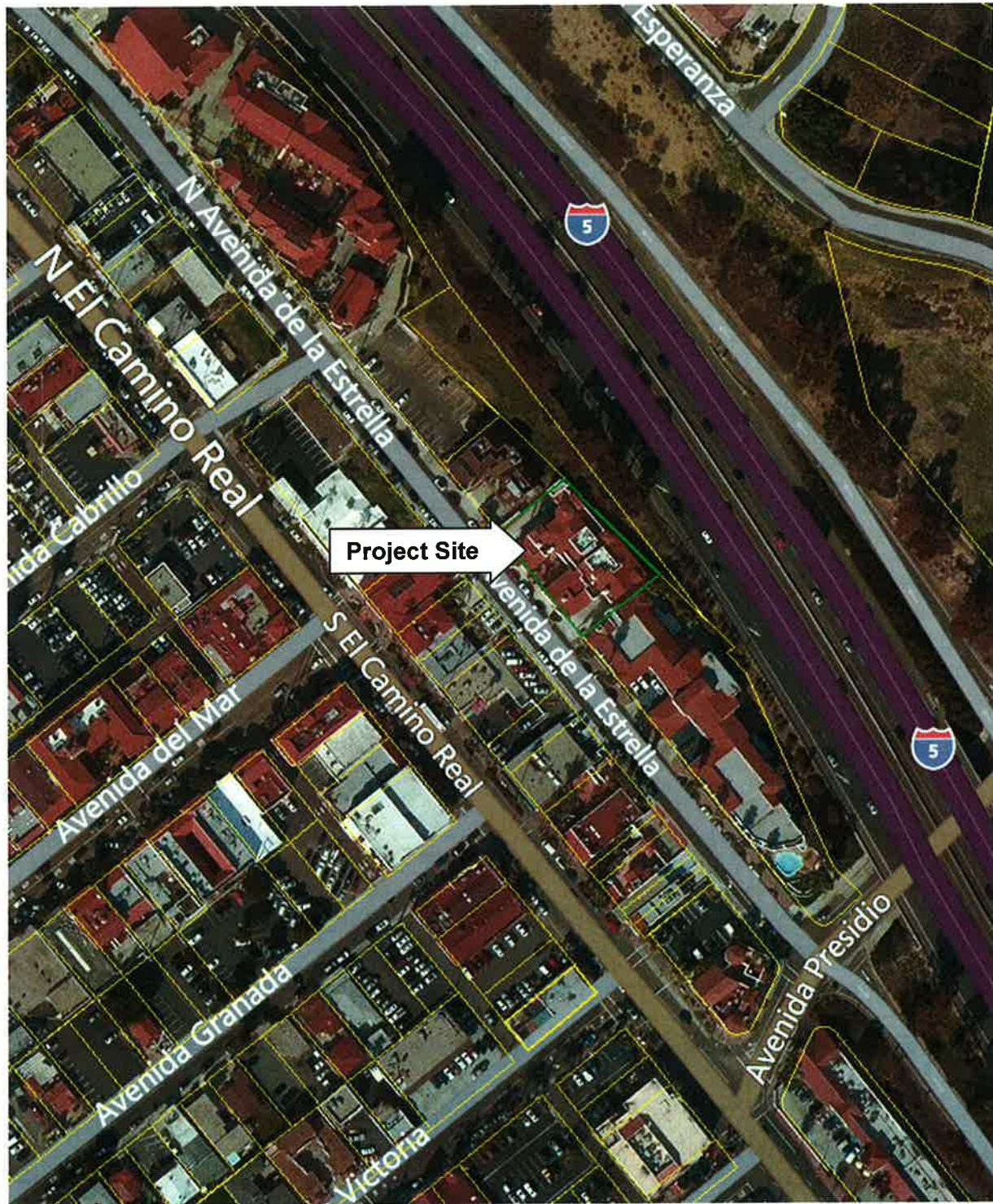
- Denotes a modified standard Condition of Approval
- Denotes a project specific Condition of Approval





# LOCATION MAP

Discretionary Sign Permit 14-438, 107 Building Sign Program  
107 Avenida de la Estrella



No scale 



## 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

**B. Minor Cultural Heritage Permit 15-075, Andrews Residence (Ciampa)**

A request to allow exterior changes to a duplex located within the Architectural Overlay district at 304 Avenida Del Mar within the RM-A zone.

Associate Planner John Ciampa summarized the staff report.

The applicant stated the following comments in regard to the project and future plans for the property:

- That they have plans for a two phased project that will bring the structure closer to a Spanish Colonial Revival design.
- The first phase proposes the garage addition, trellis, deck extension.
- Phase two (not currently proposed) will include re-stuccoing and painting the building, removal of fascia boards and a new tile roof to bring the duplex closer to a Spanish Colonial Revival design.

The Design Review Subcommittee as a group or individually made the following comments:

- Roof tile would bring the home closer to a Spanish Colonial Revival Design and would improve the aesthetics of the building.
- The application of roof tiles around the exterior ridgeline are not authentic and should be removed from the scope of work.
- Improve the spacing and increase the number of corbels under the deck extension. The corbels should have a traditional decorative end and not extend beyond the deck.
- The last corbel, near the side entrance of the duplex, is not necessary because there is a corbel coming across the front of the building.
- The deck extension as proposed is an appropriate design and does not require a reduction in the footprint with the additional corbels recommended.
- Remove the wood framing around the garages and replace it with a stucco corner that is consistent with the other corners of the building.

The Subcommittee recommended the project should move forward to the Zoning Administrator for consideration.

**C. Discretionary Sign Permit 14-438, 107 Avenida de la Estrella Sign Program (Jones)**

A request to consider a request for the establishment of a sign program for a building located at 107 Avenida de la Estrella.

Associate Planner Cliff Jones summarized the staff report.

The Design Review Subcommittee as a group or individually made the following comments:

- Sign C.2 should be centered over the first floor windows.
- Sign C.1 and C.2 should be at the same height for visual balance.
- Blade sign should be centered over the door visual balance.
- Omit stone suite sign as an option because the material does not match the wood and metal materials used for other signs.
- Include a directory sign in the sign program.

The Subcommittee recommended the project should move forward to the Planning Commission for consideration.

**3. NEW BUSINESS**

None

**4. OLD BUSINESS**

None

**5. ADJOURNMENT**

Adjourn to the Regular Meeting of the Design Review Subcommittee to be held May 13, 2015 at 3:00 p.m. in Conference Room A, Community Development Department, 910 Calle Negocio, Suite 100, San Clemente, CA 92673.

Respectfully submitted,

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Julia Darden, Vice Chair

Attest:

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Cliff Jones, Associate Planner



**107 AVENIDA DE LA ESTRELLA  
TENANT SIGNAGE DESIGN CRITERIA**

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JUNE 1, 2015



Prepared By: Starfish Signs and Graphics, Inc.  
940 Calle Amanecer, San Clemente, CA 92673  
Starfishsigns.com

# PURPOSE OF TENANT SIGNAGE DESIGN CRITERIA

These Signage Design Criteria are intended to guide architects and tenants in the development of consistent and compliant tenant and building signage.

## INTRODUCTION

For the benefit of all tenants, and in accordance with the City of San Clemente regulations, the intent of this 107 Avenida De La Estrella Signage Design Criteria is to provide the guidelines needed to achieve a visually coordinated, balanced and appealing sign environment, harmonious with the architecture of the property, and the surrounding Architectural Overlay District, while maintaining provisions for individual expression.

Compliance with this Signage Design Criteria shall be rigorously enforced and any nonconforming sign shall be removed by the tenant or his contractor at his expense upon demand by the Landlord.

Exceptions to these standards shall not be permitted without prior approval by the Property Manager or Landlord. Accordingly, the Landlord will retain full right of approval of any sign used on this property. No sign shall be installed without the above-stated approval, nor without all required City permits.

## SAN CLEMENTE ARCHITECTURAL OVERLAY DISTRICT

The subject property at 107 Avenida De La Estrella lies within the City of San Clemente Architectural Overlay District. Within this district, buildings have been constructed and maintained in the tradition of the Spanish Colonial Revival architectural style. Within the District, the design, scale, color and materials of construction must be chosen to be compatible with the architectural style of the District. Specific requirements include that:

1. Signs be hand-crafted in appearance.
2. No internally illuminated signage is permitted. External illumination, for example using goose-neck style lighting, is permitted.
3. Materials of construction be compatible with the Spanish architectural theme, and include (but are not limited to): Sandblasted wood, glazed or painted tile or stone, stained wood and pin-mounted metal letters.

## GENERAL LANDLORD / TENANT REQUIREMENTS

1. Each tenant shall submit to the Property Manager or Owner for written approval, two copies of the detailed scaled drawings of the proposed sign, indicating conformance with the Signage Design Criteria herein outlined.
2. The tenant shall pay for tenant's sign, related materials, and installation fees, including final inspection fees as required.
3. Tenant shall obtain all necessary permits.
4. Tenant sign shall be limited to the tenant's name, logo, and / or logotype. The use of brand name logos will not be allowed on the sign unless it is specifically included in the tenant DBA.
5. In the event a tenant vacates his premise, it is his responsibility to patch all holes and paint surface(s) to match the existing color of the building fascia.

## TENANT SIGNAGE LOCATION

The specific area of placement of each sign is indicated on the building elevations and on the site plan. Variations from these locations are in general not permitted, and in any event, require the approval of the Landlord prior to installation. The maximum allowable signage area for each sign is to be determined based on the floor space occupied by the tenant, the appropriate building frontage of the tenant's leased space, its location in the building, and the City of San Clemente signage ordinances.



*Building Photo: Ave. De La Estrella Facing View*

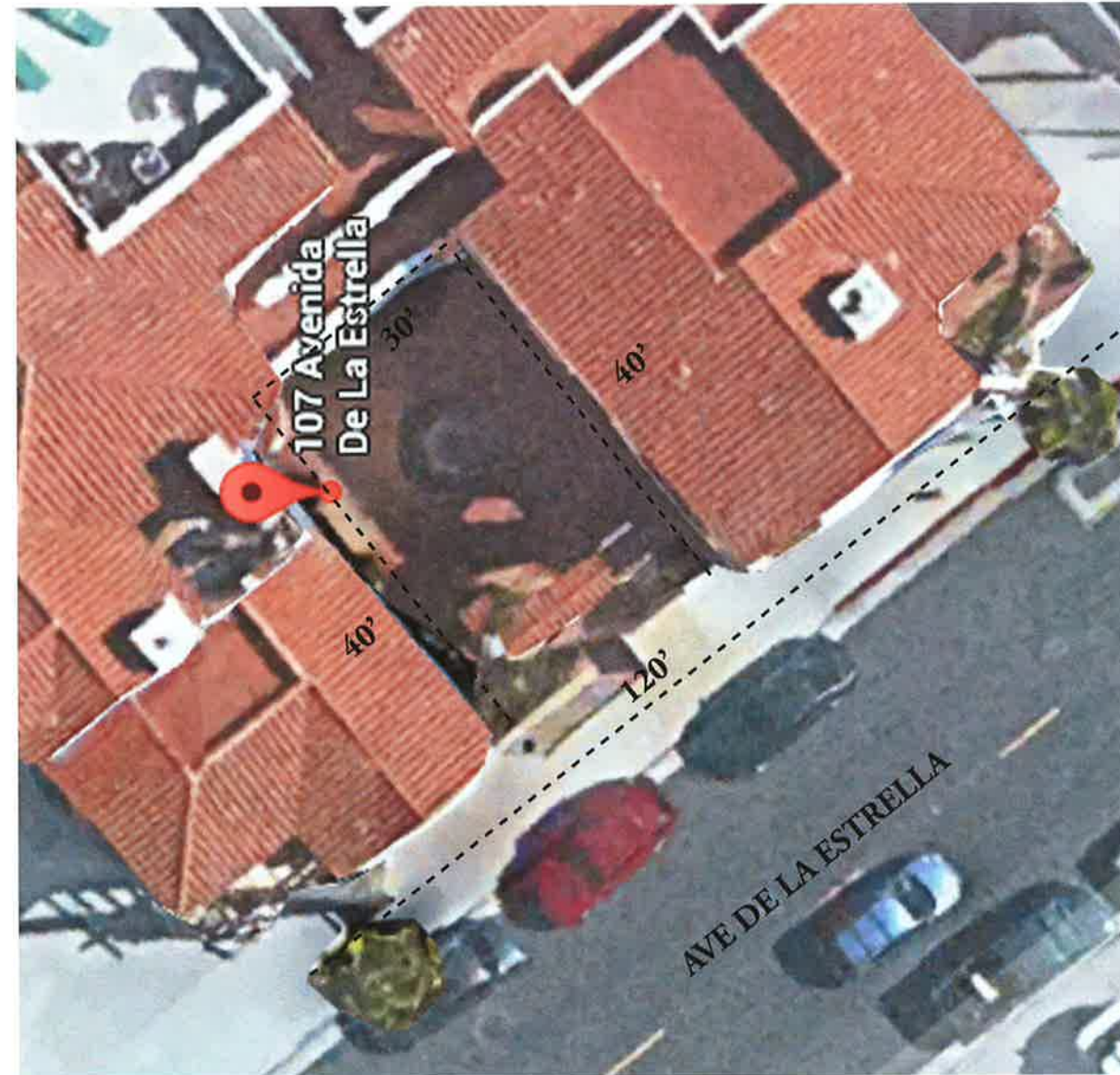
# SIGN DIMENSIONS & AREA

The total building frontage is 120'. That is the frontage on the Ave. De La Estrella facing elevation of the building. The total building frontage in the interior courtyard is 110'. That represents the U-shaped inner perimeter of the courtyard. Refer to the schematic for a view of these dimensions.

On this basis, total allowable signage for the entire building is 120 square feet on the Ave. De La Estrella facing elevation, and 110 square feet on the inner courtyard.

## Proposed Sign Area

	<i>Location</i>	<i>Maximum Area Sq. Ft.</i>
A1	Estrella	25
A2	Estrella	25
A3	Estrella	25
B1	Courtyard	2
B2	Courtyard	2
C1	Window Vinyl	N/A
C2	Window Vinyl	N/A
D1	Door Vinyl	N/A
D2	Door Vinyl	N/A
D3	Directory	5



*Courtyard: Dimensions of inner courtyard.*





**Sign Type 1/ Locations/A.2**

**Sign Type 1/ Locations/A.1**

**Sign Type 1/ Locations/A.3**

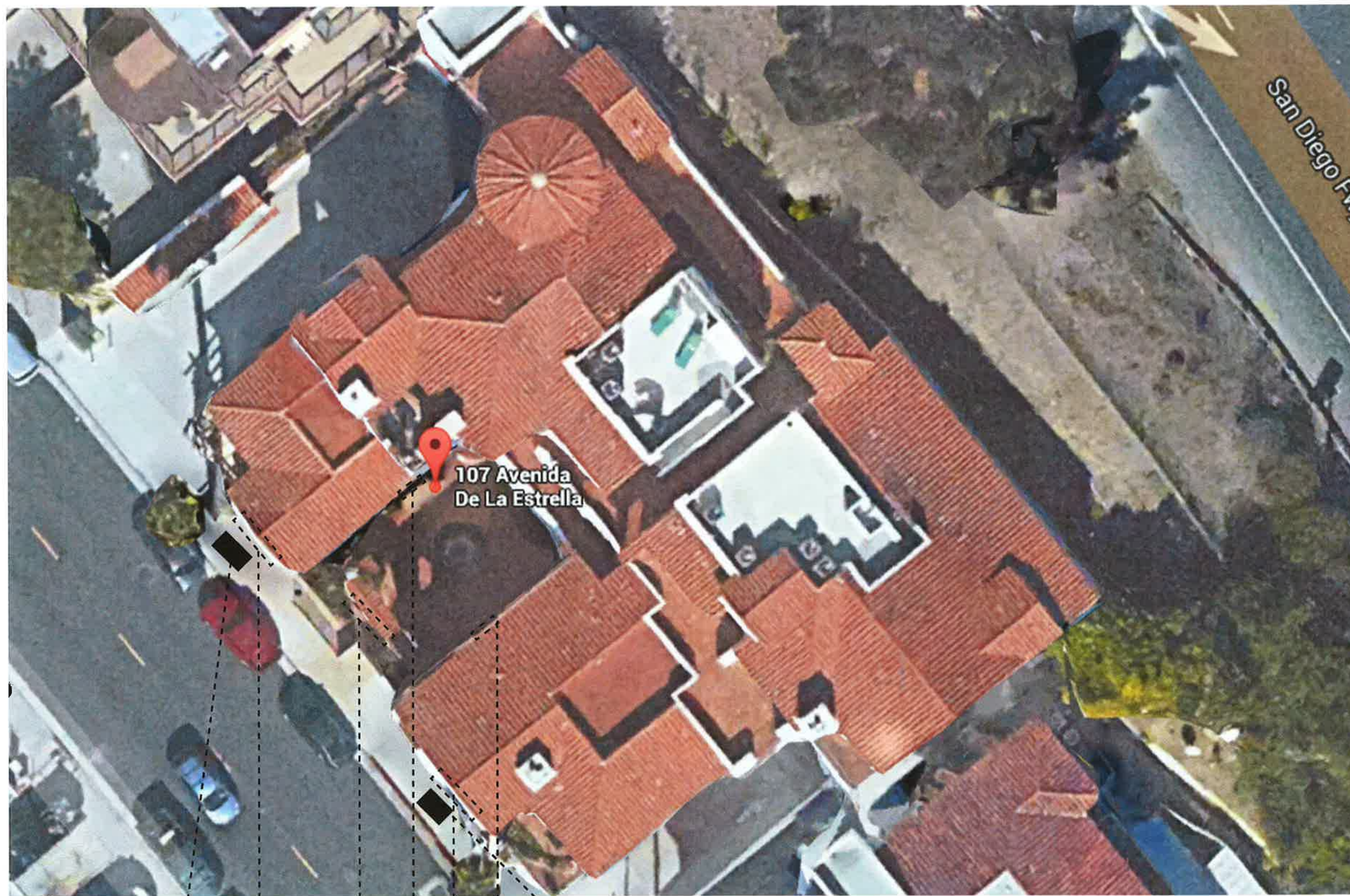


**Sign Type 4 / C.1**

**Sign Type 4 / C.2**



# SIGN LOCATIONS



C.1(Window) A.2 A.1 B.1 A.3 B.2 C.2(Window)





*Interior Courtyard: Suite 101*

**Sign Type 3 / D.1**



*Interior Courtyard: Suite 102*

**Sign Type 3 / D.2**



**Sign Type 5 / D.3**

*Interior Courtyard: Directory Sign Permitted  
Interior Courtyard: Back Wall Existing Signage  
(Will not be permitted type or location under new sign program.)*

## GENERAL SIGNAGE GUIDELINES

1. All sign types are to be finished so as to contrast with the building façade paint color.
2. The tenant shall pay all costs associated with his/her sign, including sign fabrication, installation and permitting.
3. All tenant signage to be installed within 90 days of lease signing.

# PERMITTED SIGN TYPES & LOCATIONS

## SIGN TYPE 1

### PIN-MOUNTED METAL LETTERS

#### Sign Type 1 / Locations A.1, Property Branding Signage

##### Specifications:

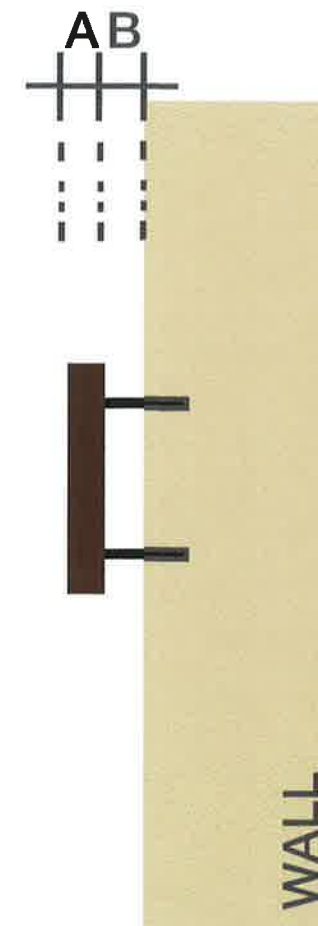
- Building address, to read: 107 Avenida De La Estrella
- Flat cut out aluminum, 1/4" thick, with 3/4" standoffs
- Faces to be bronze (Matthews Medium Bronze) finish
- Edges to be fine sanded and painted
- Stand-offs to be painted to match letters
- Letters to be 12" maximum height
- Total sign area to be 25 sq.ft.
- Font used Trajan Pro

#### Sign Type 1 / Locations A.2, A.3, Major Tenant Signage

##### Specifications:

- Tenant name, logo, logotype, as defined previously
- Flat cut out aluminum, 1/4" thick, with 3/4" standoffs
- Faces to be bronze (Matthews Medium Bronze) finish
- Edges to be fine sanded and painted
- Stand-offs to be painted to match letters
- Letters to be 12" maximum height
- Total sign area to be 25 sq.ft.
- Font used Trajan Pro

12" TENANT SIGN



A: 0.25"

B: 0.75"

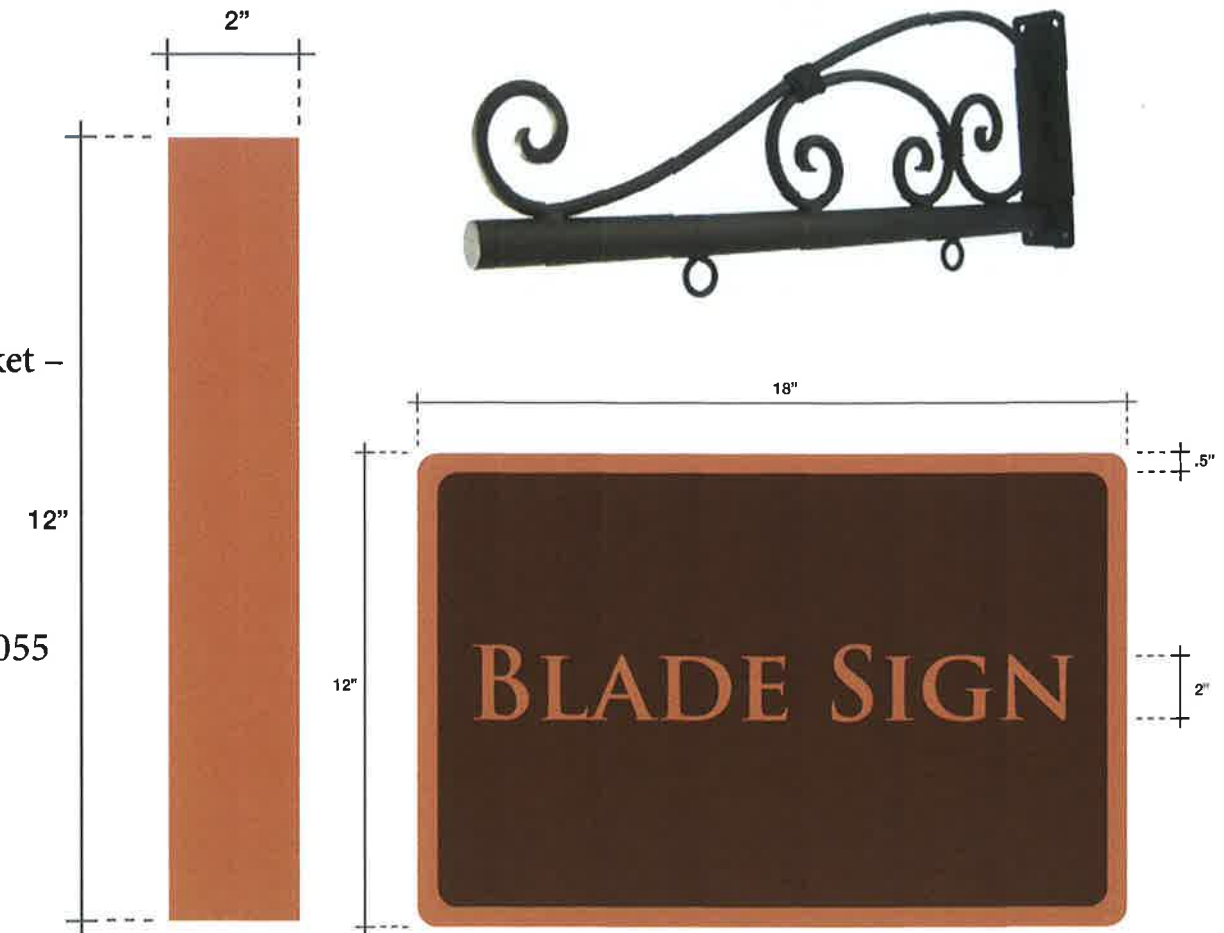
## SIGN TYPE 2 OPTION 1

### SAND-BLASTED WOOD BLADE SIGN

#### Sign Type 2 / Locations B.1, B.2, Tenant Courtyard Signage – Option 1, Sand-Blasted Wood Blade Sign

##### Specifications:

- Tenant name, logo, logotype, as defined previously
- Blade sign, to be fabricated of sand-blasted redwood or cedar
- Blade sign to be double-sided
- Dimensions to be 12” high by 18” wide by 2” Thick
- Maximum letter height to be 2”.
- Font to be: Trajan Pro
- Sign to be supported using a decorative solid wrought iron bracket – specifically (30” Classic Hanging Sign Bracket)
- Sign to be painted as follows:
  - Background – Dunn-Edwards Paints Black Walnut DE6063
  - Border – Dunn-Edwards Paints Wild West DE6055
  - Text and logo elements – Dunn-Edwards Paints Wild West DE6055



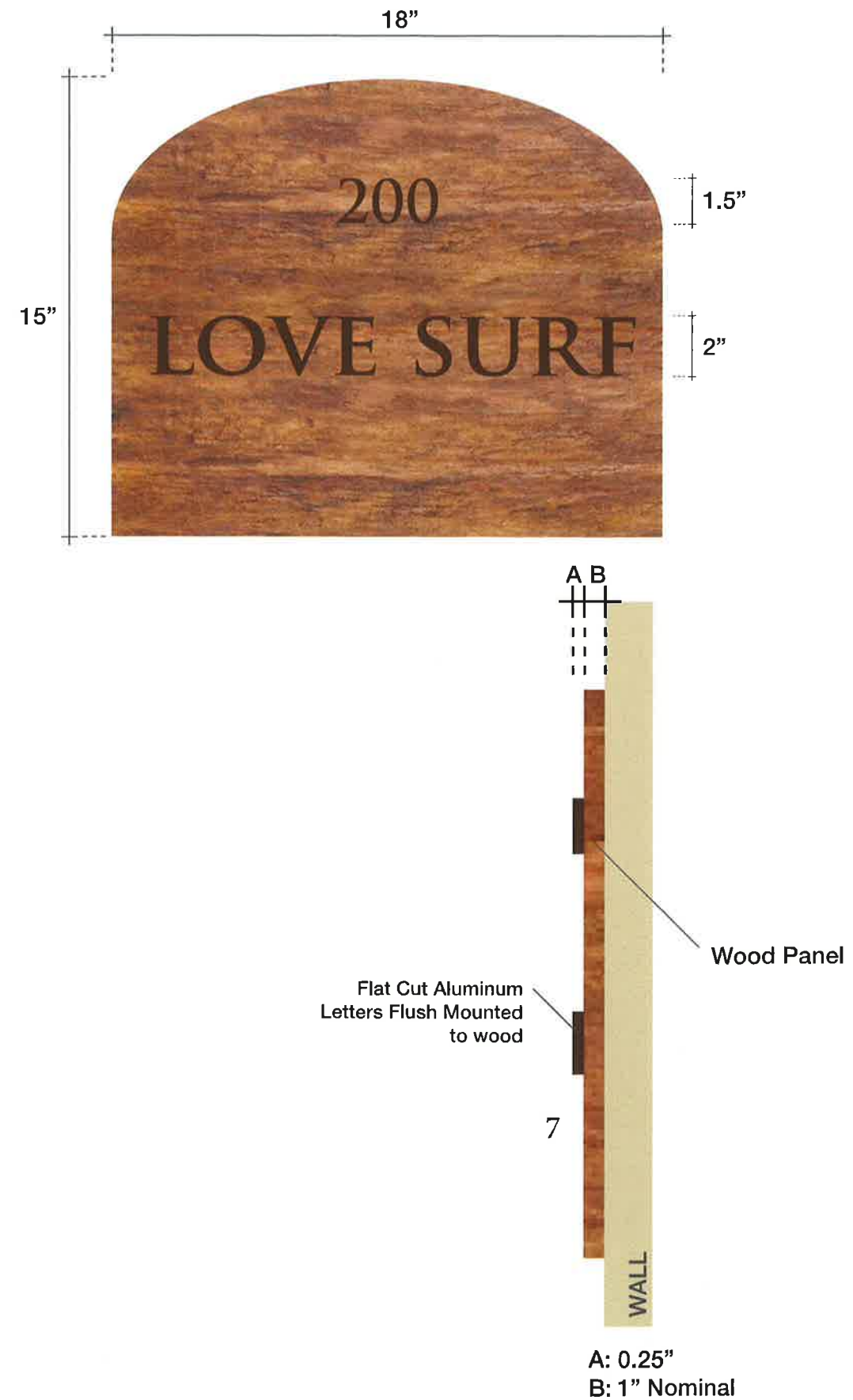
## SIGN TYPE 2 OPTION 2

### WOOD/ALUMINUM SUITE SIGN

#### Sign Type 2 / Locations B.1, B.2, Tenant Courtyard Signage – Option 2, Wood / Aluminum Suite Sign

##### Specifications:

- Tenant name, logo, logotype, as defined previously
- Flush mounted wall sign, to be fabricated of flat cut, 0.25" thick, painted aluminum letters, applied to a stained wood panel
- Maximum letter height to be 2".
- Aluminum letters to be painted - Matthews Medium Bronze
- Font to be: Trajan Pro
- Dimensions to be 15" high by 18" wide, by 1" Thick
- Sign profile and stain as per attached rendering.
- Sign placement on the wall as per the attached rendering.



### SIGN TYPE 3

#### LOCATIONS D.1, D.2 TENANT COURTYARD GLASS DOOR

#### VINYL LETTERING

##### Specifications:

- Tenant name, logo, logotype, as defined previously
- Cut from high performance vinyl, Oracal 751 or equivalent
- Permitted color is white
- To be installed on outside (first surface) of glass doors
- Letters to be 2" maximum height
- Maximum overall dimensions to be 18" h x 24" w
- Font: Trajan Pro



#### SIGN TYPE 4/ LOCATIONS C.1, C.2 TENANT WINDOWS ON AVENIDA DE LA ESTRELLA FACING WINDOWS

#### TEXT AND GRAPHICS

##### Specifications:

- Tenant name, logo, logotype, as defined previously
- Printed on high performance solid or perforated vinyl
- Laminated with clear UV-protective film
- To be installed on outside (first surface) of glass windows
- Maximum coverage of any window is 25% of total glass surface



# SIGN TYPE 5 OPTION 1

## SANDBLASTED WOOD DIRECTORY

### Sign Type 5 / Location D.3, Directory Signage – Option 1, Sandblasted Wood Directory Sign

#### Specifications:

- Tenant name, logo, logotype, as defined previously
- 2" SandBlasted wood sign with 0.125" painted aluminum tenant name panels flush mounted to wood with white vinyl lettering
- Maximum letter height to be 0.75"
- Aluminum tenant name panels to be painted - Matthews Medium Bronze
- Font to be: Trajan Pro Bold
- Dimensions to be 30" high by 24" wide, by 1.5-2" Thick
- Sign profile and stain as per attached rendering.
- Sign placement on the wall as per the attached rendering.

