



Design Review Subcommittee (DRSC)

Meeting Date: October 14, 2015

PLANNER: Sean Nicholas, Associate Planner *SN*

SUBJECT: **Discretionary Sign Permit 15-269, Shorecliff Entry Sign**, a request for a new facade for the existing Shorecliff entry monument sign on Avenida Vaquero.

BACKGROUND:

Project Description

The applicant, Kevin Willier, is proposing a new façade for an existing monument sign located in the public right-of-way on Avenida Vaquero. The applicant is not proposing an expansion of the monument sign, but rather updating the design and adding LED lighting. All project identification signs require a Discretionary Sign Permit review.

Why is DRSC Review Required?

Associated with the Discretionary Sign Permit, Design Review Subcommittee must review the request to ensure the proposal meets standards, and is compatible with the subdivision.

Site Data

The sign site is existing and is located in the middle of Avenida Vaquero. The applicant is proposing to maintain all components of the existing sign structure and resurface it with the new facade including LED lighting which will be oriented towards the ground. The site is surrounded by various commercial uses, including the DMV, and the parking lot for Shorecliff residents using the Shorecliff's beach house.

ANALYSIS:

The proposed re-surfacing of the existing structure of the monument sign is a high quality design. The stone veneer proposed will be consistent with both residential and commercial development in the Shorecliff neighborhood. The sign structure will not change; just a new façade applied. The applicant is proposing individual black pin mounted lettering to spell out "Shorecliffs." Each letter is proposed to be 8" tall. The overall sign area is the same as existing, approximately 21 square feet, and is the same height, about four and a half feet tall. Similar in style to monument signs approved for the Coast Subdivision further down Vaquero, they are different in that the proposed stone for this sign is darker, and has a different type of stone utilized for the sign face.

Both of these distinctions will differentiate this sign from the other identification sign. Exhibit 1 shows the existing and proposed sign side by side.

Exhibit 1: Existing and Proposed Shorecliff Monument Sign



The lighting proposed for the sign will be installed under the new monument sign cap. The proposal is for LED light focused down to “splash” light onto the sign. The light will be directed down into the planter area into the existing landscaping, which will reduce the potential for light trespass.

RECOMMENDATIONS:

The monument sign design utilizes high quality materials and a unique new approach to lighting which will avoid light trespass. The sign is consistent with all applicable development standards as it is less than 6 feet in height and less than 24 square feet in sign area. The design and scale is proportional to the space they are proposed. Staff has no recommendations regarding the design of the sign. Staff has asked the applicant to bring sample materials to the DRSC meeting. Staff is looking for DRSC concurrence with staff’s position regarding the scale, massing, and design, and welcomes any comments the Subcommittee may have.

Attachments:

- 1) Location Map
Plans



LOCATION MAP

DSP 15-269, Shorecliff Entry Sign
Avenida Vaquero

