



Design Review Subcommittee (DRSC)

Meeting Date: July 27, 2016

PLANNER: Christopher Wright, Associate Planner *CPW*

SUBJECT: Discretionary Sign Permit 16-177, Los Mares Master Sign Program, a request to consider a master sign program for a commercial building located at 635 Camino De Los Mares.

BACKGROUND:

Project Description

This is a request to allow a master sign program for a two-story commercial building at 635 Camino De Los Mares. The sign program includes seven wall signs, modifications to a monument sign, several directional signs in the parking lot, and building address signs.

The wall signs have five-inch deep returns and acrylic faces that are internally-illuminated by Light Emitted Diodes (LED). The channel letters have dark bronze faces, except for nationally trademarked tenant that may use their marketing colors. The sign program modifies a monument sign at the northeast intersection corner of Camino De Los Mares and Calle Agua. The finish, materials, and lighting of the monument sign would be modified so this work is not considered a “change of copy.” The modified sign has internally illuminated acrylic letters, push-through an aluminum cabinet mounted on top of a stucco-finished masonry wall. The color of the monument cabinet and base are to match the building. The directional and address signs are included in the sign program for information purposes only. The Zoning Code does not require zoning permits for these signs.

Table 1 summarizes the proposed signage.

Table 1 – Sign Program Summary

	Materials, lighting	Maximum Sign Dimensions and Size
Three wall signs on south elevation (Camino De Los Mares)	Light Emitted Diode (LED) internally illuminated channel letters with 5” deep returns	3’ x 20’, 60 sq. ft. each
Two wall signs on east elevation facing parking lot	Same as above	3’ x 15’, 45 sq. ft. each

Table 1 - Continued

	Materials, lighting	Maximum Sign Dimensions and Size
Two wall signs on west elevation facing Calle Agua	Same as above	3' x 20', 60 sq. ft. each
Monument at northeast corner of Calle Agua and Camino De Los Mares	LED internally illuminated acrylic push through letters in aluminum cabinet on top of stucco finished wall	3' x 8', 24 sq. ft. per side
Directional (Freestanding) in parking lot*	Aluminum panels with vinyl letters	16" x 12" on five-foot high poles. Each sign is 1.5 sq ft
Building address numbers* on south, east, and west elevations	Metal pin-mounted letters	5 sq. ft., 1 sign per elevation

* Directional signs and address number signs do not require permits. They are included in sign program for information purposes.

Why is DRSC Review Required?

Zoning Ordinance Section 17.84.020 requires a Discretionary Sign Permit (DSP) and master sign program to install four or more signs. Discretionary Sign Permit applications are reviewed by the Design Review Subcommittee (DRSC) to ensure the sign program complies with Zoning Ordinance standards and is consistent with design guidelines.

Site Data

The site is located in the Community Commercial 4 (CC4) Zoning District and Camino De Los Mares General Plan Focus Area. The commercial building was developed in 1978. A Spanish-style facade remodel was approved in January 2016 that is under construction. The remodeling project will remove three wall signs from the upper building fascia of the south elevation (Camino De Los Mares). Refer to Attachment 2 for a photograph of the site before construction began on the remodeling project.

ANALYSIS:

Signage Height and Sizing Requirements

Table 2 identifies the sign program's compliance with sign area and height requirements. The sign program does not comply with sign area requirements for the west elevation, south elevation, and the overall site. The sign program must be modified to meet required findings for permit approval.

Table 2 –Height and Sizing Standards

	<i>Allowed</i>	<i>Proposed</i>	<i>Complies with Standard</i>
<u>Sign Area (Maximum)*</u>			
West elevation (faces Calle Agua)	90 sq. ft.	120 sq. ft.	No
East elevation (faces parking lot)	90 sq. ft.	90 sq. ft.	Yes
South elevation (Camino De Los Mares)	110 sq. ft.	180 sq. ft.	No
North elevation/Monument sign**	110 sq. ft.	24 sq. ft. monument sign	Yes
<i>Total</i>	<i>400 sq. ft.</i>	<i>414 sq. ft.</i>	<i>No</i>
Sign area per sign	64 sq ft maximum	60 sq. ft. maximum	Yes
Monument sign height	6' allowed by-right. 10' with discretionary permit	5'-6"	Yes

*One square feet (sq ft) of sign area allowed for every lineal foot of public building frontage

**Zoning Ordinance regulates sign area of monument on one side only.

Monument Sign

The project modifies the design, materials, finish, and lighting of the monument sign. The master sign program includes a monument sign. The monument sign may be approved if a required finding can be met that *“the design, scale or location of the building dictates the use of freestanding signs, rather than building-mounted signs.”*

The monument sign doesn't meet this finding. The sign program includes signage on three sides of the building that are visible to and in close proximity to Camino De Los Mares. The signs are visible to traffic traveling in both directions on the street and a significant amount of sign area is proposed. Therefore, the design, scale, and location of the proposed building signage allows for adequate signage without the need for a freestanding sign.

Signage Design Guidelines and Standards

The site is not located in the Architectural Overlay (A-Overlay) so the master sign program is required to meet general sign rules in Zoning Section 17.84.020(B) and general guidelines in the City's Design Guidelines. These standards and guidelines require signage to be in character with the building's architecture and compatible with

adjacent properties. Table 3 summarizes the sign program’s consistency with standards and guidelines.

Table 3 – Project Evaluation

Design Guideline/Zoning Standard/General Plan Policy	Project Consistency
<p><i>Zoning Ordinance Section 17.84.020(B)(f): “Sign design, scale, color and materials shall be selected that are compatible in style with the building it serves”.</i></p>	<p><i>Inconsistent.</i> The design, materials, and lighting of the signage is not in character with the Spanish-styled facade remodel approved in January 2016. While the site isn’t located in the Architectural Overlay, the A-Overlay provides guidance on the style, lighting, and finish of signs that are in character with Spanish architecture. The proposed signs are contemporary, not in keeping with recommended sign design principles for Spanish architecture. The sign program includes internal face-lit channel letters with deep metal returns and internally illuminated push-through acrylic letters on the monument sign. Consistent with A-Overlay standards, signage should appear hand-crafted with pin-mounted letters, painted letters, sandblasted wood, or similar materials, and have back-lighting or external lighting.</p>
<p><i>General Design Guidelines for All Architecture Subject to Discretionary Design Review II.C.3.e: “Carefully integrate signage with the design concept of the building and site. Signage should be consistent with the architectural character of the building.”</i></p>	<p><i>Inconsistent.</i> See comments above.</p>

RECOMMENDATIONS:

The following design changes are required or recommended to make the proposed sign program comply with requirements and be more consistent with Design Guidelines:

1. Reduce the amount of signage on the south and west elevations to comply with zoning size area limitations.
2. Remove the monument sign. This is recommended with the understanding that building signage is oriented and located in such a way that provides adequate

advertising visible to the public, and therefore does not meet required findings to include in the sign program.

3. Use pin-mounted, halo-illuminated (or back-lit) letters versus channel letters, consistent with design guidelines for signage on Spanish-styled architecture, which call for signs to be “hand-crafted in appearance.” Figure 1 provides an example of such a sign below. Attachment 3 provides a section detail an attractive halo-illuminated pin-mounted sign in the Architectural Overlay.

Figure 1 – Example Pin-Mounted Halo-Lit Letters



4. Reduce the depth of letter returns to three inches or less. This change will make the sign look less like conventional channel letters and more like individual cut-out “pin-mounted” letters, which are common and encouraged on buildings with Spanish-style architecture.

Staff seeks DRSC concurrence with the above recommendations and welcomes additional input. DRSC comments on the project’s design will help ensure the highest quality project.

Attachments:

1. Location Map
2. Photograph of site conditions prior to construction
3. Proposed sign plans based upon building remodel elevations

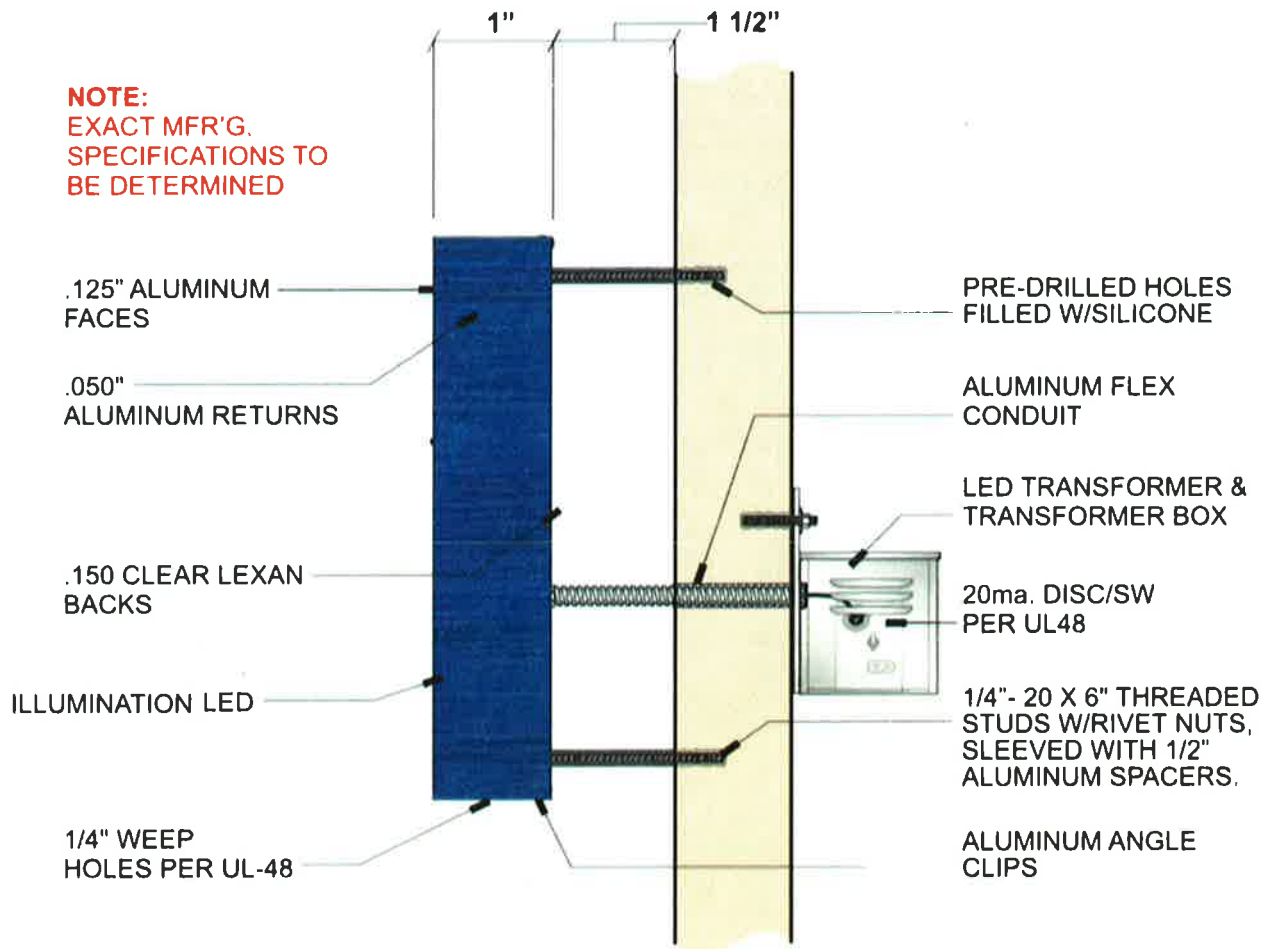


LOCATION MAP

DSP16-177
Los Mares Master Sign Program
635 Camino De Los Mares







SECTION DETAIL @ REVERSE CHANNEL LETTERS

Scale: NTS