



Design Review Subcommittee (DRSC)

Meeting Date: August 10, 2016

PLANNER: Amber Gregg, Senior Planner 

SUBJECT: **Discretionary Sign Permit 16-178, Los Mares 76 Station Master Sign Program**, a request for a new Master Sign Program for an existing service station located at 606 Camino De Los Mares.

BACKGROUND:

Project Description

The applicant, Sorin Enache, proposes a new Master Sign Program for an existing service station. In 2009, the project site was renovated and the architecture was upgraded to Spanish Colonial Revival. At that time only minimal signs were approved and installed onsite, including a sand blasted wood wall mounted sign on the convenience store. Though that sign has since been removed. The applicant is proposing to modify and change out all of the existing signs onsite.

A Discretionary Sign Permit is required to approve a Master Sign Program. A Master Sign Program is required for all sign modifications at a service station.

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 building.

Site Data

The building's façade enhancements were approved in 2009. The site is located at a General Plan designated City Gateway and is required to have Spanish Colonial Revival architecture. The service station is located adjacent to I-5 and the Stater Brothers shopping center. The site has an approved convenience store and has no, nor is it proposing, any freeway oriented or pole signs.

ANALYSIS:

Proposed Signage

Table 1 is a list of all the proposed signage for the Master Sign Program Phase I.

Table 1 – Proposed Signage

Proposed Signage	Sign Square Footage
Monument Sign	47 square feet
Gas Pump Signs	108 square feet (6 pumps at 18 square feet each)
Convenience Store Sign	16 square feet
Total Sign Area Permitted by the Municipal Code	275 square feet
Total Sign Area Proposed	171 square feet

Wall Mounted Sign

The primary approved sign was a non-illuminated sand blasted wood sign directly above the entrance, with the “food mart” sign off to the side. Not long after, the applicant removed the wood blasted sign and left the “food mart” sign as it exists today. The applicant is not proposing to modify the sign ruminants and proposes to leave it as is.

Monument Signs

The applicant is proposing to change out the illuminated portion of the monument sign. No modifications are proposed to the structural components of the monument sign. The applicant is proposing the state required price portion of the monument sign be LED lights which can be controlled from within the store, rather than going out and changing the numbers manually. This would be the second application of the LED lights for a service station in San Clemente, Valero was also approved to utilize LED for their proposed price monument sign. As with the Valero approval, staff will include a condition of approval that red or green LED lights shall be utilized.

Gas Pump Signs

As required by the State, the applicant is proposing signs on the pump that identify the 76 station brand. The design of the pumps are simple, and does not take away from the overall architecture of the site. A condition of approval will be added to the project that will prohibit TVs from being installed, which are not permitted in the Zoning Code.

RECOMMENDATIONS:

While the site is located outside of any architectural overlay, the General Plan requires Spanish Colonial Revival architecture and high quality materials as a City Gateway. The applicant's plans are very limited in the information that they have provided for their sign package. That being the case, staff has a recommendation regarding the wall mounted sign to ensure that the proposed sign package is of a high quality consistent with the General Plan and the architecture of the existing service station. The following are staff's recommendations:

Wall Mounted Building Sign

1. Staff recommends that if the applicant desires to keep the existing sign, that it be modified to be centered on the building. If a new sign is desired, that it is designed in proportion to the building of made of traditional materials as stated below.
2. Staff recommends the applicant utilize one of the following two wall sign designs: A) Halo illuminated individual pin mounted aluminum letters in either black or aged bronze, or B) An externally illuminated sand blasted wood sign. If the applicant chooses to go with the sand blasted wood sign, the exterior illumination shall be accomplished utilizing decorative light features to be approved by the City Planner and complementary to the architecture of the building.

Monument Sign

3. The Zoning Ordinance requires that the monument sign have no more than 32 square feet of signage per side. Staff recommends the size of the sign be reduced to be in conformance with the Ordinance requirements, and that the surround of the signage be a decorative monument that reflects the style of the building.

Overall, the proposed sign package only includes three types of signs. The monument sign modification is primarily a re-face of the existing condition, and it seems that the simple LED price signs are becoming more common. Staff is comfortable with the proposed LED sign as it cannot display any other messages or advertisement other than the state mandated pricing of gasoline. Additionally, with the condition of approval regarding the lights to be used for the sign, it will reduce potential light impacts to the surrounding area. The proposed pump signs are minimal and do not negatively impact the site. Lastly, the wall mounted sign, utilizing one of the sign types proposed above will be an improvement over the existing, off centered wall sign. Staff is looking for DRSC concurrence with the above recommendations, and welcomes any additional comments the Subcommittee may have.

Attachments:

1. Location Map
2. Plans with Visual Simulations



LOCATION MAP

B16-178, 76 Station Sign Program
606 Camino De Los Mares



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Not to scale