



# STAFF REPORT

## SAN CLEMENTE PLANNING COMMISSION

Date: January 18, 2017

**PLANNER:** Kirt A. Coury, Contract Planner <sup>KC</sup>

**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 within the Community Commercial (CC-2) zoning district and the legal description is Lot 7 of Tract 1127 and Assessor's Parcel Number 675-091-01.

### **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 (DSP), Master Sign Program Section 17.84.020(G)***

- 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 and the 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**

This is a request to allow 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. The applicant is proposing to modify and change out all of the existing signs onsite.

## DSP 16-178, Los Mares 76 Station Master Sign Program

A Discretionary Sign Permit (DSP) is required to approve a Master Sign Program. A Master Sign Program is required for all sign modifications at a service station. The purpose of the DSP process is to ensure that signs are compatible and harmonious with the architecture of the buildings they serve and with the surrounding neighborhood.

### ***Development Management Team Meeting***

The City's Development Management Team (DMT) reviewed the project and recommended approval of the project with conditions. The recommended conditions of approval are shown on Attachment 1, Exhibit A.

### ***Noticing***

Public notices were distributed and posted per City and State requirements, and to date staff has not received any correspondence on this item.

## **PROJECT DESCRIPTION**

The applicant is proposing a modification to three signs onsite: 1) relocate/center the existing wall mounted sign; 2) re-face, re-construct and change the face, illuminated portion and structural components of the existing monument sign. And 3) as required by the State, the applicant is proposing signs on the existing service station pumps that identify the 76 station brand. The total square footage of the modification to the signs onsite is 179 square feet. The total sign area permitted for the site is 275 square feet.

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

**Table 1 – Proposed Signage**

<b>Proposed Signage</b>	<b>Material, Lighting</b>	<b>Sign Dimensions and Size</b>
Monument Sign	Light Emitted Diode (LED) internally illuminated gas pricing numbers. Signs faces are tenant trademark logo. White stucco columns and tile detail to match existing store.	Sign face is 8 feet wide by 4 feet tall; 32 sq. ft. each side (64 square feet total)
Gas Pump Signs	Pump Skirt, valance and decals with tenant trademark logo.	6 pumps at 18 square feet each (108 square feet)
Convenience Store Wall Sign	Red Channel Lettering (no changes to material or lighting)	1 foot tall individual letters by 7 feet long (7 square feet)

## DSP 16-178, Los Mares 76 Station Master Sign Program

### *Development Standards*

The sign program complies with sign area requirements as shown in Table 2 below.

**Table 2 – Consistency with Standards**

<b>Service Stations</b>	<b><i>Allowed</i></b>	<b><i>Proposed</i></b>	<b><i>Complies with Standard</i></b>
Monument Sign: 1 per lot frontage	64 square feet maximum	64 sq. ft. maximum	Yes
Monument Sign: Height	6 feet Maximum	5.5 feet	Yes
Spanner Sign: 1 per pump island (may be 2 sided) (Maximum) *	24 sq. ft. maximum	18 sq. ft. maximum	Yes
Wall Sign:	64 sq. ft. maximum	7 sq. ft.	Yes

## **PROJECT ANALYSIS**

### ***Discretionary Sign Permit***

The purpose of the Discretionary Sign Permit (DSP) and related Master Sign Program is to ensure signs are compatible with properties and consistent with standards, design guidelines, and General Plan policies. A Master Sign Program is required for all sign modifications at a service station to ensure that signs are compatible and harmonious with the architecture of the buildings and site they serve. As proposed, the modification to the monument sign will include re-constructing the face of the sign as well as add supporting columns that will be treated with a smooth white stucco finish and tile to match the building.

The sign program meets required findings because:

- The design, scale, lighting and materials of the signs harmonize with the architectural design and details of the building or site it serves. The monument sign modification is primarily a re-face of the existing condition while adding support columns that will be treated with a smooth white stucco finish and tile to match the building. Further, the monument sign lighting will be internally illuminated to match the other onsite signs and the LED lighting will replace the signage pricing. The Zoning Ordinance encourages this type of lighting and sign design for Spanish Colonial Revival architecture.
- The design and materials of the wall sign provide a contrast between the background and letters. The building is white with dark brown trim and the wall sign lettering is red. In addition, centering the wall mounted sign will be an improvement over the existing off centered wall sign.

## DSP 16-178, Los Mares 76 Station Master Sign Program

- The building is located at the back of the site and has limited visibility. Both the wall sign and monument sign will provide identification for the service station.

Overall, staff's position is that this sign has been designed to be consistent with the facility, and will enhance the overall look of the development from the street, and provide necessary street visibility from Camino De Los Mares.

### DESIGN REVIEW SUBCOMMITTEE

The DRSC reviewed this proposal on August 10, 2016. The DRSC felt the project satisfied Design Guidelines and recommended the project move forward to public hearing subject to working with staff on final design of the monument sign. DRSC staff report and minutes have been included as Attachment 3.

### 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>ED-2.03. Existing Businesses:</i> "We give high priority to initiatives, investments, and the allocation of municipal resources that help businesses remain and prosper in San Clemente."	<i>Consistent.</i> The signage will provide street visibility for the service station and the convenience store located at the rear of the site.
<i>LU-7.01. Commercial Areas:</i> "We support the continuation and enhancement of commercial centers that meet the needs of community residents, are compatible with adjacent residential neighborhoods, and are well-maintained."	<i>Consistent.</i> The project signage is consistent with the Spanish Colonial Revival architecture of the service station, consistent with policy for the Camino De Los Mares focus area.
<i>LU-7.06. Design Treatment.</i> Within the Camino de los Mares Focus Area, development projects, including major remodels, shall have Spanish architectural design, consistent with the Design Guidelines.	<i>Consistent.</i> The signage proposed is consistent with the building it serves and consistent with the Design Guidelines in that the monument sign is reflective of Spanish Colonial Revival architecture required in this Camino De Los Mares focus area.

**DSP 16-178, Los Mares 76 Station Master Sign Program**

**Table 3 - Continued**

<b>Policies and Objectives</b>	<b>Consistency Finding</b>
<i>LU 2.01-Quality:</i> “We require that new development protect community character by providing architecture, landscaping and urban design of equal or greater quality than surrounding development, and by respecting the architectural character and scale of adjacent buildings.”	<i>Consistent.</i> The signage proposed is consistent with the building it serves and consistent with the Design Guidelines in that the monument sign is reflective of Spanish Colonial Revival architecture required at this Gateway location.
<i>UD-1.09. Signs:</i> “We require quality, balance, consistency, and the use of high quality materials in the design of public and private signs, including commercial 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.”	<i>Consistent.</i> The sign program includes signs that are placed and sized to complement and be in character with the building’s architecture.
<i>UD-2.01. Architecture/Design Quality:</i> “We require high quality design for buildings at visually significant locations in gateway areas. New buildings and major remodels in Gateway areas adjacent to or opposite I-5 offramps, shall follow Spanish Colonial Revival architectural style.”	<i>Consistent.</i> The signage proposed is consistent with the building it serves and consistent with the Design Guidelines in that the monument sign is reflective of Spanish Colonial Revival architecture required at this Gateway location.

**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 in anyway.

**CALIFORNIA COASTAL COMMISSION REVIEW**

The project is not located in the Coastal Zone, and therefore it is exempt from California Coastal Commission review.

**ALTERNATIVES; IMPLICATIONS OF ALTERNATIVES**

1. The Planning Commission can concur with staff and approve the master sign program. with the recommended conditions of approval.

## DSP 16-178, Los Mares 76 Station Master Sign Program

*This is the recommended action. This action would enable the applicant to apply for administrative permits to install signs according to the master sign program. The Commission can take this action if they determine the request meets all required findings shown in Attachment 1.*

2. The Planning Commission can, at its discretion, add, modify or delete provisions of the proposed project or conditions.

*This action would result in any modifications to the project's design or conditions of approval. For example, conditions could be modified to require design changes that improve the project's consistency with required findings. This may include changes to the size, number, placement, lighting, etc. of the signs shown in the master sign program.*

3. The Planning Commission can deny the proposed master sign program.

*This action would result in denying the proposed master sign program.*

These actions may be appealed by the applicant to the City Council or be called up by the City Council for review and action.

### **RECOMMENDATION**

Based on the information in the staff report and subject to the required Findings and Conditions of Approval, staff recommends that the Planning Commission:

1. Determine the project is Categorical Exempt from the requirements of the California Environmental Quality Act pursuant to CEQA Guidelines Section 15301 (Class No. 1), "Existing Structures", and
2. Approve DSP16-178, Los Mares Master Sign Program, subject to the attached Resolution and Conditions of Approval.

### **Attachments:**

1. Resolution No. PC 17-005  
Exhibit A - Conditions of Approval
2. Location Map
3. DRSC Staff Report and Minutes
4. Proposed Master Sign Program

RESOLUTION NO. PC 17-005

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN PERMIT 16-178, 76 STATION MASTER SIGN PROGRAM, A REQUEST TO ALLOW A MASTER SIGN PROGRAM FOR AN EXISTING SERVICE STATION LOCATED AT 606 CAMINO DE LAS MARES**

**WHEREAS**, on May 3, 2016 an application was submitted by Sorin Enache, 21034 Osbourne Street, Canoga Park, CA, 91304, and on November 17, 2016, deemed complete, for a request to approve a new master sign program for an existing service station located at 606 Camino De Las Mares. The sign program will modify three signs onsite: 1) relocate/center the existing wall mounted sign; 2) re-face, re-construct and change the face, illuminated portion and structural components of the existing monument sign. The modification to the monument sign will include re-constructing the face of the sign as well as add supporting columns that will be treated with a smooth white stucco finish and tile to match the building; and 3) as required by the State, the applicant is proposing signs on the existing service station pumps that identify the 76 station brand. The site's legal description is a portion of Lot 7 of Tract 1127, and Assessor's Parcel Number is 675-091-01.

**WHEREAS**, the Planning Division determined that the project is categorically exempt from the California Environmental Quality Act (CEQA), pursuant to CEQA State Guidelines Section 15301(g), as the project involves minor exterior modifications to signage and will not impact the site in anyway; and

**WHEREAS**, on May 19, 2016, the City's Development Management Team reviewed the project for consistency with applicable development standards and has provided conditions of approval accordingly; and

**WHEREAS**, on August 10, 2016, the City's Design Review Subcommittee considered the proposed project and was supportive of the proposed design with some recommendations for minor modifications; and

**WHEREAS**, on January 18, 2017, 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:** Based upon its review of the entire record, including the Staff Report, any public comments or testimony presented to the City Council, and the facts outlined below, the Planning Commission hereby finds and determines that the proposed project is categorically exempt from CEQA pursuant to State CEQA Guidelines section 15301 (Class 1: Existing Facilities).

The Class 1 exemption specifically exempts from further CEQA review the operation, repair, maintenance, and minor repair of existing public or private structures, involving

The Class 1 exemption specifically exempts from further CEQA review the operation, repair, maintenance, and minor repair of existing public or private structures, involving negligible or no expansion of use beyond that existing at the time of the lead agency's determination. This exemption covers, but is not limited to, interior or exterior alterations to existing structures. Here, the proposed project modifies signs to the existing building and developed site. The project does not increase or otherwise change the existing use of the site. Thus, the project qualifies for the Class 1 exemption.

Furthermore, none of the exceptions to the use of the Class 1 categorical exemption identified in State CEQA Guidelines section 15300.2 apply. The project will not result in a cumulative impact from successive projects of the same type in the same place, over time. The project is a Master Sign Program for a specific number, location, and type of signs on the site. There are no unusual circumstances surrounding the project that result in a reasonable possibility of a significant effect on the environment. The site is developed with a commercial building in which the project adds signs with no potential to damage scenic resources, including trees, historic buildings, rock outcroppings, or similar resources. The project does not include any hazardous waste sites, and the project will not cause a substantial adverse change in the significance of a historical resource. The project is limited to minor exterior changes to a building and site that is not abutting or in proximity to historic resources. Thus, the Class 1 exemption applies, and no further environmental review is required.

**Section 2:** With regard to Discretionary Sign Permit (DSP) 16-178, the Planning Commission finds as follows:

- A. The design, including lighting, scale, length and materials, of the master sign program is consistent with the intent of the design elements of the General Plan, Design Guidelines in which the sign is to be located in that:
  1. The design, scale, and materials of the sign program are compatible with the architecture of the building and with surrounding properties, consistent with the City's Design Guidelines and the Land Use Element.
  2. The master sign program has signs with a design, size, lighting, and scale consistent with design guidelines and sign standards for Spanish Colonial Revival architecture, which the General Plan calls for in Policy LU-7.06, Design Treatment, *"Within the Camino de los Mares Focus Area, development projects, including major remodels, shall have a Spanish architectural design, consistent with the Design Guidelines."*
  3. The master sign program provides street visibility for a service station and the convenience store located at the rear of the site, per Policy ED-2.03. Existing Businesses: *"We give high priority to initiatives, investments, and the allocation of municipal resources that help businesses remain and prosper in San Clemente."*
  4. The master sign program is consistent with the Spanish Colonial Revival architecture of the commercial building, consistent with policy for the



*meet the needs of community residents, are compatible with adjacent residential neighborhoods, and are well-maintained.”*

5. The master sign program is consistent with the buildings it serves and consistent with the Design Guidelines in that both are reflective of Spanish Colonial Revival architecture required in this area of the town, per Policy LU 2.01-Quality: *“We require that new development protect community character by providing architecture, landscaping and urban design of equal or greater quality than surrounding development, and by respecting the architectural character and scale of adjacent buildings.”*
  6. The master sign program includes signs that are placed and sized to complement and be in character with the building’s architecture, per Policy UD-1.09. Signs: *“We require quality, balance, consistency, and the use of high quality materials in the design of public and private signs, including commercial 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.”*
  7. The signage proposed is consistent with the building it serves and consistent with the Design Guidelines in that the monument sign is reflective of Spanish Colonial Revival architecture required at this Gateway location, per Policy UD-2.01. *Architecture/Design Quality: “We require high quality design for buildings at visually significant locations in gateway areas. New buildings and major remodels in Gateway areas adjacent to or opposite I-5 offramps, shall follow Spanish Colonial Revival architectural style.”*
- B. The design, scale and materials of the signs harmonize with the architectural design and details of the building or site it serves in that the monument sign utilizes the same finish materials as the building.
  - C. The design, scale and location of the monument and building sign are appropriate to the distance from which the signs are normally viewed in that the signage will be adequately visible to vehicle and pedestrian traffic with a design that will be compatible with surrounding properties by maintaining the line of sight of traffic, will be an appropriate scale relative to the distance of traffic, and will minimize light or glare on adjacent property.
  - D. The design and materials of the building sign provide a contrast between the background and letters. The monument sign modification is primarily a re-face of the existing condition while adding support columns that will be treated with a smooth white stucco finish and tile to match the building. Further, the monument sign lighting will be internally illuminated to match the other onsite signs and the LED lighting will replace the signage pricing. The Zoning Ordinance encourages this type of lighting and sign design for Spanish Colonial Revival architecture.

- E. The provisions of the Master Sign Program ensures consistency in design and style of all new signs in that the Master Sign Program effectively identifies the appropriate scale, colors, construction methods, lighting, and location of signage that is compatible with the architecture of the building and surrounding properties.
- F. The provisions of the Master Sign Program address compatibility of the design and style of any existing signs on the building or site in that existing signage will be modified on the building and site and service station pump islands. The new monument sign design is consistent with the Spanish Colonial Revival architecture of the building.
- G. All new signs within the Master Sign Program are in compliance with the design standards of the Zoning Ordinance in that:
  - 1. The Master Sign Program requires the construction, design, scale, and lighting of signage to conform with Zoning Ordinance requirements to ensure signs are compatible with buildings and surrounding properties.
  - 2. The Master Sign Program has a monument sign with a design, size, lighting, and scale consistent with design guidelines and sign standards for Spanish Colonial Revival architecture, which the General Plan calls for in Land Use Element Policy LU-7.06, Design Treatment, "*Within the Camino de los Mares Focus Area, development projects, including major remodels, shall have a Spanish architectural design, consistent with the Design Guidelines.*"

**Section 3:** The Planning Commission of the City of San Clemente hereby approves DSP 16-178, Los Mares 76 Station Master Sign Program, subject to the above Findings, and the Conditions of Approval attached hereto as Exhibit A.

**PASSED AND ADOPTED** at a regular meeting of the Planning Commission of the City of San Clemente on January 18, 2017.

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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 January 18, 2017, and carried by the following roll call vote:

<b>AYES:</b>	<b>COMMISSIONERS:</b>
<b>NOES:</b>	<b>COMMISSIONERS:</b>
<b>ABSTAIN:</b>	<b>COMMISSIONERS:</b>
<b>ABSENT:</b>	<b>COMMISSIONERS:</b>

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Secretary of the Planning Commission

**CONDITIONS OF APPROVAL  
DISCRETIONARY SIGN PERMIT (DSP) 16-178**

- 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 January 18, 2017, 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. Discretionary Sign Permit (DSP) 16-178 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.

A use shall be deemed to have lapsed, and DSP 16-178 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]* (Plng.)\_\_\_\_\_

5. The owner or designee shall have the right to request an extension of DSP 16-178 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]* (Plng.)\_\_\_\_\_

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. ■■(Plng.)\_\_\_\_\_

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. ■■(Plng.)\_\_\_\_\_

8. Prior to the issuance of a building permit, the owner or designee shall obtain approval of an Administrative Sign permit, providing plans that demonstrate the signage is consistent with the Master Sign Program. ■■ (Plng.)\_\_\_\_\_

9. A separate Building Permit is required for signs. Plans to construct new signs, add or alter the existing signs, add or alter structural, mechanical, electrical or plumbing features 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.)\_\_\_\_\_

10. Building permits shall not be issued unless the project complies with all applicable codes, ordinances, and statutes including, but not limited to, the Zoning Ordinance, Grading Code, Security Ordinance, Transportation Demand Ordinance, Water Quality Ordinance, Title 24 of the California Code of Regulations as adopted by the City including, but not limited to the California Administrative, Building, Electrical, Plumbing, Mechanical, Energy, Green, and Fire Codes. *[S.C.M.C – Title 8 – Chapter 8.16 – Fire Code, Title 15 Building and Construction Chapters 15.08, 15.12, 15.16, 15.20, 15.21, Title 16 Subdivisions, Title 17 Zoning]* (Bldg.)\_\_\_\_\_

11. Project has not been reviewed for Building Code compliance. Prior to issuance of building permits, code compliance will be reviewed during building plan check.  
*[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.)\_\_\_\_\_

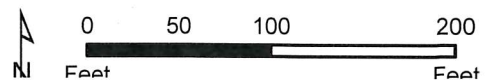
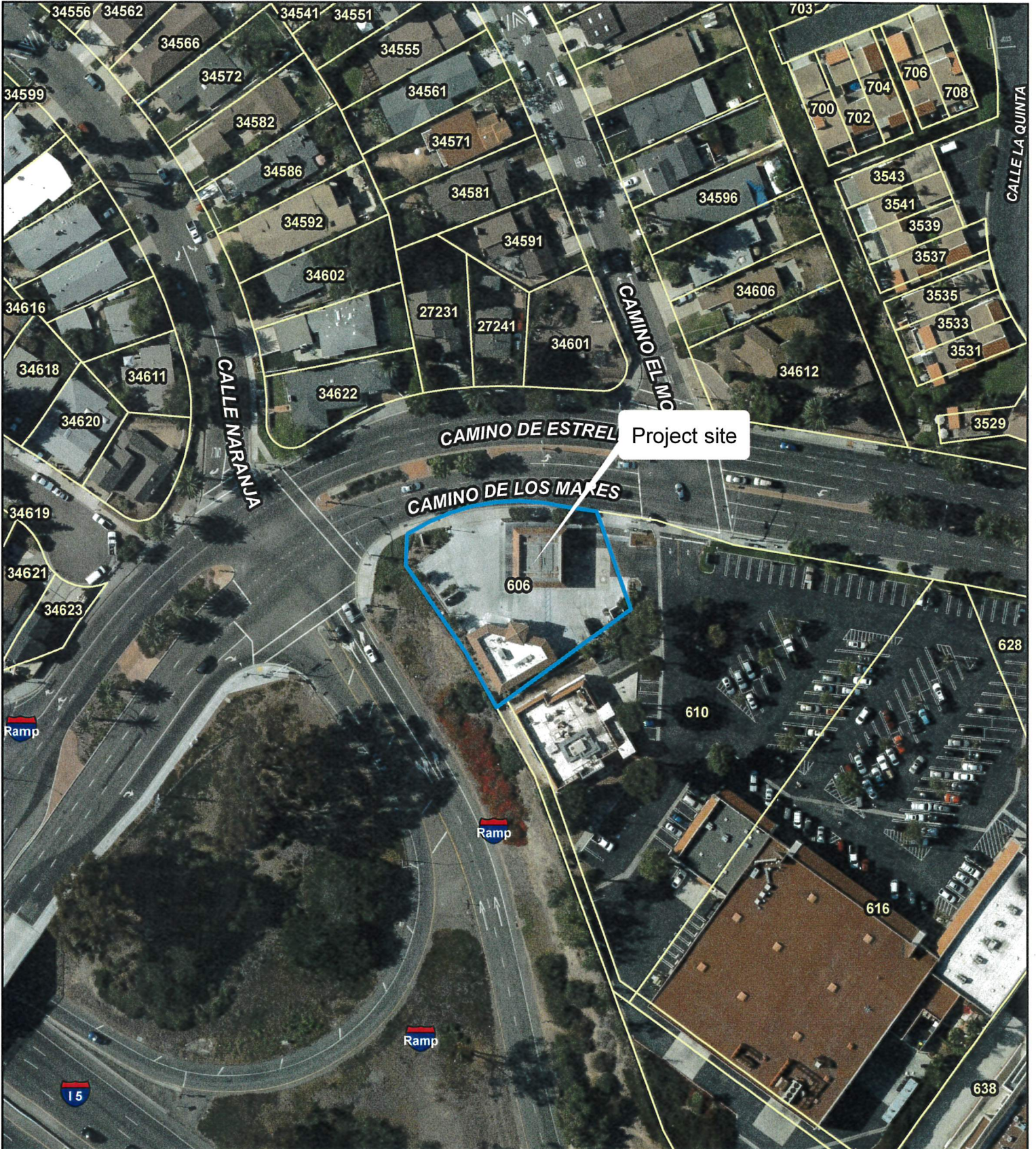
\* All Conditions of Approval are standard, unless indicated as follows:

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



# LOCATION MAP

DSP16-178  
76 Station Master Sign Program  
606 Camino De Los Mares





## Design Review Subcommittee (DRSC)

Meeting Date: August 10, 2016

**PLANNER:** Amber Gregg, Senior Planner *AGG*

**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**

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

*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 proses 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

These minutes were approved at the DRSC meeting of August 24, 2016.

**CITY OF SAN CLEMENTE  
MINUTES OF THE REGULAR MEETING OF THE  
DESIGN REVIEW SUBCOMMITTEE  
August 10, 2016**

Subcommittee Members Present: Bart Crandell, Wayne Eggleston, Zhen Wu

Staff Present: Associate Planner Adam Atamian, Contract Planner Kirt Coury

**1. MINUTES**

The minutes of the Design Review Subcommittee meeting of July 27, 2016 were approved.

**2. ARCHITECTURAL REVIEW OF THE FOLLOWING ITEMS;**

**A. Discretionary Sign Permit 16-178, Los Mares 76 Station Master Sign Program (Coury)**

A request to consider a master sign program for an existing service station located at 606 Camino De Los Mares. The sign program includes an existing wall sign, modification to a monument sign, and changes to several gas pump signs that identify the 76 station brand.

Contract Planner, Kirt Coury, summarized the staff report.

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

- Noted other gas stations have LED lighting.
- Expressed the color red LED lighting is difficult to read.
- Recommended the "Food Mart" sign be centered to the building.
- Discussed how estimations of light was determined by staff.
- Reviewed sign area limitations on monument sign.
- Supported the sizing and location of signs shown in the sign program, with the centering/adjustment to the "Food Mart" sign. Agreeing the sign program meets zoning standards.
- Noted that the signage is limited in terms of square footage.
- Supported staff's recommendations.

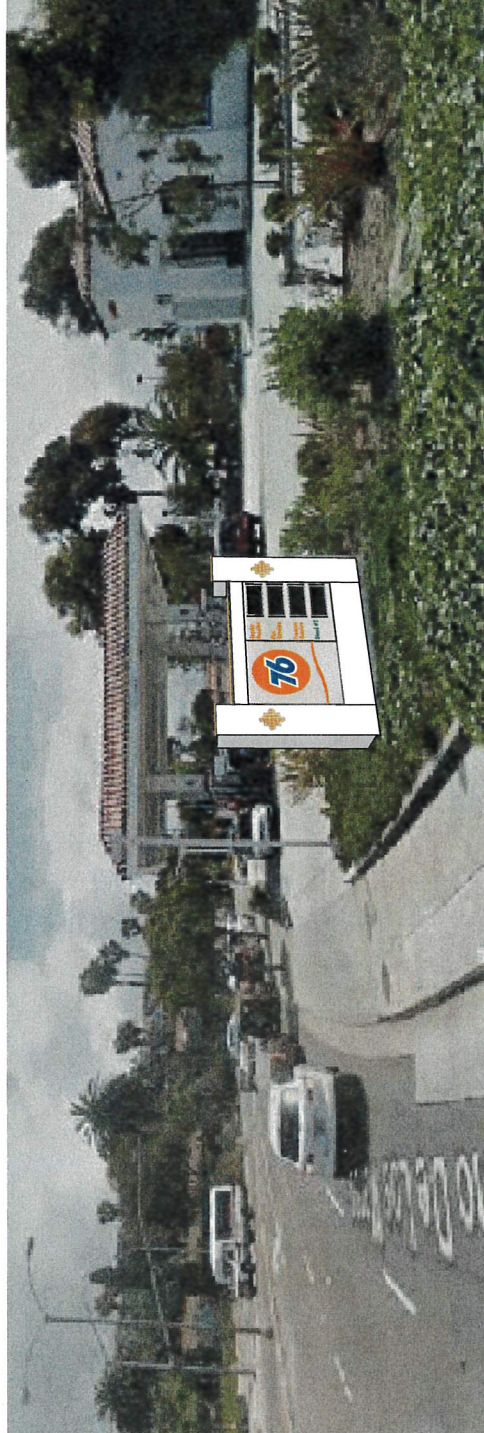
The Subcommittee recommended the project move forward to the Planning Commission for consideration with the suggested modifications.

**3. NEW BUSINESS**

None



SITE - BEFORE



SITE - AFTER



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 (P) 818.993.5406 (F) 818.993.3174  
 State Licence 853228

**Job Location**  
 Exp66 Permitting  
 606 Camino De Los Mares  
 San Clemente, CA

**Owner Information**  
 Brian Whalen  
 Platinum Energy  
 29501 Canwood #200  
 Agoura Hills, CA 91301  
 P: 818-206-5700

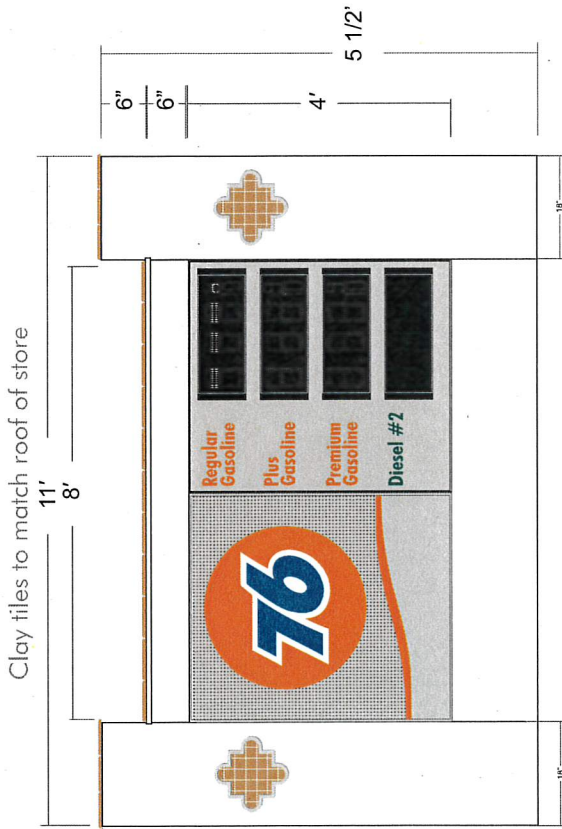
**Project Information**  
 Project - Exp66 Permitting  
 Designed by - DK  
 Date - 10.07.16  
 Estimate - 117774  
 Revision - 800

**Approval**  
 Owner -  
 Date -  
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MONUMENT SIGN

### FRONT VIEW



Clay tiles to match roof of store

White Stucco to match Store

32sqft of signage

### TOP VIEW

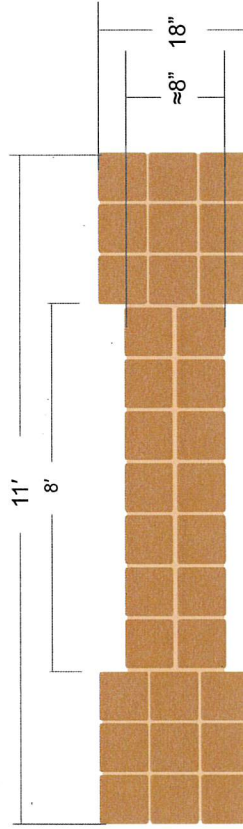


Image not to scale -- Number of tiles may vary on actual construction.

Existing MID

# Place Image of Existing

#### Notes

Stucco Color Benjamin Moore Semi-gloss white paint

Construction - Wood/Metal frame and substrate. Base frame covered with base coat finished with White Stucco.

#### COLOR DECORATION

A	PMS 165C
B	PMS 3425C
C	SILVER PAINT TO MATCH ACM BRIGHT SILVER BSX
D	DAY/NIGHT PERFORATED VINYL



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#### Job Location

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606 Camino De Los Mares  
San Clemente, CA

#### Owner Information

Brian Whalen  
Platinum Energy  
29501 Canwood #200  
Agoura Hills, CA 91301  
P: 818-206-5700

#### Project Information

Project	Exp66 Permitting
Designed by	DA
Date	10.07.16
Estimate	117714
Revision	000

#### Approval

Owner - Date -

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PERMIT PACK

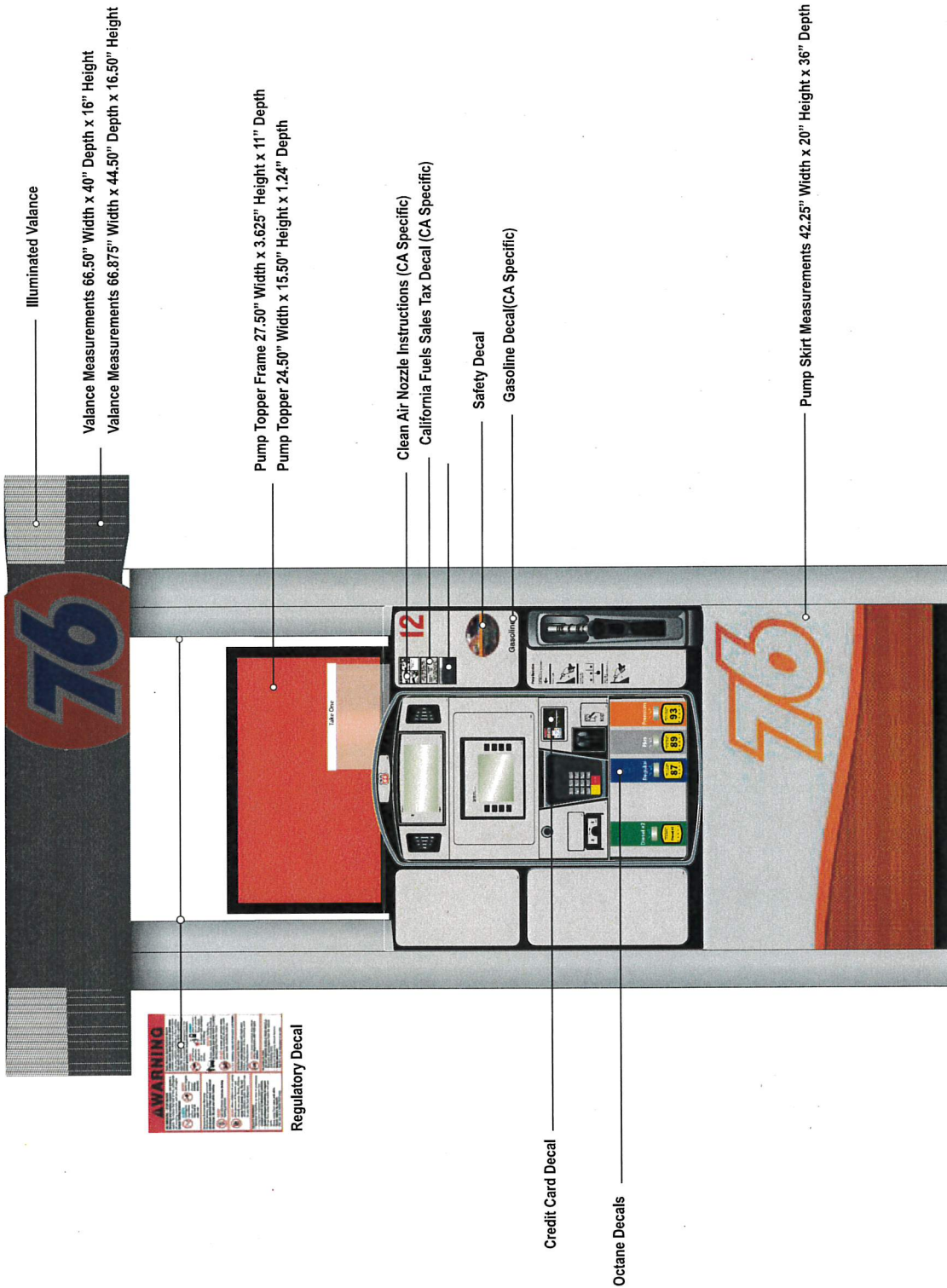
**D** DISPENSER



BEFORE



BEFORE



Regulatory Decal

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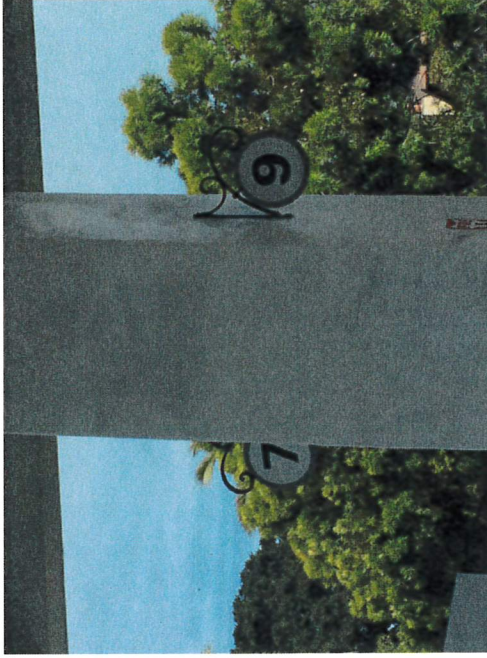

**Job Location**  
 Exp66 Permitting  
 606 Camino De Los Mares  
 San Clemente, CA

**Owner Information**  
 Brian Whalen  
 Platinum Energy  
 29501 Canwood #200  
 Agoura Hills, CA 91301  
 P: 818-206-5700

**Project Information**  
 Project: Exp66 Permitting  
 Designed by: DA  
 Date: 10.07.16  
 Estimate: I17714  
 Revision: 000

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EXISTING SIGNAGE

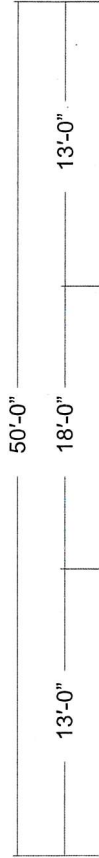
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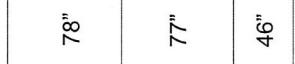
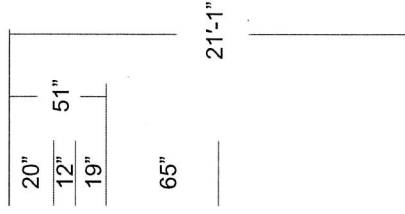
**Owner Information**  
Brian Whalen  
Platinum Energy  
29501 Canwood #200  
Agoura Hills, CA 91301  
P: 818-206-5700

**Project Information**  
Project: Exp66 Permitting  
Designed by: DA  
Date: 10.07.16  
Estimate: 117774  
Revision: 000

**Approval**  
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PROPOSED SIGNAGE  
To be Centered



EXISTING SIGNAGE



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P: 818-206-5700

Project Information

Project - Exp66 Permitting  
Designed by - DA  
Date - 10.07.16  
Estimate - 117714  
Revision - 100

Approval

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# Site Plan

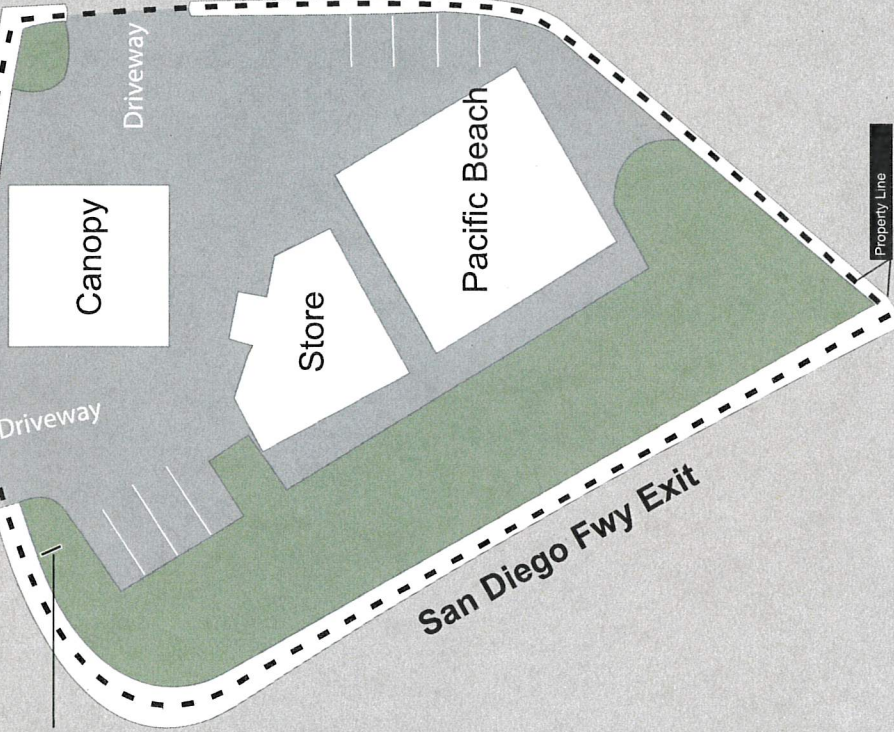
606 Camino De Los Mares  
San Clemente, CA 92673



25' 50'



Camino De Los Mares

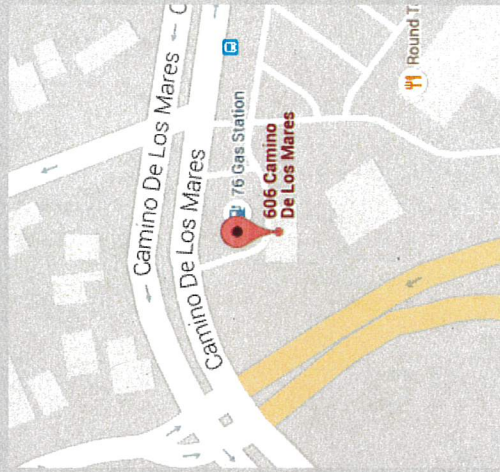


Proposed Monument Sign

**Property Owner:**

**Tenant:**

**Legal Description:**



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