



# STAFF REPORT SAN CLEMENTE PLANNING COMMISSION

Date: January 18, 2017

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**PLANNER:** Christopher Wright, Associate Planner *CW*

**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.

## REQUIRED FINDINGS

The following findings shall be met to approve the proposed project. 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 and Master Sign Program [Section 17.84.020(G)] to proposed or modify four or more signs.***

- 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

This is a request to allow a Master Sign Program for a three-story commercial building at 635 Camino De Los Mares. The sign program includes seven wall signs, directional signs, and building address signs. A Discretionary Sign Permit (DSP) and Master Sign Program is required to modify or add four or more signs per Zoning Ordinance Section 17.84.020(G). Following the approval of the Master Sign Program, individual signs will require an Administrative Sign Permit to ensure conformance to the Master Sign Program.

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) and remove a monument sign. Refer to Attachment 3 for a photograph of the site before construction began on the remodeling project.

***Development Management Team Meeting***

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

***Noticing***

Public notices were distributed and posted per City and State requirements. Staff has not received any public comments on this item to-date.

**PROJECT DESCRIPTION**

The sign program includes seven pin-mounted, halo-lit channel letter wall signs, parking lot directional signs, and building address signs. Table 1 summarizes the proposed signage. See plans for exhibits.

**Table 1 – Sign Program Summary**

<b>Proposed Signs</b>	<b>Materials, Lighting</b>	<b>Maximum Sign Dimensions and Size</b>
Three wall signs on south elevation (Camino De Los Mares)	Light Emitted Diode (LED) pin-mounted, halo-lit channel letters with 3" deep returns painted dark bronze. Logos are an option. Sign faces are painted bronze and halo lighting is white, except when tenants have trademark, in which they case use their own colors and font.	One sign at 3' x 18' and 54 sq. ft., Two signs 2' x 13'-9" and 27.5 sq. ft. One or two rows of copy are allowed.
Two wall signs on east elevation facing parking lot	Same as above	3' x 15', 45 sq. ft. each. One or two rows of copy are allowed.
Two wall signs on west elevation facing Calle Agua	Same as above	Same as above.
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

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

**Development Standards**

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

**Table 2 – Consistency with Standards**

	<i>Allowed</i>	<i>Proposed</i>	<i>Complies with Standard</i>
Sign area (Maximum)	1 sq. ft. per foot frontage*		
West elevation (faces Calle Agua)	90 sq. ft.	90 sq. ft.	Yes
East elevation (faces parking lot)	90 sq. ft.	90 sq. ft.	Yes
South elevation (Camino De Los Mares)	110 sq. ft.	109 sq. ft.	Yes
Total	400 sq. ft.	289 sq. ft.	Yes
Sign area per sign (Maximum)	64 sq. ft. maximum	54 sq. ft. maximum	Yes
Sign width (Maximum)	75 percent of frontage	22 percent maximum	Yes

**PROJECT ANALYSIS**

The site is in the Camino De Los Mares focus area of the General Plan, which calls for projects to have Spanish architecture. While the site isn't located in the Architectural Overlay (A-Overlay), the A-Overlay provides guidance on the style, lighting, and finish of signs that are in character with Spanish architecture. As a result, the A-Overlay standards and guidelines were used to assess whether the sign program is in character with General Plan policies that call for Spanish architecture.

***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. Master Sign Programs ensure there is a cohesive approach for signage on buildings when four or more signs are proposed. The sign program meets required findings because:

- The sign design, materials, and lighting are in character with the building's Spanish architecture. The wall signs are halo-lit with narrow channel letter returns to look like pin-mounted letters. The Zoning Ordinance encourages this type of lighting and sign design for Spanish architecture.

- The sign returns will be painted dark bronze so the signs contrast well with the building’s finish.
- The location, number, and size of proposed signs are in balance with the proportion of the building’s facade. There is sufficient wall space around the signs so the building’s architecture remains prominent and there are no pinch points.

*Rows of Copy*

The Master Sign Program does not specify whether a sign may have one or multiple rows of copy. For clarification, Condition of Approval No. 12 requires City Planner approval of a revised sign program that allows signs to have one-or-two rows of copy.

***Design Review Subcommittee***

The DRSC reviewed the sign program on July 27 and December 14, 2016. See Attachments 4 and 5 for DRSC staff reports and meeting minutes. The DRSC supported the size and location of signs in the Master Sign Program, but had comments on lighting and a monument sign. Since then, the applicant has made suggested changes as shown in Table 3 below.

**Table 3 – DRSC Comments and Responses**

DRSC Comment	Response
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.	<i>Change made as recommended.</i>
Use pin-mounted, halo-illuminated letters versus channel letters, consistent with design guidelines for signage on Spanish-styled architecture, which call for signs to be “hand-crafted in appearance.”	<i>Change made as recommended.</i>

**GENERAL PLAN CONSISTENCY**

The proposed sign program is consistent with the General Plan as shown in Table 4.



**Table 4 - 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> This will help provide street visibility for businesses located in a multi-tenant building.
<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” architecture of the commercial building, consistent with policy for the Camino De Los Mares focus area.
<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 sign proposed is consistent with the buildings it serves and consistent with the Design Guidelines in that both are reflective of “Spanish” architecture required in this area of the town.
<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, 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.”	<i>Consistent.</i> The sign program includes signs that are placed and sized to complement and be in character with the building’s architecture.

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

The Planning Division completed an initial environmental assessment for this project according to the California Environmental Quality Act (CEQA). Staff recommends that the Planning Commission determine the project is categorically exempt from CEQA, based on the findings detailed in the draft resolution (Attachment 1). The project meets the criteria for a Class 1 exemption per CEQA Guidelines Section 15301 because signs are proposed that make minor exterior changes and are accessory to an existing commercial building.

**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's recommendation and approve the Master Sign Program and suggested conditions of approval.

*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, at its discretion, may add, modify or delete parts of the project's design or conditions of approval.

*This action would result in any modifications to the project's design or conditions of approval that improve the project's consistency with required findings. This may include changes to sign dimensions, materials, location, number of signs, etc. For example, the Planning Commission could reduce the maximum sign height on the east and west elevations from three feet to two feet, except for the tower element sign (which calls for three feet), to make those signs match the south elevation. To make this or other changes, the Planning Commission can either: 1) continue this item if it wants to evaluate design changes before deciding on the application, or 2) include condition of approvals that require City Planner review and approval of certain design revisions through the review of building permits and administrative sign permits.*

3. The Planning Commission can deny the proposed Master Sign Program. This action would result in not allowing the project.

*This action would require this item to be continued so staff can draft a new resolution. The Commission should cite reasons for not being able to meet required findings.*

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 Categorically Exempt from the requirements of the California Environmental Quality Act pursuant to CEQA Guidelines Section 15301 (Class No. 1), "Existing Structures", and
2. Approve DSP16-177, Los Mares Master Sign Program, subject to the attached Resolution and Conditions of Approval.

**Attachments:**

1. Resolution No. PC 17-003  
Exhibit A - Conditions of Approval
2. Location Map
3. Photograph of building (prior to remodeling project)
4. DRSC Meeting Minutes, July 27 and December 14, 2016 (excerpted)
5. DRSC Meeting Staff Reports, July 27 and December 14, 2016 (excerpted)
6. Proposed Master Sign Program

# ATTACHMENT 1

## RESOLUTION NO. PC 17-003

### **A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN PERMIT 16-177, LOS MARES MASTER SIGN PROGRAM, A REQUEST TO ALLOW A MASTER SIGN PROGRAM ON A COMMERCIAL BUILDING LOCATED AT 801 NORTH EL CAMINO REAL**

**WHEREAS**, on May 5, 2016, an application was submitted by Michael Reilly of Starfish Signs, on behalf of CAI Camino De Los Mares LP, 34270 Pacific Coast Highway Suite C, Dana Point, CA 92629; deemed complete on December 8, 2016, for Discretionary Sign Permit (DSP) 16-177; a request to establish a Master Sign Program for a three-story commercial building located at 635 Camino De Los Mares. The sign program includes seven wall signs, several directional signs in the parking lot, and building address signs. The site's legal description is Lot 6 of Tract 5951, and Assessor's Parcel Number is 675-071-17; and

**WHEREAS**, the Planning Division completed an initial environmental assessment of the above matter in accordance with California Environmental Quality Act (CEQA) and recommends the Planning Commission determine this project is categorically exempt from CEQA as a Class 1 exemption pursuant to CEQA Guidelines Section 15301(a), Class 1 exemption, because the project involves the installation of accessory wall signs that are minor exterior alterations on an existing buildings; and

**WHEREAS**, on May 19, 2016 and July 7, 2016, 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 July 27, 2016 and December 14, 2016, the City's Design Review Subcommittee reviewed the project and supported it with suggested changes; 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 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 adds 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 reasonably 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) 16-177, 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 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 businesses located in a multi-tenant building, 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" architecture of the commercial building, consistent with policy for the Camino De Los Mares focus area, LU-7.01. Commercial Areas: *"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."*



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" 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, 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."*
- B. The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves in that the scale and location of the signage is compatible with the proportions of the building and the colors, materials, and lighting of the signage appropriately contrasts with the building facade.
  - C. The design and scale of the sign is appropriate to the distance from which the sign is 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 sign provide a contrast between the background and letters in that the building is white and the signs shall be a dark bronze or other contrasting color.
  - 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 removed from the building and site.
  - 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 signs with a design, size, lighting, and scale consistent with design guidelines and sign standards for Spanish 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 16-177, Los Mares 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) 16-177**

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) 16-177 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 16-177 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 16-177 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. 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 and Zoning Ordinance requirements. ■■ (PIng.)\_\_\_\_\_

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.)\_\_\_\_\_
  
- 12. Prior to issuance of administrative permits, the owner or designee shall submit and obtain approval of a revised Master Sign Program that requires signs to have a maximum of two rows of copy. The revised Master Sign Program shall be reviewed and approved to the satisfaction of the City Planner or designee. ■■ (PIng.)\_\_\_\_\_ \
  
- 13. All wall signs shall be pin-mounted with halo-illuminations with dark bronze painted returns and sign faces. Sign faces may be an alternative color if a tenant has a national trademark for such colors. ■■ (PIng.)\_\_\_\_\_

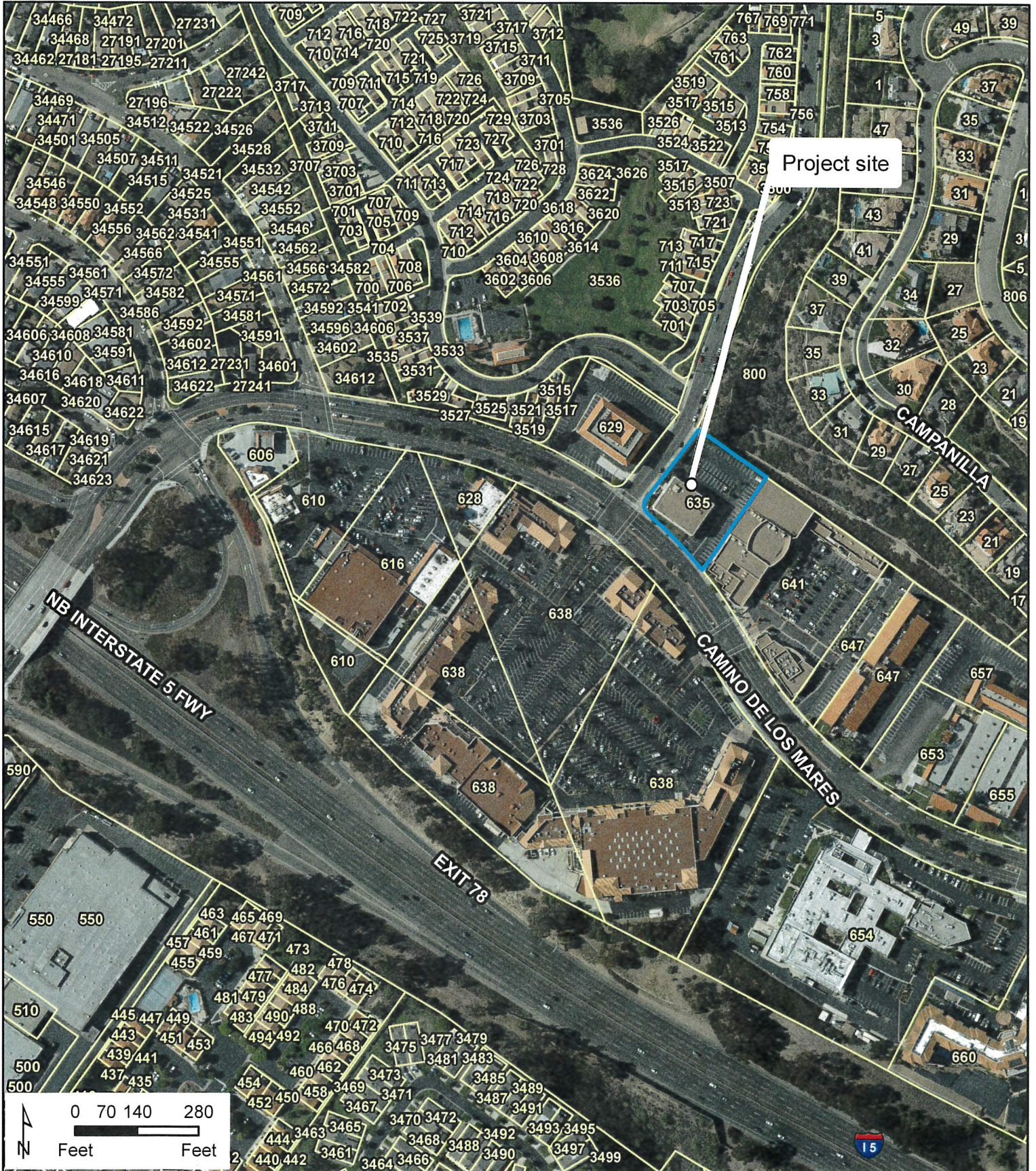
\* All Conditions of Approval are standard, unless indicated as follows:  
■ Denotes a modified standard Condition of Approval  
■■ Denotes a project specific Condition of Approval





# LOCATION MAP

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









**CITY OF SAN CLEMENTE  
MINUTES OF THE SPECIAL MEETING OF THE  
DESIGN REVIEW SUBCOMMITTEE  
DECEMBER 14, 2016**

*These minutes will be reviewed at the DRSC meeting of January 11, 2017.*

Subcommittee Members Present: Wayne Eggleston, Michael Smith and Zhen Wu

Staff Present: Associate Planner Cliff Jones, Associate Planner Chris Wright, Contract Assistant Planner David Carrillo

**4. OLD BUSINESS**

**A. Discretionary Sign Permit 16-177, Los Mares Master Sign Program (Wright)**

A request to consider a master sign program for a two-story commercial building located 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.

Associate Planner Christopher Wright summarized the staff report.

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

- Supported staff's recommendations to remove the monument sign, use halo-illuminated wall signs.
- Supported the revised sign locations shown in the sign program.

The project was forwarded to the Planning Commission, with a recommendation for the applicant to make advised design changes beforehand.

**CITY OF SAN CLEMENTE  
MINUTES OF THE REGULAR MEETING OF THE  
DESIGN REVIEW SUBCOMMITTEE  
July 27, 2016**

*These minutes were approved at the DRSC meeting of August 10, 2016.*

Subcommittee Members Present: Bart Crandell, Wayne Eggleston

Staff Present: Associate Planner Christopher Wright

1. **MINUTES**

The minutes of the Design Review Subcommittee meeting of June 29, 2016 were approved.

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

B. **Discretionary Sign Permit 16-177, Los Mares Master Sign Program (Wright)**

A request to consider a master sign program for a two-story commercial building located 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.

Associate Planner Christopher Wright summarized the staff report.

Mike Jolly, applicant and property owner, distributed photographs of nearby signs, provided a revised sign program and described its attributes. The revised sign program has less sign area to conform to standards, addressing comments in the staff report. Mr. Jolly disagreed with staff's recommendations, requesting to use "face-lit" signs, not halo-lighting, and keep the monument sign. He said this signage is in character with signs across the street and on nearby properties. He believes his monument sign is "grandfathered" if he only does a change of copy, but he wants to remodel the sign to match the facade remodel under construction.

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

- Supported staff's recommendations and for the project to be considered by the Planning Commission, with a recommendation for the applicant to make advised design changes beforehand.
- Supported the sizing and location of signs shown in the revised sign program, agreeing the revised sign program meets zoning standards.
- Agreed with staff that the monument sign seems unnecessary because the building is close to the street and the amount and location of proposed signs should provide adequately visible advertising. As a result, the findings will be difficult for a monument sign.

- Noted that the signage shown in the applicant's presentation is not a good comparison and reason to support the monument sign and face-lit channel letters. The applicant's examples are on sites with more visibility constraints or are part of sign programs that are outdated and inconsistent with policies in the updated General Plan.
- The Estrella commercial center remodel and sign program was reviewed in great detail by the City Council and monument signs were allowed because the building are set far back from the street.
- Asked staff to check with the City Attorney on whether the monument sign is "grandfathered" if a Master Sign Program is proposed, all of the existing signs are being removed, and the building is being remodeled. If the sign is not grandfathered, the sign should be removed, not kept and remodeled. If the sign is grandfathered, there was support for working with the applicant to enhance the appearance of the monument to match the building remodel and the sign program.





## Design Review Subcommittee (DRSC)

Meeting Date: July 27, 2016

**PLANNER:** Christopher Wright, Associate Planner

**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**

	<b>Materials, lighting</b>	<b>Maximum Sign Dimensions and Size</b>
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**

<b>Design Guideline/Zoning Standard/General Plan Policy</b>	<b>Project Consistency</b>
<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~~





## Design Review Subcommittee (DRSC)

Meeting Date: December 14, 2016

**PLANNER:** Christopher Wright, Associate Planner

**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:**

On July 27, 2016, the Design Review Subcommittee (DRSC) considered a Master Sign Program for a commercial building being remodeled at 635 Camino De Los Mares. The remodel converts the facade to Spanish-styled architecture, consistent with General Plan policy. The report and meeting minutes are provided as Attachment 2. The Subcommittee supported the size and location of the proposed wall signs and concurred with staff's recommendations to:

1. Remove the monument sign. This was recommended with the understanding that building signage is oriented and located in such a way that provides adequate advertising visible to the public. Therefore, the monument sign is not necessary to advertise the buildings. Because of this, a monument sign does not meet required findings to include in the sign program.
2. Use pin-mounted, halo-illuminated (or back-lit) letters versus "face-lit" channel letters, consistent with design guidelines for signage on Spanish-styled architecture, which call for signs to be "hand-crafted in appearance."
3. 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.

The Subcommittee asked staff to research two issues and provide responses, shown below:

1. *Question:* Can the City require the removal of the monument sign?

*Response:* Yes, the City Attorney confirmed the City can require removal of the monument sign, regardless of whether the applicant limits changes to only replacing copy.

2. *Question:* Were halo-lit or face-lit signs required in recently approved Master Sign Program for the Estrella shopping center on Camino De Estrella?

*Response:* Halo-lit signs are required in the Master Sign Program.

The Subcommittee forwarded the project to the Planning Commission and recommended the applicant work with staff to make requested design changes prior to the Planning Commission meeting.

### **ANALYSIS**

Since the meeting, the applicant has decided to:

1. Make minor changes to the location of two signs, one on the south elevation and the other on the west elevation (shown on Attachment 3),
2. Remove the monument sign as the Subcommittee recommended; and
3. Use pin-mounted, halo-illuminated signs for all but two face-lit signs on the first story. The Subcommittee recommended signs be halo-illuminated.

### **RECOMMENDATIONS:**

Staff supports the design changes with the exception of using face-lit conventional channel letters proposed on the first story. Staff continues to recommend for all signs to be halo-illuminated. This is consistent with signs recently approved for the Estrella shopping center located near the site, and in character with signs commonly approved on buildings with Spanish architecture.

Staff requests Subcommittee comments. Following Subcommittee review, the revised sign program will be scheduled for the Planning Commission meeting of January 18, 2017.

### ***Attachments:***

- ~~1. Location Map~~
- ~~2. Minutes of July 27<sup>th</sup> DRSC meeting~~
- ~~3. Exhibit showing sign location revisions~~