



Design Review Subcommittee (DRSC)

Meeting Date: March 14, 2018

PLANNER: Vanessa Norwood, Contract Planner

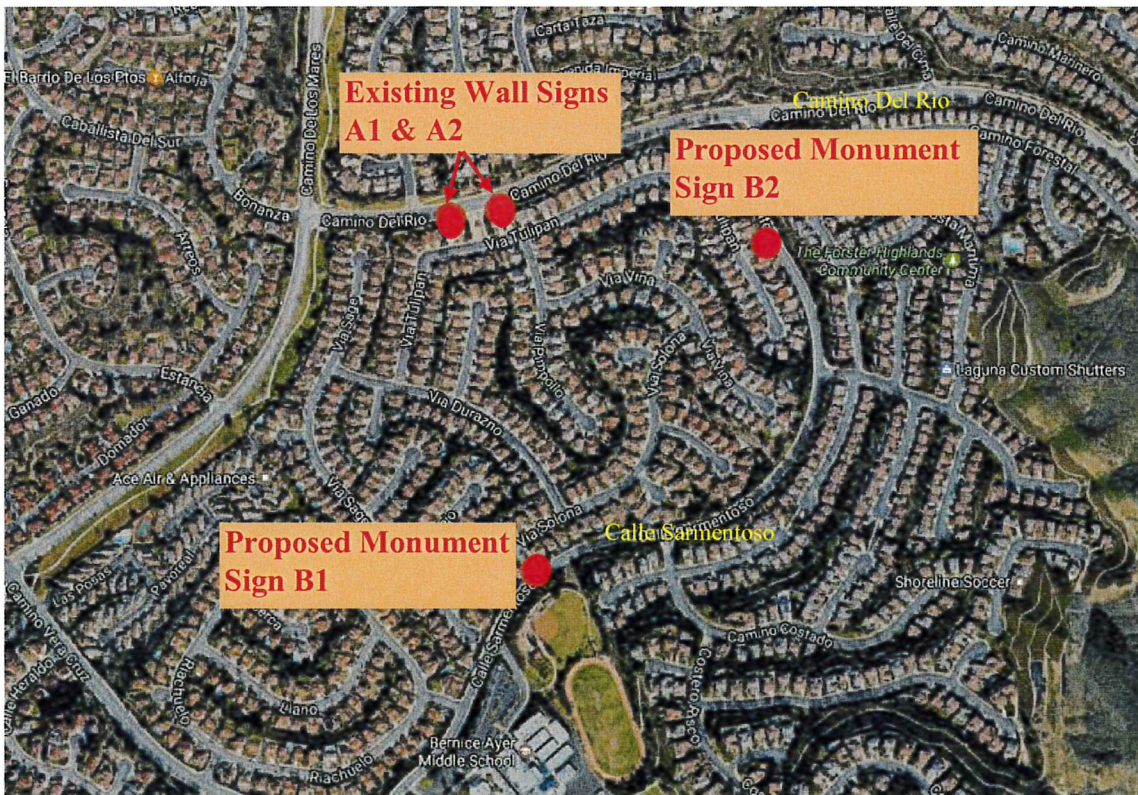
SUBJECT: Discretionary Sign Permit 17-347, Flora Vista Entry Sign, a request to allow project identification signs for Flora Vista Community with: 1) two new entry monument signs located at Calle Sarmentoso/Via Tulipan; Calle Sarmentoso/Via Solona; and, 2) two renovated entry wall signs located on both corners of Camino Del Rio and Via Tulipan.

BACKGROUND:

The applicant desires to identify the entry points into the Flora Vista Community with two additional signs and to update two existing identification signs.

Exhibit 1: Proposed Flora Vista Identification Sign Locations

Exhibit 1 shows the existing and proposed sign locations.



Why is DRSC Review Required?

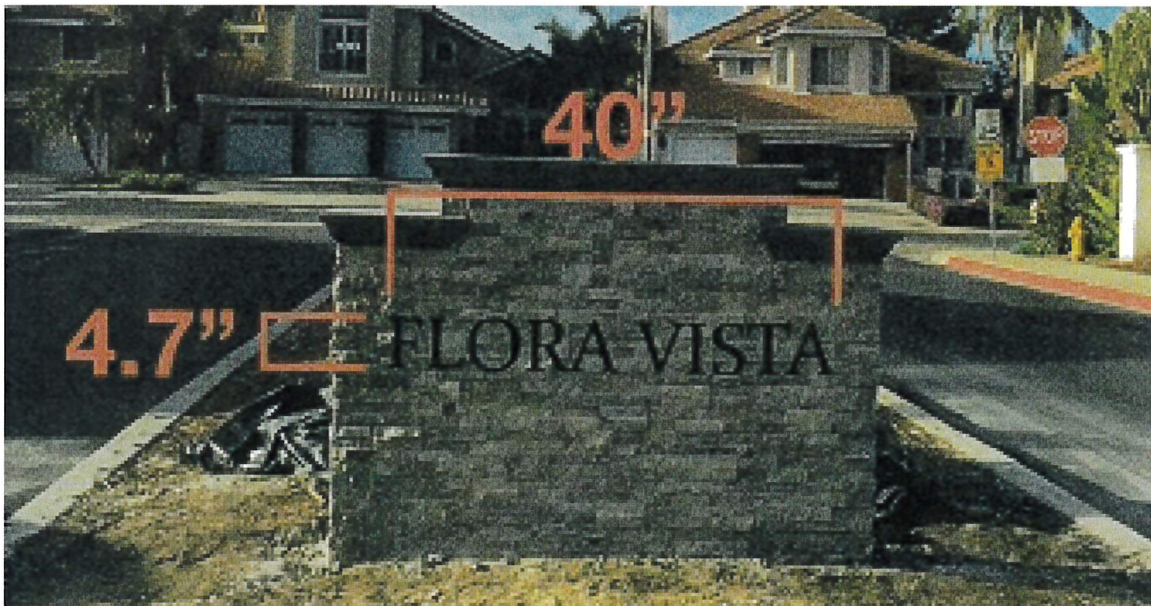
Project identification signs require a Discretionary Sign Permit (DSP). Per Zoning Ordinance Section 17.16.250.E.2 DRSC review is required for DSP requests in order to ensure that the proposal meets design guidelines, General Plan policies and is compatible with surrounding land uses. The DRSC’s recommendation will be forwarded to the Planning Commission.

PROJECT DESCRIPTION

The applicant proposes two new entry identification monument signs (Attachment 2) located in the public right-of-way at the intersections of Calle Sarmentoso/Via Tulipan and Calle Sarmentoso/Via Solona. In addition, two existing entry wall signs located on both corners of Camino Del Rio and Via Tulipan are proposed to be updated.

The new monument signs are proposed to be located in the middle of the intersections of Calle Sarmentoso and Via Tulipan and Calle Sarmentoso and Via Solona within the existing landscape planter areas. These sites are surrounded by residences on both sides of the street. Landscaping is proposed to be planted around the base of the signs. The monument signs, shown in Exhibit 2, consist of 4’1” high stone veneer structures with black aluminum letters, flush mounted to the wall of the structure spelling “Flora Vista” with ground mounted up-lit lighting.

Exhibit 2: Proposed Flora Vista Monument Signs



Monument signs are proposed at the entries of Calle Calle Sarmentoso/Via Tulipan and Calle Sarmentoso/Via Solona.

The applicant proposes to renovate the decorative garden walls (Attachment 2) and signage located at the corner of Camino Del Rio and Via Tulipan and replace the existing garden walls and signage. The garden walls (Exhibit 3) are within the landscape planter areas and border the rear and side yards of adjacent homes and frame the entry to the Flora Vista Community. The walls are constructed of earth tone color stucco and stone veneer with 8.5 inch high, black aluminum lettering, flush mounted to the veneer portion of the wall spelling “Flora Vista”. These signs would continue to be up-lit by ground mounted lighting.

Exhibit 3: Existing and Proposed Flora Vista Wall Identification Signs



Existing Wall Sign



Updated Wall Sign

ANALYSIS:

The signs have been reviewed by the Development Management Team. Engineering staff determined that no line-of-sight issues would result from installation of the monument signs.

Development Standards

The proposed project’s consistency with required development standards is shown in Table 1 below.

Table 1 – Development Standards

| | <i>Maximum Allowed</i> | <i>Proposed</i> | <i>Complies with Standard</i> |
|---------------------------------|-------------------------------|---|--------------------------------------|
| Number of Signs/Street Frontage | 2 | 2 | Yes |
| Sign Area | 24 sq. ft. | 1.31 sq. ft. Monument signs 4.25 sq. ft. Garden Wall signs | Yes Yes |
| Sign Height | 6' | 4'-1" Monument Signs 5'-9" Garden Wall Signs | Yes Yes |

Design Guidelines Consistency

The project is consistent with Forster Ranch Design Guidelines and the City’s Design Guidelines.

Table 2 – Design Guidelines Consistency

| Policy | Project Consistency |
|--|--|
| <p><i>DG II.C.3d.1 Building Materials, Color and Texture</i> “Ground Surfaces: * White, off white or light earth tone cement plaster/stucco finishes. * Concrete finishes of off white or light earth tone integral color. * Whitewashed brick or adobe.”</p> | <p>Consistent. The signs have colors and materials that are in character with the Flora Vista neighborhood and proposed signs enhance entrances into the subdivision consistent with this guideline.</p> |
| <p><i>Forster Ranch Design Guidelines A.8</i> “Projects should be identified by low level monument signing in order to provide neighborhood identification for residents and visitors. Such signs may include logos and should be harmonious in scale, form, materials, and colors with project buildings, walls, and other structures. Plastic-faced internally-lighted signs should not be used.”</p> | <p>Consistent. The signs identify the Flora Vista neighborhood. The monument signs are low level monument signs that complement and enhance entrances into the subdivision with the surrounding residential area. The existing wall signs provide a subtle entry statement into the community.</p> |
| <p><i>Forster Ranch Design Guidelines C.1</i> “Major project entries shall be designed as special statements reflective of the character of the project in order to establish identity for residents, commercial tenants, and visitors. Special paving textures, flowering accents, and specimen trees should be used to reinforce the entry statement.”</p> | <p>Consistent. The signs identify the Flora Vista neighborhood and reflect the character of the surrounding residential area. The signs are within a landscape planter area designed to complement and enhance entrances into the community.</p> |

General Plan Consistency

Table 3 is an analysis of the project’s consistency with General Plan policies that should be considered.

Table 3 – General Plan Consistency

| Policy | Project Consistency |
|---|---|
| <p><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.”</p> | <p>Consistent. The signs identify, complement and are in character with the surrounding residential area.</p> |
| <p><i>LU-1.03. Maintenance of Neighborhood Character:</i>.. “We maintain elements of residential streets that unify and enhance the character of neighborhoods, including parkways, street trees, and compatible setbacks.”</p> | <p>Consistent. The signs are in character with the Flora Vista neighborhood enhance entrances into the subdivision and provide a common and unified identity for the Flora Vista community.</p> |

RECOMMENDATIONS:

The signs are consistent with all applicable development standards and are designed with high quality materials. The design and scale of the signs is proportional to the space where they are proposed to be located. Staff has no recommended changes but seeks DRSC comments on the project’s sign design. Staff recommends this project be forwarded to Planning Commission.

Attachments:

- 1) Location Map
- 2) Sign Packet



City of San Clemente

Flora Vista Identification Signs

DSP 17-347

