



# STAFF REPORT SAN CLEMENTE PLANNING COMMISSION

Date: May 2, 2018

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**PLANNER:** Vanessa Norwood, Contract Planner *VN*

**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 with one located at Calle Sarmentoso and Via Tulipan and one located at Calle Sarmentoso and Via Solona; and, 2) two renovated entry wall signs located on both corners of the Camino Del Rio and Via Tulipan intersection.

## **REQUIRED FINDINGS**

The following findings shall be made prior to approval of 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 (DSP), Section 17.16.250, to approve residential project identification signs.***

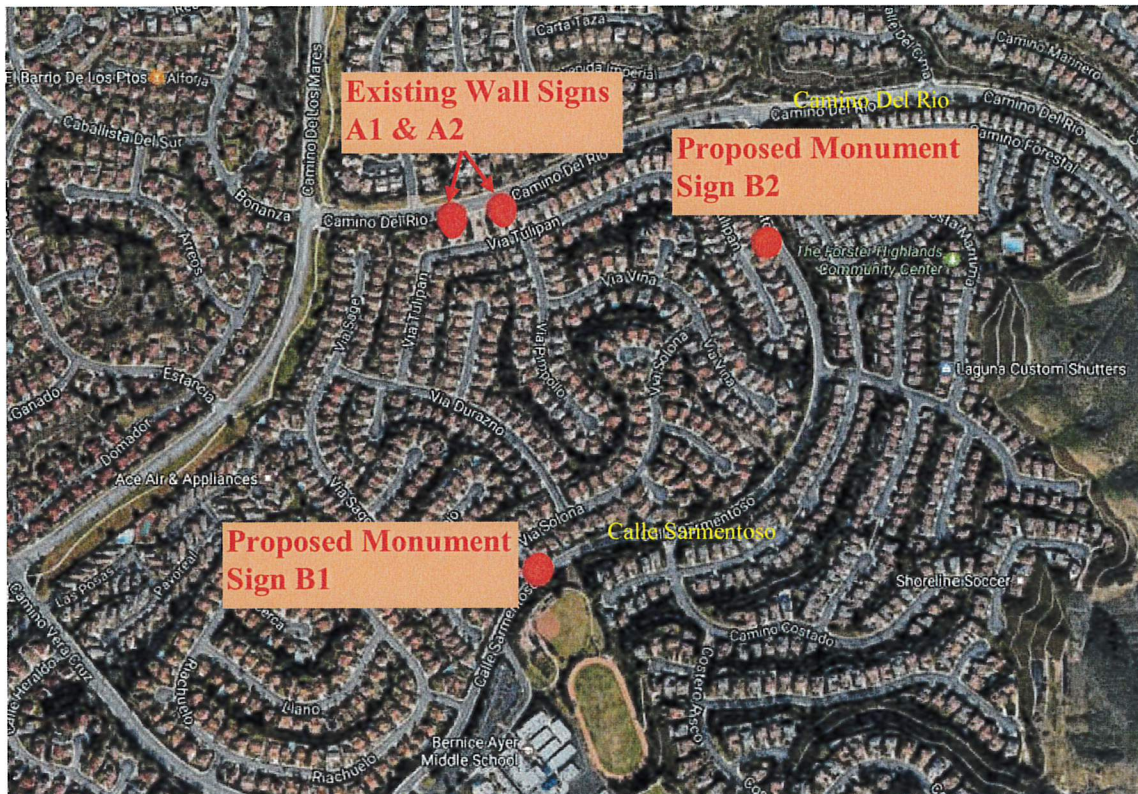
- a. The design, including lighting, scale, length and materials, of the sign is consistent with the intent of the design elements of the General Plan and the Design Guidelines.
- b. The design, scale and materials of the sign harmonize with the architectural design and details of the building or site 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. If a freestanding sign is included in the sign application, the design, scale or location of the building dictates the use of freestanding signs, rather than building-mounted signs.

## **BACKGROUND**

The Flora Vista residential community was developed in the 1970's with two project identification wall signs located at both corners of the Camino Del Rio and Via Tulipan T-intersection. The applicant proposes to renovate the two existing identification wall signs

and install two new identification monument signs. Exhibit 1 below shows the existing and proposed sign locations.

### Exhibit 1: Proposed Flora Vista Identification Sign Locations



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

The City's Development Management Team (DMT) reviewed the project on November 16, 2017 and determined the project meets City standards and requirements. Engineering staff determined that no line-of-sight issues would result from installation of the monument signs. DMT's recommended conditions of approval are included under Exhibit A of the draft resolution (Attachment 1).

### ***Noticing***

In accordance with City and State requirements, public hearing notices were distributed on April 18, 2018, and posted per City and State requirements. Staff has not received any public comments on this item to-date.



## PROJECT DESCRIPTION

The applicant proposes two new monument identification signs within landscape planter areas located in the middle of the street intersections of Calle Sarmentoso and Via Tulipan and Calle Sarmentoso and Via Solona (Exhibit 1). 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 street intersections of Calle Sarmentoso/Via Tulipan and Calle Sarmentoso/Via Solona.

In addition, two existing entry wall signs located on both corners of the Camino Del Rio and Via Tulipan T-intersection are proposed to be updated. These decorative garden walls frame the entry to the Flora Vista Community (Exhibit 3). The walls are within the landscape planter areas and abut the rear and side yards of adjacent homes. 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". The renovated signs would continue to be up-lit by ground mounted lighting and are shown in Exhibit 3 below.

**Exhibit 3: Existing and Proposed Flora Vista Wall Identification Signs**



Existing Wall Sign



Updated Wall Sign

**PROJECT ANALYSIS**

Pursuant to Municipal Code Table 17.84.030(A), all project identification signs require a Discretionary Sign Permit. The purpose of the Discretionary Sign Permit is to ensure signs are compatible with surrounding properties and consistent with standards, design guidelines, and General Plan policies.

The proposed signs would create design consistency with the architectural character of the neighborhood. The redesigned garden wall signs and installation of two monument signs would be an improvement to the neighborhood as the proposed signs are a high quality that would blend with the surrounding residential subdivision. These signs are not required to reflect a Spanish Colonial design as they are not located within the Architectural Overlay zone or within a Spanish Colonial Revival District. Staff supports the proposed project because it meets the development standards, required findings and is consistent with the character of the neighborhood.

Monument signs within the public right-of-way, such as the ones proposed in Exhibit 2 for this project, are allowed via an Administrative Encroachment Permit (AEC) issued by the Public Works Department.



**Development Standards**

The signs comply with sign area requirements as shown in Table 1 below.

**Table 1 – Consistency with Standards**

	<i>Allowed</i>	<i>Proposed</i>	<i>Complies with Standard</i>
Sign area per sign (Maximum):	24 sq. ft.	5 sq. ft.	Yes
Sign height (Maximum):	6 ft.	5 ft. 9 in.	Yes
Maximum number of signs:	Two per entrance from public R-O-W	2 wall signs at Camino Del Rio and Via Tulipan	Yes
		1 sign on Via Tulipan	Yes
		1 sign on Via Solona	Yes

**Required Discretionary Sign Permit Findings**

Based on the above analysis, staff is able to meet the required findings to support the Discretionary Sign Permit for the following reasons:

1. The proposed monument and wall sign design and materials are in character with the surroundings. The design, including lighting, scale, length and materials, of the proposed signs are consistent with the intent of the design elements of the General Plan and Design Guidelines.
2. The design and scale of the proposed monument and wall signs are complimentary and consistent with the residential neighborhood served by the sign.
3. The scale, materials and illumination of the proposed monument and wall signs are appropriate for the location and from the distance in which it is viewed by motorist and pedestrians. The proposed monument signs are minimal in scale and the wall signs frame the entry to the community.
4. The proposed monument and wall signs provide a contrast in color and materials between the background and letters from the proposed wall and serves the purpose for which they are intended.
5. The proposed monument and wall signs are aesthetically consistent with the surrounding residential neighborhood. The renovation of the 30 year old walls,

wall signs, and landscaping improves the aesthetics of the dated walls and signs in the immediate area.

**DESIGN REVIEW SUBCOMMITTEE**

The Design Review Subcommittee (DRSC) reviewed this proposal on March 14, 2018 and recommended the project proceed to the Planning Commission. Staff and the DRSC support the proposed design of the signs. The staff report and minutes from the DRSC meeting are included as Attachment 3.

**GENERAL PLAN CONSISTENCY**

Table 2 summarizes how the proposed use is consistent with adopted policies outlined in the General Plan.

**Table 2 - General Plan Consistency**

Policies and Objectives	Consistency Finding
<i>LU Primary Goal 1. Retain and enhance established residential neighborhoods...</i>	Consistent. The entry wall signs for the Flora Vista neighborhood have been in this location for decades. No changes are proposed to the walls containing the signs, which remain in the same location and are consistent with the scale of the surrounding area. The overall upgrade to the wall and signs is in character with the neighborhood and improves the aesthetics of this area.
<i>LU-1.03. Maintenance of Neighborhood Character. We maintain elements of residential streets that unify and enhance the character of neighborhoods, including parkways, street trees, and compatible setbacks.</i>	Consistent. The signs are in character with the neighborhood and serve to improve the entrance into the subdivision with an upgraded design. The proposed monument signs are located outside of drivers' line-of-sight.
<i>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."</i>	<i>Consistent.</i> The signs proposed are consistent with the neighborhood they serve and consistent with the Design Guidelines in that both are reflective of the architecture required in the neighborhood.



**Table 2 - Continued**

<b>Policies and Objectives</b>	<b>Consistency Finding</b>
<p><i>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."</i></p>	<p>Consistent. The existing wall signs are being resurfaced with a high quality stone veneer to provide the subdivision with a unique and custom look to differentiate the area from surrounding residential neighborhoods.</p>

**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 Class 1 and Class 3 exemptions per CEQA Guidelines Section 15301 and 15303 because 1) two of the signs are existing and being renovated to be compatible with the surrounding residential area and 2) two new signs are small in scale and consistent with requirements contained in the Zoning Ordinance.

**CALIFORNIA COASTAL COMMISSION REVIEW**

The project is not located in the Coastal Zone and therefore, does not require Coastal Commission review.

**ALTERNATIVES; IMPLICATIONS OF ALTERNATIVES**

1. The Planning Commission can concur with staff and approve the project identification signs for Flora Vista Residential Community with the recommended conditions of approval.

*This is the recommended action. This action would enable the applicant to apply for administrative permits to install signs according to the Discretionary Sign Permit. This action would result in the adoption of the attached Resolution PC 18-005, approving the project per required findings and conditions of approval. 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 Discretionary Sign Permit modifications or conditions.

*This action would result in any modifications to the project or conditions of approval. For example, conditions could be modified to require changes that improve the project's consistency with required findings.*

3. The Planning Commission can deny all components of the proposed signs.

*This action would result in the applicant's proposed signs being denied. The Commission should cite reasons for not being able to meet required findings. The action may be appealed by the applicant to City Council.*

## **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 (CEQA) pursuant to CEQA Guidelines Section 15301 (Class 1) "Existing Structures" and 15303 (Class 3) "New Construction or Conversion of Small Structures", and
2. Adopt Resolution 18-005 approving DSP17-347, Flora Vista Discretionary Sign Permit, subject to the attached Resolution and Conditions of Approval.

## **Attachments:**

1. Resolution No. PC 18-005  
Exhibit A - Conditions of Approval
2. Location Map
3. DRSC Staff Report, March 14, 2018
4. DRSC Minutes, March 14, 2018
5. Sign Packet



# ATTACHMENT 1

## RESOLUTION NO. PC 18-005

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN PERMIT 17-347, FLORA VISTA COMMUNITY ENTRY SIGNS, A REQUEST TO ALLOW PROJECT IDENTIFICATION SIGNS; TWO NEW ENTRY MONUMENT SIGNS LOCATED AT CALLE SARMENTOSO AND VIA TULIPAN; CALLE SARMENTOSO AND VIA SOLONA; AND, TWO RENOVATED ENTRY WALL SIGNS LOCATED ON BOTH CORNERS OF CAMINO DEL RIO AND VIA TULIPAN

WHEREAS, on October 23, 2017, an application was submitted, and completed on February 7, 2018, by Laura Reilly, 940 Calle Amanecer, Suite A, San Clemente, CA 92673, for Discretionary Sign Permit 17-347; a request to allow project identification signs for Flora Vista Community with: 1) two new entry monument signs located at Calle Sarmentoso and Via Tulipan; Calle Sarmentoso and Via Solona; and, 2) two renovated entry wall signs located on both corners of Camino Del Rio and Via Tulipan in the Forster Ranch Specific Plan; and

WHEREAS, the Planning Division has completed an initial environmental assessment of the above matter in accordance with the California Environmental Quality Act (CEQA) and recommends that the Planning Commission determine the project is Categorical Exempt from CEQA pursuant to State CEQA Guidelines 15301 (Class 1) "Existing Structures" and 15303 (Class 3) "New Construction or Conversion of Small Structures". This is recommended because the project has two existing signs that qualify as existing structures and two new monument signs that qualify as the installation of small new structures.

WHEREAS, on November 16, 2017, the City's Development Management Team reviewed the proposed project for compliance with the General Plan, Zoning Ordinance, and other applicable City ordinances and codes; and

WHEREAS, on March 14, 2018, the City's Design Review Subcommittee considered the project and recommended that the project be forwarded to the Planning Commission; and

WHEREAS, on May 2, 2018, the Planning Commission held a duly noticed public hearing on the subject application, considered written and oral comments, and facts and evidence presented by the applicant, City staff, and other interested parties.

NOW, THEREFORE, The Planning Commission of the City of San Clemente does hereby resolve as follows:

Section 1. Incorporation of Recitals.

The Planning Commission hereby finds that all of the facts in the Recitals are true and correct and are incorporated and adopted as findings of the Planning Commission as fully set forth in this resolution.

Section 2. CEQA Findings.

Based upon its review of the entire record, including the Staff Report, any public comments or testimony presented to the Planning Commission, 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 Structures" and 15303 (Class 3) "New Construction or Conversion of Small Structures"

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, additions to existing structures that will not result in an increase of more than 50 percent of the floor area of the structure before the addition, or 2,500 square feet, whichever is less. Here, the proposed project is a request allow renovation of project identification wall signs. This 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. There are two signs proposed to identify the Flora Vista community, no additional signs would be needed in this area because these signs sufficiently identify the entry into the Flora Vista Community. There are no unusual circumstances surrounding the project that result in a reasonably possibility of a significant effect on the environment because these signs replace existing wall signs and would be located on two existing walls. Signs would not impact sensitive resources (endangered species, wetlands, etc.) on the project site or in the vicinity as these resources are not in the areas where the signs are located. 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 as the project is not in close proximity to any historical resources. Thus, the Class 1 exemption applies, and no further environmental review is required.

The Class 3 exemption specifically exempts from further CEQA review the construction and location of limited numbers of new, small facilities or structures; installation of small new equipment and facilities in small structures; and the conversion of existing small structures from one use to another where only minor modifications are made to the exterior of the structure. The use of this exemption is specifically applicable to



accessory and appurtenant structures. Here, the proposed project is a request to erect small project identification signs located within median landscape planter areas. Thus, the project qualifies for the Class 3 exemption.

Furthermore, none of the exceptions to the use of the Class 3 categorical exemption identified in State CEQA Guidelines Section 15300.2 apply. The project is not located in a particularly sensitive environment, and will not impact an environmental resource of hazardous or critical concern because these resources are not found in the area proposed for the identification signs. The project will not result in a cumulative impact from successive projects of the same type in the same place, over time. There are two new monument signs proposed to identify the Flora Vista community, no additional signs would be needed in these areas because these signs sufficiently identify entries into the Flora Vista Community. There are no unusual circumstances surrounding the project that result in a possibility of a significant effect on the environment. There are no especially sensitive resources (endangered species, wetlands, etc.) on the project site or in the vicinity. The project would not damage scenic resources, including trees, historic buildings, rock outcroppings, or similar resources because there are no such resources nearby. 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 as the project is not in close proximity to any historical resources. Thus, the Class 3 exemption applies, and no further environmental review is required.

### Section 3. Discretionary Sign Permit (DSP) Findings (Flora Vista Community Signs)

With respect to Discretionary Sign Permit 17-347, the Planning Commission finds as follows:

- A) The design, including lighting, scale, size and materials, of the signs is consistent with the intent of the design elements of the General Plan and Design Guidelines, in that the design and scale of the signs is appropriate for the proposed locations. The project would result in refurbished walls and replacement wall signs; and, two new monument signs located in landscaped medians. The signs meet all applicable development standards.
- B) The design, scale and materials of the signs harmonize with the architectural characteristics of the area in that the signs are designed to promote, enhance, and tie into the high quality residential character of the Flora Vista neighborhood. The design of the signs creates a unique and distinctive character for Flora Vista community and would create a sense of entry distinguished from other surrounding permanent subdivisions.
- C) The design and scale of the signs is appropriate for the distance from which the signs are normally viewed, in that the sign is consistent with the Municipal Code requirements and provides appropriate identification as someone would enter the tract at the various locations. The design of the signs create a unique and distinctive character for Flora Vista community and would create neighborhood entry statements distinguished from other surrounding permanent subdivisions.

- D) The design and materials of the signs provide a contrast between the background and the letters in that the sign letters are proposed to be black. The lighting is proposed to be a low intensity and low level and therefore would not impact the surrounding area.
- E) The freestanding signs provide and create an attractive entry statement into the subdivision. The proposed renovated walls and wall signs would improve the overall aesthetics of these signs and the immediate area. All of the proposed signs would provide unique entries into the residential neighborhood.

Section 4. Planning Commission Approval.

Based on the foregoing recitals and findings above, and the written and oral comments, facts, and evidence presented, the City of San Clemente Planning Commission approves DSP 17-347, Flora Vista Community Signs, subject to the above Findings, and the Conditions of Approval set forth in Exhibit A.

PASSED AND ADOPTED at a regular meeting of the City of San Clemente Planning Commission on May 2, 2018.

\_\_\_\_\_  
Chair

CERTIFICATION:

I HEREBY CERTIFY this Resolution was adopted at a regular meeting of the City of San Clemente Planning Commission on May 2, 2018, carried by the following roll call vote:

AYES:	COMMISSIONERS:
NOES:	COMMISSIONERS:
ABSTAIN:	COMMISSIONERS:
ABSENT:	COMMISSIONERS:

\_\_\_\_\_  
Secretary of the Planning Commission



# Exhibit A

## CONDITIONS OF APPROVAL DSP 17-347, Flora Vista Community Signs

1. 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.)\_\_\_\_\_
2. 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.)\_\_\_\_\_
3. DSP 17-347 shall become null and void if the use is not commenced within one (1) year 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 17-347 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.)\_\_\_\_\_
4. The owner or designee shall have the right to request an extension of DSP 17-347 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 by the final decision making authority that ultimately approved or conditionally approved the original application. *[Citation - Section 17.12.160 of the SCMC]* (PIng.)\_\_\_\_\_
  5. The property owner or designee shall maintain all landscaped areas as approved on the final landscape plans in an orderly, attractive and healthy condition. This shall include proper pruning, mowing of turf areas, weeding, removal of litter, fertilization, replacement of plants when necessary, and the regular application of appropriate quantities of water to all landscaped areas. The property owner or designee shall maintain all irrigation systems as approved on the final landscape plans in proper operating condition. Waterline breaks, head/emitter ruptures, overspray or runoff conditions and other irrigation system failures shall be repaired immediately. *[Citation - Section 17.68.060.A&B of the of the SCMC]* (PIng.)\_\_\_\_\_
  6. A Building Permit is required for existing monuments. Plans for the existing monuments and foundation must be reviewed and approved through a building plan check / permit process. *[S.C.M.C – Title 15 Building Construction - Chapter 15.08]* (Bldg.)\_\_\_\_\_
  7. An application for an Administrative Encroachment Permit, issued by the Public Works Department, is required for the existing monument signs within the public rights-of-way. *[Citation - Section 12.20.015 of the SCMC]* (Eng.)\_\_\_\_\_

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

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





# ATTACHMENT 2

## LOCATION MAP Flora Vista Entry and Monument Signs







**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 Sarmientoso/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?***

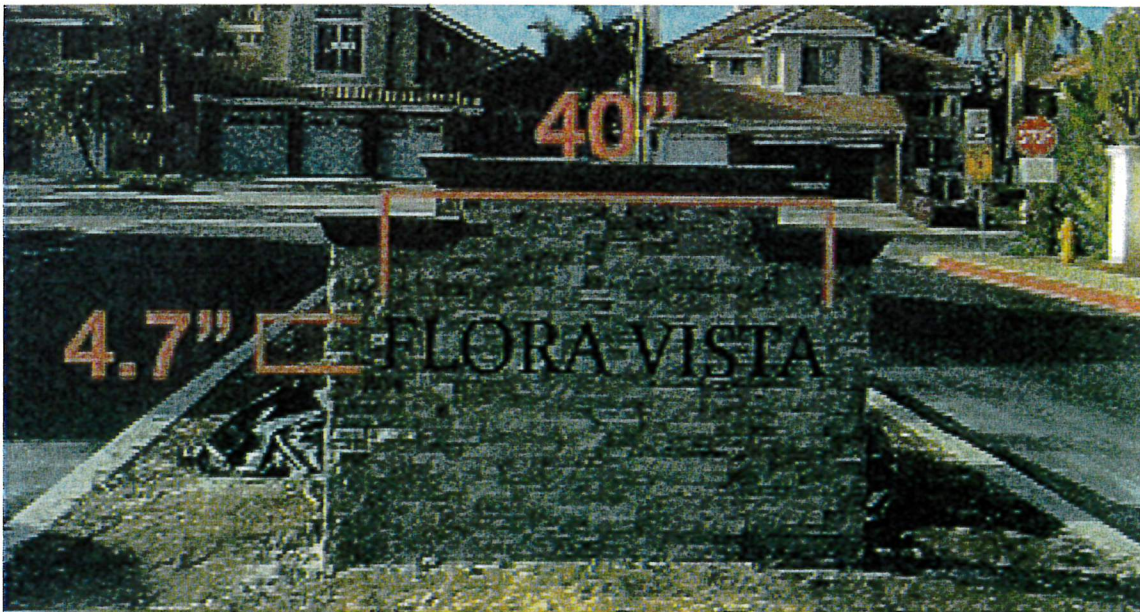
Project identification signs require a Discretionary Sign Permit (DSP). Per Zoning Ordinance Section 17.16.250.E.2 DRSC review is required for DSP requests in order to ensure that the proposal meets design guidelines, General Plan policies and is compatible with surrounding land uses. The DRSC's recommendation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

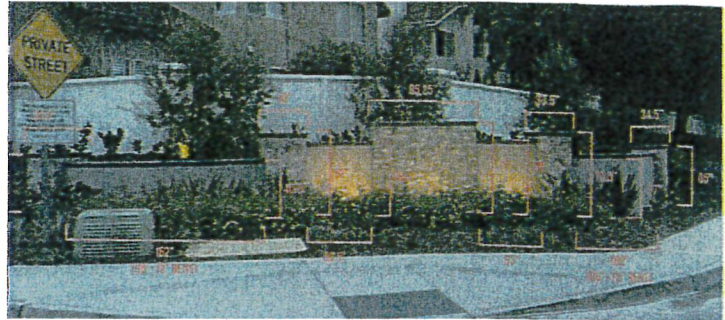


The applicant proposes to renovate the decorative garden walls (Attachment 2) and signage located at the corner of Camino Del Rio and Via Tulipan and replace the existing garden walls and signage. The garden walls (Exhibit 3) are within the landscape planter areas and border the rear and side yards of 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**

	<b><i>Maximum Allowed</i></b>	<b><i>Proposed</i></b>	<b><i>Complies with Standard</i></b>
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

- Consider the shade provided by the tree species proposed.
- Consider the Kelvin value of the parking lot lights and suggested keeping it below or at the street light values.
- Should the proposed parking lot at a future point count toward required parking, ADA changes may occur.
- Indicate what the hours of lighting shall be and whether any security lighting is required.

The Subcommittee supported the project as presented and recommended that the request be forwarded to the Planning Commission.

**Discretionary Sign Permit 17-347, Flora Vista Monument Signs** (Norwood)

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.

Contract Planner Vanessa Norwood summarized the staff report.

The Design Review Subcommittee discussed the project, and made the following comments either individually or as a group:

- Whether the Findings for residential signs were the same as the Findings for commercial signs. Staff summarized required Findings for these signs as they are different from commercial signs.
- In order to minimize light and glare, assure that ground mounted lighting of the signs is shielded and surrounded with landscape.
- It was noted that the color preference may change from black to bronze which is consistent with signs in other areas of the cities.
- Design style of the sign was discussed and it was noted that these signs are not required by the Zoning Code to reflect a Spanish Colonial theme.
- Existing monument signs, identifying nearby communities which are similar in design, would be provided to the Planning Commission for reference.
- The overall design of the signs was acceptable.

The Subcommittee supported the project as presented and recommended that the request be forwarded to the Planning Commission.



# Starfish Signs & Graphics | Building Sign Proposal

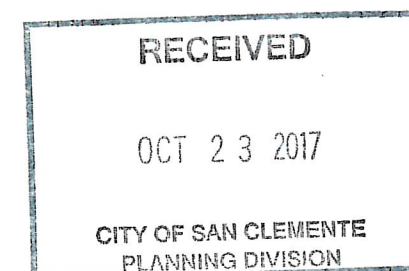


**Starfish Signs & Graphics**  
Stand Out. Be Noticed. Get Results.

Product ID: Fabricated Stone Veneer & Concrete Structure with Stud-Mounted Aluminum Letters

Pages 1-4

- P1 Sign Fabrication Details
- P2 Sign Mounting Details (Profile View)
- P3 Elevation View
- P4 Structure Dimensions
- P5 Aerial View/Proposed Sign Placement(s)



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Date: October 23, 2017  
Monday San Clemente, CA

Prepared by: Michael Reilly  
(Mike@starfishsigns.com)

Designer: Nicolette Betuk  
(Nicolette@starfishsigns.com)

Prepared for: Scott Sears

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Business Address: Flora Vista, San Clemente

Business Phone#: 949-450-0202

Business E-Mail:  
ssears@actionlife.com

Property Manager Company Name:  
Action Property Management

Property Manager Company Address: 2603 Main Street, Suite 500, Irvine, CA 92614

Property Manager Name: Scott Sears

Property Manager Phone #:  
949.450.0202

Property Manager E-Mail:  
ssears@actionlife.com

# Sign Fabrication Detail

## SIGNS A1 & A2

72"

8.5"  FLORA VISTA

## SIGNS B1 & B2

40"

4.7"  FLORA VISTA

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### Signs A & B

Project Type: Routed Aluminum Monument Lettering on Existing Block Structure with Stone + Stucco Veneer

Font: Constantia

Qty: 2 each for a total of 4

Sign A Size (h)x(w):  
8.5"(h) x 72"(w) | 4.25 sq. ft.

Sign B Size (h)x(w):  
4.7"(h) x 40"(w) | 1.3 sq. ft.

Sides: Single-Sided

Substrate: Routed Aluminum on Existing Block Structure with Stone + Stucco Veneer

Substrate Thickness: 0.25"

Sign Paint Color: Black

Sign Paint Finish: Semigloss

Returns (Sides): Painted to Match Face

Studs: 10-24 Studs; Minimum 3 Per Letter

Valuation: \$4,000

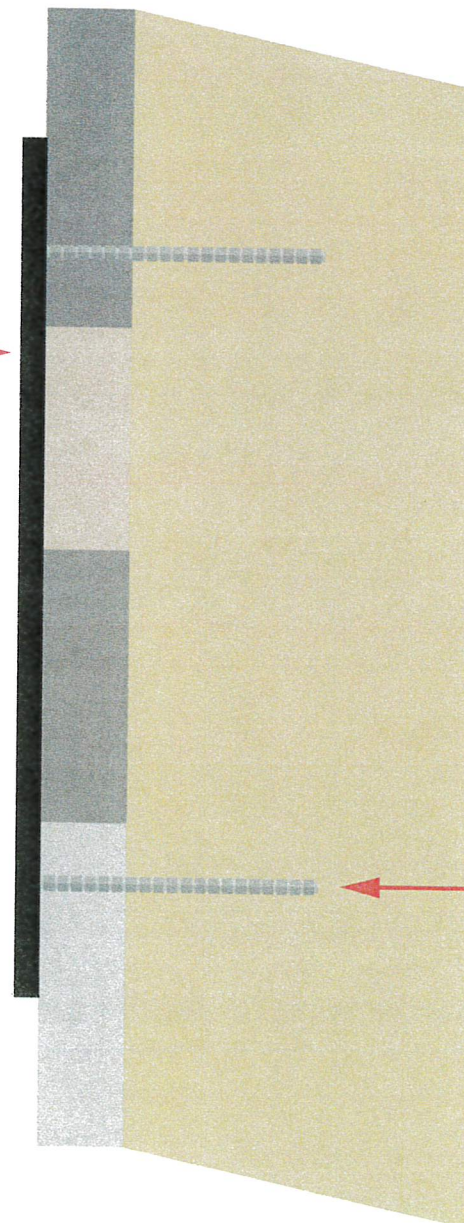
Notes:



# Sign Mounting Detail

**0.25" Routed  
Aluminum Letters  
Painted Black  
Mounted Flush**

**Existing Block Structure with  
Stone + Stucco Veneer**



**10-24 Studs  
Minimum 3 Per Letter**

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## Signs A & B

Project Type: Routed Aluminum Monument Lettering on Existing Block Structure with Stone + Stucco Veneer

Font: Constantia

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Substrate Thickness: 0.25"

Sign Paint Color: Black

Sign Paint Finish: Semigloss

Returns (Sides): Painted to Match Face

Studs: 10-24 Studs; Minimum 3 Per Letter

Valuation: \$4,000

Notes:



# Elevation Detail (Conceptual View)

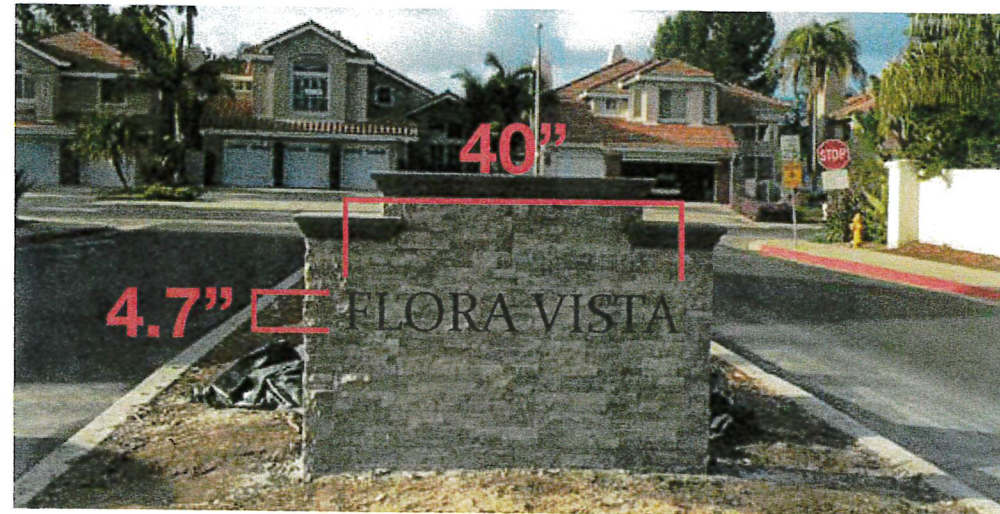
## SIGN A1



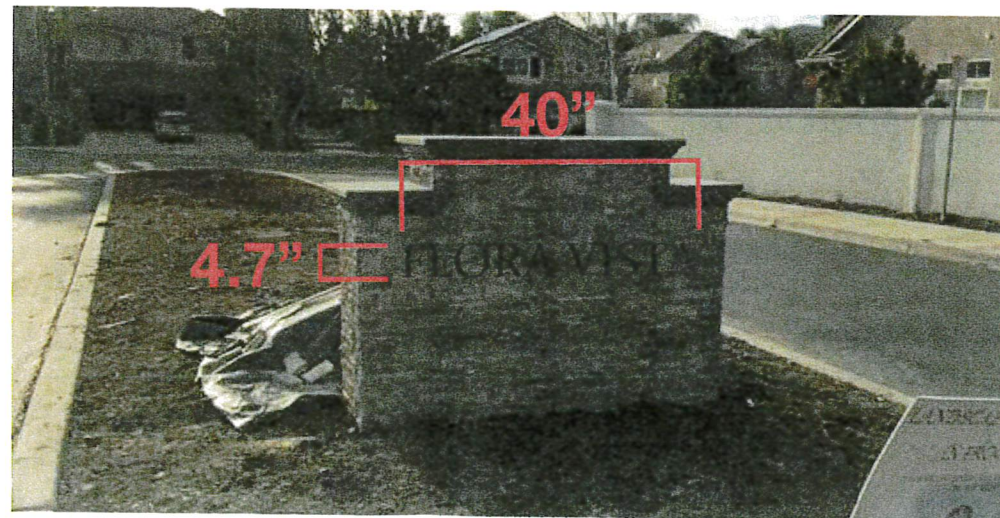
## SIGN A2



## SIGN B1



## SIGN B2



### Signs A & B

Project Type: Routed Aluminum Monument Lettering on Existing Block Structure with Stone + Stucco Veneer

Font: Constantia

Qty: 2 each for a total of 4

Sign A Size (h)x(w):  
8.5"(h) x 72"(w) | 4.25 sq. ft.

Sign B Size (h)x(w):  
4.7"(h) x 40"(w) | 1.3 sq. ft.

Sides: Single-Sided

Substrate: Routed Aluminum on Existing Block Structure with Stone + Stucco Veneer

Substrate Thickness: 0.25"

Sign Paint Color: Black

Sign Paint Finish: Semigloss

Returns (Sides): Painted to Match Face

Studs: 10-24 Studs; Minimum 3 Per Letter

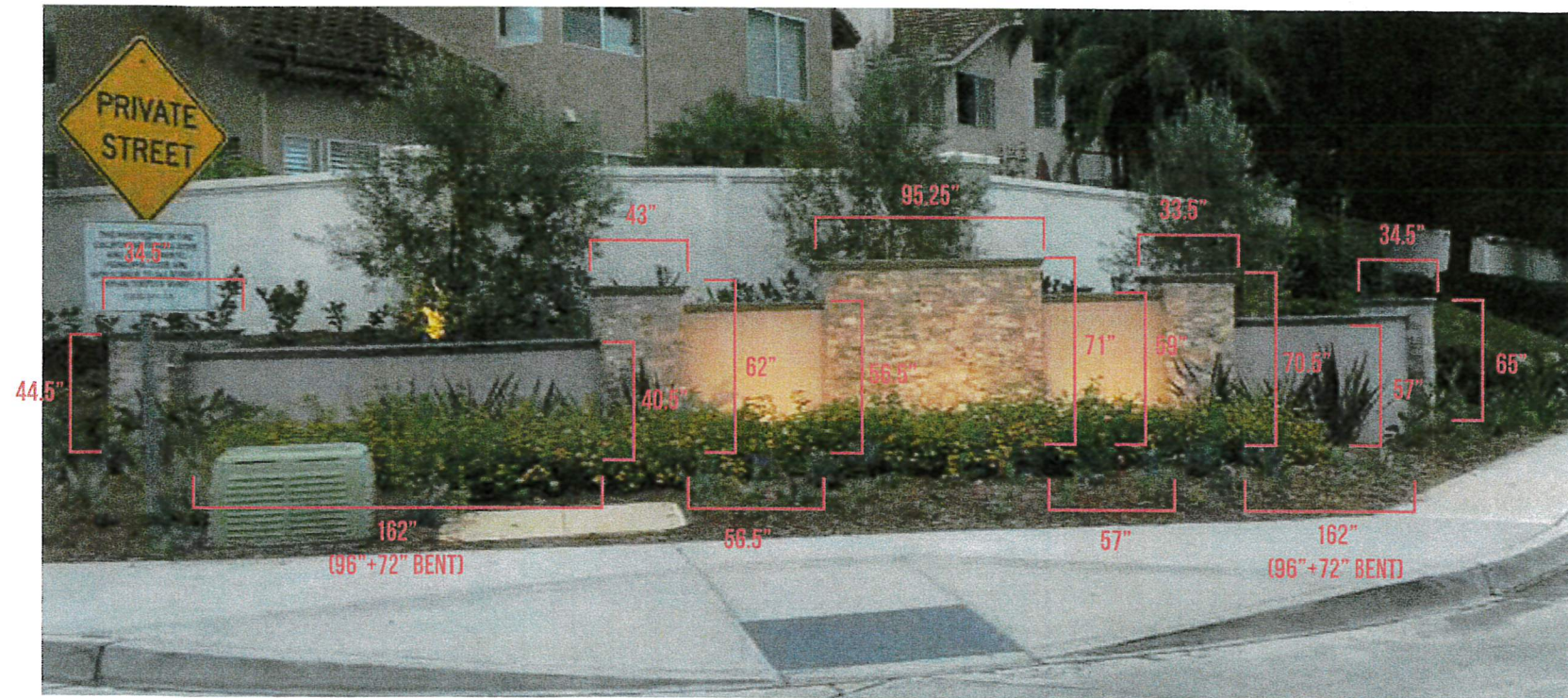
Valuation: \$4,000

Notes:

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# Detail View / Structure Dimensions



DETAILED STRUCTURE DIMENSIONS:  
SIGNS A1 & A2

STRUCTURE DEPTH:  
STONE VENEER PILLARS: 37"  
WALL: 24"

DETAILED STRUCTURE DIMENSIONS: SIGNS B1 & B2

STRUCTURE DEPTH: 12"



## Signs A & B

Project Type: Routed Aluminum Monument Lettering on Existing Block Structure with Stone + Stucco Veneer

Font: Constantia

Qty: 2 each for a total of 4

Sign A Size (h)x(w):  
8.5"(h) x 72"(w) | 4.25 sq. ft.

Sign B Size (h)x(w):  
4.7"(h) x 40"(w) | 1.3 sq. ft.

Sides: Single-Sided

Substrate: Routed Aluminum on Existing Block Structure with Stone + Stucco Veneer

Substrate Thickness: 0.25"

Sign Paint Color: Black

Sign Paint Finish: Semigloss

Returns (Sides): Painted to Match Face

Studs: 10-24 Studs; Minimum 3 Per Letter

Valuation: \$4,000

Notes:

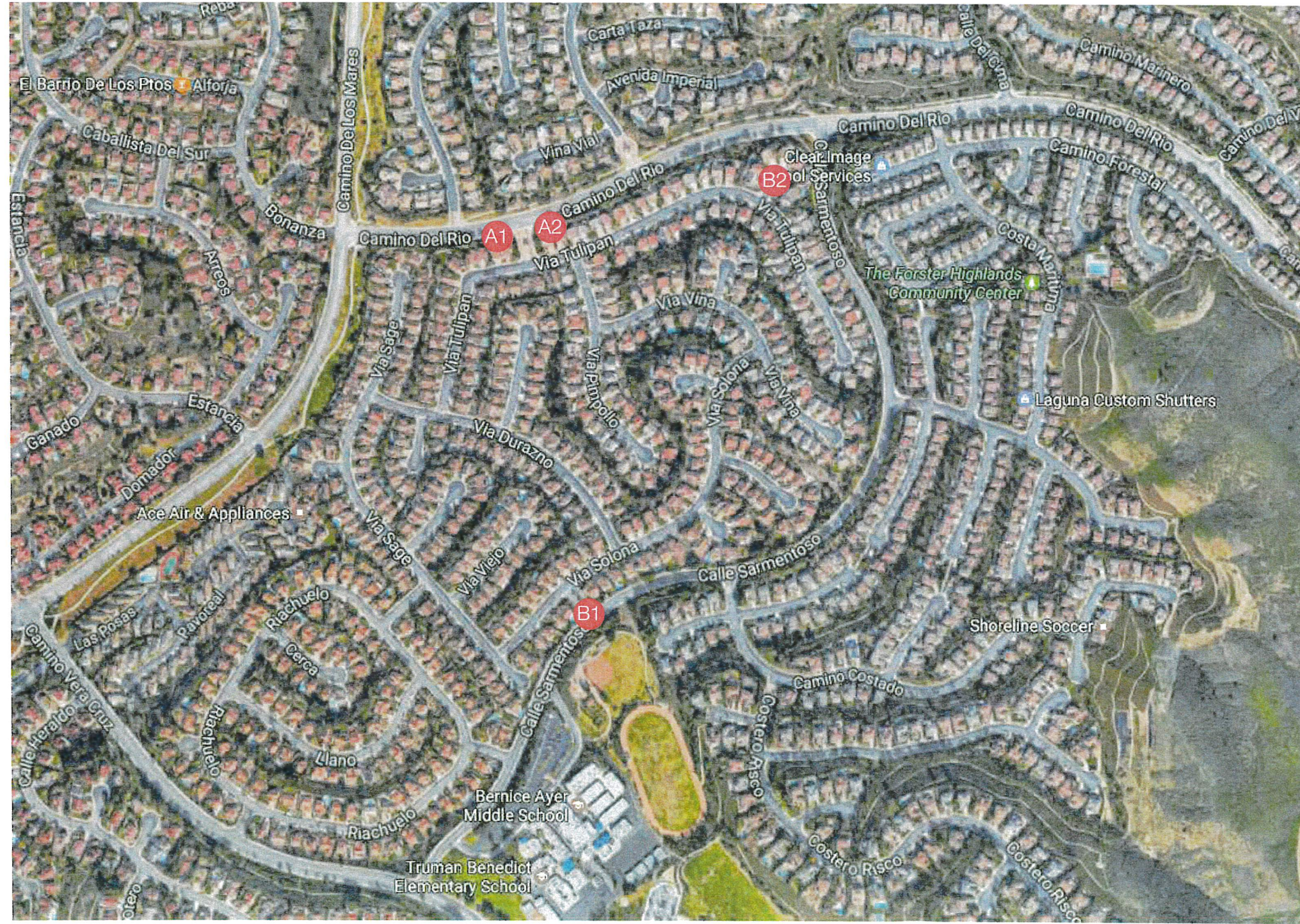
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# Aerial View / Proposed Sign Placement(s)

## Sign A

Building Address: Flora Vista, San Clemente



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