



Design Review Subcommittee (DRSC)

Meeting Date: June 13, 2018

PLANNER: Amy Vazquez, Contract Planner *AV*

SUBJECT: **Site Plan Permit 18-102, Conditional Use Permit 18-103, Architectural Permit 18-104 & Discretionary Sign Permit 18-296, Chick fil A,** a request to consider the construction of a restaurant with a drive-through located at 495 Avenida Vista, within the Regional Commercial Zoning District of the Marblehead Coastal Specific Plan.

BACKGROUND:

On July 20, 2004, the City Council approved an Amendment to Site Plan Permit 99-16, to allow the development of approximately 641,534 square feet of commercial uses including a hotel, theater, restaurants and outlet retail uses. City Council Resolution No. 04-61 is provided as Attachment No. 2.

Why is DRSC Review Required?

Zoning Ordinance, Section 17.12.025 requires Design Review Subcommittee (DRSC) review of any Site Plan Permits (SPP), Architectural Permits (AP) and Discretionary Sign Permits (DSP). A SPP and AP are required because the project involves the construction of a nonresidential building, per Section 17.16.050.C.1.e. and Table 17.16.100A. A DSP is required per Section 17.16.250 because multiple signs with total sign area exceeding 64 square feet are proposed.

The focus of the DRSC's review is to advise applicants on how projects can best comply with policies and/or design guidelines that relate to visual impact issues, such as site planning and architecture. The DRSC's recommendation will be forwarded to the Planning Commission.

PROJECT DESCRIPTION:

The applicant proposes to construct a restaurant with a drive-through within the Regional Commercial Zoning District of the Marblehead Coastal Specific Plan. The project includes a 4,820 square foot, freestanding restaurant pad containing 115 indoor seats, an indoor playground, and outdoor patio.

ANALYSIS:***Development Standards***

The proposed project is in conformance with required development standards as shown in Table 1 and 2 below.

Table 1 – Applicable Development Standards

Development Standard	Marblehead Coastal SP	Proposed	Complies with SP
Maximum Height	45 feet	28 feet	Yes
Minimum Setbacks (adjacent to 1-5 and Avenida Vista Hermosa)	30 feet	30-80 feet	Yes
Maximum Lot Coverage	50 percent	12 percent	Yes

Table 2 – Sign Height and Size Standards

<i>Signs</i>	<i>Allowed</i>	<i>Proposed</i>	<i>Complies with Standard</i>
Maximum sign area allowed per business	64 sq.ft. unless Discretionary Sign Permit approved	119 sq.ft.	Yes, subject to approval of Discretionary Sign Permit
Sign area per sign	64 sq.ft. maximum	35.2 sq. ft. maximum	Yes
Monument sign height	6'-0" allowed by-right; 10'-0" with discretionary permit	6'-0"	Yes

Design Guidelines & General Plan Consistency

The Marblehead Coastal Specific Plan provides commercial development design guidelines intended to establish a high level of product quality. The architectural guidelines are summarized in Table 3 below.

Table 3 – Relevant Design Guidelines

Design Guideline	Project Consistency
<p><u>Variations in Building Footprint</u> - Building footprints should be designed with variations composed of insets, entries, corners, and jogs integrated with adjacent outdoor areas, in order to create visual interest and give a sense of small scale and intimacy.</p>	<p>Consistent. The footprint of the restaurant building is designed with variations composed of insets, entries, corners, and jogs integrated with an adjacent outdoor dining area. (303, II, C)</p>
<p><u>Screening of Service Areas</u> - Service and storage areas and trash enclosures should be screened from public view by means of walls, landscaping, natural berms or a combination thereof.</p>	<p>Partially Consistent. Although the trash enclosure would be screened by landscaping, staff believes that the trash enclosure should be located behind the restaurant building rather than adjacent to the public right-of-way. (303, II, F)</p>
<p><u>Parking Lot Buffering</u> - A landscape (or walkway) buffer area of at least 5 feet should be provided between buildings and parking areas or driveways, in order to avoid placing paved vehicular areas next to building walls. These buffer areas should be landscaped or designed as pedestrian walkways with landscaped planters.</p>	<p>Consistent. A minimum 5-foot landscape buffer is provided throughout the site containing shrubs and groundcover. (303, II, H)</p>
<p><u>Parking Lot Entries</u> - Internal parking lot entries should be located as far as possible from intersections in order to minimize congestion and stacking conflicts. For projects on major or primary arterials, or where otherwise determined necessary by the City, full curb return street intersection type entries should be used instead of standard driveway approaches. Major entries should have a paved width of at least 30 feet and all entries should be at least 250 feet apart.</p>	<p>Unknown. The site plan needs to be modified to reflect the driveway locations and dimensions. (303, II, I)</p>
<p><u>Shared Parking</u> - The concept of shared parking should be utilized wherever feasible in order to reduce the overall amount of pavement and surface runoff.</p>	<p>Consistent. Parking would be shared with the hotel and other restaurant pad. (303, II, J)</p>

Design Guideline	Project Consistency
<p><u>Project Entries</u> - Major project entries should be designed as statements reflective of the character of the project in order to establish identity for residents, commercial tenants, and visitors. Textured paving, flowering accents, and specimen trees should be used to reinforce the entry statement.</p>	<p>Unknown. The project entry needs to be reflected on the site plan. (304, I, A)</p>
<p><u>Decorative Paving</u> - Decorative paving at project entries and interior project pedestrian areas should be used. Decorative paving should consist of brick, tile, pavers, stamped concrete, or similar materials.</p>	<p>Not consistent. Decorative paving is not proposed at this time. Staff recommends incorporating decorative paving into the project. (304, I, F)</p>
<p><u>Commercial Landscape Area Requirements</u> - A minimum of 10 percent of the site area shall be landscaped. This percentage includes landscape buffers within the site (adjacent streets and highways), landscape islands, tree wells and other landscape planting areas within the site, landscape easements, and hardscape outdoor pedestrian areas.</p>	<p>Consistent. The project exceeds the minimum site landscaping by providing 35 percent landscape coverage. (304, I, M)</p>
<p><u>Roof Materials</u> - Two-piece clay mission barrel tile should be used in commercial projects. The tile should be laid in a slightly irregular manner to give a rough uneven texture to the roof appearance. Eaves may be left open, closed with grout, or with clay bird stops. The ridge, hip and rake should be of barrel tiles irregularly spaced and grouted. On flat roofs, vents and other exposed equipment should be painted to match the selected tile color. Parapets and enclosures should reflect the exterior wall color. Roof flashing may reflect either the roof or wall color as appropriate.</p>	<p>Consistent. The roof would be comprised of a tapered, single barrel roof tiles with random mortar packing. 100 percent packing on the ridges and rakes and 100 percent mortar packing on the first two rows and tiles comprised of a variation of textures and colors is also required. The roof tiles would be consistent with the existing outlet buildings and have the appearance of handmade tile. (305, II, B. 4)</p>

Design Guideline	Project Consistency
<p><u>Screening of Equipment</u> - All roof equipment should be completely screened within a horizontal line of sight at parapet level. A screen enclosure behind the parapet may be used if made to appear an integral part of the building. The parapet roof must be tall enough to completely screen the equipment. Superficial mansard treatments, which appear as plant-ons or “eyebrows”, are not acceptable.</p>	<p>Consistent. All roof mounted equipment would be screened. A condition of approval will be recommended to the Planning Commission to ensure compliance with this design guideline. (305, 11, B, 5)</p>
<p><u>Wall surfaces</u> - Buildings should be designed to appear as if they are constructed with thick masonry walls. Wall surfaces should be light colored, stucco, or plaster with a finish texture influenced by the Spanish Colonial Revival style. Walls should have recessed door and window openings where feasible to achieve a shadow impact.</p>	<p>Partially Consistent. Notes on the elevations indicate smooth plaster finish, but the color and materials board needs to be updated to reflect said finish. Windows and doors are noted to be recessed. A condition of approval will be recommended to the Planning Commission requiring doors to be recessed a minimum of 12 inches and windows to be designed with an eight inch inset. (305, 11, C, 2)</p>
<p><u>Color Palette</u> - The colors used should be primarily as follows: a) Stucco/Plaster: white, off-white, occasional earthtones. b) Wood Post/Beams: stain or natural. c) Doors, Windows, Shutters: terra cotta, blue, yellow, ocher, dark or sea green. d) Roof Tile: reddish brown, terra cotta, and natural.</p>	<p>Partially Consistent. Notes on the elevations indicate smooth plaster finish, but the color and materials board needs to be updated to reflect said finish. All proposed colors conform to the design guidelines. (305, II, D, 4)</p>
<p><u>Windows and Doors</u> - Openings should be placed and designed to suggest the thickness of a masonry building. Windows and doors should be recessed where feasible and appropriate. Plant-on strips around doors and windows are discouraged. Windows with clear glass and mullions are encouraged. Metal windows and doors can be used but should have the appearance of wood. Clear glass should be used for windows</p>	<p>Partially Consistent. Windows and doors are noted to be recessed. Staff will recommend a condition of approval requiring doors to be recessed a minimum of 12 inches and windows to be designed with an eight inch inset. (305, II, D, 7)</p>

Design Guideline	Project Consistency
and doors; mirrored glass is strongly discouraged.	

The General Plan and the Specific Plan have a number of goals and policies that promote the creation and maintenance of well-designed commercial establishments. The following table identifies the applicable General Plan and Specific Plan policies and how the project is consistent with them.

Table 4 – Relevant General Plan Policies

Policy	Project Consistency
1. <i>Land Use Plan Primary Goal #8:</i> “Provide a diversity of land use areas that complement one another and are characterized by differing functional activities and intensities of use.”	Consistent. The project is located where retail uses are permitted. This restaurant would maintain the neighborhood character and is compatible with the intent of the zone.
2. <u>1.3.6</u> - Require projects to be designed and developed to a achieve a high level of quality, distinctive character and compatibility with existing uses and development in accordance with this Element and the Urban Design Element	Partially Consistent. With the recommended site plan modifications, the architectural treatment of the project complies with the architectural guidelines in the City’s Design Guidelines. The proposed project has a high quality design that is reflective of the Spanish Colonial Revival (SCR) architecture. The project includes individual design features and elements that are consistent with the City’s Design Guidelines. Further, the project design maintains the character of the neighborhood in that the proposed SCR architectural style is consistent with other commercial buildings in the neighborhood.

RECOMMENDATIONS:

Quality design was implemented throughout the Marbelhead Coastal Specific Plan. The proposed project requires site plan modifications to create a project that is further in line with the Design Guidelines of the specific plan and to improve the project’s overall site design. Staff recommends the following revisions to the project plans:

1. Relocate the trash enclosure so that it is not visible from the I-5 overpass and Avenida Vista Hermosa.
2. Revise the site plan to include all driveways to evaluate project circulation.
3. Incorporate decorative paving at the project entries and outdoor seating area. Decorative paving should consist of brick, tile, pavers, stamped concrete, or similar materials.
4. Update the color and materials board to reflect a smooth stucco building finish and provide details of light fixtures, rain gutters, and wrought iron features.
5. Revise elevation plans to dimension door and window insets.

CONCLUSION

Staff seeks DRSC concurrence with the above recommendations and welcomes additional input. DRSC comments are intended to assist the applicant in designing a project that best complies with the City's Design Guidelines and applicable City policies. Staff also seeks direction on whether additional DRSC review is needed, or if the project is ready to be forwarded to the Planning Commission after recommended modifications are incorporated.

Attachments:

1. Location Map
2. City Council Resolution No. 04-61
3. Plans