



Design Review Subcommittee (DRSC)

Meeting Date: June 13, 2018

PLANNER:

Jonathan Lightfoot, Community Development Technician

SUBJECT:

Discretionary Sign Permit 18-138, N. El Camino Real Arco Master Sign Program, a request to consider a Master Sign Program for an existing service station located at 2749 North El Camino Real.

BACKGROUND:

Site Data

The site is located at the intersection of Camino Capistrano and coastal El Camino Real across from Poche County Beach and the Shorecliffs Beach Club (Attachment 1). Surrounding land uses include offices along Camino Capistrano, the Shorecliffs Beach Club parking lot, and single family homes on the bluff above Camino Capistrano. The site is in the Neighborhood Commercial 1.1 Zoning District and Coastal Zone Overlay District. The site is developed with a convenience store, two canopies, and six double-sided pump stations. The existing convenience store has a shingled gale roof with walls that have a mix of materials including white and tan siding, white brick, large windows, and a fascia for signage that wraps the storefront. The site contains two canopy structures with a flat roof design over the pump stations. An Orange County Flood Control District easement bisects the site.

Per the General Plan, the service station is located in a view corridor as seen in Figure NR-1 of the Natural Resources element. The site is not designated as a gateway on the UD-1 Gateways figure of the Urban Design Element. However, the location meets the definitional criteria of a gateway. Gateways are defined as urban places located at important entry points into aesthetically pleasing, memorable and understandable arrival places. Gateways are typically located in high visibility areas, close to major transportation facilities that, due to their visual prominence, shape the aesthetic character of their surroundings. Because the project site is located in a high visibility area at the city boundary, the site is similar to other designated gateway locations. While staff expects a high quality project due to the gateway location, staff feels that a strict interpretation of the Architectural Overlay design standards could result in signs that are incongruous with the existing site and architecture.

Prior Entitlements

The City approved a Discretionary Sign Permit in 1998 (DSP 98-70) for the project site. The report and plans from this program are included as Attachment 3. The amount of signage was significantly reduced on site through that approval. There are several existing elements that vary from the sign program as approved. First, the approval included a remodeled canopy with a pitched roof. This remodel was later abandoned as the structure would have

exceeded the height limit for the zone. Second, the signage on the pole sign was indicated as two cabinets with dimensions of 12'-6" x 3'-8", but the existing signage is 10'-6" x 3'-2" based on a field verification conducted by the applicant.

Why is DRSC Review Required?

Per the Zoning Ordinance, the Design Review Subcommittee (DRSC) must review the request to ensure the proposed signage meets standards, and is compatible with the structures. Common design issues reviewed by the DRSC for Discretionary Sign Permit applications are related to design, size, materials, lighting, and visual impacts to surrounding properties.

PROJECT DESCRIPTION:

The applicant, Donco & Sons, Inc., proposes a Master Sign Program that includes canopy signs, gas dispenser signs, window signs, and a legal nonconforming pole sign. The project is limited to refacing and modifying signage at existing sign locations. The applicant does not propose signage in new areas on site. Per the Zoning Ordinance, any new or modified signs at a service station require a Master Sign Program with approval of a Discretionary Sign Permit. The applicant proposes the following changes:

1. Modify the canopy signage by:
 - a. removing the existing blue and white "raceway" color branding;
 - b. updating the Arco logo spark sign with a new internally illuminated polycarbonate sign;
 - c. Adding internally illuminated ARCO aluminum channel letters.
2. Replace existing gas dispenser spanner signs and pump skirts. The new spanner signs are proposed to be internally illuminated valance vacuum formed acrylic shells. The skirts will be screen printed on new sheet metal doors.
3. Add pump number signs to the canopy columns.
4. Modify the PIC unit (cash/debit payment station) to cover the screen that is no longer used with a metal plate and to modify the color scheme to "dark pearl." An additional Arco spark and lettering sign is proposed.
5. Reface the State required pricing portion of the legal nonconforming pole sign to remove "EC" from the pricing sign. No structural changes to the pole sign are proposed.
6. Resurface the storefront fascia signage to solid dark pearl and remove the branded raceway blue and white striping.
7. Add window signage for product marketing.

ANALYSIS:

In accordance with Zoning Ordinance Section 17.84.020(D)(1)(b), service stations are allowed one square foot of sign area for each lineal foot of street frontage. The site has 342 feet of frontage according to the tract map. Existing signage currently on-site exceeds the

maximum sign area allowed by the Zoning Ordinance due to a variety of existing unpermitted signage that has been added to the site since 1998. The applicant provided a proposed sign schedule, provided in Attachment 2. Staff identified a few signs that were missing from that schedule and added them into Table 1 below, which summarizes all signage proposed with the Master Sign Program.

Table 1 – Proposed Signage

Proposed Signage	Sign Square Footage
Legal Nonconforming Pole Sign – Identification	66 square feet (33 sf /each side)
Legal Nonconforming Pole Sign - Pricing	66 square feet (33 sf /each side)
Canopy Signage – Channel Letters (4)	60 square feet (15 sf /each)
Canopy Signage – Spark Logo (4)	25 square feet (6.25 sf /each)
Fascia Signage	Removed
Window Signs (over 25% of pane)	87.5 sf
Dispenser Signs (12)	96 square feet (8 sf /each)
Dispenser Pump Skirt Signs (12)66	36 square feet (3 sf /each)
Pump Number Signs (12)*	12 square feet (1 sf /each)
Clearance Signs (4)*	4 square feet (1 sf /each)
Air and Water Sign*	6 square feet
Banner Signs	Not permitted; not included.
Bollard Sleeves	Not permitted; not included.
Product Signs on light poles	Not permitted; not included.
Smog Check Signs	Not permitted; proposed to remain.
Total Permitted Sign Area	342 square feet
Total Proposed Sign Area	433.5 square feet

*No additional Administrative Sign Permit is required and the square footage is not tabulated in the total sign area of the site.

Figure 1 – Rendering of Proposed Signage



Pole Sign

The pole sign is located on the western corner of the property, facing the intersection of Camino Capistrano and N. El Camino Real. The sign is nonconforming, as it is 5 feet taller than the allowed 15 foot height. The applicant does not propose to make structural changes to the pole sign. There does appear to have been a modification to this sign since the 1998 approval as there is no longer a separation between the pricing and branding cabinets. The existing condition of the sign includes less square footage than what was approved in 1998. Proposed modifications to the pole sign are limited to change of copy to remove “EC” from the existing sign. Zoning Ordinance Section 17.84.030 allows for changes of copy to existing nonconforming signs without requiring compliance with the current sign standards. While conformance is not required, staff would prefer that the pole sign be replaced with a monument sign.

Canopy Signs

Two existing polycarbonate push-through logo signs are located on the north and south elevations of the smaller canopy, and two additional logo signs are located on the east and west elevations of the larger canopy. The applicant proposes to update the logo signs on each elevation and add adjacent channel letters at each of the four locations. The canopy signs will be internally-illuminated. Canopy signs are limited to two signs per canopy and one per elevation, however, so staff does not support the additional channel letter signs. The applicant also proposes to remove the blue and white branded striping, replacing it with a solid “dark pearl” color. The removal of the existing branded striping will reduce the sign area on the canopy in that staff traditionally counts color branding and imagery towards sign area calculations. The proposed pearl color is also an Arco branded color, but as it meets the design guidelines of “earth-tone” and is not the primary or secondary branding color, staff has not included it in the sign area calculation.

Gas Dispenser Signs

As required by the State, the applicant proposes signs on the gas dispenser that identify the Arco brand. Vinyl decals for the spanner signs and pump skirt logos are proposed on each gas dispenser. Vinyl decals are inconsistent with the A-Overlay sign material standards;

however, this material is regularly used at gas dispenser pumps. Both the dispenser signs and pump skirts will contain the blue and red company colors. As the blue wave is emblematic of the Arco branding, that design has been included in the calculation of sign area in Table 1. The existing gas dispenser signs are not illuminated, but the proposed dispenser covers would be internally illuminated. Staff is not supportive of the illumination of the dispenser signs due to the potential light pollution. This conflicts with the city's dark skies goals as referenced in Table 2 below.

Window Signs

Signs over 25% of the area of a window pane require a sign permit. The applicants propose to retain the unpermitted 87.5 square feet of window signage that is currently present at the site and encompasses the full window panes. Window signage would be used to display various products that are sold in the convenience store. The sign area must be reduced to a maximum of 64 square feet per the size limitations imposed by Table 17.84.030A of the Zoning Code.

Unpermitted Signs

In addition to the large window signs, staff identified several unpermitted signs on the site. These can be seen in photos of the existing site in the plan sets. Sheet 2 shows window signage, temporary banner signs, and smog check signage that was not included in the approved Master Sign Program (DSP 98-70). Sheet 6 shows a bollard sleeve sign that was also not permitted and a new dispenser sign. Street view imagery of the site also shows product signage (Monster energy drinks, etc.) attached to light poles on the site. These unpermitted signs will be addressed through conditions of approval should the project be approved. If the application is withdrawn or denied, the unpermitted signs will be addressed through Code Compliance action.

Consistency with Design Guidelines and Standards

The General Plan requires high quality architecture at City Gateways and encourages attractive sites in all focus areas. For similar service station projects, staff has utilized the Architectural Overlay (A-Overlay) design standards and the City's Design Guidelines for guidance on the style, lighting, and finish of signs that are in character with Spanish architecture. These standards and guidelines require signage to be in character with the building's architecture. Staff feels that the location meets the definition of a "gateway" to allow for enforcement of the A-Overlay design standards for signs. However, staff also has concerns that a strict interpretation of the A-Overlay design standards for signs could result in signage that is incompatible with the existing site's architecture and use.

Table 2 summarizes the sign program's consistency with standards and guidelines.

Table 2 – Project Consistency

Design Guideline/Zoning Standard/General Plan Policy	Project Consistency
<p><i>Zoning Ordinance Section 17.84.020(B)(1)(f):</i> “Sign design, scale, color and materials shall be selected that are compatible in style with the building it serves”.</p>	<p><i>Partially Consistent.</i> While the site is not located in the Architectural Overlay, the A-Overlay provides guidance on the style, lighting, and finish of signs for gateway locations. A-Overlay standards (which are used for projects in gateways) require signs that appears hand-crafted with pin-mounted letters, painted letters, sandblasted wood, or similar materials, and have back-lighting or external lighting. However, these standards are not generally applied for changes of copy. These standards could apply to new signs, such as the dispenser signs proposed in this project. However, handcrafted signs on the dispensers would strongly contrast to the signs that are changes of copy. Staff is supportive of the style of the proposed signs as consistent with the prior approval and in keeping with typical service station signage. The color scheme has also moved away from branded bands to solid earth tones. While the site meets the definition of a gateway, requiring a “handmade” sign aesthetic consistent with the A-Overlay would be incompatible with the existing site. The A-Overlay standards for signs should follow redevelopment or remodeling of the architecture.</p>
<p><i>Zoning Ordinance Section 17.84.020(B)(2)(d):</i> General lighting standards. “Internally lighted signs shall be a maximum of 200,000 lumens...”</p>	<p><i>Consistent.</i> This benchmark would be enforced in conditions of approval. Within the plan sets, the applicant has provided a simulation of the daytime and nighttime perspectives of the signage that illustrates the illuminated signs. (Note: Internal illumination is discouraged for signs in the A-Overlay, per 17.84.020(C)(3)(d).)</p>
<p><i>Natural Resources Element of the General Plan, Dark Skies, NR-7.03:</i> “We require that site lighting for commercial and industrial uses be unobtrusive and constructed or located so that only the intended area is illuminated, off-site glare is minimized, and adequate safety is provided.”</p>	<p><i>Inconsistent.</i> The additional illumination of signage on site, specifically in regard to the dispenser signs, adds potential light glare and pollution along the scenic corridor of the northern stretch of El Camino Real that runs adjacent to the beach. Staff is not supportive of illumination within the dispenser signs.</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> The existing blue and white striped fascia around the storefront included a permitted sign in 1998. However, that fascia is no longer being used for signage and detracts from the building’s architecture. This element should be removed. The modern lit dispensers are also not in character with the existing architecture of the convenience store.</p>
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RECOMMENDATIONS:

To achieve the General Plan’s goals, staff recommends the following design changes:

1. Reduce total sign area by 92 square feet to be compatible with the sign area allowance for the site (342 square feet).
2. Remove the fascia band from the store frontage as this is no longer being used for signage and is incompatible with the building’s architecture.
3. Replace the pole sign with a monument sign that meets the earth tone color of the overall site aesthetic.
4. Remove the canopy channel letter signs. Canopy signs are limited to two signs per canopy and one per elevation. The channel letters and logo are distinctly separate signs, so the applicant would need to choose one or the other. Staff’s preference is to keep the logo sign in keeping with other recent service station approvals.
5. Remove the pump number flags from the canopy posts to reduce visual noise.
6. Reduce the square footage of proposed window signage to below 25% of individual pane area to minimize sign clutter.
7. Paint the storefront to match the “dark pearl” color utilized for the canopies. A staff waiver is required for minor exterior alterations to a non-residential structure and could be incorporated as a condition of approval to bring additional cohesion to the site.

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.

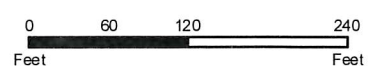
Attachments:

1. Location Map

2. Proposed Sign Schedule
3. DSP 98-70 Staff Report and Plans
4. Plans and Lighting Simulation



City of San Clemente
 Project: DSP 18-138 Arco MSP
 Address: 2749 N. El camino Real



SIGN PROPOSAL

EXISTING SIGN SCHEDULE					
CODE	DESCRIPTION	QTY	SQ.FT.	TOTAL	REMARKS
	(E) ARCO ID SPARKS	2.25	4	9	TO BE REPLACED WITH NEW CANOPY SIGNS
	(E) DISPENSER GRAPHICS	6	1.25	7.5	TO BE REFACED WITH NEW GRAPHICS
	(E) PRICE SIGN	1	66	66	REFACE EXISTING PRICE SIGN
	(E) BUILDING FASCIA	1	279	279	PAINT FASCIA PEARL TO MATCH BUILDING
EXISTING TOTAL SIGN AREA = 361.5 SQ.FT.					

PROPOSED SIGN SCHEDULE					
CODE	DESCRIPTION	QTY	SQ.FT.	TOTAL	REMARKS
A	CANOPY CHANNEL LETTERS	4	10	40	ON EXISTING CANOPY FASCIA
B	30" CANOPY BUTTON SIGNS	4	5	20	ON EXISTING CANOPY FASCIA
D	REFACE (E) DISPENSERS	6	1.25	7.5	DISPENSER TOP & SKIRT
	(E) PRICE SIGN	1	66	66	REFACE EXISTING PRICE SIGN
	(E) BUILDING FASCIA	1	0	0	PAINT FASCIA PEARL TO MATCH BUILDING
PROPOSED TOTAL SIGN AREA = 133.5 SQ.FT.					

* THE FOLLOWING APPLIES TO ALL ELECTRICAL SIGNS: U.L. LABELS, EXTERNAL DISCONNECT SWITCHES,
CONNECT TO EXISTING ELECTRICAL CIRCUIT

CONTRACTOR:	PROPERTY OWNER:
DONCO & SONS, INC. 4582 E. EISENHOWER CIR ANAHEIM, CA 92807 714-254-0099 ST. LIC. 435616 C10 C45 C61	TESORO CORPORATION 19100 RIDGEWOOD PARKWAY SAN ANTONIO, TX 78259 JOHN BARBER 714-254-0099

PROJECT:	JOB ADDRESS:
ARCO LUMINATE PROGRAM	ARCO STATION #42057 2749 N. EL CAMINO REAL SAN CLEMENTE, CA

DATE: 5/7/2018

ATTACHMENT 3

AGENDA ITEMS: 9-C
MEETING DATE: 10/20/98

TO: PLANNING COMMISSION

FROM: Jason Martin, Associate Planner 

SUBJECT: Discretionary Sign Permit (DSP) 98-69 and DSP 98-70, ARCO Products Company.

ISSUE

Should the Planning Commission approve two discretionary sign permits, requested by the ARCO Products Company, to establish Master Sign Programs and install additional signage at two existing gas stations sites located at 590 Camino de Estrella and 2749 North El Camino Real.

ENVIRONMENTAL REVIEW

The Planning Division processed and completed an initial environmental assessment for this project in accordance with the California Environmental Quality Act (CEQA). The Planning Division has determined the projects are categorically exempt from CEQA as a Class 11 exemption because they involve the placement of on-premise sign to existing commercial buildings.

BACKGROUND

The ARCO Products Company is in the process of adding and changing the appearance of business signage at its gas station sites nation-wide. DSP 98-69 and DSP 98-70 involve a request to alter/add signs at two different franchise locations in the City of San Clemente. Two DSP applications, one for each location, are required and have been submitted to the Planning Division. In the interest of efficiency and since the applications are very similar, they are being processed concurrently. They will, however, require two separate Planning Commission actions at the meeting on October 20, 1998, and two separate resolutions have been developed accordingly. Resolution No. 98-65 corresponds to DSP 98-69 and is included with this report as Attachment A. Resolution No. 98-66 corresponds to DSP 98-70 which is included as Attachment B.

Both sites are located in the northern portion of the City. (See Attachments C and D - Location Maps). DSP 98-69 concerns the 590 Camino de Estrella site, or "freeway" site/facility, which is located adjacent to and west of the I-5 San Diego Freeway and abuts the Kmart Shopping Center. The freeway facility is open 24 hours a day and sells

gasoline in addition to the full range of convenience store products offered within an AM/PM Mini Mart, including sale of beer and wine under a previously approved conditional use permit. DSP 98-70 concerns the 2749 North El Camino Real site, or "beach" site/facility, which is located across the street from the beach, on the southeast corner of the intersection of North El Camino Real and Camino Capistrano. The beach facility sells gasoline and a very limited selection of convenience store products 24 hours a day. No alcoholic beverages are sold from the beach facility. In addition, the beach facility offers minor, auto-related, services such as oil changes and smog check/certification during day time hours.

Pursuant to the San Clemente Zoning Ordinance (SCZO), any modification (i.e. additions or alterations) to the signage of an existing gas station site or any new gas station development proposal, requires the submittal of a Discretionary Sign Permit (DSP) as a means of establishing a Master Sign Program for the site. The intent of the Master Sign Program is to establish guidelines, beyond the minimum standards identified in the SCZO, to ensure visual consistency and coherency of signage, promote high quality design, and integrate signs with buildings and landscaping while still providing for adequate business identification. A primary objective is to minimize the potential for adverse visual impacts resulting from uses and/or sites which typically display a large number of signs, such as gas station sites.

On September 24, 1998 the Design Review Sub-Committee (DRSC) of the Planning Commission reviewed DSP 98-60 and DSP 98-70 and provided comments to the applicant. The comments made at the meeting are discussed in more detail in the Analysis section of this report.

The required public hearing notice has been conducted. As of this date, no comments have been received regarding the projects.

ANALYSIS

Project Description

The request, as initially submitted, proposed installation of a silver and blue, matte finished, fascia band with a red ARCO logo on the gas station pump canopies at both the freeway and beach sites, and the installation of a single wall mounted sign at the freeway site.

At the freeway site, the fascia band would measure 15" wide and was proposed to be wrapped around three sides of the one gas station pump canopy at the site. No such fascia band currently exists on the gas station pump canopy at the freeway site. At the beach site, a fascia band measuring 24" wide is proposed around all four sides of the two

gas station pump canopies at the site. The fascia band would replace an existing similar installation which is multi-colored and in poor condition.

At both locations, the fascia band is not proposed to be internally illuminated or back-lit. An internally illuminated, ARCO logo has, however, been incorporated in to the proposed fascia band. The logo is red, diamond shaped, measures approximately 14" X 14", and is proposed along two sides of each of the gas station pump canopies. The request also includes a request to install an internally illuminated, 9 square foot, wall sign on the building at the freeway site.

The request has been modified since initially submitted to the City for consideration. Modifications have been made pursuant to comments and suggestions made to the applicant by staff and the DRSC. Modifications involve replacement of the fascia band installation at the freeway site with a sign on the gas station canopy roof and the proposed removal of a number of existing signs at the beach site. The plans included with this report are reflective of the modifications which are discussed in more detail in the following subsections.

Urban Design and Sign Design Guidelines

The City has adopted Urban Design Guidelines which address architecture, site layout and landscaping and Sign Design Guidelines which specifically address signage. Within both those contexts, issues were identified by staff and the DRSC relating to architectural compatibility and site landscaping.

Architectural Compatibility

The original request included the proposal of a fascia band on the gas station pump canopy at the freeway facility, where no such fascia band currently exists. The gas station pump canopy is a gabled roof structure and concerns were expressed that installation of such a fascia band might be not appropriate from an architectural compatibility standpoint. DRSC members discussed the issue at their September 10th meeting; indicated that a different type of sign would be preferred, one which was better integrated with the architecture of the gas station pump canopy; and identified alternatives.

In response, the applicant has submitted revised plans for the freeway site. Those plans have been included with this report. The plans indicate elimination of the fascia band and the provision of the logo sign housed in a dormer type structure along both sides of the gabled roof of the gas station pump canopy. The alternative design is consistent with the potential alternatives expressed by the DRSC at their meeting and is acceptable to staff.

Architectural incompatibility was not identified as an issue at the beach site, since a similar fascia band currently exists on the gas station pump canopies at that site.

Landscaping

Staff has identified issues relating to site landscaping at the beach facility. It was discovered through a site inspection that an existing landscaped planter located at the southern corner of the site, along the North El Camino Real frontage, has been filled in with concrete. Since no record of a City authorization to fill in the planter has been found, no compelling information has been submitted to the Planning Division to substantiate its elimination; and since adequate site landscaping is essential to improving the aesthetic appearance of the site Staff is recommending a Condition of Approval be applied to the project requiring the re-furbishment of the landscape planter. Consistent with standard practice refurbishment would need to be conducted prior to the issuance of any building permit for new signs. Staff has had discussions with the ARCO representative regarding the condition. They have indicated a willingness to refurbish the landscape planter but have expressed concerns about timing. Staff maintains its recommendation that the re-furbishment of the landscape planter be conducted prior to the issuance of any permit for new signs.

Maximum Allowable Sign Area

Other modifications made to the original submittal relate to the proposed elimination of existing signs at the beach site/facility. In its analysis of the initial request, staff identified that the beach site had a cumulative total of on-site signage which exceeded the maximum sign allowance for the site. According to the SCZO, gas stations have a maximum sign area allowance of 1 square foot per every lineal foot of lot frontage. Based on the site's combined total frontage, a total of 314 square feet of signage would be permitted. Based on information provided by the applicant and research conducted by staff, a cumulative total of over 900 square feet of permanent, previously established signage currently exists on site.

At the DRSC meeting it was indicated to the applicant that since the site currently exceeds the maximum allowance, any addition or modification to signage would require a request for a sign exception permit, in addition to a discretionary sign permit. It was also indicated that, based on the circumstances associated with the site, staff's opinion is that it would be difficult to make the required findings necessary to support approval a sign exception permit in this case. The potential for removal of existing signs such that the sign area, cumulative total would not exceed 314 square feet was discussed, and opportunities identified.

In response to the comments made at the meeting, the applicant has submitted revised plans. The plans indicate the removal of seven signs which total 827 square feet in area and the addition of 4 ARCO logo signs which total 5.2 square feet. Two of the signs proposed to be removed, the spandrel signs located underneath the gas station pump canopy between the pumps which total 108 square feet in area, are considered legal conforming signs but are being removed at the discretion of the applicant and pursuant to their plans to remodel the pump islands. The other 5 signs which are proposed to be removed are considered legal, non-conforming signs and when combined total 719 square feet.

With the removal and addition of signs noted above in combination with existing signs proposed to be retained the total amount of signage on-site would be 114.5 square feet, which complies with the maximum allowable requirements identified in the SCZO. The modified plans are also included with this report.

Non-compliance with the maximum allowable sign area standards has not been identified as an issue at the freeway site.

Conditions of Approval

A number of Conditions of Approval have been developed for the requests and are being recommended with project approval. The Conditions set the parameters of allowable signage on site with regard to area, color, and portable signage. A provision has also been made which would allow for the administrative approval of additional signs which are deemed to be in compliance with the standards established under this approval - an approved Master Sign Program.

SUMMARY AND CONCLUSION

The applications have been reviewed by staff and DRSC for compliance with the Urban Design Guidelines, Sign Design Guidelines, and San Clemente Zoning Ordinance. Issues which have been identified through the development and design review process have been addressed either through the applicant's response of resubmitted revised plans or through staff recommended Conditions of Approval. As conditioned DSP 98-69 and DSP 98-70 comply with all applicable standards and therefore staff can support conditional approval of the projects.

ALTERNATIVES/IMPLICATIONS OF ALTERNATIVES

1. The Planning Commission can concur with Staff and conditionally approve DSP 98-69 and DSP 98-70 which would establish Master Sign Programs and allow the installation of additional signage at two existing gas station sites located at 590 Camino de Estrella and 2749 North El Camino Real.

RESOLUTION NO. PC 98-66

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN PERMIT 98-70, TO ESTABLISH A MASTER SIGN PROGRAM AND ALLOW THE INSTALLATION OF ADDITIONAL SIGNAGE ON PROPERTY LOCATED AT 2749 NORTH EL CAMINO REAL

WHEREAS, on August 12, 1998, an application was submitted by Tait & Associates of 1100 Town and Country Road, Orange CA 92868, on behalf of the ARCO Products Company, for approval of a Discretionary Sign Permit to establish a Master Sign Program and install additional signage for an existing gas station on property located at 2749 North El Camino Real, the legal description being Lot 48 of Tract 1128; and

WHEREAS, the Planning Division processed and completed an initial environmental assessment for this project in accordance with the California Environmental Quality Act (CEQA). The Planning Division has determined the project is categorically exempt from CEQA as a Class 11 exemption because it involves the placement of an on-premise sign on an developed commercial site; and

WHEREAS, on September 24, 1998, the Planning Commission Design Review Subcommittee reviewed the proposal and provided comments to the applicant; and

WHEREAS, on October 20, 1998, the Planning Commission held a duly noticed public hearing on the subject application and considered evidence presented by City staff, the applicant and other interested parties.

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

Section 1: The project is categorically exempt from the California Environmental Quality Act (CEQA) as a Class 11 exemption in that the project involves the placement of an on-premise sign on an existing commercial building.

Section 2: The signs are consistent with the intent of the design elements of the General Plan and Design Guidelines in that:

- A. A uniform color scheme will be established and used for all signs on site, thereby unifying the appearance on all signage on-site.
- B. Re-furbishment on an existing, on-site landscape planter will be conducted as part of the project, thereby improving the appearance of the site as viewed from the public right-of-way.

Section 3: The design, scale and materials of the signs harmonize with the architectural design and details of the building it serves in that the sign proposed will be incorporated into an existing fascia around the gas station pump canopy.

Section 4: The design and scale of the signs are appropriate to the distance from which the signs are normally viewed in that the signs will provide better business identification for passing vehicles.

Section 5: The design and materials of the signs provide a contrast between the background and letters/logo in that the proposed letters/logo are red and the background is silver and/or blue.

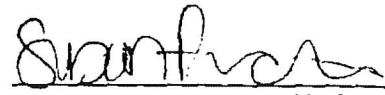
Section 6: The provisions of the Master Sign Program ensure consistency in design and style of all new signs in that they will establish a uniform color scheme.

Section 7: 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 non-conforming point of sale signs will be removed as a condition of approval.

Section 8: All new signs within the Master Sign Program are in compliance with the design standards on Chapter 17.84 of the San Clemente Municipal Code.

Section 9: The Planning Commission of the City of San Clemente hereby approves DSP 98-70 to establish a Master Sign Program and allow the installation of additional signage for an existing gas station located at 2749 North El Camino Real, subject to the above Findings, and the Conditions of Approval attached hereto, and incorporated herein by reference, as Exhibit 1.

PASSED AND ADOPTED at a regular meeting of the Planning Commission of the City of San Clemente on October 20, 1998.


Chair

TO WIT:

I HEREBY CERTIFY that the forgoing resolution was duly-adopted at a regular meeting of the Planning Commission of the City of San Clemente on October 20, 1998, and carried by the following roll call vote:

AYES: COMMISSIONERS: Leyden, Montesinos, Nicol, Ritshel, Runolfson, Tengdin
NOES: COMMISSIONERS:
ABSTAIN: COMMISSIONERS:
ABSENT: COMMISSIONERS: Schmitt

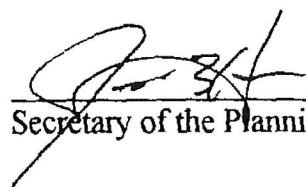

Secretary of the Planning Commission

EXHIBIT 1

CONDITIONS OF APPROVAL*
DISCRETIONARY SIGN PERMIT (DSP) 98-70

- 1. The owner or designee shall develop the project in conformance with the approved site plan, sign elevations, and color and material sample board approved by the Planning Commission on October 20, 1998, subject to modifications by these Conditions of Approval.

Any deviation from the approved site plan, sign elevations, and sample color and material board or other approved submittals, shall require that, prior to the issuance of required sign 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 Planning Commission. (PIng.)_____

- 2. Pursuant to, and as itemized on, the plans considered and approved by the Planning Commission a total of 827 square feet of signage shall be removed prior to the issuance of any building permits for new signage. ■■ (PIng.)_____

- 3. No individual sign permit is conveyed by the approval for DSP 98-70. Prior to issuance of the required sign permit and sign installation, the owner or designee shall submit for review, and shall obtain the approval of the City Planner or designee for, a plan for the proposed signs which is in accordance with the approved for DSP 98-70. (PIng.)_____

- 4. The display of signage associated with the business shall comply with the City's sign regulations, including City regulations relating to banners and other temporary advertising displays. Removal of any non-complying and/or un-permitted signs shall be conducted prior to the issuance of any building permits for new signage. ■■ (PIng.)_____

- 5. The existing landscape planter located at the southern corner of the site, along the North El Camino Real frontage, shall be re-landscaped, fully irrigated, and maintained for the life of the project. All other landscaped areas on the site shall also be maintained for the life of the project. Landscape and irrigation plans for the planter to be re-landscaped shall be submitted to the Planning Division for review and approval prior to the issuance of any building permits for new signage. ■■ (PIng.)_____

- 6. The total combined amount of signage displayed on-site at one time shall not exceed one square foot for every lineal foot of lot frontage which for this site would be 314 square feet. Any additional signage requested in the future shall be consistent with signs approved under DSP 98-70 in terms of style, color, and lighting technique. ■■ (PIng.)_____

- 7. A maximum of one (1), double side, portable sign, measuring no larger than six (6) square feet on one side shall be allowable on the site at one time. ■■ (PIng.)_____

8. All window signs shall comply with the standards of the San Clemente Zoning Ordinance. ■■ (PIng.)_____

9. Prior to the commencement of use, the owner or designee shall submit written consent to all of these imposed conditions to the Community Development Director or designee. The owner or designee understands that the resolution will be of no force or effect, nor shall the use commence, unless such written consent is submitted to the City. ■■ (PIng.)_____

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



ARCO Products Company
 Division of Hunt Research Company
 Retail Marketing, Design & Engineering
 4 Centerpoint Drive, 3rd Floor
 La Palma, CA 90623-1066 (714) 679-5900

Reimaging-Exist Canopy
 2749 NORTH EL CAMINO REAL @ CAMINO CARO
 SAN CLEMENTE, CA

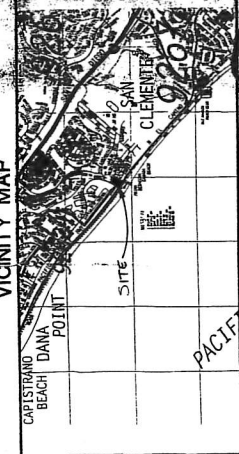
Sheet # 5111
 Date: 07/08/98
 Title: Reimaging-Exist Canopy

SHT.	DESCRIPTIONS	DATE	REVISION
1	SITE PLAN	01/08/98	
2	SITE PLAN	07/07/98	
3	COL. CANOPY ELEVATIONS	07/07/98	
4	COL. CANOPY PLAN & DETAILS	07/07/98	
5	COL. CANOPY ELEVATIONS	07/07/98	
6	COL. CANOPY PLAN & DETAILS	07/07/98	
7	COL. CANOPY ELEVATIONS	07/07/98	
8	COL. CANOPY PLAN & DETAILS	07/07/98	

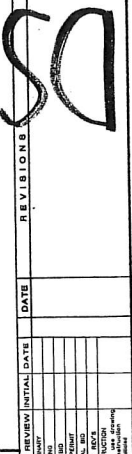
PROJECT DESCRIPTION
 OWNER: ARCO PRODUCTS COMPANY
 APN #: 000-00-000-0
 CROSS STREETS: EL CAMINO REAL & CAMINO CARO,
 CANOPY SQ. FT.: 980.5 SQ. FT. & 824 SQ. FT.
 OCCUPANCY: S3
 PROJECT USE: SERVICE STATION CANOPY
 BLDG. CODE 1984 USC:

SIGN SUMMARY
 SEE SHEET #6 FOR SIGN ELEVATION PLAN

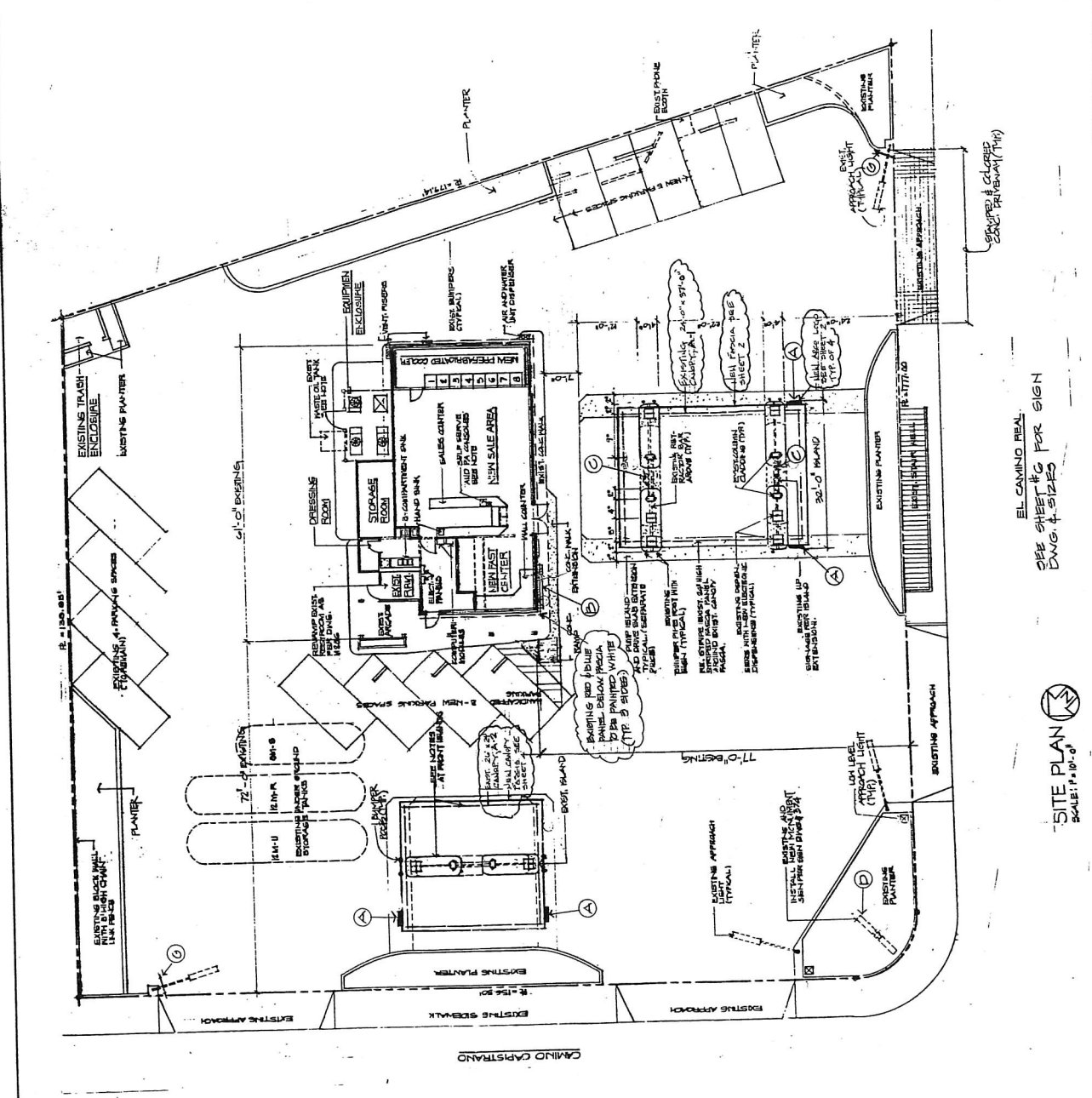
CONDITIONS OF APPROVAL
 APPROVED 10/22/98
 DATE: _____
 DATE: _____
 DATE: _____
 CITY OF SAN CLEMENTE
 PLANNING COMMISSION
 CCC
 CITY COUNCIL
Conditions apply to the removal of signs and removal of landscape and utility of landscape



GENERAL NOTES:
 1. ALL MATERIALS SHALL BE APPROVED BY THE ARCHITECT & SUBMITTAL TO THE CITY OF SAN CLEMENTE.
 2. ALL MATERIALS SHALL BE APPROVED BY THE ARCHITECT & SUBMITTAL TO THE CITY OF SAN CLEMENTE.
 3. ALL MATERIALS SHALL BE APPROVED BY THE ARCHITECT & SUBMITTAL TO THE CITY OF SAN CLEMENTE.
 4. ALL MATERIALS SHALL BE APPROVED BY THE ARCHITECT & SUBMITTAL TO THE CITY OF SAN CLEMENTE.
 5. ALL MATERIALS SHALL BE APPROVED BY THE ARCHITECT & SUBMITTAL TO THE CITY OF SAN CLEMENTE.
 6. ALL MATERIALS SHALL BE APPROVED BY THE ARCHITECT & SUBMITTAL TO THE CITY OF SAN CLEMENTE.



DATE REVIEW	INITIAL	DATE	REVISIONS



EL CAMINO REAL
 SEE SHEET #6 FOR SIGN
 DWG. & SIZES

SITE PLAN
 SCALE: 1/8"=1'-0"

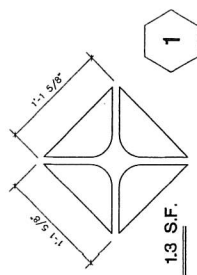


ARCO Products Company
 Division of A.H. Richter Company
 Retail Marketing • Design & Engineering
 4 Centerpointe Drive, 3rd Floor
 La Palma, CA 90623-1066 (714) 670-5900

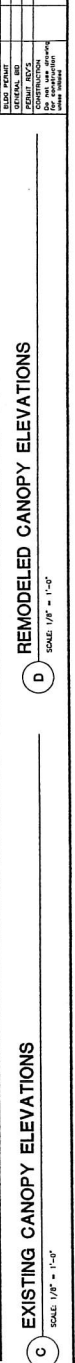
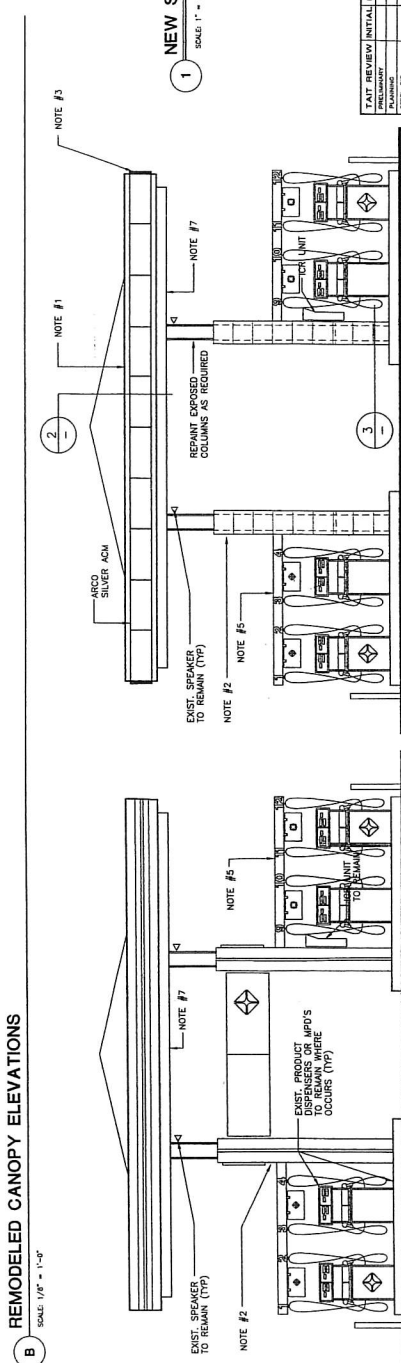
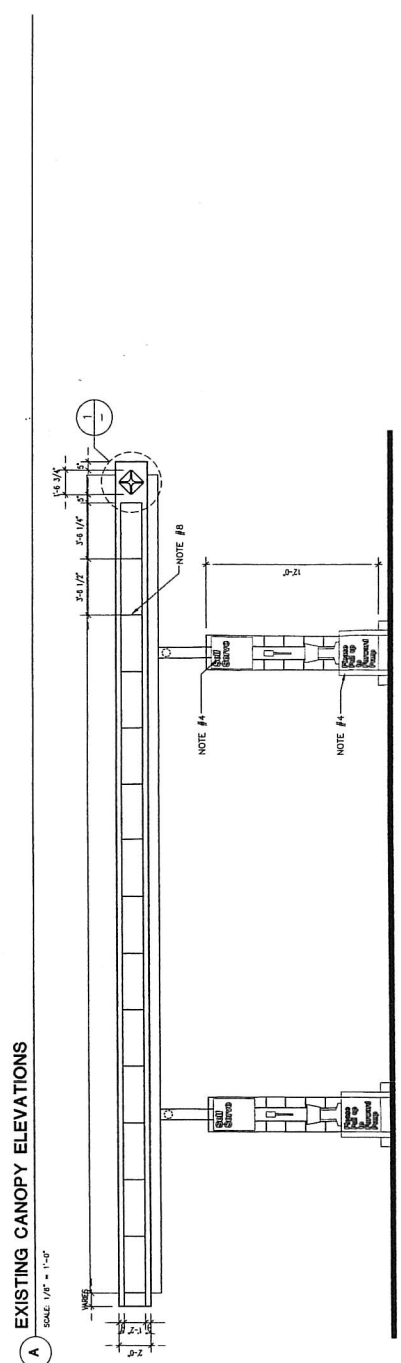
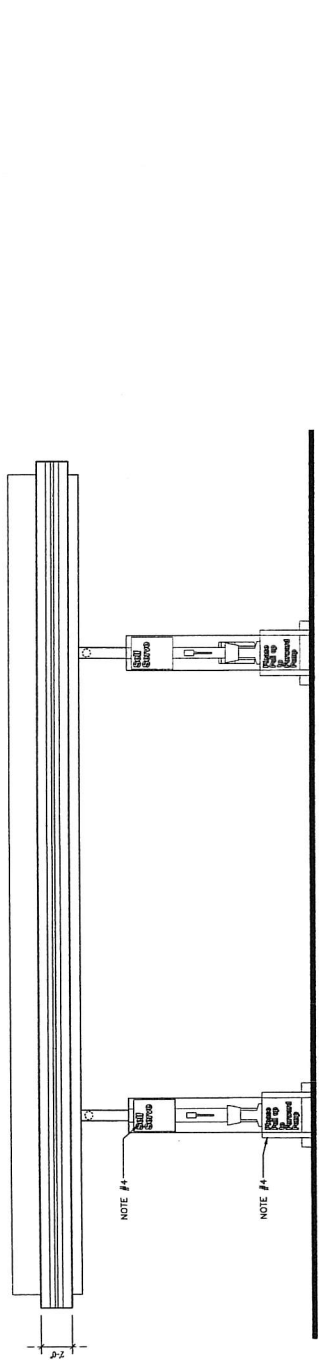


TMT & ASSOCIATES INC.
 1100 TORREY PINES DRIVE, SUITE 1000
 SAN ANTONIO, TEXAS 78203
 TEL: (214) 596-8200
 FAX: (214) 596-8211

Remaging Exst. Canopy F24-4
 2749 N. El Camino Real @ Camino Capo
 San Clemente, Ca.
 W/P: DRJ
 DATE: 11/11/03
 SHEET NO.: 1
 PROJECT / FACILITY: **Fac-5111**
 SHEET / FILE: **CA1-1**
 3 of 8



- SCOPE OF WORK**
- EXISTING CANOPY FASCIA AND W/ LIGHTING TO REMAIN. REPAIR AND REFINISH W/ POLYURETHANE FINISH AND LOGOS (TYP. 4) AT EACH CORNER OF THE CANOPY.
 - REMOVE EXISTING COLUMN CLADDING, REMOVE AND STORE ICR WHERE THEY OCCUR FOR RE-INSTALLATION. INSTALL NEW 1 1/2" DIA. COLUMN CLADDING. REPAIR AND REFINISH W/ SILVER POWER-COATED PAINT. REINSTALL ICR UNITS WHERE THEY OCCUR. REPAIR AND REFINISH EXPOSED PORTION OF THE CANOPY BLUE AS REQUIRED.
 - FOR CANOPIES W/ NON-ILLUMINATED FASCIAS: EXISTING SPANDREL WHERE OCCURS. EXTEND ELECTRICAL TO NEW WORK LOCATIONS (TYP. OF 4) IF FASCIA IS NON-ILLUMINATED.
 FOR CANOPIES W/ ILLUMINATED FASCIAS: RE-WIRE ILLUMINATED FASCIA AT JUNCTION BOX TO SPARK LOCATION (TYP. OF 4).
 REMOVE EXISTING SPANDREL AND REPAIR AS REQUIRED AND REPAINT W/ FOR INFORMATION.
 SIGNAGE AND PLACARDS TO BE REPAINTED AND REFINISHED AS REQUIRED.
 - EXISTING RETRACTOR BAR TO REMAIN. REPAIR & RENUMBER RETRACTOR BAR. REPAIR AND REFINISH RETRACTOR BAR AS REQUIRED.
 - EXISTING DISPENSERS & ISLANDS TO REMAIN AS-IS. EXISTING GUILLER TO REMAIN. REPAIR AS REQUIRED.
 - BLACK VINYL STRIPS TO BE LOCATED EVERY 36" BY THE WIDTH OF THE SILVER APPLICATION. FOR 24" FASCIAS USE A 1/2" STRIPE. FOR 36" USE A 3/8" STRIPE.
 - LOCATE ARCO SPARKS ON RIGHT SIDE OF EACH CANOPY FACE FASCIA. THEN LOCATE ON LEFT SIDE AS SHOWN. ONE SPARK PER SIDE MAX.

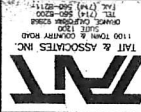


TMT REVIEW	INITIAL	DATE	DATE	REVISIONS
PLANNING				
STEEL BID				
GENERAL BID				
PERMIT REV'S				
CONTRACT REV'S				

K:\URBAN\MS\AP-AR68\1\5\ANCLER\31111\CA1-1 07/06/98

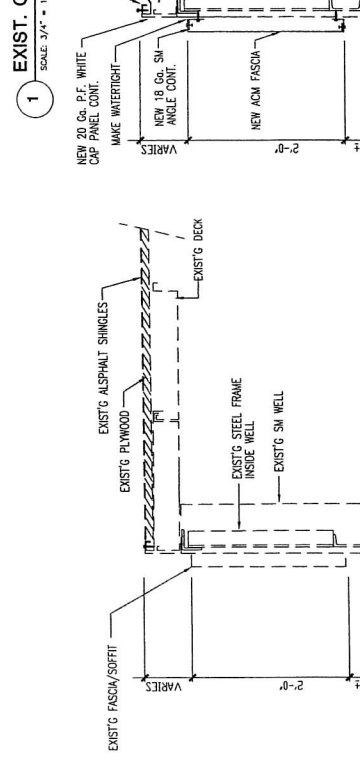
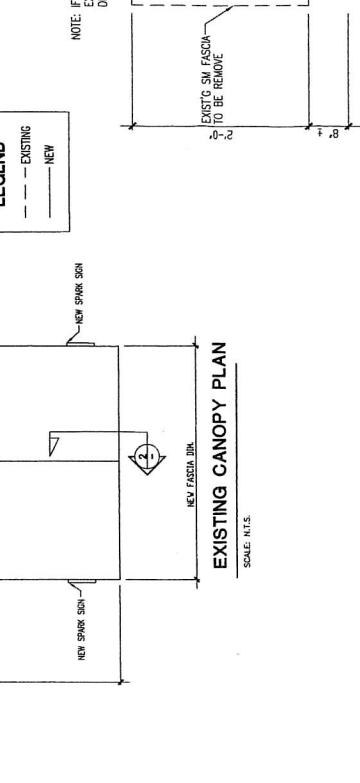
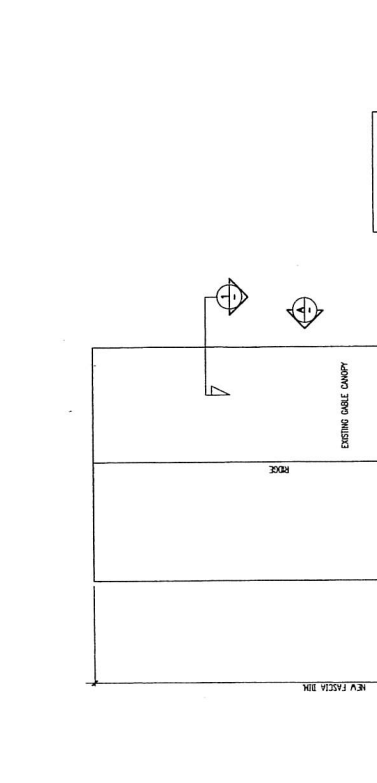
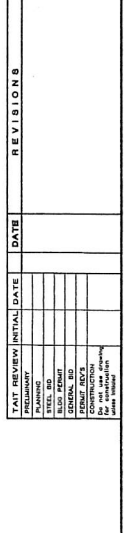
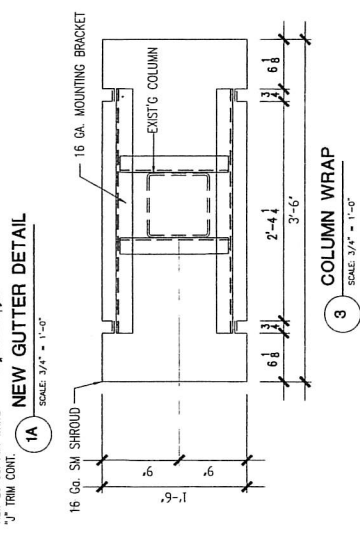
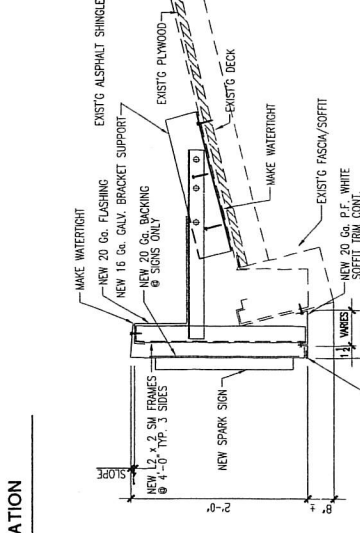
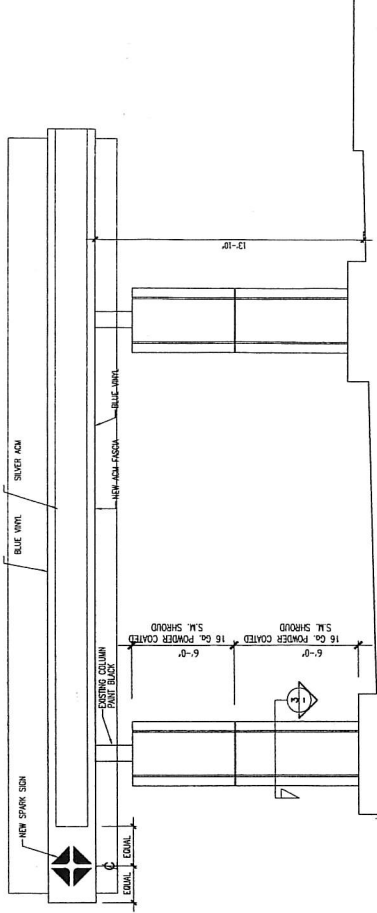


ARCO Products Company
 Division of AthleticoRichtofenCompany
 Retail Marketing • Design & Engineering
 4 Centepointe Drive, 3rd Floor
 La Palma, CA 90623-1066 (714) 670-5900



Reimagining Exist. Canopy FA24-2-3
 2749 El Camino Real @ Camino Capto
 San Clemente, Ca.
 Roof Plan, Elevations and Details

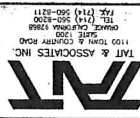
REV. 07/09/08
 DRAWN BY TWT DWF 008
 PROJECT / REV. FAC-5111
 SHEET # 111
 CA1-2
 3 of 5



DATE	REVISION

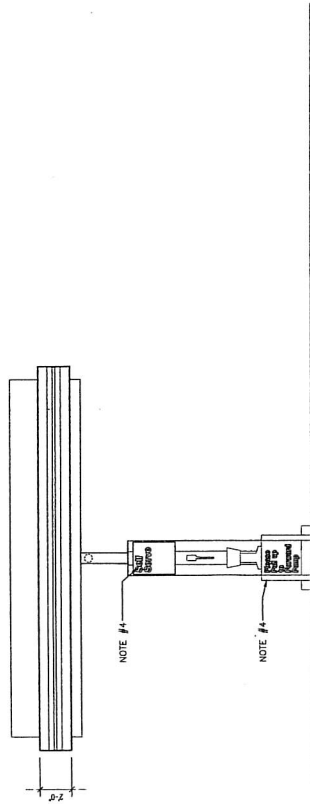


ARCO Products Company
 Division of Amstar/Chloride Company
 Retail Marketing • Design & Engineering
 4 Centerpoint Drive, 3rd Floor
 La Palma, CA 90623-1066 (714) 670-5900

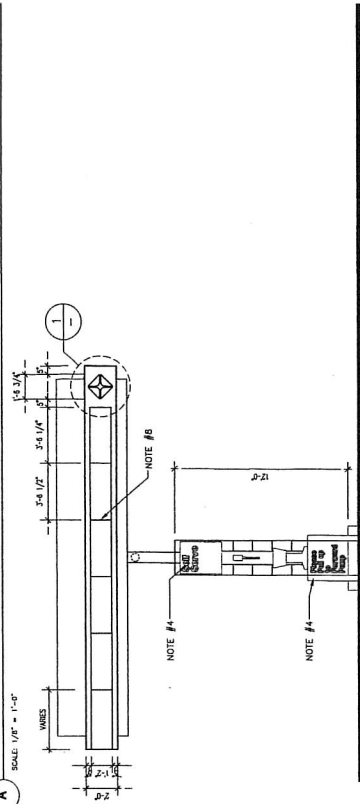


Reimagining Exist. Canopy F24-4
 2749 N. El Camino Real @ Camino Capo
 San Clemente, Ca.
 Canopy Elevations and Details
 DATE: 07.08.98
 DRAWN BY: [Name]
 PROJECT #/REV: 088
 FSC.5111
 SHEET #/TIT: CA1-1b
 1 of 6

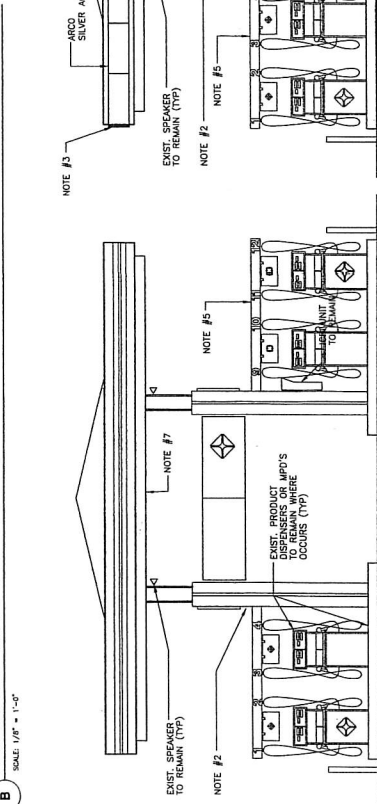
- SCOPE OF WORK**
- EXISTING CANOPY FASCIA AND WF LIGHTING TO REMAIN. REPAIR AND LOGS (TYP. 4) AT EACH CORNER OF THE CANOPY.
 - REMOVE EXISTING COLUMN CLADDING, REMOVE AND STORE OR WHERE THEY OCCUR FOR RE-INSTALLATION. INSTALL NEW COLUMN CLADDING. COLUMN CLADDING TO BE FINISHED W/ SILVER POWDER-COATED PAINT. REINSTALL ICH UNITS WHERE BLUE IS REQUIRED. EXPOSED PORTION OF THE CANOPY BLUE AS REQUIRED.
 - FOR CANOPIES W/ NON-ILLUMINATED FASCIAS:
 EXISTING SPARKERS WHERE OCCURS. EXTEND ELECTRICAL TO SPARKER LOCATIONS (TYP. OF 4) IF FASCIA IS NON-ILLUMINATED.
 FOR CANOPIES W/ ILLUMINATED FASCIAS: RE-WIRE ILLUMINATED FASCIA AT JUNCTION BOX TO SPARK LOCATION (TYP. OF 4).
 EXISTING INDOOR WORKING LIGHTS TO REMAIN.
 EXISTING SIGNAGE AND PLACARDS TO BE REPAIRED OR REPLACED W/ NEW INFORMATIONAL SIGNAGE AND PLACARDS.
 - EXISTING DISPENSERS & ISLANDS TO REMAIN AS-IS. EXISTING UTILITY SERVICES TO REMAIN. REPAIR AS REQUIRED.
 - BLACK VINYL STRIPS TO BE LOCATED EVERY 3X THE WIDTH OF THE SILVER APPLICATION. FOR 24" FASCIAS USE A 1/2" STRIPE. FOR 36" USE A 3/8" STRIPE.
 - LOCATE ARCO SPARKER ON RIGHT SIDE OF EACH CANOPY FACE AND LOCATE SPARKER ON LEFT SIDE OF EACH CANOPY FACE. FASCIA, THEN LOCATE ON LEFT SIDE AS SHOWN. ONE SPARKER PER SIDE MAX.



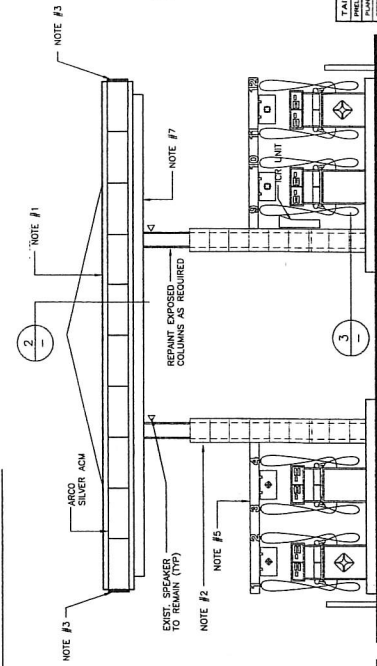
A EXISTING CANOPY ELEVATIONS
 SCALE: 1/8" = 1'-0"



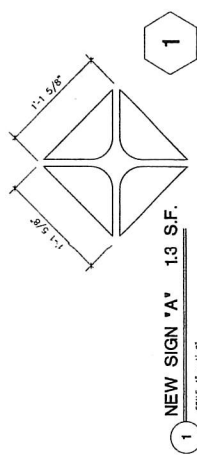
B REMODELED CANOPY ELEVATIONS
 SCALE: 1/8" = 1'-0"



C EXISTING CANOPY ELEVATIONS
 SCALE: 1/8" = 1'-0"



D REMODELED CANOPY ELEVATIONS
 SCALE: 1/8" = 1'-0"



NEW SIGN 'A' 1.3 SF.
 SCALE: 1" = 1'-0"

DATE	REVIEW	INITIAL	DATE	REVISION
	PLANNING			
	DESIGN			
	GENERAL			
	PERMIT			
	CONSTRUCTION			

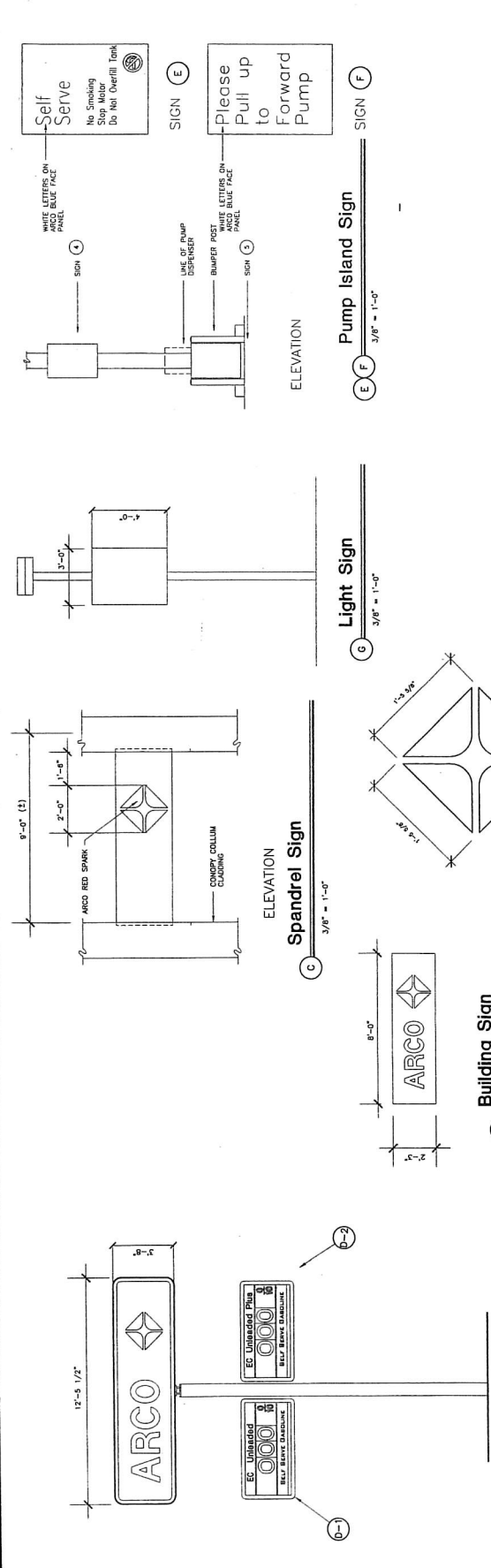
KURAVAYAN, ARBAI, SINGH, VALLABH 07/08/98



ARCO Products Company
 Division of Amstar/Field Company
 Retail Marketing • Design & Engineering
 4 Centerpointe Drive, Suite 300
 La Palma, CA 90623-5066 (714) 870-5300

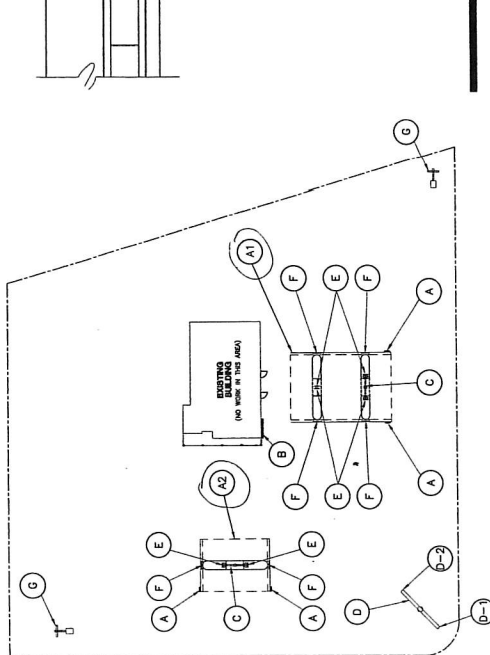
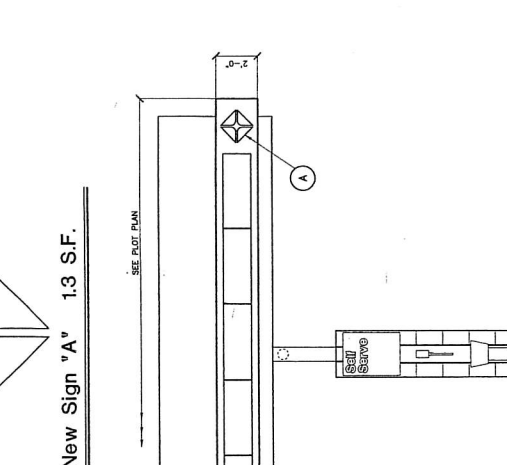
Existing ARCO Facility
 2749 N. El Camino Real @ Camino Capó
 San Clemente, Ca.
 Proposed Sign Package

DATE: _____
 REVISION: _____
 PROJECT / REVISED: _____
 SHEET / OF: **6**



SIGN AREA CALCULATIONS

NEW SIGN	QUANTITY	ILLUMINATED	AREA/SIGN	TO BE REMOVED	TOTAL AREA
① CANOPY SIGN A - SPARK	+ 2	YES	1.3 S.F.		+ 2.6 S.F.
② CANOPY SIGN A - SPARK	+ 2	YES	1.3 S.F.		+ 2.6 S.F.
EXISTING SIGNS					
③ CANOPY	1	NO	244 S.F.	XXXXX	244 S.F.
④ CANOPY	1	NO	200 S.F.	XXXXX	200 S.F.
⑤ BUILDING	1	NO	227.25 S.F.	XXXXX	227.25 S.F.
⑥ BUILDING SIGN	1	NO	18.0 S.F.		18.0 S.F.
⑦ SPANDREL CORNER ID/PRICE SIGN	1	YES	21.0 S.F.	XXXXX	108.0 S.F.
⑧ LIGHT SIGN	2	YES	45.87 S.F.		91.74 S.F.
⑨ PRICE SIGN	1	YES	18.0 S.F.		18.0 S.F.
⑩ PRICE SIGN	1	NO	18.0 S.F.		18.0 S.F.
⑪ DIRECTIONAL SIGN	4	NO	5.7 S.F.		22.8 S.F.
TOTAL EXISTING SIGNAGE					638.59 S.F.
TOTAL NEW SIGNAGE					5.2 S.F.
TOTAL REMOVED SIGNAGE					827.25 S.F.
TOTAL PROPOSED SIGNAGE					1143.8 S.F.



Canopy A-1
 A1
Canopy A-2 (sim)
 A2
 3/8" = 1'-0"