



Design Review Subcommittee (DRSC)

Meeting Date: November 14, 2018

PLANNER: Amy Stonich, AICP, Contract Planner *AS*

SUBJECT: Site Plan Permit 17-400, Architectural Permit 17-403, Conditional Use Permit 17-404, Tentative Parcel Map 17-405 and Discretionary Sign Permit 18-215 - Target Site Commercial Retail Center, a request to subdivide the Target property into two parcels and to construct a multi-tenant commercial retail center with a drive-thru restaurant at 990 West Avenida Vista Hermosa in the Forster Ranch Specific Plan area.

BACKGROUND:

The project site is a 14.8 acre parcel located at the northwest corner of Avenida Vista Hermosa and Avenida La Pata. The General Plan Land Use designation is Neighborhood Commercial and it is within the Neighborhood Commercial zoning district (Planning Area D) of the Forster Ranch Specific Plan. This planning area is designated for commercial uses serving neighborhoods and to provide for the needs of existing and future residents. Typical commercial uses include retail, professional services, entertainment, professional offices and medical offices.

The site currently contains a 142,206 square foot Target and 501 surface parking spaces. Surrounding land uses include vacant land to the south and west, a 47-acre community park to the east, and the Talega residential community to the north.

Project Description

The applicant is proposing to construct a new commercial retail center with a drive-thru restaurant on the western portion of the Target site. The existing site is fully developed, but is underutilized as overflow parking for Target. The project proposes to subdivide the single parcel into two lots to accommodate two pad buildings.

Table 1 Project Data

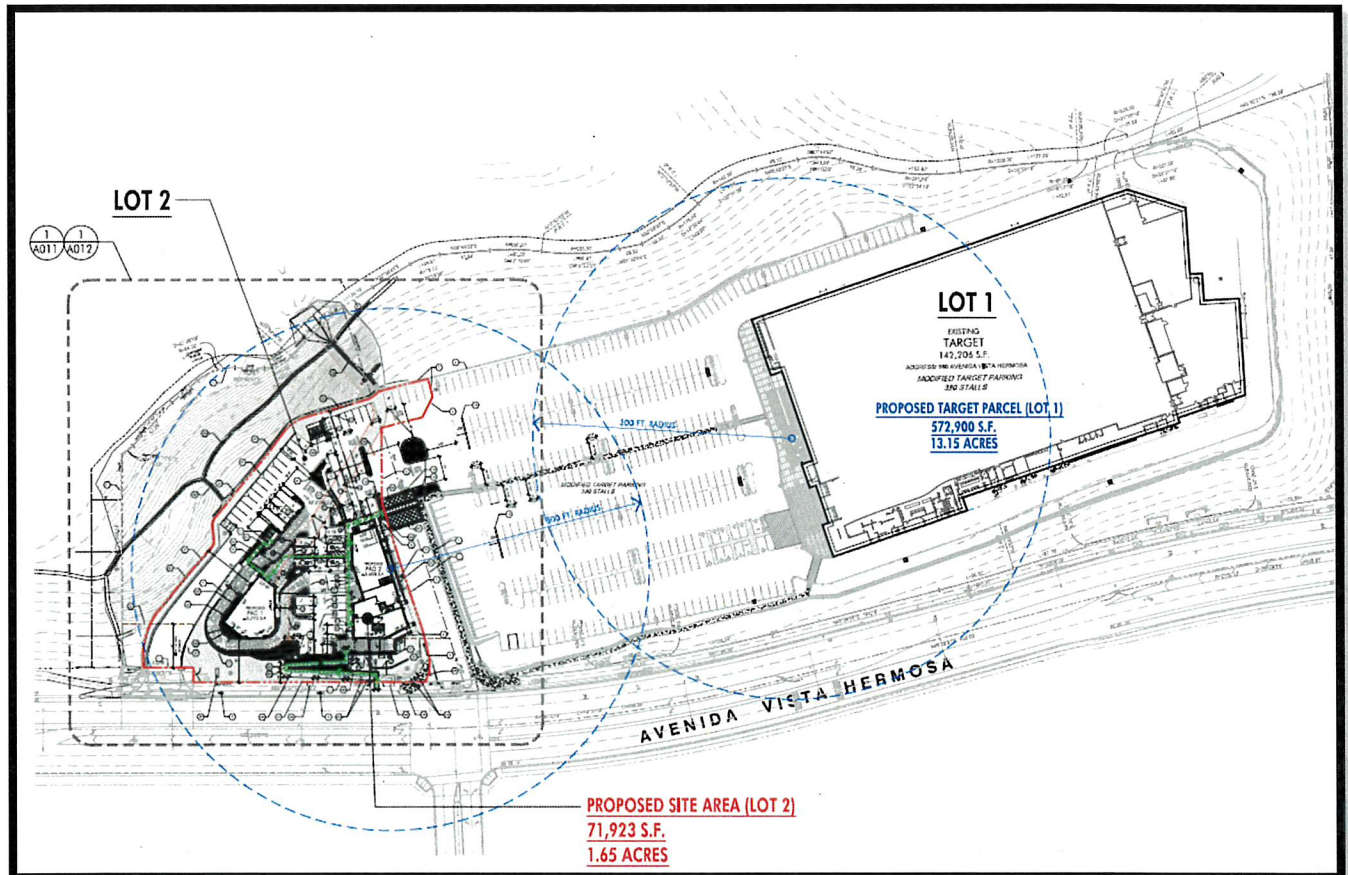
	LOT 1	LOT 2	TOTAL
SIZE (PROPOSED)	13.15-acre lot	1.65-acre	14.8 acres
USE	Target (general retail)	Pad 1: drive-thru restaurant Pad 2: bank (Tenant A), fast food (Tenant B and C)	
PARKING PROVIDED	380	68	448 spaces (proposed)

Target Site Commercial Retail Center

	LOT 1	LOT 2	TOTAL
BUILDING SQUARE FOOTAGE	142,206 square feet (sf)	Pad 1: 2,772 sf (drive-thru) Pad 2: 2,500 sf (Tenant A) 1,546 sf (Tenant B) <u>1,562 sf (Tenant C)</u> 8,380 sf	150,586 sf
FLOOR AREA RATIO (FAR) WITH THE SUBDIVISION OF THE LOTS (MAXIMUM ALLOWED FAR OF 0.35)	0.25	0.12	NA

Pad 1 would feature a take-out/fast food restaurant with drive-thru, 2,772 square foot building area and hours of operation from 3:30 a.m. to 12 a.m., daily. Pad 2 would be a multi-tenant building approximately 5,608 square feet in area. The multi-tenant building is anticipated to be shared between a bank and two take-out/fast food restaurant tenants. The bank operating hours would be 8 a.m. to 6 p.m. Monday thru Saturday, and the two restaurants' hours of operation would be from 6 a.m. to 12 a.m., daily.

Exhibit 1- Proposed Overall Site Plan



Target Site Commercial Retail Center

Why is DRSC Review Required?

The proposed project requires Planning Commission approval of a conditional use permit (CUP) for the proposed drive-thru restaurant use (section 17.28.205) and shared parking between the parcels (section 17.16.060). Additional required entitlements include: a Site Plan Permit for the development of a project that will result in the addition of greater than 2,000 SF (section 17.16.050); Architectural Design Review for the proposed development project that will result in the addition of new buildings (section 17.16.100) and to ensure compliance with the City's General Plan and the Design Guidelines; and a Discretionary Sign Permit (section 17.84.020(G)) for any new commercial project with multiple buildings to ensure that signage is compatible with the proposed architecture and the existing Target.

As authorized by Municipal Code Section 17.12.025(B), the City Planner has referred this project to the Design Review Sub-Committee (DRSC), prior to Planning Commission review, in order to evaluate the project for compliance with the City's Design Guidelines and the applicable General Plan policies. The application was previously considered by DRSC on April 25, 2018.

ANALYSIS:

Recommendations regarding site design and architecture made at the initial DRSC hearing and the applicant's responses are summarized in Table 2 below:

Table 2 – DRSC Recommendations

Recommendation:	Applicant's Response:
Clarification requested of staff as to the General Plan gateway designation.	The project is within the Neighborhood Commercial General Plan land use designation. The corner of Avenida la Pata and Avenida Vista Hermosa are designated as a gateway. In accordance with LU-14.02, Architecture at Gateways, we require new development in gateway areas to provide attractive, high quality architecture, and visual screening and/or architectural treatments on all sides of buildings to provide attractive, welcoming City gateways. This has been addressed in the revised plans as discussed further in this report.
The DRSC expressed concern regarding the density of the proposed project relative to the size of the property.	The project is consistent with the General Plan, Zoning and development standards, including the FAR and lot coverage. Refer to Table 1, above.

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Recommendation:	Applicant's Response:
The DRSC requested that the applicant enhance the main drive-way leading to the commercial retail center.	The proposal includes concrete pavers at the main entry off Avenida Vista Hermosa.
The DRSC requested that the project be designed with pedestrian connectivity from the intersection. A sidewalk and/or stair way for pedestrian access should be explored.	A new pedestrian walkway has been added to accommodate access directly off of Avenida Vista Hermosa.
The DRSC expressed concern related to circulation on the site, particularly the drive-thru exit area and pedestrian connectivity.	The drive-thru has been revised to accommodate circulation within the shopping center. A traffic impact analysis was prepared to address drive-thru queuing and circulation. This analysis has been reviewed by the City Traffic Engineer and found to be acceptable.
Parking is a concern. DRSC directed staff to carefully analyze the parking study and report back to the DRSC at the next meeting.	A parking demand analysis was prepared for shared parking between parcels. The analysis confirmed that, through shared parking, there will be sufficient parking available.
The DRSC requested broad trees be planted within the parking lot to provide shade.	The plan includes California Sycamore, African Sumac, Bradford Pear, and Flowering Pear trees that will be planted throughout the parking area and in peripheral landscape areas.
Careful consideration should be made to the design of the signs proposed for the project.	A Master Sign Program has been included in the proposal. The design of the signage is consistent with that of the existing Target signs.

Project Design

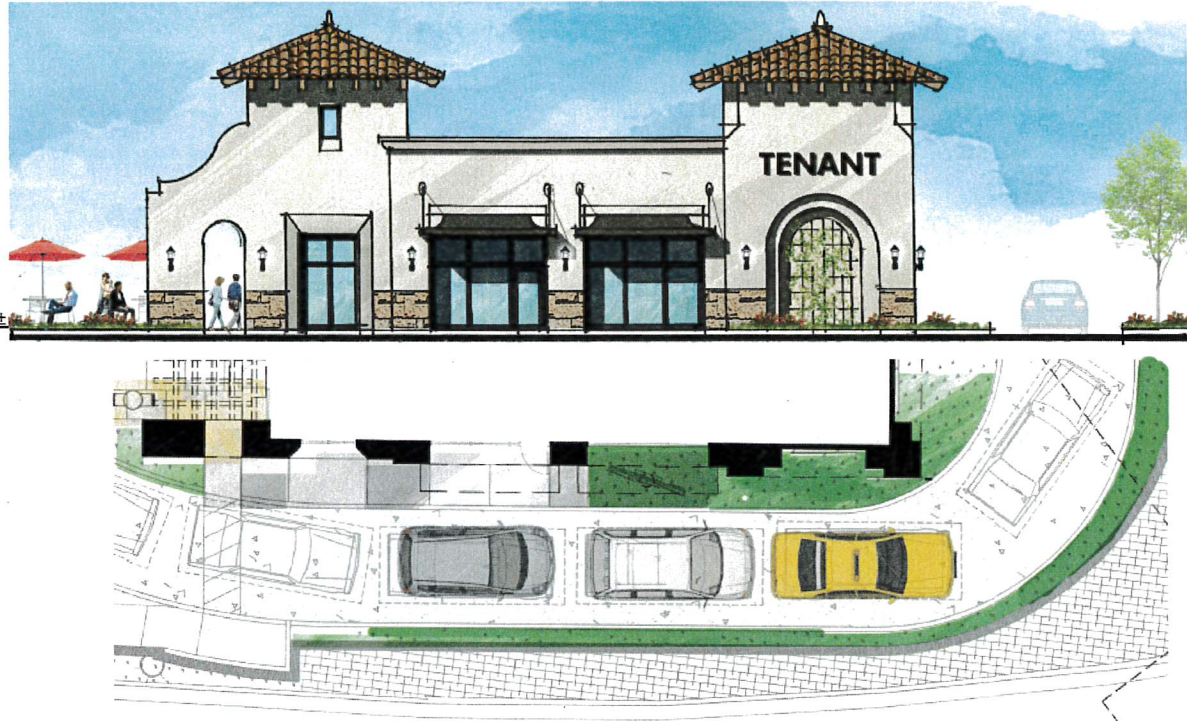
The project has been designed in a Spanish style architecture with smooth stucco, El Dorado stone base, 2-piece mission tile with mortar boosters, metal canopies and trellises, wood eaves, concrete patio pavers, and black anodized storefronts. The buildings emphasize Spanish architecture through individual design features and elements such as outdoor patio seating, wrapped trellises, and roof finials.

The proposed commercial development will maintain a building scale that is consistent with other commercial developments in the vicinity. The development exhibits high quality site planning, architecture, landscaping and reflects the lush Mediterranean landscaped character and drought tolerant and California native plantings. Overall, the proposed architecture compliments that of the existing Target and blends in with the surrounding

Target Site Commercial Retail Center

environment. The building design takes the site's natural topography, public view corridors and adjacent building profiles into consideration.

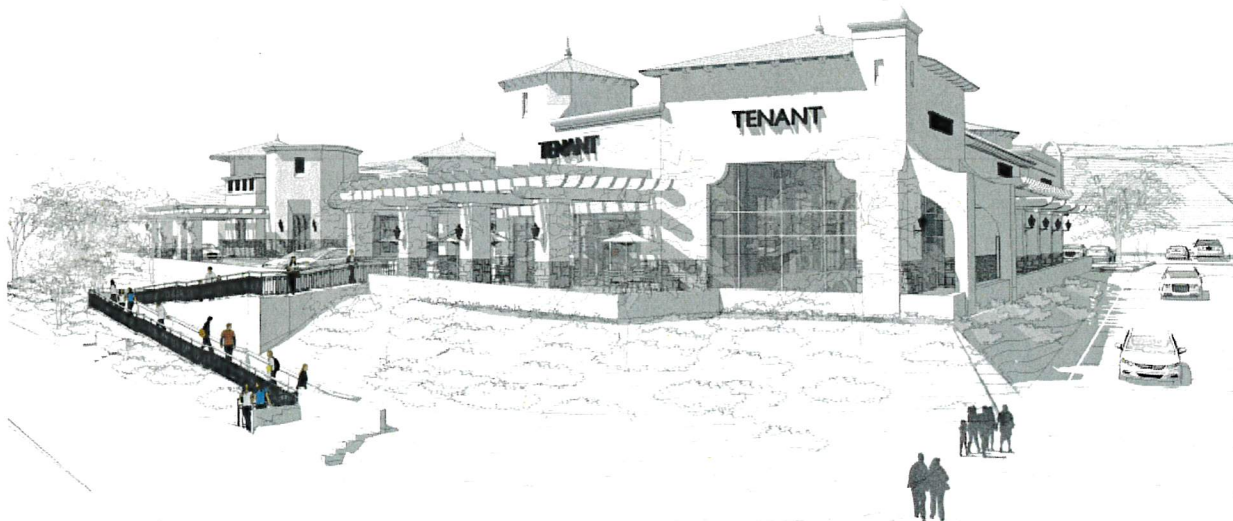
Exhibit 2 Proposed Storefront (Drive-thru)



Pedestrian Walkway

The applicant has incorporated a new walkway into the project proposal in response to the request from the DRSC and in compliance with ADA accessibility. This walkway will provide pedestrian access directly from Avenida Vista Hermosa to the project site. Reference Attachment 4, Perspective Views for additional renderings.

Exhibit 4 Pedestrian Walkway



Development Standards

Table 3 outlines the development standards and how the project is consistent with these standards.

Table 3 – Applicable Development Standards

Development Standard	Required	Proposed	Complies with SP
Maximum Height	35 feet	32-35 feet	Yes
Minimum Setback from Scenic Highway	50 feet	50 feet	Yes
Bufferyards* at project perimeter	6 feet average	14-62 feet	Yes
Parking	565 spaces	448 spaces	No

* Landscaped bufferyards are required at the project perimeter in addition to any interior open area.

As indicated in Table 1, above, the project is consistent with all development standards with the exception of parking. The applicant has applied for a CUP to allow shared parking between parcels. This is addressed further in the following section.

Traffic and Parking

A traffic impact analysis and parking demand analysis were prepared to analyze any potential traffic impacts and parking demand associated with the proposed commercial retail center. The traffic study analyzed the existing traffic conditions in the vicinity and provided an evaluation of the anticipated opening year condition of the project and traffic demands. The Public Works Traffic Engineer reviewed the traffic analysis and has determined that there are no negative impacts anticipated with the proposed development.

Shared parking may be granted through CUP approval for private parking facilities shared by multiple uses whose activities are not normally conducted during the same hours, or when peak use hours vary. The parking demand analysis for this project was prepared by Linscott, Law and Greenspan, Engineers (LLG)(August 29, 2018). The report evaluates the needs of each of the proposed (Drive-thru and multi-tenant building) and existing (Target) uses and the parking demand based on an actual field study of existing peak parking demands at the site, application of City code and further application of the Urban Land Institute’s (ULI) *Shared Parking* methodology.

Based on the parking code, Pad 1 will require 37 total parking stalls calculated based on a ratio of 1 space per 35 square feet (SF) for the quick service area and 1 parking space per 200 SF for the remaining space. Pad 2 will require a total of 54 parking stalls calculated based on a ratio of 1/300 SF for the proposed bank use, 1/35 SF for the quick dining area, 1/200 SF for the remaining service area. The proposed project, in addition to the Target parcel, requires a total of 565 parking stalls; however, the site will provide a total of 448 parking stalls. Therefore, the applicant is proposing shared parking for both parcels.

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LLG has prepared an analysis based on hourly parking demand profiles (expressed in percent of peak demand) and applied it to the project based on profiles developed by ULI. These shared parking assessments are commonly accepted by cities and present hourly parking demand for several general land use categories except for the coffee drive-thru use. Therefore, LLG based the coffee drive-thru on empirical data (Dunkin Donuts with drive-thru transaction data).

The following table outlines the data for each use, hours of operation, the parking requirements based on City code and the ULI shared parking demand as utilized in the parking analysis.

Table 4 Parking Data

Pad	Square feet (SF)	Type of Use	Hours of operation	Parking Code	ULI Shared
Pad 1 (Lot 2)	2,772 SF (951 SF seating + 1,821 SF other)	Fast food service donut/coffee with drive-thru service	3:30 a.m. to 12 a.m. 7-days a week	1 space per 35 SF of seating + 1 per 200 SF of other = 36 spaces	Zone 1: Demand of 56-64 spaces
Pad 2 (Lot 2)	5,608 SF	Multi-tenant building shared			
	2,500	A bank	8:00 a.m. to 6:00 p.m. Monday thru Saturday	1 space per 300 SF = 9 spaces	
	3,108 (1,242 SF seating + 1,866 SF other)	Two (2) restaurant tenants	6:00 a.m. to 12:00 a.m. 7-days a week	1 space per 35 SF of seating + 1 per 200 SF of other = 45 spaces	
Target (Lot 1)	142,206 SF	General retail	8:00 a.m. to 11 p.m. Monday to Saturday and 8:00 a.m. to 10:00 p.m. on Sunday	1 space per 300 SF of GFA = 474 spaces	Zone 2: Demand of 211-247
Totals				564	264-291

**The project proposes a maximum of 16 outdoor seats for each of the three restaurant tenants (total of 48). Per section 17.28.205, these do not require additional seating.*

Based on a review of the peak shared parking demand for proposed Pad 1 and 2 (Zone I), the demand is 56 parking spaces (peak at 10:00 a.m. and 1:00 p.m.) during a typical weekday and 64 parking spaces (peak between 10:00 a.m. and 1:00 p.m.) on a weekend day. With an on-site parking supply of 68 parking spaces, the site will have sufficient parking at all times. Furthermore, a minimum parking surplus of 4 spaces is forecasted for the development during weekend peak hours for Lot 2.

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In order to determine the most appropriate peak-parking requirement for the Target (Lot 1) with the proposed project (Lot 2), a parking survey was conducted and combined with the parking demand for the proposed project. The survey/shared peak parking requirement (which was conducted multiple days) for the site during a typical weekday and weekend day totaled between 264 to 274 parking spaces at noon and between 277 to 291 parking spaces in the afternoon. Therefore, the peak survey/shared parking demand for the Target (with the proposed project) is 291 parking spaces. In conclusion, based on a supply of 448 parking spaces with the shared parking between the parcels, the site will have a peak surplus of 157 parking spaces.

With regard to the drive-thru queuing, the applicant provided a traffic analysis to assess internal circulation, queuing, and any potential traffic impacts with the proposed project. The coffee drive-thru pad will provide eleven (11) stacking spaces. The analysis concluded that there is more than adequate storage for the proposed drive-thru since the maximum, as observed in three study sites, was 9 vehicles. Therefore, the queue is expected to be more than adequate. Furthermore, results of the intersection capacity analysis provided evidence that the proposed project will not significantly impact the four key study intersections. This report was thoroughly reviewed by the Public Works Traffic Engineer and determined that there is not a significant impact based on the proposed project. Nevertheless, conditions of approval will be added in the unlikely event that there is overflow of the eleven spaces.

Master Sign Program Permit

Pursuant to the Forster Ranch Specific Plan, signs are permitted in accordance with the City Sign Ordinance which requires a Discretionary Sign Permit (DSP). The purpose of the DSP, and related Master Sign Program, is to ensure signs are compatible with properties and consistent with standards, design guidelines, and General Plan policies. Master Sign Programs ensure there is a cohesive approach for signage on buildings when four or more signs are proposed.

The proposed Master Sign Program includes the existing Target tenant wall signs and the two monument signs at the Avenida Vista Hermosa entry. The applicant proposes to add signage to one of the two existing monument signs (Sign Type 1 and 1a) would include the Target sign and up to four commercial tenants as shown in Exhibit 2, below. The applicant also proposes two new monument signs (Sign Type 3 and 4) of the same size and design to be located at the north east and south east corners facing Avenida La Pata. Additional signage proposed includes a new 65 square foot multi-tenant sign (Sign Type 2) at the west entrance, a menu board and pre-menu board (Sign Type 6) each measuring 42.75 square feet at the drive-thru on the proposed Lot 2 and individual wall signs for each tenant as shown in Table 3, below (Attachment 3).

Exhibit 2, Represents Sign Types 1, 1a (Target only), 3, and 4

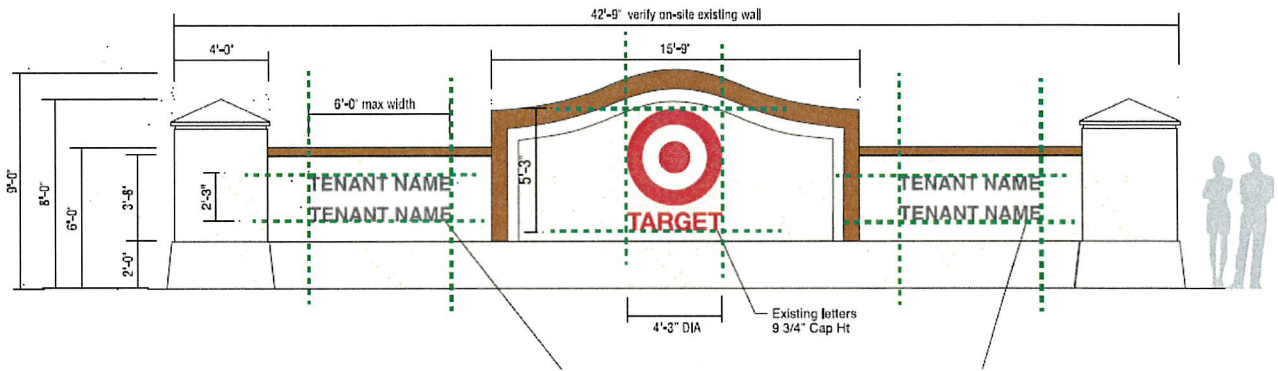


Table 1 provides an analysis of the development standards for the proposed new signage.

Table 5 –Height and Sizing Standards

Sign Type	Signs	Allowed	Proposed	Complies with Standard
1	Monument (Existing)	1 monument sign per street frontage.	Add 4 commercial tenants	Yes, no change in size
1a	Monument (Existing)	1 additional sign for sites with more than 150 ft. of street frontage;	No changes	Yes
2	Monument (New)	Max 64 sf; Max 10 ft height	65 sf 10 ft height	No. Exceeds max by 1 sf
3	Monument (New)		384.75 sf	No. Overall size exceeds maximum
4	Monument (New)		9 ft height	
5	[Deleted]			
6	Menu board and pre-menu board (New)	2 per site 32 square feet	2 per site 42.75 square feet	No. Overall size exceeds maximum
C1	Tenant wall signs	One square foot of sign allowed for each lineal foot of all business façade; max 65 sf	One square foot of sign allowed for each lineal foot of all business façade; max 25 sf	Yes

Note: This matrix does not include the existing/permitted wall signs at Target.

The existing sign program for Target includes two monument signs nine feet in height and four wall signs consisting of three Target logos and one pharmacy sign totaling 357.18

Target Site Commercial Retail Center

square feet. Sign Exception Permit (SEP 09-318) was approved to allow deviations from sign requirements for maximum size, number, height, length and location in the Forster Ranch Specific Plan. Note, SEPs are not available today due to a Zoning Ordinance Amendment, however, previously approved SEPs can remain.

The proposed wall signage and copy with tenant names proposed on the existing monument signs complies with sign area requirements, subject to the approval of a DSP. While the proposed new Sign Type 3 and 4 monument signs exceed the maximum size of signs, they are the same as those existing at the entry and appear to be in scale and proportional to the project site. Additionally, a required finding for a DSP, pertaining to freestanding signs, is: "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."

The monument signs are not anticipated to appear inconsistent with the design of the buildings because Sign Types 3 and 4 are located at a distance and below the grade of the buildings. Instead, these monument signs will provide signage for businesses located on the project site where there is limited visibility.

Design Guidelines Consistency

The Forster Ranch Specific Plan provides design guidelines intended to establish a high level of product quality. Several of the City's Design Guidelines were addressed in the prior proposal. The following table provides an outline of the architectural and landscape detail guidelines that were previously noted as "not consistent".

Table 6 – Relevant Design Guidelines

Design Guideline	Project Consistency
Screening of Service Areas - Service and storage areas and trash enclosures should be screened from public view by means of walls and landscaping.	Consistent. The applicant has revised the design and location of the trash enclosures to satisfy concerns regarding circulation and accessibility. A design which includes a trellis and painted doors has been included in the plans. These have been reviewed by Public Works and found to be in conformance with the City's standards.
Parking Lot Size - Where parking lots must accommodate over thirty (30) cars, they should be broken up into modules of less than thirty (30) spaces by means of intervening landscaping, access drives, or buildings in order to avoid large unbroken expanses of paved areas.	Consistent. Landscaping has been incorporated into the design of the

Target Site Commercial Retail Center

Design Guideline	Project Consistency
<p>Parking Lot Buffering - There should be a buffer area of at least five (5) feet between buildings and parking areas or driveways in order to avoid placing paved vehicular areas next to building walls. Except where there are walkways, this buffer area should be landscaped.</p>	<p>Consistent. Landscaping, including trees and California native plantings have been included in the revised landscape plan.</p>
<p>Project Entries - 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. Concrete pavers have been included at the entry to the project site. The location of the pavers is appropriate in that it is located at a pedestrian crossing. This is intended to provide a visual and tactical slowing mechanism for drivers.</p>
<p>Parking Area Screening - Parking and circulation areas should be screened from the street by means of landscaping and berming in order to shield views of cars and paving while promoting views of buildings on the site. A minimum average of one tree should be planted within parking lots for every five parking spaces.</p>	<p>Consistent. New trees and landscaping will be incorporated into the parking area and periphery landscape areas. This will provide a buffer for pedestrians and at outdoor seating areas throughout the project site.</p>
<p>Boundary Landscaping - Boundary landscaping should be installed along all property lines with at least one tree planted for every 30 lineal feet on average. Also, landscape mounding should be used along all arterial highways unless determined infeasible by the Planning Commission due to safety or other site considerations.</p>	<p>Consistent. Boundary landscaping has been included in the plan along Avenida Vista Hermosa as is consistent with the standard. Specifically, in accordance with the City's Architectural and Landscaping Urban Design Element Policy 5.01 (UD-5.01), outdoor seating spaces in mixed use and commercial development will integrate such area into the architectural and surrounding landscape elements.</p>
<p>Decorative Paving - Decorative paving at project entries and interior project pedestrian areas should be used. This should consist of brick, tile, pavers, stamped concrete, or similar materials.</p>	<p>Consistent. Decorative and stamped paving has been incorporated at the entry and within the outdoor patios.</p>

GENERAL PLAN CONSISTENCY

The project as proposed is consistent with the Centennial General Plan. Specifically, *Land Use Plan Primary Goal #8*: “Provide a diversity of land use areas that complement one another and are characterized by differing functional activities and intensities of use” in that the project site is intended for commercial use. It’s location will ensure the neighborhood character is maintained and that the use is compatible with the intent of the zone.

Furthermore, Policy 1.3.6 requires projects to be designed and developed to 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. Overall, 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 architecture. It includes individual design features and elements that are consistent with the City’s Design Guidelines. Additionally, the project design maintains the character of the neighborhood in that the proposed architectural style (i.e., Spanish Colonial Revival architecture) is consistent with other commercial retail developments in the neighborhood.

RECOMMENDATION AND CONCLUSION:

Quality design was implemented in the project as is consistent with the Forster Ranch Specific Plan. Modifications to the overall architecture and design as directed by the DRSC have been incorporated into the revised plan. With the exception of the Master Sign Plan, the proposed project is consistent with the Design Guidelines of the specific plan development standards.

Staff requests input from the DRSC on whether the proposed monument signs, including Sign Types 3 and 4, are warranted based on the design, scale or location of the building. Staff recommends that Sign Type 2 (new monument) and Type 6 (menu boards) be reduced in size to meet the City’s sign code requirements.

Staff seeks DRSC concurrence with the above recommendations and welcomes additional input. DRSC comments on the project’s design will help ensure a project of the highest quality. Staff recommends the project proceed to the Planning Commission public hearing for consideration with the incorporation of any recommended design modifications.

Attachments:

1. Location Map
2. Project Plans
3. Master Sign Program Plans
4. Perspective Views Plans
5. DRSC Report April 25, 2018



City of San Clemente

Project: Target Site Retail Center

Address: 990 Avenida Vista Hermosa





**NWC Avenida Vista Hermosa
San Clemente, CA 92624**

Signage Master Plan

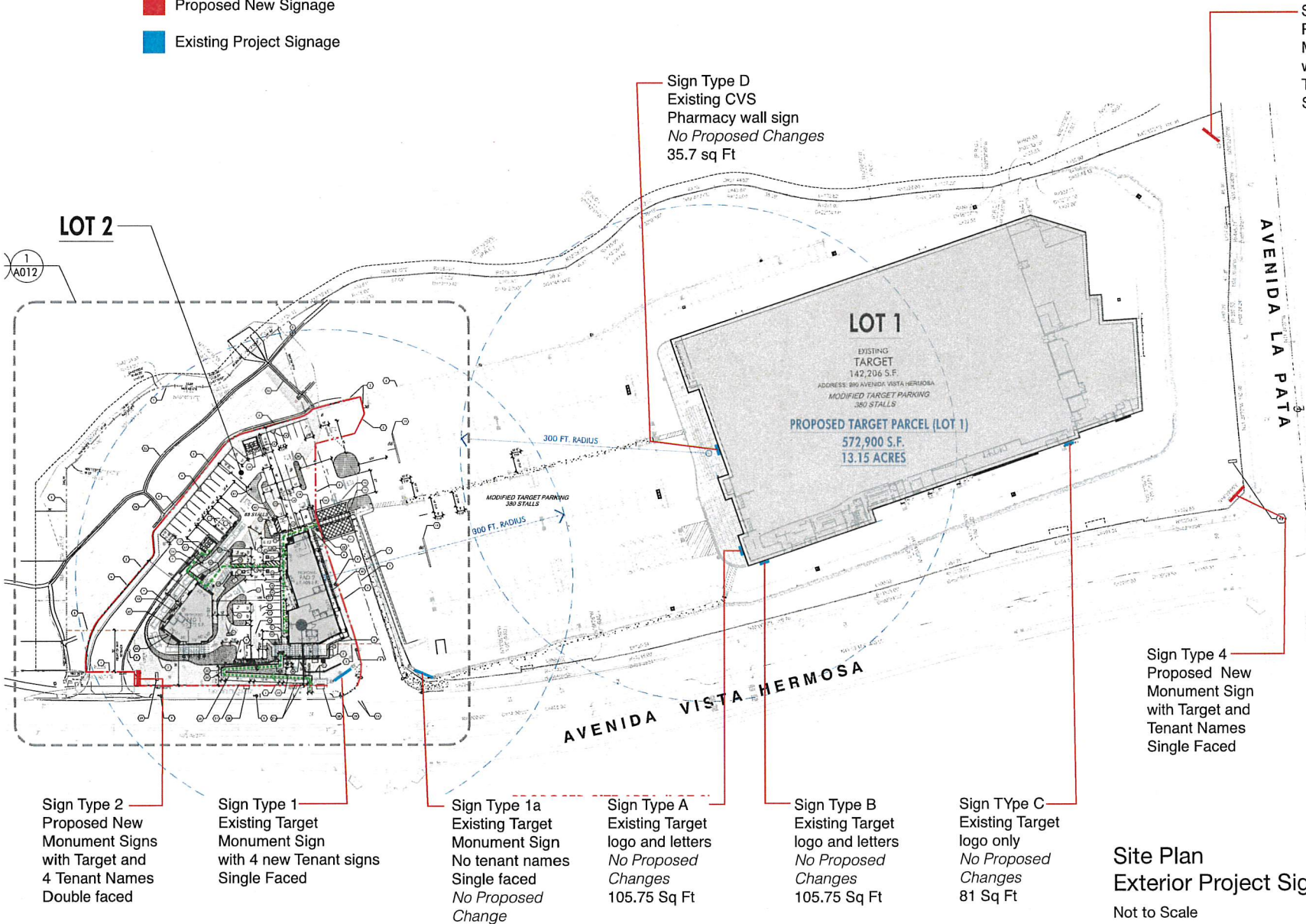
Revised October 24, 2018

BECK & GRABOSKI
Design Office

Telephone 310 393 9325

247 Sixteenth Street Santa Monica California 90402

- Proposed New Signage
- Existing Project Signage



Sign Type D
Existing CVS
Pharmacy wall sign
No Proposed Changes
35.7 sq Ft

Sign Type 3
Proposed New
Monument Sign
with Target and
Tenant Names
Single Faced

LOT 2

1
A012

LOT 1

EXISTING
TARGET
142,206 S.F.
ADDRESS: 810 AVENIDA VISTA HERMOSA
MODIFIED TARGET PARKING
380 STALLS

PROPOSED TARGET PARCEL (LOT 1)
572,900 S.F.
13.15 ACRES

AVENIDA LA PATA

AVENIDA VISTA HERMOSA

Sign Type 4
Proposed New
Monument Sign
with Target and
Tenant Names
Single Faced

Sign Type 2
Proposed New
Monument Signs
with Target and
4 Tenant Names
Double faced

Sign Type 1
Existing Target
Monument Sign
with 4 new Tenant signs
Single Faced

Sign Type 1a
Existing Target
Monument Sign
No tenant names
Single faced
*No Proposed
Change*

Sign Type A
Existing Target
logo and letters
*No Proposed
Changes*
105.75 Sq Ft

Sign Type B
Existing Target
logo and letters
*No Proposed
Changes*
105.75 Sq Ft

Sign TType C
Existing Target
logo only
*No Proposed
Changes*
81 Sq Ft

Site Plan
Exterior Project Signage
Not to Scale



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DESIGN OFFICE

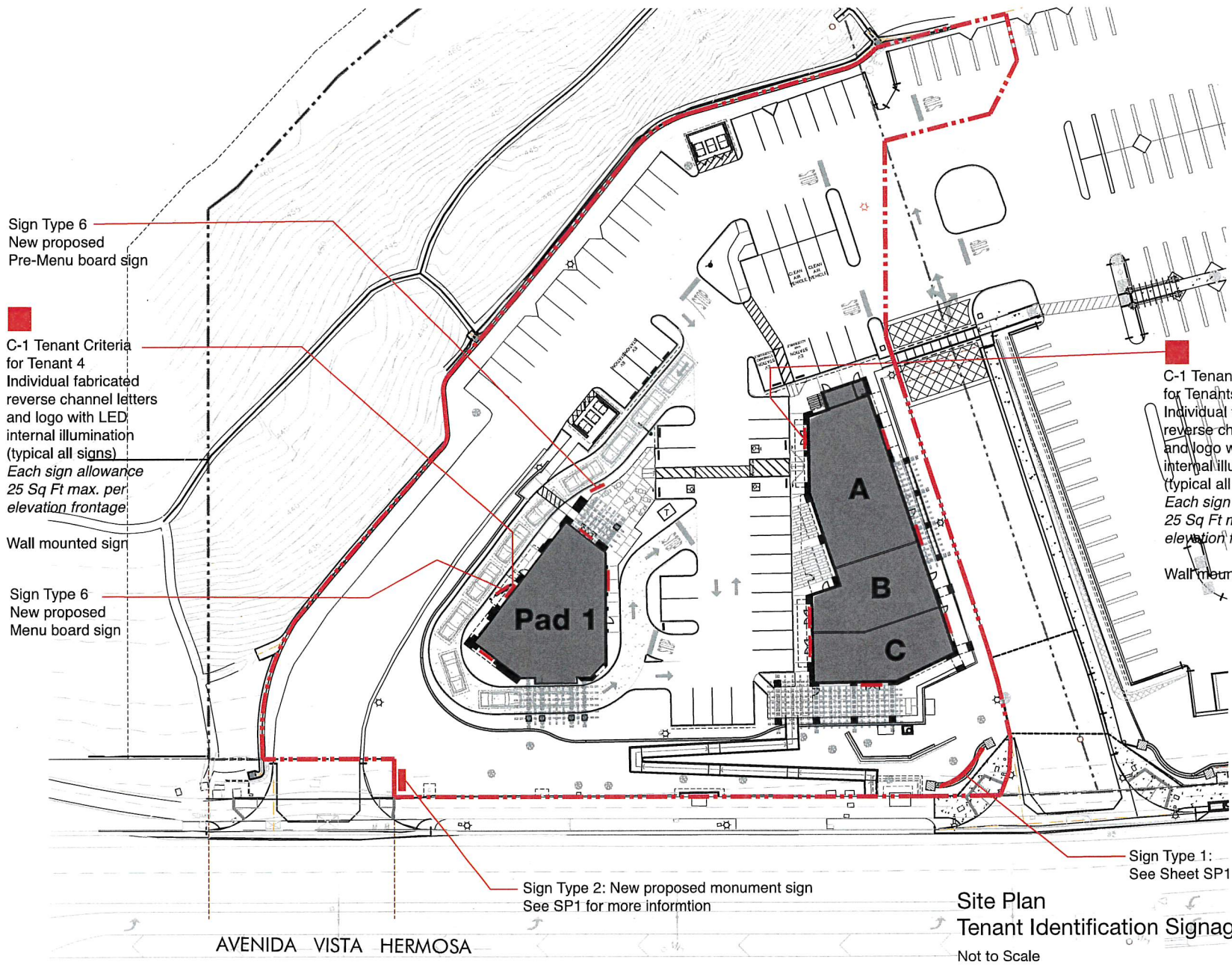
Telephone: 310 338 9225
247 Sixteenth Street, Santa Monica, California 90402

All dates, arrangements, and plans made or approved by the planning commission, and developed for use on and in connection with the specific project. None of such fees, designs, arrangements, or plans shall be used for any other project without the written consent of the designer. Written dimensions on these drawings shall have precedence over scaled dimensions. Contractors shall verify and be responsible for all dimensions shown. The contractor and conditions shown by these drawings. Shop details must be submitted to the office for approval before proceeding to fabricate.

Target
NWC Avenida Vista Hermosa
San Clemente, CA 92624

Date: October 24, 2018
Project: 630
Scale:
Drawn By:
Check:
Revised:

SP1



Sign Type 6
New proposed
Pre-Menu board sign

■
C-1 Tenant Criteria
for Tenant 4
Individual fabricated
reverse channel letters
and logo with LED
internal illumination
(typical all signs)
Each sign allowance
25 Sq Ft max. per
elevation frontage

Wall mounted sign

Sign Type 6
New proposed
Menu board sign

Sign Type 2: New proposed monument sign
See SP1 for more information

■
C-1 Tenant Criteria
for Tenants 1, 2, 3
Individual fabricated
reverse channel letters
and logo with LED
internal illumination
(typical all signs)
Each sign allowance
25 Sq Ft max. per
elevation frontage
Wall mounted sign

Sign Type 1:
See Sheet SP1

AVENIDA VISTA HERMOSA

Site Plan
Tenant Identification Signage

Not to Scale



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Target
NWC Avenida Vista Hermosa
San Clemente, CA 92624

Date: October 24, 2018
Project: 630
Scale:
Drawn By:
Check:
Revised:

SP2r

247 Sixteenth Street, Santa Monica, California 90402
Telephone: 310 333 5355

SQUARE FOOTAGE:

Target + Bullseye: 5'-3" h x 4'-3" w = 22.3125 sq ft

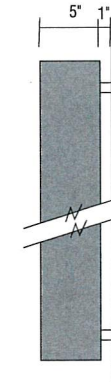
Tenant name panels with 2 names:
 2'-3" h x 6'-0" w = 15.75 x 2 panels = 31.5 sq ft

TOTAL SQ FT 53.8125 sq ft

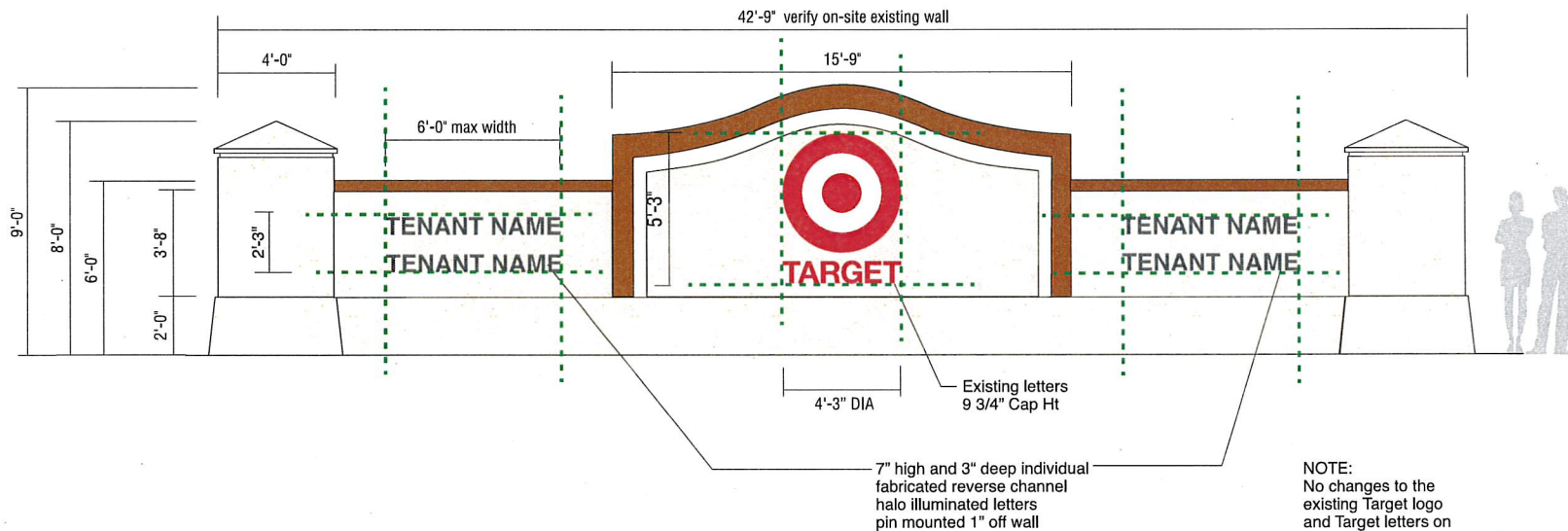
Individually fabricated
 .080 aluminum or stainless steel
 reverse channel letters
 internally illuminated with
 LED illumination

No exposed fasteners

Electrical to site of new
 letters by owner



Side View - New Tenant Channel Letters
 1/2" = 1'-0"



Sign Type 1 Existing Target Monument Sign - With New Tenant Names
 Scale: 1/4" = 1'-0"

Final logos, letter styles
 to be determined

Color to be Medium Bronze
 to match wall cap

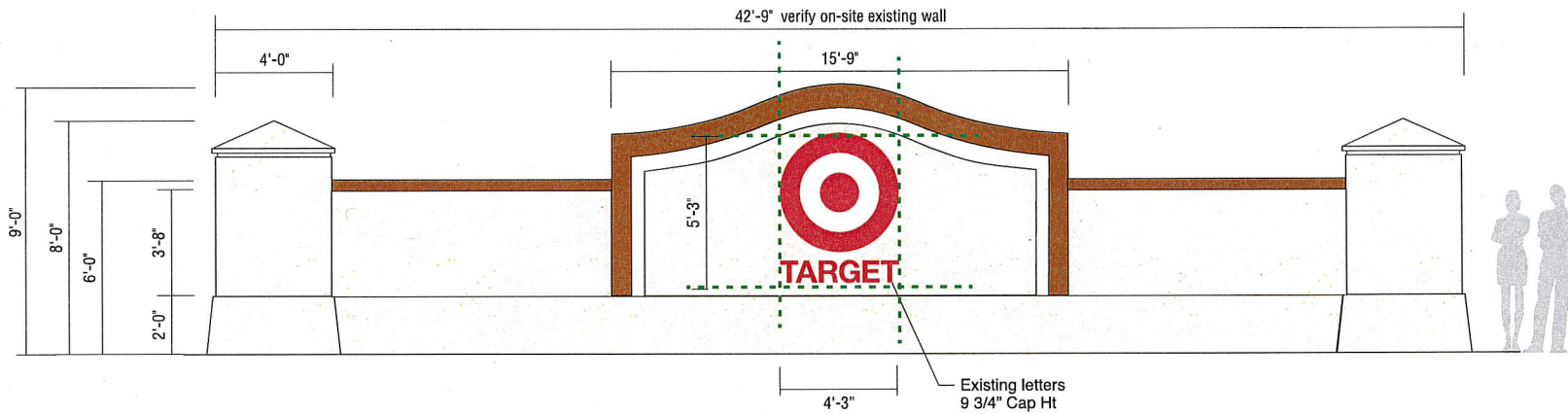
NOTE:
 No changes to the
 existing Target logo
 and Target letters on
 this sign

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Date	August 27, 2018
Project	630
Scale	
Drawn By	
Check	
Revised	

SQUARE FOOTAGE:

Target + Bullseye: 5'-3" h x 4'-3" w = 22.3125 sq ft
 TOTAL SQ FT 22.3125 sq ft



Sign Type 1a Existing Target Monument Sign - No Tenant Names
 Scale: 1/4"=1'-0"

Existing sign
 No Proposed Changes

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Date August 27, 2018
 Project 630
 Scale
 Drawn By
 Check
 Revised

SQUARE FOOTAGE:

Small Monument Sign: 5'-6" h x 4'-0" w = 22 sq ft per side
Double faced sign

TOTAL SQ FT 22 sq ft

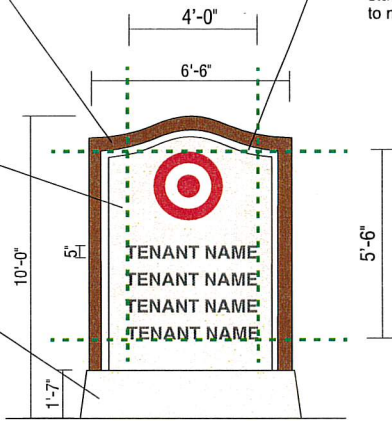
Double brick cap
to match existing sign
Brick: California Clay
(Modular Brick from Pacific Clay
Color: Sunset Red
(as per Avenida La Plata Park)

8" CMU with smooth
white stucco w/ "Mission Finish"
Color: Santa Barbara White
to match architecture

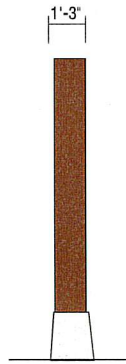
12" CMU with smooth
white stucco w/ "Mission Finish"
Color: Santa Barbara White
to match architecture

Sign is double faced

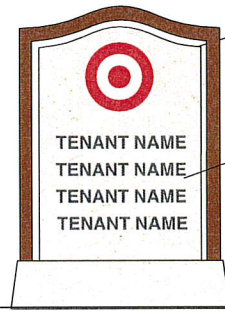
Concrete reveal
with smooth
stucco finish
to match existing



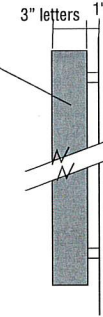
Side 1



Side View



Side 2



Individual fabricated
aluminum reverse
channel letters and Target logo
internally illuminated with
LED illumination

No exposed fasteners

Electrical to site by owner

Side View - Logo & Channel Letters
1/2"=1'-0"

3" deep individual
fabricated reverse channel
halo illuminated aluminum
Target bullseye logo
pin mounted 1" off wall

5" high and 3" deep
individual fabricated
reverse channel halo
illuminated Target and
Tenant letters
pin mounted 1" off wall

Final logos, letter styles
and to be match
Medium Bronze of wall cap

Materials & Finishes:

Faces: 2793 Red Atuglas Acrylic
Returns: Matthews MPO03909
Full Gloss Red
Trim Cap: Red

Sign Type 2 - NEW Project Monument Sign - With Tenant Names
Scale: 1/4"=1'-0"

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Date	August 27, 2018
Project	630
Scale	
Drawn By	
Check	
Revised	

SQUARE FOOTAGE:	
Target + Bullseye: 5'-3" h x 4'-3" w =	22.8125 sq ft
Tenant name panels with 2 names:	
2'-3" h x 6'-0" w = 15.75 x 2 panels =	31.5 sq ft
TOTAL SQ FT	53.8125 sq ft
x 2 signs =	107.625 sq ft

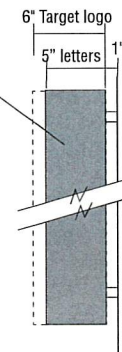
Individually fabricated .080 aluminum reverse channel letters and Target logo internally illuminated with LED illumination

No exposed fasteners

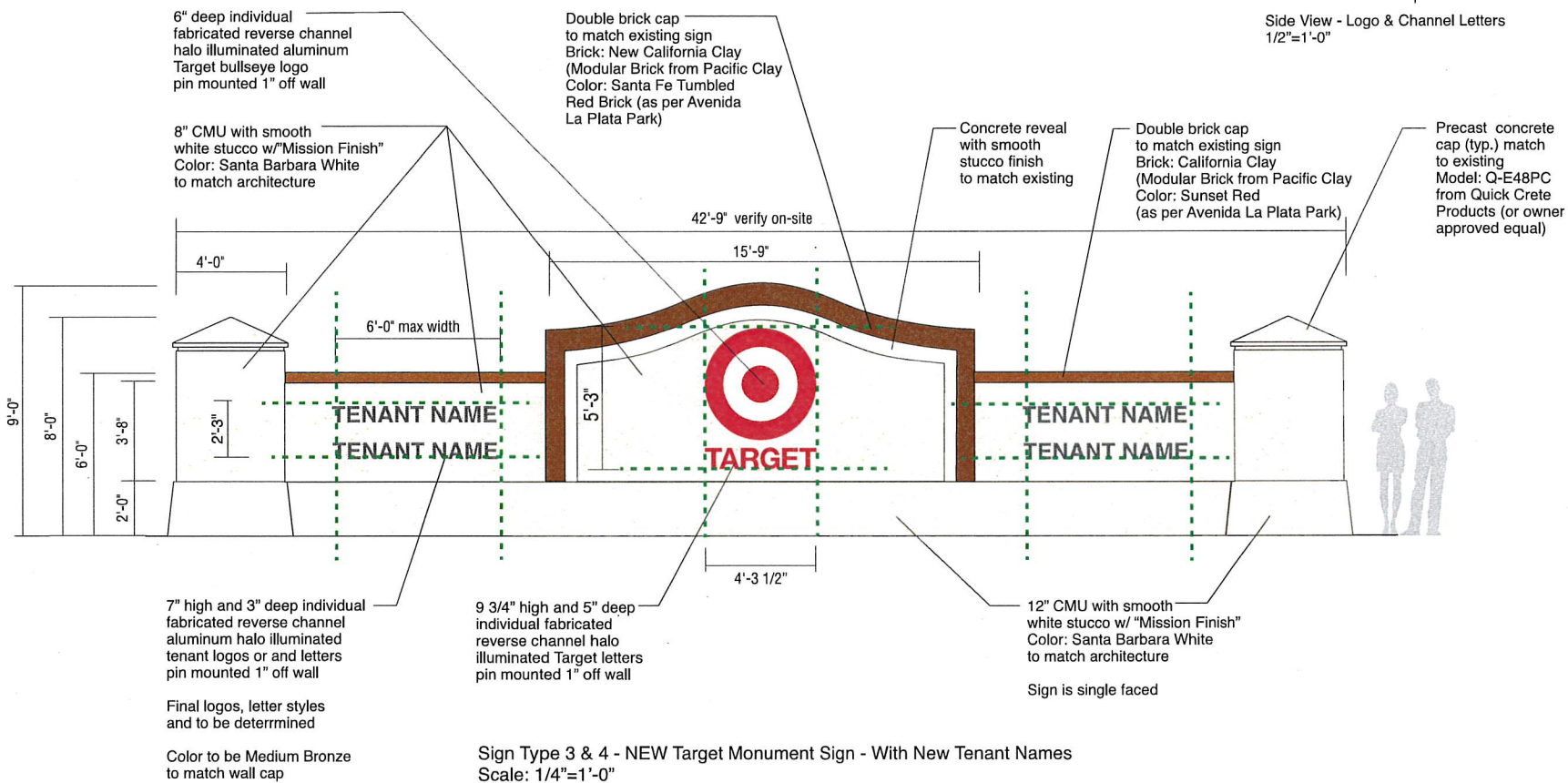
Electrical to site by owner

Materials & Finishes:

Faces: 2793 Red AtuGlas Acrylic
Returns: Matthews MPO03909
Full Gloss Red
Trim Cap: Red



Side View - Logo & Channel Letters
1/2" = 1'-0"



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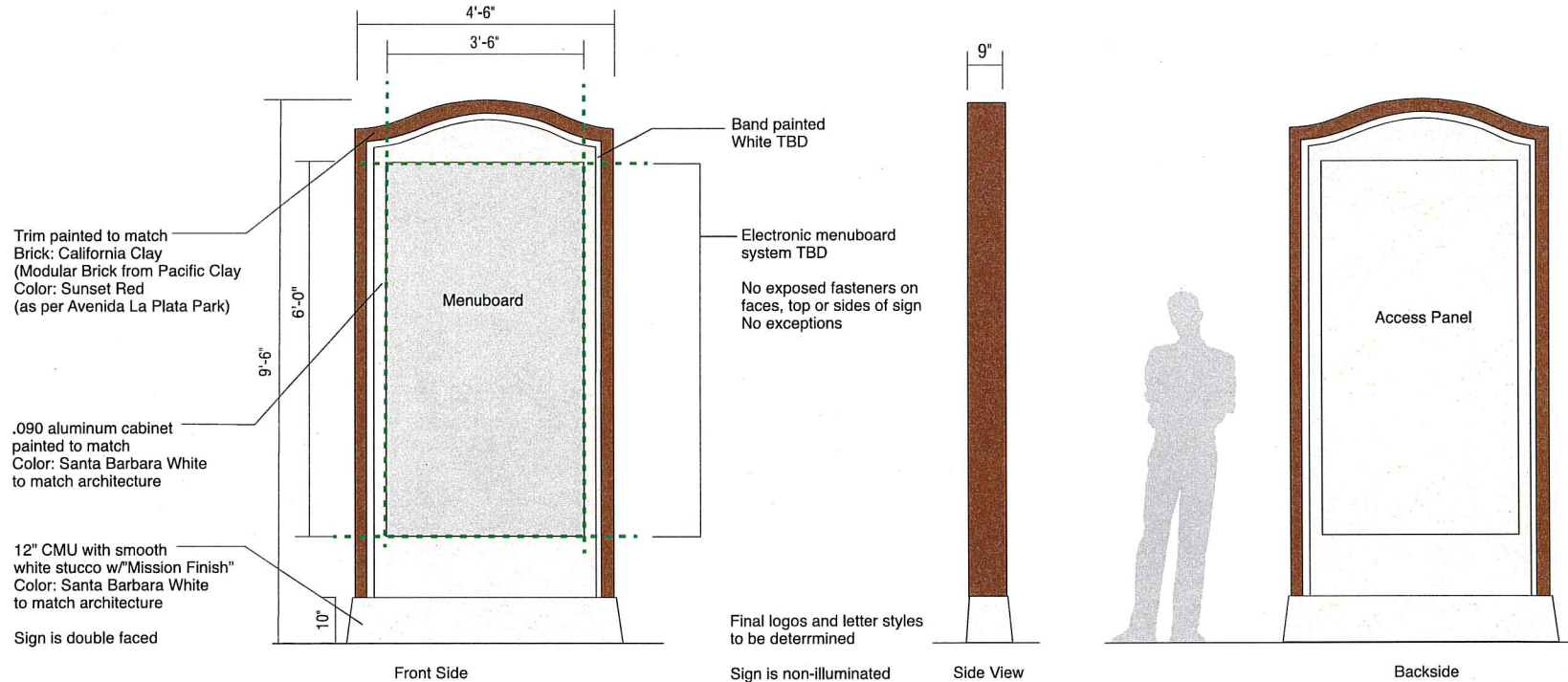
Date: August 27, 2018
Project: 630
Scale:
Drawn By:
Check:
Revised:

SQUARE FOOTAGE:

Menuboard Sign: 9'-6" h x 4'-6" w = 42.75 sq ft

TOTAL SQ FT 42.75 sq ft each

x 2 signs 85.5 sq ft



Materials & Finishes:

Faces: 2793 Red AtuGlas Acrylic
 Returns: Matthews MPO03909
 Full Gloss Red
 Trim Cap: Red

Sign Type 6 - Drive Thru Menuboard - Electronic
 Scale: 1/2"=1'-0"

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Target
NWC Avenida Vista Hermosa
San Clemente, CA 92624

Date: August 27, 2018
 Project: 630
 Scale:
 Drawn By:
 Check:
 Revised:

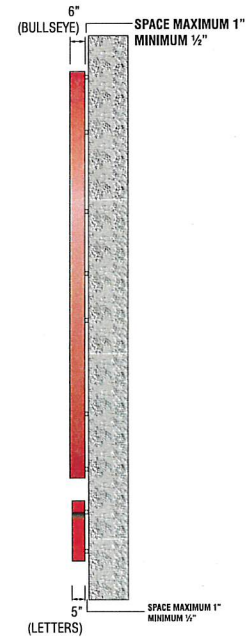


108" Bullseye Logo and 24" Target Letters

MATERIAL FINISH COLORS

 Returns <small>To Match: Mathews Mpd3909 Full Gloss Red</small>	 Faces <small>2793 Red ATUGLAS Acrylic</small>	 Trimcap <small>Red</small>
---	---	--

Sign Types A & B TARGET Sign - EXISTING SIGNS
 Scale: 1/4"=1'-0"



SIDE VIEW

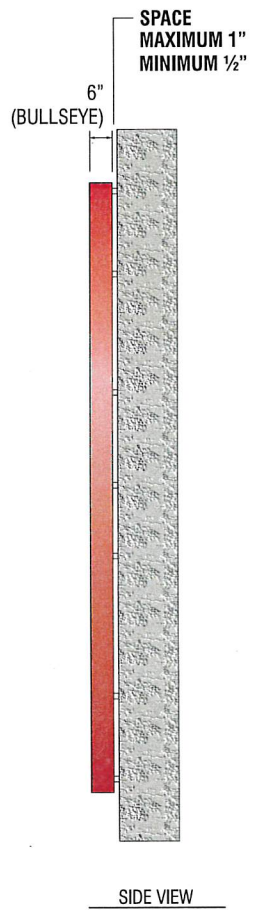
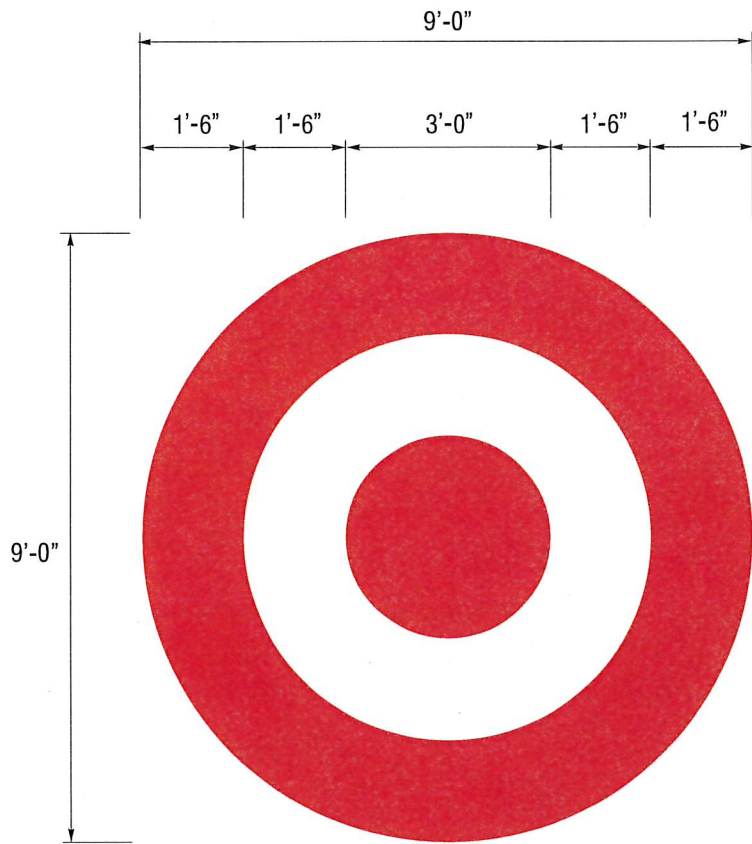
LOGO	=	81.00	SQ. FT.
LETTERS	=	66.85	SQ. FT.
OVERALL TOTAL		= 147.85	SQ. FT.

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Target
NWC Avenida Vista Hermosa
San Clemente, CA 92624

Date	August 27, 2018
Project	630
Scale	
Drawn By	
Check	
Revised	

A & B



MATERIAL FINISH COLORS

- To Match: Mathews
Mpd33909 Full Gloss
Red
Returns
- 2793 Red
ATUGLAS
Acrylic
Faces
- Red
Trimcap

Sign Type C TARGET Sign - EXISTING SIGN
Scale: 3/8"=1'-0"

LOGO = 81.00 SQ. FT.
OVERALL TOTAL = 81.00 SQ. FT.

BECK & GRABOSKI
D E S I G N O F F I C E
Telephone: 310 363 9325
247 Sacramento Street, Santa Monica, California 90402

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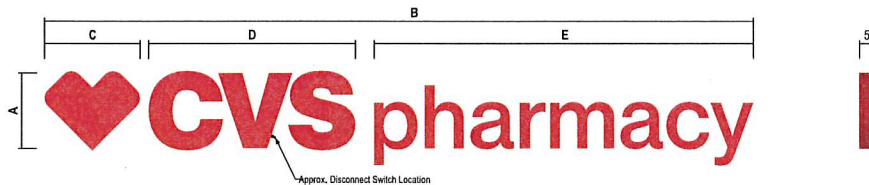
Target
NWC Avenida Vista Hermosa
San Clemente, CA 92624

Date August 27, 2018
Project 630
Scale _____
Drawn By _____
Check _____
Revised _____





Existing Sign



IL-24-CL
FACE LIT LED ILLUMINATED CHANNEL LETTERS

SIDE V
SCALE: N

TYPE	A	B	C	D	E	SQ.FT.
IL-24-CL	23 3/8"	18'-3 15/16"	2'-5 11/16"	5'-4 5/16"	9'-9 7/16"	35.70

Description: 24" Channel Letters

Qty: 1

Dimensions: 24" H x 17'-10" W (35.7 sq/ft)

Attachment Method: Flush Mounted

Sign Material: Acrylic Faces; Aluminum Returns

Illumination: LED Illuminated

Comments: Wall Type - Concrete

Sign: E-01

Type: IL-24-CL

Qty: 1

Dimensions: 23 3/8" H x 18'-3 15/16" W (35.7 sq/ft)

Illumination: LED Illuminated

Comments:

Sign Types D CVS Pharmacy Sign - EXISTING SIGN
Not to Scale

Existing Sign Specifications

- Chemcast 3/16" Red Acrylic Faces #2793
- 5" Deep Alumet Supply Pre-Finished Hunter Red Return
- Jewelite True Red Trim Cap
- LED Module: GE Lighting Solutions
Tetra Max Red (3 LED) \ 2 Mod/F1 \ GEMXRD-1
- Power Supply: GE Lighting Solutions - GEPS12-60U

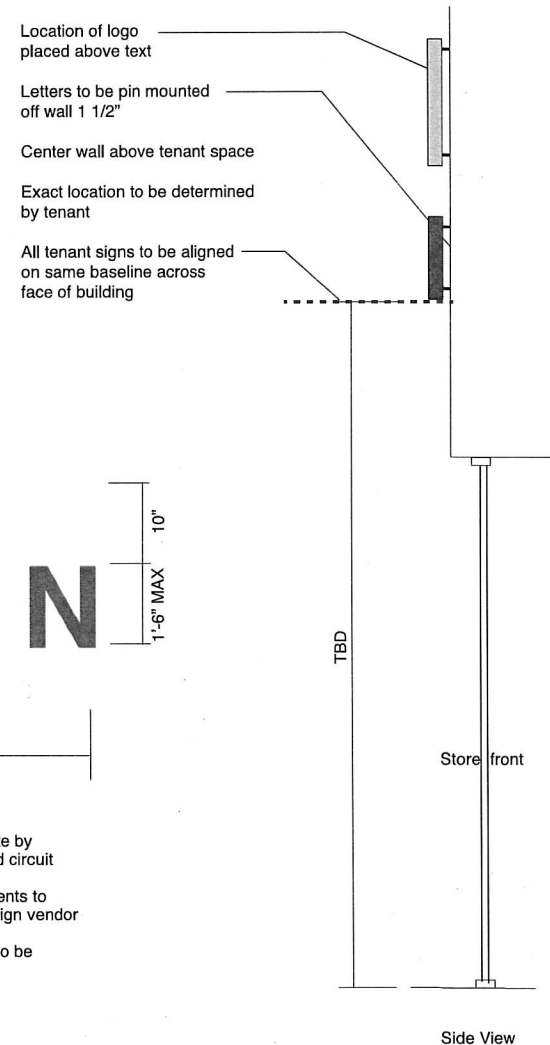
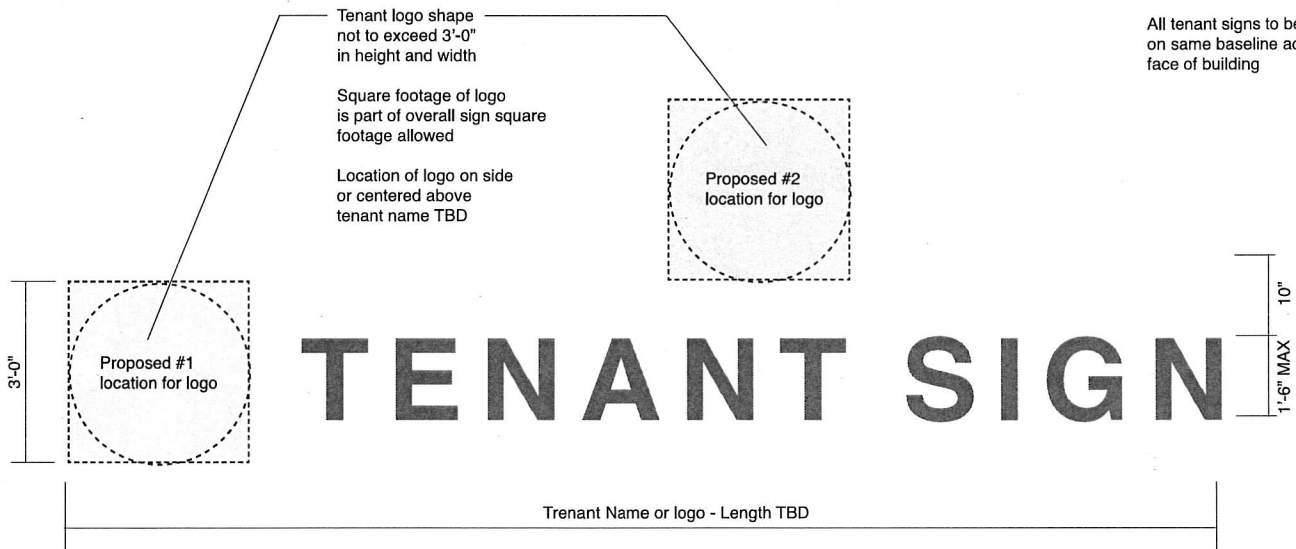
Existing Colors & Materials

- PMS 186 C (CVS Health Red)
- Jewelite True Red Trim Cap
- Chemcast Red Acrylic #2793
- Alumet Supply Pre-Finished Hunter Red Returns

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Target
NWC Avenida Vista Hermosa
San Clemente, CA 92624

Date August 27, 2018
 Project 630
 Scale
 Drawn By
 Check
 Revised



Each tenant shall be allowed one square foot of signage for every one front foot of store front and meet all City ordinances.

A maximum of 25 square foot of signage will be allowed per tenant on each facade of business.

Signage shall consist of 5" deep individual fabricated reverse channel letters and logos with internal LED illumination

Signage shall consist of the tenants' name and logo only. No telephone numbers or .com's are allowed on the signage

Tenant may use their unique colors and type style on their signage

Each tenant shall be responsible for obtaining City approvals and permits at their own expense

The cost of all fabrication, installation and permits is the sole responsibility of the tenant. All electrical to be run back to tenant's meter.

Tenant shall obtain written approval from landlord prior to submitting signage to City for review and approval.

Electrical to sign site by tenant on dedicated circuit

Electrical requirements to be determined by sign vendor

All electrical signs to be U.L. Approved

C-1 Retail Tenant Sign Criteria
Scale: 1/2"=1'-0"

BECK & GRABOSKI
Design Office

Telephone: 310.353.8225
247 Sternth Street, Santa Monica, California 90402

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Target
NWC Avenida Vista Hermosa
San Clemente, CA 92624

Date August 27, 2018
Project 630
Scale
Drawn By
Check
Revised

C-1



West Elevation



South Elevation

Proposed locations of
Tenant signage on building

All signage to be reverse channel
letters with halo illuminated in
Tenant's style and colors



East Elevation



North Elevation

C-1 Retail Tenant Sign Criteria - Elevations - Pad 2 Building
Scale: 1/2"=1'-0"

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Target
NWC Avenida Vista Hermosa
San Clemente, CA 92624

Date	October 24, 2018
Project	630
Scale	
Drawn By	
Check	
Revised	

C-1.1r



East Elevation



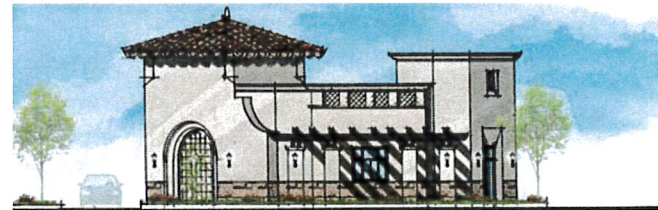
North Elevation

Proposed locations of
Tenant signage on building

All signage to be reverse channel
letters with halo illuminated in
Tenant's style and colors



West Elevation



South Elevation

C-1 Retail Tenant Sign Criteria - Elevations - Pad 1 Building
Scale: 1/2"=1'-0"



Design Review Subcommittee (DRSC)

Meeting Date: April 25, 2018

PLANNER: Amy Vazquez, Contract Planner

SUBJECT: **Site Plan Permit 17-400, Architectural Permit 17-403, Conditional Use Permit 17-404, Tentative Parcel Map 17-405 and Discretionary Sign Permit 18-215- Target Site Commercial Retail Center**, a request to subdivide the Target property into two parcels and to construct a four-unit commercial retail center with a drive-through restaurant. The applicant is also requesting approval to permit the on-premises sales and consumption of alcoholic beverages at 990 West Avenida Vista Hermosa in the Forster Ranch Specific Plan area.

BACKGROUND:

The project site is a 14.8 acre parcel located at the northwest corner of Avenida Vista Hermosa and Avenida La Pata within the Neighborhood Commercial zoning district of the Forster Ranch Specific Plan. The site currently contains a 142,206 square foot Target and 502 surface parking spaces. Surrounding land uses include vacant land to the south and west, a 47-acre community park to the east, and the Talega residential community to the north.

Project Description

The applicant is proposing to construct a new commercial retail center with a drive-through restaurant on the western portion of the Target site. The existing site is fully developed, but is underutilized as overflow parking for Target. The project proposes to subdivide the single parcel into two lots: a 1.65-acre lot containing the western portion of the site and two proposed pad buildings, and the 13.15-acre Target lot.

Pad 1 would include approximately 1,800 square feet of new building area and would feature a quick-service restaurant with drive-thru service with hours of operation from 3:30 a.m. to 12 a.m., daily. Pad 2 would be a multi-tenant building approximately 5,608 square feet in area. The multi-tenant building is anticipated to be shared between a bank and two restaurant tenants. The bank operating hours would be 8 a.m. to 6 p.m. Monday thru Saturday, and the two restaurants' hours of operation would be from 6 a.m. to 2 a.m., daily. The project proposes a maximum of 12 outdoor seats for each of the three restaurant tenants, totaling 36 outdoor seats for the project.

The total floor area ratio (FAR) of the existing Target is 0.25 and the two proposed pads would be 0.10. This ratio is below the maximum allowed FAR of 0.35 per the zoning designation. Additionally, the applicant is requesting approval of on-premises sales and

consumption of alcoholic beverages for the two restaurants proposed in Pad 2. A Type 47 (On Sale General for Bona Fide Public Eating Place) license would be required from the California Department of Alcoholic Beverage Control (ABC). The Zoning Code requires a Conditional Use Permit in this zone to authorize the sale of alcoholic beverages in order to ensure compatibility with surrounding uses.

Why is DRSC Review Required?

The proposed project requires Planning Commission approval of a Conditional Use Permit (CUP) for the proposed drive-through restaurant use and ABC licenses. Additional required entitlements include a Site Plan Permit for the proposed physical site improvements; an Architectural Permit to ensure compliance with the City's General Plan and the Design Guidelines; and a Discretionary Sign Permit to ensure that signage is compatible with the proposed architecture and the existing Target.

As authorized by Municipal Code Section 17.12.025(B), the City Planner has referred this project to the Design Review Sub-Committee (DRSC), prior to Planning Commission review, in order to evaluate the project for compliance with the City's Design Guidelines and the applicable General Plan policies.

ANALYSIS:

Development Standards

Table 1 outlines the development standards and how the project is consistent with these standards.

Table 1 – Applicable Development Standards

Development Standard	Required	Proposed	Complies with SP
Maximum Height	35 feet	33 feet	Yes
Minimum Setback from Scenic Highway	50 feet	50 feet	Yes
Bufferyards at project perimeter	6 feet average	14-62 feet	Yes
Parking	553 spaces	455 spaces	No

Traffic and Parking

A traffic and parking study was prepared to analyze any potential traffic impacts and parking demands associated with the proposed commercial retail center. The study analyzes the existing traffic conditions in the vicinity, an evaluation of the opening year condition of the project and on-site parking demands. These studies are currently under review and have not been approved to date.

Master Sign Program Permit

The purpose of the Discretionary Sign Permit (DSP), and related Master Sign Program, is to ensure signs are compatible with properties and consistent with standards, design guidelines, and General Plan policies. Master Sign Programs ensure there is a cohesive approach for signage on buildings when four or more signs are proposed. The proposed Master Sign Program includes tenant wall signs and three new monument signs on the proposed Lot 2. The proposed monument signs do not meet the Zoning Code with regard to the maximum square footage allowed. Staff is currently working with the sign architect to ensure the proposed signs comply with Code standards.

Design Guidelines Consistency

The Forster Ranch Specific Plan provides design guidelines intended to establish a high level of product quality. The following table provides an outline of the architectural and landscape detail guidelines.

Table 2 – Relevant Design Guidelines

Design Guideline	Project Consistency
Pedestrian Environment - Defined outdoor spaces, such as arcades, colonnades, and courtyards, should be provided. The streetscape design should encourage pedestrian activity.	Partially consistent. The project includes an outdoor patio with columns and metal trellises. The existing streetscape does not encourage pedestrian activity, and, therefore, this may not be feasible since the street is substantially below grade of the building pads of the project site.
Outdoor Lighting - Parking lot and other outdoor lighting should be the minimum needed to accommodate safety and security in order to minimize impacts on the adjacent residential area. Decorative fixtures with shields to direct light downward should be used for overhead lighting. Bollard or other low-height lighting should be used whenever possible for pedestrian areas of the project. Light fixture design and appearance should be consistent with the character of the project.	Consistent. Details for the proposed wall sconces and pedestrian lights are provided on Sheet CM-01 of the Color and Materials Board.

Design Guideline	Project Consistency
<p>Screening of Service Areas - Service and storage areas and trash enclosures should be screened from public view by means of walls and landscaping.</p>	<p>Not yet specified. Trash enclosure elevations, screening and landscaping need to be provided by the applicant. The design shall be complementary to the buildings.</p>
<p>Project Identification Signs - Projects should be identified by low-level monument signing in order to provide business center identification for commercial tenants, visitors, and patrons. 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>Partially Consistent. Proposed signs would be low-level monument signs constructed with smooth white stucco finishes and reverse halo-illuminated, pin-mounted aluminum letters and logos. The proposed design would match the existing monument sign for Target. The proposed monument signs exceed the maximum square footage allowed by Code.</p>
<p>Variations in Building Footprint - 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 buildings are 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>Parking Lot Interconnections - Parking lot design should provide for vehicular and pedestrian access to adjacent parcels where uses are compatible and where such connection is practical in order to provide interconnections without requiring vehicles to pedestrians to re-enter the public right-of-way.</p>	<p>Consistent. The parking lots related to Target and the proposed new retail buildings have a practical connection allowing patrons to utilize both sections of the center without re-entering the public right-of-way.</p>
<p>Parking Lot Size - Where parking lots must accommodate over thirty (30) cars, they should be broken up into modules of less than thirty (30) spaces by means of intervening landscaping, access drives, or buildings in order to avoid large unbroken expanses of paved areas.</p>	<p>Not consistent. The existing Target property does not comply with this design guideline.</p>

Design Guideline	Project Consistency
<p>Parking Lot Buffering - There should be a buffer area of at least five (5) feet between buildings and parking areas or driveways in order to avoid placing paved vehicular areas next to building walls. Except where there are walkways, this buffer area should be landscaped.</p>	<p>Not consistent. Staff believes that more landscaping should be provided along the base of the new retail buildings.</p>
<p>Project Entries - 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>Not consistent. There are no entry statements proposed.</p>
<p>Slope Landscaping - Major slope banks should be graded and landscaped to reflect the appearance of natural slopes in the area. Shrubs should be arranged in broad informal masses of the same plant materials. These masses should be built up to produce a "mounding" or textured appearance on the slope surface similar to natural slopes. Trees used on slopes should be of rounded, less vertical species. They should be planted in informal groupings on the lower half of the slope to visually reduce the height of the slope when viewed from below without blocking views from the top.</p>	<p>Consistent. The slopes are currently landscaped in accordance with this design guideline.</p>
<p>Parking Area Screening - Parking and circulation areas should be screened from the street by means of landscaping and berming in order to shield views of cars and paving while promoting views of buildings on the site. A minimum average of one tree should be planted within parking lots for every five parking spaces.</p>	<p>Not yet specified. Details pertaining to the parking lot landscaping within the Target parking lot need to be provided.</p>
<p>Boundary Landscaping - Boundary landscaping should be installed along all property lines with at least one tree planted for every 30 lineal feet on</p>	<p>Not yet specified. Details pertaining to existing boundary landscaping along Avenida Vista Hermosa should be</p>

Design Guideline	Project Consistency
average. Also, landscape mounding should be used along all arterial highways unless determined infeasible by the Planning Commission due to safety or other site considerations.	provided to determine compliance with this design standard.
Decorative Paving - Decorative paving at project entries and interior project pedestrian areas should be used. This should consist of brick, tile, pavers, stamped concrete, or similar materials.	Not consistent. Decorative paving is only proposed within the outdoor patios.
Street Trees - On local and collector streets, street trees should be provided in front yards at an average ratio of one tree per every 25 feet of frontage in order to provide a shade canopy along street edges and visually soften the effect of buildings and hardscape as viewed from the street. Trees should be minimum 15-gallon size and should be planted within 15 feet of the sidewalk (or curb where there is no sidewalk). Preferred species include Liquidambar, London Plane, Honey Locust, Purple Plum, Star Pine, Canary Island Pine, Fern Pine, various palm species, and other species as identified by the developer and approved by the City.	Not yet specified. All existing street tree should be identified on the landscape plan in order to determine compliance with this design guideline. The slopes along the streets should be enhanced if not in compliance.

GENERAL PLAN CONSISTENCY

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

Table 3 – Relevant General Plan Policies

Policy	Project Consistency
<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 which ensure the neighborhood character is maintained and that the use is compatible with the intent of the zone.

Policy	Project Consistency
<p><u>1.3.6</u> - Require projects to be designed and developed to 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</p>	<p>Partially Consistent. With the recommended 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 architecture, and it 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 architectural style (i.e., Spanish Colonial Revival architecture) is consistent with other commercial retail centers/projects in the neighborhood.</p>

RECOMMENDATIONS:

Quality design was implemented throughout the Forster Ranch Specific Plan. The proposed project requires several 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 architecture and design quality. Staff recommends the following revisions to the project plans:

1. Provide more articulation, focal points and projections to the elevations.
2. Provide strong architectural entry features.
3. Provide trash enclosure details including elevations, screening and landscaping.
4. Provide project entries that are 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.
5. Provide details regarding parking lot reconfiguration and landscaping for the existing Target parking lot.
6. The roof should be comprised of tapered, single barrel roof tiles with random mortar packing and 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. The roof tiles should have the appearance of handmade tile.

7. The landscape plan should be modified to include landscaping at the base of the new retail buildings in order to avoid placing paved vehicular areas next to building walls.
8. Decorative paving at project entries and interior project pedestrian areas should be used. This should consist of brick, tile, pavers, stamped concrete, or similar materials.
9. The existing street trees should be identified on the landscape plan. On local and collector streets, street trees should be provided in front yards at an average ratio of one tree per every 25 feet of frontage in order to provide a shade canopy along street edges and visually soften the effect of buildings and hardscape as viewed from the street. Trees should be a minimum of 15-gallons in size and should be planted within 15 feet of the sidewalk (or curb where there is no sidewalk). Preferred species include Liquidambar, London Plane, Honey Locust, Purple Plum, Star Pine, Canary Island Pine, Fern Pine, various palm species, and other species as identified by the developer and approved by the City.
10. Revise the proposed Master Sign Program to include monument signs not exceeding 64 square feet in area. Staff is also interested in the specifications for the drive-up menu board sign.
11. The parking demand needs to be analyzed in order to determine if the site plan needs to be modified to include additional parking spaces.

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 recommends the project be reevaluated by DRSC for consideration after recommended modifications are incorporated.

Attachments:

1. Location Map
2. Plans

