



Design Review Subcommittee (DRSC)

Meeting Date: February 13, 2019

PLANNER: Jonathan Lightfoot, Assistant Planner

SUBJECT: **Discretionary Sign Permit 18-557, 1527 North El Camino Real, Shwack Cantina Freestanding Sign,** a request to add a freestanding sign at the Shwack Cantina. This new sign puts the restaurant above the 25 square-feet of cumulative allowed signage by right per business within the Architectural Overlay.

BACKGROUND:

Site Data

The site is located in the North Beach area on North El Camino Real between Calle de los Molinos and Avenida Florencia (Attachment 1). The site is in the Mixed Use (MU2) Zoning District and Architectural, Central Business, and Coastal Zone Overlay Districts (A-CB-CZ). The property is adjacent to an Ole Hanson-era historical building at 1533 N. El Camino Real.

Prior Entitlements

The Planning Commission approved a façade remodel for the restaurant in 2015 via Minor Cultural Heritage Permit 15-212. Alterations were made to the existing Spanish Colonial Revival style building, including changes to the fenestration and the addition of a roofed pergola for outdoor dining. Signage was not a part of the review. Planning staff approved an Administrative Sign Permit in 2016 (ASP 16-207) for one wall sign and one blade sign equaling 25 square feet in total. The amount of signage permitted complies with the 25 square foot maximum allowed in an Architectural Overlay zone.

PROJECT DESCRIPTION

Existing signage consists of one illuminated wall sign identifying the business name, and one non-illuminated blade sign containing the copy, "CANTINA." The applicant proposes to add a freestanding sign. The proposal would exceed the square footage of signage permitted for a business within the Architectural Overlay. Due to the curve of North El Camino Real and the typical speeds of traffic in the vicinity, the business owner believes that existing signage does not adequately identify the business. The extensive landscaping at the neighboring San Clemente Art & Supply building also obscures visibility to the existing restaurant signage. A Discretionary Sign Permit is required to allow a pole sign and an increase in the total sign area above 25 square feet for a business within the Architectural Overlay.

Prior DRSC Review

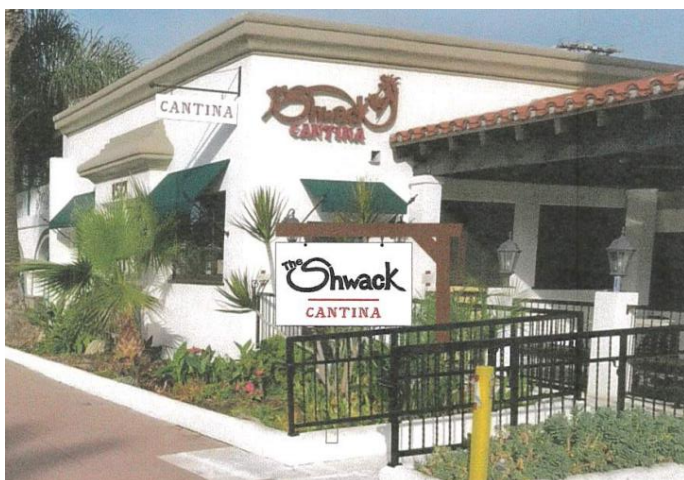
DRSC reviewed a proposed 32 square foot freestanding sign on December 12, 2018. The meeting minutes and staff report are provided as Attachments 2 and 3 respectively. DRSC was cognizant of the practicality of additional signage in this location and expressed a willingness to consider the financial implications of signage alternatives. However, the Subcommittee expressed concern over permitting a signage exception that more than doubles the standard sign area allowance and orients multiple signs towards northbound traffic. DRSC recommended that the applicant consider modifying the handrail into a wall to allow for a mounted sign along the entryway. The subcommittee also recommended that the applicant consider removing the wall sign if a monument sign is the priority for the site. Regarding design, DRSC recommended a monument sign that incorporates additional elements that are handcrafted in appearance.

New Proposal

The applicant considered the DRSC comments and revised the proposed freestanding sign. A side-by-side comparison of the previous and current sign proposals is provided in Figure 1. The applicant proposes to remove the existing wall sign and mount the lettering onto a two-sided panel sign. The panel would be installed on top of stucco columns that mimic the existing columns around the patio cover. The proposed sign is 10 feet tall. The area of the sign face is 32 square feet. Although it is visible in the rendering, the existing Cantina sign would be relocated to the alley. Renderings as well as photos of a simulated story pole sign are provided as Attachment 4.

Figure 1 – Project Renderings

Previous Proposal



Current Proposal



ANALYSIS and RECOMMENDATIONS:

In recent discussions with the applicant, staff conveyed support for additional sign area to improve site visibility and the importance of the restaurant as an anchor business in the North Beach area. However, staff has concerns with the proposed design.

The prior proposal did not meet the definition of a monument sign. Monument signs are defined as, “a free-standing cabinet or panel sign mounted on, or within a base, above grade, which is detached from any building and the sign structure is not narrower than the display surface of the sign.” Therefore, it was deemed to be a pole sign and, as such, both faces of the sign were counted against sign area. The applicant intends to remove the wall sign to mount onto the proposed panel sign to save costs. However, the width of the existing wall sign has led to the above design where the columns are narrower than the sign. The City Planner determined this proposal would still be categorized as a pole sign. As such, the sign equates to 64 square feet of sign area.

Staff is also concerned with the proposed positioning of the sign. The applicant’s intent for the increased sign height is to increase sign visibility and maintain a line of sight above the handrail and vehicles parked on the street. While staff supports the sign encroaching above six feet in height, the proposed ten foot height of the sign in conjunction with the panel design creates a billboard aesthetic.

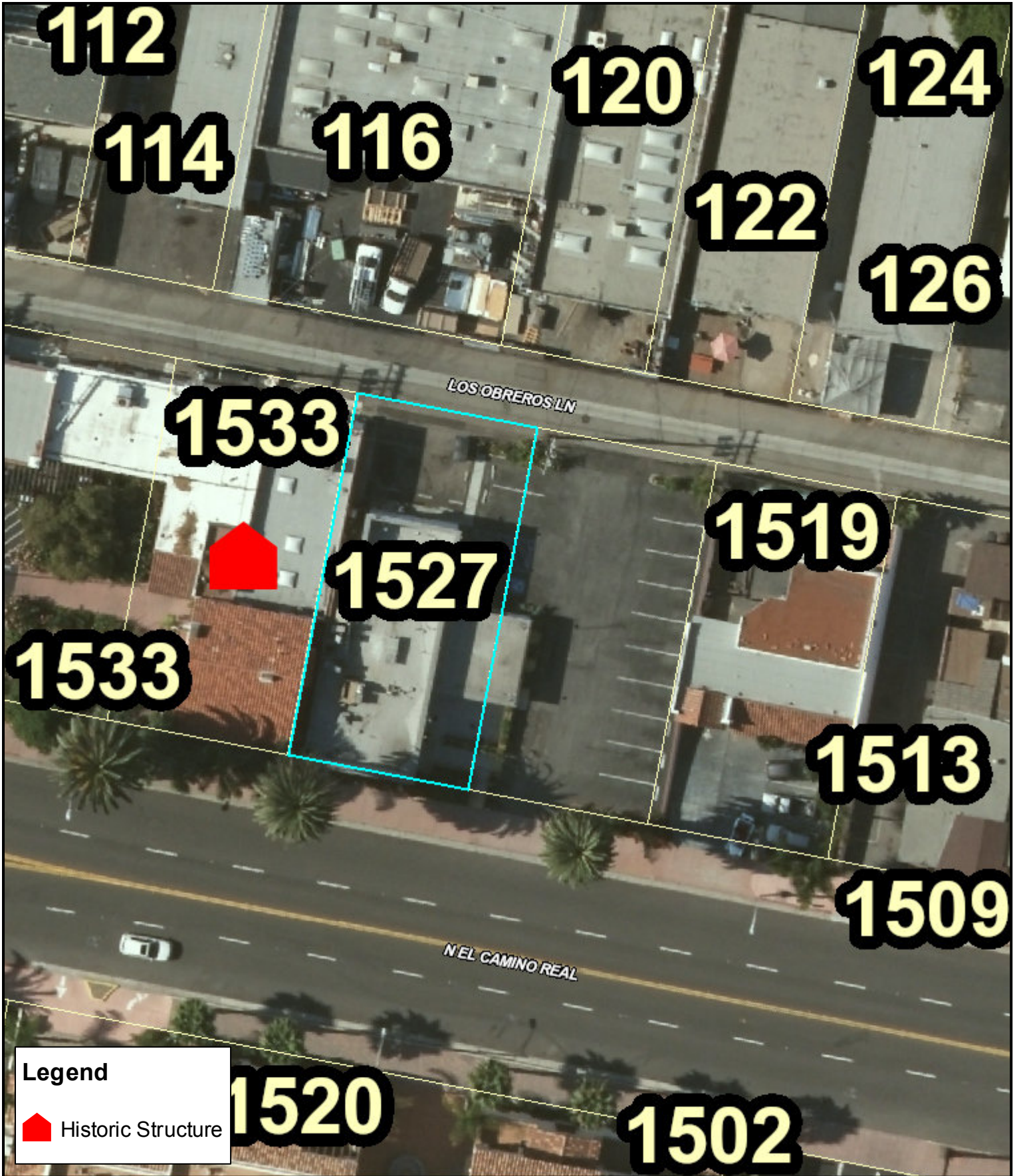
While the sign fits within the existing context of much of the signage along North El Camino Real, where numerous illuminated pole signs are above 6 feet in height, the proposal does not meet the intent for signage within the Architectural Overlay which has a focus on handcrafted appearance and pedestrian orientation of signage. Staff is supportive of additional signage area given the site constraints, which include heavy landscaping at neighboring properties, a curving right of way, high traffic speeds, and a lack of existing pedestrian environment. However, staff cannot support the design as proposed. Staff recommends that the existing wall sign remain in place and that a separate monument sign be installed in the planter. Due to the existing handrails and DRSC’s prior concern with duplicate signage facing northbound traffic, staff recommends a single faced monument sign placed at a forty-five degree angle to the right of way to provide additional visibility to southbound traffic.

CONCLUSION

Staff and the applicant seek additional input from the Committee on the proposal. Due to the applicant’s desire to progress towards Planning Commission, staff does not expect the proposal or revisions to return to DRSC.

Attachments:

1. Location Map
2. DRSC Minutes from 12/12/2018
3. Staff Report for the 12/12/18 DRSC Meeting
4. Renderings and photos
5. Plans



Legend

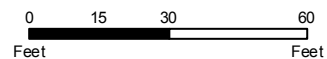
 Historic Structure



City of San Clemente

Project: Shwack Cantina Freestanding Sign

Address: 1527 N. El Camino Real



**CITY OF SAN CLEMENTE
MINUTES OF THE REGULAR MEETING OF THE
DESIGN REVIEW SUBCOMMITTEE
DECEMBER 12, 2018**

Subcommittee Members Present: Jim Ruehlin, Bart Crandell, Jason Talley

Staff Present: Senior Planner Stephanie Roxas, Associate Planner Katie Crockett, Assistant Planner Jonathan Lightfoot

1. MINUTES

The Subcommittee approved the minutes from the November 28, 2018 meeting.

2. ARCHITECTURAL REVIEW OF THE FOLLOWING ITEMS:

Discretionary Sign Permit 18-557, 1527 North El Camino Real, Shwack Cantina Freestanding Sign (Webber/Lightfoot)

A request to add a third sign at the Schwack Cantina. This new sign puts the restaurant above the 25 square-foot of cumulative allowed signage by right per business within the Architectural Overlay.

Assistant Planner Jonathan Lightfoot summarized the staff report. The applicant, Max Fisher, provided background information behind the signage request and was available for questions.

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

- Requested clarification from the applicant on his ability to accommodate staff's recommendations.
- Recognized that financial concerns may affect the applicant's ability to modify the proposed design.
- Expressed concern over requesting design details that would be financially prohibitive.
- Expressed concern over permitting a signage exception when multiple signs would be oriented towards the same direction.
- Suggested removing existing wall sign to remove duplicative signage oriented towards northbound traffic.
- Requested clarification from staff regarding where signage may be located in relation to property lines and public right-of-way.
- Suggested removing a portion of railing and incorporating a solid wall to create a freestanding monument sign facing southbound traffic.

- Requested clarification from staff regarding City policies encouraging signs with a handcrafted appearance in the Architectural Overlay.
- Expressed concern that the thin aluminum plate with lettering may be inconsistent with the sign Design Guidelines.
- Suggested the applicant discuss with Engineering staff the feasibility of obtaining an administrative encroachment permit.
- Expressed concern that the current proposal more than doubles current sign area due to the fact that the proposal constitutes a pole sign and both sides of the sign face are counted. Encouraged the applicant to further consider a monument sign.
- Recommended the applicant redesign the project to utilize a monument design that improves the business' visibility, but does not create signage clutter and incorporates additional elements that are handcrafted in appearance.

The Subcommittee strongly encouraged the applicant to modify the project design and obtain additional DRSC input prior to the Planning Commission public hearing. However, the Subcommittee recommended the applicant use his discretion in determining whether to schedule a second DRSC review, or move the project forward for Planning Commission consideration.

Minor Cultural Heritage Permit 18-573, 415 Avenida Granada, Casa Romantica Amphitheater Seating (Lightfoot)

A request to install stadium seating onto the existing concrete amphitheater at the Casa Romantica Cultural Center and Gardens.

Assistant Planner Jonathan Lightfoot summarized the staff report. The applicant's representative, Gary Wiggle, provided an overview of the letter addressed to the Subcommittee dated December 10, 2018. Mr. Wiggle summarized the applicant's justification for the proposed materials and colors, and was available for questions.

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

- Recognized the applicant's need to use durable materials due to its outdoor location in close proximity to the ocean.
- Did not support the proposed green seating color, and suggested using an earth tone color such as flagstone brown that better blends in with the surroundings to reduce the project's visibility.
- Recommended the applicant explore other composite materials such as a composite resin that are durable but have a more natural appearance.
- Expressed concern over the project's design compatibility and preferred seating that complements the design of the existing terraced seats.

- Expressed a preference for the seat style used in Figure 1 of the staff report as opposed to the seating style used in the photo exhibit.
- Directed staff to discuss with GPA Consulting whether the project would negatively impact the historic resource's status or classification given the project's location and non-historic character of the amphitheater.
- Requested staff to include a larger rendering of the proposed seats in future reports to demonstrate the final proposed appearance of all terraced rows filled with seats.
- Requested clarification from staff regarding required findings and consistency with Secretary of Interior and City standards.
- Noted that the consultant report recommended wood or metal seating, but that the report also encouraged choosing a material that provides suitable longevity.
- Discussed the nature of the seating being fixed but removable and whether that would affect the City's evaluation of the project.
- Commented that there may be insufficient space available on site to store temporary seating.

Subcommittee Member Talley excused himself at the end of the item's discussion due to an excused scheduling conflict.

The Subcommittee directed staff to discuss its comments with this City's historic preservation consultant. The Subcommittee recommended staff use its discretion, depending on whether the project and/or GPA Consulting's report is revised, to determine whether to schedule a second DRSC review of the project, or proceed to a Zoning Administrator public hearing for consideration.

3. **NEW BUSINESS**

None

4. **OLD BUSINESS**

Conditional Use Permits 18-529 / 18-530 / 18-531 / 18-532 / 18-533 / 18-534 / 18-535 / 18-536 / 18-537 / 18-538 / 18-540 / 18-541 / 18-543, AT&T Small Cells in Right-of-Way (Crockett)

Review of design alternatives for a request to construct 13 "small cells" on street lights and utility poles within the public right-of-way at 13 locations throughout the City, previously reviewed by the DRSC.

Associate Planner Katie Crockett summarized the staff report. The applicant team, Franklin Orozco, Rickard Soderberg, and Calvin Gough, was present for questions.

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

- Requested clarification from staff regarding the application's status and whether proposed locations have been reviewed by Engineering staff for potential line-of-sight issues regarding micro sites (due to the larger base).
- Requested clarification and discussed designs proposed at specific locations, especially as it relates to potential aesthetic impacts to nearby residential uses.
- Discussed the proposed Type 2 micro site facility at 260 W. Escalones (CUP 18-536). Requested clarification on the design from the applicant and recommended staff review above-ground poles in the neighborhood to determine an appropriate facility design.
- Discussed the merits of the tapered and non-tapered designs for Type 1 (concrete light pole) installations and recommended selecting a design based on the location and existing surrounding conditions (i.e., presence of and design of other poles in the vicinity).
- Discussed proposed designs for Type 2 (wood utility pole) installations and expressed preference for the antenna to be painted brown, removal of the extension arms, and mounting radios close to the pole.

The Subcommittee recommended the proposed facilities using the Type 1 and Type 2 installation designs proceed to a Planning Commission hearing for consideration after incorporation of DRSC recommendations. The Subcommittee did not reach a consensus on the proposed micro site design given the limited information available and recommended staff use its discretion to determine whether to schedule an additional DRSC review, or proceed to a Planning Commission hearing.

5. **ORAL AND WRITTEN COMMUNICATION**

None

ADJOURNMENT

Adjourn to the Regular Meeting of the Design Review Subcommittee to be held Wednesday, January 9, 2019 at 3:00 p.m., at the Community Development Department, Conference Room A, located at 910 Calle Negocio, San Clemente, California.



Design Review Subcommittee (DRSC)

Meeting Date: November 28th, 2018

PLANNER:

Kyle Webber, Planning Intern
Jonathan Lightfoot, Assistant Planner

SUBJECT:

Discretionary Sign Permit 18-557, 1527 N El Camino Real, a request to add a third sign at Shwack Cantina located at 1527 N. El Camino Real.

BACKGROUND:

Site Data

The site is located in the North Beach area on North El Camino Real between Calle de los Molinos and Avenida Florencia (Attachment 1). Surrounding land uses include various businesses and residential buildings such as San Clemente Realty, PCH Sheet Metal, Chiropractor Center, an art shop and Venetian Villas Apartments. The site is in the Mixed Use (MU2) Zoning District and Architectural, Central Business, and Coastal Zone Overlay Districts (A-CB-CZ). The site is approximately 4,187 square feet in area and contains a 2,475 square foot restaurant building with 328 square foot attached patio and 16 on-site parking spaces. The property is adjacent to an Ole Hanson-era historical building at 1533 N. El Camino Real. A vicinity map is provided as Attachment 1.

Prior Entitlements

The Planning Commission approved a façade remodel for the restaurant in 2015 via Minor Cultural Heritage Permit 15-212. Alterations were made to the existing Spanish Colonial Revival style building, including changes to the fenestration and the addition of a roofed pergola for outdoor dining. Signage was not a part of the review.

Planning staff approved an Administrative Sign Permit in 2016 (ASP 16-207) for one wall sign and one blade sign equaling 25 square feet in total. The amount of signage permitted complies with the 25 square foot maximum allowed in an Architectural Overlay zone. The architectural treatment of the signs and their compatibility with the surrounding historical buildings were approved with supplemental materials provided in plans submitted with building permit number B15-2469.

Why is DRSC Review Required?

Zoning Ordinance Section 17.12.025 requires Design Review Subcommittee (DRSC) review of all Discretionary Sign Permits (DSP). In accordance with Zoning Ordinance Section 17.16.250, the Planning Commission is the final authority on DSP applications. Common design issues reviewed by DRSC include signage design, size, materials, lighting, and visual impacts.

PROJECT DESCRIPTION:

Shwack Cantina is an existing full-service restaurant that has operated in the subject location since 2016. The focus of the current review is specifically related to the allowance of increased square footage of signage permitted for a business within the Architectural Overlay due to minor hardship experienced by the business owner. Due to the curve of North El Camino Real and the typical speeds of traffic in the vicinity, the business owner believes that existing signage is inadequate. The extensive landscaping at the neighboring San Clemente Art & Supply building also obscures visibility to the existing restaurant signage. Existing signage consists of one illuminated wall sign identifying the business name, and one non-illuminated blade sign containing the copy, "CANTINA."

The applicant and business owner, Max Fisher, is proposing installation of a free-standing sign facing North El Camino Real in the planter between the building and sidewalk that is adjacent to El Camino Real. The proposed sign is a hanging, non-illuminated metal panel affixed to a wooden post. Based on the proposed design, the project is categorized as a pole sign. The proposed sign is constructed of aluminum material with painted text (white, black, and red). The proposed sign is setback 12'-7" behind the curb face. The proposed sign would put the restaurant above the allowed 25 square feet permitted by right in the Architectural Overlay Zone and, therefore, requires a Discretionary Sign Permit. The dimensions and visual simulations of the signs can be seen in Attachment 2.

Figure 1 – Rendering of Proposed Signage



ANALYSIS:

In accordance with Zoning Ordinance Section 17.84.020(C), the Architectural Overlay District sign standards are intended to maintain or enhance the character of the area. The applicant requests an allowance to exceed the standard 25 square feet of signage allowed by right. The Zoning Ordinance permits two types of freestanding signs, which are defined below:

- (1) Monument Sign: A free-standing cabinet or panel sign mounted on, or within a base, above grade, which is detached from any building and the sign structure is not narrower than the display surface of the sign.
- (2) Pole Sign: A free-standing sign directly supported by a sign structure consisting of poles, posts or braces or other similar components that is narrower than the display surface of the sign.

The current proposal meets the definition of a pole sign.

Consistency with Design Guidelines and Standards

Table 1 below is an analysis of the project’s consistency with applicable standards and guidelines.

Table 1 – Project Consistency

Design Guideline / Zoning Standard	Project Consistency
<i>Design Guideline II.C.3.e. Signage:</i> “Carefully integrate signage with the design concept of the building and site. Signage should be consistent with the architectural character of the building.”	Consistent. The proposed sign uses the same font over a white background, closely reflecting the existing wall sign. The only variation is the removal of the logo to increase readability.
<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”.	Partially consistent. The white background of the sign is consistent with the white stucco of the building. The wooden structural support of the sign should be painted to match the pergola’s framing members. Currently, it appears to be a lighter shade of brown.
<i>Zoning Ordinance Section 17.84.020(C)(3):</i> Signs may be illuminated with external lighting, back lighting, or neon lighting (with the approval of a Discretionary Sign Permit).	Consistent. The sign is not currently proposed to be illuminated.

Design Guideline / Zoning Standard	Project Consistency
<p><i>Zoning Ordinance Section 17.84.020(D)(1)(g)(i), Maximum Sign Area Allowed per Business:</i> “For signs within an Architectural Overlay district, less than 25 square feet unless a Discretionary Sign Permit is approved.”</p>	<p>Consistent: The existing signage is 25 square feet. The proposal would add approximately 32 square feet of signage. (Each side of a pole sign is counted for sign area; the proposed face is 15.9 square feet.)</p>
<p><i>Table 17.84.030A:</i> Pole signs require a discretionary sign permit. One pole sign is allowed per site with a maximum size of 64 square feet and a maximum height of 15 feet.</p>	<p>Consistent. The proposed sign is approximately 32 square feet and under 7.5 feet in height. Staff recommended a height for the sign that would prevent overlap with the adjacent guardrail.</p>

RECOMMENDATIONS:

The applicant incorporated elements of SCR style recommended by staff during Design Management Team (DMT) review. To bring the proposed sign further in line with the Design Guidelines, staff recommends the following changes:

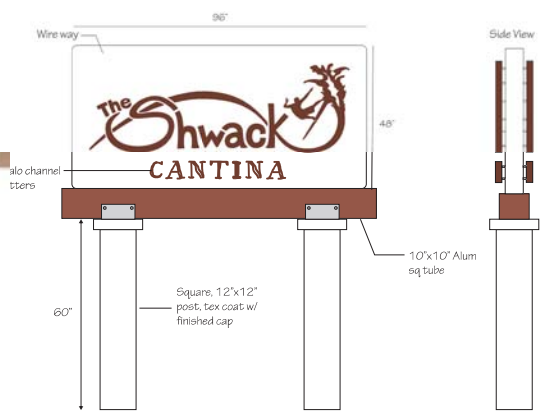
- 1) Embellish the structural frame of the sign to include wrought iron or other elements to create a sense of permanence. The current simpler frame could be confused for a temporary real estate sign.
- 2) The color of the wood frame should be painted to match the framing members of the existing pergola.
- 3) Move the location of the existing cantina blade sign to reduce visual clutter.

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. Sign Dimensions
3. Site Plans



Notes:

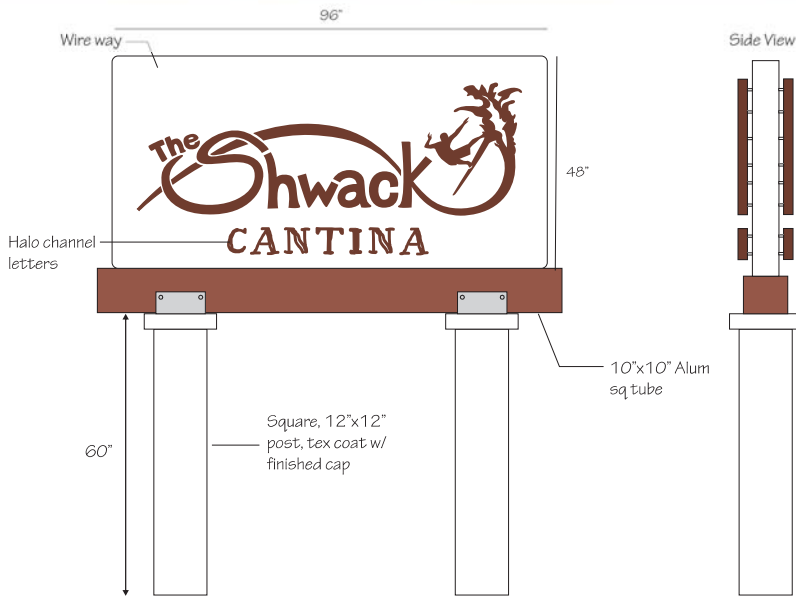
- Monument, halo illuminated channel letters, D/F
- Alum wireway, 6"D
- Mounted on a 10"x10" alum square tube base
- Columns, to be tex coat w/ cap

1 designs are property of Sign Center.

Unauthorized use of artwork or designs without the written permission from Pacific Sign Center may result in legal action.

SIGN CENTER
 24422 Del Prado, Ste 2
 Dana Point, CA 92629
 949.248.7474

Project The Shwack, SC	Draft Created By Mark Kuwahara	Draft # 8	Design Approval
Sign Type Monument Sign	Client Max Fisher	Sales Person	Approval Date



Notes:

- Monument, halo illuminated channel letters, D/F
- Alum wireway, 6"D
- Mounted on a 10"x10" alum square tube base
- Columns, to be tex coat w/ cap



All artwork & designs are the exclusive property of Pacific Sign Center. Unauthorized use of artwork or designs without the written permission from Pacific Sign Center may result in legal action.

Project The Shwack, SC	Draft Created By Mark Kuwahara	Draft # 12	Design Approval
Sign Type Monument Sign	Client Max Fisher	Sales Person	Approval Date







1527

CANTINA

The Shwack
CANTINA



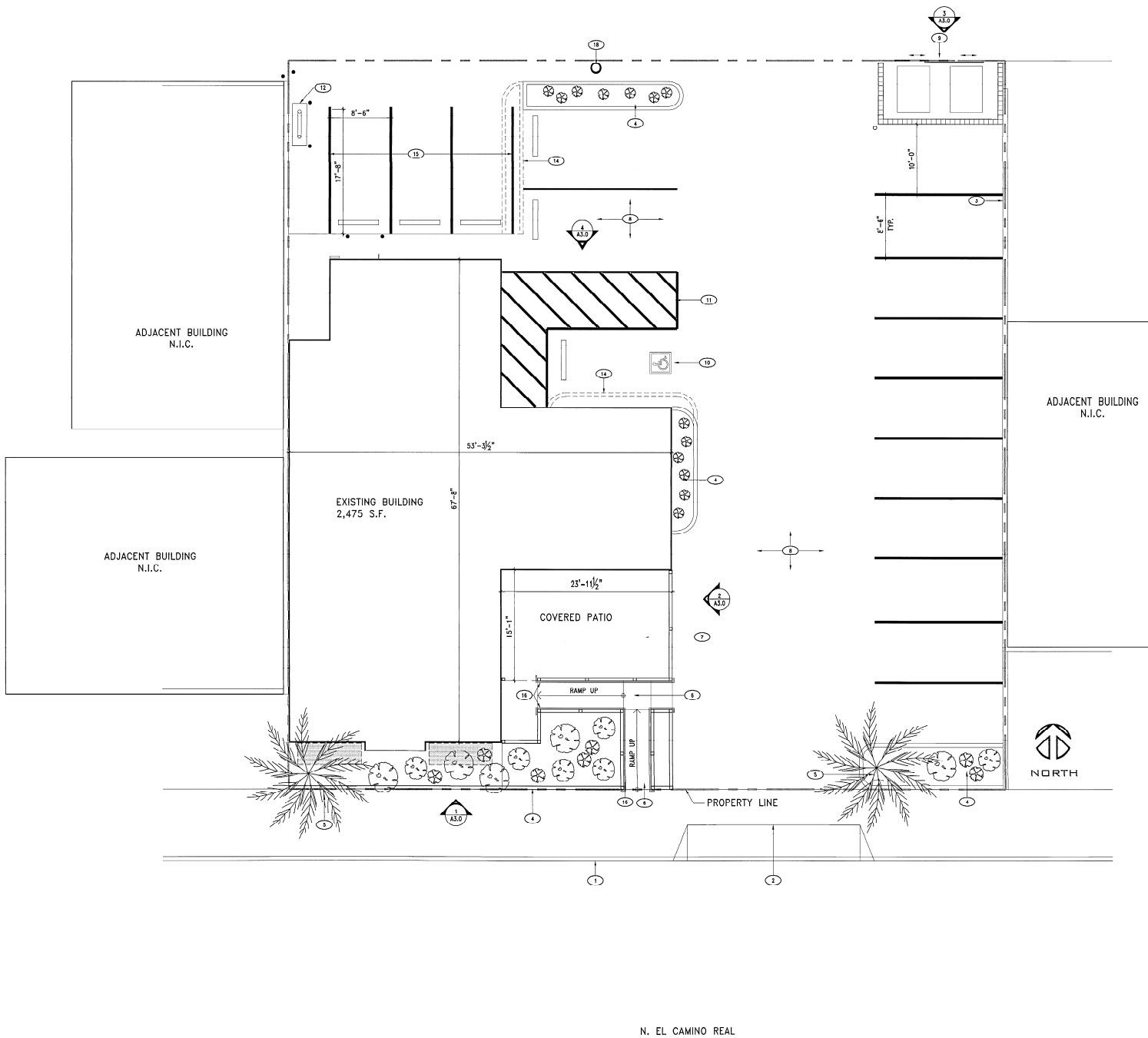




The Shwack
CANTINA



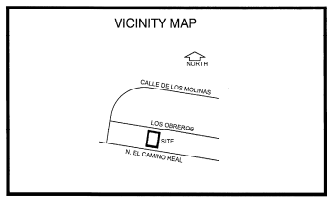
LOS OBREROS LANE



- ### SITE PLAN NOTES
- (1) EXISTING CURB
 - (2) EXISTING CURB RAMP
 - (3) EXISTING SITE WALL
 - (4) EXISTING PLANTER/LANDSCAPING
 - (5) EXISTING PALM TREE
 - (6) EXISTING RAMPS/WALKWAY
 - (7) NEW PATIO COVER WITH SPANISH TILE ROOFING OVER EXISTING PATIO
 - (8) ALL EXISTING PARKING TO REMAIN
 - (9) NEW TRASH ENCLOSURE, 8" CHU WALL W/ W.I. GATES
 - (10) EXISTING ACCESSIBLE PARKING SPACE
 - (11) EXISTING ACCESSIBLE STRIPING
 - (12) EXISTING METER
 - (13) EXISTING TELEPHONE POLE
 - (14) PORTION OF EXISTING PLANTER TO BE DEMOLISHED
 - (15) NEW PARKING STRIPING
 - (16) NEW HANDRAILS TO MATCH PATIO RAILING

BUILDING DATA

R/III DIVISION DEPARTMENT:	CITY OF SAN CLEMENTE CA
SITE ADDRESS:	1527 N. EL CAMINO REAL SAN CLEMENTE CA 92672
EXISTING ZONE:	C2
TENANT:	THE SHWACK CANTINA
ADDRESS:	1527 N. EL CAMINO REAL SAN CLEMENTE CA 92672
OCCUPANCY GROUP:	A-2
USE:	RESTAURANT
TYPE OF CONSTRUCTION:	EXISTING V.B. SPRINKL. ERECT
STORIES:	EXISTING ONE STORY
WATER AND SEWER:	EXISTING TO REMAIN
SPRINKLERS:	YES
EXISTING BUILDING HEIGHT:	16'-0"
AREA OF EXISTING RESTAURANT (NON-LIVING SPACE):	2,475 SF
PARKING PROVIDED:	15 STANDARD PROVIDED 1 HANDICAPPED
SEATING (INCLUDES PATIO):	75
LANDSCAPING (EXISTING):	668 S.F.



This is a general site plan and not prepared to be used for construction or other purposes. These drawings are for informational purposes only. The City of San Clemente is not responsible for the accuracy or completeness of the information provided. These drawings are to be approved by the City of San Clemente.

Date: 8-24-15
 Planning: 8-24-15
 Revision:

Scale: 3/16" = 1'-0"
 Drawn By: ND
 Checked By: EB
 Sheet Number:

THE SHWACK CANTINA
 SAN CLEMENTE, CA

THE SHWACK CANTINA
 SAN CLEMENTE, CA

SITE PLAN
 Original drawings are in 1/4"

EUCALYPTUS
 2927 Greenwood St., Suite 105
 Agoura Hills, CA 91301
 PH: 818.707.1988 F: 818.707.1038

A1.0