



Design Review Subcommittee (DRSC)

Meeting Date: February 13, 2019

PLANNER: Katie Crockett, Associate Planner

SUBJECT: **Discretionary Sign Permit 18-256, 600 Avenida Pico Circle K Master Sign Program,** a request to modify a Master Sign Program for an existing service station at 600 Avenida Pico.

BACKGROUND:

Site Data

The site is located on the south side of Avenida Pico east of the Interstate 5 northbound off-ramp (see Attachment 1, Location Map). The General Plan designates Avenida Pico as a major scenic corridor. Additionally, the site is designated a freeway gateway. The site is zoned Community Commercial (CC2) and abuts the I-5 freeway to the west, a future Starbucks drive-thru (currently under construction) and a McDonalds drive-thru to the east, and San Clemente High School to the south. Across Avenida Pico to the north is an undisturbed hillside portion of the lot occupied by St. Andrews-By-the-Sea Church.

The site is developed with a convenience store, automated car wash tunnel, and fuel canopy containing 6 double-sided pump stations. The existing convenience store has a manufactured tile gable roof with off-white stucco walls. The fuel canopy is also manufactured tile with an open gable and white square columns.

Figure 1 – Existing Conditions



The site is the subject of an open code compliance case. Several signs were modified or added without required approvals and permits. This proposed Master Sign Program (MSP)

addresses some of these additions/modifications. Any unpermitted signs not included in the proposed MSP will be addressed through conditions should the project be approved. If the application is withdrawn or denied, the unpermitted signs will be addressed through continued code compliance action.

Prior Entitlements

The service station was approved by the City in 1989 under Use Permit (UP) 88-19 and Sign Exception Permit (SEP) 88-01. The service station was granted approval of a Master Sign Program (MSP) through Discretionary Sign Permit (DSP) 12-107. In 2017, the service station received an Administrative Sign Permit (ASP 17-026) for copy changes to existing approved signs and new pump number wedges.

Why is DRSC Review Required?

Zoning Ordinance, Section 17.12.025 requires Design Review Subcommittee (DRSC) review of any DSPs. The DRSC must review the request to ensure the proposed signage meets standards related to design, size, materials, lighting, and visual impacts. Zoning Ordinance, Section 17.84.020.G requires a MSP for any gas/service station that proposes new signs or modification to existing signs.

PROJECT DESCRIPTION:

The applicant proposes a modified MSP that includes a wall sign change-out, new and modified car wash directional signs, monument sign copy change, and pole sign copy change. Most of the modifications are limited to copy changes, but the applicant is proposing new ground mounted directional signs as well. Additionally, this review will allow the City to more comprehensively consider modifications permitted through ASP 17-026. Existing approved signage for the service station amounts to 172.87 square feet. The applicant requests an additional 18.83 square feet, which would bring the total to 191.7 square feet. Additional unpermitted signage installed at the site will be removed. The proposed MSP is provided as Attachment 2. Table 1 below details the various sign types included in the proposed MSP.

Table 1 – Proposed Signage

Proposed Signage	Modification Proposed	Sign Square Footage
Pole Sign (1)	Existing, reface	120 square feet (60 each side)
Monument Sign – Including Pricing (1)	Existing, reface	32.37 square feet (each side)
Circle K Wall Sign (1)	Reduced in size from 16 sf	13.33 square feet

Pump Aprons/Valences (12)	Increased area from 4.5 sf	26 square feet (2.2 sf /each)
Pump Number Wedges (12)*	Existing but not previously considered through MSP	12 square feet (approx. 1 sf /each)
Air and Water Sign*	Existing but not previously considered through MSP	3 square feet
Vacuum Sign*	Existing but not previously considered through MSP	1.89 square feet
Car wash directional – wall mounted (2)*	Change copy/color/illumination from previously approved MSP	26.22 square feet (13.11 sf /each)
Car wash directional – ground mounted (1)*	New	8 square feet
Car wash automated Point of Sale	Existing but not previously considered through MSP	7.4 square feet
Car wash instructions	Existing but not previously considered through MSP	8.27 square feet
Car wash timer display	New	2.83 square feet
Total Proposed Sign Area		191.7 square feet (18.83 sf of new signage)

*These signs are considered “directional signs.” An additional Administrative Sign Permit is not required for directional signs, and the square footage is not tabulated in the total sign area of the site.

The approved MSP did not consider the painted canopy band as signage for the purposes of calculating total sign area. Because the applicant does not propose changes to the canopy, staff excluded the canopy band from the signage calculation.

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 165 feet of frontage according to the assessors parcel map; therefore the service station is permitted to have 165 square feet of sign area. The existing approved sign area is 172.87 square feet, and the proposed signage area is 191.7 square feet. Staff recommends the

sign area be reduced to not exceed the previously permitted amount of 172.87 square feet. There is an additional 69.61 square feet of “directional signage” not included in the total sign area for the site, which is discussed in further detail, below.

Pole Sign

The pole sign is located on the northwest corner of the property, near the freeway off-ramp and is freeway visible. The sign conforms to current height and size requirements for pole signs, and a copy change was approved in 2017 through an ASP. No additional changes are proposed.

Monument Sign

The monument sign is located at the northeast corner of the property. The sign conforms to code requirements and a copy change was approved in 2017 through an ASP. No additional changes are proposed.

Wall Sign

The wall sign is located at the front of the convenience store. The City approved the sign in 2013 through the DSP process, and it is a painted hand-carved wood sign with external goose-neck lighting. The existing sign is 16 square feet. The applicant proposes to replace it with a new 13.33 square foot sign of the same design and materials.

Pump Aprons/Valences

The approved MSP does not include signs on pump aprons and valences. The applicant proposes to modify the vinyl decals for the pump aprons and valences that identify the branding and utilize brand colors. The area of the skirt and valences that contain sign copy/branding are included in sign area. While only sign copy areas are included in the “sign area” listed in the MSP as well as Table 1 of this report, the entire pump could be included in sign area.

Canopy Branding

The canopy has an existing blue band shown on the most recently approved MSP, but was not factored into sign area. Staff is unsure as to whether this was a part of the original service station design or if it was excluded from the sign area calculation. Because the blue band is the primary branding color of Mobil, and is not consistent with design guidelines, staff believes it should have been included in the sign area. However, since the blue band is existing and other approvals have not included it, staff does not recommend that it be removed or included in the total sign area calculation.

Directional Signs

There are several types of directional signs included in the proposed MSP, which are not included in the total sign area. The Zoning Ordinance does not require an Administrative Sign Permit and does not set forth any limitations on size or placement. Directional signs

are defined as “any on-site sign which is designed, erected, and maintained to serve as a public convenience in directing pedestrian and vehicular traffic, but not used for the purpose of advertising uses or activities on the site.” The total area of proposed “directional signage” is 69.61 square feet. Directional signs are shown and discussed in more detail in Attachment 4.

Consistency with Design Guidelines and Standards

The General Plan requires high quality architecture at City gateways. For similar service station projects, staff 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. However, staff does not recommend replacement of signs in the approved MSP that may not conform to the A-Overlay standards.

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>Section 17.84.030(D)(1)(b)(ii):</i> “For service stations, one square foot of sign area allowed for each lineal foot of street frontage.”</p>	<p><i>Inconsistent.</i> The proposal increases total sign area by 18.83 square feet. The total sign area (of all applicable signs) should be decreased to not exceed 172.87 square feet as previously approved. This exceeds the 165 square feet permitted by code, but given the relatively minor modifications proposed, staff believes maintaining the amount of approved signage is appropriate.</p>
<p><i>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 require signs that appear 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 pump skirts/valences and various types of directional signage proposed. Handcrafted signs on the pumps would strongly contrast to the signs that are changes of copy. Staff is supportive of the maintaining the existing pumps, consistent with prior approvals and the monument and pole sign. However, the use of branding colors should be reduced to reduce visual clutter and blend with the</p>

	<p>building architecture. Additionally, several signs could be modified to better match SCR architecture.</p>
<p><i>Section 17.88.030:</i> “Directional sign’ means any on-site sign which is designed...to serve as a public convenience in directing pedestrian and vehicular traffic, but not used for the purpose of advertising uses or activities on the site.”</p>	<p><i>Partially consistent.</i> The ground mounted car wash directional sign is proposed at the front property line adjacent to a site driveway. The proposed sign is highly visible from the street and serves to advertise a use on the site. Staff recommends removing the sign or relocating it to the interior of the site.</p>
<p><i>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>Inconsistent.</i> The plans do not specify the maximum lumen level. While internal illumination is discouraged for signs in the A-Overly, staff does not recommend requiring replacement of the existing approved internally illuminated signs.</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>Partially consistent.</i> Many of the illuminated signs have been previously approved and staff does not recommend requiring the applicant to replace the signs. However, staff does not support the addition of any internally illuminated signs such as the wall-mounted car wash directional signs.</p>
<p><i>General Design Guidelines for All Architecture Subject to Discretionary Design Review II.C.3.e:</i> “Carefully integrate signage with the design concept of the building and site. Signage should be consistent with the architectural character of the building.”</p>	<p><i>Inconsistent.</i> Several different colors that convey corporate branding are utilized in various signage throughout the site. The building is white stucco with red clay tile roof. Therefore staff recommends that the colors of all directional signage be toned down to complement the building architecture and reduce visual clutter. This may be accomplished by utilizing metal pin mounted letters for wall mounted directional signs, utilizing metal cutout details for mounting of pump numbers, and redesigning the ground mounted directional sign to include less background color and a metal cutout detail.</p>
<p><i>Section 17.84.020(B)(3)(a)(c)(e):</i> “Landscaped planters shall be required to be installed at the base of all permanent freestanding signs....shall be irrigated and landscaped with living plant material....[and]</p>	<p><i>Inconsistent.</i> Landscaping at the base of the monument and pole sign have not been maintained and contain predominantly bare dirt and mulch. The applicant should provide a landscape plan showing landscape at the base of the monument and pole sign and its installation should be a condition of project approval.</p>

<p>shall be maintained in a neat and healthy manner...”</p>	
<p><i>Section 17.84.020(C)(1)(2):</i> “Signs within the Architectural Overlay...shall be hand-crafted in appearance...[and] shall be constructed of and mounted and supported with materials compatible with the Spanish architectural theme including, but not limited to, stained wood supports and accents, troweled stucco applications, painted terra cotta tiles, ornamental wrought iron...”</p>	<p><i>Partially consistent.</i> The service station has existing approved signs including the pump valences and skirts, monument sign, and pole sign inconsistent with these requirements. Staff does not recommend all signs be brought into conformance. However, for new or modified signs, particularly several of the directional signs, staff recommends design modifications to incorporate additional elements more in line with SCR architecture, including metal mounting for the pump numbers, modified style of ground mounted directional sign incorporating metal detail, and pin mounted metal letters for the wall mounted directional sign.</p>

RECOMMENDATIONS:

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

1. Reduce total sign area (of applicable signs) by 18.83 square feet to 172.87 square feet as originally permitted through prior MSPs. This could be achieved in part by reducing signage/branding on pumps (valences and skirts).
2. Utilize white color on the body of the fuel pumps to blend with the architecture of the site and reduce visual clutter.
3. Redesign pump number signs on canopy columns to more closely align with SCR styles required for gateways. This could include utilizing ornamental metal mounting.
4. Modify wall mounted car wash directional signs to remove red background color, remove illumination, and utilize sign/letter type consistent with SCR design guidelines, such as pin mounted metal letters.
5. Relocate ground mounted car wash directional sign to interior of lot to meet definition of “directional sign” and reduce visual clutter at the street.
6. Modify ground mounted car wash directional sign to utilize materials and style more consistent with SCR design guidelines, such as reducing the acrylic/vinyl area and incorporating a metal cutout detail.
7. Modify POS so that base and rear are white to blend with the building.
8. Remove the additional rider on the car wash instructions and incorporate all signage into one frame.
9. Provide illumination and color temperature information on sign plans. Internally illuminated signs shall not exceed 200,000 lumens and the color temperature of all lights shall be 4,000 degrees Kelvin.

10. Provide a planting plan showing landscape in planters at the base of the monument and pole signs, which shall be installed prior to final sign inspections.

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 policies.

Attachments:

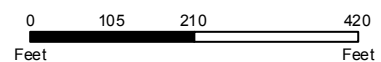
1. Location Map
2. Proposed Master Sign Program
3. Site Photos
4. Directional Sign Summary with Images



City of San Clemente

DSP 18-256

600 Avenida Pico



Property Description

The subject parcel within the city of San Clemente ID number 679-042-01 located south of Avenida Pico and east of Interstate 5. The subject parcel is 0.840-acres in size with a property class of Commercial(3). The parcel is currently occupied by an existing Service station that in this project will be refreshed with a new brand image to replace the older scheme. Existing architecture are to remain a large part of the site image and to remain generally unchanged in the scope of the current refresh project.

The existing building general square footage is about 4,000 square feet encompassing a minor proportion of the lot. The abutting property to the east are of a small lot containing a single restaurant building and to the south of the subject parcel is a large lot used for recreational sports and other activities

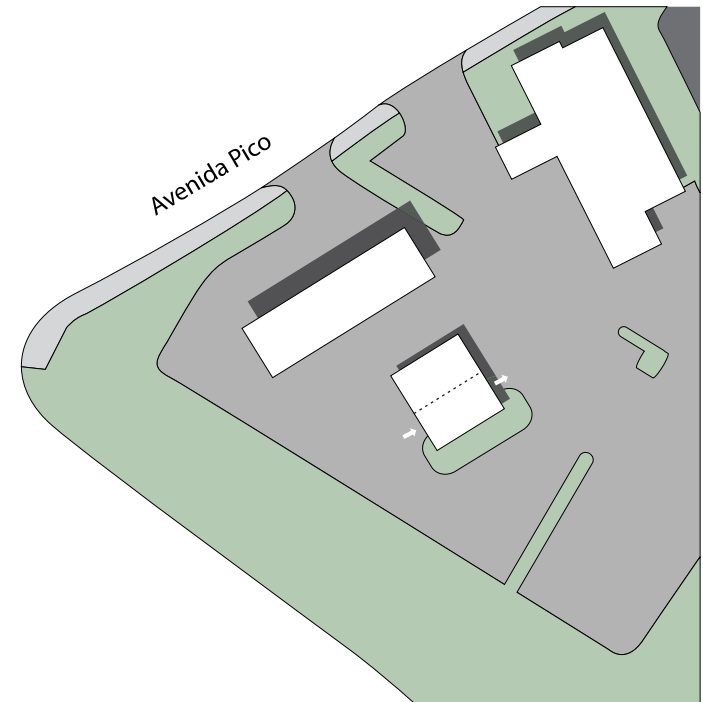
Project Description

The proposed project involves the redecoration of the existing convenience store and car wash building on the subject parcel. The design proposed need only to follow the design using paints to best match building scheme. Fueling canopy imaging to remain untouched under this project.

The primary identification and price cabinet signs located along Avenida Pico and have been previously refaced with congruent faces of similar sizes previous to this current proposal. Reimaging of the store to pertain to the existing signs with refaces of existing wooden signs and new channel box sets that puts forth the design of the new brand look without interfering with the existing architectural aesthetic of the building. Car wash building trim and signage to be installed above the enter and exit portals that represent the new brand image look for car wash buildings. Adjacent pay and advertisement strictures shall follow in terms of design as being reimaged frames and painted chassis for the electronic Point of Sale System save for the new included car wash machine timer enclosure mounted to the wall. Clearance bar structure to be installed on the entrance driveway of the car wash to prevent customers from obstructing the car wash in vehicles deemed to exceed the wash machine's working envelope.

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2. Site Plan
3. Sales Overview
4. Previously Approved Pump
5. Previously Approved Main ID Sign (1)
6. Previously Approved Main ID Sign (2)
7. Store Sign Layout
8. Car Wash Entrance Layout and Timer Detail
9. Car Wash Exit and Portal Detail
10. Portal Layout
11. Portal Measurements
12. Portal Illumination Details
13. Directional Sign Details



Proposed hours of Illumination: Dusk - Dawn (Photosensors activate illumination based on ambient lighting)
 Proposed normal business hours: 6 am - 9 pm

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Class	Job Location
C	Circle K #2709470 600 Avenida Pico San Clemente, CA 92672

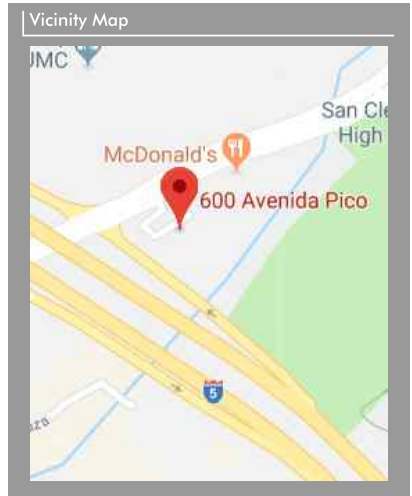
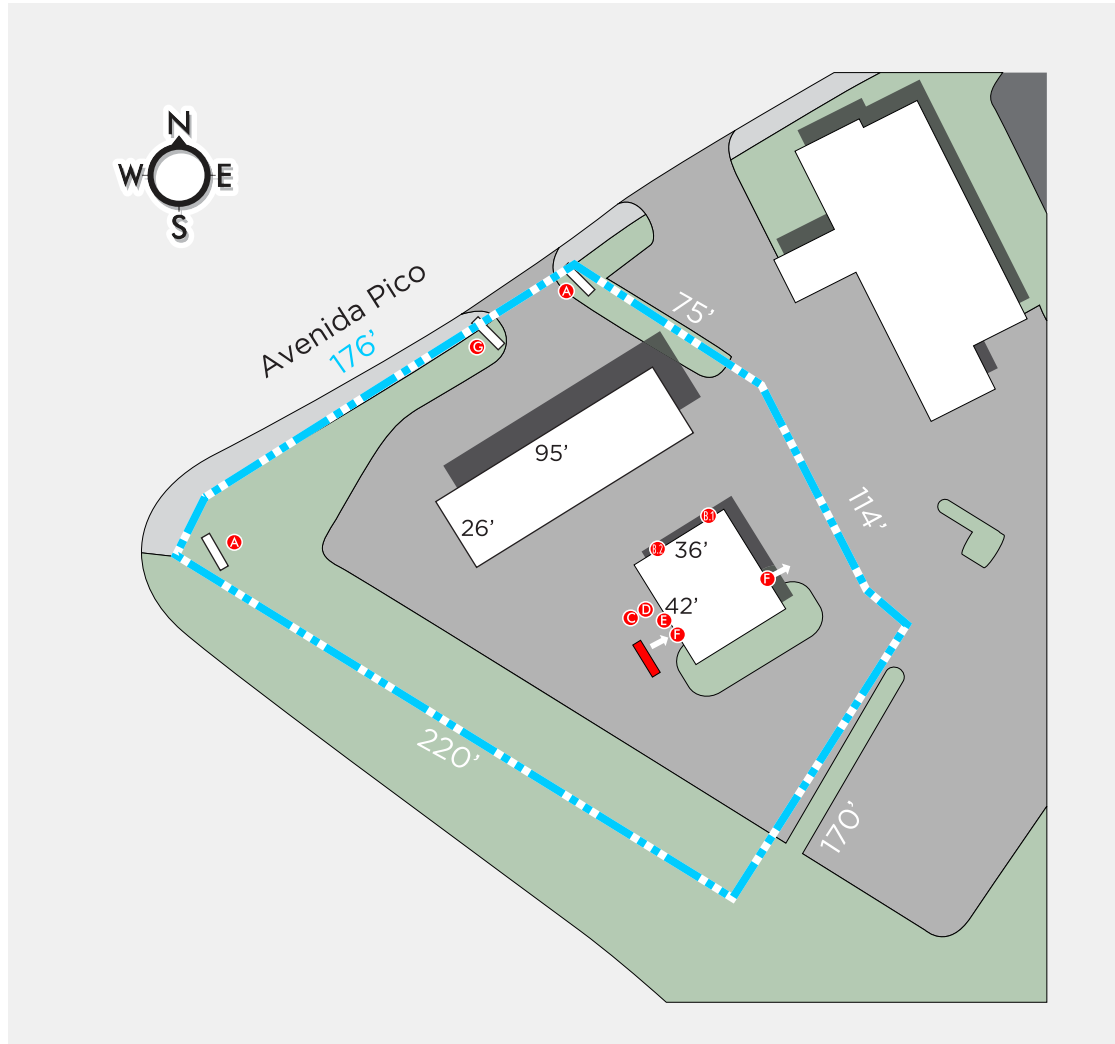
Owner Information
Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA. 92879 951-270-5118

Project Information
Project - Car Wash Designed by - CP

Approval
Owner - _____ Date - _____
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Siteplan

Sign	QTY	Square Footage	
		Existing	Proposed
	1	32.37 sqft	32.37 sqft
	1	59.16 sqft	59.16 sqft
	1	13.33 sqft	13.33 sqft
	1	7.4 sq ft (E)	7.4 sqft Reface
	1	No Signage	8.27 sqft
	1	No Signage	2.83 sqft
	2	46.0 sqft	26.22 sqft
	1	No Signage	9.6 sqft
	2	Blue Band to remain	Blue Band to remain
	8	17.3 sqft	17.3 sqft
	1	No Signage	3 sqft
	1	1.89 sqft	1.89 sqft
	6	No Signage	6.03 sqft
TOTALS		171.45 sqft	180.36 sqft



Additional Details

- #### Project Overview (Legend)
- (A) Main ID Sign
 - (B) Totem Shop Sign
 - (C) Store Shop Sign
 - (D) Point of Sale Machine
 - (E) Snap Frame Safety/Directional Sign
 - (F) Wash Machine Timer Box
 - (G) Portal Architectural Trim
 - (H) Directional Signs

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Job Location
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 600 Avenida Pico
 San Clemente, CA 92672

Owner Information
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 255 E. Rincon St, Suite 100
 Corona, CA. 92879
 951-270-5118

Project Information
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Approval

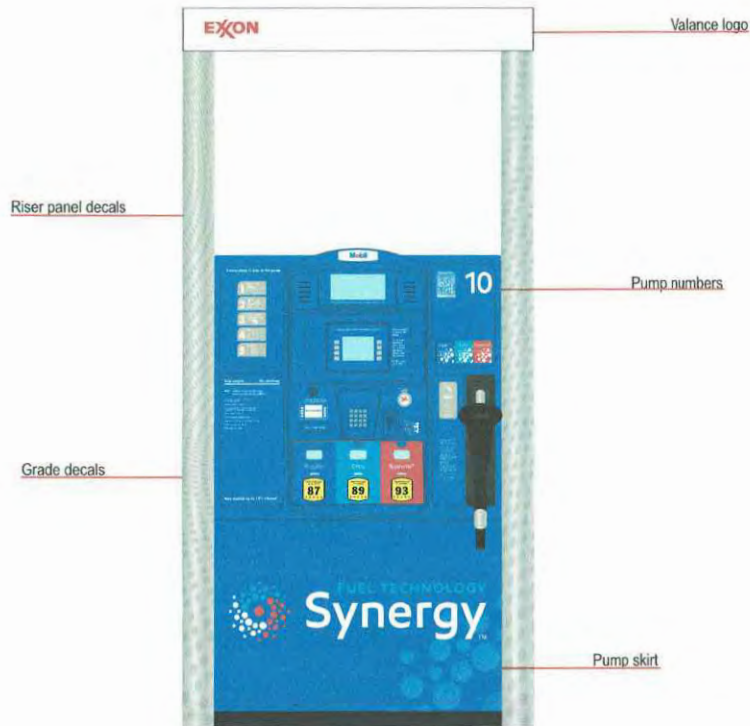
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C DISPENSER

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BUILDING DIVISION
BY AS DATE 1/10/17



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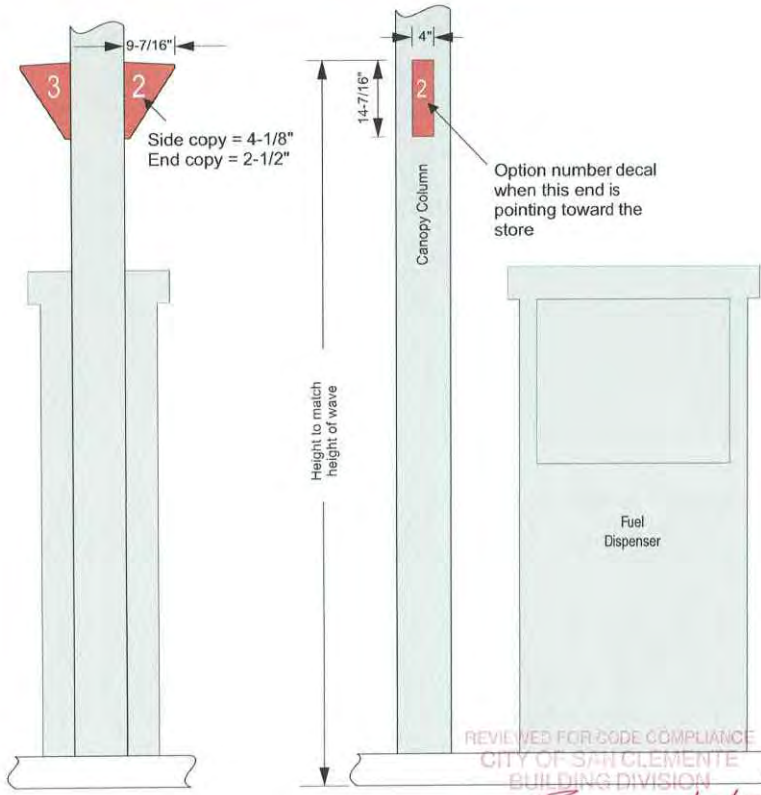
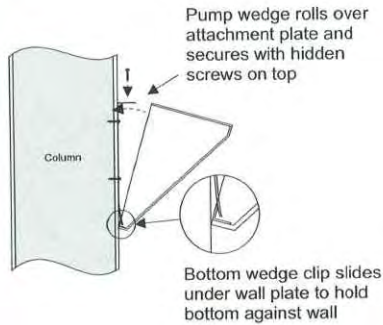
B APERTURE SPECIFICATIONS
NUMBER WEDGE

Pump Number Wedge


Structural Spec:

- Wedges are 2 sided, non-illuminated, with white vinyl graphics
- Acrylonitrile butadiene styrene (ABS) skin with aluminum mounting plate
- 2 lbs total weight
- Structure rated at 120 mph wind load

Mounting Detail



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project name Circle K / ExxonMobil	PBL # 310752 / 2709470	customer Circle K / ExxonMobil	created by A. MURPHY	 PERMIT PACKET
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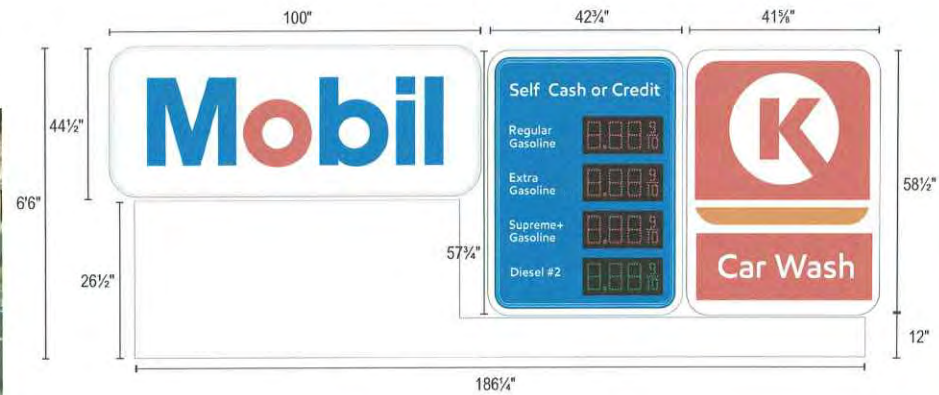
D1 MAIN ID SIGN

Signage approved by city 1/10/17

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CITY OF SAN CLEMENTE
BUILDING DIVISION
BY OS DATE 11/01/17



EXISTING (64.74 SF)



PROPOSED SIGN REFACE (64.74 SF)

project name Circle K / ExxonMobil	P/SI # 310752 / 2709470	customer Circle K / ExxonMobil	created by A. MURPHY	
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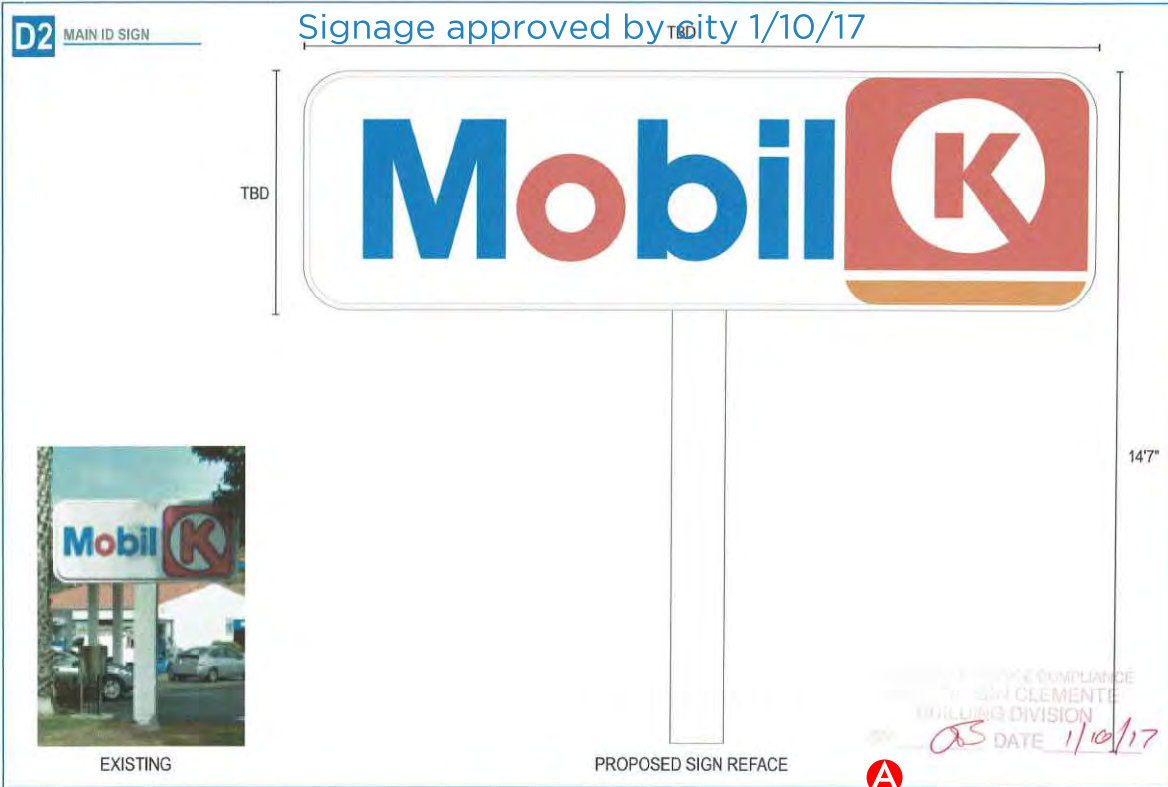
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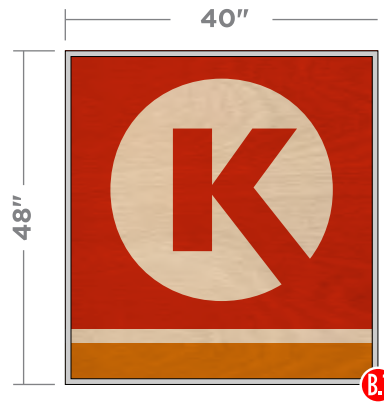
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Un-permitted outdoor signage to be removed



Hard Carved Wooden sign
Use existing external illumination

Details

Faces — (E) Carved wood panel faces

White

Tangerine 3540

Red 3630

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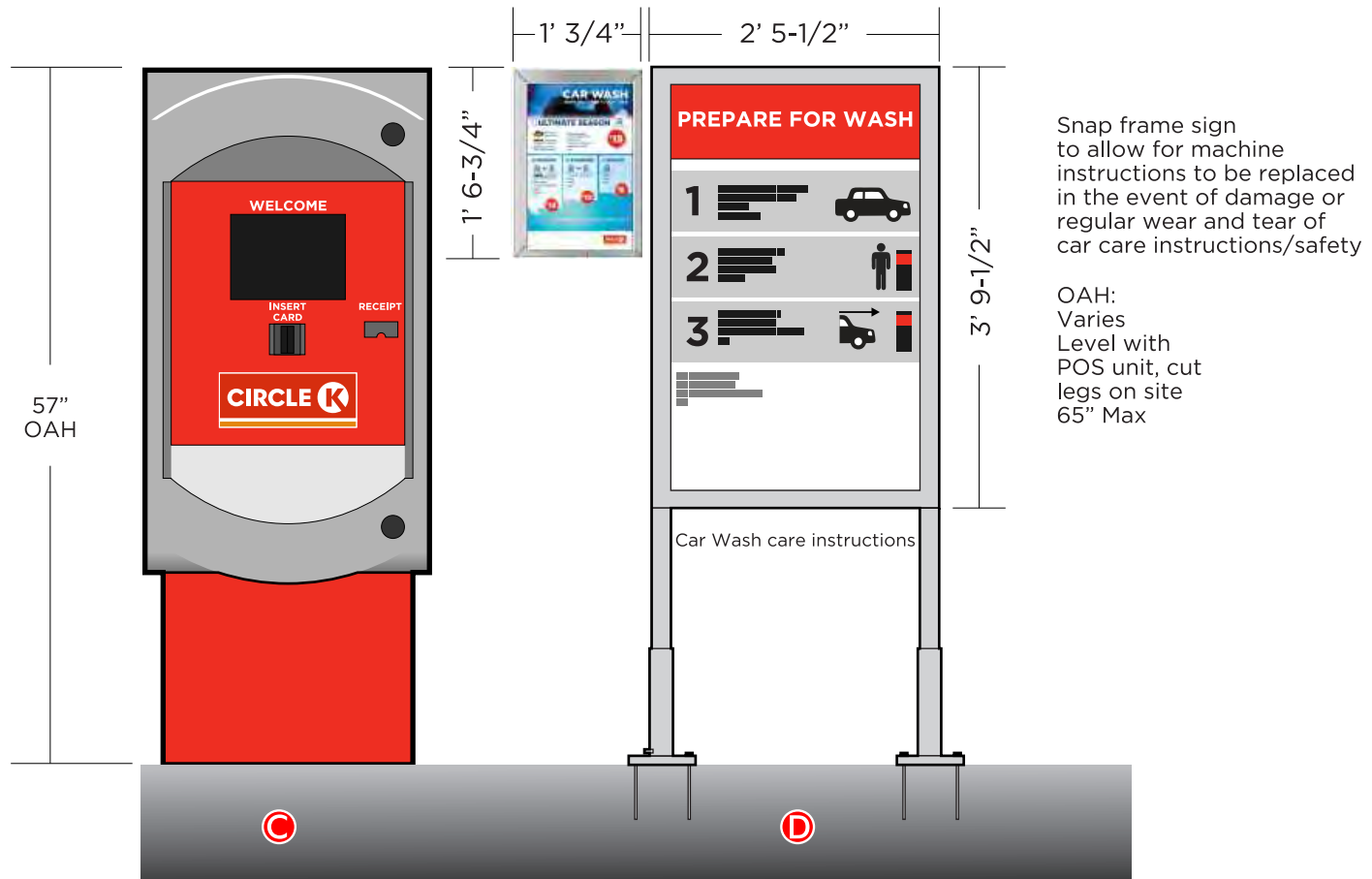
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Silent Operation POS
 Provided and Installed by Mark VII

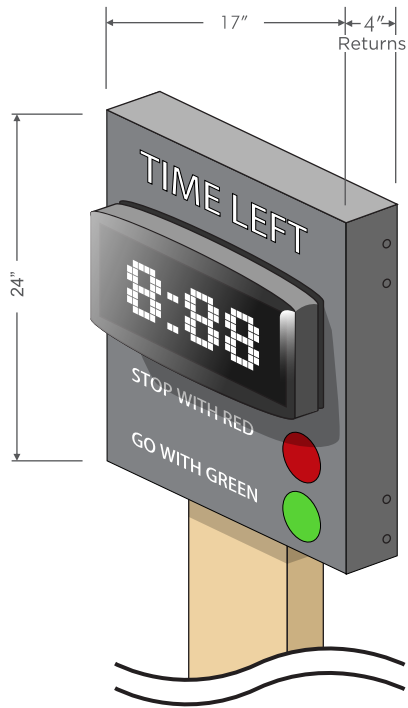
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State Licence 853228

Class	Job Location	Owner Information	Project Information	Approval
C	Circle K #2709470 600 Avenida Pico San Clemente, CA 92672	Circle K Stores, Inc. 255 E. Rincon St, Suite 100 Corona, CA. 92879 951-270-5118	Project - Car Wash Designed by - CP	Owner - _____ Date - _____ <i>I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.</i> This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner



Timer provided by Mark VII
 Grey - RAL 7015
 Red Dot - RAL 3020
 Green Dot - RAL 6037

Raceway channel for cable management



EXISTING



PROPOSED

SW #6088 Nuthatch

ACM panels installed over aluminum framing.
 Letters routed out of ACM panels with white acrylic panels mounted behind openings
 Vinyl decals applied over panels.



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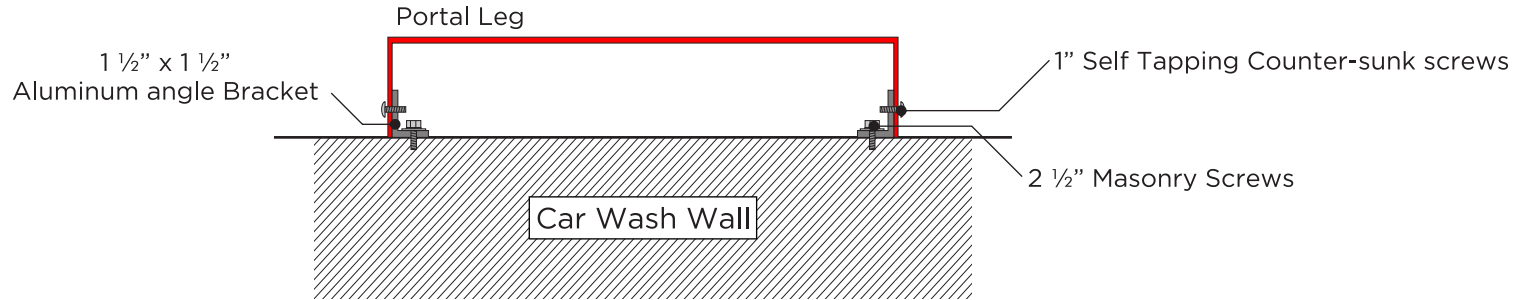
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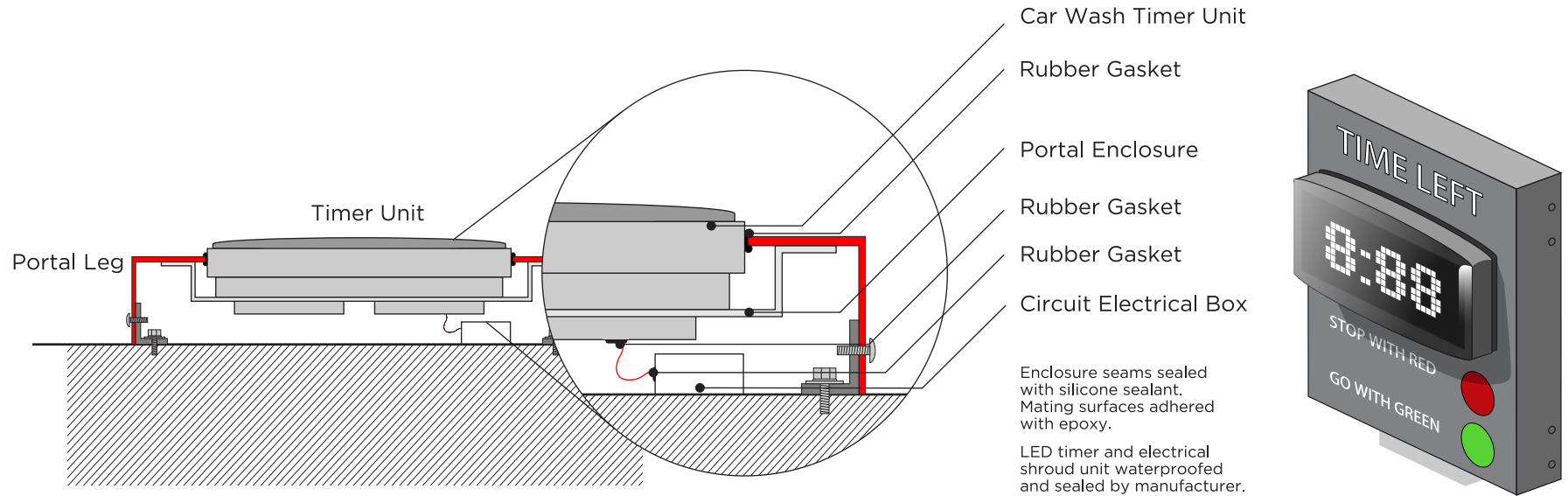


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Portal Attachment Details



Waterproof Enclosure for Timer



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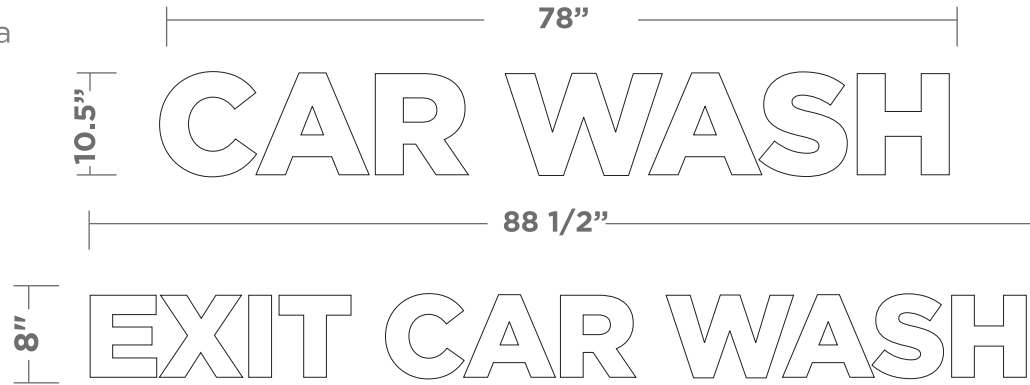
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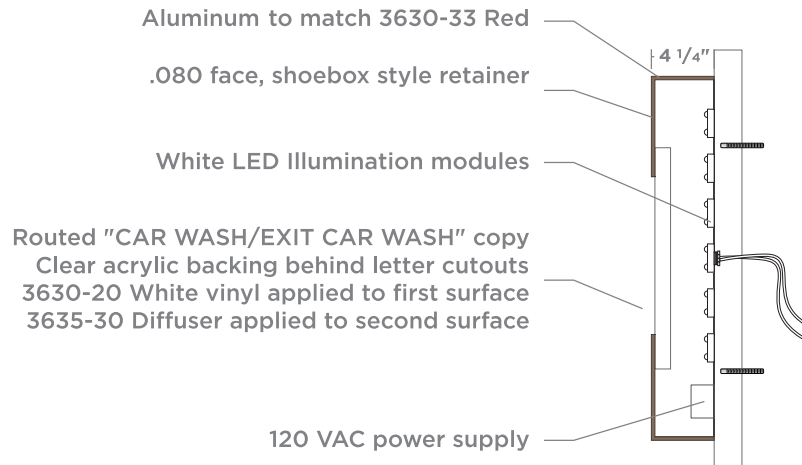


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F Portal Fascia
Illuminated



DETAIL



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Directional Sign



Sign #1

SW #6088 Nuthatch

ACM panels installed over aluminum framing.
Vinyl letters and decals applied over panels.



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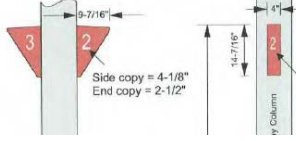





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Owner -	Date -									
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ATTACHMENT 3





Directional Signage Recommendations with Images

		Recommendation
<p>Pump Number Wedges (12)</p>		<ul style="list-style-type: none"> Utilize metal mounting detail to make more consistent with design guidelines
<p>Air and Water Sign</p>		<ul style="list-style-type: none"> No recommended change
<p>Vacuum Sign</p>		<ul style="list-style-type: none"> No recommended change
<p>Car wash directional – wall mounted (2)</p>		<ul style="list-style-type: none"> Remove red background color Utilize sign/letter type consistent with design guidelines, such as pin mounted metal letters
<p>Car wash directional – ground mounted (1)</p>		<ul style="list-style-type: none"> Utilize sign type/material consistent with design guidelines, such as metal cutout detail. Relocate into interior of site. Current placement seems to advertise car wash service at street frontage.
<p>Car wash automated Point of Sale</p>		<ul style="list-style-type: none"> Base and rear of POS white to blend with building.

<p>Car wash instructions</p>		<ul style="list-style-type: none"> Remove additional rider – incorporate all signage into one frame.
<p>Car wash timer display</p>		<ul style="list-style-type: none"> No recommended change.