

**CITY OF SAN CLEMENTE
MINUTES OF THE REGULAR MEETING OF THE
DESIGN REVIEW SUBCOMMITTEE
FEBRUARY 13, 2019**

Subcommittee Members Present: Jim Ruehlin, Bart Crandell, Michael Blackwell

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

1. MINUTES

Subcommittee Member Ruehlin requested a change to page 2 of the minutes. With the change, the Subcommittee approved the minutes from the January 23, 2019, meeting.

2. ARCHITECTURAL REVIEW OF THE FOLLOWING ITEMS:

A. Discretionary Sign Permit 18-254, Circle K Signage Revisions, 901 Avenida Pico (Crockett)

A request to modify a Master Sign Program for an existing service station at 901 Avenida Pico.

Associate Planner Katie Crockett summarized the staff report. The applicant was unable to attend the Design Review Subcommittee meeting due to an unexpected emergency.

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

- Requested clarification from staff on whether the applicant had any feedback regarding the report and staff recommendations.
- Directed staff to research the site's Code compliance, including functionality of landscape sprinklers and general property maintenance.
- Discussed unpermitted signage currently at the site and a potential timeline for bringing the site into compliance.
- Requested clarification from staff regarding recommendation #1 and how the change to the color of the pump would accomplish reduction of sign size.
- Requested clarification on where the reduction of sign area is occurring.
- Commended the staff report and concurred with staff's recommendations.
- Expressed preference for use of white LED price signs, rather than the red LED pricing shown on the plans.

- Recommended adding a condition that provides the City with the ability to reduce the sign brightness in the future to be consistent with dark skies policies.
- Supported reducing sign clutter at the site and cleaning up the property in general.

The Subcommittee generally concurred with staff's recommendations, provided additional information and recommendations to staff, and recommended the project move forward to the Planning Commission for consideration.

B. **Discretionary Sign Permit 18-256, Circle K Signage Revisions, 600 Avenida Pico** (Crockett)

A request to modify a Master Sign Program for an existing service station at 600 Avenida Pico.

Associate Planner Katie Crockett summarized the staff report. The applicant was unable to attend the DRSC meeting due to an unexpected emergency.

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

- Expressed preference for removing the existing blue canopy band.
- Concurred with staff's recommendations and expressed support for the project with modifications incorporated.
- Requested clarification on the existing pole sign and directed staff to review the nonconforming signage Code provisions and proposed changes with the City Attorney's Office.
- Expressed concern over lack of property maintenance and expressed a desire to see improvements to the site's overall appearance.
- Directed staff to research the site's Code compliance, including functionality of landscape sprinklers and general property maintenance.
- Recommended that the pole/cabinet and cabinets for the monuments be repainted to improve appearance.
- Expressed preference for use of white LED price signs, rather than the red LED pricing shown on the plans.
- Recommended adding a condition that provides the City with the ability to reduce the sign brightness in the future to be consistent with dark skies policies.
- Requested staff attach to future reports a consolidated summary of recommendations required for previously-approved Discretionary Sign Permits for service stations.

The Subcommittee generally concurred with staff's recommendations, provided additional information and recommendations to staff, and recommended the project move forward to the Planning Commission for consideration.

3. **NEW BUSINESS**

None

4. **OLD BUSINESS**

A. **Discretionary Sign Permit 18-557, 1527 North El Camino Real, Shwack Cantina Freestanding Sign** (Lightfoot)

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.

Due to other project applicants not being present at the meeting, the Subcommittee requested to move this item to the beginning of the agenda, to be heard before Item 2-A.

Assistant Planner Jonathan Lightfoot summarized the staff report. The applicants, Max Fisher and Richard Fisher, provided background information on the proposed signage revisions and described their desire to reuse the existing wall sign to help minimize costs. The applicants discussed concerns with the driveway's lack of visibility from El Camino Real due to heavy landscaping and high traffic speeds.

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

- Requested information from staff regarding maximum building height limit for the zoning district and allowances for maximum sign height and sign area.
- Requested information from staff and the applicant on alternative design proposals considered.
- Recognized the business is difficult to locate from the road, and indicated that the Subcommittee could make the findings to support a freestanding sign in the proposed location.
- Supported adding a monument sign to the site, but encouraged the applicant to invest into a high-quality, well-designed sign.
- Recommended incorporating additional Spanish-style elements into the sign to be consistent with the building architecture.
- Expressed concern over the rectangular shape of the proposed sign and the sign potentially obstructing views of the building architecture.

- Suggested specific design changes, including potentially using an irregularly-shaped monument sign that follows the curves of the surfing logo; or, alternatively, mounting the logo as a cutout above the sign.
- Discussed a signage proposal sketched by a committee member indicating a potential parapet extension to allow for additional wall signage.
- Discussed a signage proposal sketched by the applicant at the meeting which would not use the existing lettering mounted to the wall. Under the revised proposal, the sign face would be lower in height but would not be obstructed by the existing fence railing.
- Recommended removing the existing cantina blade sign to avoid signage clutter along the same street face, and supported moving the blade sign to the alley side of the building.
- Supported use of visual renderings to illustrate the proposed sign. The applicant provided photos of a temporary sign on stakes to provide perspective. The DRSC recommended providing the Planning Commission with updated photos (along with a photo that uses a measuring tape to verify dimensions) to match the size of and positioning of the revised sign.

Subcommittee Member Blackwell arrived during staff's presentation of this item.

The Subcommittee discussed the proposal presented in the staff report and new design proposals sketched at the meeting. The Subcommittee directed staff to work with the applicant to incorporate specific design modifications discussed at the meeting. With the modifications, the Subcommittee recommended the project be forwarded to the Planning Commission for consideration.

5. ORAL AND WRITTEN COMMUNICATION

None

ADJOURNMENT

Adjourn to the Regular Meeting of the Design Review Subcommittee to be held Wednesday, February 27, 2019 at 3:00 p.m., at the Community Development Department, Conference Room A, located at 910 Calle Negocio, San Clemente, California.

Respectfully submitted,

Jim Ruehlin, Chair

Attest:

Stephanie Roxas, Senior Planner

DRAFT