



## STAFF REPORT SAN CLEMENTE PLANNING COMMISSION

Date: March 20, 2019

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**PLANNER:** Jonathan Lightfoot, Assistant Planner

**SUBJECT:** **Discretionary Sign Permit 18-557, Shwack Cantina Freestanding Sign**, a request to add a freestanding sign taller than six feet at Shwack Cantina restaurant located at 1527 North El Camino Real.

### **REQUIRED FINDINGS**

The following findings shall be made to approve the proposed project. The draft Resolution (Attachment 1) and analysis section of this report provide an assessment of the project's compliance with these findings.

***Pursuant to Section 17.84.020(G) of the Zoning Code, a Discretionary Sign Permit (DSP) is required because the project proposes a new freestanding sign over six feet in height.***

- a. The design, including lighting, scale, length and materials, of the sign is consistent with the intent of the design elements of the General Plan and the Design Guidelines.
- b. The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves.
- c. The design and scale of the sign is appropriate to the distance from which the sign is normally viewed.
- d. The design and materials of the sign provide a contrast between the background and letters.
- e. 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;

### **BACKGROUND**

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, which is currently tenanted by San Clemente Art & Supply. The description of the historic property can be found in Attachment 5.

### *Prior Entitlements*

The Planning Commission approved a façade remodel for the restaurant in 2015 under 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 existing signage complies with the 25 square foot maximum allowance in an Architectural Overlay zone.

### ***Development Management Team Meeting***

The City's Development Management Team (DMT) reviewed the project and recommends approval with conditions contained in the draft resolution (Attachment 1, Exhibit A).

### ***Noticing***

Public notices were distributed and posted per City and State requirements. Staff has not received any public comments on this item to-date.

## **PROJECT DESCRIPTION**

Existing signage consists of one illuminated wall sign identifying the business name, and one non-illuminated blade sign containing the copy, "CANTINA." 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 building also obscures visibility to the restaurant.

The applicant and restaurant owner, Max Fisher, proposes to remove the existing wall sign and erect a two-sided freestanding monument sign. The sign panel would be installed between stucco columns that mimic the existing columns around the patio cover. The proposed sign is 7 feet tall. The area of the sign face is 24 square feet. The existing Cantina sign would be relocated to the alley. Figure 1 below provides a rendering of the proposed monument sign.

**Figure 1 – Rendering of Signage**



Table 1 below indicates the proposed signage for the site, including the materials, lighting, and size of the signs. A Discretionary Sign Permit (DSP) is required to allow a monument sign above six feet in height.

**Table 1 – Proposed Signage**

<b>Proposed Signage</b>	<b>Material, Lighting</b>	<b>Sign Dimensions and Size</b>
Monument Sign (Panel Sign)	Halo-illuminated channel letters; aluminum faces; stucco clad post supports and wooden beam base.	Total sign height from grade to post caps is 7'. Total sign width, measured between outside face of columns, is 8'-9".  Total area of sign face is 24 square feet (one face only)
Blade Sign	Non-illuminated, aluminum "Cantina" blade sign	Total area is 5 square feet

### **PROJECT ANALYSIS**

The signage initially reviewed by DRSC requested increases in sign area as a part of the DSP application. The current proposal revised the sign size so that it is within the allowed area limitations by right. The remaining element of the sign that requires a DSP is height because it exceeds the six-foot height threshold.

### ***Development Standards***

The proposed signage complies with sign area requirements as shown in Table 2 below.

**Table 2 – Consistency with Standards**

<b>Signs</b>	<b><i>Allowed</i></b>	<b><i>Proposed</i></b>	<b><i>Complies with Standard</i></b>
Monument Sign: 1 per lot frontage	24 sq. ft. per face for single tenant	24 sq. ft.	Yes
Monument Sign: 1 per lot frontage	6' height	7'	Discretionary
Blade Sign	6 sq. ft. maximum	5 sq. ft.*	Yes
Total Signage for business in A-Overlay	25 sq. ft.	24 sq. ft.	Yes

\*Per Zoning Ordinance Section 17.84.G.1, blade signs do not count towards the total sign area allowance for businesses within the Architectural Overlay.

### ***Discretionary Sign Permit***

The purpose of the DSP is to ensure signs are compatible with surrounding properties and consistent with standards, design guidelines, and General Plan policies. The proposed freestanding sign is consistent with development standards, as noted above, and the design is the result of incorporating DRSC comments to improve the sign's conformance to Architectural Overlay sign design standards. The resulting design, scale, lighting and materials of the sign harmonizes with the architectural design and details of the restaurant. There is contrast between the background of the sign and the sign lettering. The sign is appropriately scaled for visibility to motorists along North El Camino Real. Views of the business is difficult due to the bending roadway, speed of traffic, and on-street parking. It is compatible with other signage along North El Camino Real where over height pole signs are common. Additionally, staff is supportive of a slight increase in height if needed to provide visibility for the sign above on street parked cars. As such, a condition of approval has been incorporated that would allow for the sign to be eight feet tall. The sign is high quality, handcrafted in appearance, and is set within a landscaped planter as required for freestanding signs. The signage has addressed comments from DRSC as indicated in the following section and is consistent with the General Plan policies as shown in Table 4.

### ***Design Review Subcommittee***

The Design Review Subcommittee (DRSC) reviewed the project on December 12, 2018, and February 13, 2019. The minutes from each meeting are included as Attachments 3 and 4. DRSC supports the project with design changes summarized in Table 3 below.

**Table 3 – DRSC Comments**

<b>Recommendation:</b>	<b>Applicant Response:</b>
Recommended incorporating additional Spanish-style elements to be consistent with the building architecture.	Addressed. The proposed sign incorporates metal sign lettering mounted onto an arched back panel that is supported by stucco columns and a wooden brace.
Expressed concern over the rectangular shape of the proposed sign and the sign potentially obstructing views of the building architecture.	Addressed. The modified sign is smaller than the version reviewed by DRSC and now adds an arched shape to the panel. The height of the sign was also reduced from ten feet to seven feet.

<b>Recommendation:</b>	<b>Applicant Response:</b>
Suggested specific design changes, including using an irregularly-shaped sign that follows the curves of the surfing logo; or, alternatively, mounting the logo as a cutout above the sign.	Addressed. The panel is now arched instead of rectangular, and portions of the logo design carry beyond the back panel, creating a unique 3-D design.
Recommended removing the existing blade sign to avoid signage clutter, and supported moving the blade sign to the alley side of the building.	Addressed. The “Cantina” blade sign is proposed to be moved to the alley side of the building.
Recommended the use of visual renderings to illustrate the proposed sign, such as photos of a “story pole” sample sign.	Addressed. The applicant provided updated renderings illustrating the revised proposal.

**GENERAL PLAN CONSISTENCY**

Table 4 summarizes how the proposed use is consistent with applicable General Plan policies.

**Table 4 - General Plan Consistency**

<b>Policies and Objectives</b>	<b>Consistency Finding</b>
<i>ED-2.03. Existing Businesses:</i> “We give high priority to initiatives, investments, and the allocation of municipal resources that help businesses remain and prosper in San Clemente.”	Consistent. The proposed sign will provide improved street visibility for the restaurant.
<i>UD-1.09. Signs:</i> “We require quality, balance, consistency, and the use of high quality materials in the design of public and private signs, including commercial signs.... Signs should be compatible with the architectural character of buildings on which they are placed, prevailing streetscape character and surrounding community character, and should be not be visually obtrusive.”	Consistent. The proposed sign complements the building’s architecture and is in character with the character of signage along North El Camino Real where freestanding signs are common.

**ENVIRONMENTAL REVIEW/COMPLIANCE (CEQA)**

The Planning Division completed an initial environmental assessment of the project per the California Environmental Quality Act (CEQA). Staff recommends that the project be

found categorically exempt from CEQA pursuant to State CEQA Guidelines Section 15311 (a) (Class 11: Accessory Structures) because the project involves the addition of a freestanding sign at an existing restaurant.

### **CALIFORNIA COASTAL COMMISSION REVIEW**

The project site is located in the Coastal Zone Overlay District. However, a Coastal Development Permit is not required for the proposed signs, and, therefore, Coastal Commission review is not required.

### **ALTERNATIVES; IMPLICATIONS OF ALTERNATIVES**

The Planning Commission may take any of the following actions:

1. The Planning Commission can concur with staff and approve the proposed project.
2. The Planning Commission, at its discretion, may change the project's design or conditions of approval.
3. The Planning Commission can deny the proposed project. The Commission must identify why the required findings cannot be met.

The Commission's decision may be appealed to the City Council or be called up by the City Council for review.

### **RECOMMENDATION**

Staff recommends that the Planning Commission:

1. Determine the project is Categorical Exempt from the requirements of the CEQA pursuant to CEQA Guidelines Section 15311 (a) (Class 11: Accessory Structures); and
2. Adopt Resolution PC 19-008, approving Discretionary Sign Permit 18-557, Shwack Freestanding Sign.

### ***Attachments:***

1. Resolution No. PC 19-008  
Exhibit A - Conditions of Approval
2. Location Map
3. December 12, 2018 DRSC Minutes
4. February 13, 2019 DRSC Minutes
5. DPR form for historic property at 1533 N. El Camino Real
6. Plans and Renderings

RESOLUTION NO. PC 19-008

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN PERMIT 18-557, SHWACK FREESTANDING SIGN, A REQUEST TO INSTALL A FREESTANDING MONUMENT SIGN AT AN EXISTING RESTAURANT, LOCATED AT 1527 NORTH EL CAMINO REAL

WHEREAS, on September 5, 2018 an application was submitted by Max Fisher, 33301 Cove Island Place, Dana Point, CA 92629, and deemed complete on February 28, 2019, for Discretionary Sign Permit 18-557; a request to install a freestanding monument sign at 1527 North El Camino Real in the Mixed Use (MU2) Zoning District and Architectural, Central Business, and Coastal Zone Overlay Districts. The legal description of the site is Tract 795,Block 2, Lot 5; the Assessor's Parcel Number is 057-170-27; and

WHEREAS, the Planning Division has completed an initial environmental assessment of the above matter in accordance with the California Environmental Quality Act (CEQA) and recommends that the Planning Commission determine the project is Categorically Exempt from CEQA pursuant to State CEQA Guidelines Section 15311 (a) (Class 11: Accessory Structures) because the project involves the addition of a monument sign at an existing commercial building; and

WHEREAS, on September 20, 2018 and November 21, 2018, the City's Development Management Team (DMT) reviewed the proposed project for compliance with the General Plan, Zoning Ordinance, and other applicable City ordinances and codes and supports the project subject to attached conditions of approval; and

WHEREAS, on December 12, 2018 and February 13, 2019, the City's Design Review Subcommittee (DRSC) considered the project and supports it with recommended revisions; and

WHEREAS, in accordance with City and State requirements, notice of the public hearing was published in the *San Clemente Times* newspaper on March 7, 2019, posted at the project site, and mailed to all property owners within 300 feet of the subject parcel; and

WHEREAS, on March 20, 2019, the Planning Commission of the City of San Clemente held a duly noticed public hearing on the subject application, considered written and oral comments, and facts and evidence presented by the applicant, City staff, and other interested parties.

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

### Section 1. Incorporation of Recitals.

The Planning Commission hereby finds that all of the facts in the Recitals are true and correct and are incorporated and adopted as findings of the Planning Commission as fully set forth in this resolution.

### Section 2. CEQA Findings.

Based upon its review of the entire record, including the Staff Report, any public comments or testimony presented to the Planning Commission, and the facts outlined below, the Planning Commission hereby finds and determines that the proposed project is categorically exempt from CEQA pursuant to State CEQA Guidelines Section 15311 (Class 11: Accessory Structures).

The Class 11 exemption specifically exempts from further CEQA review the construction or replacement of minor structures accessory or appurtenant to existing commercial, industrial, or institutional facilities, such as on-premise signs, small parking lots, or the placement of seasonal or temporary use items (such as lifeguard towers, mobile food units, portable restrooms, or similar items) in public use areas. Here, the project consists of the installation of a single monument sign at an existing restaurant. Thus, the project qualifies for the Class 11 exemption.

Furthermore, none of the exceptions to the use of the Class 11 categorical exemption identified in State CEQA Guidelines section 15300.2 apply. The project is not located in a particularly sensitive environment, and will not impact an environmental resource of hazardous or critical concern. The project will not result in a cumulative impact from successive projects of the same type in the same place, over time as sign standards limit the amount of signage on the commercial site. There are no unusual circumstances surrounding the project that result in a reasonable possibility of a significant effect on the environment. The site is already developed with signage, and the project is only a modification to the on-site signage. The project will not damage scenic resources, including trees, historic buildings, rock outcroppings, or similar resources. No new structures are proposed other than the monument sign. The project does not include any hazardous waste sites, and the project will not cause a substantial adverse change in the significance of a historical resource. Thus, the Class 11 exemption applies, and no further environmental review is required.

### Section 3. Discretionary Sign Permit Findings

With respect to Discretionary Sign Permit 18-557, the Planning Commission finds as follows:

- A. The design, including lighting, scale, length and materials, of the signs are consistent with the intent of the design elements of the General Plan and the City's Design Guidelines.



1. General Plan, Urban Design Element, Policy UD-1.09: Signs, states: “We require quality, balance, consistency, and the use of high quality materials in the design of public and private signs, including commercial signs.... Signs should be compatible with the architectural character of buildings on which they are placed, prevailing streetscape character and surrounding community character, and should be not be visually obtrusive.” The proposed monument sign is placed and sized to complement and be in character with the building’s architecture, in accordance with Policy UD-1.09.
  2. General Plan, Economic Development Element, Policy ED-2.03: Existing Businesses, states: “We give high priority to initiatives, investments, and the allocation of municipal resources that help businesses remain and prosper in San Clemente.” The Discretionary Sign Permit may allow for additional signage area or increases in the height of allowed signage to improve sign visibility to customers. The proposal is within the standard allowed sign area for a business within the Architectural Overlay, but requests additional height to allow the existing business to remain and prosper in North Beach.
  3. The proposed monument sign uses halo-illuminated channel letters. Condition 1.6 limits the light temperature to 4000 degrees Kelvin, and Condition 1.7 limits the intensity of illumination. These conditions ensure the project is consistent with the Dark Skies goal (Policy NR-7.03) of the Natural Resources Element of the General Plan.
- B. The design, scale, and materials of the signs harmonize with the architectural design and details of the building or site it serves.
1. The monument sign is placed and sized to complement and be in character with the building’s architecture, in accordance with Urban Design Policy *UD-1.09: Signs*.
  2. The proposal includes posts clad in stucco for support, which mimic the existing posts around the patio dining area.
  3. The columns and panels of the sign are proposed to be white to match the building’s façade.
  4. The sign area is within the allowed 25 square-foot allowance for businesses within the Architectural Overlay.
- C. The design and scale of the signs are appropriate to the distance from which the signs are normally viewed.
1. The sign height is appropriate given the bending roadway, speed of traffic,

and on-street parking that can obstruct views toward the business. The proposed sign is compatible with other signage along North El Camino Real where over height pole signs are common.

2. The proposed monument sign will be adequately visible to vehicle and pedestrian traffic while maintaining line of sight of traffic because it is positioned on the south side of the property within a landscape planter along El Camino Real.
  3. The proposed signage is sensitive to existing architecture. The height of the sign allows visibility above on-street parked cars without blocking visibility toward the restaurant.
  4. The design will be compatible with surrounding properties by maintaining the line of sight of traffic, and minimizing light or glare on adjacent properties.
- D. The design and materials of the signs provide a contrast between the background and letters.
1. The proposed lettering and logo are a copper color that will contrast with the white panel background.
  2. The sign utilizes halo-illumination to provide additional contrast.
- E. The design, scale or location of the building dictates the use of freestanding signs, rather than building-mounted signs.
1. According to the applicant, customers have regularly indicated that they were unable to see the restaurant's existing wall sign. The proposed monument sign is intended to improve business identification and assist customers in locating the driveway entrance. Options for additional wall signage are not viable due to palm trees that obscure much of the building's façade.
  2. The monument sign is appropriate given the bending roadway, speed of traffic, and on-street parking that can obstruct views toward the business.
  3. The proposed monument sign is compatible with other signage along North El Camino Real where over height pole signs are common.

#### Section 4. Planning Commission Approval

Based on the foregoing recitals and findings above, and the written and oral comments, facts, and evidence presented, the City of San Clemente Planning Commission approves Discretionary Sign Permit 18-557, Shwack Freestanding Sign,

subject to the above Findings, and the Conditions of Approval set forth in Exhibit A.

PASSED AND ADOPTED at a regular meeting of the City of San Clemente Planning Commission on March 20, 2019.

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Chair

CERTIFICATION:

I HEREBY CERTIFY this Resolution was adopted at a regular meeting of the City of San Clemente Planning Commission on March 20, 2019, carried by the following roll call vote:

AYES:            COMMISSIONERS:  
NOES:            COMMISSIONERS:  
ABSTAIN:        COMMISSIONERS:  
ABSENT:         COMMISSIONERS:

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Secretary of the Planning Commission

CONDITIONS OF APPROVAL  
DISCRETIONARY SIGN PERMIT 18-557  
SHWACK FREESTANDING SIGN

**1.0 GENERAL CONDITIONS OF APPROVAL**

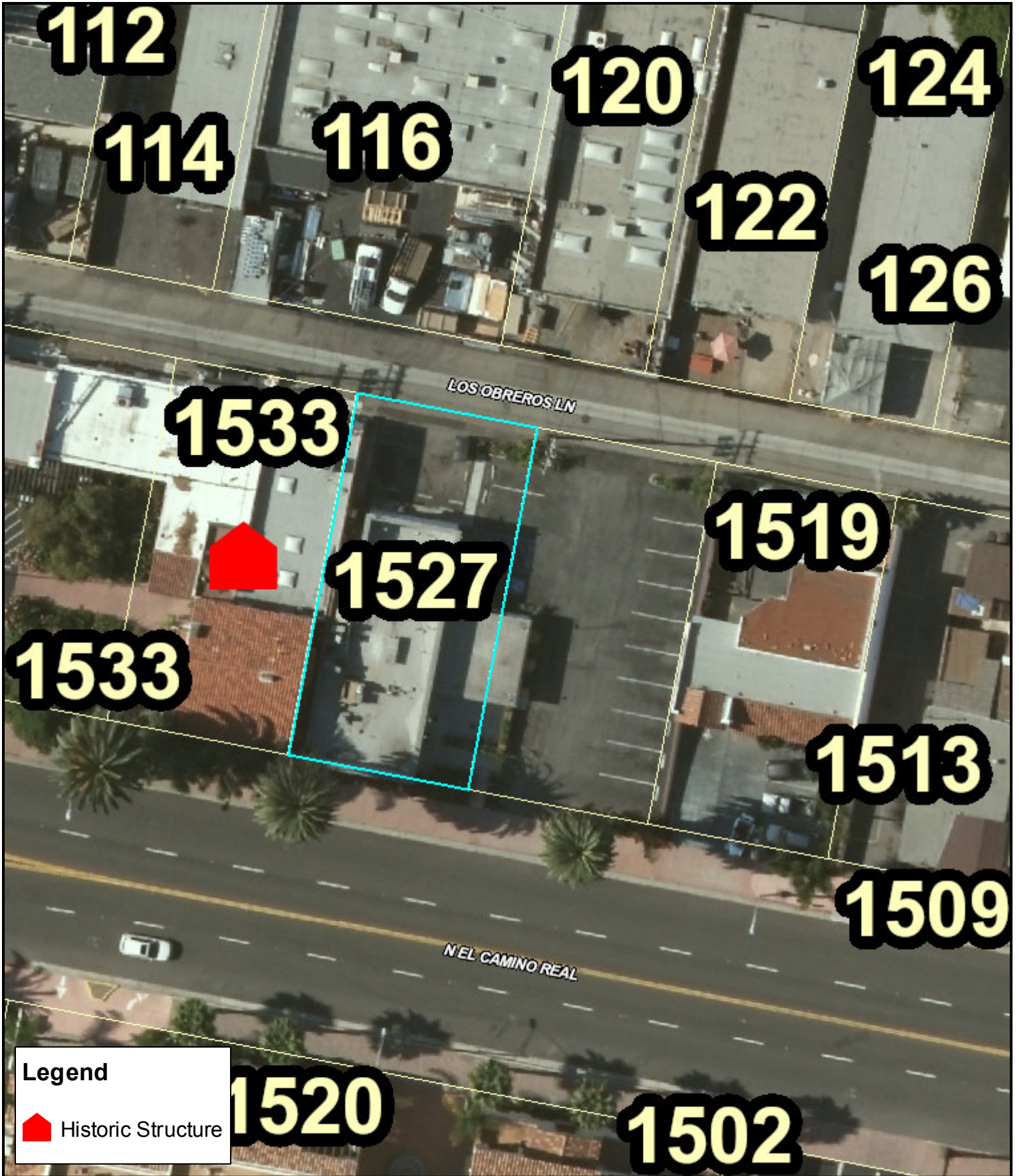
- |     |   |                 |
|-----|---|-----------------|
| 1.1 | Within 30 days of approval of this application, the applicant shall submit to the City Planner a signed acknowledgement concurring with all conditions of approval on a form to be provided by the City. Failure to submit this acknowledgement may be grounds to revoke this approval.   | Planning        |
| 1.2 | The applicant shall defend, indemnify, and hold harmless the City of San Clemente and its officers, employees, and agents from and against any claim, action, proceeding, fines, damages, expenses, and attorneys' fees, against the City, its officers, employees, or agents to attack, set aside, void, or annul any approval or condition of approval of the City concerning this project, including but not limited to any approval or condition of approval of the City Council, Planning Commission, or City Planner. Applicant shall pay all costs, The City shall promptly notify the applicant of any claim, action, or proceeding concerning the project and the City shall cooperate fully in the defense of the matter. The City reserves the right, at its own option, to choose its own attorney to represent the City, its officers, employees, and agents in the defense of the matter. If the applicant fails to so defend the matter, the City shall have the right, at its own option, to do so and, if it does, the applicant shall promptly pay the City's full cost of the defense. | Planning        |
| 1.3 | Use and development of this property shall be in substantial conformance with the approved plans, material boards and other applicable information submitted with this application, and with these conditions of approval.  | Planning        |
| 1.4 | The applicant shall comply with all applicable current and future provisions of the San Clemente Municipal Code, adopted ordinances, and state laws.  | All             |
| 1.6 | The halo lighting shall be white with a color temperature of 4000 degrees Kelvin.   | Planning<br>■ ■ |
| 1.7 | The City Planner shall have the authority to require a reduction in the intensity of illumination if the City Planner determines the lighting intensity or illumination glare is inconsistent with Lighting Standards included in Section 17.24.130 of the Zoning Ordinance.  | Planning<br>■ ■ |
| 1.8 | The height of the sign may be modified by the applicant and shall not exceed eight feet. The revision shall be reviewed and approved  | Planning<br>■ ■ |

by the City Planner or designee.


**4.0 PRIOR TO ISSUANCE OF BUILDING PERMITS**

- 4.1 The working drawings shall include within the first four pages a list of all conditions of approval included in this resolution. Planning

■ ■ Denotes a project specific Condition of Approval

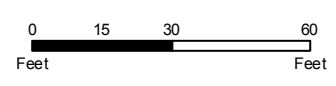


**Legend**

 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-feet 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.



Respectfully submitted,

  
\_\_\_\_\_  
Jim Ruehlin, Chair

Attest:

  
\_\_\_\_\_  
Stephanie Roxas, Senior Planner

## ATTACHMENT 4

### 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

# PRIMARY RECORD

Other Listings

Review Code \_\_\_\_\_ Reviewer \_\_\_\_\_ Date \_\_\_\_\_

Page 1 of 3

Resource Name or #: 1533 N EL CAMINO REAL

P1. Other Identifier:

P2. Location:  Not for Publication  Unrestricted a. County Orange

and (P2b and P2C or P2d. Attach a Location Map as necessary.)

b. USGS 7.5' Quad Date T; R; 1/4 of 1/4 of Sec; B.M.

c. Address 1533 N El Camino Real/1531 N El Camino Real City San Clemente Zip 92672

d. UTM: Zone; mE/ mN

e. Other Locational Data: Assessor Parcel Number: 057-170-26

P3a. Description:

The property contains a two-story commercial building with a rectangular plan and wood-frame construction. Designed in the Spanish Colonial Revival style, it has a low-pitch side-gable roof clad with clay tiles. The exterior walls are clad with smooth stucco. The primary (west) facade features a pair of large divided-light fixed windows set in arched opening on the ground level. The upper level is characterized by a band of non-original vinyl sliding windows. An exterior staircase with a solid stucco balustrade fronts the side elevation. The fenestration consists of original wood and non-original vinyl windows throughout the building. A one-story out building to the rear features a side-gable roof clad with clay tile and wood stucco exterior cladding. The building is in good condition. Its integrity is good.

P3b. Resources Attributes: 06 Commercial Building, 1-3 stories

P4. Resources Present:  Building  Structure  Object  Site  District  Element of District  Other



P5b. Description of Photo:

South elevation, north view. May 2006.

P6. Date Constructed/Sources:

Historic  Both  
 Prehistoric

1928 (F) Building Permit

P7. Owner and Address:

San Clemente Arts Llc & Herdell, Richard W.  
1531 N El Camino Real

P8. Recorded by:

Historic Resources Group, 1728  
Whitley Avenue, Hollywood, CA  
90028

P9. Date Recorded: 9/18/2006

P10. Survey Type:

City of San Clemente Historic  
Resources Survey Update

P11. Report Citation: None.

Attachments:  NONE  Location Map  Sketch Map  Continuation Sheet  Building, Structure, and Object Record  
 Archaeological Record  District Record  Linear Feature Record  Milling Station Record  Rock Art Record  
 Artifact Record  Photograph Record  Other:

# BUILDING, STRUCTURE, AND OBJECT RECORD

Page 2 of 3

NRHP Status Code 3D

Resource Name or #: 1533 N EL CAMINO REAL

B1. Historic Name: (Unknown)

B2. Common Name: (Unknown)

B3. Original Use: Mixed use - residential and commercial      B4. Present Use: Commercial

B5. Architectural Style: Spanish Colonial Revival

B6. Construction History:

B7. Moved?  No    Yes    Unknown      Date:      Original Location:

B8. Related Features:

B9a. Architect: Virgil Westbrook

b. Builder: (Unknown)

B10. Significance: Theme Ole Hanson/Spanish Village by the Sea      Area City of San Clemente

Period of Significance 1925-1936      Property Type Commercial      Applicable Criteria A

This two-story commercial building was designed by Virgil Westbrook for R.F. Budinger in 1926, and is believed to be San Clemente's first ceramic studio. This property is a unique example of the Spanish Colonial Revival style as represented in San Clemente. It appears eligible as a contributor to a potential National Register district under Criterion A for its association with the Ole Hanson/Spanish Village by the Sea period of development. It also appears eligible at the local level as a contributor to a potential historic district. It is recommended for retention on the Historic Structures List.

B11. Additional Resource Attributes: 06 Commercial Building, 1-3 stories

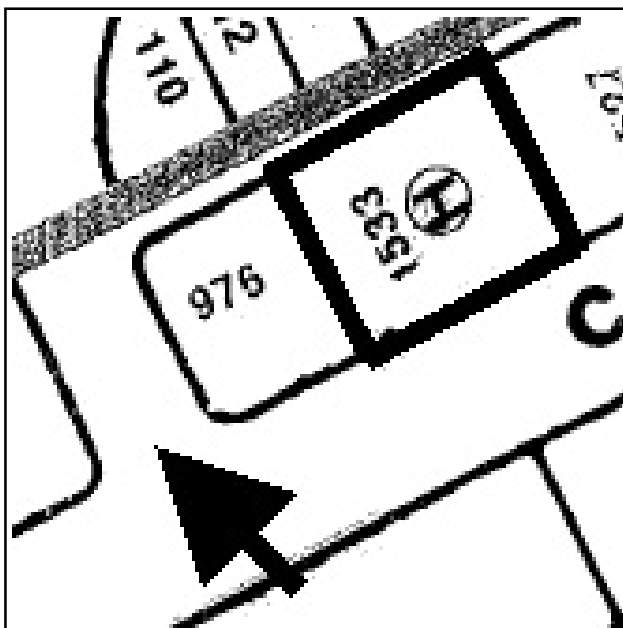
B12. References: San Clemente Building Permits; Historic Resources Survey, Leslie Heumann and Associates, 1995.

B13. Remarks: (none)

B14. Evaluator: Historic Resources Group, Hollywood, CA

Date of Evaluation: 9/18/2006

(This space reserved for official comments.)



# CONTINUATION SHEET

Page 3 of 3

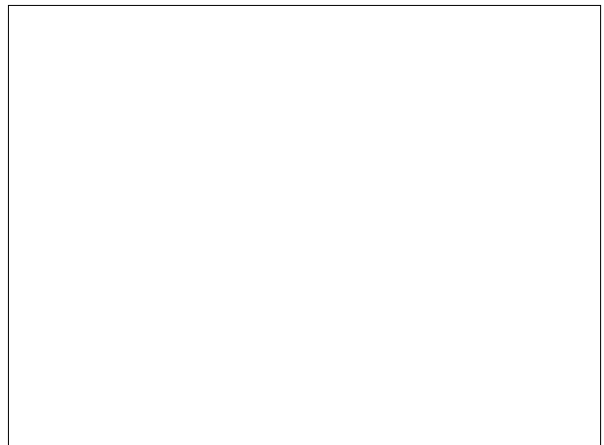
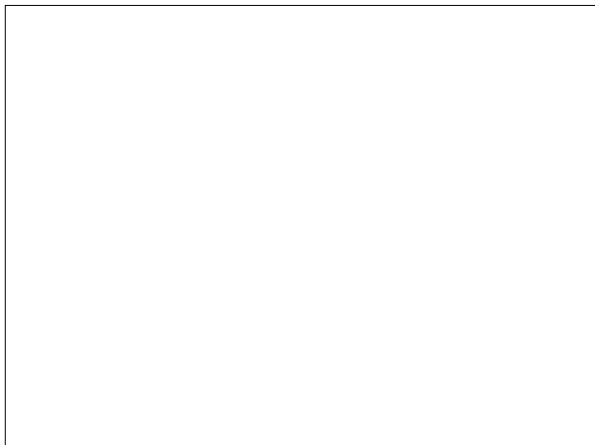
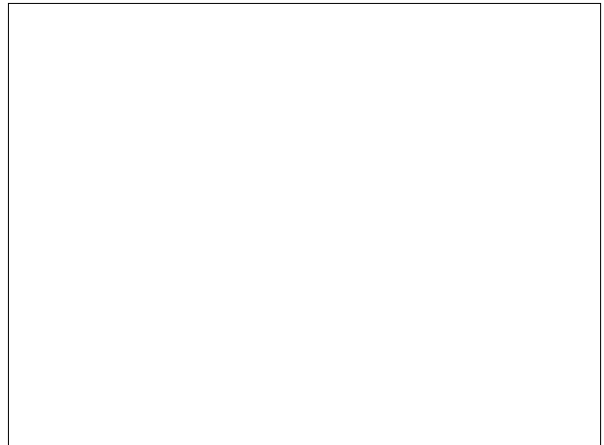
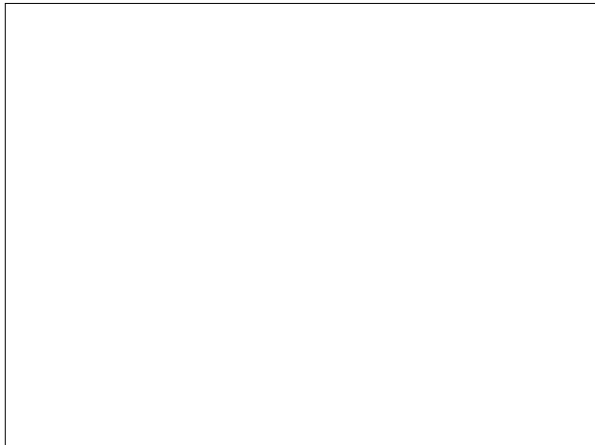
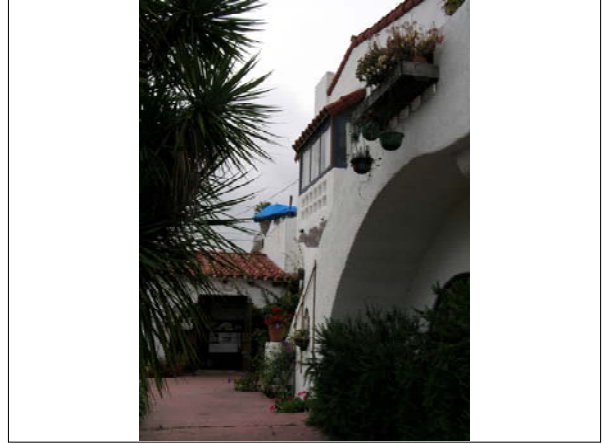
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Recorded by: Historic Resources Group

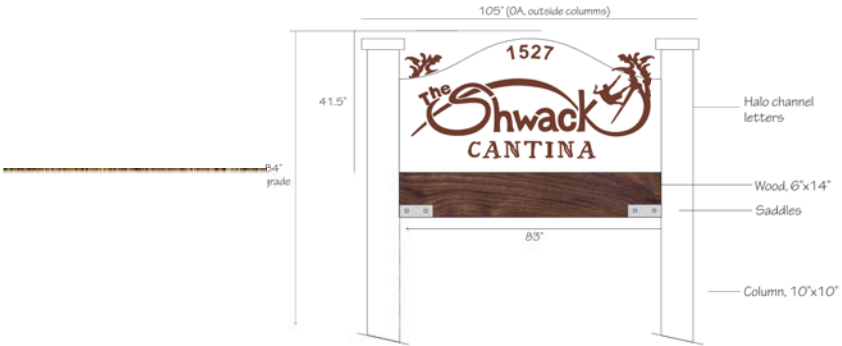
Date: 9/18/2006

Continuation  Update

## Photographs of the Subject Property, Continued:







- Notes:
- Monument, halo illuminated channel letters, D/F
  - Alum wireway, 6"D
  - Mounted on 10"x10" columns & wood beam, 6"x14"
  - Columns, to have tex coat w/ cap

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949.248.7474

<b>Project</b> The Shwack, SC	<b>Draft Created By</b> Mark Kuwahara	<b>Draft #</b> 9	<b>Design Approval</b>
<b>Sign Type</b> Monument Sign	<b>Client</b> Max Fisher	<b>Sales Person</b>	<b>Approval Date</b>



Notes:

- Monument, halo illuminated channel letters, D/F
- Alum wireway, 6"D
- Mounted on 10"x10" columns & wood beam, 6"x14"
- Columns, to have tex coat w/ cap

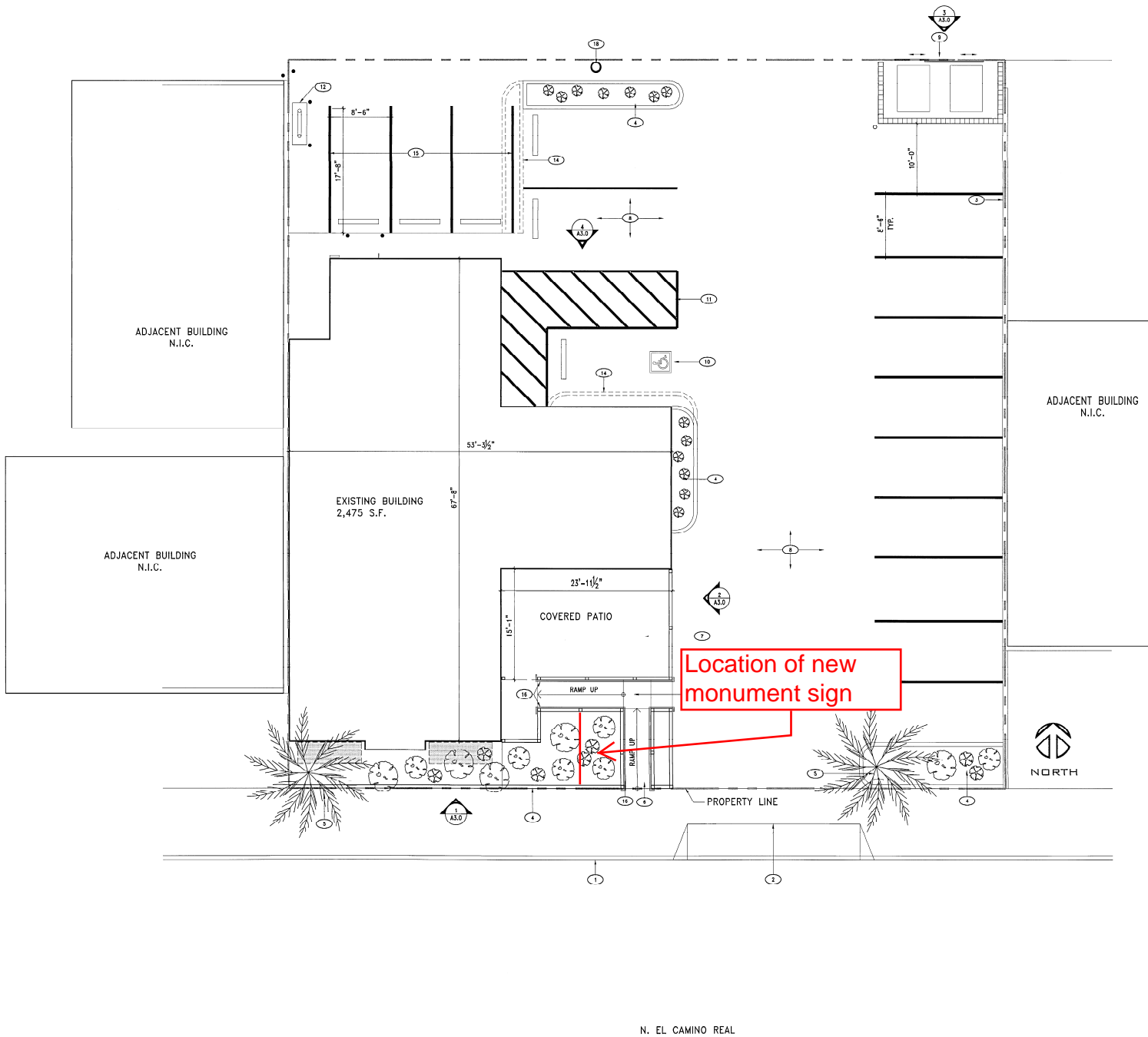


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<b>Project</b> The Shwack, SC	<b>Draft Created By</b> Mark Kuwahara	<b>Draft #</b> 15	<b>Design Approval</b>
<b>Sign Type</b> Monument Sign	<b>Client</b> Max Fisher	<b>Sales Person</b>	<b>Approval Date</b>

Prior Approved Architectural Plans - for reference

LOS OBREROS LANE

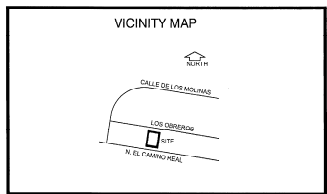


Location of new monument sign

- 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" CHAIR 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**

RUI 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. FREQ.
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 information only and not prepared to provide architectural or engineering services. These drawings are for design purposes only and are not intended to be used for construction or installation. The architect or engineer is not responsible for the accuracy or completeness of the information provided.

Billie Buckle, Assoc. Architects, Inc. 2025 Billie Buckle, Assoc. Architects, Inc. 2025 Billie Buckle, Assoc. Architects, Inc.

2927 Camino de San Jose, San Jose, CA 95128  
 Phone: (408) 292-1100  
 Fax: (408) 292-1101

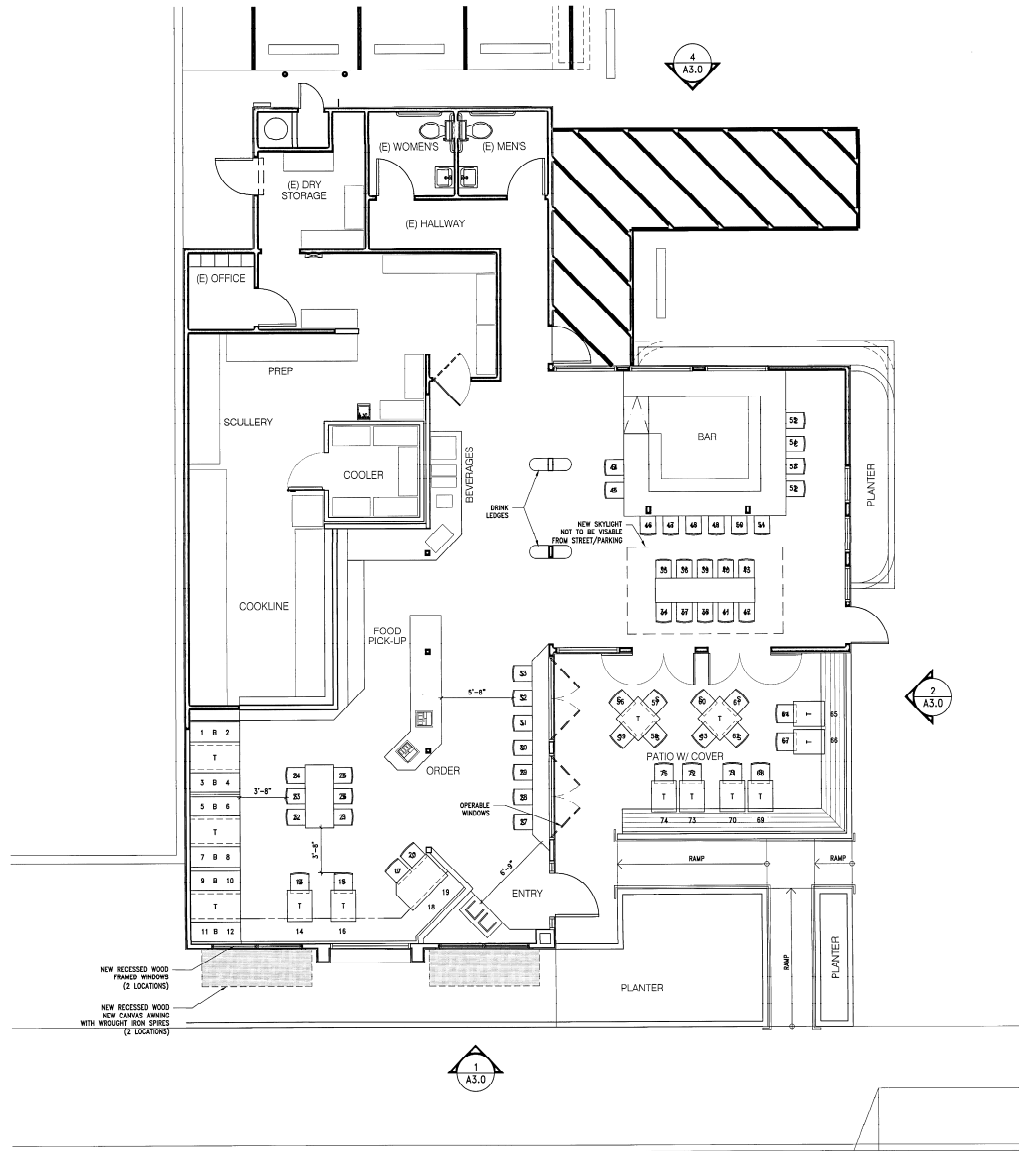
**THE SHWACK CANTINA**  
 SAN CLEMENTE, CA

**THE SHWACK CANTINA**  
 SAN CLEMENTE, CA

Original drawings are in 1/4" x 1/2"

Revision:

Date: 8-24-15  
 Planning



NEW RECESSED WOOD FRAMED WINDOWS (2 LOCATIONS)  
 NEW RECESSED WOOD NEW CANVAS AWNING WITH WOODGRIT IRON SPIES (2 LOCATIONS)

1  
A3.0

4  
A3.0

2  
A3.0



CITY OF SAN CLEMENTE  
 PLANNING DIVISION  
 APPROVED WITH CONDITIONS

ZONING  
 PLANNING JURISDICTION  
 CITY MANAGER  
 CITY CLERK

DATE: [Signature]  
 DATE: [Signature]

**BLINDOR DESIGN**  
 2729 COMMERCE ST. SUITE 100  
 AGRAWAL, CA 92611  
 949.797.1900 F 949.701.1948

PROPOSED FLOOR PLAN  
 Sheet No.

THE SHWACK CANTINA  
 SAN CLEMENTE, CA

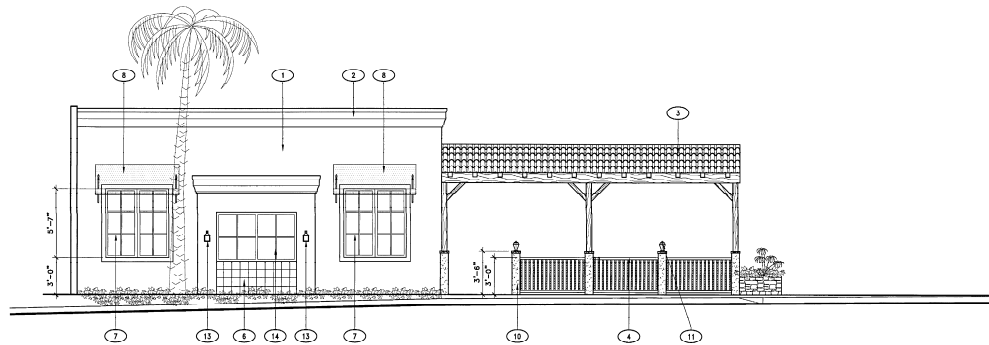


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 PLANNING

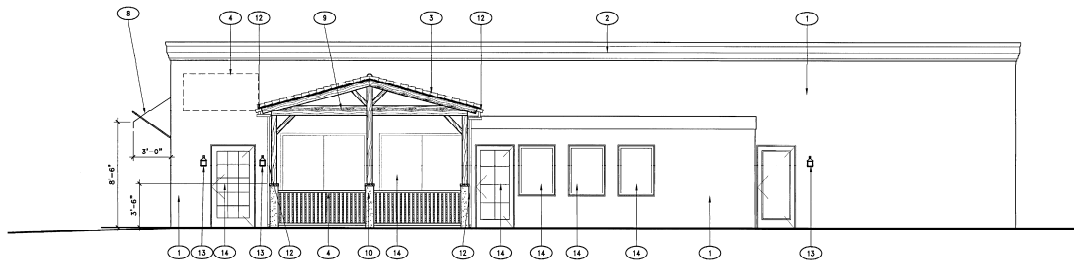
Revisions

Scale: 1/4"=1'-0"  
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 Checked By: EB  
 Sheet Number:  
**A2.0**

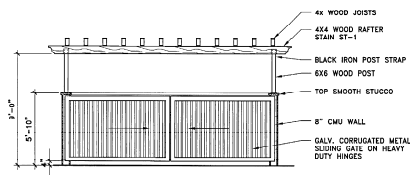
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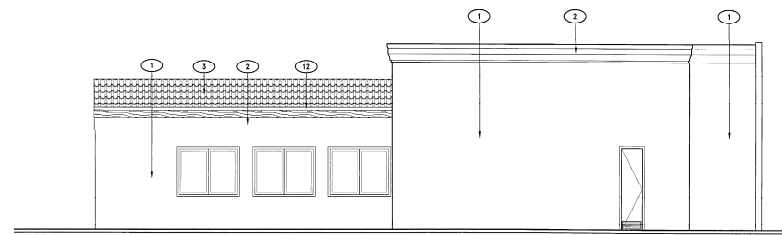
**1 SOUTH ELEVATION**  
SCALE: 1/4" = 1'-0"



**2 EAST ELEVATION**  
SCALE: 1/4" = 1'-0"



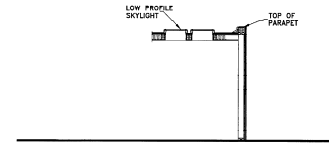
**3 TRASH ENCLOSURE ELEVATION**  
SCALE: 1/4" = 1'-0"



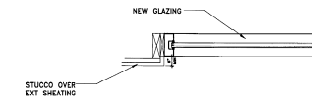
**4 NORTH ELEVATION**  
SCALE: 1/4" = 1'-0"

**EXTERIOR ELEVATION NOTES**

- 1 EXISTING WALL FINISH, PAINT PT-1
- 2 EXISTING CORNICE TO REMAIN, PAINT TO MATCH "RALPHS CORNICE" PER CITY
- 3 NEW PATIO COVER WITH SPANISH TILE ROOF WITH RANDOM MORTAR PACK
- 4 NEW WROUGHT IRON PATIO RAILING
- 5 NEW SIGNAGE BY OTHERS
- 6 NEW PATCHWORK TILE
- 7 NEW RECESSED WOOD FRAMED WINDOWS, STAIN ST-1
- 8 NEW CANVAS AWNING WITH WROUGHT IRON SPIRES; COLOR TO MATCH PT-3
- 9 WOOD CANOPY/ROOF STRUCTURE; STAIN ST-1
- 10 NEW LOW WALL PATIO COLUMN @ 4'x2" A.F.F. WITH 2" TOP CAPPED IN SMOOTH STUCCO FINISH- PAINT
- 11 DECORATIVE POST LIGHT
- 12 NEW PREFAB GUTTER SYSTEM TO DRAIN TO PARKING LOT; PAINT PT-2
- 13 NEW SPANISH COLONIAL STYLE WALL SCORNES
- 14 NEW WOOD FRAMED WINDOWS/DOORS, STAIN ST-1



**5 SKYLIGHT SECTION**  
SCALE: 1/4" = 1'-0"



**6 INSET WINDOW DETAIL**  
SCALE: 1/4" = 1'-0"

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**ENTOURAGE**  
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**THE SHWACK CANTINA**  
 SAN CLEMENTE, CA

STOOD DATE: 8-24-15  
 PLANNING  
 Revisions

Auto: AC NOTED  
 Drawn By: ND  
 Checked By: EB  
 Sheet Number:

**A3.0**