



Design Review Subcommittee (DRSC)

Meeting Date: July 24, 2019

PLANNER: David Carrillo, Assistant Planner

SUBJECT: **Amendment to Sign Permit 89-106 (AM DSP 18-019), Mira Costa Plaza Master Sign Program,** a request to amend a Master Sign Program for a multi-tenant commercial building located at 3551 Camino Mira Costa within the CC2 (MO) Zone.

BACKGROUND:

On August 7, 1990, the Community Design Commission (CDC) approved a Master Sign Program (MSP) for the subject commercial building allowing the use of sandblasted wood signs for each tenant. The MSP consists of multiple sign types with three different shape designs as seen in Image 1 below. Additionally, each sign must contain red borders with black or red letters on a white background. Currently, there is an open code case on the property due to noncompliant signage related to the required material and border and letter colors. Attachment 1 shows existing conditions of the building.

Image 1 – Shape Designs



PROPOSAL:

The applicant/property owner, Barry Saywitz, proposes to amend the MSP in an effort to resolve code compliance issues and allow subject tenants to install signage that is relatively more affordable with regard to manufacturing and maintenance costs. No signage illumination is proposed. Approval of the proposed amendments will result in current signage being nonconforming. Therefore, all current signage will require

immediate removal and replacement for consistency with the new MSP. The following is a summary of the amendment request:

- Replace sandblasted wood signs with flush-mounted ¼" thick black acrylic individual letters with "Dutch 811 BT" font.
- Increase allowed square footage for each sign type.
- Reduce the number of allowed signs on the front elevation from 23 to 13 wall signs.
- Remove sign type E and F allowed on the front elevation. (Sign E is currently the "Mira Costa Plaza" building sign that will be converted into Sign D in the new MSP. Sign F was incorporated to specifically cover a sign for a real estate office, Century 21, that occupied a sign area equal to the sign area of two Sign Cs. Century 21 is no longer a tenant at the building, and therefore Sign F is unnecessary.)
- Reduce the total allowed sign area for the building from 347.5 square feet to 288 square feet.
- Revise the entire MSP document to improve legibility by updating sign location building elevations and sign criteria.

See Attachment 2 and 3 for elevation drawings and a photo simulation showing proposed sign locations. For reference, Attachment 4 shows elevation drawings for current allowed sign locations.

ANALYSIS:

The review for the original MSP consisted of five CDC meetings. Below is a summary of relevant comments gathered from previous CDC minutes that are worth reviewing.

- Suggested proposing signs that are not too rectilinear.
- Stressed a need for a simple design.
- Encourage appropriate placement of signs that do not compromise architectural integrity.
- Expressed that the color of signage should be compatible with the building.

During the original review and approval, the subject building consisted of a Spanish Colonial Revival design with white stucco walls and light blue trims. Over time, the building has gone through a few façade remodels which include a new brown color palette, stone veneer, and quoins that have moved the building to a Spanish Mediterranean style. At this time, it is unclear if the façade remodels were approved by the City and further research is required. The current façade treatment may require changes depending on staff's completed research. However, to support Economic Development Goals outlined in the General Plan, staff supports the MSP amendment request to be processed while research is ongoing. Image 2 below shows the old and current style of the building.

Image 2 – Old and Current Architectural Style



Staff reviewed the amendment request against each style shown above in Image 2 and determined that the proposed black individual letters are compatible with either style. The proposal addresses each comment from previous CDC minutes listed above. The proposed letters simplify the design of signage by eliminating the backing that may appear rectilinear. Additionally, the proposed placement and color of signs are compatible with either style. Staff supports a durable alternative sign material that mitigates potential concerns over future maintenance. Wooden signs are less durable and typically require ongoing maintenance due to weather and fading paint from sun exposure.

Given the reduction of total signs and sign area, and the project's consistency with previous CDC comments, the City Planner determined the project is considered an insignificant modification to Sign Permit 89-106 and may be approved administratively pursuant to Zoning Ordinance Section 17.12.180. Review by the DRSC is not required for an insignificant modification unless it is deemed necessary by the City Planner. Although, staff supports the overall proposal, the City Planner requested feedback from the Design Review Subcommittee due to the site's location near a gateway and significant changes proposed to the signage design.

RECOMMENDATION:

Staff recommends the DRSC provide input on the proposed sign design including material, color, font, and location. DRSC's recommendations will be forwarded to the City Planner for consideration in the review of the insignificant modification request.

Attachments:

1. Existing Building Conditions
2. Proposed Sign Locations
3. Photo Simulation
4. Current Allowed Sign Locations
5. Location Map



ATTACHMENT 1

MIRA COSTA PLAZA SITE PHOTOGRAPHS





MIRA COSTA PLAZA SITE PHOTOGRAPHS

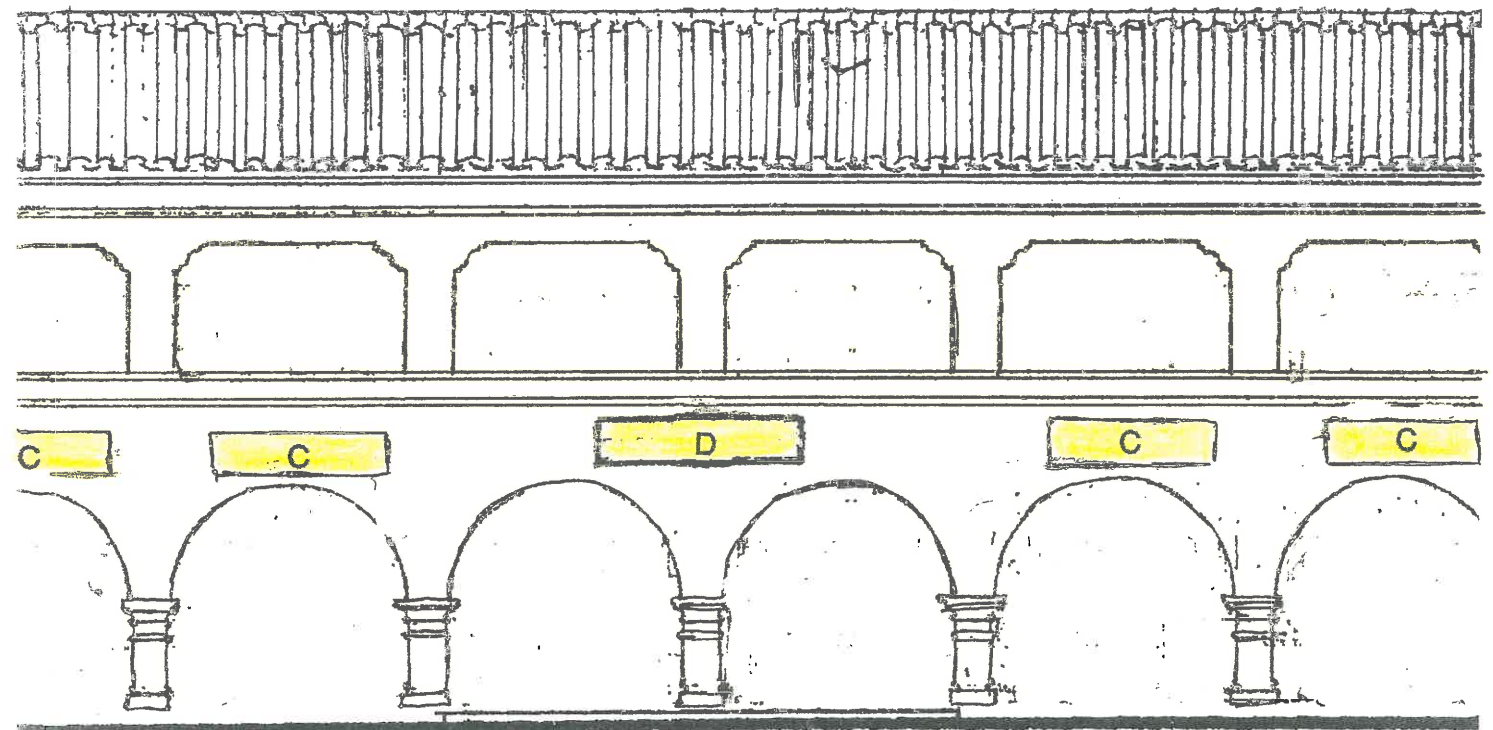


3551 CAMINO MIRA COSTA

ATTACHMENT 2

MIRA COSTA PLAZA

Front face, center



3551 CAMINO MIRA COSTA

MIRA COSTA PLAZA

Front face, left side & belltower



3551 CAMINO MIRA COSTA

MIRA COSTA PLAZA

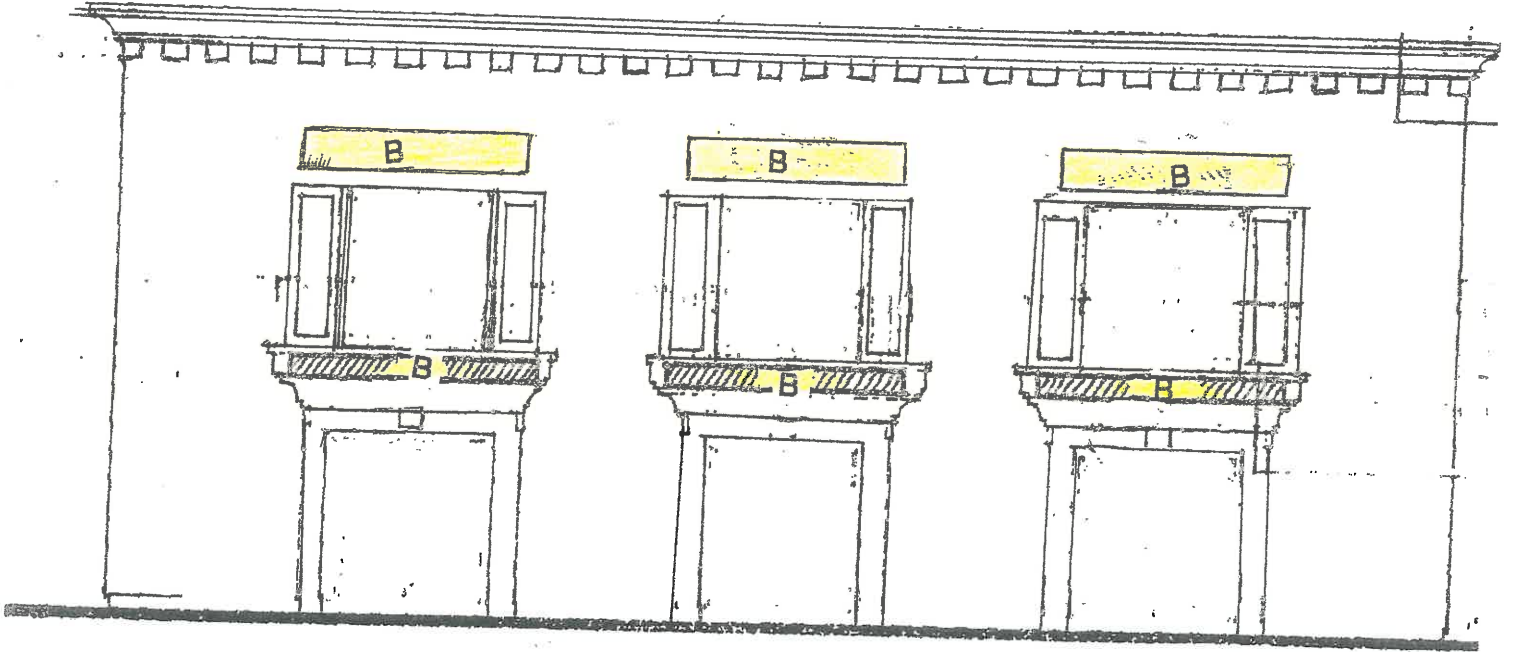
Front face, right side & belltower

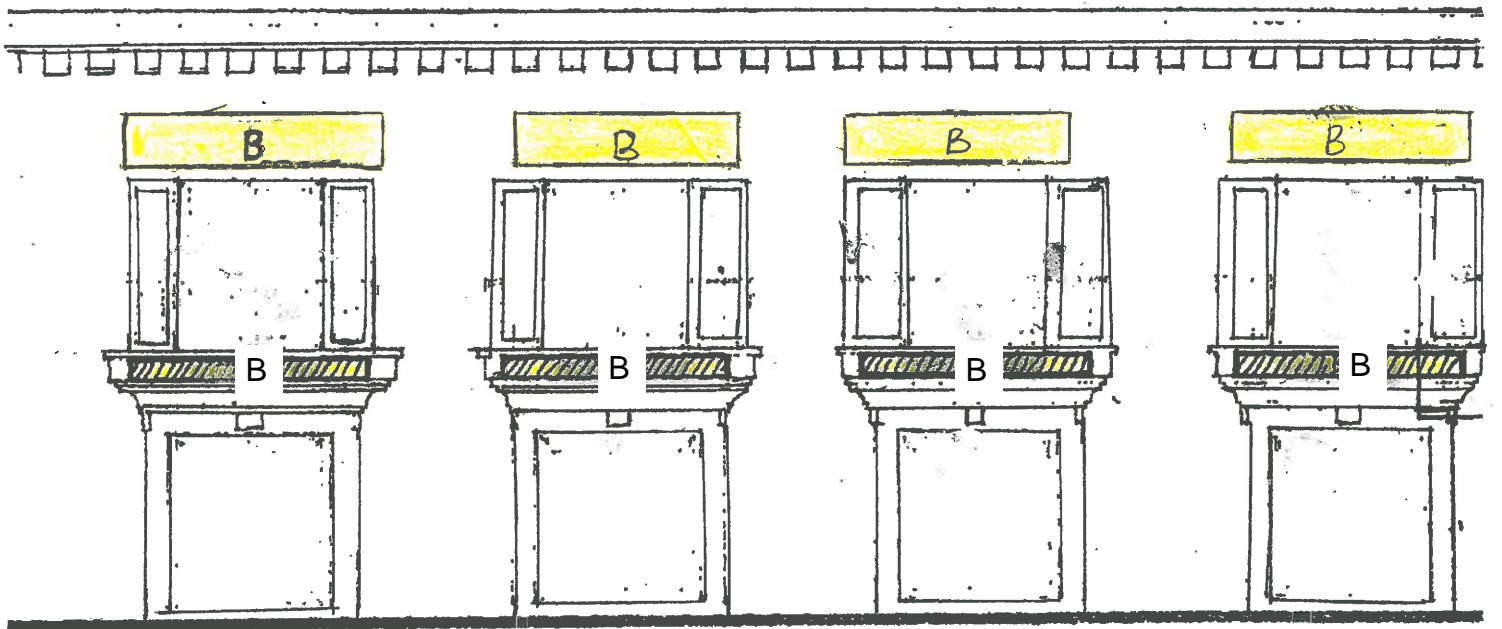


3551 CAMINO MIRA COSTA

MIRA COSTA PLAZA

Side Elevation (East)





SIDE ELEVATION (WEST)

1/4" D ACRYLIC LETTERING: 12" H LETTERS - SILICONE/DOUBLE-SIDED TAPE MOUNT.
ALL LETTERS GREATER THAN 15" - STUD-MOUNTED W/ SILICONE.

ATTACHMENT 3

SCALE: 1/8" = 1'

3551 CAMINO MIRA COSTA, SAN CLEMENTE, CA. EAST ELEVATION



OC SIGN GUYS

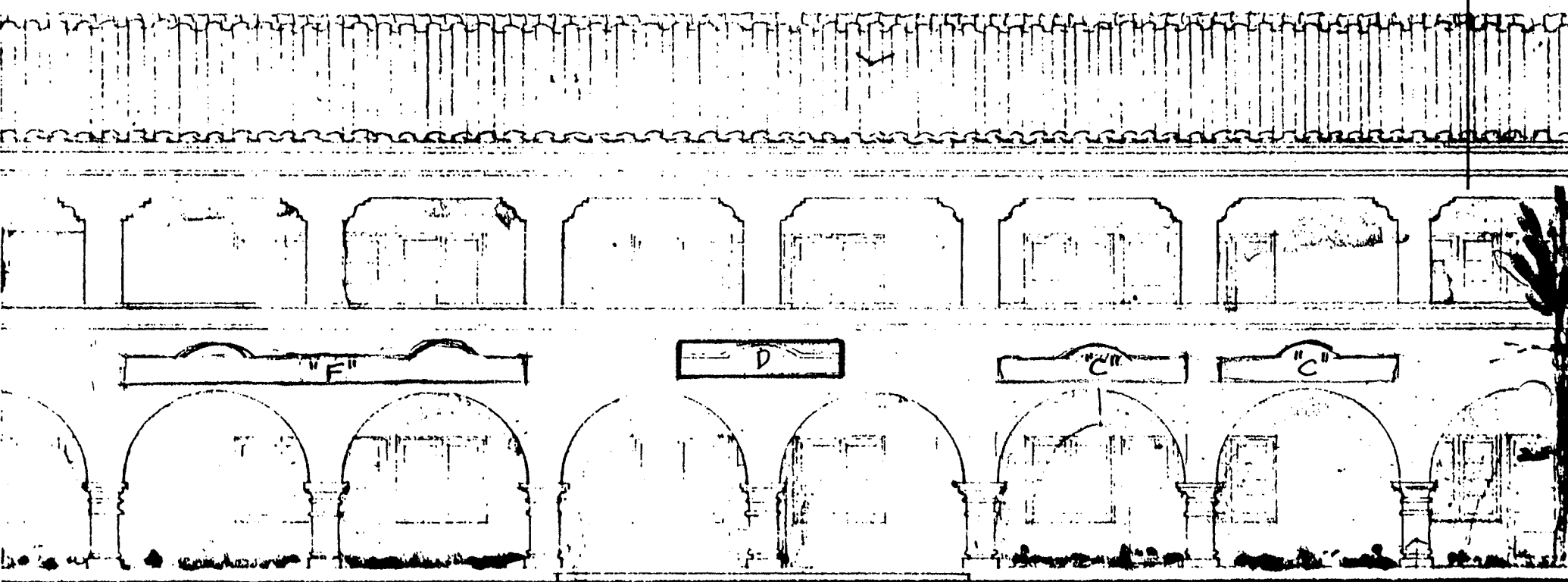
This design and drawing submitted for your review and approval is the exclusive property of OC Sign Guys. It may not be reproduced, copied, exhibited, or utilized for any purpose, in part or in whole by any individual or organization inside or outside without written consent of OC Sign Guys.

* See design sign "F"

* Main sign "C"

* SIGN LOCATION ONLY
NOT EXACT SCALE

2 P. ECE PSN & BSMHGL CLAY TILE
w/ 2 LAYERS 1/2" FELT & HOT M.P.

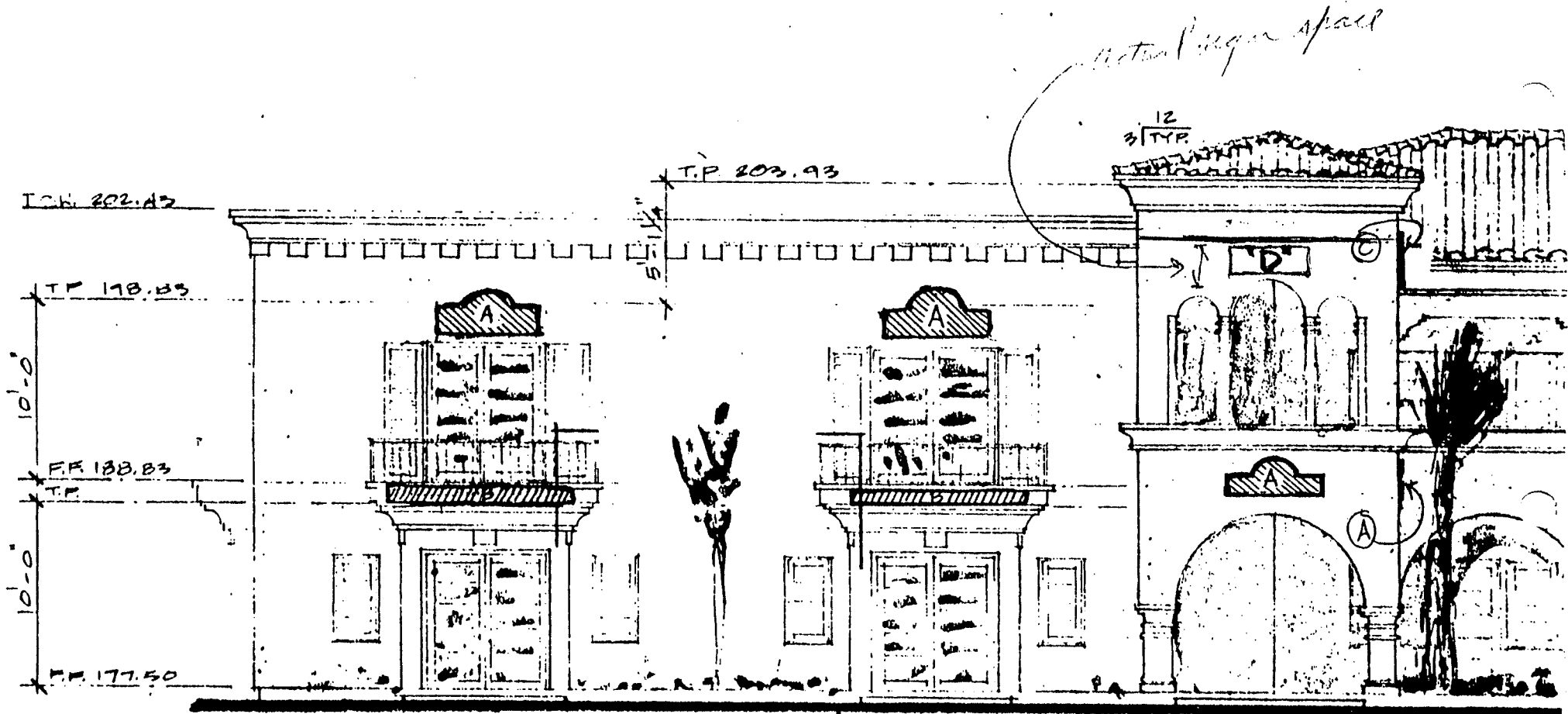


Maria Costa Slaya
2001 Camino Maria Costa

1 1/2" φ columns

New Sign "D" #1

* SIGN LOCATION ONLY
NOT EXACT SCALE

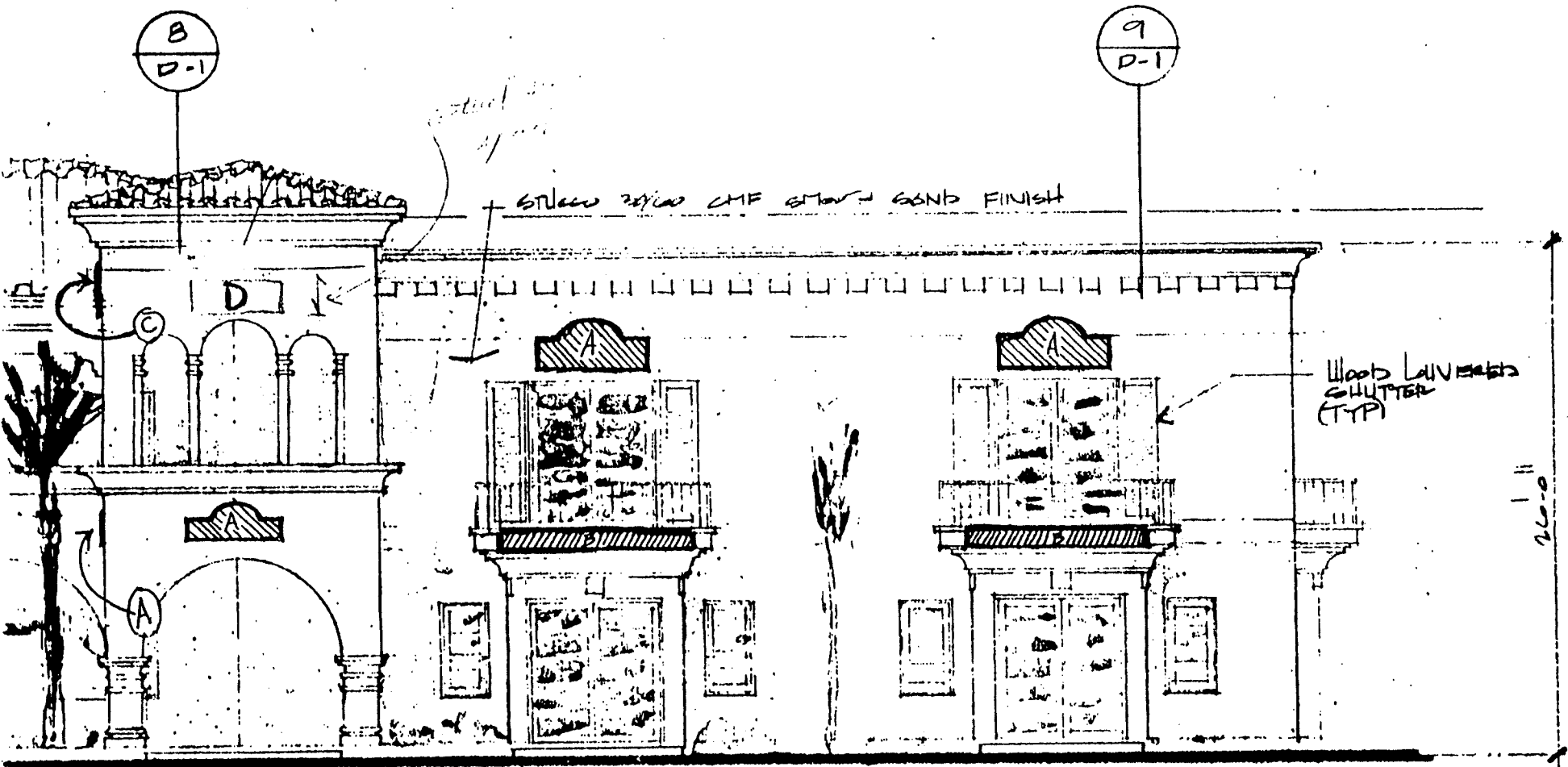


Mira Costa Plaza
3551 CAMINO MIRA COSTA

FIN. GR. @ BLDG. TYP.

New Sign "D" #1

SIGN LOCATION ONLY
NOT EXACT SCALE



NOTES:

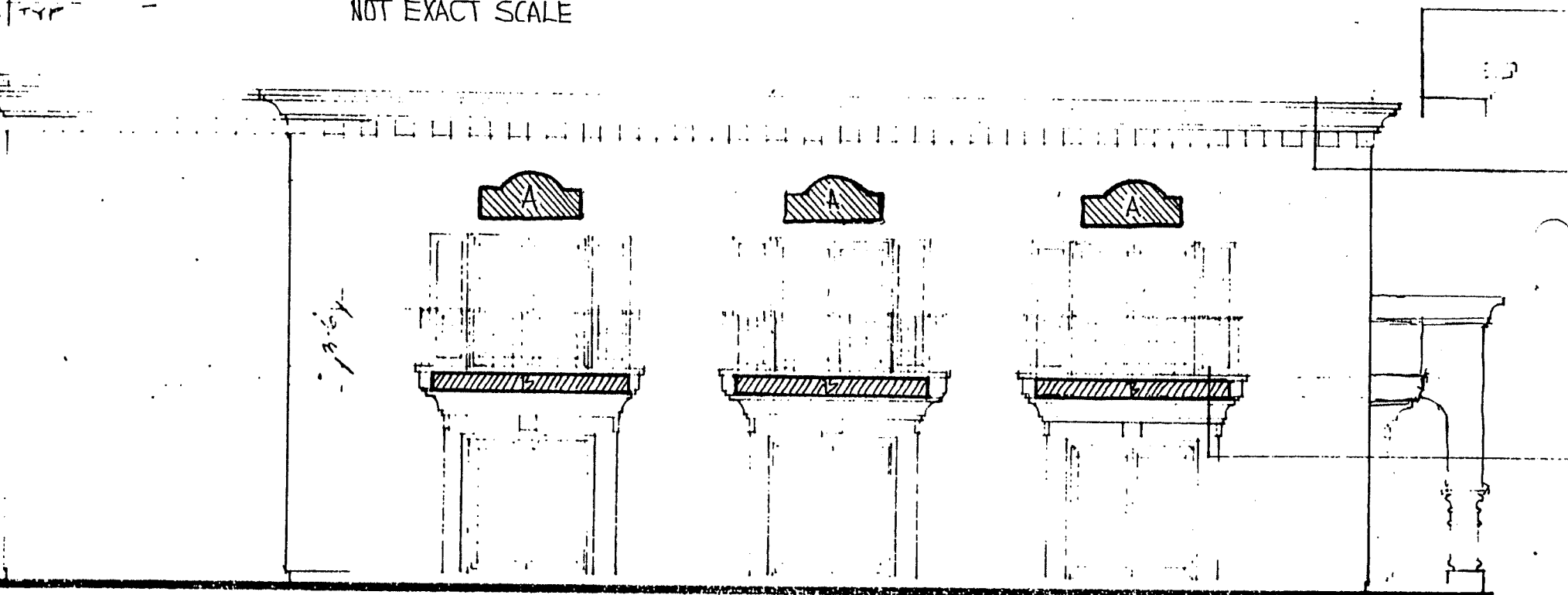
- STUCCO 20/40 CHIP SMOOTH FINISH PER. U.I.B.C. CH. 47
- ROOF TILE TO BE 2 PCE PSN & HAZZEL
- CLAY TILE O/ (2) LAYERS 15# FELT & HOT MOP

Maria Costa Plaza
3551 Camino Maria Costa

Signs A & B

SIGN LOCATION ONLY
NOT EXACT SCALE

12
5/1/98



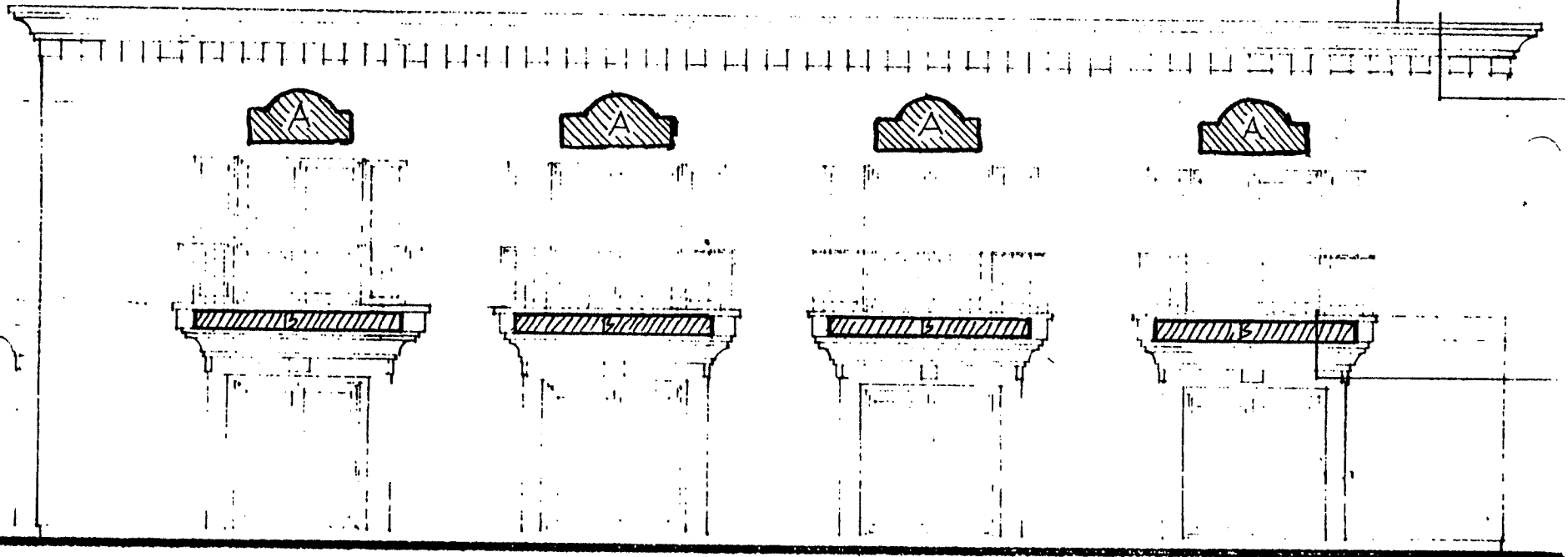
SIDE ELEVATION (EAST)

*Mural on a large
wall of the building*

OK COC 7/12/90

Signs A & B

SIGN LOCATION ONLY
NOT EXACT SCALE



SIDE ELEVATION (WEST)

OK-
CDC 9/12/90

Maria Costabile
3751 Camino del Rio East
San Diego, CA 92108



City of San Clemente

Mira Costa Plaza MSP Amendment
3551 Camino Mira Costa

