



Design Review Subcommittee (DRSC)

Meeting Date: March 11, 2020

PLANNER: Kyle Webber, Community Development Technician

SUBJECT: **Amendment to Discretionary Sign Permit 11-075 (AM DSP 20-080 Daily's Sports Grill,** a request to amend signage exhibits within an approved DSP to allow new business wall signage at 204 S El Camino Real.

BACKGROUND:

On July 20, 2011, the Planning Commission adopted Resolution No. 11-022, approving Discretionary Sign Permit (DSP) 11-075 for Duke's bar located at 204 S El Camino Real. An excerpt of the resolution is provided as Attachment 3. The building is a designated historic resource and is located in the Architectural Overlay District. See Attachment 4 for the DPR form with information on the historic resource.

Figure 1 – Existing Signage



El Camino Real Front Elevation



Avenida Granada Side Elevation

A new restaurant and bar, Daily's Sports Grill (Daily's), will operate at the site under the existing CUP. Daily's proposes new signage to match the location, number, sign area, and dimensions permitted in the DSP. Approved plans under the DSP are provided as Attachment 5. To make the findings for administrative approval and amend DSP 11-075, the design and aesthetics of the proposed signage must satisfy design standards required in the City's Architectural Overlay District.

Why is DRSC Review Required?

Because the location, area, and dimensions of the signs have already been established by the approved DSP, the City Planner determined the project is considered an insignificant modification 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 requested by the City Planner per Zoning Ordinance Section 17.12.025. The City Planner requested feedback from the Subcommittee due to the site's location in the Architectural Overlay and changes proposed to the overall signage aesthetic.

PROJECT DESCRIPTION:

The applicant submitted an Administrative Sign Permit featuring three (3) wall signs in compliance with the location and sizes approved through DSP 11-075. Plans are provided as Attachment 2. The original DSP permits the building wall signage to exceed the 25 square foot maximum sign area allowed in the Architectural Overlay District. A version of the table below is provided in the DSP and summarizes the allowable sign area.

Table 1 – Condition Requirement of Sign Area

<i>Building Elevations</i>	<i>Zoning Ordinance Allowed Sign Area</i>	<i>Allowed in Architectural Overlay</i>	<i>Sign Area Proposed (Allowed through DSP 11-075)</i>
El Camino Real Frontage	40 s.f.	25 s.f.	32 s.f. (8' x 4')
Avenida Granada Frontage	100 s.f.	25 s.f.	32 s.f. (8' x 4')
Alley Elevation	40 s.f.	6 s.f.	24.5 s.f. (7' x 3.5')
Total	180 s.f.	56 s.f.	88.5 s.f.

Daily's proposes all three rectangle signs to be made of ½" thick single-sided plywood material sealed with vinyl film and UV resistant lamination. All three signs are proposed with the same visual design and lettering. The back panel of the signs will be colored white to match the color of the surrounding stucco and the text will be printed a brown gradient color flat on the panel. The signs will be mounted with lag bolts in the same location as the existing signage on the building.

ANALYSIS:

The focus of the current review is specifically related to the aesthetic design of Daily's proposed signage. The applicant proposes signage in compliance with the DSP but does not satisfy the high-quality design standards required in the Architectural Overlay District. Specifically, the proposed colors and materials are incompatible with the Spanish Colonial Revival style of architecture and the unique character of the Downtown village.

RECOMMENDATIONS:

To improve the project's consistency with sign design standards in the Architectural Overlay, staff recommends the following modifications:

1. Install pin-mounted, individual lettering with at least 1 inch of thickness.
2. Sign should have a flat and even painted finish with a "hand-crafted" appearance, as opposed to glossy plastic finishes or other shiny material. If lighting is desired, use exterior light fixtures or halo-illumination.
3. Use solid coloring for text as opposed to gradient coloring.
4. Provide signage materials and supports that are consistent with Spanish Colonial Revival materials, such as wood, aluminum, and stucco.

CONCLUSION

Staff seeks DRSC's input with the above recommendations. DRSC comments are intended to assist the applicant in designing a project that best complies with the City's Design Guidelines and applicable City policies. The Subcommittee's recommendations will be forwarded to the City Planner for consideration in the insignificant modification request.

Attachments:

1. Location Map
2. Plans (Daily's Sports Grill, 204 S. El Camino Real)
3. Planning Commission Resolution No. 11-022
4. Department of Parks and Recreation (DPR) Historic Survey Form
5. Approved plans for DSP 11-075 (Duke's bar)



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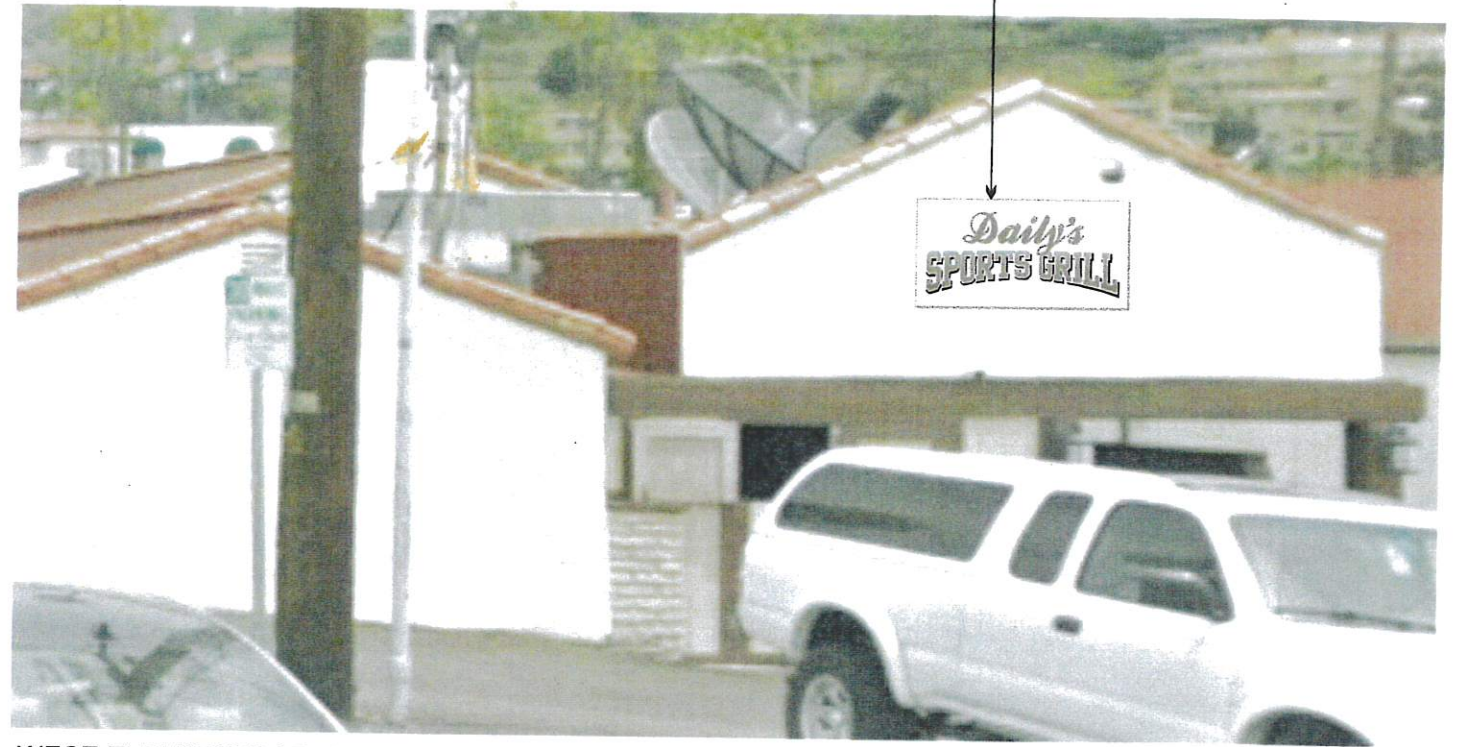
Daily's Sports Grill | 204 S. El Camino Real | AM DSP 20-080

OUTDOOR NON-ILLUMINATED WALL SIGNS.

PROPOSED 1/2" THICK SINGLE SIDE MDO WALL SIGN WITH COLOR OUTPUT VINYL FILMS AND UV GUARD LAMINATION OVERLAY, (NON-ILLUMINATED)

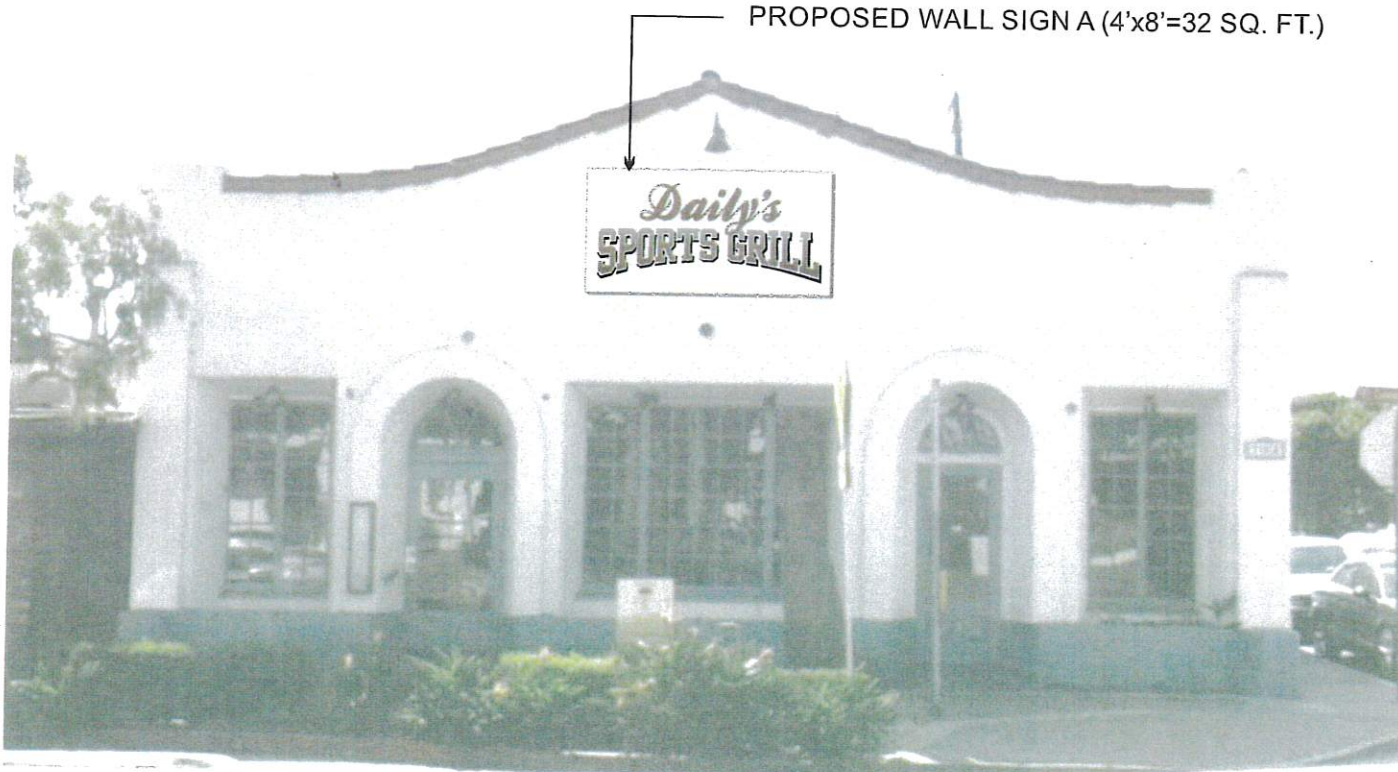


PROPOSED WALL SIGN C (3.5' x 7' = 24.5 SQ. FT.)



WEST ELEVATION (FACING REAR PARKING)

PROPOSED WALL SIGN A (4'x8'=32 SQ. FT.)



EAST ELEVATION (FACING EL CAMINO REAL)

PROPOSED WALL SIGN B (4'x8'=32 SQ. FT.)



NORTH ELEVATION (FACING AVENIDA GRANADA)

is intended to be in accordance with the requirements of Article 600 of the National Electrical Code & / or other applicable local codes. This includes proper grounding and bonding of the sign.

SIGNS EXPRESS MFG. CO.
 1438 SANTA ANITA AVE., SOUTH EL MONTE, CA 91733
 Tel: 626-443-3333 * Fax: 626-443-3232
 STATE LIC. #552097 * U.L. APPROVED #E-119586

Job Name: DAILY'S SPORT GRILL		
Address: 204 SOUTH EL CAMINO REAL, SAN CLEMENTE, CA		
Date : 013120	Drawing # :	Drawn by : TT
Revisions: Δ 020420 Δ 022120 Δ 022420 Δ Δ		

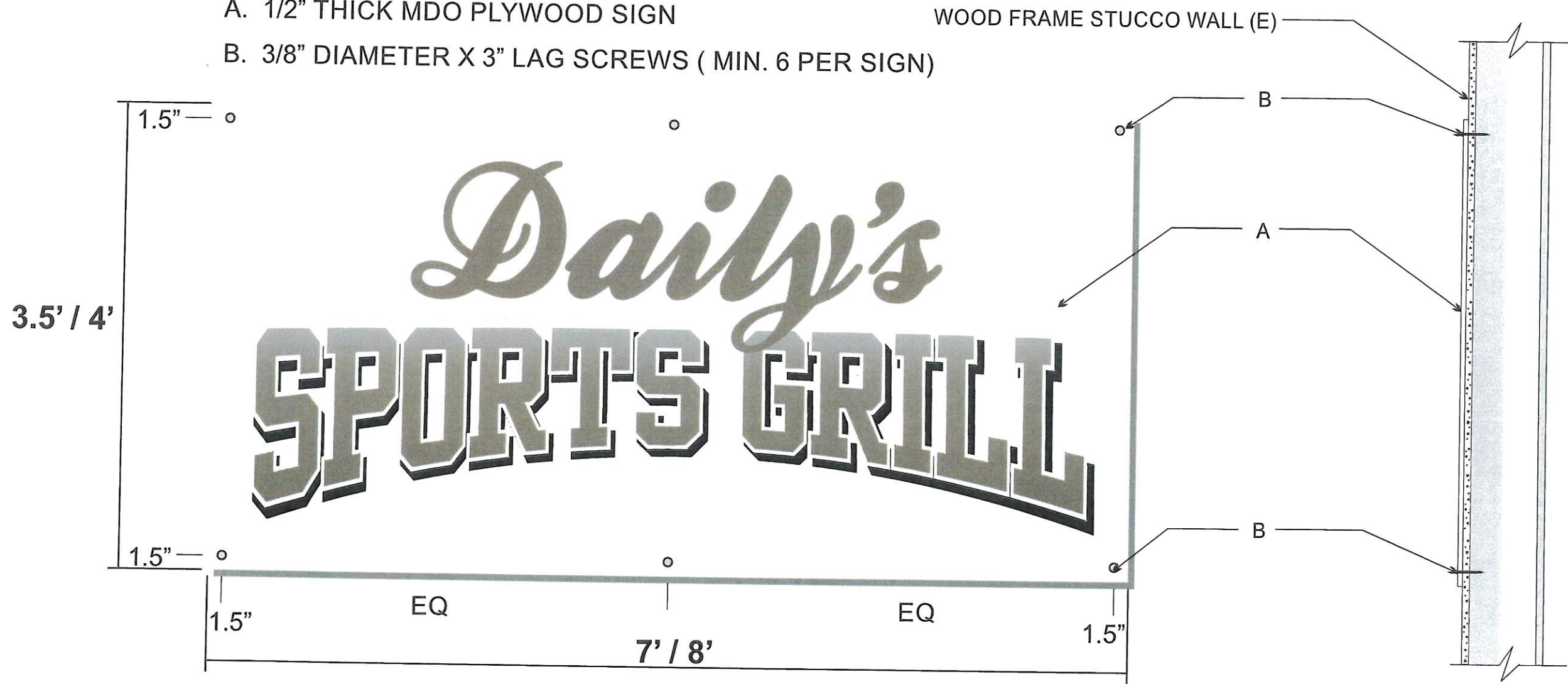
SIGNS EXPRESS Does **NOT** provide primary electrical to sign location.
CUSTOMER APPROVAL
 RESPONSIBILITY BY OTHERS! Signature _____ Date _____

LANDLORD / AUTHORIZED AGENT APPROVAL
 Signature _____ Date _____

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OUTDOOR NON-ILLUMINATED WALL MOUNTED MDO PLYWOOD SIGN

- A. 1/2" THICK MDO PLYWOOD SIGN
- B. 3/8" DIAMETER X 3" LAG SCREWS (MIN. 6 PER SIGN)



SIGNS EXPRESS MFG. CO.
 1438 SANTA ANITA AVE., SOUTH EL MONTE, CA 91733
 Tel: 626-443-3333 * Fax: 626-443-3232
 STATE LIC. #552097 * U.L. APPROVED #E-119586

Job Name: DAILY'S SPORT GRILL				
Address: 204 SOUTH EL CAMINO REAL, SAN CLEMENTE, CA				
Date : 022720	Drawing # :	Drawn by : LF		
Revisions: Δ	Δ	Δ	Δ	Δ

SIGNS EXPRESS Does **NOT** provide primary electrical to sign location.
CUSTOMER APPROVAL
 RESPONSIBILITY BY OTHERS! _____
 Signature Date

LANDLORD / AUTHORIZED AGENT APPROVAL

 Signature Date

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DSP 11-075/CUP 11-07 MCHP 11-170,
Duke's Live Entertainment and Exterior Changes

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Review Subcommittee made suggestions to bring the project in compliance with the City's Design Guidelines for Spanish Colonial Revival architecture and compliant with the Secretary of Interior's Standards. These suggestions included painting the non-historic rear entry a sand color, adding a new wood trim along the horizontal break between the stucco wall and the wood siding (painted dark brown) to give the building the appearance of a wood beam support, and replacing the colonial style lighting with Spanish style lighting. Refer to Attachment 6 for a visual representation of those suggested changes.

With the incorporation of the improvements detailed in Attachment 6, the exterior improvements are in compliance with the Secretary of Interior's Standards for the Treatment of Historic Properties as well as the City's Design Guidelines. The Spanish Colonial Revival lighting is in keeping with the historic time period of the building and is an encouraged lighting type within the City Design Guidelines. The sandstone color proposed on the non-historic storage area at the rear helps to differentiate the non-historic storage area as prescribed within the Secretary of Interior's Standards.

Discretionary Sign Permit

According to City building permit records, the two signs on the exterior of the building fronting El Camino Real and Avenida Granada total 64 square feet. The existing signage was previously approved under CDC 92-17 allowing the two signs to exceed twenty-five (25) square feet. The applicant is requesting a Discretionary Sign Permit (DSP) for a third sign to be located at the rear entry of the building.

Existing signs are constructed of a painted wood background with wood cut out letters. The existing signs are attached to the building using lag bolts and anchors. Existing signage measures 8' x 4' and are 1/2" deep. The proposed signage is to be painted on the rear of the building and would measure 7' x 3.5' and would match the appearance of the existing signage. Goose neck lighting is proposed above the proposed signage at the rear of the building that will match the appearance of the goose neck lighting at the front of the building.

On-site signage meets the requirements of the Zoning Code as summarized in Table 1 below:

Table 1 – Signage Summary

	<i>Zoning Ordinance Allowed Sign Area</i>	<i>Proposed Sign Area</i>
<u>Building Elevations</u>		
El Camino Real frontage	40 s.f.	32 s.f. (8'x 4'; existing)
Avenida Granada Frontage	100 s.f.	32 s.f. (8'x 4'; existing)
Alley Elevation	40 s.f.	24.5 s.f. (7'x 3.5' proposed)
Total	180 s.f.	88.5 s.f.

The purpose of a DSP is to ensure that signs are compatible and harmonious with the architecture of buildings they serve and with the surrounding neighborhood. The subject historic structure is located within the Architectural Overlay which require that the design, scale, color and materials of the sign be compatible with the Spanish Colonial Revival style of architecture and the unique character of the district. Painted signage is a common and encouraged type of signage within the district and is a common signage type on historic buildings.

The applicable Design Guidelines and Design Standards for signage require:

“Sign design, scale, color and materials shall be selected that are compatible in style with the building it serves”. Title 17 Zoning. Signs. Design Standards. 18.84.020.B.f.

“Carefully integrate signage with the design concept of the building and site. Signage should be consistent with the architectural character of the building. City Design Guidelines”. General Design Guidelines for All Architecture Subject to Discretionary Design Review II.C.3.e

The project is consistent with the applicable Design Guidelines and Design Standard as the signage is painted letters that respect the time period of the Spanish building, and the colors and letter style compliment the buildings architecture. Therefore, the project is consistent with the architectural style/character of the building and meets the required findings for a DSP.

PRIMARY RECORD

Other Listings

Review Code _____ Reviewer _____ Date _____

Page 1 of 3

Resource Name or #: 204 S EL CAMINO REAL

P1. Other Identifier: Duke's Griddle and Grill

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 204 S El Camino Real City San Clemente Zip 92672

d. UTM: Zone ; mE/ mN

e. Other Locational Data: Assessor Parcel Number: 058-083-17

P3a. Description:

The property contains a one-story commercial building with a rectangular plan and wood-frame construction. Designed in the Spanish Colonial Revival style, it has a flat roof with a center-peaked parapet clad with clay tile. The exterior walls are clad with smooth stucco. The primary facade is symmetrical and characterize by a two wood entry door recessed within arched openings. The fenestration consists of non-original wood casement windows throughout the building. There is also a non-original fixed window on the side elevation. The building has an attached gable-roofed addition to the rear. The building is in good condition. Its integrity is fair.

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:

East elevation, west view. May 2006.

P6. Date Constructed/Sources:

Historic Both
 Prehistoric

1930 (F) Building Permit

P7. Owner and Address:

Nam, Frank H. C.
1190 Longfellow Dr, Manhattan Beach Ca
90266- 6848

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

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NRHP Status Code 3D

Resource Name or #: 204 S EL CAMINO REAL

B1. Historic Name: Victor McLaglen's Café; "The Rendezvous"

B2. Common Name: Duke's Griddle and Grill

B3. Original Use: 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: (Unknown)

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 one-story commercial building was built for P.H. Philshizer in 1930. This property is a good example of the Spanish Colonial Revival style as represented in San Clemente. This property 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

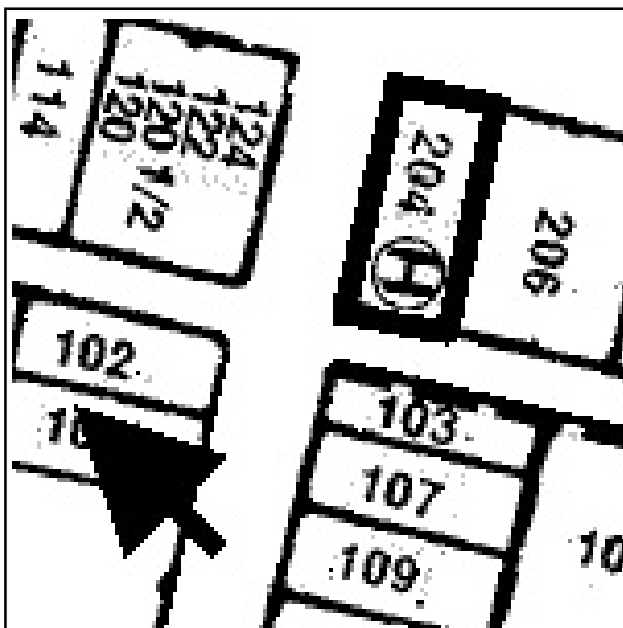
B12. References: San Clemente Building Permits; Historic Resources Survey, Leslie Heumann and Associates, 1995.

B13. Remarks: (none)

B14. Evaluator: Historic Resources Group, Hollywood, CA

Date of Evaluation: 9/18/2006

(This space reserved for official comments.)



CONTINUATION SHEET

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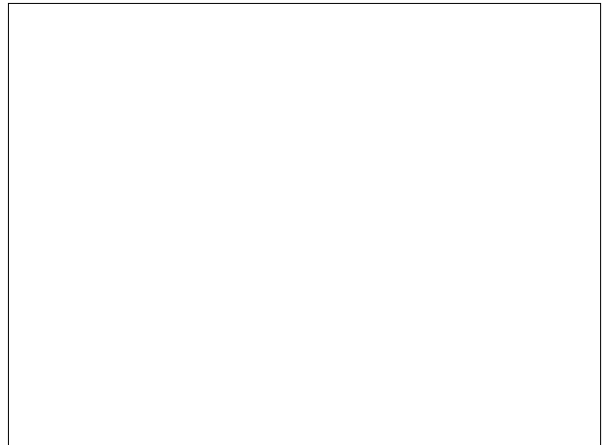
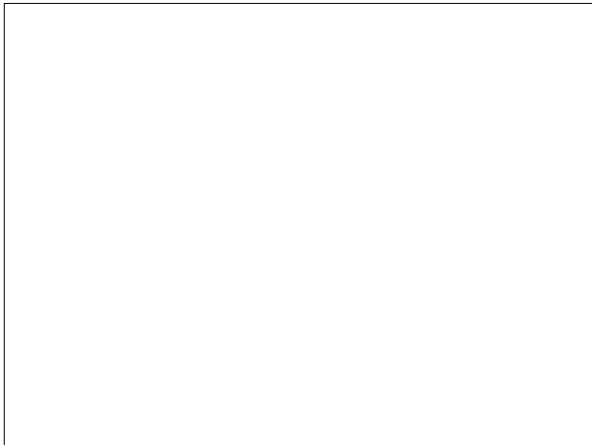
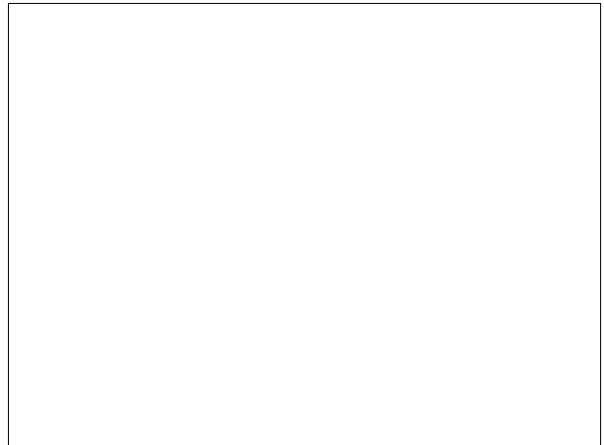
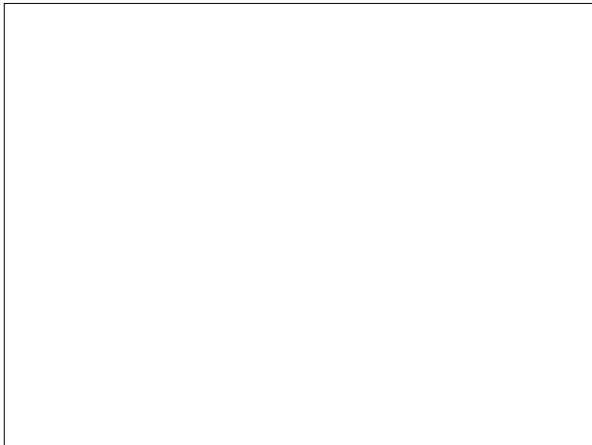
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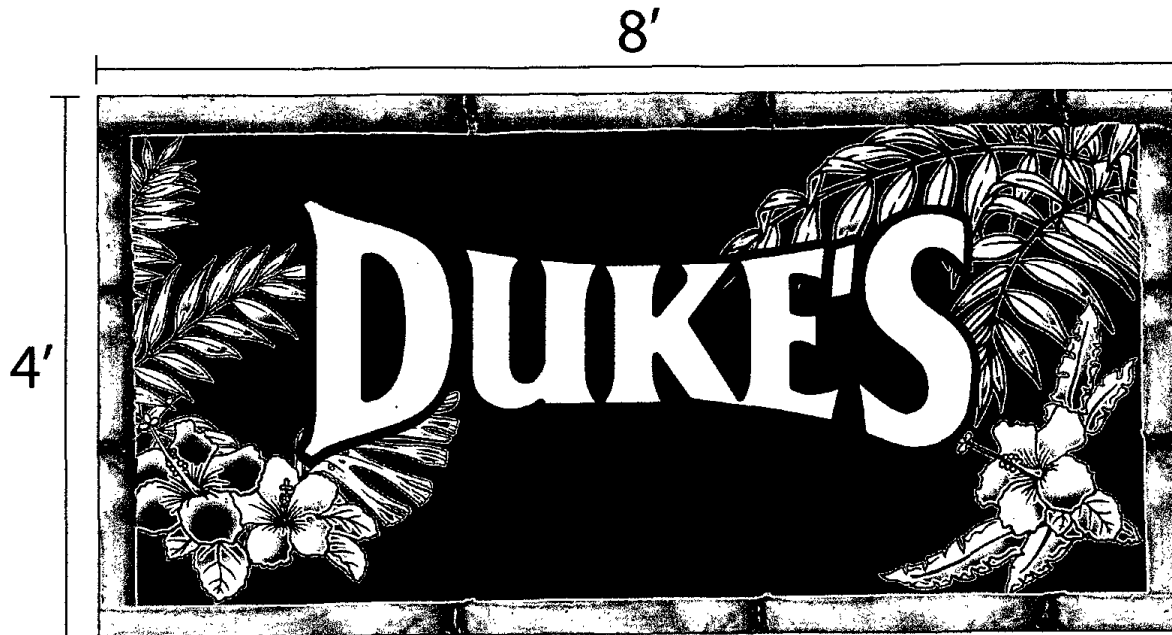
Recorded by: Historic Resources Group

Date: 9/18/2006

Continuation Update

Photographs of the Subject Property, Continued:





1/2" 4' x 8' MDO

Palms & flowers painted using all one shot lettering enamels

DUKES to be 1/2" wood cut out with 1.5" wood standoffs

Sign to be framed in 4" bamboo

Sign to be installed using 3/8" x 2" lag bolts and anchors

total (8) lag bolts

REVIEWED FOR CODE COMPLIANCE
 CITY OF SAN CLEMENTE
 BUILDING DIVISION
 BY *OC* DATE *2/19/09*

APPROVED
 by the San Clemente Planning Commission. Check with other City divisions to ensure full compliance with all City zoning and requirements.
 By *[Signature]* Date *2/19/09*

For New Signage.

THESE PLANS HAVE BEEN REVIEWED BY THE SAN CLEMENTE BUILDING DIVISION. CONSTRUCTION MAY PROCEED. THIS AUTHORIZATION DOES NOT RELIEVE THE CONTRACTOR OR OWNER FROM COMPLYING WITH ALL LAWS THAT APPLY TO THE BUILDING(S).

[Signature] *2/19/09*
 NAME *BOY-0257* DATE

CITY SET BOY-0257

NOTE: Rear alley sign was approved with the same design but smaller dimensions (7' x 3.5').