



Design Review Subcommittee (DRSC)

Meeting Date: December 15, 2021

PLANNER: Jonathan Lightfoot, Economic Development Officer

SUBJECT: **Discretionary Sign Permit DSP 21-245, 1601 North El Camino Real, Casablanca Amended Master Sign Program,** a request to add a freestanding sign and reface other existing signage, including the use of neon on an existing pole sign. The new sign puts the commercial property above the 25 square-feet of cumulative allowed signage by right per business within the Architectural Overlay.

BACKGROUND:

Site Data

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, Pedestrian/Central Business, and Coastal Zone Overlay Districts (A-CB/P-CZ). The property contains the 52-room Casablanca Inn hotel on a 1.1 acre site at the northwest intersection of N. El Camino Real and Calle De Los Molinos.

Prior Entitlements

In 1983, the City approved the demolition of an existing single story motel to be replaced by a larger 50-room motel with 44 parking spaces via PC Resolution 123-83, approving Use Permit 83-16 and Variance 83-06 for height. It was subsequently approved by the Coastal Commission via CDP 5-86-152, but the room count was reduced to 43. Construction was completed in 1988, and a preliminary sign program was approved via CDC 88-34, which allowed for a pole sign and two wall signs totaling 195 square feet. This sign program was amended in 1992 via CDC Resolution 92-24 approving CDC 92-48, which added several smaller Best Western signs for cobranding. The total sign area increased to 271.9 square feet. In 2001, the Casablanca Inn received City (CUP 00-140) and Coastal Commission (CDP 5-01-156) approvals to expand by converting adjacent office space into 9 additional guest rooms and adding a pool and hardscape. In 2004, a lot line adjustment (2004-031) was approved which merged lots 28-33 of Block 1 of Tract 795 into a single parcel. The property owners made miscellaneous ADA access improvements in 2020.

PROJECT DESCRIPTION

The most recent sign approvals from the City occurred in 1992 (Attachment 4) and included multiple wall signs and a pole sign totaling about 272 square feet in area. At the

time, the property was co-branded with both Best Western and Casablanca Inn signs. Since that time, there have been some changes to signage at the site including the removal of Best Western signage, and the addition of 2 small “entry” and “exit” directional signs. Since directional signage is not included in total sign area (when it excludes business name or branding), the current total of on-site signage is 186.6 square feet – a reduction of 85.3 square feet from the 1992 sign program. The reduction is due to the removal of one large “Casablanca” wall sign as well as all of the Best Western signage.

The applicant proposes to reface the pole sign with neon lettering and graphics (Figure 1) and to reface the directional signage to match a black and white color scheme. One new sign is proposed: a new 6-foot tall pole sign which would add 12 square feet of sign area (6 sf per side). It is proposed to be placed in the sidewalk-adjacent planter strip at the northern end of the property. This property has two separated parking lots, and the sign would clarify that the northern lot also belongs to the property. The pole sign would bring the total sign area of the site up to 198.6 square feet. These signs can be seen in the plans provided as Attachment 1. Attachment 2 provides a photolocation map that shows the existing signs on site, and Attachment 3 shows the proposed colors and materials.

Figure 1 – Refaced Pole Sign with Neon Night View



ANALYSIS and RECOMMENDATIONS:

The proposal requires a Discretionary Sign Permit (DSP) per SCMC 17.16.250 because it adds a new sign at a site within the Architectural Overlay which has multiple signs which total more than a total of 25 square feet in area; and because it includes neon lighting for the pole sign. DRSC review is required for a DSP prior to a public hearing on the item with the Planning Commission.

Zoning Ordinance Section 17.16.250 outlines the DSP findings relating to design, and Section 17.84.020 outlines the regulations, design standards, and expectations of Master

Sign Programs. There are a couple notable changes from the prior approval of the 1992 sign program. First, the property is now within the Architectural Overlay, which did not exist in 1992. Second, the Zoning Ordinance allowance for commercial signage has decreased. Previously, the Code allowed 1.5 square feet of sign area per lineal foot of frontage. At the time of the 1992 sign program, the building had 195 feet of frontage, which allowed 292.5 square feet of signage. Today, the Zoning Ordinance allows only 1 sf of signage per lineal foot of building frontage. However, the property frontage has increased to 460 lineal feet because the adjacent office building was converted to motel use in 2001.

The new maximum allowable sign area with a DSP is 460 square feet. The proposed new pole sign would bring the total proposed sign area to 198.6 square feet – which is less than 50% of that maximum area. However, the Zoning Ordinance only permits one pole sign per site, so the sign type must be changed. Switching to a monument sign or a projecting wall sign would serve to direct guests to the alternate, northern parking lot (part of the 2001 expansion) in the same manner.

Staff supports an additional sign because it improves wayfinding for coastal visitors and helps to clarify the available parking options for the property. Attachment 1 illustrates the new sign's proposed location. Staff recommends that the applicant modify their plans to incorporate a projecting sign or a monument sign that mimics the style and materials of the pole sign to maintain cohesion on the site. Staff prefers a projecting sign because of potential line of sight challenges with a new freestanding sign. A freestanding sign will also be space constrained within the narrow planter strip, and the Code requires that the planter area be equal to or greater than the freestanding sign's face area. If DRSC supports a monument sign, staff recommends that it not exceed 6 feet in height, and the applicant will need to verify the dimensions of the planter. The cabinet portion of the existing pole sign is 6'-5" tall, so a slightly smaller monument in this design would be preferred. Code standards and design guidelines are provided for reference in Attachment 5 along with a brief synopsis of the proposal's compliance with each.

Recommendations

1. Replace the pole sign with a projecting wall sign or, if supported by the DRSC, a monument sign that reflects the style of the existing pole sign's cabinet.
2. Revise plans to include both existing and new signs, and tabulate total approved sign area on site. Include any standardized design parameters for future sign refaces that may be approved administratively under this Master Sign Program.
3. Add a few inconspicuous, non-illuminated, directional signs in the northern parking lot directing visitors to the entry on the opposite side of the building.

CONCLUSION

Staff and the applicant seek additional input from the Committee on the proposal.

Attachments:

1. Plans for new signs
2. Photolocation map of existing signs
3. Proposed Colors and Materials
4. 1992 Casablanca Sign Program
5. Sign Standards Analysis Table

Casablanca Inn

SCOPE OF WORK:

- Reface & Re-paint (1) Existing D/F Illuminated Pylon Sign
- Reface & Re-paint (2) Existing D/F Directional Signs
- Mfr & Install (1) D/F Internally Illuminated Directional Sign

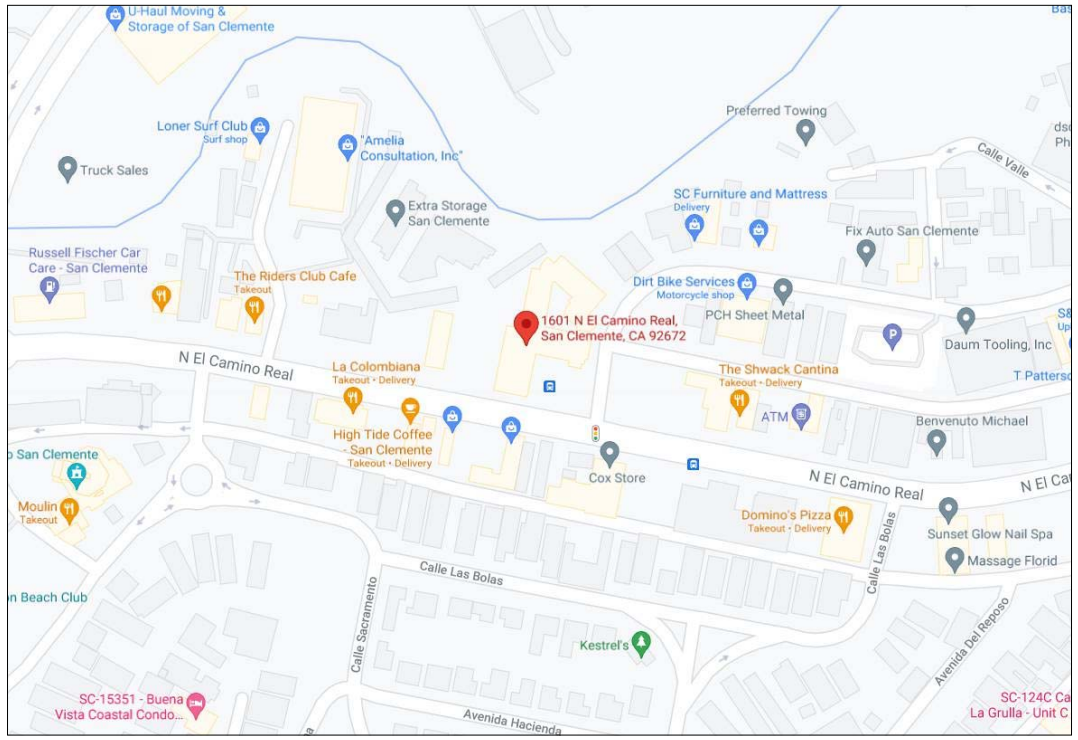
1601 N. El Camino Real
San Clemente, CA

KEY

- 1** (E) MAIN PYLON SIGN
- 2** (E) EXIT ONLY DIRECTIONAL SIGN
- 3** (E) ENTRANCE DIRECTIONAL SIGN
- 4** (N) ENTRANCE DIRECTIONAL SIGN

LEGAL

APN: 057-182-83



VICINITY MAP



SIGN LOCATION PLAN
Scale: 1" = 30'-0"
NORTH

GENERAL NOTES:
All work shall comply with
2019 California Building Code
2019 California Electrical Code
2019 California Energy Code, Title 24
2019 California Existing Building Code
2019 California Fire Code
2019 California Green Building Standards Code
2019 California Mechanical Code

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



LOS ANGELES DIVISION

Casablanca Inn
1601 N. El Camino Real
San Clemente, CA

Sales Exec: Justin Henderson

NOTED 8/20 B, Notes

REVISIONS

Date	By	Notes
10/29/20	K. Abartan	Added LED cove lighting
10/15/20	K. Abartan	New design
10/29/20	K. Abartan	Removed palm trees
02/25/21	K. Abartan	Added palm trees again
03/02/21	B. Nolen	Change vinyl colors on directionals
03/02/21	B. Nolen	Add mfr. & install new D/F directional

SPECIAL NOTES:

CUSTOMER APPROVAL
 ACCEPTED WITH NO CHANGES
 ACCEPTED WITH CHANGES AS NOTED
 REVISE AS NOTED AND RE-SUBMIT

DESIGN NUMBER
88817 R7

Sheet SP1

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

This drawing was created by using data in existing or proposed. The signifier shall be as the property of YESCO SIGNS, LLC. Permission is granted to use this drawing for the project only. Any other use without the written consent of YESCO SIGNS, LLC is prohibited. The user assumes all liability for any errors or omissions in this drawing. The user shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities. The user shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities. The user shall be responsible for obtaining all necessary permits and approvals from the appropriate authorities.

Drawn By: Brent Nelson

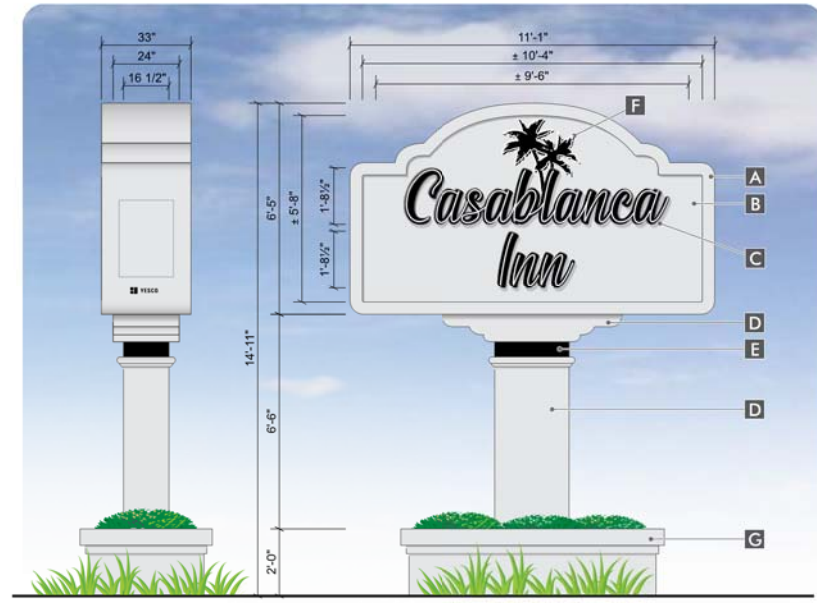
CLIENT INFORMATION

Casablanca Inn
1601 N. El Camino Real
San Clemente, CA

Sales Exec: Justin Henderson

REVISIONS

NO.	DATE	BY	DESCRIPTION
1	10/16/20	K. Adams	Added LED cover lighting
2	10/16/20	K. Adams	New design
3	10/16/20	K. Adams	Removed palm trees
4	02/18/21	K. Adams	Added palm trees again
5	03/02/21	B. Nolin	Change vinyl colors on directionals
6	03/02/21	B. Nolin	Add with B install new D/F directional



SIGN SPECS

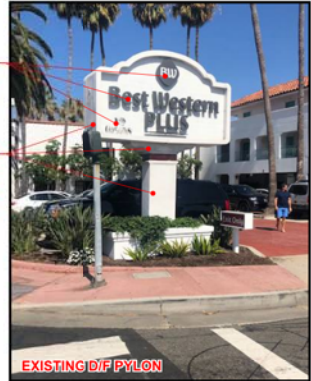
A (E) CABINET	SCOPE	STRIP AND RE-PAINT
	PAINT	(SMOOTH SEE COLOR KEY)
B NEW FACE	TYPE	1 1/2" ALUMINUM
	PAINT	(SMOOTH SEE COLOR KEY)
C COPY	TYPE	OPEN PAN CHANNEL
	PAINT	(SEE COLOR KEY)
	NEON	EXPOSED 12mm WHITE
	MOUNT	FLUSH TO NEW BKGD. FACE
D (E) POLE COVER	SCOPE	STRIP AND RE-PAINT
	PAINT	(SMOOTH SEE COLOR KEY)
E (E) REVEAL	SCOPE	RE-PAINT
	PAINT	(SMOOTH SEE COLOR KEY)
F PALM TREES	SCOPE	ALUM FLAT CUT-OUT
	PAINT	(SEE COLOR KEY)
	NEON	EXPOSED 10mm 12mm WHITE
	MOUNT	FLUSH TO NEW BKGD. FACE
G (E) BASE	SCOPE	LEAVE AS IS

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

COLOR KEY

PAINT	SHERWIN WILLIAMS Black
FINISH	SMOOTH (SATIN)
PAINT	TO MATCH BUILDING
FINISH	SMOOTH (SATIN)

NOTE: UNLESS OTHERWISE NOTED, THE COLORS SHOWN ON THIS RENDERING MAY NOT MATCH ACTUAL COLORS OR FINISHES SUPPLIED. PLEASE REFER TO COLOR QUALITY AND THEIR APPROPRIATE VENDOR SPECIFIED SAMPLES FOR APPROVED COLOR SPECIFICATIONS.



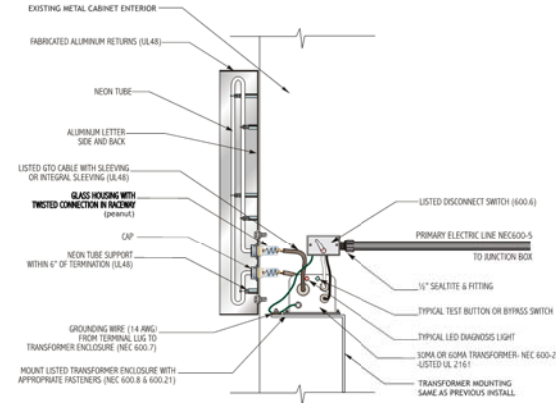
Remove logo, reverse pan neon illum. channel letters, exposed neon, and all electrical and dispose

Strip texture finish from entire sign and pole cover, re-paint to match building in field

1 Reface and Re-paint (1) Existing D/F Pylon Sign Scale: 3/8" = 1'-0"



1a SIMULATED NIGHT VIEW



A TYPICAL OPEN FACE LETTER INSTALLATION DETAIL NTS

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2019 California Electrical Code
2019 California Energy Code, Title 24
2019 California Existing Building Code
2019 California Fire Code
2019 California Green Building Standards Code
2019 California Mechanical Code

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 ACCEPTED WITH CHANGES AS NOTED
 REVISE AS NOTED AND RE-SUBMIT

DESIGN NUMBER
88817 R7

Sheet **1.0**

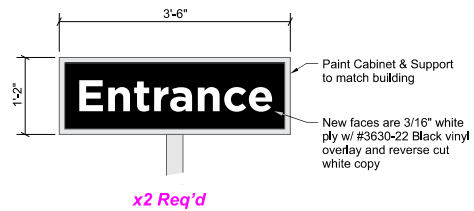
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CLIENT INFORMATION

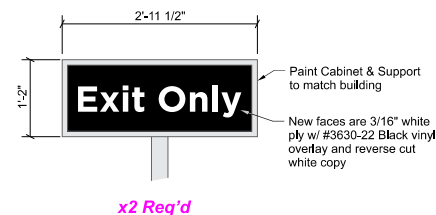
Casablanca Inn
1601 N. El Camino Real
San Clemente, CA
Sales Exec: Justin Henderson

REVISIONS

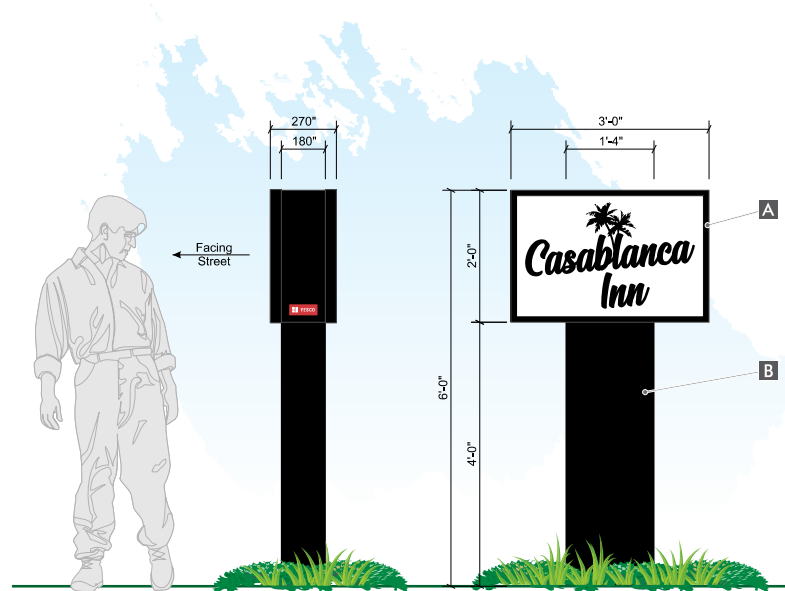
NO.	DATE	BY	REVISION
1	10/29/20	K. Apantaku	Added LED cove lighting
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5	03/02/21	B. Nolen	Change vinyl colors on directional
6	03/02/21	B. Nolen	Add mfr. & install new D/F directional



2 Re-face & Repaint Existing D/F Directional
Scale: 3/4" = 1'-0"



3 Re-face & Repaint Existing D/F Directional
Scale: 3/4" = 1'-0"



4 Mfr & Install (1) New D/F Internally Illuminated Directional Sign
Scale: 3/4" = 1'-0"

SIGN SPECS	
A CABINET	TYPE: D/F ALUM. OVER STEEL FRAME
	PAINT: SMOOTH (SEE COLOR KEY)
	LIGHTING: INTERNAL LED
	FACE: 3/16" WHITE POLY
	VINYL: BLACK
	DISCONNECT: INTERNAL
B POLE COVER	TYPE: D/F ALUM. OVER STEEL FRAME
	PAINT: SMOOTH (SEE COLOR KEY)
YESCO LOGO	TYPE: ALUMINUM PLATE
	SIZE: 2" (H) X 5.125" (W)
	COLOR: RED / WHITE
	ILLUMINATED: 3.75" (W) X 1.5" (H) (ILL)
COLOR KEY	
PAINT	SHERWIN WILLIAMS Black, SMOOTH (SATIN)
VINYL	#3630-22 Black

NOTE: SEE COLOR KEY FOR THE COLORS SPECIFIED ON THIS DRAWING. THE COLOR KEY IS PROVIDED FOR YOUR REFERENCE ONLY. IT IS NOT A GUARANTEE OF COLOR. COLOR CHANGES ARE THE RESPONSIBILITY OF THE CLIENT. APPROVE COLOR CHANGES AND THEIR APPROPRIATE VENDOR SPECIFIED SAMPLES FOR APPROVED COLOR SPECIFICATIONS.



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DESIGN NUMBER
88817 R7

Sheet **2.0**

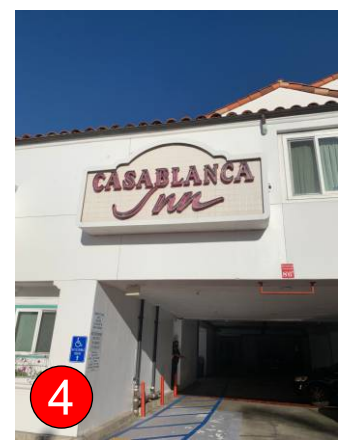
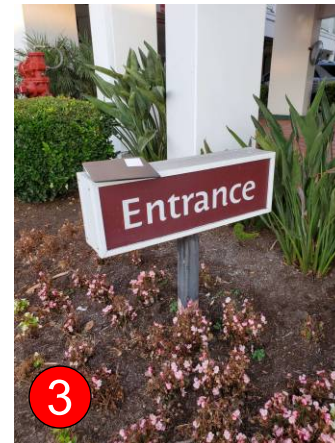
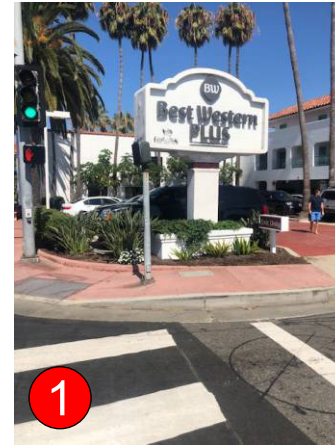
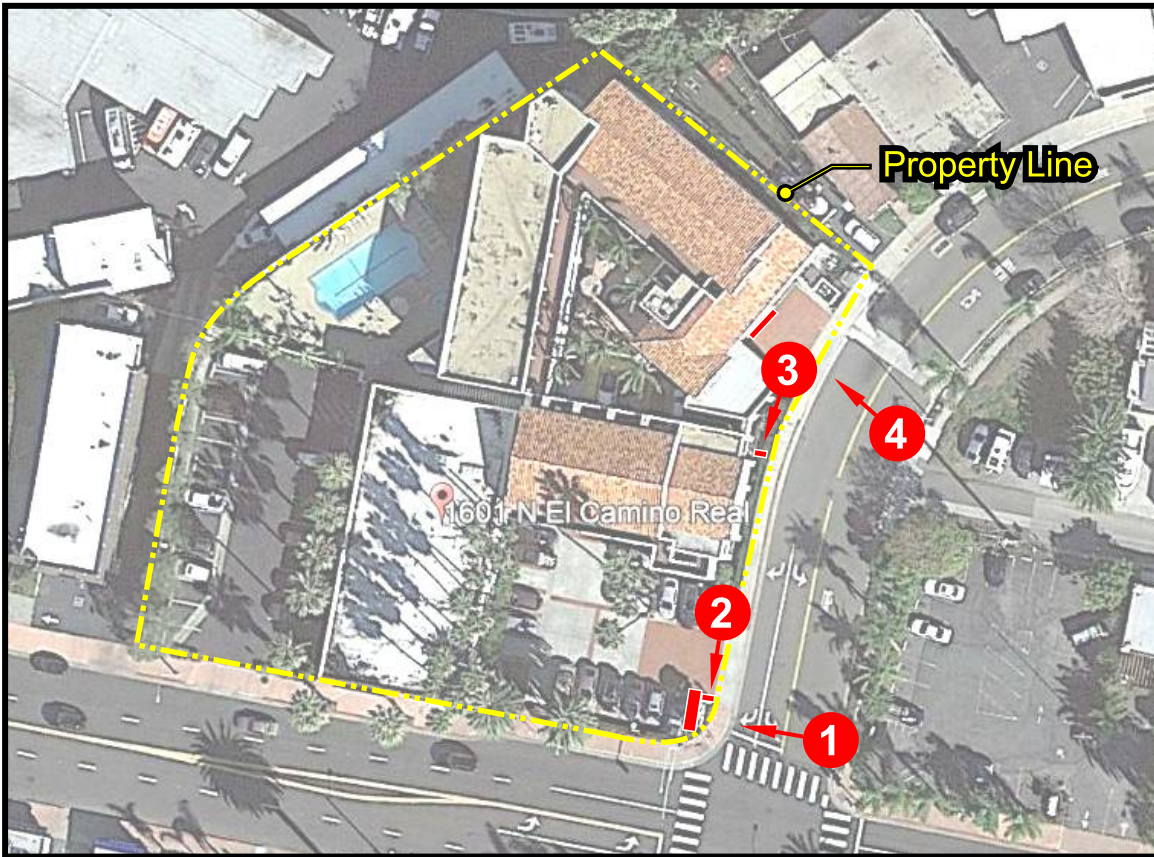
This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign.

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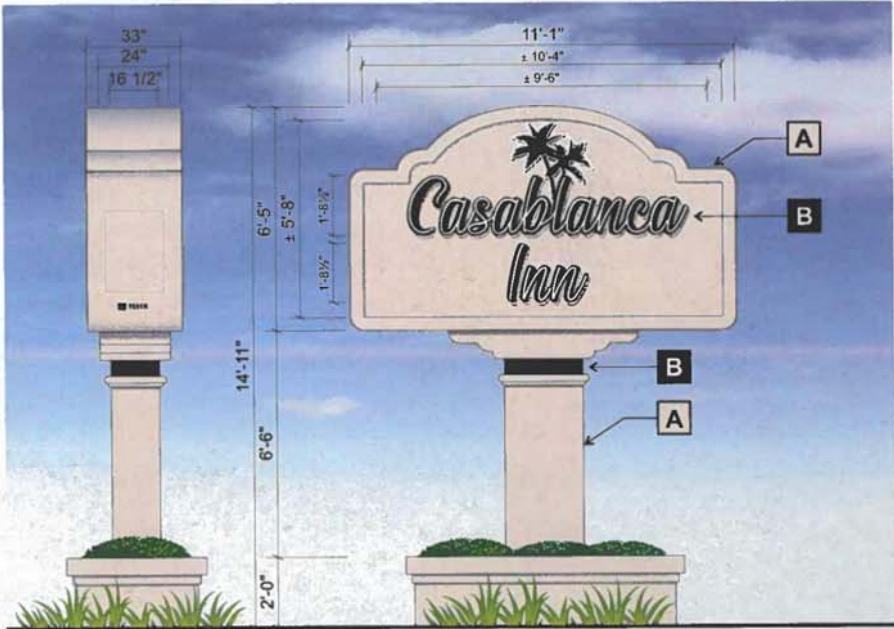
Drawn By: Brent Nelson

Casablanca Inn

1601 N. El Camino Real
San Clemente, CA



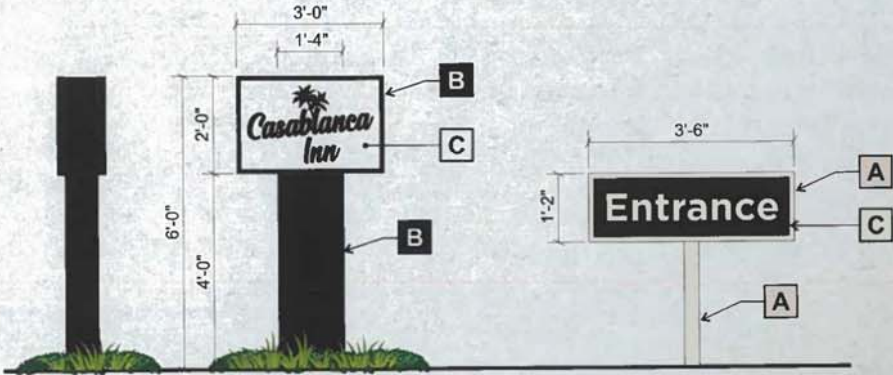
Photographic Location Map



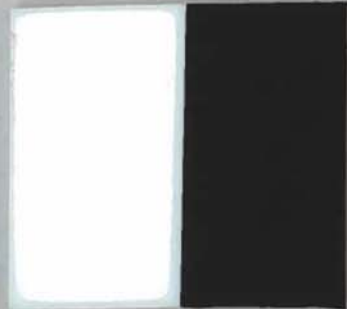
A
 PAINT To Match
SHERWIN WILLIAMS
 SW 7637 "Oyster White"
 Smooth Satin Finish



B
SHERWIN WILLIAMS
 Black
 Smooth Satin Finish



C
 #7328 White with
 3M #3630-22 Black
 Vinyl Overlay



ATTACHMENT 4

CONSTRUCTION NOTES

- ① Sheetmetal surround to match existing surrounds in detail, color and finish. Surround for sign D will be approximately 8" deep, all others to match depth of existing wall sign B.
- ② Simulated tile background, recessed back from face of surround to match existing signs. Tile to be painted black, to match Pantone Black and Yellow, to match Pantone Yellow 109, per the Best Western Logo standards.
- ③ Reverse channel letters to be painted black to match Pantone Black. Illumination to be indirect white neon.
- ④ Panformed/embossed polycarbonate face channel type logo. Sheet metal returns to be painted black, to match Pantone Black. Yellow to be Lexan SG400-L2037, or equal, to match Pantone Yellow 109. Red accent to match Pantone Red 199. Black letters to match Pantone Black. Illumination to be internal unexposed neon or fluorescent.
- ⑤ Panformed/embossed polycarbonate face channel type logo. Sheet metal returns to be painted to match building color. Yellow to be Lexan SG400-L2037, or equal, to match Pantone Yellow 109. Red accent to match Pantone Red 199. Black letters to match Pantone Black. Illumination to be internal unexposed neon or fluorescent.
- ⑥ Existing channel letters to be removed from existing wall sign and relocated. Existing exposed rose neon illumination to remain.
- ⑦ Existing wall sign can to be removed. Wall to be repaired and repainted as required.
- ⑧ Existing AAA logo sign to be removed.
- ⑨ Existing wall sign with sheet metal surround texture painted to match building; recessed simulated white tile face; channel letters with exposed rose neon lighting.
- ⑩ Existing pole sign with sheet metal surround and pole texture painted to match building; recessed simulated white tile face; channel letters with exposed rose neon lighting and exposed turquoise neon accents.

EXISTING APPROVED FRONTAGE CALCULATIONS
CDC 88-34, 6/28/88

Actual Existing Frontage	195.0'
Allowable Area 1.5 SF / 1 L.F.	x 1.5
TOTAL ALLOWABLE SF	292.5

TABULATIONS

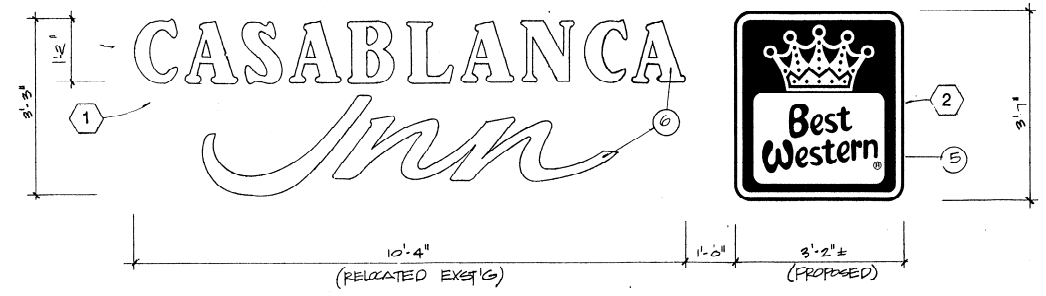
Category	Item	Description	Area (SF)
A GABLE SIGNS	1	CASABLANCA INN (relocated letters)	40.6 SF
	2	BEST WESTERN LOGO (new)	11.3 SF
B WALL SIGNS	3	CASABLANCA INN (existing)	63.0 SF
	4	BEST WESTERN LOGO (new)	16.7 SF
C POLE SIGN	5	CASABLANCA INN (existing) 61.8 SF x 2	123.6 SF
	6	BEST WESTERN LOGO (new)	16.7 SF
SUBTOTALS:			
		CASABLANCA INN	227.2 SF
		BEST WESTERN LOGO	44.7 SF
TOTAL SIGN AREA PROPOSED			271.9 SF
TOTAL SIGN AREA ALLOWED			292.5 SF

PROJECT LOCATION

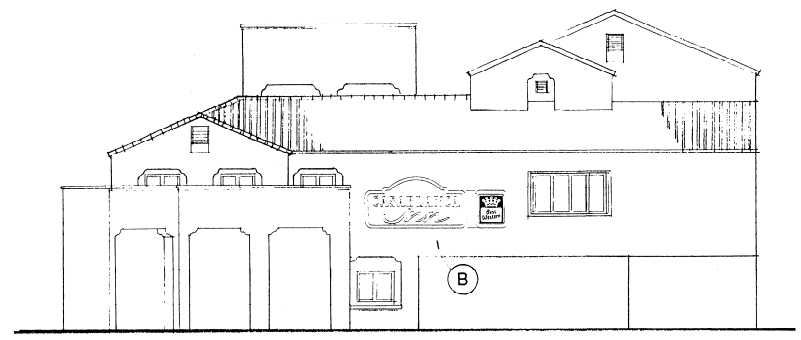
1601 No. El Camino Real, San Clemente, CA 92672
OWNER
 Soto Kafetzopolous c/o Best Western Casablanca Inn
 1601 No. El Camino Real
 San Clemente, CA 92672 Phone - 361-1644
APPLICANT
 Keisker & Wiggle Architects, Inc.
 15751 Rockfield, Suite 210
 Irvine, CA 92718 Phone - 581-7279



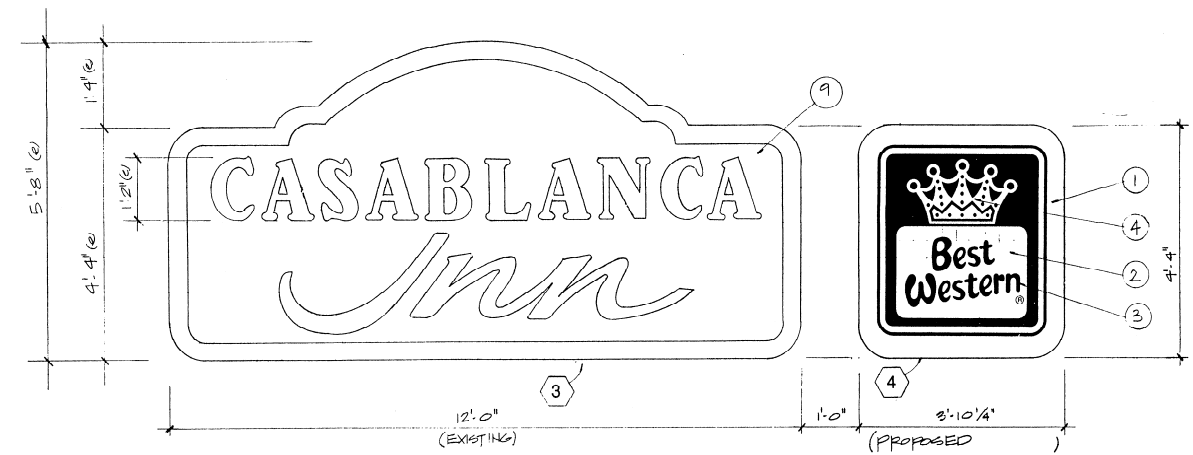
ELEVATION 1 1/8"=1'-0"



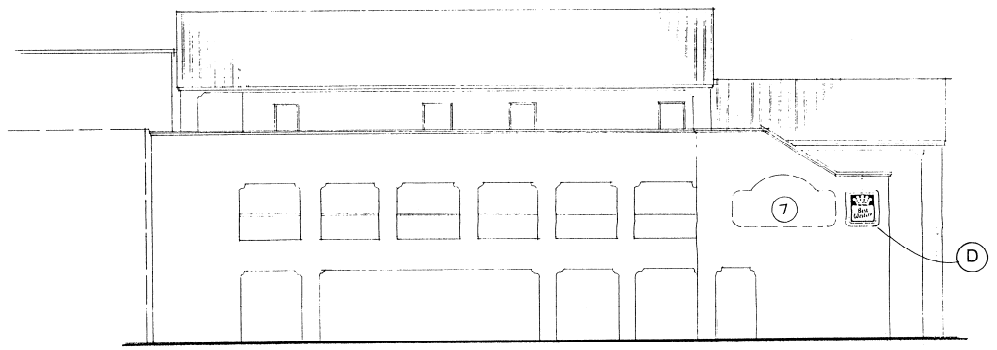
GABLE SIGN (A) 3/4"=1'-0"
 A NEW SIGN UTILIZING EXISTING, RELOCATED CHANNEL LETTERS AND A NEW LOGO.



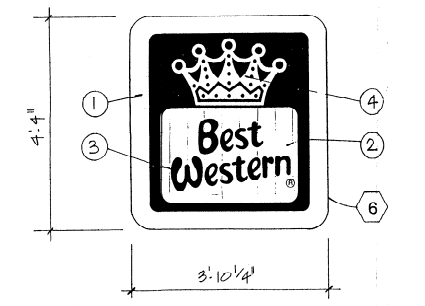
ELEVATION 2 1/8"=1'-0"



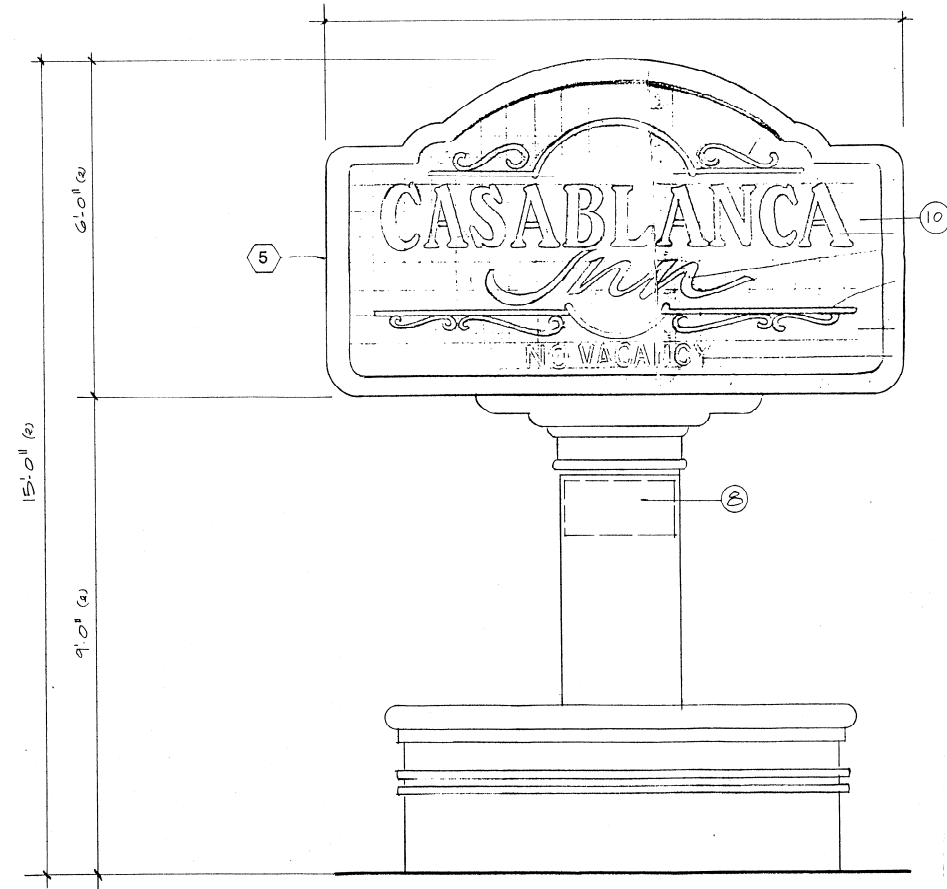
WALL SIGN (B) 3/4"=1'-0"
 EXISTING SIGN W/ NEW LOGO



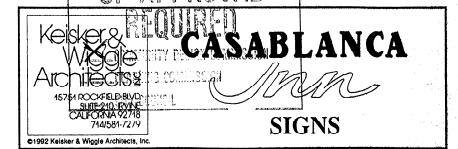
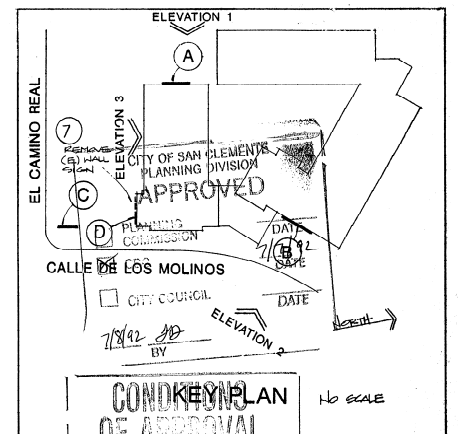
ELEVATION 3 1/8"=1'-0"



WALL SIGN (D) 3/4"=1'-0"
 (PROPOSED)



POLE SIGN (C) 3/4"=1'-0"
 EXISTING - UNCHANGED



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CONSTRUCTION NOTES

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③	CASABLANCA INN (existing)	63.0 SF
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PROJECT LOCATION

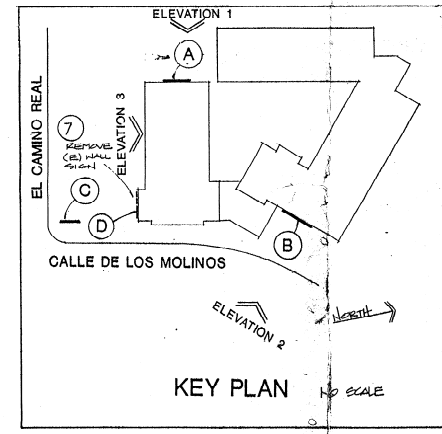
1601 No. El Camino Real, San Clemente, CA 92672

OWNER

Soto Kafetzopolous c/o Best Western Casablanca Inn
1601 No. El Camino Real
San Clemente, CA 92672 Phone 361-1644

APPLICANT

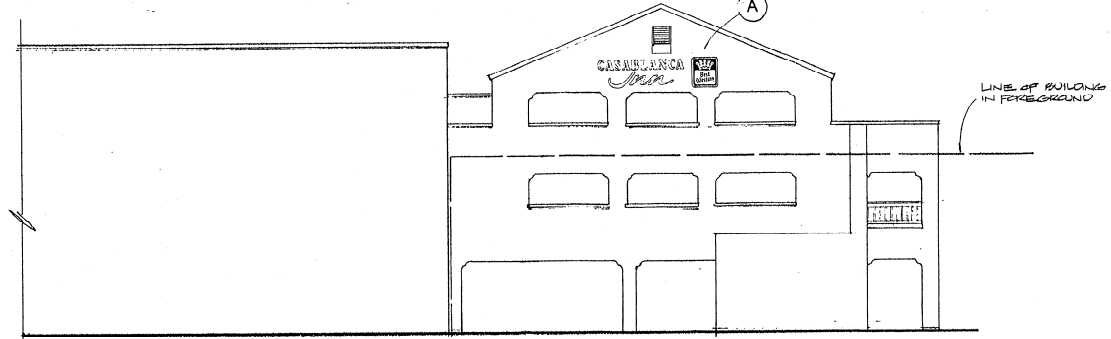
Keisker & Wiggle Architects, Inc.
15751 Rockfield, Suite 210
Irvine, CA 92718 Phone + 561-7279



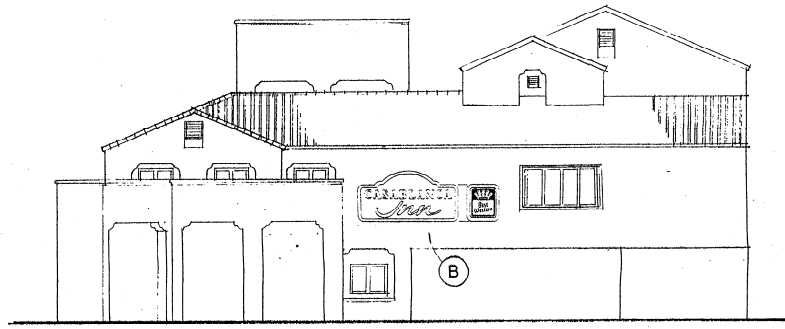
Keisker & Wiggle Architects, Inc.
15751 ROCKFIELD BLVD
SUITE 210 IRVINE
CALIFORNIA 92718
714-584-7279

CASABLANCA Inn
SIGNS

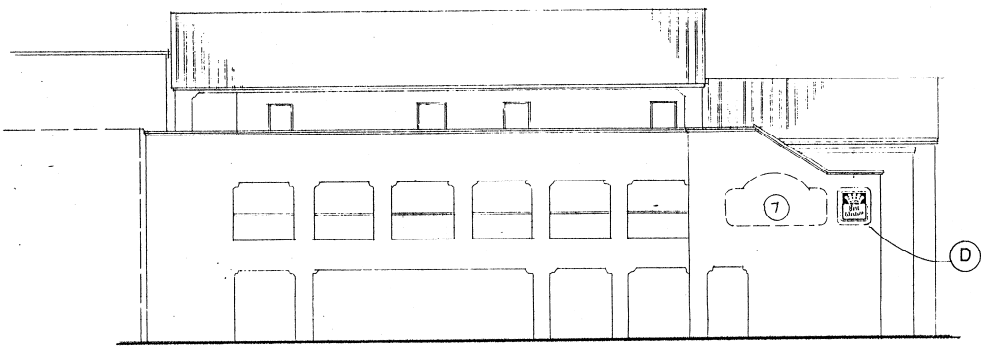
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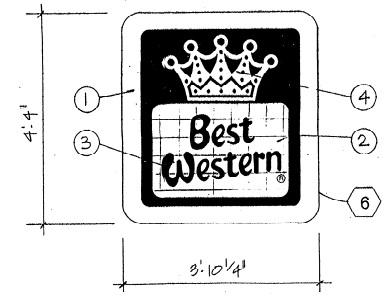
ELEVATION 1 1/8"=1'-0"



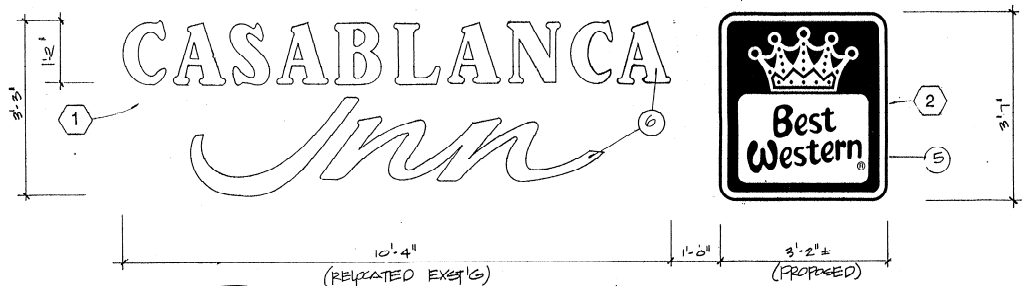
ELEVATION 2 1/8"=1'-0"



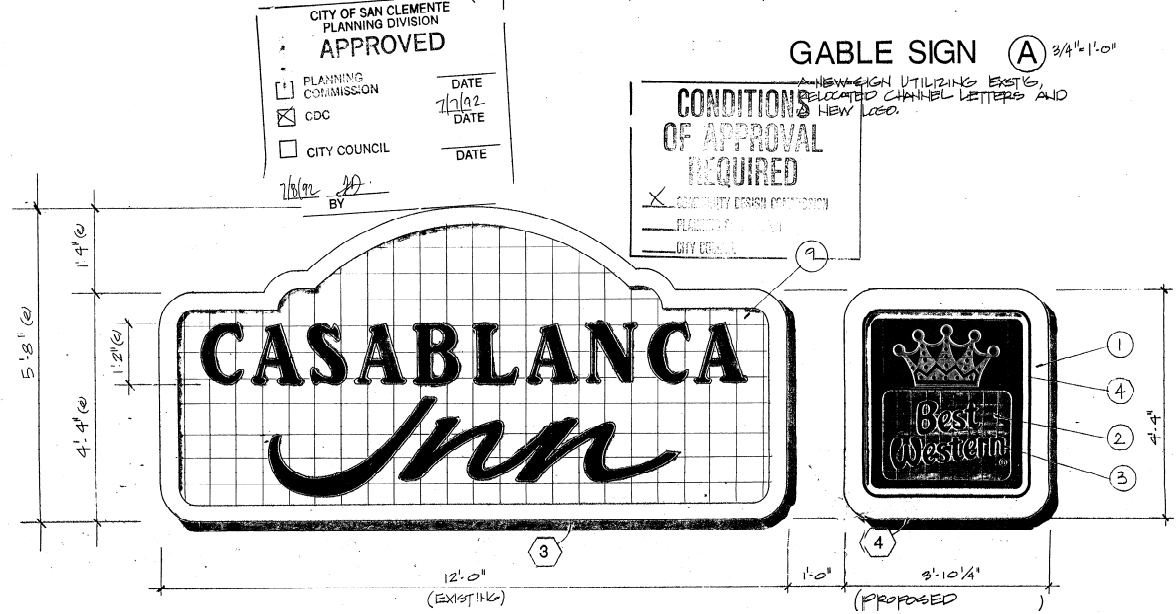
ELEVATION 3 1/8"=1'-0"



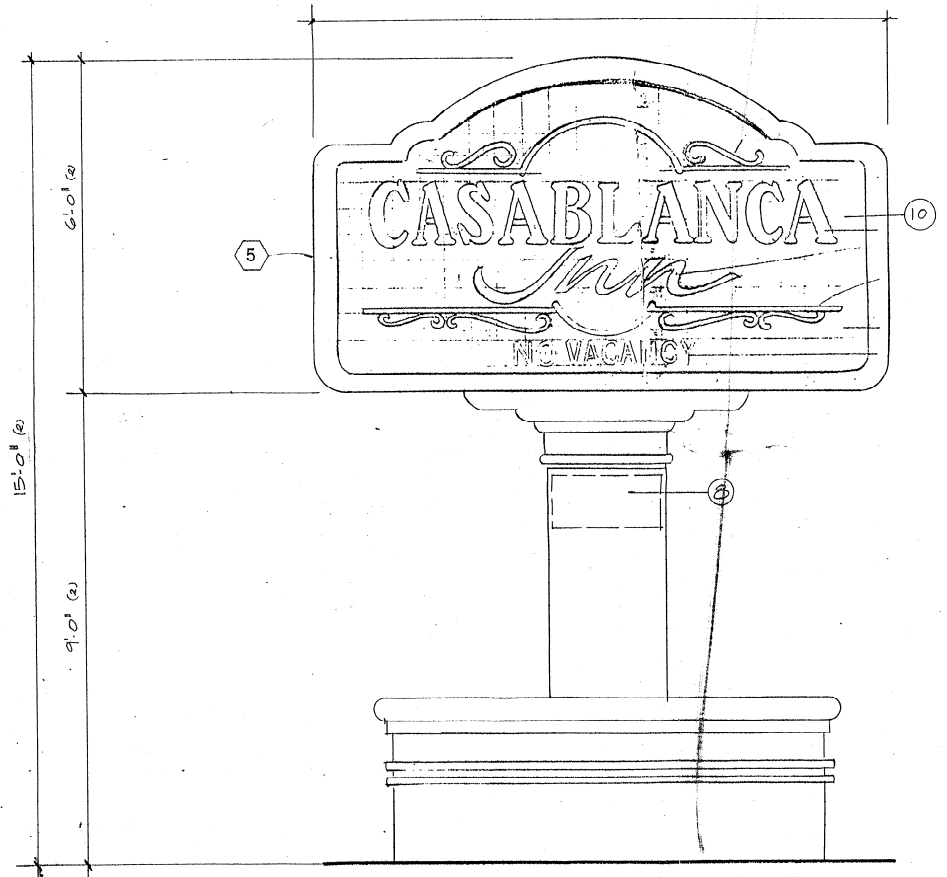
WALL SIGN (D) 3/4"=1'-0" (PROPOSED)



GABLE SIGN (A) 3/4"=1'-0"



WALL SIGN (B) 3/4"=1'-0" EXISTING SIGN W/ NEW LOGO



POLE SIGN (C) 3/4"=1'-0" EXISTING - UNCHANGED

CITY OF SAN CLEMENTE
PLANNING DIVISION
APPROVED
PLANNING COMMISSION
CDC
CITY COUNCIL
DATE 7/1/92
DATE 7/1/92
BY [Signature]

CONDITIONS OF APPROVAL REQUIRED
X COMMUNITY DESIGN CENTER
RELOCATED CHANNEL LETTERS AND NEW LOGO

NO CHANGES - SHOWN FOR INFORMATION ONLY

ATTACHMENT 5

Sign Regulation or Design Standard	Proposed	Comment or Recommendation
SCMC 17.16.250 Standards		
The design, including lighting, scale, length and materials, of the sign is consistent with the intent of the design elements of the General Plan, Design Guidelines, respective specific plan or Architectural Overlay District in which the sign is to be located;	Refacing of existing signs; neon lettering on existing pole sign; and one new internally illuminated 6' tall pole sign.	Staff supports a new sign, but it cannot be a pole sign. It should be converted to a projecting sign from the former office building or a monument sign that mimics the design, materials and illumination of the existing pole sign. Neon is permitted with a DSP.
The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves;	The motel building uses white stucco siding and clay tile roofing. The existing pole sign and proposed new sign are to be painted to match the buildings.	The proposed reface of the pole sign matches the design of the site well. Staff recommends that the new entry sign also use a white stucco aesthetic and be converted to a monument sign or a projecting sign.
The design and scale of the sign is appropriate to the distance from which the sign is normally viewed;	Only one new sign is proposed: a pole sign at the northerly parking lot that fronts on El Camino Real.	A new sign at the northerly parking lot is appropriate as the site configuration does not make it obvious that the northerly entrance is connected to the motel. Although the site is in the Pedestrian Overlay, the primary audience is visitors arriving by car; so a monument sign up to 6' in height is appropriate.
The design and materials of the sign provide a contrast between the background and letters;	The proposed signs have white on black (or reverse).	Yes, there is clear contrast that makes the signs legible.
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;	A free-standing sign is proposed.	Since the audience of the sign is primarily visitors arriving to town by car, a two-sided sign monument sign is effective at directing those visitors to parking entry. An alternative option could be a vertical projecting sign attached to the wall of the converted office building.
If a pole sign is included in the sign application, the design, scale or location of the building dictates the use of a pole sign rather than a monument sign;	A pole sign is proposed.	No, the site does not dictate the use of a pole sign, and a 2nd pole sign cannot be permitted on the site. Staff recommends changing to a monument sign or a projecting sign.
The provisions of the Master Sign Program ensure consistency in design and style of all new signs,	The plans do not reference MSP standards.	Plans should add MSP standards if any additional signs or alterations are expected. Otherwise, the DSP can stand as the MSP and any revisions would require an amendment to the DSP. This is common with single business MSP's.
The provisions of the Master Sign Program address compatibility of the design and style of any existing signs on the building or site, and	The plans do not reference MSP standards.	See above.

Sign Regulation or Design Standard	Proposed	Comment or Recommendation
All new signs within the Master Sign Program are in compliance with the design standards of this chapter.	The plans do not reference MSP standards.	See above.
17.84.020 - General Regulations		
Signs shall be constructed as to not obstruct line of sight for pedestrians, bicyclists or vehicular drivers.	The new sign is proposed within a landscape planter at along the El Camino Real frontage at the northern edge of the property.	A free-standing sign could cause line of sight challenges, mainly for vehicles exiting the site. Because the planter area is small and because the applicant cannot remove a parking stall to create a larger planter for the sign due to prior Coastal Commission conditions, staff recommends the use of a projecting sign.
Sign design, scale, color and materials shall be selected that are compatible in style with the building it serves.	The motel building uses white stucco siding and clay tile roofing. The existing pole sign and proposed new sign are to be painted to match the buildings.	The proposed reface of the pole sign matches the design of the site well. Staff recommends that the new entry sign also use a white stucco aesthetic and be converted to a monument sign or a projecting sign.
Landscaped planters shall be required to be installed at the base of all permanent freestanding signs.	Landscape planters already exist.	Applicant must verify the area of the landscape planter. A 12 sf monument sign requires 12 sf of landscape planter.
17.84.020 - Architectural Overlay		
All signs shall be hand-crafted in appearance.	The new sign is proposed as a pole sign with a rectangular, internally illuminated cabinet.	As proposed, the new sign does not meet this criteria.
Acceptable sign materials may include, but are not limited to, sandblasted and carved wood, hand-painted, glazed tile, pinned metal or wood letters, or other similar materials. All signs 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, trowelled stucco applications, painted terra cotta tiles, ornamental wrought iron, canvas awnings or other similar materials.	The existing pole sign uses a stucco base and stucco wrapped pole to blend with the buildings on site.	Any new sign should reflect this smooth plaster aesthetic. A balanced use of white neon would be appropriate.
Signs may be illuminated with neon lighting with approval of a DSP.	The existing monument sign is proposed to use neon illumination.	Staff supports the tasteful use of neon lettering and design in this location. This is a unique commercial use that should be visible and easy to locate 24 hours a day.
Sign Area Allowed	198.6 sf	460 sf

Sign Regulation or Design Standard**Proposed****Comment or Recommendation****General Plan - Urban Design Element**

UD-1.09. Signs. We require quality, balance, consistency, and the use of high quality materials in the design of public and private signs, including commercial signs, municipal signs, and street and traffic 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 color theme of the proposed sign package is appropriate. The new sign is a simple cabinet sign that does match the aesthetic of the existing signs or building.

Staff could support a new sign, but it should better reflect the character of the existing buildings and signs.