



## Design Review Subcommittee (DRSC)

Meeting Date: May 29, 2024

**PLANNER:** John Ciampa, Contract Planner

**SUBJECT:** **Public Hearing Project PHP23-487, Shoreline Dental, 1409 South El Camino Real:** a request for a Discretionary Sign Permit to establish a Master Sign Program and exceed 25 square feet of signage for a business within the Architectural (A) Overlay District.

### **BACKGROUND:**

The property is located at 1409 South El Camino Real within the Neighborhood Commercial 2 (NC2) zoning district and Architectural (A) Overlay District. In the Architectural (A) Overlay District public and private buildings are required to be constructed and maintained in the traditional Spanish Colonial Revival style of architecture. In 2020, the subject property obtained approval for the demolition of Tommy's Dinner and the construction of a new 6,305 square foot, 32 foot tall Spanish Colonial Revival, office Medical facility for Shoreline Dental.

To coincide with the new development, the applicant proposes a Discretionary Sign Permit to establish a Master Sign Program for the development which would include four (4) signs and to allow the business to exceed 25 square feet in the Architectural Overlay District (per to Section 17.84.020 of the San Clemente Zoning Code). The site is positioned at the I-5 El Camino Real off-ramp and has 260 linear feet of frontage along the South El Camino Real. The signs proposed for the building include three (3) wall signs, and one (1) monument sign (Attachment 2). The total sign area for the four (4) signs totals 122 square feet. Additionally, the applicant proposes vinyl window signage to identify hours of operation, and list the Dentists working at the facility. The proposed window signage would not exceed 25 percent of the window area and therefore not count towards the overall sign area for the Master Sign Program.

Wall signs #1 and #2 would be located on the prominent tower element and are directed east and west to attract drivers and pedestrians traveling both directions on South El Camino Real. Wall sign #3 is proposed on the northeast side of the building to be directed to the I-5 freeway off-ramp. Sign #3 is not visible from the freeway a result of the topography of the area; however, it is visible and directed to vehicles at the El Camino Real offramp. Section 17.84.030 of the Zoning Code prohibits freeway oriented signs but allows freeway visible signs with a Discretionary Sign Permit. Definitions of these sign types are as follows "Freeway-oriented sign" means any sign whose primary purpose is to identify the business to motorists on the freeway, and "Freeway visible sign" means any sign that may be visible from the freeway, but whose primary purpose is not freeway-oriented.

The proposed signs are designed as pinned halo illuminated channel letters. The sign designs and materials used for the proposed wall signs were previously approved for "The

Image Center,” “The Treatment,” “Raya’s,” and “Farmers and Merchant.”. As identified in SCMC 17.84.020(C) pinned metal lettering, and back lit illumination are allowed treatments to signs located within the Architectural (A) Overlay District. Past examples of projects approved with halo illuminated channel letters are provided in Attachment 3.

Lastly, the proposed monument sign is 72 inches wide by 48 inches tall with a stucco finish to match the structure. The monument sign is double sided with a maximum sign area of 24 square feet. It is internally illuminated; however, the face is routed aluminum, so only the graphics and letters will be illuminated. The applicant has proposed low ground cover landscaping at the base of the monument sign which is required pursuant to SCMC 17.84.020(B)(3).

**REVIEWING AUTHORITY:**

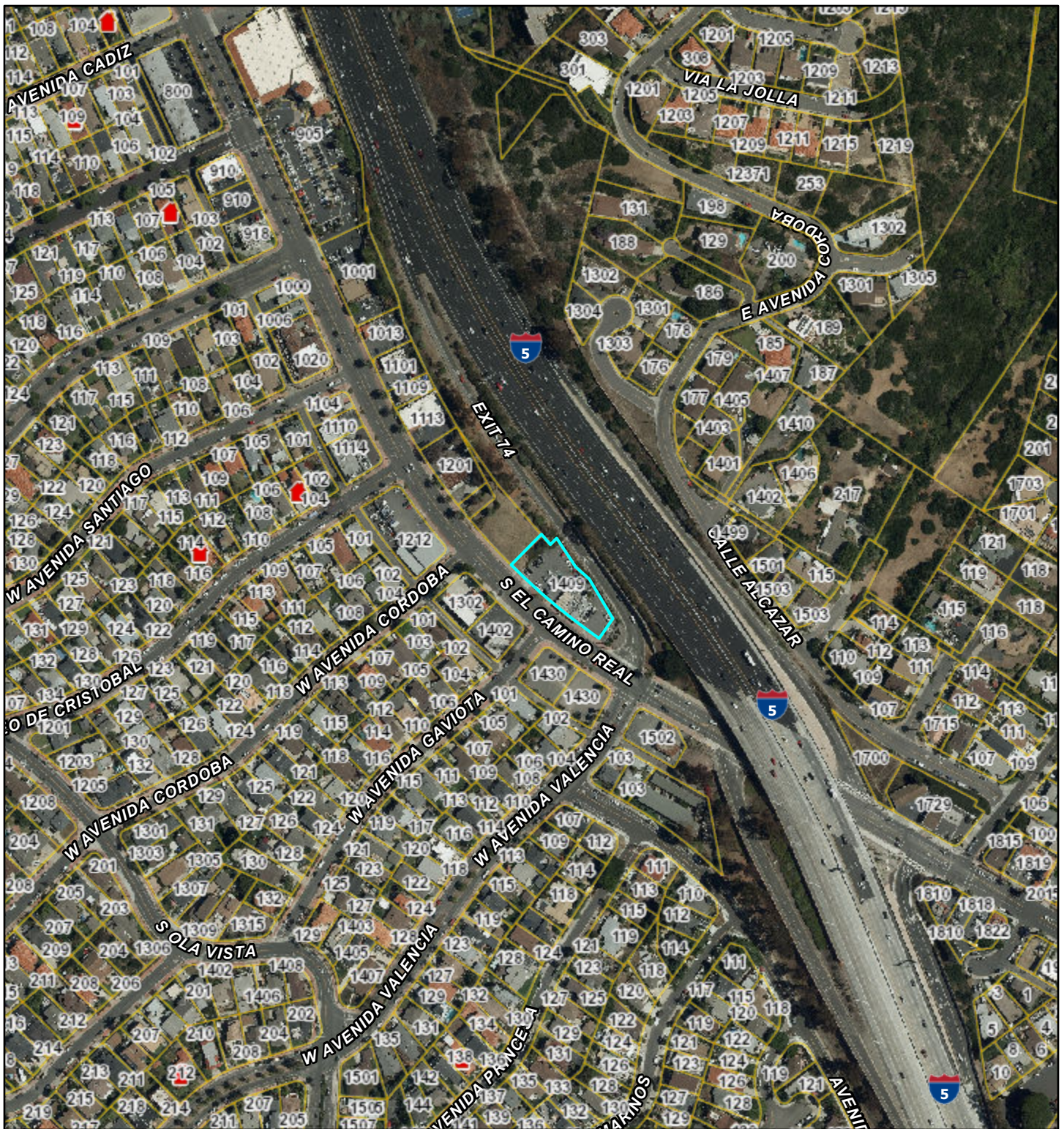
Under SCMC 17.16.060, Design Review Subcommittee (DRSC) is required for discretionary sign permit projects (Table 17.12.025 – Applications and Design Review Process). Under SCMC 17.12.020, the Planning Commission has the review authority for Discretionary Sign Permits for a Master Sign Program and signage located within the Architectural (A) Overlay District.

**RECOMMENDATION:**

Staff seeks a recommendation from the DRSC, related to design and architecture, to provide to the Planning Commission.

***Attachments:***

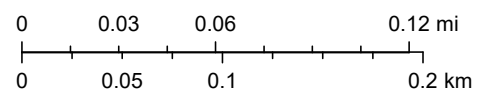
1. Location Map
2. Shoreline Dental Master Sign Program
3. Halo Illuminated Channel Letter Examples



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- Parcel Labels
- Parcels
- Historic Structure
- North Beach Historic District
- World Boundaries and Places
- City Boundary
- Eagle 1ft Tiled 2019
- Red: Band\_1
- Green: Band\_2
- Blue: Band\_3



STLU, Esri, HERE, Garmin, IPC, Maxar, Eagle Aerial

# Master Sign Program

May 17, 2024

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**Tenant Signage Design Criteria  
For Shoreline Dental Studio  
San Clemente, CA 92672**



**Prepared for:  
Shoreline Dental Studio  
1409 South El Camino Real  
San Clemente, CA**

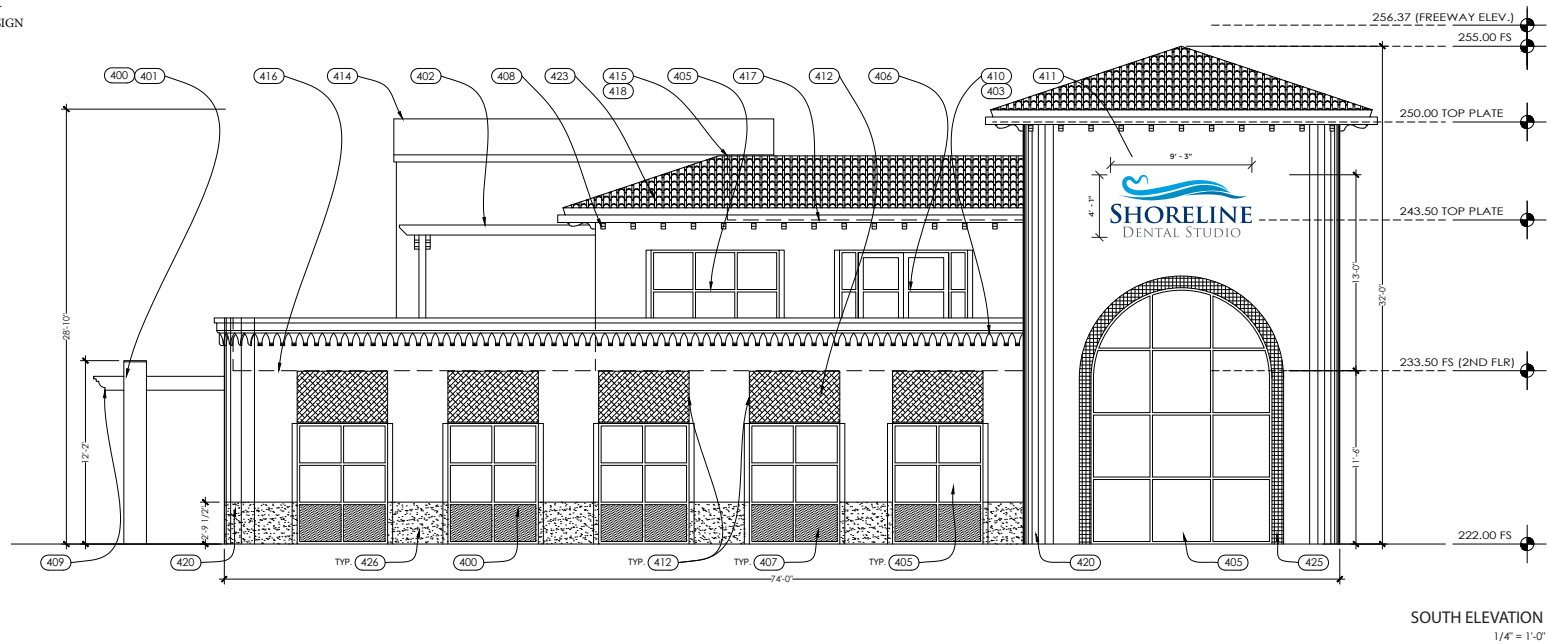


**Prepared by:  
Starfish Signs & Graphics, Inc.  
940 Calle Amanecer, Suite A  
San Clemente, CA 92673**

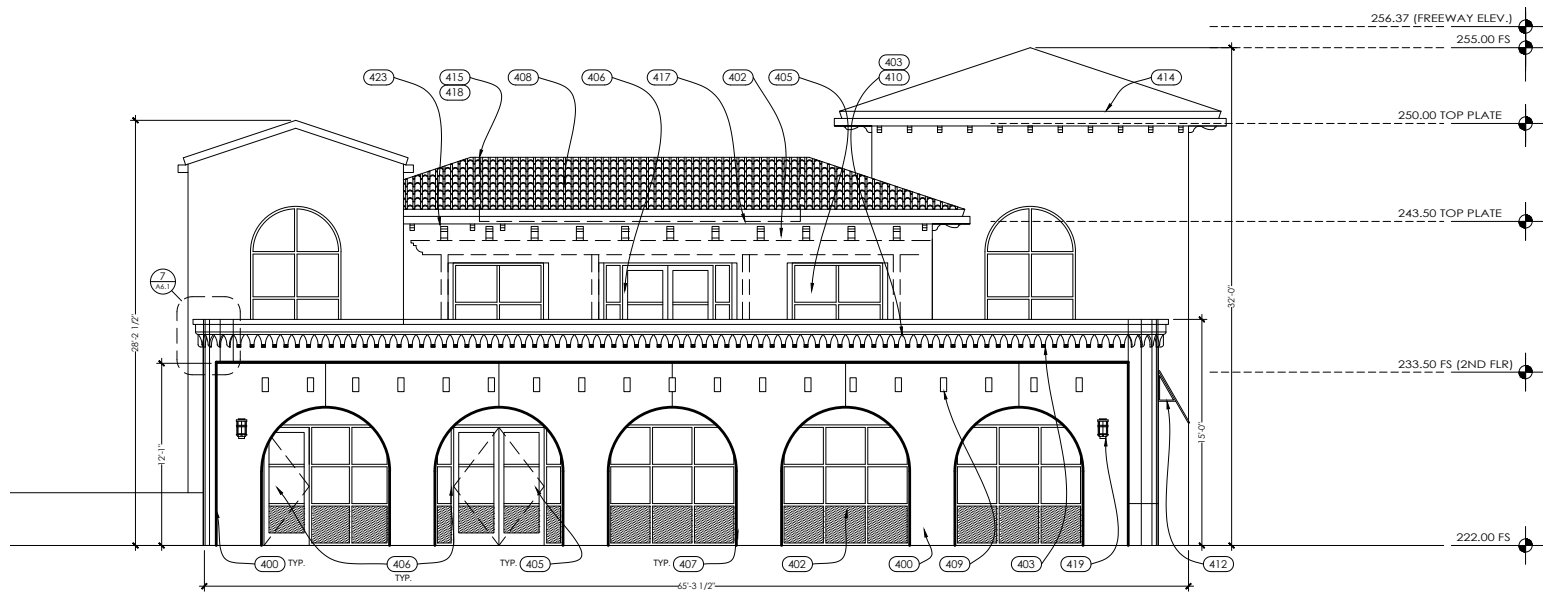
# SIGNAGE LOCATIONS

The specific area for placement of each sign is indicated on the building elevations and on the site plan.

SIGN #1  
TYPE WALL SIGN







WEST ELEVATION  
1/4" = 1'-0"

Note: No signs on this elevation.





## SPECIFIC REQUIREMENTS FOR BUILDING SIGNAGE

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Allowed total square footage of all building signs is 276 square feet, as calculated based on a rate of 1 square foot per lineal foot of building frontage (264' each East and West frontage; 74' each North and South frontage). As shown in the drawings, the three building signs total 97.9 square feet.

	TYPE OF SIGN	SIGN AREA SQ/FT	ILLUMINATION	MATERIAL
SIGN 1	WALL SIGN	37.77 SQ FT	HALO	ALUMINUM
SIGN 2	WALL SIGN	37.77 SQ FT	HALO	ALUMINUM
SIGN 3	WALL SIGN	22.33 SQ FT	HALO	ALUMINUM
SIGN 4	MONUMENT	24 SQ FT	HALO STYLE PUSH-THROUGH ACRYLIC	ALUMINUM ACRYLIC STUCCO BLOCK
SIGN 5	WINDOW GRAPHICS	3 SQ FT AND 3.1 SQ FT	NONE (FOR ILLUMINATION)	VINYL

# SIGN 1 - WALL SIGN

MOCKUP BY DAY



MEASUREMENTS



MOCKUP BY NIGHT



- PMS 2171 C
- PMS 7689 C
- PMS 2383 C
- PMS 3581 C
- PMS COOL GRAY 10 C

**DESCRIPTION:**  
PIN-MOUNTED, HALO-ILLUMINATED  
LETTERS, INSTALLED WITH SPACERS.

**SIGN AREA**  
111" (W) X 49" (H) X 3" (D)  
37.77 SQ FT

## SIGN 2 - WALL SIGN

MOCKUP BY DAY







MEASUREMENTS



MOCKUP BY NIGHT



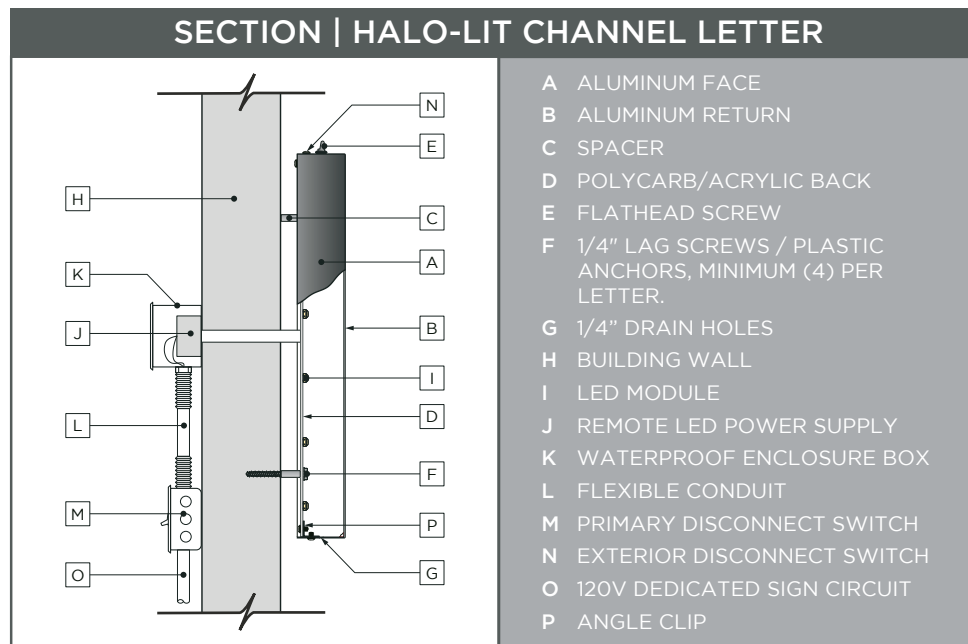
	PMS 2171 C		PMS 3581 C
	PMS 7689 C		PMS COOL GRAY 10 C
	PMS 2383 C		

**DESCRIPTION:**  
PIN-MOUNTED, HALO-ILLUMINATED  
LETTERS, INSTALLED WITH SPACERS.

**SIGN AREA**  
111" (W) X 49" (H) X 3" (D)  
37.77 SQ FT

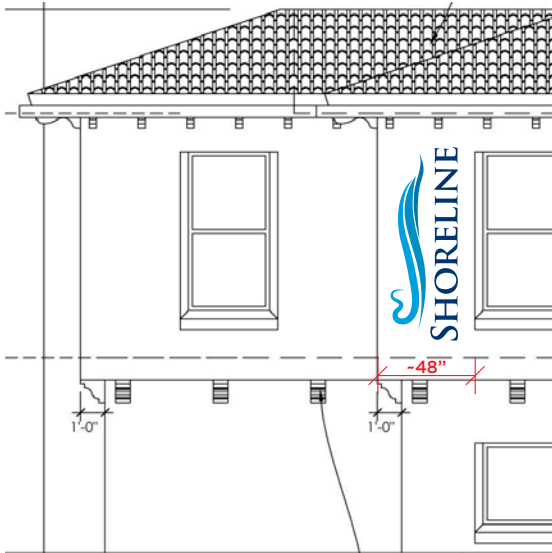
## SIGN 01 AND SIGN 02 SIDE VIEW

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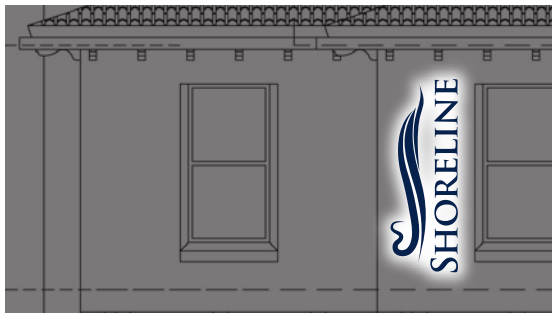


# SIGN 3 - WALL SIGN

MOCKUP BY DAY



MOCKUP BY NIGHT



MEASUREMENTS



- PMS 2171 C
- PMS 3581 C
- PMS 7689 C
- PMS 2383 C

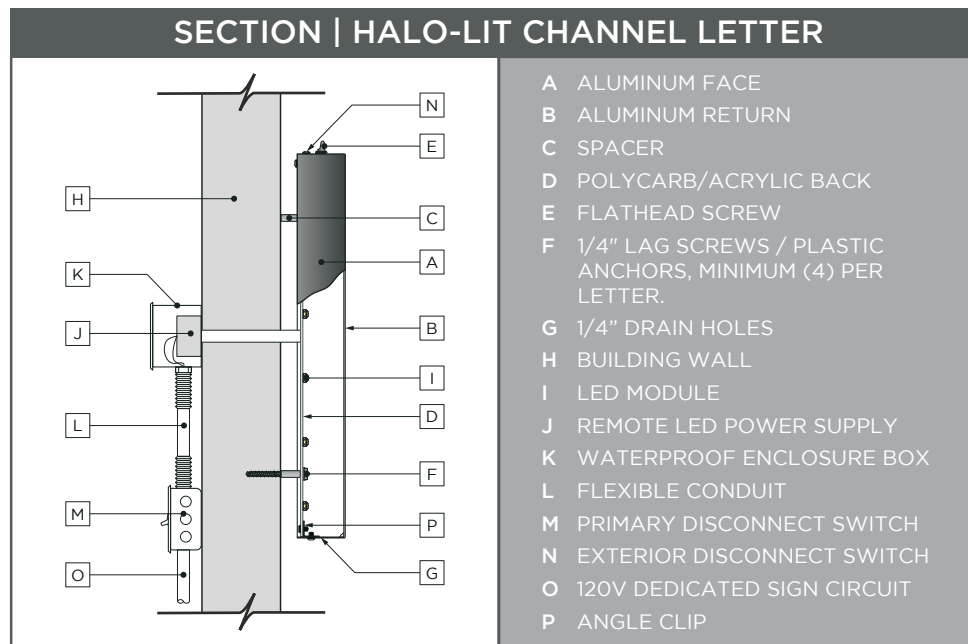
**DESCRIPTION:**

PIN MOUNTED, HALO-ILLUMINATED CHANNEL LETTERS, INSTALLED WITH SPACERS

**SIGN AREA**

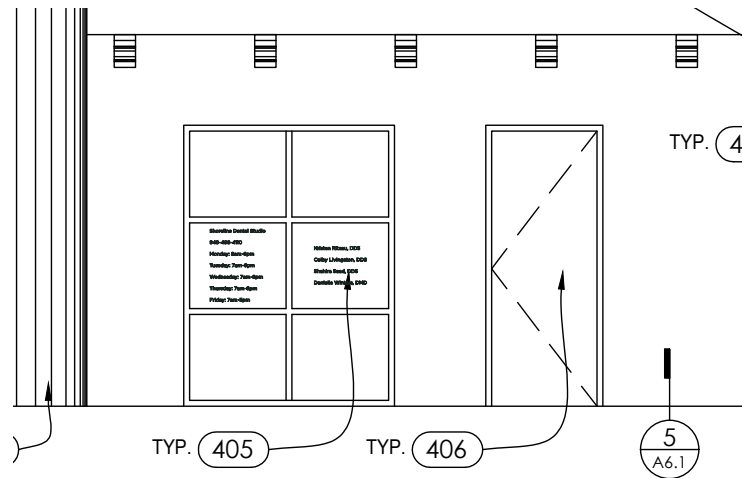
33.5" (W) X 96" (H) X 3" (D)  
22.33 SQ FT

## SIDE VIEW

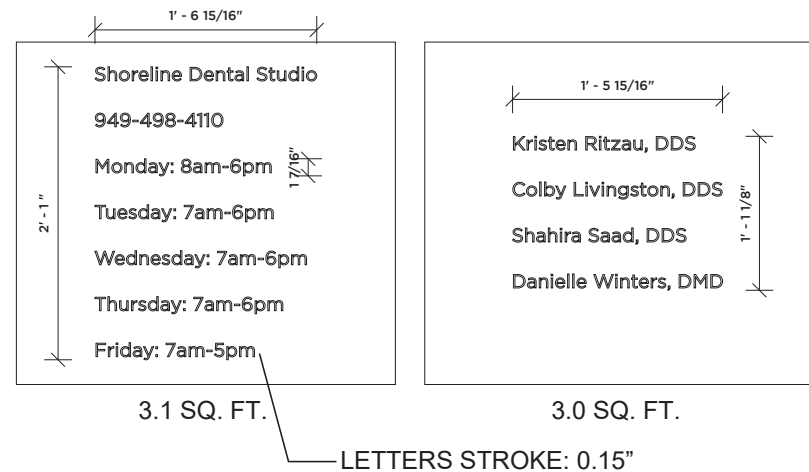


# SIGN 5 - WINDOW LETTERING

MOCKUP



MEASUREMENTS



NOTE: Lettering may not occupy more than 25% of the window area.

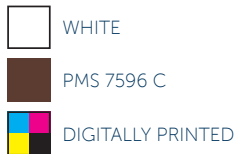
WHITE

**DESCRIPTION:**

HIGH PERFORMANCE, DIE CUT WHITE VINYL LETTERING, ADHERED TO THE FIRST SURFACE (EXTERIOR) OF THE GLASS.

## SIGN 4 - MONUMENT SIGN

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**DESCRIPTION:**  
STUCCO MONUMENT SIGN,  
DOUBLE-SIDED.

**SIGN AREA**  
72" (W) X 48" (H) X 12" (D)  
24 SQ FT





NOTE: The landscaping around the monument sign will be low ground cover, so as not to obstruct the view of the sign.

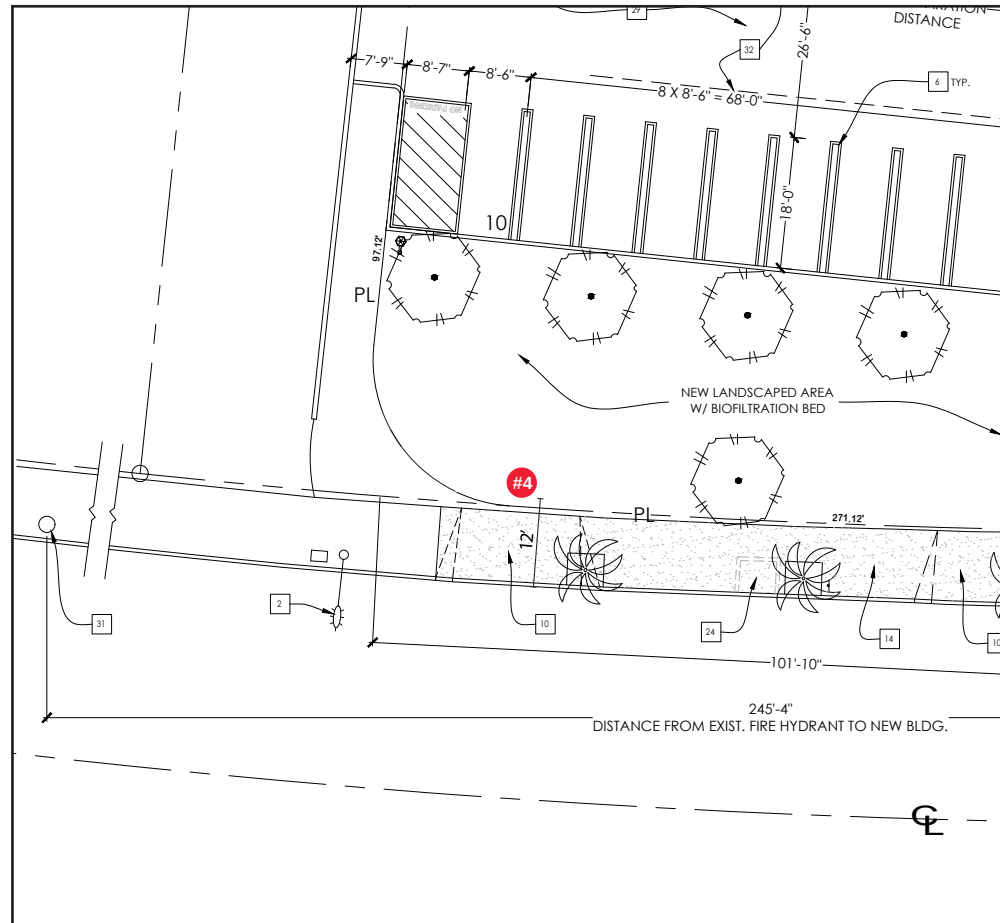
- WHITE
- PMS 7596 C
- DIGITALLY PRINTED

**DESCRIPTION:**  
STUCCO MONUMENT SIGN,  
DOUBLE-SIDED.

**SIGN AREA**  
72" (W) X 48" (H) X 12" (D)  
24 SQ FT

# MONUMENT LOCATION

#4 = Monument Location



NOTE: The landscaping around the monument sign will be low ground cover, so as not to obstruct the view of the sign.

## **BUILDING SIGN INSTALLATION REQUIREMENTS**

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1. All sign installation work will be done using Sign Contractors appropriately licensed by the State of California (C-45 for electrical signs).
2. City of San Clemente Sign Permits and Building Permits shall be obtained for all signs.
3. The installation method must be specified on the permit, and will typically involve the use of 3/8" thick lag screws inserted/ lead anchors, placed into holes drilled into the fascia of the building. Letters will be mounted 1.5" off of the building using 1/2" spacers, painted to match the building fascia.
4. Electrical wiring 'pass-throughs' shall be 1/2" in diameter. Wiring will be contained within 1.5" spacers, painted to match the building fascia.
5. All penetrations will be sealed with a high quality industrial silicone adhesive, to ensure a water tight finish.
6. Electrical lines from buildings to signs shall be concealed from public view. Exposed raceways or wire-ways will be allowed.
7. Power supplies shall be concealed behind the building fascia, and shall be mounted in metal boxes.
8. All electrical connections will be in full compliance with all City Codes and Ordinances, local and national electrical standards, and all applicable laws. All channel letters shall display a UL Label or equivalent.

## Shoreline Dental Project Location

