

**CITY OF DANA POINT  
PLANNING COMMISSION  
AGENDA REPORT**

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**DATE:** November 9, 2015

**TO:** DANA POINT PLANNING COMMISSION

**FROM:** COMMUNITY DEVELOPMENT DEPARTMENT  
URSULA LUNA-REYNOSA, DIRECTOR  
DANNY GIOMETTI, ASSISTANT PLANNER

**SUBJECT:** SIGN PROGRAM PERMIT SPP15-0003 FOR THE MULTI-TENANT  
COMMERCIAL CENTER LOCATED AT 34255 PACIFIC COAST  
HIGHWAY (THE ROW – FORMERLY DANA BLUFFS SHOPPING  
CENTER)

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**RECOMMENDATION:** That the Planning Commission adopt the attached draft Resolution approving Sign Program Permit SPP15-0003 for the commercial center located at 34255 Pacific Coast Highway (The Row – formerly Dana Bluffs Shopping Center)

**APPLICANT/OWNER:** L.A.R.D. Investment LLC.

**APPLICANTS AGENT:** TNT Electric Sign Company

**REQUEST:** Approval of a new Sign Program for a multi-tenant commercial center located at 34255 Pacific Coast Highway.

**LOCATION:** 34255 Pacific Coast Highway (APN: 682-152-32)

**NOTICE:** The project does not require noticing of the public.

**ENVIRONMENTAL:** Pursuant to the California Environmental Quality Act (CEQA), the project is categorically exempt per Section 15301 of the CEQA Guidelines (Class 1 – Existing Facilities) in that the project consists of a minor alteration of an existing structure.

**ISSUES:**

1. Is the proposal consistent with the Dana Point General Plan, Dana Point Specific Plan and Dana Point Zoning Code?
2. Is the proposed project compatible and an enhancement to the site and surrounding

neighborhood?

**BACKGROUND:**

The subject site is located on the west side of Pacific Coast Highway between Terrace Lantern and Crystal Lantern within the City's Dana Point Specific Plan area and includes a zoning designation of Coastal Couplet Commercial (C-CPC). The property is bounded by other commercial and residential uses towards the north, south, east and west and contains an existing single level building with in-line tenants and roof top parking. The proposed Sign Program is one phase of an overall façade update and remodel for the commercial center. However, the only element of the proposed improvements that requires discretionary approval is the sign program. Staff is providing some information regarding the proposed changes so the commission has some context when considering the sign program.

The existing commercial center, (The Row – formerly Dana Bluffs Shopping Center) has proposed a building and landscaping face-lift as part of a comprehensive remodel and re-branding of the existing center. The improvements propose a more updated look that utilizes reclaimed wood and drought tolerant landscaping. The new Sign Program will replace the existing, dated sign criteria and require the use of more attractive materials, design and locations on the building.

The proposed Sign Program allows for in-line tenant wall signage, edge signage, center identification, tower, parking, monument and directional signage. The new signage will provide a fresh look that compliments the façade upgrades and the overall atmosphere of the shopping center.

**DISCUSSION:**

Section 9.37.060, of the City's Zoning Code requires a Sign Program approval for any new or upgrading single enterprise which proposes three (3) or more signs on a site. The subject shopping center (The Row – formerly Dana Bluffs Shopping Center) is designed with multiple in-line stepped suites which are leased to various tenants. The subject application proposes a new Sign Program to replace the existing program for the property, creating standards for the placement of multiple signs to accommodate the proposed remodel. Once approved, the updated Sign Program will provide regulations and guidelines for "The Row's" signage.

The purpose and intent of a Sign Program is to integrate signs with the building and landscape design into a unified architectural statement. A Sign Program is subject to the review of the design, placement, size, content and compatibility of the proposed signage and shall also be in compliance with Section 9.37.150 (Permitted Signs) of the Dana Point Zoning Code. A Sign Program may vary from the requirements of the Zoning Code, but in no event shall any sign identified as prohibited in Section 9.37.170 be permitted.

The Applicant's new Sign Program includes the elevations of the building and its respective wall signs (see supporting document #2) and specifies the location and area of each sign for each future tenant. Due to the shopping center's size, the proposed sign area exceeds 100 square feet, the maximum sign area allowed on a building without a Sign Program. Therefore SPP15-0003 allows the commercial center to exceed the 100 square foot limitation in order to accommodate all tenants. The proposed signs are otherwise in compliance with the Zoning Ordinance and are architecturally compatible with the existing building.

Proposed Signs: The Applicant is proposing the following signs for this center:

- Wall (12-count; sheets 7 & 8): Tenants will be allowed internally illuminated channel cut letters or backlit halo illuminated signs. Tenant letter height may not exceed 24 inches in height for first line of copy and 12 inches in height for second line of copy with a maximum overall height of three feet. Wall sign tenant copy shall be limited to two colors maximum (not including black and white). Additionally, corporate copy and logos shall be allowed.
- Trellis Pin Mounted (8-count; sheets 9 & 10) Signs: These signs will be placed along the edge of the proposed trellises on site. Construction materials for the edge signs will comprise of aluminum pan channel construction and acrylic plastic sign faces. Tenant letter height may not exceed 24 inches in height for first line of copy and 12 inches in height for second line of copy (below trellis brow) with a maximum overall height of three feet. Trellis sign color shall be limited to white and prohibit logos.
- Suspended Blade Signs (8-count; sheet 12): Each tenant maintained under a trellis will be provided a suspended non-illuminated blade sign with an area not to exceed eight feet. The blade signs shall be fabricated as wood panels with flat cut out and painted dimensional letters.
- Center & Parking Identification Signs (4-count; sheet 11): All center and parking identification signs shall be fabricated with etched white acrylic LED channel logos and letters.
- Monument Sign (2-count; sheet 13): Two, six foot high, double faced, illuminated monument signs to display center name and four tenant panels. Construction will comprise of stone columns and base with cement caps to match building. Tenant panels will be fabricated from routed aluminum with push through acrylic letters.

Compliance with the Zoning Ordinance: The tenant identification signs meet the allowance in the Zoning Ordinance, Section 9.37.150(d), which allows 1 square foot of sign area for each linear foot of the leased space's frontages. Since the proposed signage is equal to or less than each suites frontage, all signage is in compliance with that limitation. With the

exception of the end suites, the new Sign Program allocates one wall sign per suite.

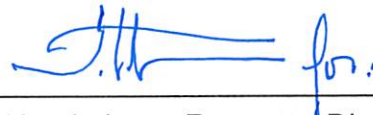
Section 9.37.150 of the Zoning Ordinance allows the total sign area for a commercial center to exceed 100 square feet subject to the approval of a Sign Program and based on building frontage. The subject shopping center frontage is approximately 400 feet as seen from the building facade. Due to its length, the subject building is not overly cluttered. The Sign Program is designed to provide a visually coordinated and balanced criterion.

**CONCLUSION:**

Staff finds that the proposed, updated Sign Program would provide a visually coordinated and balanced enhancement to the building's overall appearance without being overly complicated or confusing. In accordance with the City's Sign Guidelines, the Sign Program includes placement of wall signs where architectural features or details suggest a location and would facilitate tenant identification and way finding through the property. The signage would constitute an enhancement to both the building and to the façade upgrade and landscaping improvements while providing signage opportunities for all tenants within the center. Staff accordingly supports the proposed Sign Program and recommends approval of SPP15-0003, subject to conditions contained in the attached, draft resolution.



Danny Giometti  
Assistant Planner



Ursula Luna-Reynosa, Director  
Community Development Department

**ACTION DOCUMENTS:**

1. Draft PC Resolution 15-11-09-XX

**Supporting Documents**

2. Sign Program for "The Row"
3. Project Vicinity Map and Site Photography

## **RESOLUTION NO. 15-11-09-XX**

### **A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF DANA POINT, CALIFORNIA, APPROVING SIGN PROGRAM SPP15-0003 FOR A COMMERCIAL SHOPPING CENTER, THE ROW, LOCATED AT 34255 PACIFIC COAST HIGHWAY**

The Planning Commission for the City of Dana Point does hereby resolve as follows:

WHEREAS, L.A.R.D. Investment LLC. (the "Applicant") is the owner of real property commonly referred to as 34255 Pacific Coast Highway (APN 682-152-32) (the "Property"); and

WHEREAS, the Applicant has made an application to establish a new Sign Program (attached as exhibit A to this resolution) for a multi-tenant commercial shopping center located at 34255 Pacific Coast Highway; and

WHEREAS, said verified application constitutes a request as provided by Title 9 of the Dana Point Municipal Code; and

WHEREAS, pursuant to the California Environmental Quality Act (CEQA), the project is Categorically Exempt per Sections 15301 (e) (Class 1 – Existing Facilities) and 15305 (a) (Class 5 - Minor Alterations in Land Use Limitations) of the CEQA Guidelines in that the project proposes minor exterior improvements to an existing commercial center;

WHEREAS, the Planning Commission did, on the 28th day of September, 2015 hold a duly noticed public hearing as prescribed by law to consider said requests; and

WHEREAS, at said public hearing, upon considering all testimony and arguments, if any, of all persons desiring to be heard, said Commission considered all factors relating to Sign Program SPP15-0003.

NOW, THEREFORE, BE IT HEREBY RESOLVED by the Planning Commission of the City of Dana Point as follows:

- A) The above recitations are true and correct.
- B) Based on the evidence presented, the Planning Commission adopts the following findings and approves Sign Program SPP15-0003, subject to conditions:

Findings:

1. That the design, placement, size, and content of the proposed signage is compatible with the project architecture in that the signs will be finished in materials and colors that match the buildings on the site, and are in scale with the size of the project area and buildings.
2. That the Sign Program is in substantial compliance with the Permitted Sign Types detailed in the City of Dana Point Zoning Code. Variations to the standards are permitted with the approval of the Sign Program and are justified based on the design of the existing building with multiple tenants.

Conditions:

**A. General:**

1. Approval of this application permits the establishment of a new Sign Program in conjunction with a major façade update and accessory landscape improvements at “The Row” (formerly Dana Bluffs) shopping center. The new Sign Program will establish criteria for current and future tenant signs for “The Row” located at 34255 Pacific Coast Highway. Subsequent submittals for this project shall be in substantial compliance with the sign plans approved by the Planning Commission, and in compliance with the applicable provisions of the Dana Point General Plan/Local Coastal Program, Dana Point Specific Plan and the Dana Point Zoning Code.
2. The application is approved as a plan for the location and design of the uses, structures, features, and materials, shown on the approved plans. Any relocation, alteration, or addition to any use, structure, feature, or material, not specifically approved by this application, will nullify this approving action. If any changes are proposed regarding the location or alteration to the appearance or use of any structure, an amendment to this permit shall be submitted for approval by the Director of Community Development. If the Director of Community Development determines that the proposed change complies with the provisions and the spirit and intent of this approval action, and that the action would have been the same for the amendment as for the approved plot plan, he may approve the amendment without requiring a new public hearing.
3. Approval of this application shall be valid for a period of 24 months from the date of determination. If the scope-of-work approved by this

action is not established, or a building permit for the project is not issued within such period of time, the approval shall expire and shall thereafter be null and void.

4. Failure to abide by and faithfully comply with any and all conditions attached to the granting of this permit shall constitute grounds for revocation of said permit.
5. The Applicant or any successor-in-interest shall defend, indemnify, and hold harmless the City of Dana Point ("CITY"), its agents, officers, or employees from any claim, action, or proceeding against the CITY, its agents, officers, or employees to attack, set aside, void, or annul an approval or any other action of the CITY, its advisory agencies, appeal boards, or legislative body concerning the project. Applicant's duty to defend, indemnify and hold harmless the city shall include paying the CITY's attorney fees, costs and expenses incurred concerning the claim, action or proceeding.

The Applicant or any successor-in-interest shall further protect, defend, indemnify and hold harmless the City, its officers, employees, and agents from any and all claims, actions or proceedings against the City, its officers, employees, or agents arising out of or resulting from negligence of the Applicant or the Applicant's agents, employees or contractors. Applicant's duty to defend, indemnify and hold harmless the City shall include paying the CITY's attorney fees, costs and expenses incurred concerning the claim, action, or proceeding.

The Applicant shall also reimburse the City for City Attorney fees and costs associated with the review of the proposed project and any other related documentation.

- 6) The Applicant and Applicant's successors in interest shall be fully responsible for knowing and complying with all conditions of approval, including making known the conditions to City staff for future governmental permits or actions on the project site.
- 7) The Applicant and Applicant's successors in interest shall be responsible for payment of all applicable fees along with reimbursement for all City expense in ensuring compliance with these conditions.
- 8) The Applicant and individual tenants shall obtain separate permits for installation of signs.

**B. Prior to the issuance of a sign permit, the Applicant shall meet the following conditions:**

- 9) The Applicant shall submit three (3) sets of plans for building plan check.
- 10) Improvements shall comply with the most recently adopted local and State building code regulations, which may include the 2010 CBC, CMC, CPC and CEC with State amendments for disabled accessibility and energy conservation, and all other 2010 code regulations that may apply.

**C. Prior to Issuance of a Building permit or release on certain related inspections, the Applicant shall meet the following conditions:**

- 11) After installation, Applicant shall obtain final approval from the Planning Department prior to Building Permit final inspection.



PASSED, APPROVED, AND ADOPTED at a regular meeting of the Planning Commission of the City of Dana Point, California, held on this 14<sup>th</sup> day of September 2015, by the following vote, to wit:

AYES: O'Connor, Nelson, McKhann, Claus, Murphy

NOES: None

ABSENT: None

ABSTAIN: None

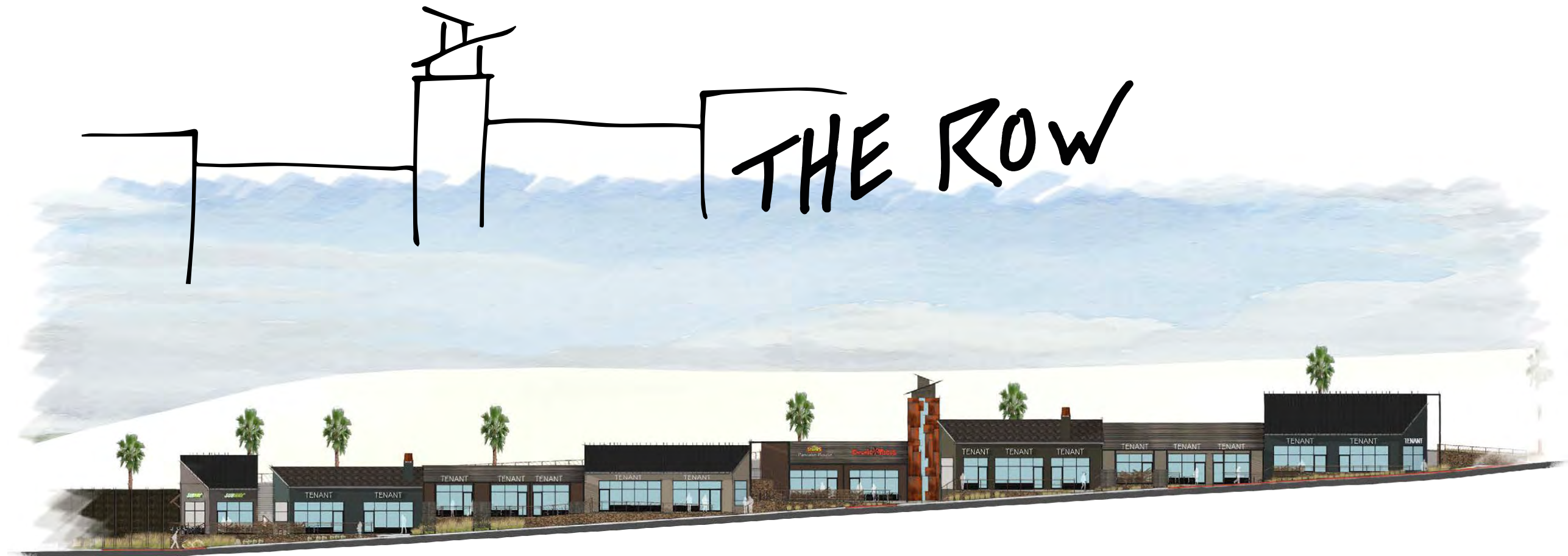
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April O'Connor, Chairwoman  
Planning Commission

ATTEST:

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Ursula Luna-Reynosa, Director  
Community Development Department



# SIGN CRITERIA GUIDELINES

**34255 E PACIFIC COAST HWY**

**DANA POINT, CA 92629**

**APN: 682-152-32**

Sign Criteria Prepared By:



3080 E. 29TH STREET  
LONG BEACH, CA 90806

OFFICE: 562 595 7725  
FAX: 562 595 5434

CONTACT: BILL HENIGSMAN  
TNELECTRICSIGNS.NET  
BILL@TNELECTRICSIGNS.NET

# THE ROW TENANT SIGN CRITERIA

This Sign Criteria has been established for the purpose of assuring an outside commercial center to the mutual benefit of all tenants. Conformance will be strictly enforced. Any installation of non – conforming or unapproved signs shall be brought into conformance at the expense of the tenant.

## A. General Requirements

- Each tenant shall submit to the Landlord/Property Owner, drawings to be reviewed for conformance with this sign program and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Landlord/Property Owner.
- Each tenant shall submit for approval, in Landlord's / Property Owner's sole and absolute discretion, before fabrication at least three (3) copies of detailed drawings on (11” x 17” sheets) indicating the location, size, layout design and color of the proposed signs, including all lettering and /or graphics, prior to submitting to the City of Dana Point for review and approval.
- Landlord/Property Owner has ten (10) days to review and notify Tenant of approval, conditions of approval or denial.
- All permits for signs and their installation shall be obtained and comply with local planning, building, and electrical codes. These permits shall be obtained by Tenant or Tenant's representative prior to installation.
- Tenant's sign contractor will be responsible for obtaining all required city approvals.
- No exposed lamps, crossovers, conduits, conductors, transformers, or similar devices shall be permitted.
- All tenants must have installed approved signs before opening for business.
- Any damages to the building fascia or sign area resulting from the installation or removal of any sign by Tenant will be repaired by the Landlord/Property Owner at the Tenant's expense.
- All signs shall meet U.L. specifications.
- Tenant shall be responsible for the fulfillment of the all requirements and specification set forth in this sign program.
- Before commencing work on property, sign contractor will provide to Landlord/Property Owner an original Certificate of Insurance naming the Landlord/Property Owner as “Additional Insurer”.

## B. General Specifications

- Tenant's sign contractor shall have a C-45 license and be insured by an admitted carrier for the total aggregate of \$1,000,000.00 and provide proof acceptable to Landlord/Property Owner that Landlord/Property Owner is named as an additional insured on the Certificate of Insurance.
- No projecting above or below the sign will be permitted. Sign must be within dimensional letter limits as indicating in this sign program.
- Tenant shall be responsible for the installation and maintenance of its sign.
- Tenant shall be fully responsible for the operations of the Tenant's sign contractor.
- Tenant's sign contractor shall repair under Landlord's /Property Owner's supervision, any damage caused by installation.
- Electrical service to all signs will be connected to Tenant's electrical meter.

## C. Construction Requirements

- No label will be permitted on the exposed surface of signs, except those required by local ordinance, which shall be placed in an inconspicuous location.
- Design, layout, and materials for tenant's signs shall confirm in all respects with the sign design drawings included with this sign program.
- All penetrations of building structure required for sign installation shall be sealed in a watertight condition and shall be patched to match adjacent finish.
- All signs are required to be individually internally illuminated with LED Lighting Source. Color to be approved by Landlord/Property Owner. Preferable LED manufactures are Agilite, GE, and Sloan.
- The interior of sign shall be painted glossy white.
- Dual-Lite and channel letters shall have a minimum three-quarter (3/4) inch trim cap.
- Letters sides to be finished in automotive enamel finish over primer undercoat.
- Letters to be mounted on exterior side of wall. Electrical system is to be contained in transformer box with flex crossover on interior wall.
- Tenant wall sign length may not exceed seventy-five (75) percent of lease space frontage.

## D. Design Specifications

Tenants are encouraged to be creative in designing their sign. The Landlord/Property Owner requests a “Mixed Media” three (3) dimensional approach combining several different fabrications are lighting techniques in designing their sign. Tenant's sign contractor are encouraged to consider the architectural style of the façade, the scale of the proposed sign, viewing angles sight lines, when designing. All architectural elements can be limited within the maximum sign height and lengths which may differ from the general guidelines within the criteria.  
NOTE: Landlord/Owner at Landlord's/Property Owner's discretion reserves the right to approve or reject any proposed design.

The following are acceptable sign design and lighting.

- Standard Channel Letters
- Reverse pan channel constructed letters/halo three (3) inch deep.
- Dual-lite channel letters. Illumination from the front and rear of letter.
- Mixed media/dimensional signs using images, icons, or logos'.
- Colors and font style will be subject to Landlord's/Property Owner's approval; Logo can signs will be allowed only at the discretion of the Landlord/Property Owner and may not exceed twenty-five (25) percent of the total sign area.

## E. Prohibited Sign Types

- Can signs with flat or molded plastic or lexan faces
- Box signs hanging in windows
- Exposed neon around window frame
- Sandblasted wood
- Flat cut out wood, metal or any flat material with vinyl lettering and graphics
- Painted wall signs
- Roof signs
- Portable “A” frame signs
- Window signs in excess of 25% of window area
- Window signs text that pertain to anything other than the business name and a brief message
- Neon window signs



CA LIC. C45 994192  
3080 EAST 29TH STREET  
LONG BEACH, CA 90806

Office: (562) 595-7725  
Fax: (562) 595-5434

Visit us at:  
tntelectricsigns.net

### Job Name:

The Row /  
Sign Criteria

### Address:

34255 E Pacific Coast HWY  
Dana Point, CA 92629

### Sales Rep:

Bill Henigsman

### E-mail:

Bill@tntelectricsigns.net

Designer: Sokhon Phan

Job #: 15-04-1218-R11

Scale: As Noted

Original Date: 04/27/15

### Revisions:

R11: Sp (11/04/15) Change specs  
R2: Jn (5/14/15) Add Row Parking  
R3: Sk (5/21/15) Add additional sign  
R4: Sk (5/26/15) Change pin  
mounted raceway back of letters  
R5: Sk (6/23/15) Convert to 11 x 17  
R6: Sk (9/17/15) Various correction  
R7: Sk (9/21/15) Various correction  
R8: Sk (9/22/15) Revised legend  
R9: Sk (10/02/15) Show sign on  
3rd trellis  
R10: Sk (11/02/15) more correction

### Approved For Fabrication:

Account Manager Initials:

Date:

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Note: The colors depicted here are a graphic representation. Actual colors may vary. See color specifications.



THE ROW TENANT SIGN CRITERIA

- F.

Tenant Wall Signs

Primary Elevation Sign
1.

Main Wall Sign

Tenant signage will be allowed one (1) square feet of sign area per each foot of lease space frontage.

Letter height may not exceed 24" (inches) overall high for 1 (one) line of copy.

Tenant may be allowed 2 lines of copy. 24" (inches) max height for 1 (one) line of copy & second line may not exceed 12" (inches) in height.
2.

Tenants with elevations that do not have trellises in front of their spaces will flush mount their wall signs.
3.

Tenants with wall mounted signs will be allowed any font, logo and colors, but will be limited in size as outlined in this criteria. All signs will need to be approved by landlord before submitting to the city.
4.

Tenants with a trellis in front of there space will need to pin mount the channel letters onto a bottom mounted raceway and will be allowed second line of copy located on the brow of trellis and not to exceed 12" (inches) in height.
5.

Tenants with a trellis in front of there space will be allowed to used any font style but will be restricted to white as their color on the faces, returns and trim caps.
6.

Any tenant with 5 or more locations will be allowed their font and colors.
7.

Center Name

Custom fabricated dual light channel letters.

Custom fabricated aluminum construction .065 or greater.

White LED lighting system for internally illumination.

Letter heights vary pending on location.

A)North and South Elevations - Sign heights to be 37” for logo and 24” for “The Row” text.

B)East Elevation – Sign heights to be 22” for logo and 14” for “The Row” text.

C)North Elevation Entrance to Parking Lot – Sign height to be 23” high reading “Row Parking”.

- G.

Monument Signs
- Double face internally illuminated monument sign.

Sign area to be 5'-1 ½"by 6'-9" wide total 34.59 square feet of sign area.

Tenant panels are 10 ¼" high by 6'-9" wide.

Tenant panels are fabicated from aluminum or greater and painted to match building.

Copy to be routed out with ½" push thru clear acrylic plastic with 1st surface vinyl overlay.

Monument sign to have aluminum cornice painted to match building.

Columns and base to be El Dorado Ledge Stone or any approved stone that matches the building.

Tenants with panels on monument sign will only be allowed white copy on brown background.

Tenant panels on monument sign will be painted brown to match building.

- H.

Miscellaneous Requirements
1.

Tenants will submit to Landlord/Property Owner their proposed hours of operations, emergency telephones numbers, tenanted identification and other similar identifications on an eleven (11) inch by seventeen (17) inch layout showing size, colors and type of application. Each tenant within Shopping Center shall be allowed windows signage at each pedestrian entrance that is consistent with the City of Dana Point zoning code. Not to exceed four (4) square feet.
2.

Identification (address) numbers shall be applied to building in compliance with local jurisdiction regulations and in accordance with specification to be supplied by Landlord/Property Owner.
3.

Except as provided herein, no advertising placards, banners, pennants, names, insignia trademarks or other descriptive signs or materials shall be affixed or maintained upon the glass pane supports of the show window and doors, or upon the exterior walls of the building, without the prior written approval of the landlord/Property Owner and the City of Dana Point.
4.

No signage projections beyond the sign area will be permitted. The sign area is to be held to within the limits as indicated by the Landlord/Property Owner and the Criteria.
5.

No animated, flashing or audible signs will be permitted.
6.

Immoral or Unlawful Advertising: Signs shall not exhibit, post or display anything of an obscene, indecent, or immoral nature or unlawful activity.
7.

Temporary signs may be permitted subject to Landlord/Property Owner and the City of Dana Point Planning Department approval.
8.

Signs on Vehicles: No personshall drive, operate, move in or along, or park on any street or on public or private property, any truck, trailer, carriage wagon, sled or other vehicle on which is attached or maintained any sign display any commercial or noncommercial advertising matter for the sole or primary purpose of displaying such advertising matter.
9.

Tenant's sign contractor shall be liable for repair and any work damaged by their activity.
10.

The entire signage display shall be granted for a period of one (1) year against defects in material and workmanship. Defective parts shall be replaced at no charge.
11.

Any signs not in conformance with the sign criteria and all local jurisdiction regulations are subject to rejection and removal at the Tenant's expense.
12.

Tenant signs installed without approval from the Landlord/Property Owner and the City of Dana Point including the issuance of building permit(s) is subject to rejection and removal at tenant's expenses. Tenant is responsible for ay fines or citations issued by the city's code enforcement agency.

- I.

Exceptions
- Exceptions to the Criteria may be submitted for review and approval to the City of Dana Point. All exceptions to the criteria are subject to Landlord/Property Owner review and approval.
- J.

Zoning Code
- 9.37.030 Administration and Enforcement.

The Director of Community Development or his authorized designee shall have the authority to enforce all the provisions of this Chapter and the applicable provisions of the City of Dana Point Municipal Code.
- Sign permits shall be reviewed in the following manner:

(a)

Administrative Approval. Sign applications deemed by the Community Development Department to be in substantial compliance with Dana Point Sign Guidelines may be approved administratively by the Director of Community Development or his authorized designee.

(b)

After review of the Dana Point Sign Guidelines, if the Director of Community Development or his authorized designee determines that the sign application is not in conformance with the said guidelines, then the sign application may be forwarded by the Director of Community Development to the Planning Commission for formal review.

(c)

If submitted to the Planning Commission, the sign application shall be processed as a Minor Site Development Permit, as shown in Section 9.71.034.

(d)

The Planning Commission may approve, deny or approve with conditions the Minor Site Development Permit for the sign application. The Planning Commission shall consider the following findings for the sign application:

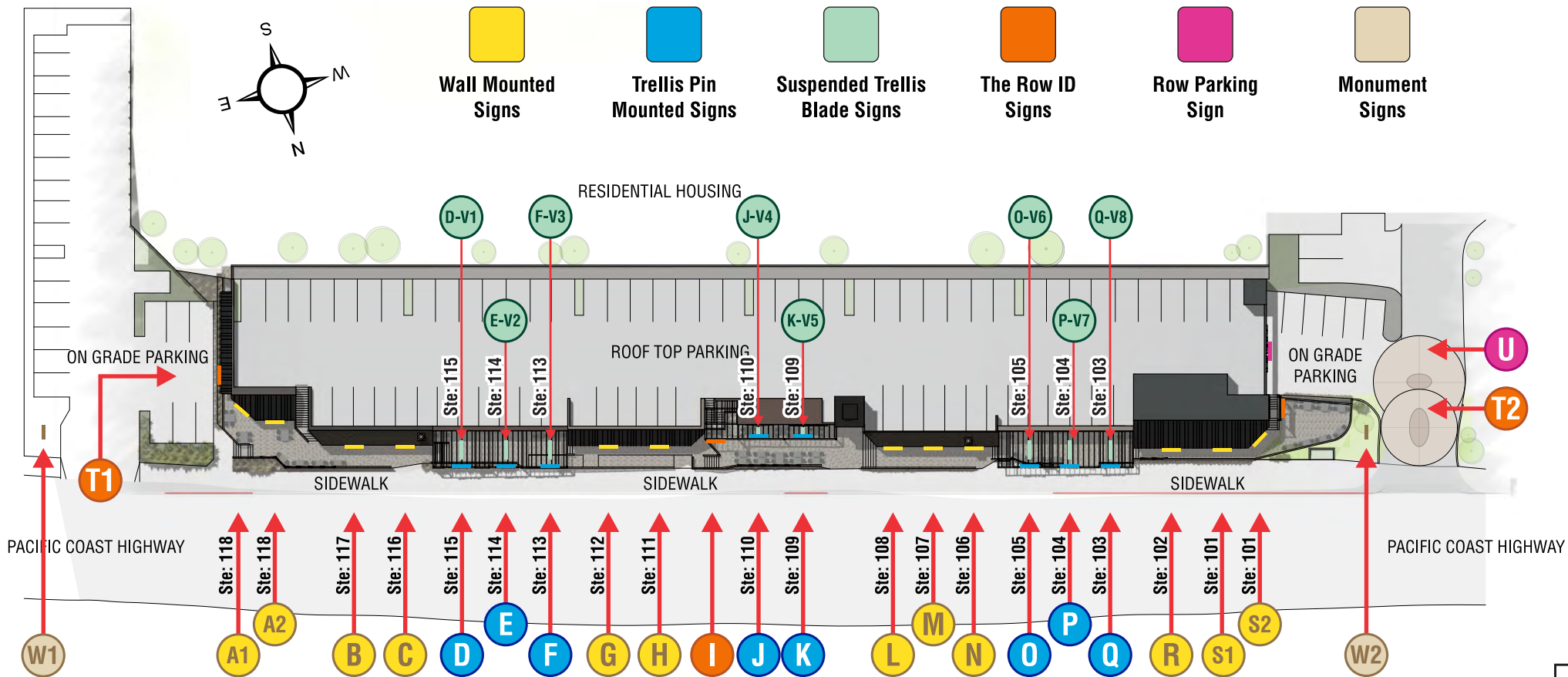
(1)

Suitability of the site for the proposed sign; and

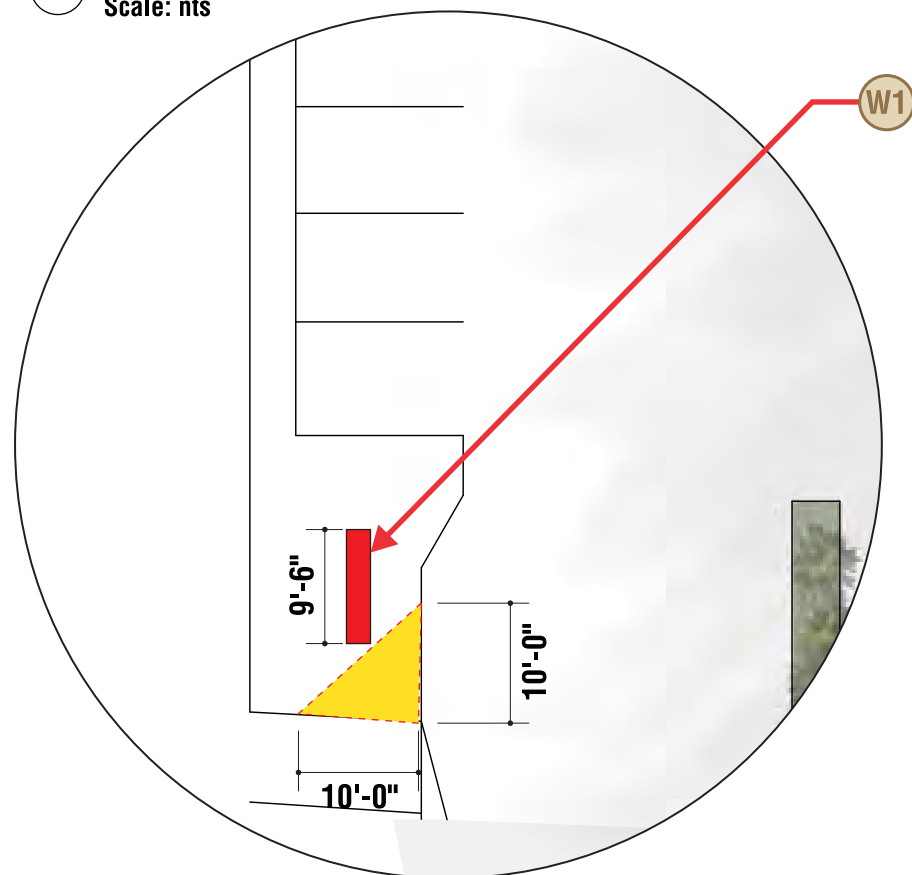
(2)

Sign design that is appropriate for the site and compatible with the character of the surrounding area.
- Sign Criteria Prepared By:

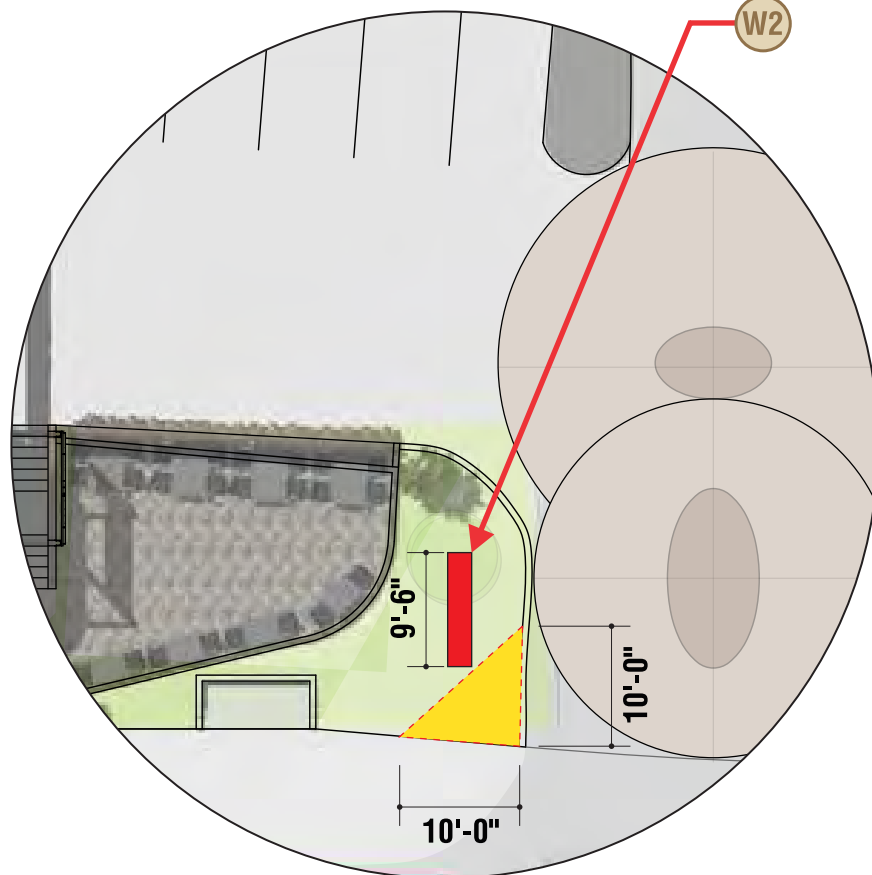
TNT Electric Sign, Co.  
3080 East 29th Street  
Long Beach, CA 90806  
(562) 595-7725 • Fax: (562) 595-5434
- Contact: Bill Henigsman  
Email: bill@tntelectricsigns.net
- 
- CA LIC. C45 994192  
3080 EAST 29TH STREET  
LONG BEACH, CA 90806
- Office: (562) 595-7725  
Fax: (562) 595-5434
- Visit us at:  
tntelectricsigns.net
- Job Name:  
The Row /  
Sign Criteria
- Address:  
34255 E Pacific Coast HWY  
Dana Point, CA 92629
- Sales Rep:  
Bill Henigsman  
E-mail:  
Bill@tntelectricsigns.net
- Designer: Sokhon Phan
- Job #: 15-04-1218-R11
- Scale: As Noted
- Original Date: 04/27/15
- Revisions:  
R11: Sp (11/04/15) Change specs  
R2: Jn (5/14/15) Add Row Parking  
R3: Sk (5/21/15) Add additional sign  
R4: Sk (5/26/15) Change pin mounted raceway back of letters  
R5: Sk (6/23/15) Convert to 11 x 17  
R6: Sk (9/17/15) Various correction  
R7: Sk (9/21/15) Various correction  
R8: Sk (9/22/15) Revised legend  
R9: Sk (10/02/15) Show sign on 3rd trellis  
R10: Sk (11/02/15) more correction
- Approved For Fabrication:
- Account Manager Initials:
- Date:
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- Page: 03 of 16



1 Site Plan  
Scale: nts



2 Zoom View Monument Sign Area  
Scale: 1/16" = 1'-0"



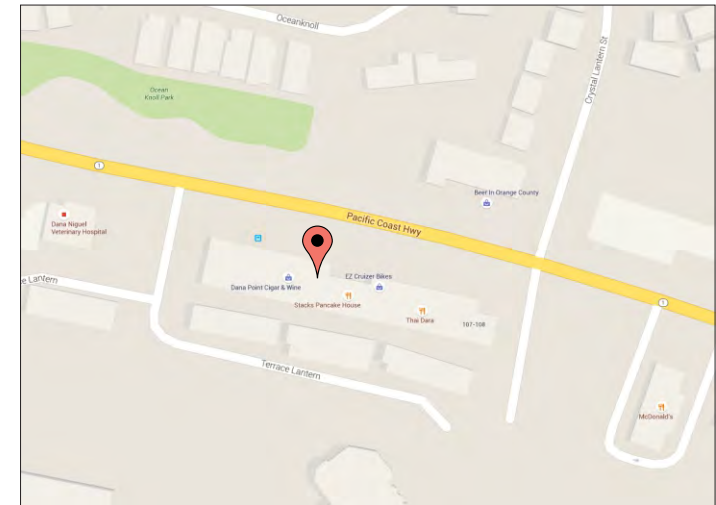
3 Zoom View Monument Sign Area  
Scale: 1/16" = 1'-0"

## Dana Point Specific Plan:

APN: 682-152-32

ZONING: C-CPC (COASTAL COUPLET COMMERCIAL)

## Vicinity Map:



| SIGN LEGEND  |             |                 |                       |
|--------------|-------------|-----------------|-----------------------|
| UNIT         | LOCATION    | TENANT          | HEIGHT OF LETTERS     |
| Ste: 118     | A1          | Tenant          | 2'-0"                 |
| Ste: 118     | A2          | Tenant          | 2'-0"                 |
| Ste: 117     | B           | Tenant          | 2'-0"                 |
| Ste: 116     | C           | Tenant          | 2'-0"                 |
| Ste: 115     | D           | Tenant          | 2'-0"                 |
| Ste: 115     | D-V1        | Blade Sign      | 2'-0"                 |
| Ste: 114     | E           | Tenant          | 2'-0"                 |
| Ste: 114     | E-V2        | Blade Sign      | 2'-0"                 |
| Ste: 113     | F           | Tenant          | 2'-0"                 |
| Ste: 113     | F-V3        | Blade Sign      | 2'-0"                 |
| Ste: 112     | G           | Tenant          | 2'-0"                 |
| Ste: 111     | H           | Tenant          | 2'-0"                 |
|              | I           | The Row ID Sign | 3'-0" OAH x 4'-9"     |
| Ste: 110     | J           | Tenant          | 2'-0"                 |
| Ste: 110     | J-V4        | Blade Sign      | 2'-0"                 |
| Ste: 109     | K           | Tenant          | 2'-0"                 |
| Ste: 109     | K-V5        | Blade Sign      | 2'-0"                 |
| Ste: 107-108 | L & M       | Tenant          | 2'-0"                 |
| Ste: 106     | N           | Tenant          | 2'-0"                 |
| Ste: 105     | O           | Tenant          | 2'-0"                 |
| Ste: 105     | O-V6        | Blade Sign      | 2'-0"                 |
| Ste: 103-104 | P & Q       | Tenant          | 2'-0"                 |
| Ste: 103-104 | P-V7 & Q-V8 | Blade Signs     | 2'-0"                 |
| Ste: 102     | R           | Tenant          | 2'-0"                 |
| Ste: 101     | S1          | Tenant          | 2'-0"                 |
| Ste: 101     | S2          | Tenant          | 2'-0"                 |
|              | T1          | The Row ID Sign | 5'-3" OAH x 8'-3 1/4" |
|              | T2          | The Row ID Sign | 5'-3" OAH x 8'-3 1/4" |
|              | U           | Row Parking     | 1'-11" x 16'-2"       |
|              | W1          | Monument Sign   | 5'-1 1/2" x 6'-9"     |
|              | W2          | Monument Sign   | 5'-1 1/2" x 6'-9"     |
| TOTAL        |             | 34 SIGNS        |                       |



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Fax: (562) 595-5434

Visit us at:  
tntelectric signs.net

### Job Name:

The Row /  
Sign Criteria

### Address:

34255 E Pacific Coast HWY  
Dana Point, CA 92629

### Sales Rep:

Bill Henigsmann

### E-mail:

Bill@tntelectric signs.net

Designer: Sokhon Phan

Job #: 15-04-1218-R11

Scale: As Noted

Original Date: 04/27/15

### Revisions:

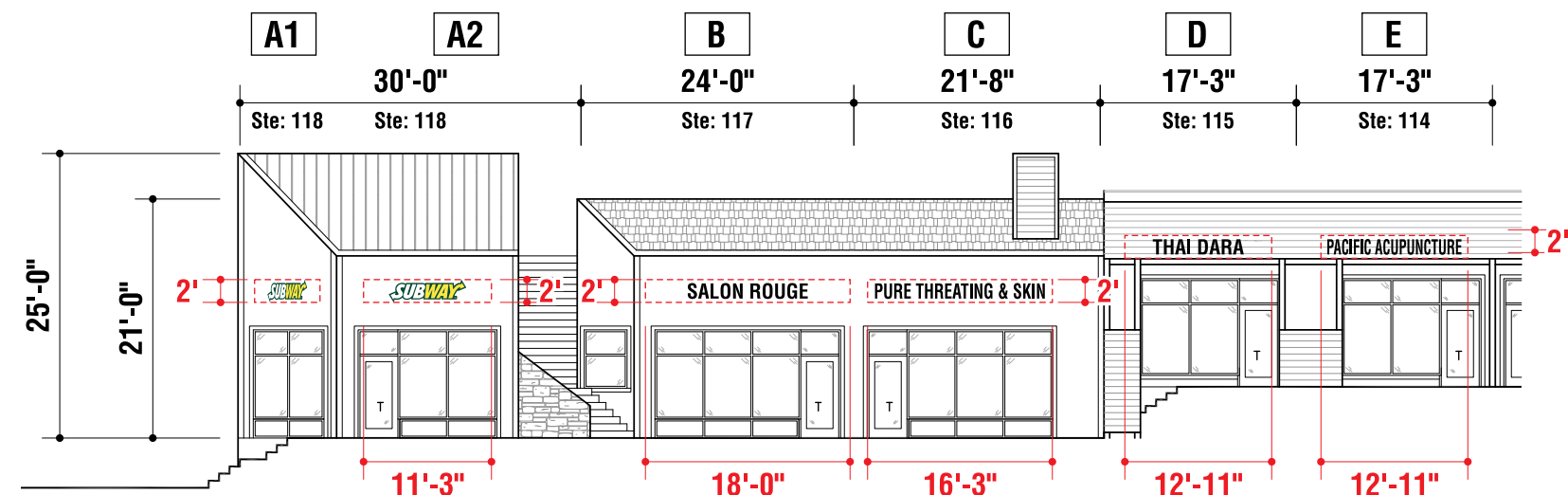
R11: Sp (11/04/15) Change specs  
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R4: Sk (5/26/15) Change pin  
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R10: Sk (11/02/15) more correction

### Approved For Fabrication:

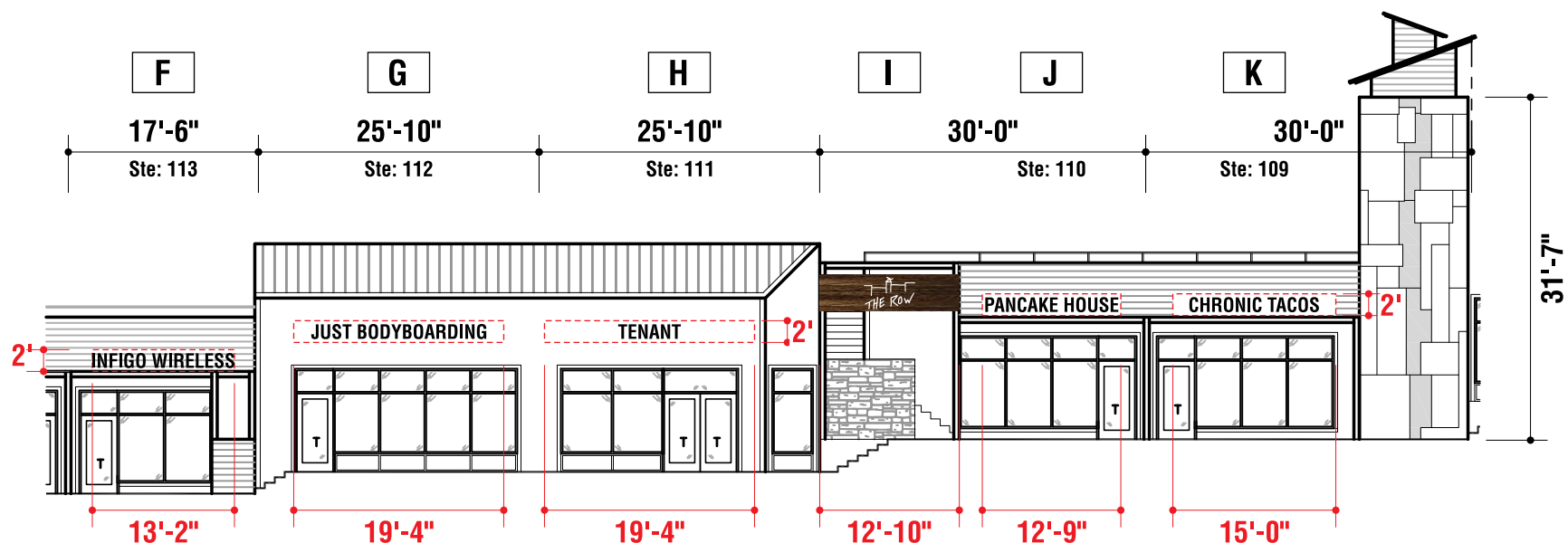
Account Manager Initials:

Date:

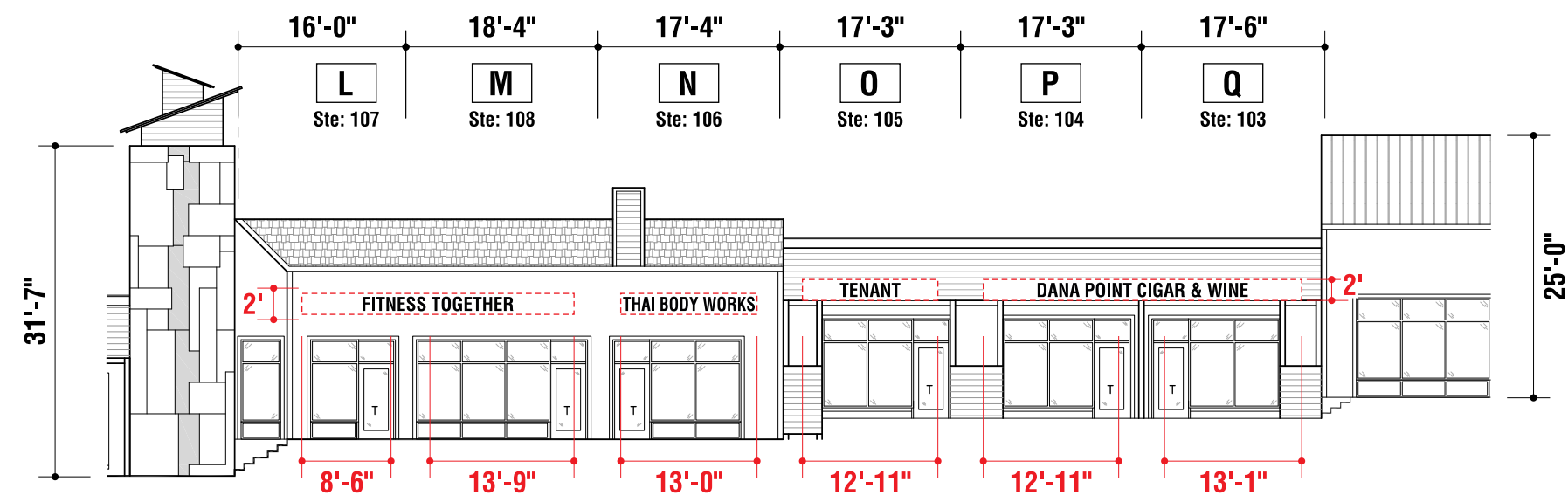
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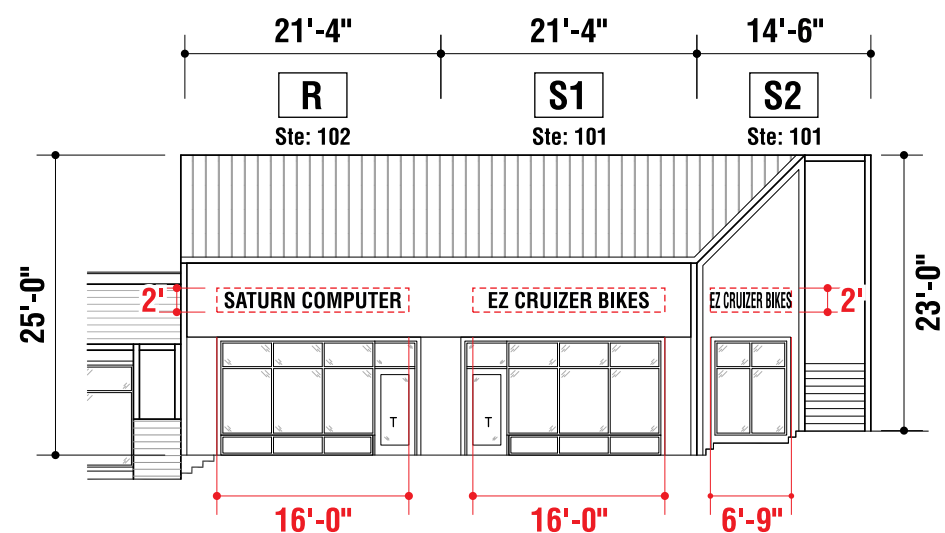
1 Building Elevation - Signage General Requirements  
Scale: 1/16" = 1'-0"



2 Building Elevation - Signage General Requirements  
Scale: 1/16" = 1'-0"



3 Building Elevation - Signage General Requirements  
Scale: 1/16" = 1'-0"



4 Building Elevation - Signage General Requirements  
Scale: 1/16" = 1'-0"



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E-mail:

Bill@tntelectric signs.net

Designer: Sokhon Phan

Job #: 15-04-1218-R11

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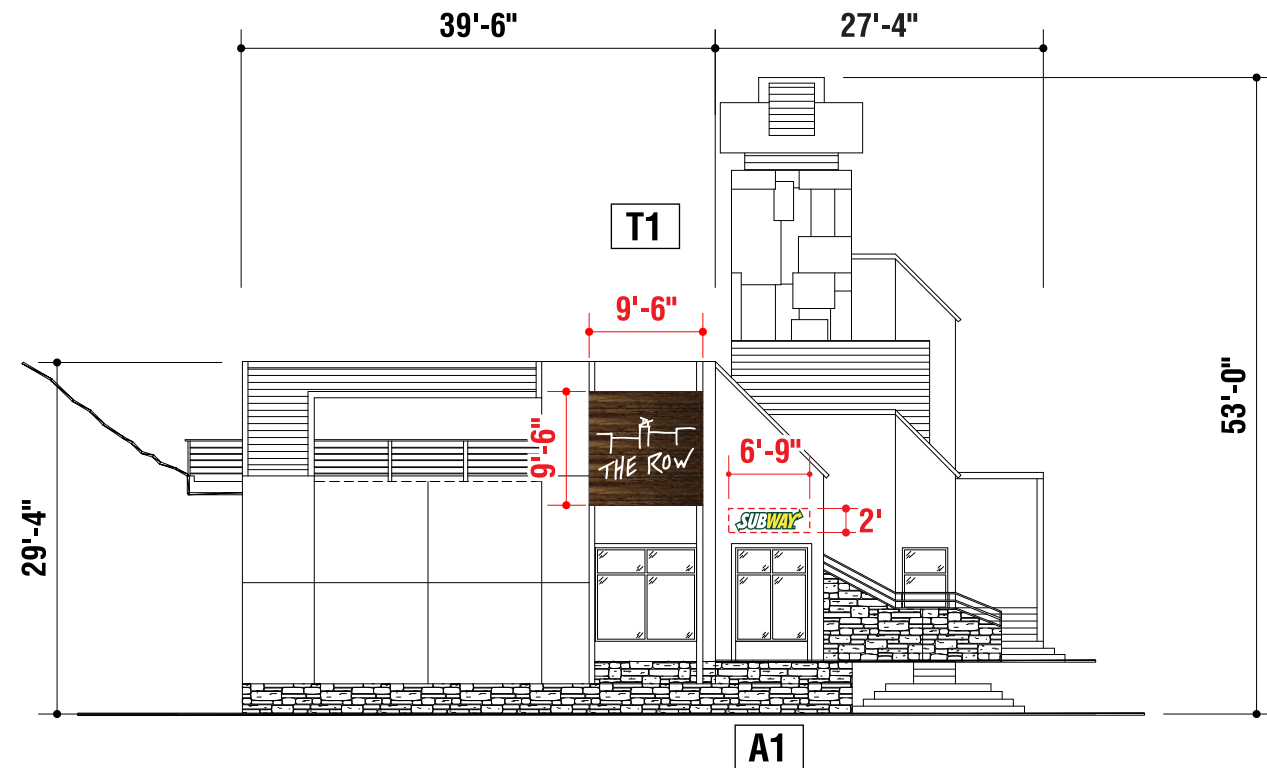
Approved For Fabrication:

Account Manager Initials:

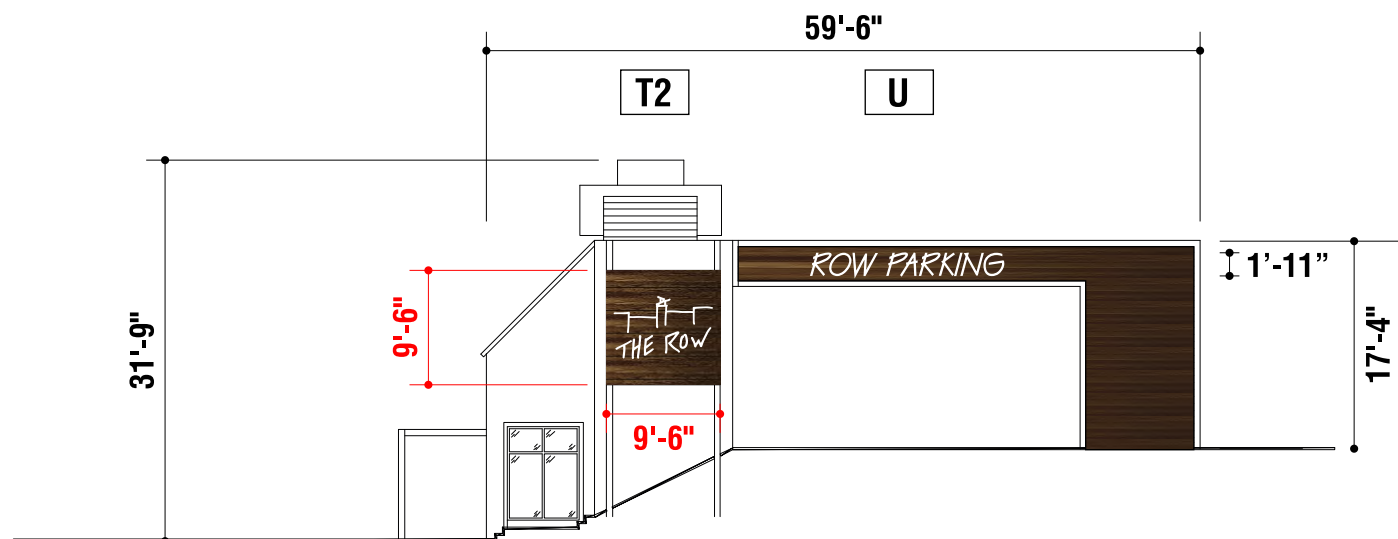
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5 Building Elevation - Signage General Requirements  
Scale: 1/16" = 1'-0"



6 Building Elevation - Signage General Requirements  
Scale: 1/16" = 1'-0"



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SIGN CRITERIA GUIDELINES

CHANNEL LETTERS

GENERAL REQUIREMENTS:

- Tenants will be allowed to fabricate channel letters, halo letter or dual lite letters, in the Landload’s / Owner’s sole and absolute discretion.
- Main tenant wall sign will be allowed (1) square feet of sign area per each lineal front of lease hold frontage.
- Letter height may not exceed 24" (inches) overall high for 1 (one) line of copy. Tenant may be allowed 2 lines of copy. 24" (inches) max height for 1 (one) line copy & second line may not exceed 12" (inches) in height.
- Approved signs to be fabricate from .063 or greater aluminum pan channel construction or greater.
- All signs shall be individually internally illuminated with LED Lighting System.
- Tenants wall signs will be limited to 2 colors, not counting black and white.
- Colors and letters style subject to Landlord’s/Owner’s approval. Landlord/Owner at the Landlord’s/Owner’s sole discretion will review all signs with the intention of varying the sign on a case by case basis.
- Acrylic plastic face with 3/4” high trim cap edge or greater.
- No restrictions to sign font style.
- Corporate copy and logos are allowable.

INTERNALLY ILLUMINATED CHANNEL LETTERS



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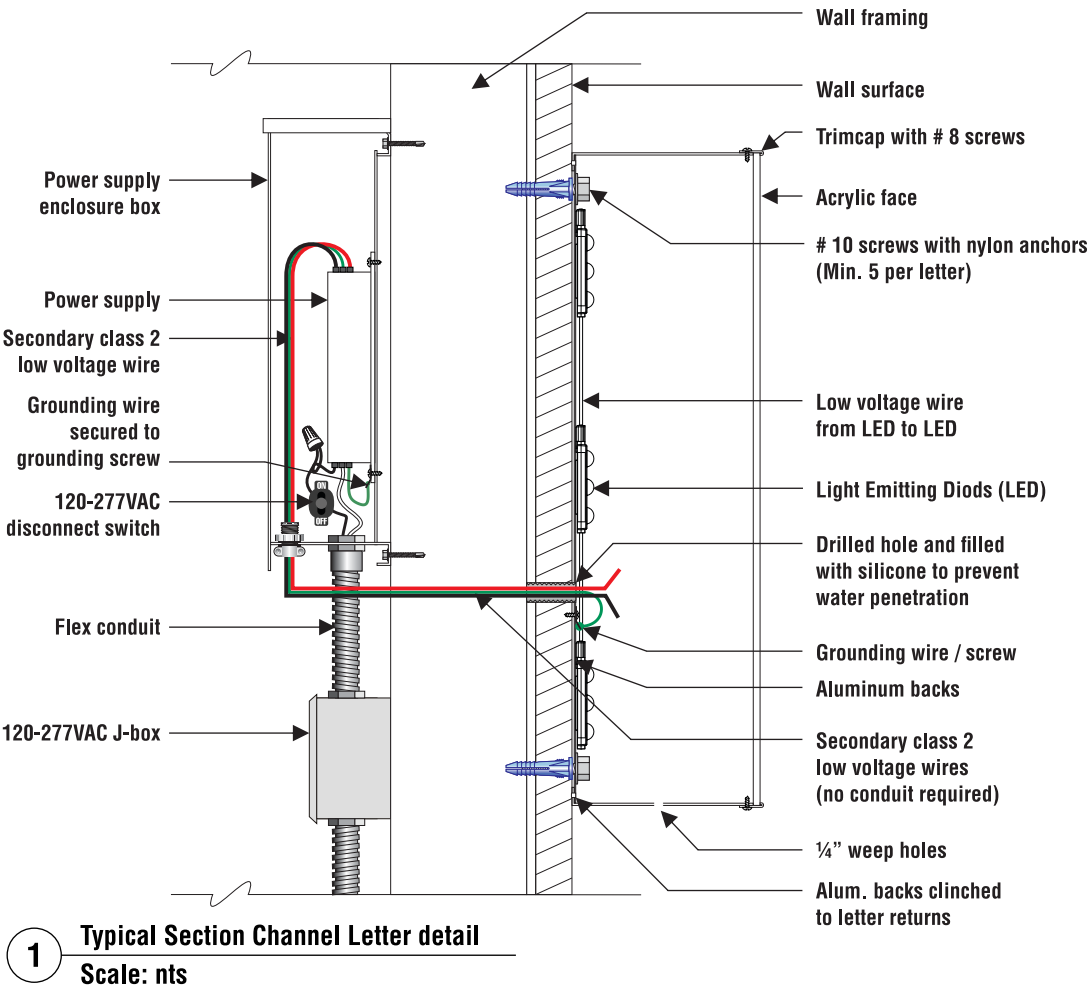
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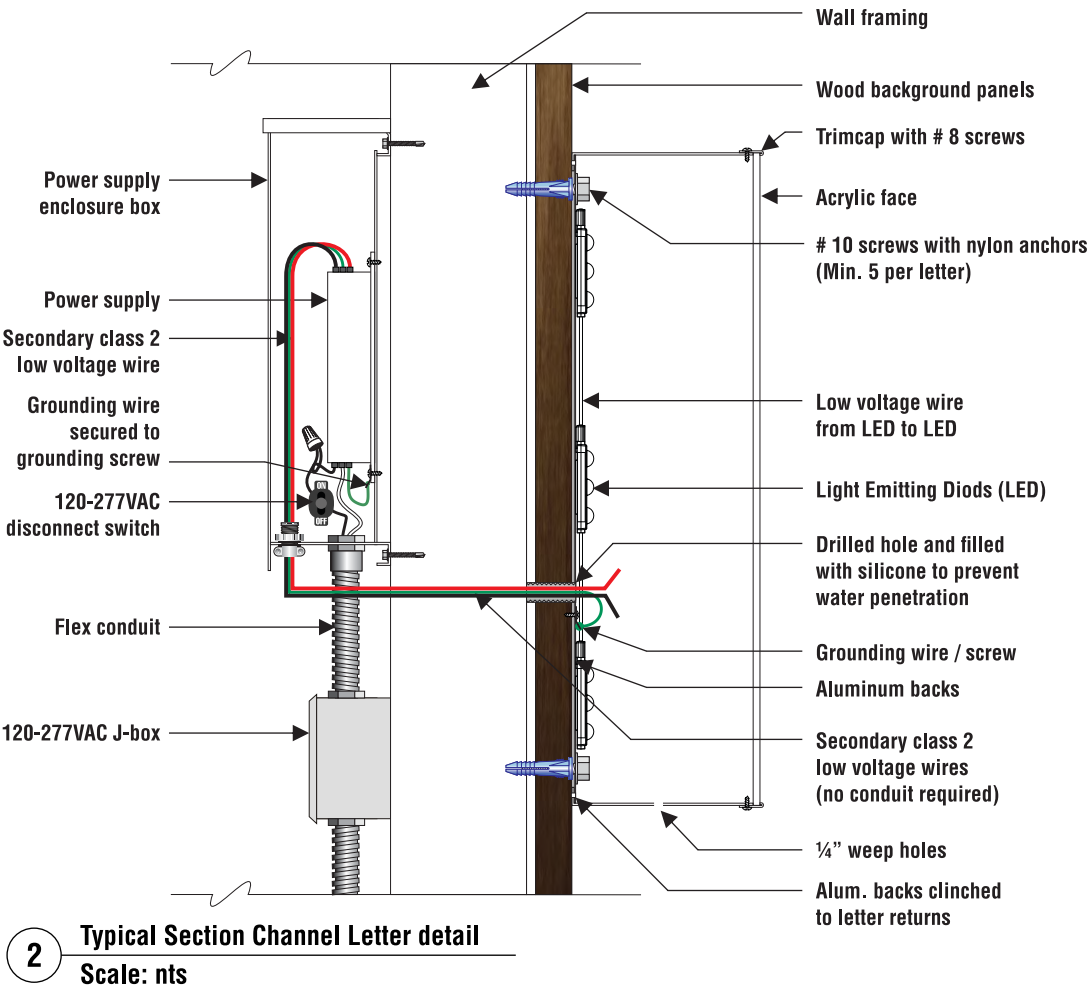
# LED face lit channel letters

## remote power supplies



# LED face lit channel letters

## remote power supplies



Sign Voltage: 120V

### SIGN LIGHTING CONTROLS

• **Control for All Signs.** All Signs with permanently connected lighting shall meet the requirements of Section 133. • **Automatic Time Switch Control.** All signs with permanently connected lighting shall be controlled with an automatic time switch that complies with the applicable requirements of Section 1198. • **Photocontrol or outdoor astronomical time switch control.** All outdoor signs shall be controlled with a photocontrol or outdoor astronomical time switch unless exempted from the exceptions. See Section 133(a)2. • **Dimming.** All outdoor signs shall be controlled with a dimmer that provides the ability to automatically reduce sign power by a minimum of 65 percent during nighttime exempted from the 5 possible exceptions. See Section 133(a)3. • **Demand Responsive Electronic Message center Control (EMC),** newly connected lighting power load greater than 15kW shall have a control installed that is capable of reducing the lighting power by a minimum of 30% when receiving a demand response signal that is sent out by the local utility. 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. All wall penetrations to be sealed with UL Listed silicone sealant. In the utilization of GFI Transformers and in accordance with NEC and UL Listed guidelines, it is required that primary circuits to each sign must have dedicated circuits with proper ground from main panel and must be bonded. Any equipment or lighting that is added / shared to the primary sign circuit will cause GFI transformers to trip off. Neutral to ground should not exceed 3 volts to prevent GFI from tripping.



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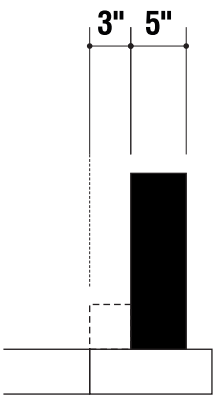
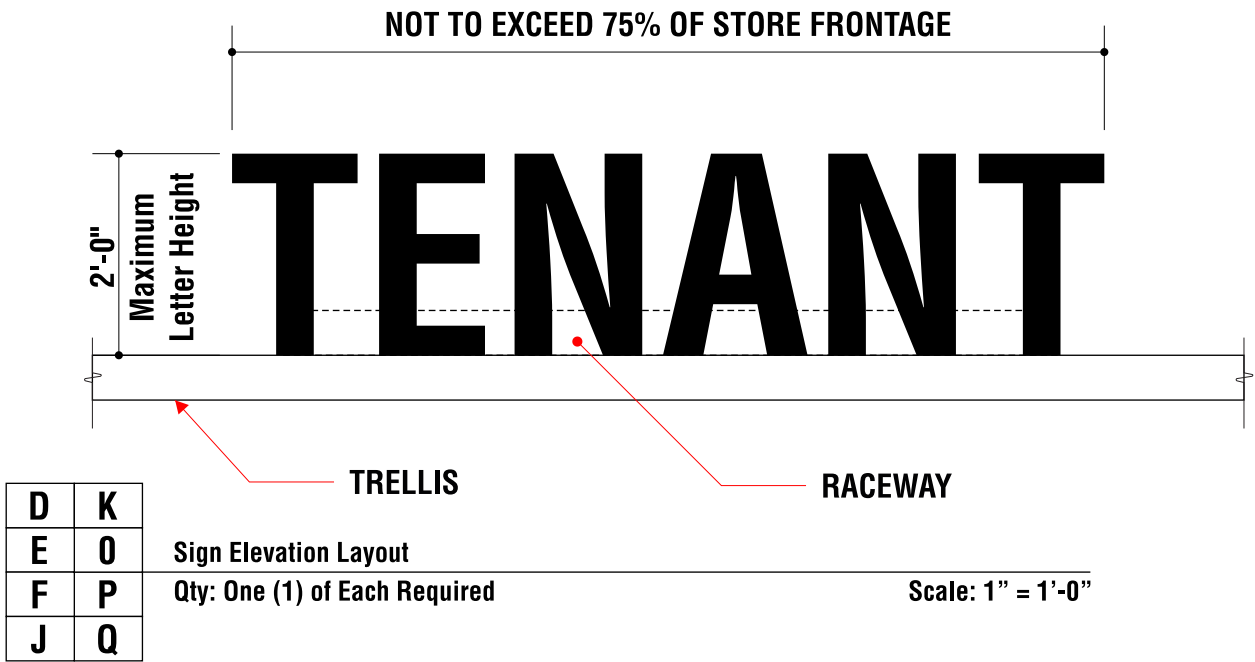
SIGN CRITERIA GUIDELINES

CHANNEL LETTERS PIN MOUNTED ON TOP OF TRELLIS WITH RACEWAY BEHIND LETTERS

GENERAL REQUIREMENTS:

- Tenants will be allowed to fabricate channel letters, in the Landload’s / Owner’s sole and absolute discretion.
- Main tenant wall sign will be allowed (1) square feet of sign area per each lineal front of lease hold frontage.
- Letter height may not exceed 24" (inches) for one line of copy, second line of copy will be approved and located on the brow of trellis. Second line of copy may not exceed 12" (inches) in height.
- Approved signs to be fabricate from .063 or greater aluminum pan channel construction or greater.
- All signs shall be individually internally illuminated with LED Lighting System.
- Acrylic plastic face with 3/4” high trim cap edge or greater.
- Letters will be limited to white only.
- No restrictions to sign font style.
- No logo's are allowed.

CHANNEL LETTERS PIN MOUNTED ON TOP OF TRELLIS WITH RACEWAY BEHIND LETTERS



2 Side View  
Scale: nts



3 Example Render View  
Scale: nts



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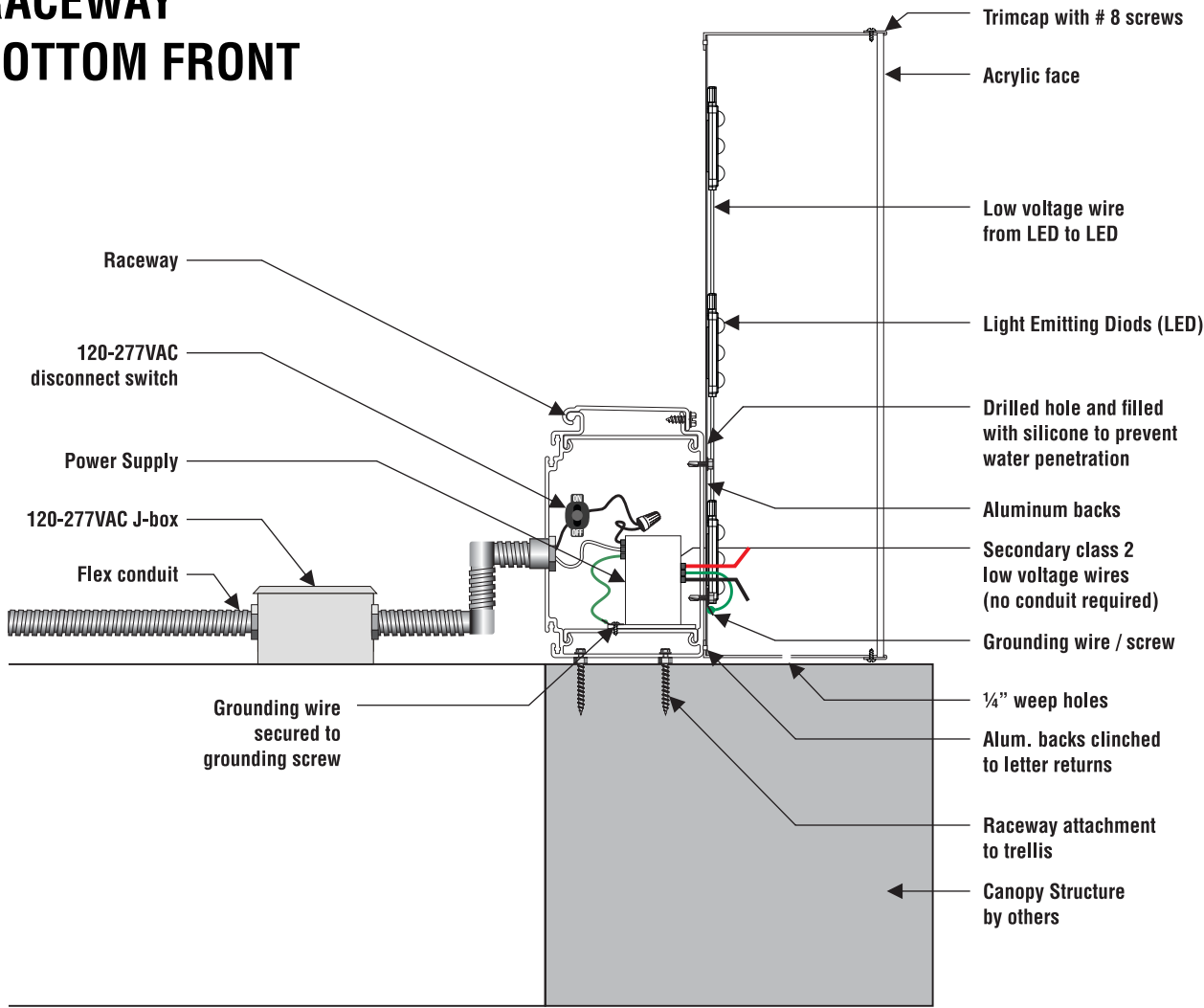
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CHANNEL LETTERS PIN MOUNTED ON TOP OF TRELLIS WITH RACEWAY BEHIND LETTERS TYPICAL SECTION DETAIL

- L.E.D. FACE LIT CHANNEL LETTERS
- MOUNTED TO CUSTOM FABRICATED 3” DEEP RACEWAY
- RACEWAY MOUNTED TO CANOPY STRUCTURE
- POWER SUPPLY MOUNTED IN RACEWAY
- RACEWAY FACE ATTACHED AT BOTTOM FRONT



1 Typical Section detail  
Scale: nts

Sign Voltage: 120V

SIGN LIGHTING CONTROLS

• **Control for All Signs.** All Signs with permanently connected lighting shall meet the requirements of Section 133. • **Automatic Time Switch Control.** All signs with permanently connected lighting shall be controlled with an automatic time switch that complies with the applicable requirements of Section 1198. • **Photocontrol or outdoor astronomical time switch control.** All outdoor signs shall be controlled with a photocontrol or outdoor astronomical time switch unless exempted from the exceptions. See Section 133(a)2. • **Dimming.** All outdoor signs shall be controlled with a dimmer that provides the ability to automatically reduce sign power by a minimum of 65 percent during nighttime exempted from the 5 possible exceptions. See Section 133(a)3. • **Demand Responsive Electronic Message center Control (EMC),** newly connected lighting power load greater than 15kW shall have a control installed that is capable of reducing the lighting power by a minimum of 30% when receiving a demand response signal that is sent out by the local utility. 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. All wall penetrations to be sealed with UL Listed silicone sealant. In the utilization of GFI Transformers and in accordance with NEC and UL Listed guidelines, it is required that primary circuits to each sign must have dedicated circuits with proper ground from main panel and must be bonded. Any equipment or lighting that is added / shared to the primary sign circuit will cause GFI transformers to trip off. Neutral to ground should not exceed 3 volts to prevent GFI from tripping.



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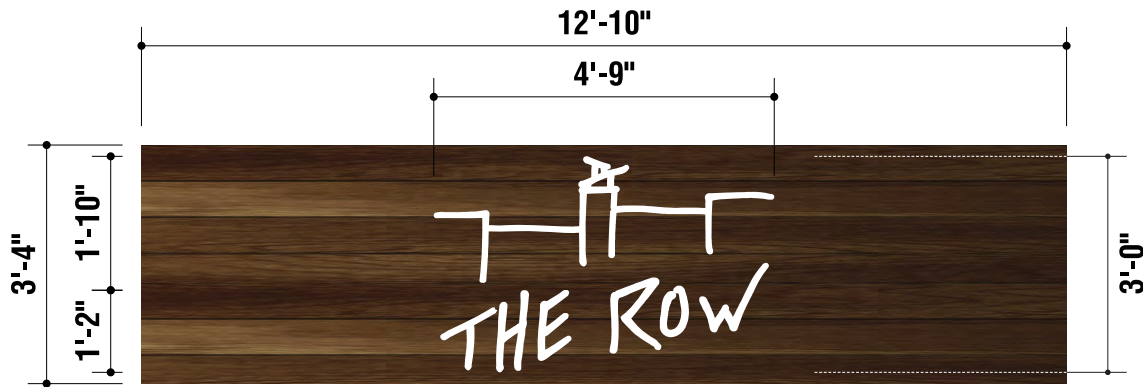
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DUAL LITE CHANNEL LOGO & LETTERS MOUNTED ON WOOD PANEL BACKGROUND



**I** Wall Sign Center I.D. Located In Middle of Building Square Footage: 14.25 sf  
Scale: 3/8" = 1'-0"



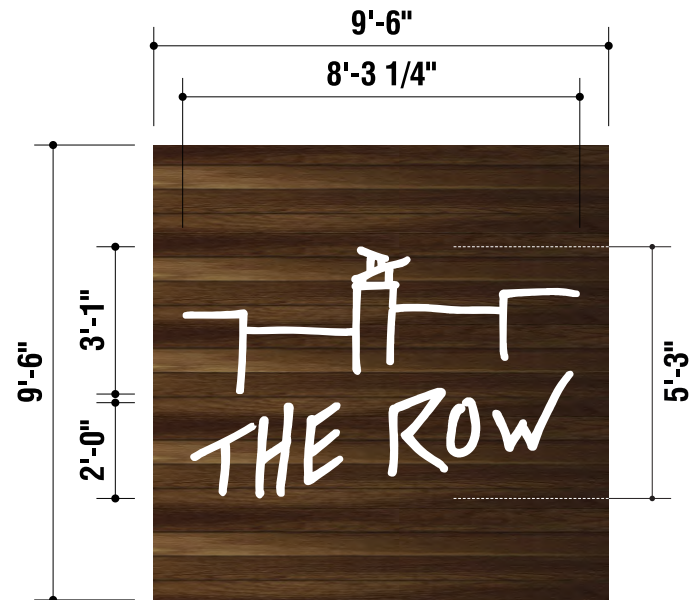
**U** Parking Sign Wall Letters Square Footage: 30.98 sf  
Scale: 1/4" = 1'-0" West Elevation Entering Parking Lot

Sign Types: T1 / T2 / U / I

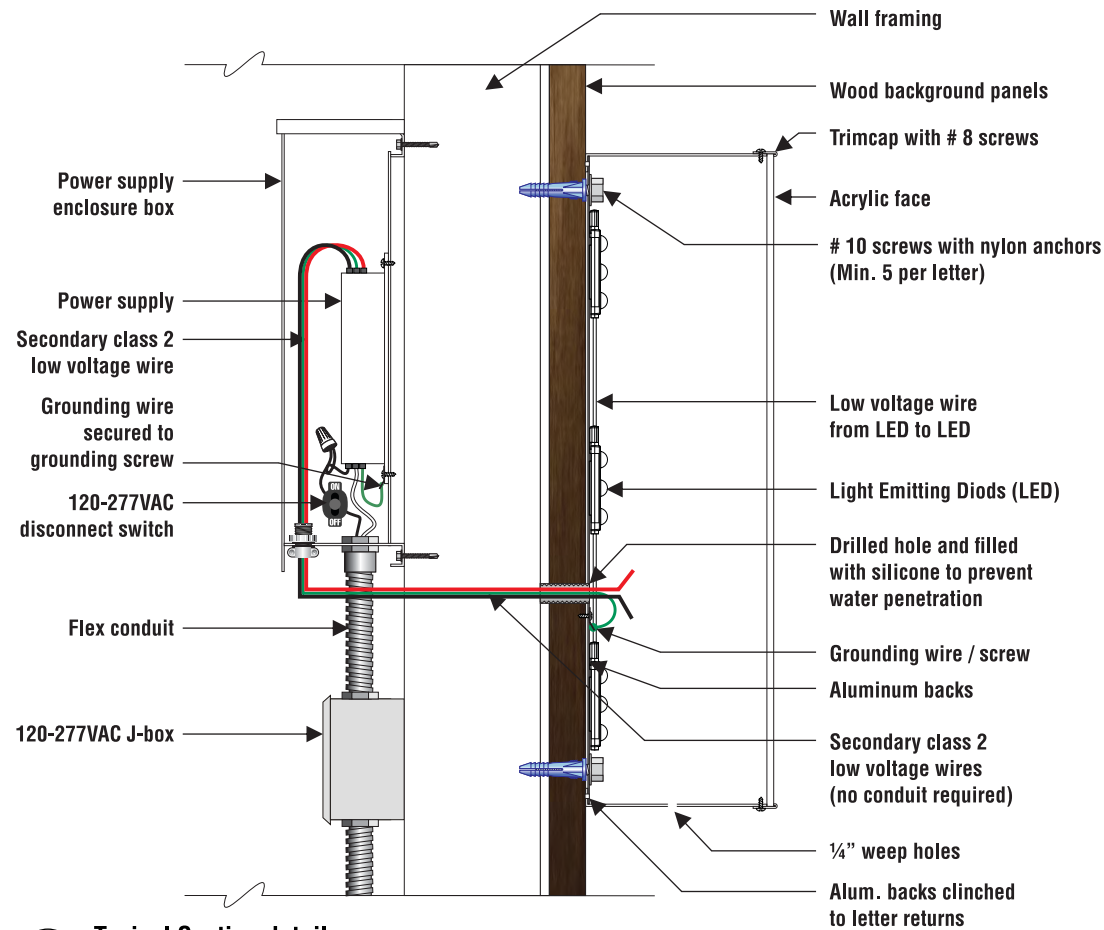
Specifications:  
Dual Lite channel logo and letters on wood panel background

Faces: #7328 white acrylic  
Backs: Clear lexan  
Spacers: 1 1/2" aluminum spacers  
Trimcaps: 3/4" black  
Returns: 5" deep pre-coat dark bronze  
Illumination: White LED illumination with remote power supplies

Background Panels: By Others



**T1** Wall Sign Center I.D. Square Footage: 43.42 sf  
**T2** Scale: 1/4" = 1'-0" East & West Elevations



**1** Typical Section detail  
Scale: nts

Sign Voltage: 120V

SIGN LIGHTING CONTROLS

• **Control for All Signs.** All Signs with permanently connected lighting shall meet the requirements of Section 133. • **Automatic Time Switch Control.** All signs with permanently connected lighting shall be controlled with an automatic time switch that complies with the applicable requirements of Section 1198. • **Photocontrol or outdoor astronomical time switch control.** All outdoor signs shall be controlled with a photocontrol or outdoor astronomical time switch unless exempted from the exceptions. See Section 133(a)2. • **Dimming.** All outdoor signs shall be controlled with a dimmer that provides the ability to automatically reduce sign power by a minimum of 65 percent during nighttime exempted from the 5 possible exceptions. See Section 133(a)3. • **Demand Responsive Electronic Message center Control (EMC),** newly connected lighting power load greater than 15kW shall have a control installed that is capable of reducing the lighting power by a minimum of 30% when receiving a demand response signal that is sent out by the local utility. 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. All wall penetrations to be sealed with UL Listed silicone sealant. In the utilization of GFI Transformers and in accordance with NEC and UL Listed guidelines, it is required that primary circuits to each sign must have dedicated circuits with proper ground from main panel and must be bonded. Any equipment or lighting that is added / shared to the primary sign circuit will cause GFI transformers to trip off. Neutral to ground should not exceed 3 volts to prevent GFI from tripping.



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3080 EAST 29TH STREET  
LONG BEACH, CA 90806

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Fax: (562) 595-5434

Visit us at:  
tntelectric signs.net

Job Name:

The Row /  
Sign Criteria

Address:

34255 E Pacific Coast HWY  
Dana Point, CA 92629

Sales Rep:

Bill Henigsmann

E-mail:

Bill@tntelectric signs.net

Designer: Sokhon Phan

Job #: 15-04-1218-R11

Scale: As Noted

Original Date: 04/27/15

Revisions:

R11: Sp (11/04/15) Change specs  
R2: Jn (5/14/15) Add Row Parking  
R3: Sk (5/21/15) Add additional sign  
R4: Sk (5/26/15) Change pin  
R5: Sk (6/23/15) Convert to 11 x 17  
R6: Sk (9/17/15) Various correction  
R7: Sk (9/21/15) Various correction  
R8: Sk (9/22/15) Revised legend  
R9: Sk (10/02/15) Show sign on  
3rd trellis  
R10: Sk (11/02/15) more correction

Approved For Fabrication:

Account Manager Initials:

Date:

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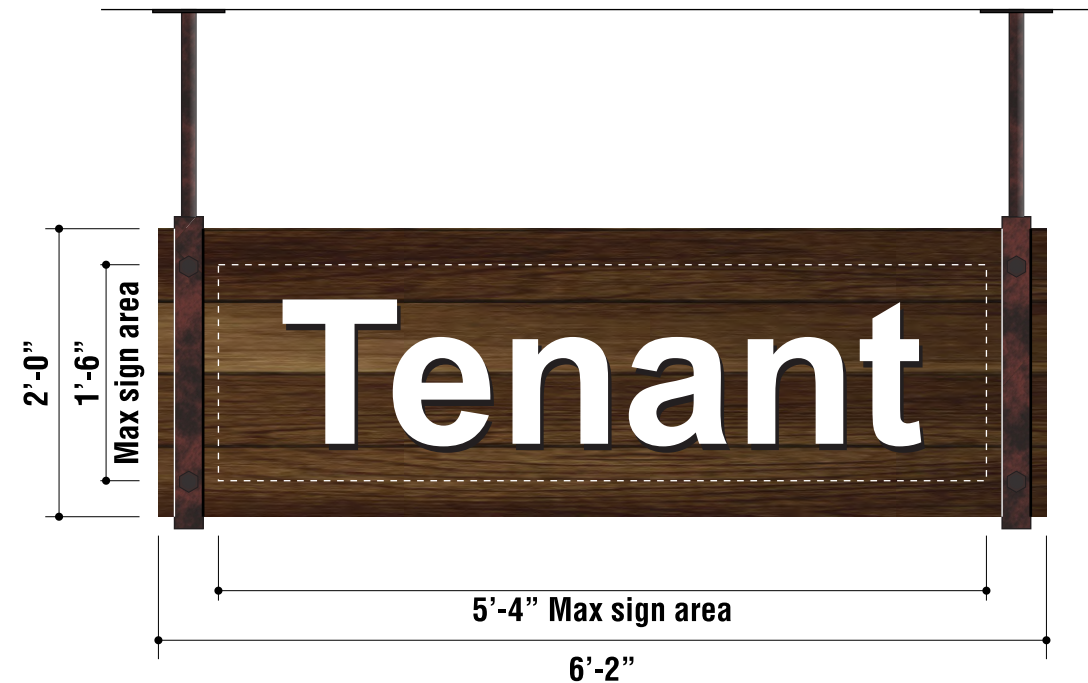


## SUSPENDED BLADE SIGNS

### GENERAL REQUIREMENTS:

- Tenants will be allowed to fabricate one (1) suspended non-illuminated blade sign, in the Landload's / Owner's sole and absolute discretion.
- Area not to exceed 8 sq. feet.
- To be fabricated with wood panels to match building.
- All blade signs are to be non-illuminated
- Colors and letters style subject to Landlord's/Owner's approval. Landlord/Owner at the Landlord's/Owner's sole discretion will review all signs.
- Tenant names to be fabricated with flat cut out dimensional letters painted white.
- All blade signs to be manufactured by landlord's designated sign fabricator.

**SUSPENDED BLADE SIGNS  
ONLY FOR TENANTS IN TRELLIS AREA**



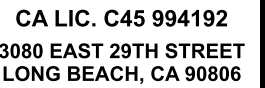
|      |      |
|------|------|
| D-V1 | K-V5 |
| E-V2 | O-V6 |
| F-V3 | P-V7 |
| J-V4 | Q-V8 |

### Suspended Blade Sign Layout

**Qty: Eight (8) Required**

**square Footage: 12.33 sf**

**Scale: 3/4" = 1'-0"**



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**Job Name:**

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Bill Henigsman

**E-mail:**

Bill@tnteletricsigns.net

Designer: Sokhon Phan

Job #: 15-04-1218-R11

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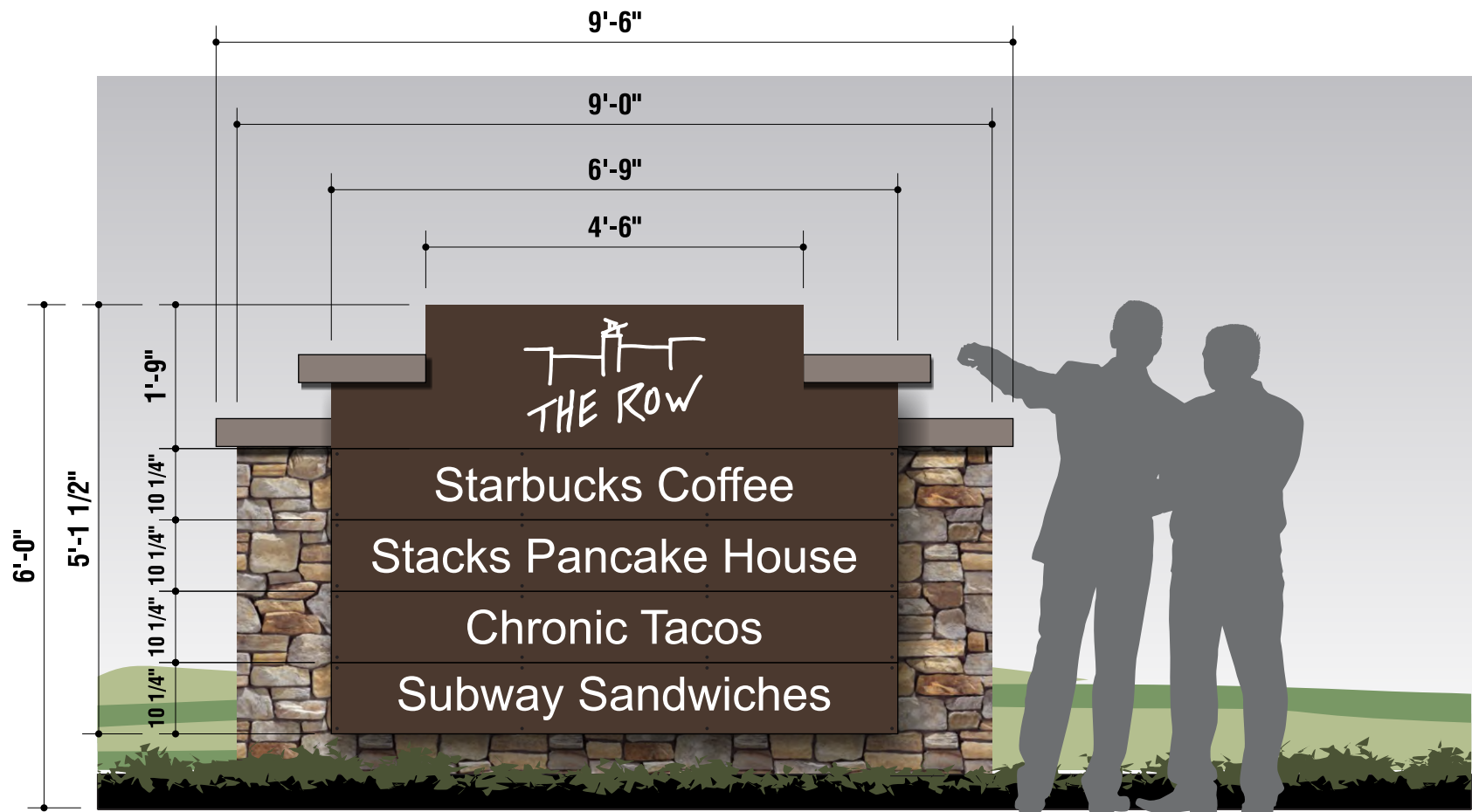
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|    |                              |
|----|------------------------------|
| W1 | Proposed New Monument Layout |
| W2 | Qty: Two (2) Required        |

Square Footage: 34.59 sf  
Scale: 1/2" = 1'-0"

Double face illuminated monument sign

Main I.D. and Tenant panels: Routed out aluminum  
Copy: Push through 1/2" thick clear acrylic with diffuser applied first and second surface  
Tenant panels to be flat faces and attached with counter sunk screws through face  
Illumination: T12 800ma high output fluorescent lamps  
Stone: Stone columns and base to match building  
Aluminum Caps: Brake form aluminum painted to match building accent color

Sign Voltage: 120V

SIGN LIGHTING CONTROLS

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1 Proposed Monument Signage  
Scale: n.t.s



2 Proposed Monument Signage  
Scale: n.t.s



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1 Signage Elevation - Existing  
Scale: nts



2 Signage Elevation - Existing  
Scale: nts



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1 Signage Elevation - Existing  
Scale: nts



2 Signage Elevation - Existing Monument 1  
Scale: nts



3 Signage Elevation - Existing Monument 2  
Scale: nts



4 Signage Elevation - Existing Monument Side View  
Scale: nts



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Scale: nts



2 Signage Elevation - Existing  
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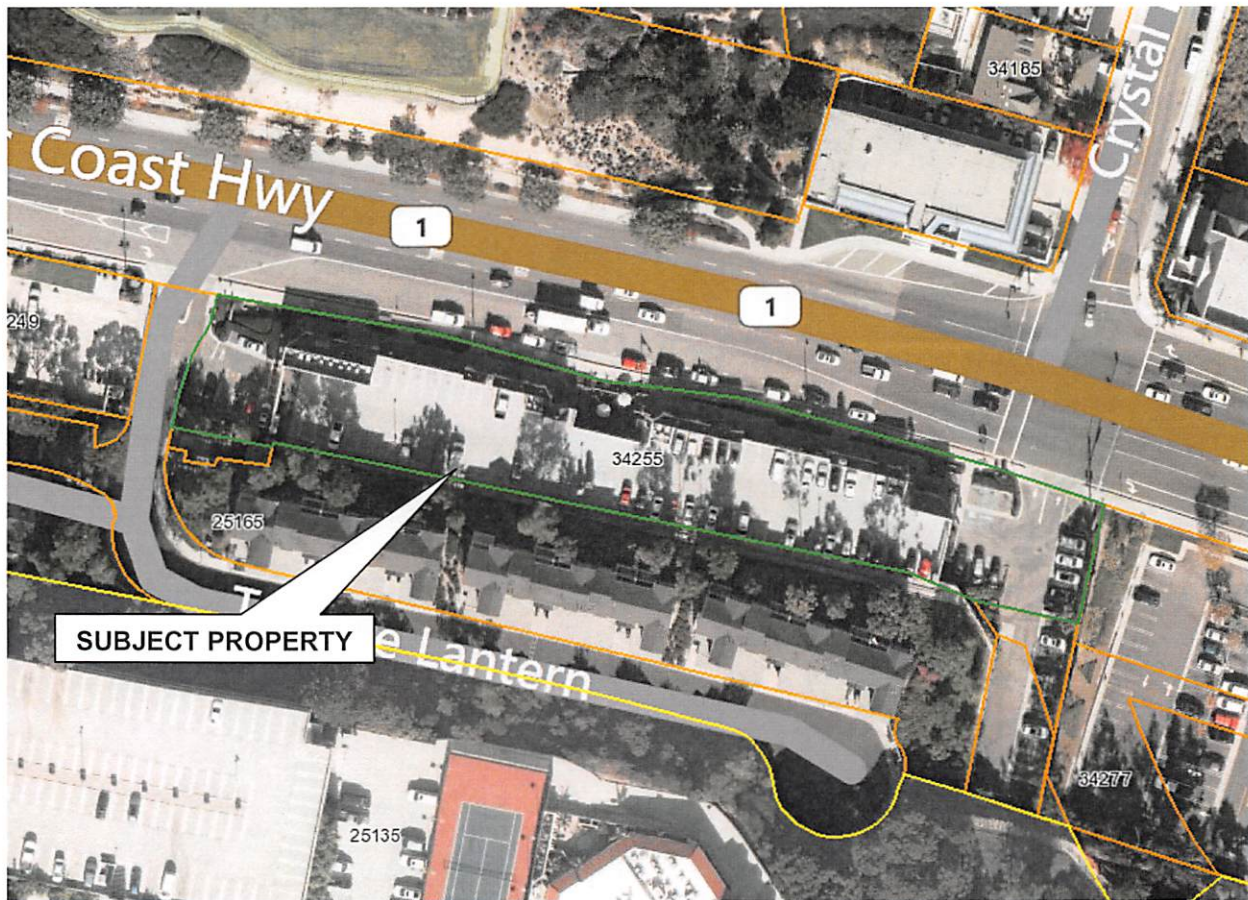
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City of Dana Point  
**Sign Program Permit SPP15-0003**  
**Danny Giometti, Assistant Planner**  
Community Development Department  
33282 Golden Lantern (Danny Giometti, City Planner)  
Dana Point, CA 92629-1805

## VICINITY MAP



**Project :** SPP15-0003

**Applicant:** TNT Electric Sign Company; Bill Henigsmann

**Location:** 34255 PCH (The Row Shopping Center)

