

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

DATE: FEBRUARY 13, 2017

TO: DANA POINT PLANNING COMMISSION

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

SUBJECT: SIGN PROGRAM PERMIT SPP16-0004 FOR THE MULTI-TENANT
COMMERCIAL BUILDING LOCATED AT 34418 PACIFIC COAST
HIGHWAY (DANA ARTS PLAZA)

RECOMMENDATION: That the Planning Commission adopt the attached draft Resolution approving Sign Program Permit SPP16-0004 for the commercial building located at 34118 Pacific Coast Highway (Dana Arts Plaza)

APPLICANT/OWNER: Reynold W. Forsum

APPLICANTS AGENT: Pamela Lee Finn

REQUEST: Approval of a new Sign Program for a multi-tenant commercial building located at 34118 Pacific Coast Highway.

LOCATION: 34118 Pacific Coast Highway (APN: 682-241-19)

NOTICE: Notice was provided pursuant to California Government Code section 54950 and pursuant to the town center plan, Appendix E to the Dana Point Zoning Code (DPZC).

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 east side of Pacific Coast Highway (PCH) between Ruby Lantern and Granada Drive within the City's Town Center Mixed-Use Plan area. The site is bounded by other commercial uses to the south, east and west, and residential uses border the subject site to the north. The site contains an existing two level building with multiple tenants and a parking lot at the rear bordering the alley. A portion of the lot across the alley contains a parking lot that also serves the subject site.

The proposed Sign Program is the final piece of a recently completed remodel for the commercial building and site that became necessary after the building sustained significant fire damage in 2014. Once the remodel and repairs were completed, the owner and current tenant(s) expressed interest in adding identification signage.

Section 9.37.060, of the City's Zoning Code requires approval of a Sign Program for any new or upgrading single enterprise which proposes three (3) or more signs on a site. Dana Arts Plaza is designed with six suites which are leased to various tenants. Consequently, a Sign Program is necessary based on the total number of signs proposed.

DISCUSSION:

Previously the building displayed two blade style, center identification signs, one wall mounted building sign and one site address. Because the owner and tenants seek to add identification signage, they have submitted the proposed Sign Program for the property, creating standards for the placement of multiple signs on site. Once approved, the updated Sign Program will provide regulations and guidelines for all new "Dana Arts Plaza" 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 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 DPZC. 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 Sign Program includes images of the buildings PCH and Granada Drive frontages and the respective signs proposed thereon (Supporting Document 2), while also specifying the location and area of each proposed sign. The total proposed sign area exceeds the maximum 100 square foot sign area allowed pursuant to Footnote 1 of Section 9.37.150 of the City's sign ordinance. However, subject to approval of a Sign Program, multi-tenant commercial developments may have a greater maximum site sign area based on total building frontage. The Sign Program was designed to provide all tenants visibility on one or both street facing frontages. Pursuant to Footnote 1 of Section 9.37.150(d) of the DPZC (Permitted Permanent Signs in Mixed-Use and Non-Residential Districts), the maximum site sign area is 1 square foot of sign area per linear foot of building site frontage, up to a maximum of 100 square feet for all signage. Aside from the aforementioned area

requirement, which may be increased subject to approval of a Sign Program, the proposed signs are in compliance with the DPZC and are compatible with the architecture of the existing building.

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

- Tenant Identification Wall Signs (6 total; sheets 8 & 9): Tenants will each be allowed one non-illuminated, flat cut acrylic copy & logo sign affixed to a black aluminum panel. To mimic an awning, tenant sign frames will have a skirt and be set at a 20-degree angle off of the wall directly above each suite. The tenant wall signs are proposed to be 10.75 square feet each with panel widths and heights of 72-inches by 21.5-inches, respectively. The acrylic copy and logos are specified to be white in color, and be contained within the boundary of each individual panel.
- Center Identification – “Header Sign” (1 total; sheet 10): One, non-illuminated center identification sign to read in white art-deco font; “Dana Arts Plaza.” The “Header Sign” is proposed at 11.2 square feet with a panel width and height of 95-inches by 17-inches, respectively.
- Secondary Tenant Identification Signs (6 total; sheet 10): Six, non-illuminated and changeable tenant panels mounted on the wall facing the Granada Drive frontage, mounted in line under the “Header Sign”. These secondary tenant wall signs are proposed at 9.5 square feet each with panel widths and heights of 80-inches by 17-inches, respectively. Copy shall be limited to white and the copy and any accompanying logo will be contained within each changeable panel.
- Street Address Sign (1 total, sheet 8): A 2.4 square foot street address sign mounted on the wall of the first floor of the gallery architectural element along the PCH frontage. Pursuant to Section 9.37.110(l) of the Dana Point Zoning Code (Sign Exemptions), square footage of street addressing signage less than 2.5 square feet shall not be counted toward the maximum allowable sign area for a premise or use.

Compliance with the Sign Ordinance: The tenant identification signs meet the area limitations of Section 9.37.150(d) of the Sign Ordinance, which allows one square foot of sign area for each lineal foot of building frontage along a public right-of-way or parking lot. The subject building has three eligible building frontages (PCH, Granada Drive and the San Marino Place parking lot), that can be used toward calculating total sign area. As previously mentioned, Footnote 1 of Section 9.37.150 of the Sign 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. Although no signage is being added to the building frontage facing San Marino Place, this building frontage faces a parking lot and is included as permissible lineal frontage in calculating total sign area permitted for the site.

Since the 132.7 square feet of proposed sign area is less than the eligible lineal building frontage totaling 169 feet, the Sign Program complies with the maximum area allowed for the building.

CONCLUSION:

Staff finds that the proposed Sign Program would provide a visually attractive and consistent signage theme to the recently renovated building. 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 throughout the property. The signage would constitute an enhancement to the remodeled building and overall site improvements, while providing signage opportunities for all tenants within the center. Staff accordingly supports the proposed Sign Program and recommends approval of SPP16-0004, subject to conditions contained in the attached, draft resolution.



Danny Giometti
Associate Planner

Ursula Luna-Reynosa, Director
Community Development Department

ACTION DOCUMENTS:

1. Draft PC Resolution 17-02-13-XX

Supporting Documents

2. Sign Program for "Dana Arts Plaza"
3. Project Vicinity Map and Site Photography

RESOLUTION NO. 17-02-13-XX

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF DANA POINT, CALIFORNIA, APPROVING SIGN PROGRAM SPP16-0004 FOR A COMMERCIAL BUILDING, DANA ARTS PLAZA, LOCATED AT 34118 PACIFIC COAST HIGHWAY

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

WHEREAS, Reynold W. Forsum, (the "Applicant") is the owner of real property commonly referred to as 34118 Pacific Coast Highway (APN 682-241-19) (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 building located at 34118 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) of the CEQA Guidelines in that the project proposes minor exterior improvements to an existing commercial center; and

WHEREAS, the Planning Commission did, on the 13th day of February, 2017, reviewed the Sign Program as prescribed by law; and

WHEREAS, at said Planning Commission Review, upon considering all testimony and arguments, if any, of all persons desiring to be heard, said Commission considered all factors relating to Sign Program SPP16-0004.

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 SPP16-0004, 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 are designed to enhance the recently renovated building and are at a suitable size and location compatible with the building architecture.**
2. That the Sign Program is in substantial compliance with the Permitted Sign Types detailed in the City of Dana Point Zoning Code **in that variations to permitted sign types and standards contained in DPZC Section 9.37.150 are allowed through the approval of the Sign Program: in particular an increase in sign area is permitted and justified based on the total sign area proposed for the building (132.7 square feet). This total is less than the sign area permitted which allows a maximum sign area equal to one square foot of sign area for every foot of linear building frontage (169 feet).**

Conditions:

A. General:

1. Approval of this application permits the establishment of a Sign Program at the “Dana Arts Plaza” commercial building. The Sign Program will establish criteria for current and future tenant signs for “Dana Arts Plaza” located at 34118 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, Town Center 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 individual tenant or center identification 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 to the Planning Division that will review the permit with input from the Building Division for plan check so that Planning and Building approval and permits can be issued concurrently once plan check review is completed. Plans shall be submitted on sheets no smaller than 11" x 17".
- 10) Improvements shall comply with the most recently adopted local and State building code regulations, which may include the CBC, CMC, CPC and CEC with State amendments for disabled accessibility and energy conservation, and all other recently adopted 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 13th day of February 2017, by the following vote, to wit:

AYES:

NOES:

ABSENT:

ABSTAIN:

Eric Nelson, Chairman
Planning Commission

ATTEST:

Ursula Luna-Reynosa, Director
Community Development Department

DANA ARTS PLAZA

34118 PACIFIC COAST HIGHWAY

APN: 682-241-19

MASTER SIGN PROGRAM

Dana Point, California

LANDLORD

R W FORSUM
34118 PACIFIC COAST HWY
DANA POINT, CA 92629

CONSULTANT

PACIFIC SIGN CENTER
24422 DEL PRADO #2
DANA POINT, CA 92629

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1. INTRODUCTION

The purpose of this Master Sign Program (MSP) is to establish sign design standards and general guidelines that assure consistency in quality necessary to balance maximum identification within an overall harmony of design for the building.

Conformance to these criteria will be strictly enforced. Any installed non-conforming or unapproved signs shall be brought into conformance at the expense of the Tenant and/or his sign contractor.

2. APPROVAL PROCESS

Each tenant shall submit to Landlord for written approval, three sets of copies of color sign plans indicating conformance to this MSP. The sign plan must include colored, scaled renderings of the proposed sign with dimensions.. The tenant shall pay for all signs materials and installation of their signs. The tenant shall obtain all necessary city permits prior to installing their signs.

3. GENERAL REQUIREMENTS

1. All work to be performed by a professional sign company. Sign company must be in possession of a current contractor's license to perform such work, in addition to a current city business license. Sign company must maintain a minimum of \$2,000,000 insurance to be working on property.
2. All signs shall be reviewed and approved in writing by the Landlord/property manager for conformance with these criteria and overall design quality as well as Tenant's lease agreement. Approval of sign submittal based on aesthetics of a design shall remain the sole right of the Landlord.
3. City approval and permits: Upon approval by the Landlord, Tenant shall secure a sign permit from the City of Dana Point by bringing three (3) copies of the proposed drawings (approved by the Landlord / Developer) to the Planning Department. All permits required by the City for signs and their installation must be obtained and paid for by the Tenant prior to installation.
4. All building signs shall be constructed and installed at Tenant's expense. Tenant is also responsible for the maintenance of building signs.
5. In the event a Tenant vacates his premises, Tenant shall be responsible for the removal of any wall and/or logo sign, with all holes being repaired and repainted to match the building exterior.
6. Tenant's sign contractor shall repair any damage to any work caused by the sign contractor's actions. Incomplete repairs are the ultimate responsibility of the Tenant.

GENERAL REQUIREMENTS (CONT.)

7. Window graphics including logos, shop addressing, hours of operation, telephone numbers, etc. are allowed with prior written approval by the landlord.
8. Signs not covered by these criteria are subject to prior review and approval of the Landlord and shall conform to the requirements of the City Sign Standards.
9. Sign manufacturers are to be fully licensed with the city and state and shall have full workers Compensation and general liability insurance.

4. TEMPORARY SIGNS/BANNERS

1. No banner may be hung without prior approval from management. All banner requests must be submitted to management in writing and must include all of the following items in order to be considered:
 - A color rendering that clearly outlines and design aspects and dimensions of the banner being requested.
 - A picture and written description of the desired banner placement and location.
2. All banners must be professional in concept and presentation and may not exceed 12 sq. ft. OA, example 2'x6'.
3. The duration of time that a banner will be permitted to be displayed is subject to Landlord approval and adherence to limitations imposed by the City of Dana Point.
4. Pursuant to the Dana Point Zoning Code, businesses may hang banners for no more than 60 days within a 12 month period and are required to have a city issued banner permit for each individual banner.

5. SIGN RESTRICTIONS

PROHIBITED SIGNS

1. Signs constituting a Traffic Hazard: Prohibited are any sign that can affect the flow or safety of vehicular traffic.
3. Signs painted directly on a wall will not be permitted.
6. No part of any sign may be lower than 7'-6" to highest point of grade.
7. Advertising or promotional signs on parked vehicles are prohibited.
8. Light Bulb Strings: External displays, other than temporary decorative holiday lighting which consists of unshielded light bulbs are prohibited.
10. The use of a permanent sale sign is prohibited.
11. Window signs in excess of 25% of total window area.
 - Window sign text to be permanent vinyl that pertains to anything other than the business name and brief message identifying the product or service or any other pertinent information
 - Neon window signs
12. Cabinet signs with flat or vacuum formed acrylic or lexan faces.
13. Roof Signs
14. Any sign not indicated in this sign program shall considered prohibited unless approved by Landlord and City of Dana Point sign regulations.

ABANDONMENT OF SIGNS

A sign is considered abandoned when its use is discontinued because the premises upon which it is located becomes vacated and unoccupied for a period of more than 90 days. The Landlord may, at his sole discretion and, at Occupant's expense, replace or remove any abandoned sign.

6. APPROVED SIGNS

Tenant Identification Signs

Tenant signs are to be non illuminated, acrylic type signs consisting of a back aluminum panel with raised copy, logo and/or other graphics. Specifications detailing Tenant signs can be found on page 7. Under no circumstances can any sign be greater than one square foot for every foot of lineal suite frontage.

Pursuant to Section 9.37.150 (d)(2) of the Dana Point Zoning Code, (Tenant Identification Signs in Mixed Use Districts), the aggregate sign area is required to be maintained at 1 square foot of signage per lineal foot of building frontage on a public right of way, parking lot or interior courtyard (PCH, Granada & San Marino).

Wall Sign

The building will have one tenant directory sign located on the east facing elevation. This sign will be a non illuminated changeable acrylic panel sign with a frame mounting system. Specifications detailing this sign can be found on page 8.

8. EXCEPTIONS

1. Exceptions to this 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.

9. ZONING CODE SECTION 9.37.030

Administration and Enforcement

1. The Director of Community Development or his authorized designee shall have the authority to enforce all provisions of this criteria and the applicable provisions of the City of Dana Point Municipal Code.

Sign Permits Review

- (a) Administrative Approval. Sign application deemed by the Community Development 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.

ZONING CODES (cont'd.)

- (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.
 2. Sign design that is appropriate for the site and compatible with the character of the surrounding area.

DANA ARTS PLAZA

34118 PACIFIC COAST HIGHWAY

MASTER SIGN PROGRAM

VICINITY MAP

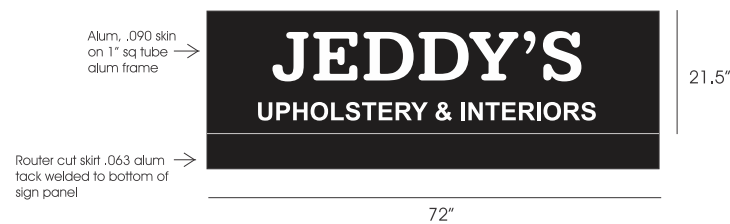


DANA ARTS PLAZA

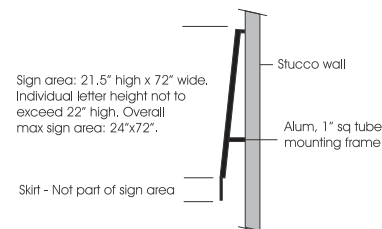
34118 PACIFIC COAST HIGHWAY

MASTER SIGN PROGRAM

PCH Frontage



Sign Area: 10.75 sq. ft. Typical



Tenant Identification Sign

- Non illuminated, aluminum panel sign to mimick awning in style & shape
- Changeable panel, 1/8" aluminum, black
- Flat cut acrylic copy & logos, white
- Aluminum frame system to allow for approximate 20 degree angel

Total Sign Area: 43 sq. ft.

Address Numbers
- Flat cut acrylic, black
- Acrylic, 1/2" thick
- Stud mounting

9.5" **34118**
36"

Total Sign Area: 2.4 sq. ft.

Pursuant to section 9.37.110(I). Exemptions, of the Dana Point Zoning Code, square footage of street addressing signage less than 2.5 square feet shall not be counted toward the maximum allowable sign area for an premises or use.

Pursuant to Section 9.37.150 (d)(2) of the Dana Point Zoning Code, (Tenant Identification Signs in Mixed Use Districts), the aggregate sign area is required to be maintained at 1 square foot of signage per lineal foot of building frontage on a public right of way, parking lot or interior courtyard (PCH, Granada & San Marino).

DANA ARTS PLAZA

34118 PACIFIC COAST HIGHWAY

MASTER SIGN PROGRAM

Granada Frontage



Sign Area: 10.75 sq. ft. Typical

Tenant Identification Sign

- Non illuminated, aluminum panel sign to mimmick awning in style & shape
- Changeable panel, 1/8" aluminum, black
- Flat cut acrylic copy & logos. white
- Aluminum frame system to allow for approximate 20 degree angel

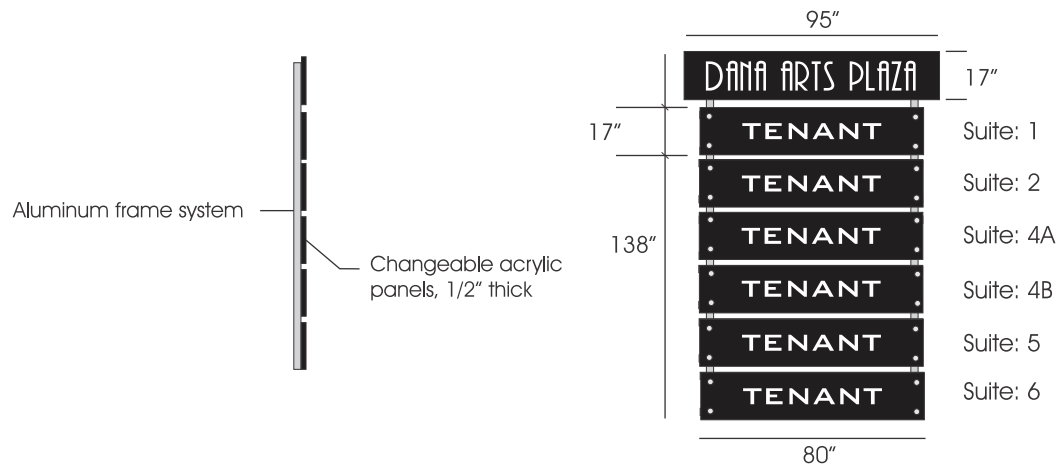
Total Sign Area: 21.5 sq. ft.

DANA ARTS PLAZA

34118 PACIFIC COAST HIGHWAY

MASTER SIGN PROGRAM

Granada Frontage



Wall Sign

- Non illuminated, tenant sign
- Aluminum frame
- Changeable tenant panels w/ vinyl graphics
- Aluminum flat cut address numbers

Tenant Sign Area: 9.5 sq. ft./ea.

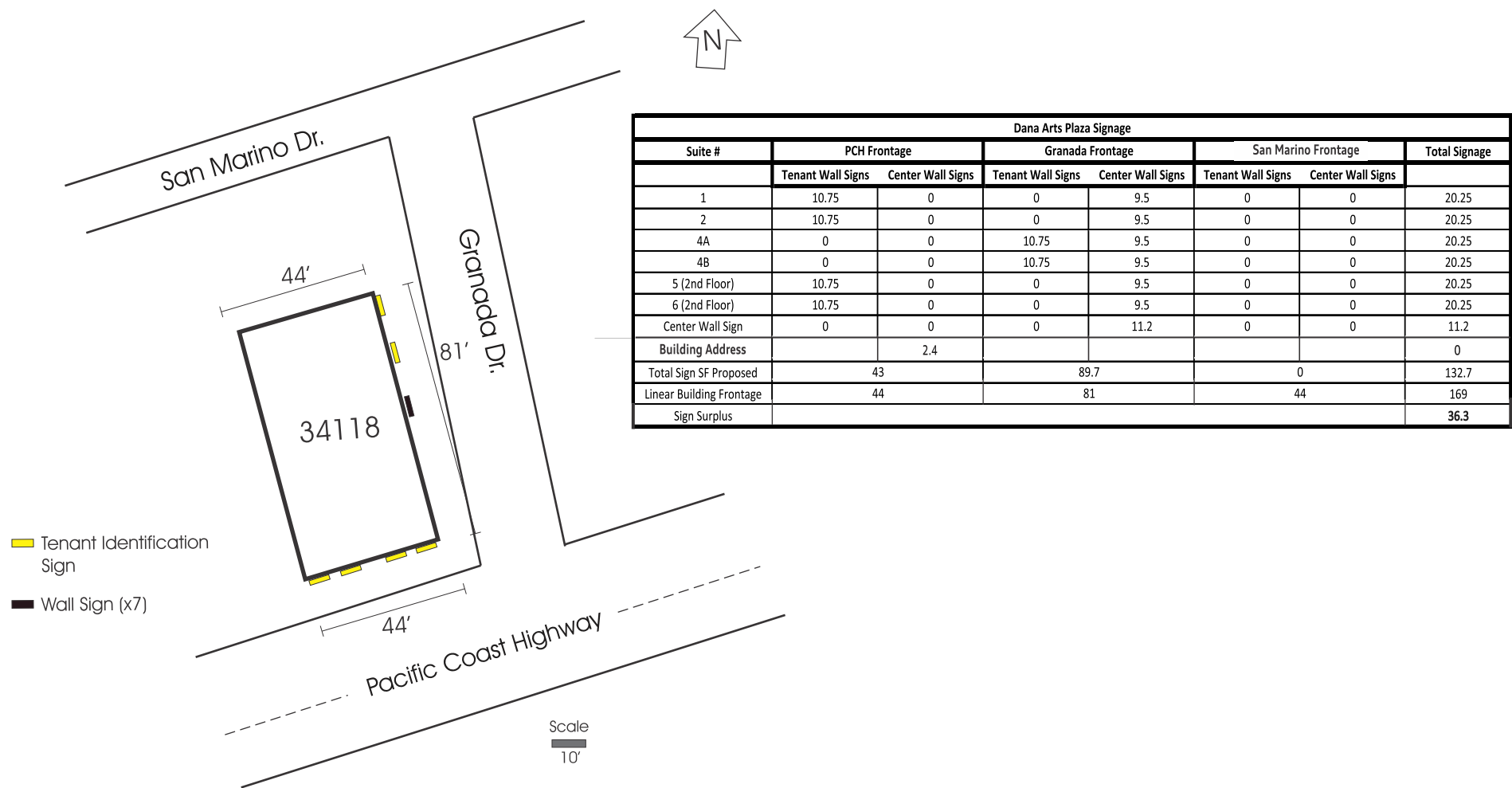
Header Sign Area: 11.2 sq. ft.

Total Sign Area: 68.2 sq. ft.

DANA ARTS PLAZA

34118 PACIFIC COAST HIGHWAY

MASTER SIGN PROGRAM





City of Dana Point

Sign Program Permit SPP16-0004

Danny Giometti, Associate Planner

Community Development Department

33282 Golden Lantern (Danny Giometti, Associate Planner)

Dana Point, CA 92629-1805

VICINITY MAP



Project : *SPP16-0004*

Applicant: *Reynold W. Forsum*

Location: *34118 PCH (Dana Arts Plaza)*

