

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

DATE: APRIL 23, 2018

TO: DANA POINT PLANNING COMMISSION

FROM: COMMUNITY DEVELOPMENT DEPARTMENT
URSULA LUNA-REYNOSA, DIRECTOR
NICK ZORNES, ASSISTANT PLANNER

SUBJECT: SIGN PROGRAM PERMIT SPP17-0001 FOR THE SINGLE TENANT
SERVICE STATION LOCATED AT 33571 DEL OBISPO STREET
(MOBIL GAS STATION)

RECOMMENDATION: That the Planning Commission adopt the attached draft Resolution approving Sign Program Permit SPP17-0001 for the commercial building located at 33571 Del Obispo Street (Mobil Gas Station)

OWNER: Business Properties Partnership #18

APPLICANTS AGENT: Promotion Plus Sign Company, Inc.

REQUEST: Approval of a Sign Program for a Service Station located at 33571 Del Obispo Street.

LOCATION: 33571 Del Obispo Street (APN: 668-401-01)

NOTICE: This application does not require public noticing and therefore no notices were provided.

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 at the southwest corner of Del Obispo Street and Stonehill Drive, and has a zoning designation of Community Commercial/Vehicular District (CC/V) according to the City's Zoning Map. The site is bounded by other commercial uses to the southwest, and northwest parcels; by residential single-family to the northeast; and by residential multi-family to the southeast.

The site contains an existing one-story building with one tenant and two gas pump canopies bordering the north and east ends of the property. Vehicular access to the site is provided from Del Obispo Street and Stonehill Drive as well as from the bordering commercial center parking lot. Existing signage onsite includes:

- One freestanding identification sign
- Two freestanding fuel price identification signs
- Six fuel pumps with decals of corporate branding
- Two canopies striping of corporate branding colors

The Sign Program proposes two identical freestanding fuel price identification signs; one along Del Obispo Street and one along Stonehill Drive within the existing turf landscape areas. Another freestanding identification sign will be located at the southwest corner of Del Obispo Street and Stonehill Drive within the existing turf landscape area, the existing six (6) fuel pumps will be refaced with new decals and branding per corporate standards.

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. The proposed upgrades to the two freestanding fuel price and the single identification signs therefore necessitate a Sign Program based on the total number of signs for the site.

DISCUSSION:

The owner seeks to rebrand the existing service station from "Mobil" to "Circle K". To do so, they have submitted the proposed Sign Program creating standards for the relocation of the multiple freestanding signs on the site. If approved, the Sign Program will provide regulations and guidelines for all signs identified in the Sign Program.

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.

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

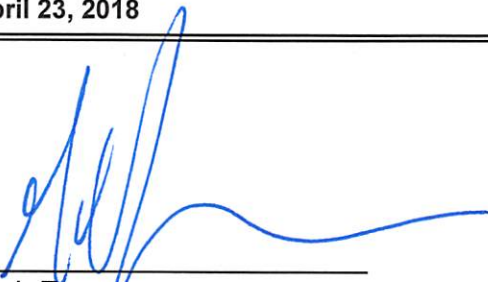
- Identification Sign (1 total; Sheet 6): the proposed freestanding identification sign is designed to be made from hand carved wood and painted to match Circle K corporate colors. The proposed sign will utilize the existing concrete base onsite within the turf landscape area and will paint the base with Sherwin Williams (SW #7568) Neutral Ground. Additionally, the proposed sign is to be externally illuminated by one ground mounted LED light. The freestanding identification sign is proposed to be 11.66 square feet with a maximum height of 48-inches, and maximum width of 61-inches.
- Fuel Price Identification Signs (2 total; Sheets 5 & 6): the proposed freestanding fuel price information signs are to be located along each street frontage, one along Del Obispo Street and one along Stonehill Drive within existing turf landscape areas. The proposed signs are to be made of lexan, with changeable fuel price digits, and mounted to a new concrete base painted with Sherwin Williams (SW #7568) Neutral Ground. Additionally, the proposed sign is to be externally illuminated by two ground mounted LED lights. The freestanding fuel price information signs are proposed to be 10 square feet each with a maximum height of 48-inches, and maximum width of 36-inches.
- Fuel Pump Signage (6 total; Sheet 4): the proposed fuel pump signage is to be new branding decals to reface the existing six fuel pumps onsite. There is no proposed change to location or pump structure. U-shaped bollards adjacent to each fuel pump is to be painted Sherwin Williams (SW #7568) Neutral Ground.

Additionally, implementation of the proposed sign program results in the removal of the existing non-conforming "Pegasus" wall-mounted sign and proposes to change the canopy and striping from the Mobil Corporate blue, to Sherwin Williams (SW #7568) Neutral Ground color. Onsite bollards, fuel pump bases, fuel price sign bases, identification sign base, and canopy poles will be painted Sherwin Williams (SW #7568) Neutral Ground color.

Compliance with the Sign Ordinance: All proposed signs meet the area limitations of Section 9.37.150(f) of the Sign Ordinance, which allows a maximum of 100 square feet of sign area. Since the 31.25 square feet of proposed sign area is less than the eligible 100 square 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. The signage constitutes an enhancement to the existing building and overall site improvements and Staff recommends that the Planning Commission approve Sign Program Permit SPP17-0001, subject to conditions contained in the attached, draft resolution.



Nick Zornes
Assistant Planner



Ursula Luna-Reynosa, Director
Community Development Department

ACTION DOCUMENTS:

1. Draft PC Resolution 18-04-23-XX

SUPPORTING DOCUMENTS

2. Vicinity Map
3. Sign Program for Circle K Fuel Station

RESOLUTION NO. 18-04-23-XX

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF DANA POINT, CALIFORNIA, APPROVING SIGN PROGRAM PERMIT SPP17-0001 FOR A SERVICE STATION LOCATED AT 33571 DEL OBISPO STREET

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

WHEREAS, Business Properties Partnership #18, (the "Applicant") is the owner of real property commonly referred to as 33571 Del Obispo Street (APN: 668-401-01) (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 service station located at 33571 Del Obispo Street; 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 23rd day of April, 2018, 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 Permit SPP17-0001.

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 and incorporated herein by reference.
- B) Based on the evidence presented, the Planning Commission adopts the following findings and approves Sign Program Permit SPP17-0001, 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 existing building and are at a suitable size and location compatible with the building architecture.**

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 9.37.070 are allowed through the approval of the Sign Program: may also be used to consider signage alternatives for developments which have unique tenant visibility problems**

Conditions:

A. General:

1. Approval of this application permits the establishment of a Sign Program located at 33571 Del Obispo Street. 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 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 shall obtain separate building and planning permits for installation of fuel price identification signs and identification signs.
- 9) The Applicant is responsible to restore the landscape areas after removal and relocation of fuel price identification signs.

- 10) The Applicant is responsible to install and maintain external illumination of signs so that any required electrical is not visible above ground within the landscape areas.
- 11) The Applicant is responsible to paint all existing bollards, fuel pump bases, sign bases, canopy structural poles, blue trim on canopies and building façade.

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

- 12) 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".
- 13) 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 final building permit release, the Applicant shall meet the following conditions:

- 14) After installation of all signs and related improvements, the Applicant shall schedule an inspection with the Planning Division to ensure the signs are installed in accordance with the approved plans relative to size, location, color, materials and illumination.

PASSED, APPROVED, AND ADOPTED at a regular meeting of the Planning Commission of the City of Dana Point, California, held on this 23rd day of April 2018, by the following vote, to wit:

AYES:

NOES:

ABSENT:

ABSTAIN:

Scott McKhann, Chairman
Planning Commission

ATTEST:

Ursula Luna-Reynosa, Director
Community Development Department

VICINITY MAP

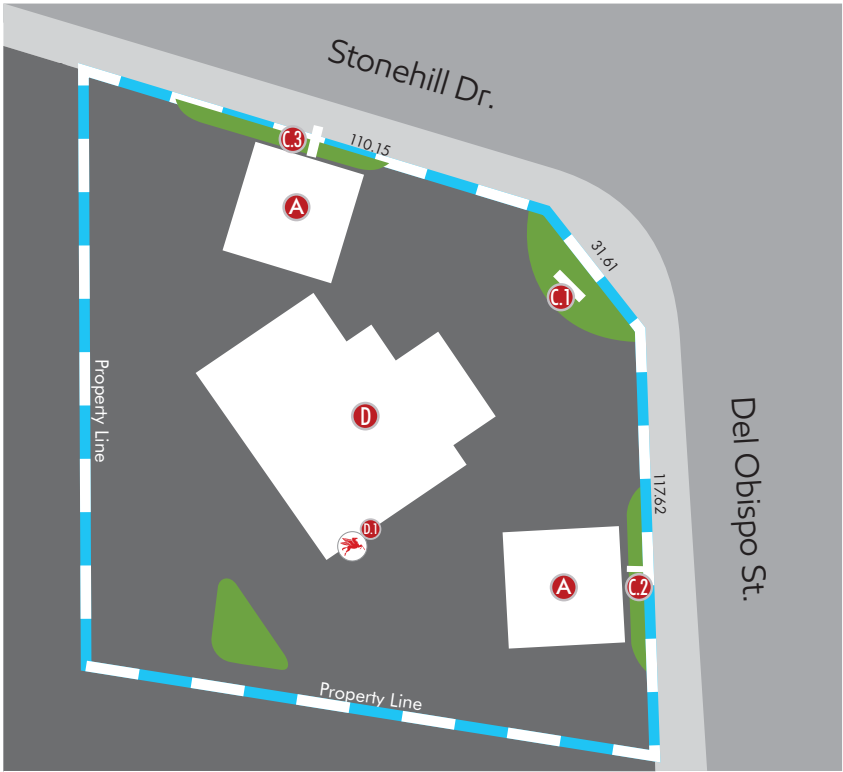


Project : *SPP17-0001*

Applicant: *Promotion Sign Plus Company, Inc.*

Location: *33571 Del Obispo St. (Mobil Gas Station)*





SITE - BEFORE

Project Overview (Legend)

- Ⓐ Canopy
- Ⓑ Freestanding Identification Sign
- Ⓒ Freestanding Fuel Price Sign
- Ⓓ Freestanding Fuel Price Sign
- Ⓔ Store/Service Center
- Ⓕ Pegasus Logo

APN# 668-401-01
Zone: C C/V
SPP17-0001



SITE - AFTER

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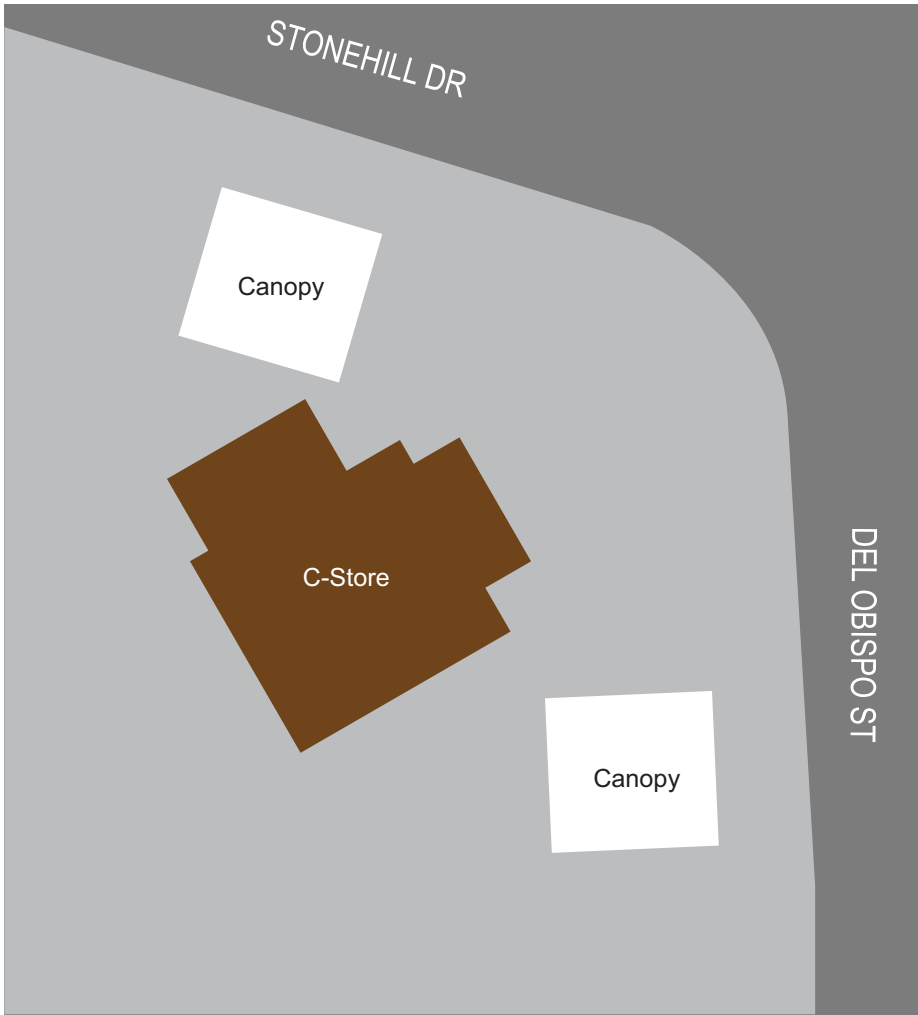
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State Licence 853228

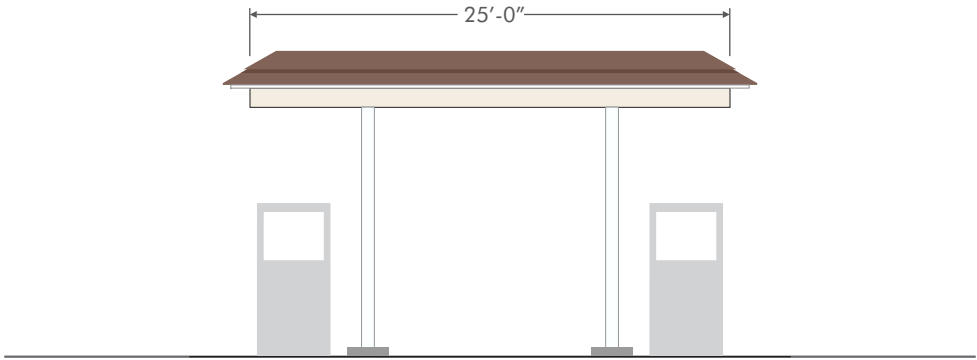
Job Location	Owner Information	Project Information	Approval
33571 Del Obispo St. Dana Point, CA 92629	33571 Del Obispo St. Dana Point, CA 92629	Project — Mobil Synergy Refresh Designed by — CP	Owner — Date — I have reviewed all renderings and I am satisfied with the look and the scope of work listed within. This rendering is property of Promotion Plus Sign Co., Inc. and cannot be reproduced without written consent of owner

Canopy 1

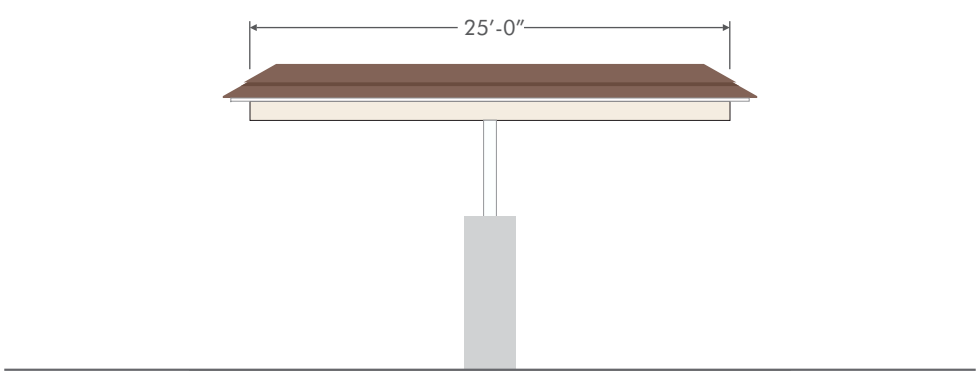


CANOPY PERSPECTIVE

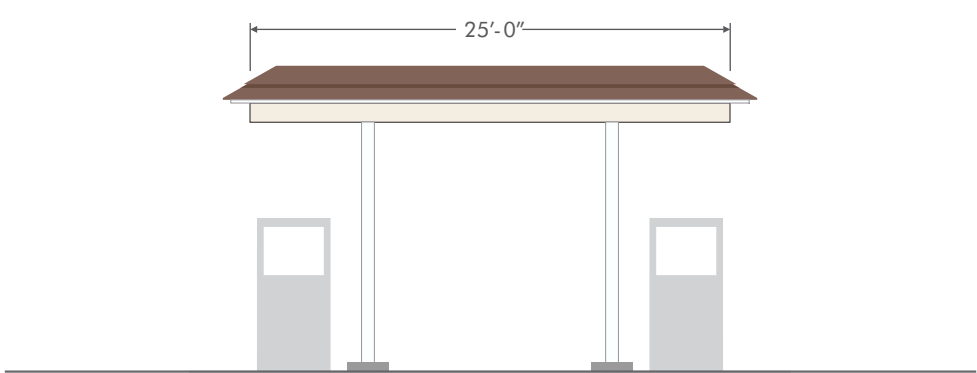
1 | West Elevation (Back)



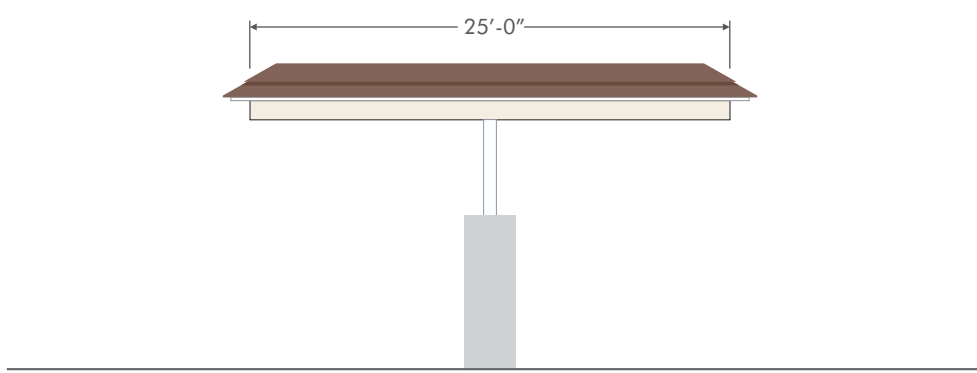
2 | North Elevation (Right)



3 | East Elevation (Front)




4 | South Elevation (Left)



Canopy to be power washed and paint refreshed.

SW #7568 Neutral Ground
Existing blue fascia to be painted with Neutral Ground to compliment existing building/lot colors

1:120



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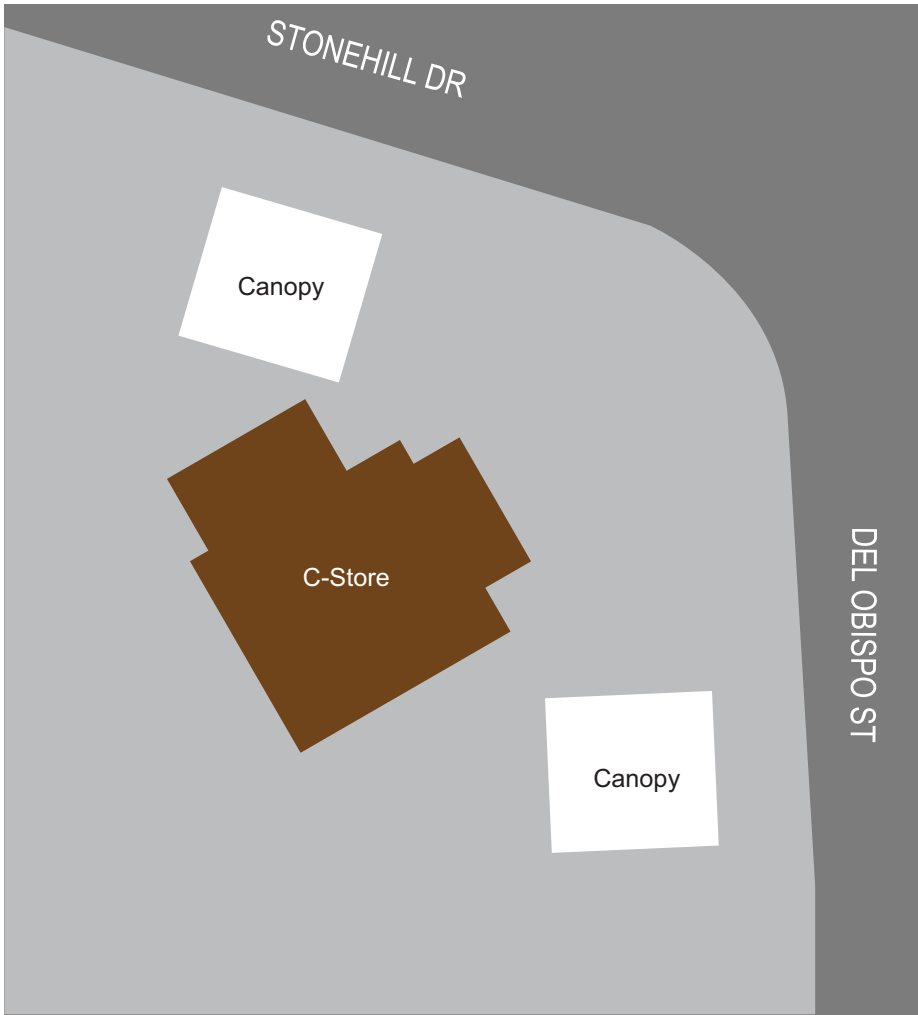
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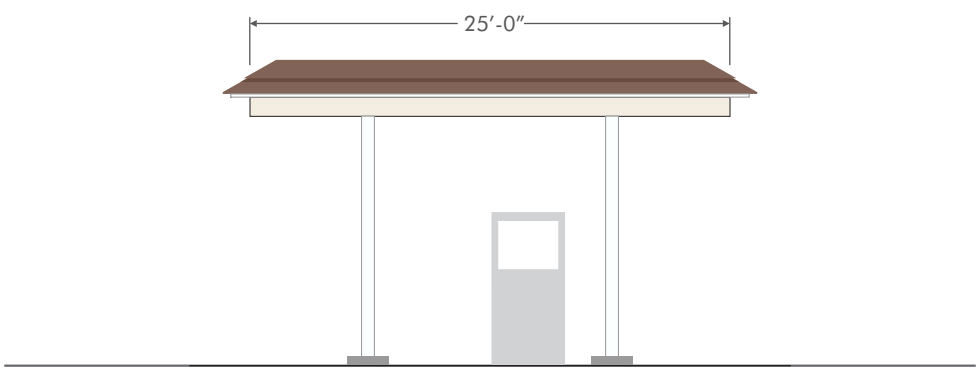
PERMIT PACK

Canopy 2

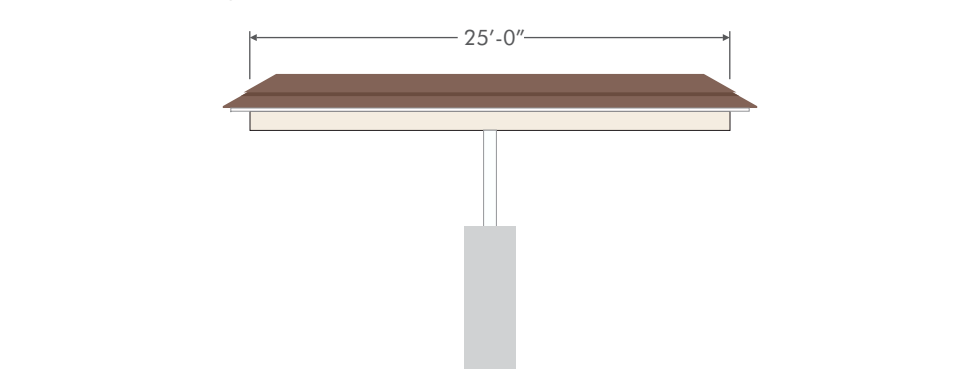


CANOPY PERSPECTIVE

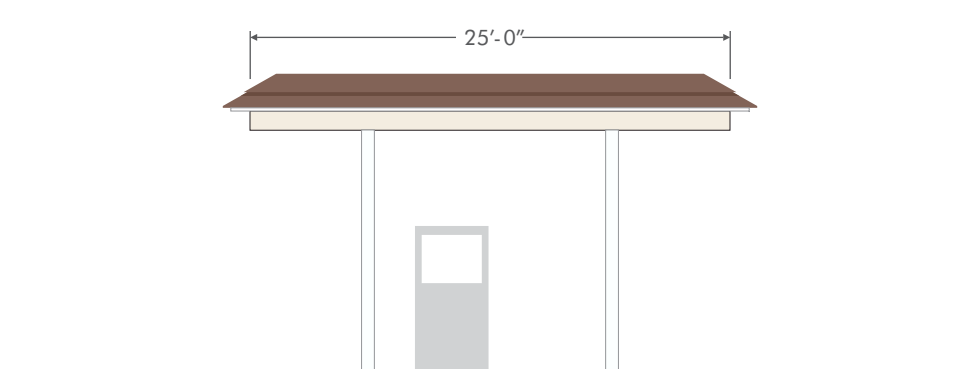
1 | North Elevation (Front)



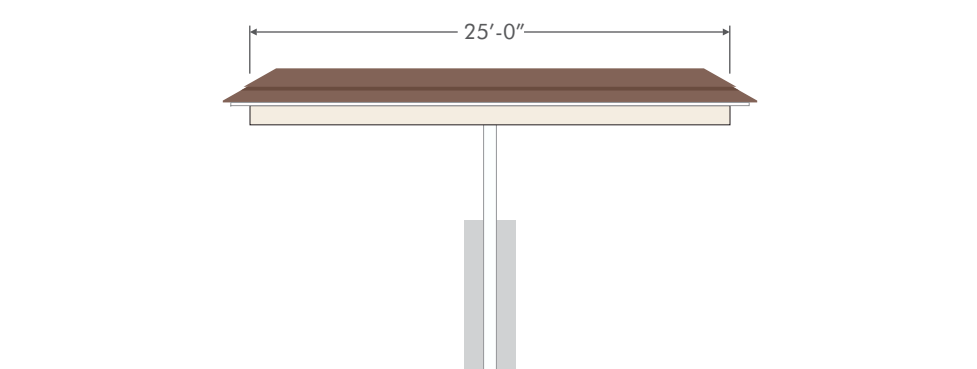
2 | West Elevation (Right)



3 | South Elevation (Front)




4 | East Elevation (Left)



Canopy to be power washed and paint refreshed.

SW #7568 Neutral Ground
Existing blue fascia to be painted with Neutral Ground to compliment existing building/lot colors

1:120



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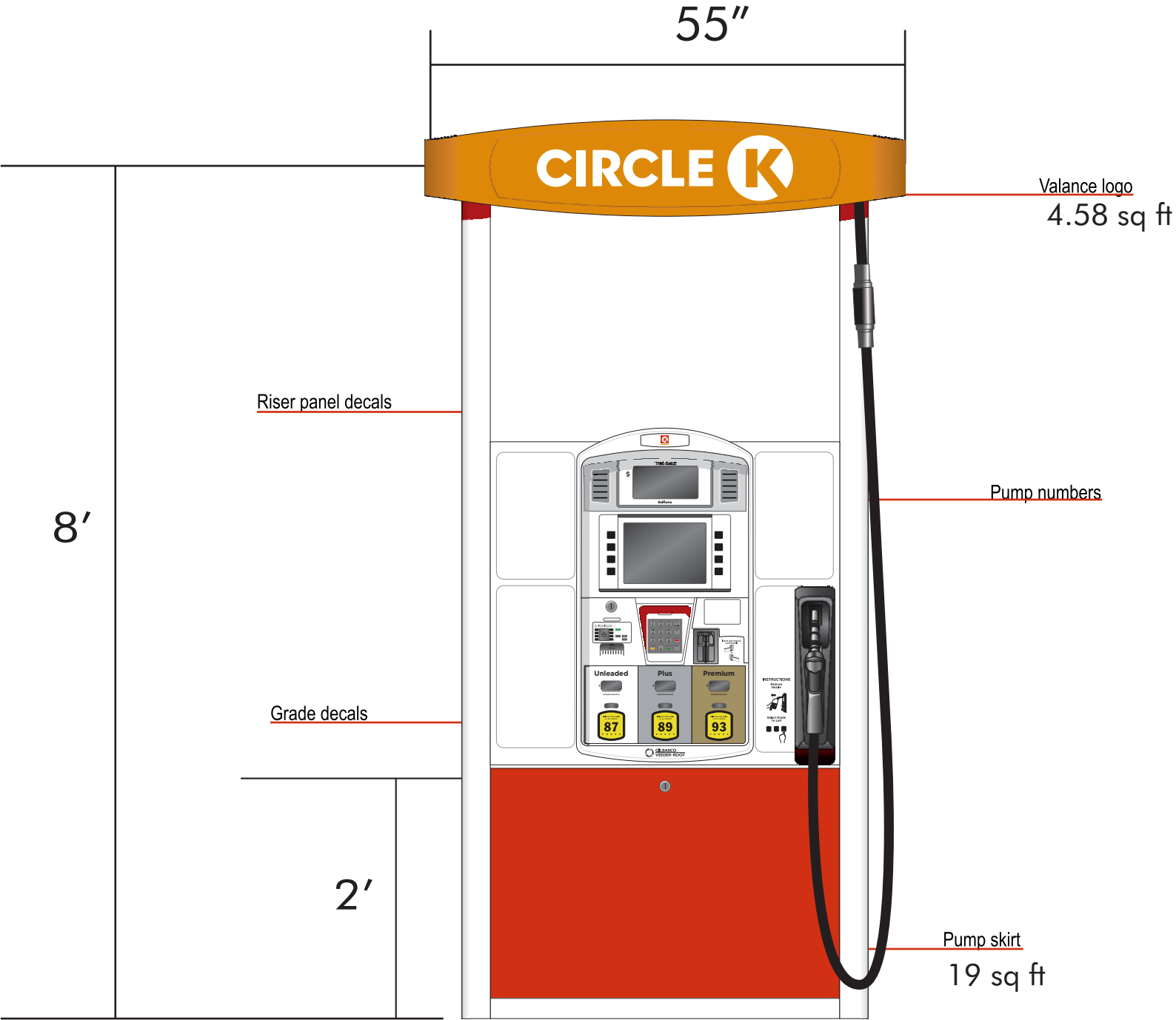
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DISPENSER

Reskin existing pumps



EXISTING



1:16



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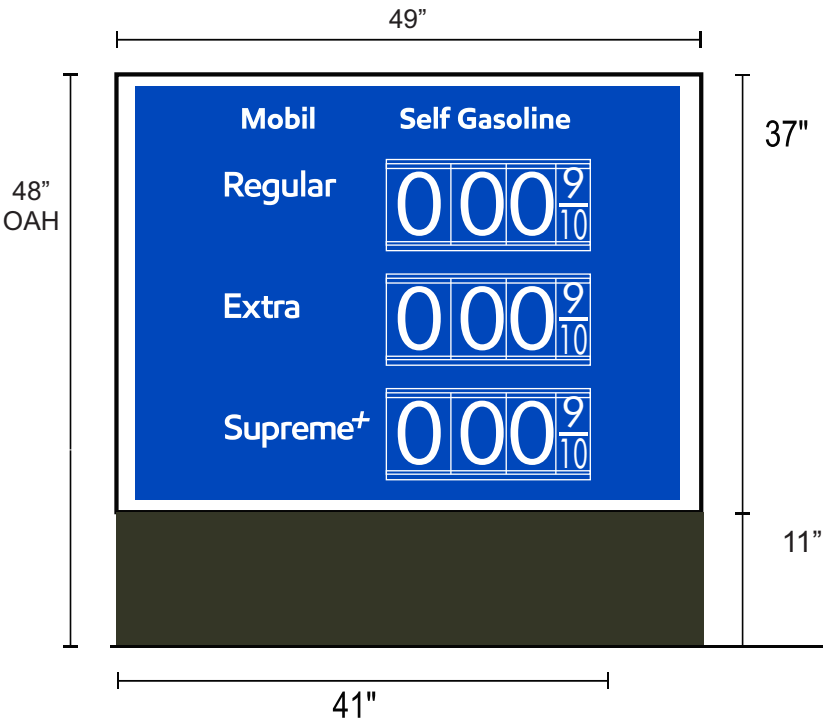
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Existing Signs to be Removed

Existing Signage to be removed and replaced with new brand image.
Existing signs are non conforming and site price cabinets will be relocated to planters adjacent to Stonehill Dr and Del Obispo St

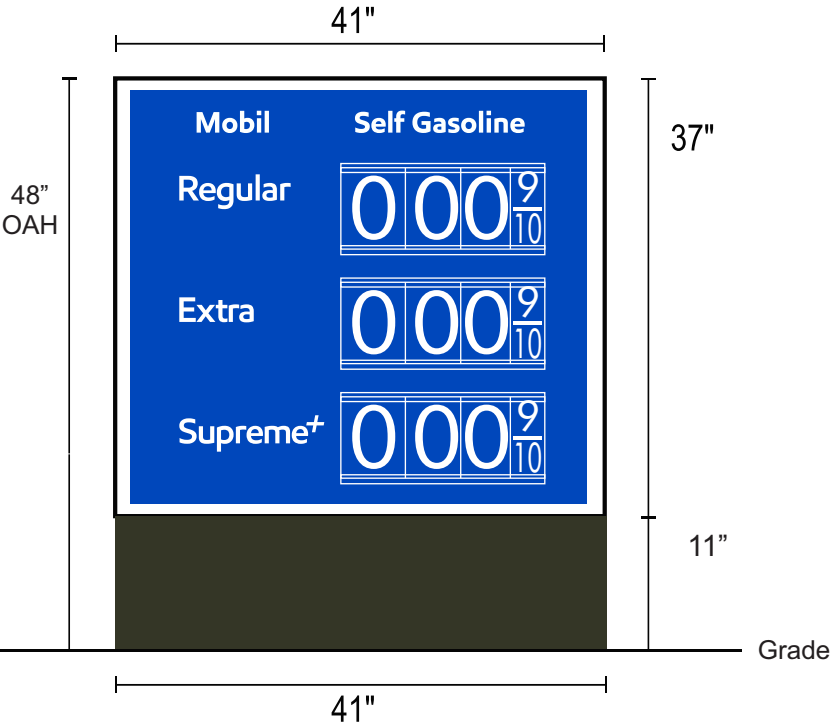
Existing Signage 12.59 sqft



Existing Signs to be Removed

Price signage to be removed and area to be returned to previous untouched status with no material.

Existing Signage 10.52 sqft



Existing 12.57 sqft



EXISTING (10.52 SF)

1:16



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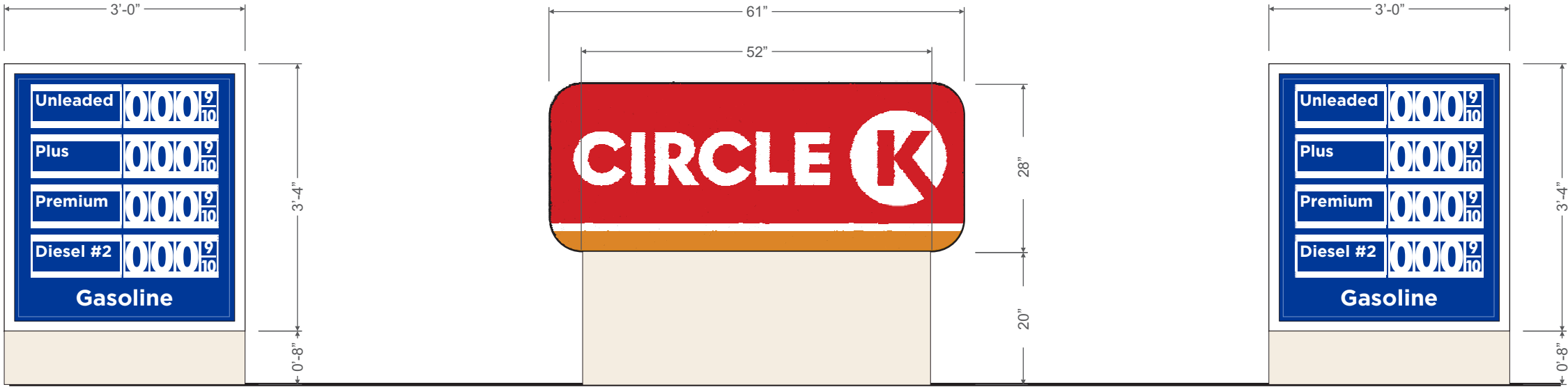
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New sign construction in planter on Stonehill Dr
Proposed Signage 10 sqft

Sign face construction to be made from
hand carved wood
11.66 sqft

New sign construction in planter on Del Obispo St
Proposed Signage 10 sqft

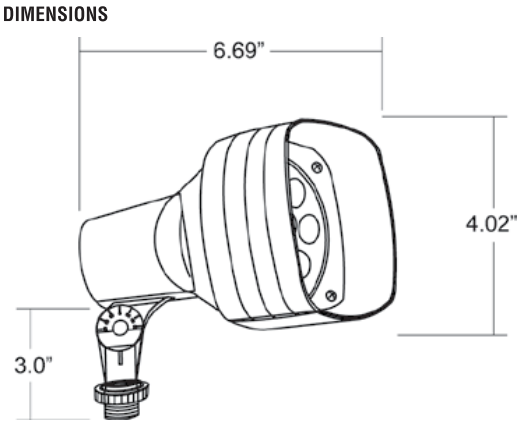
Signs are to externally illuminated | Qty: 5 lamps total (2 per price sign | 1 for ID Sign)

Utilize existing electrical for non conforming
signage to install external illumination systems
LSI LED BULLETS SMALL FLOOD (SBAS)



LIGHT OUTPUT - SBAS				
		Lumens	Watts	LPW
Cool White ¹	SBAS	778	11	69

1 - 4700K CCT standard.



SW #7568 Neutral Ground
Concrete bases to be painted
with Neutral Ground to compliment
existing building/lot colors

Price signs to follow Circle K price color specs.
Circle K calls for blue price signs



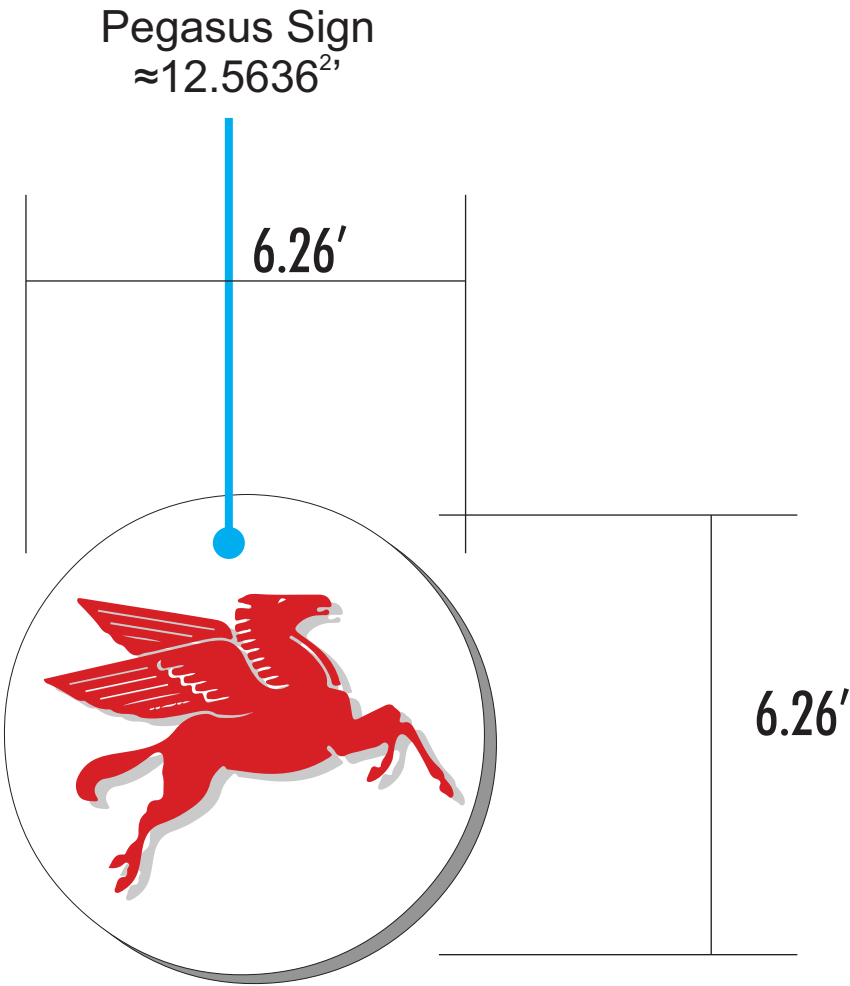
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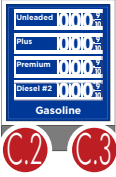


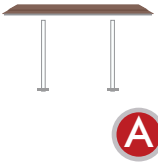
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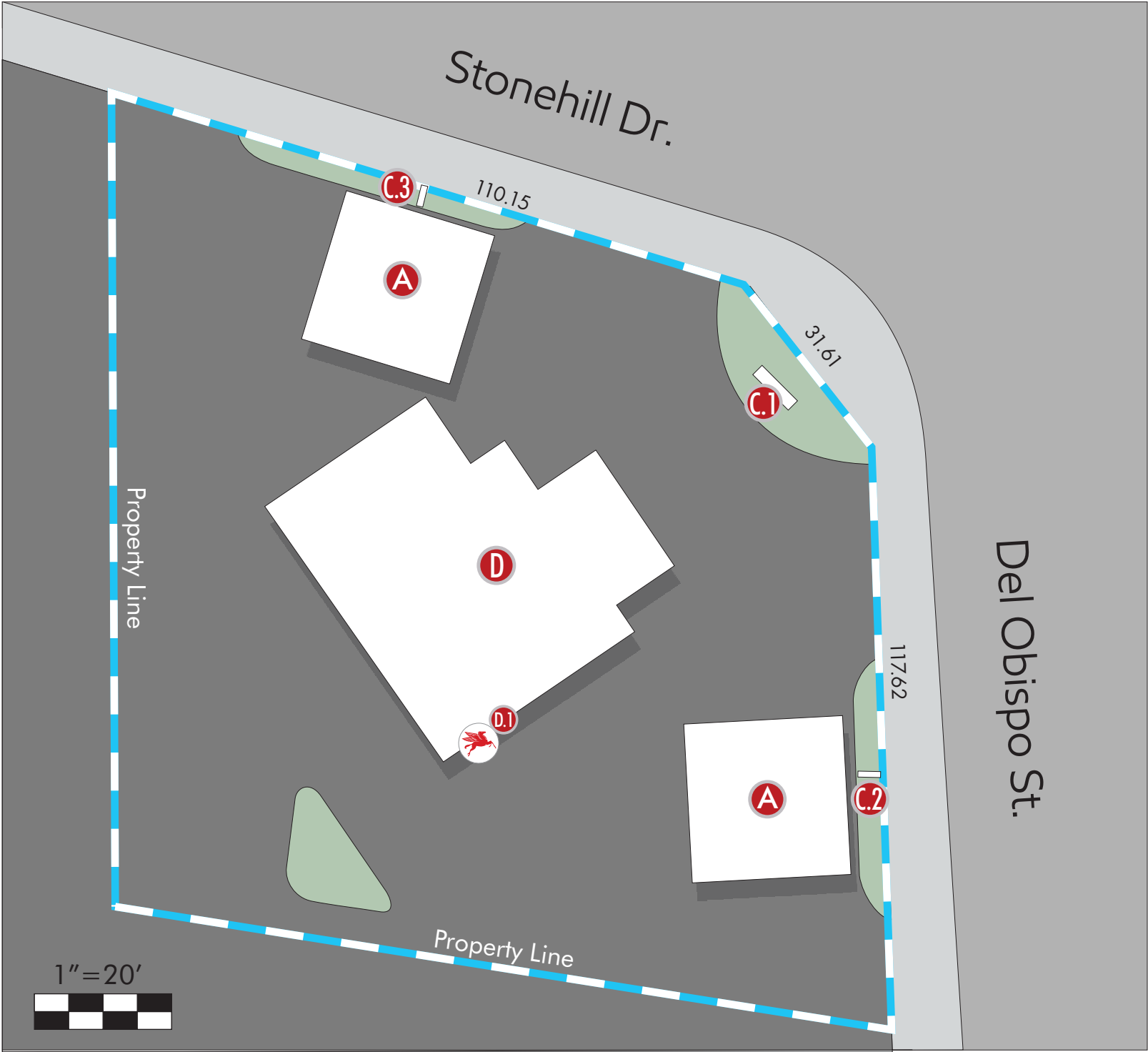


Remove existing non conforming building Cabinet sign



APN# 668-401-01
Zone: C C/V

Sign	QTY	Square Footage	
		Existing	Proposed
	1	12.5 sqft	Remove Sign
	2	21.04 sqft	20 sqft New Signs
	1	11.25 sqft	11.25 sqft No Change
	3	65.48 sqft	67.02 sqft
	2	No Signage	No Signage
TOTALS		110.27 sqft	98.27 sqft



Total Street Frontage: 259.38

Project Overview (Legend)

- A Canopy
- C.1 Freestanding Identification Sign
- C.2 Freestanding Fuel Price Sign
- C.3 Freestanding Fuel Price Sign
- D Store/Service Center
- D.1 Pegasus Logo



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PERMIT PACK