CITY OF DANA POINT PLANNING COMMISSION AGENDA REPORT

DATE: FEBRUARY 25, 2019

TO: DANA POINT PLANNING COMMISSION

FROM: COMMUNITY DEVELOPMENT DEPARTMENT

MATT SCHNEIDER, DIRECTOR

NICK ZORNES, ASSISTANT PLANNER

SUBJECT: SIGN PROGRAM PERMIT SPP18-0005 FOR THE SINGLE TENANT

SERVICE STATION LOCATED AT 32611 NIGUEL ROAD

(76 SERVICE STATION)

RECOMMENDATION: That the Planning Commission adopt the attached draft Resolution

approving Sign Program Permit SPP18-0005 for the commercial

building located at 32611 Niguel Road (76 Service Station)

OWNER: NNN Realty Fund

APPLICANTS AGENT: Promotion Plus Sign Company, Inc.

REQUEST: Approval of a Sign Program for a Service Station located at 32611

Niguel Road.

LOCATION: 32611 Niguel Road (APN: 672-481-17)

NOTICE: This application does not require public noticing. However, the

agenda was posted on the City of Dana Point website, and at City

Hall.

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 and Dana Point Zoning Code (DPZC)?

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 Niguel Road and Camino Del Avion, and has a zoning designation of Community Commercial/Vehicular District (CC/V) according to the City's Zoning Map. The site is surrounded by a residentially zoned parcel, with multifamily development situated above the site at the top of a steep slope. Residential development is located to the north and northwest across Camino Del Avion and its intersection with Niguel Road respectively, with commercial uses across Niguel Road to the southeast.

The site contains an existing one-story building with one tenant and one gas pump canopy. Vehicular access to the site is provided from both Niguel Road and Camino Del Avion. Existing signage onsite includes:

- Three (3) internally illuminated canned monument signs that include:
 - Two (2) combination freestanding identification and fuel price information signs;
 - One (1) freestanding identification sign.
- Six (6) fuel pumps with decals of corporate branding
- One (1) canopy with corporate branding colors on façade
- Two (2) internally illuminated wall mounted signs

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 are to the building wall signage, freestanding fuel price information sign, freestanding identification sign, and canopy signage; and therefore necessitate a Sign Program based on the total number of signs for the site. The sign program also includes upgrades to the signs encompassed within six (6) fuel pumps onsite.

DISCUSSION:

The owner seeks to update branding of the existing 76 Service Station. To do so, they have submitted the proposed Sign Program creating standards for the combination freestanding fuel price information and identification signs, canopy and building signage onsite. If approved, the Sign Program will provide regulations and guidelines for all signs identified in the Sign Program.

As outlined in DPZC Section 9.37.070, 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), and in particular Subsection 9.37.150(f) (Special Sign Requirements for Service Stations) of the DPZC. A Sign Program may vary from the requirements of the DPZC, but in

no event shall any sign identified as prohibited in Section 9.37.170 be permitted.

<u>Proposed Signs:</u> The Applicant is proposing the following signs for this center:

- Fuel Pump Canopy (1 total; Sheets 3 and 4): the proposed fuel pump canopy
 is to be refaced on all four sides with new corporate branding decals and trim
 graphics. New canopy valence down lighting will be installed to illuminate the
 canopy fascia. Additionally, two new, non-illuminated, "76" crest signs will be
 installed on the north and south facing canopy fascia.
- Identification & Fuel Price Information Signs (2 total; Sheet 7): the proposed freestanding signs is designed as a combination identification and fuel price information sign. The proposed sign is designed with current corporate branding and in accordance with Section 9.37.140(f) of the DPZC proposes to be externally illuminated with two ground mounted LED lights. Additionally, the fuel price information will be electronic LED numbers. The freestanding sign is proposed to be 25.96 square feet with a maximum height of 48-inches, and maximum width of 89-inches. (Total area: 51.92 square feet)
- Identification Sign, Freestanding (1 total; Sheet 8): the proposed freestanding sign is designed as a tenant identification sign for the onsite convenience store: "My Goods Market". The proposed sign is designed and fabricated from hand carved wood and reads "My Goods Market" in yellow, red (trimmed in white) painted letters. In accordance with Section 9.37.140(f) of the DPZC the freestanding sign proposes to be externally illuminated with one ground mounted LED light. The freestanding sign is proposed to be 15.34 square feet with a maximum height of 48-inches, and maximum width of 25-inches. (Total area:15.34 square feet)
- Identification Signs, Wall Mounted (2 total; Sheet 9): the proposed wall mounted signs is designed as a tenant identification signage for the onsite convenience store, "My Goods Market". The proposed signs are designed and fabricated from hand carved wood and reads "My Goods Market" in yellow, red and white painted letters. No illumination is proposed for wall mounted signs. The wall mounted signs are proposed to be 16.50 square feet with maximum dimensions of 48.75-inches, by 48.75-inches, and 9.19 square feet with maximum dimensions of 24.375-inches, by 24.375-inches. (Total area: 25.69 square feet)
- Fuel Pump Signage (6 total; Sheets 5 and 6): the proposed fuel pump signage includes new branding decals to reface the existing four fuel pumps, and new fuel pump valences for the four fuel pumps. There is no proposed change to either the location or pump structure itself. U-shaped bollards adjacent to each fuel pump are to be painted to the 76 Service Station Corporate

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 (monument and wall signs). Since the 92.95 square feet of proposed sign area is less than the maximum 100 square feet allowed, the Sign Program complies with the maximum area allowed for the site.

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 Staff recommends that the Planning Commission approve Sign Program Permit SPP18-0005, subject to conditions contained in the attached, draft resolution.

Nick Zornes

Assistant Planner

Matt Schneider, Director Community Development Department

ACTION DOCUMENTS:

1. Draft PC Resolution 19-02-25-XX

SUPPORTING DOCUMENTS

- 2. Vicinity Map
- 3. Sign Program for 76 Service Station

Action Document 1: Draft PC Resolution 19-02-25-XX

RESOLUTION NO. 19-02-25-XX

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF DANA POINT, CALIFORNIA, APPROVING SIGN PROGRAM PERMIT SPP18-0005 FOR A SERVICE STATION LOCATED AT 32611 NIGUEL ROAD

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

WHEREAS, NNN Realty Fund, (the "Applicant") is the owner of real property commonly referred to as 32611 Niguel Road (APN: 672-481-17) (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 32611 Niguel Road; 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 25th day of February, 2019, 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 SPP18-0005.

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

- 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 SPP18-0005, subject to conditions:

Findings:

- 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.
- 2. That the Sign Program is in substantial compliance with the Permitted

PLANNING COMMISSION RESOLUTION NO. 19-02-25-XX SIGN PROGRAM PERMIT SPP18-0005 PAGE 2

Sign Types detailed in the City of Dana Point Zoning Code in that the proposed signs are consistent with the sign type permitted pursuant to Section 9.37.150(f) (Service Stations).

Conditions:

A. General:

- Approval of this application permits the establishment of a Sign Program located at 32611 Niguel Road. 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.
- 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.
- 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

PLANNING COMMISSION RESOLUTION NO. 19-02-25-XX SIGN PROGRAM PERMIT SPP18-0005 PAGE 3

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.
- 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 install and maintain external illumination of signs so that any required electrical is not visible above ground within the landscape areas.
- 10) The Applicant is responsible to paint all existing bollards, fuel pump bases, sign bases, canopy structural poles, and building façade.
- The Applicant is responsible to remove nonconforming cabinet signs onsite as a part of this approval.
- 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

PLANNING COMMISSION RESOLUTION NO. 19-02-25-XX SIGN PROGRAM PERMIT SPP18-0005 PAGE 4

permits can be issued concurrently once plan check review is completed. Plans shall be submitted on sheets no smaller than $11" \times 17"$.

- 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.

PLANNING COMMISSION RESOLUTION NO. 19-02-25-X)
SIGN PROGRAM PERMIT SPP18-0005
PAGE 5

PASSED, APPROVED, AND ADOPTED at a regular meeting of the Planning Commission of the City of Dana Point, California, held on this the 25 th day of February 2019, by the following vote, to wit:
AYES:
NOES:
ABSENT:
ABSTAIN:
Danni R. Murphy, Chairwoman Planning Commission ATTEST: Matt Schneider, Director
Community Development Department

Supporting Document 2: Vicinity Map

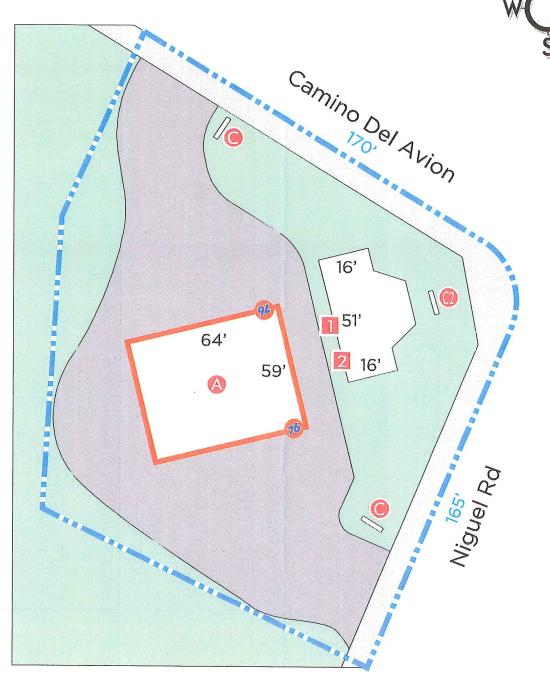
Vicinity Map

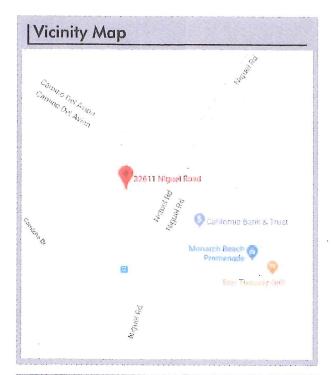


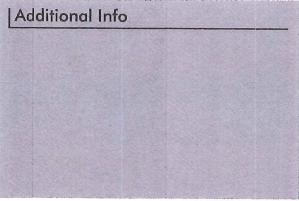
Supporting Document 3: Sign Program for 76 Service Station

ATTACHMENT

C:	Q	Square Footage		
Sign	QLY	Existing	Proposed	
Canopy Logos	2	11.87	11.87	
Pumps	6	47.47	59.19	
GGODE*	2	52.68	51.92	
My Goods Monument	1	15.34	15.34	
Store Sign #1	1	16.50	16.50	
GGODS Store Sign #2	1	9.19	9.19	
TOTAL		153.05	164.01	







(A)	- Canopy
(C)-	— Main ID Price Sign — Store Brand Monument Sign
0	- C-Store
	- Store Sign #1
2	- Store Sign #2
	- Illumination/Downlighter

RECEIVED

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CITY OF DANA POINT COMMUNITY DEVELOPMENT DEPARTMENT

> APN# 672-481-17 Zone: C C/V

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Observer Electric Now pare of the PROMOTION PLUS SIGN CO., INC Family 21034 Osborne St. Canoga Park, CA 91304 (P) 818.993.5406 (F) 818.993.3174
State Licence 853228

Job Location

#880548 32611 Niguel Rd Dana Point, CA 92629 Owner Information

Apro, LLC cf United Oil 4130 Cover St. Long Beach, CA 90808 ph. 310-323-3992 Project Information

Project United Crest In

Approval

Owner -

Date -

I have reviewed all renderings and I am satisfied with the look and the scope of work listed within.

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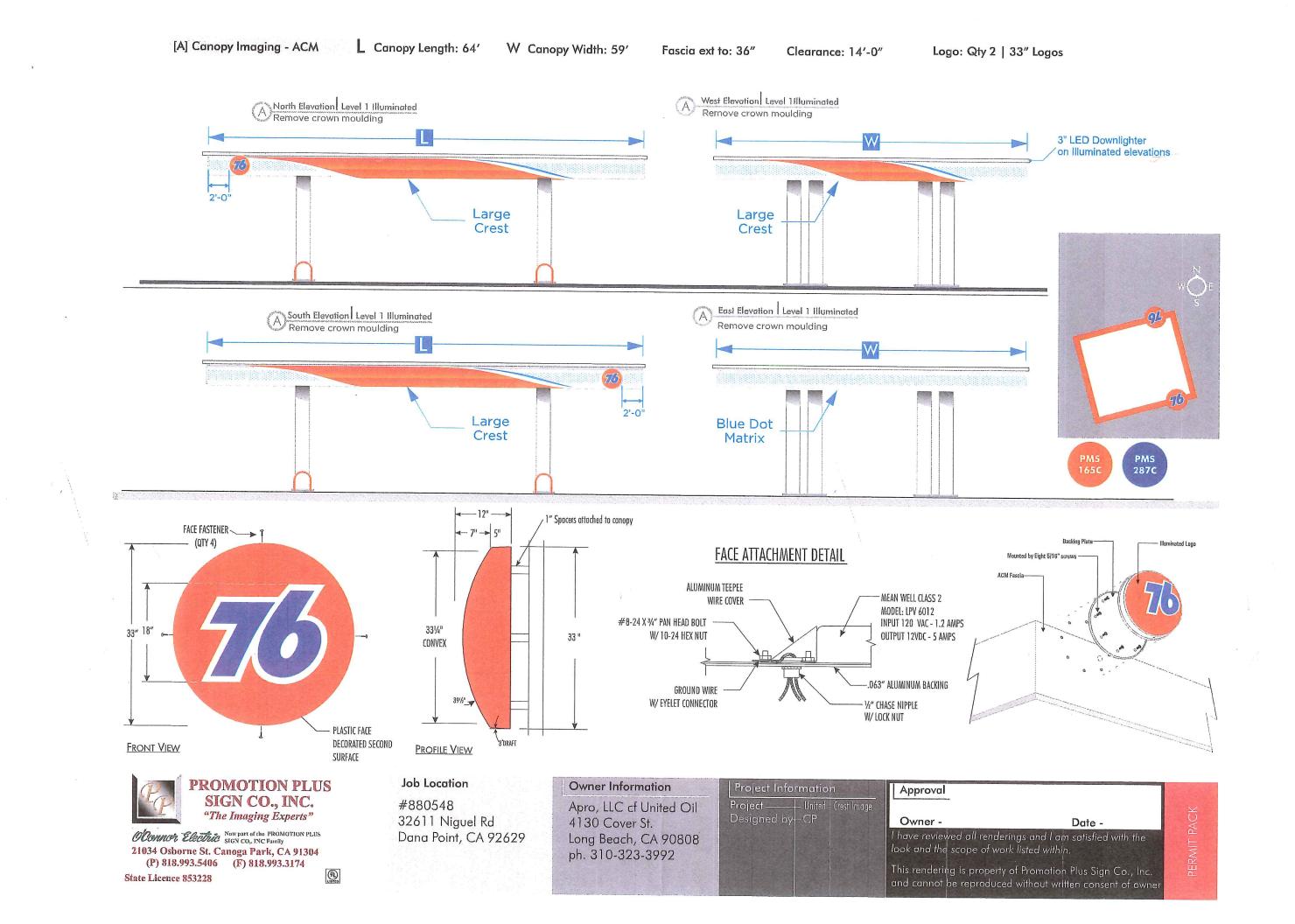
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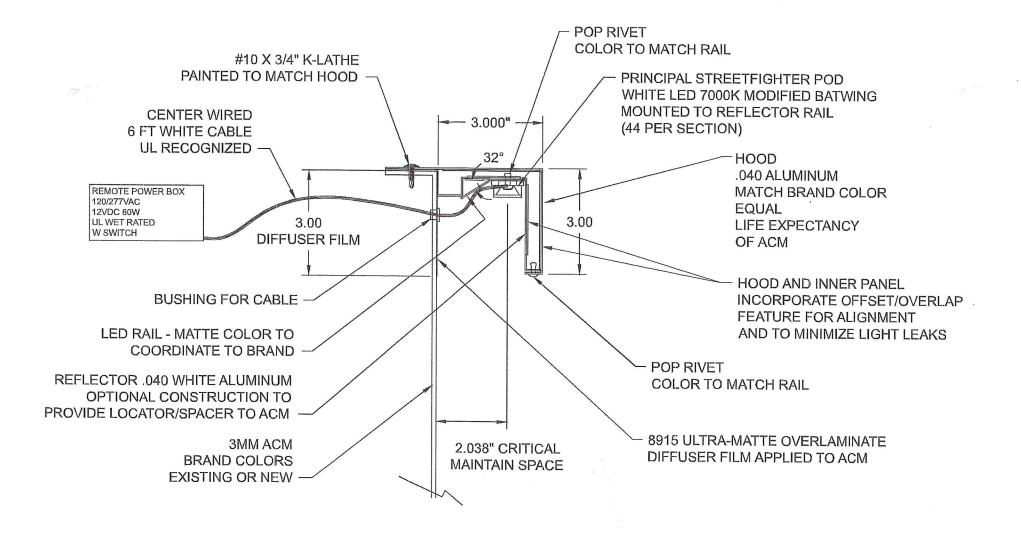
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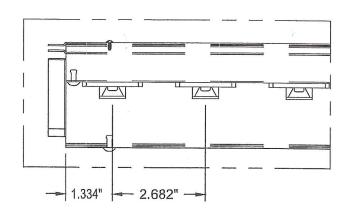
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DOWNLIGHTER MECHANICS & LUMENS





At the reduced spacing of 2.682" oc, 44 LEDs per 118" length, the POD LED at 110LM/mod yields over 492 LM/ft, 4840 LM/118" section

The LEDs have a special flattened batwing lens to spread the light 30deg along the face, but only 15deg away from the face

Most light is directed to the face of the ACM, which has a 3" diffuser film along the top and a LRV of 11.64

The LRV value is Light Reflectance Value indicates the percentage of visible light reflected by the surface, per ASTM C609

Based on this rating, the ACM will only reflect 11 % of the light The diffuser along the top, directly opposite the LEDs is 3M 8915 Ultra-Matte



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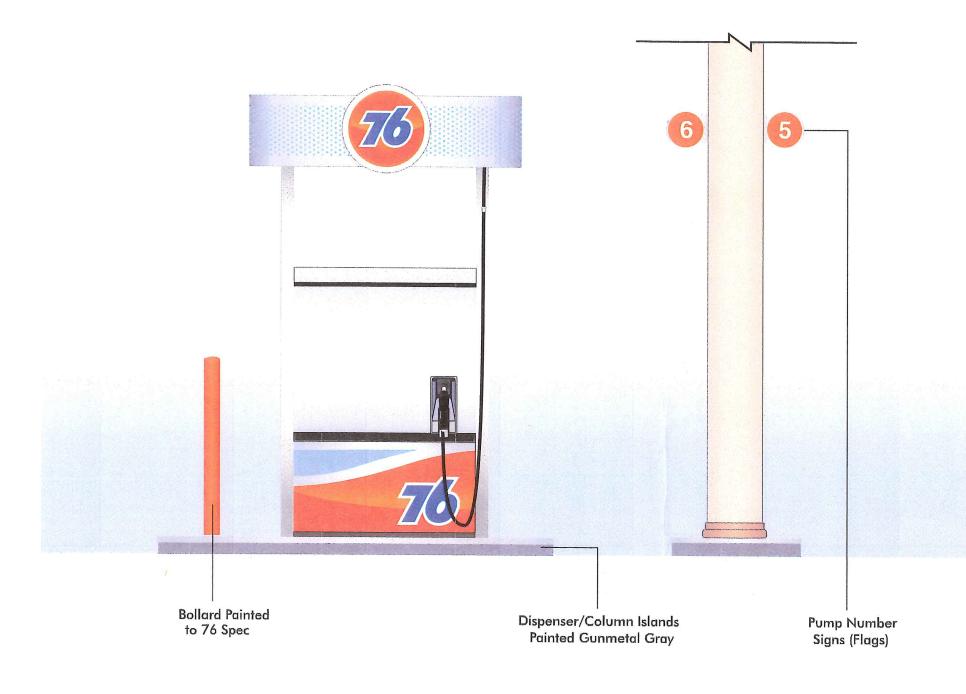
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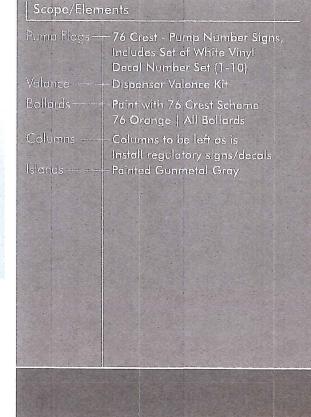
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Scope/Elements
Pump Flags 76 Crest - Pump Number Signs,





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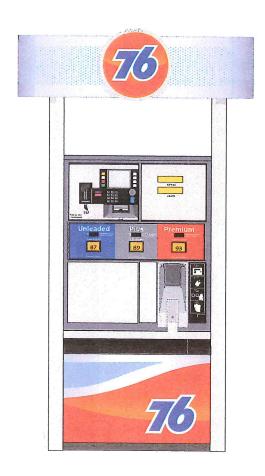
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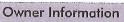
Reverse Side (Note Skirts)



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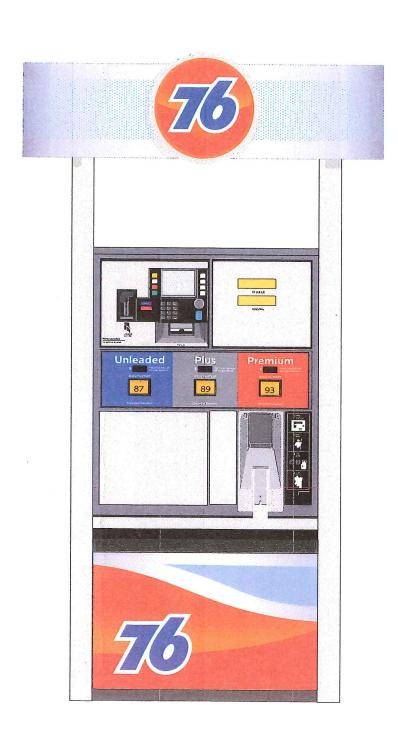
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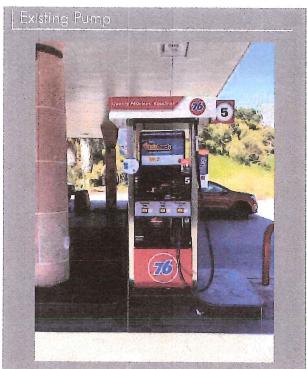
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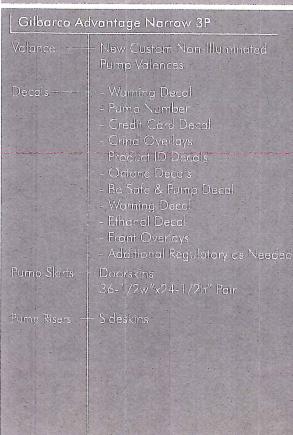
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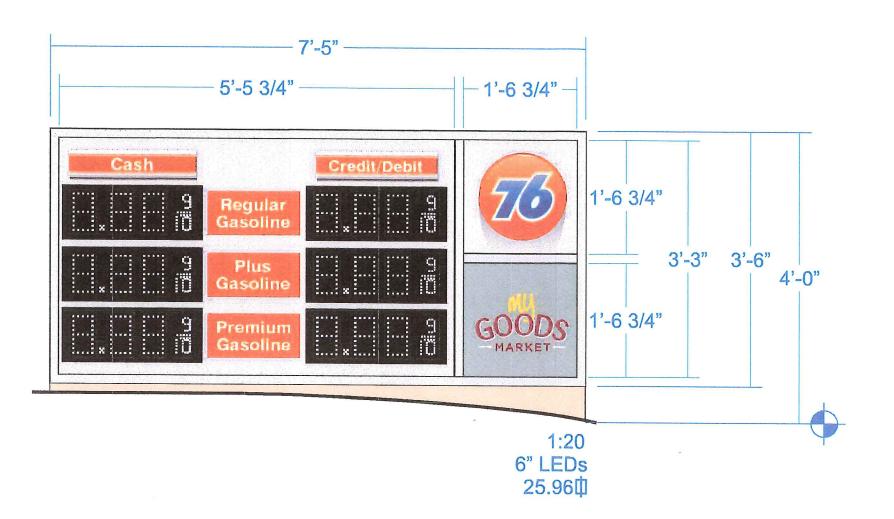
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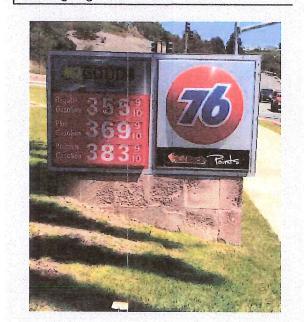




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Existing Sign

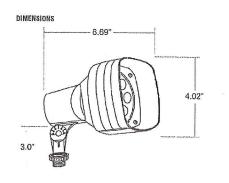


Signs are to externally illuminated | Qty: 4 lamps total

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



LIGH	T OUTPUT	- SBAS		
		Lumens	Walls	LPW
See!	SBAS	778	11	69



CUL)US	Röhs	IP66
wet location	COMPLIANT	

New 76 Crest Custom Sign Cabinet | Qty: 2

Logo Pan Formed

Display — Multi Segmented Led Dig

llumination — Extern

II ——— Faces into retainer sty cabinet, test illumination



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Project — United : Crest Image

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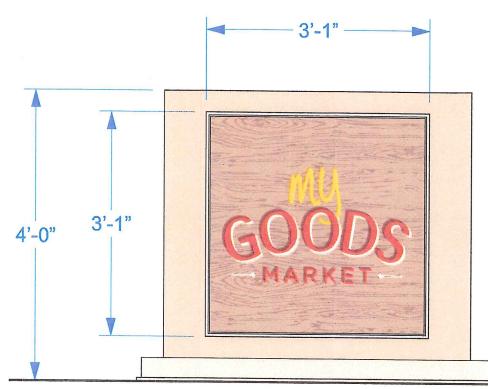
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Sign face construction to be made from hand carved wood

Signs are to externally illuminated | Qty: 1 lamp total

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



DIMENS	IONS			
	-	6.	69"	
3.0"				4.02



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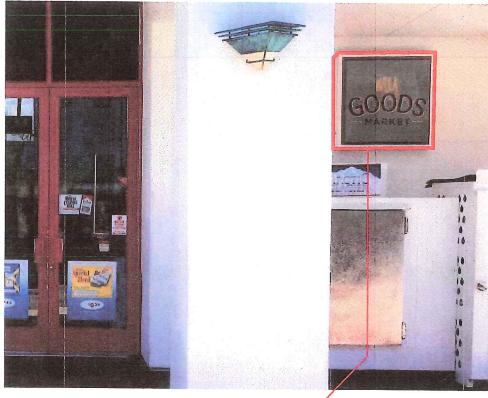
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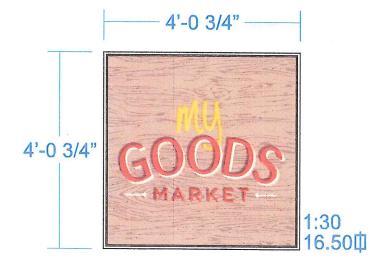


GOODS

e 1 1







Sign face construction to be made from hand carved wood

3'-0 3/8"

3'-0 3/8" -

1:30 9.19曲

Sign face construction to be made from hand carved wood

Date -



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Project United - Crest Image

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