

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

DATE: MAY 31, 2018

TO: DANA POINT PLANNING COMMISSION

FROM: COMMUNITY DEVELOPMENT DEPARTMENT
URSULA LUNA-REYNOSA, DIRECTOR
SEAN NICHOLAS, SENIOR PLANNER

SUBJECT: SIGN PROGRAM PERMIT SPP18-0002 FOR UNION BANK
LOCATED AT 24532 DEL PRADO (LIGHTHOUSE BUILDING)

RECOMMENDATION: That the Planning Commission adopt the attached draft Resolution approving Sign Program Permit SPP18-0002 for Union Bank located at 24532 Del Prado (Lighthouse Building)

OWNER: Muller-Lighthouse, LLC (Stephen and Brandon Muller)

APPLICANTS AGENT: Mike Arteaga, Coast Signs

REQUEST: Approval of a new Sign Program for the new Union Bank location at 24532 Del Prado.

LOCATION: 24532 Del Prado (APN: 682-191-03)

NOTICE: Pursuant to Section 9.26.010(f) related to projects within the Town Center Mixed Use District of 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, Town Center, 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 south side of Del Prado between Violet Lantern and Amber Lantern within the City's Town Center Mixed-Use Plan area. The site is bounded by other commercial uses to the west, east, and across Del Prado, and residential to the south. The site contains an existing multi-story building with two tenants and a parking lot accessed from the alley behind the building.

The proposed Sign Program proposes two primary signs, one facing Del Prado and one facing the alley, and four signs providing site identification and directions. The commercial building has no signs onsite, and the other tenant, the property owners, do not intend to have a sign. The proposed sign program promotes a cohesive design while enhancing the visibility of the new primary tenant.

Section 9.37.060 of the City's Zoning Code requires approval of a Sign Program for any new or upgraded multi-tenant center which proposes two (2) or more signs on a site. The applicant is proposing six (6) signs in total.

DISCUSSION:

Due to the change in primary tenant for the building, a sign program is required as six signs are proposed. If approved, the Sign Program will provide regulations and guidelines for all new signs onsite.

The purpose and intent of a Sign Program is to integrate signs with the building design into a unified architectural statement. Components of the Sign Program subject to review include: design, placement, size, and to ensure compliance with Section 9.37.150 (Permitted Signs) of the DPZC.

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

- Tenant Identification Wall Signs (2 total; sheets 3, 4, 8, & 9): The primary tenant identification signs will be 17 square feet, and be sand blasted wood. The material and style of the sign will match the design of the Lighthouse Building. The illumination of the signs will be through exterior decorative goose neck lighting, conditioned to be approved by the Director of Community Development prior to issuance of Administrative Sign Permits to ensure aesthetic compatibility.
- Hanging Signs (2 total, sheets 5, 6, & 10): A 6.48 square foot hanging sandblasted wood sign is proposed on both sides of the building to provide pedestrian and automobile scale signs for people traveling on Del Prado. The architectural design is similar in material and style to the primary tenant identification signs and compatible with the building architecture. These signs are not illuminated.

- Directional Signs (2 total, sheets 5, 7, 11, & 12): One of the two directional signs is located on the north face of the building facing the parking lot of 24522 Del Prado. The second directional sign is a 48 inch tall pole sign located in the alley with an arrow indicating the entrance to the parking area.

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. Since the 55.76 square feet of proposed sign area is less than the eligible lineal building frontage totaling 146 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 sign design with the overall building architecture. 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 existing building and overall site improvements, while providing signage opportunities for the primary tenant within the Town Center. Staff accordingly supports the proposed Sign Program and recommends approval of SPP18-0002, subject to conditions contained in the attached, draft resolution.

Sean Nicholas
Senior Planner

Ursula Luna-Reynosa, Director
Community Development Department

ACTION DOCUMENTS:

1. Draft PC Resolution 18-05-31-XX

SUPPORTING DOCUMENTS

2. Sign Program for Union Bank at the "Lighthouse" Building