

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

DATE: NOVEMBER 26, 2018

TO: DANA POINT PLANNING COMMISSION

FROM: COMMUNITY DEVELOPMENT DEPARTMENT
MATT SCHNEIDER, DIRECTOR
NICK ZORNES, ASSISTANT PLANNER

SUBJECT: SIGN PROGRAM PERMIT SPP18-0003 FOR THE MULTI-TENANT MIXED-USE BUILDINGS LOCATED AT 35135, 34137, AND 34155 PACIFIC COAST HIGHWAY

RECOMMENDATION: That the Planning Commission adopt the attached draft Resolution approving Sign Program Permit SPP18-0003 for the mixed-use buildings located at 35135, 34137, and 34155 Pacific Coast Highway (Prado West Mixed-Use Buildings)

OWNER: Raintree Pacifica, LLC.

APPLICANTS AGENT: Allen Chuang

REQUEST: Approval of a new Sign Program for a multi-tenant mixed-use buildings located at 34052 35135, 34137, and 34155 Pacific Coast Highway.

LOCATION: 35135 (APN's: 682-232-06, 682-232-07, 682-232-11), 34137 (APN's: 682-321-01, 682-321-14, 34155 Pacific Coast Highway (APN's: 682-321-07, 682-321-08)

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); the proposed Sign Program has been posted on the City's website since November 9, 2018.

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 Plan and Dana Point Zoning Code

BACKGROUND:

The subject site is located along both Pacific Coast Highway (PCH) and Del Prado Avenue within the boundaries of the City's Town Center Plan. The site is bounded by other commercial uses to the west, east, south, and north. The project sites are currently under construction which at completion will be three (3) separate, 3-story, mixed-use buildings on seven (7) parcels within the Lantern District area. Vehicular access to the project's subterranean parking structures are provided via the alley between PCH and Del Prado Avenue from either Amber or Violet Lantern Streets.

Section 9.37.060 of the DPZC requires approval of a Sign Program for any new or upgraded center which proposes two (2) or more tenants on a site. The development has been permitted with floor plans designed to accommodate 21 commercial suites leased to various tenants. Resident serving areas including the leasing office, and residential lounge and common restroom signage is also included. Original approval of the Prado West development was conditioned requiring that any sign program for the sites must provide adequate signage directing residents, guests and business patrons to on-site parking facilities including directional signage directing bicyclists to the required on-site bicycles stalls. The condition also required that signs restricting on-site parking to patrons, other than spaces designated for residential uses, is not allowed, and that signage shall be included identifying "Public Parking" for use by Town Center visitors. Consequently, a Sign Program is necessary based on the total number of tenant's onsite, the sign types proposed in the sign program, and through conditions related to the original approval of the project.

DISCUSSION:

The proposed Comprehensive Sign Program will enhance and extend the spirit of the architectural character of the Prado West Development; expressing clearly the retail tenant name and offering, while also serving as an expression of the high quality of commercial and dining environments within, and as a compliment to the adjacent residences. Prado West's architectural style contains a blend of coastal characteristics, which is accomplished through a mixture of building finishes and colors; proposed building identification, and directional wayfinding signage will complement the building finishes with its Brass/Bronze Metal finish.

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 substantial 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 proposed Sign Program identifies thirteen categories of allowable signage onsite that includes:

Tenant Signage:

- Tenant ID Signs (above suite entrance, canopy or wall mounted)
- Tenant ID Blade Signs (canopy, or wall mounted)
- Tenant ID Marquee Blade Signs (wall mounted, corner tenants only)
- Tenant ID Canvas Awning Signs (wall mounted, above tenant entrance)
- Tenant ID Wall Mounted Signs (wall mounted plaque)
- Tenant Window/Door Graphic Signs (graphic to be centered)

Building Signage:

- Identity Wall Sign
- Leasing Office Identification Sign
- Identity Blade Sign
- Parking Entry Blade Sign
- Parking Directional Sign
- Parking Entrance Identification Sign
- Parking Entry Mural/Directional Sign

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

Tenant Signage:

- Tenant ID Signs (above suite entrance, canopy or wall mounted): Sign Example Page 33-35. Building Elevation Locations Pages 9-26. Tenants will each be allowed one primary wall or canopy sign; signage options are as follows: individual letters with halo illumination, individual letters externally illuminated, individual letters with exposed lighting, behind glass (within the tenant suite; visible from public view), or individual letters mounted to the building canopy. Corner tenants which have double frontage, will be allowed one primary wall or canopy sign on each building frontage.
(22 possible signs X 1 sqft. per linear foot of frontage= 1,006' 7 1/2" square feet)
- Tenant ID Blade Signs (canopy, or wall mounted): Sign Example Page 35. Building Elevation Locations Pages 9-26. Tenants will each be allowed one blade sign (projecting sign); signage options are as follows: blade signs are to be fabricated of metal or sealed wood, with optional cove lighting or lighting mounted to the storefront and directed at blade sign, signs shall be mounted with a minimum of 8 feet above the finished floor.
(17 possible signs X max 6 sqft. = 102 square feet)
- Tenant ID Marquee Blade Signs (wall mounted, corner tenants only): Sign Example Page 37. Building Elevation Locations Pages 9-26. Corner Tenants only, will each be allowed one marquee blade sign, as designated on the precise sign location plan (Page 8); signage options are as follows: marquee blade signs may be designed perpendicular from the building with dual copy visible from each side or can be mounted at a 90 degree angle from the corner edge of the building visible from public

view; marquee blade signs shall have a minimum clearance of 12 feet above finished surface, and may vary to a minimum clearance of 16 feet depending on the gradient change in finished surface or the architectural articulation; a maximum of 8 square feet double-faced sign is allowed; halo illumination, external illumination, or exposed illumination are allowed, but not required; general design is to be letter and logo forms to be dimensional in nature in order to create a variety of articulation of the sign.

(8 possible signs X 8 max sqft. = 64 square feet)

- Tenant ID Canvas Awning Signs (wall mounted, above tenant entrance): Sign Example Page 36. Building Elevation Locations Pages 9-26. Tenants will each be allowed the Optional signage in-lieu of wall mounted Tenant ID Signage; not permitted in locations where building façade has a metal canopy already installed; max 16" valance X 75% = 12"/1 foot logo or branding allowed on canvas valance; direction illumination of canvas awning is prohibited.

(22 possible signs X 1 sqft. per linear foot of frontage= 1,006' 7 1/2" square feet)

- Tenant ID Wall Mounted Signs (wall mounted plaque/menu board): Sign Example Page 38. Building Elevation Locations Pages 9-26. Tenants will each be allowed one wall mounted plaque sign, adjacent to entry door. In-lieu of a wall mounted plaque, restaurant use tenants are allowed one menu board, and must be integrated into the building façade; wall mounted plaques or menu boards to be fabricated from metal, glass or another acceptable hard and durable material.

Commercial Tenants: (22 possible signs X max 4.5 sqft. = 99 square feet)

"Live Work" Tenants: (7 possible signs X max 1 sqft. = 7 square feet)

- Tenant Window/Door Graphic Signs (graphic to be centered): Sign Example Page 36. Building Elevation Locations Pages 9-26. Tenants will each be allowed a maximum of 2 windows/doors with graphics; maximum of 25% of sign area is allowed per window/door; window/door graphics must be centered 5 feet above finished floor.

(21 tenant suites X 2 possible window signs X max 2 sqft. per sign = 84 square feet)

Building Signage:

- Identity Wall Sign: Sign Example Page 44. Sign Locations Page 43. Eight (8) Property Identification Wall Signs are proposed; circle medallion style sign to be fabricated from metal, finished with bronze/brass paint, and to state the development name, "P/W, Prado West"; alternative finish materials are proposed to be a combination of metal finished with bronze/brass paint and faux wool background; each identity wall sign is to be flushed mounted, 4 feet above finished floor.

(8 Signs X 0.785 sqft. = 6.28 square feet)

- Leasing Office Identification Sign: Sign Example Page 45. Sign Locations Page 43. Two (2) Leasing Office Identity, window/door signs are proposed, and to be finished in gold leaf applied to glass. Signage to state the development name “P/W, Prado West”, and hours of operation and website address.
(2 Signs X 3.67 sqft. = 7.34 square feet)
- Identity Blade Sign: Sign Example Page 46. Sign Locations Page 43. Three (3) Blade identity Signs (Projecting Signs) are proposed. Signage to state the development initials, “P/W”; fabricated from aluminum cut metal and finished in brass/bronze paint and to be mounted 8 feet above finished floor.
(3 Signs X 3.08 sqft. = 9.24 square feet)
- Parking Entry Blade Sign (Projecting Sign): Sign Example Page 50. Sign Locations Page 43. Two (2) Parking Entry Blade Signs are proposed. Signage to project from building, perpendicular to Amber Lantern Street and Violet Lantern Street. Parking Entry Blade Signs to state, “PARKING” with a directional arrow to onsite parking garage, and “RESIDENT & PUBLIC PARKING” to be stated below. Overall Parking Entry Blade Sign to be six feet, ten inches (6’10”), and to be fabricated from metal and finished in brass/bronze and off-white paint. Acrylic push thru letters and directional arrow to be internally illuminated with LED lights for visibility in the evening time. The intent of the projecting Parking Entry Blade Signs is to easily identify the onsite parking garages for resident and public parking by vehicular traffic from Amber Lantern Street and Violet Lantern Street.
(2 Signs X 9.11 sqft. = 18.22 square feet)
- Parking Directional Sign (Projecting Sign): Example Page 50. Sign Locations Page 43. Four (4) Parking Directional Signs (Projecting Sign) are proposed. Signage to project from building, perpendicular Pacific Coast Highway at the Southwest corner of Amber Lantern, Pacific Coast Highway at the Southwest corner of Violet Lantern, Del Prado Avenue at the Northeast corner of Amber Lantern, and Del Prado Avenue at the Northwest corner of Violet Lantern. Overall Parking Directional Signs to be two feet, two inches (2’2”), and to be fabricated from metal and finished in brass/bronze and off-white paint. Acrylic push thru letters and directional arrow to be internally illuminated with LED lights for visibility in the evening time. The intent of the projecting Parking Directional Signs is to easily identify that there is onsite parking garages visible by traffic from Pacific Coast Highway and Del Prado Avenue; additionally, to provide wayfinding and guide vehicular traffic to the onsite parking garages, which then will be identified by the projecting Parking Entry Blade Sign, and the flush mounted Parking Entrance Identification Sign.
(4 Signs X 2.89 sqft. = 11.56 square feet)
- Parking Entrance Identification Sign: Example Page 49. Sign Locations Page 43. Four (4) Parking Entrance Identification Signs are proposed. Signage is to be flush

mounted overhead to the building façade, at the entrance of the onsite parking garages which are accessible from Amber Lantern Street and Violet Lantern Street; additionally, the proposed Parking Entrance Identification Signs are located on the rear/alley side of the buildings to provide directional signage for vehicular traffic once they have entered into the alleyway. The Parking Entrance Identification Sign is to be fabricated from metal, and finished brass/bronze to finish; sign size is one foot, five inches (1'5") in height, and seventeen feet and two inches (17' 2") long. Once a vehicle has entered the public alleyway and passed-thru the overhead building area, the additional Parking Entrance Identification Sign on the alley side of each building on Amber Lantern Street and Violet Lantern Street will guide vehicular traffic to additional onsite parking, or to allow them to exit the alleyway and Prado West development.

(4 Signs X 24.32 sqft. = 97.28 square feet)

- Parking Entry Mural (Directional Sign): Example Page 51. Sign Locations Page 43. One (1) Parking Entry Mural is proposed onsite. The Parking Entry Mural is to be graphically painted onto the interior parking garage wall with Gray and Black paint. The Parking Entry Mural will be visible by vehicular traffic once they have entered the alleyway and will guide them to the subterranean parking garage for Public and Resident onsite parking.

(1 Mural X 322 sqft. = 322 square feet)

Total Calculated Sign Area Table on following page.

Total Calculated Sign Area:

Sign Type:	Number of Signs:	Square Footage of Sign:
Tenant Signage:		
Tenant ID Signs	22	1,006.625
Tenant ID Blade Signs	17	102
Tenant ID Marquee Blade Signs	8	64
Tenant ID Canvas Awning Signs (Optional alternative to Tenant ID Sign)	22	1,006.625
Tenant ID Wall Mounted Signs (Commercial Tenants)	22	99
Tenant ID Wall Mounted Signs ("Live Work" Tenants)	7	7
Tenant Window/Door Graphic Signs	21	84
	Subtotal:	1,362.25
Building Signage:		
Identity Wall Sign	8	6.28
Leasing Office Identification Sign	2	7.34
Identity Blade Sign	3	9.24
Parking Entry Blade Sign	2	18.22
Parking Directional Sign	4	11.56
Parking Entrance Identification Sign	4	97.28
Parking Entry Mural/Directional Sign	1	322
	Subtotal:	471.92
TOTAL SIGN AREA:		1,834.17 SQFT.

CONCLUSION:

Staff finds that the proposed Sign Program would provide a visually attractive and consistent signage theme. 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 all tenants within the center. Staff accordingly supports the proposed Sign Program and recommends approval of SPP18-0003, subject to conditions contained in the attached, draft resolution.

Nick Zornes
Assistant Planner

Matt Schneider, Director of
Community Development Department

ACTION DOCUMENTS:

1. Draft PC Resolution 18-11-26-XX

SUPPORTING DOCUMENTS

2. Sign Program for “Prado West” Mixed-Use Buildings