

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

DATE: OCTOBER 14, 2019

TO: DANA POINT PLANNING COMMISSION

FROM: COMMUNITY DEVELOPMENT DEPARTMENT
MATT SCHNEIDER, DIRECTOR
SEAN NICHOLAS, SENIOR PLANNER

SUBJECT: SIGN PROGRAM PERMIT SPP19-0002 FOR DANA POINT PLAZA
LOCATED AT 34119 SOUTH PACIFIC COAST HIGHWAY

RECOMMENDATION: That the Planning Commission adopt the attached draft Resolution approving Sign Program Permit SPP19-0002 for Dana Point Plaza located at 34119 South Pacific Coast Highway

OWNER: H&K Takenaga Enterprises, Inc.

APPLICANTS AGENT: Jesus Chavarria, Speed Quality Signs

REQUEST: Approval of a new Sign Program for an existing commercial center at 34119 South Pacific Coast Highway.

LOCATION: 34119 South Pacific Coast Highway (APN: 682-232-02)

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 within the couplet between Amber and Ruby Lantern. The site is addressed off Pacific Coast Highway but has frontage and access of Del Prado Avenue as well. The site is bounded by other commercial uses within the Town Center Mixed-Use District. The site contains an existing single story multi-tenant commercial building and a standalone tenant (Taco Bell).

The proposed Sign Program includes wall mounted signs for each tenant in the multi-tenant building, a variety of signs for the Taco Bell, and an update to the existing monument sign on Del Prado. The site has never had a sign program and has a variety of signs existing. This will provide for a uniform design of new signs for the center.

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 14 signs in total.

DISCUSSION:

Due to multiple changes in tenants for the site and the proposed modification to the Taco Bell restaurant, a sign program is required. 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 (Multi-Tenant Building) (9 total; sheets 5-9,): The wall mounted signs will vary in area to be in scale of the individual frontages. The maximum sign length is 75% of the linear feet of tenant frontage. Sign copy shall not exceed 18 inches, and logos shall not exceed 24 inches. The material will be aluminum, and the method of installation will be pin mounted. Illumination will be halo. The color of all copy shall be black, unless there is a registered trademark (ex: Subway), with consideration given on a case by case basis for the logo signs. As typical with all Sign Programs, an Administrative Sign Permit shall be required for each sign prior to installation to confirm consistency with the Sign Program.
- Tenant Identification Wall Sign (Standalone Tenant/Taco Bell) (3 total, sheets A4.0-A4.1): Provided within the Sign Program are the initial design concepts from Taco Bell. They are in the process of finalizing a tenant improvement for the pad tenant. As shown in the sign package (Supporting Document 3) Taco

Bell is simplifying their logo and reducing the colors proposed. To ensure consistency with the design of the updated building, while allowing flexibility in design, condition of approval XX has been added that the sign cannot exceed 75% of the width of the architectural feature it is located on, and final copy height shall be subject to the approval of the Director of Community Development so that the signs are appropriately scaled. Similar to the multi-tenant building, the signs shall be aluminum and utilize either halo or external illumination.

- Monument Signs (2 total, sheets 10 & 11): There are two different monument signs existing. There is a monument sign located on Pacific Coast Highway (PCH) that was previously improved, and an existing legal non-conforming internally illuminated monument sign on Del Prado. The applicant is proposing to update the individual panels on the PCH sign to have matching copy and formatting. Similar to the wall mounted signs, registered trademarks will be permitted to be used. Condition of approval XX has been added requiring the legal non-conforming sign be replaced with a matching sign to the one located on PCH. The applicant has requested this in order to generate the funds to replace the sign. The monument sign on PCH and new monument sign on Del Prado shall be externally illuminated.

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 multi-tenant structure has 300 linear feet and approximately 250 square feet of signs proposed (including monument signs), and Taco Bell signs not to exceed 235 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 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. Staff accordingly supports the proposed Sign Program and recommends approval of SPP19-0002, subject to conditions contained in the attached, draft resolution.

Sean Nicholas
Senior Planner

Matt Schneider, Director
Community Development Department