

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

DATE: NOVEMBER 23, 2015

TO: DANA POINT PLANNING COMMISSION

FROM: COMMUNITY DEVELOPMENT DEPARTMENT
URSULA LUNA-REYNOSA, DIRECTOR
EVAN LANGAN, AICP, ASSOCIATE PLANNER

SUBJECT: SIGN PROGRAM PERMIT SPP15-0001 FOR A SIGN PROGRAM FOR BEVERAGES & MORE, INC. (BEVMO!) LOCATED WITHIN THE CITY'S TOWN CENTER/LANTERN DISTRICT AT 34215 PACIFIC COAST HIGHWAY

RECOMMENDATION: That the Planning Commission adopt the attached draft Resolution approving Sign Program Permit SPP15-0001 for 34215 Pacific Coast Highway.

PROJECT APPLICANT: Greg Endom (BevMo!)

PROPERTY OWNERS: John Kelly Ware and Katherine Louise Mayer Beadel

REQUEST: Approval of a Sign Program for a single-tenant commercial building.

LOCATIONS: 34215 Pacific Coast Highway
Assessor Parcel Numbers (APNs): 682-301-15 and 682-301-16

NOTICE: The project does not require notification of the public.

ENVIRONMENTAL: Pursuant to the California Environmental Quality Act (CEQA), the project is found to be Categorically Exempt per Section 15332 (Class 32 – Infill Development Projects) in that the subject properties measure five acres or less in area, are surrounded by urban uses and that the project would not result in significant effects relating to Land Uses, Biological Resources, Traffic, Noise, Air Quality or Water Quality and, can be adequately served by all required utilities and public resources.

ISSUES:

- Is the proposal consistent with the Dana Point General Plan, Zoning Code and Town Center/Lantern District Plan?
- Is the project compatible and an enhancement to the site and surrounding neighborhood?

BACKGROUND: The project site encompasses four lots and an abandoned alley, totaling an approximate 18,600 square feet (.43 acres). The site presently contains several vacant buildings that formerly housed a boat storage business - development that would be removed and replaced with a new, single story and single tenant commercial building to be occupied by business Beverages & More, Inc. (BevMo!). The new commercial building was reviewed and approved by the City's Planning Commission in December 2014 (via Coastal Development Permit CDP14-0014) and is currently undergoing Building/Safety Division plan-check review prior to issuance of both grading and building permits.

DISCUSSION: The subject application proposes a new Sign Program which would create standards for the type, number and location of new signage for aforementioned future commercial development. Pursuant to Section 9.37.070 of the Dana Point Zoning Code, the purpose and intent of a Sign Program is to integrate proposed signage with building and landscape design to create a unified architectural statement for the property. Sign Programs shall be required when any of the following occur:

- *Any new or upgrading center with two or more tenants;*
- *Any new or upgrading single enterprise which proposes three or more signs;*
- *For any new multiple-unit residential project proposing two or more signs;*
- *For any sign proposal deemed necessary by the Director of Community Development and in the interest of the public health, safety and general welfare.*
- *Proposed total signage area exceeding 100 square feet.*

The proposed scope of work proposes eight new signs to be placed at various locations on the site and so requires approval of a Sign Program Permit.

Description of Proposed Signage

As listed in the attached, draft Sign Program, these new sign types are as follows:

- *Types 1a, 1b and 4 (three Wall Signs): primary building signage.*
- *Type 2 (one sign): vertical oriented "blade" (Projecting) sign.*

- *Type 3 (four Canopy Signs): Signage printed on the valences (base) of four awnings.*

“Types 1a, 1b and 4” are defined as “Wall Signs.” Three sizes and locations are proposed:

- *Type 1a is a single, easterly-facing and façade-mounted “BevMo!” sign (Page Two in the attached, draft Sign Program). The sign would be constructed of metal, powder-coated red with a matte finish. Illumination would be external via three “goose neck” lights mounted above the sign on the building’s façade.*
- *Type 1b is a single, westerly-facing and façade mounted “BevMo!” sign (Page Three in the attached, draft Sign Program). The sign would be constructed of metal, powder coated red with a matte finish. Illumination would be external via three “goose neck” lights mounted above the sign on the building’s façade.*
- *Type 4 is a single northerly-facing and façade mounted “BevMo!” sign (Page Four in the attached, draft Sign Program). The sign would also be constructed of metal and powder-coated in red with a matte finish. Illumination would be a halo scheme (solid face with lighting behind).*

“Type 2” sign (while included on Pages Two, Three, and Five the details can be found on Page Six in the attached, draft Sign Program) consists of a single, vertically oriented Projecting Sign mounted to the building’s south-facing façade. The sign will project beyond the building two feet two inches and be constructed of painted metal with a “Corten Steel” (rust color) finish. The sign will be internally illuminated with cut-out “BevMo!” lettering.

“Type 3” signage (Page Five in the attached, draft Sign Program) is a Canopy Sign comprised of copy printed onto the valences of four southerly facing and façade mounted awnings. While the exact copy has not yet been determined it would consist of business-related wording such as “beer,” “spirits” or similar and would be no more than 12 inches in height. The awnings themselves (which are not considered signage) would cover proposed windows, providing both shade and architectural relief/variety.

The chart below is a breakdown of proposed signage. Note that the area calculations below vary slightly from those provided in the Sign Program document and may be due to differing methods of measurement. That said however, the resulting total square footage is consistent with Staff’s own calculations.


	SIGN TYPE/DESCRIPTION	LIGHTING	SIGN PROGRAM ID	APPROXIMATE SIGNAGE SIZE
Proposed Signage	Wall signs Three signs, façade mounted Metal construction, red color/powder coat, matte finish	Halo or external (gooseneck, façade mounted)	1a	15.5 square feet
			1b	26.25 square feet
			4	11 square feet
	Projecting (blade) sign One sign, metal construction, corteen steel finish	Internal	2	15 square feet
	Canopy Sign Awning valance sign/script Four signs	N/A	3	7 square feet
	TOTAL: 75 square feet			

The subject property is located at the intersection of Del Prado (street) and Pacific Coast Highway at the easterly terminus of the Town Center/Lantern District "couplet" which provides a unique site that does not easily result in obvious front, sides and rear building elevations. As a result, the building has been sited and designed with multiple frontages resulting in a four-sided building with the front being the westerly-facing façade oriented toward the parking lot. The building has multiple vantage points and necessitates signage to accommodate vehicular, bicycle and pedestrian traffic traveling north and south bound on both PCH and Del Prado. The number, type and location of proposed signs have been carefully considered and will effectively identify the property and its use to patrons, while providing appropriate visibility for both automotive and pedestrian traffic. The use of gooseneck lighting and canopy signs are complimentary to the architectural aesthetic of the building and more broadly, are compatible with a traditional, small downtown environment.

CONCLUSION:

Staff finds that the proposed sign program would provide a visually coordinated and balanced enhancement to the property without being overly complicated or confusing and would result in a unified architectural statement for the property that will facilitate the goals and policies of the Lantern District Plan. Staff accordingly supports the proposed Sign Program and recommends approval of SPP15-0001, subject to conditions contained in the attached, draft resolution.


Evan Langan, AICP
Associate Planner


Ursula Luna-Reynosa, Director
Community Development Department

ACTION DOCUMENTS:

1. Draft PC Resolution 15-11-23-xx

Supporting Documents

2. Draft Sign Program for BevMo!
3. Project Vicinity Map
4. Site Photos

RESOLUTION NO. 15-11-23-xx

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF DANA POINT, CALIFORNIA APPROVING SIGN PROGRAM PERMIT SPP15-0001 FOR 34215 PACIFIC COAST HIGHWAY

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

WHEREAS, John Kelly Ware and Katherine Louise Mayer Beadel (the "Owners") are the owners of real property commonly referred to as 34215 Pacific Coast Highway (APNs 682-301-15 and 682-301-16); and

WHEREAS, Beverages & More (BevMo!) (the "Applicant") is the project applicant; and

WHEREAS, the Applicant has filed a verified application for a Sign Program Permit to allow the creation of a Sign Program; 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 Section 15332 (Class 32 – Infill Development Projects) and;

WHEREAS, even if the project were not categorically exempt, there have been no substantial changes in the project or in project circumstances, and there has been no new information presented, that would require major revisions in the previous Mitigated Negative Declaration prepared for the Town Center Plan (Appendix E of the Dana Point Zoning Code), and thus no new environmental review can be required for this project under Public Resources Code Section 21166 and 14 Cal. Code of Regulations Section 15162; and

WHEREAS, the Planning Commission did, on the 23rd day of November, 2015 hold a duly noticed public hearing as prescribed by law to consider said requests; and

WHEREAS, at said public hearing, 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 SPP15-0001.

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.
- B. Based on the evidence presented at the public hearing, the Planning Commission adopts the following findings and approves SPP15-0001 subject to conditions:

Findings:

Sign Program Permit SPP15-0001

1. That the design, placement, size, and content of the proposed signage is compatible with proposed project architecture in that the signs will be finished in materials and colors and appropriately sized to complement existing development and the broader project sites. New signage will serve to facilitate efficient and safe entry and egress from the properties without cluttering the property or confusing patrons.
2. That the Sign Program substantially complies with the Permitted Sign Types detailed in the City of Dana Point Zoning Code. Adjustments to these standards are permitted with approval of this Sign Program and are justified based on the unique and complex access patterns of the subject properties.
3. That the requirements of the California Environmental Quality Act have been satisfied in that the project is **Categorically Exempt pursuant to Section 15332 of the California Code of Regulations (Class 32 – In-Fill Development Projects)**. CEQA guidelines - Section 15332 “In-fill Development Projects” provides that projects that are in-fill development projects on lots that are 5 acres or less, are surrounded by urban uses, are consistent with all applicable General Plan designations and policies and all Zoning designations and regulations, do not have significant effects relating to Land Uses, Biological Resources, Traffic, Noise, Air Quality or Water Quality and can be adequately served by all required utilities and public resources are **Categorically Exempt** from the provisions of CEQA.

The project does not result in any impacts related to land use in that the project does not: a) Divide an established community, b) conflict with any applicable land use plan, policy or regulation adopted for the purpose of avoiding or mitigating an environmental effect and c) conflict with any applicable habitat conservation plan or natural community conservation plan. Although the project would require variances from certain standard zoning regulations, the project is consistent with all applicable zoning regulations because the grant of variances pursuant to state law and local code makes the standard zoning regulations inapplicable to the project. The proposed project meets the necessary conditions to qualify for this exemption.

There will be no impacts to Biological Resources as all the subject sites are currently improved with various structures. A preliminary Water Quality Management Plan has been prepared for the project. Compliance with the pWQMP will ensure there are no impacts to water quality. The proposed new uses will be required to comply with the City's Noise Ordinance therefore the project will not result in any significant or potentially significant Noise impacts.

The traffic study, prepared for the adoption of the Mitigated Negative Declaration (MND) for the adoption of Town Center Plan and the Environmental Impact Report (EIR) adopted for the Streetscape Improvements Project for TC anticipated a build out scenario of 237 residential units, 81,224 square feet of office space and 192,165 square feet of retail/restaurant uses. The two documents concluded no traffic related impacts will occur for the above stated build out scenario with the incorporation of the mitigation measures that have already been implemented. Since the proposed project is below the build-out threshold, the project also will have no significant impacts related to traffic. The project itself does not directly cause air quality impacts other than air quality impacts associated with vehicle emissions related to traffic and any construction related impacts. The project is conditioned to comply with the Air Quality related mitigation measures as stipulated in the MND adopted for the TC.

Even were this project not Categorically Exempt under Section 15332, a Mitigated Negative Declaration (MND) was prepared for the Town Center Plan, and the BevMo! project is within the scope of that MND. There are no substantial changes in the project that was evaluated in the MND or in the circumstances under which the Majestic project would be undertaken that would require major revisions in the MND due to new significant impacts or an increase in the severity of previously identified impacts nor has any new information been presented that shows there would be new significant impacts, an increase in the severity of impacts identified that mitigation measures/alternatives previously found to be infeasible are now feasible, or that other mitigation measures/alternatives significantly different than those previously identified would substantially reduce impacts. Consequently, the City cannot require additional CEQA review of this project under Public Resources Code Section 21166 and 14 Cal. Code of Regulations Section 15162.

Conditions:

A. General:

1. Approval of this application permits creation of a Sign Program for (business) BevMo! located at 34215 Pacific Coast Highway. Subsequent submittals for this project shall be in substantial compliance with the plans presented to the Planning Commission, and in compliance with the applicable provisions of the Dana Point Specific Plan and 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, the Director may approve the amendment without requiring a new public hearing.
3. Approval of this application shall be valid for a period of 24 months (two years) 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.

6. 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.
7. 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.
8. 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.
9. 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.
10. The applicant shall obtain all applicable permits for the proposed improvements.
11. Any future window signage shall be designed and placed in compliance with Section 9.37.150 (e)(6) of the Dana Point Zoning Code.
12. Any signage proposed within public rights-of-way shall require approval of an Encroachment Permit by the Public Works/Engineering Department.
13. Any imagery placed within window-mounted vitrines shall be pictorial/scenic in nature and not contain advertising for the business to the satisfaction of the Director of Community Development.
14. All lighting shall comply with Section 9.05.220 of the Dana Point Zoning Code. Should it be determined that lighting is not compliance with the referenced Section, the City reserves the right to review property lighting and require adjustments as needed to bring such into compliance with standards.

15. This resolution shall be copied in its entirety, placed directly onto a separate plan sheet behind the cover sheet and included with any plans submitted to the City.

C. Prior to Issuance of a Sign Permit or Permits

16. The Applicant shall complete construction and obtain final approvals for development permitted under Coastal Development Permit CDP14-0014.
17. The Applicant shall apply for a Building Permit from the Building/Safety Division for placement of all signage.
18. Submitted building construction and/or signage documents shall contain a blue-line print of the City's conditions of approval and it shall be attached to each set of plans submitted for City approval or shall be printed on the title sheet verbatim.
19. Improvements shall comply with the most recently adopted local and State building code regulations, which may include the 2013 CBC, CMC, CPC and CEC with State amendments for disabled accessibility and energy conservation, and all other 2013 code regulations that may apply.

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 November, 2015, by the following vote, to wit:

AYES:

NOES:

ABSENT:

ABSTAIN:

April O'Connor, Chairperson
Planning Commission

ATTEST:

Ursula Luna-Reynosa, Director
Community Development Department

BevMo!

PROPOSED SIGNAGE

RECEIVED

NOV 17 2015

CITY OF DANA POINT
COMMUNITY DEVELOPMENT DEPARTMENT

SIGN TYPES:

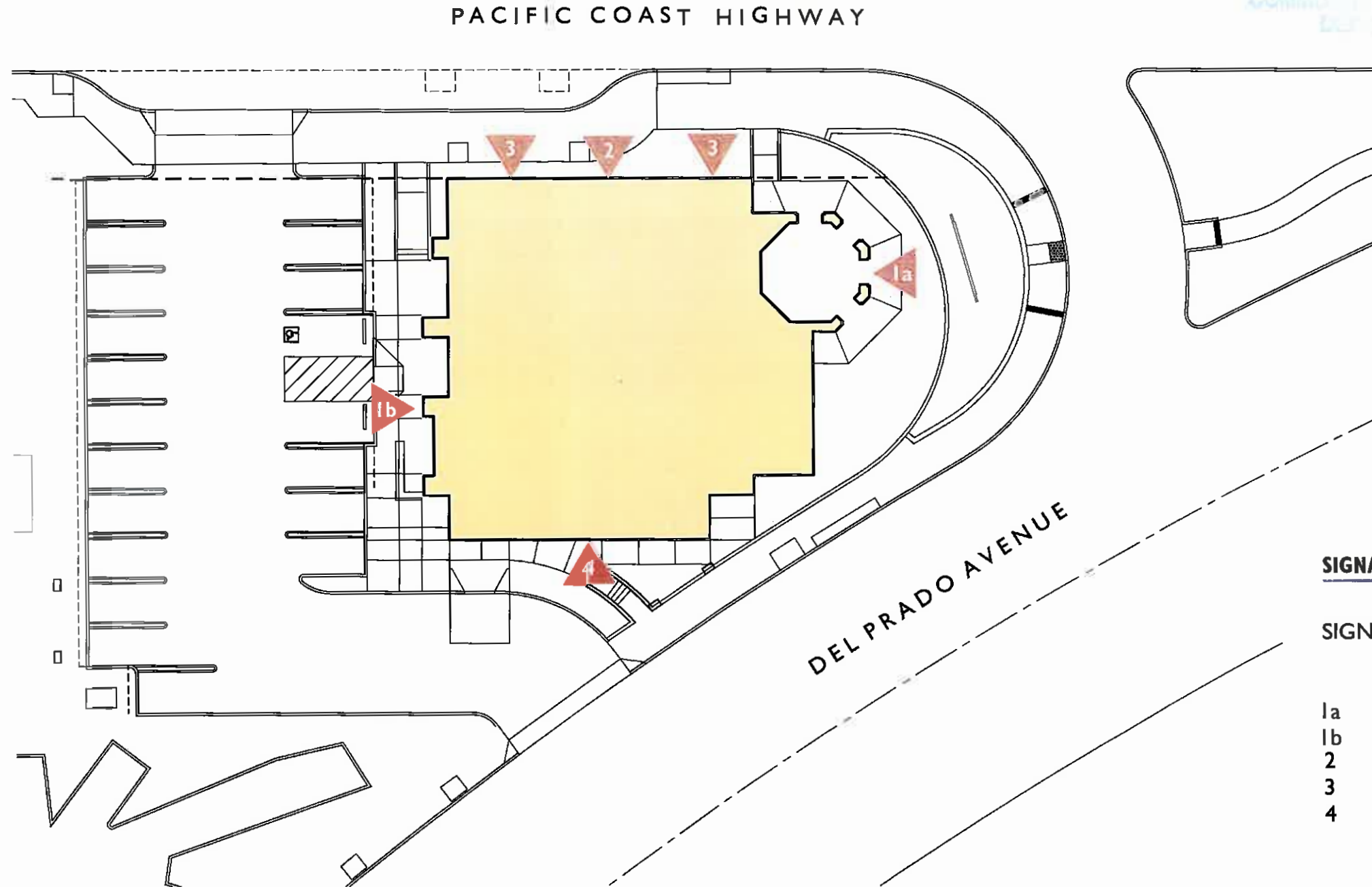
1a + 1b. Wall sign, BevMo! red, matte finish powder coat metal letters with matching returns and gooseneck lights. Letters shall be 2-1/4" thick, mounted with 3/4" standoffs.

2. Vertical lit blade sign, see sheet 6 for details.

3. Fabric awning valence with tag line.

4. Wall sign, halo lit warm white dimmable LED, BevMo! red, matte finish powder coat metal letters with matching returns. Letters shall be 2" thick with 3/4" standoffs.

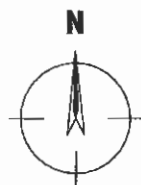
Additional vitrine graphics to have no advertising text.



SIGNAGE SUMMARY

SIGN	SQUARE FOOTAGE
1a	16.29 sf
1b	28.05 sf
2	12.91 sf
3	6.69 sf
4	11.15 sf

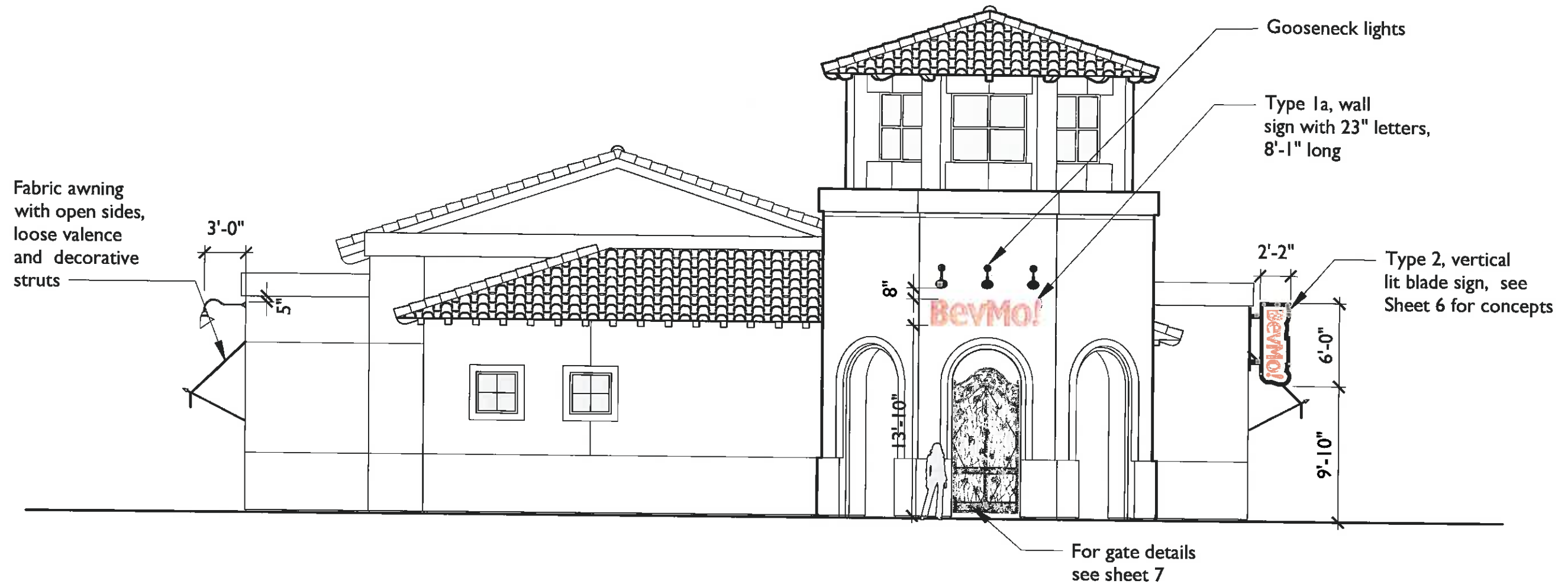
Total: 75.09 sf



Proposed Signage

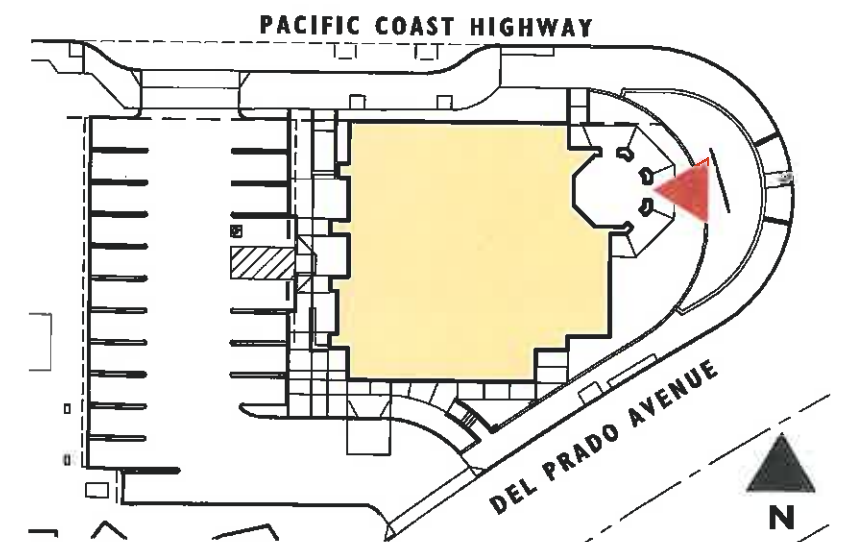
November 9, 2015

BevMo! - Dana Point, California



GOOSENECK LIGHTS:
 Rejuvenation "Carson" with
 angled dome shade, bronze finish
 and 36" gooseneck arm.
 All gooseneck lights shall be
 dimmable.

KEY PLAN

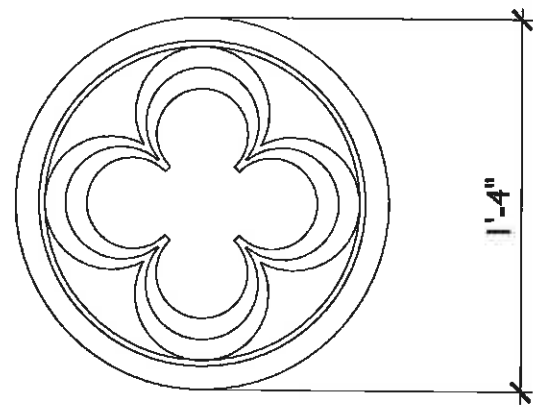
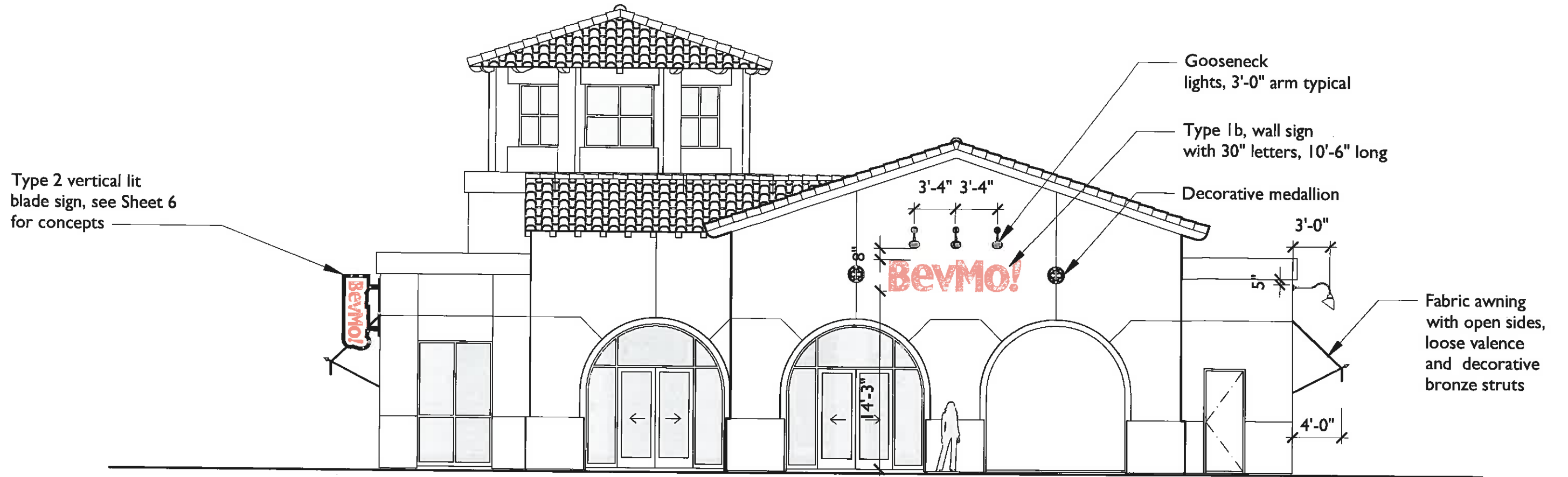


East Elevation

BevMo! - Dana Point, California

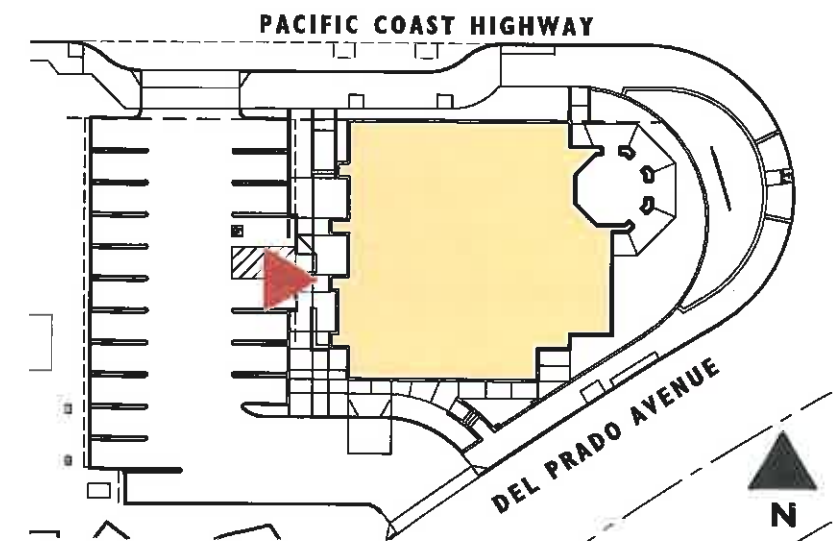
November 9, 2015

0 8'



DECORATIVE MEDALLION
 Painted to match wall
 Pineapple Grove -
 Quatrafoil 16CM-045

KEY PLAN

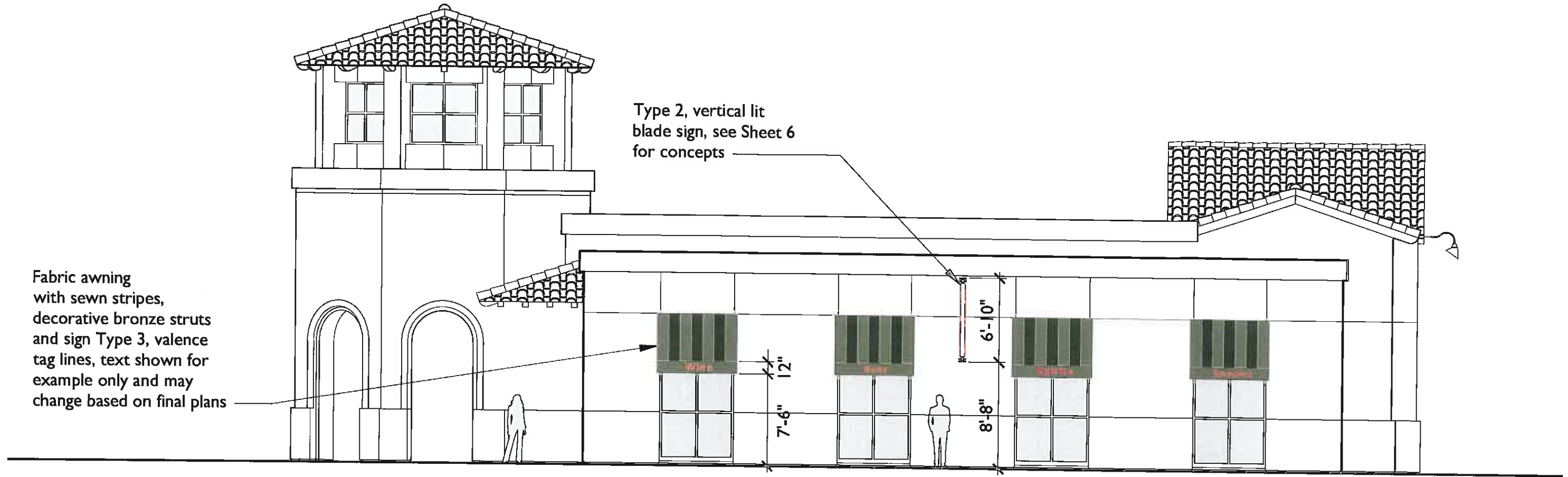


West Elevation

BevMo! - Dana Point, California

November 9, 2015





KEY PLAN



North Elevation

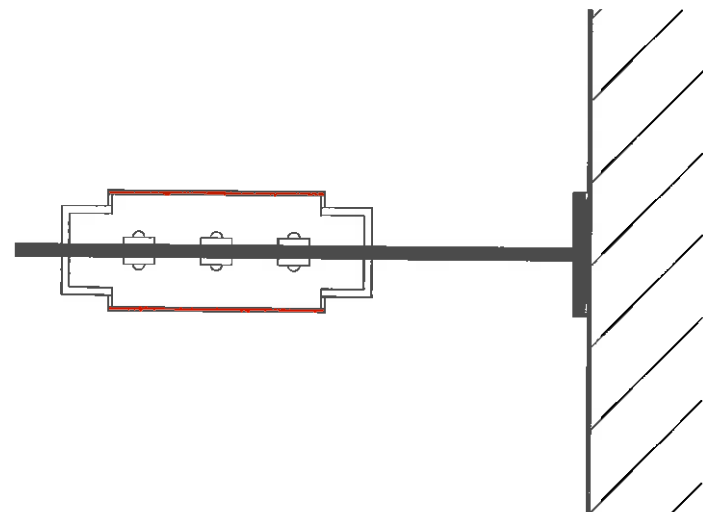
BevMo! - Dana Point, California

November 9, 2015

0 8'



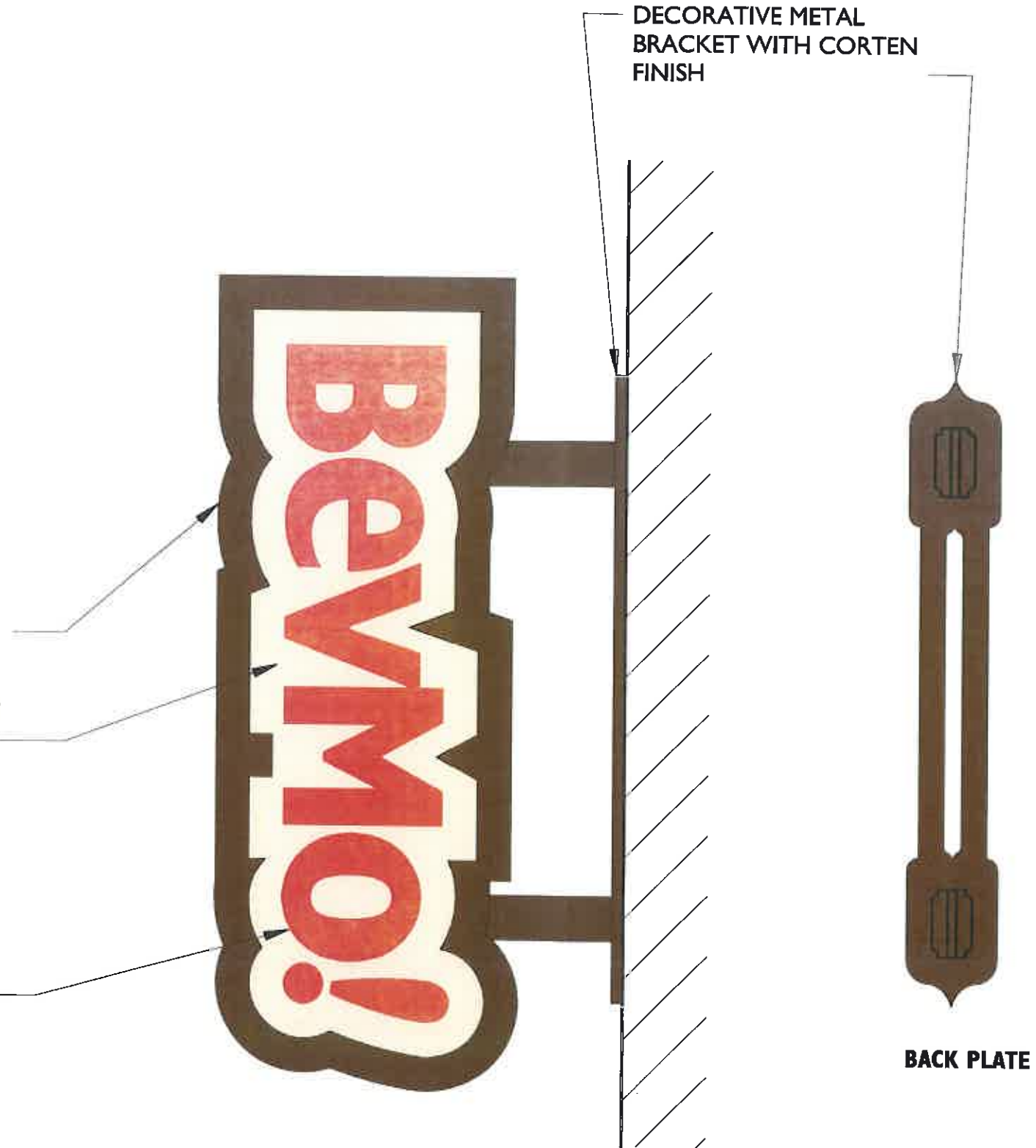
FABRIC AWNING WITH DECORATIVE STRUTS



METAL PANEL WITH CORTEN STEEL FINISH

OPAQUE SIGN CABINET, INTERNALLY LIT WITH CUT OUT LETTERS

RAISED, BEVMO! RED METAL, MATTE FINISH POWDER COAT LETTERS, LIT IN SILHOUETTE FROM BEHIND



DECORATIVE METAL BRACKET WITH CORTEN FINISH

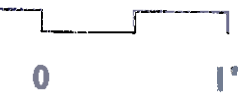
BACK PLATE



Reference Images

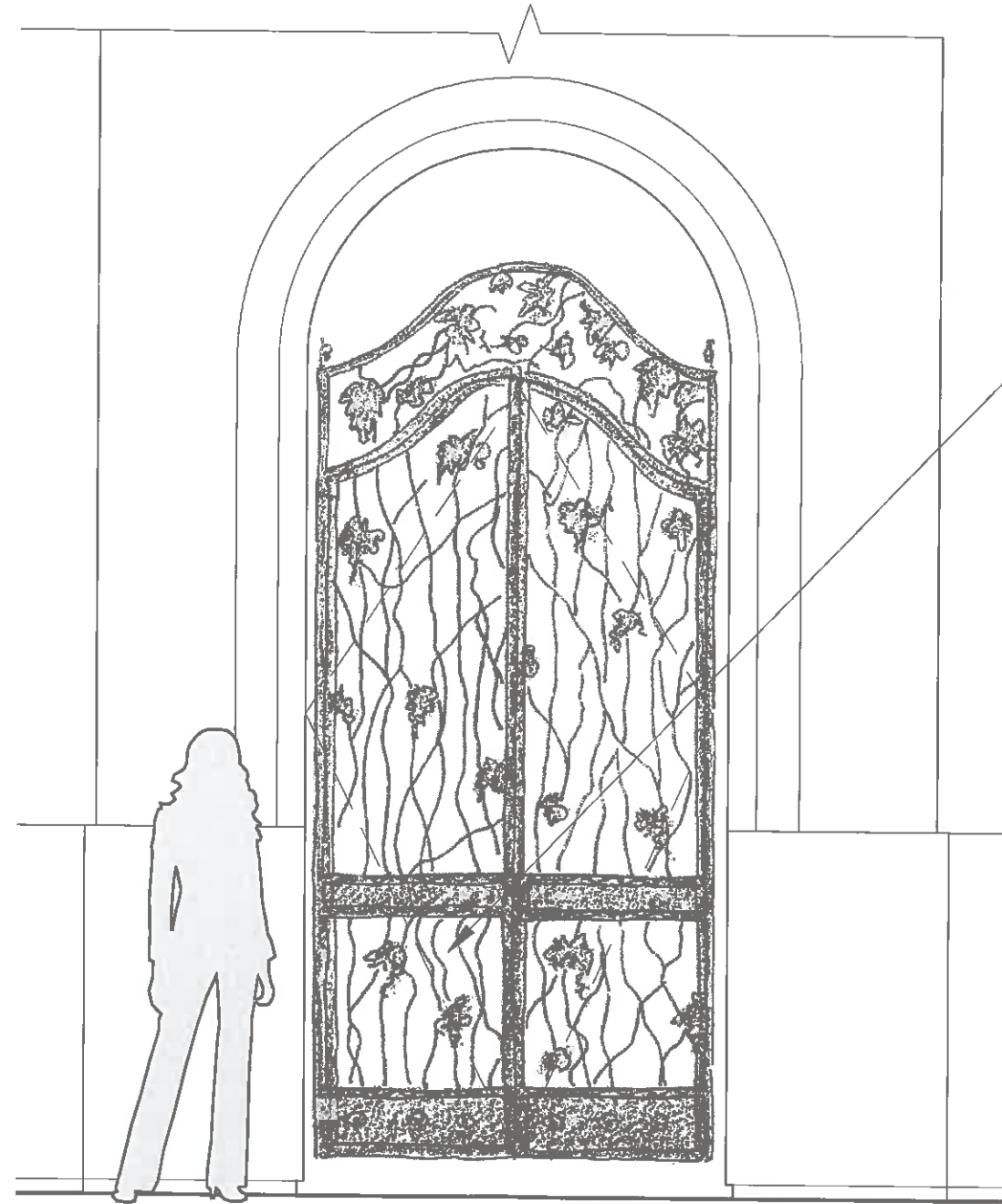
BevMo! - Dana Point, California

November 9, 2015





GATE EXAMPLE



ELEVATION

OPERABLE WROUGHT
IRON GATE,
HAND HAMMERED FINISH
WITH BLACK POWDER
COAT, TYPICAL AT ALL
TOWER ARCHES.



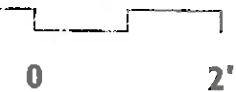
GATE DETAIL EXAMPLE



Railing at Tower

BevMo! - Dana Point, California

November 9, 2015





City of Dana Point
Vicinity Map - SPP15-0001
Evan Langan, AICP, Associate Planner
Community Development Department
33282 Golden Lantern
Dana Point, CA 92629-1805

VICINITY MAP



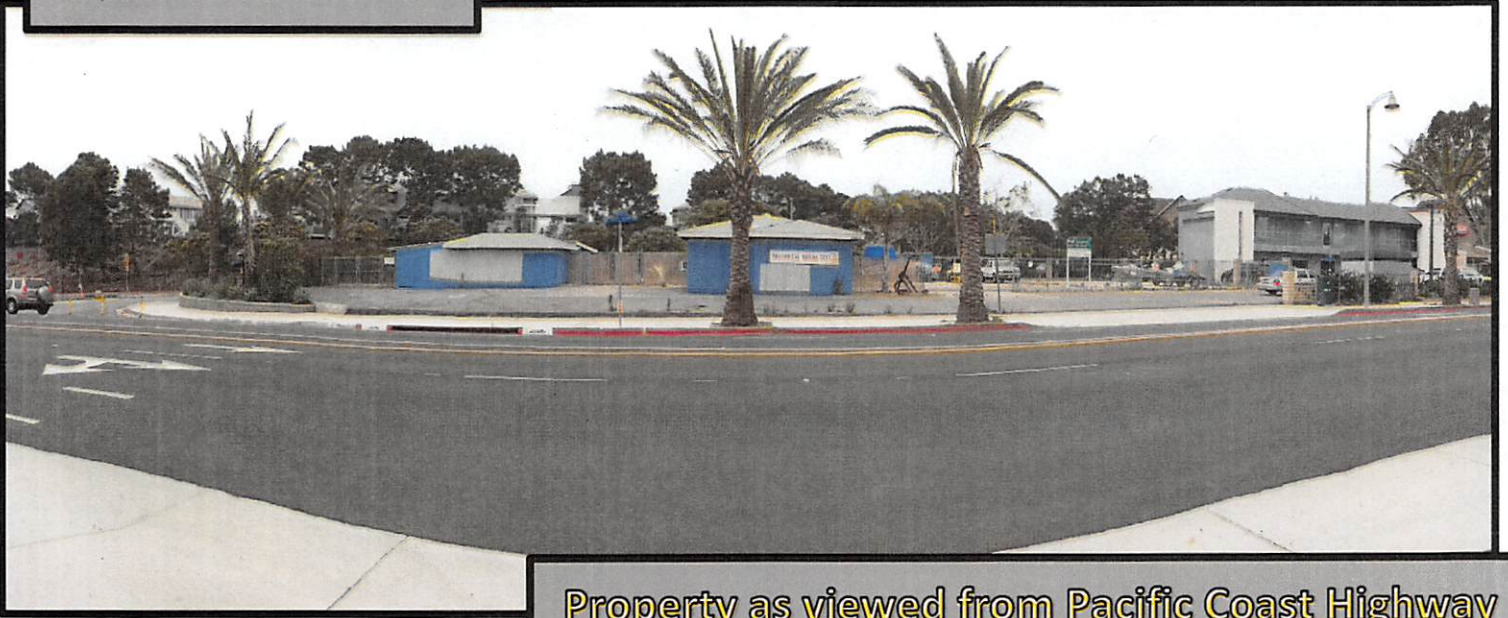
Project: *SPP15-0001*

Project Applicant: *BevMo!*

Location: *34215 Pacific Coast Highway*



SITE PHOTOS

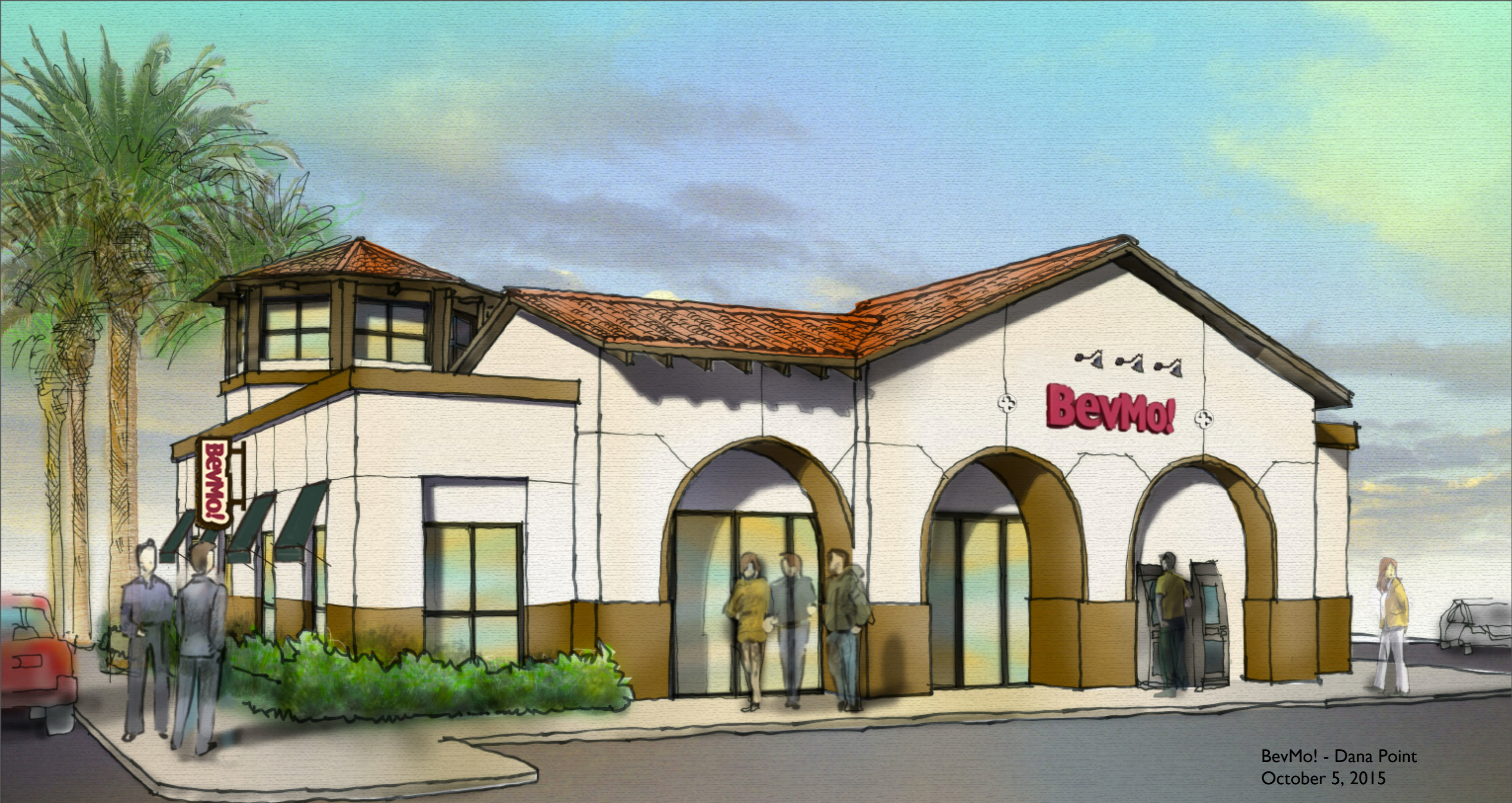


Property as viewed from Pacific Coast Highway



Property as viewed from Del Prado





BevMo! - Dana Point
October 5, 2015