DESIGN REVIEW COMMITTEE
AGENDA ITEM

AGENDA DATE: APRIL 4, 2012

TO: Chair Woollett and Members of the Design Review Committee

THRU: Leslie Aranda Roseberry, Planning Manager

FROM: Robert Garcia, Associate Planner

SUBJECT: DRC No. 4608-11 - Tustin Square

SUMMARY

The applicant is proposing a sign program for an existing office/retail complex in order to incorporate a uniform sign program for future tenants.

RECOMMENDED ACTION—FINAL DETERMINATION

Staff recommends the Design Review Committee (DRC) approve the project, subject to the conditions listed below and any conditions that the DRC determines appropriate to support the required findings and ensure the preservation of the community aesthetics.

BACKGROUND INFORMATION

Applicant/Owner: Jesus Chavarria, Speed Quality Signs

Property Location: 1888-1998 N. Tustin Street

General Plan Designation: GC (General Commercial)

Zoning Classification: C-TR (Limited Business Tustin Redevelopment Area)

Existing Development: Office/Retail Complex

Property Size: 5.574 acres

Associated Applications: None

Previous DRC Project Review: None

PUBLIC NOTICE

No Public Notice was required for this project.

ENVIRONMENTAL REVIEW

Categorical Exemption: This project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) per State CEQA Guidelines Section 15301 (Class

1- Existing Facilities) because the project consists of a sign for an existing office/retail complex. There is no public review required.

PROJECT DESCRIPTION

The project consists of new sign program to better identify the complex and tenants of the complex.

Signage

Shop Tenant Signage: Wall signs for the shop tenants will be made of illuminated channel letters and logos mounted directly to the building in which the primary tenant faces (Sign Type A). The signs shall not exceed 18 inches in height, but in no case shall the sign height exceed a dimension that is greater than two-thirds (2/3) of the height of the vertical surface (or plane) upon which it is located. In no case shall the signage be greater than 75% of the frontage it is placed on. Sign area shall not exceed 1 square foot per lineal foot of the tenant's frontage.

Shop Tenant Tower Signage: Up to three tower signs will be allowed for shop tenants. A variety of sign treatments mounted directly to the towers are encouraged (Sign Type B). The signs shall not exceed 48 inches in height, but in no case shall the sign height exceed a dimension that is greater than two-thirds (2/3) of the height of the vertical surface (or plane) upon which it is located. In no case shall the signage be greater than 75% of the frontage it is placed on.

Pad Tenant Signage: A variety of sign treatments mounted directly to the towers are encouraged (Sign Type C). The signs shall not exceed 48 inches in height for logos and 24 inches for a single line copy, but in no case shall the sign height exceed a dimension that is greater than 70% of the height of the vertical surface (or plane) upon which it is located. In no case shall the sign height exceed a dimension that is greater than two-thirds (2/3) of the height of the frontage it is placed on. Sign area shall not exceed 1 square foot per lineal foot of the tenant's frontage.

Tenant Entry Monument Signage: There are two existing entry monument signs (Sign Type D). These signs will not be modified by the proposed sign program. The primary entry signs identify the office/retail complex center and tenants. The height of the two monument signs are 16'-8". Orange Municipal Code (OMC) Section 17.36.070 states that sign height is measured from the top of the adjacent curb to the top of the sign face area. Architectural features may increase overall height, but not by more than fifteen (15) percent. In this case the overall height of the two entry monument signs does not exceed the height by more than 15%. The signs are internally illuminated with a maximum of 90 square feet of sign area per side.

EXISTING SITE

The site is developed with an office/retail complex consisting of four buildings. The office component is located toward the rear behind the retail shops. Two of the four buildings are pad tenant buildings currently used by Darya Restaurant and Wienerschnitzel.

EXISTING AREA CONTEXT

The project site is located adjacent to a mixed use of commercial developments to the north, east and south. Residential properties are located to the west, behind the office/retail complex.

EVALUATION CRITERIA

OMC Section 17.10.070 establishes the general criteria the DRC should use when reviewing the project. This section states the following:

The project shall have an internally consistent, integrated design theme, which is reflected in the following elements:

1. Signage.

a. All signage shall be compatible with the building(s) design, scale, colors, materials and lighting.

ANALYSIS/STATEMENT OF THE ISSUES

The proposal as currently submitted indicates that the proposed signs meet the approved sign criteria in the Orange Municipal Code. The enhanced landscaping, hardscape and furniture serve to further the overall design concept for the office/retail complex. Staff believes that the proposed signs in general are appropriate given the location of the building.

ADVISORY BOARD RECOMMENDATION

None

STAFF RECOMMENDATION AND REQUIRED FINDINGS

The courts define a "Finding" as a conclusion which describes the method of analysis decision makers utilize to make the final decision. A decision making body "makes a Finding," or draws a conclusion, through identifying evidence in the record (i.e., testimony, reports, environmental documents, etc.) and should not contain unsupported statements. The statements which support the Findings bridge the gap between the raw data and the ultimate decision, thereby showing the rational decision making process that took place. The "Findings" are, in essence, the ultimate conclusions which must be reached in order to approve (or recommend approval of) a project. The same holds true if denying a project; the decision making body must detail why it cannot make the Findings.

The Findings are applied as appropriate to each project. Based on the following Findings and statements in support of such Findings, staff recommends the DRC approve the project with recommended conditions.

1. *In the Old Towne Historic District, the proposed work conforms to the prescriptive standards and design criteria referenced and/or recommended by the DRC or other reviewing body for the project (OMC 17.10.070.F.1).*

   The project is not located in the Old Towne Historic District; therefore this Finding does not apply to the application at hand.

2. *In any National Register Historic District, the proposed work complies with the Secretary of the Interior's standards and guidelines (OMC 17.10.07.F.2).*

The project is not located in the National Register Historic District; therefore this Finding does not apply to the application at hand.

3. *The project design upholds community aesthetics through the use of an internally consistent, integrated design theme and is consistent with all adopted specific plans, applicable design standards, and their required findings (OMC 17.10.07.F.3).*

   The uniformed sign program as proposed will provide for internal consistency in regards to the sign scale, sign type and sign size. The integrated theme of the sign program will help to uphold the aesthetics of the community. The sign program fits into the existing office/retail complex located in the area and avoids abrupt changes in the neighborhood character, in terms of signage.

4. *For infill residential development, as specified in the City of Orange Infill Residential Design Guidelines, the new structure(s) or addition are compatible with the scale, massing, orientation, and articulation of the surrounding development and will preserve or enhance existing neighborhood character (OMC 17.10.07.F.4).*

   The project is not infill residential development; therefore this Finding does not apply to the application at hand.

CONDITIONS

The approval of this project is subject to the following conditions:

1. All construction shall conform in substance and be maintained in general conformance with plans and exhibits date stamped April 4, 2012, including modifications required by conditions of approval, and as approved by the Design Review Committee.
2. Following the DRC meeting, and prior to issuance of a building permit, the applicant shall provide the City with two copies of the final sign program which incorporates any comments from the DRC.
3. When signs are removed, the building(s) will be repaired so that the patchwork is not visible. The materials used to patch the holes shall be the same material, color, and texture as the building. If glue is used, excess glue shall be removed and the building restored to its original condition.
4. Graffiti shall be removed from the exterior walls and windows of the licensed premises within 72 hours of discovery.
5. The applicant agrees to indemnify, hold harmless, and defend the City, its officers, agents and employees from any and all liability or claims that may be brought against the City arising out of its approval of this permits, save and except that caused by the City's active negligence.
6. The final approved conditions of approval shall be reprinted on the first or second page of the construction documents when submitting to the Building Department for the plan check process.
7. Prior to issuance of building permits, the applicant shall pay all applicable development fees, including but not limited to: City sewer connection, Orange County Sanitation

District Connection Fee, Transportation System Improvement Program, Fire Facility, Police Facility, Park Acquisition, Sanitation District, and School District, as required.

8. Building permits shall be obtained for all construction work, as required by the City of Orange, Community Development Department's Building Division. Failure to obtain the required building permits will be cause for revocation of this Design Review Permit.
9. If not utilized, project approval expires twenty-four months from the approval date. Extensions of time may be granted in accordance with OMC Section 17.08.060. The Planning entitlements expire unless Building Permits are pulled within 2 years of the original approval.

ATTACHMENTS

1. Vicinity Map
2. Proposed Sign Program

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