# *DESIGN REVIEW COMMITTEE*
## AGENDA ITEM

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| AGENDA DATE: | DECEMBER 5, 2012 |
| TO: | Chair Woollett and Members of the Design Review Committee |
| THRU: | Leslie Aranda Roseberry, Planning Manager |
| FROM: | Daniel Ryan, Historic Preservation Planner |
| SUBJECT: | DRC No. 4655-12 – CITRUS CITY GRILL - SIGN |

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## SUMMARY

The applicant, Citrus City Grill, proposes a new wall sign with reverse channel lettering and halo illumination to replace the existing wall sign on their Plaza Restaurant.

## RECOMMENDED ACTION- FINAL DETERMINATION

Staff recommends the DRC approve the sign as submitted.

## BACKGROUND INFORMATION

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| Applicant: | Buck Woods – Woods Sign & Lighting |
| Owner: | Steve Tsirtsis |
| Property Location: | 122 N. Glassell Street, (Plaza Historic District) |
| General Plan Designation: | OTMU – 15S (Old Towne Mixed Use Spoke, Max.0.6 FAR; 15 du/acre) |
| Zoning Classification: | OTMU-15S (Old Towne Mixed Use, Max. 0.6 FAR 6-15 du/acre) |
| Existing Development: | 5,069 sq. ft. Commercial building with parking lot. |
| Property Size: | .29 Acre (12,725 sq. ft.) |
| Associated Applications: | None |
| Previous DRC Review: | DRB 3313-96 |

## 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.

Section 15301 (Class 1- Existing Facilities) consists of the repair, maintenance, or minor alteration of existing private structures, exterior alterations and/or topographical features.

## PROJECT DESCRIPTION

The applicant is proposing to replace the existing curved wall sign that is located above the main entrance with a new metal sign with brushed individual channel letters. The sign has custom "Citrus City Grill" text with a citrus logo design. The new wall sign will have reverse channel letters with neon halo back lighting. The sign background material is aluminum; painted in a terracotta color which is the same as the color as the building. The brushed aluminum letters will have 1-1/2" offsets to permit halo lighting against the contrasting background color. The sign is 24" tall, 15 feet in length with an area of 28 square feet. The building frontage is 38 feet which permits a sign of 38 square feet in area. The existing sign is not illuminated and has a curved form, whereas, the new sign is straight, and has reverse halo illumination for each individual letter.

## EXISTING SITE

The original 1886 building was remodeled in 1952 and due to the changes to the façade, the building was classified as a non-contributor when the Plaza District was established in 1982. The 5,069 square foot building has a recessed dining area with a central entrance flanked by two columns supporting an Art Deco pediment with a decorative finial. The mid-portion of the columns above the door has a raised horizontal banding that supports the signage located above the open colonnade. The existing non-illuminated "Citrus City Grill" wall sign is located between the existing columns and is approximately 15" in height and 12 feet in length. The 12,725 square foot property includes a parking lot on the west side of the building.

## EXISTING AREA CONTEXT

The subject property, the Citrus City Grill, is located within the Plaza Historic District. The immediate area contains a mix of retail and restaurant uses on North Glassell Street.

## EVALUATION CRITERIA

Orange Municipal Code (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. **Architectural Features**.
    a. The architectural features shall reflect a similar design style or period.
    b. Creative building elements and identifying features should be used to create a high quality project with visual interest and an architectural style.

2. **Landscape**.
   a. The type, size and location of landscape materials shall support the project's overall design concept.
   b. Landscaping shall not obstruct visibility of required addressing, nor shall it obstruct the vision of motorists or pedestrians in proximity to the site.
   c. Landscape areas shall be provided in and around parking lots to break up the appearance of large expanses of hardscape.
3. **Signage**.
   a. All signage shall be compatible with the building(s) design, scale, colors, materials and lighting.
4. **Secondary Functional and Accessory Features**. Trash receptacles, storage and loading areas, transformers and mechanical equipment shall be screened in a manner which is architecturally compatible with the principal building(s).

## ANALYSIS/STATEMENT OF THE ISSUES

Issue 1 - General Sign Requirements:

The submitted wall sign proposal meets the development standards per Section 17.36.060 contained in the City's Sign Ordinance and the sign criteria in the Historic Preservation Design Standards for Old Towne.

The proposed wall sign has an area of twenty-eight square feet. Within the allowed sign area, It is permitted for thirty-eight square feet. The lettering style for text line "Citrus City Grill" is a custom cursive free flowing type style and is considered a logo and does not have to meet the standard type styles for Old Towne. The new sign will have individual reverse channel letters, offset 1-1/2 inch from the metal background for halo neon lighting.

The proposed sign colors consists of terracotta back ground color with brushed aluminum letters and logo for contrast. The sign color is complementary to the building, and the sign does not obscure any architectural features.

## 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).*

   a. The proposed wall sign meets the general sign regulations as to the number of signs and sign area. The proposed sign placement and mounting hardware will not obscure or damage existing architectural features of the building.

   b. No new external lighting fixtures are proposed for the wall sign, only internal halo style background illumination is proposed.

   c. The Design Standards prescribe that sign materials shall be wood or metal. The proposed wall sign is constructed of metal. The sign colors of terracotta and silver are acceptable as to the intensity, proper color balance, and compatibility with the building color scheme.

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 new wall sign is compatible to the style of the building and its placement will not obscure or damage existing architectural features of the building.

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).*

   As the project is located within the Old Towne Historic District, the proposed work conforms to the prescriptive standards and design criteria referenced and/or recommended by the Design Review Committee. The proposal is based upon sound principles of land use, in that it complies with the Old Towne Design Standards and the Secretary of the Interior's Standards for Rehabilitation.

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).*

   As the *City of Orange Infill Residential Design Guidelines* do not apply to projects located within the Old Towne Orange Historic District, this finding does not apply. Furthermore the subject sign application does not involve in-fill residential development.

## CONDITIONS

Staff recommends the Design Review Committee approve DRC 4655-12 subject to the conditions listed below and any conditions that the Design Review Committee deems appropriate:

1. 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 plans which incorporates any comments from the DRC.
2. All future sign construction shall conform in substance and be maintained in general conformance with plans and exhibits labeled Attachment 3 in the staff report (date stamped received June 28, 2012), including modifications required by the conditions of approval, and as recommended for approval by the Design Review Committee. Any change to the signage from the approved plans shall be subject to review and approval by the Design Review Committee.
3. 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 permit, save and except that caused by the City's active negligence.
4. The applicant, business owner, managers, and successors shall comply with all Federal, State and local laws, including all City regulations. Violation of any of those laws in connection with the use will be cause for revocation of this permit.
5. Any future expansion in area or in the nature and operation of the sign plans approved by Design Review Committee No. 4655-12 shall require an application for a new or amended application.
6. Construction permits shall be obtained for all future 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 permit.
7. 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. Small Scale Sign Plans, dated June 28, 2012

CC:

Buck Woods- Woods Sign & Lighting
25641 Warwick Road,
Menifee, Ca 92568

Steve Tsirtsis
122 N. Glassell Street
Orange, Ca 92866