DESIGN REVIEW COMMITTEE
AGENDA ITEM

AGENDA DATE:	JANUARY 16, 2013
TO:	Chair Woollett and Members of the Design Review Committee
THRU:	Leslie Aranda Roseberry, Planning Manager
FROM:	Doris Nguyen, Associate Planner
SUBJECT:	DRC No. 4664-12 – SPIN NEAPOLITAN FAÇADE REMODEL

SUMMARY

The applicant proposes to repaint the exterior façade, move the patio from the east to the north elevation, replace the existing east awning, construct a new north patio cover, and add signage. There would be no change to the landscaping.

RECOMMENDED ACTION – FINAL DETERMINATION

Staff is requesting that the DRC approve the proposed project.

BACKGROUND INFORMATION

Applicant/Owner:	Spin! Neapolitan Pizza at the Stadium Promenade
Property Location:	1623 W. Katella Ave, Suite 102
General Plan Designation:	Urban Mixed Use (UMIX)
Zoning Classification:	C-R (Commercial Recreation)
Existing Development:	4,589 SF restaurant building
Property Size:	24.5 acres
Associated Applications:	None

PUBLIC NOTICE

No Public Notice was required for this project.

ENVIRONMENTAL REVIEW

Categorical Exemption: The proposed project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) per State CEQA Guidelines 15302 (Replacement or Reconstruction) because the project includes because the proposal involves the

remodel of an existing building's exterior elevations; no additional square footage is proposed. There is no environmental public review required for a Categorical Exemption.

PROJECT DESCRIPTION

Spin! Neapolitan Pizza is moving into the 1,852 SF tenant space vacated by Bob's Big Boy, within the Stadium Promenade center. The adjacent Tuttimelon Yogurt space is not part of the proposal. The fast casual chain restaurant is a thin-crust pizza concept that is based out of Missouri and Kansas. The restaurant will be a new venture for the owners of the Hof's Hut and Lucille's BBQ franchises. The restaurant plans to be open 11:00am to 11pm seven days per week and sell beer and wine under the existing CUP 2738-08. It will have 135 indoor seats and 38 outdoor patio seats for a total of 173 seats.

The applicant is proposing modifications to the exterior of the building to be in line with the restaurant's corporate branding and to relocate the patio enclosure. Product detail sheets are included in Attachment 3. The exterior modifications include:

- Covering the existing stucco walls with fiber-cement panels up to the height of the top of the windows. The panels will be furred off the existing wall with metal channels.
- Add a continuous horizontal wood glu-lam beam above the fiber-cement panels to separate the existing stucco and cement panels.
- Paint the stucco and trim with flat acrylic paint, Sherman Williams SW7046 and SW7047, respectively. The colors in the grey/brown family of colors.
- Add halo-illuminated, round wall sconce light fixtures to the fiber-cement panels.
- Change out the entry and patio doors to wood French doors with full clear glass lites.
- Finish the window jambs and head with matching wood trim.
- Change out the glass on the lower sections of the north and east storefronts to "narrow reeded" obscure glass to hide the booth work.
- Replace the signage
- The patio covers would be changed as described in the paragraph below.

The previous restaurant had an 864 SF outdoor dining patio enclosure on the east elevation of the building with the main entrance on the north. The applicant is proposing to relocate the patio seating to the north elevation and reduce the size to 650 SF. The patio would be enclosed by a 36" tall metal and wood railing. The patio cover is proposed to be constructed of open metal and wood lattice, with a Brown AwnTex (EF7) fabric sunshade and have down lights and heaters mounted to the bottom. The entrance would be moved to the east elevation of the building and have a solid patio cover installed over it.

There are no changes proposed to the landscaping and they are not requesting any changes to the existing alcohol Conditional Use Permit.

EXISTING SITE

The Stadium Promenade consists of an eclectic mix of building materials, colors, and architecture. Uses with the property include several freestanding buildings occupied primarily

with restaurants, a multi-screen movie theatre, along with a parking lot that serves the on-site uses. The building proposed for occupancy has tan stucco walls and exposed aluminum storefront windows inter-dispersed in between column features. The building exterior walls are accented with a band of red and white checkered tile squares above the storefront glass. A red awning exists over most of the the existing east elevation entrances. The subject tenant space is somewhat obscured from view from Katella Avenue because it is located behind the Lazy Dog Café and across the parking lot from Acapulco's. Tuttimelon Yogurt is connected to the proposed restaurant on the west side.

EXISTING AREA CONTEXT

Surrounding property to the north, south, east, and west include a mix of industrial, commercial, and office tenants. This is because the C-R zone accommodates a wide variety of land uses ranging from commercial to industrial uses.

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**. 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 Exterior Improvements:
The applicant proposes to modify the exterior of the building to be in line with the corporate branding of the new fast casual chain. The proposed exterior architectural treatments are internally uniform in design, complimentary in color to the other existing buildings, and reflect an appropriate pedestrian scale in relation to the building height. The façade design does not necessarily match the façade of the adjacent space or any other pad tenant in the center; however, the central theme for the center is that each tenant is unique and unduplicated. Each tenant in the center seems to maintain the appearance of a stand-alone site. The darker tones mimic the darker colors used on the Pint House, Lazy Dog Café, and King's Fish House.

Many of the other restaurants in the center also have multiple materials to add interest to the building facade. Currently, the building is mostly stucco with a checkered red and white tile band above the storefront windows. The addition of the wood and fiber cement siding adds new materials to the building, similar to how other buildings in the center have used stone and brick as major features on their buildings.

Issue 2 Signage:
The Stadium Promenade Sign Program, approved in 2010, allows tenants with less than 4,000 SF of signage two SF of signage area per linear foot of building frontage when a building is more than 200' from the property line or street. The southeast corner of the restaurant is nearly 210' away from Katella Avenue. The signs can not exceed 125 SF per elevation with a total sign SF of 325 SF. Tenants with less than 4,000 SF are allowed one sign per elevation with a maximum of four signs. As shown in the table below, Spin! does not exceed the allowed wall sign area per elevation or the total area allowed.

Elevation (Lineal Foot of Bldg Frontage)	Total # of Primary Signs	Total Wall Sign SF Proposed	Max Wall Sign SF Permitted
North (48'-2")	1	81	96
East (82'-6")	1	81	125
West (40'-11")	1	81	82
South (n/a)	–	–	–
Total		243	125 SF per elevation and 325 SF total

Each wall sign does not exceed the 125 SF of sign area allowed per elevation, nor the total 325 SF of sign area allowed. Also, each sign, at 3' tall, also complies with the maximum 2:3 the height of the sign area.

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).*

   This project site is not within the Old Towne Historic District; therefore, this finding does not apply.

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).*

   This project site is not within the National Register Historic District; therefore, this finding does not apply.

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 project is not located within any specific plan area or area with specific design standards. The Stadium Promenade center is an eclectic mix of building materials, colors, and architecture. The new restaurant will be a more modern concept; however, the darker colors and use of mixed materials matches other buildings in the center.

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).*

   This project is not an infill residential development; therefore, this finding does not apply.

CONDITIONS

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

1. Signage shall comply with the Stadium Promenade Sign Program. Any deviation from the sign program would require a formal request to amend the sign program.
2. All construction shall conform in substance and be maintained in general conformance with plans and exhibits labeled Attachments 3-5 in the staff report (date stamped received January 2, 2013), including modifications required by the conditions of approval, and as recommended for approval by the Design Review Committee. Further, exterior building color and materials shall conform to the plans and color and materials board approved by the Design Review Committee on January 16, 2013. Any change to the exterior of the building 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, successors, and all future assigns 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. Construction permits shall be obtained for all construction work, as required by the City of Orange, Community Development Department's Building Division and Public Works Grading Division. Failure to obtain the required building permits will be cause for revocation of this permit.
6. All structures shall comply with the requirements of Municipal Code – Chapter 15.52 (Building Security Standards), which relates to hardware, doors, windows, lighting, etc. (Ord. 7-79). Approved structural drawings shall include sections of the security code that apply. Specifications, details, or security notes may be used to convey the compliance.
7. 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.
8. 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. Existing Site Photos
3. Photo of Color Board, Awning Material Detail Sheet, Outdoor Wall Sconce Detail Sheet, and Photo of Proposed New Exterior Doors.
4. Proposed Signage (date stamped received January 2, 2013)
5. Color Elevations, Site Plan, Floor Plan, Ceiling Plan, Roof Plan, B&W Exterior Elevations, and Details for Exterior, Patio, & Canopy (date stamped received January 2, 2013)

cc: Architects Design Consortium
ATTN: Craig Oka
4875 E La Palma Ave #607
Anaheim, CA 92807

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