DESIGN REVIEW COMMITTEE
AGENDA ITEM

AGENDA DATE:	FEBRUARY 6, 2013
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. 4668-13 – LINX BLADE SIGN

SUMMARY

The applicant proposes a new projecting blade sign for a new restaurant.

RECOMMENDED ACTION

Staff recommends the DRC approve the blade sign as submitted.

BACKGROUND INFORMATION

Applicant:	Robyn Bentley, Swain Sign
Owner:	234 West Chapman LLC
Property Location:	238 W. Chapman Avenue, Old Towne Orange Historic District
General Plan Designation:	OTMU (Old Towne Mixed Use, Maximum .5 -1.0 FAR)
Zoning Classification:	C-2 SPZ (General Business -Santa Fe Depot Specific Plan)
Existing Development:	New Two-story Commercial Building
Property Size:	.17 Acre (7,404 sq. ft.) Full parcel area
Associated Applications:	CUP No. 2869-12 (ABC application)
Previous DRC Review:	DRC No. 4340-08

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) consists of the repair, maintenance, or minor alteration of existing private structures, exterior alterations and/or topographical features.

PROJECT DESCRIPTION

The applicant is proposing a new projecting blade sign on a two-story, commercial building. The building is a contemporary new two-story commercial in-fill building attached to the north wall of the Wahoo's Fish Taco Restaurant building. The architectural style of the building is a themed 1920's brick commercial design, with storefront display windows and a centered entrance. The first floor of the new 1920' styled masonry commercial building is being proposed for use as a new restaurant.

The new tenant "LinX Restaurant" is proposing to have a new projecting blade sign in the design of a sausage, with neon type lettering. The building has limited frontage of 25 feet, and the building is setback approximately 4'-9" from the sidewalk. The 4'-7" long projecting sign is centered above the front entry doors of the restaurant. The sign extends into the right-of-way approximately 1'-7", and the bottom of the sign is approximately 12 feet to grade. The proposed area of the sign will have 6.34 square feet of area on each face, which is the allowed sign area. The sign face is constructed of aluminum and painted with a matte black finish. The individual 6-1/2" high and three-inch deep custom channel letters spell out "LINX" and will have a gray outline with the inside and outside of the channel letters painted white. The color proposed for the sign background is matte black, with one-inch harvest gold and yellow/orange border, with gray accent stripe.

The end of the one-foot wide aluminum cabinet sign will have the internal lighted address of 238. The steel supporting bracket is painted black and the applicant has designed the supporting bolts to fit within the existing masonry joints of the brick façade. The projecting blade sign will provide both pedestrian and vehicle visibility for the business.

EXISTING SITE

The proposed restaurant project is part in-fill and a new addition to the 1885 Vineland Hotel Building which is restored and currently occupied by Wahoo's Fish Tacos. The building is a contemporary new two-story commercial in-fill building attached to the north wall of the Wahoo's Fish Taco Restaurant. The architectural style of the building is a themed 1920's brick commercial design, with storefront display windows and a centered entrance. The existing two-story in-fill building has 1,028 sq. ft. first floor for the new "LinX Restaurant" and a separate tenant office space of 1,000 sq. ft. on the second floor.

EXISTING AREA CONTEXT

The west end of Chapman Avenue is made up of principally one-story commercial buildings fronting directly on the front property line. There is a mix of commercial serving uses including: furniture, automotive, retail, antique dealers, restaurants and office 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**.
   a. All signage shall be compatible with the building(s) design, scale, colors, materials and lighting.

ANALYSIS/STATEMENT OF THE ISSUES

The projecting blade sign as proposed does not have any issues and is in keeping with other similar projecting blade signs in the Plaza Historic District.

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 as submitted and conditioned.

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. The Design Standards prescribe that sign materials shall be wood or metal. The proposed projecting blade sign is constructed of aluminum. The proposed sign colors of black, graphite gray, harvest gold and white 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 projecting blade sign is compatible to the new in-fill contemporary building and its placement will not obscure or damage existing architectural features of the historic resource. The design of the blade signs is in keeping with similar blade signs with neon illumination within the Plaza Historic District.

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 4668-13 subject to the conditions listed below and any conditions that the Design Review Committee deems appropriate:

1. All construction shall conform in substance and be maintained in general conformance with plans labeled Attachment 2, dated August 13, 2012 and as recommended for approval by the Design Review Committee.
2. Prior to building permit issuance, the applicant shall pay all of the applicable Development Impact Fees in accordance with the most current fee schedule.
3. 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.
4. These conditions shall be reprinted on the second page of the construction documents when submitted to the Building Division for the plan check process.
5. Subsequent modifications to the approved architecture and color scheme shall be submitted for review and approval to the Community Development Director or designee. Should the modifications be considered substantial, the modifications shall be reviewed by the City's Design Review Committee.
6. 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. The City shall promptly notify the applicant of any such claim, action, or proceedings and shall cooperate fully in the defense.
7. The applicant 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.
8. Design Review Committee No. 4668-13 shall become void if not vested within two years from the date of approval. Time extensions may be granted for up to one year, pursuant to OMC Section 17.08.060.
9. Except as otherwise provided herein, this project is approved as a precise plan. After any application has been approved, if changes are proposed regarding the location or alteration of any use or structure, a changed plan may be submitted to the Community Development Director for approval. If the Community Development Director determines that the proposed change complies with the provisions and the spirit and intent of the approval action and that the action would have been the same for the changed plan as for the approved plan, the Community Development Director may approve the changed plan without requiring a new public hearing.
10. In conjunction with construction, all activity will be limited to the hours between 7:00 a.m. and 8:00 p.m. Monday through Saturday. No construction activity will be permitted on Sundays and Federal holidays.

11. Prior to Building Permit issuance, the applicant shall pay any outstanding monies due to the City of Orange for Planning Division entitlement activities related to this project.
12. Plans submitted for Building Plan Check shall comply with the California Building and Fire Code as amended by the City and as frequently amended, and in effect, at the time of application for a Building Permit.

ATTACHMENTS

1. Vicinity Map
2. Small Scale Site, Elevation, Photo Sims Sign Plans, dated August 13, 2012.

CC:

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