

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. 4614-12 - Orange Financial Center

SUMMARY

The applicant is proposing a sign program for an existing office complex in order to incorporate a uniform sign program for their 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 landscaping and community aesthetics.

BACKGROUND INFORMATION

Applicant/Owner: John Myres, Landmark Signs, Inc.

Property Location: 681-721 S. Parker Street

General Plan Designation: UMIX (Urban Mixed Use)

Zoning Classification: UMU (Urban Mixed Use)

Existing Development: Office Complex

Property Size: 10.16 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

High Rise Signage: The high rise wall signs are only be permitted in the 8-story building (701 S. Parker Street). The signs will be made of illuminated channel letters or logos mounted directly to the building (Sign Type A). Only one sign will be permitted on each of the building elevations as indicated on the sign program. The signs shall not exceed 7 feet in height and in no case shall the signage be greater than 66% of the frontage width it is placed on. Sign area shall not exceed 7 square feet per lineal foot of the structural width at the top of the building.

3rd Floor Wall Signage: Wall signs for the primary tenants of the 3-story office buildings (681 & 721 S. Parker Street). These signs will be made of illuminated or non-illuminated channel letters and logos mounted directly to the building for the primary tenant (Sign Type B). The signs shall not exceed 6 feet 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 66% of the frontage width it is placed on. Sign area shall not exceed 1 square foot per lineal foot of the tenant's frontage.

1st Floor Wall Signage: Wall signs for the primary tenants of the 3-story office buildings (681 & 721 S. Parker Street). These signs will be made of illuminated or non-illuminated channel letters and logos mounted directly to the building in which the primary tenant faces (Sign Type C). The signs shall not exceed 3 feet 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 66% of the frontage width it is placed on. Sign area shall not exceed 1 square foot per lineal foot of the tenant's frontage.

Monument Signage: The sign program will encompass three monument signs, two of which are existing. The existing monument signs will not be modified, however, the sign grogram will incorporate criteria for them in case they are replaced in the future (Monument Sign A and Monument Sign C). The new proposed monument sign (Monument Sign B) will be internally illuminated. The height of the sign will be 5'-7" in height and 18'-6" in length. The maximum sign area of the sign will be 70 square feet.

Tenant Identification Signage: The signage will be located internally to the office development and used to identify the entrance and tenants (Sign Type D, E and F). Although the code those not specifically callout requirements for internal identification signs, the signs are located internally to the development and only serve to identify the tenants to the patrons, therefore staff does not have any objections to the signs as proposed.

EXISTING SITE

The site is developed with an office/retail complex consisting of four buildings. The office component consists of three buildings, an 8-story building and two 3-story buildings. The retail consists of a single story building.

EXISTING AREA CONTEXT

The project site is located adjacent to a mixed use of commercial developments.

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. 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. 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 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

cc: John Myres
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