

# DESIGN REVIEW COMMITTEE AGENDA ITEM

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. 4656-12 – TIDDLYWINKS - SIGNS

## **SUMMARY**

The applicant, Tiddlywinks, proposes a new window and pedestrian sign for a new retail business in the Plaza Historic District.

## RECOMMENDED ACTION- FINAL DETERMINATION

Staff recommends the DRC approve the sign as submitted.

## BACKGROUND INFORMATION

Applicant: Maria Viveros

Owner: RAN Properties

Property Location: 129 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: Existing 2,100 sq. ft. Retail building.

Property Size: .08 Acre (3,742 sq. ft.)

Associated Applications: None Previous DRC 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.

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 install a new storefront window sign and stenciling. The applicant is also proposing to install a double sided eight square foot hanging pedestrian sign. The existing store front is a 1960's remodel with full height plate glass windows. The applicant is proposing to outline the existing windows to replicate divided store front windows typical of other Plaza storefronts. The applicant is applying a one-inch wide blue outline on each separate window frame, having three separate outlines that dimension or duplicate a transom window area, show window and wainscoting areas on each panel of the modern glass storefront.

A running line of graphic text is proposed in white lettering between the lower store front window outline and the wainscoting. The text is "gamesfunbookstoys" is repeated across the lower section of each window. One of the two larger storefront windows will have the business name and logo. Each of the double front entry doors will have the "Tiddlywinks", logo name and lower text indicating "Toys & Games". The same design and copy will be used on the hanging pedestrian sign installed below the existing canopy.

## EXISTING SITE AND CONTEXT

The subject property, a 2,100 square foot retail building, has been vacant for two years. The new owner of Tiddlywinks is proposing to sell specialty and period toys and gifts. The Plaza Historic District 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

#### <u>Issue 1 - General Sign Requirements:</u>

The submitted window 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 window sign, stenciling and running text total 23% of the existing window area, less than the allowed 25% window sign area. The lettering style for text line "Tiddlywinks" 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 proposed pedestrian and window sign colors of teal, blue, red and white are 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 window and pedestrian signs meets the general sign regulations as to the number of signs and sign area. The proposed signs will not obscure or damage existing architectural features of the building.
- b. No new external lighting fixtures are proposed for the window or pedestrian signs.
- c. The Design Standards prescribe that sign materials shall be wood or metal. The proposed pedestrian sign is constructed of wood. The sign colors of teal, blue, red 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 window and pedestrian signs are 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 4656-12 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 October 3, 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. 4656-12 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. Letter of justification, Photographs, and Small Scale Sign Plans, dated October 3, 2012

#### CC:

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RAN properties PO Box 1 Orange, Ca 92856