

DESIGN REVIEW COMMITTEE AGENDA ITEM

AGENDA DATE: MARCH 6, 2013

To: Chair Fox and Members of the Design Review Committee

THRU: Leslie Aranda Roseberry, Planning Manager

FROM: Doris Nguyen, Associate Planner

SUBJECT: DRC No. 4624-12 – Ford and Mazda Dealerships Sign Program

SUMMARY

The applicant is proposing to create a sign program for the Ford and Mazda car dealership.

RECOMMENDED ACTION – RECOMMENDATION TO THE ZA

Staff is requesting that the DRC recommend approval of the proposed project to the Zoning Administrator (ZA).

BACKGROUND INFORMATION

Applicant/Owner: David Wilson Trust

Property Location: 1350-1360 West Katella Avenue

General Plan Designation: Urban Mixed Use 1.5-3.0 FAR (UMIX)

Zoning Classification: Commercial Recreation (CR)
Existing Development: Ford and Mazda Car Dealership

Property Size: 8 acres

Associated Applications: VAR 2225-13

Previous DRC Project Review: 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 15301 (Existing Facilities) because the project includes the creation of a sign program. There is no environmental public review required for a Categorical Exemption.

PROJECT DESCRIPTION

The applicant is proposing to create a comprehensive sign program for the Ford and Mazda dealerships. Initially, when the Ford dealership was approved in 1999, the entitlements included signage. Since then, a Mazda dealership was added in 2006 and with it additional wall and monument signage. Staff could not locate permits for some of the signage and others are a different size than originally entitled. This comprehensive sign program would include all the existing signage at both dealerships and add 3 new signs. Signs W8 through W10 are the proposed new signs; the rest are existing signs. The applicant requested not to show photos or depictions of the existing and the proposed signs on the plans so that the sign program could be a pure sign program. The future proposed signs would need to comply with the sign program. Below is a description of the existing and proposed signage.

Freestanding Signs

Sign Label	Sign Content	Elevation	Sign Area (SF)
P1	Ford Pylon	N	122.50
P2	Mazda Pylon	W	48.90

Wall Signs

Sign Label	Sign Content	Elevation	Sign Area (SF)
W1	Dave Wilson	Е	70
	Ford of Orange		
W2	Ford of Orange	N	102
W3	Ford Logo	N	60
W4	Ford of Orange	N	70
Total			232
W5	Mazda	W	63
W6	Mazda	W	22
W7	Service	W	22
W8	Proposed Signs	W	42
W9	Proposed Signs	W	117.50
W10	Proposed Signs	W	17.08
Total			283.58

Directional Signs

Directional Signs								
Sign Label	Sign Content	Elevation	Sign Area (SF)	Overall Height				
D1	Service	Е	22.50	4'				
D2	Sales	Е	18	5'-6"				
D3	Customer Parking	Е	13.60	5'				
D4	Entrance	N	22.50	4'				
D5	Exit	N	22.50	4'				
D6	Customer Parking	NW	18	5'				
D7	Exit	Е	6	2'				
D8	Enter	Е	6	2'				
D9	Enter	Е	6	2'				
D10	Enter	Е	6	2'				
D11	Enter	Е	6	2'				

The applicant is requesting Variances for the following:

- 1. The number of signs on the West elevation (3 permitted, 6 existing and proposed)
- 2. Sign area on the west elevation (254 SF permitted, 283.58 SF proposed)
- 3. Directional signs: Sign area over 20 SF (3 signs) and Height over 5'-4" tall (1 sign)

EXISTING SITE

The existing 8-acre property is located on the south east corner of Main Street and Katella Avenue. It includes both the Ford and Mazda dealership sales and service facilities. The sales and service building is setback approximately 300' from the corner intersection of Main Street and Katella Avenue. The car sales display area fronts the intersection.

EXISTING AREA CONTEXT

The adjacent properties are all located within the C-R zone. Properties to the north, south, east, and west include a mix of industrial, commercial, and other car dealerships. 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

The applicant is requesting to establish a sign program for both the Ford and Mazda car dealerships on-site. Many of the signs were permitted as part of the original entitlement in 1998; however, some of the signs are now larger or additional signs have been added. This comprehensive sign program will bring all the signs into compliance.

Issue 1 Compliance with the Code:

Freestanding Signs

Both Ford and Mazda freestanding monuments have permits and are not proposed to change with this application. The Ford pylon sign, as depicted in P1 of the sign program has Variance 2058-98 to allow a maximum 40' tall sign. The Mazda sign, P2, met the Sign Code requirements for a freestanding monument and; therefore, was approved over the counter in 1998.

Wall Signs

Number of Signs: OMC Section 17.36.080.A permits one wall sign per elevation, per tenant, plus one additional sign if the building elevation is greater than 100' in length. The east elevation has one sign; therefore, it complies with the Code. The north elevation has 3 signs. Since there are two tenants, and the building elevation is 254', they are allowed to have 3 signs on the north elevation. The west elevation has 3 existing wall signs, plus the applicant is proposing to add 3 more wall signs, for a total of six signs. Since the west elevation is 506'-7" and there are 2 tenants, the building is allowed to have 3 signs. The additional 3 wall signs require a Variance.

Sign Area: OMC Section 17.36.080.B.2 allows corner properties 1.5 SF of sign area per lineal foot of the building's address frontage, provided that no more than 2/3 of the sign area occurs on either façade. The parcel is addressed off of Katella Avenue and has a north elevation length of 254'. This allows for 381SF of signage. 2/3 of 381 SF is 254 SF permitted on any elevation. The east elevation has 70 SF and the north elevation has 232 SF of signage. Both comply with the SF and are not changing. The south elevation does not have signage and none is proposed. The west elevation currently has 107 SF of wall signage and is proposing 176.58 SF of signage for a total of 283.58 SF of signage. This is over the allowed 254 SF, and therefore, requires a Variance. It should be noted that directional signage on walls is calculated separately and is discussed in a separate section below.

Sign Height: OMC Section 17.36.080.C limits the height of a wall sign to a ratio of 2:3 the height of the vertical surface on which it is displayed. The shortest sign area on the building is 11'-8". A ratio of 2:3 the height of 11'-8" is 7'-10". Since the tallest sign (existing or proposed) is 6', the signs would all comply with the allowed sign height.

None of the wall signs project more than 12" from the surface that they are installed upon.

Directional Signs

OMC Section 17.36.150.B currently allows directional signs to be 6SF and a maximum of 42" tall. DRB 3391-98 approved the existing directional signs with the restrictions that they did not exceed 5'-4" in height and a maximum of 20SF in area. Currently, there is one directional sign (D2) that is 2" over the allowed height and three signs that are 2.5 SF over the maximum allowed sign area (D1, D4, & D5). Therefore, these four signs require a Variance.

ADVISORY BOARD RECOMMENDATION

None; for this project, the DRC is an advisory board to the ZA.

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 located within the Orange Amended Redevelopment District. However, there are no design guidelines for this specific area and the State has closed all the Redevelopment Districts. The majority of the existing Ford signage was approved in

1999 and some additional signs added in 2006 for the Mazda dealership. The new proposed signs would advertise their Quick Lane Tire and Auto Center, where they service every car make and model. The west elevation of the building is 506'-7" and the portion of the building with signage is setback nearly 150' from Main Street. The new signs would be advertising the service and would uphold community aesthetics because of the very long building and setback from the street.

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. 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.
- 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 February 26, 2013), 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, 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. Except as otherwise provided herein, this project is approved as a precise plan. After any application has been approved, if changes are proposed, 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 plot plan, the Community Development Director may approve the changed plan without requiring a new public hearing.

- 6. Any future expansion in area or in the nature and operation of the sign program approved by Variance 2225-13 and Design Review Committee No. 4624-12 shall require an application for a new or amended application.
- 7. Prior to the 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. Construction permits shall be obtained for all future 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.
- 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. Photos of Existing signs
- 3. Proposed Sign Program (date stamped received February 26, 2013)

cc: Logan Asset Management ATTN: Casey Griffin 30100 Town Center Dr Laguna Niguel, CA 92677

File