



DESIGN REVIEW COMMITTEE

AGENDA ITEM

AGENDA DATE: APRIL 6, 2016
TO: Chair Fox and Members of the Design Review Committee
THRU: Leslie Aranda Roseberry, Planning Manager
FROM: Kelly Christensen Ribuffo, Associate Planner
SUBJECT: **DRC NO. 4833-15 – Burger Parlor Signage**

SUMMARY

The applicant proposes to install one new blade sign and window and door graphics at 149 N. Glassell Street in the Plaza Historic District.

RECOMMENDED ACTION – FINAL DETERMINATION

Staff recommends that the DRC approve the proposed project subject to conditions of approval contained in the staff report and any conditions that the DRC determines appropriate to support the required findings.

BACKGROUND INFORMATION

Applicant: Ron Smithling, Signs by Ron and Tammy Egan, Signex
Owner: Jack Selman
Property Location: 149 N. Glassell Street (Plaza Historic District)
General Plan Designation: Old Towne Mixed Use (OTMU)
Zoning Classification: Old Towne Mixed Use-15 (OTMU-15)
Existing Development: 2,018 SF Restaurant
Property Size: 3,712 SF
Associated Applications: None
Previous DRC 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 15331 - Historical Resource Restoration/Rehabilitation. The project is limited to minor exterior improvements to the existing building, in conformance with the *Secretary of the Interior's Standards for the Treatment of Historic Properties (Secretary's Standards)* and the Old Towne Design Standards. There is no environmental public review required for a Categorical Exemption.

PROJECT DESCRIPTION

The proposed project involves modifications to the exterior of the property as part of the tenant improvements for a new restaurant, Burger Parlor. The major project components include:

- Remove the existing wall sign and storefront awnings.
- Install a new exposed neon projecting sign on the west elevation.
 - The sign's aluminum cabinet is 38 inches by 55 inches, mounted six inches from the face of the wall.
 - The cabinet for the "burger" part of the sign is finished in matte black with reflective colored vinyl graphics to highlight the neon outline of the burger. The cabinet for the "parlor" arrow is finished in bright red with white neon letters.
- Red and white storefront graphics. Including the business logo, name and hours of operation.

Detailed plans of the proposed changes, including sign information, are included as Attachment 3 to this report. The plans include a picture of the finished sign at Burger Parlor's Fullerton location, showing how the sign will look once completed.

EXISTING SITE

The existing site is developed with a 2,018 SF commercial building north of the Plaza on the 100 block of North Glassell Street. The building was originally constructed c. 1919, but was classified as a non-contributing property within the Plaza and Old Towne National Historic Districts at the times they were designated because of improper alterations to the storefront. The property underwent a substantial façade restoration in 2011, and as a result the property is now classified as a potentially contributing historic resource to the Plaza National Historic District. The survey updates to re-classify the property with the state and National Register are pending.

The property owner is currently undertaking a paint restoration project on the exterior storefront of the building to return the building to the conditions approved by the Design Review Committee

in 2011. The project is under the review of Marissa Moshier, the City's historic preservation planner. This work is not included within the scope of this review.

EXISTING AREA CONTEXT

The subject property is located on the east side of the 100 block of North Glassell Street within the Plaza Historic District. It is surrounded by a mix of commercial uses with accessory residential uses in some buildings.

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: Installation of Blade Sign

The proposed projecting sign meets the signage requirements of the Orange Municipal Code and the Old Towne Design Standards. However, installation of the sign may impact the façade of the building where it is attached. To address any potential concerns with the installation and maintenance of the sign, Staff has proposed Conditions #1 and #2 in this staff report.

1. *All exposed sign mounting hardware shall be stainless steel.*

Staff has included this condition to ensure that all hardware exposed to the elements will not rust, potentially damaging to the sign and to the building.

2. *All mounting attachments shall be made into the mortar joints of the wall rather than through drilling of any holes through the face of the brick façade. If not feasible, alternative mounting attachment details shall be considered at the review of the Community Development Director for conformance with these approved plans and to ensure that minimal alterations are made to the historic fabric of the building.*

Mounting through the mortar joints will prevent unnecessary damage to the point brick storefront, which is much harder to repair than the mortar should the sign be removed.

With the addition of these conditions, Staff recommends approval of this project as compatible with the historic aesthetic of the Plaza Historic District, and the installation sensitive to the historic fabric 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.G.1).*

The proposed project conforms with the Old Towne Design Standards for the Plaza Historic District. The size and type of signage proposed meets the requirements set forth in the Design Standards and Orange Municipal Code. With the condition of approval protecting the historic painted sign during installation of the new signage, the project will not damage character-defining features of the historic building.

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.G.2).*

Projects found to be in conformance with the Old Towne Design Standards are generally considered to be in conformance with the *Secretary's Standards*. The project is in conformance with Standards 2 and 9, in that the historic building's distinctive features will be retained and preserved, and alterations to the building will not remove or negatively alter any historic materials or features.

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.G.3).*

With the conditions recommended by staff, the proposed work conforms to the prescriptive standards and design criteria set forth in the Old Towne Design Standards and Orange Municipal Code Section 17.36, as described above.

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.G.4).*

As the *City of Orange Infill Residential Design Guidelines* do not apply to commercial projects, this finding does not apply.

RECOMMENDED CONDITIONS OF APPROVAL

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

1. All exposed sign mounting hardware shall be stainless steel.
2. All mounting attachments shall be made into the mortar joints of the wall rather than through drilling of any holes through the face of the brick façade. If not feasible, alternative mounting attachment details shall be considered at the review of the Community Development Director for conformance with these approved plans and to ensure that minimal alterations are made to the historic fabric of the building.
3. This project is approved as a precise plan. All work shall conform in substance and be maintained in general conformance with plans and exhibits labeled as Attachment 3, including modifications required by the conditions of approval, and as recommended for approval by the Design Review Committee. Any substantial modifications to the approved plans shall be subject to subsequent review and approval by the Design Review Committee.
4. 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.
5. 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.
6. 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. Site Photographs
3. Proposed Sign Plans
4. DPR Form 523 for 149 N. Glassell Street
5. Color and Material Samples (To be provided at DRC meeting)

cc: Tammy Egan
Signex
15201 Weststate Street
Westminster, CA 92683

Ron Smithling
Signs by Ron
11745 SE Cora Street
Portland, OR 97266

Joseph Mahon
Burger Parlor
204 N. Harbor Boulevard
Fullerton, CA 92832