



FILE: PA02-0116

**DATE:** December 16, 2002

**TO:** File/Record/Applicant

**FROM:** Thomas B. Mathews, Director, Planning and Development Services Department

**SUBJECT:** Planning Application PA02-0116, a Site Development Permit for a Sign Program

**APPLICANT:** Rancho Mission Viejo Co., DMB Ladera, LLC and Westar Associates

**I. NATURE OF PROJECT:**

The applicants request approval of a Site Development Permit to establish a Sign Program for the retail portion of Planning Area 6 – Urban Activity Center (UAC Retail) in the Ladera Planned Community. The retail center, to be marketed by the applicant as “Mercantile East”, was previously approved by Planning Applications PA01-0031 and PA01-0128. Signs within the Ladera PC are subject to the provisions of Section IX “Sign Regulations” of the PC development text or as otherwise approved by a Site Development Permit for a Sign Program.

In general, the Ladera PC sign regulations specific for this site permits wall signs, identification signs and up to five (5) monument signs, with signage area not to exceed 50 square feet, (two on Antonio Parkway, one each on Crown Valley Parkway and Windmill Avenue, and one gas station sign on each street frontage). The Sign Programs proposes seven project monument signs, four wall mounted project identification signs and tenant wall signs. All monument signs are located on a slope area, outside of all right-of-way and easement areas. The chart below is a summary of the major monument signs.

SIGN TYPE	NUMBER	MONUMENT SIZE	SIGN AREA SIZE
Individual Tenant	5	9'-6" high x 10' wide	4' high x 8' wide
Major Tenant (Kolh's, Chick's) & 2 other tenant	2	15'6" high x 12'6" wide	3'-6" high x 17' wide
Mercantile East project identification signs (Antonio)	3	Landscape Wall mounted	20 inch letters on stone veneer wall
Mercantile East project identification signs (Windmill)	1	Landscape Wall mounted	15" letters x 9'6" length, mounted on a 16 sq. ft. screen panel.

Five monument signs are proposed to be located along Antonio Parkway and two along Crown Valley Parkway. Two of the monument signs are for the gas station approved at the intersection of Antonio Parkway and Crown Valley Parkway. Two tenant monument signs for the proposed free standing fast food restaurants are located on either side of the main retail center entrance on Antonio Parkway and one tenant monument sign for the restaurant building pad tenant adjacent to Crown Valley Parkway. Two major tenant signs are located along Antonio Parkway, one on either side of the project entrance, and each contain panels for two additional tenant identification signs. Three shopping center project identification signs are located at the center's entrances, two on either side of the project's central entry from Antonio Parkway and one on the northeasterly corner of Antonio and Windmill Avenue. A fourth project identification sign is located at the center's southern internal entrance.

As for tenant wall signs, all tenants are allowed a maximum sign area not to exceed 1-1/2 square feet per lineal foot of building frontage, with a maximum horizontal coverage of 75% of the building frontage. Signage letter height and number of lines is not limited prescriptively but shall, at the discretion of Landlord, be fitted proportionally to the wall or on metal canopies surface on which it is attached and within the size limitations contained within the sign program.

The Sign Program encourages creativity and quality in the design of tenant wall signs. Alternative materials such as cut and perforated metal, coated dimensional sign foam, molded plastics, neon, and fiber optics may be allowed. Sign design will be evaluated on the basis of compatibility with the overall project architectural theme. However, at a minimum tenant wall signs will be "halo" internally illuminated channel letters with translucent face. The Sign Program includes detailed information on sign construction and provides for a list of prohibited signs. A companion Sign Program has been filed under Planning Application PA02-0125 for the "Corporate Terrace" development located immediately south of the shopping center.

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**II. REFERENCE:** (Authority for Administrative action is given by what ordinance, regulation, etc.) Orange County Zoning Code section 7-9-150 "Discretionary Permits and Procedures" and the program text of the Ladera Planned Community.

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**III. ENVIRONMENTAL DOCUMENTATION:**

The proposed project is Categorically Exempt (Class 11, construction or placement of accessory or temporary structures) from the requirements of CEQA. Appendix A contains the required CEQA Finding.

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**IV. CERTIFICATION:**

I hereby certify that the subject proposal has been Conditionally Approved as noted below.

Thomas B. Mathews, Director  
Planning and Development Services Department

By: \_\_\_\_\_

Chad G. Brown, Chief  
CPSD/Site Planning Section

WVM

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**ATTACHMENTS:**

Appendix A - Findings

Appendix B - Conditions of Approval

**APPEAL PROCEDURE**

Any interested person may appeal the decision of the Director on this permit to the Orange County Planning Commission within 15 calendar days of the decision upon submittal of required documents and a filing fee of \$760.00 filed at the Development Processing Center, 300 N. Flower St., Santa Ana. If you challenge the action taken on this proposal in court, you may be limited to raising only those issues you or someone else raised at the public hearing described in this report, or in written correspondence delivered to the Planning and Development Services Dept.