



FILE: PA04-0039

**DATE:** June 8, 2004

**TO:** File/Record/Applicant

**FROM:** Tim Neely, Director RDMD/ Planning and Development Services

**SUBJECT:** Planning Application PA04-0039, a Site Development Permit for a Sign Program required under PA02-0104

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

**I. NATURE OF PROJECT:**

The applicant requests approval of a Site Development Permit for a sign program for the 15-acre "Mercantile West" retail center located at the southwest intersection of Crown Valley Parkway and Antonio Parkway at 25602 Crown Valley Parkway, Ladera Ranch. The site is in Planning Area 2 of the Ladera Planned Community and has a land use designation of Neighborhood Center. The center's design and construction entitlement was approved through Planning Application PA02-0104 and amended through Changed Plan CP03-0043. The center is currently under construction and consists of 14 buildings with 153,130 square feet of retail space and 819 parking spaces. Condition of Approval No. 29 of PA02-0104 required approval of a Sign Program prior to the installation of permanent signs. This Site Development Permit/Sign Program satisfies Condition of Approval No. 29.

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 business wall signs, identification signs and monument signs. The Sign Program provides the tenants more latitude and additional choices of business signs in the center while still conforming to the intent of the Ladera sign regulations and the need to be aware of the surrounding residential communities.

The monument signs proposed are divided into two categories; project monument and tenant monument. The monument signs are located on Crown Valley Parkway, Antonio Parkway and Sienna Parkway. The project monument signs have just the name of the center. The tenant monument signs provide for the name of three retail tenants in 18" high lettering. The chart below is a summary of the monument signs.

MONUMENT SIGN TYPE	NUMBER	MONUMENT SIZE	SIGN AREA SIZE
Project	6	Wall size varies	30" high x 13 feet wide

Tenant	6	11'-9" high x 14'-6" wide	8' high x 12' wide
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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% to 80% of the building frontage and a minimum of 25 square feet. 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 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.

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

**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.

**IV. CERTIFICATION:**

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

Tim Neely, Director  
RDMD/Planning and Development Services Department

By: \_\_\_\_\_  
John B. Buzas, Manager  
PDS/Current and Advanced Planning Services

WVM

**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.