



MEMORANDUM

DATE: February 9, 2010

TO: Design Review Board Members

FROM: Shine Ling, Assistant Planner

SUBJECT: Case No. 10-008-DRB: Revisions to Camino Real Marketplace Overall Sign Plan

Item H-1 on your agenda of February 9, 2010 is a request for *Conceptual/Preliminary/Final* review of proposed minor amendments to the Camino Real Marketplace Overall Sign Plan. Two types of amendments are proposed:

- An amendment to the General Criteria to allow product signs advertising merchandise or services when they are part of the established business name or trademark;
- An amendment to allow wall signage for major tenants to be located in the general location on the front façade as denoted on the OSP's attached elevations; signs would not be required to fit within the rectangular boxes on the elevations denoting the tenant's sign area.

A copy of the OSP with proposed amendments is attached.

OVERALL

SIGN

PLAN

for the

Camino Real Marketplace

February 9, 1999
Amended January 16, 2010

DRB Draft

Overall Sign Plan

Camino Real Marketplace

Introduction

The intent of the Overall Sign Plan for the Camino Real Marketplace is to provide guidelines necessary to achieve a visually coordinated, balanced and appealing signage environment at the Marketplace. There are six different types of signs covered by this Overall Sign Plan: safety and directional signs, monument signs, freestanding pylon signs, changeable copy signs, tenant identification signs, and menu boards for drive-through restaurants. In addition to the signs described in the sections that follow, temporary signs will be permitted in accordance with the provisions of Article I of Chapter 35 of the County Code (the Sign Regulations).

Safety and Directional Signs

There are a number of signs that will be required in order to provide for public safety and convenience. These will include such signs as the street name and no parking signs that will be required by the Fire Department, signs providing direction to the public restrooms and telephones, signs identifying handicap parking spaces, signs identifying the security and management office, and other signs as necessary for public safety. In conformance with Section 35-13.7 of Article I of Chapter 35 of the County Code, said signs will not exceed two square feet in sign area and will be limited to those necessary to achieve the purpose of public safety and convenience.

Monument Sign (freestanding sign)

This Overall Sign Plan includes one monument sign identifying the shopping center as the "Camino Real Marketplace." It will be located at the corner of Storke Road and Hollister Avenue, and will be set back approximately 55 feet from the curb line (See *Attachment 'J'*). The sign will be set in a stone wall that is approximately 55 feet in length and 5 feet in height. The letters in the stone monument wall will occupy a sign area not to exceed 100 square feet. *Attachment 'A'* provides a conceptual illustration of the monument sign proposed for the Camino Real Marketplace.

Theater Changeable Copy Sign and Identification Sign

The theater will have one changeable copy sign in the location as shown on *Attachments 'C' and 'J'*. The sign will occupy an area of up to 145 square feet. Letters for the changeable copy sign will be externally illuminated. As shown on *Attachment 'C'*, directly above the changeable copy sign will be the theater identification sign. This sign will occupy an area of not more than 50 square feet.

Tenant Identification Sign

Signs are permitted to identify each tenant in the Marketplace. There are five categories in this Overall Sign Plan for tenant identification signs. Criteria have been developed for the following five categories of tenants:

- ◆ Major warehouse: 100,000 square feet or more of building area.
- ◆ Major store: 20,000 to 99,000 square feet of building area.
- ◆ Medium tenants: 10,000 to 19,999 square feet of building area.
- ◆ Smaller tenants: Less than 10,000 square feet of building area.
- ◆ Free-standing restaurants.

Attachment 'J' provides the location within the Camino Real Marketplace of the various types of tenants.

A. General Criteria: The following general criteria apply to all tenant identification signs within the Camino Real Marketplace:

1. All signs shall be either building wall and fascia signs, or under canopy signs. Window signs are not permitted.
2. All illuminated signs shall be either externally illuminated or reverse channel letters with halo illumination. Exposed neon lighting will not be permitted.
3. Any illuminated sign or lighting device shall employ only lights emitting a light of constant intensity, and no sign shall be illuminated by or contain flashing, intermittent, rotating or moving lighting or lights.
4. All lettering shall be restricted to the "maximum sign area". (See specific sign criteria in Section B).
5. Sign area is established by drawing not more than 8 straight lines encompassing the extremities of the sign within the smallest possible area. In the case of a double faced sign (under canopy sign), only one face of the sign area is included in the sign area measurement.

6. The tenant identification sign shall display only the established business name, e.g. Costco Wholesale, and shall not include logos, symbols or other similar identifying objects.
7. No product signs advertising merchandise or services carried by the tenants shall be permitted, except where it is part of the established business name or trademark.
8. Under-canopy signs are intended to provide identification of tenants to pedestrians near storefronts. Such signs shall be located under the canopy, shall have a maximum sign area of six square feet per sign, shall have a maximum of two faces, and shall be at least eight feet above the finished ground level.
9. Signs may be painted on building facades or constructed of solid, non-transparent materials. Sign color, materials and texture shall be compatible with building architecture.

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B. Specific Criteria: The following specific criteria are provided for each of the five tenant types identified above.

1. Major Warehouse:

- a. The maximum letter height shall be 42 inches.
- b. The maximum tenant identification sign area shall be 175 square feet.
- c. Tenants may have one (1) sign identifying the established business name.
- d. In addition to the tenant identification sign, major warehouse tenants may have directional signs such as "entrance" and "exit" and signs identifying specialized services or operations that are provided at a particular location such as "tire sales", "installation", "receiving", "lumber loading" etc. Such signs shall have a maximum letter height of 19 inches.
- e. With the exception of directional signs, no more than one sign shall be permitted per building frontage.
- f. Tenant identification signs shall be in the general location on the building as shown on Attachments 'D', 'E' and 'J'. Signs are not required to fit within the rectangular boxes shown on the Attachments but are limited to sign area set forth in 'b' above.

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2. Major Store:

- a. The maximum letter height shall be 36 inches.
- b. The maximum sign area shall be 75 square feet.
- c. Tenants may have one (1) sign identifying the established business name.

- d. Signs shall be in the general location on the building as shown on Attachments 'F' through 'J'. Signs are not required to fit within the rectangular boxes shown on the Attachments but are limited to the sign area set forth in 'b' above.

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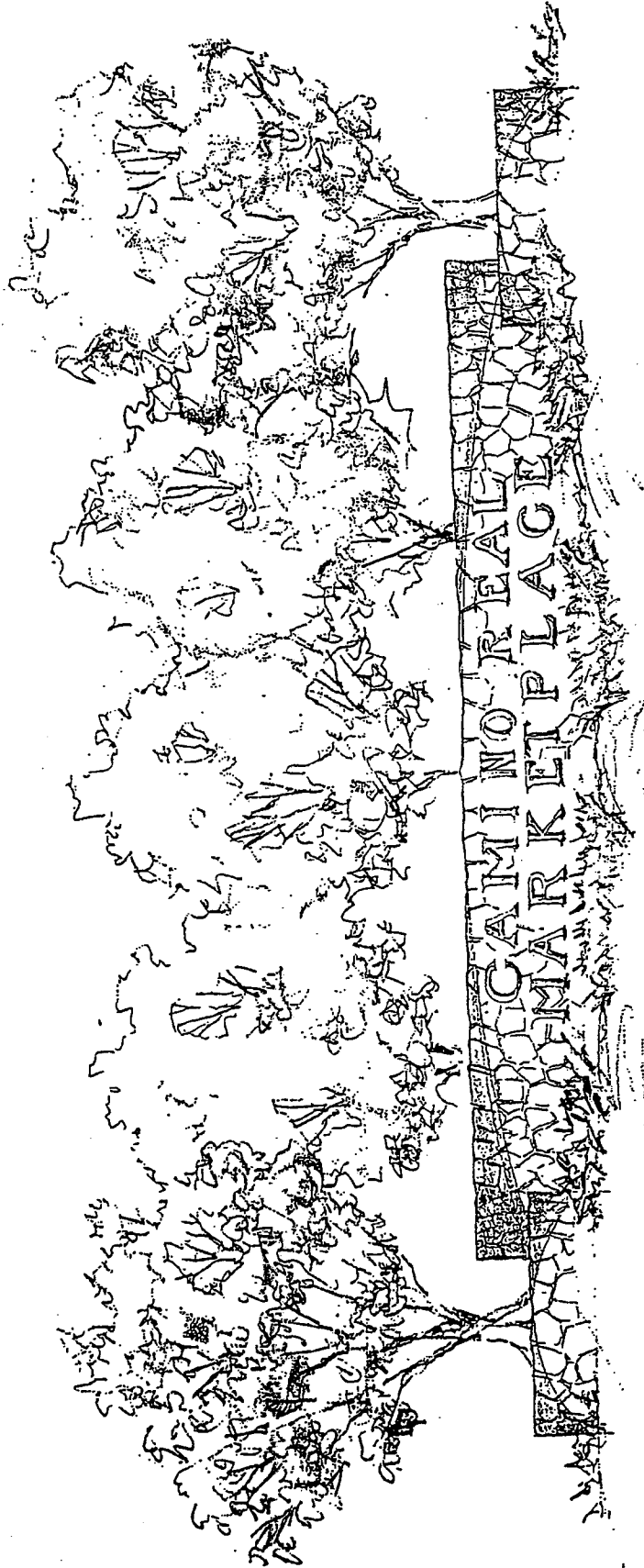
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3. Medium Store:
- a. The maximum letter height shall be 30 inches.
 - b. The maximum sign area shall be 50 square feet.
 - c. Tenants may have one (1) sign identifying the established business name.
4. Smaller Tenants:
- a. The maximum letter height shall be 18 inches.
 - b. The maximum sign area shall be 30 square feet.
 - c. Tenants may have one (1) sign identifying the established business name.
5. Free-standing Restaurants:
- a. Tenants may have two (2) signs identifying the established business name
 - b. The two tenant signs are to be located on separate building frontages open to the public.
 - c. Maximum letter size for the first sign shall be 42 inches.
 - d. The maximum sign area for the first sign shall be 45 square feet.
 - e. Maximum letter size for the second sign shall be 30 inches.
 - f. The maximum sign area for the second sign shall be 36 square feet.
 - g. Any signs visible from public streets shall have a maximum sign area of 36 square feet.

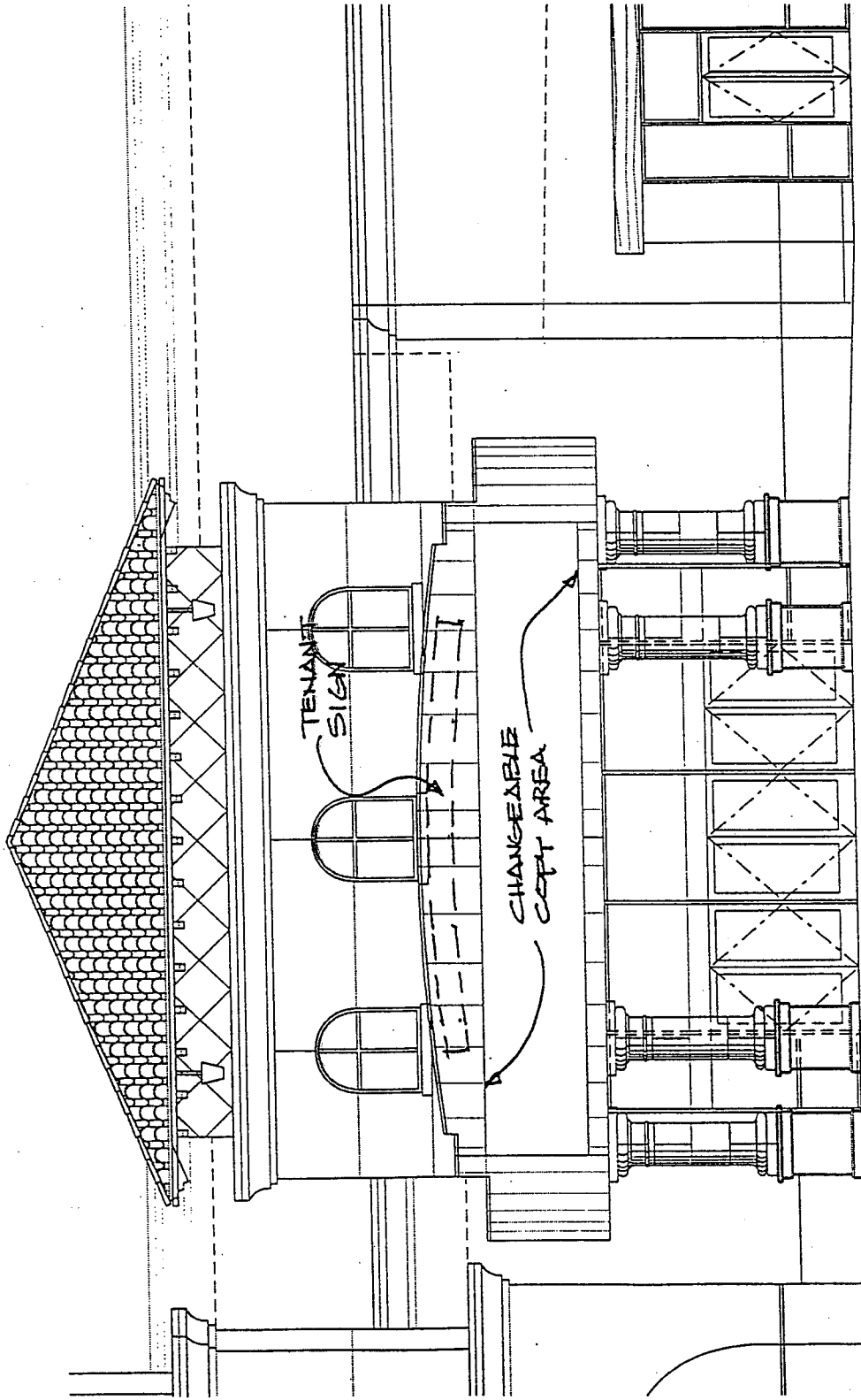
Menu Boards for Drive-Through Restaurants

In addition to the tenant identification signs described in the section above, menu boards for permitted drive-through restaurants may be allowed subject to the following:

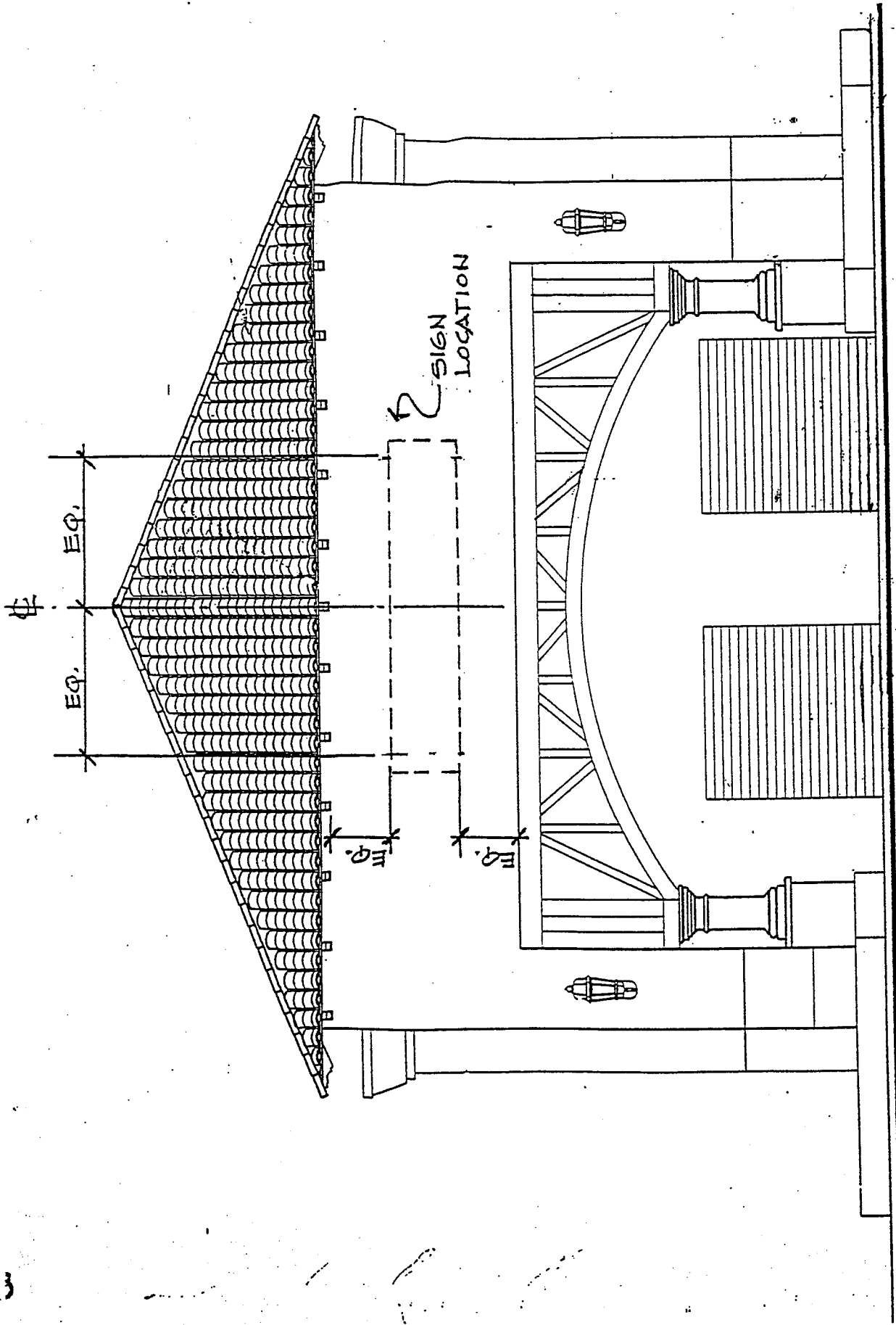
- A. Only two on-site, single faced signs are permitted.
- B. Sign locations shall be adjacent to the vehicle queuing lane for the service point of the drive-through.
- C. The free-standing menu board shall not exceed eight feet in height as measured from the finished elevation of the queuing lane.
- D. Menu boards attached to the wall shall not exceed the height of the eave of the roof over the wall on which the sign is located.
- E. The area of both signs combined shall not exceed thirty-six (36) square feet.



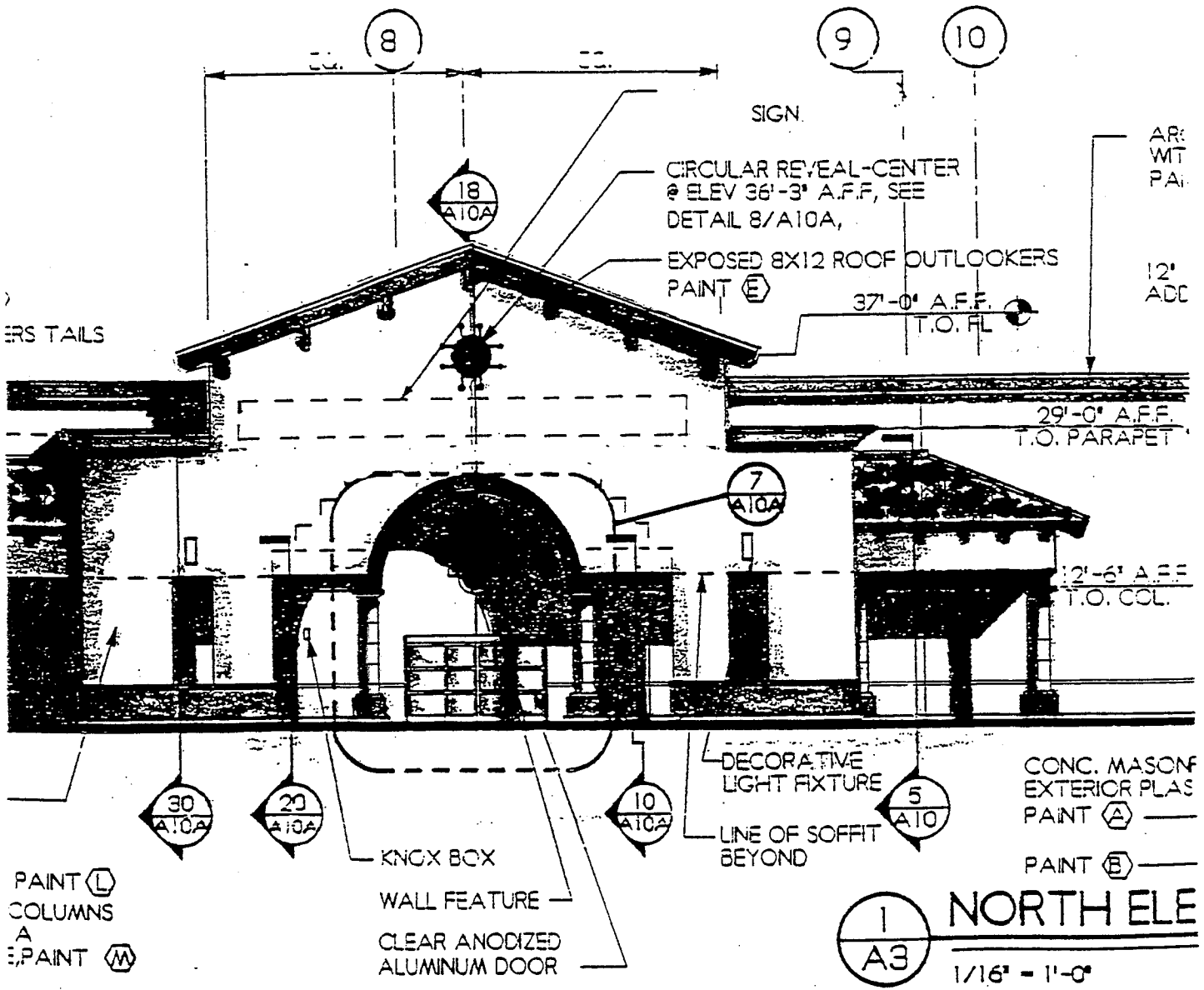
CAMINO REAL MARKETPLACE - MONUMENT SIGN
1/8" = 1'-0"



MAJOR 8 - METROPOLITAN

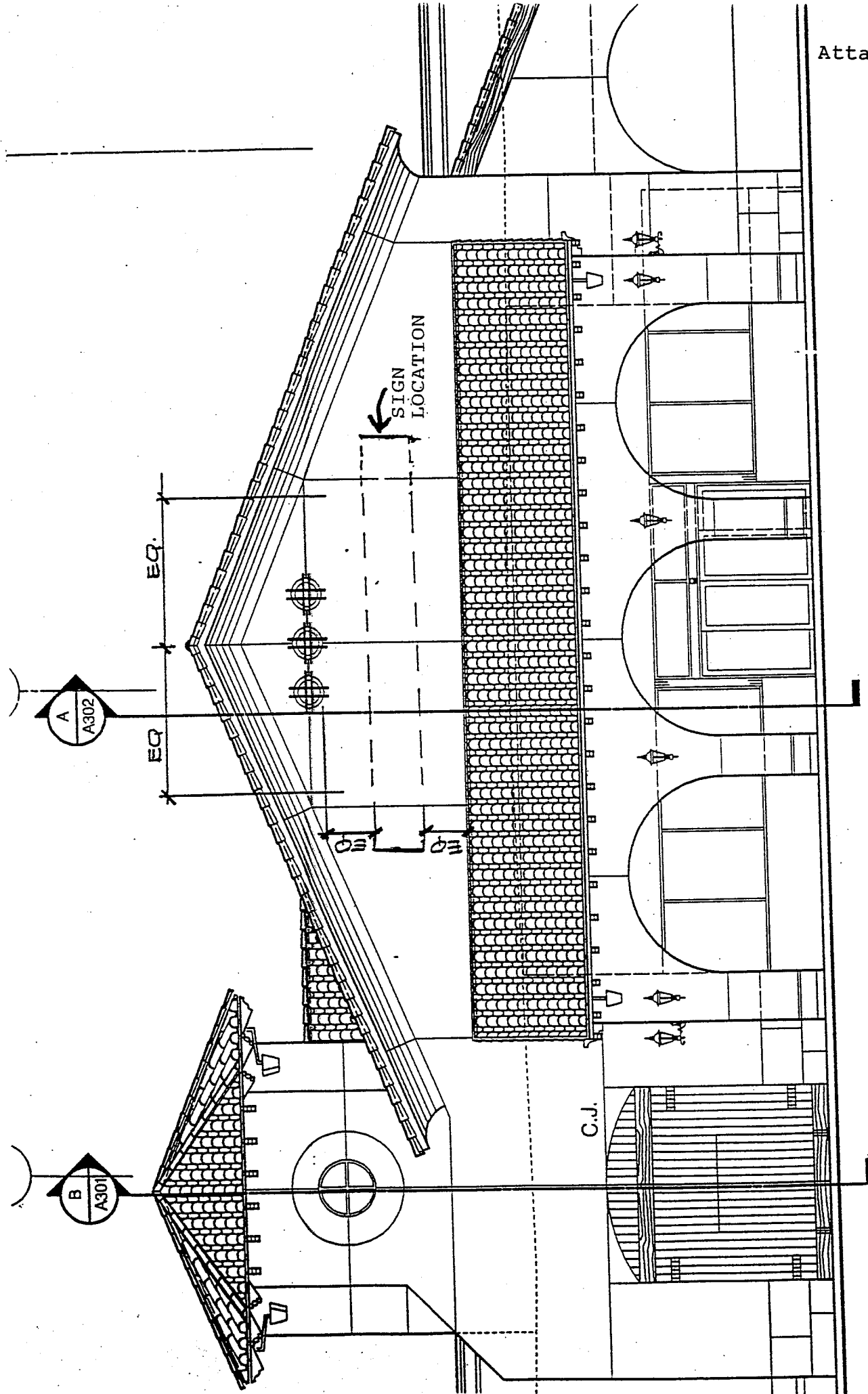


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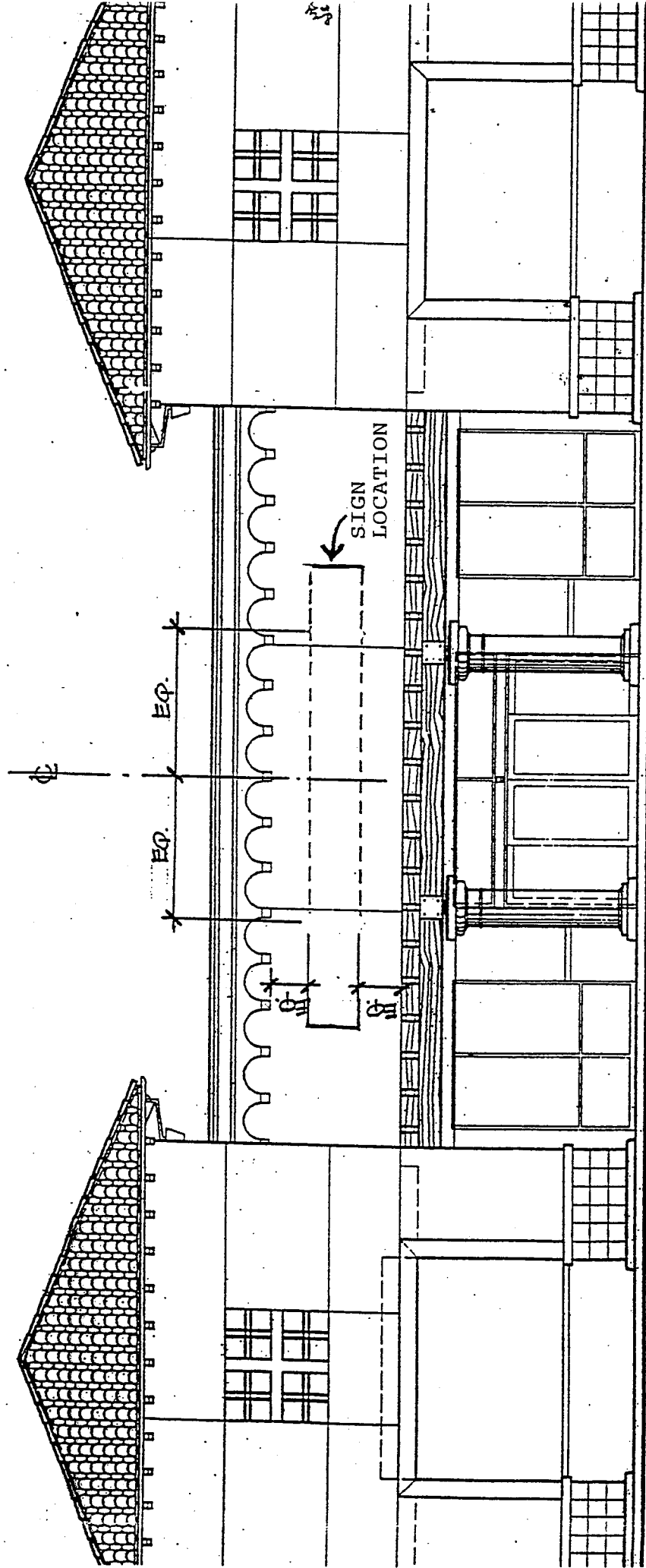
1 NORTH ELE
A3
 1/16" = 1'-0"

FRO

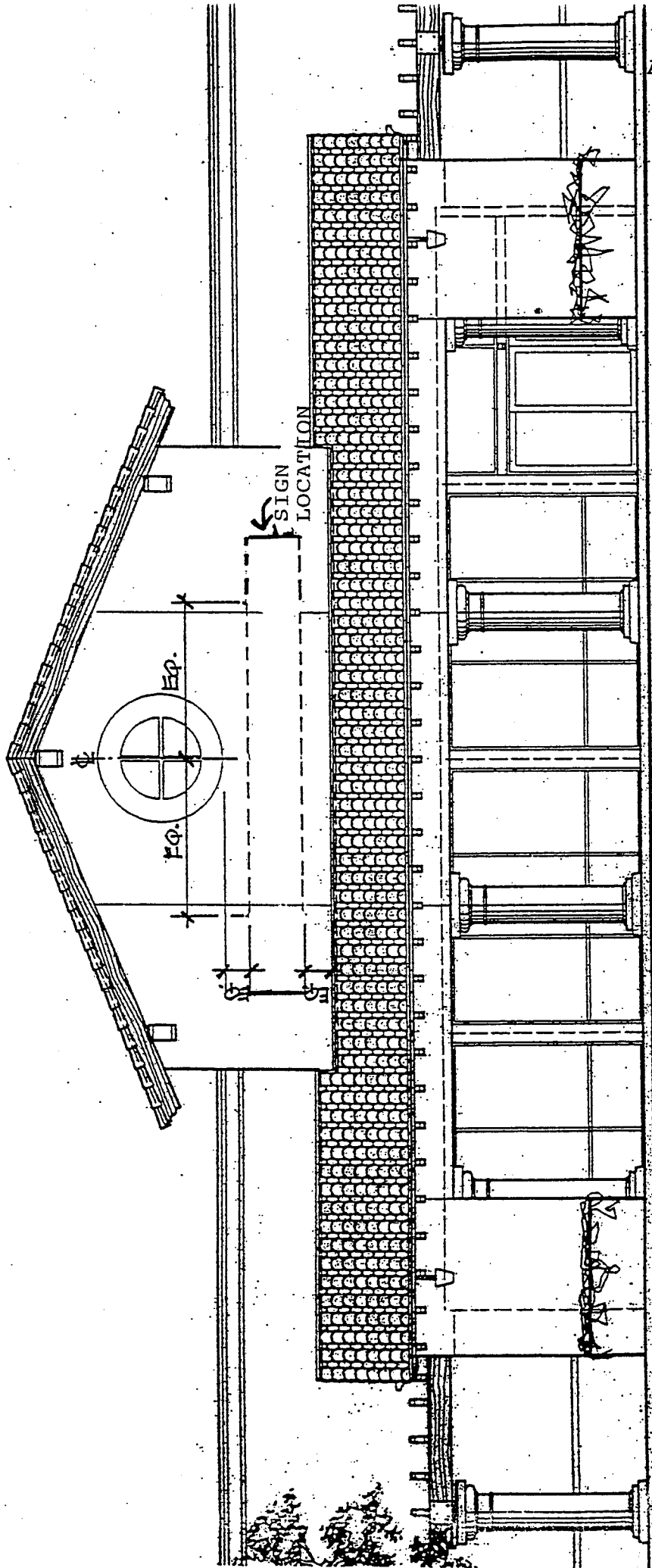


MAJOR 3 - STAPLES

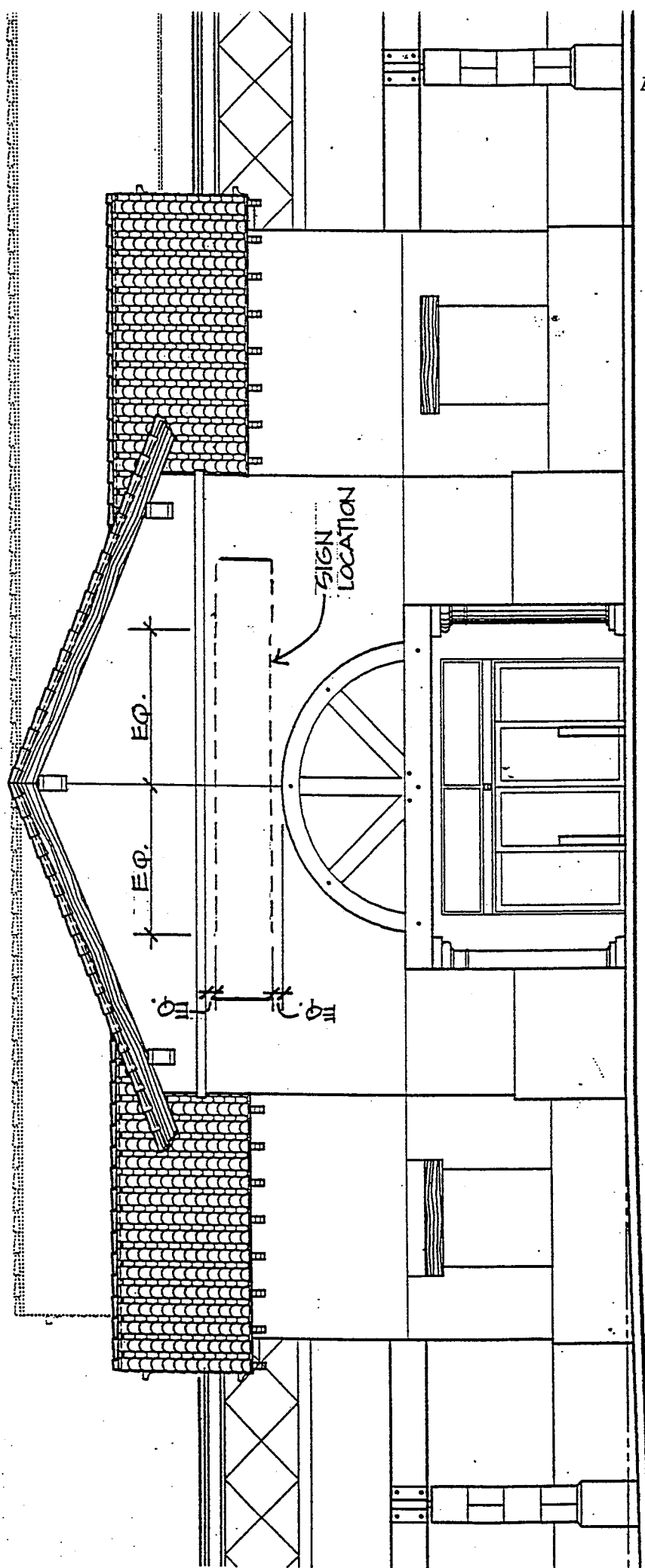
C.J.



MAJOR 4



MAJOR 5 -



MAJOR 6 - CompUSA