



**DEPARTMENT OF PLANNING AND
COMMUNITY DEVELOPMENT**

ACTION DATE: October 19, 2006

TO: Planning Commission

APPLICANT: Jeff Wagstaff for Coast Sign Inc.
1500 W. Embassy Street
Anaheim, CA 92802

CASE NO.: 06-SP-026

LOCATION: 28901 Canwood Street
(A.P.N. 2048-011-062)

REQUEST: A request to approve a sign program, including one wall-mounted sign and one monument sign, for the Homewood Suites Hotel.

**ENVIRONMENTAL
DETERMINATION:** Exempt from CEQA, per Section 15311 of the CEQA Guidelines.

RECOMMENDATION: Staff recommends that the Planning Commission adopt a motion to approve Sign Permit Case No. 06-SP-026, subject to conditions, based on the findings of the attached draft Resolution.

ZONING DESIGNATION: CRS-FC (Commercial Retail Service - Freeway Corridor Overlay)

**GENERAL PLAN
DESIGNATION:** CRS (Commercial/Retail-Service)

I. BACKGROUND AND PROJECT DESCRIPTION

In December of 2003, the Planning Commission unanimously approved Conditional Use Permit Case No. 03-CUP-018, which was a request of HBF Holdings, LLC, to construct a 125-unit Homewood Suites Hotel. The project site is located at 28901 Canwood Street, east of Kanan Road and west of Clareton Drive.

In January of 2004, the City Council considered an appeal of the Planning Commission's approval of the Conditional Use Permit. After conducting the appeal hearing, the City Council upheld the decision of the Planning Commission, subject to conditions of approval. Included in the conditions was the requirement for the applicant to submit a sign program for the hotel, for review and approval by the Planning Commission. The purpose of the sign program is to establish design, material, location and illumination compatibility with the site development and neighborhood specific signage requirements.

Coast Sign Inc. is requesting approval of a sign program for the hotel, which is currently under construction. The hotel is situated on a 3.15 acre parcel that is bordered by a vacant fitness studio to the east, the Archstone Oak Creek Apartments to the north, vacant commercial property to the west, and Canwood Street and the US 101 Freeway to the south. Access to the site is taken from two driveways on Canwood Street. Although the hotel is situated on the north end of the lot and above Canwood Street, and is partially obscured from street view by a retaining wall system, the hotel is prominently visible from both directions of the freeway.

The City Sign Ordinance allows for one primary sign on the building, and the installation of one monument sign to serve the property. The hotel consists of four separate buildings. On the west side of the most westerly building, the applicant is requesting approval to install a 45 square foot sign on the third floor. The sign, which complies with the maximum 50 square foot size allowed for a primary sign, identifies the name of the Hilton Homewood Suites Hotel and includes a duck logo. The sign would be internally illuminated and is to consist of vinyl, teal green colored, individual aluminum routed channel letters projected 5 inches from the building wall. A gold colored trim cap is also proposed. The building elevations currently consist of tan colored Hardi-plank siding and yellow stucco.

The 21 square foot monument sign (5.16 feet in height and 4.66 feet in width) is proposed to be located in the front landscape planter, 5 feet behind the sidewalk, near the westerly driveway entrance. The City Sign Ordinance allows for the display of one monument sign on the property that can be no larger than 48 square feet in size and 6 feet in height. Due to the raised elevation of the parking lot above Canwood Street, the sign would be obscured from westbound traffic on Canwood Street.

The applicant is proposing to place a 35" high aluminum, double-faced cabinet on a 24" base that is to be clad with stone veneer to match the building. The cabinet face includes routed, vinyl lettering and a logo on the aluminum cabinet face to identify the Hilton Homewood Suites. The cabinet frame, lettering and logo are to be teal green in color to match the wall-mounted sign. The proposed yellow color of the cabinet face is intended to match the stucco color of the building. Since the color of the building is still being reviewed by the Planning Commission with a Conditional Use Permit amendment request, staff is recommending that the applicant be required, as a condition of approval, to match the color of the monument sign face with the building stucco color approved by the Planning Commission.

The cabinet on monument sign will be clad with stone veneer on its top and sides, to match the base. The sign will be externally illuminated with ground mounted garden lights. Lighting details have not been submitted and staff is recommending that the lighting design be subject to review and approval by the Director of Planning and Community Development.

The property is within a larger subdivision of the Oak Creek commercial tract. As the adjacent lots to the west are developed, the City will be expecting compatibility amongst the monument signage along Canwood Street. As such, staff requests that the Planning Commission review the monument sign proposal as being a minimum design standard for future monument signs within the tract.

Staff finds the proposed sign program to be in compliance with the Sign Ordinance Design Guidelines. The signs are proportionate with the scale of the buildings they serve. The site will be occupied by one tenant and there will be no additional signage on the building that would serve another tenant. The colors and materials of the signs, as conditioned, are architecturally compatible with the on-site buildings. The proposed sign program had been determined by staff to be categorically exempt from the California Environmental Quality Act (CEQA) as being accessory structures to an existing commercial building, per Section 15311 of the CEQA Guidelines.

The sign program is intended for any future tenant of the buildings. If the sign program is approved, any future modifications proposed for the on-site signs will be subject to review and approval by the Planning Commission.

II. RECOMMENDATION

If the Planning Commission desires to approve the request, it is recommended that the Planning Commission adopt the draft Resolution and conditions of approval. If the Planning Commission denies the request, staff will return with a draft Resolution for adoption at the next Planning Commission meeting.

III. ATTACHMENTS

- Draft Resolution and Conditions of Approval

Case Planner: Doug Hooper, Assistant Director of Community Development