

AGENDA MEMO

November 22, 1989

TO: Design Review Board

FROM: Planning Division

SUBJECT: DR-89-21 - Stonewood Center Proposed Master Sign Plan

Request/Recommendation

Hughes Investments, owners of Stonewood Shopping Center, in accordance with Specific Plan SP-89-1 (SP-89-1) have filed a Master Sign Plan for Stonewood Shopping Center. Planning staff recommends the Design Review Board approve the requested sign program as proposed. The adoption of the Stonewood Center's Master Sign Plan will then become part of SP-89-1.

Background

Specific Plan SP-89-1 (SP-89-1) regulates Stonewood Center's Master Sign Plan; the specific plan also sets forth the center's design guidelines and exterior landscaping requirements. At the Design Review Board (DRB) meeting of July 14, 1989, Board members will recall reviewing and commenting on SP-89-1's architectural design guidelines; at that time, Stonewood Center's Master Sign Plan was not ready for the Board's review.

According to the provisions of SP-89-1, Stonewood's Master Sign Plan shall be submitted to and approved by the Design Review Board, in accordance with Section 9148 of the Downey Municipal Code. After the DRB approves the plan, it will become part of Stonewood Center's Specific Plan. SP-89-1 also stipulates that sign changes proposed after the sign plan is adopted which do not conform to the approved plan, will be permitted only when approved by the Planning Commission.

Section 9148 regulates signing for shopping centers, stipulating signing shall be "approved in accordance with the applicable zone". For Stonewood Center, the applicable zone is SP-89-1. SP-89-1 replaced Stonewood Center's previous C-3 zone when the City Council adopted the Specific Plan on July 22, 1989.

Unlike the City's other zoning districts, the specific plan does not advance specific standards regulating signs, other than Design Review Board approval and the following requirements:

- o The design of each proposed sign shall be consistent with the Center's architecture and compatible with its existing signs;

- o Business signs oriented to the outside of the Mall are prohibited with the exceptions of the four major tenants, externally oriented businesses, (such as Furnishings 2000 and Thrifty Drug), free-standing businesses (such as Acapulco restaurant), mall monumentation, or directional signs; and
- o Mall signage in entry driveways shall be located to allow proper visibility.

Evaluation

Listed below are the proposed and existing signs comprising the intended Master Sign Plan. Each sign has been labeled so it corresponds with the label shown on the accompanying site and mall elevation plans. In addition, each sign's text, dimensions and area is listed. Therefore, staff has divided the sign plan into three categories. Existing signs proposed as part of the intended sign plan are also included. The three categories are described as follows:

- I. Signs for Stonewood Center's anchor stores and the mall's tenants;
 - II. Perimeter entrance and mall identification signs; and
 - III. Signs for the center's free standing buildings.
- A. Anchor Stores' Mall Tenants' Signs
- 1. a. BROADWAY (4 existing signs) - parapet mounted
"THE BROADWAY"
Dimensions - 8' X 68' = 544 sq. ft.
 - b. BROADWAY restaurant (1 existing sign) - pole mounted
"THE BROADWAY
RESTAURANT
COFFEE SHOP"
Dimensions - 10' X 13' = 130 sq. ft.
 - 2. MERVYN'S (2 existing signs) - wall mounted
"MERVYN'S"
Dimensions - 13' X 33' = 99 sq. ft.

3. a. MAY COMPANY (3 signs) - wall mounted
"MAY"
Dimensions - 4' X 35' = 140 sq. ft.
- b. MAY COMPANY entrance signs (3 signs) - wall mounted
"MAY"
Dimensions - 2' X 7' = 14 sq. ft.
4. JC PENNEY (3 signs) - wall mounted
"JCPenney"
Dimensions - 3' X 35' = 105 sq. ft.

B. Mall Tenants' Signs

1. Tenant Sign #1 - wall mounted
"Hollander
Cafeteria"
Dimensions - 3' X 16'-8" = 50 sq. ft.
1'-6" X 9'-9" = 14.5 sq. ft.
TOTAL - 64.5 sq. ft.
2. Tenant Sign #2 (existing sign) wall mounted
"Thrifty"
Dimensions - 4' X 14'-6" = 58 sq. ft.
3. Tenant Sign #3 - parapet mounted
"MERVYN'S"
3. Tenant Sign #3 (existing) - wall mounted
"Furnishings
2000"
Dimensions - 2'-6" X 17'-6" = 43.75 sq. ft.
4' X 8" = 32 sq. ft.
TOTAL - 75.75 sq. ft.
4. Tenant Sign #4 - parapet mounted
"JCPenney"
Dimensions - 3' X 35' = 105 sq. ft.
4. Tenant Sign #4 (relocated) - wall mounted
"GLENDALE
FEDERAL
BANK"
Dimensions - 9' X 19' = 171 sq. ft.
5. Tenant Sign #5 (relocated) - wall mounted
"GLENDALE FEDERAL BANK"
Dimensions 2'-6" X 52'-6" = 131.25 sq. ft.

*Spreading by
25.75 sq ft*

Firestone

Lake Wood

6. Tenant Sign #6 - wall mounted
"HOUSE of FABRICS"
Dimensions - 3' X 25' = 75 sq. ft.
7. Tenant Sign #7 (existing) - wall mounted
"GIANT GRINDER"
Dimensions - 2' X 25' = 50 sq. ft.
8. Tenant Signs #8, #9, #10 and #11
"TENANT SIGN" (future tenant)
Dimensions - 2'-6" X varies
12. Tenant Sign #12 (existing) - wall mounted
"the WHERHOUSE"
Dimensions - 2' X 25' = 50 sq. ft.
13. Tenant Sign #13 (existing) - wall mounted
"See's CANDIES"
Dimensions - 2' X 25' = 50 sq. ft.
14. Mall Office Sign # 14 - wall mounted
"MALL OFFICE"
Dimensions - 1'-6" X 4' = 6 sq. ft.

C. Mall Entrance Signs

1. Mall Entry Signs - Signs E, F, G and H - building mounted
"STONEWOOD
CENTER"
Sign Area - 102.5 sq. ft.
2. Food Court Sign - Sign I - building mounted
"THE
FILLING STATION
FOOD COURT"
Sign Area - 102.5 sq. ft.

II. Perimeter Entry and Identification Signs

- A. Major Entrances' Pylon Signs and Electronic Attraction Boards -
Signs A and B
"STONEWOOD
CENTER"
Sign Area - 198.5 sq. ft. (Stonewood Center plus attraction board)
- B. Mall Monument Signs - Signs C and D
"STONEWOOD CENTER MALL ENTRANCE"
Sign Area - 12 sq. ft. (non-illuminated)
- C. Mall Signs ground mounted - Signs O, P, Q, R, and S
"STONEWOOD CENTER
MALL ENTRANCE"
Sign Area - 3 sq. ft. (non-illuminated)

III. Freestanding Building Signs

- A. Acapulco Restaurant
 - 1. Outbuilding monument sign (existing) - Sign M
"MEXICAN
ACAPULCO
RESTAURANT
CANTINA"
Dimensions - 5' X 8' = 40 sq. ft.
 - 2. Outbuilding wall mounted Signs (existing) - Signs N and T.
"ACAPULCO"
Dimensions 2'-6" X 19' = 47.5 sq. ft.
- B. JC Penney T.B.A. Building
 - 1. Tenant Sign wall mounted (existing) - Sign U
"Firestone"
Dimensions - 2' X 13' = 26 sq. ft.
- C. 10,000 Sq. Ft. Pad (Formerly Broadway T.B.A.)
 - 1. Outbuilding wall mounted signs - Signs J and K
"Tenant Sign" (future tenant)
Dimensions - 2'-6" X varies
 - 2. Outbuilding ground mounted sign - Sign L
Text and Logo to be determined
Sign Area - 28 sq. ft.

You'll note an electronic attraction board is a planned component of each of the two mall entrance pylon signs. Staff recommends the DRB approve the attraction boards as part of Stonewood Center's Master Sign Plan. Like the proposed sign plan, the Planning Commission has approved electronic attraction boards for two other businesses with Firestone Boulevard frontage: Car Wash U.S.A. and All American Home Center. Staff further suggests instituting the same standards for Stonewood's attraction boards that were adopted for those two businesses: 1) message copy shall remain on the board for a minimum of 30 seconds; 2) copy shall be limited to messages only and no animation. By instituting the 30-second condition, messages will have less of a flashing appearance.

In regards to each sign's proposed design and the sign plan's intended color palette, staff suggests they are consistent with the Center's architecture and its existing signs. The letter colors for the mall's future tenant businesses, the proposed sign letter colors are identical to the colors of the mall's existing tenants. Tenant signs would be either red or white which are the colors currently used. Staff further suggests the colors of Stonewood Center's logo are compatible with the Center's design by matching its exterior elevations. Staff believes this presentation is consistent with the development and renovation of regional type shopping centers.

Recommendation

Staff recommends that the Design Review Board approve the proposed Master Sign Plan.