



AGENDA NO. 7a

STAFF REPORT

OCEANSIDE HISTORIC PRESERVATION ADVISORY COMMISSION

DATE: August 3, 2010

TO: Chairman and Members of OHPAC

FROM: Development Services Department/Planning Division

SUBJECT: **CONSIDERATION OF A HISTORIC PERMIT (H10-00001) FOR THE REVISION TO AN EXISTING SIGN PROGRAM AT THE MISSION DOUGLAS PLAZA LOCATED AT 3905-3935 MISSION AVENUE – MISSION DOUGLAS PLAZA COMP REV – APPLICANT: ULTRA SIGNS, INC.**

RECOMMENDATION

Staff recommends that the Oceanside Historic Preservation Advisory Commission adopt OHPAC Resolution No. 2010-H02 recommending approval of a Historic Permit (H10-00001) to the City Planner.

PROJECT DESCRIPTION AND BACKGROUND

Background: The existing 86,471-square foot Mission Douglas Plaza commercial center was developed under approved Development Plan (D-22-86) and Tentative Parcel Map (P-39-86). The existing sign program was approved on October 26, 1987 and has been used to regulate all signage for the entire Mission Douglas Plaza commercial center since that time.

The proposed pole signs are subject to Article 33 Signs of the Oceanside Zoning Ordinance and the Mission Douglas Plaza Comprehensive Sign Program, with additional regulations contained within Section 3303. H Signs Within A Historic District. In accordance with Section 3303.H.4.a all signs shall be reviewed by the Oceanside Historic Preservation Committee (OHPAC) and a recommendation forwarded to the City Planner for final action pursuant to Section 3306.D.

Project Description: The project application is comprised of one component: a Historic Permit.

Historic Permit H10-00001 represents a request for the following: A historic permit to allow the Mission Douglas Plaza to remodel the existing 26'-10" pole sign located south east of the intersection of Mission Avenue and Douglas Drive and to construct a 15'-0" tall pole sign at the south western elevation of the property. Each proposed pole sign would

be of a stucco finish, double faced internally-illuminated with a finish consisting of tan and earth tone colors consistent with the finish colors of the existing commercial center.

The project site is situated south east of the Historic San Luis Rey Mission near the south east corner of Mission Avenue and Douglas Drive. The property is zoned Special Commercial Limited within a Historic Overlay (CS-L-H), and has a land use of Special Commercial (SC).

The project is subject to the following Ordinances and City policies:

- 1. Zoning Ordinance
- 2. General Plan Land Use Element
- 3. The Mission San Luis Rey Historic Area Development Program and Design Guidelines

ANALYSIS

1. General Plan Conformance

The project site is designated as Special Commercial (SC) on the Land Use Map. The proposal to construct two new pole signs within the Historic Core area is consistent with the goals and objectives of the City’s General Plan, as follows:

A. Land Use Element I. Community Enhancement

Goal: The consistent, significant, long term preservation and improvement of the environment, values, aesthetics, character and image of Oceanside as a safe, attractive, desirable and well-balanced community.

1.33 Historic Areas and Sites

Policy A: The City shall utilize adopted criteria, such as the "Mission San Luis Rey Historic Area Development Program and Design Guidelines," to preserve and further enhance designated historic or cultural resources.

Staff has reviewed the request to establish a new pole sign and remodel an existing pole sign within an existing commercial center, and has determined that the overall design including finish colors, materials, interior illumination sources, and font selection would provide a sign that integrates into the historical character of the area, and that would be consistent with the original planning efforts envisioned within the Design Guidelines.

2. Zoning Compliance

This project is located in the Special Commercial Limited Historic Overlay zone district and complies with the requirements of that zone district as it relates to sign regulations.

The following table summarizes proposed and applicable development standards for the project site:

	ALLOWED	PROPOSED
POLE SIGN SIZE	30'-0" HIGH MAX.	28'-0" & 15'-0" HIGH
FINISH COLOR	Consistent w/ Building	Tan / Brown Earth Tone Base
SIGN COPY AREA	200 Sq. Ft. MAX..	88 Sq. Ft. of Total Area.
ILLUMINATION	INTERNAL/EXTERNAL	INTERNAL

SUMMARY

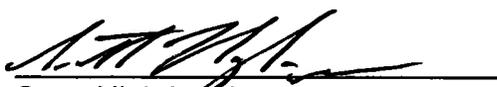
The proposed Historic Permit to allow the remodeling of an existing pole sign at the north western portion of the property and the construction of a 15-foot pole sign at the south western portion of the property will provide an upgraded advertisement signage that will enhance the commercial center. The proposed sign is consistent with the requirements of the Zoning Ordinance and the land use policies of the General Plan.

The project meets or exceeds all applicable development standards. The project is compatible in terms of architectural and site design elements with the surrounding historical core area of the Mission San Luis Rey neighborhood. As such, staff recommends that the Oceanside Historic Preservation Advisory Commission recommend approval of the project based on the findings and subject to the conditions contained in the attached Resolution.

RECOMMENDATION

Staff recommends that the Oceanside Historic Preservation Advisory Commission adopt OHPAC Resolution No. 2010-H02 recommending approval of Historic Permit (H10-00001) to the City Planner for approval.

SUBMITTED BY:


 Scott Nightingale
 Planner II

Attachments:

1. Site Plan, Elevations (Exhibit A)
2. OHPAC Resolution No. 2010-H02

EXHIBIT A

19620

Page 1
Order No. 33030730

DESCRIPTION

PARCEL A:

PARCEL 2 OF PARCEL MAP 13389, IN THE CITY OF OCEANSIDE, COUNTY OF SAN DIEGO, STATE OF CALIFORNIA, AS FILED IN THE OFFICE OF THE COUNTY RECORDER OF SAN DIEGO COUNTY, JULY 26, 1984.

EXCEPTING THEREFROM THAT CERTAIN PROPERTY AS CONVEYED TO THE CITY OF OCEANSIDE, BY DEED RECORDED JULY 7, 1988 AS FILE NO. 88-329729, DESCRIBED AS FOLLOWS:

COMMENCING AT A POINT ON THE B-2 LINE OF MISSION AVENUE, (STATE HWY, 76) AT ITS INTERSECTION WITH THE CENTERLINE OF DOUGLAS DRIVE, AS SHOWN ON CALIFORNIA DIVISION OF HIGHWAYS MONUMENT MAP NO. 672; THENCE ALONG THE SOUTHERLY PROLONGATION OF THE CENTERLINE OF DOUGLAS DRIVE, SOUTH $0^{\circ}34'43''$ EAST, 54.10 FEET TO THE SOUTHEASTERLY LINE OF MISSION AVENUE, 110.00 FEET WIDE, AND THE TRUE POINT OF BEGINNING; THENCE CONTINUING ALONG SAID PROLONGATION AND THE WESTERLY LINE OF SAID PARCEL MAP, SOUTH $0^{\circ}34'43''$ EAST, 202.33 FEET TO THE SOUTH LINE OF SAID SECTION 8; THENCE ALONG SAID SECTION LINE, SOUTH $88^{\circ}14'30''$ EAST, 32.03 FEET; THENCE PARALLEL WITH SAID PROLONGATION AND 32.00 FEET EASTERLY AT RIGHT ANGLES THEREFROM, NORTH $0^{\circ}34'43''$ WEST, 196.79 FEET TO THE BEGINNING OF A TANGENT CURVE, CONCAVE SOUTHEASTERLY AND HAVING A RADIUS OF 30.00 FEET; THENCE NORTHEASTERLY ALONG SAID CURVE, THROUGH A CENTRAL ANGLE OF $67^{\circ}33'13''$, ARC DISTANCE OF 35.37 FEET TO A POINT OF TANGENCY IN THE AFORESAID SOUTHEASTERLY LINE OF MISSION AVENUE; THENCE ALONG SAID SOUTHEASTERLY LINE SOUTH $66^{\circ}58'30''$ WEST, 54.69 FEET TO THE TRUE POINT OF BEGINNING.

PARCEL B:

ALL THOSE CERTAIN EASEMENTS DESCRIBED IN ARTICLE II OF THOSE "DECLARATION OF RESTRICTIONS AND GRANT OF EASEMENTS" RECORDED AUGUST 1, 1984 AS DOCUMENT NO. 84-292831 OF OFFICIAL RECORDS, AND THE AGREEMENT AND FIRST AMENDMENT THERETO, RECORDED FEBRUARY 24, 1987 AS DOCUMENT NO. 87-097535, AND ALSO RECORDED FEBRUARY 25, 1987, AS DOCUMENT NO. 87-100311, AND ALSO THE AGREEMENT AND SECOND AMENDMENT THERETO, RECORDED JULY 18, 1989 AS DOCUMENT NO. 89-377412, ALL OF OFFICIAL RECORDS, OVER, UNDER, THROUGH AND ACROSS THE COMMON AREA AS SET OUT IN SECTION 1.01 OF SAID FIRST AMENDMENT AN SECOND AMENDMENT.

(APN: 158-052-12 & 13

SALESPERSON
RON BREEN
DESIGNER
R. GERMAR
SKETCH NO
MISSION34

DATE
02-24-2010

REVISION DATES

- ① 03-12-2010 JC
- ② 03-19-2010 JC
- ③ 03-22-2010 JC
- ④
- ⑤
- ⑥

VOLTAGE

VERIFY

PRIMARY ELECTRICAL TO EACH LOCATION IS TO BE PROVIDED BY OTHERS. DO NOT DEPEND ON THIS. NO SHARED METALS AND A GROUND RETURN TO THE PANEL IS REQUIRED FOR ALL INSTALLATIONS.

COLOURS ARE SPECIFIED IN THIS DRAWING. COLOURS MAY VARY FROM PURPOSES ONLY. THEY MAY NOT MATCH YOUR FINISHED PRODUCT. COLOURS AND FINISHES OUTS ARE FOR A MATCH AS CLOSE AS POSSIBLE.

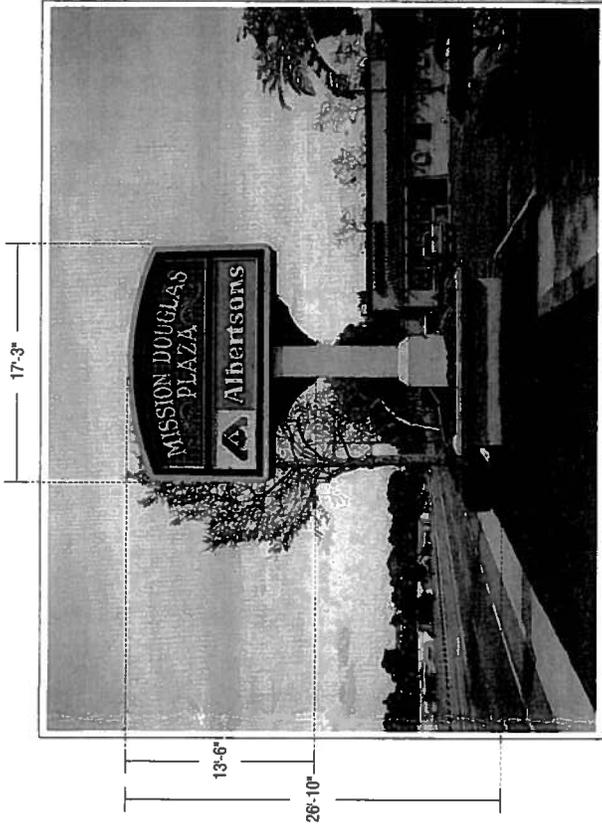
THIS ORIGINAL DESIGN IS THE SOLE PROPERTY OF ULTRASIGNS. IT CANNOT BE REPRODUCED, COPIED OR EXEMPTED IN WHOLE OR PART, WITHOUT FIRST OBTAINING WRITTEN CONSENT FROM ULTRASIGNS.

THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE, OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER ENGINEERING AND BONDING OF THE SIGN.

PERMISSION APPROVAL

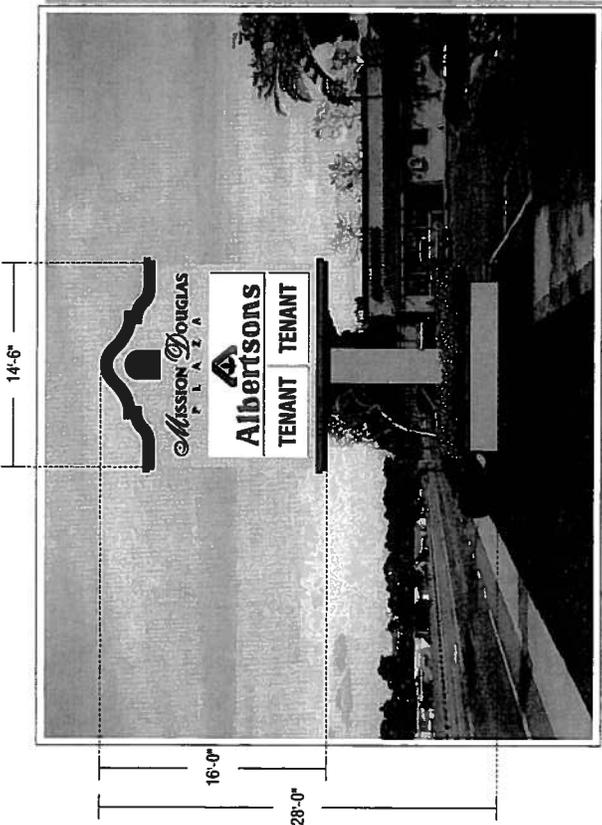
CITY APPROVAL

ultrasigns
 SIGNAGE & GRAPHICS
 3905-3935 MISSION AVE
 OCEANSIDE, CA 92054
 TEL: 855-882-1428 FAX: 855-882-1423
 WWW.ULTRASIGNS.COM



EXISTING CONDITIONS

PHOTO LAYOUT FOR PRESENTATION PURPOSES.
 VERIFY ACTUAL INSTALLATION & DIMENSIONS.



PROPOSED SIGNAGE

PYLON SIGN ELEVATION
 NO SCALE

SALESPERSON
RON BREEN
DESIGNER
R. GERHAR
SKETCH NO
MISSION034
DATE
02-24-2010

REVISION DATES
① 03-12-2010 JC
② 03-19-2010 JC
③ 03-22-2010 JC

VOLTAGE
VERIFY

PRIMARY ELECTRICAL TO SIGN LOCATIONS IS TO BE PROVIDED BY OTHERS. TO AVOID OVERHEAD WIRING, ALL WIRING SHALL BE UNDERGROUND RETURNING TO THE PANEL IS NECESSARY. ALL IS NECESSARY.

COLORS REPRESENTED IN THIS DRAWING ARE TO BE USED FOR PURPOSES ONLY. THEY MAY NOT MATCH YOUR FINISHED PRODUCT. ALL MATERIALS AND FINISHES ARE TO BE VERIFIED AS POSSIBLE.

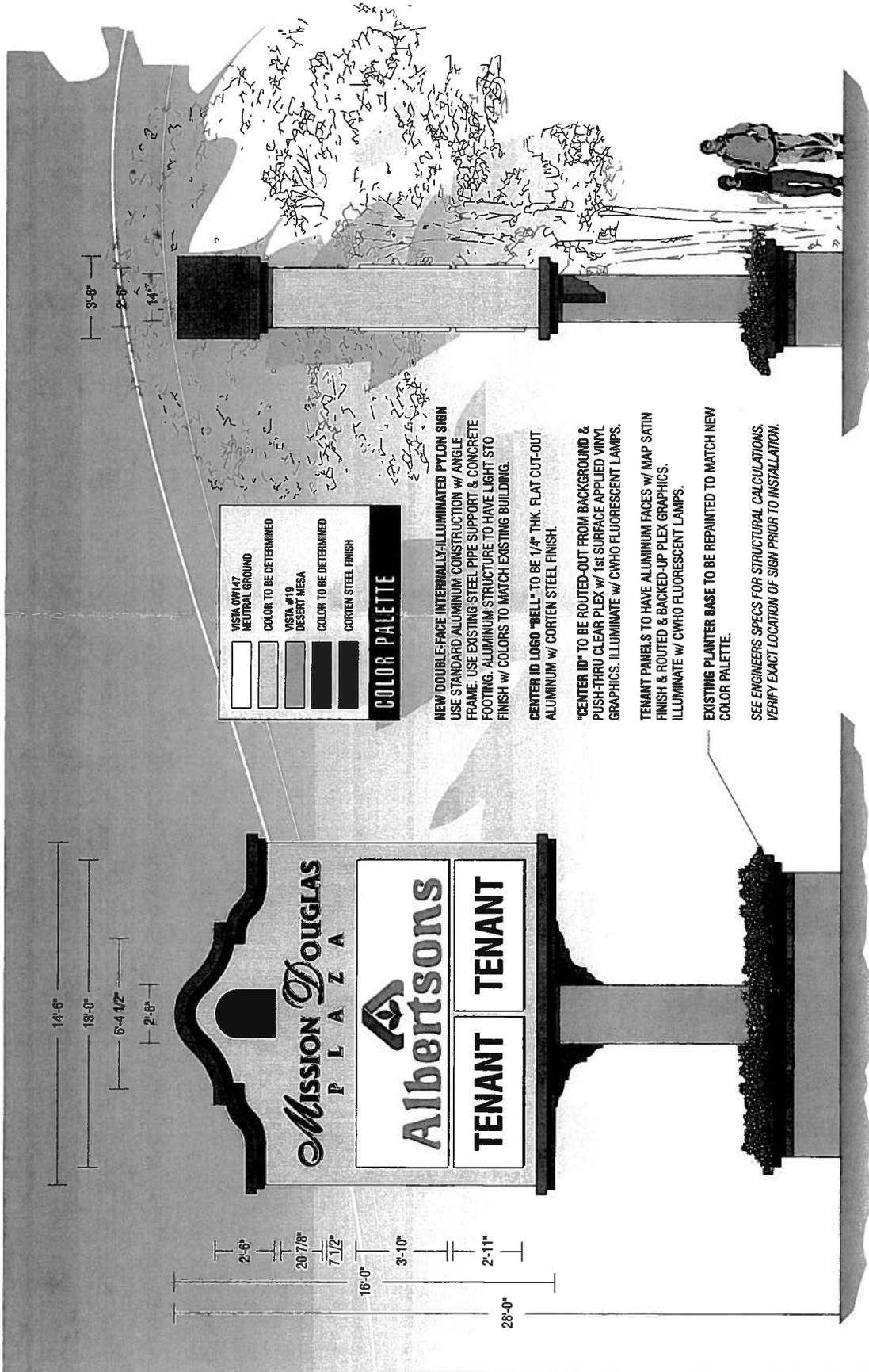
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THIS IS ACCORDING TO THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRICAL CODE AND OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER BONDING AND GROUNDING OF THE SIGN.

PROFESSIONAL APPROVAL

CLIENT APPROVAL

ultrasigNS
 SIGNAGE & GRAPHICS
 3905-3935 MISSION AVE
 OCEANSIDE, CA 92054-1454
 TEL: 760-464-4400 FAX: 760-464-1454
 WWW.ULTRASIGNS.COM



END VIEW

A NEW DOUBLE-FACE INTERNALLY-ILLUMINATED PYLON SIGN DISPLAY
 SCALE: 1/4" = 1'-0"

JOB INFORMATION
MISSION DOUGLAS PLAZA
3905-3935 MISSION AVE
OCEANSIDE, CA 92054

SALESPERSON
RON BREEN
DESIGNER
R. GERHAR
SKETCH NO
MISSION34
DATE
02-24-2010

REVISION DATES
① 03-12-2010 JC
② 03-19-2010 JC
③ 03-22-2010 JC

VOLTAGE
VERIFY

PRIMARY ELECTRICAL TO BE
 LOCATED TO BE IDENTIFIED BY
 OTHERS. TO AVOID DISCREPANCY
 NO SHORTS WITH
 AND A
 GROUND RETURNING TO THE PANEL
 IS REQUIRED FOR ALL
 INSTALLATIONS.

COLORS REPRESENTED IN THIS
 DRAWING FOR IDENTIFICATION
 PURPOSES ONLY. THE
 MAY NOT MATCH YOUR FINISHED
 PROJECT. FOR ALL ELECTRICAL CODES
 OUTSIDE THE LOCAL CODES
 AS APPLICABLE.

THIS ORIGINAL DESIGN IS THE SOLE
 PROPERTY OF ULTRASIGNS. IT
 CANNOT BE REPRODUCED, COPIED
 OR TRANSMITTED IN ANY MANNER
 IN WHOLE OR PART, WITHOUT
 FIRST OBTAINING WRITTEN CONSENT
 FROM ULTRASIGNS.

THIS DRAWING IS ATTACHED TO BE
 THE REQUIREMENTS OF ARTICLE 600
 OF THE NATIONAL
 ELECTRICAL CODE (NEC) FOR
 APPLICABLE LOCAL CODES. THIS
 INCLUDES PROPER GROUNDING AND
 BONDING OF THE SYSTEM.

PROFESSIONAL APPROVAL

CLIENT APPROVAL



SITE PLAN
 NO SCALE

OCEANSIDE HISTORIC PRESERVATION
ADVISORY COMMISSION
RESOLUTION NO. 2010- H02

A RESOLUTION OF THE OCEANSIDE HISTORIC PRESERVATION
ADVISORY COMMISSION OF THE CITY OF OCEANSIDE,
CALIFORNIA APPROVING A HISTORIC PERMIT ON CERTAIN
REAL PROPERTY IN THE CITY OF OCEANSIDE

APPLICATION NO: H10-00001
APPLICANT: Ultra Signs Inc.
LOCATION: 3905-3935 Mission Avenue

THE OCEANSIDE HISTORIC PRESERVATION ADVISORY COMMISSION OF THE CITY
OF OCEANSIDE, CALIFORNIA DOES RESOLVE AS FOLLOWS:

WHEREAS, there was filed with this Commission a verified petition on the forms prescribed by the Commission requesting a Historic Permit under the provisions of the Mission San Luis Rey Historic Area and Development Program and Design Guidelines, Historic Preservation Ordinance (82-41) and Article 21 of the Zoning Ordinance of the City of Oceanside to permit the following:

a request to remodel an existing pole sign and construct one 15-foot tall pole sign at the north and south west portions of an existing commercial center located at 3905-3935 Mission Avenue;
on certain real property described in the project description.

WHEREAS, the Oceanside Historic Preservation Advisory Commission, after giving the required notice, did on the 3rd day of August 2010, conduct a duly advertised public hearing as prescribed by law to consider said application.

WHEREAS, studies and investigations made by this Commission and in its behalf reveal the following facts:

FINDINGS:

1. The overall design including finish colors, materials, illumination sources, and font selection would provide a sign that integrates into the historical character of the area, and is consistent with the original planning efforts envisioned and contained within the Mission San Luis Rey Historic Area Development Program & Design Guidelines.

1 2. The proposed Historic Permit to allow a revision to an existing pole sign and the
2 construction of a new pole sign at the Mission Douglas Plaza commercial center is
3 consistent with the requirements of the Zoning Ordinance and the land use policies of the
4 General Plan. The project meets or exceeds all applicable development standards, and is
5 compatible in terms of architectural and site design elements with the surrounding
6 historical core area of the Mission San Luis Rey neighborhood.

7 NOW, THEREFORE, BE IT RESOLVED that the Oceanside Historic Preservation
8 Advisory Commission does hereby recommend approval of Historic Permit (H10-00001) to the
9 City Planner subject to the following conditions of approval:

10 1. This Historic Permit approves only the following: A historic Permit to allow the
11 Mission Douglas Plaza to remodel the existing 26'-10" pole sign located north east of the
12 intersection of Mission Avenue and Douglas Drive and to construct a 15'-0" tall pole sign
13 at the most western elevation of the property and presented in exhibit A. Any substantial
14 modification to the Monument Sign in the design or layout shall require a revision to the
15 Historic Permit and/or a new Historic Permit.

16 2. Any alteration to the pole signs shall be reviewed and approved by the Oceanside Historic
17 Preservation Advisory Commission Substantial Conformity Committee. No staff
18 substantial conformity shall be allowed for any design modifications without the approval
19 of the Substantial Conformity Committee.

20 3. The following conditions of approval shall be implemented for any disturbance of earth on
21 site:

22 a) An archaeological monitor shall be on-site during ground-disturbing activities,
23 such as brushing, scarification, grading, and trenching within the boundaries of
24 the cemetery addition and disposal area due to the potential for encountering
25 cultural features, such as human burials.

26 b) A pre-excavation agreement shall be executed between the applicant and the San
27 Luis Rey Band of Mission Indians, specifying the treatment of human remains
28 and any cultural resources uncovered and requiring Native American monitoring
29 for all ground-disturbing activities.

c) Native American monitors shall be present throughout all ground-disturbing
activities, such as brushing, scarification, grading, and trenching for the entire

1 project area. The powers of the monitors and the details of their work shall be
2 laid out in the pre-excavation agreement.

3 4. The archaeological monitors and Native American monitors shall have the authority to
4 temporarily halt or redirect grading, in order to examine any finds made during the
5 course of monitoring. The monitors shall determine the need for further studies to assess
6 unexpected cultural material encountered during monitoring.

7 5. Prior to issuance of building permits for the signs, the applicant shall provide a conceptual
8 landscape plan for review and approval by the City Planner. The conceptual landscape
9 plan shall be prepared in accordance with the Mission San Luis Rey Historic Area
10 Development Program & Design Guidelines.

11 PASSED AND ADOPTED Resolution No. 2010-H02 on August 3, 2010 by the
12 following vote, to wit:

13 AYES:

14 NAYS:

15 ABSENT:

16 ABSTAIN:

17
18 _____
19 Lynn Paul Shoger, Chairman
20 Oceanside Historic Preservation
21 Advisory Commission

22 ATTEST:

23 _____
24 Richard Greenbauer, Secretary

25 I, RICHARD GREENBAUER, Secretary of the Oceanside Historic Preservation Advisory
26 Commission, hereby certify that this is a true and correct copy of Resolution No. 2010-H02.

27
28 Dated: August 3, 2010
29 _____

Application For Historic Commission Hearing
Planning Department (760) 435-3520
Oceanside Civic Center
300 North Coast Highway
Oceanside, California 92054-2885

STAFF USE ONLY	
ACCEPTED 6-23-10	BY SN & DW

Please Print Or Type All Information		HEARING CSP10-00001	
Part 1 - Applicant Information			
1. APPLICANT <i>Ultrasigns, Inc</i>	2. STATUS	MASTER PLAN	
3. ADDRESS <i>9025 Balboa Ave #150 S.D. 92123</i>	4. PHONE / FAX <i>858-569-1400</i> <i>858-569-1453</i>	GPA	
5. APPLICANT'S REPRESENTATIVE (or person to be contracted for information during processing) <i>Jocely Aliano</i>		ZONE CH.	
6. ADDRESS <i>Same</i>	7. PHONE / FAX <i>Same</i>	TENT. MAP	
8. OWNER <i>Mission Douglas Investments, LLC</i> <i>and AZ & E2, LLC.</i>	9. PHONE / FAX <i>949-646-2900 x1</i> <i>949-646-2985 Fax</i>	PAR. MAP	
10. ADDRESS <i>2801 W. Coast Hwy #380, Newport Beach, CA 92663</i>		DEV. PL.	
		C.U.P.	
		VARIANCE	
		REG. COASTAL	
		O.H.P.A.C.	H10-00001

PART II - PROPERTY DESCRIPTION

11. LOCATION <i>3905-3935 Mission Ave., Oceanside CA.</i> <i>92054</i>	12. SIZE <i>82,269 sq. ft.</i>
13. GENERAL PLAN	14. ZONING
15. LAND USE <i>Albertson's anchored Shopping Center</i>	16. ASSESSOR'S PARCEL NO. <i>158-052-12</i> <i>8-13</i>

PART III - PROJECT DESCRIPTION

17. GENERAL PROJECT DESCRIPTION

18. PROPOSED GENERAL PLAN	19. PROPOSED ZONING	20. PROPOSED LAND USE	21. NO UNITS	22. DENSITY
THE APPLICANT OR HIS REPRESENTATIVE MUST BE PRESENT AT THE HEARING. FAILURE TO BE PRESENT MAY RESULT IN DENIAL OF THE APPLICATION.		SIGNATURES OF ALL OWNERS OF THE SUBJECT PROPERTY ARE NECESSARY BEFORE THE APPLICATION CAN BE ACCEPTED. IN THE CASE OF PARTNERSHIPS OF CORPORATIONS, THE GENERAL PARTNER OR CORPORATION OFFICER SO AUTHORIZED MAY SIGN. (ATTACH ADDITIONAL PAGES AS NECESSARY).		
23. APPLICANT OR REPRESENTATIVE 	24. DATE <i>5/10/10</i>	26. OWNER <i>Charles L Jacrel</i> <i>For: Mission Douglas Investments, LLC</i>	DATE <i>5-24-10</i>	
I DECLARE UNDER PENALTY OF PERJURY THAT THE ABOVE INFORMATION IS TRUE AND CORRECT TO THE BEST OF MY KNOWLEDGE		27. OWNER <i>Maria E Jacrel</i> <i>For: AZ & E2, LLC</i>	DATE <i>5-24-10</i>	
25. APPLICANT 	26. DATE <i>5/10/10</i>	28. OWNER	DATE	



May, 25th 2010

Project Description and Justification

"Mission Douglas Plaza is an approximately 86,471 square foot shopping center located at the corner of Mission Avenue and Douglas Drive. Mission Douglas Plaza is anchored by an Albertson's supermarket and includes over 20 other retail and restaurant businesses, including Coco's, Capozzoli's, Jack in the Box, and Valero Gas. Unfortunately, Mission Avenue is no longer a heavily traveled road. Mission Douglas Plaza has struggled to maintain its customer base and has seen a continual decline in sales volumes since the construction of Highway 76. The adjacent Phase 2 retail (which is not owned by the Applicant) has been converted to mostly church uses and is a virtual ghost town during the week.

This Application is to entirely remodel the existing project sign on Mission Avenue and to add a new on-grade monument sign on Douglas Drive. Douglas Drive is now the life blood of traffic for the shopping center. Unfortunately, the majority of the shopping center is not visible from Douglas Drive. To make matters worse, the Public Works Department plans to eliminate the existing left turn into the shopping center from Douglas Drive. Even without the planned loss of access, we have been unable to lease several vacant spaces at the property for over a year. The addition of a monument sign on Douglas is critical to the viability of the shopping center. Many prospective tenants have complained about the lack of visibility and signage. This additional signage will be an important tool for us to attract quality tenants to the project and will help boost the sales of existing tenants.

The Douglas sign will be designed in a Spanish Mission style featuring a palate of earth tone colors, an arched top with overhanging sides, a mission bell icon, and an elegant font for the project name. The tenant panels will be constructed of high quality routed faces with backed-up plex graphics to look like custom signs. The tenant panels will integrate beautifully into the sign, both in terms of scale and design. The Applicant will also upgrade the existing project sign on Mission Avenue. This sign will be entirely remodeled (using only the existing base and pole) and will match the new monument sign on Douglas. The Mission Avenue sign will also have a large arched top in the mission style and will feature the mission bell icon that is present in the adjacent shop building architecture. We feel the new and renovated signs will be an asset to the shopping center and will improve the appearance of the neighborhood. The mission revival design of the signs will complement the architecture of the property and will pay homage to the historic Mission district."