



City of San Clemente Planning Division

910 CALLE NEGOCIO, SUITE 100, SAN CLEMENTE, CA 92673

Phone: (949) 361-6100

Fax: (949) 366-4750

E-mail: planning@san-clemente.org

PURPOSE AND REVIEW PROCESS

Purpose

The City recognizes the need for signs to identify businesses and properties within the community. The City also recognizes that signs are an important design element of the physical environment which serve to express the individuality of the business as well as the character of the community. In reviewing signage, the City's goals are to protect and enhance the City's historical, nonhistorical, and residential character, as well as to enhance the City's economic base. The Sign Ordinance implements these goals through regulation of sign design, size, location and maintenance, minimizing visually conflicting and competing sign displays and avoiding potential pedestrian and vehicular traffic safety hazards. The Sign Ordinance also establishes the criteria for discretionary review of signage.

The purpose of the Discretionary Sign Permit process is to provide for the review of signs which the City has determined are significant enough, in terms of size, number, location or type, to require discretionary review. The intent of discretionary review is to ensure that signs are compatible and harmonious with the architecture of the buildings they serve and with the surrounding neighborhood. The intent of the discretionary review is also to ensure that signs comply with the purpose and intent of the City's sign regulations.

Review Process

Step 1 - Applicant Consideration of Project

Early in the consideration of a Discretionary Sign Permit, the applicant should determine what the General Plan and Zoning Ordinance outline for the site under consideration. It is important that the proposed use be consistent with the City's General Plan and Zoning Ordinance. Planning staff may be consulted for opinions on compatibility and compliance with City standards.

Step 2 - Pre-Application Conference

Prior to submitting a formal application, the applicant is advised to make an appointment with a member of the Planning Division to discuss the feasibility of the request. This will allow staff to provide a cursory review of the request and identify for the applicant some of the significant issues and community concerns that may arise as the project moves through the process. Planning staff may also refer the applicant to other divisions or departments for preliminary comments.

Step 3 - Filing of Application

The applicant should submit the completed application, filing fee, and other required information to the Planning Division of the Community Development Department. It is important to submit a complete application, as incomplete applications cause delay in the processing of the project.

Step 4 - Assignment of a Project Planner

Once an application has been submitted to the City, the City Planner assigns a project planner to process the application. The project planner is the project manager for the discretionary application, acting as the applicant's contact person during the process and coordinating the application through various review procedures and noticing requirements. Processing a project requires significant coordination between the applicant, project planner, and all of the other various components of this process. Whenever you have questions as to where your application is in the process or what steps need to be taken, please contact the project planner.

Step 5 - Determination of an Application's Completeness

The project planner's first task will be to review the application to make sure all the required information is provided. The applicant will be notified within 30 days after filing as to whether the application is complete or what additional information is required. If the application is incomplete, all processing will stop until the application is made complete by the applicant.

Step 6 - Development Management Team (DMT) Review

Once an application has been deemed complete and any additional information needed for review submitted by the applicant, the Development Management Team (DMT) will review the proposal and make comments regarding the project's compliance with applicable City codes. The DMT consists of staff members from various City departments who have a vested interest in the proposed project. Their concerns and recommendations will be considered by the Planning staff in the final analysis and recommendation. The DMT responses may require redesign of the project, which may require additional review by the DMT, or become recommended conditions of approval, forwarded to the Planning Commission for approval with the project.

Step 7 - Environmental Review

All Discretionary Sign Permit requests are subject to the California Environmental Quality Act (CEQA) and reviewed to determine whether they are exempt from environmental review or require a Negative Declaration or Environmental Impact Report (EIR). If a Negative Declaration or EIR is required, State law requires a certain amount of public review for the document.

Step 8 - Staff Review for Planning Commission

Following DMT review, the Planning staff will study the application by reviewing the relationship of the request with the City's General Plan, Zoning Ordinance and other applicable Planning documents, and analyze the architectural, environmental, land use, traffic, site plan, and other elements of the proposed project. If design review is required by the Zoning Ordinance or staff determines that the project may not comply with applicable design guidelines, then the project must be referred to the City's Design Review Subcommittee (a subcommittee of the Planning Commission) for recommendations. A written staff report will be prepared for the Planning Commission which will include Design Review Subcommittee recommendations (if required), a description of the project, and staff recommendations. A copy of this report will be forwarded to the applicant prior to the Planning Commission hearing. Copies are also available to the public after they have been sent to the Planning Commission.

Step 9 - Design Review Subcommittee Consideration

If staff determines that a project requires design review, then the project will be scheduled for a Design Review Subcommittee meeting (a subcommittee of the City's Planning Commission). Subcommittee meetings do not require a public hearing. They are intended to be an informal meeting between the Subcommittee, staff, and the applicant to discuss design ideas intended to bring a project into compliance with applicable design guidelines. At the meeting, staff makes a brief oral presentation to the committee, after which a discussion takes place between the Subcommittee, staff, and the applicant. At the conclusion of the discussion, the Subcommittee makes specific recommendations regarding the

project's design. The applicant may choose to revise the project in accordance with the comments, or the comments may be forwarded to the Planning Commission for their consideration at the public hearing regarding the project.

Step 10 - Planning Commission Review

The Planning Commission is required to hold at least one public hearing on the Discretionary Sign Permit application. At least ten days prior to the meeting, owners of property within 300 feet of the subject site will be notified by mail of the forthcoming hearing, and a notice of the public hearing will be posted at City Hall, the library, and at the project site, and will be published in the local newspaper.

At the public hearing, staff will first present an oral report and staff recommendation. This presentation will be followed by a presentation from the applicant and then by any interested persons who wish to comment on the application. The Planning Commission may question staff, the applicant or the public and then close the hearing and make a decision approving or conditionally approving the request, denying the request, or postponing the decision to a later date. Alternatively, the Commission may keep the public hearing open and continue it to a specified time, date and place for action at that future date. The Planning Commission's decision is final, unless an appeal is filed as described below.

Appeal to City Council

Any person may appeal the Commission's decision to the City Council by filing an appeal notice with the City Clerk or the Planning Division within the time limits specified within the City's Zoning Ordinance. After the filing of an appeal, a public hearing will be scheduled for the City Council. At least ten days prior to the public hearing date, a notice of the time, date, and place of the hearing will be mailed to the appellant, the applicant, owners of property within 300 feet of the project site, and to any other person requesting such notice. Following the public hearing on an appeal, the Council may refer the matter back to the Planning Commission for further consideration or may affirm, modify, or reverse the decision of the Planning Commission.

In addition to the above described appeal process, a majority of the City Council may appeal the decision of the Planning Commission by the time the Council receives and files the Minutes of the Planning Commission's decision on the project. Such an appeal by the Council follows the same procedures outlined above.

A General Note About Meeting Schedules

The Development Management Team (DMT), the Design Review Subcommittee, and the Planning Commission meet twice a month: the DMT generally meets the 1st and 3rd Thursday of the month; the Design Review Subcommittee generally meets on the 2nd and 4th Thursday of the month; and the Planning Commission generally meets the 1st and 3rd Wednesday of each month. The schedule for your project can be affected by these established meeting dates. To allow Planning staff to process an application as expediently as possible, please make sure the application package is complete and that information requested by staff is provided by indicated deadlines. For further information regarding the review of your project and processing time frames, please contact the project planner assigned to your application.

INITIAL SUBMITTAL***Completed Application***

To assure that your project is reviewed as expeditiously as possible, please submit a complete package as summarized below. An incomplete application will delay the processing of your project. If you have questions regarding this application or what constitutes a complete application, please contact Planning staff.

Application Certification (see page 11 of this application)

This form must be signed and notarized by the property owner (and the applicant if other than the property owner) before an application may be submitted.

Project Description (see page 12-13 of this application)

This section provides the City with project data necessary for determining potential impacts of the proposed project.

Environmental Check List (see page 14 of this application)

The purpose of this form is to inform the City of the basic component of the proposed project so that the City may review the project pursuant to the California Environmental Quality Act.

Description of Environmental Setting (letter)

For large projects or projects that have the potential to impact resources, a description of the environmental setting is required. Describe the project site as it exists before the project, including information on topography, soil stability, plants and animals, and any cultural, historical or scenic aspects in detail, as applicable. Describe any existing structures on the site and the use of the structures. Attach photographs of the site. If you have any questions as to the applicability of this section, please contact Planning staff.

Fees

The filing fee collected with this application is used solely to cover the City's cost of discretionary review (review by the Planning Commission). Depending on the scope of review necessary to properly evaluate the proposed project, additional fees may be required. If this application receives Planning Commission approval, fees may be required for administrative review (review for the purpose of receiving building permits and/or a business license).

Development Plans and Related Information

Unless exempted by Planning staff or otherwise indicated in this form, all of the following plans and other materials must be provided as part of a complete application. Only plans conforming with the following guidelines will be deemed complete by the project planner and forwarded to the appropriate review bodies:

1. All plans shall be drawn on uniform sheets of 24" x 36" or 30" x 42"
2. All site, landscape, grading and drainage plans shall be drawn to an engineering scale of 1" = 20', 1" = 30', 1" = 40', or 1" = 50', with the scale clearly labeled (grading plan scale shall not exceed 1" = 40')
3. All elevations shall be drawn to an architectural scale no smaller than 1/4" = 1'. A scale of 1/8" = 1' may be used for larger commercial or industrial buildings or other large buildings as determined by the Planning Division
4. All required plans shall be prepared as indicated in the following pages, collated and stapled together into development package sets, and folded to 8" x 12" for submittal
5. The site plan shall be the first sheet of the development package
6. All plans shall be clear, legible, and accurately scaled
7. All plans shall be clearly labeled with sheet title and type of application (Tract, CUP, SPP, etc.)

Detailed Site Plan (10 Sets)

1. Location and vicinity map
2. Precise legal description
3. All site plans shall contain a north arrow, preferably oriented to the top of the sheet, and a legend identifying any symbols
4. All existing and proposed street, alleys, driveways, drainage facilities, street lights, and curb cuts on site and within 100 feet of the site (full right-of-way of streets and alleys shall be shown). Indicate whether streets and alleys are public or private
5. Subject property dimensions, lot lines and size of site in square feet and acres
6. Existing and proposed land use
7. Existing structures indicated by dashed lines, with structures or portions of structures to be removed clearly labeled
8. Location, dimensions, nature and status of all existing and proposed easements
9. All existing trees (common name, height and trunk dimension) and any special topographical features, landmarks, etc. with trees to be removed or relocated indicated by dashed lines
10. All existing and proposed street improvements including, sidewalks, curb, gutter, pavement, street lights, fire hydrants, fire protection service lines, street trees, water meters, drainage structures, sewer and water main and service lines (Indicate whether public or private)
11. Distance between structures on the subject site
12. Distance from structures to front, side and rear property lines
13. All existing and proposed bicycle, pedestrian and equestrian trails (Indicate whether public or private)
14. All on-site parking and circulation facilities, existing and proposed including dimensions for aisles, curb cuts, driveways, loading zones and standard and handicap parking stalls
15. Path of travel from handicap parking stalls to primary entrances to the buildings
16. Location of any proposed and existing freestanding signage
17. Location, height and composition of all walls and fences, existing and proposed
18. Location and dimensions of all trash enclosures, including wall and gate materials
19. Table Indicating:
 - a. Square footage of lot

- b. Parking breakdown by use
 - c. Square footage of proposed structures
 - d. Required and proposed square footage and lot percentage of landscaping
 - e. Floor area ratio
20. Location of all fire protection devices including post indicator valves, detector check (in a vault) and fire department connection
 21. Locate all existing and proposed utility boxes and vaults and any relocation sites if applicable
 22. Location of existing and proposed bike racks

Scale Drawings of Each Sign (10 Sets)

1. Dimensions of all aspects of the signs including the outside can or frame, the sign face, the pole or foundation, the overall height, the thickness, the lettering and logo
2. Indicate the square footage of each sign face and the total square footage per sign
3. Specify all materials and colors to be used including manufacturers numbers
4. For lighted or illuminated signs, detail all light fixtures and indicate intensity of light

Elevations (10 Sets)

1. Indicate the location of all signs on elevations (for existing buildings a photograph may be used in lieu of drawings)
2. Indicate on elevations how the sign colors and materials are harmonious with the building colors and materials

Landscaping and Irrigation Plans (10 Sets)

1. A list of proposed plant species
2. Conceptual landscape and irrigation design
3. Existing trees shown in existing locations and note whether the tree is to remain, be relocated or removed
4. Identify landscaped medians or other areas in public right-of-way intended for City maintenance
5. Location of fire protection devices and method of screening

Note: All landscape plans should be prepared by a qualified individual such as a registered landscape architect and will be reviewed by the City's landscape architect consultant. A registered landscape architect will be required for the preparation of the detailed landscape and irrigation plans prior to the issuance of permits.

Grading Plans (10 Sets)

Existing and proposed contours at an interval of 5 feet (2 feet interval may be required)

1. Existing and proposed flow lines
2. All existing and proposed retaining walls
3. All top and tow of existing and proposed slopes
4. All existing and proposed terrace and down drains
5. All cross sections of manufactured cut and fill areas
6. All existing and proposed pad elevation
7. Cross sections from side property line to side property line and center line of street to rear property
8. Existing trees shown in existing locations and note whether the tree is to remain, be relocated or removed

Note: All rough grading plans (over 50 cubic yards) shall be prepared and signed by a civil engineer registered in the State of California. Applicants must provide a soils and geology report prepared by a soils engineer and geologist registered in the State of California. Grading and drainage plans may be combined on one sheet provided the information remains clear.

Drainage Plans (10 Sets)

1. Flow lines
2. Retaining structures
3. Drainage facilities and structures
4. Hydrology calculations
5. Indicate whether the drainage facilities are to be publicly or privately owned and maintained
6. If improvements are minimal they may be placed on the grading plan

Note: All drainage plans shall be prepared and signed by a civil engineer registered in the State of California. Grading and drainage plans may be combined on one sheet provided the information remains clear.

Sign Sample Materials Board

1. Samples of all proposed signage materials and colors including, but not limited to, Plexiglas, paint, tile, glass, neon, stained wood, etc.
2. Indicate where these materials are to be used in each sign

Illustrated and Colored Elevations

Renderings of the proposed project, colored to reflect proposed signage materials and colors as noted above.

Photographs and Photographic Location Map

Please mount the photographs on 8 1/2" x 11" paper and include a photographic location map as shown below.

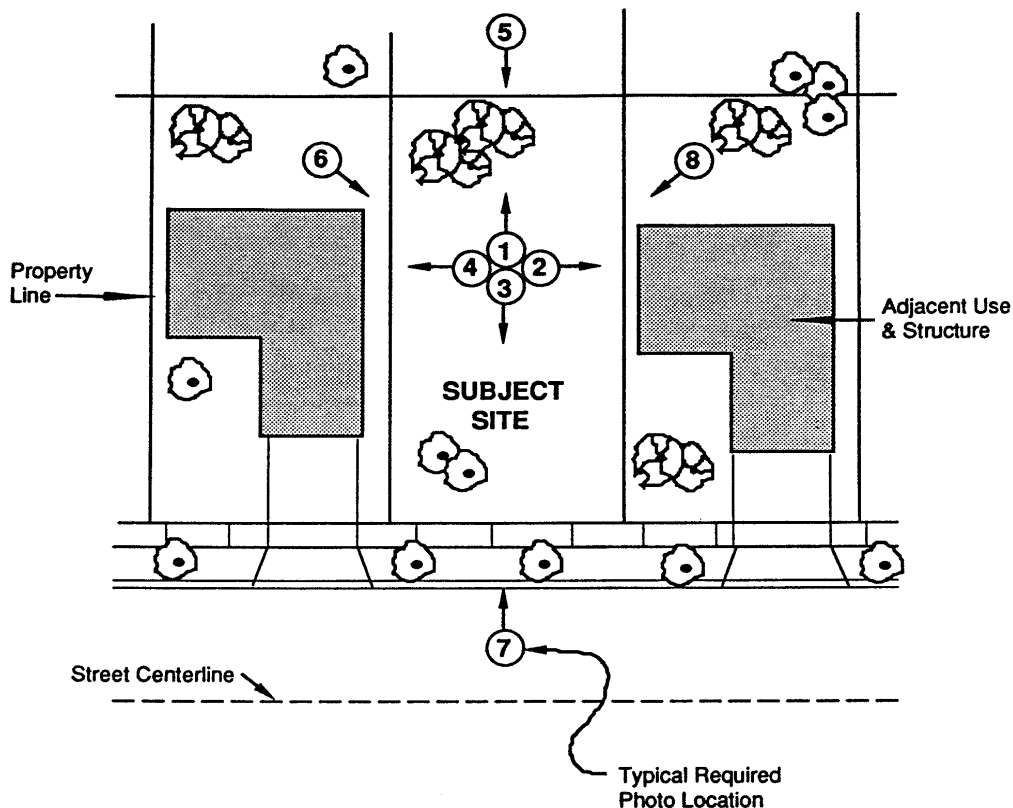


Figure 2. Photographic Location Map

Public Noticing Information

The City of San Clemente requires that applicants for development proposals be responsible for providing certain information in the public notice process. The information for which the applicant is responsible is detailed below. All required noticing information must be submitted to the City before an application will be accepted.

Property Owner List

From the current county tax assessor's rolls, the applicant shall compile a mailing list containing the names, addresses and assessor's parcel numbers of all the owners of real property within 300 feet, as measured from the exterior boundaries of the subject property.

The mailing list shall also include the property owners of the subject property, the principal agents and/or consultants involved in the application, and homeowners or property owners' associations covering adjacent property or properties within 300 feet of the subject property. The mailing list shall be submitted with the application. Typically the list can be prepared by a title company or ownership listing service which will issue the list on a set of adhesive labels. These labels can be used to address the noticing envelopes (See below). A copy of the labels will be acceptable as the property owner list.

Notification Radius Map

The applicant shall prepare a map at 1:100 scale which indicates the location of the subject property and illustrates the 300 foot radius boundary and all parcels within the boundary. The map shall be submitted with the application.

Notification Envelopes

The applicant shall prepare a business sized envelope for mailing to each name on the property owner list. Envelopes must be return addressed to the City of San Clemente. The assessor's parcel number must appear on the envelope and should not be placed at or near the bottom of the address as it may be mistaken for a zip code. It is the applicant's responsibility to pay for postage. Each envelope shall include a postage stamp. One set of envelopes must be provided with the application unless a Tentative Parcel Map, Tentative Tract Map, General Plan Amendment, Specific Plan Amendment, Zoning Amendment, Abandonment or Encroachment application is included, in which case 2 sets of envelopes are required.

City of San Clemente Planning Division 910 Calle Negocio, Suite 100 San Clemente CA 92673	Provide Stamp
(assessor's parcel no.) John and Mary Doe 1234 El Camino Real San Clemente CA 92672	

Figure 3. Properly Prepare Envelope

Letter of Notification Certification

The applicant shall submit with the application, a letter of certification (attached) which assures that the property owner list contains the names, addresses and assessor’s parcel numbers of all persons to whom all property is assessed as they appear on the latest available assessment rolls of the County of Orange within the area described by the appropriate radius as measured from the exterior boundaries of the subject property.

Mailing, Posting and Publishing

Ten (10) calendar days prior to the scheduled public hearing, the City will mail the public notices, and cause a public notice to be published in a newspaper of general circulation. The applicant shall be responsible for posting notification of the public hearing upon the subject property. The City will notify the applicant of this obligation and will provide the posting notification. Failure to comply with these procedures will result in delays in the scheduling of public hearings.

ADDITIONAL SUBMITTAL REQUIREMENTS

Prior to scheduling for review by the Planning Commission, the following items may be required:

- 8 ½” x 11” KP5 reduction 1 each of the following (upon determination that application is complete):
 1. Site plan
 2. Elevations
 3. Scale drawings of each sign
 4. Landscape plans
- Additional sets of plans for Commission/Council (revised, as needed)
- Revised signage materials sample board
- Revised Illustrated and colored elevations
- Preliminary title report
- Visual analysis
- Scale model
- Soils report
- Topographical survey
- Other information deemed necessary by staff to adequately review the project

APPLICATION CHECKLIST

(TO BE COMPLETED BY PLANNING DIVISION)

Application Date _____	File Number _____
Received By _____	Receipt Number _____
Fees _____	Related File(s) _____

	Submitted	Not Submitted	Not Required
<i>Completed Application</i>			
Application Certification (Form)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Project Description (Form)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Environmental Checklist (Form)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Description of Environmental Setting (Letter)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Project Narrative (Letter)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Fees	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Development Plans and Related Information</i>			
Plans (8 Sets)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Sign Sample Materials Board	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Illustrated and Colored Elevations	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Photographs and Photographic Location Map	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Public Noticing Requirements</i>			
Property Owner List	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notification Radius Map	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Notification Envelopes (1 Set)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Letter of Notification Certification	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

APPLICATION CERTIFICATION

[TO BE COMPLETED BY THE APPLICANT AND THE OWNER(S)]

AFFIDAVIT

STATE OF CALIFORNIA)
COUNTY OF ORANGE)
CITY OF SAN CLEMENTE)

I, _____ (print), being duly sworn, depose and say that I am the applicant in the foregoing application, that I have read the foregoing application and know the content thereof and state that the same is true and correct to the best of my knowledge.

Applicant (Signature)

Address

Telephone

Application Authorization

IF YOU ARE THE APPLICANT AND THE OWNER(S), YOU MUST SIGN IN BOTH LOCATIONS

I, _____ (print), the owner of the real property involved in this application, do hereby consent to the filing of this application.

Owner (Signature)

Address

Telephone

Subscribed and sworn before me this _____ day of _____, 20_____.

Notary Public

PROJECT DESCRIPTION

(TO BE COMPLETED BY APPLICANT)

Name of Proposed Project _____

Location of Project _____

Lot(s) _____ Block _____ Tract _____

Assessor's Parcel Number(s) _____

General Plan Designation _____ Zoning Designation _____

APPLICANT:

Name _____

Street/city/state/zip _____

Phone Number _____ Cell Number _____

FAX number _____

Email address _____

OWNER:

Name _____

Street/city/state/zip _____

Phone Number _____ Cell Number _____

FAX number _____

Email address _____

ARCHITECT:

Name _____

Street/city/state/zip _____

Phone Number _____ Cell Number _____

FAX number _____

Email address _____

ENGINEER:

Name _____

Street/city/state/zip _____

Phone Number _____ Cell Number _____

FAX number _____

Email address _____

PRIMARY CONTACT FOR APPLICANT

Name _____

Phone Number _____ Cell Number _____

FAX number _____

Email address _____

Revised 5/4/10

Signage Summary

(TO BE COMPLETED BY APPLICANT)

Existing Signage

I.D. # ON PLANS	SIGN TYPE	DIMENSIONS	SQ. FT.	HEIGHT	FACES	BACKGROUND	COPY

Proposed Signage

I.D. # ON PLANS	SIGN TYPE	DIMENSIONS	SQ. FT.	HEIGHT	FACES	BACKGROUND	COPY

Total Sign Area

Maximum Sq. Ft. Allowable Signage: (1 x total lineal feet of street or business frontage)	
Total Sq. Ft. Proposed Signage:	

Is there a City approved Master Sign Program for this site?

Yes

No

ENVIRONMENTAL CHECKLIST

(TO BE COMPLETED BY APPLICANT)

Will the proposed project result in:

	Yes	No
1. Change in existing features of any bays, tidelands, beaches lakes or hills, or substantial alterations of ground contours.	<input type="checkbox"/>	<input type="checkbox"/>
2. Change in scenic views or vistas from existing residential areas, public lands or roads.	<input type="checkbox"/>	<input type="checkbox"/>
3. Change in pattern, scale or character of general area of project.	<input type="checkbox"/>	<input type="checkbox"/>
4. Significant amounts of solid waste or litter.	<input type="checkbox"/>	<input type="checkbox"/>
5. Change in dust, ash, smoke, fumes or odors in vicinity.	<input type="checkbox"/>	<input type="checkbox"/>
6. Change in ocean, bay, lake, stream or ground water quality or quantity, or alteration of existing drainage patterns.	<input type="checkbox"/>	<input type="checkbox"/>
7. Substantial change in existing noise or vibration levels in the vicinity.	<input type="checkbox"/>	<input type="checkbox"/>
8. Site is on filled land or on slope of 10 percent or more.	<input type="checkbox"/>	<input type="checkbox"/>
9. Use or disposal of potentially hazardous materials, such as toxic substances, flammables or explosives.	<input type="checkbox"/>	<input type="checkbox"/>
10. Substantial change in demand of municipal services: police, fire, water, sewer, etc.	<input type="checkbox"/>	<input type="checkbox"/>
11. Substantially increase fossil fuel consumption: electricity, oil, natural gas, etc.	<input type="checkbox"/>	<input type="checkbox"/>
12. Related to a large project or series of projects.	<input type="checkbox"/>	<input type="checkbox"/>

If you answered "Yes" for any of the items above, please discuss in detail below. If you need more space for your response, continue on a separate sheet.

LETTER OF NOTIFICATION CERTIFICATION

(TO BE COMPLETED BY APPLICANT)

I _____, hereby certify that the attached list contains the names, addresses and assessor's parcel numbers of all persons to whom all property is assessed as they appear on the latest available assessment roll of the County of Orange within the area described by the required 300 foot radius measured from the exterior boundaries of the property legally described as:

Applicant/Representative: _____ Date: _____