



STAFF REPORT SAN CLEMENTE PLANNING COMMISSION

Date: April 3, 2013

PLANNER: Christopher Wright, Associate Planner *CW*

SUBJECT: Discretionary Sign Permit 12-159, San Clemente Medi Center Signage, a request to consider a master sign program for a multi-tenant commercial building.

REQUIRED FINDINGS

Prior to approval of the proposed project, the following findings shall be made. The draft Resolution (Attachment 1) and analysis section of this report provide an assessment of the project's compliance with these findings.

Discretionary Sign Permit, Section 17.16.250(F): to allow a sign program and for a business to have more than 64 sq ft of signage.

1. The design, including lighting, scale, length and materials, of the sign is consistent with the intent of the design elements of the General Plan, Design Guidelines, respective specific plan or Architectural Overlay District in which the sign is to be located;
2. The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves;
3. The design and scale of the sign is appropriate to the distance from which the sign is normally viewed;
4. The design and materials of the sign provide a contrast between the background and letters;
5. If a freestanding sign is included in the sign application, the design, scale or location of the building dictates the use of freestanding signs, rather than building-mounted signs;
6. For Master Sign Programs:
 - a. The provisions of the Master Sign Program ensure consistency in design and style of all new signs,
 - b. The provisions of the Master Sign Program address compatibility of the design and style of any existing signs on the building or site, and
 - c. All new signs within the Master Sign Program are in compliance with design standards.

BACKGROUND

This is a request to allow a master sign program for a two-story, multi-tenant commercial building. The subject site is located within the Neighborhood Commercial zone (NC2) at 910 South El Camino Real. The sign program includes three wall signs and a monument sign.

Previous approvals

The building’s facade was remodeled in 2010 with the Zoning Administrator’s approval of Minor Architectural Permit (MAP) 08-318. The architecture of the building’s facade was changed to a contemporary Spanish-styled design. In 2012, two “luma-haze” illuminated wall signs were installed on the south and east elevations with administrative permits.

Development Management Team

The City's Development Management Team (DMT) reviewed the applicant’s request, determined it meets requirements, and recommends Conditions of Approval to ensure code compliance. The recommended conditions are shown on Attachment 1, Exhibit A.

Noticing

Public notices were distributed and posted per City and State requirements. No public comments have been received to date.

PROJECT DESCRIPTION

The wall signs would be constructed of channel letters. The sign program allows the property owner to choose one of three internal lighting options: 1) face lighting, 2) halo effect lighting, or 3) a combination of both known as “luma-haze” lighting. Under the sign program, signs would have stacked or inline copy. Sheet 5 of the sign program identifies proposed colors for channel letter faces, returns, trim, and lighting. The monument sign would be constructed of aluminum with a texture and color to match the building. The monument includes an externally illuminated plexiglass sign for the major tenants and seven internally illuminated panel signs. The panels would be constructed with a backing so only the copy would illuminate. Table 1 provides a summary of the height, length, and area of each sign.

Table 1 – Summary of signs proposed by sign program

	<i>Maximum Sign Height</i>	<i>Maximum Length</i>	<i>Maximum Sign Area</i>
One tenant wall sign on south facing elevation	32” stacked or in-line copy and logo	14’-9” per maximum envelope shown on sheet 6 of plans	45 square feet (sq ft)
One tenant wall sign on east facing elevation	30” stacked or in-line copy and logo	11’-4” per sheet 7 of the plans	33 sq ft
One tenant wall sign on north facing elevation	32” stacked or in-line copy with up to 28” logo	6’-3” per sheet 6 of the plans	34.4 sq ft

Table 1 – Continued

	<i>Maximum Height</i>	<i>Maximum Length</i>	<i>Maximum Sign Area</i>
One multi-tenant monument sign	6'	7'	42 sq ft

PROJECT ANALYSIS

Sign height and area standards

Table 2 identifies how the proposed sign program complies with sign area and height requirements in the Zoning Ordinance:

Table 2 – Sign compliance with SCMC Section 17.84

	<i>Allowed</i>	<i>Proposed</i>
<u>Sign Area (Maximum)*</u>		
South elevation (faces parking lot)	93 sq ft	39.1 sq ft
North elevation (faces Ave. Barcelona)	93 sq ft	30.8 sq ft
East elevation (faces S. El Camino Real)	58 sq ft	28.3 sq ft
Monument sign**	64 sq ft	42 sq ft
Total	308 sq ft	140.2 sq ft
Monument sign height	6' allowed by-right. 10' with permit	6'

*One square feet (sq ft) of sign area allowed for every lineal foot of public building frontage

**Zoning Ordinance regulates sign area of monument on one side only

Discretionary Sign Permit

A Discretionary Sign Permit is required to ensure signage is consistent with design guidelines and complies with Zoning Ordinance requirements. The subject site is not located in an Architectural Overlay district where special sign standards apply. The proposed signs must comply with general sign standards in Zoning Ordinance Section 17.84.020(B) and be consistent with general design guidelines. The applicable sign standards and guidelines are:

Zoning Ordinance Section 17.84.020(B)(f): *“Sign design, scale, color, and materials shall be selected that are compatible in style with the building it serves.”*

Design Guidelines Section II(C)(3)(e): *“Carefully integrate signage with the design concept of the building and site. Signage should be consistent with the architectural character of the building.”*

Color of wall signs

The proposed sign colors should complement the building’s color scheme. The building has a light brown stucco finish, red tile roof, green awnings, black wrought-iron awning supports, and tan stone veneer. The sign program allows sign faces to be dark brown, light rust brown, cardinal red, green, and blue. Halo lighting could be white, red, green, or blue. Sign trim caps and returns could be black or match the sign face color. The proposed sign colors are shown and described on sheet 5 of the sign program. Staff believes the proposed sign colors are compatible with the building’s architecture and materials.

Location and size of wall signs

The wall signs should be sized and located on areas of the building that don’t interfere with the architecture, but provide visible advertising that meets the needs of businesses. Sheet 6 of the plans show the proposed sign locations and maximum sign dimensions for each building elevation. Staff believes the proposed sign locations and spacing meets these goals and is consistent with design guidelines. There would be sufficient space between signs and architectural details and signs would be mounted in limited locations.

Illumination of wall signs

The sign program allows face-lit and halo-lit channel letters. This sign lighting is consistent with commercial signage along South El Camino Real and other areas of the City. Face-lit signs are especially common on buildings with contemporary Spanish-styled architecture like the subject building. The existing Luma-haze signs would be “legal nonconforming” if the sign program is approved, given it does not allow Luma-haze illumination. The signs could continue to be used until the signs are replaced (Condition of approval #15).

Monument sign

The monument sign would be located within a landscaped planter at the southwest corner of Avenida Barcelona and South El Camino Real. The applicant proposes the monument sign to ensure signage is visible to southbound traffic on El Camino Real and to give secondary tenants signage. The Zoning Ordinance requires a special finding to be made in order to allow a monument sign: *“The design, scale or location of the building dictates the use of freestanding signs, rather than building-mounted signs.”* Staff believes this finding can be made because the design of the building dictates the use of a freestanding sign. If wall signage were used, sign visibility would be restricted by signal electrical boxes at the street corner and because the building elevation is not directly oriented toward El Camino Real. Signs would be visually awkward if placed in available

building space. Also, a monument sign allows secondary tenants to have signage with less advertising on the building, so the architecture is not cluttered with signs.

Design Review Subcommittee

The project was reviewed by the Design Review Subcommittee (DRSC) on February 13, 2013, and several comments were provided. Table 3 summarizes DRSC’s concerns and the applicant’s response to their comments. Minutes of the meeting are provided as Attachment 4.

Table 3 - DRSC concerns and project modifications

<i>DRSC Concerns</i>	<i>Project modifications</i>
More wall space should be provided around the wall signs.	Modified as requested.
Luma haze illuminated sign should not be allowed in the sign program. This type of lighting does not complement the building and it is inconsistent with signage on other Spanish buildings.	Modified as requested.
Yellow should be removed from the list of allowed colors.	Modified as requested.
The blue, red, and green colors should be more subdued.	Modified as requested.
Sign returns and trip caps should be a dark color so there is contrast. The trip caps and returns should not be white or a light color.	Modified as requested.

GENERAL PLAN CONSISTENCY

The General Plan does not include specific policies regarding the design of signage but references the Design Guidelines as an implementation program for the Urban Design Element. The project is consistent with the Design Guidelines, as specified above.

ENVIRONMENTAL REVIEW/COMPLIANCE (CEQA):

Staff completed an initial environmental assessment for the project per the California Environmental Quality Act (CEQA). Staff recommends the Commission determine this project is categorically exempt from CEQA as a Class 1 exemption pursuant to CEQA Guidelines Section 15301 because the project involves minor alterations to an existing structure and a Class 3 exemption (Section 15303) because the project involves the construction of a minor accessory structure (monument sign).

CALIFORNIA COASTAL COMMISSION REVIEW

The subject site is not located within the Coastal Zone so Coastal Commission review is not required.

ALTERNATIVES; IMPLICATIONS OF ALTERNATIVES

1. The Planning Commission can concur with staff and approve the proposed project.

This is the recommended action. This action would result in the adoption of Resolution No. PC 13-013, allowing the commercial sign program, per required findings and conditions of approval.

2. The Planning Commission can approve the project and at its discretion, add, modify or delete provisions of the proposed project or conditions.

This action would result in any modifications being incorporated into the project, such as changes to sign size, height, color, lighting, design, or modifications to conditions of approval.

3. The Planning Commission can deny the proposed project.

This action would result in not allowing the master sign program. This action would require staff to draft a new resolution for denial of the project. The Commission should cite reasons or findings for its denial of the DSP.

RECOMMENDATION

STAFF RECOMMENDS THAT the Planning Commission approve DSP 12-159, San Clemente Medi Center Signage, subject to the attached draft resolution and conditions of approval.

Attachments:

1. Resolution No. 13-013
Exhibit A - Conditions of Approval
2. Location Map
3. Photographs
4. DRSC meeting minutes, February 13, 2013
5. Proposed sign program

ATTACHMENT 1

RESOLUTION NO. PC 13-013

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN PERMIT 12-159, SAN CLEMENTE MEDI CENTER SIGNAGE, A REQUEST TO ALLOW A MASTER SIGN PROGRAM ON A COMMERCIAL BUILDING LOCATED AT 910 SOUTH EL CAMINO REAL

WHEREAS, on May 5, 2012, an application was submitted, and on March 18, 2013, completed by 910 South El Camino Real Unit Suite A, San Clemente, CA, 92672, for Discretionary Sign Permit (DSP) 12-159, a request to consider a master sign program for a multi-tenant commercial building. The subject site is located in the Neighborhood Commercial zoning district (NC2) at 910 South El Camino Real. The legal description is Lot 1, of Block 4 of Tract 822, Assessor's Parcel Number 692-151-23; and

WHEREAS, on June 7, 2012, and June 14, 2012, the City's Development Management Team reviewed the application for compliance with the General Plan, Zoning Ordinance, and other applicable requirements; and

WHEREAS, February 13, 2013, the Design Review Subcommittee reviewed the proposed project and provided comments to the applicant; and

WHEREAS, the Planning Division completed an initial environmental assessment for the project in accordance with the California Environmental Quality Act (CEQA) and recommends that the Planning Commission determine this project is categorically exempt from CEQA as a Class 1 exemption pursuant to CEQA Guidelines Section 15301 because it involves minor alterations to an existing structure and a Class 3 exemption (Section 15303) because it involves the construction of a minor accessory structure (monument sign); and

WHEREAS, on April 3, 2013, the Planning Commission held a duly noticed public hearing on the subject application, and considered evidence presented by City staff, the applicant, and other interested parties.

NOW, THEREFORE, the Planning Commission of the City of San Clemente hereby resolves as follows:

Section 1: This project is categorically exempt from CEQA as a Class 1 exemption pursuant to CEQA Guidelines Section 15301 because the project involves minor alterations to an existing structure, and a Class 3 exemption (Section 15303) because the project involves the construction of a minor accessory structure (monument sign).

Section 2: The design, including lighting, scale, length and materials, of the signage is consistent with the intent of the design elements of the General Plan, Design Guidelines in which the sign is to be located in that the design, scale, and materials of the sign program are compatible with the architecture of the building and with surrounding properties.

Section 3: The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves in that the scale and location of the signage is compatible with the proportions of the building and the colors, materials, and lighting of the signage appropriately contrasts with the building facade.

Section 4: The design and scale of the sign is appropriate to the distance from which the sign is normally viewed in that:

- A. The signage will be adequately visible to vehicle and pedestrian traffic with a design that will be compatible with surrounding properties by maintaining the line of sight of traffic.
- B. The signage will be an appropriate scale relative to the distance of traffic.
- C. The signage will minimize light or glare on adjacent property.

Section 5: The design and materials of the sign provide a contrast between the background and letters.

Section 6: The design, scale, or location of the building dictates the use of a freestanding monument sign, rather than building-mounted signs in that:

- A. There are electrical street signal boxes that would restrict the visibility of wall signage that is close to street level and oriented toward El Camino Real.
- B. The building elevation where signage would be mounted is not directly oriented toward El Camino Real, which is the primary intent of signage at that corner of the subject site.
- C. The monument sign allows secondary tenant to have visible signage fronting El Camino Real.

Section 7: The provisions of the Master Sign Program ensures consistency in design and style of all new signs in that the Master Sign Program effectively identifies the appropriate scale, colors, construction methods, lighting, and location of signage that is compatible with the architecture of the building and surrounding properties.

Section 8: The provisions of the Master Sign Program address compatibility of the design and style of any existing signs on the building or site in that the Master Sign Program effectively identifies the appropriate scale, colors, construction methods, lighting, and location of signage that is compatible with the architecture of the building and surrounding properties.

Section 9: All new signs within the Master Sign Program are in compliance with the design standards of the Zoning Ordinance in that the Master Sign Program requires the construction, design, scale, and lighting of signage to conform with Zoning Ordinance requirements in place to ensure the compatibility of signage with buildings and surrounding

properties.

Section 10: The Planning Commission hereby approves DSP 12-159, subject to the above Findings, and the Conditions of Approval attached hereto as Exhibit A.

PASSED AND ADOPTED at a regular meeting of the Planning Commission of the City of San Clemente on April 3, 2013.

Chair

TO WIT:

I HEREBY CERTIFY that the foregoing resolution was duly adopted at a regular meeting of the Planning Commission of the City of San Clemente on April 3, 2013, and carried by the following roll call vote:

AYES: **COMMISSIONERS:**
NOES: **COMMISSIONERS:**
ABSTAIN: **COMMISSIONERS:**
ABSENT: **COMMISSIONERS:**

Secretary of the Planning Commission

EXHIBIT A

CONDITIONS OF APPROVAL*
DSP 12-159, SAN CLEMENTE MEDI CENTER SIGN PROGRAM

1. The applicant or the property owner or other holder of the right to the development entitlement(s) or permit(s) approved by the City for the project, if different from the applicant (herein, collectively, the "Indemnitor") shall indemnify, defend, and hold harmless the City of San Clemente and its elected city council, its appointed boards, commissions, and committees, and its officials, employees, and agents (herein, collectively, the "Indemnitees") from and against any and all claims, liabilities, losses, fines, penalties, and expenses, including without limitation litigation expenses and attorney's fees, arising out of either (i) the City's approval of the project, including without limitation any judicial or administrative proceeding initiated or maintained by any person or entity challenging the validity or enforceability of any City permit or approval relating to the project, any condition of approval imposed by City on such permit or approval, and any finding or determination made and any other action taken by any of the Indemnitees in conjunction with such permit or approval, including without limitation any action taken pursuant to the California Environmental Quality Act ("CEQA"), or (ii) the acts, omissions, or operations of the Indemnitor and the directors, officers, members, partners, employees, agents, contractors, and subcontractors of each person or entity comprising the Indemnitor with respect to the ownership, planning, design, construction, and maintenance of the project and the property for which the project is being approved. The City shall notify the Indemnitor of any claim, lawsuit, or other judicial or administrative proceeding (herein, an "Action") within the scope of this indemnity obligation and request that the Indemnitor defend such Action with legal counsel reasonably satisfactory to the City. If the Indemnitor fails to so defend the Action, the City shall have the right but not the obligation to do so and, if it does, the Indemnitor shall promptly pay the City's full cost thereof. Notwithstanding the foregoing, the indemnity obligation under clause (ii) of the first sentence of this condition shall not apply to the extent the claim arises out of the willful misconduct or the sole active negligence of the City. *[Citation – City Attorney Legal Directive/City Council Approval June 1, 2010]* (PIng.)_____

2. Thirty (30) days after project approval, the owner or designee shall submit written consent to all of these imposed conditions of approval to the Community Development Director or designee. *[Citation – City Attorney Legal Directive/City Council Approval June 1, 2010]* (PIng.)_____

3. Discretionary Sign Permit 12-159 shall become null and void if the use is not commenced within three (3) years from the date of the approval thereof. Since the use requires the issuance of a building permit, the use shall not be deemed to have commenced until the date that the building permit is issued for the development. *[Citation - Section 17.12.150.A.1 of the SCMC]* (PIng.)_____

4. A use shall be deemed to have lapsed, and DSP 12-159 shall be deemed to have expired, when a building permit has been issued and construction has not been completed and the building permit has expired in accordance with applicable sections of the California Building Code, as amended. *[Citation - Section 17.12.150.C.1 of the SCMC]* (PIng.)_____
5. The owner or designee shall have the right to request an extension of DSP 12-159 if said request is made and filed with the Planning Division prior to the expiration date as set forth herein. The request shall be subject to review and approval by the final decision making authority that ultimately approved or conditionally approved the original application. *[Citation - Section 17.12.160 of the SCMC]* (PIng.)_____
6. The owner shall install signage in conformance with the sign program approved by the Commission on April 3, 2013, subject to the Conditions of Approval. (PIng.)_____
7. Any deviation from the approved sign program shall require that the owner or designee submit modified plans and any other applicable materials as required by the City for review and obtain the approval of the City Planner or designee. If the City Planner or designee determines that the deviation is significant, the owner or designee shall be required to apply for review and obtain the approval of the Zoning Administrator. *[Citation - Section 17.12.180 of the SCMC]* ■ (PIng.)_____
8. Prior to the issuance of a building permit, the owner or designee shall obtain approval of an Administrative Sign permit, providing plans that demonstrate the signage will be in substantial conformance with exhibits approved by the Planning Commission. ■■ (PIng.)_____
9. Building permits shall not be issued unless the project complies with all applicable codes, ordinances, and statutes including, but not limited to, the Zoning Ordinance, Grading Code, Security Ordinance, Transportation Demand Ordinance, Water Quality Ordinance, Title 24 of the California Code of Regulations as adopted by the City including, but not limited to the California Administrative, Building, Electrical, Plumbing, Mechanical, Energy, Green, and Fire Codes. *[S.C.M.C – Title 8 – Chapter 8.16 – Fire Code, Title 15 Building and Construction Chapters 15.08, 15.12, 15.16, 15.20, 15.21, Title 16 Subdivisions, Title 17 Zoning]* (Bldg.)_____
10. A separate Building Permit is required. Plans to construct new monument sign and building signage, add or alter the existing building configuration, change in use, add or alter structural, mechanical, electrical or plumbing features of the project must be reviewed and approved through a separate building plan check / permit process. *[S.C.M.C – Title 8 – Chapter 8.16- Fire Code, Title 15 Building Construction - Chapters 15.08, 15.12, 15.16, 15.20]* (Bldg.)_____

- 11. Prior to issuance of building permits, code compliance will be reviewed during building plan check. *[S.C.M.C – Title 8 – Chapter 8.16- Fire Code, Title 15 Building Construction – Chapters 15.08, 15.12, 15.16, 15.20]* (Bldg.)_____
- 12. Prior to the issuance of building permits, the owner or designee shall pay all applicable development fees in effect at the time, which may include, but are not limited to, Regional Circulation Financing and Phasing Program (RCFPP), park acquisition and development, water and sewer connection, drainage, Public Facility Construction, transportation corridor, Avenida La Pata Supplemental Road Fee and school fees, etc. *[S.C.M.C. – Title 15 Building and Construction, Chapters 15.52, 15.56, 15.60, 15.64, 15.68, 15.72]* (Bldg.)_____
- 13. Prior to the Building Division's approval to pour foundations, the owner or designee shall submit evidence to the satisfaction of the City Building Official or designee that a registered civil engineer that is licensed to do surveying or land surveyor has certified that the forms for the monument sign foundations conform to the front, side and rear setbacks are in conformance to the approved plans. *[S.C.M.C – Title 15 – Chapter 15.08, Title 17- Chapter 17.24]* (Bldg.)_____
- 14. In the event the landscaping is found to conflict with line of sight for eastbound vehicles on Avenida Barcelona or modified such that the City Engineer determines a conflict exist, the property owner or its designee shall modify its landscaping to the satisfaction of the City Engineer and Community Development Director ■■ (Eng.)_____
- 15. The Luma-haze illuminated wall signs on the South and East elevations shall be replaced with signs that conform to the master sign program when they are removed other than for maintenance purposes. ■■ (Plng.)_____

* All Conditions of Approval are standard, unless indicated as follows:

- Denotes modified standard Condition of Approval
- Denotes project specific Condition of Approval




ATTACHMENT 2

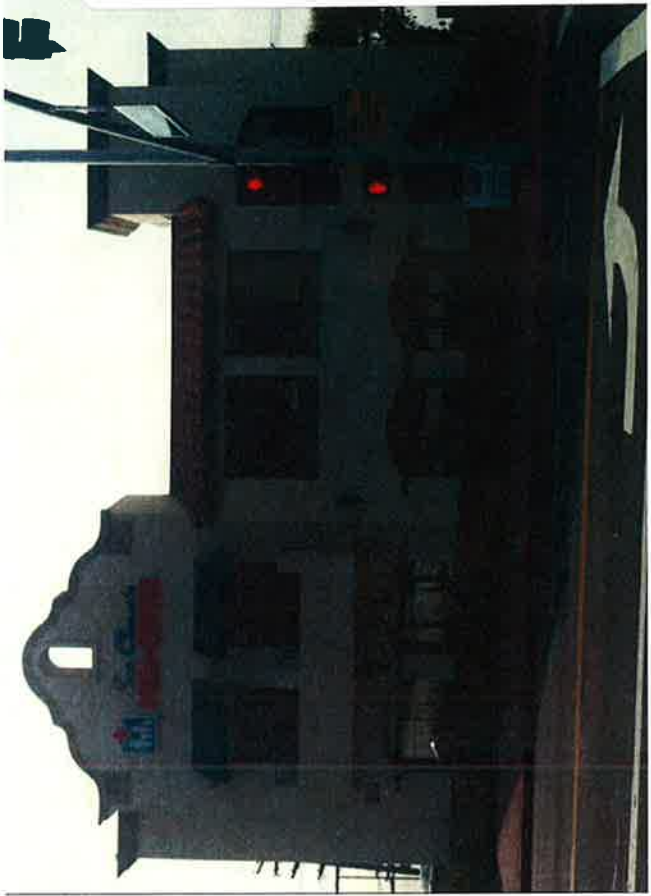
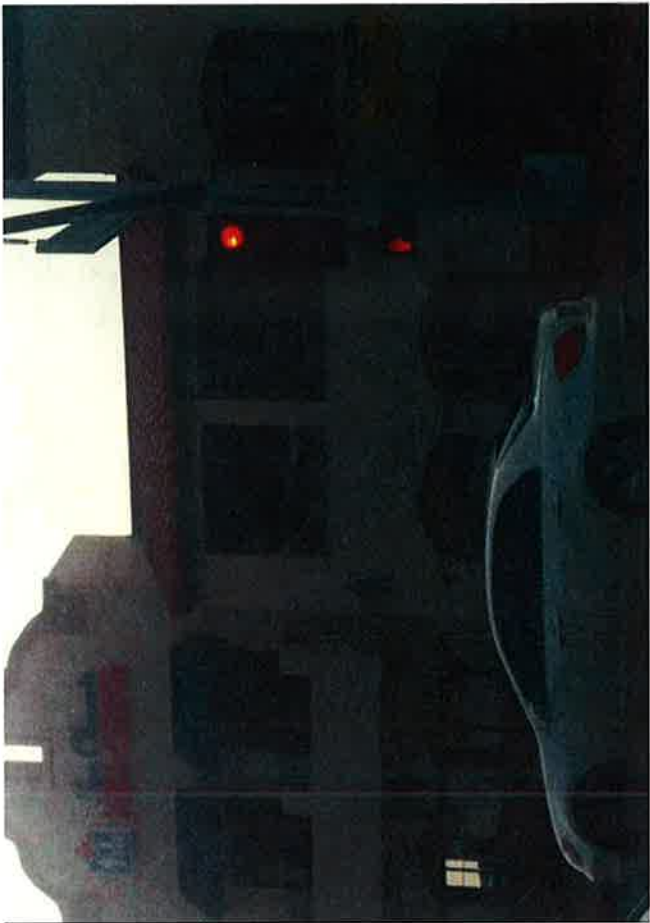
LOCATION MAP

San Clemente Medi-center sign program
910 South El Camino Real



No scale 

ATTACHMENT 3



ATTACHMENT 4

**CITY OF SAN CLEMENTE
MINUTES OF THE
DESIGN REVIEW SUBCOMMITTEE MEETING
FEBRUARY 13, 2013**

Subcommittee Members Present: Michael Kaupp, Julia Darden and Bart Crandell

Staff Present: Jim Pechous, Cliff Jones, Amber Gregg, Chris Wright and John Ciampa

II. ARCHITECTURAL REVIEW OF THE FOLLOWING ITEMS

B. Discretionary Sign Permit 12-159, San Clemente Medi Center Signage (Wright)

A request to consider a master sign program for a multi-tenant commercial building. The subject site is located in the Neighborhood Commercial zoning district (NC2) at 910 South El Camino Real.

The subcommittee informed the applicant, Neil Kadakia, the Design Review Subcommittee (DRSC) is only a recommending body, not a body that decides on projects or requires changes to be made. Changes are recommended when projects can be more consistent with design guidelines.

Christopher Wright, Associate Planner, presented the the sign program and explained the changes recommended in the staff report.

Neil Kadakia, applicant, stated the monument sign is needed to advertise to southbound traffic on El Camino Real, let people know there is "urgent care" services on-site, provide signage on the corner that isn't blocked by utility cabinets, and to give secondary tenants signage. Mr. Kadakia said the existing luma-haze lit signs were permitted by the City not long ago. He understands the luma haze illumination is not consistent with other signage, but he wants to maintain the same "luma haze" look on the north building elevation for now, where a new sign is proposed under the master sign program. He asked to install a luma haze lit sign on the north elevation in the short term and then install face-lit or halo-lit signs once signs are removed in the future. He asked to be given this exception so he can maintain the same look for a while. Mr. Kadakia did not have objections to the other recommendations.

Mr. Wright explained the existing signs were administratively approved. Mr. Wright clarified staff is recommending only "future signs" to be face-lit or halo-lit so the existing signs can remain to be luma-haze illuminated until they are removed. Mr. Wright noted it may be possible for Mr. Kadakia to convert the existing signs to face or halo illumination if he wanted to have a uniform look without replacing the existing signs.

The subcommittee agreed with recommendations no. 1-6 in the staff report. The changes are warranted to make the sign design, scale, color, and materials to be compatible in style with the building per the design guidelines. The subcommittee is opposed to luma haze wall signs because they are inconsistent with signage in the area and signage commonly found on similar styled buildings. The DRSC did not favor an exception to allow a luma haze illuminated sign on the north elevation in the short term. All future signs should be face or halo illuminated.

The subcommittee disagreed with staff recommendation no. 6. The monument sign is warranted because the design of the building dictates the use of a freestanding sign. If wall signage were used, the visibility of the advertising would be restricted by signal boxes at the corner and because the building elevation is not directly oriented toward El Camino Real. The subcommittee supported the proposed height, scale, and materials of the monument sign. Subcommittee member Darden stated a monument sign allows there to be less signage on the building, so the architecture is not cluttered with signs. Subcommittee member Crandell stated the sign is proposed to be in a good location where it would not be a focal point.

Commissioner Kaupp suggested for the Underwriter Laboratory certification code (or "UL" code) to be hidden on signs. He said this would make signs more attractive but it is not something that is mentioned in the Design Guidelines. He asked the applicant if this is something they wanted to do. The applicant agreed this was a good idea because it would make the signs more attractive on the building.

The subcommittee forwarded the project to the Planning Commission for action.

**910 South El Camino Real
San Clemente, CA 92672
APN#: 692-151-23-00**

MASTER SIGN PROGRAM

OWNER: Neil Kadakia
910 South El Camino Real #A
San Clemente, CA 92672

APPLICANT: Tiffany Del Gatto
Western Sign & Awning
261 South Pacific Street
San Marcos, CA 92078

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INTENTS & DEFINITIONS:

The intent of this Sign Program is to establish standards for the design, fabrication, and location of all signage at 910 South El Camino Real San Clemente, CA 92672, hereafter referred to as the "Center." As used herein, "Owner" refers to Neil Kadakia, or their official representative. Conformity with this program will be strictly enforced, and any non-conforming signs will be removed by the Owner at the expense of the Tenant.

All signs affixed to Tenant's leased space are the sole responsibility of the Tenant, and are hereafter generally referred to as "Tenant Signs." All other signs on the Center property are the Owner's responsibility, and are hereafter generally referred to as "Center Signs."

APPROVALS:

1. The Tenant must submit two copies of sign design drawings for Owner's review and approval. These drawings must include the building elevation to which the signs are to be attached, sign dimensions, graphics, location, colors, and method of attachment. This approval must be obtained prior to submittal to the City of San Clemente.

2. The sign design drawings submitted to the Owner will be drawn to scale and will indicate exact dimensions, copy layout, type style, colors, materials, sign location, and the position of the sign on the building wall. A detailed section drawing through the sign is also required. This drawing will indicate method of attachment to the wall, construction details and the dimensional projection of all sign elements.

3. A stamped set of final drawings showing the Owner's and the City's approvals shall be on file in Owner's office.

4. Drawings for approval should be submitted to:

Neil Kadakia
910 South El Camino Real #A
San Clemente, CA 92672

5. The Owner must be notified 3 business days in advance prior to sign installation.

SIGN ACCEPTABILITY:

Only those sign types and sign locations specifically described herein are acceptable. There will be no exceptions without specific written approval by the Owner.

GENERAL CRITERIA:

1. ALL signage requires approval by Owner and the City of San Clemente before construction or installation.

2. Sign sizes shall be limited to maximum widths shown on Tenant's elevation, and also shall not exceed the general sizes outlined. Owner has the final discretion when reviewing the proposed signage and reserves the right to not allow signage, even if it meets this criteria herein.

3. Tenant will be responsible for all expenses related to their signage, including design fees, permit submittal and application fees, cost of sign fabrication and installation, and cost of eventual sign removal, including repair of any damage to the building.

4. ALL proposed signage should reflect a sophisticated corporate image in graphic concept as well as in fabrication and installation.

5. Signage should demonstrate intent to identify the user, not advertise a product.

6. Signs and typography shall fit comfortably into designated sign or architectural spaces, leaving sufficient margins and negative space on all sides. Wall signs shall appear visually balanced and in scale within the context of the sign space and the building as a whole. Thickness, height, and color of sign lettering shall be visually balanced and in proportion to other signs on the building. Within each font style, letter spacing shall be consistent.

7. Sign colors selected should provide accent and interest appropriate to the associated use of which they are a part. Sign colors will be carefully regulated by the Owner to assure harmony with the project design. Refer to pages 4 & 5 for color chart.

8. Sign construction shall be of permanent materials such as acrylic, polycarbonate, aluminum, or steel. Thickness of material varies from .0625" - 5" and will be determined by design & illumination intentions.

9. All sign fabrication work will be of excellent quality. All logo images and type styles will be accurately reproduced. Lettering that approximates type styles will not be accepted. The Owner reserves the right to reject any fabrication work judged to be sub-standard.

10. Fabrication and installation of electrical signs shall comply with all national and local building and electrical codes.

11. All electrical signs will be fabricated by a U.L. approved sign company, according to U.L. specifications, and bear the U.L. Label.

12. Joining of materials (seams) will be finished in such a way as to be unnoticeable. Visible welds will be

continuous and ground smooth. Screws and other fasteners that extend to visible surfaces will be filled and finished so as to be unnoticeable.

13. Finished surfaces of metal will be free from canning and warping. All sign finishes will be free of dust, orange peel, drips and runs and will have a uniform surface conforming to the highest standards of the industry.

14. Internal illumination to be neon or L.E.D. in colors

White, Red Green and/or Blue

Must be installed & labeled in accordance with the "National Board of Fire Underwriters Specifications."

15. Dimensional letters and panels will be wall mounted without visible means of attachment.

16. Penetrations into walls will be made waterproof. Damage to existing finishes caused by sign installation or removal will be repaired at Tenant's expense.

17. In no case will any sign manufacturer's label be visible from the street or from normal viewing angles, unless required by code.

18. Tenant will maintain all signage in a like-new condition. The Owner may, at Tenant's expense, replace, refurbish, or remove any sign that is deteriorated.

PROHIBITED SIGNS:

In addition to San Clemente Code of Ordinance 17.84.030, the following sign types and treatments are PROHIBITED within the Center.

1. Roof signs.

2. Flashing signs.

3. Animated signs (conveying the illusion of motion).

4. Rotating or revolving signs.

5. Off-site signs.

6. Signs within public right-of-way. No sign shall be so placed, erected, or constructed on a utility pole, traffic device, traffic sign, warning sign, or so as to impede access to any public improvement, or to obstruct the vision of any such signs except as may be permitted by the City of San Clemente.

7. Signs blocking doors or fire escapes.

8. Outside lightbulb strings (except holiday lights) and exposed-tube neon.

9. Inflatable advertising devices of a temporary nature, including hot air balloons.

10. Advertising structures.

11. Statuary (statues or structures) advertising products or logos of the business that are located outside of the structure that houses the business.

12. The use of decals, stick-on or transfer letters, or tape on the walls or parapets of buildings, fences, walls or other structures.

MISCELLANEOUS BUILDING SIGNAGE:

WINDOW SIGNS: Sign(s) indicating hours of operation, emergency information, accepted credit cards, code requirements, etc.

-Maximum sign area = 4 s.f. per Tenant

-Hand painted, decal, or pressure applied lettering

SUITE IDENTIFICATION: Sign(s) indicating suite address, letter, etc.

-4" high, white

-Hand painted, decal, or pressure applied lettering

DELIVERY ENTRANCE IDENTIFICATION: Sign(s) indicating delivery areas, utility rooms, etc.

-Maximum sign area: 2 s.f. per location

TEMPORARY WINDOW SIGNS: Sign(s) indicating leasing, construction, seasonal, etc.

-Signs located on non-door window surfaces shall not exceed twenty five percent (25%) of the non-door window area.

-They may not be displayed for longer than a ninety (90) day period.

BUILDING ADDRESS: Sign indicating building address

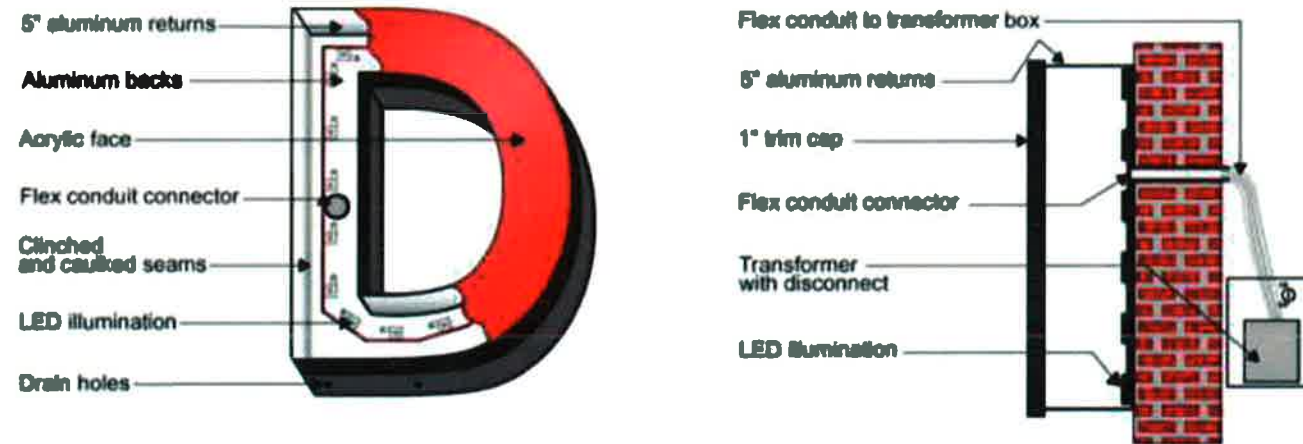
-12" high, individual numerals, to contrast with building color

METHODS OF L.E.D. OR NEON ILLUMINATION FOR CHANNEL LETTERS

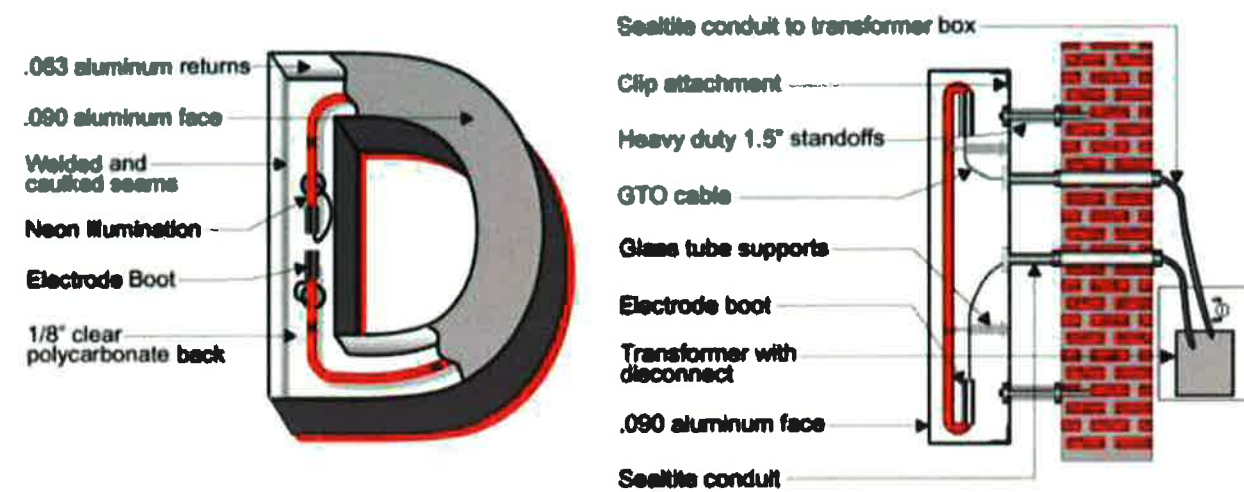
APPROVED SIGN COLORS Registered Trademarked logos are allowed.

DARK BROWN 3630-59	GREEN 3630-26	SULTAN BLUE 3630-157
LIGHT RUST BROWN 3630-109	HOLLY GREEN 363076	EUROPEAN BLUE 3630-137
CARDINAL RED 3630-53	DARK EMERALD GREEN 3630-126	BLUE 3630-36

PLEX FACED CHANNEL LETTER with THROUGH FACE ILLUMINATION REFER TO PAGE 2 - GENERAL CRITERIA



REVERSE PAN CHANNEL LETTER with HALO ILLUMINATION REFER TO PAGE 2 - GENERAL CRITERIA



SOUTH & EAST ELEVATIONS

1 SIGN EACH ELEVATION
 SOUTH ELEVATION: TOTAL SQ. FT. 39.1 SQ. FT.
 EAST ELEVATION: TOTAL SQ. FT. 28.3 SQ. FT.



CHANNEL LETTER SIZING & SPECIFICATIONS

FACES: Registered Trademarked logos are allowed.

DARK BROWN 3630-59	GREEN 3630-26	SULTAN BLUE 3630-157
LIGHT RUST BROWN 3630-109	HOLLY GREEN 363076	EUROPEAN BLUE 3630-137
CARDINAL RED 3630-53	DARK EMERALD GREEN 3630-126	BLUE 3630-36

TRIM CAP & RETURNS: Painted Black, or to match face color.

LIGHTING: LED'S OR NEON
 White, Red, Green or Blue

LENGTH: SOUTH ELEVATION = 32"
 EAST ELEVATION = 30"
 NORTH ELEVATION=60"

MAX. SIGN HEIGHT: SOUTH ELEVATION = 32"
 EAST ELEVATION = 30"
 NORTH ELEVATION W/ LOGO=60"
 NORTH ELEVATION NO LOGO = 32"

SIGN QUANTITY: (1) One sign per elevation

NORTH ELEVATION

1 SIGN
 TOTAL SQ. FT. 30.8 SQ. FT.

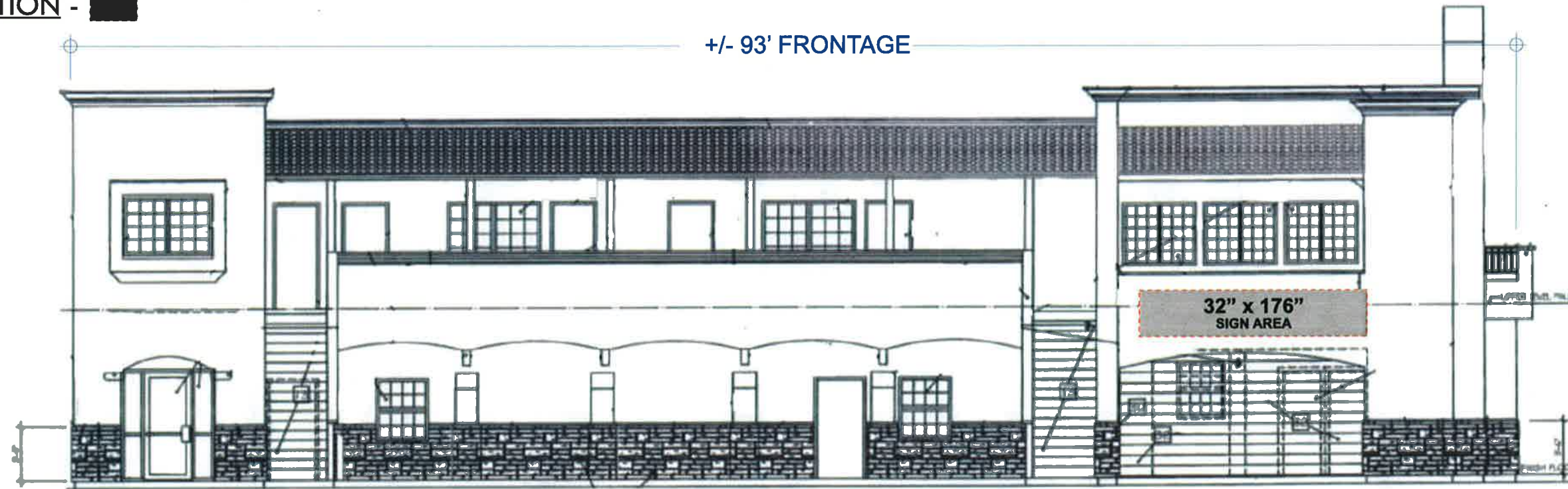


WITH LOGO
 60" OVERALL

WITHOUT LOGO
 MAXIMUM
 32"
 STACKED OR
 INLINE COPY

SIGN LOCATION - ■■■■

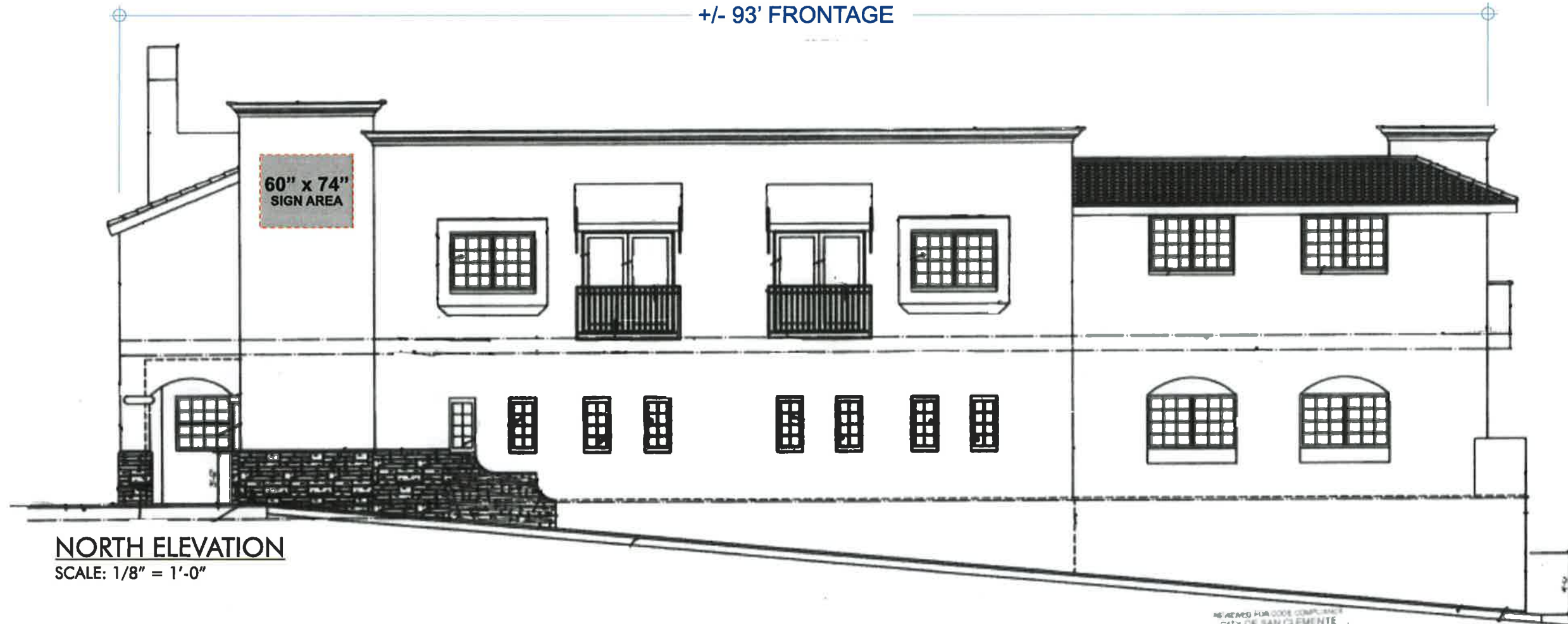
+/- 93' FRONTAGE



SOUTH ELEVATION

SCALE: 1/8" = 1'-0"

+/- 93' FRONTAGE

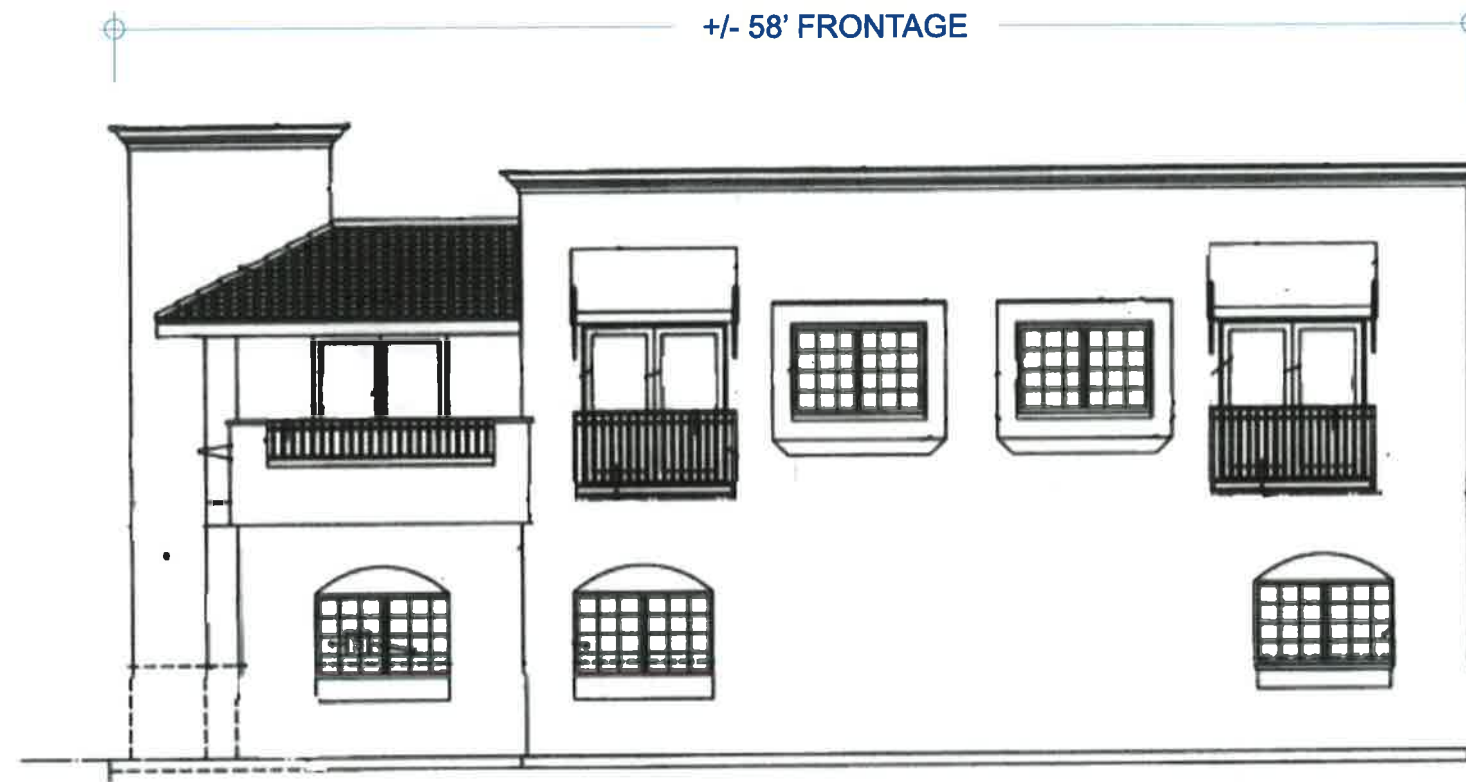


NORTH ELEVATION

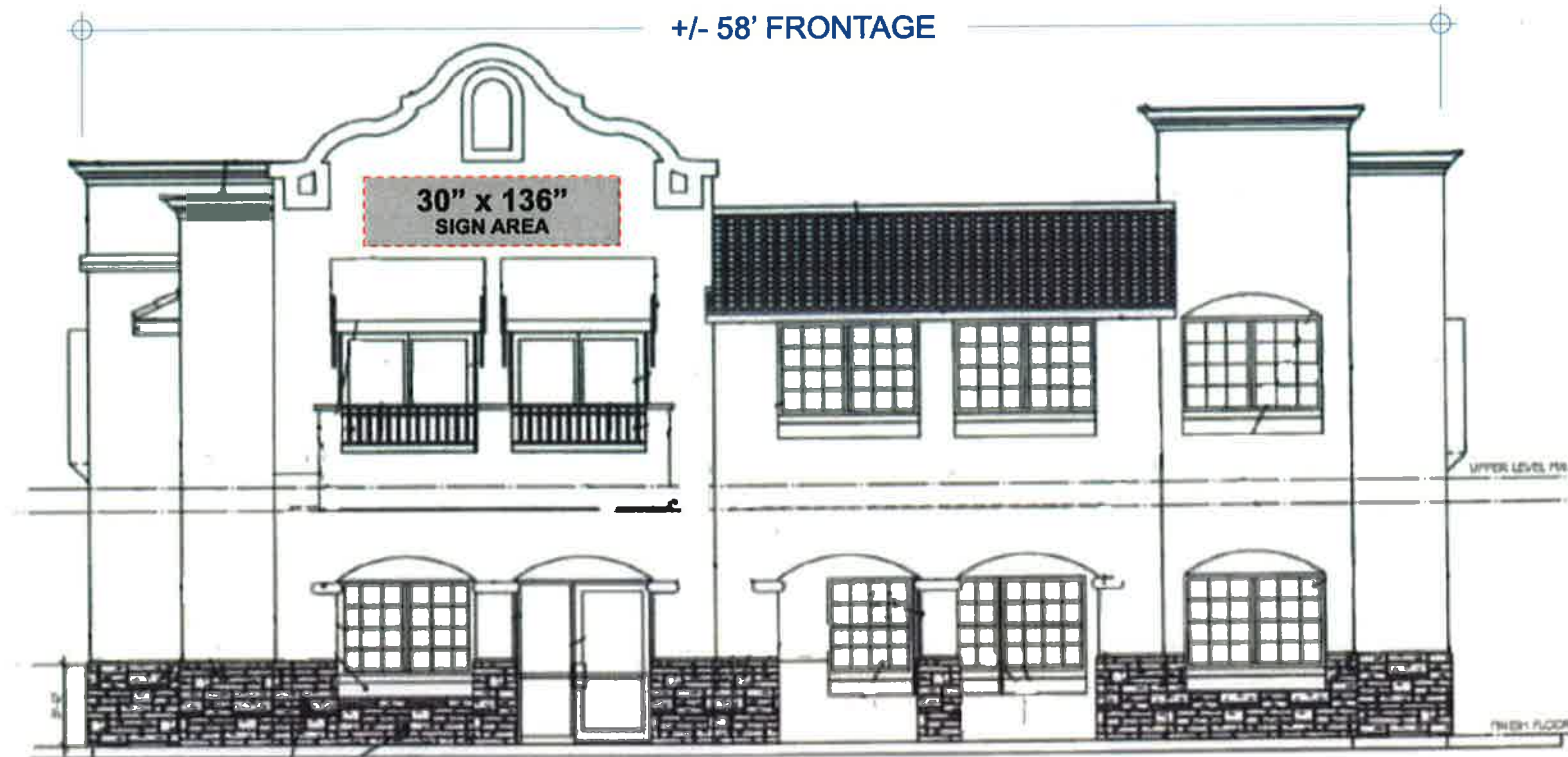
SCALE: 1/8" = 1'-0"

REVIEWED FOR CODE COMPLIANCE
CITY OF SAN CLEMENTE
PLANNING DIVISION 1/21/11

SIGN LOCATION - [REDACTED]



WEST ELEVATION
SCALE: 1/8" = 1'-0"



EAST ELEVATION
SCALE: 1/8" = 1'-0"

SINGLE FACED INTERNALLY ILLUMINATED DIRECTORY MONUMENT

SCALE: 3/4" = 1'-0"

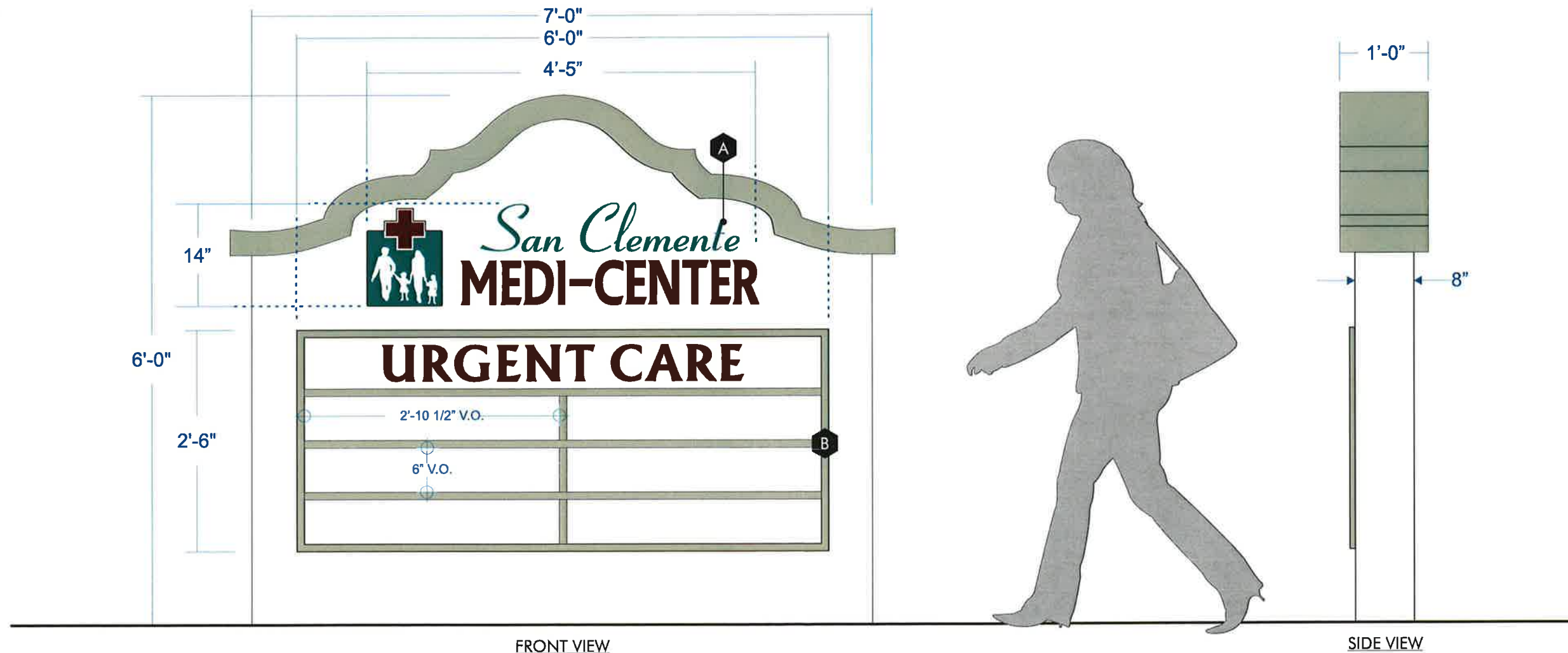
- ALUMINUM FABRICATION
- MONTEX TEXTURED & PAINTED SATIN FINISH TO MATCH BUILDING
- INTERNAL LAMP AND BALLAST ILLUMINATION
- PANEL LOCATION DETERMINED BY LEASE AGREEMENT

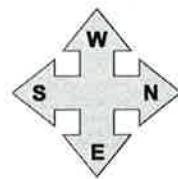
A - MAJOR TENANT COPY/LOGO CUT OUT AND PLEX BACKED

B TENANT PANELS
ACRYLIC WITH BLOCK OUT VINYL OR PAINT / ONLY COPY WILL ILLUMINATE



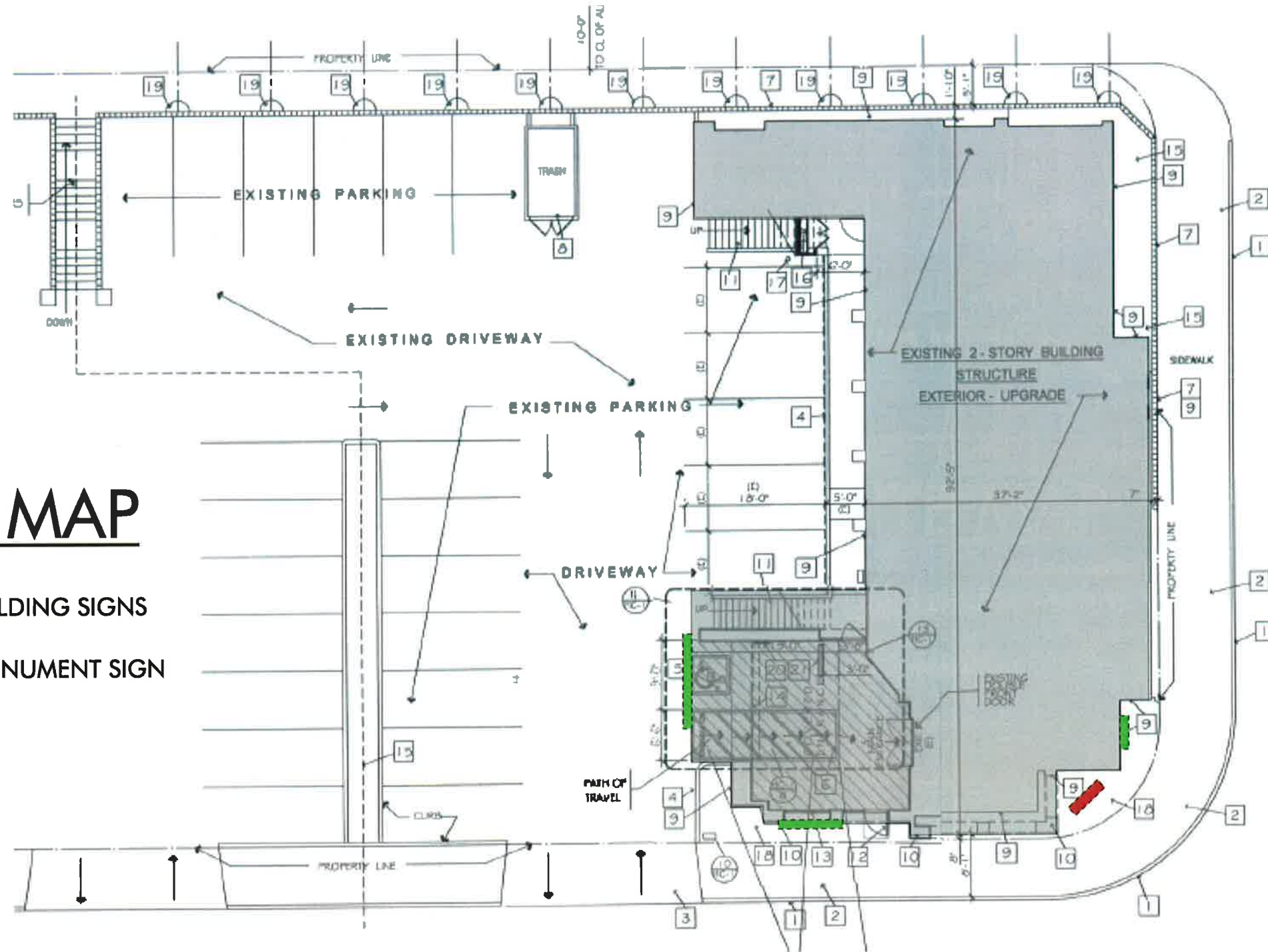
SAMPLE NIGHT ILLUMINATION



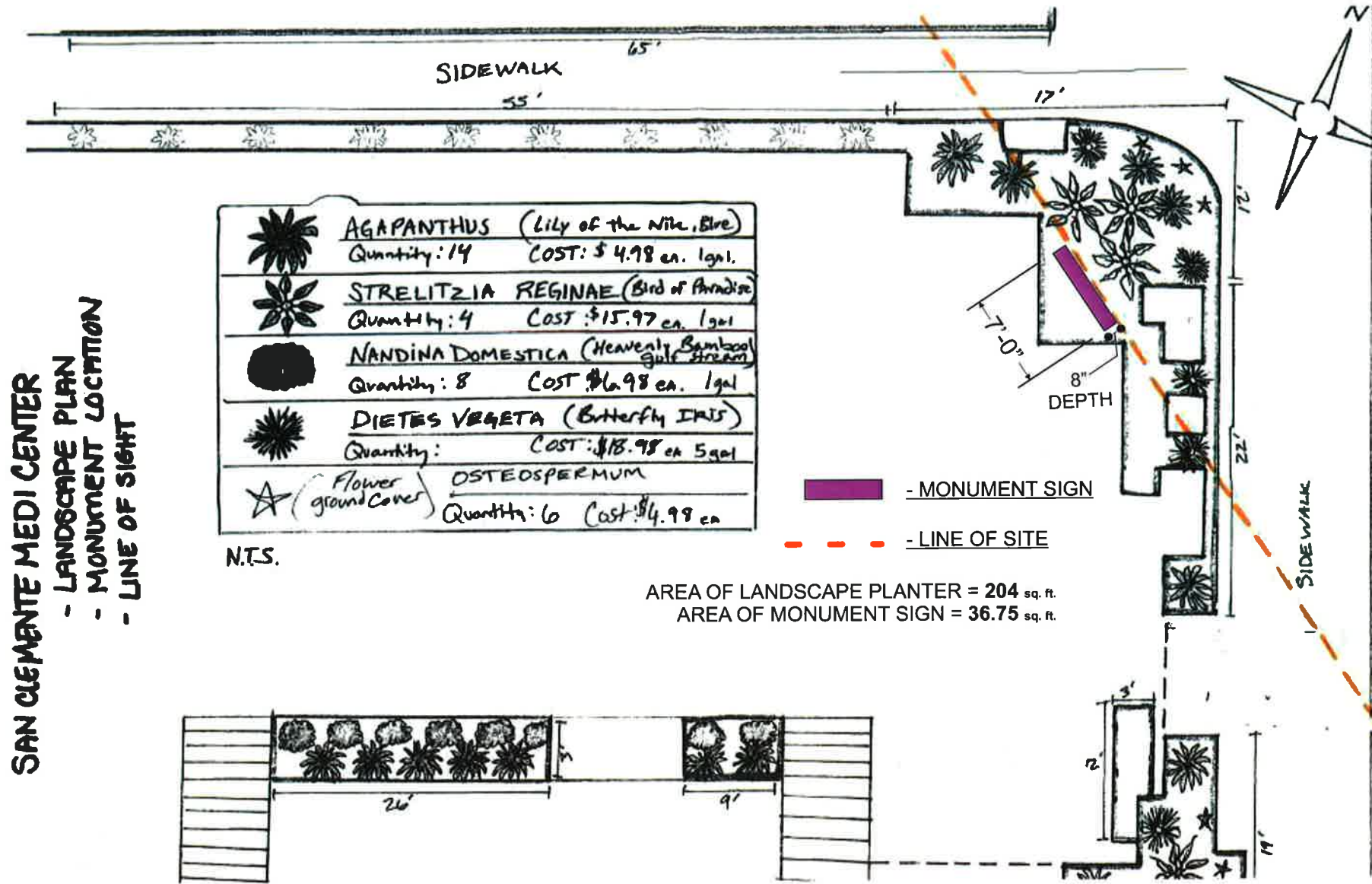


SITE MAP






-  - BUILDING SIGNS
-  - MONUMENT SIGN





EXISTING LANDSCAPE PLAN PREVIOUSLY APPROVED BY CITY OF SAN CLEMENTE



SAN CLEMENTE MEDI CENTER
 - LANDSCAPE PLAN
 - MONUMENT LOCATION
 - LINE OF SIGHT

	AGAPANTHUS (Lily of the Nile, Blue)	Quantity: 14	COST: \$4.98 ea. 1gal.
	STRELITZIA REGINAE (Bird of Paradise)	Quantity: 4	COST: \$15.97 ea. 1gal.
	NANDINA DOMESTICA (Heavenly Bamboo, Gulf Stream)	Quantity: 8	COST: \$6.98 ea. 1gal.
	DIETES VEGETA (Butterfly Iris)	Quantity:	COST: \$18.98 ea. 5gal.
	OSTEOSPERMUM (Flower ground cover)	Quantity: 6	COST: \$4.99 ea.

N.T.S.

 - MONUMENT SIGN
 - LINE OF SIGHT

AREA OF LANDSCAPE PLANTER = 204 sq. ft.
 AREA OF MONUMENT SIGN = 36.75 sq. ft.

