




STAFF REPORT
SAN CLEMENTE PLANNING COMMISSION

Date: February 6, 2013

PLANNER: John Ciampa, Associate Planner 

SUBJECT: Discretionary Sign Permit 12-207, Plaza Mar Vista Master Sign Program, a request for a new Master Sign Program for an existing commercial building located 166-176 Avenida Pico.

REQUIRED FINDINGS

Prior to approval of the proposed project, the following findings shall be made. The draft Resolution, provided as 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, is required for the Master Sign Program.

- a. 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;
- b. The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves;
- c. The design and scale of the sign is appropriate to the distance from which the sign is normally viewed;
- d. The design and materials of the sign provide a contrast between the background and letters;
- e. 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;
- f. If a pole sign is included in the sign application, the design, scale or location of the building dictates the use of a pole sign rather than a monument sign;
- g. The provisions of the Master Sign Program ensure consistency in design and style of all new signs,

- h. The provisions of the Master Sign Program address compatibility of the design and style of any existing signs on the building or site, and
- i. All new signs within the Master Sign Program are in compliance with the design standards of this chapter.

BACKGROUND

The commercial building is located at 166-176 Avenida Del Mar and was built in 1954. The property owner is proposing a Master Sign Program to help rebrand the center. The building is comprised of seven suites and is within the Mixed Use zoning district, Central Business District, and Architectural Overlays (MU-3-CB-A). The site is a prominent corner of the Downtown at South Ola Vista and Avenida Del Mar. The surrounding land uses include commercial and mixed use developments. The building is a unique midcentury modern design with a shade canopy along Avenida Del Mar. The City's historic resource survey identified this building as a representative example of an intact modern commercial building from the 1950s and 1960s and that it has the potential for a local or national register designation as a historic structure (Attachment 4).

The project was reviewed by the Development Management Team (DMT) to ensure there were no sight distance issues with the proposed signs and applicable sign requirements were met.

The required public hearing notice has been completed for the project in accordance with the Municipal Code. As of the date of this report preparation, no comments have been received from the public.

PROJECT DESCRIPTION

In an effort to rebrand the center, the applicant is proposing a Sign Program. If the request is approved the property owner will install all new tenant identification signs and new building identification signs. The signs are designed to conform to the design requirements of the Architectural Overlay and complement the midcentury modern context of the building. All of the signs proposed conform to the Zoning Ordinance size requirements. The proposed sign materials are a High Density Foam that would have a smooth finished to give the appearance of wood signs. The proposed tenant signs for suites 166, 168 and 176 are directed towards Avenida Del Mar and are located on the parapet wall above the suites. Suites 170-174B would have signs on the glass store fronts windows. The blade signs for units 170-174B are proposed because the shops are setback from the street and have limited visibility. Identification signs for the building are located under the canopy (monument sign), along South Ola Vista (Blade Sign), and at the back of the building (wall signs) facing the parking lot. Lighting is proposed for the monument sign and the parapet signs. The monument sign will have two spotlights (1 each side) installed in the canopy to light the sign at night. The lighting for the parapet signs will not be visible from the public right of way and will be located on the canopy and directed towards the parapet. The sign colors and designs are consistent throughout the building and are intended to complement the building's design while attracting patrons.

Table 1: Existing and Proposed Maser Sign Program Signage

SIGN TYPE	DESIGN/MATERIALS	SIGN AREA PROPOSED	Z. O. A-OVERLAY ALLOWED
A- Monument Sign (1)	High Density Urethane (HDU) board finished giving the appearance of wood and attached with aluminum tubing	22.5 sf 10 ft tall	24 sf 10 ft tall
C2-Blade Signs (5)	HDU	6 sf*(each)	6 sf
C-1 Wall Signs (3)	HDU	Suite 166 - 21 sf Suite 168 - 18 sf Suite 177 - 25 sf	21 sf 18 sf 25 sf
D- Wall Signs (Parking/ Service & Delivery lot) (7)	HDU	2.6 sf	6 sf
E & B- Building I.D.	HDU	Type B- 6 sf* Type E- 7.5 sf	6 sf 25 sf
Inline tenant window sign (4)	Vinyl adhesive window lettering	Suite 170 - 16 sf Suite 172-174- 14 sf	16 sf 14 sf
Total		168.2	213

*Blade signs do not count toward the overall square footage of signage for a business.

Discretionary Sign Permit

Section 17.84.020.G.2.d of the Zoning Ordinance requires a Discretionary Sign Permit (DSP) to be approved for commercial buildings proposing four or more new signs. Additional review is required for the requested increase in height for the monument sign that proposes to increase the sign height from the allowed six feet to 10 feet. All of the proposed signs comply with the Zoning Ordinance Sign area and dimension requirements.

The San Clemente Design Guidelines under Section II.C.3.e require signs to “Carefully integrate signage with the design concept of the building and site. Signage should be consistent with the architectural character of the building.” The designs of the proposed signs are consistent with the midcentury modern design of the building and are in scale with the building. The design guidelines recommend signs to be Spanish Colonial Revival (SCR) in design; however, the application of SCR designed signs with this center would clash with the building’s design. Section 17.16.100.F.2.a.ii of the Zoning Ordinance identifies that when minor changes are made to a building that is not SCR it may not always be practical, with minor changes to use SCR elements. Since the building has been identified as a potentially historic structure SCR signs would be incompatible with the buildings 1950-60s midcentury design and it is appropriate to have the signs consistent with the architecture of the building. The colors that are selected for the signs complement the design of the building and its colors,

while standing out and attracting patrons. The location, size and design of the signs complement the canopy and the center while improving the brand and visibility of the center. The proposed signs size and locations comply with the size standards identified in Section 17.84 of Zoning Ordinance. The locations proposed for the signs are appropriate and provide for adequate visibility of the businesses.

The 10 foot height of the monument sign is warranted because the sign is integrated into the existing building and canopy design. The location and design of the sign on the support posts for the canopy complements the design of the building and is pedestrian oriented.

Per Section 17.84.020, General Sign Regulations, signs within the Architectural Overlay District shall comply with the following standards:

1. All signs shall be hand-crafted in appearance.
2. Acceptable sign materials may include, but are not limited to, sandblasted and carved wood, hand-painted, glazed tile, pinned metal or wood letters, or other similar materials. All signs shall be constructed of and mounted and supported with materials compatible with the Spanish Colonial Revival architectural theme including, but not limited to, stained wood supports and accents, trowelled stucco applications, painted terra cotta tiles, ornamental wrought iron, canvas awnings or other similar materials.

As proposed, the Master Sign Program does comply with the above design requirements, except for the Zoning Ordinance requires that it reflect a SCR theme. In this instance the SCR design would be incompatible with the buildings architectural style and is appropriate to have the signs consistent with the design of the 1950-60s midcentury commercial building. The signs will be hand crafted in appearance; however, they are made of synthetic materials.

Design Review Subcommittee review

The DRSC felt under these circumstances, the sign design should be compatible with the building because SCR signs are minor in scale and they would be out of context with the potentially historic structure. The DRSC supports the proposed design with the following recommended modifications.

Table 2 summarizes the concerns raised by the Design Review Subcommittee DRSC on the August 1, 2012, meeting.

Table 2- DRSC Comments

<i>DRSC Concerns</i>	<i>Applicants Modifications</i>
Make the background smooth for all signs to improve the sign design and its compatibility with the commercial building.	Modified as requested.
Revise sign color darker similar to the sign program and without a sheen finish.	Modified as requested.
The window signs for suites 170-174b should be located in the transom and not the store front window	Modified as requested.
Paint the canopy support poles	Condition added to the Resolution.
Reduce the amount of allowed window signs for the building	Modified as requested. Window sign allowances in the Sign Program will be consistent with the Z.O.

GENERAL PLAN CONSISTENCY

The following table summarizes how the proposed project is consistent with policies in the City of San Clemente General Plan.

Table 3 - General Plan Consistency

<i>General Plan Policy</i>	<i>Consistency Finding</i>
<i>2.IV.B Preserve and strengthen San Clemente’s unique atmosphere and historic identity as “The Spanish Village by the Sea.”</i>	Consistent. The new signage proposed for the building is consistent with the Design Guidelines which requires signs to be consistent with the architecture of the building.

ENVIRONMENTAL REVIEW/COMPLIANCE (CEQA):

The Planning Division completed an environmental assessment for the project in accordance with the California Environmental Quality Act (CEQA) and concluded the project is categorically exempt from the California Environmental Quality Act (CEQA) as a Class 3 exemption, pursuant to CEQA Guidelines Section 15303, as the project involves minor exterior modifications to signage and will not impact the site in anyway.

CALIFORNIA COASTAL COMMISSION REVIEW

The project is located in the Coastal Zone however the project is exempt from California Coastal Commission review because it is located out of the exclusion area and involves minor improvements. The project does not result in the expansion of the building or other changes that would trigger Coastal review.

ALTERNATIVES; IMPLICATIONS OF ALTERNATIVES

1. The Planning Commission can concur with staff and approve the new Master Sign Program.

This is the recommended action. This action would result in the applicant removing the existing signs and installing new signs that are consistent with the Master Sign Program.

2. The Planning Commission can, 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 which could include the redesign of the signs or a reduction in their square footage..

3. The Planning Commission can deny the proposed Master Sign Program.

This action would result in the applicant's proposed Master Sign Program being denied. The applicant would have the option of appealing a denial to City Council.

RECOMMENDATION

STAFF RECOMMENDS THAT the Planning Commission approve DSP 12-207, Plaza Mar Vista Master Sign Program, subject to the attached Resolution and Conditions of Approval.

Attachments:

1. Resolution No. 13-008
Exhibit A - Conditions of Approval
2. Location Map
3. August 1, 2012 DRSC Minutes
4. Historic Survey Excerpted
5. Photographs
6. Plans

ATTACHMENT 1

RESOLUTION NO. PC 13-008

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN PERMIT NO. 12-207 A REQUEST FOR A NEW MASTER SIGN PROGRAM FOR A COMMERCIAL BUILDING LOCATED AT 166-176 AVENIDA DEL MAR

WHEREAS, on June 5, 2102 an application was submitted, and deemed completed on December 18, 2012, by Buck Woods, 1364 W. Edinger Ave, Santa Ana, CA, 92704, a request for a new Master Sign Program located at 166-176 Avenida Del Mar. The project site is within the Mixed use zoning district and within the Central Business district, Architectural Overlay and Coastal Zone (MU3-CB-A). Assessor's Parcel Number 058-081-55; and

WHEREAS, the Planning Division has determined that the project is categorically exempt from the California Environmental Quality Act (CEQA), pursuant to CEQA Guidelines Section 15303, as a Class 3 exemption as it consists of a new Master Sign Program for a commercial building; and

WHEREAS, on June 14, 2012, the City's Development Management Team reviewed the project for consistency with applicable development standards and have provided conditions of approval accordingly; and

WHEREAS, on August 1, 2012, the City's Design Review Subcommittee considered the proposed project and recommended approval of the project with the modifications the applicant completed; and

WHEREAS, on February 6, 2013, the Planning Commission held a duly noticed public hearing on the subject application, and considered evidence presented by the applicant, City staff, and other interested parties.

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

Section 1: The project is categorically exempt from the California Environmental Quality Act (CEQA), pursuant to CEQA Guidelines Section 15303, as a Class 3 exemption as it consists of the construction of a new small structure (a new Master Sign Program on an existing building in an urbanized commercial zone); and

Section 2: The design, including 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 signs are 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, Architectural Overlay and Design Guidelines.

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 new signs will

compliment the architecture of the building. The signs will be in scale with the building and will be hand crafted in appearance to comply with the requirements of the architectural overlay.

Section 4: The design and scale of the signs are appropriate for the distance from which the signs are normally viewed in that the new signs will be mounted along the store frontage and the monument and blade signs that identify the center will be located on site at a pedestrian level.

Section 5: The design and materials of the sign provide a contrast between the background and letters in that the new sign is sand blasted and the colors chosen will complement the building and provide a contrast with the background to be clearly visible.

Section 6: The provisions of the Master Sign Program ensure consistency in the design and style of all the new signs in that the signs will all be made out of a similar material for the tenants and the colors will be consistent and compatible with the building design.

Section 7: The provisions of the Master Sign Program ensure that the new signs will be compatible of the design and style of existing signs for the building in that the building will be improved with *all* new signs that will comply with the master sign program once the application is approved.

Section 8: All new signs within the Master Sign Program are in compliance with the design standards of the Zoning Ordinance.

Section 9: The Planning Commission of the City of San Clemente hereby approves DSP 12-207, Plaza Mar Vista Sign Program, 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 February 6, 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 February 6, 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 12-207, Plaza Mar Vista Sign Program

1. The owner or designee shall develop the approved project in conformance with the site plan, elevations, and any other applicable submittals approved by the Planning Commission on February 6, 2013, subject to these Conditions of Approval.

Any deviation from approved submittals shall require that, prior to the issuance of building permits, the owner or designee shall 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 Planning Commission, as appropriate. (PIng.)_____

2. 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.)_____

3. 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]* (Plng.)_____

- 4. DSP 12-207 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]* (Plng.)_____

A use shall be deemed to have lapsed, and DSP 12-107 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]* (Plng.)_____

- 5. The owner or designee shall have the right to request an extension of DSP 12-107 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 in accordance with Section 17.16.160 of the Zoning Ordinance. *[Citation - Section 17.12.160 of the SCMC]* (Plng.)_____

- 6. Prior to the issuance of building permits, the owner or designee shall include within the first four pages of the working drawings a list of all conditions of approval imposed by the final approval for the project. *[Citation – City Quality Insurance Program]* (Plng.)_____ (Bldg.)_____

- 7. A separate Building Permit is required for the proposed signage. Plans to construct new signage, add or alter to the existing signage, add or alter structural, mechanical, electrical or plumbing features of the building 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.)_____

- 8. 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.)_____

- 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. 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.)_____

11. As part of the associated building permit for the site, an Administrative Encroachment Permit will be required for all structures and improvements within the City right of way. Prior to issuance of any permits, if determined to be necessary, the owner or designee shall submit for review, and shall obtain the approval of the City Engineer or designee an executed Administrative Encroachment Permit. *[Citation – Section 12.08, 12.20, and 15.36 of the SCMC]*
(Eng.)_____

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


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



LOCATION MAP

DSP 12-207, Plaza Mar Vista Master Sign Program
166-176 Plaza Mar Vista



No scale 

The DRSC asked the owner, Alan Marcovecchio, if the neighbors had seen the plans and if there were concerns with the proposed project. Alan responded saying he was not sure if they had seen the plans, but he knows that they are aware of the project and are not against the addition.

The DRSC agreed that they were in support of the project based on the fact that the addition is primarily at the rear of the house and it will be in character with the neighborhood.

E. Discretionary Sign Permit 12-027, Plaza Mar Vista Sign Program (Ciampa)

A request to establish a sign program, including a pole sign for a commercial building located at 166-176 Avenida Del Mar.

Subcommittee Member Kaupp recused himself because he owns property within 500 ft.

Project Planner, John Ciampa, summarized the staff report and presented the proposed plans to the Committee.

Subcommittee Member Darden asked staff how this project should be reviewed because in the latest historic structure survey, this property was identified as a potential historic property. She asked how the sign program should be reviewed with respect to the Architectural Overlay requirements while being sensitive to a potential historic structure that is not Spanish Colonial Revival (SCR) in design but rather mid-century modern architecture. She also asked staff to differentiate between signage and minor improvements that could be reviewed for this property versus signage and improvements on a building that is not potentially historic but of the same era.

Staff responded by stating that under these circumstances, the sign design should be compatible with the building and the Zoning Ordinance acknowledging that in some circumstances when the improvements are small, it is not appropriate to make them Spanish if they would be out of context with the building architecture. Staff stated that this is the case and if the signs were SCR in design, they would clash with the mid-century modern design of the building. It was also noted by staff that improvements made to non historic buildings are reviewed on a case by case basis to see if the improvements should be SCR in design.

Subcommittee Member Darden stated that the sign design is appropriate because it complements the design of the potentially historic mid-century

modern building and it would not be appropriate to have the signage in an SCR design because it would detract from the building architecture.

Subcommittee Member Crandell stated this is unique situation because the sign program is for a potential historic mid-century modern building and the style of the signs proposed would be consistent with the architecture of the building.

The DRSC felt that the high density foam material for the signs is satisfactory because it is compatible with the architecture of the building. They further stated that this is a unique circumstance where the building is not reviewed under the same criteria in the Architectural Overlay because the structure is potentially historic for another time period and this material and style is appropriate. The alternative material is also an exception because the building is stand alone and they like the sense of unity the sign program brings to the center. However, the DRSC did not support the alternative material if it was used to artificially replicate wood or other natural materials.

The DRSC recommended the following changes to the sign program:

- Make the background smooth for all signs
- Have the sign color darker similar to the sign program and without a sheen finish
- Paint and maintain canopy poles
- The window signs for suites 170-174b should be located in the transom and not the store front window
- Have staff look into the possibility of removing window signs.
- Add the type and material of the signs on sheet 18 of the sign program.
- Investigate the addition of a sign along the back of the building alerting the public of the through access to Avenida Del Mar.

The DRSC supported the project with the recommended changes because of the uniqueness of the structure and that the proposed sign program will compliment the buildings architecture and not detract from the buildings design with a different style of signs.

III. COMMUNICATIONS

No items.

IV. ADJOURNMENT

Adjourn to the Design Review Subcommittee meeting of August 15, 2012 at 10:00 a.m. in Conference Room A, Community Development Department, 910 Calle Negocio, Suite 100, San Clemente, CA 92673.



The 1947 Beachcomber Motel is recommended for designation as a local landmark.

students at San Clemente's Las Palmas Elementary School were military dependents.⁹²

Following the war, many who first came to San Clemente as a result of their military service chose to stay and raise their families, a pattern that was repeated in cities throughout Southern California. Those who were attracted to the City's Spanish charm often continued that tradition in the design of their own homes. However, with the abolition of mandated architectural restrictions that prescribed the City's looks in previous years, some opted for a looser translation of the Spanish style. The residence at 304 Avenida Cabrillo, for example, employed the customary red tile roofing, but traded the white stucco walls for adobe brick. Its simple horizontal form references the modest tract houses that were being constructed by the thousands in other cities like Los Angeles during the same period.

In the late 1940s, motels and apartments began appearing in the area around the Municipal Pier as tourists were drawn to the beach in larger numbers.⁹³ In 1947, William Tepper built a low-slung apartment court on the bluffs overlooking the Pier. The Tepper Apartments, later renamed "The Beachcomber" (525-535 Avenida Victoria), contains twelve units. Each unit includes its own kitchenette and covered porch, and was available for rent by the day or week. In contrast to its contemporaries in other cities, this unique example of roadside architecture in San Clemente embraced the Spanish Colonial Revival style, including red roof tiles, smooth white stucco wall, and simple wood porch supports.

By 1950, San Clemente's population had surpassed 2,000, more than double its size prior to the Crash of 1929. This increase would mark the beginning of a period of gradual and sustained growth that would continue for several decades.

○ *Postwar Growth and the Nixon Years (1950-1980)*

During the 1950s, San Clemente grew significantly, from 2,000 residents in 1950 to 8,500 in 1960.⁹⁴ The City was also experiencing a new wave of commercial development free of architectural restriction, particularly on Avenida Del Mar and North El Camino Real. On Avenida Del Mar, previously undeveloped lots were filled in with boxy commercial storefronts featuring flat roofs, smooth stucco walls, and floor-to-ceiling glazing on the street façade. One of the most striking examples occupies the northeast corner of Avenida Del Mar at North Ola Vista. This building (166-176 Avenida Del Mar) is enhanced by a flat projecting canopy which shades the sidewalk and is perforated to accommodate four palm trees. Today, it is this combination of mid-century modern buildings and the City's earliest Spanish Colonial

⁹² Walker, 118.

⁹³ Walker, 142.

⁹⁴ Walker, 153.

VI. RECOMMENDATIONS



The Hotel San Clemente, opened in 1927, is listed in the National Register of Historic Places.

This section makes recommendations for the continued evaluation and designation of the City's historic resources. These recommendations are based upon standard preservation theory and practice as reflected in material from the National Park Service, the California Office of Historic Preservation, and the National Trust for Historic Preservation.

Recommendations are not limited to the activities of City staff and City Council. The business and professional community, educators, students, volunteers, and community organizations can be important partners in ongoing efforts to preserve San Clemente's significant resources. The San Clemente Historical Society, for example, maintains an impressive archive of materials relating to the region's early history which will contribute greatly to the continued understanding of the City's development and its citizens.

FOR FURTHER STUDY

This Survey Update was focused on re-evaluating properties previously identified as historic and listed on the City's Historic Structures List. However, a number of other historical themes and associative resources have been identified. These themes should be explored further, and their associative properties evaluated for their eligibility for local or National Register designation.

○ *Mid-Century Commercial Development*

San Clemente's earliest commercial buildings date to the founding of the town in the late 1920s. However, a second wave of commercial development occurred during the economic boom years following World War II. Evidence of this latter development remains in San Clemente today, particularly on El Camino Real and Avenida Del Mar.

Modern-style commercial structures from the 1950s and 1960s are typified by flat roof and wall planes; floor-to-ceiling glazing; and multiple wall claddings, including stucco, tile, and stone veneer. The more whimsical designs often display geometric shapes and patterns. These buildings provide a striking counterpoint to the soft lines and hand-crafted quality of the mandated Spanish Colonial Revival style development of the previous decades.

The list below is not comprehensive, but includes representative examples of intact Modern commercial buildings from the 1950s and 1960s.

Street Address	Date of Construction¹⁰⁴
141-143 Avenida Del Mar	1951
145-147 Avenida Del Mar	1951
157-163 Avenida Del Mar	1958
166-176 Avenida Del Mar (Russell Stationers)	1954
210 Avenida Del Mar	1954
211 Avenida Del Mar	1957
216 Avenida Del Mar	1959
221 Avenida Del Mar	1949
223 Avenida Del Mar	1952
241 Avenida Del Mar	1959
550 N El Camino Real (Pedro's Tacos)	1953
709-711 N El Camino Real	1960
710-712 N El Camino Real	1961
808 N El Camino Real	1950
920 N El Camino Real	1947
1100 N El Camino Real (Chamber of Commerce)	Unknown

- **1950s Residential Development**

A cohesive and architecturally homogenous cluster of homes occupies the former site of a municipal baseball diamond. The baseball diamond was part of the recreational infrastructure developed by Ole Hanson at the town's founding and gifted to the people of San Clemente. In 1955, this site was subdivided into residential lots and developed with the steeply-gabled, modest homes that exist there today.¹⁰⁵

The approximate boundaries of this tract development are Calle De Las Bolas to the north, Avenida Florencia on the east, and Calle Sacramento on the south and west. The site is bisected by Avenida Hacienda. Due to its architectural cohesion, this tract may be eligible for local designation as an historic district.

- **San Clemente State Beach**

An expansive tract of land at the southernmost tip of the City was originally slated to be developed by Hamilton Cotton. Instead, the area has been preserved as urban open space with a mile-long beachfront as San Clemente State Beach. Today, the recreation area attracts campers and surfers from throughout Southern California.

¹⁰⁴ Construction dates are estimated based upon Orange County Tax Assessment Records.

¹⁰⁵ The date of the tract is based upon Orange County tax assessor data for the parcels.





Project:
Plaza Mar Vista
166-176 Avenida del Mar
San Clemente, CA 92672

Planned Sign Program

Originally Drafted January 2012
Revised December 15, 2012

Property Owner:
Abdelmuti Development Co.
16350 Gothard St.
Ste. 101
Huntington Beach, CA 92647
Contact: Jamal Abdelmuti



Project Directory:

Owner:

Abdelmuti Development Co.
16350 Gothard St. Ste. 101
Huntington Beach, CA 92647
Contact: Jamal Abdelmuti or Buck Woods
714.745.0789

Graphic Consultant:

Red Wall Studio
3351 Calle La Yeta
San Clemente, CA 92672
Contact: Steve Hopper
949.489.5654

City Planning:

City Of San Clemente
910 Calle Negocio
Suite 100
San Clemente, CA 92673
Contact: Planning Dept.
949.361.8284
949.361.8281 Fax.



Introduction:

The project, **Plaza Mar Vista** is an excellent example of mid-century design within the historic core of downtown San Clemente. It possesses broad overhangs, "floating" canopies, flag stone columns, and large expanses of storefront glass. With this in mind, identity for the project required a different approach than that for most retail environments.

Small in scale and pedestrian-oriented, signs were designed with size and proportion of utmost importance, while also appearing integrated to the whole. From an identity standpoint, it has been deemed of importance to give the project itself an identity, and therefore a name. While located at a strategic point at the prominent corner of Avenida del Mar and Ola Vista, it lacks effective surfaces to locate signs, particularly for tenants along the back row. These shops are located at a setback of approximately thirty feet from the curb face, severely limiting visibility for both cars and pedestrians.

The project name, **Plaza Mar Vista**, is a combination of the last words present in the adjacent street names, Avenida del MAR and Ola VISTA, which seems entirely appropriate as the ocean is also visible from the project location. As far as tenant identification, the most prominent common feature is large expanses of windows, so that became the "mounting surface" for signage. This avoids the awkward appearance of sign panels or letters without the proper surfaces to locate them.

These criteria have been established for the purpose of assuring uniform and quality signage for tenants in the **Plaza Mar Vista** retail project. It is intended to comply with all applicable ordinances while providing adequate sign guidelines for the benefit of all tenants. Conformance to the standards set forth will be strictly enforced, and any and all non-conforming or unapproved signs must be brought into conformance at the sole expense of the tenant.

Welcome to **Plaza Mar Vista**, in the heart of beautiful San Clemente.



Specifications: Tenant Storefront Signs

Due to the pedestrian orientation of the project and its tenants specialized nature, signs are designed to be low key and integrated into the project surroundings. For in-line tenants, sign size, style and type, as well as colors, will be restricted to that specified, subject to Landlord approval, in the interest of creating a unified appearance. Tenants wishing to use logos in their signage, will be allowed, subject to Landlord approval. In the case of a tenant having a corner location, with a secondary presence either to the street or central public area, and second sign would be allowed, with the same restrictions as apply to the primary sign.

A Major Tenant Sign will be allowed for suites 166, 168 and 176 due to their suite size and particular architecture. A wall sign located at the upper parapet where indicated herein, and which can consist of individual letters and logo, dimensional panel or combination of the two. **Size based upon the following equation: One square foot of sign area per lineal foot of suite frontage, up to a maximum of twenty-five square feet.** Colors and graphics open to tenant with prior written Landlord approval. Graphics and colors as part of a **Registered Trademark**, will be allowed to follow their guidelines for signs, as long as these fit within the sign guidelines of this program, and the City Of San Clemente's guidelines. These signs will have the option of being illuminated by roof-mounted up lights (of approved style, intensity and location of fixtures), and that are NOT visible from normal viewing angles. No part of sign may extend beyond the top of the parapet wall. This sign shall have a handcrafted appearance in materials and finish, and shall utilize layering, hand-painting and construction details that create a visually interesting display.

Prohibited Signs:

The following sign types will not be allowed within the project:

- Exterior signs not approved by the landlord, and with a permit issued by the City of San Clemente.
- Temporary "window splash" signs, consisting of either vinyl or paint, or any window sign taking up more than (25) percent of the respective window area.
- A-frame "sandwich board" freestanding signs, or any freestanding sign placed in the public right-of-way, without prior written landlord approval.
- Roof-top signs of any type.
- Vehicle signs, other than those placed upon a vehicle which is regularly used by the respective business, i.e., product deliveries.
- Any sign prohibited in San Clemente Zoning Code Title 17, Chapter 17. 8.
- Motion or chasing signs of any type, that are visible to the exterior of the store.
- Exposed conduit, wiring or electrical connections.
- Signs painted directly onto the building wall.
- Exposed neon or light tubing, or illuminated signs of any type.
- Plastic or metal laminates, or hi-gloss, reflective or day glow finishes.

Specifications

Planned Sign Program

Plaza Mar Vista
San Clemente



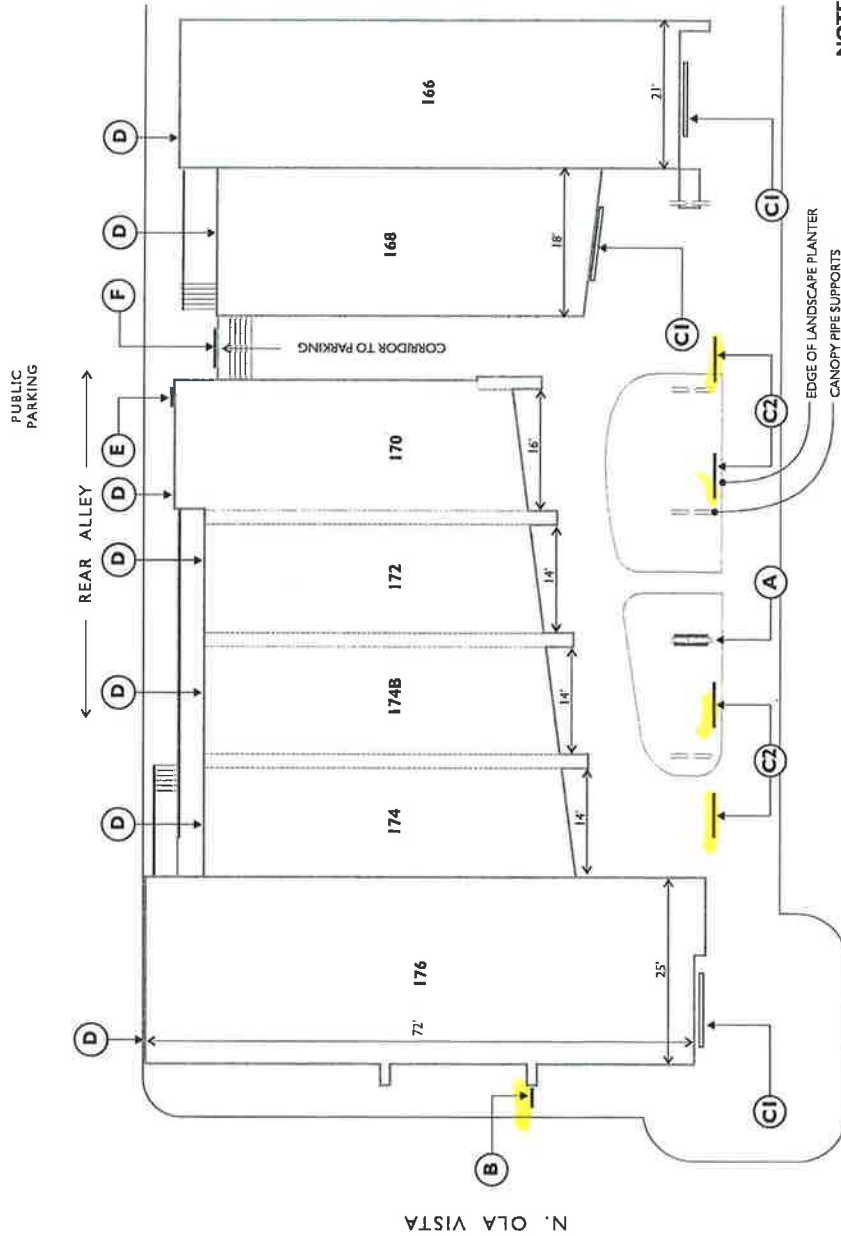
NOTE:
All current signs (other than window signs) are to be removed after City approval of new Planned Sign Program.

Planned Sign Program
Plaza Mar Vista
San Clemente

Site Survey Pictures

NOTE: The information contained in these documents is intended only for the use of person(s) directly associated with the respective project and no one else. Drawings are not to be copied, duplicated or distributed without the prior written consent of Red Wall Studio.

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NOTE:
All current signs (other than window signs) are to be removed after City approval of new Planned Sign Program.

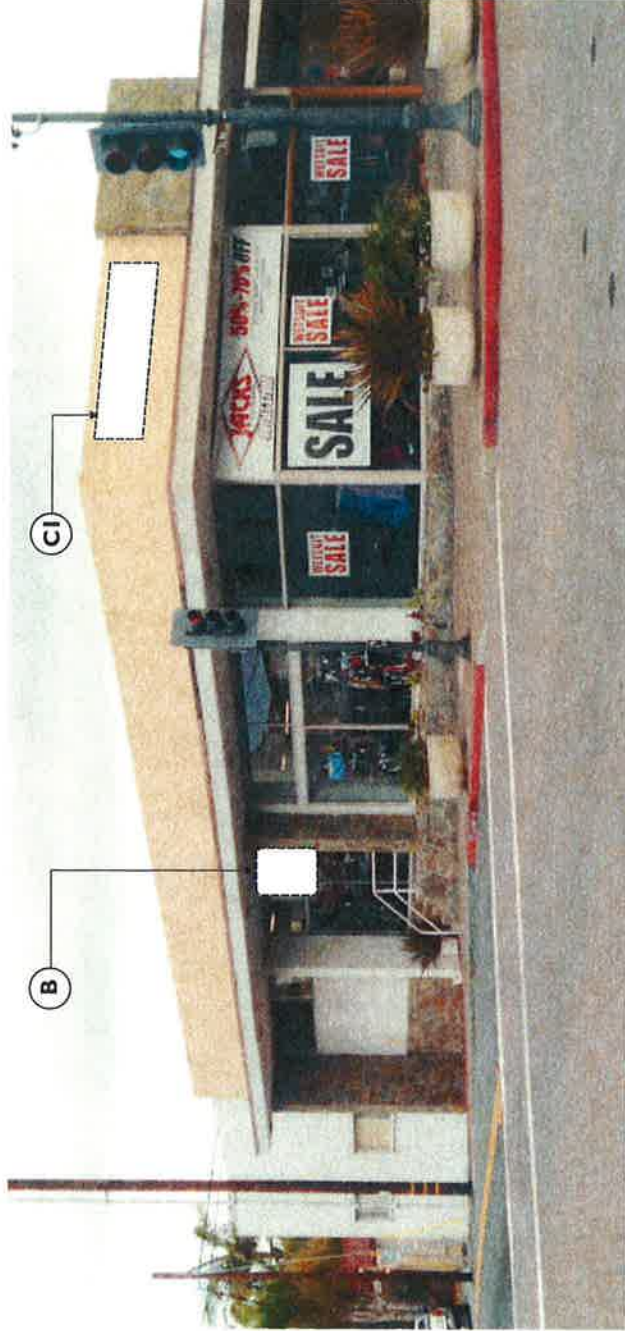
NOTE:
ROOF CANOPY OUTLINE IS NOT SHOWN FOR CLARITY.

Planned Sign Program
Plaza Mar Vista
San Clemente

Site Plan

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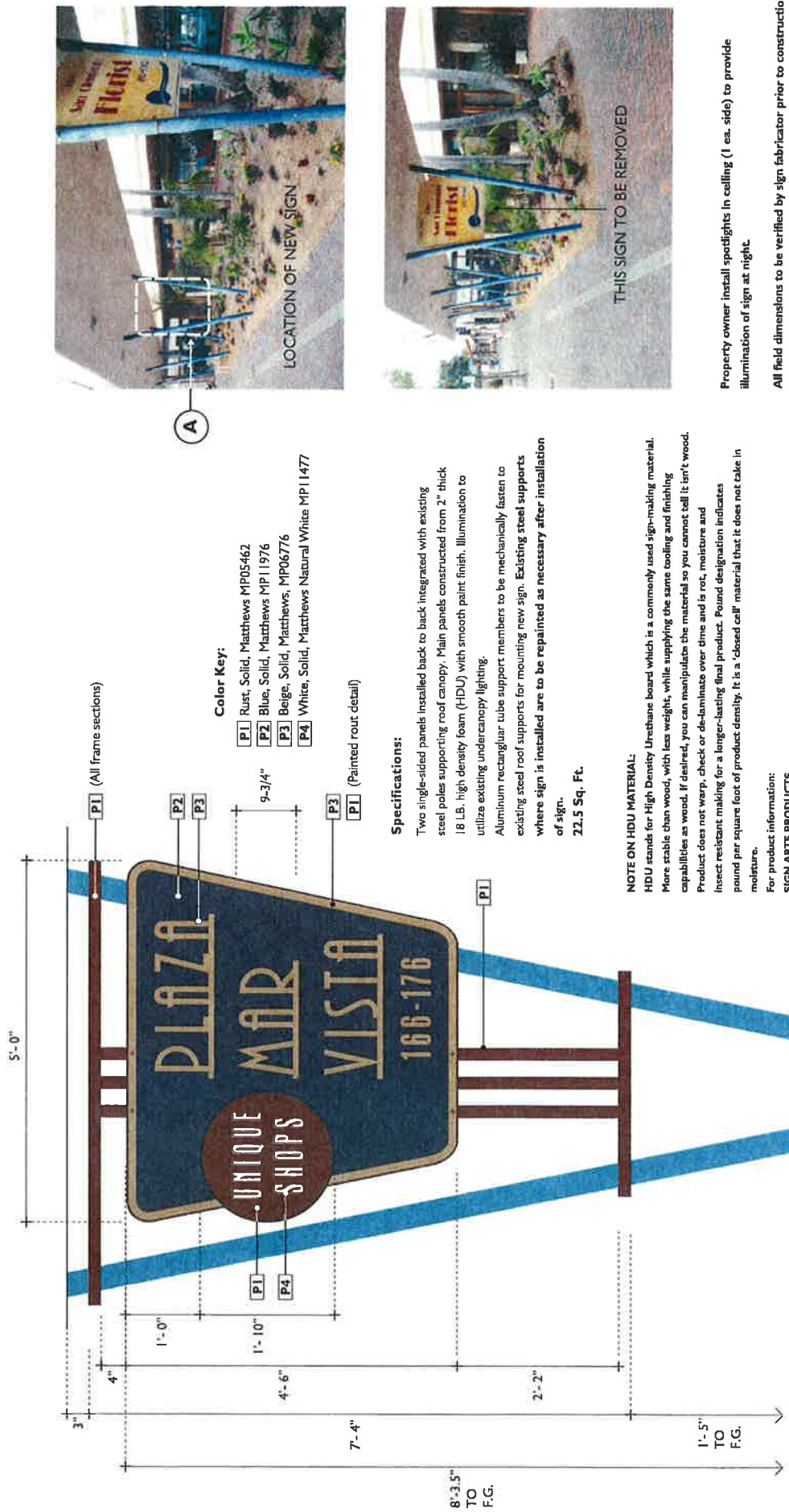
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Site Survey Pictures

Planned Sign Program
Plaza Mar Vista
San Clemente

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Aug. 31, 2012



- Color Key:**
- P1 Rust, Solid, Matthews MP05462
 - P2 Blue, Solid, Matthews MP11976
 - P3 Beige, Solid, Matthews, MP06776
 - P4 White, Solid, Matthews Natural White MP11477

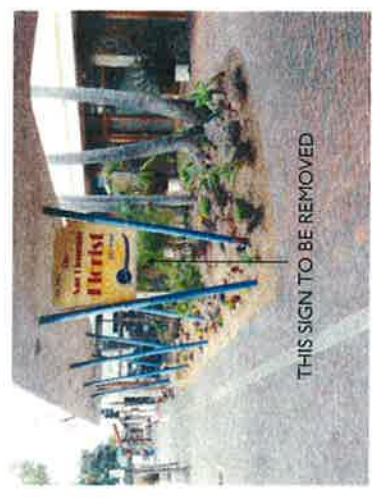
Specifications:
 Two single-sided panels installed back to back integrated with existing steel poles supporting roof canopy. Main panels constructed from 2" thick 18 LB. high density foam (HDU) with smooth paint finish. Illumination to utilize existing undercanopy lighting.
 Aluminum rectangular tube support members to be mechanically fasten to existing steel roof supports for mounting new sign. Existing steel supports where sign is installed are to be repainted as necessary after installation of sign.
 22.5 Sq. Ft.

NOTE ON HDU MATERIAL:
 HDU stands for High Density Urethane board which is a commonly used sign-making material. More stable than wood, with less weight, while supplying the same tooling and finishing capabilities as wood. If desired, you can manipulate the material so you cannot tell it isn't wood. Product does not warp, check or de-laminate over time and is rot, moisture and insect resistant making for a longer-lasting final product. Pound designation indicates pound per square foot of product density. It is a 'closed cell' material that it does not take in moisture.
 For product information:
 SIGN ARTS PRODUCTS
 2681 Merit Circle, Ste. 104
 Laguna Hills, CA 92653
 800.338.4030

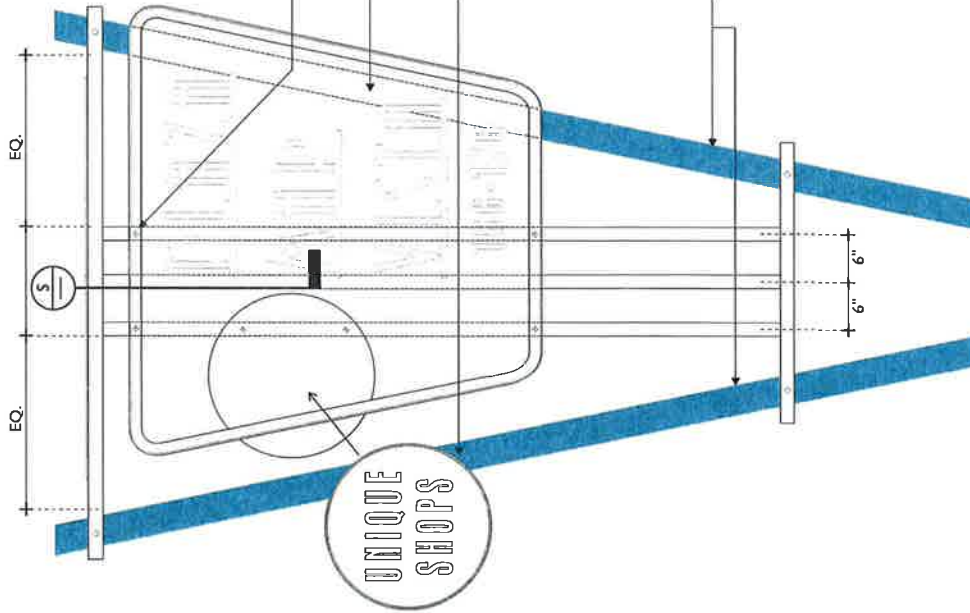
(A) PRIMARY PROJECT IDENTIFICATION SIGN DETAIL
 3/4" = 1'-0"

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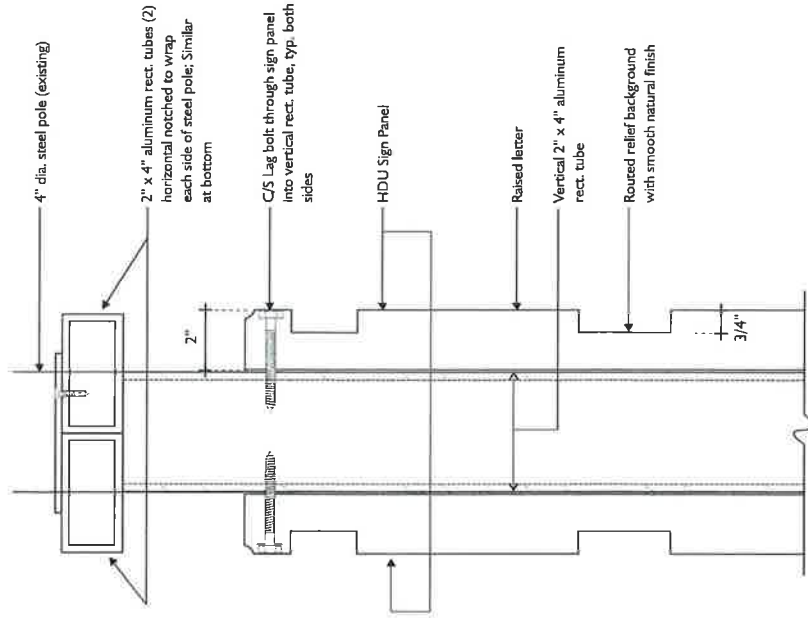
© 2012 Red Wall Studio



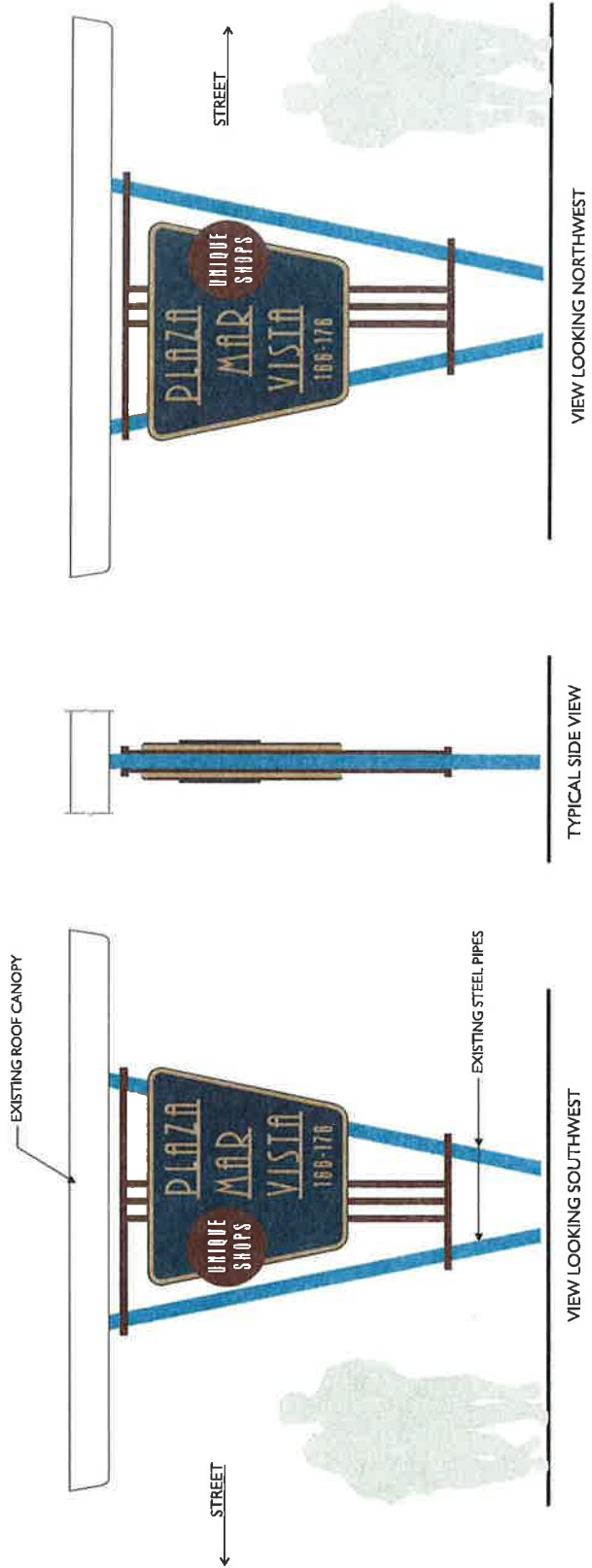
Property owner install spotlights in ceiling (l.e.s. side) to provide illumination of sign at night.
 All field dimensions to be verified by sign fabricator prior to construction.



A PRIMARY PROJECT IDENTIFICATION SIGN DETAIL
3/4" = 1'-0"



S PRIMARY SIGN SECTION DETAIL
3" = 1'-0"



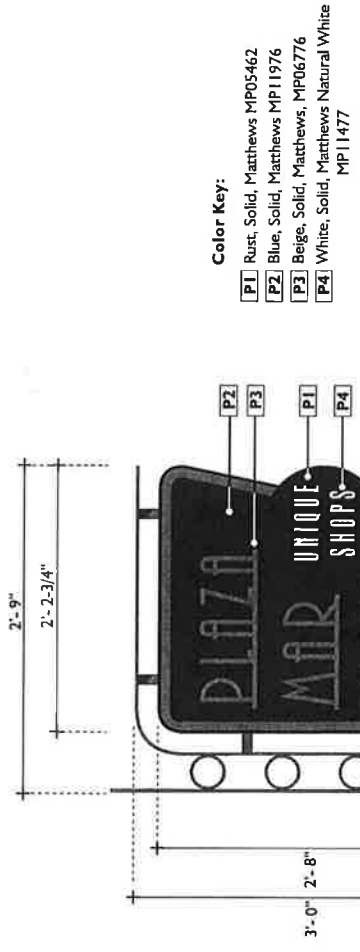
A PROJECT & TENANT IDENTIFICATION ADJACENT TO AVE. DEL MAR
 3/8" = 1'-0"

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Primary Project Identification

Planned Sign Program
Plaza Mar Vista
 San Clemente



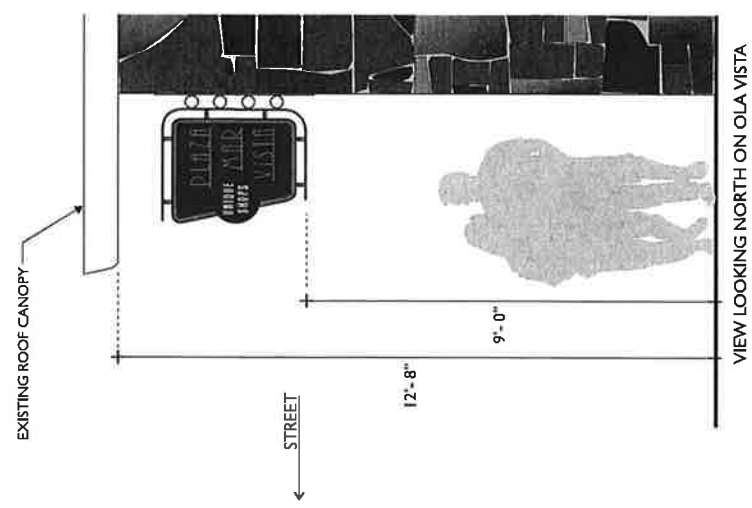
5.9 Sq. Ft.

B SECONDARY PROJECT IDENTIFICATION DETAIL
1" = 1'-0"

Specifications:

- Double-sided blade sign with custom fabricated wrought iron bracket.
- Sign panel from 2" thick 18 LB. HDU finished with smooth surfaces.
- Dimensional raised letters and raised dimensional circle integrated into outer contour.
- Dimensional plant-on circle from 3/4" thick HDU with inverse relief letters.
- All surfaces primed and painted with matte finish acrylic polyurethane.

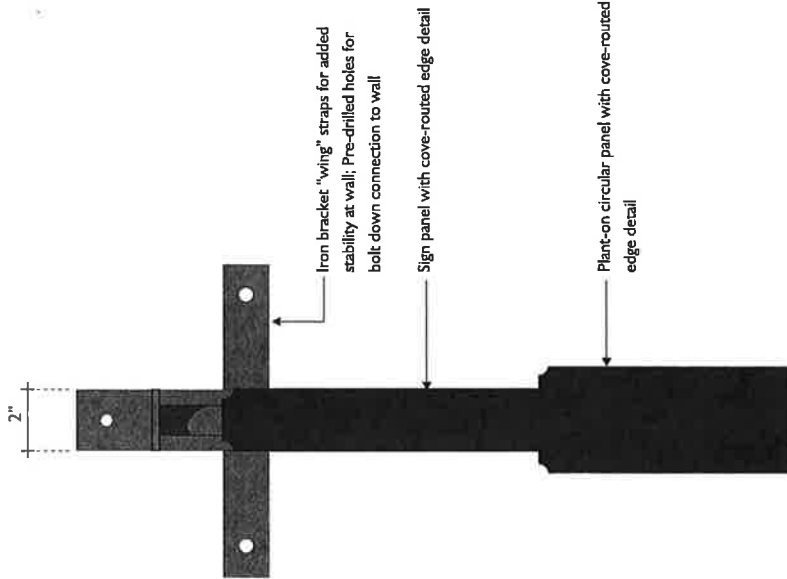
Sign/ bracket to be mechanically fastened to building column where specified.



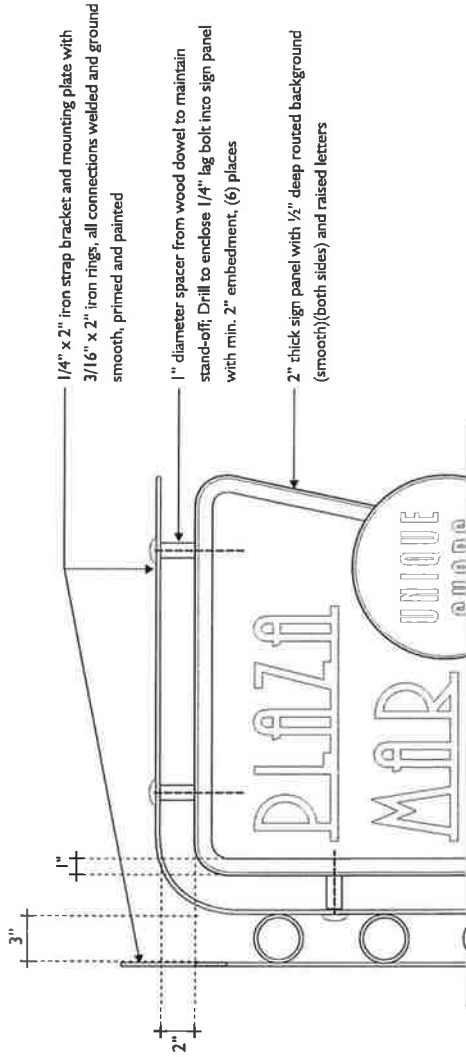
B SECONDARY PROJECT IDENTIFICATION ADJACENT TO OLA VISTA
3/8" = 1'-0"

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B DETAIL END VIEW
3" = 1'-0"



B DETAIL FRONT VIEW
1-1/2" = 1'-0"

NOTE ON HDU MATERIAL:
HDU stands for High Density Urethane board which is a commonly used sign-making material and more stable than wood, with less weight, while supplying the same tooling and finishing capabilities as wood. If desired, you can manipulate the material so you cannot tell it isn't wood. Product does not warp, check or de-laminate over time and is rot, moisture and insect resistant making for a longer-lasting final product. Pound designation indicates pound per square foot of product density. It is a "closed cell" material that it does not take in moisture.

For product information:
SIGN ARTS PRODUCTS
26881 Merit Circle, Ste. 104
Laguna Hills, CA 92653
800.338.4030

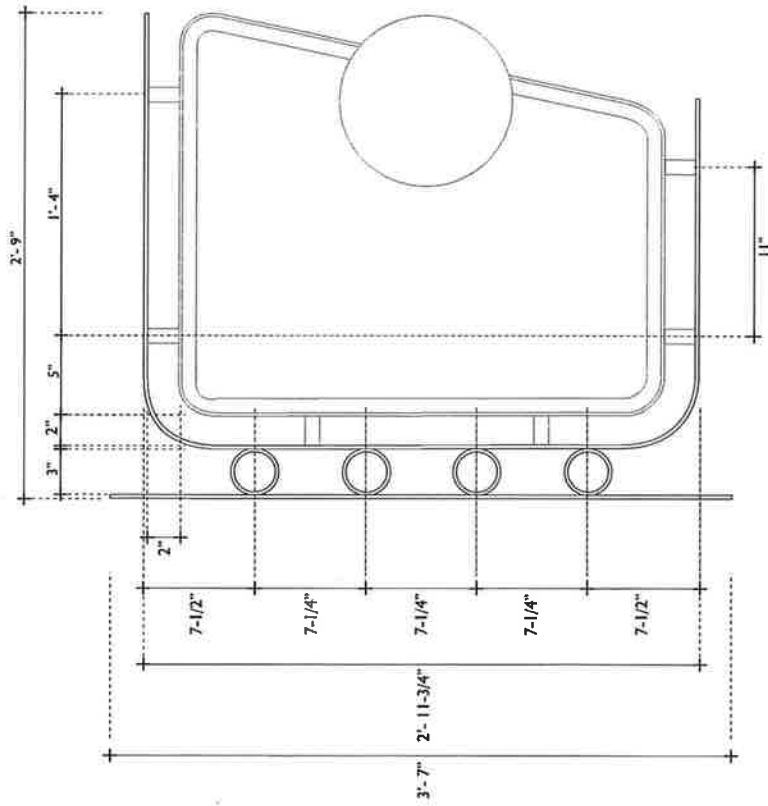
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Secondary Project Identification
Blade Sign

Planned Sign Program
Plaza Mar Vista
San Clemente

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Aug. 31, 2012



B SUPPORT BRACKET DETAIL
1-1/2" = 1'-0"

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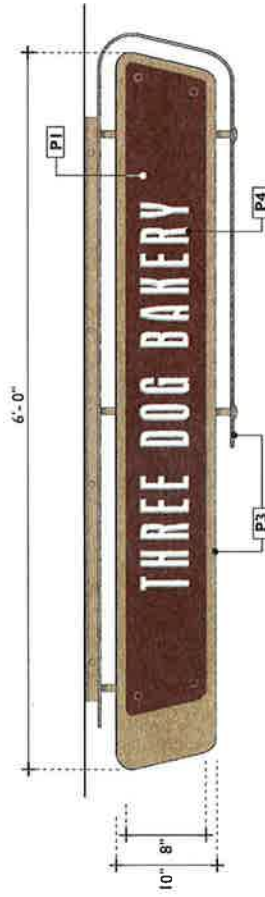
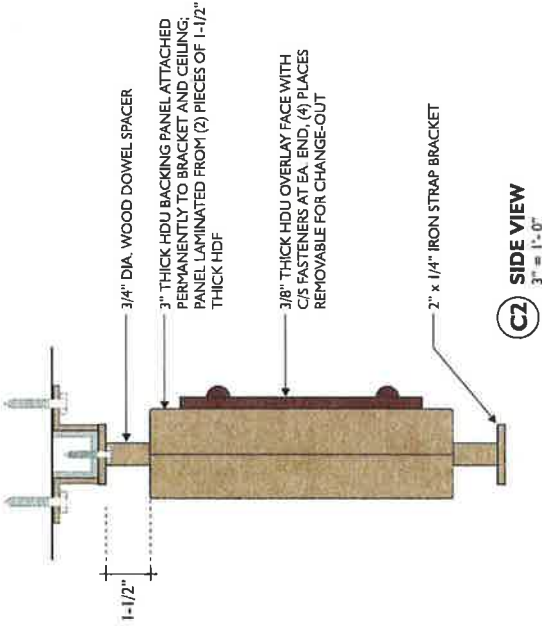
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Secondary Project Identification
Blade Sign Bracket Details

Planned Sign Program
Plaza Mar Vista
San Clemente

Color Key:

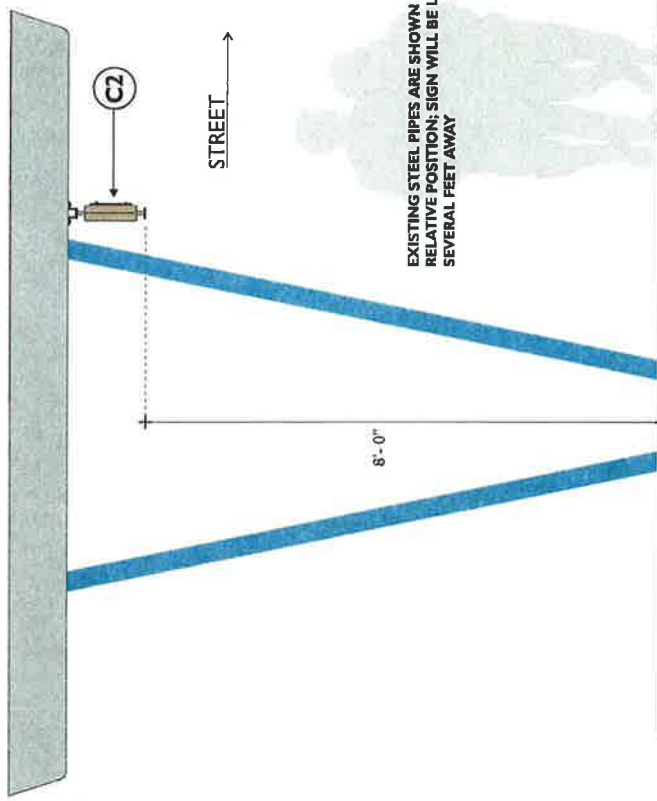
- P1** Rust, Solid, Matthews MP05462
- P2** Blue, Solid, Matthews MP11976
- P3** Beige, Solid, Matthews, MP06776
- P4** White, Solid, Matthews Natural White MP11477

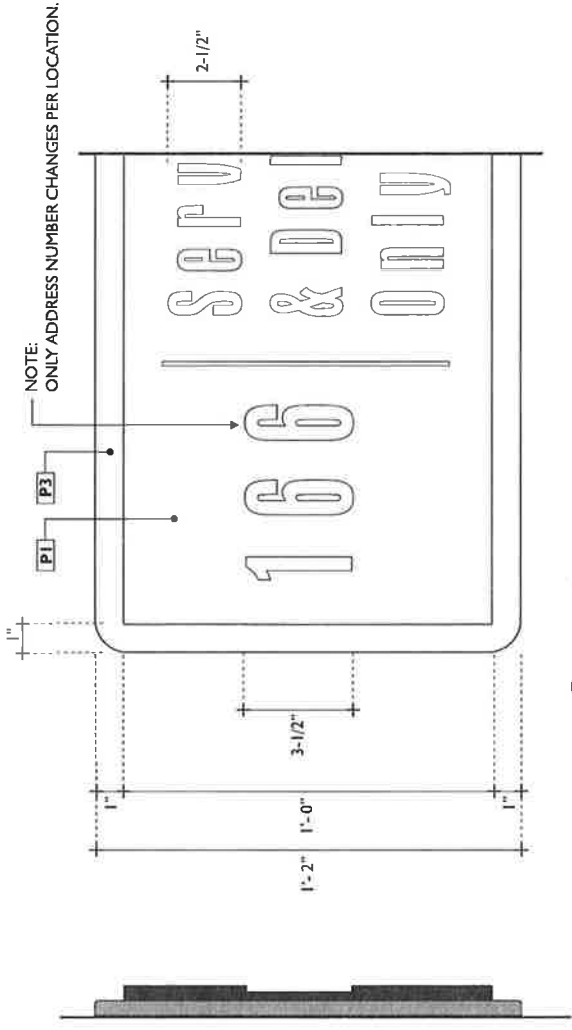


BACKER PANEL AND BRACKET TO BE PERMANENTLY INSTALLED TO THE UNDERSIDE OF ROOF CANOPY. OVERLAY GRAPHIC PANEL TO BE REMOVABLE FOR TENANT CHANGE-OUT. TENANT LETTERS TO BE INVERT SANDBLASTED TO A DEPTH OF 1/4" AND PAINTED PER SPECIFICATION.

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NOTE:
ONLY ADDRESS NUMBER CHANGES PER LOCATION.

Specifications:

2- Level panel sign cut-out from (2) pieces of 1/2" thick HDU with leading edges eased. Surfaces sanded smooth with smooth paint finish. Letters, numbers, and vertical rule line to be routed into the face panel to a depth of 1/4".

Color Key:

- P1** Rust, Solid, Matthews MP05462
- P2** Blue, Solid, Matthews MP11976
- P3** Beige, Solid, Matthews, MP06776
- P4** White, Solid, Matthews Natural White MP11477

D REAR SERVICE ENTRANCE ID SIGN
3" x 1'-0"

168 SERVICE & DELIVERIES ONLY	170 SERVICE & DELIVERIES ONLY	172 SERVICE & DELIVERIES ONLY	174B SERVICE & DELIVERIES ONLY	174 SERVICE & DELIVERIES ONLY	176 SERVICE & DELIVERIES ONLY
---	---	---	--	---	---

D MESSAGE SCHEDULE
NTS

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Rear Door Suite Identification

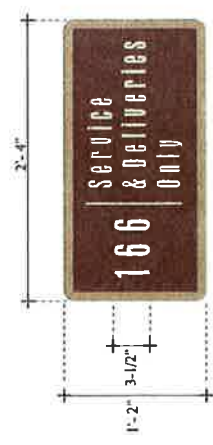
Planned Sign Program
Plaza Mar Vista
San Clemente



F CUT-OUT ADDRESS - WALL MOUNTED
1/2" = 1'-0"

Specifications:
Cut-out numbers and disk from 1/2" thick HDU with smooth paint finish. "DEL" letters to be inverse routed into the face of disk to a depth of 1/4" and painted. Install flush to building wall with high-bond tape and adhesive.

Color Key:
P2 Blue, Solid, Matthews MP11976
P4 White, Solid, Matthews Natural White MP11477

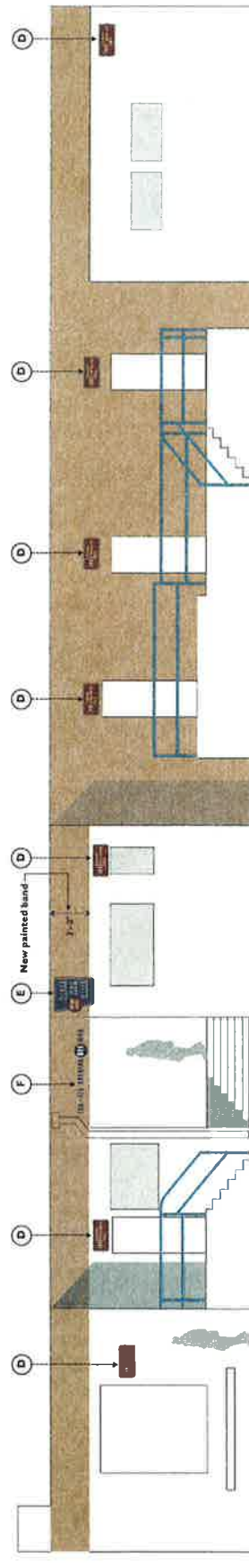


D REAR SERVICE ENTRANCE ID SIGN
Specifications:
See sheet 15 for sign details



E REAR ELEVATION WALL SIGN
3/4" = 1'-0"

Specifications:
Similar to sign type **E**. See sheet 11 for sign details



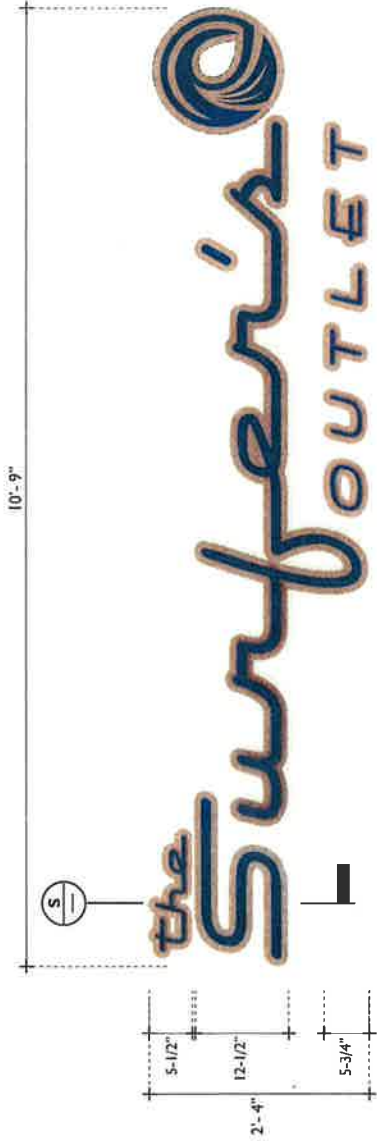
D E F 1/8" = 1'-0"
REAR ELEVATION (PUBLIC PARKING LOT VIEW)

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Rear Elevation Signs

Planned Sign Program
Plaza Mar Vista
 San Clemente



(CI) TYPICAL DIMENSIONAL HANDCRAFTED LETTERS ON PARAPET WALL
 $3/4" = 1'-0"$

25.0 Sq. Ft.

Specifications:

Individual dimensional layered letters from 15 LB HDU 1" thick contour cut backer with bullnose edge.

Overlay with 1/2" thick cut-out letter installed flush to the face of backer.

1/2" thick HDU stand-off cut to follow the contour of backer with 1/2" setback to create edge reveal and maintain stand-off from wall surface.

Optional illumination to utilize roof canopy indirect up lighting (of an approved style, intensity and location), fixtures are not to be visible from normal viewing angles. All exposed surfaces to be primed and painted with matte finish acrylic polyurethane.

Allowable colors:

- 1) Rust, Solid, Matthews MP05462
- 2) Blue, Solid, Matthews MPI1976
- 3) Beige, Solid, Matthews, MP06776
- 4) White, Solid, Matthews Natural White MPI1477

NOTE ON HDU MATERIAL:

HDU stands for High Density Urethane board which is a commonly used sign-making material and more stable than wood, with less weight, while supplying the same tooling and finishing capabilities as wood. If desired, you can manipulate the material so you cannot tell it isn't wood. Product does not warp, check or de-laminate over time and is rot, moisture and insect resistant making for a longer-lasting final product. Pound designation indicates pound per square foot of product density. It is a 'closed cell' material that it does not take in moisture.

For product information:

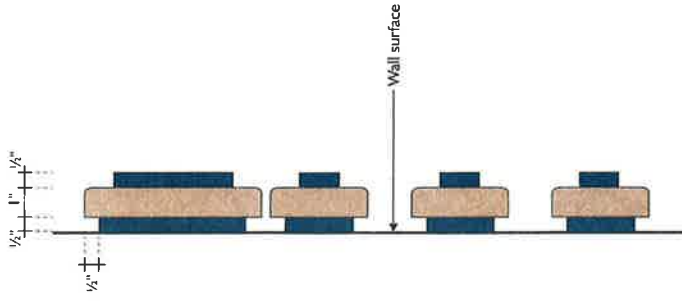
SIGN ARTS PRODUCTS
 26081 Merit Circle, Ste. 104
 Laguna Hills, CA 92653
 800.338.4030

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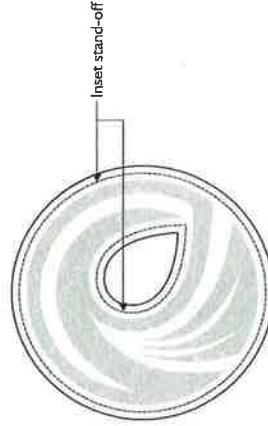
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Major Tenant Identification
 Custom Wall Sign

Planned Sign Program
Plaza Mar Vista
 San Clemente

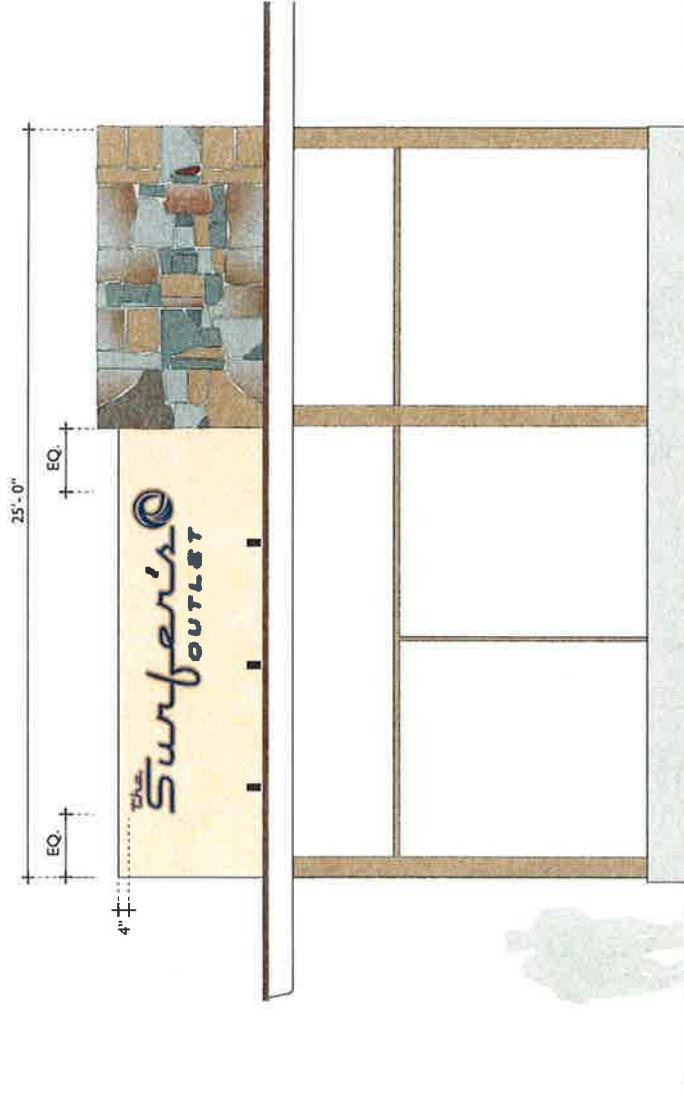


LETTER SECTION
 $3" = 1'-0"$



Specifications:

Individual dimensional letters, painted and installed where specified.
See detail sheet.



(CI) MAJOR TENANT IDENTIFICATION - SUITE 177 (AVE. DEL MAR VIEW)

1/4" = 1'-0"

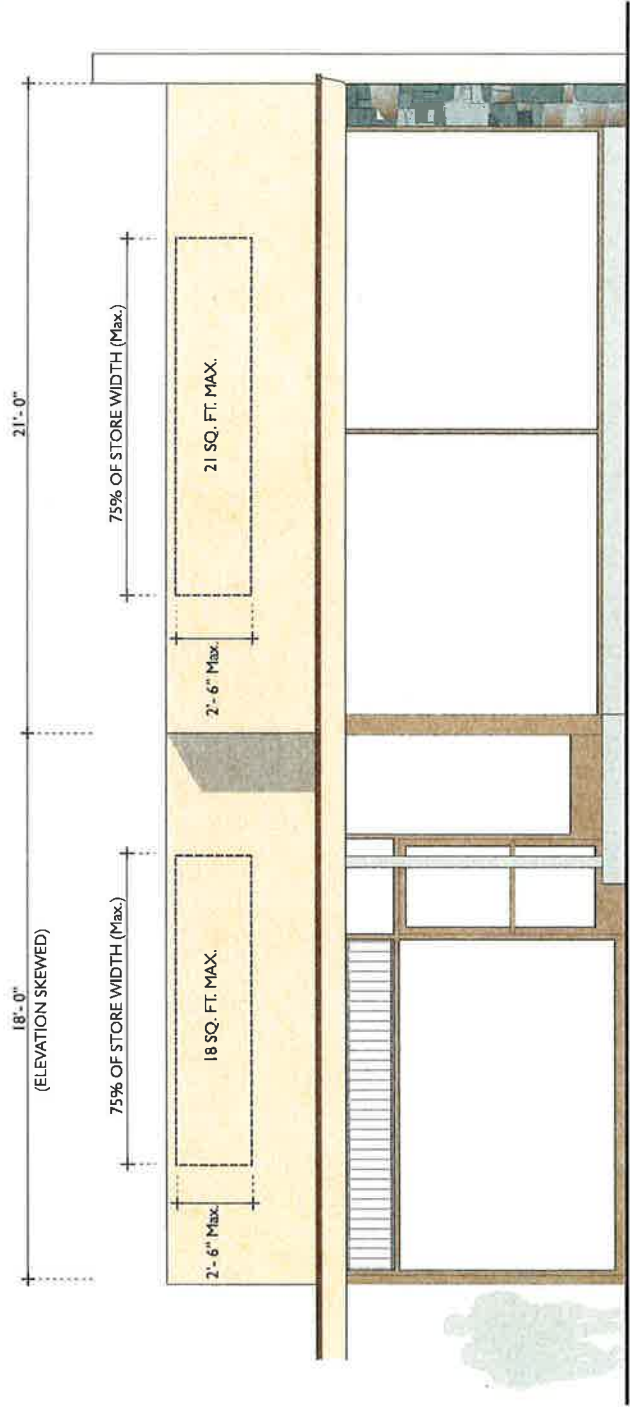
SIGN SPECIFICATIONS:
SEE SHEET 17 FOR SIGN DETAILS

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Major Tenant Identification
Custom Wall Sign

Planned Sign Program
Plaza Mar Vista
San Clemente



NOTE:
SIGNS ARE POSITIONED HIGH ON THE WALL
FOR BETTER VISIBILITY.

SIGN SPECIFICATIONS:
SEE SHEET 17 FOR SIGN DETAILS

CI MAJOR TENANT IDENTIFICATION - SUITES 166 & 168 (AVE. DEL MAR VIEW)
1/4" = 1'-0"

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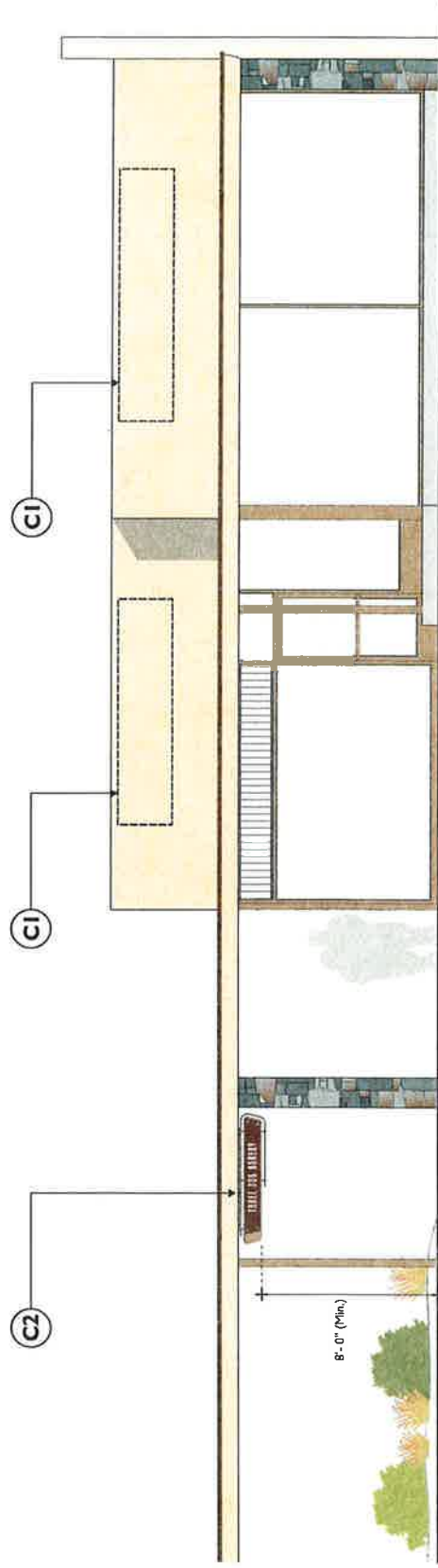
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Major Tenant Identification
Custom Wall Sign

Planned Sign Program
Plaza Mar Vista
San Clemente

Sheet 19 of 23

Dec 15, 2012



SIGN SPECIFICATIONS:
 (C1) SEE SHEET 17 FOR SIGN DETAILS
 (C2) SEE SHEET 14 FOR SIGN DETAILS

I PARTIAL FRONT ELEVATION SHOWING TENANT SIGN TYPES (AVE. DEL MAR VIEW)
 1/4" = 1'-0"

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Tenant Identification Signs

Planned Sign Program
Plaza Mar Vista
 San Clemente



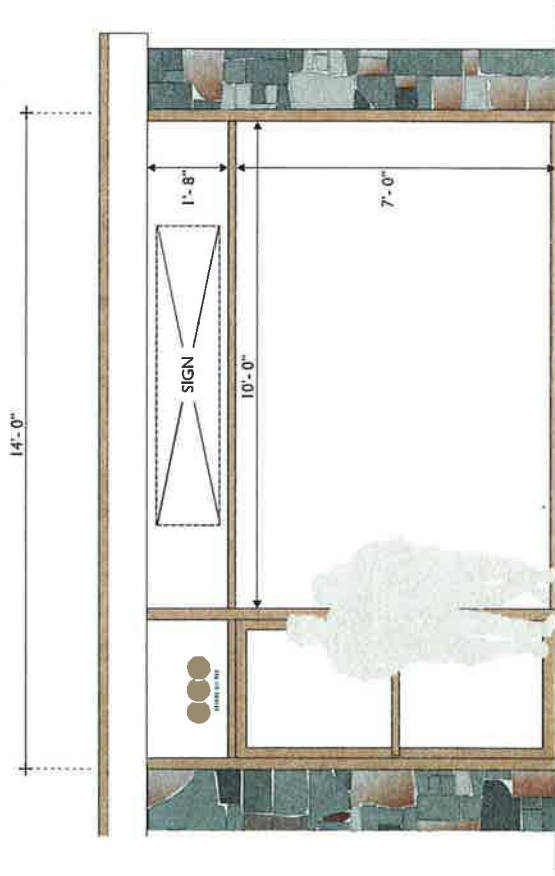
Window sign size calculation as follows:

Window sign size: 10'-0" wide x 8'-8" high = 86.66 Sq. Ft.

Max. sign size: 25% = 21.66 Sq. Ft.

Window sign may be placed anywhere within the window frame at Tenant's discretion, in the upper transom window only.

Hours of operation, emergency phone number, web address and like information, can be displayed on the window, at a size not to exceed 18 square inches, and with a maximum character height not to exceed 2 inches. This will not count against the primary sign size calculation.



(C) IN-LINE TENANT IDENTIFICATION
3/8" = 1'-0"

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Tenant Primary Identification
Window Sign

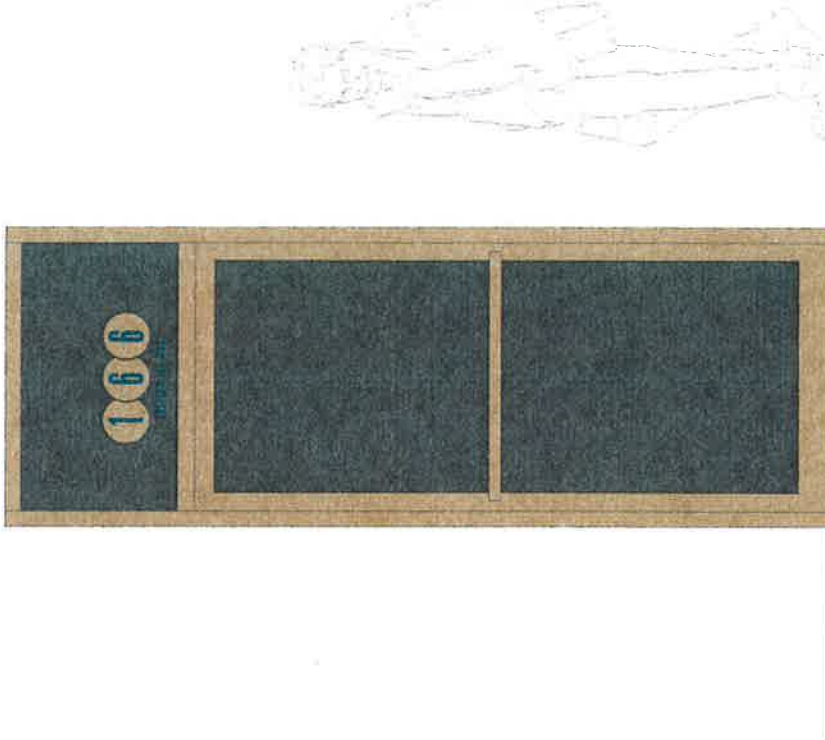
Planned Sign Program
Plaza Mar Vista
San Clemente



SUITE ADDRESS
3" = 1'-0"

Specifications:

- Circles to be painted onto window transom at position indicated in color t/m new trim color.
- Overlay with 3M Scotchcal vinyl 230-236 Turquoise numbers and street name.



SUITE ADDRESS NUMBERS - LOCATION DETAIL
Scale: 3/4" = 1'-0"

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Suite Addressing

Planned Sign Program
Plaza Mar Vista
San Clemente

FRONTAGE DESIGNATIONS & SIGN SIZE LIMITATIONS FOR TENANT SIGNS

Suite Number	Lineal Frontage (Primary)	Lineal Frontage (Secondary)	Sign Type Allowed & Size Limitations	Qty.
166	21 FT.	9 FT.	Sign Type C1 Wall Sign , Wall Sign Not to Exceed 21 Sq. Ft. Dimensional sign graphics, with or without backing panel. Window Sign Not to Exceed 25% of Window Area	One
168	18 FT.	40 FT.	Sign Type C1 Wall Sign , Wall Sign Not to Exceed 18 Sq. Ft. Window Sign Not to Exceed 25% of Window Area	One
170	14 FT.	40 FT.	Sign Type C2 Blade Sign to hang from roof canopy ceiling facing Avenida del Mar; Typical size, design and colors as specified. 5 Sq. Ft. Sign Type C Window Sign Window Sign Not to Exceed 25% of Window Area	One
172	14 FT.	N/A	Sign Type C2 Blade Sign to hang from roof canopy ceiling facing Avenida del Mar; Typical size, design and colors as specified. 5 Sq. Ft. Sign Type C Window Sign Window Sign Not to Exceed 25% of Window Area	One
174B	14 FT.	N/A	Sign Type C3 Blade Sign to hang from roof canopy ceiling facing Avenida del Mar; Typical size, design and colors as specified. 5 Sq. Ft. Sign Type C Window Sign Window Sign Not to Exceed 25% of Window Area	One
174	14 FT.	N/A	Sign Type C2 Blade Sign to hang from roof canopy ceiling facing Avenida del Mar; Typical size, design and colors as specified. 5 Sq. Ft. Sign Type C Window Sign Window Sign Not to Exceed 25% of Window Area	One
176	25 FT.	72 FT.	Sign Type C1 Wall Sign , Wall Sign Not to Exceed 25 Sq. Ft. Window Sign Not to Exceed 25% of Window Area	One

TOTAL SIGN BREAKDOWN

Designation	Sign Type	Description	Qty.
A	Center ID/ Monument Sign	Dimensional panel sign for Project Identification on Avenida del Mar. Fabricated from high density urethane (HDU) and integrated into the canopy roof support poles. Double-faced, externally illuminated.	One
B	Blade Sign	Dimensional panel sign for Project Identification on Ota Vista. Fabricated from high density urethane (HDU) with custom fabricated strap iron bracket. Double-faced, externally illuminated.	One
C1	Parapet Wall Sign	Custom fabricated tenant sign located on upper parapet wall where architecture allows. This sign type is encouraged to be more creative in design, using fonts and colors conducive to the business being identified. Externally illuminated.	One
C2	Tenant Blade Sign	A typical sign for the identification of tenants in suites 170, 172, 174 & 174B. Blade sign to hang from the bottom of roof canopy facing Avenida del Mar. Ambient light, non-illuminated.	Four
D	Service Entrance ID Sign	Dimensional panel sign for identification of rear service doors, wall mounted. Externally illuminated.	Seven
E	Project ID Wall Sign	Dimensional panel sign for Project Identification facing rear parking area. Fabricated from high density urethane (HDU). Wall mounted. Non-illuminated.	One
F	Address Sign	Cut-out numbers from acrylic, mounted to rear elevation wall. Non-illuminated.	One

NOTE: The information contained in these documents is intended only for the use of person(s) directly associated with the respective project and no one else. Drawings are not to be copied, duplicated or distributed without the prior written consent of Red Wall Studio.

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Project Sign Matrix

Planned Sign Program
Plaza Mar Vista
 San Clemente