



STAFF REPORT SAN CLEMENTE PLANNING COMMISSION

Date: March 9, 2015

PLANNER: Sean Nicholas, Associate Planner *SN*

SUBJECT: Discretionary Sign Permit 15-044/Sign Exception Permit 15-045, Estrella Shopping Center Master Sign Program Phase I, a request to consider a Master Sign Program including monument signs, wall signs, and one freeway oriented sign for an existing shopping center. This is for the portion of the commercial center that was the K-Mart facility located within the Community Commercial (CC2) zoning district at 550 Camino De Estrella.

REQUIRED FINDINGS

Prior to approval of the proposed project, the following findings shall be made. The draft Resolutions (Attachments 1 and 2) and analysis section of this report provide an assessment of the project's compliance with these findings.

Discretionary Sign Permit (DSP), Section 17.16.250, to approve the proposed Master Sign Program for the center, including monument signs over six feet tall.

- 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 and the Design Guidelines.
- 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. For Master Sign Programs:
 - i. The provisions of the Master Sign Program ensure consistency in design and style of all new signs,
 - ii. The provisions of the Master Sign Program address compatibility of the design and style of any existing signs on the building or site, and
 - iii. All new signs within the Master Sign Program are in compliance with the design standards of this chapter.

Sign Exception Permit (SEP), Section 17.16.260, to approve wall signs larger than 64 square feet and for one freeway oriented wall sign.

- a. There are unique or unusual circumstances relating to the size of the site or business, shape of the site or business, location and orientation of the site or

- business, visibility of the site or business, proximity to street frontage or length of street frontage that do not allow the site or business to achieve the goals and objectives of this chapter for adequate business identification.
- b. The granting of the sign exception permit is not contrary to the intent of the General Plan, Design Guidelines, relative specific plan or Architectural Overlay District in which the sign exception is proposed.
 - c. The granting of a Sign Exception Permit is not considered a grant of special privileges inconsistent with the limitations of other similarly situated properties.
 - d. The granting of a Sign Exception Permit does not create a traffic or safety hazard.
 - e. The granting of a Sign Exception Permit does not adversely impact surrounding properties by increasing light, glare or noise.
 - f. For freeway-oriented signs:
 - i. The location of the site dictates the need for a freeway-oriented sign to allow adequate business identification.
 - ii. The design, scale, materials and location of the freeway-oriented sign provides necessary business identification to motorists on the freeway without creating adverse visual impacts.
 - iii. The design, scale and materials of the signs harmonize with the architectural design of the building it serves and are complimentary to the City's image as viewed from the freeway.
 - iv. The design and scale of the signs is appropriate to the distance from which the signs are normally viewed from the freeway.

BACKGROUND

The applicant, Kornland Building Company, received approval in August of 2014, to revitalize a blighted commercial center at the northern border of the community. Under the proposal, the center will be completely remodeled using Spanish architecture with smooth white stucco, red tile roofs, and tower elements, along with various landscaping and paving upgrades throughout the site. Associated with the remodel will be three new tenants including Sports Authority, Stein Mart, and Sprouts. This request is for the Master Sign Program for the Phase I portion of the Estrella Center remodel. The Master Sign Program Phase I includes: two monument signs, 10 feet in height, and six wall signs. Four of the six wall signs are larger than 64 square feet and one is freeway oriented.

Pursuant to Municipal Code Section 17.84.020(G)(2)(e), a Discretionary Sign Permit is required for a Master Sign Program and monument signs over six feet in height. Pursuant to Municipal Code Section 17.16.260(C)(2), a Sign Exception Permit is required for individual wall signs over 64 square feet and for the freeway facing wall sign requested for Sports Authority.

The applicant has provided a letter (Attachment 4) explaining why they are requesting a Sign Exception Permit and why they feel the added visibility it would provide (particularly for the

Sports Authority tenant) is necessary for the center’s success and to permit the redevelopment of the center to move forward.

Development Management Team Meeting

The City's Development Management Team (DMT) reviewed the project on February 5, 2015, and recommended approval with conditions. The recommended conditions of approval are shown on Attachment 1 and Attachment 2, Exhibit A.

Noticing

Public notices were distributed and posted per City and State requirements, and to date staff has not received any correspondence on this item.

PROJECT DESCRIPTION

The applicant proposes to establish a Master Sign Program for the recently approved façade remodel for the Estrella Shopping Center located at 550 Camino de Estrella.

Table 1 lists all proposed signs for Master Sign Program Phase I.

Table 1 – Proposed Signage

Proposed Signs	Sign Square Footage	Requires Sign Exception Permit
Monument Sign (two proposed in Phase I, one proposed in Phase II)	64 square feet of sign area (6 panels) at “primary” entry 160 square feet total structure	No, meets development standards
	34 square feet of sign area (4 panels) at signalized intersection 100 square feet total structure	No, meets development standards
Primary Sprouts Wall Sign	156 square feet	Yes
Secondary Sprouts Wall Signs (two proposed in total)	23 and 27 square feet	No, meets development standards
Stein Mart Signage	230 square feet	Yes
Primary Sports Authority Signage	176 square feet	Yes

Proposed Signs	Sign Square Footage	Requires Sign Exception Permit
Freeway Oriented Sports Authority Signage	158 square feet	Yes (size and freeway oriented)
Total Signage Permitted for Phase I by the Municipal Code	986 square feet	
Total Signage Proposed in Phase I	868 square feet	

Design of Signs

The property is located at a General Plan designated gateway where Spanish architecture is required. Consequently, the sign program must be compatible with the Spanish architecture of the center. The materials proposed for the monument signs and wall signs are high quality and compatible with the architectural style.

Wall Mounted Signs

The proposed wall mounted signs are individual aluminum pin-mounted letters with halo illumination. The applicant is proposing to utilize the tenants' corporate colors in the signs, but does not propose any logos.

All the primary tenant identification wall mounted signs are larger than 64 square feet and are located on the front facades of the development. There are two ancillary wall signs on the Sprouts storefront and one wall sign on the side of the Sports Authority space that faces the freeway. The proposed signs are in scale with the building facades as viewed from the public right-of-way. As a component of this application, the applicant has prepared various visual simulations as viewed from both Camino de Estrella and the freeway (Attachment 6). The images below demonstrate how the larger signs provide visibility from the street due to the distance they are set back from Camino de Estrella, and their proportionality with the building's architecture. The applicant has also provided elevations with smaller 64 square foot signs.

Image1: Proposed Wall Signage



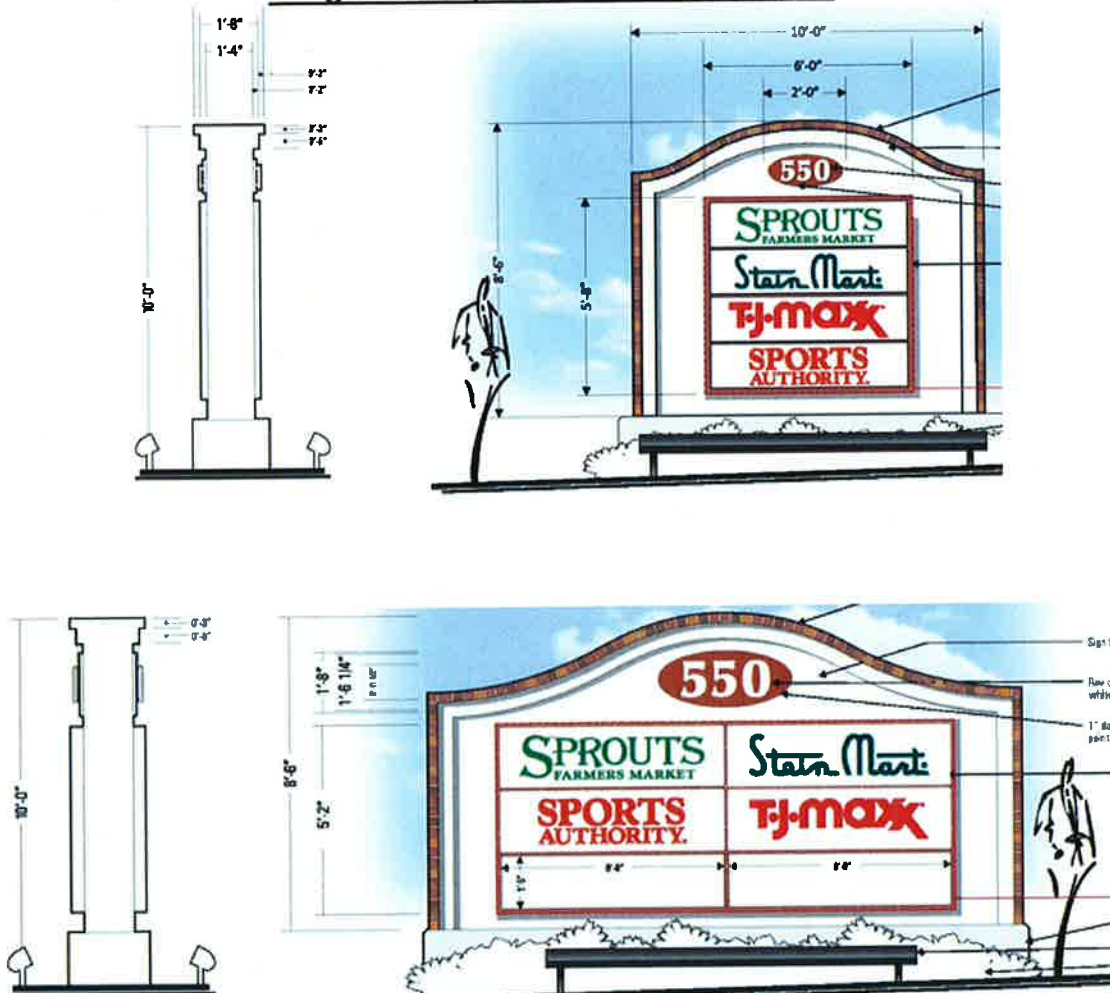
Image 2: Wall Signage if limited to 64 Square Feet



Monument Signs

The monument signs are designed in a style to compliment the Spanish architecture of the center. There are two different sizes of monument signs, a four panel sign with 34 square feet of signage, and a six panel sign with 64 square feet of signage.

Image 3: Proposed Monument Signs



The monuments are treated with a smooth white stucco finish with a decorative brick cap and are 10 feet in height. The design was inspired by the new Vista Hermosa Sports Park and Target Monument Signs. Image 4 shows the Target monument sign.

Image 4: Sign Used for Design Inspiration



PROJECT ANALYSIS

Discretionary Sign Permit

Master Sign Program

Pursuant to Municipal Code 17.84.020(G)(2)(e), when four or more new signs are added to an existing facility, a Master Sign Program is required. The purpose of a Master Sign Program is to ensure that the design of new signs is coordinated with the design of the project, and to provide a clear understanding of the standards for all signs for the site. A Master Sign Program also provides for consistent and streamlined review and approval. A key issue when reviewing a Master Sign Program is consistency with architectural style, quality, and character of the development. Staff has reviewed the design, scale, materials, and illumination of the sign program and finds that it is consistent with the approved architecture. The sign program is provided under Attachment 5.

Monument Signs

The proposed monument signs are located at the two entrances to the site. The signs are in the Spanish architectural style and compliment the approved remodel. New landscaping at the base of the signs adds to the aesthetics and enhances the pedestrian experience. Proposed sign panels have a white background to match the stucco, and will reduce the potential of color variation due to fading (other centers have had issues with this in the past, for example the green panels in the Albertsons shopping center on Avenida Pico).

At the Design Review Subcommittee (DRSC), the applicant and DRSC members discussed reducing the size of the monument sign at the signalized entrance to provide a sense of scale and importance to the various entries. The signalized intersection will have a monument sign, up to ten feet tall, but will only have four tenant panels with a sign face area of 34 square feet. The other monument sign associated with Phase I will be the larger sign and is proposed at 64 square feet with six tenant panels. Additional DRSC comments are provided later in this report.

Wall Mounted Signs

To provide identification for the individual tenant facades, six wall mounted signs are proposed. There is one wall sign proposed for Stein Mart, three for Sprouts (one over 64 square feet and two less than 64 square feet), and two proposed for Sports Authority (both over 64 square feet, and one is freeway oriented). For the wall mounted signs, the locations and sizes the signs, now and in the future, will be established with this initial approval. This means that the signs will be proportional in size to the facades upon which they are located. Additionally, only copy will be used for the wall signs, no logos are permitted.

Findings

Staff has reviewed the required findings necessary to approve a Discretionary Sign Permit for both a Master Sign Program and for monument signs taller than six feet, and it is staff's position that the required findings can be met for approval, in that:

- The design of the signs are complimentary and consistent with the approved remodeled architecture.
- The scale, materials, and illumination of all the signs are appropriate for their location and from the distance in which they are viewed.
- The various signs will stand out from the backgrounds which they are placed, and serve the purpose for which they are intended.
- The buildings are setback at least 350 feet from the public right-of-way, and the use of the monument signs will provide appropriate tenant identification at the street, typical for this type of commercial development, and appropriate in conjunction with the high quality wall signs which include individual pin mounted metal letters which will not be internally illuminated, rather halo illuminated to provide a softer form of illumination.
- Lastly, the Master Sign Program will provide high quality signs for the center now and in the future, and the provisions limiting the sign area will ensure that signs will be proportional and scaled to the space in which they are located.

Sign Exception Permit

Wall Mounted Signs

Pursuant to Municipal Code Section 17.16.260(C)(2), signs over 64 square feet require approval of a Sign Exception Permit. The applicant is proposing four wall signs which are over 64 square feet. The center has visibility challenges. The tenant façades where the wall signs are proposed are setback from the public right-of-way at least 350 feet. Additionally, the site is topographically depressed nine to 15 feet below Camino de Estrella, and approximately 20 feet below the freeway. The Sports Authority space has the poorest visibility because its location is setback from the street, and screened by a bank and gas station making it virtually invisible to west bound travelers on Camino de Estrella.

The existing Sign Code, written in the early 1980s, does not take into account difficult project sites such as this that are both setback a long distance from the street, and also have very large facades. For most of the City, the existing side code regulations are appropriate for

the size and scale of the development. There are very few facilities in the community that have this type of topographic condition, and large retail establishments whose signs may be out of proportion to the building architecture. This is why the Municipal Code allows for Sign Exception Permits, to review unique situations, to allow larger signs that are appropriately scaled to the project, and that don't detract from the high quality architecture of the buildings by being too large or too small.

As noted above, one of the required findings for a Discretionary Sign Permit is that a proposed sign be appropriately scaled for the location which it is proposed. The applicant has prepared visual simulations (Attachment 6) that show what site signs would look like if limited to 64 square feet, also shown above as Image 2. The signs would actually detract from the proposed architecture and look out of scale with the facades of the development. For that reason, staff is supportive of the proposed size and scale of the signs, because they are appropriate to the location and size of the facades for which they are proposed.

As recently as 2012, this project site received approval for signs exceeding 64 square feet. Recent Sign Exception Permit approval for larger signs at this site, and elsewhere in the community, such as Target and Montgomery Motorcycles, is reflective of the unique character of the sites, especially Target, in that the larger signs are appropriate to the space they are to occupy, and the distances from which they are normally viewed. A concern has been, while initial signs are designed appropriately, future signs may not. To address this concern the applicant has agreed, and a condition of approval has been added, that the locations and sizes approved with this initial Master Plan approval shall be the size and location limit for signs now and in the future. This provides consistency and assurance that future signs will be appropriately designed, scaled, and located. No future sign will be larger (but could be smaller) than what is approved by Planning Commission.

Freeway Oriented Wall Sign

The applicant is also proposing a freeway oriented wall sign to be located at the back corner of the project site for the Sports Authority tenant space. Similar to findings made for other recently approved, wall mounted freeway oriented signs, the project site and particularly this tenant space within the center is setback a long way from the right-of-way, is located behind a gas station and bank, and is nine to 15 feet below the street frontage which limits its visibility and makes it distinctly different from other retail centers. The applicant has also prepared visual simulations from across the freeway, including from residential areas, and due to the other existing shopping centers, visibility of the sign, and the center, is limited (Attachment 6). To help illustrate the location of the shopping center in the simulations, the applicant has outlined the facility so it could be seen in context. Generally the visual simulations show that the sign and center are very visible from the residential areas on the east side of the freeway due to the other development adjacent to the freeway. The freeway oriented sign is not really visible from the southbound I-5, but will have some visibility from the northbound I-5, the Los Mares/Camino de Estrella bridge, and the Camino de Estrella southbound I-5 onramp.

There are other freeway oriented wall signs in this area of the City as Ocean View Plaza has several wall signs that face the freeway. While these are smaller than the proposed sign, they are more visible because the Ocean View Plaza building site sits above the freeway.

To reduce the visibility of the proposed freeway oriented wall sign, and any potential impacts to surrounding uses, illumination shall be turned off within 15 minutes of closing of the business. In addition, while Sports Authority regularly closes at 9:30 pm during the week, resulting in the freeway oriented sign to be turned off by 9:45 pm, staff has also included condition of approval 10 of Attachment 2, which requires any future tenant, to turn the illumination of the freeway oriented sign off by 10:00 pm regardless of closing time. 10:00 pm is recommended because it is consistent with the time in which all public park field lights are turned off to avoid impact to residences.

Staff also discussed with the City Attorney whether approval of this freeway oriented sign would set a precedent for other signs in the future. The City Attorney noted that each discretionary application, including Sign Exception Permits, are evaluated and reviewed based on their own set of circumstances and merits. This site is unique in its orientation, location, topography, and visibility, and should Planning Commission approve the one freeway oriented sign for this unique location, it would not guarantee approval of any future Sign Exception Permits for freeway signs. This is further discussed below in the findings for the Sign Exception Permit, and in the attached Resolution (Attachment 2).

The combination of limited visibility of the center and topographical variation is a unique situation supporting the findings that must be made to approve the proposed wall signs. The project as proposed provides appropriately designed and scaled signs, of high quality materials and appropriate illumination, and provide reasonable visibility for the center, and the Sports Authority tenant in particular.

Findings

The findings associated with a Sign Exception Permit evaluate the uniqueness of the situation which merit approval of an exception to sign requirements. In this particular case, under this set of circumstances and site conditions, staff's position is that the findings can be made for the two components of the Sign Exception Permit request.

Given the unique character of the building distance and orientation to the street, limited visibility from the public right-of-way for certain tenants, topography below the adjacent streets, and the architectural compatibility of the proposed signs with the approved architecture, staff believes that larger wall signs are appropriate. For the freeway oriented sign, based on the visual analysis, there are very limited vantage points from which the freeway oriented sign is visible. Additionally, based on the visual simulations prepared by the applicant, the center itself has very limited visibility from the residential area across the freeway. Staff has included operational conditions of approval regarding hours of illumination to further reduce potential impacts to adjacent properties during evening hours. This was done with the Target center and can be implemented utilizing timer systems.

Conclusion

Overall, staff's position is that this is a unique site and does not set a precedent for other developments in the community now or in the future. Due to the uniqueness of the site and limited visibility, staff does not believe there is a negative impact from the proposed sign program.

The Centennial General Plan discusses that San Clemente is a quality of life community. Allowing this freeway oriented sign may be seen as being counter to that goal, so it is important to consider this when evaluating whether or not a sign exception request is appropriate for a site. In this case the site is one of the most blighted shopping centers in the Community. Code Compliance receives regular complaints about the site, and the center has not seen significant improvements since it was built in the 1960's. The center has long suffered from its difficult location, topography, and lack of visibility. Consistent with the General Plan, supporting reinvestment in existing shopping centers with high quality architecture and signs supports San Clemente as a quality of life community.

With architectural improvements to the center, the community has the opportunity to gain a high quality development. The use of halo illumination for the wall signs will reduce potential visual impacts, especially in the evening hours. With the recommended operational conditions of approval, potential late night impacts to any surrounding developments will be avoided.

Staff has reviewed the findings for both the Discretionary Sign Permit and the Sign Exception Permit, and for the various reasons discussed above and in the attached Resolutions, staff's position is that the findings can be made to support the proposed Master Sign Program.

DESIGN REVIEW SUBCOMMITTEE

The DRSC reviewed this proposal on February 25, 2015. Both staff and the DRSC made recommendations to improve the architectural quality of the Master Sign Program. The following chart includes recommendations and the applicant's response. Table two is a review of the DRSC meeting. Additionally the staff report, draft minutes, and DRSC reviewed sign package has been included as Attachment 7.

Table 2 - DRSC Concerns and Project Modifications

Discussion Points	DRSC Concerns	Applicant's Response
No interior illumination for the monument sign and be externally illuminated to avoid light trespass	Agreed	Applicant's proposal complies with recommendation.
Monument signs shall have a single color back to the tenant panels	Agreed	Applicant's proposal complies with recommendation.
The small wall mounted signs associated with Sprouts should be removed	DRSC did not have concerns about the smaller wall mounted signs remaining.	Applicant's proposal complies with DRSC recommendation.
The Stein Mart sign should be reduced to better fit within the space between the top of the arches and roof edge.	Agreed	Applicant's proposal complies with recommendation by reducing the height and reducing the overall length proportionally. So that the sign is better situated, the roof is proposed to be raised one foot.
The Sports Authority sign should be reduced to better fit within the façade area	Agreed	Applicant's proposal complies with recommendation.
Future signage shall be held to the areas and square footage as approved with this initial Master Plan for these tenants	This was a concern for DRSC to ensure consistency in the future.	Applicant's proposal complies with recommendation.
The monument sign at the signalized intersection should be reduced down in massing as it is a secondary entrance compared to the other two entrances.	DRSC felt that the design of the sign, at that location, was too large. For that reason, DRSC recommended the sign mass be scaled down and only include four tenant panels.	Applicant's proposal complies with recommendation.

GENERAL PLAN CONSISTENCY

Table 3 summarizes how the proposed use is consistent with adopted policies outlined in the City of San Clemente General Plan.

Table 3 - General Plan Consistency

Policies and Objectives	Consistency Finding
<p><i>LU 2.01-Quality. We require that new development protect community character by providing architecture, landscaping and urban design of equal or greater quality than surrounding development, and by respecting the architectural character and scale of adjacent buildings.</i></p>	<p>Consistent. The signage proposed for the building are consistent with the Design Guidelines which requires signs to be consistent with the architecture of the building, and consistent with the requirements of being at a City gateway.</p>
<p><i>LU-7.01. Commercial Areas. We support the continuation and enhancement of commercial centers that meet the needs of community residents, are compatible with adjacent residential neighborhoods, and are well-maintained.</i></p>	<p>Consistent. The project signage is consistent with the Spanish architecture approved for the redevelopment and utilizes high quality materials.</p>
<p><i>UD-1.09. Signs. We require quality, balance, consistency, and the use of high quality materials in the design of public and private signs, including commercial signs, municipal signs, and street and traffic signs. Signs should be compatible with the architectural character of buildings on which they are placed, prevailing streetscape character and surrounding community character, and should be not be visually obtrusive.</i></p>	<p>Consistent. The project includes signage which is of high quality and designed to be in scale with the large building facades. The signage has been designed to be appropriate from the distance they are usually viewed from and the project site is unique in character and setting which is the reason the findings for a Sign Exception Permit can be met.</p>
<p><i>ED-2.03. Existing Businesses. We give high priority to initiatives, investments, and the allocation of municipal resources that help businesses remain and prosper in San Clemente.</i></p>	<p>Consistent. This will help with the redevelopment of a blighted commercial center in the community, that has had economic and visibility issues in the past, and support both existing and new tenants which the community will benefit from.</p>

ENVIRONMENTAL REVIEW/COMPLIANCE (CEQA):

The Planning Division completed an environmental assessment for the project in accordance with the California Environmental Quality Act (CEQA) and completed an initial environmental assessment of the above matter in accordance with the California Environmental Quality Act (CEQA) and recommends that the Planning Commission determine this project would not result in any significant environmental impacts, and that a Negative Declaration is warranted. The Negative Declaration was completed on February 12, 2015 and was advertised for public review on February 12, 2015. The required twenty-day review period ended on March 5, 2015.

CALIFORNIA COASTAL COMMISSION REVIEW

The project is not located in the Coastal Zone, and therefore it is exempt from California Coastal Commission review.

ALTERNATIVES; IMPLICATIONS OF ALTERNATIVES

1. The Planning Commission can concur with staff and approve the Estrella Shopping Center Master Sign Program Phase I with the recommended conditions of approval.

This is the recommended action. This action would result in the Master Sign Program being approved, including the wall signs and the one freeway oriented sign. City Council would have the ability to call the approval up for their review.

2. The Planning Commission can, at its discretion, add, modify or delete provisions of the proposed Master Sign Program modifications or conditions.

The Planning Commission could determine that the findings for a Sign Exception Permit for both the wall signage sizes and freeway oriented signage cannot be made, and deny the Sign Exception Permit in total, but support the Discretionary Sign Permit. This would result in the wall signs for the building being limited to 64 square feet and support the monument signs along Camino de Estrella. This action may be appealed by the applicant to City Council.

The Planning Commission could find, despite the topographic setting and visual limitations of the Sports Authority tenant location, that they cannot make the findings for the freeway oriented signage, but can make the findings for the wall signage over 64 square feet towards Camino de Estrella. With approval of the one portion of the Sign Exception Permit and the Discretionary Sign Permit, this would result in the front façade signage being approved and the freeway oriented signage not being approved. This action may be appealed by the applicant to the City Council.

3. The Planning Commission can deny all components of the proposed Maser Sign Program.

This action would result in the applicant's proposed Master Sign Program being denied. The action may be appealed by the applicant to City Council.

RECOMMENDATION

STAFF RECOMMENDS THAT the Planning Commission approve DSP 15-044/SEP15-045, Estrella Center Master Sign Program Phase I, subject to the attached Resolutions and Conditions of Approval.

Attachments:

1. Resolution No. PC 15-008, for DSP 15-044
Exhibit A - Conditions of Approval
2. Resolution No. PC 15-010 , for SEP 15-045
Exhibit A- Conditions of Approval
3. Location Map
4. Letter from the Applicant
5. Proposed Master Sign Program
6. Visual Simulations
7. DRSC Staff Report, Draft Minutes, and originally proposed Master Sign Program from February 25, 2015 (excerpted)
8. Images of other monument signs for shopping centers in the community
9. Negative Declaration

RESOLUTION NO. PC 15-008

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF
SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN
PERMIT 15-044, ESTRELLA SHOPPING CENTER MASTER SIGN
PROGRAM PHASE I, FOR MONUMENT SIGNS UP TO TEN FEET
TALL AND ESTABLISHMENT OF A MASTER SIGN PROGRAM FOR A
COMMERCIAL CENTER LOCATED AT
550 CAMINO DE ESTRELLA**

WHEREAS, on January 28, 2015 an application was submitted, and on February 25, 2015, deemed complete by Joseph Kornwasser, 5670 Wilshire Boulevard #1250, Los Angeles, CA, 90036, a request to approve a new Master Sign Program for Phase I of the approved remodel of the Estrella Shopping Center located at 550 Camino De La Estrella. The project site is within the Community Commercial zoning district (CC2). The Assessor's Parcel Number is 691-101-23; and

WHEREAS, the Planning Division completed an initial environmental assessment of the above matter in accordance with the California Environmental Quality Act (CEQA) and recommends that the Planning Commission determine this project would not result in any significant environmental impacts, and that a Negative Declaration is warranted. The Negative Declaration was completed on February 12, 2015 and was advertised for public review on February 12, 2015. The required twenty-day review period ended on March 5, 2015; and

WHEREAS, on February 12, 2015, the City's Development Management Team reviewed the project for consistency with applicable development standards and has provided conditions of approval accordingly; and

WHEREAS, on February 25, 2015, the City's Design Review Subcommittee considered the proposed project and recommended several modifications to the sign package to improve the scale of the sign package to the site and ensure the long term compatibility of the signage to the architecture; and

WHEREAS, on March 9, 2015, 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 Planning Division completed an initial environmental assessment of the above matter in accordance with the California Environmental Quality Act (CEQA) and recommends that the Planning Commission determine:

- A) The Initial Study and corresponding Negative Declaration of environmental impact were released for public review and indicate that no significant effect on the environment will occur.

- B) There is no substantial evidence in light of the whole record before the City of San Clemente Planning Commission that the project may have a significant effect on the environment.
- C) The Planning Commission has read and considered the Initial Study and the Negative Declaration, and there have been no comments thereon, and has determined the Initial Study and the Negative Declaration reflect the independent judgment of the City and were prepared in accordance with CEQA.

Section 2: With regard to Discretionary Sign Permit (DSP) 15-044, the Planning Commission finds as follows:

- 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 and Design Guidelines, in that the applicant is proposing signage consistent with the approved architecture of the building. Additionally, the mixture of signage is typical for a large retail shopping center, which the project site is, and the materials of both the monument sign and wall signs are all high quality. The wall signs are halo illuminated and will not impact adjacent businesses or residences. The illumination of the monument signs will be California Green Code compliant exterior illumination and will also not impact surrounding uses. Overall, approval of the Master Sign Program will ensure consistent signage for the facility now and in the future.
- B) The design, scale and materials of the sign harmonize with the architectural design and details of the building and site it serves, in that the applicant is proposing signage consistent with the approved architecture of the building. Additionally, the mixture of signage is typical for a large retail shopping center, and the materials of both the monument sign and wall signs are all high quality. The larger wall signs are in scale with the buildings, and a sign larger than 64 square feet is appropriate for the facility as viewed from the public right-of-way. The wall signs have been sized and located to give appropriate space on the sides of the sign to the edges of the facades which they are located on, as well as above and below the facades so that the signs do not appear crowded in the space they will be located. The wall signs are halo illuminated and will not impact adjacent businesses or residences. The illumination of the monument signs will be California Green Code compliant exterior illumination and will also not impact surrounding uses. Overall, approval of the Master Sign Program will ensure consistent signage for the facility now and in the future.
- C) The design and scale of the signs are appropriate for the distance from which the signs are normally viewed, in that the Master Sign Program uses two different types of signage, monument and wall signage. Since this is a large retail facility and there are multiple tenants, to accomplish

the aesthetic goals of the City, as well as the visibility needs of the tenants, the monument sign is appropriate and is set back away from the street in a planter area. The wall mounted signs, while larger than 64 square feet, have been designed to be in scale and compatible with the building façade, and visual simulations show that the signage at that size will be complimentary to the architectural improvements. The sign locations and proportions have been proposed to provide space on the ends of the signage so that they are centered within the tenant facades, and located to provide room above and below each of the signs so that they do not look out of proportion for the areas they will be located. Overall, approval of the Master Sign Program will ensure consistent signage for the facility now and in the future.

- D) The design and materials of the sign provide a contrast between the background and letters in that the wall signs are individual pin mounted metal letters and halo illuminated. Applicants are able to use corporate colors, but do not propose corporate logos. The monument signs shall be a single color background with tenants being able to choose various font colors for the copy of the signs. This provides consistency as well as individuality. Overall, approval of the Master Sign Program will ensure consistent signage for the facility now and in the future.
- E) Since 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 in that the tenants are set back at least 350 feet from the public right-of-way, and typical for these types of commercial development is the use of monument signs. The monument signs have been designed to be high quality materials and construction types, as well as the scale of the signage located at each entry is appropriate for the area which it is located.
- F) The provisions of the Master Sign Program ensure consistency in design and style of all new signs, in that all of the signage within the Master Sign Program is compatible with the architectural style of the approved architecture and is designed to be in scale with the buildings and from the normal location a person would view the signs. Overall, approval of the Master Sign Program will ensure consistent signs for the facility now and in the future.
- G) The provisions of the Master Sign Program address compatibility of the design and style of any existing signs on the building or site, and all new signs within the Master Sign Program are in compliance with the design standards of this chapter, in that the applicant is proposing signage compatible with the approved architecture of the building. Additionally, the mixture of signage is typical for a large retail shopping center, and the materials of both the monument sign and wall signs are all high quality. The proposed wall signs are larger than 64 square feet, but as designed and viewed from the public right-of-way, are scaled and designed appropriate for their locations on the building. The larger signs

are allowed with the approval of a Sign Exception Permit. The wall signs are halo illuminated and will not impact adjacent businesses or residences. The illumination of the monument signs will be California Green Code compliant exterior illumination and will also not impact surrounding uses. Overall, approval of the Master Sign Program will ensure consistent signage for the facility now and in the future.

Section 3: The Planning Commission of the City of San Clemente hereby approves DSP 15-044, Estrella Center Master Sign Program Phase I, 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 March 9, 2015.

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 March 9, 2015, 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 15-044, Estrella Center Master Sign Program Phase I
Monument Signs and Master Sign Program

1. The owner or designee shall develop the approved project in conformance with the site plan, elevations, and any other applicable sign submittals approved by the Planning Commission on March 9, 2015, 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 Zoning Administrator, as appropriate. *[Citation - Section 17.12.180 of the SCMC]* (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]* (PIng.)_____

- 4. DSP 15-044 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.)_____

A use shall be deemed to have lapsed, and DSP 15-044 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 15-044 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]* (PIng.)_____

- 6. All light sources utilized for illumination of any signage onsite shall be in compliance with California Green Code requirements and shall be designed and installed to prevent light trespass on adjacent residents. ■■ (PIng.)_____

- 7. The applicant shall update the Master Sign Program to accurately reflect just the locations and sizes of the signs approved for the wall signs, shall be the only locations and maximum size signage for all future tenants should one of the original three tenants leave. The intent of this condition is to provide consistency of signage now and in the future, and ensure future signage is consistent and scaled to be consistent with the architecture of the buildings. Also, no tenant logos shall be utilized for the wall signs, only copy to reflect the name of the tenant. Only one color shall be used for the wall signage for each tenant. ■■ (PIng.)_____

- 8. Only halo illumination shall be used for any wall signage, and external illumination for the monument signs. ■■ (PIng.)_____

- 9. The tenant panels on the monument signs shall be white to match the monument structure and architecture. Font and copy color can reflect tenant branding. No logos are permitted on the monument sign panels. ■■ (PIng.)_____

Building

- 10. A separate Building Permit is required for signs. Plans to construct new signs, add or alter the existing signs, add or alter structural, mechanical, electrical or plumbing features must be reviewed and approved through a separate building plan check / permit process.

(Bldg.)_____

[S.C.M.C – Title 8 – Chapter 8.16- Fire Code, Title 15 Building Construction - Chapters 15.08, 15.12, 15.16, 15.20]

- 11. Project has not been reviewed for Building Code compliance. Prior to issuance of building permits, code compliance will be reviewed during building plan check.

(Bldg.)_____

[S.C.M.C – Title 8 – Chapter 8.16- Fire Code, Title 15 Building Construction - Chapters 15.08, 15.12, 15.16, 15.20]

- 12. 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. (Bldg.)_____

[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]

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

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

RESOLUTION NO. PC 15-010

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF
SAN CLEMENTE, CALIFORNIA, APPROVING SIGN EXCEPTION
PERMIT 15-045, ESTRELLA SHOPPING CENTER MASTER SIGN
PROGRAM PHASE I, FOR OVERSIZED SIGNAGE AND ONE
FREEWAY ORIENTED SIGNAGE LOCATED AT
550 CAMINO DE ESTRELLA**

WHEREAS, on January 28, 2015 an application was submitted, and on February 25, 2015, deemed complete by Joseph Kornwasser, 5670 Wilshire Boulevard #1250, Los Angeles, CA, 90036, a request to approve a Sign Exception Permit associated with a new Master Sign Program for Phase I of the approved remodel of the Estrella Shopping Center located at 550 Camino De La Estrella. The project site is within the Community Commercial zoning district (CC2). The Assessor's Parcel Number is 691-101-23; and

WHEREAS, the Planning Division completed an initial environmental assessment of the above matter in accordance with the California Environmental Quality Act (CEQA) and recommends that the Planning Commission determine this project would not result in any significant environmental impacts, and that a Negative Declaration is warranted. The Negative Declaration was completed on February 12, 2015 and was advertised for public review on February 12, 2015. The required twenty-day review period ended on March 5, 2015; and

WHEREAS, on February 12, 2015, the City's Development Management Team reviewed the project for consistency with applicable development standards and has provided conditions of approval accordingly; and

WHEREAS, on February 25, 2015, the City's Design Review Subcommittee considered the proposed project and recommended several modifications to the sign package to improve the scale of the sign package to the site and ensure the long term compatibility of the signage to the architecture; and

WHEREAS, on March 9, 2015, 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 Planning Division completed an initial environmental assessment of the above matter in accordance with the California Environmental Quality Act (CEQA) and recommends that the Planning Commission determine:

- A) The Initial Study and corresponding Negative Declaration of environmental impact were released for public review and indicate that no significant effect on the environment will occur.

- B) There is no substantial evidence in light of the whole record before the City of San Clemente Planning Commission that the project may have a significant effect on the environment.
- C) The Planning Commission has read and considered the Initial Study and the Negative Declaration, and there have been no comments thereon, and has determined the Initial Study and the Negative Declaration reflect the independent judgment of the City and were prepared in accordance with CEQA.

Section 2: With regard to Sign Exception Permit (SEP) 15-045, the Planning Commission finds as follows:

- A) There are unique or unusual circumstances relating to the size of the site or business, shape of the site or business, location and orientation of the site or business, visibility of the site or business, proximity to street frontage or length of street frontage that do not allow the site or business to achieve the goals and objectives of this chapter for adequate business identification in that the building is setback at least 350 square feet from the public right-of-way, and is nine to 15 feet below the street due to the topography of the site. In addition, the size of the buildings, and the facades of the tenants are larger than most facilities in the community, and based on visual analysis tools, a sign of 64 square feet would not look proportionally correct and would negatively impact the architecture of the buildings. Additionally, the three tenant spaces, based on the recently approved façade and site improvements, have varied visibility from the public right-of-way due to the length of the site, topography, and the larger parking lot trees required of this site versus other facilities to further enhance the site.
- B) The granting of the Sign Exception Permit is not contrary to the intent of the General Plan or Design Guidelines in that the project site is located at a City gateway, and the design of the proposed wall signs larger than 64 square feet are of high quality materials and consistent and in scale with the architecture of the shopping center.
- C) The granting of a Sign Exception Permit is not considered a grant of special privileges inconsistent with the limitations of other similarly situated properties in that the project site is unique in its limited visibility, scale, location relative to both the public right-of-way and the freeway, and that it is about nine to 15 feet below Camino de Estrella topographically. The wall signs larger than 64 square feet are

consistent with the design guidelines as the materials are high quality and are scaled to be consistent with the massing and scale of the tenant facades which they are proposed to be located. The visual analysis completed by the applicant shows that the project signs will have limited visibility and will not have negative aesthetic impacts to the surrounding developments.

- D) The granting of a Sign Exception Permit does not create a traffic or safety hazard in that the wall signs are halo illuminated and are individually pin-mounted metal letters on the walls of the building. There is not an excessive number of signs proposed for the development, and they do not blink or move that would create further distraction. The Freeway oriented sign was reviewed by Caltrans, who did not express concerns with the proposed freeway oriented signage being a traffic or safety hazard for the freeway.
- E) The granting of a Sign Exception Permit does not adversely impact surrounding properties by increasing light, glare, or noise in that the proposed wall signs are halo illuminated and will be compliant with both California Green Code and Energy Code requirements which will avoid over-illumination and light pollution.
- F) For the freeway-oriented sign:
 - 1. The location of the site dictates the need for a freeway-oriented sign to allow adequate business identification in that the location of the Sports Authority tenant is in the back corner of the site behind both the bank and gas station from the public right-of-way, below the public street nine to 15 feet and below the freeway approximately 20 feet, and setback from Camino de Estrella at least 350 feet. Without the exception, there will only be minimal, if any, visibility from the freeway as shown by the visual simulations for the project.
 - 2. The design, scale, materials and location of the freeway-oriented sign provides necessary business identification to motorists on the freeway without creating adverse visual impacts in that the sign is proposed to be individual pin mounted metal letters with halo illumination. The sign will not be internally illuminated nor will it blink or have any sort of moving components. The sign is affixed to the side of the building, and Caltrans has reviewed the request while reviewing the Negative Declaration and determined there would be no significant impact to Interstate-5.

3. The design, scale, and materials of the signs harmonize with the architectural design of the building it serves and are complimentary to the City's image as viewed from the freeway in that the applicant is proposing high quality sign material and halo illumination for the proposed sign, and the scale of the sign has been designed to proportionally fit within the architectural element of the revised architecture of the building. The freeway oriented sign has also been conditioned that illumination shall cease by 10:00 pm, further reducing visibility and impact to surrounding properties, while still providing some visibility during operational hours.
4. The design and scale of the sign is appropriate to the distance from which the signs are normally viewed from the freeway in that site is below the freeway, and visibility of the freeway oriented sign is limited to the Interstate-5 south bound on-ramp at Camino De La Estrella and a portion of the north bound side of Interstate-5. The signage, based on its scale and location will have some visibility, but the visual simulations show that there will only a few locations where the sign will be visible.

Section 3: The Planning Commission of the City of San Clemente hereby approves SEP 15-045, Estrella Center Master Sign Program Phase I, a request for oversized wall signage and one freeway oriented sign, 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 March 9, 2015.

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 March 9, 2015, and carried by the following roll call vote:

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

Secretary of the Planning Commission

CONDITIONS OF APPROVAL
SEP 15-045, Estrella Center Master Sign Program Phase I
Wall Signs Larger than 64 Square Feet and Freeway Oriented Signage

1. The owner or designee shall develop the approved project in conformance with the site plan, elevations, and any other applicable sign submittals approved by the Planning Commission on March 9, 2015, 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 Zoning Administrator, as appropriate. *[Citation - Section 17.12.180 of the SCMC]* (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]* (PIng.)_____

4. SEP 15-045 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.)_____

A use shall be deemed to have lapsed, and SEP 15-045 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 SEP 15-045 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]* (PIng.)_____

6. Illumination of the freeway oriented wall sign shall be halo. The freeway oriented wall mounted sign shall be turned off 15 minutes after the tenant space is closed to the public, not to exceed 10:00 pm. This shall be accomplished by putting the freeway oriented wall sign on a timer to ensure lights are turned off. ■■ (PIng.)_____

Building

7. A separate Building Permit is required for signs. Plans to construct new signs, add or alter the existing signs, add or alter structural, mechanical, electrical or plumbing features must be reviewed and approved through a separate building plan check / permit process. (Bldg.)_____ *[S.C.M.C – Title 8 – Chapter 8.16- Fire Code, Title 15 Building Construction - Chapters 15.08, 15.12, 15.16, 15.20]*

8. Project has not been reviewed for Building Code compliance. Prior to issuance of building permits, code compliance will be reviewed during building plan check. (Bldg.)_____ *[S.C.M.C – Title 8 – Chapter 8.16- Fire Code, Title 15 Building Construction - Chapters 15.08, 15.12, 15.16, 15.20]*

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. (Bldg.)_____
- [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]*

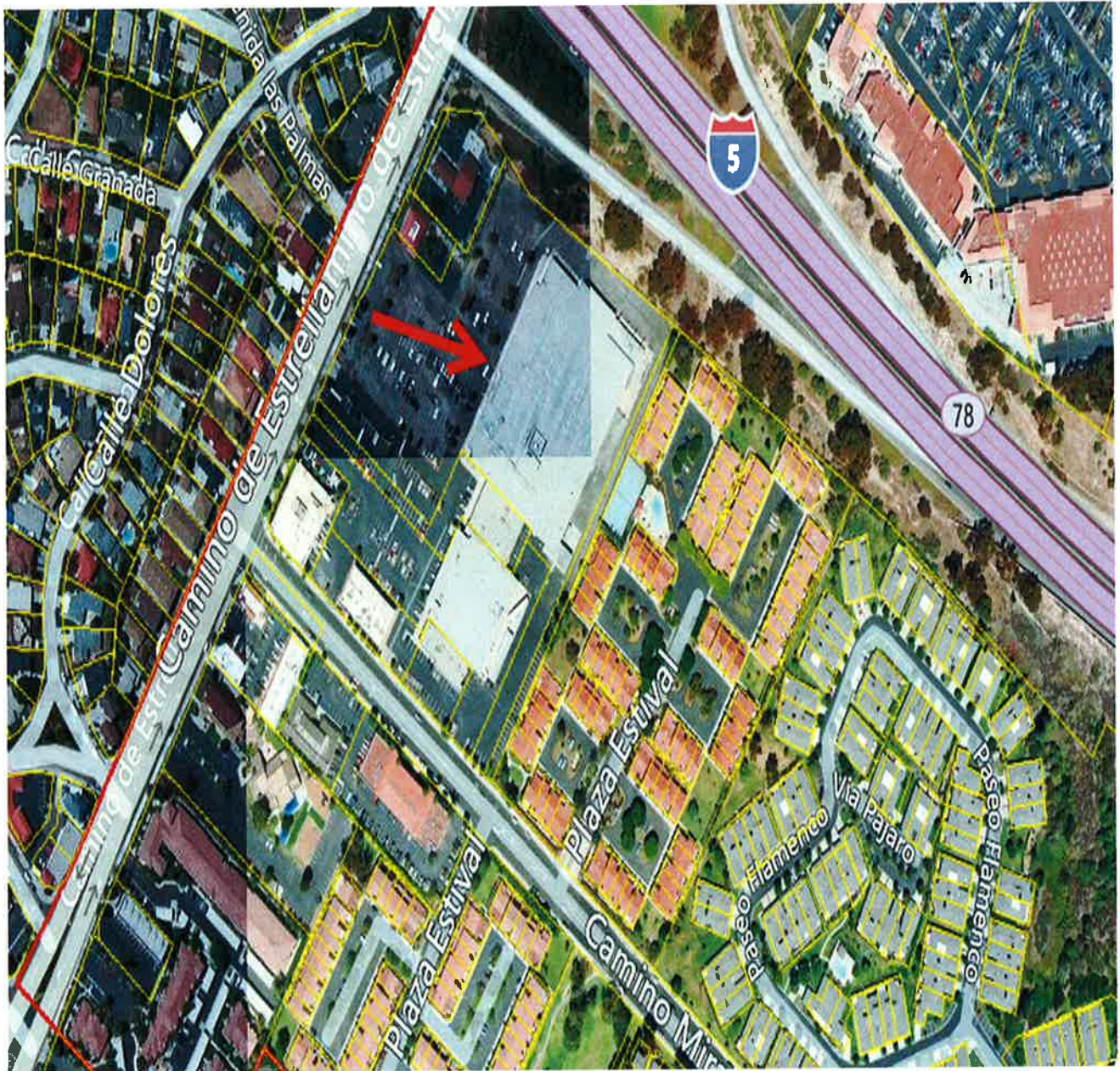
* All Conditions of Approval are standard, unless indicated as follows:

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



LOCATION MAP

DSP 15-044/SEP 15-045, Estrella Center Master Sign Program Phase I
550 Camino de Estrella



No scale 



KORNWASSER
SHOPPING CENTER PROPERTIES, LLC

145 S. FAIRFAX AVENUE, SUITE 401
LOS ANGELES, CALIFORNIA 90036
TEL: 323-965-1510
FAX: 323-965-1520

March 2, 2015

City of San Clemente Planning Commission
San Clemente City Hall
100 W. Avenida Pico
San Clemente, CA 92672

Re: Signage Submittal
550 Camino de Estrella
San Clemente, California (the "Property")

Ladies and Gentlemen,

On behalf of Kornland Building, the Property owner ("Owner"), the purpose of this letter is to provide background information regarding the contemplated re-development of the Property. The Property had been leased to K-Mart which heretofore has precluded redevelopment. As a result of difficult negotiations with K-Mart, Owner succeeded to regain control of the Property by paying K-Mart to terminate its lease, which would have continued in effect until 2048 otherwise.

Although Owner has received multiple offers from retail operators that are permitted by existing zoning and who would lease the entire building "as-is", at little cost to Owner, Owner has determined that subdivision of the Property into three spaces would result in the highest quality users. This would also serve as a catalyst for the re-development of the entire shopping center, including the immediately adjacent Burnham property.

The re-development of the Property into three high quality retailers will be expensive. Our latest budget has the project cost at over \$11 Million, including the enhanced architectural façade features desired by the City of San Clemente. In order for the Property re-development to make rational economic sense, all three spaces must be leased. The spaces are currently leased to Sprouts Farmers Market, SteinMart and The Sports Authority.

The Sports Authority Lease contains a signage contingency that allows Sports Authority to terminate its Lease if it is unsatisfied with the final signage approvals. For the reasons described below, we believe that other retailers will harbor very similar concerns to the concerns raised by Sports Authority and, accordingly, if Sports Authority exercises its termination right, Owner will reconsider the viability of the currently contemplated re-development of the Property and be forced to revisit the existing offers to lease the Property to single users at little cost out of pocket.

The visibility of the Property is blocked, in part, by the existing street front Bank which is not owned by the Owner of the Property. In particular, the Bank significantly reduces visibility for Sports Authority, the tenant contemplated for suite 1A. This space has such limited visibility from the street that it would be economically infeasible for a retailer to take that space and succeed without substantial signage, particularly identification facing the Freeway, as they

would be unlikely to attract sufficient customers to generate adequate revenue. The site is further hindered by the fact that its retail storefront is set back approximately 350 feet from Camino de Estrella, has a parking field that is inferior to the parking for the balance of the property and, due to the topography of the site, has a building façade that is 9-10 feet lower in grade than the Camino de Estrella street level, and also sits significantly lower in grade than the adjacent Freeway.

There are several ways in which the Owner has stretched in order to accommodate the City's requirements for a higher quality project. One of the ways in which we've done this is to incorporate into the Property enhanced architectural requirements by the City, including Spanish Mission-style features, higher-quality materials, "tower" elements at the front façade, rounded arches and tile roofing. We have worked diligently with various city government officials to implement these design features into the redevelopment.

In addition, we have worked with the City Planning Department to design signage that is high in quality and provides minimal obtrusion to the surrounding neighborhood. The original monument signs were proposed as a modern look with aluminum frame materials and acrylic panels, which are allowed per the San Clemente Municipal Code. However, in working with Planning Staff it was suggested that the monument sign design style be changed to match the proposed Spanish Mission-style architecture, with brick capping, stucco and external illumination in the surrounding landscape planters. The cost to upgrade these monument signs were over three times the anticipated cost of the original signs. The building signage has also been proposed with internally illuminated reverse-halo lighting and pin-mounted letters to produce a higher-quality finished product.

We appreciate the opportunity to work with the City of San Clemente to transform an outdated and unattractive building into a state of the art beautiful multi-tenant building that will be attractive, provide amenities and convenience for the community, create jobs, spur the re-development of adjacent property, and act as a beautiful gateway to the City. We hope that when the dust settles, the contemplated re-development makes rational economic sense.

Respectfully Submitted,

KORNLAND BUILDING

By:

Joseph Kornwasser
General Partner



MASTER SIGN PLAN (SIGN CRITERIA)

FOR

SAN CLEMENTE PLAZA – PHASE 1
SAN CLEMENTE, CA

PREPARED BY:



CCA ACQUISITION
COMPANY, LLC

5670 WILSHIRE BOULEVARD, SUITE 1250
LOS ANGELES, CALIFORNIA 90036

WITH:



ROCKY MOUNTAIN REGION
1605 GRAMERCY ROAD
SALT LAKE CITY, UTAH 94104

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MONUMENT SIGN DESIGN CRITERIA.....

MONUMENT SIGN PLAN.....

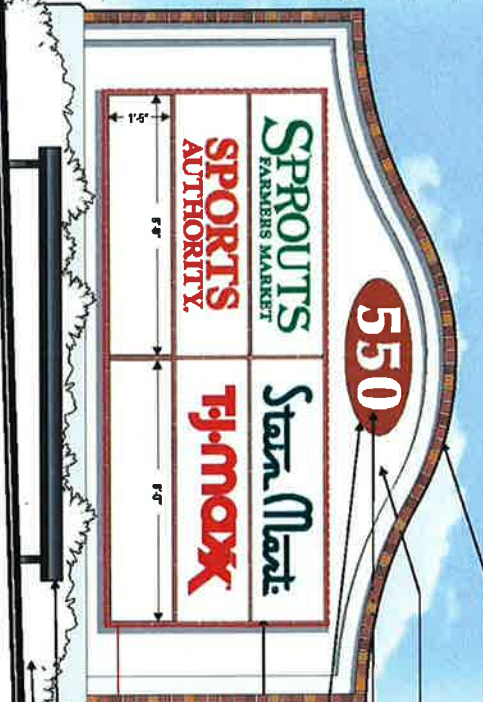
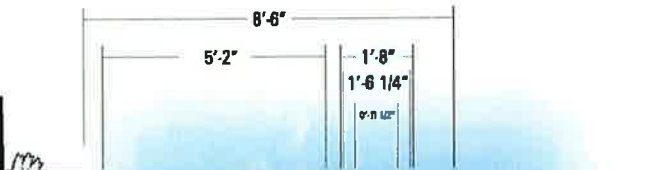
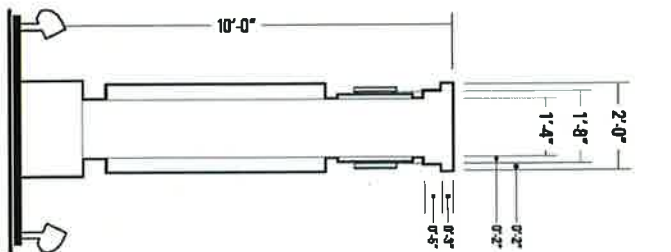
TENANT SIGN CRITERIA

SIGN CRITERIA GENERAL REQUIREMENTS, TYPE OF SIGN.....

BUILDING SIGNAGE EXAMPLE & DETAILS.....

BUILDING SIGN BAND AREA AND EXAMPLE TENANT SIGNAGE.....

MONUMENT SIGN DETAILS



SCOPE OF WORK:
 Veneo to manufacture and install 2 DIF externally illum.
 monument displays.
 All displays to be manufactured from stucco and brick
 with concrete bases.
 Tenant display to be internally led illum.
 NOTE:
 NO VISIBLE FASTENERS

Brick to match existing

Sign to be stucco to match building over concrete / brick / Dunrock

Row channel letter face and 1" natural to be alum. painted white. Stand offs to be 1" non corrosive.

1" deep aluminum cabinet with Med texture finish painted to match brick.

1" deep aluminum cabinet with Med texture finish painted to match brick.

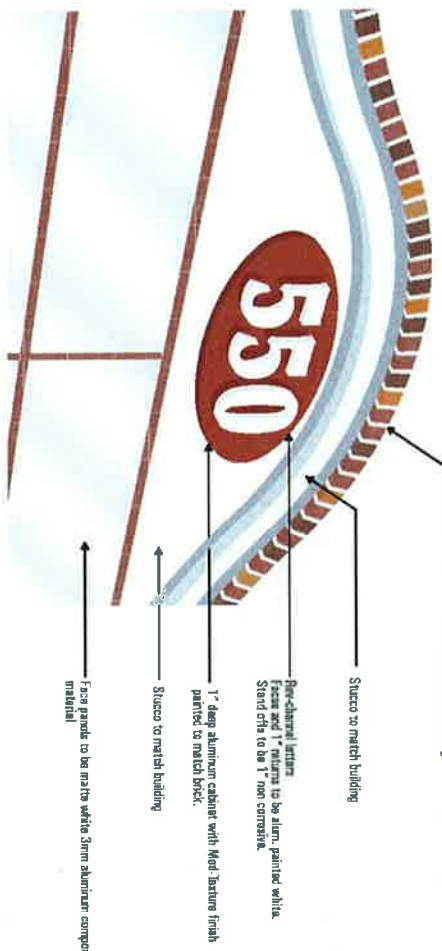
Two SIF EXTERNALLY ILLUMINATED aluminum internally illuminated LED displays to be installed to match brick with Med texture finish. Frames and materials to be painted to match brick with Med texture finish. Illum. to be white LED's. Divider to be 1 1/2" H-track painted to match brick a Med texture finish. Faces to be mirror white ACM

33.94 SIF FEET

Concrete Base (Smooth Finish) with a slope for drainage

LIGHTING FIXTURE TRO. Landscaping LED.

2 3 NEW DIF INTERNALLY ILLUM. TENANT DISPLAYS QUANTITY: 2 MANUFACTURE & INSTALL SCALE: 3/8" = 1'-0"



Brick to match existing

Stucco to match building

Row channel letters Face and 1" natural to be alum. painted white. Stand offs to be 1" non corrosive.

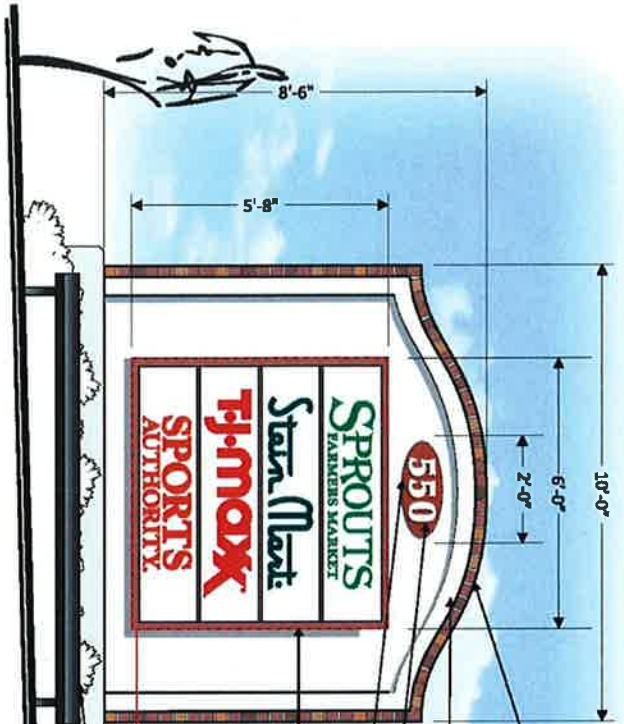
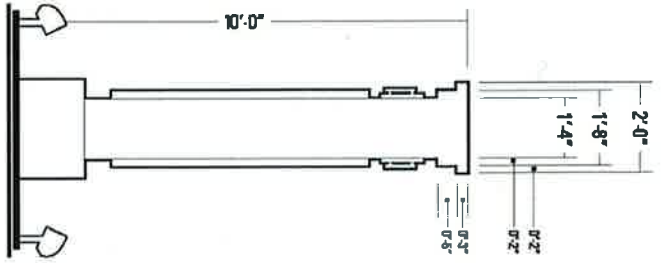
1" deep aluminum cabinet with Med texture finish painted to match brick.

Stucco to match building

Face panel to be mirror white 3mm aluminum composite material



Tenants must display to have brand colors and copy on white background



SCOPE OF WORK:
 Yesco to manufacture and install 1 Df externally illum. monument displays.
 All displays to be manufactured from stucco and brick with concrete bases.
 Tenant display to be internally led illum.
 NOTE:
 NO VISIBLE FASTENERS

Brick to match existing

Sign to be stucco to match building over concrete / brick / Dunex

Re-charge letters 1" recess to be alum. painted white, stand offs to be 1" non corrosive.

1" deep aluminum cabinet with Med-Texure finish paint to match brick.

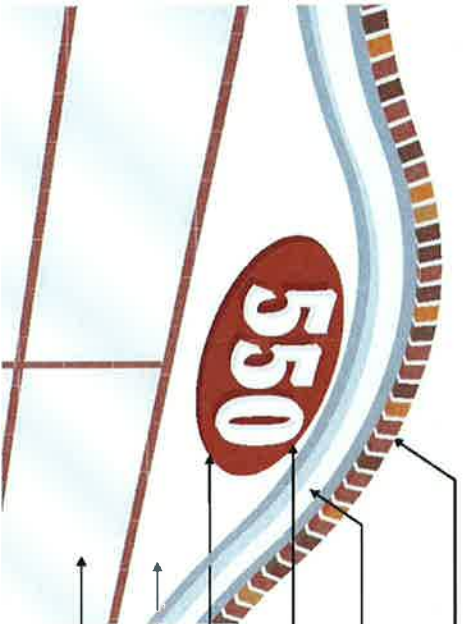
Two SIF EXTERNALLY ILLUMINATED aluminum extruded frames to hold panel. Frames and ornaments to be painted to match brick with color to match brick. LED's. Divider to be 1 1/2" H-Flex paint to match brick. a Med-Texure finish. Faces to be marble white ACM

34.04 SQ. FEET

LIGHTING FIXTURE T.B.O.
 Concrete Base (Smooth Finish) with a slope for drainage
 Landscaping T.B.O.

1 NEW Df INTERNALLY ILLUM. TENANT DISPLAYS
 QUANTITY: 1 MANUFACTURE & INSTALL

SCALE: 3/8" = 1'-0"



Brick to match existing

Stucco to match building

Re-charge letters Faces and 1" recess to be alum. painted white. Stand offs to be 1" non corrosive.

1" deep aluminum cabinet with Med-Texure finish paint to match brick.

Stucco to match building

Face panels to be marble white 3mm aluminum composite material



File Name:

MONUMENT SIGN CRITERIA

SUBJECT TO CITY OF SAN CLEMENTE ZONING ORDINANCE – 17.84: SIGN REGULATIONS

Purpose and Intent. The purpose of these general regulations is to define the parameters for design, size, height and location of signs. The requirements related to the number, design type and size of signs outlined in this criteria are intended to be maximum standards which do not necessarily ensure compatibility with building architecture, the neighborhood and the community appearance. Consideration shall be given to the sign's relationship to the overall appearance of the subject property and surrounding area.

A. GENERAL DESIGN STANDARDS

1. General: Monument signs shall be constructed as to not obstruct line of sight for pedestrians, bicyclists or vehicular drivers.
2. Zoning: Monument signs are permitted in the Community Commercial (CC-2) zoning district in accordance with the City of San Clemente sign code and as shown in the accompanying criteria.
3. Area: The maximum allowable area of monument signs in the CC-2 zone shall be sixty four (64) square feet. Only one (1) sign face of any monument sign shall count towards overall signage for the site.
4. Density: One (1) monument sign per street frontage is permitted. One (1) additional sign for sites with more than 150 feet of street frontage shall be permitted in accordance with the City of San Clemente sign code.
5. Height: The maximum height of a monument sign shall be ten feet (10') from grade in accordance with the City of San Clemente sign code.
6. Separation: A minimum one hundred foot (100') separation shall be maintained between monument signs. Monument signs shall be located near the shopping center ingress/egress drives as shown on the accompanying site plan.
7. Design: Monument signs shall be designed with colors and architecture that are compatible with the buildings which they identify. Supports shall have architectural coverings and design which complement the overall design scheme.
8. Construction: All permanent sign faces shall be constructed of permanent materials including, but not limited to, painted and/or sandblasted wood, ceramic tile, masonry, metal, or other compatible, durable and waterproof material. No material more combustible than treated wood shall be used in the construction of any permanent sign.
9. Illumination: Monument signs shall be externally lit. Exposed bulbs or neon tubes are not permitted on monument signs. All external lighting shall be directed away from any adjacent residential uses and public rights-of-way.
10. Landscaping near the base of any monument signs shall be in accordance with the City of San Clemente zoning code and as shown on the approved site plan drawings for the project.

MONUMENT SITE PLAN



SIGN CRITERIA GENERAL REQUIREMENTS, TYPE OF SIGN

The purpose of this Master Signage Plan is to create a graphic environment that is individual and distinctive in identity for the merchant and also compatible with other signs within the Property. The total concept should give an impression of quality and professionalism, as well as, instill a good business image.

The following specifications shall be used for the design of all signage within the Property; however, in all cases, final written approval by Owner is required prior to manufacturing and installation of all signs.

For purposes of this Master Signage Plan, any reference herein to "Owner" shall also include all tenants, subtenants, licensees and other occupants of Owner's Parcel.

NOTICE:
WRITTEN APPROVAL AND CONFORMANCE WITH THE REQUIREMENTS SET FORTH HEREIN DOES NOT IMPLY CONFORMANCE WITH APPLICABLE LAWS, CODES, RULES, AND REGULATIONS PROMULGATED BY THE CITY OF SAN CLEMENTE OR ANY OTHER APPLICABLE GOVERNMENTAL AGENCY OR BODY (COLLECTIVELY, THE "LAWS"). ALL SIGNAGE LOCATED WITHIN THE PROPERTY SHALL BE APPROVED IN WRITING BY OWNER, SHALL COMPLY WITH THE APPLICABLE LAWS AND RECEIPT BY OWNER OF A SIGN PERMIT MUST BE RECEIVED PRIOR TO MANUFACTURING AND INSTALLATION OF ANY SIGNAGE.

A. GENERAL PROVISIONS

1. All signs and signage programs must confirm to the requirements of this Master Signage Plan, the City of San Clemente, and all applicable Laws. Applications and submittals

for signage permits shall be per the City of San Clemente's procedure and requirements.

2. Signs shall identify the person or company operating the use conducted on the Parcel. No off-premises advertising is permitted.

B. GENERAL REQUIREMENTS

1. No signs, advertisements, notices, or other lettering shall be displayed, exhibited, inscribed, painted or affixed in any manner to any part of the building exterior except as approved in writing by Owner.
2. Each electrical sign, and the installation thereof, shall comply with all applicable Laws. Double back connections must be utilized for all electrical connections through the building structure.
3. Tenant shall obtain all necessary permits for signs and the construction and installation of signs.
4. No labels shall be placed on the exposed surfaces of signs except those required by applicable Laws. Required labels shall be applied in inconspicuous locations.
5. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight manner.
6. Sign copy shall be limited to Tenant's proper firm name and shall not include the names of items, goods, or products. The use of a crest, shield, logo, or other established corporate insignia or modifier which has been displayed or associated with Tenant's firm name shall be permitted subject to Owner's written approval.
7. Any sign that does not conform to the requirements of this Master Sign Plan or was not approved by the Owner as required

- hereby shall be immediately removed or brought into conformance at the Tenant's expense.
8. Any sign type not discussed or addressed herein shall be covered by the City of San Clemente sign code.

C. TYPE OF SIGN

1. All signs shall contain individual, reverse pan channel, halo illuminated, pin mounted letters. Letters shall not be mounted on an exposed raceway.

D. SPECIFIC REQUIREMENTS FOR BUILDING SIGNAGE

1. Refer to attached exhibits for signage areas and details.
2. Height: Sign may not exceed 7'-6" as shown on the attached signage exhibits.
3. National chain businesses may be allowed to use their standard signage. This includes letter style, colors, and logos.

E. LIGHTING

1. Electrical lines from buildings to signs shall be concealed from public view. Exposed raceways are prohibited.
2. All lighting shall be halo illuminated with LED's, Neon or Fluorescent's.
 - A. Neon must be 30MA and between 12mm & 15mm glass tubing
 - B. LED must be Stone or Gelcor brand or equivalent.
 - C. Fluorescent lighting will be allowed. No exposed bulbs.
3. All electrical will be U.L. or equivalent approved. All UL and sign manufacturer's labels must be placed on top of the sign and no portion of the labels shall be seen from below.
4. Penetration of structure shall be kept to a minimum and must have proper insulation for voltage cable

5. Power supplies shall be concealed behind fascia and mounted in metal boxes.

G. WINDOW SIGNAGE

Window signs must comply with The City of San Clemente Sign Code and must be approved by Owner in writing.

Window signs to be created in a professional manner.

H. GRAND OPENING BANNERS

Grand Opening banners are allowed with Owner approval and in accordance with the City of San Clemente sign code.

I. ADDRESS SIGNS

Each store is required to display a street address and suite number above storefront door and service door in compliance with the City of San Clemente sign code.

J. THE FOLLOWING ARE NOT PERMITTED

- a. Roof signs.
- b. Cloth signs or streamers hanging in front of business.
- c. Exposed seam tubing.
- d. Animated or moving components.
- e. Intermittent or flashing illumination.
- f. Iridescent painted signs.
- g. Signs or letters painted directly on any surface.
- h. Signs will not be permitted to be installed or placed along perimeter of Property.
- i. Other uses defined by the City of San Clemente sign code

BUILDING SIGNAGE EXAMPLE & DETAILS

NOT TO EXCEED 75% LEASED FRONTAGE

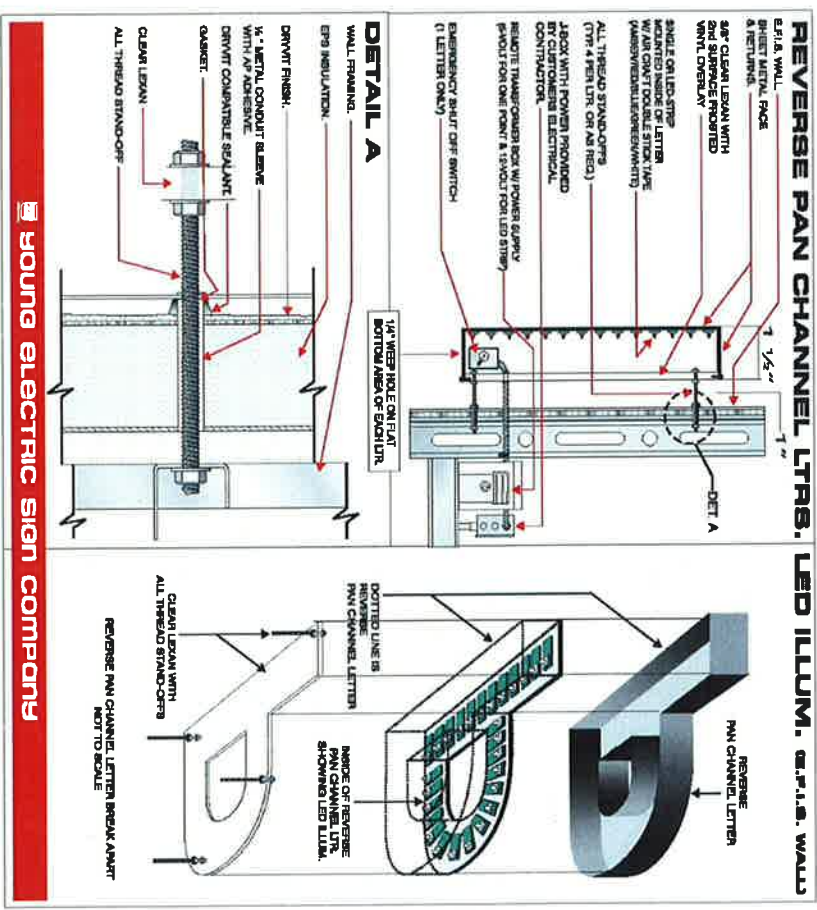
TENANT

FABRICATE & INSTALL
 TYPICAL SET OF HALO ILLUMINATED
 REVERSE CHANNEL LETTERS.

CONSTRUCTION
 .090" ALUMINUM FACES,
 .063" ALUMINUM 3" DEEP RETURNS
 3/16" CLEAR POLYCARBONATE BACKS
 COLOR AS PER TENANT.

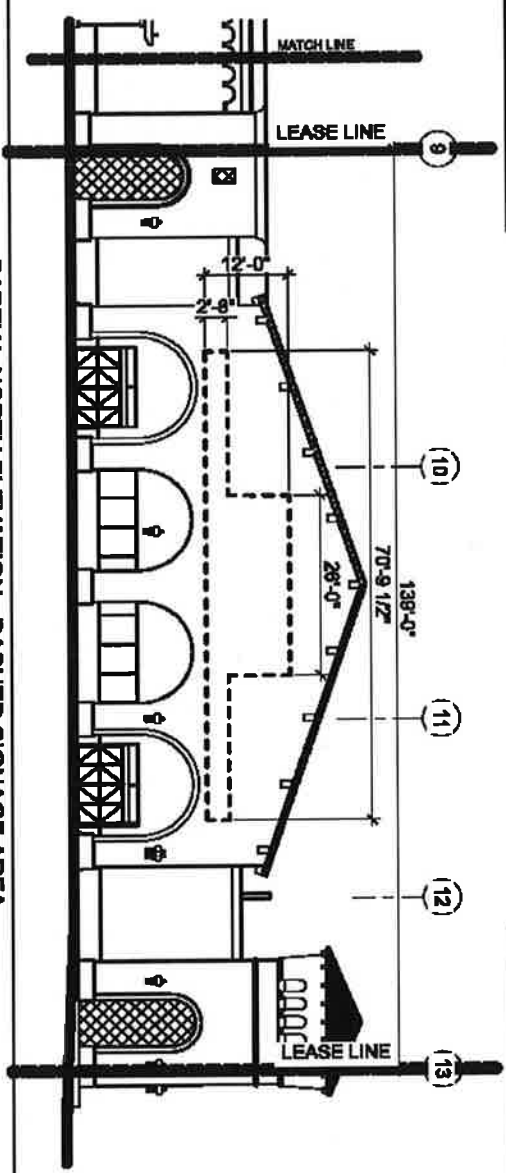
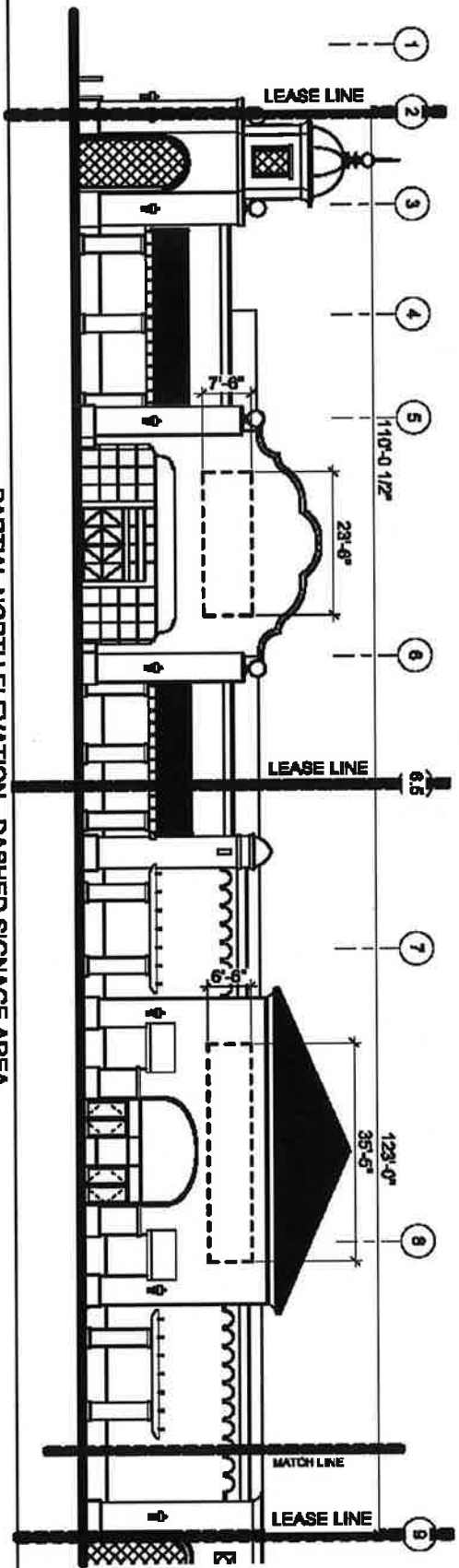
MOUNTING
 1" NON CORROSIVE STAND OFFS

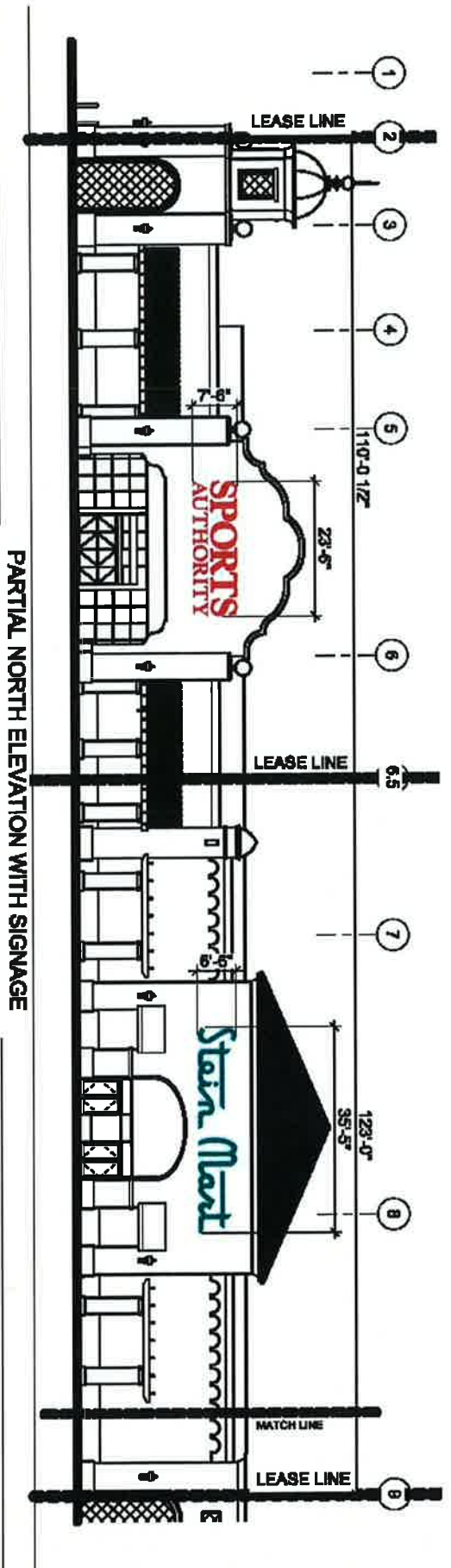
ILLUMINATION
 SLOAN OR GEL-COR LED'S
 WITH REMOTE OR SELF CONTAINED
 POWER SUPPLY'S



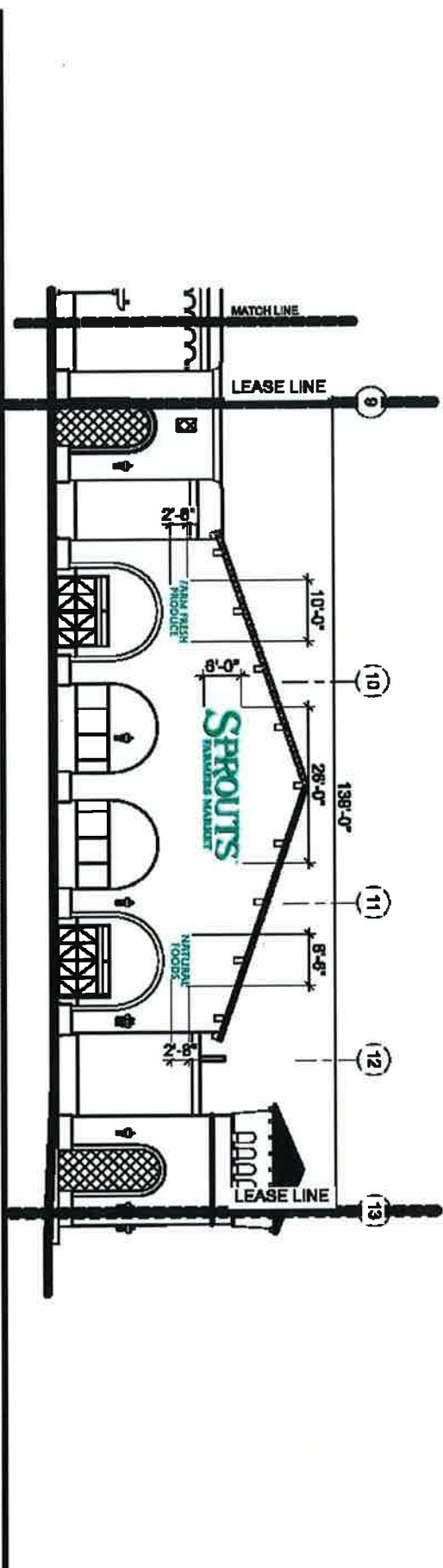
Young Electric Sign Company

BUILDING SIGN BAND AREA AND EXAMPLE TENANT SIGNAGE

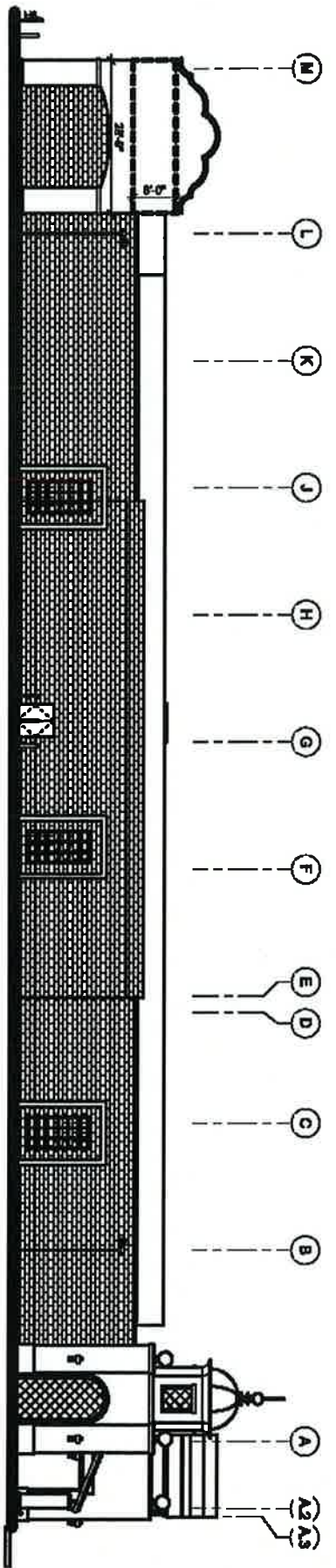




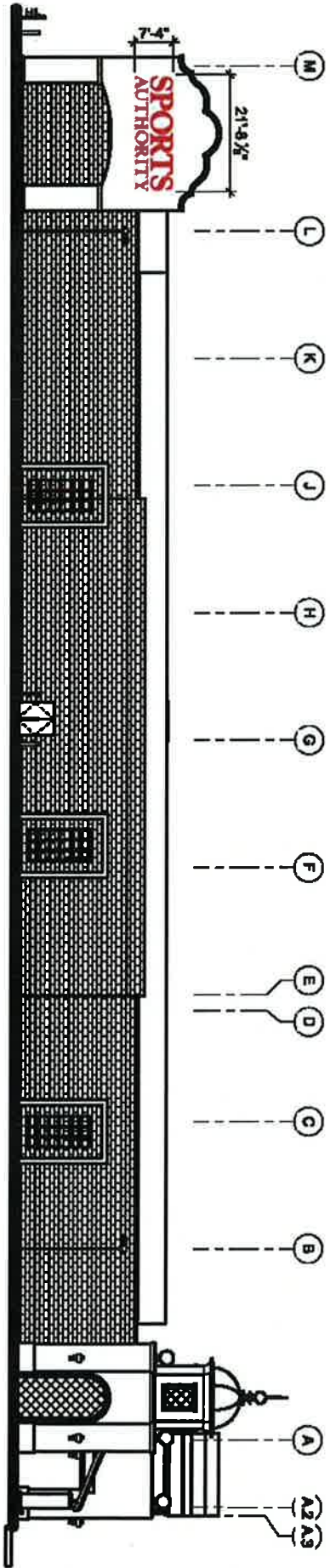
PARTIAL NORTH ELEVATION WITH SIGNAGE



PARTIAL NORTH ELEVATION WITH SIGNAGE



EAST ELEVATION - DASHED SIGNAGE AREA



EAST ELEVATION - SPORTS AUTHORITY SIGNAGE



NORTH COLORED ELEVATION

SCALE 3/32" = 1'-0" **1**



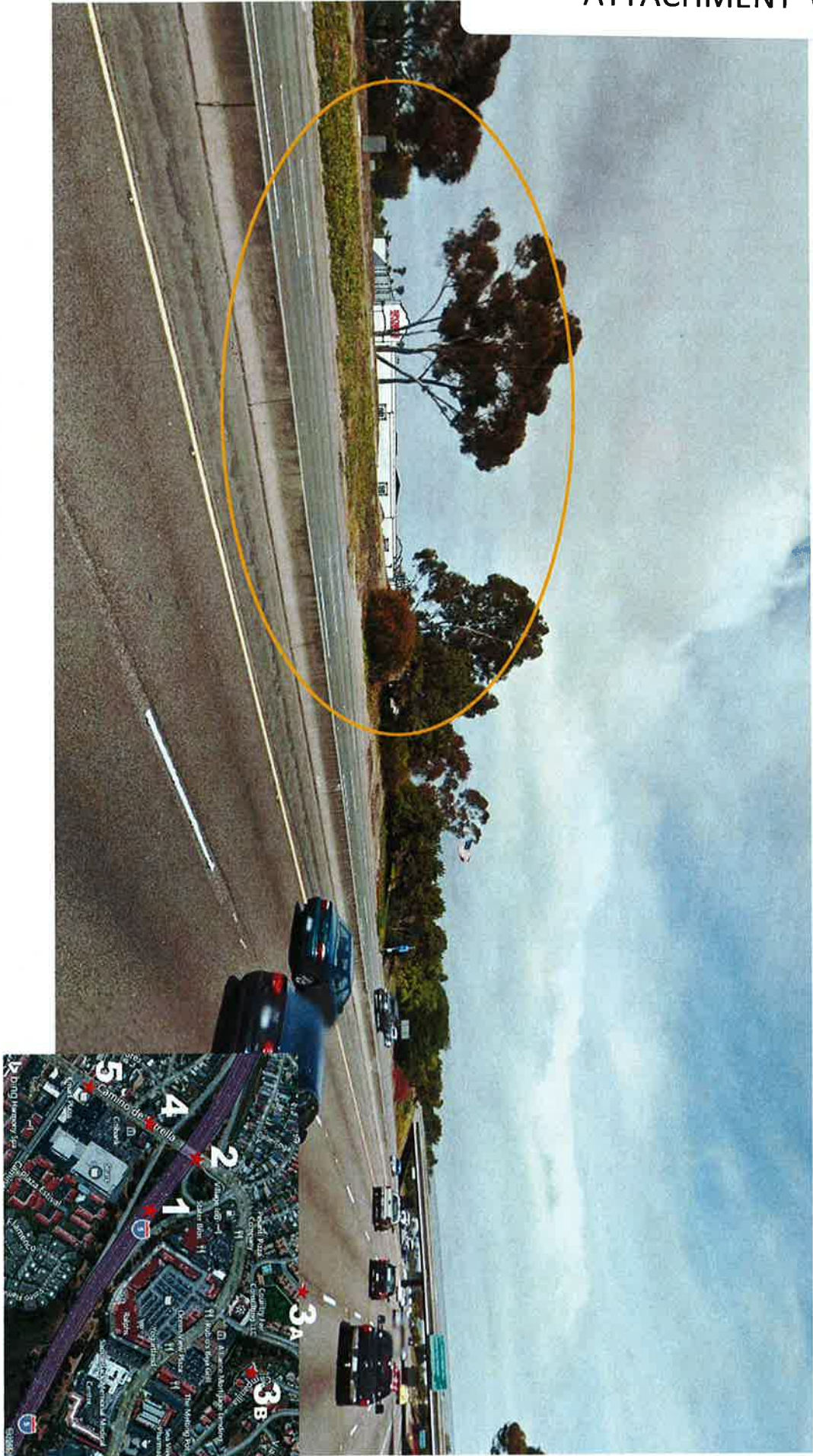
EAST COLORED ELEVATION

SCALE 3/32" = 1'-0" **2**



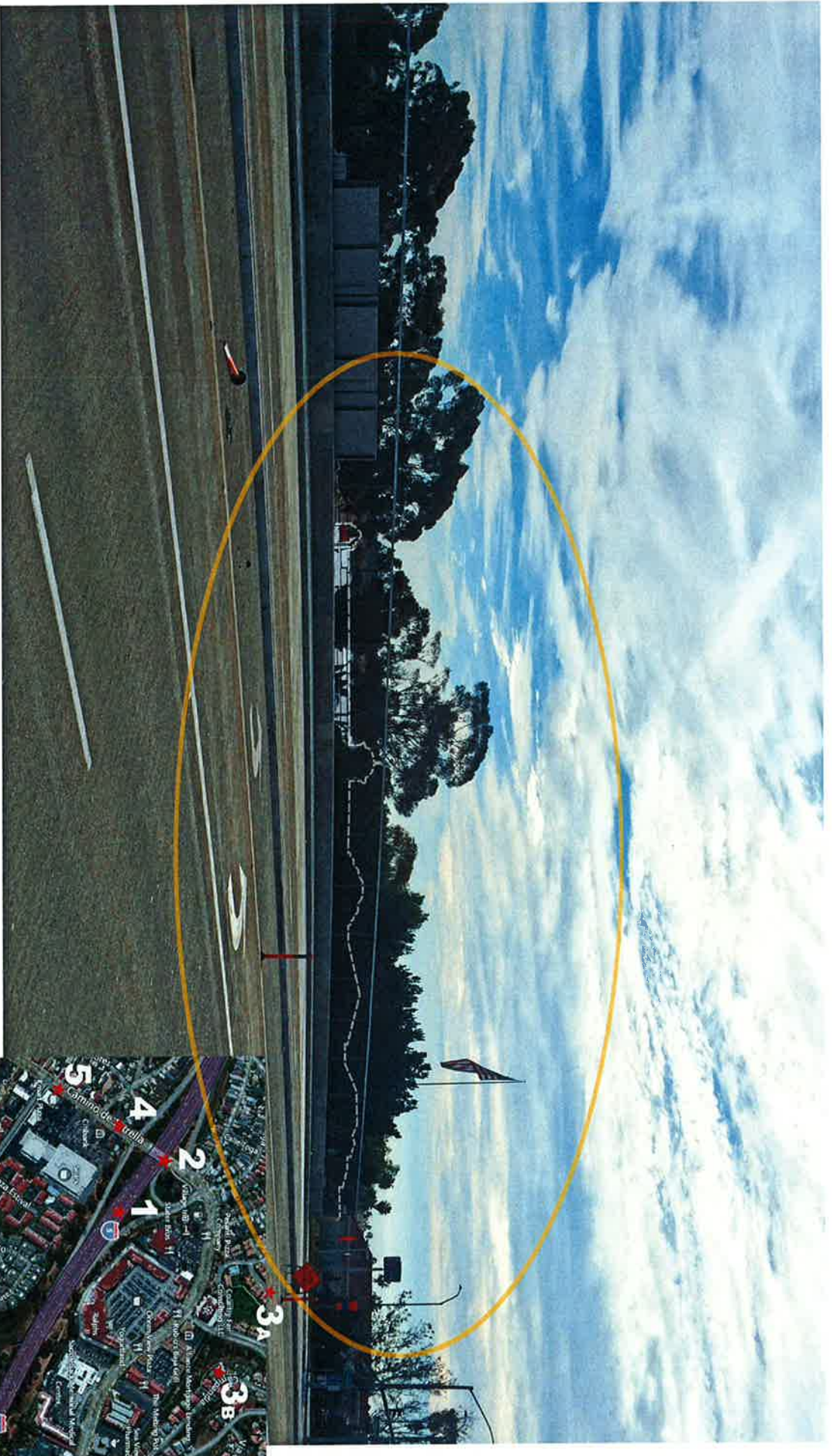
CONCEPTUAL LANDSCAPE PLAN
SAN CLEMENTE PLAZA
NEC CAMINO DE ESTRELLA & CAMINO MIRA COSTA

Kornwasser Building Company
 5670 Wilshire Blvd., Suite 1250
 Los Angeles, CA 90036
 T. (323) 966-1510



LINE OF SIGHT - VIEW FROM FWY 5 (VIEW 1)

SAN CLEMENTE PLAZA
SAN CLEMENTE, CALIFORNIA



LINE OF SIGHT - VIEW FROM BRIDGE (VIEW 2)

SAN CLEMENTE PLAZA
SAN CLEMENTE, CALIFORNIA



DATE: FEBRUARY 2, 2018
 DRAWN BY: MARIANNE DINEEN
 PROJECT NO: 17003
 1700 S. BAYVIEW DR., FOURTH FLOOR
 LOS ANGELES, CA 90033
 WWW.ANDERJAC.COM





LINE OF SIGHT - VIEW 3A - VIEW NEAR 'CAMPANILLA'
 SAN CLEMENTE PLAZA
 SAN CLEMENTE, CALIFORNIA



DATE: 11/15/2011
 TIME: 10:00 AM
 PROJECT: SAN CLEMENTE PLAZA
 17001 SAN CLEMENTE PLAZA
 SAN CLEMENTE, CA 92673
 WWW.NRDEL.COM

NRDEL



LINE OF SIGHT - VIEW 3B - VIEW NEAR 'CAMPANILLA'

SAN CLEMENTE PLAZA
SAN CLEMENTE, CALIFORNIA



DATE: FEBRUARY 9, 2015
 NORTH ARROW
 MADE STUDIO ONE INC.
 1965 J. R. ROAD
 LOS ANGELES, CA 90025
 TEL: 310.721.0100 FAX: 310.721.0108
 WWW.MADESTUDIO.COM

MADE



LINE OF SIGHT - VIEW FROM CAMINO DE ESTRELLA (VIEW 4)

SAN CLEMENTE PLAZA
 SAN CLEMENTE, CALIFORNIA



DATE: FEBRUARY 7, 2015
 TIME: 1:00 PM
 PROJECT: SAN CLEMENTE PLAZA
 LOCATION: LOS ANGELES, CA 90003
 DRAWING NO.: SANCLM02-01
 DRAWING DATE: FEBRUARY 7, 2015

MRDEI



LINE OF SIGHT - VIEW FROM CAMINO DE ESTRELLA (VIEW 5)

SAN CLEMENTE PLAZA
SAN CLEMENTE, CALIFORNIA



DATE: FEBRUARY 7, 2015
 SCALE: AS SHOWN
 PROJECT: SAN CLEMENTE PLAZA
 LOCATION: LOS ANGELES, CA 90002
 DRAWN BY: ADRIAN BLOOM
 CHECKED BY: ADRIAN BLOOM

MRDEL



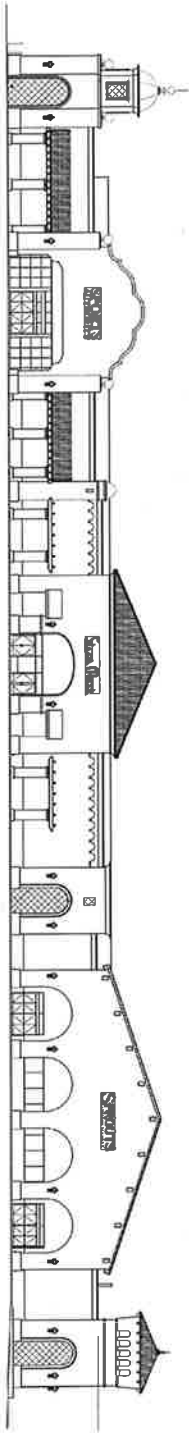
LINE OF SIGHT - 64 S.F. SIGN OPTION VIEW FROM CAMINO DE ESTRELLA (VIEW 5)

SAN CLEMENTE PLAZA
SAN CLEMENTE, CALIFORNIA



DATE: FEBRUARY 3, 2015
 SCALE: AS SHOWN
 NADCO STUDIO ONE, INC.
 1300 S. GARDEN AVENUE, SUITE 100
 LOS ANGELES, CA 90023
 TEL: 310.825.2100 FAX: 310.825.0107
 WWW.NADCO.COM







Design Review Subcommittee (DRSC)

Meeting Date: February 25, 2015

PLANNER: Sean Nicholas, Associate Planner

SUBJECT: **Discretionary Sign Permit 15-044/Sign Exception Permit 15-045, Estrella Center Master Sign Program Phase I**, a request for a new Master Sign Program for Phase I of the approved remodel of the Estrella Shopping Center, that consists of new monument signs and new wall mounted signage.

BACKGROUND:

Project Description

The applicant, Kornland Building Company, proposes a new Master Sign Program for the Phase I portion of the Estrella Center remodel. The Master Sign Program includes two types of signage, monument and wall mounted signs. All monument signs are proposed to have 64 square feet of sign area, and are up to 10 feet tall depending on the change of grade. The project also proposes six new wall signs associated with the three new tenants, five face Camino de Estrella, and one is freeway oriented.

A Discretionary Sign Permit is needed for the Master Sign Program and monument signs over six feet tall. A Sign Exception Permit is needed for individual wall signs greater than 64 square feet and the one freeway oriented signage.

Why is DRSC Review Required?

The DRSC is tasked to ensure the proposed signs meet the development standards of the Zoning Ordinance, the City's Design Guidelines, and are compatible with the building and surrounding properties. While discussion of the Sign Exception issues regarding whether oversized and freeway oriented signage meets the required findings is the purview of the Planning Commission, the design, scale, and compatibility with the buildings architecture of the Master Sign Program requires DRSC review.

Site Data

The Estrella Center was originally constructed in the 1970s, existing with few improvements until a façade enhancement project was approved in October of 2014. The project site has received approval of Sign Exception Permits for wall signs larger than 64 square feet, most recently in 2012 for the K-Mart, based on the findings that larger signage is necessary to provide adequate visibility due to the unique building

location which is setback from the street 350 feet from Camino de Estrella, the size and scale of the site entries, and the appropriate proportionality of the signage for the façades.

ANALYSIS:

Proposed Signage

Table 1 is a list of all the proposed signage for the Master Sign Program for Phase I.

Table 1 – Proposed Signage

Proposed Signage	Sign Square Footage	Requires Sign Exception Permit
Monument Sign (two proposed in Phase I, one proposed in Phase II)	64 square feet of sign area 160 square feet total structure	No
Primary Sprouts Wall Sign	156 square feet	Yes
Secondary Sprouts Wall Signs (two proposed in total)	23 and 27 square feet	No
Steinmart Signage	263 square feet	Yes
Primary Sports Authority Signage	198 square feet	Yes
Freeway Oriented Sports Authority Signage	158 square feet	Yes (size and freeway oriented)
Total Signage Permitted for Phase I by the Municipal Code	986 square feet	
Total Signage Proposed in Phase I	953 square feet	

Wall Mounted Signage

The wall mounted signs are proposed to be individual aluminum pin-mounted letters with halo illumination. The applicant is proposing to utilize the tenants' corporate colors for the signage. The wall mounted signs are all proposed to be larger than 64 square feet. The applicant is proposing signage that is in scale with the building facades as viewed from the public right-of-way. As a component of this application, the applicant has prepared various visual simulations of the signage as viewed from both Camino de Estrella and the freeway (Attachment 3).

Monument Signs

The monument signs are reminiscent of the signs approved for the Vista Hermosa Sports Park and the Target Center. The applicant has taken the design of the center portion of those larger monument signs and modified the look into the proposed design. The signage is setback a minimum of ten feet from Camino de Estrella, and is within the newly created landscape area. The monument signs' structure itself is proposed to be cement block with a smooth stucco finish and a red brick cap to match the architecture and character of the center. The middle portion of the sign will consist of individual aluminum name plates. The only illumination for the monument sign will be internal illumination of the middle portion of the signage.

RECOMMENDATIONS:

While the site is located outside of any architectural overlay, it is located at a designated City gateway and high quality materials and design are necessary to complement the approved façade enhancements. The applicant has chosen high quality materials and lighting for the wall mounted signs. Staff is supportive of the colors with the use of the halo illumination and prohibiting all wall signs from being internally illuminated. Attachment 3 shows the visual simulations showing the scale of the signs on the buildings as proposed, and how the signs would appear at only 64 square feet. Due to the size of the buildings the simulations confirm the 64 square foot signs would look disproportionate (undersized) to the space they would be placed. Staff is supportive of wall signage larger than 64 square feet for this reason. However, staff does have the following recommendations regarding the Master Sign Program:

1. **Reduce the Steinmart sign-** As noted previously, staff is supportive of wall signs larger than 64 square feet when proper proportions dictate their necessity. However, the scale of the Steinmart sign appears to be slightly too large for the area where it is proposed. The sign should be scaled down to better fit within the space between the roof line and the top of the arches.
2. **Remove small Sprouts signs-** As noted above the 64 square foot signs are too small to be effective or proportionally correct for the building facades. In that, the two smaller sets of wall signs for Sprouts are not going to be legible from Camino de Estrella, thus staff recommends removing those signs.
3. **Illumination for the monument signs-** Staff recommends not utilizing an internally illuminated monument sign, rather using dark sky compliant, exterior illumination in the surrounding landscape planter to provide a higher quality look to the multi-tenant monument sign.
4. **Color of tenant panels on monument signs-** While individualism and store identification is important and supported by staff for the large store identification sign's, utilizing a uniform primary panel color while allowing for varying fonts and font color is a better aesthetic choice for the monument signs and for consistency with future tenants and with the overall sign program.

As noted above, staff has saved all comments and recommendations regarding the freeway oriented sign for the full Planning Commission review on March 9th. Staff is supportive of the larger wall signs due to the location of the buildings onsite, as well as the scale of the various entries into the tenant space. Smaller signs, with the exception of the Steinmart sign, would not appear proportionally appropriate for the façade, and potentially might take away from the high quality architecture. The monument signs have been designed to utilize high quality materials, and draw from the design aesthetics of other successful monument signs in the community. Staff is looking for DRSC concurrence with the above recommendations, and welcomes any additional comments the Subcommittee may have.

**CITY OF SAN CLEMENTE
MINUTES OF THE REGULAR MEETING OF THE
DESIGN REVIEW SUBCOMMITTEE
FEBRUARY 25, 2015**

Subcommittee Members Present: Bart Crandell and Julia Darden

Staff Present: Jim Pechous, Cliff Jones, Sean Nicholas, John Ciampa and Christopher Wright

1. MINUTES

Minutes from February 11, 2015 meeting

2. ARCHITECTURAL REVIEW OF THE FOLLOWING ITEM

A. Discretionary Sign Permit 15-044/Sign Exception Permit 15-045, Estrella Shopping Center Phase I (Nicholas)

A request to consider a Master Sign Program including monument signs, wall signs, and one freeway oriented sign for an existing shopping center. This is for the portion of the commercial center that was the K-Mart facility located within the Community Commercial (CC2) zoning district at 550 Camino De Estrella. The legal description is P BK 34, PG 17 PAR 1, PM 34-17, PAR 1 POR OF PAR, Assessor's Parcel Number 691-101-26.

Associate Planner Sean Nicholas summarized the staff report. Planner Nicholas stated that the applicant has read the proposed recommendations from staff and is in agreement with the proposed modifications to the monument signs. The applicant stated that they wanted to discuss the issues of the wall mounted signs further.

Subcommittee Members wanted to discuss the proposed monument signs further. They asked that the updated landscape plan be provided for Planning Commission, and to show the signage with the proposed landscaping at the base.

Chair Crandell stated he was concerned that the new street trees included in the newly created landscape buffer on Estrella would block the view of the signage. Planner Nicholas indicated that the signs need to be set back a minimum of 10 feet to meet Orange County sight distance triangles. Since they will be set back, they will not be in line with the trees, thus will not be blocked by them.

Subcommittee Member Darden clarified that due to the size and frontage of the site, they are permitted to have the number of monument signs that they are proposing, and will ultimately will be developed once Phase II is submitted.

Planner Nicholas confirmed that the proposed signage square footage and number of monument signs are consistent with the square footage and allowed number of signs as set forth in the Municipal Code.

Chair Crandell asked if the monument signs shown are only for the Kornwasser tenants. Steve Usdan, representative of the Kornwasser group, stated that three tenants will have three panels, and the Burnham group primary tenants will have three panels, as it will be for the monument sign on the Burnham property.

Chair Crandell stated that when they reviewed the site layout with the physical improvements, the entrance into the center at the un-signalized entrance on Camino de Estrella was seen as being the primary entrance, with the signalized entrance being secondary.

The Subcommittee Members agreed that reducing the massing at the signalized entry would be important. It would visually signify the signalized entry being a minor entry, giving a scale to the points of entry. Additionally it will reduce the massing of signage on Camino de Estrella. The Subcommittee Members recommended reducing the number of tenant panels, and reducing the monument sign proportionally.

Mr. Usdan stated that if reducing that sign was a requirement of the City they would acquiesce. However, he stated that while the massing can be reduced, it is important to them to still have the height of the signage to provide visual clearance above the landscaping.

The Subcommittee recommended that utilizing only four panels and stacking them vertically will allow for the massing to be reduced. The scale of the sign to be more vertical and still allow representation from both Kornwasser and Burnham tenants.

Mr. Usdan stated that it was his understanding that the design of the six panel signage was from a recommendation from staff and a request from the Burnham owners to have their signage with the other major tenants.

Planner Nicholas clarified that the original design of the monument signs was very modern and was not consistent with the architecture. Staff recommended looking at the Vista Hermosa Park and Target Monument signs as design inspiration. The number of tenant panels was presented by the applicant.

Mr. Usdan stated he understood the concern as long as the height can maintain ten feet to have visibility. They will reduce the massing of the sign and drop to only four tenant panels at the signalized intersection.

Subcommittee Member Darden felt that more white space on the edges of the signage would be appropriate and had some concerns about letting multiple colors and fonts to be used for the copy of the tenant panels.

Mr. Usdan stated that they are planning to require white since the sign will not be internally illuminated and that will provide additional white space.

Chair Crandell stated that he thought having the white with the various font colors and script would match what will be on the buildings, and he is not necessarily bothered by the variety of that on the monument sign.

Subcommittee Member Darden asked that staff include examples of other monument signs in the community. Planner Nicholas stated he would make sure something is added to the staff report.

City Planner Pechous stated that one of the goals he wants to accomplish with the upcoming Code updates is a revision to the Sign Code which is the code that has been in place since 1983 and does not reflect the reality of signage for centers such as the project site. The Subcommittee agreed it is an issue and needs to be update.

Planner Nicholas addressed the wall signs and discussed staff's recommendation regarding reducing the Stein Mart sign proportionally to be better fit in the façade for signage.

Subcommittee Member Darden asked about the sign band requirement regarding the height being limited to 75%.

Planner Nicholas stated that he discussed the issue with the applicant and that was an error. The applicant meant for it to be consistent with the Municipal Code which requires signs not to exceed 75% of the width of the tenant façade. Planner Nicholas stated the applicant intended for the full height to be used as identified.

Mr. Usdan stated that from Stein Mart's point of view is that the sign scale is actually the same between the tenants. Subcommittee Member Darden stated that this does not make sense that the Sports Authority signage is taller. Mr. Usdan said, yes, the Sports Authority signage is larger. However, the façade to place signage is also larger and more room to place signage further up on the façade.

City Planner Pechous commented that the façade on Stein Mart could be increased by a foot to provide more appropriate scale for the signage. The Subcommittee Members agreed that raising the roof would help, but the sign should be reduced in scale to better fit within the space. Additionally, Subcommittee Member Darden expressed concern about the future tenants and ensuring consistency and not having signage in the future out of scale or too large for the location of the sign.

Mr. Usdan stated that they are open to setting future signage to what is approved by DRSC and Planning Commission so that it is clear what will be approved in the future and ensure consistency. Everything for the applicant hinges on the freeway oriented signage and getting it approved. If that is approved, it will give them a lot more flexibility. Mr. Usdan than expressed the applicants position regarding the freeway oriented signage and its importance to the project. Subcommittee Members thanked Mr. Usdan for his position.

Subcommittee Member Darden still expressed concern about the scale of both Stein Mart and Sports Authority also feeling more crowded. Mr. Usdan said that they can bring the signage down vertically by six inches and then reduce the horizontal size proportionally for both Sports Authority and Stein Mart. The Subcommittee felt that this would help the overall design.

The Subcommittee also asked staff to ensure Phase II is consistent with the sizes as approved for the wall signs for Phase I.

B. Discretionary Sign Permit 14-394, Rite Aid Sign Program (Wright)

A request to allow a wall sign larger than 25 square feet within the Architectural Overlay district. The project site is located at 801 North El Camino Real.

Associate Planner Christopher Wright summarized the staff report.

The Subcommittee supported staff's recommendations and forwarded the item to the Planning Commission.

C. Cultural Heritage Permit 14-496 Petri Addition (Ciampa)

Addition to an existing nonconforming residence located adjacent to a historic residence at 204 W. Paseo De Cristobal.

Associate Planner John Ciampa summarized the staff report.

Subcommittee Chair Crandell stated the project was a welcomed improvement and the addition does not exceed the allowed 2,100 square feet for an addition to a legal non-conforming structure. He also said that the project is making the property more conforming with the elimination of the legal nonconforming second residential unit that is attached to the garage.

The applicant, David York, stated that the rules for non-conforming structures encourages property owners with the financial means to demolish legal non-conforming houses and replace them with much larger conforming houses. He said in this case the applicant only wanted to do a modest expansion and exterior remodel to the house.

Subcommittee Member Darden stated that the design is sensitive to the historic structure by keeping the rear portion of the structure one story. She and the other Cultural Heritage Subcommittee members agreed the project is a good addition to the neighborhood.

The Cultural Heritage Subcommittee did not recommend any modifications to the project and recommended it be forwarded to the Planning Commission for their review.

MASTER SIGN PLAN (SIGN CRITERIA)

FOR

SAN CLEMENTE PLAZA – PHASE 1
SAN CLEMENTE, CA

PREPARED BY:



CCA ACQUISITION
COMPANY, LLC

5670 WILSHIRE BOULEVARD, SUITE 1250
LOS ANGELES, CALIFORNIA 90036



WITH:

ROCKY MOUNTAIN REGION
1605 GRAMERCY ROAD
SALT LAKE CITY, UTAH 94104

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MONUMENT SIGN DESIGN CRITERIA.....

MONUMENT SIGN PLAN.....

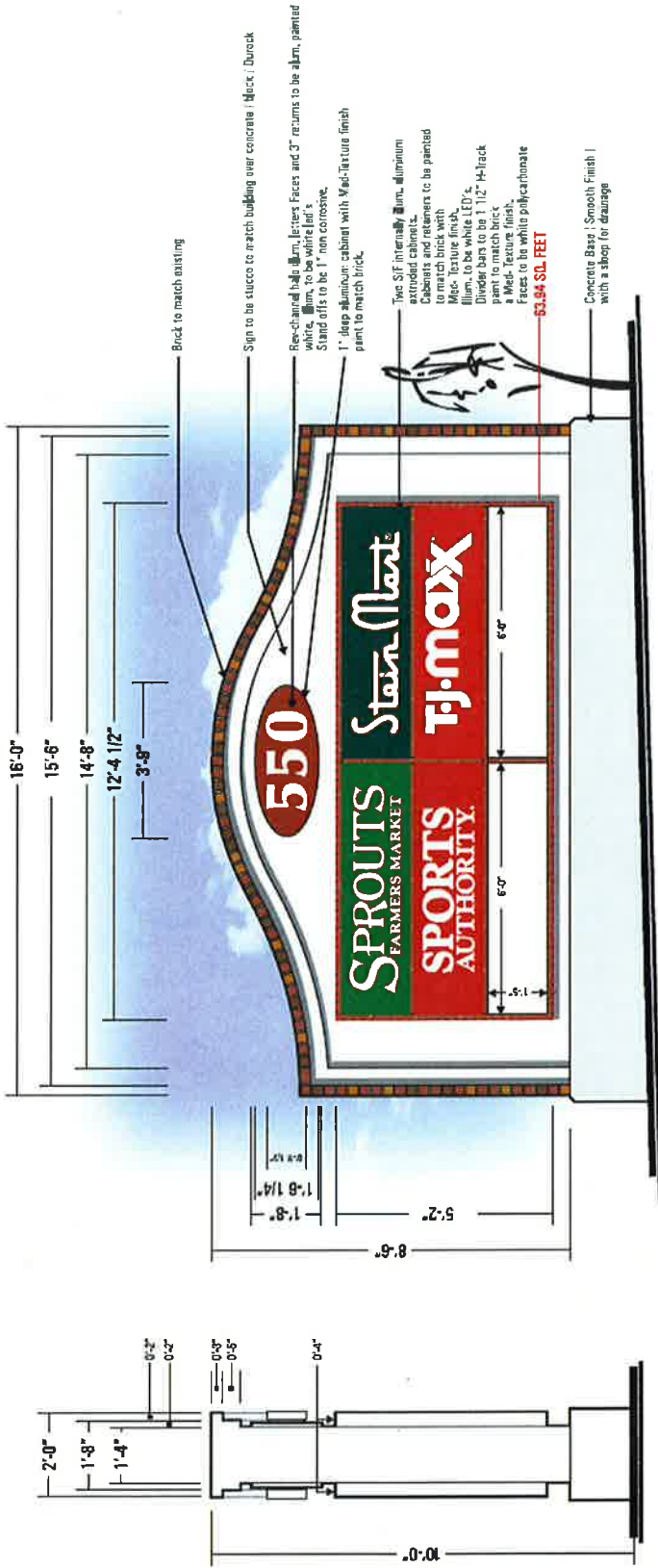
TENANT SIGN CRITERIA

SIGN CRITERIA GENERAL REQUIREMENTS, TYPE OF SIGN.....

BUILDING SIGNAGE EXAMPLE & DETAILS.....

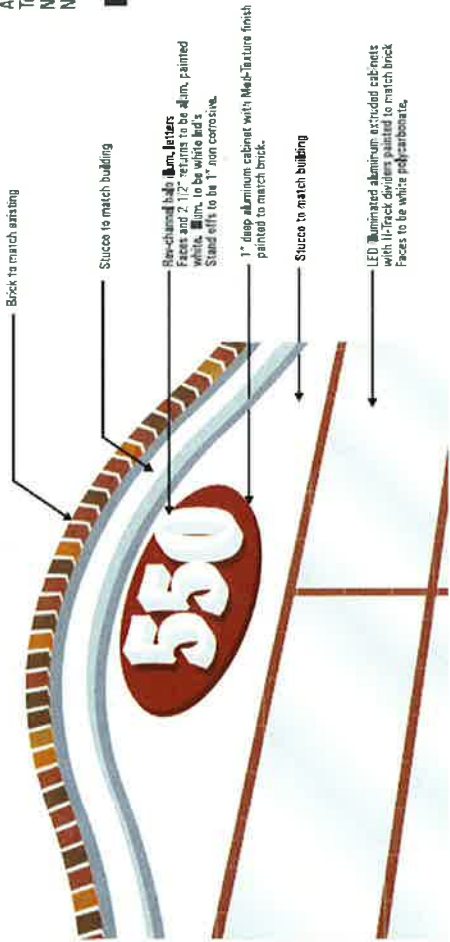
BUILDING SIGN BAND AREA AND EXAMPLE TENANT SIGNAGE.....

MONUMENT SIGN DETAIL



Scope of work:
 Yesco to manufacture and install three DIF internally illum. monument displays.
 All displays to be manufactured from stucco and brick with concrete bases.
 Tenant display to be internally led illum.
 NOTE:
 NO VISIBLE FASTENERS

2	3	NEW DIF INTERNALLY ILLUM. TENANT DISPLAYS	SCALE: 3/8" = 1'-0"
QUANTITY: 3 MANUFACTURE & INSTALL			



Future tenant vinyls to have logo color background and reversed out graphics.
 No white backgrounds

MONUMENT SIGN CRITERIA

SUBJECT TO CITY OF SAN CLEMENTE ZONING ORDINANCE – 17.84: SIGN REGULATIONS

Purpose and Intent. The purpose of these general regulations is to define the parameters for design, size, height and location of signs. The requirements related to the number, design type and size of signs outlined in this criteria are intended to be maximum standards which do not necessarily ensure compatibility with building architecture, the neighborhood and the community appearance. Consideration shall be given to the sign's relationship to the overall appearance of the subject property and surrounding area.

A. GENERAL DESIGN STANDARDS

1. **General:** Monument signs shall be constructed as to not obstruct line of sight for pedestrians, bicyclists or vehicular drivers.
2. **Zoning:** Monument signs are permitted in the Community Commercial (CC-2) zoning district in accordance with the City of San Clemente sign code and as shown in the accompanying criteria.
3. **Area:** The maximum allowable area of monument signs in the CC-2 zone shall be sixty four (64) square feet. Only one (1) sign face of any monument sign shall count towards overall signage for the site.
4. **Density:** One (1) monument sign per street frontage is permitted. One (1) additional sign for sites with more than 150 feet of street frontage shall be permitted in accordance with the City of San Clemente sign code.
5. **Height:** The maximum height of a monument sign shall be ten feet (10') from grade in accordance with the City of San Clemente sign code.
6. **Separation:** A minimum one hundred foot (100') separation shall be maintained between monument signs. Monument signs shall be located near the shopping center ingress/egress drives as shown on the accompanying site plan.
7. **Design:** Monument signs shall be designed with colors and architecture that are compatible with the buildings which they identify. Supports shall have architectural coverings and design which complement the overall design scheme.
8. **Construction:** All permanent sign faces shall be constructed of permanent materials including, but not limited to, painted and/or sandblasted wood, ceramic tile, masonry, metal, or other compatible, durable and waterproof material. No material more combustible than treated wood shall be used in the construction of any permanent sign.
9. **Illumination:** Monument signs may be internally or externally lit in commercial zones. Exposed bulbs or neon tubes are not permitted on monument signs. All external lighting shall be directed away from any adjacent residential uses and public rights-of-way.
10. **Landscaping** near the base of any monument signs shall be in accordance with the City of San Clemente zoning code and as shown on the approved site plan drawings for the project.

MONUMENT SITE PLAN



SIGN CRITERIA GENERAL REQUIREMENTS, TYPE OF SIGN

The purpose of this Master Signage Plan is to create a graphic environment that is individual and distinctive in identity for the merchant and also compatible with other signs within the Property. The total concept should give an impression of quality and professionalism, as well as, instill a good business image.

The following specifications shall be used for the design of all signage within the Property; however, in all cases, final written approval by Owner is required prior to manufacturing and installation of all signs.

For purposes of this Master Signage Plan, any reference herein to "Owner" shall also include all tenants, subtenants, licensees and other occupants of Owner's Parcel.

PROCEDURE:

All signage drawing proposals will be submitted in three (3) copies to Owner for written approval, prior to application for sign permit from the City of San Clemente.

NOTICE:

WRITTEN APPROVAL AND CONFORMANCE WITH THE REQUIREMENTS SET FORTH HEREIN DOES NOT IMPLY CONFORMANCE WITH APPLICABLE LAWS, CODES, RULES, AND REGULATIONS PROMULGATED BY THE CITY OF SAN CLEMENTE OR ANY OTHER APPLICABLE GOVERNMENTAL AGENCY OR BODY (COLLECTIVELY, THE "LAWS"). ALL SIGNAGE LOCATED WITHIN THE PROPERTY SHALL BE APPROVED IN WRITING BY OWNER, SHALL COMPLY WITH THE APPLICABLE LAWS AND RECEIPT BY OWNER OF A SIGN PERMIT MUST BE RECEIVED PRIOR TO MANUFACTURING AND INSTALLATION OF ANY SIGNAGE.

A. GENERAL PROVISIONS

1. All signs and signage programs must confirm to the requirements of this Master Signage Plan, the City of San Clemente, and all applicable Laws. Applications and submittals for signage permits shall be per the City of San Clemente's procedure and requirements.
2. Signs shall identify the person or company operating the use conducted on the Parcel. No off-premises advertising is permitted.

B. GENERAL REQUIREMENTS

1. No signs, advertisements, notices, or other lettering shall be displayed, exhibited, inscribed, painted or affixed in any manner to any part of the building exterior except as approved in writing by Owner.
2. Each electrical sign, and the installation thereof, shall comply with all applicable Laws. Double back connections must be utilized for all electrical connections through the building structure.
3. Tenant shall obtain all necessary permits for signs and the construction and installation of signs.
4. No labels shall be placed on the exposed surfaces of signs except those required by applicable Laws. Required labels shall be applied in inconspicuous locations.
5. All penetrations of the building structure required for sign installation shall be neatly sealed in a watertight manner.
6. Sign copy shall be limited to Tenant's proper firm name and shall not include the names of items, goods, or products. The use of a crest, shield, logo, or other established corporate

insignia or modifier which has been displayed or associated with Tenant's firm name shall be permitted subject to Owner's written approval.

7. Any sign that does not conform to the requirements of this Master Sign Plan or was not approved by the Owner as required hereby shall be immediately removed or brought into conformance at the Tenant's expense.
8. Any sign type not discussed or addressed herein shall be covered by the City of San Clemente sign code.

C. TYPE OF SIGN

1. All signs shall contain individual, reverse pan channel, halo illuminated, pin mounted letters. Letters shall not be mounted on an exposed raceway.

D. SPECIFIC REQUIREMENTS FOR BUILDING SIGNAGE

1. Each Tenant will be allowed a maximum of two and one-half (2.5) square feet of building sign area per lineal foot of business facade (calculated from the tenant's total leased premises dimension) along the front (north) building elevation facing Camino De Estrella.
2. The end-cap tenant with building elevation (east) fronting Interstate-5 will be allowed signage within the rear tower element with a maximum of one (1.0) square feet of building sign area per lineal foot of building length.
3. Elevations with sign band areas are being submitted as a part of this design criteria and shall be adhered to when developing individual tenant signage submittals.
4. The square footage for tenant signage shall be computed by enclosing such a sign with the smallest single continuous perimeter around the letters, numbers or emblems. Multiple line or secondary signage may be permitted with the cumulative area for additional rectangles encompassing any

text being added together and calculated towards the overall square footage.

5. Length: The overall length of spread of letters shall not exceed 75% of the total leased frontage as specified by lease. (Example: Maximum spread for a sign for a space thirty (30) feet wide will be twenty-two and one-half (22.5) feet).
6. Layout: All wording and letters shall be centered and mounted on the sign fascia so that all letters are contained within six (6) inches from the bottom of edge of the sign band area. The signage or letter groupings shall be centered in the horizontal and vertical space provided, or in an alternate area close to the Tenant's storefront as may be deemed appropriate by the Landlord. As no time will a sign or portion thereof be allowed to extend over, beyond or past the top and bottom edge of the sign band, or area provided.
7. Height: Sign may not exceed 75% of SIGN BAND height.
8. National chain businesses may be allowed to use their standard signage. This includes letter style, colors, and logos.

E. LIGHTING

1. Electrical lines from buildings to signs shall be concealed from public view. Exposed raceways are prohibited.
2. All lighting shall be halo illuminated with LED's, Neon or Fluorescent's.
 - A. Neon must be 30MA and between 12mm & 15mm glass tubing
 - B. LED must be Stone or Gelcor brand.
 - C. Fluorescent lighting will be allowed. No exposed bulbs.
3. All electrical will be U.L. or equivalent approved. All UL and sign manufacturer's labels must be placed on top of the sign and no portion of the labels shall be seen from below.
4. Penetration of structure shall be kept to a minimum and must have proper insulation for voltage cable

5. Power supplies shall be concealed behind fascia and mounted in metal boxes.

F. DETAIL DRAWING

1. Three copies of a complete and detailed drawing by Owner's sign company shall be submitted to Owner for final review and written approval.
2. Elevation of building fascia and sign shall be drawn using a minimum 1/4" to 1" scale.
3. Drawing shall indicate the following specifications:
 - a. Type, thickness, and color of Plexiglas type of material used for backs, returns, and trim caps, including color.
 - b. Finish used on returns.
 - c. Type of illumination and mounting method.
4. Drawing must include fascia cross section showing electrical connections.

G. WINDOW SIGNAGE

Window signs must comply with The City of San Clemente Sign Code and must be approved by Owner in writing.

Window signs to be created in a professional manner.

H. GRAND OPENING BANNERS

Grand Opening banners are allowed with Owner approval and in accordance with the City of San Clemente sign code.

I. ADDRESS SIGNS

Each store is required to display a street address and suite number above storefront door and service door in compliance with the City of San Clemente sign code.

J. THE FOLLOWING ARE NOT PERMITTED

- a. Roof signs.
- b. Cloth signs or streamers hanging in front of business.
- c. Exposed seam tubing.
- d. Animated or moving components.
- e. Intermittent or flashing illumination.
- f. Iridescent painted signs.
- g. Signs or letters painted directly on any surface.
- h. Signs will not be permitted to be installed or placed along perimeter of Property.
- i. Other uses defined by the City of San Clemente sign code

BUILDING SIGNAGE EXAMPLE & DETAILS

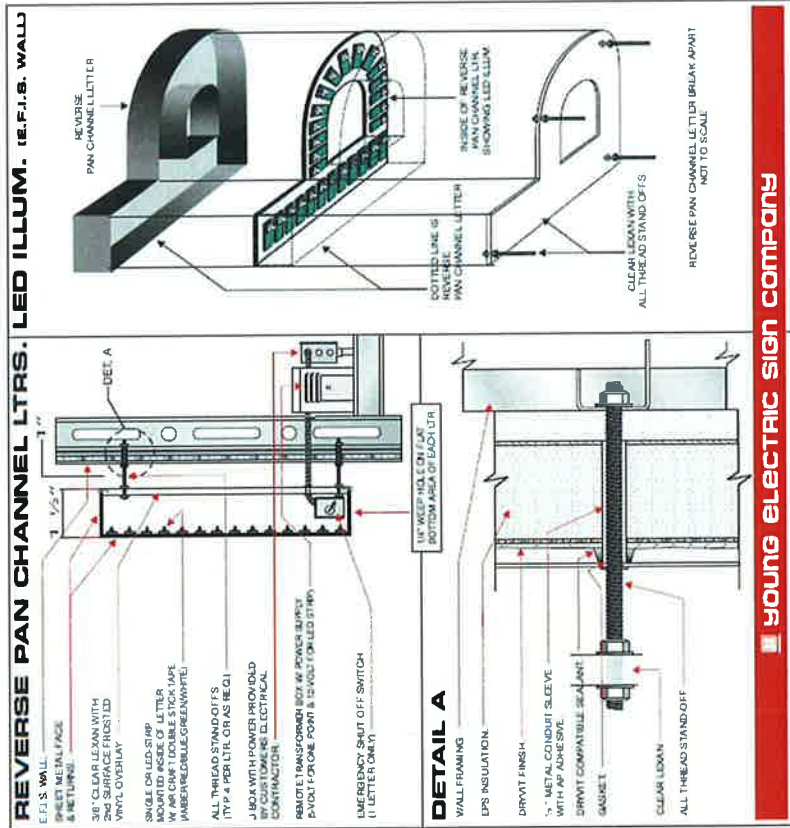


FABRICATE & INSTALL
TYPICAL SET OF HALO ILLUMINATED
REVERSE CHANNEL LETTERS.

CONSTRUCTION
.090" ALUMINUM FACES.
.063" ALUMINUM 3" DEEP RETURNS
3/16" CLEAR POLYCARBONATE BACKS
COLOR AS PER TENANT.

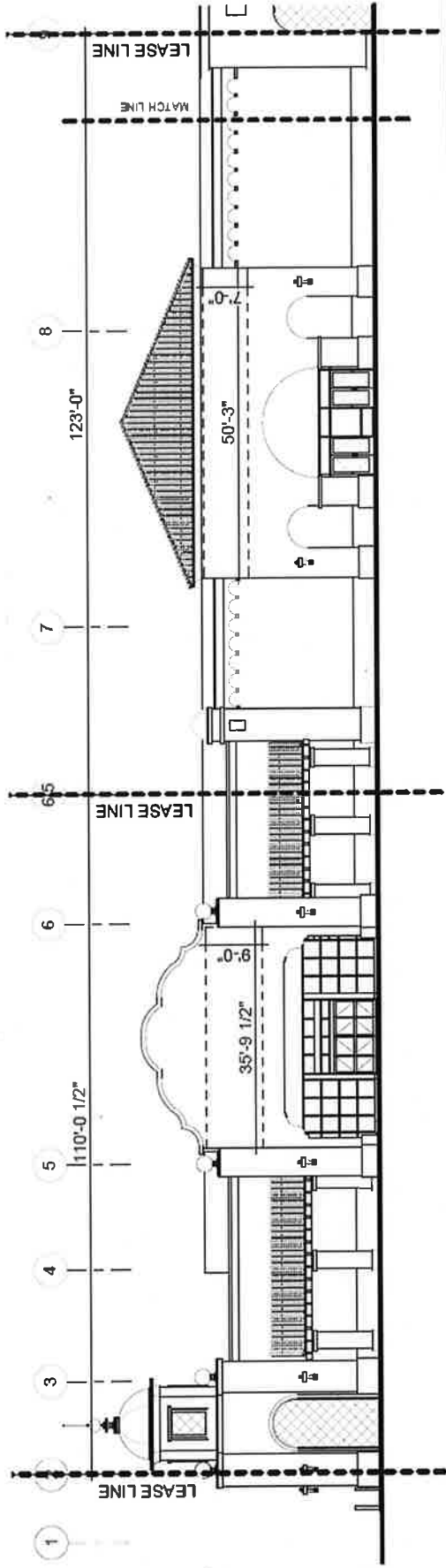
MOUNTING
1" NON CORROSIVE STAND OFFS

ILLUMINATION
SLOAN OR GEL-COR LED'S
WITH REMOTE OR SELF CONTAINED
POWER SUPPLY'S

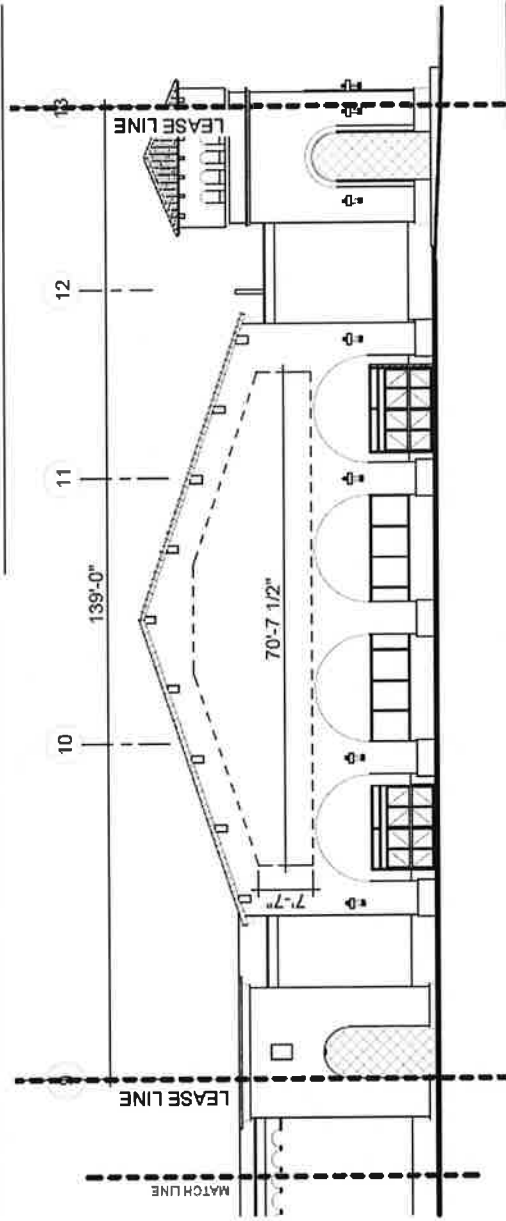


YOUNG ELECTRIC SIGN COMPANY

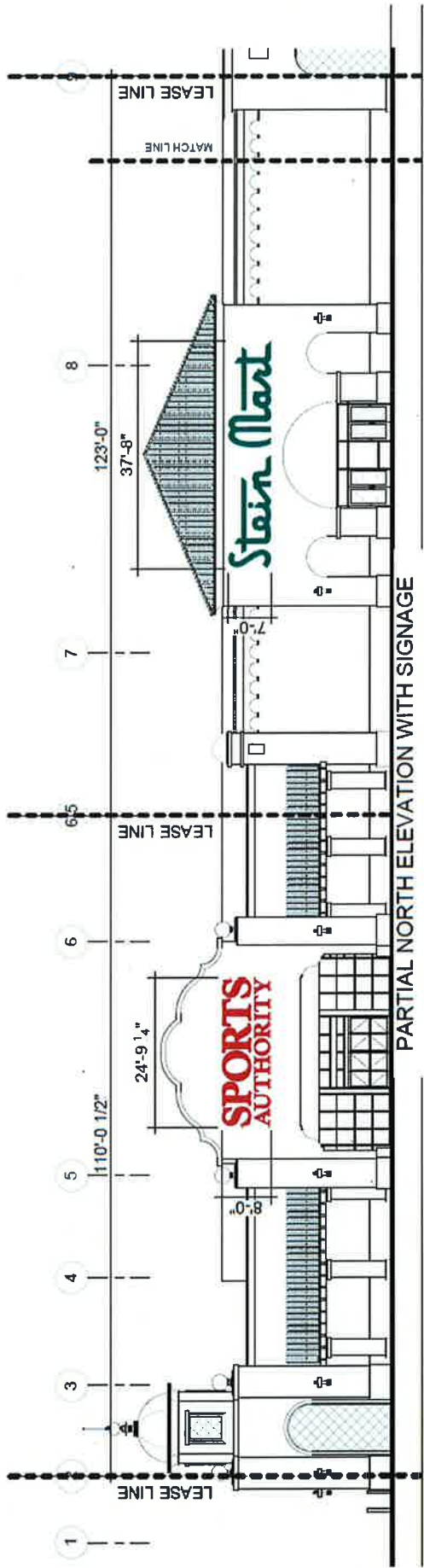
BUILDING SIGN BAND AREA AND EXAMPLE TENANT SIGNAGE



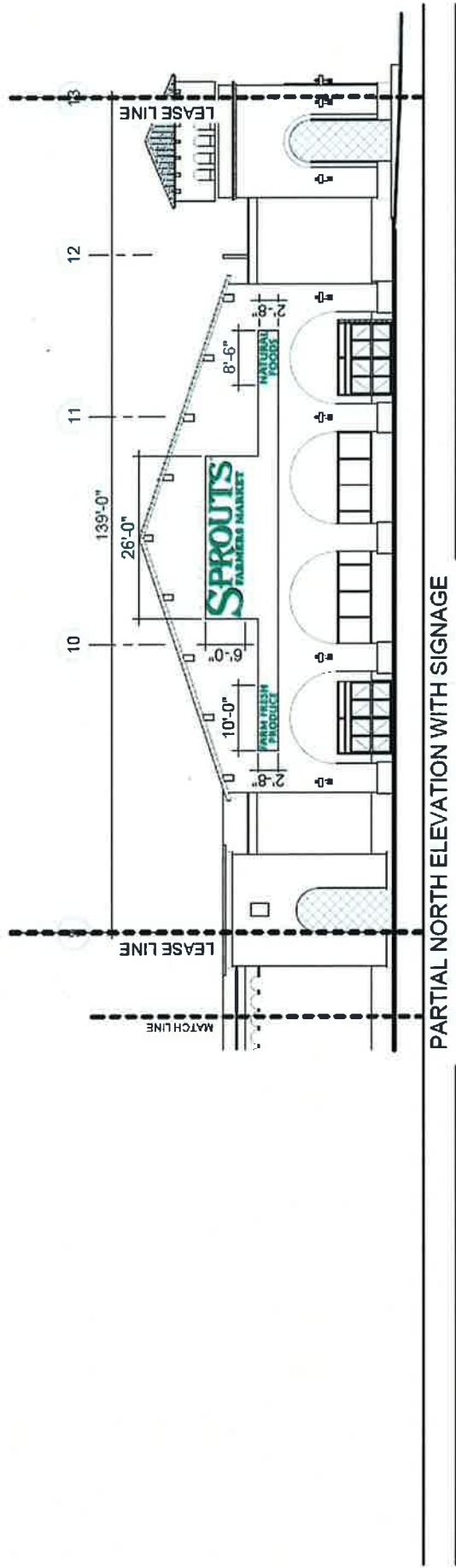
PARTIAL NORTH ELEVATION - DASHED SIGNAGE AREA



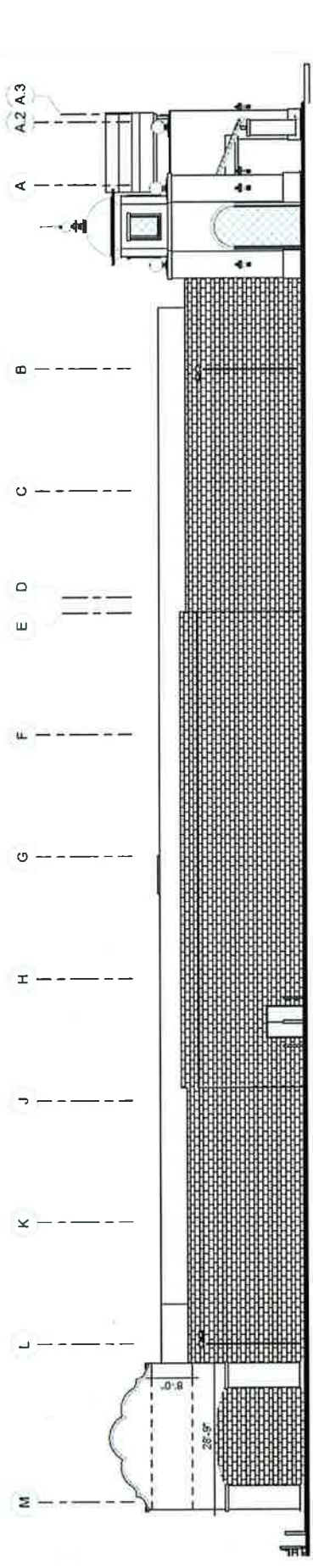
PARTIAL NORTH ELEVATION - DASHED SIGNAGE AREA



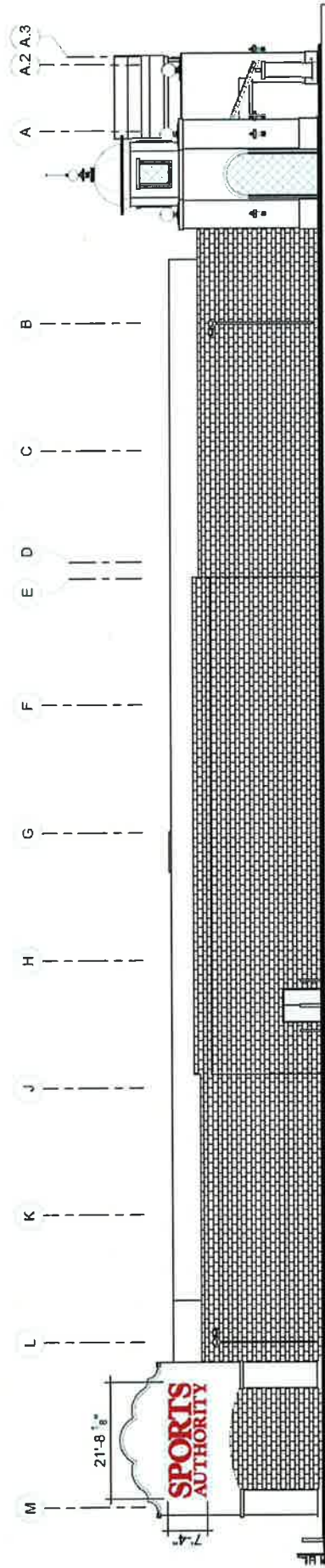
PARTIAL NORTH ELEVATION WITH SIGNAGE



PARTIAL NORTH ELEVATION WITH SIGNAGE



EAST ELEVATION - DASHED SIGNAGE AREA



EAST ELEVATION - SPORTS AUTHORITY SIGNAGE



NORTH COLORED ELEVATION

SCALE
3/32" = 1'-0"

1



EAST COLORED ELEVATION

SCALE
3/32" = 1'-0"

2

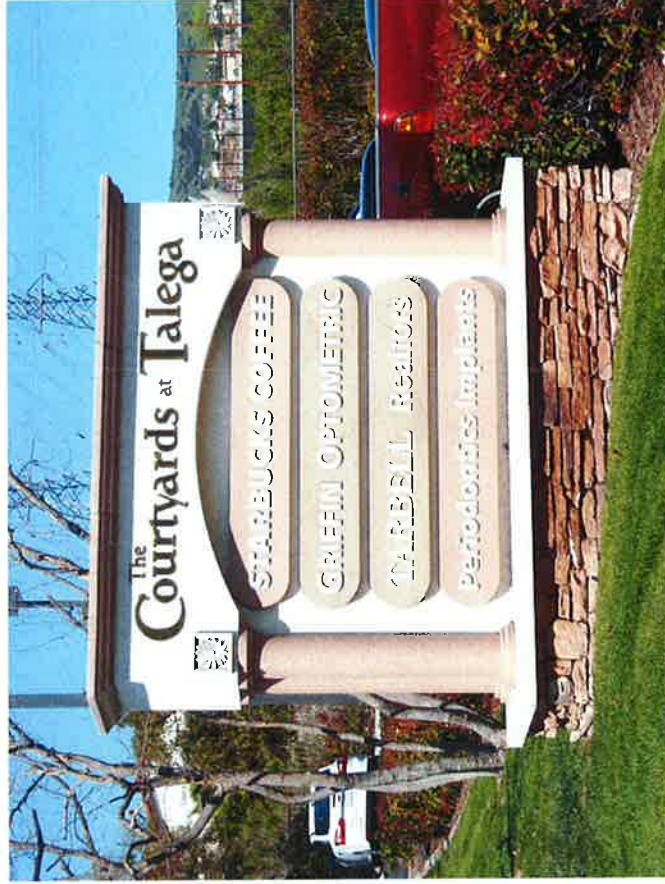
Plaza Pacifica

Two monument signs



The Courtyards at Talega

Pico & La Pata



Ocean View Plaza

Camino Los Mares



Krikorian Theater Plaza

Camino Los Mares



**CITY OF SAN CLEMENTE
ENVIRONMENTAL CHECKLIST FORM**

1. Project Title: Discretionary Sign Permit (DSP) 15-044/Sign Exception Permit (SEP)
15-045, Estrella Shopping Center Phase I
- Lead Agency Name and Address: City of San Clemente
910 Calle Negocio, Suite 100
San Clemente, CA 92673
3. Contact Person and Phone Number: Sean Nicholas 949.361.6189
4. Project Location: 550 Camino De Estrella. The legal description is P BK 34, PG 17
PAR 1, PM 34-17, PAR 1 POR OF PAR, Assessor's Parcel Number
691-101-26
-
5. Project Sponsor's Name: Kornland Building Company
and Address 5670 Wilshire Boulevard, Suite 1250
Los Angeles, CA 90036
6. General Plan Designation: Community Serving (CC-2)
7. Zoning: Community Commercial (CC-2)
8. Description of the Project: (Describe the whole action involved, including but not limited to later phases of the project, and any secondary, support, or off-site features necessary for its implementation. Attach additional sheets if necessary)
The applicant, Kornland Building Company, is proposing a new Master Sign Package, which includes monuments signs along Camino De Estrella and Camino Mire Costa, wall signs larger than 64 square feet facing towards Camino De Estrella, and one (1) wall mounted freeway oriented sign larger than 64 square feet at the rear, southeast, corner of the building.
9. Surrounding Land Uses and Setting: (Briefly describe the project's surroundings)
To the north is residences located in the City of Dana Point. To the east is the I-5 freeway, and beyond that additional commercial development. To the south is multi-family residential (no Signage is proposed facing these residents). To the west is commercial development.
10. Other public agencies whose approval is required: None.

ENVIRONMENTAL FACTORS POTENTIALLY AFFECTED:

The following Initial Study indicates that the project may result in potential environmental impacts in the following marked categories:

Aesthetics		Agricultural Resources		Air Quality	
Biological Resources		Cultural Resources		Geology/Soils	
Hazards/Hazardous Materials		Hydrology/Water Quality		Land Use/Planning	
Mineral Resources		Noise		Population/Housing	
Public Services		Recreation		Transportation/Traffic	
Utilities & Service Systems		Mandatory Findings of Significance			

ENVIRONMENTAL DETERMINATION:

On the basis of this initial evaluation:

- I find that the proposed project COULD NOT have a Significant effect on the environment, and a NEGATIVE DECLARATION will be prepared.
- I find that although the proposed project could have a Significant effect on the environment, there will not be a Significant effect in this case because revisions have been made by or agreed to by the project proponent. A MITIGATED NEGATIVE DECLARATION has been prepared.
- I find that the proposed project MAY have a Significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.
- I find that the proposed project MAY have a "potentially significant impact" or "potentially significant unless mitigated" impact on the environment, but at least one effect: (a) has been adequately analyzed in an earlier document pursuant to applicable legal standards, and (b) has been addressed by mitigation measures based on the earlier analysis as described on the attached sheets. An ENVIRONMENTAL IMPACT REPORT is required, but it must analyze only the effects that remain to be addressed.
- I find that although the proposed project could have a Significant effect on the environment, because all potentially significant effects (a) have been adequately analyzed in an earlier EIR or Negative Declaration pursuant to applicable standards, and (b) have been avoided or mitigated pursuant to that earlier EIR or Negative Declaration, including revisions or mitigation measures that are imposed upon the proposed project, nothing further is required.

Signature

Date

Printed Name

For

EVALUATION OF ENVIRONMENTAL IMPACTS:

- 1) A brief explanation is required for all answers except "No Impact" answers that are adequately supported by the information sources a lead agency cites in the parentheses following each question. A "No Impact" answer is adequately supported if the referenced information sources show that the impact simply does not apply to projects like the one involved (e. g. the project falls outside a fault rupture zone). A "No Impact" answer should be explained where it is based on project-specific factors as well as general standards (e.g. the project will not expose sensitive receptors to pollutants, based on a project-specific screening analysis).
- 2) All answers must take account of the whole action involved, including off-site as well as on-site, cumulative as well as project-level, indirect as well as direct, and construction as well as operational impacts.
- 3) Once the lead agency has determined that a particular physical impact may occur, then the checklist answers must indicate whether the impact is potentially Significant, less than Significant with mitigation, or less than Significant. "Potentially Significant Impact" is appropriate if there is substantial evidence that an effect may be Significant. If there are one or more "Potentially Significant Impact" entries when the determination is made, an EIR is required.
- 4) "Negative Declaration: Less Than Significant With Mitigation Incorporated" applies where the incorporation of mitigation measures has reduced an effect from "Potentially Significant Impact" to a "Less than Significant Impact." The lead agency must describe the mitigation measures, and briefly explain how they reduce the effect to a less than Significant level (mitigation measures from Section 17, "Earlier Analyses," may be cross-referenced).
- 5) Earlier analysis may be used where, pursuant to the tiering, Program EIR, or other CEQA process, an effect has been adequately analyzed in an earlier EIR or negative declaration. Section 15063 (c) (3) (D). In this case, a brief discussion should identify the following:
 - a) Earlier Analysis Used. Identify and state where they are available for review.
 - b) Impacts Adequately Addressed. Identify which effects from the above checklist were within the scope of and adequately analyzed in an earlier document pursuant to applicable legal standards and state whether such effects were addressed by mitigation based on the earlier analysis.
 - c) Mitigation Measures. For effects that are "Less Than Significant with Mitigation Measures Incorporated," describe the mitigation measures which were incorporated or refined from the earlier document and the extent to which they address site-specific conditions for the project.
- 6) Lead agencies are encouraged to incorporate into the checklist references to information sources for potential impacts (e.g. general plans, zoning ordinances). Reference to a previously prepared or outside document should, where appropriate, include a reference to the page or pages where the statement is substantiated.
- 7) Supporting Information Sources. A source list should be attached, and other sources used or individuals contacted should be cited in the discussion.
- 8) This is only a suggested form, and lead agencies are free to use different formats; however, lead agencies should normally address the questions from this checklist that are relevant to a project's environmental effects in whatever format is selected.
- 9) The explanation of each issue should identify:
 - a) the Significance criteria or threshold, if any, used to evaluate each question; and
 - b) the mitigation measure identified, if any, to reduce the impact to less than Significant.

INITIAL STUDY

A. INITIAL STUDY CHECKLIST

IMPACT CATEGORY	Sources*	Potentially Significant Impact	Less than Significant w/Mitigation Incorporated	Less Than Significant Impact	No Impact
*See Source References at the end of this Checklist.					

1. AESTHETICS -- Would the project:

a) Have a substantial adverse effect on a scenic vista?	1,5, 6				X
b) Substantially damage scenic resources, including, but not limited to, trees, rock outcroppings, and historic buildings within a state scenic highway?	1,5, 6				X
c) Substantially degrade the existing visual character or quality of the site and its surroundings?	1,5, 6				X
d) Create a new source of substantial light or glare which would adversely affect day or nighttime views in the area?	1,5, 6				X

2. AGRICULTURE RESOURCES -- Would the project:

a) Convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance, as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use?	1				X
b) Conflict with existing zoning for agricultural use, or a Williamson Act contract?	4				X
c) Involve other changes in the existing environment which, due to their location or nature, could result in conversion of Farmland to non-agricultural use?	1				X

3. AIR QUALITY – Would the project:

a) Conflict with or obstruct implementation of the applicable air quality plan?	1,2,4				X
b) Violate any air quality standard or contribute substantially to an existing or projected air quality violation?	1,2,4				X
c) Result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors)?	1,2,4				X
d) Expose sensitive receptors to substantial pollutant concentrations?	1,2,4				X
e) Create objectionable odors affecting a substantial number of people?	1,2,4				X

IMPACT CATEGORY	Sources*	Potentially Significant Impact	Less than Significant w/Mitigation Incorporated	Less Than Significant Impact	No Impact
*See Source References at the end of this Checklist.					

4. BIOLOGICAL RESOURCES -- Would the project:

a) Have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?	1,4,6				X
b) Have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations or by the California Department of Fish and Game or U.S. Fish and Wildlife Service?	1,4,6				X
c) Have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means?	1,4,6				X
d) Interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites?	1,4,6				X
e) Conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance?	1,4,6				X
f) Conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan?	1,4,6				X

5. CULTURAL RESOURCES -- Would the project:

a) Cause a substantial adverse change in the Significance of a historical resource as defined in §15064.5	1,4,6				X
b) Cause a substantial adverse change in the Significance of an archaeological resource pursuant to §15064.5?	1,4,6				X
c) Directly or indirectly destroy a unique paleontological resource or site or unique geologic feature?	1,4,6				X
d) Disturb any human remains, including those interred outside of formal cemeteries?	1,4,6				X

IMPACT CATEGORY	Sources*	Potentially Significant Impact	Less than Significant w/Mitigation Incorporated	Less Than Significant Impact	No Impact
*See Source References at the end of this Checklist.					

6. GEOLOGY AND SOILS -- Would the project:

a) Expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving:	1,4,6				X
i) Rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault? (Refer to Div. of Mines and Geology Special Pub. 42.)	1,6				X
ii) Strong seismic ground shaking?	1,6				X
iii) Seismic-related ground failure, including liquefaction?	1,6				X
iv) Landslides?	1,6				X
b) Result in substantial soil erosion or the loss of topsoil?	1,6				X
c) Be located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse?	1,6				X
d) Be located on expansive soil, as defined in Table 18-1-B of the Uniform Building Code (1994), creating substantial risks to life or property?	1,6				X
e) Have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water?	1,6				X

7. HAZARDS AND HAZARDOUS MATERIALS -- Would the project:

a) Create a Significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials?	1,4,6				X
b) Create a Significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment?	1,4,6				X
c) Emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school?	1,4,6				X
d) Be located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a Significant hazard to the public or the environment?	1,6				X

IMPACT CATEGORY	Sources*	Potentially Significant Impact	Less than Significant w/Mitigation Incorporated	Less Than Significant Impact	No Impact
*See Source References at the end of this Checklist.					
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project result in a safety hazard for people residing or working in the project area?	1				X
f) For a project within the vicinity of a private airstrip, would the project result in a safety hazard for people residing or working in the project area?	1				X
g) Impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan?	1				X
h) Expose people or structures to a Significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands?	1				X

8. HYDROLOGY AND WATER QUALITY -- Would the project:

a) Violate any water quality standards or waste discharge requirements?	1,6				X
b) Substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted)?	1,6				X
c) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on- or off-site?	1,6				X
d) Substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site?	1,6				X
e) Create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff?	1,6				X
f) Otherwise substantially degrade water quality?	1,6				X
g) Place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map?	1,6				X
h) Place within a 100-year flood hazard area structures which would impede or redirect flood flows?	1,6				X
i) Expose people or structures to a Significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam?	1,6				X

IMPACT CATEGORY	Sources*	Potentially Significant Impact	Less than Significant w/Mitigation Incorporated	Less Than Significant Impact	No Impact
*See Source References at the end of this Checklist.					
j) Inundation by seiche, tsunami, or mudflow?	1,6				X
k) Potentially impact storm water runoff from construction activities?	1,6				X
l) Potentially impact storm water runoff from post-construction activities?	1,6				X
m) Result in a potential for discharge of storm water pollutants from areas of material storage, vehicle or equipment fueling, vehicle or equipment maintenance (including washing), waste handling, hazardous materials handling or storage, delivery areas, loading docks or other outdoor work/activity areas?	1,6				X
n) Result in the potential for discharge of storm water to impact the beneficial uses of receiving waters?	1,6				X
o) Create the potential for Significant changes in the flow velocity or volume of storm water runoff to cause environmental harm?	1,6				X
p) Create Significant increases in erosion of the project site or surrounding areas?	1,6				X

9. LAND USE AND PLANNING -- Would the project:

a) Physically divide an established community?	1,4,6				X
b) Conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project (including, but not limited to the general plan, specific plan, local coastal Program, or zoning ordinance) adopted for the purpose of avoiding or mitigating an environmental effect?	1,4,6				X
c) Conflict with any applicable habitat conservation plan or natural community conservation plan?	1,4,6				X

10. MINERAL RESOURCES -- Would the project:

a) Result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state?	1,6				X
b) Result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan?	1,6				X

11. NOISE -- Would the project result in:

a) Exposure of persons to or generation of noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies?	1,4,6		X		
b) Exposure of persons to or generation of excessive groundborne vibration or groundborne noise levels?	4,6			X	
c) A substantial permanent increase in ambient noise levels in the project vicinity above levels existing without the project?	4,6			X	

IMPACT CATEGORY	Sources*	Potentially Significant Impact	Less than Significant w/Mitigation Incorporated	Less Than Significant Impact	No Impact
*See Source References at the end of this Checklist.					
d) A substantial temporary or periodic increase in ambient noise levels in the project vicinity above levels existing without the project?	4,6			X	
e) For a project located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels?	1,4,6				X
f) For a project within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels?	1,4,6				X

12. POPULATION AND HOUSING -- Would the project:

a) Induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through extension of roads or other infrastructure)?	1,6				X
b) Displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere?	6				X
c) Displace substantial numbers of people, necessitating the construction of replacement housing elsewhere?	6				X

13. PUBLIC SERVICES—Would the project:

Fire protection?	1,6				X
Police protection?	1,6				X
Schools?	1,6				X
Parks?	1,6				X
Other public facilities?	1,6				X

14. RECREATION—Would the project

a) Would the project increase the use of existing neighborhood and regional parks or other recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated?	1,6				X
c) Does the project include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment?	1,6				X

IMPACT CATEGORY	Sources*	Potentially Significant Impact	Less than Significant w/Mitigation Incorporated	Less Than Significant Impact	No Impact
*See Source References at the end of this Checklist.					

15. TRANSPORTATION/TRAFFIC -- Would the project:

a) Cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system (i.e., result in a substantial increase in either the number of vehicle trips, the volume to capacity ratio on roads, or congestion at intersections?)	1,4,6			X	
b) Exceed, either individually or cumulatively, a level of service standard established by the county congestion management agency for designated roads or highways?	1,4,6			X	
c) Result in a change in air traffic patterns, including either an increase in traffic levels or a change in location that results in substantial safety risks?	1,4,6				X
d) Substantially increase hazards due to a design feature (e.g., sharp curves or dangerous intersections) or incompatible uses (e.g., farm equipment)?	1,4,6				X
e) Result in inadequate emergency access?	1,4,6				X
f) Result in inadequate parking capacity?	4,6			X	
g) Conflict with adopted policies, plans, or Programs supporting alternative transportation (e.g., bus turnouts, bicycle racks)?	1,4,6				X

16. UTILITIES AND SERVICE SYSTEMS -- Would the project:

a) Exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board?	1,6				X
b) Require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, the construction of which could cause Significant environmental effects?	1,6				X
c) Require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause Significant environmental effects?	1,6				X
d) Have sufficient water supplies available to serve the project from existing entitlements and resources, or are new or expanded entitlements needed?	1,6				X
e) Result in a determination by the wastewater treatment provider which serves or may serve the project that it has adequate capacity to serve the project's projected demand in addition to the provider's existing commitments?	1,6				X
f) Be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs?	1,6				X
g) Comply with federal, state, and local statutes and regulations related to solid waste?	1,6				X

IMPACT CATEGORY	Sources*	Potentially Significant Impact	Less than Significant w/Mitigation Incorporated	Less Than Significant Impact	No Impact
*See Source References at the end of this Checklist.					
h) Require or result in the implementation of a new or retrofitted storm water treatment control Best Management Practice (BMP), (e.g. a water quality treatment basin, constructed treatment wetland, storage vault), the operation of which could result in Significant environmental effects (e.g. increased vectors or odors)?	1,4,6				X

17. MANDATORY FINDINGS OF SIGNIFICANCE:

a) Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal or eliminate important examples of the major periods of California history or prehistory?	1,4,6				X
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b) Does the project have impacts that are individually limited, but cumulatively considerable? ("Cumulatively considerable" means that the incremental effects of a project are considerable when viewed in connection with the effects of past projects, the effects of other current projects, and the effects of probable future projects)?	1,4,6				x
c) Does the project have environmental effects which will cause substantial adverse effects on human beings, either directly or indirectly?	1,2,4,6		X		

PREVIOUS ANALYSIS:

Per CEQA Guidelines Sections 15063 (*Initial Study*), 15152 (*Tiering*), 15153 (*Use of an EIR from an Earlier Project*), and 15168 (*Program EIR*), previous analyses may be used where, pursuant to the tiering, Program EIR, or other CEQA process, one or more effects have been adequately analyzed in a previous EIR or Negative Declaration. In this case, the following previous environmental impact reports address impacts of the current project:

Therefore, per CEQA and case law, the following items apply:

- a) Earlier Analysis Used. Identify earlier analyses and state where they are available for review.
- b) Impacts Adequately Addressed. Identify which effects from the above checklist were within the scope of and adequately analyzed in an earlier document pursuant to applicable legal standards, and state whether such effects were addressed by mitigation measures based on the earlier analysis.
- c) Mitigation Measures. For effects that are "Less than Significant with Mitigation Incorporated," describe the mitigation measures which were incorporated or refined from the earlier document and the extent to which they address site-specific conditions of the project.

SOURCE REFERENCES:

1.	<i>General Plan, City of San Clemente</i>
2.	<i>CEQA Air Quality Handbook, South Coast Air Quality Management District,</i>
3.	<i>General Plan EIR, City of San Clemente</i>
4.	<i>Zoning Ordinance and Zoning Map, Title 17 of San Clemente Municipal Code, City of San Clemente</i>
5.	Visual Simulations prepared by Nadel Architects (attached)
6.	Field observations of the site, of the surrounding area, and additional research by Sean Nicholas, Associate Planner for the City of San Clemente and additional City staff as needed
Note: The preceding source documents are available for public review at the City of San Clemente Planning Division, 910 Calle Negocio, Suite 100, San Clemente, California.	

B. EXPLANATIONS OF CHECKLIST RESPONSES:

The proposed project is only for a Master Sign Program, for an existing commercial center, which includes: three (3) monument Signs, six (6) wall mounted Signs of various sizes, and one (1) freeway oriented wall sign. The development associated with the Master Sign Program was previously approved as it was primarily a façade remodel of an existing commercial facility with small additions to fill in architectural voids. The signage would typically be a Class 1 exemption from CEQA, but due to the freeway oriented signage, staff felt it would be more appropriate to complete a Negative Declaration. The applicant has prepared visual simulations (attached) which confirms the limited visibility of the freeway oriented signage, as well as the potential appropriateness of wall signs in excess of 64 square feet facing Camino de Estrella. With all of this taken into account, the Master Sign Program includes wall mounted signs that are to be individual pin mounted metal signs that are halo illuminated, not internally illuminated. The monument signs will have an internally illuminated component for the tenant identification portion, but the overall construction will be block with smooth white stucco and red brick cap. Overall, there will not be a negative environmental impact as a result of this application.

Aesthetics

There are no potential environmental impacts to Aesthetics because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not have a substantial adverse effect on a scenic vista, in that this is not an identified scenic vista in the General Plan, but it is a major gateway. The location, proportionality, types, and materials (including lighting) proposed in the Master Sign Program, as well as the limited visibility of the freeway oriented signage, there will be no negative environmental impact on aesthetics.
- b) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not substantially damage scenic resources, including but not limited to trees, rock outcroppings, and historic buildings within a state scenic highway, in that this is not an area identified to have these types of resources or is it a state scenic highway or even a City identified scenic vista in the General Plan, but it is a major gateway. The location, proportionality, types, and materials (including lighting)

proposed in the Master Sign Program, as well as the limited visibility of the freeway oriented signage, there will be no negative environmental impact on aesthetics.

- c) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not substantially degrade the existing visual character or quality of the site and its surroundings, in that the project is for a Master Sign Program designed to complement the Spanish architecture proposed for the remodel of the existing commercial facility. The location, proportionality, types, and materials (including lighting) proposed in the Master Sign Program, as well as the limited visibility of the freeway oriented signage, there will be no negative environmental impact on aesthetics.
- d) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not create a new source of substantial light or glare which would adversely affect day or nighttime views in the area, in that the lighting proposed for the wall mounted signage is halo illuminated which reflects light back to the building to create a "halo" effect of light around the individual letters, but does not internally illuminate the signage, which would create more light glare. The monument signs will have a portion potentially internally illuminated, but a light study will be required prior to issuance of permits to ensure no negative impacts associated with lighting on the surrounding neighborhood, and show compliance with California Building Green Code requirements.

Agricultural Resources

There are no potential environmental impacts to Agricultural Resources because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not convert Prime Farmland, Unique Farmland, or Farmland of Statewide Importance, as shown on the maps prepared pursuant to the Farmland Mapping and Monitoring Program of the California Resources Agency, to non-agricultural use, in that the map associated with the California State Conservation Department identifies the area as being an urban environment.
- b) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not conflict with existing zoning for agricultural use, or a Williamson Act contract, in that the project site is located within an urbanized area and it is not zoned for agriculture or involved with a Williamson Act agreement.
- c) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not involve other changes in the existing environment which, due to their location or nature, could result in conversion of farmland to non-agricultural use, in that the project site is not close to or within an area which could impact agriculture, and the approval of the Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not directly result in any physical change to the project site or the surrounding area that would impact agriculture.

Air Quality

There are no potential environmental impacts to Air Quality because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not conflict with or obstruct implementation of the applicable air quality plan, in that the approval of the Discretionary Sign Permit (DSP)/Sign Exception Permit

(SEP) will allow for new signage for an approved remodel of an existing shopping center and not result in development or reconstruction which could potentially impact air quality. The project's proposed land use intensity is consistent with the land use designation of the City's General Plan and is therefore also consistent with land use projections of the AQMP. The project site is located in the South Coast Air Basin (SCAB), within which air quality management is under the jurisdiction of the South Coast Air Quality Management District (SCAQMD). The proposed project site is subject to the air pollution control thresholds established by the SCAQMD and published in their CEQA Air Quality Handbook. The SCAQMD is responsible for preparing a regional air quality management plan (AQMP) to improve air quality in the SCAB. The AQMP includes a variety of strategies to accommodate growth, to reduce the high levels of pollutants within the SCAB, to meet State and federal air quality performance standards, and to minimize the fiscal impact that pollution control measures have on the local economy. Project emissions do not exceed daily emission criteria of the South Coast AQMP.

- b) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not violate any air quality standard or contribute substantially to an existing or projected air quality violation, in that the SCAQMD provides thresholds of Significance for air quality constituents by construction and operational activities. However, given that there will be only minor construction activities associated with the approval of the Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP), this project would not generate substantial amounts of air pollutants. Also, the project's proposed land use intensity is consistent with the land use designation of the City's General Plan and is therefore also consistent with land use projections of the AQMP.
- c) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in a cumulatively considerable net increase of any criteria pollutant for which the project region is non-attainment under an applicable federal or state ambient air quality standard (including releasing emissions which exceed quantitative thresholds for ozone precursors, in that approval of the Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in any significant development as the only construction will be for the installation of the wall and monument signs and the site will remain a commercial shopping center as it is today. The project's proposed land use intensity is consistent with the land use designation of the City's General Plan and is therefore also consistent with land use projections of the AQMP. According to the California Air Resources Board (CARB), the proposed project is in a State and Federal non-attainment area for O₃, PM_{2.5}, and PM₁₀.¹ (SCAB has been in attainment for CO since December 2002 and on June 11, 2007, the U.S. Environmental Protection Agency reclassified CO as in attainment.²) The SCAQMD has established Significance thresholds for the purpose of assessing a project's air quality impacts. The approach behind these thresholds stems from the AQMP forecasts of attainment of State and federal Ambient Air Quality Standards (AAQS) and SCAG's

¹ California Air Resources Board. *Area Designation maps*. Available at: <http://www.arb.ca.gov/degis/adm/adm.htm>, accessed on April 14, 2008.

² South Coast Air Quality Management District 2007. *Final 2007 AQMP*. Available at: <http://www.aqmd.gov/aqmp/AQMPintro.htm>, accessed on April 14, 2008.

forecasted future regional growth. Based on SCAQMD's methodology, the proposed project would have a significant cumulative air quality impact if the ratio of daily District-related population vehicle miles traveled (VMT) exceeded the ratio of daily District-related population to countywide population, which it does not.

- d) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not expose sensitive receptors to substantial pollutant concentrations, in that the project will only result in minor construction associated with the installation of wall and monument signs. Project emissions are not significant enough to result in pollutant concentrations that would affect sensitive receptors.
- e) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not create objectionable odors affecting a substantial number of people, in that the Project is only for a new Master Sign Program for an approved remodel of an existing commercial development.

Biological Resources

There are no potential environmental impacts to Biological Resources because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not have a substantial adverse effect, either directly or through habitat modifications, on any species identified as a candidate, sensitive, or special status species in local or regional plans, policies, or regulations, or by the California Department of Fish and Game or U.S. Fish and Wildlife Service, in that the project site is already developed with multiple structures, and all existing landscaping will be maintained or enhanced throughout the project site, and no landscaping will be impacted as a result of the new Master Sign Program, thus no biological resources will be impacted.
- b) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not have a substantial adverse effect on any riparian habitat or other sensitive natural community identified in local or regional plans, policies, regulations or by the California Department of Fish and Game or U.S. Fish and Wildlife Service, in that the project site has been completely developed and the existing landscaping and structures will be maintained, enhanced, and/or rehabilitated, thus no biological resources will be impacted.
- c) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not have a substantial adverse effect on federally protected wetlands as defined by Section 404 of the Clean Water Act (including, but not limited to, marsh, vernal pool, coastal, etc.) through direct removal, filling, hydrological interruption, or other means, in that there is no protected wetlands located on the site as the project is located on a developed lot with existing landscaping and structures that will be maintained, enhanced, and/or rehabilitated, thus there will be no impact to biological resources.
- d) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not interfere substantially with the movement of any native resident or migratory fish or wildlife species or with established native resident or migratory wildlife corridors, or impede the use of native wildlife nursery sites, in that the project site does not have any native resident or migratory fish or wildlife species located on it. The project is located on a developed lot with existing landscaping and

structures that will be maintained, enhanced, and/or rehabilitated, thus there will be no impact to biological resources.

- e) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not conflict with any local policies or ordinances protecting biological resources, such as a tree preservation policy or ordinance, in that no policies or ordinances are being amended or changed that would affect biological resources. The project is located on a developed lot with existing landscaping and structures that will be maintained, enhanced, and/or rehabilitated, thus there will be no impact to biological resources.
- f) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not conflict with the provisions of an adopted Habitat Conservation Plan, Natural Community Conservation Plan, or other approved local, regional, or state habitat conservation plan, in that the project is located on a developed lot with existing landscaping and structures that will be maintained, enhanced, and/or rehabilitated, and will not impact sensitive biological resources covered by the Natural Communities Conservation Plan/Habitat Conservation Plan (NCCP/HCP) for the County or Orange.

Cultural Resources

There are no potential environmental impacts to Cultural Resources because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not cause a substantial adverse change in the Significance of a historical resource as defined in §15064.5, in that this project is not a historic resource, adjacent to a historic resource, thus the new Master Sign Program will have no impact on any historic resources.
- b) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not cause a substantial adverse change in the Significance of an archaeological resource pursuant to §15064.5, in that there is no archeological resource on site. This project is for a new Master Sign Program for an existing commercial center, which currently has no archaeological resources, thus no impact will occur.
- c) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not directly or indirectly destroy a unique paleontological resource or site or unique geologic feature, in that there are no known paleontological resources located onsite, and the site has been developed. The new Master Sign Program will not create a substantial amount of construction onsite, thus no impact to paleontological resources will occur.
- d) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not disturb any human remains, including those interred outside of formal cemeteries, in that the proposed project site is completely developed and no excavation or demolition is proposed as a result of this project. No human remains or cemeteries are anticipated to be disturbed by the proposed project. The project will comply with existing state requirements which require notifying native tribes of the pending application during the process and, in the unlikely event that human remains are uncovered, halting construction activities until the County corner can evaluate the find and notifying a Native American Representative if the remains are of Native American origin.

Geology and Soils

There are no potential environmental impacts to Geology and Soils because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not expose people or structures to potential substantial adverse effects, including the risk of loss, injury, or death involving rupture of a known earthquake fault, as delineated on the most recent Alquist-Priolo Earthquake Fault Zoning Map issued by the State Geologist for the area or based on other substantial evidence of a known fault, strong seismic ground shaking, seismic-related ground failure, including liquefaction, or landslides, in that the project site has been developed since the mid-1970s. Approval of the Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in substantial additional development. The City of San Clemente is not listed on the California Geological Survey's list of cities and counties affected by Alquist-Priolo Earthquake Fault Zones.³ Research of maps indicates that the site is not located within an Alquist Priolo Fault Zone.⁴ Therefore, a fault rupture would not occur on the site during future seismic events. The project site is located within Orange County which is in a moderate to high seismically active area. Approval of the Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) could not change or expose people or structures to potential substantial adverse effects regarding the risk of loss, injury or death involving strong seismic ground shaking because the project site is developed and previously had structural improvements completed. Any future proposed improvements will be constructed according to the most current California Building Code. The project site is not in a designated liquefaction hazard zone. Differential seismic settlements are generally negligible and not anticipated to adversely affect the site. There would be no impact. The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in substantial soil erosion or the loss of topsoil, in that the project site is already developed and the existing facilities will be rehabilitated and used associated with the project. No soils will be modified associated with the proposed project. Any future improvements will be reviewed and evaluated to ensure compliance with National Pollution Discharge Elimination System (NPDES) requirements.
- b) The project site is not located on a geologic unit or soil that is unstable, or that would become unstable as a result of the project, and potentially result in on- or off-site landslide, lateral spreading, subsidence, liquefaction or collapse, in that the project site is fully developed and will primarily be maintained with façade and site enhancements. The proposed new Master Sign Program is for three new monument Signs and six new wall Signs and would not create or impact a landslide.
- c) The proposed project will not be located on expansive soil, as defined in Table 18- 1-B of the Uniform Building Code (1994), creating substantial risks to life or property, in that the project site has been completely developed and the only construction onsite will be for the installation of the wall and monument signs as

³/ California Geological Survey. Alquist Priolo Earthquake Fault Zones, accessed www.consrv.ca.gov/CGS/rghm/ap/affected.htm, accessed August 8, 2008.

⁴ / Southern California Geotechnical, 2005, "Preliminary Geotechnical Feasibility Study", Prepared for Meta Housing Corporation.

a result of this project. Any modifications that may occur will not have any environmental impacts and will be primarily internal and will not impact any expansive soil if it did exist onsite.

- d) The proposed project will not have soils incapable of adequately supporting the use of septic tanks or alternative waste water disposal systems where sewers are not available for the disposal of waste water, in that the necessary infrastructure already exists on the project site and no septic tanks will be used.

Hazards and Hazardous Materials

There are no potential environmental impacts to Hazards and Hazardous Materials because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not create a significant hazard to the public or the environment through the routine transport, use, or disposal of hazardous materials, in that the project site is already developed with a historic resource. Any improvements that are done will not have any environmental impacts and any hazardous materials that may exist, though none are known too, will be disposed of properly.
- b) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not create a significant hazard to the public or the environment through reasonably foreseeable upset and accident conditions involving the release of hazardous materials into the environment, in that the project site is currently fully developed and has no known hazardous materials onsite. Should an accident occur on the project site there would be no significant release of hazardous materials as none are known to exist onsite.
- c) The proposed project will not emit hazardous emissions or handle hazardous or acutely hazardous materials, substances, or waste within one-quarter mile of an existing or proposed school, in that the project site does not contain any hazardous materials or located within a one-quarter mile of a school, thus there is no impact.
- d) The proposed project site is not located on a site which is included on a list of hazardous materials sites compiled pursuant to Government Code Section 65962.5 and, as a result, would it create a significant hazard to the public or the environment, in that the project site is fully developed with a historic resource and does not contain any known hazardous materials. A search of the DTSC EnviroStar database did not list the project site as a Federal superfund site, state response site, voluntary cleanup site, or school cleanup site.⁵
- e) The proposed project will not result in the site being located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the site result in a safety hazard for people residing or working in the area, in that the project site is not within the vicinity of a private airstrip or airport and will not result in a safety hazard for people residing or working in the northern boundary of the community. Therefore, no significant impact would occur on the project site as the site is not near a local airport or airstrip.
- f) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not designate an area within the vicinity of a private airstrip, or would the district

⁵ / Department of Toxic Substances (DTSC) Control EnviroStar database website
<http://www.envirostor.dtsc.ca.gov/public/default.asp> accessed August 8, 2006.

result in a safety hazard for people residing or working in the project area, in that the project site is not within the vicinity of a private airstrip or airport and will not result in a safety hazard for people residing or working in the northern boundary of the community. Therefore, no significant impact would occur.

- g) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not impair implementation of or physically interfere with an adopted emergency response plan or emergency evacuation plan, in that the project site has already been developed since the mid-1970s and the structures have not been significantly modified since that time, so there will not be any impacts to the City's emergency response plan or emergency evacuation plan as all plans have taken into account the existence of the structures.
- h) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not expose people or structures to a significant risk of loss, injury or death involving wildland fires, including where wildlands are adjacent to urbanized areas or where residences are intermixed with wildlands, in that wildlands can be defined as wholly undisturbed areas where wildlife remains in its natural state. The project site is currently developed and is located within an urban environment. The project site is not adjacent to any wild lands. Therefore, the proposed project would not expose people or structures to a significant risk of loss, injury or death from wild land fires.

Hydrology and Water Quality

There are no potential environmental impacts to Hydrology and Water Quality because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not violate any water quality standards or waste discharge requirements, in that the project site is fully developed and the approval of a new Master Sign Program will not violate any water quality standards. Also, what development may take place onsite, any necessary Water Quality Management Plan (WQMP) that includes the use of Best Management Practices (BMPs) will be prepared further reducing the impacts on water quality. BMPs are measures that are to be taken to reduce pollutants from runoff and can include the use of sand bags, straw bales, and similar, to keep soil on a site, temporarily covering local storm drains to prevent soil and trash from entering into the stormwater drain system.
- b) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not substantially deplete groundwater supplies or interfere substantially with groundwater recharge such that there would be a net deficit in aquifer volume or a lowering of the local groundwater table level (e.g., the production rate of pre-existing nearby wells would drop to a level which would not support existing land uses or planned uses for which permits have been granted), in that the project site has been fully developed and will be maintained, enhanced, and/or rehabilitated. There will be no impact to groundwater recharge as no additional paving and the only construction onsite will be for the installation of the wall and monument signs.
- c) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, in a manner which would result in substantial erosion or siltation on- or off-site, in that the project site is already developed. The only construction onsite will be for the installation of the

wall and monument signs proposed for the project site. That being the case, there will be no impact to any streams or rivers if any were to exist within the northern portion of the community.

- d) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not substantially alter the existing drainage pattern of the site or area, including through the alteration of the course of a stream or river, or substantially increase the rate or amount of surface runoff in a manner which would result in flooding on- or off-site, in that the project site has already been fully developed, and the only construction onsite will be for the installation of the wall and monument signs proposed as a result of this project, thus there will be no impact to drainage patterns or alteration of any streams or rivers.
- e) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not create or contribute runoff water which would exceed the capacity of existing or planned stormwater drainage systems or provide substantial additional sources of polluted runoff, in that the project site has already been fully developed, and the only construction onsite will be for the installation of the wall and monument signs proposed for the site associated with this project. Storm drain systems in the northern portion of the City exist and because no changes are proposed for the project site, there will be no impact to the storm drain system.
- f) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not otherwise substantially degrade water quality, in that the project site has already been fully developed and the only construction onsite will be for the installation of the wall and monument signs proposed as a result of this project, thus there will be no impact to degrade water quality.
- g) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not place housing within a 100-year flood hazard area as mapped on a federal Flood Hazard Boundary or Flood Insurance Rate Map or other flood hazard delineation map, in that the proposed project site is fully developed and the only construction onsite will be for the installation of the wall and monument signs with no housing located on the site. The proposed project will not add any additional development to the site. According to FEMA Flood Insurance Rate Map No. 06059C0517H, the project site is not within a 100-year flood hazard zone.
- h) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not place within a 100-year flood hazard area structures which would impede or redirect flood flows, in that the proposed project site is not within a 100-year flood hazard area and therefore structures would not impede or redirect flood flows.
- i) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not expose people or structures to a significant risk of loss, injury or death involving flooding, including flooding as a result of the failure of a levee or dam, in that the project site is not located within a dam or levee inundation area. Therefore, the proposed project site is not subject to inundation from the failure of a levee or dam.
- j) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not be inundated by seiche, tsunami, or mudflow, in that the project site is not within an area subject to these hazards. A seiche is a hazard caused by a wave in a lake or bay generated by seismic or atmospheric movements. The site is not downstream or down slope of an area subject to mudflows. The project site is at

an elevation greater than 36 feet above sea level, which has been identified to be above the Tsunami zone.

- k) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not potentially impact storm water runoff from construction activities, in that the only construction onsite will be for the installation of the wall and monument signs proposed for the project site, so there is no potential impact to water runoff associated with construction activities.
- l) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not potentially impact storm water runoff from post-construction activities, in that no additional construction is proposed with this project and all existing structures have been onsite since the mid-1970s. Being that all structures onsite have been existing and the only construction onsite will be for the installation of the wall and monument signs thus there will be no impact to post-construction storm water runoff.
- m) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in a potential for discharge of storm water pollutants from areas of material storage, vehicle or equipment fueling, vehicle or equipment maintenance (including washing), waste handling, hazardous materials handling or storage, delivery areas, loading docks or other outdoor work/activity areas, in that the project site has been fully developed and the only construction onsite will be for the installation of the wall and monument signs. No hazardous materials are known to exist onsite and the facility is not a fueling station. All water runoff for the site will be in conformance with all required local, state, and federal requirements.
- n) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in the potential for discharge of storm water to impact the beneficial uses of receiving waters, in that there is no proposed activity onsite or development that will potentially impact the beneficial uses of receiving waters. Also, if any development were to take place onsite, a Water Quality Management Plan (WQMP) that includes the use of Best Management Practices (BMPs) will be prepared further reducing the impacts on water quality. BMPs are measures that are to be taken to reduce pollutants from runoff and can include the use of sand bags, straw bales, and similar, to keep soil on a site, temporarily covering local storm drains to prevent soil and trash from entering into the stormwater drain system.
- o) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not create the potential for Significant changes in the flow velocity or volume of storm water runoff to cause environmental harm, in that there is no proposed activity onsite or development that will potentially impact the flow velocity or volume of storm water runoff. Also, if any development were to take place onsite, a Water Quality Management Plan (WQMP) that includes the use of Best Management Practices (BMPs) will be prepared further reducing the impacts on water quality. BMPs are measures that are to be taken to reduce pollutants from runoff and can include the use of sand bags, straw bales, and similar, to keep soil on a site, temporarily covering local storm drains to prevent soil and trash from entering into the stormwater drain system.
- p) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not create Significant increases in erosion of the project site or surrounding areas, in that there is no proposed activity onsite or development that will

potentially impact the erosion of the project site. Also, if any development were to take place onsite, the necessary Water Quality Management Plan (WQMP) that includes the use of Best Management Practices (BMPs) will be prepared further reducing the impacts on water quality. BMPs are measures that are to be taken to reduce pollutants from runoff and can include the use of sand bags, straw bales, and similar, to keep soil on a site, temporarily covering local storm drains to prevent soil and trash from entering into the stormwater drain system.

Land Use

There are no potential environmental impacts to Land Use because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not divide an established community, in that the project site is currently developed and no the only construction onsite will be for the installation of the wall and monument signs.
- b) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not conflict with any applicable land use plan, policy, or regulation of an agency with jurisdiction over the project adopted to avoid environmental impact, in that the project is for a new Master Sign Program for an approved façade enhancement to an existing shopping center and is consistent with all applicable planning documents.
- c) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not conflict with any applicable habitat conservation plan or natural community conservation plan, in that the project site is not located within a habitat or conservation plan.

Mineral Resources

There are no potential environmental impacts to Mineral Resources because:

- a) The approval of the Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in the loss of availability of a known mineral resource that would be of value to the region and the residents of the state, in that there are no known Significant mineral deposits in the City of San Clemente.⁶ Therefore, the approval of the Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) would not impact any known nonrenewable mineral resources of statewide or regional value.
- b) The approval of the Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in the loss of availability of a locally-important mineral resource recovery site delineated on a local general plan, specific plan or other land use plan, in that there are no known Significant mineral deposits in the City of San Clemente.⁷ Therefore, the approval of the Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) would not impact any known nonrenewable mineral resources of statewide or regional value.

^{6/} *City of San Clemente General Plan*, 1992, 10 (Natural and Historic/Cultural Resources Element), II (Opportunities and Constraints [Issues]), F (Mineral Resources), p. 10-3.

^{7/} *City of San Clemente General Plan*, 1992, 10 (Natural and Historic/Cultural Resources Element), II (Opportunities and Constraints [Issues]), F (Mineral Resources), p. 10-3.

Noise

There are no Significant environmental impacts to Noise because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not expose persons to or generate noise levels in excess of standards established in the local general plan or noise ordinance, or applicable standards of other agencies, in that associated with this project, no noise generation will occur outside of standard and approved noise levels associated with construction and installation of the Signs associated with the project, thus no impact to noise will occur.
- b) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not expose persons to or generate excessive groundborne vibration or groundborne noise levels, in that the only noise generated from this project is the approved levels associated with construction of the potential monument signs and installation of the wall signs thus excessive vibration and noise levels are not generated. Also, there is no additional major development proposed as a result of this project for the site thus reducing the potential impact associated with groundborne vibration and noise levels.
- c) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not be a substantial permanent increase in ambient noise levels in the northern boundary of the community above levels existing without the proposed project, in that only noise levels consistent with requirements for construction for the monument walls and installation of the wall signs will be generated thus ambient noise level increases due to the project will not occur.
- d) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not be a substantial temporary or periodic increase in ambient noise levels in the northern boundary of the community above levels existing without the project, in that in that only noise levels consistent with requirements for construction for the monument walls and installation of the wall signs will be generated thus any temporary or periodic ambient noise level increases due to the project will not occur.
- e) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not be located within an airport land use plan or, where such a plan has not been adopted, within two miles of a public airport or public use airport, would the project expose people residing or working in the project area to excessive noise levels, in that the project site is not located near an airport or subject people to any additional air traffic related noise.
- f) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not be within the vicinity of a private airstrip, would the project expose people residing or working in the project area to excessive noise levels, in that the project site is not located near an airport or subject people to any additional air traffic related noise.

Population and Housing

There are no potential environmental impacts to Population and Housing because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not induce substantial population growth in an area, either directly (for example, by proposing new homes and businesses) or indirectly (for example, through

extension of roads or other infrastructure), in that the project site has already been developed and this is just for the Master Sign Program which will not impact population growth as the area is also almost built out. According to the 2009 Orange County Progress Report, San Clemente currently has an unemployment rate of 6.7%, which is equivalent to over 4,500 people. The number of jobs that would be created is much less than the unemployment rate, thus there is sufficient work force existing in the community to fulfill those positions thus no increase in population or housing demand will occur associated with the approval of the project, thus there is no impact.

- b) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not displace substantial numbers of existing housing, necessitating the construction of replacement housing elsewhere, in that the project site is fully developed and no additional construction is proposed. If any additional improvements were to occur onsite they would be minor in nature and would not impact housing.
- c) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not displace substantial numbers of people, necessitating the construction of replacement housing elsewhere, in that the project site is fully developed and the only construction onsite will be for the installation of the wall and monument signs and would not impact housing.

Public Services

There are no potential environmental impacts to Public Services because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in reduced fire protection to the area, in that the proposed project is an existing building, and all work done to install the Master Sign Program components will be done to building code requirements.
- b) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in reduced police services, in that the project will not impact police services. There is no proposed change of use to the site necessitating or increasing Orange County Sheriff demand to the site.
- c) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in reduced school services/facilities, in that no additional development or activity is proposed that could impact any schools within the area of the project site.
- d) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in reduced park facilities, in that no park's are being removed associated with the project and the landscaped area within and surrounding the project site will be maintained and enhanced.
- e) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in reduced general public facilities, in that the area surrounding the project site is already developed and all public facilities have been established.

Recreation

There are no potential environmental impacts to Recreation because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not increase the use of existing neighborhood and regional parks or other

recreational facilities such that substantial physical deterioration of the facility would occur or be accelerated, in that there are no components of this project that impact any neighborhood or regional parks.

- b) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not include recreational facilities or require the construction or expansion of recreational facilities which might have an adverse physical effect on the environment, in that the proposed project does not include any component related to parks.

Traffic/Transportation

There are no Significant environmental impacts to Traffic/Transportation because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system, in that the project signage has been designed to be high quality and not create glare that would be potentially distracting to drivers, and the monuments signs are located not to impair sight distances entering or leaving the site, thus there will be no impact to traffic.
- b) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not impact, individually or cumulatively, a level of service standard established by the county congestion management agency for designated roads or highways, in that the lighting and design of the signs have been developed to not be a distraction to drivers, thus there will not be a level of service impact associated with the Master Sign Program.
- c) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not substantially increase hazards due to a design feature or incompatible use, in that the project is for a new Master Sign Program for an existing commercial center and there will be no increase in the hazards due to design or placement of the Signage.
- d) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not affect intersections, in that the monument Signs have been located consistent with Orange County sight distance triangle requirements to ensure that there will be no impediment to visibility entering or exiting the site.
- e) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in inadequate emergency access, in that the project site is already developed and not result in major additional development as a result of this project that may restrict emergency vehicle access.
- f) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in inadequate parking capacity, in that parking will not be impacted as a result of this Master Sign Program.
- g) The proposed Conditional Use Permit will not conflict with adopted policies, plans, or Programs supporting alternative transportation, in that the project is an adaptive reuse of a historic structure and the applicant is proposing to reestablish the historical use of the site. The project site it already located near medium and high density residential which will result in a number of people walking to the site, as well as the site being adjacent to a multi-modal transportation hub.

Utilities and Service Stations

There are no potential environmental impacts to Utilities and Service Stations because:

- a) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not exceed wastewater treatment requirements of the applicable Regional Water Quality Control Board, in that the project site is already fully developed, and there will be no impacts from the installation of any of the Master Sign Program components, thus there will be no impacts.
- b) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not require or result in the construction of new water or wastewater treatment facilities or expansion of existing facilities, in that this is a Master Sign Program for an existing commercial development and there will be no impact to existing wastewater facilities from this project.
- c) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not require or result in the construction of new storm water drainage facilities or expansion of existing facilities, the construction of which could cause Significant environmental effects, in that this is just for the approval of the Master Sign Program for an existing commercial facility, thus there will be no impact to existing storm water facilities from this project.
- d) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will have sufficient water supplies available to serve the area from existing entitlements and resources, or for new or expanded entitlements needed, in that this is for a new Master Sign Program for an existing commercial development and all applicable resources are existing and sufficient water supply is available.
- e) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not result in a determination by the wastewater treatment provider which serves or may serve the area that it has inadequate capacity to serve the District's projected demand in addition to the provider's existing commitments, in that the project is for a new Master Sign Program for an existing commercial center and there is sufficient infrastructure to service the site.
- f) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will be served by a landfill with sufficient permitted capacity to accommodate the project's solid waste disposal needs, in that the proposed projects waste from installing the Signs will generate municipal solid wastes (MSW) that will be taken to the Prima Deshecha landfill that is located just to the northeast of the City of San Clemente. This landfill has a permit to operate until 2046 and has adequate capacity to handle any MSW that will be generated by the use of the site.
- g) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will comply with federal, state, and local statutes and regulations related to solid waste, in that California AB 939 requires that up to 50% of MSW be recycled to extend the life of landfills throughout the state. This law is being implemented by the City and will reduce by half the MSW that will be generated by the operations on the project site. Facilities will be provided onsite to provide for recycling of waste complex. Therefore, the project will comply with this state law that reduces solid wastes generated by the project.
- h) The proposed Discretionary Sign Permit (DSP)/Sign Exception Permit (SEP) will not require or result in the implementation of a new or retrofitted storm water treatment control Best Management Practice (BMP), (e.g. a water quality treatment basin, constructed treatment wetland, storage vault), the operation of

which could result in Significant environmental effects (e.g. increased vectors or odors), in that the project site is fully developed and no such resources are proposed associated with the Master Sign Program.

In conclusion, the project that is being considered is just the Master Sign Program not the entire remodel of the center. In review, the Master Sign Program includes: three (3) monument Signs, six (6) wall mounted Signs of various sizes, and one (1) freeway oriented wall Signs. The applicant has prepared visual simulations (attached) which confirms the limited visibility of the freeway oriented Signage, as well as the potential appropriateness of wall Signs in excess of 64 square feet facing Camino de Estrella. With all of this taken into account, the Signs proposed are to be individual metal and halo illuminated Signs, not internally illuminated. The monument Signs will have an internally illuminated component for the individual tenant Signs, but the overall construction will be block with smooth white stucco and red brick cap. Overall, there will not be a negative environmental impact as a result of this application.