



Memorandum Planning

Wednesday, August 19, 2015

To: Planning Commission
From: Sean Nicholas, Associate Planner *SN*
Subject: Preliminary discussion on Sign Exception Permit Modifications
Copies: Jim Pechous, City Planner

On May 19, 2015, the City Council initiated a Zoning Ordinance Amendment to evaluate the Sign Exception Permit portion of the Sign Ordinance. The last update to the Sign Ordinance was in the mid-1990s, but changes were minimal and the Sign Ordinance has been relatively the same since the 1980s. For additional information please refer to the attached staff report provided as Attachment 1. With the recent approval of the General Plan, City Council requested review of the Sign Ordinance, and particularly the Sign Exception Permit portion, to be evaluated for consistency with the community's "quality of life" character.

Since the Ordinance Amendment initiation, staff has begun inventorying the City's freeway oriented and oversized signs (Attachment 2). Staff is also collecting data on surrounding and similar quality of life communities in Southern California to see how they achieved sign design standards in their communities. While the City cannot control content, we can regulate the types, number, location, and size of signs.

At the Study Session, staff will present the sign survey information that has been collected, City Council direction on this issue, and then staff will be requesting initial comments from Planning Commission on the subject. The goal of the Study Session is to identify existing concerns and understand what additional materials and information will be helpful to the Commission to make an informed recommendation to City Council.

Attachments

- 1) Staff report from May 19, 2015 City Council Meeting
- 2) Staff inventory of freeway oriented and signs over 64 square feet



AGENDA REPORT

SAN CLEMENTE CITY COUNCIL MEETING
Meeting Date: May 19, 2015

City Manager _____
Dept. Head _____
Attorney _____
Finance _____

Department: Community Development, Planning Division
Prepared By: James Pechous, City Planner

Subject: A REQUEST TO INITIATE A ZONING AMENDMENT TO THE ZONING ORDINANCE TO CONSIDER UPDATES TO THE SIGN EXCEPTION SECTION REGARDING FREEWAY SIGNS AND SIGNS OVER 64 SQUARE FEET.

Fiscal Impact: None

Summary: At the May 5, 2015 City Council meeting City Council directed staff to present a request to initiate a Zoning Amendment to the Zoning Ordinance to review provisions related to freeway-oriented signs and signs in excess of 64 square feet in area.

Background: The Zoning Ordinance sign code, which the last comprehensive update was completed in the mid-90's, allows freeway-oriented signs and signs larger than 64 square feet through the approval of a Sign Exception Permit when specific findings can be made related to uniqueness of a site and demonstration of a need for adequate business identification.

Discussion: Emerging from the new Centennial General Plan are a variety of policies that reflect a "Quality of Life" vision. This theme flows throughout the General Plan including the two Urban Design Element sign policies below.

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.

UD-1.10. **Non-Conforming Signs.** We require replacement of non-conforming signs wherever possible and appropriate, through such mechanisms as sign amortization programs or conditions of project entitlements.


New "Quality of Life" oriented policies in the General Plan and the high level of public interest raised when exceptions to the Sign Ordinance have been proposed, suggest a need to review the section of the Zoning Ordinance concerning freeway-oriented signs and signs over 64 square feet in area for consistency with the General Plan.

Recommended

Action: STAFF RECOMMENDS THAT the City Council direct staff to initiate a Zoning Amendment to the Zoning Ordinance to consider updates to the sign exception section regarding freeway signs and signs over 64 square feet in area.

Attachments: None




Notification: None at this time, public noticing will be provided with the Zoning Amendment



Freeway Oriented Façade Signage			
Business	Address	Approval	Photo
99 Cent Only	55 Via Pico Plaza, San Clemente, 92672		
Staples	93 Via Pico Plaza, San Clemente, 92672		

<p>Stuft Pizza</p>	<p>91 Via Pico Plaza, San Clemente, 92672</p>		
<p>Pho Thanh Binh</p>	<p>107 Via Pico Plaza, San Clemente, 92672</p>		



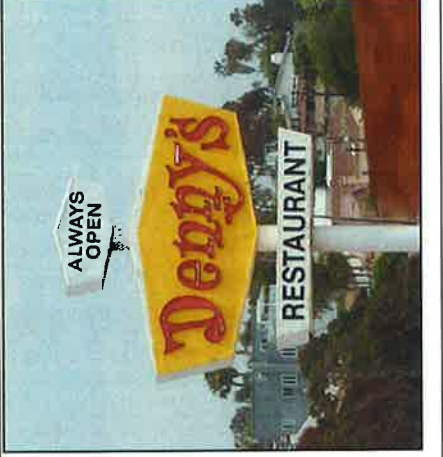
<p>RipCurl</p>	<p>3801 S El Camino Real, San Clemente, 92672</p>		
<p>Holiday Inn Express</p>	<p>35 Via Pico Plaza, San Clemente, 92672</p>		

<p>Holiday Inn</p>	<p>111 S Avenida De La Estrella, San Clemente, CA 92672</p>			
<p>Hampton Inn Suites</p>	<p>2481 S El Camino Real, San Clemente, CA, 92672</p>			
<p>Ralphs</p>	<p>638 Camino De Los Mares, San Clemente, 92673</p>			




<p>Stater Bros</p>	<p>616 Camino De Los Mares, San Clemente, 92673</p>				
<p>Rubio's</p>	<p>638 Camino De Los Mares #1, San Clemente, 92673</p>				
<p>San Clemente Presbyterian Church</p>	<p>119 Avenida De La Estrella, San Clemente, 92672</p>				

<p>CVS Pharmacy, Habit Burger</p>	<p>638 Camino De Los Mares, San Clemente, 92673</p>		
<p>Trader Joe's, AAA Auto Club, Fitness Elite For Women</p>	<p>638 Camino De Los Mares, San Clemente, 92673</p>		

Pole Signage

<p>Saddleback Memorial Hospital</p>	<p>654 Camino De Los Mares, San Clemente, 92673</p>			
<p>Carrow's</p>	<p>620 Avenida Pico, San Clemente, CA 92673</p>			
<p>Denny's</p>	<p>529 E Avenida Pico, San Clemente, CA 92672</p>			

<p>McDonald's</p>	<p>650 Avenida Pico, San Clemente, CA 92673</p>				
<p>Tommy's Restaurant</p>	<p>1409 S El Camino Real, San Clemente, CA 92672</p>				
<p>76 Station</p>	<p>2360 S El Camino Real, San Clemente, 92672</p>				

<p>76 Station</p>	<p>606 Camino De Los Mares, San Clemente 92673</p>				
<p>Shell Stations</p>	<p>530 E Avenida Pico, San Clemente, 92672</p>				
<p>Valero</p>	<p>504 Avenida De La Estrella, San Clemente, 92672</p>				



<p>USA Gasoline</p>	<p>590 Camino De Estrella, San Clemente, 92672</p>				
<p>Shell Stations</p>	<p>2400 S El Camino Real, San Clemente, 92672</p>				
<p>Pacific Coast Church</p>	<p>2651 Calle Frontera, San Clemente, 92673</p>				

**San
Clemente
Inn**

2600 Avenida Del
Presidente, San
Clemente, 92672



Oversized Signage

<p>Albertson's</p>	<p>989 Avenida Pico, San Clemente, 92673</p>		
<p>Lowe's</p>	<p>907 Avenida Pico, San Clemente, 92673</p>		
<p>Michaels</p>	<p>937 Avenida Pico, San Clemente, 92673</p>		



951 Avenida Pico,
San Clemente,
92673

Walmart



2110 S El Camino
Real, San
Clemente, 92672

**Montgomery
Motorcycle
Company**

<p>Pico Plaza (Staples)</p>	<p>93 Via Pico Plaza, San Clemente, 92672</p>	
<p>Target</p>	<p>990 Avenida Vista Hermosa, San Clemente, 92673</p>	