

HISTORY OF THE COMMERCIAL DEVELOPMENT AT MARBLEHEAD COASTAL

The development of the commercial space at Marblehead Coastal, “The Outlets at San Clemente” has a long history associated with it. Here is a project timeline depicting the historical evolution of the commercial project at Marblehead and an update on what is coming next with the development.

August 5, 1998: City Council approved General Plan Amendment 95-01, Specific Plan 95-02, Tentative Tract Map (TTM) 8817, Site Plan Permit (SPP) 97-16, and a Development Agreement. Entitlements for the Regional Commercial site (SPP 97-17), Conditional Use Permit 97-18 and Sign Exception Permit 97-19 were denied. The primary reasons for denying the applications for the Regional Commercial site were that the project proposed 20 acres with discount, grocery and drug store uses. There was general support for entertainment and factory outlet components.

July 7, 1999: City Council approved Site Plan Permit 99-16, Conditional Use Permit 99-17 and Sign Exception Permit 99-18; the modified project consisted of 443,860 square feet of specialty retail, 176,232 SF of entertainment and 80,048 SF of general retail.

March 1, 2000: City Council approved amendments to the previous project to avoid impacts to wetlands.

September 17, 2001: Planning Commission and City Council conducted a workshop and on September 26, 2001, granted an “in-concept” approval of revisions to the project prior to the applicant submitting to the California Coastal Commission.

April 9, 2003: Coastal Commission conditionally approved the Marblehead Coastal project, while preserving additional environmentally sensitive habitat areas.

September 16, 2003: City Council approved an Amendment to TTM 8817 to reconcile differences between the Coastal Commission approval and the City’s previous approval. The Amendment to TTM 8817 conformed to the development area boundaries approved by the Coastal Commission.

July 20, 2004: City Council approved Amendment to Site Plan Permit 97-16, reducing the residential units from 424 to 313 and allowing replacement of the architectural product on each lot and Amendment to Site Plan Permit 99-16 to reduce the amount of commercial development from 700,140 square-feet to 642,584 square-feet of commercial uses including a 125 room hotel, conference center, theater, restaurants and outlet retail uses.

February 20, 2007: City Council approved a request by Villa San Clemente, LLC for a Sign Exception Permit to allow installation of freeway-oriented signs and signs that exceed City standards.

September of 2008: Lehman Brothers declared bankruptcy. The residential side of Marblehead Coastal was owned by Lehman Brothers, which was responsible for infrastructure improvements that were placed on hold. This halted the commercial development until the bankruptcy process was completed.

2008: After a lawsuit was filed regarding the freeway oriented sign approvals, the courts made a finding that voided the city's approval due to a lack of environmental review.

December, 2013: After five years of bankruptcy proceedings, work began again and included public and on-site improvements by the restructured Lehman Brothers.

July of 2014: The first structural steel components went vertical.

November 9, 2015: Craig Realty Group submitted a new application for a Sign Exception Permit and an Amendment to the approved Master Sign Program for 25 wall mounted freeway oriented signs.

November 12, 2015: The Outlets at San Clemente held a grand opening ceremony.

November 25, 2015: The City deemed the proposed Sign Exception Permit incomplete.

March 9, 2016: Craig Realty Group resubmitted information regarding the Sign Exception Permit, and staff began reviewing the information again.

March 29, 2016: The Sign Exception Permit application was again deemed incomplete.

April 26, 2016: A request for proposal was sent to 16 environmental consultant firms for completing the environmental review process and creation of an Environmental Impact Report for the proposed freeway oriented sign project. Proposals were due on May 26, 2016.

May 2016: Construction continues and new stores open monthly, while the second onsite restaurant, Blaze Pizza, began operation. Ruby's Diner submitted for building permits and is in undergoing the city review process. City staff is now involved in the preliminary review of the hotel and convention center that was approved in 2004.

For questions associated with the development, contact the City of San Clemente Planning Division at (949) 361-6195.