



City of San Clemente

Community Development Department

**Notice of Preparation of a
Draft Supplemental Environmental Impact Report
for Freeway-Oriented Signage for The Outlets at San Clemente**

File No. SEP15-428, ADSP05-176, ASP16-128
Review Period March 28, 2016 to April 26, 2017
Project Applicant Villa San Clemente
APN 691-421-01 to 691-422-18

Project Description: The proposed project is an update to the freeway signage program at the Marblehead Coastal development, including at the existing outlet regional shopping center and hotel, within the City of San Clemente. The project proposes a total of 36 signs, including 23 halo-illuminated wall-mounted signs and 2 project identification signs to the exterior walls of an existing outlet regional shopping center and to the approved but unbuilt Phase 2 of the outlet center, 4 tenant signs and 2 project identification signs to a proposed icon tower sign, and 3 primary and 2 secondary hotel signs to an approved but unbuilt hotel.

Project Location: 101 West Avenida Vista Hermosa, San Clemente, CA 92672

As the Lead Agency, the City of San Clemente will prepare a Draft Supplemental Environmental Impact Report (SEIR) for the project referenced above. The City welcomes your input regarding the scope and content of the environmental information that is relevant to your area of interest, or to your agency's statutory responsibilities in connection with the proposed project. If you are affiliated with a public agency, this SEIR may be used by your agency when considering subsequent approvals related to the project. The project description, location, and probable environmental effects that will be analyzed in the SEIR for the project can be found on the City's website.

<http://san-clemente.org/about-us/city-news/current-projects>

Scoping Meeting Date: April 13, 2017 at 7:00 pm

Scoping Meeting Location: Community Development Offices, 910 Calle Negocio, Room A

In accordance with CEQA §15082(b), the deadline for your response is 30 days after receipt of this notice; however, we would appreciate an earlier response, if possible. Please identify a contact person, and send your response to:

City of San Clemente
Community Development Department, Planning Division
Attn: Cliff Jones
910 Calle Negocio, Suite 100
City of San Clemente, CA 92673
Phone: (949) 361-6186

Cliff Jones, Associate Planner
Community Development Department
Planning Division



Signature



Date

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Draft Supplemental Environmental Impact Report
for Freeway-Oriented Signage for The Outlets at San Clemente**

March 27, 2017

Introduction

The purpose of a Supplemental Environmental Impact Report (SEIR) is to inform decision-makers and the general public of the environmental effects of a proposed project that an agency may implement or approve.

The SEIR process is intended to provide information sufficient to evaluate a project and its potential for significant impacts on the environment; to examine methods of reducing adverse impacts; and to consider alternatives to the project.

The SEIR for the proposed project will be prepared and processed in accordance with the California Environmental Quality Act (CEQA) of 1970, as amended. In accordance with the requirements of CEQA, the SEIR will include the following:

- A summary of the project;
- A project description;
- A description of the existing environmental setting, environmental impacts, and mitigation measures for the project;
- Alternatives to the project as proposed; and
- Environmental consequences, including (a) any significant environmental effects which cannot be avoided if the project is implemented; (b) any significant irreversible and irretrievable commitments of resources; (c) the growth inducing impacts of the proposed project; and (d) cumulative impacts.

Project Location

The project site includes an existing outlet regional shopping center located at 101 West Avenida Vista Hermosa within the City of San Clemente. The site will include the construction of the remaining portion of the outlet center as well as a hotel, which have been previously approved. The approximately 51-acre project site is located west of the I-5 Freeway, between Avenida Pico and Avenida Vista Hermosa. Regional and Vicinity Maps are provided as Figures 1 and 2.

Project Description

Craig Realty Group ("Applicant") proposes to modify a project originally approved by the City of San Clemente in 1998 regarding the development of the Marblehead Coastal area. The Marblehead Coastal EIR SCH No. 95091037 (Marblehead EIR) was first approved in 1998 and included environmental analysis of a fully operational, approximately 750,000-square-foot regional commercial center (i.e., The Outlets at San Clemente) uses. A Sign Exemption Permit (SEP 97-19) for interior signage and freeway signage was also included as a part of the original Marblehead EIR analysis in 1998. In particular, SEP 97-19 proposed at least 10 freeway-oriented signs with an aggregate surface area of over 3,000 square feet. Although SEP 97-19 was not approved by the City at the adoption of Marblehead EIR, the City ultimately approved interior signage for the center based on subsequent applications. The Marblehead EIR now includes subsequent addenda and environmental analysis conducted between 2000-2007 for other revisions to the original project, which, in general, further refined and reduced the

scope of uses from the original project proposal. The Applicant's current application proposes a greater number of freeway-oriented/visible signs (though fewer freestanding signs and a roughly similar aggregate amount of signage area) compared to what was contemplated in the Marblehead EIR. Accordingly, the City, as lead agency, has determined that a Supplemental EIR is required to address the potential for significant environmental impacts that may occur.

The revised freeway sign program project proposes 36 freeway-oriented/visible signs, including 23 halo-illuminated wall mounted signs and 2 project identification signs to the exterior walls of an existing outlet regional shopping center and to the approved but unbuilt Phase 2 of the outlet center, 4 tenant signs and 2 project identification signs to a proposed icon tower sign, and 3 primary and 2 secondary hotel signs to an approved but unbuilt hotel. The signs are proposed to be freeway visible, freeway oriented, or directed towards motorists traveling along the freeway. The signs are intended to provide for tenant identification and wayfinding, and will be shut off 1 hour after close of business hours. Merchant signage will automatically shut off 1 hour after close of individual merchant stores. Restaurant and Theatre signs will remain on past 10:00 p.m. Tower and monument sign shall shut off at 10:00 p.m., and hotel signs are anticipated to remain illuminated 24 hours a day.

The proposed color palette for the sign letters includes black, navy blue, brown, grey, copper, bronze, and white with the option of four additional colors at the owner's discretion such as green and red. The tenant signs will be limited to represent only nationally recognized trademark logos and names. The hotel signs are intended for identification and guest wayfinding; however, a hotel operator has not yet been identified, and proposed signage would be subject to City standards. Hotel signs could remain illuminated past the outlet regional shopping center's business hours in anticipation of late night guest arrival. A site plan depicting the location of the various signs is provided as Figure 3.

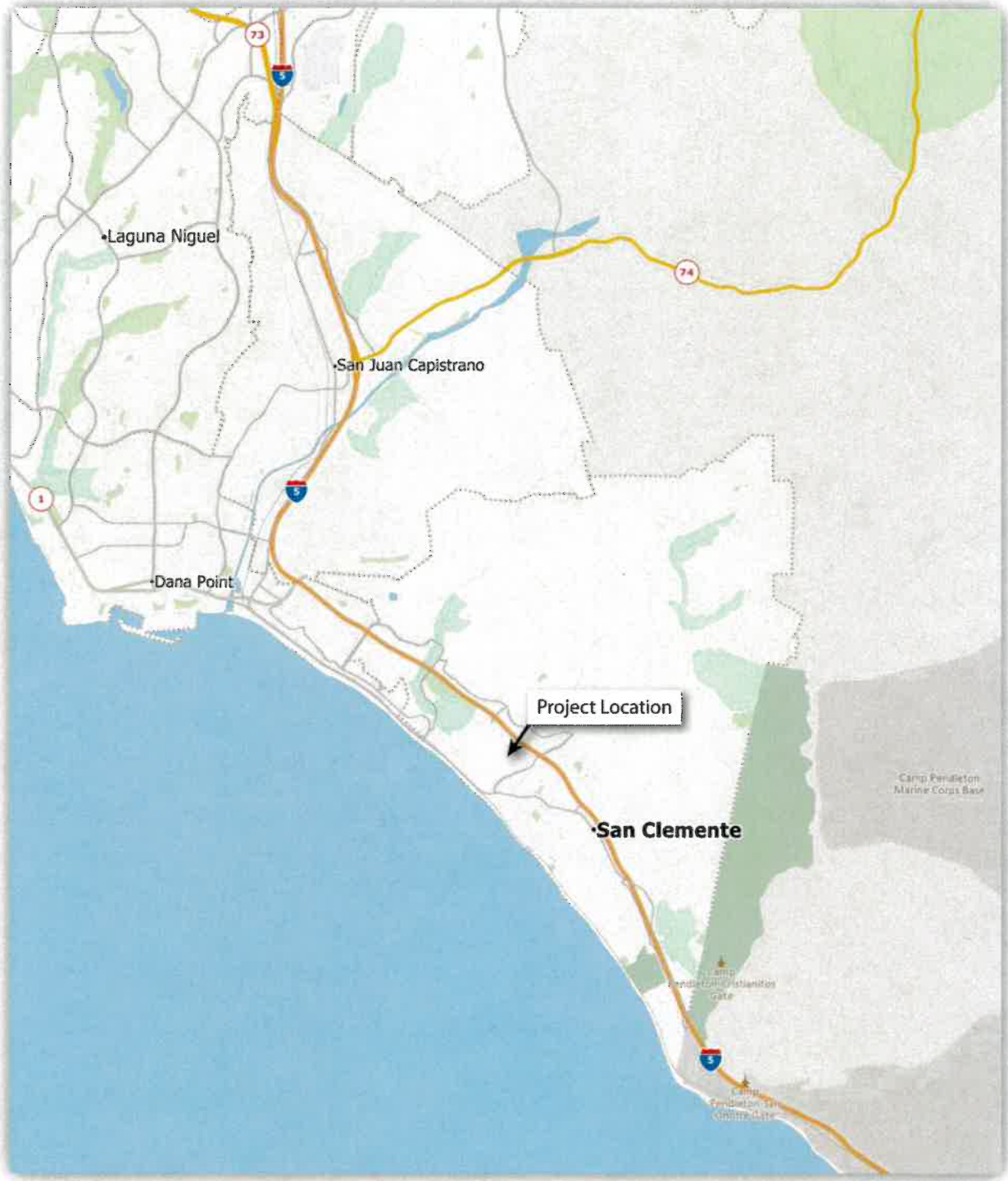


Figure 1 – Regional Map

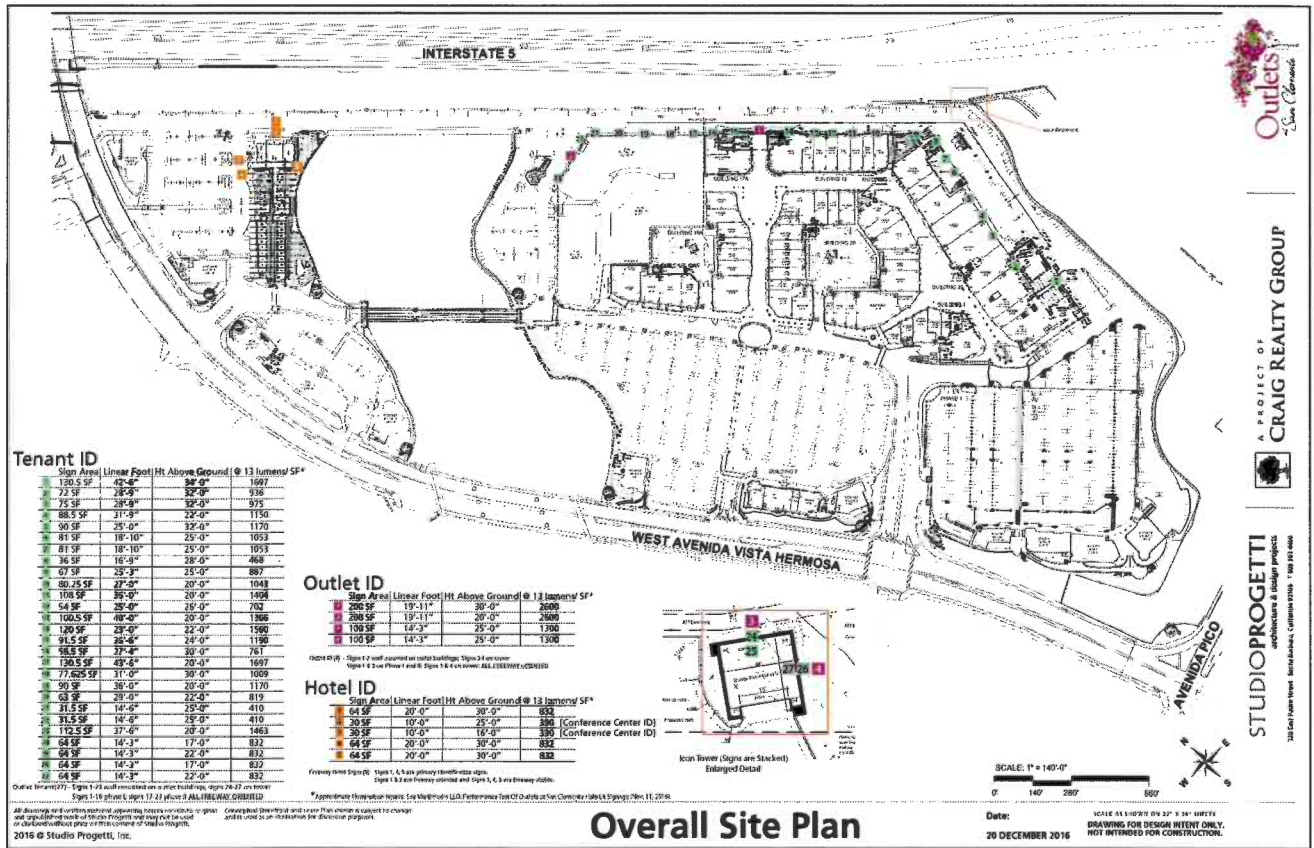


Figure 3 – Site Plan

Potential Environmental Impacts of the Project

The SEIR will describe the existing environmental conditions on the project site and will identify the significant environmental effects anticipated to result from development of the project as proposed. A summary of prior environmental documents and City approvals will be provided within the SEIR. Because the supplemental EIR is intended to update the Marblehead EIR to incorporate the Applicant's proposed changes to the sign program, the analysis presented in the existing certified Marblehead EIR will serve as starting basis for this analysis. Not all of the environmental topics included in the CEQA Guidelines Initial Study Checklist will be addressed in the supplemental EIR. These topics may not be addressed in the supplemental EIR if there is no demonstration, based on substantial evidence, that any of the following conditions exist:

- (1) The Applicant's proposed changes to the sign program involve "new significant environmental effects or a substantial increase in the severity of previously identified significant effects";
- (2) Substantial changes with respect to the circumstances under which the project is undertaken will require major revisions of the previous Marblehead EIR due to the involvement of new significant, environmental effects or a substantial increase in the severity of previously identified significant effects; or
- (3) New information of substantial importance, which was not known and could not have been known with the exercise of reasonable diligence at the time the previous Marblehead EIR was certified as complete, shows any of the following:
 - (A) The project will have one or more significant effects not discussed in the previous Marblehead EIR;
 - (B) Significant effects previously examined will be substantially more severe than shown in the previous Marblehead EIR;
 - (C) Mitigation measures or alternatives previously found not to be feasible would in fact be feasible and would substantially reduce one or more significant effects of the project, but the project proponents decline to adopt the mitigation measure or alternative; or
 - (D) Mitigation measures or alternatives which are considerably different from those analyzed in the previous Marblehead EIR would substantially reduce one or more significant effects on the environment, but the project proponents decline to adopt the mitigation measure or alternative.

Mitigation measures will be identified for potentially significant environmental impacts, as warranted. Based on the initial study, the analysis in the SEIR will include the following specific categories of environmental impacts and concerns related to the proposed project. Additional subjects may be added at a later date, as new information comes to light.

1. Aesthetics
2. Biological Resources
3. Land Use and Planning
4. Traffic

Alternatives

The SEIR will examine alternatives to the proposed project including a “No Project” alternative and one or more alternative development scenarios depending on the impacts identified. Other alternatives that may be discussed could include reduced development alternatives (e.g., fewer signs or design changes). Alternatives discussed will be chosen based on their ability to reduce or avoid identified significant impacts of the proposed project while achieving most of the identified objectives of the project.

Significant Unavoidable Impacts

The SEIR will identify those significant impacts that cannot be avoided, if the project is implemented as proposed.

Cumulative Impacts

The SEIR will include a Cumulative Impacts section that will address the potentially significant cumulative impacts of the project when considered with other past, present, and reasonably foreseeable future projects in the development area.

In conformance with the CEQA Guidelines, the SEIR will also include the following sections: 1) consistency with local and regional plans and policies, 2) growth-inducing impacts, 3) significant unavoidable environmental changes, 4) references and organizations/persons consulted, and 5) SEIR authors.