

### 3. Project History and Background

The City of San Clemente is located at the southern tip of Orange County bordering San Diego County. The Project site is approximately midway in the City, overlooking the Pacific Ocean, and is part of the larger Marblehead community, which will include residential, commercial, recreation, and open space uses. As noted in the Marblehead EIR (1998), a regional shopping center was planned as the first development phase (Phase 1) with residential development occurring as market demands were created consistent with the City's annual housing allocation program (Phase 2). The entire Marblehead development incorporates the bluffs above the Pacific Ocean and the more hilly inland terrain to the northeast. The site is bisected by a number of drainages originating in the northeast portion of the property. The regional commercial center is located along the northeastern portion of the site.

The Marblehead EIR evaluated a fully operational, 750,000-square-foot regional commercial center. Analysis included air quality and traffic impacts, among others. Over time, the scope of the Project decreased in size for the residential and commercial components. The EIR also evaluated a freeway sign program that consisted of, among other things, three freeway-oriented monuments. Since the original EIR was approved, subsequent Addenda have been prepared modifying the Project components originally analyzed. The environmental approval history is as follows:

#### Original EIR (1998)

- 116.7 acres of residential uses (436 dwelling units)
- 60.4 acres of regional-serving commercial (750,000 square feet)
- 1.0 acre of Coastal Commercial (60,000 square feet)
- 9.4 acres of public open space
- 49.5 acres of private open space
- 13.6 acres of circulation facilities
- 3 double-sided freestanding freeway signage monuments (250 square feet per side)
- 3 freeway-oriented wall signs (150 to 200 square feet each)

#### Addendum No. 1 (1998)

- Analyzed the impacts associated with implementation of 20 acres of multiple-family residential development (i.e., 300 dwelling units)
- Identified 40.4 acres of regional commercial land uses at a 0.35 FAR (i.e., 615,000 square feet)

#### Addendum No. 2 (2000)

- Reduction of 10 lots from 434 residential lots to 424 residential lots
- Reduction of 1.1 acres of commercial center net acreage from 60.4 acres to 59.3 acres
- Reduction of 54 commercial parking spaces from 3,718 to 3,664

- Reduction of the average lot size by 119 square feet from 7,136 square feet to 7,017 square feet

Addendum No. 3 (2003)

- Reduction of project to 313 residential lots
- Reduction of commercial center net acreage to 51.6 acres

Addendum No. 4 (2003)

- Refinement of the parks and trails facilities, detailing the proposed parks and trails amenities packages
- Updated traffic modeling was performed in 2003

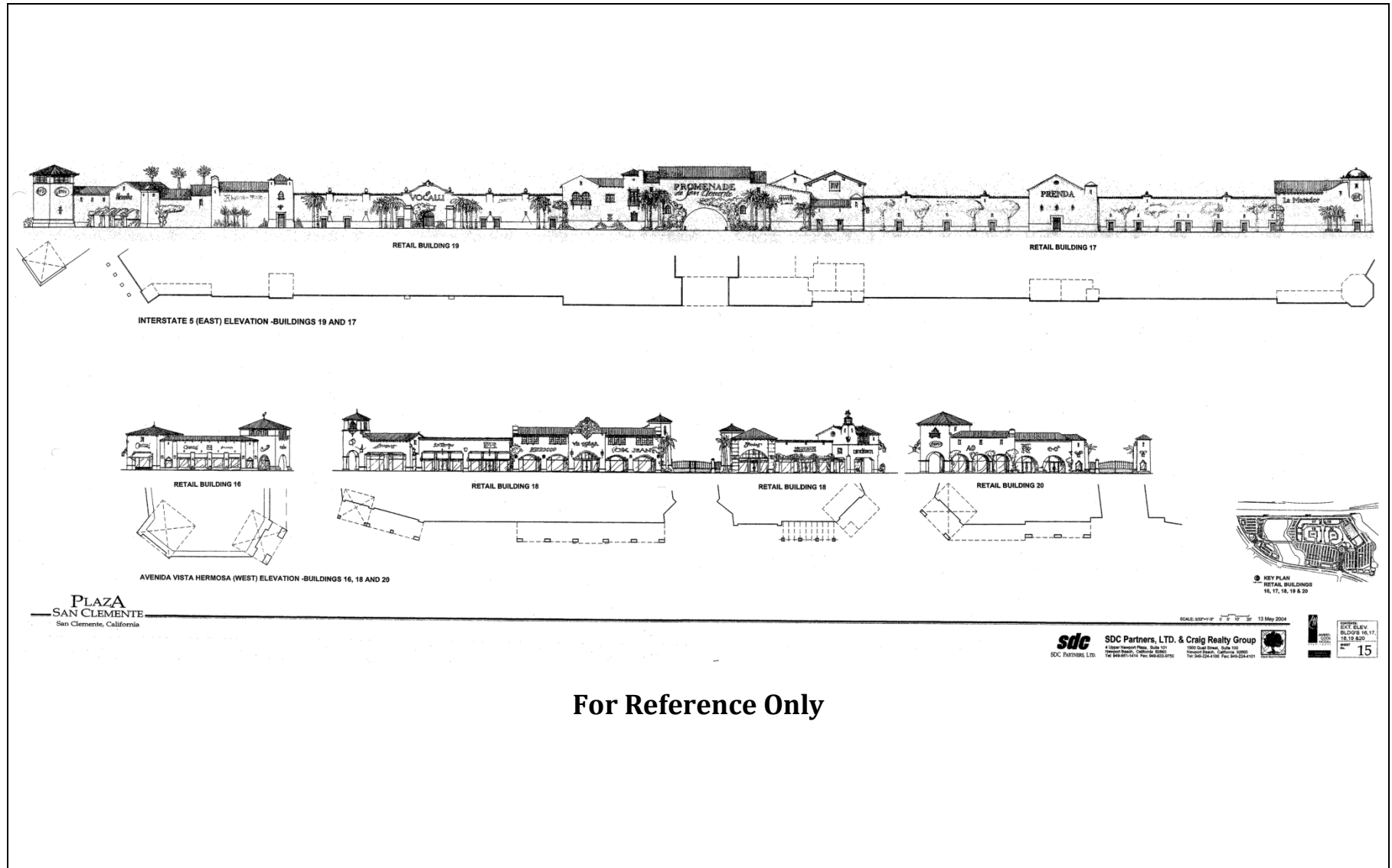
Addendum No. 5 (2003)

- Reduction of 33,709 square feet of commercial uses (to 641,534 square feet)
- Minor alignment adjustments to enhance traffic efficiency and pedestrian mobility

As identified in Addendum No. 5, the built-out regional commercial center will encompass approximately 640,000 square feet, a reduction of approximately 110,000 square feet from what was originally analyzed in the Marblehead EIR. To date, a portion of the outlet center opened in late 2015, and a second phase has been approved but has not yet been constructed.

Subsequent to the adoption of Addendum No. 5, the City Council adopted Resolution 04-61 amending Marblehead Coastal Commercial Plaza Site Plan Permit 99-16 reducing the amount of development from 700,140 square feet to 642,584 square feet of commercial uses including a 125-room hotel, a conference center, a theatre, restaurants, and outlet retail uses. The Amendment to Site Plan Permit 99-16 Marblehead Coastal, Commercial Plaza Plans submittal dated June 2, 2004, identifies, among other elements, signs on the backs of the outlet center buildings and an Icon Tower at the southeast corner of the Project site, consistent with the current application. Pages of the Amendment to Site Plan Permit 99-16 Marblehead Coastal, Commercial Plaza submittal have been included as Exhibit 3-1 through Exhibit 3-4 for reference. Those exhibits depict tenant identification signage on the building elevations facing the freeway. Exhibit 3-1 depicts the proposed freeway-oriented signage. Exhibit 3-2 depicts the interior signage, and Exhibit 3-3 shows additional interior signage and the parking garage signage. Exhibit 3-4 shows an aerial view of proposed landscaping under Site Plan Permit 99-16.

The Marblehead Coastal Specific Plan was adopted August 5, 1998. An Amendment was adopted on August 21, 2007. The Specific Plan provides guidelines and regulations for land use, circulation, resource preservation, and development processing. The Specific Plan is a regulatory plan constituting the zoning for the property. The Specific Plan provides for development consisting of 640,000 square feet of retail uses with an outlet component at a maximum floor area ratio of 0.35. The signage program is intended to meet the goals of the Marblehead Specific Plan, the Marblehead Coastal Development Agreement, and the Marblehead Coastal Design Guidelines to provide adequate and appropriate signage for a fully operational center.



For Reference Only

Exhibit 3-1 – Amendment to Site Plan Permit 99-16 Marblehead Coastal, Commercial Plaza

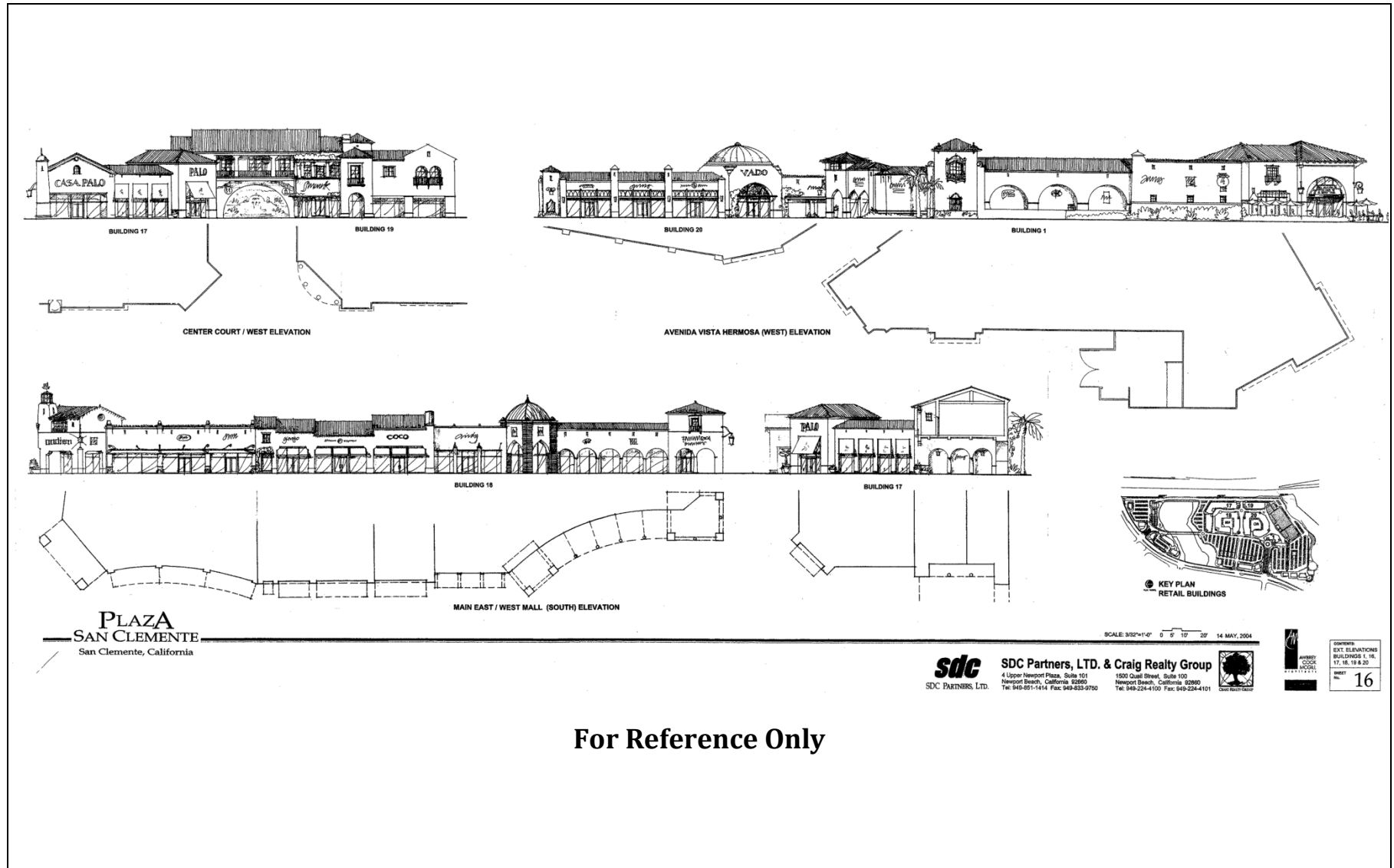
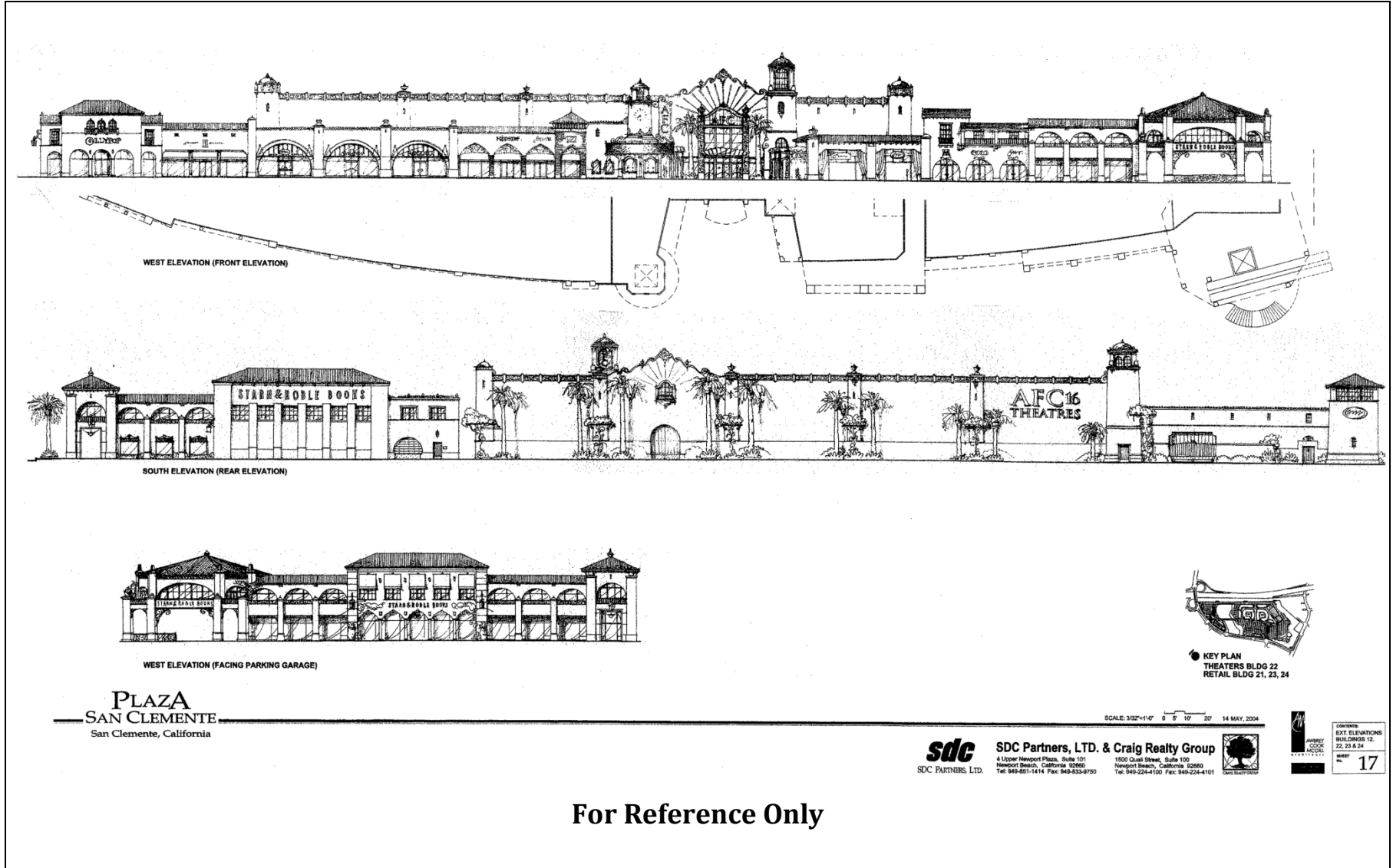
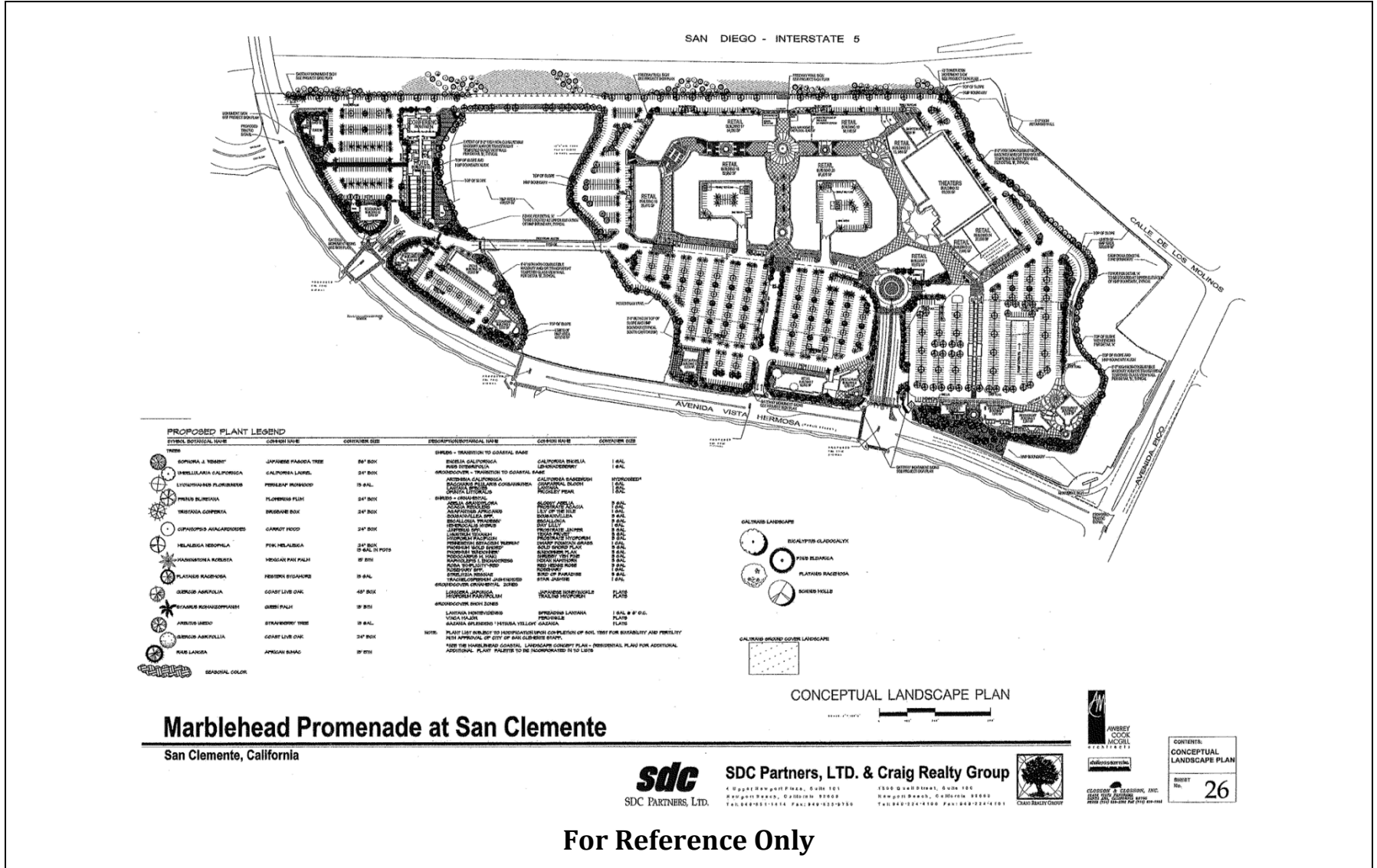


Exhibit 3-2 – Amendment to Site Plan Permit 99-16 Marblehead Coastal, Commercial Plaza



For Reference Only

Exhibit 3-3 – Amendment to Site Plan Permit 99-16 Marblehead Coastal, Commercial Plaza



**Exhibit 3-4 –Amendment to Site Plan Permit 99-16 Marblehead Coastal, Commercial Plaza**

A Sign Exception Permit (SEP 06-402) was subsequently approved by the City Council calling for the placement of various interior signs and 32 freeway signs at The Outlets at San Clemente. Representative Project ID signs, freeway-oriented Tenant ID signs, and hotel signs from the SEP 06-402 are included as Exhibit 3-5 through Exhibit 3-8 – Master Sign Program for SEP 06-402. On May 18, 2007, a legal challenge to the approval of the freeway sign program was filed in the Superior Court of Orange County for noncompliance with the California Environmental Quality Act (CEQA). The ruling noted that the original Final Environmental Impact Report anticipated that a master sign program would be prepared and that any future sign proposal would require environmental review. The sign plan proposed for SEP 06-402 included 32 signs including signs on the Icon Tower, which the court determined was a substantial change requiring additional environmental review. The Judge issued a ruling on May 22, 2008 ordering the City to void the portion of SEP 06-402 approving the freeway signs. The City rescinded its decision to approve the freeway-oriented signage portion of Sign Exception Permit 06-402 on September 2, 2008 (Resolution 08-78).

### **Current Application and Design Review Subcommittee Comment**

An application for SEP 15-428, Amendment to Discretionary Sign Permit 05-176, was submitted by the applicant in November 2015. The requests made by the application were reviewed by the City Design Review Subcommittee (DRSC) on August 4, 2016. The DRSC Staff Report is included herein as Appendix F. At the meeting, the DRSC conducted an initial evaluation on the sign plans submitted to the DRSC and made preliminary recommendations on how the Project can best comply with policies and design guidelines that relate to visual impact, architectural design, compatibility, and aesthetics. The comments and requests of the DRSC included the following:

1. The quality and aesthetics of the proposed signs should match the architecture and attractive quality of the building.
2. Freeway signs need to be in harmony with the quality Spanish design of the center and the Spanish Village by the Sea image of the City.
3. The color palette should be reduced to bronze and black, with a range of metallic colors consistent with the Spanish Colonial Revival architecture of the building.
4. Submit color samples to clarify what the actual colors for the signs are.
5. Sign numbers 3, 21 and 22 of the plan submitted to the DRSC should be eliminated because the conflict with architectural features.
6. Sign program should prohibit the allowance of freeway-oriented banners in the future.
7. Sign numbers 11, 12, 16 and 23 of the plan submitted to DRSC need appropriately scaled for the wall space they are located.

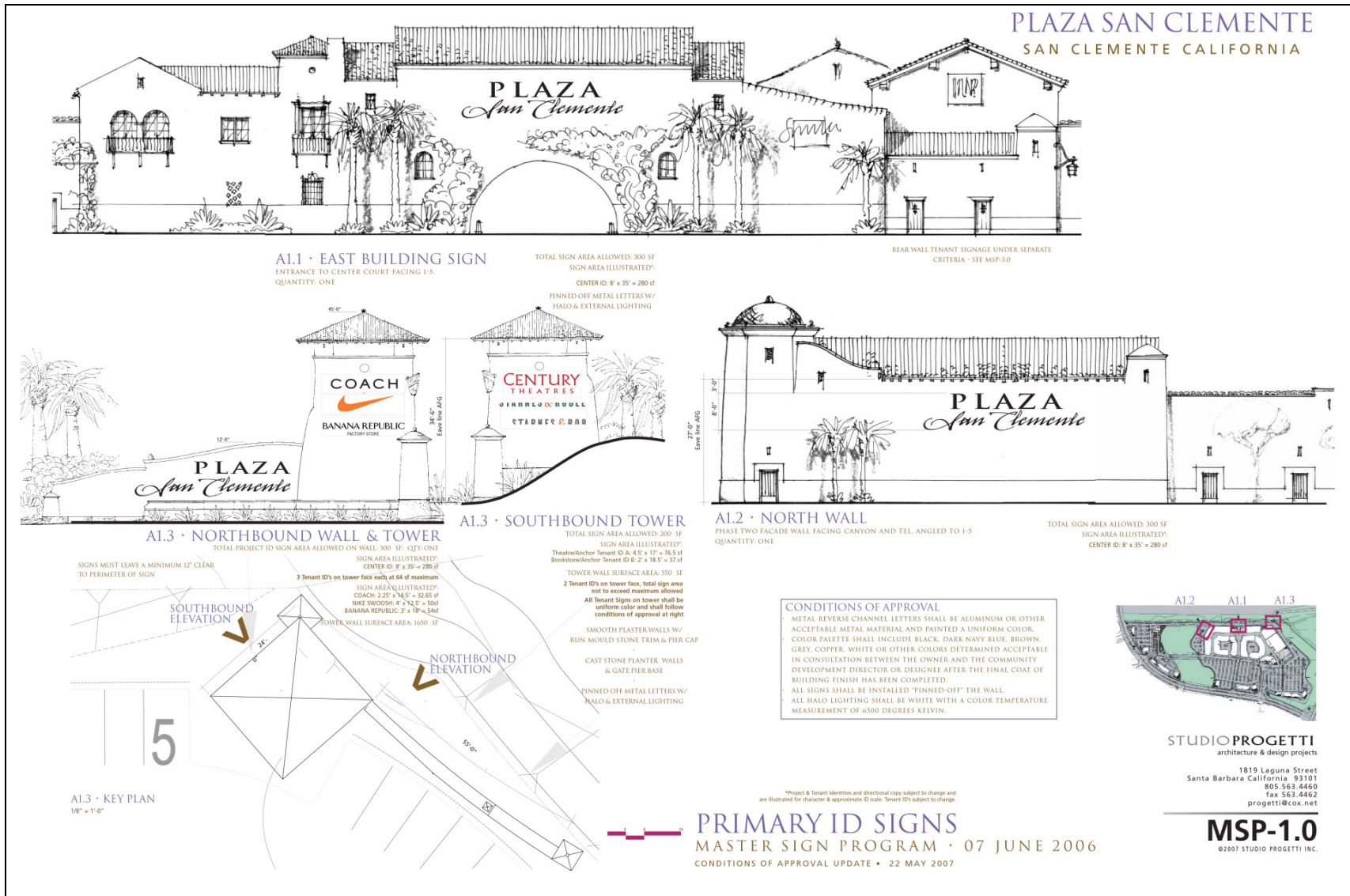
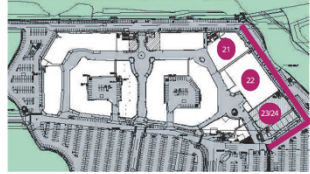
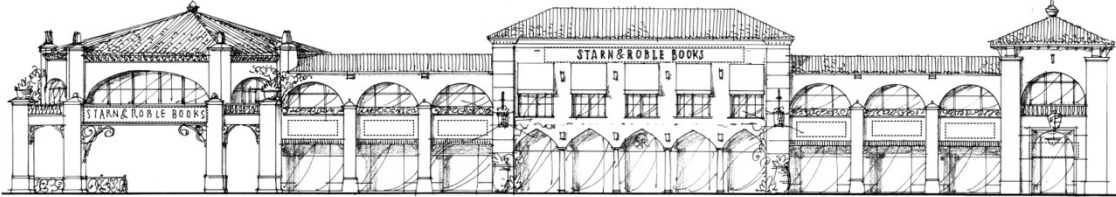


Exhibit 3-5 – Master Sign Program for SEP 06-402



**PLAZA SAN CLEMENTE**  
 SAN CLEMENTE CALIFORNIA






**23/24 • WEST ELEVATION**  
 PHASE 1 • FACING SURFACE PARKING DECK

**CONDITIONS OF APPROVAL FOR TENANT SIGNS**

- Tenant Signs shall be designed, constructed and installed consistent with the criteria described on Sheet MSP-3.0. No deviations from the materials, colors or locations shall be permitted without approval of the Community Development Director or Designee.
- Tenant Signs must be located within the limits of the signage envelope for each building facade as illustrated herein and any other exhibits identifying building mounted Tenant Signs. The intent of this condition is to ensure that signage does not conflict with architectural details of the building.
- The Owner or Designee shall provide design details, photometrics, specifications and/or relevant data for any proposed illumination or lighting. Any area lighting associated with the project shall be subject to review by the Community Development Director or Designee. Lighting shall be designed and installed in a manner that is subdued and ensures the absence of glare, or spillover onto adjacent properties.

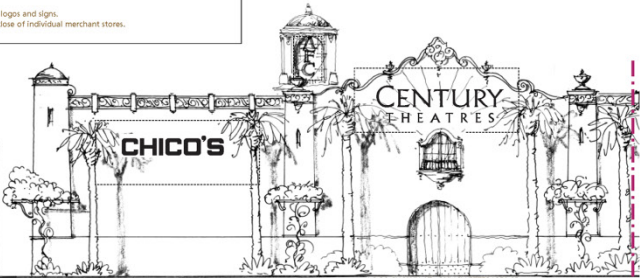
**CONDITIONS OF APPROVAL FOR FREEWAY-ORIENTED TENANT SIGNS**  
 APPLIES TO SOUTH ELEVATIONS ONLY

- Metal Channel Letters (Tenant Sign Type 1) shall be aluminum or other acceptable metal material and painted a variety of colors from palette.
- Color palettes shall include Black, Dark Navy Blue, Brown, Grey, Copper, White or other colors determined acceptable in consultation between the owner and the Community Development Director or Designee. Color palette may also include up to a total of four other color exceptions to the prescribed color palette at owner's discretion. Total of four color exceptions allowed is to be distributed between the South, North and Building 16 Northwest Elevations as deemed necessary, by the Owner.
- All signs shall be installed "pinned-off" the wall. (See Tenant Sign Type 1, MSP-3.0)
- All halo lighting shall be white with a color temperature measurement of 5000 Degrees Kelvin.
- Maximum of eight (8) Tenant Signs on South Elevation.
- Permanent Tenant Signs shall be limited to nationally recognized trademark logos and signs.
- Merchant signage lighting shall be automatically turned off one hour after close of individual merchant stores.
- Barnes shall be prohibited from all freeway-oriented facades.



**23/24 • SOUTH ELEVATION**  
 PHASE 1 • FACING SURFACE PARKING & I-5 NORTHBOUND


LOGO SHOWN AT: 54" LETTER / 300 SF



**22 • SOUTH ELEVATION**  
 PHASE 1 • FACING SURFACE PARKING & I-5 NORTHBOUND

LOGO SHOWN AT: 45" LETTER / 87 SF

LOGO SHOWN AT: 60" C LETTER / 250 SF



**22 • SOUTH ELEVATION**  
 PHASE 1 • FACING SURFACE PARKING, PICO & I-5 NORTHBOUND

LOGO SHOWN AT: 42" LETTER / 77 SF

LOGO SHOWN AT: 48" LETTER / 120 SF

**21 • SOUTH ELEVATION**  
 PHASE 1 • FACING SURFACE PARKING, PICO & I-5 NORTHBOUND

LOGO SHOWN AT: 108" PATCH / 87 SF

LOGO SHOWN AT: 72" X 22" SWOOSH / 66 SF

★ ANCHOR RETAIL TENANT SIGNS MUST FIT INTO 10' X 32' BOX WHILE NOT EXCEEDING TENANT SIGN AREA ALLOWANCE OF 1.5 SF/LINEAL FOOT OF PRIMARY STOREFRONT.

TENANT SIGNS ILLUSTRATED FOR SCALE AND PROPORTION ONLY. TENANT IDS SUBJECT TO CHANGE.

**RETAIL TENANT SIGNAGE**  
 MASTER SIGN PROGRAM • 07 JUNE 2006  
 CONDITIONS OF APPROVAL UPDATE • 22 MAY 2007

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**MSP-3.2**  
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**Exhibit 3-6 – Master Sign Program for SEP 06-402**

November 2017

The Outlets at San Clemente

## PLAZA SAN CLEMENTE

### SAN CLEMENTE CALIFORNIA

**CONDITIONS OF APPROVAL FOR FREEWAY-ORIENTED TENANT SIGNS APPLIES TO EAST, NORTH & BUILDING 16 NORTHWEST ELEVATIONS ONLY**

- Metal Channel letters [Tenant Sign Type 1] shall be aluminum or other acceptable metal material.
- East facing sign letters are restricted to a uniform color selected from the color palette.
- South, North and Northwest signs can be painted a variety of colors within palette.
- Color palette shall include Black, Dark Navy Blue, Brown, Grey, Copper, White or other colors determined acceptable in consultation between the Owner and the Community Development Director or Designee. Color palette may also include up to a total of four other color exceptions to the prescribed color palette at owner's discretion. Total of four color exceptions allowed is to be distributed between the South, North and Building 16 Northwest Elevations as deemed necessary by the Owner.
- All signs shall be installed "granted-off" the wall. (See Tenant Sign Type 1, MSP-3.0)
- All halo lighting shall be white with a color temperature measurement of 6500 Degree Kelvin.
- Maximum of ten (10) Tenant Signs shall be located on any of the 14 sign locations shown on the East Elevation; The average of these 10 signs shall be 36" in height, with each individual sign height measured from the tallest element of each individual sign.
- Maximum of three (3) Tenant Signs shall be located on the Northwest Elevation and three (3) Tenant Signs on the North Elevation of Building 16.
- Permanent Tenant Signs shall be limited to nationally recognized trademark logos and signs.
- Merchant signage lighting shall be automatically turned off one hour after close of individual merchant stores.
- The Owner or Designee shall provide design details, photometrics, specifications and/or relevant data for any proposed illumination or lighting. Any area lighting associated with the project shall be subject to review by the Community Development Director or Designee.
- Lighting shall be designed and installed in a manner that is subdued and ensures the absence of glare, or spillover onto adjacent properties.
- Tenant Signs shall be designed, constructed and installed consistent with the criteria described on Sheet MSP-3.0.
- No deviations from the materials, colors or locations shall be permitted without approval of the Community Development Director or Designee.
- Tenant Signs must be located within the limits of the signage envelopes for each building facade as illustrated herein and any other exhibits identifying building mounted Tenant Signs. The intent of this condition is to ensure that signage does not conflict with architectural details of the building.
- Banners shall be prohibited from all freeway-oriented facades.

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**RETAIL TENANT SIGNAGE**  
 MASTER SIGN PROGRAM • 07 JUNE 2006  
 CONDITIONS OF APPROVAL UPDATE • 22 MAY 2007

**Exhibit 3-7 – Master Sign Program for SEP 06-402**



**PLAZA SAN CLEMENTE**  
 SAN CLEMENTE CALIFORNIA

A1.8 · SECONDARY CONFERENCE CENTER ID    A1.4 · HOTEL ID    A1.9 · SECONDARY HOTEL ID

NORTH ELEVATION FACING AVENIDA VISTA HERMOSA

A1.5 · HOTEL ID

SOUTH ELEVATION FACING CANYON

A2.1 · PEDESTRIAN HOTEL ID    A1.6 · HOTEL ID

WEST ELEVATION FACING ENTRY DRIVE

A1.7 · HOTEL & CONFERENCE CENTER ID

EAST ELEVATION FACING I-5

**HOTEL IDENTIFICATION**  
 MASTER SIGN PROGRAM · 07 JUNE 2006

*The Lodge*  
**at SAN CLEMENTE**

PINNED OFF METAL LETTERS W/  
 HALO & EXTERNAL LIGHTING

PRIMARY SIGN 64 SF EACH  
 SECONDARY SIGN 30 SF EACH

\*Project & Tenant Identifiers and directional copy subject to change and are illustrated for character & approximate ID scale.

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**Exhibit 3-8 – Master Sign Program for SEP 06-402**

In response to DRSC comments, the applicant revised the sign plan and provided clarifications, including the following:

1. The proposed signs will comprise thinly fabricated letters that will appear as a traditional wrought-iron letters to create authentic heavy sun shadowing onto the building's finish. Concealed indirect halo lighting will cast light from inside the letters onto the walls for a subtle lighting effect.
2. The Carlsbad Premium Outlets has external individual tenant signage facing the frontage streets, and when the project was built it had periodic freeway visibility that has been obscured from view over the course of time and development progress. In addition, Carlsbad Premium Outlets was built next to pre-existing commercial/visitor serving development such as Car Country, a hotel, a destination restaurant (Anderson's), a Chevron gas station, and the famous flower fields. Carlsbad Premium Outlets is not a standalone project; therefore, is not comparable to the Outlets at San Clemente, which has no pre-existing traffic generators to rely on.
3. Spanish and Mexican villages often employ vibrant colorful signage and painted sign details. In response to DRSC comments, the applicant is not proposing true authentic signage but instead is offering a softer, more restrained signage.
4. The applicant would like to maintain the already reduced color palette that includes a range of blacks, bronzes, and other metallic as well as up to four feature colors. A sample board was prepared and submitted to the City Planning Department for reference.
5. In response to DRSC comments and public sentiments, sign number 3 was permanently removed from the location identified on the plan submitted to the DRSC. An alternate position for sign number 3 is provided on the updated plans. For the purposes of tracking the number of signs on the plans, the number 3 sign position was shifted to the right and the signs were re-enumerated.  
  
Signs at locations 21 and 22 have not been reduced. In an email dated, September 14, 2016, the applicant suggested that it would be agreeable to reducing signs 20 and 21 by 50% to create a logo emblem that fits comfortably on the tower face. The revised scale for signs 21 and 22 would have a maximum allowance of a 7-foot width by a 7-foot height.
6. The applicant agrees with the DRSC that Temporary Freeway Oriented Signage Banners would be unnecessary once the freeway sign program has been approved and put into effect, as there would be no need for tenants to utilize temporary signage.
7. Façade features at the location of signs 12 and 16 (on the plan submitted to the DRSC) were designed specifically for signage; therefore, the applicant disagreed with the comment that these signs are not appropriately scaled in these locations.  
  
In response to DRSC comments, the proposed sign plans include Project ID signs reduced by 33% from the plans that were submitted to DRSC. The reduction in the size of Project ID signs to 200 square feet more closely represents the current project identity and is scaled appropriately for the architecture.

During the Outlets at San Clemente construction process multiple utility conflicts were identified at the location of the Icon Tower that was a part of the previous architectural design package. The conflicts have been resolved, and the proposed sign plans were updated to include a reduced scope tower element. The Icon Tower is an essential feature of the historical context of the Master Sign Program architectural theme of “Spanish Ranchero” providing a sense of history through the use of wall fragments, piers, and the feeling of a lookout tower.

### **Temporary Signage**

Concurrent with the planning application for SEP 15-428, amendment to Discretionary Sign Permit 05-176, the applicant submitted an application for a Temporary Banner Sign Permit. Temporary Banner Signs are regulated by the City’s Municipal Code Section 17.84.030 (H). The City approved the application for temporary banner signs, which allows a maximum size of 64 square feet for signs that must be flush-mounted to the building. The “signs” installed under the Temporary Banner Sign Permit were affixed onto the building façade rather than using actual banners. At the time of this report’s publication, multiple temporary permits have been issued to tenants of the Outlets at San Clemente on separate occasions. This report acknowledges the presence of 18 temporary signs affixed to buildings at the Project site. However, temporary signs are not the subject of this analysis, and information related to applications and issuance of temporary signs should be obtained directly from City staff.

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