

## 4. Project Description

### 4.1 Project Location

The proposed Project site, known as the Outlets at San Clemente is located at 101 West Avenida Vista Hermosa in San Clemente. The Project site is surrounded by the I-5 Freeway to the east, Avenida Vista Hermosa to the north, Avenida Pico to the south, and the Pacific Ocean to the west, within intervening development along the coastline. The residential portion of the Marblehead development, once completed, will lie between the Outlets and El Camino Real, the road paralleling the coast to the west.

The surrounding area is developed with residential, industrial, and commercial uses. The Faire Harbour Condominiums and Highland Light residential communities are located east of the I-5 Freeway. An industrial center is south of the Project. The residential community of Sea Summit (under development), including Shore Cliffs Middle School, is to the north and west.

### 4.2 Existing Conditions

The larger development area, known as the Marblehead Coastal Property in the Marblehead EIR, consists of 248 acres of land with several significant features including coastal canyons and bluffs. The site was vacant and in a natural condition prior to approval of the EIR for development of a regional commercial center, visitor-serving commercial, and residential uses.

A portion of the outlets center is located within the Coastal Zone. The proposed signage is located outside the Coastal Zone.

The topography of the site consists of bluffs above the Pacific Ocean and more hilly terrain inland. The northeast portion of the site is bisected by drainages originating in the northeast portion of the property. The Prima Deshecha Cañada and Segunda Deshecha Cañada drainages originate in the foothills of the Santa Ana Mountains and run adjacent to the property's southeastern border. Elevations at the site range from approximately 38 feet above mean sea level (MSL) to 142 feet above MSL where the outlet center and parking lot are located.

The Project site is within Subarea 4 of the Orange County Southern Subregion Habitat Conservation Plan (HCP). The adjacent canyon located in the northwestern portion of the Marblehead site is designated as Supplemental Open Space in the HCP. However, the outlet center and the proposed hotel are located outside any reserve or lands protected under the HCP.

The Project site is surrounded by the I-5 Freeway to the east with the Faire Harbour Condominiums, Highland Light, and Marblehead Inland residential communities (MHI – Residential) located east of the I-5 Freeway, an industrial center to the south, and the residential community of Sea Summit (MHC Residential), including Shore Cliffs Middle School, to the north and west. At this time, the Sea Summit residential community is still under development. Table 4-1 below depicts the existing land uses surrounding the Project site.

**Table 4-1 Surrounding Land Uses**

Location	Description
North	Sea Summit residential
South	Industrial center
East	I-5 Freeway, Faire Harbour Condominiums, and Highland Light residential
West	Marblehead residential project/Pacific Ocean

The Project site currently consists of an existing outlet center (Phase 1), the approved but unbuilt Phase 2 of the outlet center, and an approved but unbuilt hotel. The approved but unbuilt hotel is included in the analysis herein in terms of proposed signage. The hotel will be located on a parcel immediately north and across a small canyon from the outlet center. Site photographs and a key map are included herein as Exhibit 5-7 through Exhibit 5-51.

Phase 1 has been completed, and the several buildings that are currently in operation are affixed with temporary tenant and project identification signs. Uses include the outlet stores, fast food restaurants, and more formal restaurants. The temporary signs are not lighted. However, the temporary signs are not considered the baseline condition for analysis of the Project signage proposed herein.

The outlet center is described herein as typically operating from 10:00 a.m. to 10:00 p.m. Retail stores may have varied operational hours and special seasonal hours of operation. A movie theatre is included on the site but is not currently built. Existing lighting includes architectural lighting, parking lot lighting, and landscape lighting. Parking lots are located on the north, south, and west perimeter of the outlet buildings, which are clustered on the east portion of the site.

The Marblehead EIR and subsequent addenda have refined and reduced the scope of uses from the original EIR, and the size of the outlet regional shopping center has been reduced from 750,000 square feet to 641,000 square feet. Approval for additional signage through a Sign Exception Permit (SEP 06-402) was issued by the City in February 2007. The SEP 06-402 approval included interior signs and 32 freeway-oriented signs at the Outlets at San Clemente. On May 18, 2007, a legal challenge to the approval for the proposed freeway sign program was entered against the City in the Superior Court of Orange County for noncompliance with the California Environmental Quality Act (CEQA). The judge issued a ruling on May 22, 2008, ordering the City to void the portion of SEP 06-402 approving the freeway signs and to consider the proposed Project in light of the Court’s May 22, 2008 order.

Interior signage approved by SEP 06-402 was not challenged or included in the judge’s decision, and internal tenant ID signs were installed onto Phase 1 of the outlet center in adherence with the Master Sign Program approved by the City Council on May 22, 2007. The analysis included in this SEIR is in response to the Court’s mandate for additional environmental analysis of proposed freeway-oriented signage in order to process a Sign Exemption Permit for the placement of freeway-oriented signage.

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## 4.3 Project Description

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The regional commercial component of the Marblehead site comprises a total area of approximately 69.4 acres (750,000 square feet) per the Marblehead Coastal Specific Plan and Tentative Tract Map dated January 1998. The Marblehead EIR analyzed a fully operational regional commercial center and a hotel. The analysis also included an evaluation of freeway-oriented signage. The Project analyzed herein modifies the sign program to include additional freeway-oriented and freeway visible signs (which may not necessarily be oriented toward the freeway but are still at least partially visible from the freeway) from what was analyzed previously. The Project will include a total of 36 signs as described below for Phase 1 (existing outlet center) and Phase 2, the approved but unbuilt component of the outlet center, which includes a hotel.

### 1. Access

The Project site is located between the Avenida Vista Hermosa and Avenida Pico exits from the I-5 Freeway. The site can also be accessed from El Camino Real (Coast Highway) off Avenida Pico.

### 2. Sign Program Description

Proposed signage consists of 36 signs including 23 tenant identification wall signs and 2 project identification signs on an exterior wall of the existing outlet center, 4 tenant signs and 2 project identification signs on an Icon Tower, and 3 primary and 2 secondary signs for the approved but unbuilt hotel component. The signs are proposed to be for the purpose of wayfinding and tenant identification, and will be freeway visible, oriented or directed toward motorists traveling along the freeway. A detailed plan showing individual sign location details with example tenant identities, method for sign area calculation, and sign fabrication detail is included below.

Sign content would be limited to nationally trademarked logos and names and would not include tag lines. It is anticipated that tenants and merchants at the outlet center will occasionally change, and therefore, so will the signage. Each sign location will have the potential to be constructed at the maximum height, width, and area allowed by the application. However, the exact dimensions of each sign will vary by brand name or the logo used while remaining within the confines of the set maximums for height, width, and area. The maximum allowable sign area will be limited to those proposed by the sign program and plans submitted by the applicant to the City as a part of the request for SEP15-428, included as Exhibit 4-1 and Exhibit 4-2 – Sign Plans.

Proposed tenant signs range in size from approximately 31.5 square feet to a maximum of 130.5 square feet. Project identification signs will be a maximum of 200 square feet and are positioned on alternate faces of the building and the Icon Tower to capture the attention of outlet center visitors and vehicles traveling in the vicinity. Hotel signage is proposed to be 64 square feet for primary signage and 30 square feet for secondary signage. Exhibit 4-3 – Overall Site Plan details the location of each proposed sign. Tenant signage criteria as set forth by the Marblehead Master Sign Program are shown Exhibit 4-4 – MSP 3.0 Tenant Signage Criteria.

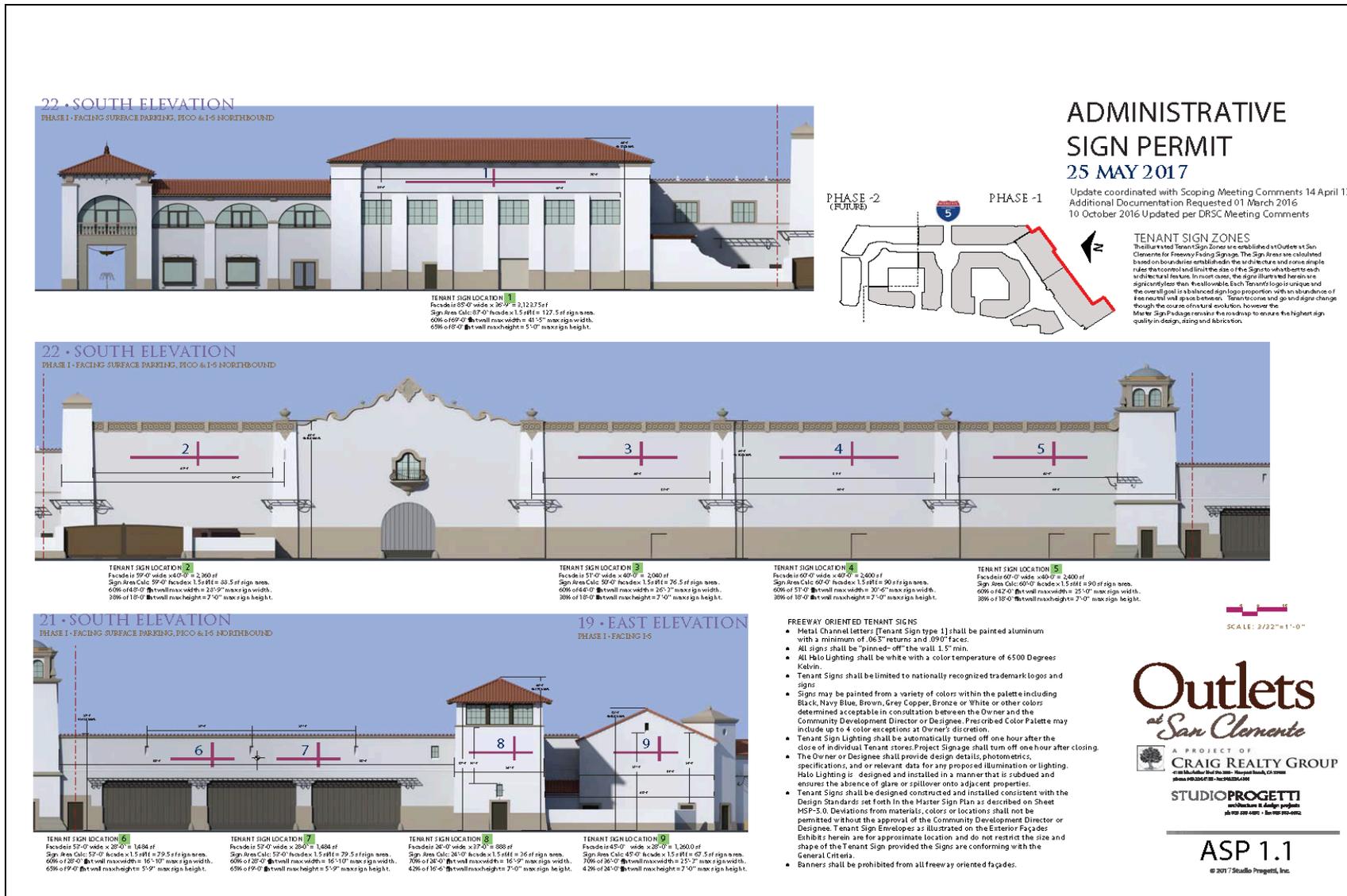


Exhibit 4-1 – Sign Plans

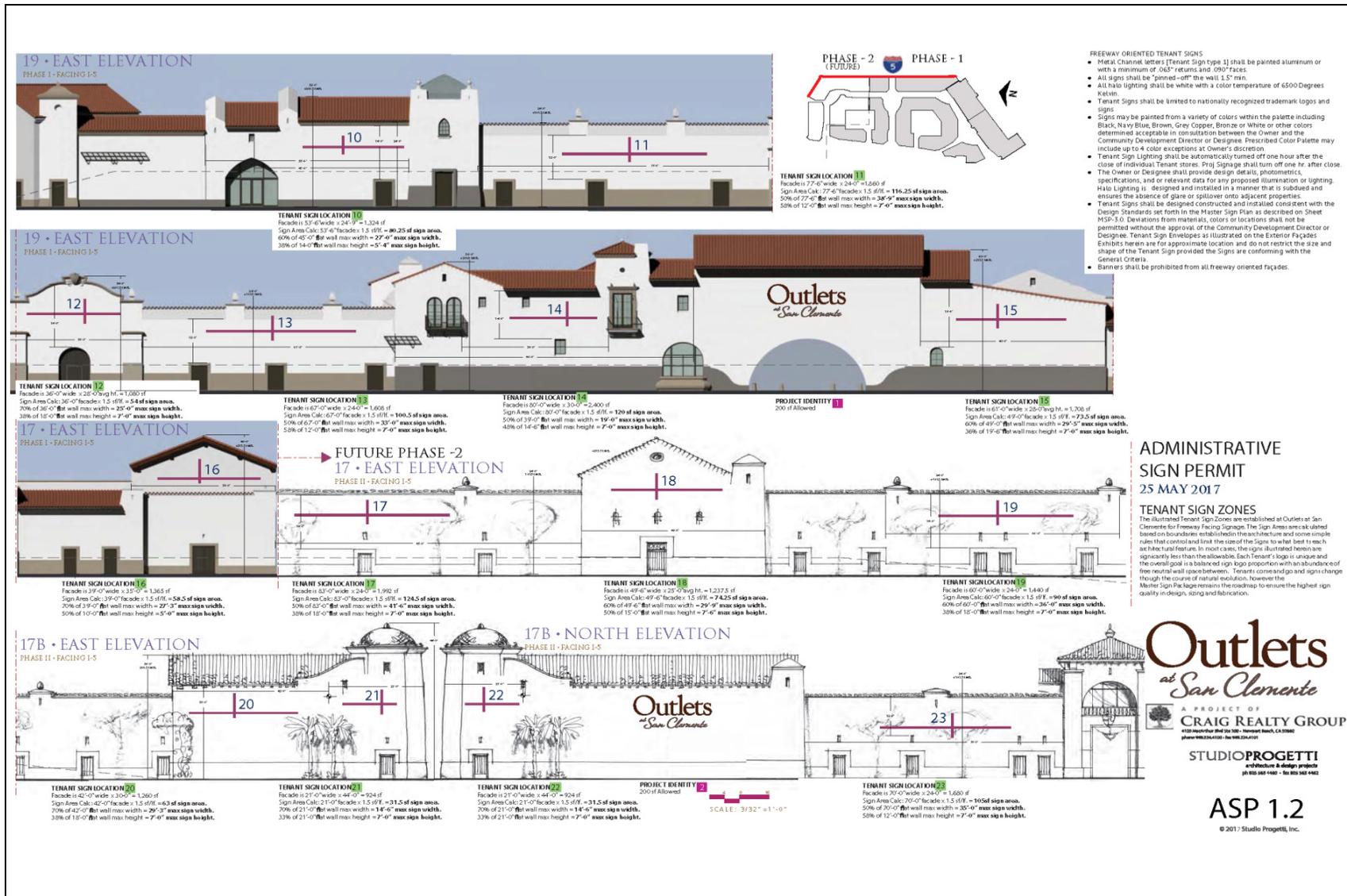


Exhibit 4-2 – Sign Plans

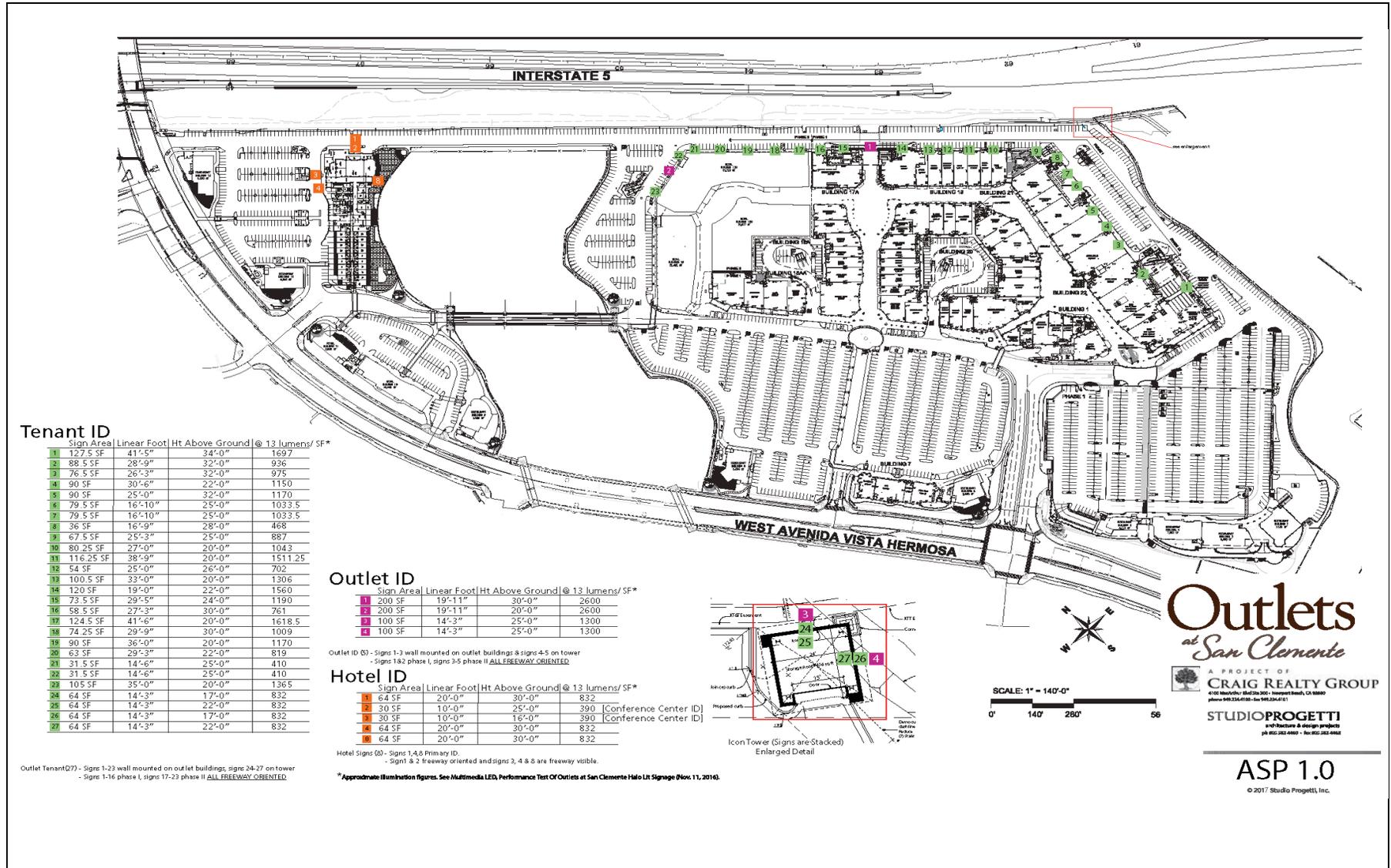


Exhibit 4-3 - Overall Site Plan

### OBJECTIVES

The Tenant Sign Criteria has been established as a guideline for defining and fixing the tenant signage within the Plaza San Clemente, ensuring that all signage is carefully designed, fabricated and installed equal or exceeding the quality standards normally associated with upscale full price retail shopping centers. Tenant branding through carefully executed signage is an integral component of the center's overall architectural character and these guidelines assist individual tenants in their own branding efforts while creating a cohesive retail atmosphere.

### GENERAL CRITERIA FOR PRIMARY SIGNS - ALL POINTS OF ENTRY

- All signs are required to be illuminated. See Sign Type Sign Zone Map for specific type of lighting permitted.
- All sign content shall be limited to letters designating the store name or established trade logo or brand name set forth in signed lease documents between Tenant and Landlord.
- Primary signs shall be centered architecturally on facade, generally between columns, in front of Tenant's premises; vertical sign elevation is determined by Landlord based on architectural constraints and right line.
- Primary Sign Area is calculated by enclosing the proposed tenant sign in a rectangular enclosure with 8' sides maximum.
- Tenant is permitted one Primary Sign per face of exterior facade to a maximum of 3 Primary Signs. Each sign should have a distinct viewing orientation. Anchor tenants over 8,000 sq ft may add projecting wall sign in addition to their 3 primary signs.
- Signs shall be fabricated in one of the designated sign styles identified under Sign Types.
- Sign letter heights must be appropriate for building scale and viewing angle. Tenant signage varied and unified by nature of tenant branding so no in-store signage is defined.
- A double-sided projecting Wall Sign may be utilized in lieu of a Primary wall sign. The details and configuration of the sign attachment must be approved in advance. Sign clearances are calculated for sign area. Maximum wall projection is 7 feet. Sign shall generally have a vertical orientation.
- Feature Tenants for the interior pedestrian experience incorporate the LED animated signage as a part of their identity with specific Landlord approval. An interior sign shall be limited to a HD quality display, show no motion graphics with double-sided using high quality graphics. Images Copy shall be limited to store name, fashion collection, identities and seasonal buys graphics.

### ENTERTAINMENT DISTRICT - THEATRE

In addition to the signage afforded the Movie Theatre as an anchor tenant, the following signage is permitted below 50':

- One Plaza oriented in-maque with flexible or LED animated sign face for promotion of current and coming soon features; 600 sq ft sign area; primary orientation to the interior plaza.
- Theatre ID signage on Box Office tower; one per face; 60 sq ft.
- Signage of Feature Tower; one per face; 100 sq ft each.
- Static or animated one poster queue signage featuring in-maque LED animated sign face; wall mounted; 35 sq ft poster face maximum; 8 cases max.

### ENTERTAINMENT DISTRICT - FOOD & RETAIL TENANTS

In addition to the primary signage described above:

- Neon, LED animated graphic and/or therapeutic display will be allowed subject to Landlord approval with primary orientation to the interior plaza. LED display shall be required to be an HD quality display, show no motion graphics with double-sided using high quality graphics. Copy shall be limited to store name or less than one line.
- Figureative animated signage is considered a bonus. A maximum 30% bonus over the Primary Sign Area allowance will be considered based on quality of design at the sole discretion of the Landlord.

### SECONDARY SIGN CRITERIA - ALL ZONES & DISTRICTS

All tenants shall have a suspended blade sign, located adjacent to an entry door. Tenants with multiple exposures are required to have a second blade sign on an alternate facade position to be determined by Landlord.

- Blades are designed by the Landlord to ensure the tenant brand is enhanced three dimensionally.
- Each blade sign shall average 5' of width and maximum area of 50 sq feet; Maximum blade width is 48". Blade sign area does not count against Primary Sign Area Allowance.
- All signs are externally illuminated and suspended from Landlord bracket and mounts in 6'-0" min. clear. The bracket designs vary throughout the center.
- Tenants Sign over door, set dual Door Vinyl Graphics may be used as pedestrian level identification.
- Tenants Sign at floor, up to 2 colors may be individual dimensional letters or vinyl letters.
- Door Graphics: 1 ft per door and up to 2 colors of vinyl.
- Window Graphics: One color vinyl graphic up to 2 ft max. of vinyl copy below 42". Marked and graphic window vinyl used for display features shall be 10% or less of window area.
- All vinyl messages will be cut and applied second surface in a professional manner. Vinyl that is not maintained shall be removed by Landlord.
- Brand coordinated drawing fabric selection and Screened Graphics may be applied to feature that have LED provided signage. All materials will be fabricated. Graphics are provided by Landlord and/or Tenant's expense. One tenancy ID may be applied per individual storefront panel or every 10' on continuous panels, 2d.
- Signage: Static tenancy ID may be applied per individual storefront panel or every 10' on continuous panels, 2d.
- Signage: Static tenancy ID may be applied per individual storefront panel or every 10' on continuous panels, 2d.
- Exits to the sign portion on the awning. Fabric is 2 shades max.
- Color patterns for other options will be submitted for Landlord approval.

# I N T E R S T A T E S

### DESIGN STANDARDS

The purpose of establishing these design standards is to ensure that each Tenant sign provides a high level of finish and detail, enhance the design of the architecture, and contribute to the impression the center leaves with the shopper.

The signage program has been developed to enrich a village concept and encourages a diversity of sign styles and materials that will strengthen the individual identities of the Tenants within the context of a unified theme.

### DESIGN STANDARDS

- Sign Colors and Finishes: All Tenant Sign colors must be approved by Landlord prior to fabrication. To create a variety of signs and an eclectic tenant branding, a material color palette has not been selected. Tenants without corporate identity colors shall work with the Landlord to develop a color palette and layout that will suit the center.
- Substrate Sign Material & Accessories may include:
  - Dimensional letter forms with an edge to be visible.
  - Mixed media signs of these dimensional forms.
  - Polished, etched or abraded metal.
  - Alum. trim or less than opaque acrylic in metal is with painted in site finish.
  - Etched or sandblasted acrylic.
  - Custom glass or acrylic tile patterns, in mosaic or field or background panels for sign.
  - Cast resin letter forms with paint or leaf in finish.
  - Gold, silver and copper leaf.
  - Multipoint finishes.
  - Professionally hand-painted wall signs.
  - Neon accents or trim - see sign zone map for acceptability.
- Blank sign for responsibility in store sign include the cap, your-favorite acrylic, uncoated HDU, MDO, SMC, etc.
- illumination: Identify signage may be illuminated using a variety of lighting techniques. The use of one or more of the following lighting techniques is required:
  - Reverse Channel Letters with Neon or LED light sources
  - Exposed Channel Letters (Blow Blow system)
 The following are permitted for food tenants only when permitted by sign zone in map:
  - Combination Channel Letters with push-thru Plexi Face, Solid Letters & Halo Illumination (Food tenants only)
  - Open Channel Letters with Exposed Neon, Tubing or Closed Channel Letters with the Inset or Halo Exposed Neon Tubing
- To illustrate the upcoming data or proposed letter, signage sign type, fabric, substrate and color of the letter, the tenant and architect shall refer to the design of the center.

### PRIMARY SIGN TYPES

The following sign fabrication types have been established to create a vibrant village environment.

#### 1. REVERSE CHANNEL LETTERS

In-atrium Reverse Channel Letters (R-1) - REVERSE CHANNEL LETTERS

Individual letters with neon or LED light source. Letters are backlit with acrylic or metal. Letters are backlit with acrylic or metal. Letters are backlit with acrylic or metal.

#### 2. COMBINATION LETTERS WITH INTERNAL LIGHTING

Reverse channel letters with neon or LED light source. Letters are backlit with acrylic or metal. Letters are backlit with acrylic or metal.

#### 3. EXPOSED CHANNEL LETTERS

Reverse channel letters with neon or LED light source. Letters are backlit with acrylic or metal. Letters are backlit with acrylic or metal.

### SECONDARY SIGN TYPES

The following sign fabrication types have been established to create a vibrant village environment.

#### 1. SUSPENDED BLADE SIGN

Suspended blade sign with neon or LED light source. Letters are backlit with acrylic or metal. Letters are backlit with acrylic or metal.

#### 2. WINDOW GRAPHICS

Window graphics with neon or LED light source. Letters are backlit with acrylic or metal. Letters are backlit with acrylic or metal.

#### 3. DOOR GRAPHICS

Door graphics with neon or LED light source. Letters are backlit with acrylic or metal. Letters are backlit with acrylic or metal.

Exhibit 4-4 – MSP 3.0 Tenant Signage Criteria

November 2017

The Outlets at San Clemente

The outlet signs are intended to include halo lighting that will shut off 1 hour after the close of business hours for each individual tenant or merchant. Tower signs will shut off at 10:00 p.m., restaurant and theatre signs will remain on past 10:00 p.m., and hotel signs are anticipated to remain illuminated 24 hours. The signs are proposed to be constructed of metal channeling letters, and are further described as follows.

## Sign Construction

Sign construction and mounting methods are included as Exhibit 4-5 – Reverse Channel Halo Fabrication and in the sign program on Exhibit 4-4 – MSP 3.0 Tenant Signage Criteria. The signs will adhere to the Type 1 signs depicted on Criteria Sheet MSP 3.0, using reverse channeling lettering in the following options.

### Reverse Channeling Letters

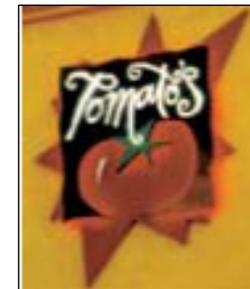
Individual channel letters (halo effect) with shallow 3½” returns, to be pin mounted 2” from face of stucco façade. Letters would be dimensional metal channels with opaque face and returns. Letters would have Lexan® backing for UL listing.



Type 1 – Reverse channel letters

### Optional Stencil Cut Logo Emblem

Stencil-cut opaque panel with minimum 4” returns, to be pinned off face of stucco. Neon halo illumination provided at all panel cut-outs and panel perimeter. Neon color would be white 6500 degrees K or registered corporate color only. Pinned off wall 2”. The maximum allowable size of the emblem is 20% of sign area in use unless symbol is a primary brand icon.



Stencil-cut and reverse channel shapes

The cut-out of negative letters would be flushed out or pushed through with routed acrylic. Acceptable letter colors are white peened finish, colored vinyl overlay. Color selection would be dependent on contrast with background sign panel. Panel required to have Lexan® backing for UL listing. Neon tubing would follow perimeter of emblem or outline of logo.



Stencil-cut logo emblem with Type 1 letters

## Sign Color and Content

The proposed color palette for the signs include a black, navy blue, brown, grey copper and bronze, with an option for up to four additional colors such as green, grey, red and white at the discretion of the owner in consultation with the Community Development Director. Tenant signs would be limited to nationally recognized trademark logos and names for the purpose of tenant identification. Taglines and slogans would not be permitted. Banners will be prohibited from all freeway-oriented facades. Exhibit 4-6 – Materials Board depicts the materials and colors to be used for sign construction.

**Wall Section**  
 Consisting of  
 Plaster  
 Sheathing  
 Backing &  
 Metal Stud  
 Framing

**Sign Section**  
 Scale: 3" = 1'-0"

Labels in diagram:  
 7 1/2"  
 1/8" Clear Lexan Back  
 SloanLED SE  
 Pass Thru  
 All thread w/ PVC spacers (3/8" O.D. max)  
 Anchor Bolt  
 .063" Alum. Returns  
 Power Supply

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1147 N. Clark St. Los Angeles, California 90019 | T 805.552.4460

**Reverse Channel Halo Fabrication**      **Date:** 03 MAY 2017      **SCALE AS SHOWN ON 11" X 17" SHEETS**  
All drawings and written material appearing herein constitute original and unpublished work of Studio Progetti and may not be used or disclosed without prior written consent of Studio Progetti. 2017 © Studio Progetti, Inc.      Conceptual Storefront and Lease Plan shown is subject to change and is used as an illustration for discussion purposes. Landlord reserves the right to execute all or part of this concept. Grid spacing is subject to change.      **DRAWING FOR DESIGN INTENT ONLY. NOT INTENDED FOR CONSTRUCTION.**      **FS02**

**Exhibit 4-5 – Reverse Channel Halo Fabrication**

**White**

**(BM) Blueberry Hill 812**

**Antique Patina SRI 40**

**Medium Bronze SRI 33**

**Black SRI 29**

**Charcoal Grey SRI 25**

**Zinc Grey SRI 40**

**Champagne SRI 46**

**Copper Penny SRI 48**

**COLOR EXCEPTIONS**  
 These 4 Color Exceptions are an example of the possible colors based on current tenants and their individual branding requirements. These Color Exceptions are subject to change.

**LogoRed**

**Orange**

**Green**

**Dark Raspberry**

**Allowable Sign Colors**

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Conceptual Storefront and Lease Plan shown is subject to change and is used as an illustration for discussion purposes. Landlord reserves the right to execute all or part of this concept. Grid spacing is subject to change.

**Date:**  
25 MAY 2017

SCALE AS SHOWN ON 11" X 17" SHEETS  
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**FSC**

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 architecture & design projects  
 128 East Palm Street, Santa Barbara, California 93105 | T: 805.561.4460

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Outlets  
 at San Clemente

**Exhibit 4-6 – Materials Board**

## Sign Lighting

The sign lighting is proposed to be a white with a color temperature of 6500 degrees Kelvin. Lighting and mounting techniques are demonstrated on Criteria Sheet MSP – 30. Hours of illumination would vary among merchants, restaurants, and the theatre. Each individual wall-mounted tenant sign would be turned off 1 hour after the close of its respective tenant. The wall-mounted Project Identity Signs would be turned off 1 hour after the close of the last tenant.

Retail tenant signs would be the first to turn off, while the restaurant and theatre signage would remain on longer, as these establishments typically remain open much later. Holiday hours for the center are longer and later than off-holiday hours; therefore, the signage for the outlet center would remain illuminated the latest during these times of year. The Project signs on the Icon Tower would be turned off at 10:00 p.m. The Hotel signs would remain on 24 hours a day.

## Tenant ID Signs

Tenant ID signs are intended to identify the individual retail tenant and will be posted on the building façade. The signs will be halo illuminated. Sign locations will not necessarily correspond to tenant locations. The following Table 4-2 provides information that is further described in the text below.

**Table 4-2 Proposed Tenant ID Specification**

Sign Number	Sign Area	Maximum Sign Width Linear Foot	Maximum Sign Height Linear Foot	Height Above Ground	@ 13 Lumens per SF
1	127.5 SF	41'5"	5' 0"	34' 0"	1697
2	88.5 SF	28' 9"	7' 0"	32' 0"	936
3	76.5 SF	26' 3"	7' 0"	32' 0"	975
4	90 SF	30' 6"	7' 0"	22' 0"	1150
5	90 SF	25' 0"	7' 0"	32' 0"	1170
6	79.5 SF	16' 10"	5' 9"	25' 0"	1033.5
7	79.5 SF	16' 10"	5' 9"	25' 0"	1033.5
8	36 SF	16' 9"	7' 0"	28' 0"	468
9	67.5 SF	25' 3"	7' 0"	25' 0"	887
10	80.25 SF	27' 0"	5' 4"	20' 0"	1043
11	116.25 SF	38' 9"	7' 0"	20' 0"	1511.25
12	54 SF	25' 0"	7' 0"	26' 0"	702
13	100.5 SF	33' 0"	7' 0"	20' 0"	1306
14	120 SF	19' 0"	7' 0"	22' 0"	1560
15	73.5 SF	29' 5"	7' 0"	24' 0"	1190
16	58.5 SF	27' 3"	5' 0"	30' 0"	761
17	124.5 SF	41' 6"	7' 0"	20' 0"	1618.5
18	74.25 SF	29' 9"	7' 6"	30' 0"	1009
19	90 SF	36' 0"	7' 0"	20' 0"	1170
20	63 SF	29' 3"	7' 0"	22' 0"	819
21	31.5 SF	14' 6"	7' 0"	25' 0"	410
22	31.5 SF	14' 6"	7' 0"	25' 0"	410
23	105 SF	35' 0"	7' 0"	20' 0"	1365
24	64 SF*	14' 3"	4' 6"	17' 0"	832
25	64 SF*	14' 3"	4' 6"	22' 0"	832
26	64 SF*	14' 3"	4' 6"	17' 0"	832
27	64 SF*	14' 3"	4' 6"	22' 0"	832

\* Tenant ID signs to be installed on the Icon Tower

1. Sign 1 is a 127.5-square-foot Tenant ID sign located on the easternmost building (Building 22) of the existing center. This sign is proposed to be placed at a height of 34 feet above ground facing easterly toward the I-5 Freeway and Avenida Pico. Once constructed, this sign will be primarily viewed from the northbound I-5 Freeway looking west and from the church across the I-5 Freeway. This sign will be viewed secondarily from the residences across the I-5 Freeway, traffic on the I-5 Freeway, and area surface roads to the east and southeast of the Project site.



Sign 1

2. Sign 2 is an 88.5-square-foot Tenant ID sign located on the easternmost building (Building 22) of the existing outlet center. This sign is proposed to be placed at a height of 32 feet above the ground facing easterly toward the I-5 Freeway and Avenida Pico. Once constructed, the sign's primary viewing points will be from the northbound I-5 Freeway traffic looking west and from the church across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway, I-5 Freeway traffic, and area surface roads to the east and southeast of the Project site.



Sign 2

3. Sign 3 is a 76.5-square-foot Tenant ID sign located on the easternmost building (Building 22) of the existing outlet center. This sign is proposed to be placed at a height of 32 feet above ground facing easterly toward the I-5 Freeway and Avenida Pico. Once constructed, the sign's primary viewing points will be from northbound I-5 Freeway traffic looking west and from the church across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway, I-5 Freeway traffic, and area surface roads to the east and southeast of the Project site.



Sign 3

4. Sign 4 is a 90-square-foot Tenant ID sign located on the easternmost building (Building 22) of the existing outlet center. This sign is proposed to be placed at a height of 22 feet above ground facing easterly toward the I-5 Freeway and Avenida Pico. Once constructed, the sign's primary viewing points will be from northbound I-5 Freeway traffic looking west and from the church across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway, I-5 Freeway traffic, and area surface roads to the east and southeast of the Project site.
5. Sign 5 is a 90-square-foot Tenant ID sign located on the easternmost building (Building 22) of the existing outlet center. This sign is proposed to be placed at a height of 32 feet above ground facing easterly toward the I-5 Freeway and Avenida Pico. Once constructed, the sign's primary viewing points will be from northbound I-5 Freeway traffic looking west and from the church across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway, I-5 Freeway traffic, and area surface roads to the east and southeast of the Project site.
6. Sign 6 is a 79.5-square-foot Tenant ID sign located on the easternmost building (Building 22) of the existing outlet center. This sign is proposed to be placed at a height of 25 feet above ground facing easterly toward the I-5 Freeway and Avenida Pico. Once constructed, the sign's primary viewing points will be from northbound I-5 Freeway traffic looking west and from the church across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway, I-5 Freeway traffic, and area surface roads to the east and southeast of the Project site.



Sign 4



Sign 5



Sign 6

7. Sign 7 is a 79.5-square-foot Tenant ID sign located on the easternmost building (Building 22) of the existing outlet center. This sign is proposed to be placed at a height of 25 feet above ground facing easterly toward the I-5 Freeway and Avenida Pico. Once constructed, the sign's primary viewing points will be from northbound I-5 Freeway traffic looking west and from the church across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway, I-5 Freeway traffic, and area surface roads to the east and southeast of the Project site.



Sign 7

8. Sign 8 is a 36-square-foot Tenant ID sign located on the easternmost building (Building 22) of the existing outlet center. This sign is proposed to be placed at a height of 28 feet above ground facing easterly toward the I-5 Freeway and Avenida Pico. Once constructed, the sign's primary viewing points will be from northbound I-5 Freeway traffic looking west and from the church across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway, I-5 Freeway traffic, and area surface roads to the east and southeast of the Project site.



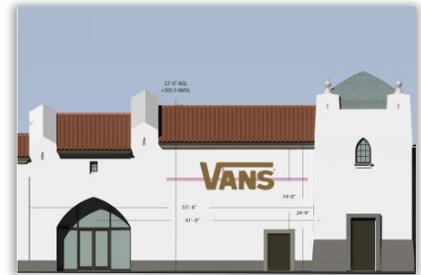
Sign 8

9. Sign 9 is a 67.5-square-foot Tenant ID sign located on the easternmost building (Building 22) of the existing outlet center. This sign is proposed to be placed at a height of 25 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign's primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.



Sign 9

10. Sign 10 is an 80.25-square-foot Tenant ID sign located on the northeastern-most building (Building 19) of the existing outlet center. This sign is proposed to be placed at a height of 20 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign's primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.



Sign 10

11. Sign 11 is a 116.25-square-foot Tenant ID sign located on the northeastern-most building (Building 19) of the existing outlet center. This sign is proposed to be placed at a height of 20 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign's primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.



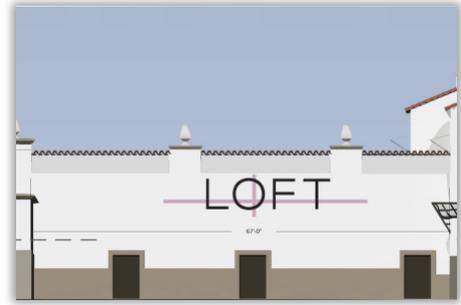
Sign 11

12. Sign 12 is a 54-square-foot Tenant ID sign located on the northeastern-most building of the existing outlet center. This sign is proposed to be placed at a height of 26 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign's primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.



Sign 12

13. Sign 13 is a 100.5-square-foot Tenant ID sign located on the northeastern-most building (Building 19) of the existing outlet center. This sign is proposed to be placed at a height of 20 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign's primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.



Sign 13

14. Sign 14 is a 120-square-foot Tenant ID sign located on the northeastern-most building of the existing outlet center. This sign is proposed to be placed at a height of 22 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign's primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.



Sign 14

15. Sign 15 is a 73.5-square-foot Tenant ID sign located on northeasterly facing wall of Building 17A, which is located northerly of Building 19. This sign is proposed to be placed at a height of 24 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign's primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.



Sign 15

16. Sign 16 is a 58.5-square-foot Tenant ID sign located on the northerly facing wall of Building 17A, which is located northerly of Building 19. This sign is proposed to be placed at a height of 30 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign's primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.



Sign 16

17. Sign 17 is a 124.5-square-foot Tenant ID sign located on Building 17B immediately north of Building 17A, and the northernmost commercial tenant building in the outlets. This sign is proposed to be placed at a height of 20 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign's primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.



Sign 17

18. Sign 18 is a 74.25-square-foot Tenant ID sign located on Building 17B immediately north of Building 17A, and the northernmost commercial tenant building in the outlets. This sign is proposed to be placed at a height of 30 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign's primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.



Sign 18

19. Sign 19 is a 90-square-foot Tenant ID sign located on Building 17B immediately north of Building 17A, and the northernmost commercial tenant building in the outlets. This sign is proposed to be placed at a height of 20 feet above ground



Sign 19

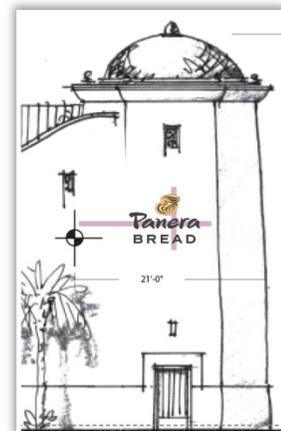
facing northeasterly toward the I-5 Freeway. Once constructed, the sign's primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.

20. Sign 20 is a 63-square-foot Tenant ID sign located on Building 17B immediately north of Building 17A, and the northernmost commercial tenant building in the outlets. This sign is proposed to be placed at a height of 22 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign's primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.



Sign 20

21. Sign 21 is a 31.5-square-foot Tenant ID sign located on Building 17B immediately north of Building 17A, and the northernmost commercial tenant building in the outlets. This sign is proposed to be placed at a height of 25 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign's primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.



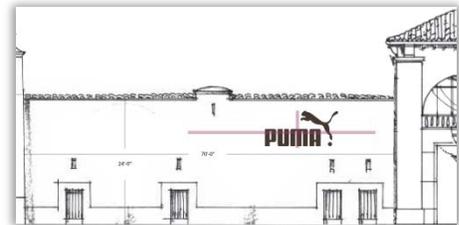
Sign 21

22. Sign 22 is a 31.5-square-foot Tenant ID sign located on Building 17B immediately north of Building 17A, and the northernmost commercial tenant building in the outlets. This sign is proposed to be placed at a height of 25 feet above ground facing northerly toward the I-5 Freeway and Avenida Hermosa. Once constructed, the sign's primary viewing points will be from southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.



Sign 22

23. Sign 23 is a 105-square-foot Tenant ID sign located Building 17B immediately north of Building 17A, and the northernmost commercial tenant building in the outlets. This sign is proposed to be placed at a height of 20 feet above ground facing northerly toward the I-5 Freeway and Avenida Hermosa. Once constructed, the sign's primary viewing points will be from southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.



Sign 23

24. Sign 24 is a 64-square-foot Tenant ID sign located on the east face of the Icon Tower. This sign is proposed to be placed at a height of 17 feet above ground facing northeasterly toward the I-5 Freeway and areas across the I-5 Freeway. Once constructed, the sign's primary viewing points will be from the northbound I-5 Freeway and traffic traveling west on Avenida Pico. The sign will also be viewed from surface roads and residences across the I-5 Freeway to the east and southeast of the Project site and area.
25. Sign 25 is a 64-square-foot Tenant ID sign located immediately above Sign 24 on the east face of the Icon Tower. This sign is proposed to be placed at a height of 22 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign's primary viewing points will be from the northbound I-5 Freeway and traffic traveling west on Avenida Pico. The sign will also be viewed from surface roads and residences across the I-5 Freeway to the east and southeast of the Project site and area.

26. Sign 26 is a 64-square-foot Tenant ID sign located on the southerly face of the Icon Tower. This sign is proposed to be placed at a height of 17 feet above ground facing southeasterly toward the I-5 Freeway. Once constructed, the sign’s primary viewing points will be from northbound traffic on the I-5 Freeway. The signs will have secondary views from surface roads and residences located southeasterly of the I-5 Freeway.
27. Sign 27 is a 64-square-foot Tenant ID sign located immediately above sign 26 on the southerly face of the Icon Tower. This sign is proposed to be placed at a height of 22 feet above ground facing southeasterly toward the I-5 Freeway. Once constructed, the sign’s primary viewing points will be from northbound traffic on the I-5 Freeway. The signs will have secondary views from surface roads and residences located southeasterly of the I-5 Freeway.

**Outlet ID Signs**

Outlet ID Signs are intended to identify the site as “The Outlets at San Clemente” and will be posted on the freeway-facing façade of the main buildings (Buildings 17A and 17B) and two sides of the Icon Tower. Table 4-3 provides detailed information that is further described in the text below.

**Table 4-3 Project ID Signs Specifications**

Sign Area	Sign Width Linear Feet	Sign Length Linear Feet	Height Above Ground	@ 13 Lumens per SF
1) 200 SF	19' 11"	8' 0"	30' 0"	2600
2) 200 SF	19' 11"	8' 0"	20' 0"	2600
3) 100 SF	14' 3"	6' 10"	25' 0"	1300
4) 100 SF	14' 3"	6' 10"	25' 0"	1300

1. Sign 1 is a 200-square-foot Project ID sign located on the east face of the architectural connection between Buildings 17A and 17B. This sign is proposed to be placed at a height of 30 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign’s primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.
2. Sign 2 is a 200-square-foot Project ID sign located on the approved but unbuilt Phase 2 of the outlet center. This sign is proposed to be placed at a height of 20 feet above ground facing northerly toward the I-5 Freeway and Avenida Hermosa. Once constructed, the sign’s primary viewing points will be from southbound I-5 Freeway traffic looking west and from the residences across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.
3. Sign 3 is a 100-square-foot Project ID sign located on the proposed Icon Tower. This sign is proposed to be placed at a height of 25 feet above ground facing northeasterly

toward the I-5 Freeway and Avenida Pico. Once constructed, the sign’s primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences and church across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north and area surface roads to the east and northeast of the Project site.

4. Sign 4 is a 100-square-foot Project ID sign located on the proposed Icon Tower. This sign is proposed to be placed at a height of 25 feet above ground facing easterly toward the I-5 Freeway and Avenida Pico. Once constructed, the sign’s primary viewing points will be from northbound I-5 Freeway traffic looking west and from the church across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway, I-5 Freeway traffic, and area surface roads to the east and southeast of the Project site.

### Hotel ID Signs

The approved but unbuilt hotel signage will include building signs that will face the I-5 Freeway and Avenida Hermosa. The signs will identify the as yet unnamed hotel. Table 4-4 provides detailed information which is further described in the text below.

**Table 4-4 Hotel ID Sign Specifications**

Sign Area	Linear Foot	Height Above Ground	@ 13 Lumens per SF
1) 64 SF	20' 0"	30' 0 "	832
2) 30 SF	10' 0"	25' 0"	390
3) 30 SF	10' 0"	16' 0"	390
4) 64 SF	20' 0"	30' 0"	832
5) 64 SF	20' 0"	30' 0"	832

1. Sign 1 is a 64-square-foot primary Hotel ID sign located on the approved but unbuilt hotel. This sign is proposed to be placed at a height of 30 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign’s primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences located directly across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.
2. Sign 2 is a 30-square-foot secondary Hotel ID sign located on the approved but unbuilt hotel. This sign is proposed to be placed at a height of 25 feet above ground facing northeasterly toward the I-5 Freeway. Once constructed, the sign’s primary viewing points will be from northbound and southbound I-5 Freeway traffic looking west and from the residences located directly across the I-5 Freeway. This sign will have secondary views from the residences across the I-5 Freeway to the north of the Project site and area surface roads to the north and east of the Project site.
3. Sign 3 is a 64-square-foot secondary Hotel ID sign located on the approved but unbuilt hotel. This sign is proposed to be placed at a height of 16 feet above ground facing northwesterly toward Avenida Hermosa. Once constructed, the sign’s primary viewing

point will be from the hotel parking lot. This sign will have secondary views from Avenida Hermosa and I-5 Freeway traffic traveling southbound.

4. Sign 4 is a 64-square-foot primary Hotel ID sign located on the approved but unbuilt hotel. This sign is proposed to be placed at a height of 30 feet above ground facing northwesterly toward Avenida Hermosa. Once constructed, the sign's primary viewing point will be from the hotel parking lot and Avenida Vista Hermosa. This sign will have secondary views from I-5 Freeway traffic traveling southbound.
5. Sign 5 is a 64-square-foot primary Hotel ID sign located on the approved but unbuilt hotel. This sign is proposed to be placed at a height of 30 feet above ground facing southeasterly toward the outlet center. Once constructed, the sign's primary viewing point will be from the outlet center parking lot. This sign will have secondary views from I-5 Freeway traffic traveling northbound.

In addition to certification of the SEIR, additional approvals for the proposed sign program include Sign Exception Permit 15-428 and Amendment to Discretionary Sign Permit 05-176. A Sign Exception Permit (15-428) is required to allow signs above the maximum 64-square-foot regulation. The Discretionary Sign Permit (05-176) regulates the Project's sign program; therefore, is required to be amended to allow the sign program to include the proposed signs.

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## 4.4 Energy Conservation

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Appendix F, Energy Conservation in the CEQA Guidelines requires that EIRs include a discussion of the potential energy aspects of a proposed Project. Particular emphasis is to be placed on avoiding or reducing inefficient, wasteful, and unnecessary consumption of energy. The means of achieving this goal include:

- Decreasing overall per capita energy consumption
- Decreasing reliance on fossil fuels such as coal, natural gas and oil, and
- Increasing reliance on renewable energy sources.

Project approval includes an Amendment to the Sign Program analyzed in the original Marblehead EIR. The Amendment will increase the number of signs as described above from 3 to 32. The Project consists of the addition of signage to the previously analyzed sign program for the regional commercial portion of the Marblehead development. The majority of the signs will be halo illuminated and wall mounted, incorporating the most energy-efficient LED lighting. Lighting will be extinguished 1 hour after the close of the retail operations.

Signage will also be installed on a freestanding Icon Tower. As with all other freeway-oriented signage, these sign letters and logos will have indirect lighting only. The low-level lighting will result in minimal energy consumption overall through the use of light-emitting diode (LED) fixtures. Therefore, the Project will not result in a significant increase in energy use. The halo-illuminated, wall-mounted signs will not result in significant environmental

impacts as further analyzed herein in Section 5.1, Aesthetics (beginning on page 59) and are consistent with the goals of CEQA Guidelines Appendix F related to energy consumption.

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## 4.5 Discretionary Approvals

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This Supplemental EIR is intended to provide complete and adequate CEQA coverage for all actions and approvals associated with ultimate development of the proposed Project. The following approvals are required for Project implementation.

- Certification of the Final Supplemental Environmental Impact Report
- Approval of Amendment to Discretionary Sign Permit 05-176 for Master Sign Program for freeway oriented signs
- Approval of Sign Exception Permit 15-428 to allow freeway-oriented signs, signs in excess of the City Sign Ordinance standard of 64 square feet in area, and sign areas in excess of the City Sign Ordinance standard of 1 square foot per 1 lineal foot of building frontage

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## 4.6 Project Objectives

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CEQA Guidelines §15124 requires an EIR to include a statement of objectives sought by the proposed Project. This disclosure assists in developing the range of Project alternatives to be analyzed in the EIR, as well as providing a rationale for the adoption of a Statement of Overriding Considerations, if one must be adopted, because of one or more significant unavoidable Project-related impacts. Identified below are objectives related to the proposed Project.

- Comply with the Court-mandated environmental review of proposed signage
- Provide adequate signage for Project identification
- Ensure that signage is consistent with California Department of Transportation criteria related to the I-5 Freeway
- Provide a wayfinding means to ensure safe egress from the I-5 Freeway and adequate path-finding information for vehicular access to the Project
- Provide consistency with the Development Agreement in terms of compliance with appropriate sign ordinances and regulations while identifying exceptions through approval of a sign program

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## 4.7 Intended Uses of the SEIR

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1. Agencies that are expected to use the SEIR in their decision making:
  - City of San Clemente as Lead Agency
2. Permits or other approvals that may be required to implement the project:
  - California Department of Transportation review for consistency with signage criteria
3. Subsequent use of the SEIR

This Supplemental EIR is intended to update the Marblehead EIR to incorporate the proposed changes to the sign program. CEQA does not require all the environmental topics included in the CEQA Guidelines Initial Study Checklist be included in a Supplemental EIR. The topics need not be addressed 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.

The analysis in the SEIR is limited to the proposed signs and their environmental impacts, if any. The previously certified EIR for the Marblehead Coastal Development and the subsequent Addenda evaluated the whole of the Project-specific impacts. Those CEQA documents are the final and conclusive documents underlying the Project's approvals. The 2007 legal challenge to the proposed freeway signage approvals in SEP 06-402 resulted in the Court ordering the City to rescind the freeway-oriented signage portion of the Sign Exception Permit 06-402 and requiring additional CEQA analysis of the proposed freeway signage.

Due to the limited scope of the Project, this SEIR focuses on impacts relevant to the proposed signage and includes analysis of Aesthetics, Biological Resources, Land Use, and Transportation and Traffic. This SEIR analyzes whether the Project results in any new or more significant effects not discussed in the previous Marblehead EIR, or whether new mitigation measures or alternatives that would substantially reduce significant effects on the environment have been considered and rejected. This SEIR may be relied upon for all approval and permit actions related to development of the proposed Project.

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