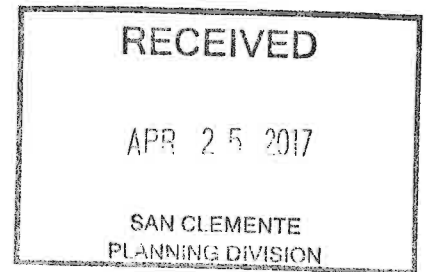


Tuesday, April 18, 2017

Mr. Cliff Jones  
Associate City Planner  
910 Calle Negocio  
San Clemente CA 92673



Dear Mr. Jones,

I am writing this letter to voice my opposition to the construction of the illuminated signage that is being proposed for the Outlet Mall in San Clemente. I chose to live in San Clemente because of the wide, open green spaces and the quietness of the city. The night time sky here is much darker than other neighboring cities. We can see the stars and the moon glow at night, and this is a treasure that many beach cities have lost, due to overdevelopment. Our dark skies are due in part to the darkness of the Pacific Ocean; which is something that we should fight to preserve. City ordinance restricts road signage in our city, and those restrictions must be upheld. No one should be allowed to ruin our night time dark sky. Once our sky is lit up by artificial light, the results will be permanent, and our stargazing will be ruined forever.

You are the designated person in charge of this very important issue, and therefore I respectfully request that you do all that you can to stop anyone or any business from erecting any type of sign that will forever destroy our night time darkness in our beautiful seaside town. The Outlet Mall already has painted signs on the walls that face the 5 freeway, and everyone can already see them. Anyone who has GPS on their phones and cars already know which stores are at the Outlets. We don't need ugly signs that distract drivers on the roads, and waste precious energy. Who will these signs advertise to- in the dead of night? No one.

Adverse effects of light pollution at night affect every living creature. Research reveals that lights at night interfere with normal circadian rhythms of people, animals and birds. Lights trespass beyond the area that they are designed to illuminate; directing unwanted light onto nearby properties and glare into the eyes of whomever looks into the direction of these lights. San Clemente is a designated bird sanctuary city, as well as a designated butterfly waystation for the majestic Monarch butterflies, who migrate through our town. Wildlife become confused by night time lighting, and lose their migratory pathways by these harmful lights. Migrating birds, butterflies, fish, frogs and other species will be harmed by this lighting proposal. Bright lights at night time disrupts the nocturnal cycles of all creatures, including humans.

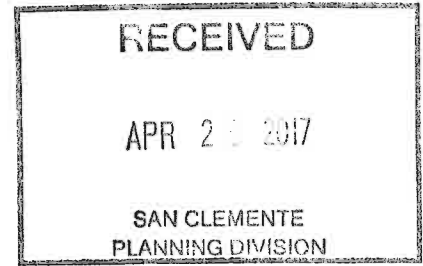
Our wonderful quality of life here in San Clemente must be preserved, at all costs.

Yours truly,

*Doug Alvey*  
126 Trafalgar Ln.  
San Clemente, CA 92672

Tuesday, April 19, 2017

Mr. Cliff Jones  
Associate City Planner  
910 Calle Negocio  
San Clemente CA 92673



Dear Mr. Jones,

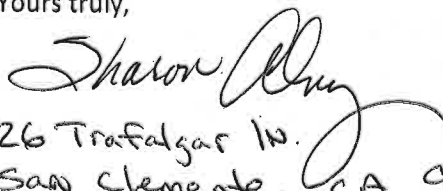
I am writing this letter to voice my opposition to the construction of the illuminated signage that is being proposed for the Outlet Mall in San Clemente. I chose to live in San Clemente because of the wide, open green spaces and the quietness of the city. The night time sky here is much darker than other neighboring cities. We can see the stars and the moon glow at night, and this is a treasure that many beach cities have lost, due to overdevelopment. Our dark skies are due in part to the darkness of the Pacific Ocean; which is something that we should fight to preserve. City ordinance restricts road signage in our city, and those restrictions must be upheld. No one should be allowed to ruin our night time dark sky. Once our sky is lit up by artificial light, the results will be permanent, and our stargazing will be ruined forever.

You are the designated person in charge of this very important issue, and therefore I respectfully request that you do all that you can to stop anyone or any business from erecting any type of sign that will forever destroy our night time darkness in our beautiful seaside town. The Outlet Mall already has painted signs on the walls that face the 5 freeway, and everyone can already see them. Anyone who has GPS on their phones and cars already know which stores are at the Outlets. We don't need ugly signs that distract drivers on the roads, and waste precious energy. Who will these signs advertise to- in the dead of night? No one.

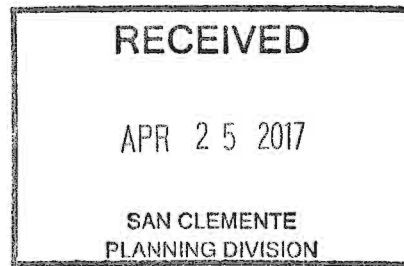
Adverse effects of light pollution at night affect every living creature. Research reveals that lights at night interfere with normal circadian rhythms of people, animals and birds. Lights trespass beyond the area that they are designed to illuminate; directing unwanted light onto nearby properties and glare into the eyes of whomever looks into the direction of these lights. San Clemente is a designated bird sanctuary city, as well as a designated butterfly waystation for the majestic Monarch butterflies, who migrate through our town. Wildlife become confused by night time lighting, and lose their migratory pathways by these harmful lights. Migrating birds, butterflies, fish, frogs and other species will be harmed by this lighting proposal. Bright lights at night time disrupts the nocturnal cycles of all creatures, including humans.

Our wonderful quality of life here in San Clemente must be preserved, at all costs.

Yours truly,

  
126 Trafalgar Ln.  
San Clemente, CA 92672

Tuesday, April 18, 2017  
Mr. Cliff Jones  
Associate City Planner  
910 Calle Negocio  
San Clemente CA 92673



Dear Mr. Jones,

I am writing this letter to voice my opposition to the construction of the illuminated signage that is being proposed for the Outlet Mall in San Clemente. I chose to live in San Clemente because of the wide, open green spaces and the quietness of the city. The night time sky here is much darker than other neighboring cities. We can see the stars and the moon glow at night, and this is a treasure that many beach cities have lost, due to overdevelopment. Our dark skies are due in part to the darkness of the Pacific Ocean; which is something that we should fight to preserve. City ordinance restricts road signage in our city, and those restrictions must be upheld. No one should be allowed to ruin our night time dark sky. Once our sky is lit up by artificial light, the results will be permanent, and our stargazing will be ruined forever.

You are the designated person in charge of this very important issue, and therefore I respectfully request that you do all that you can to stop anyone or any business from erecting any type of sign that will forever destroy our night time darkness in our beautiful seaside town. The Outlet Mall already has painted signs on the walls that face the 5 freeway, and everyone can already see them. Anyone who has GPS on their phones and cars already know which stores are at the Outlets. We don't need ugly signs that distract drivers on the roads, and waste precious energy. Who will these signs advertise to- in the dead of night? No one.

Adverse effects of light pollution at night affect every living creature. Research reveals that lights at night interfere with normal circadian rhythms of people, animals and birds. Lights

trespass beyond the area that they are designed to illuminate; directing unwanted light onto nearby properties and glare into the eyes of whomever looks into the direction of these lights.

San Clemente is a designated bird sanctuary city, as well as a designated butterfly waystation for the majestic Monarch butterflies, who migrate through our town. Wildlife become confused by night time lighting, and lose their migratory pathways by these harmful lights. Migrating birds, butterflies, fish, frogs and other species will be harmed by this lighting proposal. Bright lights at night time disrupts the nocturnal cycles of all creatures, including humans.

Our wonderful quality of life here in San Clemente must be preserved, at all costs.

Yours truly,

*The Shades  
309 Pico Paseo  
SC Ca 92672*

Tuesday, April 18, 2017

Mr. Cliff Jones  
910 Calle Negocio  
San Clemente CA 92673

Dear Mr. Jones,

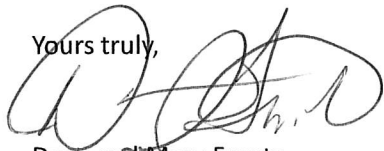
I am writing this letter to voice my opposition to the construction of the illuminated signage that is being proposed for the Outlet Mall in San Clemente. My family and I moved into San Clemente three years ago, to escape the urban sprawl of the San Gabriel Valley. What attracted us most about the city of San Clemente is the wide, open green spaces and the relative quietness of the city. The nighttime sky here is much darker than where we used to live, and thusly, have seen the stars and the moon glow more clearly than we ever could in our old home. This is a treasure that many beach cities have lost, due to overdevelopment. Our dark skies are due in part to the darkness of the Pacific Ocean; which is something that we should fight to preserve. City ordinance restricts road signage in our city, and those restrictions must be upheld. No one should be allowed to ruin our night time dark sky. Once our sky is lit up by artificial light, the results will be permanent, precedent set, and our stargazing will be ruined forever.

I am writing to you in order for you to do all that you can to stop anyone or any business from erecting any type of sign that will forever destroy our the nighttime darkness in our beautiful seaside town. The Outlets already have painted signs on the walls that face the 5 freeway, and they are visible to anyone who drives nearby. Everyone who has GPS on their phones and cars already knows what stores are at the Outlets. We don't need wasteful signs, burning deep into the night to advertise - to no one.

The adverse effects of light pollution affect every living creature. New research reveals that lights at night interferes with normal circadian rhythms of people, animals and birds. Lights trespass beyond the area that they are designed to illuminate; directing unwanted light onto nearby properties and glare into the eyes of whomever looks into the direction of these lights. San Clemente is known as a bird sanctuary, and butterfly waystation. Wildlife is harmed by unnecessary lighting in the night. From migrating birds, butterflies, fish, frogs and other species, nighttime lighting disrupts the nocturnal cycles of all creatures, including humans.

I hope that you will do all that you can to dismantle this unnecessary lighting of the Outlet Mall. It is a threat to our wonderful quality of life here in San Clemente.

Yours truly,



Dave and Mary Franta

17 Maracay

San Clemente CA 92672

(951) 733-0834

Mary.franta33@gmail.com



**From:** Jones, Cliff  
**To:** ["myorthodontist@yahoo.com"](mailto:myorthodontist@yahoo.com)  
**Subject:** FW: Many of us have sacrificed much time and money  
**Date:** Wednesday, April 12, 2017 11:47:00 AM

---

Hi Chris,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Christopher A. Berg DDS, MS [<mailto:myorthodontist@yahoo.com>]  
**Sent:** Wednesday, April 12, 2017 8:49 AM  
**To:** CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>  
**Subject:** Many of us have sacrificed much time and money

Many of us have sacrificed much time and money in order to live in a small town that is as far removed as possible from other urban areas in Southern California. We commute further and often choose jobs that make less money in order to live in a town that has a better vibe and will afford a more ideal childhood for our children.

Please don't double down on the outlets because of the lack of profitability in tax revenue for the city. This gamble of additional signage will continue to degrade our towns character, charm, and property values in hopes of turning around a declining brick and mortar trend. Signage for the outlet mall is already very visible from the 5 freeway. Many of my friends and neighbors have had growing concerns over the last few years about the direction our town has been heading. In the past, we have chosen to live in San Clemente because it has been a "Spanish Village by the Sea." Few of us would continue to live here if it continued to become more like a "Spanish **Vegas** by the Sea."

Please vote to preserve our "Spanish Village by the Sea"  
Please vote no to the proposed new signage at Marblehead .  
Thank you for your time and consideration.  
Chris

**From:** Jones, Cliff  
**To:** ["kim@kimkulstad.com"](mailto:kim@kimkulstad.com)  
**Subject:** FW: My comments regarding the signage at the outlet center for tonights meeting  
**Date:** Thursday, April 20, 2017 11:31:00 AM

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Hi Kim,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750

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**From:** Kim Kulstad [<mailto:kim@kimkulstad.com>]  
**Sent:** Tuesday, April 18, 2017 4:12 PM  
**To:** CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>  
**Subject:** My comments regarding the signage at the outlet center for tonights meeting

To all council members,

I am a long time resident of San Clemente and my husband is a Triton with deep roots in San Clemente as well.. We are both VERY opposed to the proposed signage that the Outlet center is trying to again get approval for. I went to multiple court hearings to defeat the original request for signage and will continue to do my part to stop this continued harassment of our citizens by wasting time and money by our city to readdress something that the courts have already settled. Furthermore, signs are NOT

Banners.....which any thinking person knows very well and it is embarrassing that those involved in trying to once again “get something by the voters and citizens of San Clemente” think we are going to let this happen. NO, not on our watch!! Another VERY important point I would like to make is that the sign renderings are not accurate.....the EIR must stop and an accurate rendering must be done and the EIR process must start all over again. As you all know I am sure there are multiple HOA’s that need to be notified and to my understanding that has not happened and therefore again the EIR must stop and proper protocol must occur and the EIR process must start all over again. I would like to receive a return email that my email has been read by all council members and if possible shared in the meeting this evening out loud as I cannot attend.

Regards,

Kim Kulstad

949-280-2686

[kim@kimkulstad.com](mailto:kim@kimkulstad.com)



**From:** Jones, Cliff  
**To:** "[sheribbe@yahoo.com](mailto:sheribbe@yahoo.com)"  
**Subject:** FW: NO signage at the outlet mall  
**Date:** Monday, April 17, 2017 8:23:00 AM

---

Hi Sheri,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

Message submitted from the <City of San Clemente, CA> website.

**Site Visitor Name:** Sheri McPhillips

**Site Visitor Email:** [sheribbe@yahoo.com](mailto:sheribbe@yahoo.com)

I just want to voice my opinion and concern for the outlet mall signage issue.

First of all, outlets were popular 20 years ago, not so much these days but it's already built.

Signage - NO. I'm totally against it.

The entire area around the outlets is looking like Los Angeles. Please do not make it worse by adding more signs! No lighted signs, no billboards - whatever is on the plan! STOP!

Sheri McPhillips

San Clemente resident and registered voter

**From:** Jones, Cliff  
**To:** ["J.torok@comcast.net"](mailto:J.torok@comcast.net)  
**Subject:** FW: Outlet Signs  
**Date:** Monday, April 24, 2017 8:05:00 AM

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Hi John,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner | Downtown / Pier Bowl Liaison  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

----- Original message -----

**From:** SC Webmaster - City of San Clemente <[scwebmaster@san-clemente.org](mailto:scwebmaster@san-clemente.org)>  
**Date:** 4/20/17 11:43 AM (GMT-07:00)  
**To:** "Ward, Kathy" <[wardk@san-clemente.org](mailto:wardk@san-clemente.org)>  
**Subject:** Outlet Signs

Message submitted from the <City of San Clemente, CA> website.

**Site Visitor Name:** John Torok  
**Site Visitor Email:** [J.torok@comcast.net](mailto:J.torok@comcast.net)

Dear Mayor Ward,

I urge you to DISAPPROVE all proposed signs related tot the Outlets.

We want to keep San Clemente a "quaint beach city" that is not tainted with all the commercialism we are bombarded daily. The signs would not only add to the traffic congestion but distract drivers to an already problematic part of highway 5.

In addition, there is no need to put up more signs as people know about the outlets and all associated stores. No need or more brand awareness! Especially no signs with lights! We want the night sky and stars visible and NOT tainted by more city lights.

**KEEP SAN CLEMENTE BEAUTIFUL!**

Sincerely,  
John Torok

San Clemente homeowner

P.s. There are no signs for "Downtown San Clemente" and no signs for all the different shops/brands. So why add one for the Outlets?!

Thank you,  
John

**From:** Jones, Cliff  
**To:** "[joelesky@cox.net](mailto:joelesky@cox.net)"  
**Subject:** FW: Outlets Sign Issue  
**Date:** Tuesday, April 25, 2017 11:45:00 AM

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Hi Joe,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner | Downtown / Pier Bowl Liaison  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Joe Lesky [<mailto:joelesky@cox.net>]  
**Sent:** Sunday, April 23, 2017 2:26 PM  
**To:** 'jonescsan@san-clemente.org' <[jonescsan@san-clemente.org](mailto:jonescsan@san-clemente.org)>  
**Subject:** Outlets Sign Issue

I'm taking this opportunity as a home owner in the Broadmoor to voice my opinion, as well as my objections to Steve Craig's continued attempts to get our city council to change the city signage codes to his favor. First, I adamantly agree with Mr. Jim Smith's statement that none of the homeowners adjacent to the outlet mall were made aware that a meeting to discuss the signage issue were notified. What happened to transparency when it comes to keeping our city residents and taxpayers informed.

This sign issue with Mr. Craig is not new, prior to the first shovel of dirt ever being turned at the site, Mr. Craig came at the then city council for a sign exception. With the likes of Jim Dahl and Joe Anderson he almost got away with it, if it wasn't for several of us that pounded the streets getting signatures for a petition, as well as, making presentations to the then city council he would have pulled it off. So, why after all we went through to negate his original request and stick to our existing city signage codes is he back at it again.

There is no legitimist argument to compare Carlsbad, Camarillo or the outlets in the deserts to the San Clemente location. Carlsbad is set back from the I-5 a considerable distance with no large lite signage. Camarillo outlets, yes, have considerable signage but that outlet is not situated directly in a residential community. The desert outlets speak for themselves as far as impacting the local homeowners. As for a major distraction, the Citadels signage presents for drivers through that area

again speaks for itself and again no adjacent homeowner impact.

As for the Citadel outlets, I encourage you and especially the City Council to take a serious look and review as to how Craig pulled off getting special treatment with certain members of that council either above or under the table. I would sure hate to think that would be taking place here in San Clemente.

My question to Mr. Craig is why is he being so adamant about the size and location of the signs? I think I can answer that based on my business experience in dealing with corporate advertising. For any manufacturer or distribution to place their logo, name brand or any reference to whom they or what they make or what they sell, they pay handsomely for that right. So, in Mr. Craig's case the bigger the larger and brighter the signs are the more he makes. There is not a dime out of his pocket those manufacturer and distributor dollars go directly to his bottom line. By the way, the city realizes zero in tax revenue from those signs.

In closing my position is simple the case of the sign exception was closed many years ago well before the project broke ground. My feeling is Mr. Craig feels he has a new City Council he can manipulate to his advantage at the expense of the home owners in our fair city of San Clemente.

Respectfully,

Joe Lesky

A concerned resident of San Clemente, Ca.

**From:** Jones, Cliff  
**To:** ["gregglip@cox.net"](mailto:gregglip@cox.net)  
**Subject:** FW: OUTLET'S SIGNS  
**Date:** Thursday, April 20, 2017 11:29:00 AM

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Hi Gregg,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** gregg lipanovich [<mailto:gregglip@cox.net>]  
**Sent:** Tuesday, April 18, 2017 3:46 PM  
**To:** CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>  
**Subject:** OUTLET'S SIGNS

We are 20 year residents of San Clemente. And we fell the following about these signs.

Signs are NOT banners. It is lying for the applicant to claim that signs are banners.

It's alarming to have learned at the scoping meeting that the outlet intends to renew them on a rotating basis, so that as soon as one sign comes down it will be replaced by another, different sign. That practice is unacceptable and should be stopped.

According to people we've talked to that went to the scoping meeting, the renderings were very misleading about the size and placement of the signs. The applicant should be made to make an accurate rendering of the signs actual sizes and placements.

We live in the Broadmoor development. Our HOA was not given any notice of this signage even while we will be very much affected. Therefor our HOA wasn't able to notify its members nor hold discussion with us. They should go back to square one, notify the Broadmoor HOA a good 2-3 months before (our meetings are only once a month) before anything is even talked about. So the applicant's EIR is wrong and should be stopped until this happens.

It is the height of ignorance to think people driving down the 5 will suddenly pull off to shop just because they see some signs for stores. There are many apps – for our

smart phones, computers and tablets that let folks find a store or even type of store they want to shop in. SIGNAGE POLLUTING OUR VIEWS ARE TOTALLY UNNECESSARY.

Gregg Lipanovich & Penny Christians

PS. Please remember the last council members who voted for the these huge, ugly and worthless (to us, not the owner of the mall who will be charging the stores plenty!) were shortly after voted out of office.

**From:** Jones, Cliff  
**To:** "[petevannuys@cox.net](mailto:petevannuys@cox.net)"  
**Subject:** FW: San Clemente's Sign Ordinance and changes to the Outlet Mall signs  
**Date:** Thursday, April 20, 2017 11:22:00 AM

---

Hi Pete,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Pete van Nuys [<mailto:petevannuys@cox.net>]  
Sent: Tuesday, April 18, 2017 2:56 PM  
To: CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>  
Subject: San Clemente's Sign Ordinance and changes to the Outlet Mall signs

Dear City Council Member:

As Mayor Kathy Ward stated recently in a radio interview, "we are a quality of life city."

Many elements contribute to the unique quality of life San Clemente residents enjoy. Not the least of which are our ongoing efforts to mitigate the negative effects of California's #1 freeway running right up the middle of our town.

While the reality of the I-5 if inescapable, we must do everything we can to tame this beast, to minimize the sound, congestion, and frankly the blight it brings 24 hours a day, 7 days a week.

Poor choices by former City Council members have brought an opportunist to our midst-- Craig Realty who feeds his businesses' insatiable need for revenue from the river of passing motorists. And now, despite past indications he would be satisfied to bait only one or two freeway facing hooks, it seems we're discussing baiting dozens of smaller, flashier lures bring more live one's to his lot. What was to be a two pole shore fishing endeavor may turn into a major commercial fishing trawler with lights ablaze.

We have documented Craig's blatant buying of City Council seats in other cities. We know he contributed to candidates in this past election who would permanently erode our residents' quality of life for increased Mall revenue. Craig Realty is not the first nor will he be the last commercial interest to seek profit at the expense of our treasured  
ambiance-- but he is the largest and by far the most visible we face now.



I urge no quarter be given on San Clemente's sign ordinance, and that staff be directed to apply our codes to the letter, to wit: a painted sign is not a "banner." And as I have personally experienced, banners must come down when they become de facto signs.

Thank you.

--Pete van Nuys

949 492 573

**From:** Jones, Cliff  
**To:** "[jcollamer@att.net](mailto:jcollamer@att.net)"  
**Subject:** FW: Scoping the Outlet Mall signage  
**Date:** Thursday, April 13, 2017 7:43:00 AM

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Hi Jerry,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Jerry Collamer [<mailto:jcollamer@att.net>]  
Sent: Wednesday, April 12, 2017 1:12 PM  
To: CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>  
Subject: Scoping the Outlet Mall signage

Honorable Council,

when Mr. Craig was promising us (city of SC) what his mall would look like, he made many references to "It'll be as upscale as Rodeo Drive."

We should hold him to his comparison.

Understated elegance comes to mind.  
Certainly not, glaring freeway signage.

Mr. Craig must be held to his promise.  
Isn't that why promises are made?

Let's leave Las Vegas in Nevada  
where it belongs. Not here.

Seems like a total no-brainer to us,

jerry & carol collamer  
231 La Paloma  
SC - 92672

949-366-9876

**From:** Jones, Cliff  
**To:** ["miralestetalega@gmail.com"](mailto:miralestetalega@gmail.com)  
**Subject:** FW: We vote NO to the new sine age  
**Date:** Wednesday, April 12, 2017 11:44:00 AM

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Hi Parker,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

**From:** Delegate for Miraleste [<mailto:miralestetalega@gmail.com>]  
**Sent:** Wednesday, April 12, 2017 9:19 AM  
**To:** CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>  
**Subject:** We vote NO to the new sine age

Dear San Clemente City Council,

I am writing to express my opinion regarding the proposed Marblehead Coastal Project signage that is being considered by the council this week. The project includes flashy signage to attract shoppers to the San Clemente Outlets which already can't be missed from the 5 freeway. As a long time resident of San Clemente, I have enjoyed living in our beautiful city that's full of charm with it's small town coastal community feel. The City Council has worked hard over the years to preserve our charm, and there's nothing charming about signage, nor is it reflective of our roots as the 'Spanish Village by the Sea.'

We are 5 in our household. All 5 of us oppose this and we STRONGLY urge you to vote no.

Thank you

Parker Wondries  
6 Via Belleza  
San Clemente Ca 92673

## Pua Whitford

---

**From:** Jones, Cliff  
**Sent:** Wednesday, April 26, 2017 9:29 AM  
**To:** 'Karenahola@cox.net'  
**Subject:** FW: Outlet Mall Signage - Topics for CEQA Review  
**Attachments:** Outlet Mall Signage - CEQA Items for Review 4-25-17.doc

Hi Karen,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

---

**From:** Karen [mailto:Karenahola@cox.net]  
**Sent:** Tuesday, April 25, 2017 11:06 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Subject:** Outlet Mall Signage - Topics for CEQA Review

Cliff, please confirm receipt of this email, thank you.

4/25/17  
Attention: Cliff Jones  
City of San Clemente Planning Department

Cliff,

To follow and attached are 19 items I would like to be analyzed in the CEQA review.

I would like to request that the 19 items as presented in their entirety to the CEQA consultant and not in abbreviated format. Many thanks.

Please study:

1. Signage Pollution and Visual Blight:  
36 large illuminated signs and logos in Corporate colors represent signage pollution and visual blight
2. Eyesore:

The quantity and size of the signs and logos will be an eyesore that degrades the quality of the project and the city in which the project is located

3. Incompatibility with Project Architecture:

36 large illuminated signs and logos in Corporate colors including red and green are incompatible with the architecture of the project which was painstakingly designed to compliment and reflect the Spanish Colonial architectural heritage of San Clemente.

4. Degradation of Project Architecture

36 huge illuminated corporate signs will substantially degrade the quality and visual character of the building

5. Incompatibility with City Character and Ambiance:

36 large illuminated corporate signs and logos are INCOMPATIBLE with the small-town character of San Clemente and will substantially degrade the small town-feel and ambiance of the City

6. Inconsistency with City Character and Ambiance:

- 36 large illuminated corporate signs and logos are INCONSISTENT with small-town character of San Clemente
- 36 large corporate signs in corporate colors degrade and detract from the Mediterranean charm of the community that is embraced and protected both in sentiment by residents and City agencies alike and in municipal code.
- 36 large, illuminated corporate signs and logos conflict with the City of San Clemente's signage ordinance adopted to mitigate the negative impacts of signage pollution in the City and protect the City's charm and character
- Requests for smaller signage packages have been denied or voided 3 times previously by city agencies (based on the findings of the planning commission, design review committee, city staff and the direction of the Courts) because they were found to be incompatible and inconsistent with San Clemente's identity and found to degrade its citizens' quality of life.
- 36 large illuminated corporate signs degrades the essence of San Clemente which is reflected in its official identity of "The Spanish Village by the Sea" – an essence which is embraced and protected both in spirit, and where necessary in codes and ordinances by its citizens and by City agencies and is promoted in city branding. Per the City Website:
- The City's Mission includes: "Guiding development to ensure responsible growth while *preserving and enhancing our village character, unique environment and natural amenities*"
- The City's tag line is "The Spanish *Village* by the Sea"
- On the City website:

"Today, the Spanish Village by the Sea is more heterogeneous than Hanson had envisioned, but historic homeowners and *current planning and development all reflect increasing esteem for his red-roofed, white-walled Spanish architecture dream.*"

As San Clemente grows, people increasingly look to the *past to anchor their sense of local identity.*

*"...as the demographics of San Clemente shift and new residents are drawn to the Mediterranean CHARM of this community."*

7. Conflict with Applicable City Regulations and Ordinances

- 36 large illuminated corporate signs conflict with current city code and public sentiment: Freeway Oriented signs were prohibited (codified at the direction of City Council) in 2016 to mitigate and eradicate unwanted signage pollution in the City of San Clemente, which if permitted, adversely affects its residents.
- Previous applications for smaller signage packages were ultimately denied or voided by City Council and the Courts 3 times, based upon the recommendation of City Staff, Design Review Sub Committees, Signage

Consultants, and the Planning Commission, because they were deemed in conflict with City regulations and San Clemente public sentiment and deemed to adversely affect the quality of life of San Clemente's residents. The proposed larger signage package now sought by the applicant conflicts similarly but even more egregiously with current City regulations and current public sentiment in San Clemente and negatively impacts the quality of life of its residents.

8. Prevention of Mitigating Landscape Growth

The placement of the signs will disallow the growing of plant and landscape material to visually soften the negative impact of the built project walls from the freeway and from residential view points as the developer will insist and ensure signs are not obscured by landscaping. Original drawings presented to citizens showed many mature, tall trees in front of the project's freeway-facing walls and large amounts of bougainvillea growing everywhere in front and all over the building free of signage.

9. Disturbance of Tranquility

36 large illuminated corporate signs will adversely affect residents in San Clemente who live directly opposite the project or drive by it daily in that a laundry line of large signs in a plethora of different colors, especially primary red, disturbs residents' tranquility.

10. Traffic Hazard/Hazard to Motorists

36 large illuminated signs in corporate colors constitute a hazard to motorists:

It is stated on record that the purpose of the signs is to "Capture the attention of outlet center visitors and vehicles traveling in the vicinity".

The location of the project is at a historically challenging section of Interstate 5 for drivers, especially drivers not familiar with the topography of the freeway. The undulation of the interstate, while lessened with the widening of the road, continues to result in unexpected slow-downs and stops at the section of the interstate immediately south of the Outlet Mall project and directly in front of it.

There should be no additional day time or night time distraction at this section of freeway that directs drivers' attention away from the road, away from vehicles directly in front of them and away from the unexpected slow-downs and stopping of flowing traffic that continues to happen daily on this section of the interstate. Serious accidents have happened and continue to happen almost daily in this section of the Freeway. Safety is a concern of the City and its residents – the proposed massive signage at the Outlet Mall compromises the safety of all drivers who travel past the project on the freeway.

11. Light Glare:

- 36 large, illuminated corporate signs will create a new source of intolerable and unacceptable light glare, especially for residents of the Faire Harbour development, but will also negatively impact views from multiple residential neighborhoods throughout San Clemente.
- It is proposed that the signs remain illuminated one hour after the closing of stores located in the project. The late hour of illumination adversely affects humans in that the light glare will negatively impact the ability of those living in proximity (opposite) to sleep.
- 

12. New 45ft Icon Tower is an Advertising Billboard

A new 45ft Icon Tower constitutes an advertising bill board and not a Way Finding tool.

13. New 45ft Tower is an Eyesore

A 45 ft Icon Tower will be an eyesore in a community that has codified the prohibition of free-way oriented signage to reduce visual blight and signage pollution.

14. New 45ft Tower Conflicts with City Regulations

Pole signs are prohibited from being replaced when a business is modified, sold or is newly-constructed. A 45 foot Icon Tower conflicts with the City of San Clemente's municipal signage policies and regulations – it is a pole sign of extreme height and bulk.

15. 36 Large Illuminated Corporate Signs Constitutes an Advertising Bill Board

A laundry line of 36 large illuminated corporate signs the length of the project's freeway-facing walls constitutes prohibited advertising along the free-way in San Clemente and does not provide for Way Finding as tenant signage will not represent the location of tenants within the project

16. Negative Impact of Advertising on Residents

Residents most impacted by the signage should not be subjected to being told they need to buy a cup of coffee or purchase a pair of sneakers when they look out of their window. This advertising adversely impacts residents' quality of life. Rather they should and could look at a multitude of mature trees and walls covered in and softened by climbing plants as originally proposed.

17. Eradication of Local Identity:

The prominent display of 36 large Corporate signs and logos undermines and conflicts with San Clemente's unique identity

18. Degradation of Essential and Overall Quality of Life:

- 36 large, illuminated Corporate signs in Corporate colors adversely impacts the existing quality of life valued and known by San Clemente residents. Illuminated Corporate Signs are the antithesis of the small-town, coastal (un-urban) quality of San Clemente that residents currently experience. Large corporate signage degrades this essential quality of life factor.
- Because the Developer's self-stated marketing plan states that more than 80% of visitors will come from out of the area and region, i.e. not from local residents who live in the vicinity of the project nor those who commute regularly by the project, 36 large Corporate Signs are therefore intended to attract the attention of no more than 15% of the project's customer base. The significant negative impacts of the signs, which will degrade the quality of life of local residents, are proposed with little advertising benefit to the stores located in the project but with significant benefit to the applicant from rental income from the signs annually. This financial benefit for the applicant is at the expense of the thousands of residents that will be forced to view the project daily who live in proximity, view the project from hill-side residential homes and hill-top locations or drive by the Mall about their daily lives. This win-lose proposition that will result from the display of 36 large Corporate signs and logos adversely affects the well-being of residents of San Clemente.

19. Project Prominence:

Sitting atop the hill, the project's unobstructed and elevated position exacerbates the negative impact of huge, illuminated Corporate signage and logos. With the signs, the project will become a prominent, permanent eyesore in the city's skyline that substantially degrades the visual character of both the site and the city in which the project is located.



## Pua Whitford

---

**From:** Jones, Cliff  
**Sent:** Wednesday, April 26, 2017 5:57 PM  
**To:** 'Jude.Miranda@dot.ca.gov'  
**Subject:** FW: Outlets at San Clemente Signage  
**Attachments:** 12-ORA-2017-00517.Outlets at San Clemente Signage.NOP.pdf

Hi Jude,

Thank you for your email.

I will provide this comment, along with all other comments received during the environmental comment period to our environmental consultant.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Miranda, Jude@DOT [mailto:Jude.Miranda@dot.ca.gov]  
**Sent:** Wednesday, April 26, 2017 4:09 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Cc:** El Harake, Maureen E@DOT <maureen.el.harake@dot.ca.gov>; (state.clearinghouse@OPR.ca.gov) <state.clearinghouse@OPR.ca.gov>  
**Subject:** Outlets at San Clemente Signage

Hey Cliff,

Please see the attached comment letter concerning the Outlets at San Clemente Signage project.

Thank You,

Jude Miranda  
Transportation Planner  
Caltrans District 12  
1750 East 4<sup>th</sup> Street Suite 100  
Regional-IGR-Transit Planning Branch  
Santa Ana, CA. 92705  
Office: (657) 328-6229

## Pua Whitford

---

**From:** Jones, Cliff  
**Sent:** Wednesday, April 12, 2017 1:34 PM  
**To:** 'KBeaulieu@mis-c.com'  
**Subject:** FW: Please Vote No to the proposed Marblehead Coastal Project signage

Hi Karen,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
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910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

---

**From:** Karen Beaulieu [<mailto:KBeaulieu@mis-c.com>]  
**Sent:** Tuesday, April 11, 2017 6:36 PM  
**To:** CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>  
**Subject:** Please Vote No to the proposed Marblehead Coastal Project signage

Dear San Clemente City Council Members,

I am writing to voice my opinion about the proposed Marblehead Coastal Project signage that is being considered by the council this week. The project includes flashy signage to attract shoppers to the San Clemente Outlets which will really take away from San Clemente's charm. As a resident of San Clemente that has raised two children here, I have very much appreciated and enjoyed the beauty and the feel of our small town coastal community and I think what we have here is pretty unique to San Clemente during a time of continued growth in Southern California.

Over the years, the city has worked hard to keep San Clemente's small town feel. Projects were declined because they would not continue what we have here today, or they were not a reflection of San Clemente's roots. Taking a step back to the outlets being built, most if not all residents that I know did not favor the development of the outlets, but a tax generation opportunity is always attractive for a city even though I have to assume the outlets are not generating the tax revenue that the city or developer had hoped for. which brings us back to the flashy signage.

Rather than attract visitors with flashy signage that takes away from the look and feel that San Clemente has for so long tried to uphold, *why not instead consider attracting visitors with things that are attractive to them*, like entertainment. I would suggest considering adding a movie theater or other form of entertainment that would naturally bring people to the outlets. A movie theater could serve the same purpose as an anchor store does for a shopping mall, an attractor that gets people to the outlets. If one looks at the Irvine Spectrum, people can go there for a variety of reasons that extend beyond

the simple shopping experience, making it a desirable place to visit. Of course there's a budget issue, I'm sure, but it would be worth adding natural attractors to the plan instead of ugly signage. The thought of adding flashy signage to the area is upsetting because it will take away from our beautiful Spanish Village by the Sea' that our family and so many are proud to call home.

Please vote no to the signage. Thank you for your time.



**Karen Beaulieu**

503.614.1919 *United States office*

604.837.0002 *Canadian office*

[www.mis-c.com](http://www.mis-c.com)

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## Pua Whitford

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**From:** Taiga.Takahashi@lw.com  
**Sent:** Wednesday, April 26, 2017 4:02 PM  
**To:** Jones, Cliff  
**Cc:** arburns@harperburns.com; Admin@harperburns.com; Gallardo-Daly, Cecilia; Gregg, Amber; sschaffner@caaplanning.com; PWhitford@caaplanning.com; steve@craigrealtygroup.com; lori@craigrealtygroup.com; dsanner@craigrealtygroup.com; sknoblock@craigrealtygroup.com; louis@studioprogetti.com; CHRISTOPHER.GARRETT@LW.com  
**Subject:** RE: Outlets - Villa San Clemente Comment on NOP-IS  
**Attachments:** 2017-04-26 VSC Comment Letter on NOP-IS.pdf

Cliff:

In connection with the NOP/IS for the Draft SEIR, please see the attached comment on the March NOP and IS for the Outlets signage project. Please let me know if you have any questions or any problems with the attachment.

Thank you.

**Taiga Takahashi**

**LATHAM & WATKINS LLP**  
12670 High Bluff Drive  
San Diego, CA 92130  
Direct Dial: +1.858.523.3987  
Fax: +1.858.523.5450  
Email: [taiga.takahashi@lw.com](mailto:taiga.takahashi@lw.com)  
<http://www.lw.com>

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Latham & Watkins LLP

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## Pua Whitford

---

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**Sent:** Wednesday, April 12, 2017 1:34 PM  
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**Karen Beaulieu**

503.614.1919 *United States office*

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4/25/17

Attention: Cliff Jones

City of San Clemente Planning Department

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I would like to request that the 19 items as presented in their entirety to the CEQA consultant and not in abbreviated format. Many thanks.

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36 large illuminated signs and logos in Corporate colors represent signage pollution and visual blight
2. Eyesore:  
The quantity and size of the signs and logos will be an eyesore that degrades the quality of the project and the city in which the project is located
3. Incompatibility with Project Architecture:  
36 large illuminated signs and logos in Corporate colors including red and green are incompatible with the architecture of the project which was painstakingly designed to compliment and reflect the Spanish Colonial architectural heritage of San Clemente.
4. Degradation of Project Architecture  
36 huge illuminated corporate signs will substantially degrade the quality and visual character of the building
5. Incompatibility with City Character and Ambiance:  
36 large illuminated corporate signs and logos are INCOMPATIBLE with the small-town character of San Clemente and will substantially degrade the small town-feel and ambiance of the City
6. Inconsistency with City Character and Ambiance:
  - 36 large illuminated corporate signs and logos are INCONSISTENT with small-town character of San Clemente
  - 36 large corporate signs in corporate colors degrade and detract from the Mediterranean charm of the community that is embraced and protected both in sentiment by residents and City agencies alike and in municipal code.
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  - Requests for smaller signage packages have been denied or voided 3 times previously by city agencies (based on the findings of the planning commission, design review committee, city staff and the direction of the Courts) because they were found to be incompatible and inconsistent with San Clemente's identity and degrade its citizens' quality of life.

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The placement of the signs will disallow the growing of plant and landscape material to visually soften the negative impact of the built project walls from the freeway and from residential view points as the developer will insist and ensure signs are not obscured by landscaping. Original drawings presented to citizens showed many mature, tall trees in front of the project’s freeway-facing walls and large amounts of bougainvillea growing everywhere in front and all over the building free of signage.

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It is stated on record that the purpose of the signs is to “Capture the attention of outlet center visitors and vehicles travelling in the vicinity”.

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- 

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The prominent display of 36 large Corporate signs and logos undermines and conflicts with San Clemente's unique identity

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- Because the Developer's self-stated marketing plan states that more than 80% of visitors will come from out of the area, i.e. not from local residents who live in the vicinity of the project nor those who commute by the project, 36 large Corporate Signs are therefore intended to attract the attention of no more than 15% of the project's customer base. The significant negative impacts of the signs, which will degrade the quality of life of local residents, are proposed with little advertising benefit to the stores located in the project but with significant benefit to the applicant from rental income from the signs annually. This financial benefit for the applicant is at the expense of the thousands of residents that will be forced to view the project daily who live in proximity, view the project from hill-side residential homes and hill-top locations or drive by the Mall about their daily lives. This win-lose proposition caused by the display of 36 large Corporate signs and logos adversely affects the well-being of residents of San Clemente.

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Sitting atop the hill, the project's unobstructed and elevated position exacerbates the negative impact of huge, illuminated Corporate signage and logos. With the signs, the project will become a prominent, permanent eye-sore in the city's skyline that substantially degrades the visual character of both the site and the city in which the project is located.

**From:** Jones, Cliff  
**To:** "Tim Crosby"  
**Subject:** RE: Are you kidding us?  
**Date:** Tuesday, April 18, 2017 11:53:00 AM

---

Hi Tim,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Tim Crosby [<mailto:tj.crosby@icloud.com>]  
Sent: Tuesday, April 18, 2017 11:25 AM  
To: Jones, Cliff <JonesC@san-clemente.org>  
Subject: Are you kidding us?

Just when the folks in Marblehead were getting used to the current lighting at that mall, which is bad enough!

The Denny's sign has always been an eyesore. Now the City might approve 36 more eyesores? You might as well just throw the trash on the streets in this part of town. It would complete the picture of just how ugly San Clemente will be!

Why doesn't the City approve a new industrial zone for the undeveloped park below Marblehead, and make all the open space surrounding us industrial as well? Misery loves company, you know! Just make this entire side of town as uninviting to families as possible!

Tim Crosby, 35 year resident

**From:** Jones, Cliff  
**To:** ["Georgette Korsen"](#)  
**Subject:** RE: Comments from Scoping Meeting for EIR on Outlet Signs  
**Date:** Tuesday, April 18, 2017 7:45:00 AM

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Hi Georgette,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Georgette Korsen [mailto:gkorsen@cox.net]  
**Sent:** Tuesday, April 18, 2017 2:00 AM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Subject:** Comments from Scoping Meeting for EIR on Outlet Signs

(Comments from the EIR Scoping meeting with a few additions)

Dear Cliff,

Most peoples' largest investment is in their home and if their ocean view is negatively impacted from a clutter of signs that distract greatly from the ocean beyond, **it definitely affects their quality of life and the value of the home and its potential for future appreciation. Why should an Outlet's desire for profit be more important than the homeowners' who must look at the increased signage, and bear the cost?**

I remember when **Mr. Craig was making his presentation to City Council and the greatly lessened estimation of the number of signs he would need.** Yet now that the Outlet Mall is built, the number has risen continually.

I also remember someone stating that many in San Clemente weren't happy with the prospect of having an outlet mall in the community and that perhaps

Mr. Craig should make more concessions, so that residents would frequent his mall. His response was something like, *I would be happy if locals shop there, but that isn't our target audience. It will be people from out of the area.* (Not a quote, just the gist of what I remember). **YET, it is the locals who are being made to pay the price for his potential for success and increasing requests for additional signage.** I would think the **city would have a responsibility** and priority **to ensure residents rights are protected**, at least reasonably so. (And a drift from an estimated 2 or 3 signs to 35, does not seem reasonable.)

During those early meetings, Mr. Craig stressed that the Outlet Mall would fit nicely with the Ole Hanson vision and architecture of the community. And, the buildings themselves are nicely done, I believe. However, allowing for 35 signs (not sure of number now requested), many halo lit, grouped together and individually displayed, certainly **would not be consistent with Ole Hanson's vision of the Spanish Village by the Sea.**

**It also isn't consistent with our city's signage code for freeway signs.**

I have heard that **Mr. Craig may be in the sign business, so perhaps that is also a factor for study for its fairness to homeowners and impact on the city's overall brand and image.**

**The HOA's that will be looking down on all these proposed signs in perpetuity, should definitely be contacted, so that their Board of Directors can send notices to homeowners ensuring that they understand what is happening and how it can potentially affect their lives physically and financially.**

**I heard a comment at the meeting that The Outlets in Carlsbad busses people in from other areas – an apt example that there are additional effective ways to market beyond excessive signage. The Carlsbad mall has NO freeway signs.**

Lastly, I agree with the **concerns that as the freeway nears completion, allowing traffic to move faster and in more lanes, a clutter of signage could cause a diverting, un-attractive nuisance that could lead to accidents.**

Appreciatively, Georgette

Georgette Korsen  
245 Calle Familia, San Clemente, CA.



**From:** Jones, Cliff  
**To:** "[Robert Keyes](#)"  
**Subject:** RE: EIR - Outlet Signage  
**Date:** Wednesday, April 26, 2017 5:47:00 PM

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Hi Bob,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

I will also provide this comment, along with all other comments received during the environmental comment period to our environmental consultant.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Robert Keyes [mailto:keyesfamily1@yahoo.com]  
**Sent:** Wednesday, April 26, 2017 2:08 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Cc:** CityCouncil Mail <CityCouncil@san-clemente.org>  
**Subject:** EIR - Outlet Signage

Mr Jones,  
My wife and are existing victims of the outlet mall. It has completely blocked what remained of our ocean view, and now they want to add insult to injury by adding electric signage?

Ask them what they have already cost us financially by destroying our view? They will likely have no idea, but I can tell you, it's A LOT!! Adding electronic signage will only further depress our property values.

They got their shopping center at the expense of others, and now want to further degrade our standard of living by infringing on our right to use and enjoy our property by adding electronic signage.

This will negatively affect our quality of life, cost us financially, and they should be told NO!

Sincerely

Bob and Diane Keyes  
309 Calle Empalme

San Clemente, CA 92672



**From:** Jones, Cliff  
**To:** ["Harry Mark"](#)  
**Subject:** RE: EIR - San Clemente Outlet proposed signage  
**Date:** Wednesday, April 26, 2017 5:51:00 PM

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Hi Harry,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

I will also provide this comment, along with all other comments received during the environmental comment period to our environmental consultant.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

**From:** Harry Mark [mailto:[harry@rsmdesign.com](mailto:harry@rsmdesign.com)]  
**Sent:** Wednesday, April 26, 2017 3:23 PM  
**To:** Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>; CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>  
**Subject:** EIR - San Clemente Outlet proposed signage

Dear Mr. Jones and the San Clemente City Council:

Thank you for this opportunity to submit comments and questions on items that should be studied in the supplemental environmental impact report (SEIR) for the proposed signage at the Outlets San Clemente.

I would respectfully like to submit the following comments for the Council's, stakeholder's and public's consideration.

**1) SEIR / CEQA Report** - who specifically is funding this SEIR report. Is it being funded by the developer or the City of San Clemente? Please comment on who is funding, how this funding is being allocated, and how this report will be conducted in a fair and completely un-biased manner that will continue to represent the citizens and property owners of San Clemente.

**2) Drawing Exhibits / Graphics / Mock-ups** - The drawings submittals for review are not representative of the actual conditions that the applicant is asking for with the signage. For example, the drawings viewed at the public forum, were not to scale, and the signage indicated on the drawings was not shown with the MAXIMUM amount of signage being asked for by the applicant. Before a true EIR evaluation can be undertaken in fairness, ALL maximum sizes of signage needs to be accurately shown on the exhibits. Also, the evening renderings of the proposed lighting was blurry, not of a sufficient size to evaluate and also under-represented the amount of light that the halo illumination will emit.

Also, to accurately evaluate any signage proposal and its impact on the community, accurate to-scale life-sized mock-ups need to be shown on the building facade for all to see both the minimum and maximum sizes of signs, the colors, locations, and lighting conditions.

**3) Signage Lighting** - The applicant proposes 36 freeway oriented sign, but states that 23 of them will be halo illuminated. There is no comment about the remaining 13 signs and how they will be illuminated. Halo illumination comes in many different forms, and the applicant needs to provide details of the lighting, space the letters are placed off of the wall (the further the space, the more light is emitted, for example); the color temperature of all lighting (in kelvins - warm or cool white light) needs to be studied and proposed, and the brightness of the illumination. There is truly NOT enough information provided to effectively evaluate the EIR conditions of the lighting on the community.

**4) Signage Size** - There are many CalTrans and CalTech studies that indicate the maximum visibility of letters as it related to distance. For example, according to Caltech, a letter that is 60" in height is visible up to 2500 feet - close to 1/2 a mile away. The applicant is asking for even larger signs (some up to 7') which would be visible by over a mile away....this is not needed or appropriate for the residential communities looking at this site. See attached referenced chart.

**5) Signage Colors** - Signage colors were not discussed in the public forum, and there is too large a range of colors being proposed that does not reflect the "Spanish Village by the Sea" aesthetic and does not respect the Spanish Revival style of architecture of the center or of San Clemente. The color should be limited to one color .....bronze. Also, the drawing exhibits shown in the public meeting indicated bright red signage (Ruby's) and other colors not appropriate for the aesthetic of this style and of San Clemente.

**6) Icon Tower Sign** -The City of San Clemente has done an excellent job of not permitting signage like this for many years. To start again now would be a mistake. This sign is no different then Vallero, Denny's, and Tommy's awful signage that is a blight on our beautiful village. This icon tower sign being proposed at the Outlets is no different....it is just wearing a Spanish outfit. Same sign, dressed differently. Also, this is located feet from the existing 45' high architecture...which as you know is highly highly visible already. This proposed sign is purely a vanity sign for the sole purpose of putting more money in the pocket of the developer. This should not be permitted in any form or fashion or style, as the architecture is highly visible already. I do not recall seeing a pylon sign like this at Carlsbad Outlets....a highly successful center by the applicant.

**8) Advertising vs Tenant Identity** - The tenant identities proposed are purely advertising and most of the tenant do not even back up to the interstate, hence some of these signs are not even on the facade of the building being advertised. A logo of a swoosh is not a tenant identity, it is a brand advertising mark. The distinction between advertising and tenant identity needs to be addressed in the EIR report. I did not think freeway advertising was permitted here. Also, the fact these advertising signs are located on the building and not on a billboard is no difference....the building itself acts as a billboard...a 45' high billboard hundreds of feet long.

**9) Performance of Retail Center** - The applicant has stated that the signage is needed for better performance of the center. Not proven and should not be permitted for discussion unless all sales and profit information is revealed. Two of the closest regional retail centers in direct competition with the Outlets.....Mission Viejo Mall and Carlsbad Outlets....do not have any freeway signage to this quantity or scale (Carlsbad - none at all) and they are thriving. Whether a regional retail destination has a roof (MV) or not (Carlsbad) they act the same. Tenants are even similar at each.

The developer has built an outdated retail concept and has "missed the mark" and built it too late and in a location with a population that does not support this mall. Developers around the US are facing the same issues, and not placing more signs, they are re-investing in the projects to add more uses to make them viable.....hotels, multi-family, and other uses. This is not a sign issue.....it is a bigger issue of the developer building a retail model that no longer is viable in this market. **He missed his window. More investment to change the mix is needed to turn this center around.....NOT more signage that will put a blight on our community forever.**

Please see other references / sources below.

Thank you for this opportunity to share these thoughts.

Kind regards,

**Harry Mark**

*Concerned citizen of San Clemente, signage designer, architect*

*The city of San Clemente amended its sign ordinance last year in order to curtail giant pole signs near the freeway and to limit the visibility of signs near the I-5 freeway.*

*A study published by Caltrans in September 2016 studied the effects of roadside advertisements explains in detail a survey that was taken by online respondents.*

*The study noted it found “interesting” results based on a number of factors. But the overall theme was, “The implications of this study are that advertisements should be kept to a minimum at busy junctions and areas where drivers need to concentrate.”*

*The fact is the Outlet mall has missed all projections even after they had been lowered considerably. The reason the Outlet mall is in this position is because the owners are ignoring hard trends. Outlets were a 70-80s concept that is fading away much like regular malls and stores are. See <http://www.deadmalls.com>*

### ***Too Much of a Good Thing***

*As with most things, moderation is the key to success when it comes to signage. While the presence of great signage is clearly important to customers, too many signs can dilute your message. These days, consumers are inundated with marketing messages everywhere they go, from roadside billboards to Facebook ads and television commercials. With so much advertising seeping into every aspect of the average person’s life, it’s only natural that much of it would get ignored.*

*It’s estimated that the average consumer receives as many as 3,000 marketing messages on any given day. This overabundance of marketing is called “advertising clutter” by some professionals, and it can be a real problem.*

*There are several ways that advertising clutter can turn away potential customers:*

- *Consumers may form negative opinions of brands whose marketing is viewed as intrusive. This can cause some customers to purposely avoid certain brands.*
- *Consumers will take steps to avoid advertisements entirely if they feel bombarded. For example, they may purchase ad-blocking software for their browsers. In person, they may simply ignore signs and other in-store materials.*
- *Clutter can cause confusion, especially if there is competition between multiple brands or services. Consumers faced with numerous marketing messages may have a difficult time distinguishing between them or developing any engagement with a given brand.*

*Marketing is a delicate dance. Customers appreciate marketing messages that inform them*

*and speak to their needs; they dislike messages that seem unnecessary, intrusive or excessive. Because of this, businesses may experience diminishing returns from their advertising efforts.*

**From:** Jones, Cliff  
**To:** ["Richard Boyer"](#)  
**Subject:** RE: EIR comments  
**Date:** Wednesday, April 26, 2017 5:35:00 PM

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Hi Richard,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

I will also provide this comment, along with all other comments received during the environmental comment period to our environmental consultant.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Richard Boyer [mailto:boyerrj@yahoo.com]  
**Sent:** Wednesday, April 26, 2017 4:27 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Cc:** CityCouncil Mail <CityCouncil@san-clemente.org>  
**Subject:** EIR comments

Cliff,

As pointed out at the scoping meeting by a signage professional who lives in San Clemente, the illustrations of the building elevations are inaccurate. The signs are smaller than the descriptions in the text that accompanies the illustrations, and the locations shown do not represent the described locations.

Numerous residents who are directly affected by the proposed signage commented that their HOAs had not received notice of the scoping meeting. Other directly affected residents stated that they, individually, had not received notice. Given the potential impact of the proposal, it is reasonable for directly affected residents to expect better than having to rely on chance notification by other residents on the "day of," as was also stated at the scoping meeting. Please note that my reference to directly affected residents in no way diminishes the importance of making all San Clemente residents aware of their opportunity to give input on this proposal. The city has the means to make this an inclusive process, as demonstrated by the community outreach events preceding the General Plan revision. This proposal is no less important than the General Plan, and should be treated accordingly.

Regarding the issues above, residents cannot be expected to give meaningful input based on inaccurate and misleading depictions. Neither can a representative cross-section of the community be expected to participate without a good-faith effort by the city to publicize opportunities to do so. As has been made abundantly clear on numerous occasions - and as emphasized by the General Plan revision process - residents cherish San Clemente as a Quality of Life community, for the laid-back lifestyle it provides, and for its village character. Given the importance

of those things to residents, the problems identified above should be corrected before this process proceeds.

An important aspect of aesthetics that must be considered is that aesthetics are integral to San Clemente's identity. That has been so since Ole Hanson's founding vision ("I do not want people repulsed and sent away by ugliness... I have a clean canvas and I am determined to paint a clean picture") and remains so as The Spanish Village by the Sea approaches its centennial. If anything, the value of San Clemente's aesthetics has increased with time. San Clemente's Spanish Village brand was reaffirmed during the city's Centennial General Plan revision. Its brand and identity have been carefully protected from sign pollution for decades by a restrictive sign code. The fact that the sign code has become more restrictive over time is a direct reflection of the importance of aesthetics to not only San Clemente's brand and identity, but to the vital role that the aesthetics of the built environment play in San Clemente residents' Quality of Life and Quality of Lifestyle. Those elements are interrelated, they are of paramount importance, and any evaluation of aesthetics must consider them in that context.

Sincerely,

Richard Boyer

**From:** Jones, Cliff  
**To:** "[Mary Ann Comes](#)"  
**Subject:** RE: EIR OUTLET SIGNS  
**Date:** Monday, April 24, 2017 3:21:00 PM

---

Hi Mary Ann,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner | Downtown / Pier Bowl Liaison  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Mary Ann Comes [<mailto:maryanncomes@gmail.com>]  
Sent: Monday, April 24, 2017 3:02 PM  
To: Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Subject: EIR OUTLET SIGNS

Dear Cliff:

I am a little confused. I thought that the scoping meeting for the Outlet Signs was the start of the EIR process manned by CAA Planning, Shawna Schaffner. What I found was a meeting manned by the City for a supplemental environmental impact report (SEIR). I do not understand why the City is involved in this SEIR - EIR. How can the City keep a non biased stand? This has started out to be very unorganized. All HOA's in the area were not notified of this meeting. The illustrations were substandard. There was no way the audience could tell how the signs would look like. It seemed that this EIR was starting to look like a cheap way to get the job done.

The following are my thoughts regarding the outlet signs:

A large percentage of homes in San Clemente overlook the outlets. San Clemente is an ocean view city where the views are so important. These homes now overlook not only the beautiful ocean, but a huge outlet complex. We've lost most of our ocean view. It's pretty difficult for our City to let the outlets now give us lighted signs, plus a 45 ft tower. We've had a lot of traffic accidents in this area. The lighted signs will distract drivers even more with more accidents. Advertising facing the freeway is not necessary. Advertising takes away from our quality of life. Quality of life is very important to San Clemente. Apparently, the City reached an agreement in 2014 for signage. How could this have happened? If Steve Craig MUST have his signs, then let him have the painted signs that are now on the buildings. Nothing else. I don't think a tower with signs is necessary. There are no signs on the freeway regarding the Oceanside outlets. People seem to find the stores just fine. Signs are old school. Large developments are getting away from these signs because of aesthetics. They look tacky and take away from the buildings. Hotel signs on indefinitely? Why? Signage for a hotel should be subdued.

San Clemente is a historic town. We have over 200 historic buildings which go back to the early 1920's. None of these buildings have lighted signs on them. If we want to keep our historic significance the lighted signs would not be acceptable. We need to keep the ambience of this historic town.

Sincerely,

George & Mary Ann Comes  
2145 Via Teca  
San Clemente, CA 92673

cc: Shawna Schaffner, CAA Planning



**From:** Jones, Cliff  
**To:** "[Ted.Evans@nttdata.com](mailto:Ted.Evans@nttdata.com)"  
**Subject:** RE: EIR  
**Date:** Wednesday, April 26, 2017 12:11:00 PM

---

Hi Ted,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

I will also provide this comment, along with all other comments received during the environmental comment period to our environmental consultant.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

---

**From:** Ted.Evans@nttdata.com [mailto:Ted.Evans@nttdata.com]  
**Sent:** Wednesday, April 26, 2017 12:00 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>; CityCouncil Mail <CityCouncil@san-clemente.org>  
**Subject:** EIR

The EIR for the proposed Outlet mall freeway-oriented signs needs to address the following issues:

1. Distracted driving safety hazard
2. Negative impact on property values
3. Infringement on property owners' right to the undisturbed use and enjoyment of their property
4. Conflict the with aesthetics, brand and identity of The Spanish Village by the Sea, which have been carefully protected from sign pollution for decades by a restrictive sign code
5. Psychological and physiological research regarding effects of signage on human well-being

Thank you.

Sincerely,

Ted Evans  
1358 Felipe  
San Clemente, CA 92673

**Ted Evans** | Enterprise Resource Planning Senior Advisor  
[Ted.Evans@nttdata.com](mailto:Ted.Evans@nttdata.com) | m. +1.310.806.7688 | [nttdata.com/americas](http://nttdata.com/americas)

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**From:** Jones, Cliff  
**To:** ["Myrna Browne"](#)  
**Subject:** RE: EIR  
**Date:** Wednesday, April 26, 2017 5:39:00 PM

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Hi Myrna,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

I will also provide this comment, along with all other comments received during the environmental comment period to our environmental consultant.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

**From:** Myrna Browne [mailto:myrnahere@gmail.com]  
**Sent:** Wednesday, April 26, 2017 12:31 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Cc:** CityCouncil Mail <CityCouncil@san-clemente.org>  
**Subject:** EIR

Dear City Planner Cliff Jones,

I have lived in my home in Marblehead for over 20 years. I look directly down at the Outlets and while I believe that they were built in good faith with stipulations against signs, especially lighted signs, I'm disturbed that the subject has come up again!!!

It seems that the same sign and lighting subjects are being re-addressed that I thought were long put to bed prior to the first shovel of dirt being moved.

Please consider the following:

- Signs along the highway are known to be driving distractions and a safety hazard.
- Signs conflict with the aesthetics, brand and identity of "The Spanish Village by the Sea", which has been carefully protected from sign pollution for decades by a restrictive sign code.
- Signs will have a negative impact on property values, as well as infringing on property owner's rights by disturbing the use and enjoyment of their property. I have a lovely inground spa that looks right down at the Outlets, I enjoy sitting in there in the evening,

watching the sun go down, enjoying a beverage and I would not like that peaceful enjoyment disturbed by lighted signs coming on at sunset and staying on until who knows when.

Mr. Jones, please continue to support the signage ban that was part of the approval of the Outlets being built and convince the city council to support the same. We as a community need to continue to support the signage restrictions that were agreed upon when building of the Outlets were approved. Signs are not the solution for more sales, follow-through marketing wins hands down. Tell Craig to do a better job bringing in business.

Sincerely,

Myrna Browne  
2201 Avenida Oliva  
San Clemente, CA 92673

**From:** Jones, Cliff  
**To:** ["Martin Schwartz"](#)  
**Subject:** RE: EIR  
**Date:** Wednesday, April 26, 2017 5:40:00 PM

---

Hi Martin,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

I will also provide this comment, along with all other comments received during the environmental comment period to our environmental consultant.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

---

**From:** Martin Schwartz [mailto:martin@rsmdesign.com]  
**Sent:** Wednesday, April 26, 2017 12:38 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Subject:** EIR

Below are issues that need to be addressed by the EIR for proposed Outlet mall freeway-oriented signs.

The signage at the new Outlet is and will be a Public Nascence.

It will make people be distracted driving and be a public safety hazard.  
It will cause traffic congestion due to people slowing down to try to read all the signs.

It will have a Negative impact on property values and people's quality of life in the city.

Infringement on property owners' right to the undisturbed use and enjoyment of their property.

Conflict the with aesthetics, brand and identity of The Spanish Village by the Sea, which have been carefully protected from sign pollution for decades by a restrictive sign code.

Psychological and physiological research regarding effects of signage on human well-being.

Sincerely,

Martin

Martin E Schwartz  
Principal

**rsm**design

San Clemente - Dallas

[160 Avenida Cabrillo, San Clemente, CA 92672](http://160.Avenida.Cabrillo.San.Clemente.CA.92672)

[rsmdesign.com](http://rsmdesign.com)

p [949.492.9479](tel:949.492.9479) x102

c [949.842.0711](tel:949.842.0711)

**From:** Jones, Cliff  
**To:** "[kim@kimkulstad.com](mailto:kim@kimkulstad.com)"  
**Subject:** RE: EIR  
**Date:** Wednesday, April 26, 2017 5:40:00 PM

---

Hi Kim,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

I will also provide this comment, along with all other comments received during the environmental comment period to our environmental consultant.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

---

**From:** kim@kimkulstad.com [mailto:kim@kimkulstad.com]  
**Sent:** Wednesday, April 26, 2017 12:44 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Cc:** CityCouncil Mail <CityCouncil@san-clemente.org>  
**Subject:** EIR

To All,

My husband and I are very concerned and are making our voices heard once again on this VERY important issue to those of us who live here in San Clemente.

I have listed the items that we feel strongly about that need to be addressed by the EIR for the proposed Outlet mall freeway-oriented signs.

- \* Distracted driving safety hazard
- \* Infringement on property owners' right to the undisturbed use and enjoyment of their property
- \* Negative impact on property values
- \* Conflict with aesthetics, brand and identity of The Spanish Village by the Sea, which have been carefully protected from sign pollution for decades by a restrictive sign code
- \* lastly, psychological and physiological research regarding effects of signage on human well-being

Regards,

**Kim and David Kulstad**





**From:** Jones, Cliff  
**To:** ["Sherry Kudren"](#)  
**Subject:** RE: EIR  
**Date:** Wednesday, April 26, 2017 5:42:00 PM

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Hi Sherry,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

I will also provide this comment, along with all other comments received during the environmental comment period to our environmental consultant.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Sherry Kudren [mailto:skudren@me.com]  
**Sent:** Wednesday, April 26, 2017 1:11 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Cc:** CityCouncil Mail <CityCouncil@san-clemente.org>  
**Subject:** EIR

Subject: EIR

Below are issues that need to be addressed by the EIR for proposed Outlet mall freeway-oriented signs.

Distracted driving safety hazard.

Negative impact on property values.

Infringement on property owners' right to the undisturbed use and enjoyment of their property.

Conflict the with aesthetics, brand and identity of The Spanish Village by the Sea, which have been carefully protected from sign pollution for decades by a restrictive sign code.

Psychological and physiological research regarding effects of signage on human well-being.

Sincerely,

Sherry Kudren

**From:** Jones, Cliff  
**To:** "[Christopher S](#)"  
**Subject:** RE: Freeway Signs  
**Date:** Thursday, April 20, 2017 12:34:00 PM

---

Hi Christopher,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner | Downtown / Pier Bowl Liaison  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Christopher S [<mailto:christopher.stumbles@outlook.com>]  
Sent: Tuesday, April 18, 2017 4:18 PM  
To: Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Subject: Freeway Signs

Dear MR Jones

I am San Clemente resident of 12 years and what I love about this town is it's charm and the fact we are the last exit in Orange County.

We do not need multiple signs plasted alongside the freeway decreasing our neighbors properties value as well as polluting the great views.

Take for example the Irvine Spectrum, a thriving metropolis for shopping and restaurants or even better take a drive past the spectrum. How many signs do you see. Defiantly not one sign for every store restaurant or facility in that complex. They have tastefully and beautifully used no more than 5 signs and are thriving. We here in San Clemente do not need over 36 freeway signs for the outlets. It's hard for me to fathom that the signs will attract impulse shoppers especially to the SC outlets as you need to plan your exits carefully to actually get to that location. I urge you to stand up against the proposed multiple freeway signs and come up with a plan B that is more tactful and on brand for the city of San Clemente.

Sincerely  
Christopher Stumbles

Have a terrific day.  
Christopher

**From:** Jones, Cliff  
**To:** ["Edward Mathews"](#)  
**Subject:** RE: It is to easy to criticize  
**Date:** Wednesday, April 26, 2017 5:45:00 PM

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Hi Edward,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

I will also provide this comment, along with all other comments received during the environmental comment period to our environmental consultant.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Edward Mathews [mailto:[egmathews111@yahoo.com](mailto:egmathews111@yahoo.com)]  
**Sent:** Wednesday, April 26, 2017 1:50 PM  
**To:** Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
**Cc:** CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>  
**Subject:** It is to easy to criticize

My Name is Edward Mathews and I have lived in Marblehead for over 20 years...I think that the time has come for Mr. Steve Craig to live up to his commitments before we as a town even remotely consider bending to the demands for signage changes and the light pollution along with appearance degradation of our village by the sea that would go along with this change.

It is no secret that the American brick and mortar retail business plan is crumbling with the financial news full of comments about Amazon's rise to power to the point that the largest retailer in the world ...WalMart... is now restructuring its business to move in the direction of internet sales...."Order online and pick up in your local store.".....All because of Amazon's success...

BeBe has just announced last Thursday that it is closing all ...that is..."all" of its brick and mortar locations and is entertaining going to 100% on line sales. Sears has sold its "Craftsman's" tools copyrighted name rights to ACE hardware and is shopping the "Kenmore" appliance name in an effort to save Sears Holdings from total collapse.JC Penney is still struggling and is in profit difficulty..again.. along with of all names Kohl's" who is having profit difficulties as well...This list is long for sure...and involves the most famous names of the retail industry..Macy, Nordstrom, Abercrombie, Sax fifth Ave.etc etc.

The San Clemente Outlet Center is no different however Mr. Craig must live up to his obligations and San Clemente elected officials must hold fast to their commitment to stand fast to the original deal that was cut ..That is.....Get the shops and stores in to populate the center..That is Mr. Craig's responsibility.Signs are not the answer ..Mr Craig knocking on any and all doors is the answer..Adding restaurants that bring in potential clients and finding a movie theater company willing to open in the theater building...Price and rental concessions will be mandatory and obviously more profitable than empty storefronts which bring in zero tax dollars...

The San Clemente Outlet Center is the only outlet center that I am aware of which is located and is surrounded by a residential community so we can not be compared to Carlsbad or any other center for that matter and deserves different aggressive tactics.

Thank you ,  
Edward Mathews

**From:** Jones, Cliff  
**To:** "[moniqueadp@gmail.com](mailto:moniqueadp@gmail.com)"  
**Subject:** RE: Lighted Signage on the Outlet Mall  
**Date:** Thursday, April 13, 2017 12:40:00 PM

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Hi Monique,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: moniqueadp@gmail.com [<mailto:moniqueadp@gmail.com>]  
Sent: Thursday, April 13, 2017 10:52 AM  
To: Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Subject: Lighted Signage on the Outlet Mall

Hello

Although I'm currently out of town and won't be able to attend the upcoming city council meeting I would like to voice my concern over the proposed lighted signage on the San Clemente Outlet Mall I lived at 2121 Calle Ola Verde from Sept 2014 until August 2016. I decided to move from that location last August due to my diminished view as well as construction bright lights glaring through my windows at night The Mall not only obstructed my previously beautiful views of the ocean but also was an eye sore I realize the Mall has now been built however please don't allow the Mall to have lighted signs all over the outside of the structure which would further ruin the view for the residents I appreciate your understanding and support Thank You Monique Maher

1120 Corella  
Newport Beach CA  
92660

Sent from my iPhone

**From:** Jones, Cliff  
**To:** "ridewithben"  
**Subject:** RE: Mall Sign Discrepancy  
**Date:** Tuesday, April 11, 2017 8:14:00 AM  
**Attachments:** [image002.png](#)

Hi Ben,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

**Cliff Jones | City of San Clemente**

Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** ridewithben [mailto:ridewithben@yahoo.com]  
**Sent:** Monday, April 10, 2017 5:55 PM  
**To:** CityCouncil Mail <CityCouncil@san-clemente.org>; Jones, Cliff <JonesC@san-clemente.org>  
**Subject:** Mall Sign Discrepancy

San Clemente City Council and Planning Department-

Please see the photos below. The first photo represents what residents were proposed. The second represents what we actually have.

Clearly this is misrepresentation. The proposed photo reflected an attempt to blend the mall into our city's landscape, and would be acceptable to the community. The actual appearance we have now is an eye sore. I believe we were promised enhanced landscaping, including canopy trees as seen in proposal photo. Proposal photo shows over a dozen thick and mature palms and no signage. We currently have 4 very tall skinny palms, and of course the dozens of colorful brand logos. Haven't these signs been turned down already?

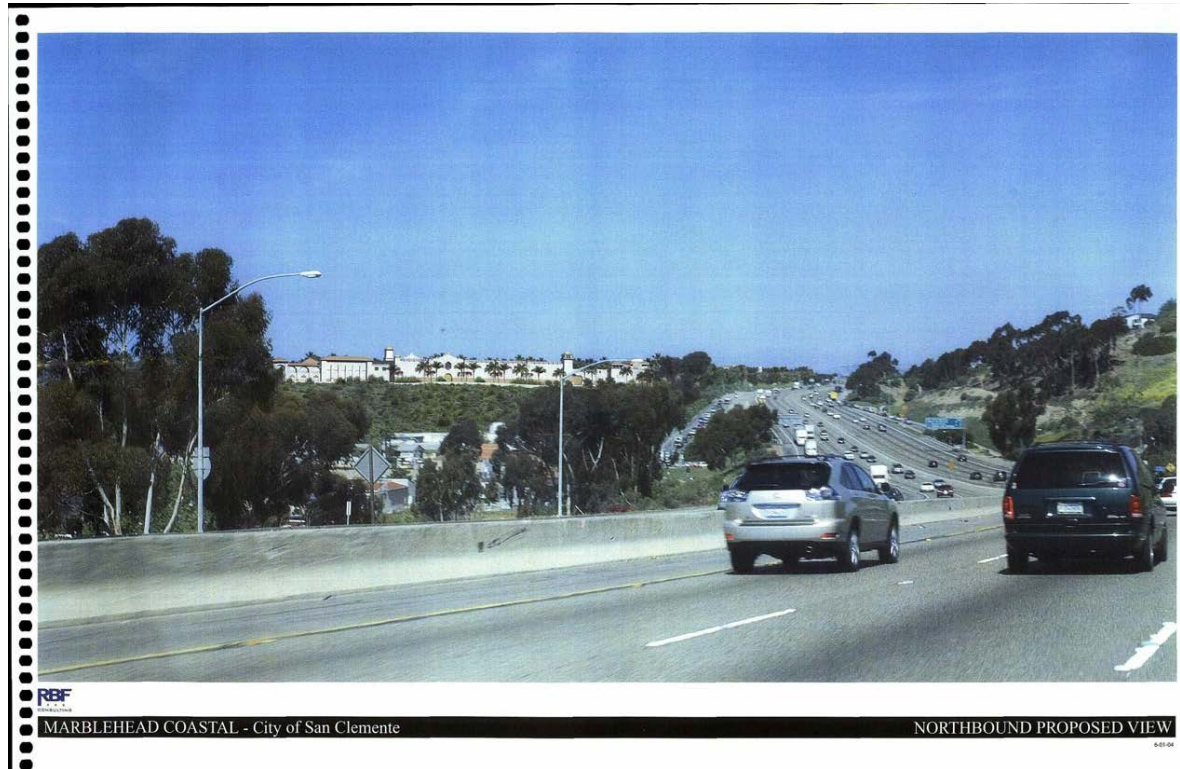
I believe this is the tallest building in San Clemente, and only serves 2 levels of commerce? The story poles prior to construction were also misrepresented. During construction, none of the poles interrupted our homes ocean horizon view. Then we saw the towers being added on, and these took away even more of our view. We were told there would be a theater and premium dining options. Currently we have a Rubys, Panera, Blaze Pizza, and a Smoothie Shop. Great for taking kids after a soccer game, but do these dining options really suit Coastal OC residents?

I urge you not to allow multiple lighted brand logos to be permanently placed. There is enough visual pollution from this mall already. I look west for sunsets and see obnoxious logos and lights. My property value has already been negatively affected, please dont make it worse. The retail landscape has changed dramatically since this mall was planned, adding lighted brand signage is not going to make the outlet mall thrive. This stretch of freeway is dangerous enough, lets not give motorists another reason to take their eyes off the road. One simple sign alerting motorists from North and South of the mall is sufficient. Thats my opinion. Give them time to merge and exit safely. I thought they were going to call it a Plaza, not an outlet mall, but that's old news I suppose.

Residents/Voters are paying attention. There was quite a stir in the City of Commerce surrounding this same developer in regards to the Citadel Outlet Mall signage and the City Council. I trust our elected council members are keeping the community's best interests in mind.

Thanks for your time and consideration.

Ben Doran





**From:** Jones, Cliff  
**To:** ["Mitchell Mancini"](#)  
**Subject:** RE: NO OUTLET SIGNS  
**Date:** Monday, April 24, 2017 8:48:00 AM

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Hi Mitchell,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner | Downtown / Pier Bowl Liaison  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Mitchell Mancini [mailto:mtmancini1@hotmail.com]  
**Sent:** Thursday, April 20, 2017 12:26 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Subject:** NO OUTLET SIGNS

To whom it may concern,

I am petitioning my stance on the outlet signs. I disapprove of these as they would look horrible. I disprove of the outlets all together. I moved to SC when I was 5 and after the last 25 years of living here, I have watched this town slowly lose its wonderful values that made it so special to grow up here. San Clemente has been such an amazing place to live because it didn't have a mall, outlets, clutter and so much tourist traffic that it felt like you lived in a display cabinet for all to see. It was simply a small surf town that people passed through on their way to SD. For whatever reason there is a push to become like Irvine and I have no idea why. We have so many other issues that need to be addressed such as an exploding homeless and drug problem. Its great knowing we are considered Stanton by the Sea by our own Sheriffs. The City Council if they were to approve such a thing I would assume to be paid off by the investors. I already believe back dealing occurred just to get the outlets in. The whole thing is an absolute joke for this town.



**From:** Jones, Cliff  
**To:** ["ChrisAhola"](#)  
**Subject:** RE: Notice of Preparation (NOP) of a Draft Supplemental Environmental Impact Report  
**Date:** Wednesday, April 26, 2017 6:00:00 PM

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Hi Chris,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

I will also provide this comment, along with all other comments received during the environmental comment period to our environmental consultant.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** ChrisAhola [mailto:ahola1@cox.net]  
**Sent:** Wednesday, April 26, 2017 5:48 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>; CityCouncil Mail <CityCouncil@san-clemente.org>  
**Subject:** Notice of Preparation (NOP) of a Draft Supplemental Environmental Impact Report

Cliff,

The following are items that I would like to be addressed in the CEQA for the proposed Outlet mall freeway-oriented signs,

The impact on freeway safety as the signs will be a distraction to drivers.

The adverse effect on property values.

Infringement on property owners' right to the undisturbed use and enjoyment of their property including light glare preventing people from sleeping or ruining night-time views and psychological negative impacts.

How the signs conflict with the aesthetics, brand and identity of The Spanish Village by the Sea.

How the signs conflict with current city regulations and codes. The signs are in conflict with the City's long standing desire/policy to reduce and eliminate freeway-oriented signs.

Sincerely,  
Chris Ahola

**From:** Jones, Cliff  
**To:** "[Jay Brooks](#)"  
**Subject:** RE: Outlet Center Lit Signage  
**Date:** Thursday, April 13, 2017 12:41:00 PM

---

Hi Jay,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Jay Brooks [mailto:[jay\\_brooks@att.net](mailto:jay_brooks@att.net)]  
**Sent:** Thursday, April 13, 2017 11:52 AM  
**To:** Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
**Cc:** CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>  
**Subject:** Outlet Center Lit Signage

Dear Jones and San Clemente Council Members

My wife and I are against any lit signage either on the Outlet Center walls or on a free standing sign. The outlet center already provides tenants the choice to place their names on the eastern facing walls towards the I-5. Considering the small size of this outlet center, it provides sufficient notification to drivers on the I-5 Freeway.

We stress that the city council should vote NO on any lit signage.

We thank you in advance

Jay & Sylvia Brooks  
2133 Avenida Espada  
San Clemente CA 92673

**From:** Jones, Cliff  
**To:** "[Rick Moen](#)"  
**Subject:** RE: Outlet Mall - Signs  
**Date:** Wednesday, April 26, 2017 5:36:00 PM

---

Hi Rick,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Rick Moen [mailto:[rick.moen@moenwoodworks.com](mailto:rick.moen@moenwoodworks.com)]  
**Sent:** Wednesday, April 26, 2017 12:10 PM  
**To:** Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>; CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>  
**Subject:** Outlet Mall - Signs

Dear Sirs:

Why does this sign issue keep coming up? I thought this was settled long ago.

We don't want backlit signs. We don't want large signs making our town look bad. No one driving by can miss the outlet mall right now.

And no freeway signs. We don't need the clutter and blight.

Sincerely,  
Rick Moen



Rick Moen

1506 Avenida De La Estrella

San Clemente, CA 92672

Ph 949-498-0224

Fax 949-498-4874

<http://www.moenwoodworks.com>

[rick.moen@moenwoodworks.com](mailto:rick.moen@moenwoodworks.com)

**From:** Jones, Cliff  
**To:** "[Joi Russell](#)"  
**Subject:** RE: Outlet mall and lights  
**Date:** Monday, April 17, 2017 8:24:00 AM

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Hi Joi,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Joi Russell [<mailto:joir@pacbell.net>]  
Sent: Saturday, April 15, 2017 9:09 AM  
To: Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Subject: Outlet mall and lights

Good morning Mr. Jones, I bought my condo two weeks before the mall was approved with a promise from my, not so trustworthy realtor that " even if the mall was approved, it would not block my view of the ocean." Well, I have lost half of my view, which I paid top dollar for and would have bought a different condo if I had known.

With the plan to now have more signs to block my view and the brightness of the lights is inconceivable. The public knows where the mall is and adding more signs will not increase the revenue of the mall. They types of stores that are in the mall is the major problem.

As you can tell, I am not in favor or the lights and wanted to express my concerns.

Regards,

Joi Russell

Sent from my iPad

**From:** Jones, Cliff  
**To:** "Karen"  
**Subject:** RE: Outlet Mall CEQA Scoping Meeting 4-13-17 - Concerns and Request for Action  
**Date:** Tuesday, April 25, 2017 12:02:00 PM

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Hi Karen,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner | Downtown / Pier Bowl Liaison  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Karen [mailto:Karenahola@cox.net]  
**Sent:** Tuesday, April 25, 2017 9:54 AM  
**To:** Ward, Kathy <wardk@san-clemente.org>; Brown, Tim <BrownT@san-clemente.org>; Hamm, Chris <HammC@san-clemente.org>; Donchak, Lori <DonchakL@san-clemente.org>; Swartz, Steven <SwartzS@san-clemente.org>  
**Cc:** Jones, Cliff <JonesC@san-clemente.org>; Gregg, Amber <GreggA@san-clemente.org>; Planning Mail <Planning@san-clemente.org>  
**Subject:** Outlet Mall CEQA Scoping Meeting 4-13-17 - Concerns and Request for Action

San Clemente Outlets Signage Scoping Meeting 4-13-17

Communication of Concerns and Request for Actions

In follow up to my verbal communication during the Oral Presentation period at the 4-18-17 Council Meeting regarding the Scoping Meeting on April 13<sup>th</sup> for the Outlet Mall Signage EIR, I am respectfully submitting concerns and requests for actions in writing for your attention.

1. It is my expectation and that of others who live in San Clemente that City Staff present accurate information to the public throughout the entire course of any public process including the Outlet Mall Signage Exception Permit process now underway.

In the Scoping Meeting of 4/13 for the Outlet Mall Signage EIR, incomplete and inaccurate renderings of the proposed project were presented to the public. Staff was willfully provided incomplete and inaccurate renderings by the applicant and then elected to present these renderings to the public via the City's website and at a CEQA meeting for the purpose of public input. This is unacceptable.

Residents at the 4/13 meeting were upset and frustrated by this misrepresentation of information. The fact that the drawings were incomplete and inaccurate were brought to light by informed citizens attending the meeting - at which point Staff acknowledged that regretfully, the renderings misrepresented the scope of the project.

Renderings submitted by the applicant for the CEQA review failed to include a 45 foot Icon Tower with multiple illuminated signs, and the renderings reflected signage that was not to scale being smaller than the requested freeway-oriented signage. As such, they were incomplete, inaccurate and misleading. Residents were invited to attend the Scoping Meeting to comment on the impact of sought-for signage at the Outlet Mall project that falls under the umbrella of a CEQA analysis – yet they were presented information that obstructs them from doing so.

I am respectfully requesting the removal of all renderings on display on any City platform that obfuscate the impact of the proposed signage at the Outlet mall; and to replace these renderings with accurate representations of the project before proceeding with any further actions that involve public analysis and public-input. I also respectfully request that Staff be directed to insist the Outlet Mall signage applicant present complete and accurate information whether to City Staff, the Planning Commission, the City Council, the CEQA consultant or the Public.

2. At the Scoping Meeting, when asked by members of the public why temporary banners on the Freeway facing walls of the outlet mall have been allowed to stay up for longer than the 120 days permitted by the City of San Clemente's temporary banner ordinance, Staff advised the public that this was because of a loophole in the banner ordinance that the developer has chosen and been permitted to exploit. It was explained that businesses in the Outlet Mall other than those whose logos and store names have been displayed on the Outlet freeway-facing walls for the past many months have requested temporary banners on a rotating basis on behalf of key tenants, to allow these key tenants to have their names and logos permanently displayed on the project .

I respectfully request that the applicant be given no further latitude to undermine the integrity of our City's codes and ordinances which are in place to protect every San Clemente resident's quality of life equally. And while I appreciate Council's position to not direct staff to address the loophole at this time, I nonetheless would like to state for the record that it is disappointing that this loophole has been allowed to remain unaddressed in prior months, when a simple administrative amendment, incurring little staff time and expense, could apparently have closed the loophole and protected the quality of life of residents most impacted by the applicant's current exploitation of San Clemente's City's temporary banner codes.

As an aside, I would be grateful for clarification either from Staff or Council, as to why, when our City Code prohibits free-way oriented signs, and the Outlet Mall is merely in the process of applying for a Signage Permit Exception which has yet to be approved, why "temporary banners" are even permitted at the project? The applicant does not have a permit for freeway oriented signs so the banners are not "pending" the erection of approved permanent signs, San Clemente City Code prohibits freeway signage; yet we have Corporate signs and logos painted, not temporarily hung, on the Outlet Mall's freeway-facing walls? This action would appear to flout the spirit of the law, undermine the legitimacy of our signage codes and make a mockery of our rules and regulations.

3. I am respectfully requesting that proper and timely notification be given to all Home Owners Associations whose members are impacted by the proposed signage package.



4. In the 4-13-17 edition of the San Clemente Times, City Attorney Smith is quoted as saying that “an agreement has been struck” between the City and the applicant in regards to a signage package for the Outlet Mall development. If an agreement has been struck (inference - the signage is a “done deal”) between the City and the applicant prior to the public process of the current request for a Sign Exception Permit, the last one being voided by the courts, please can you clarify which agreement Mr. Smith is referring to and which City agency struck the deal?

I am a resident of San Clemente concerned by the degradation of our hometown and the negative impacts on the quality of life of its residents that will be caused by the massive signage package currently being requested by the Outlet Mall developer; and a resident who, based on historical record, is concerned about due process in regards to the Outlet Mall signage issue.

I greatly appreciate your time and your attention to these concerns and requests for action.

Sincerely,

Karen Ahola

**From:** Jones, Cliff  
**To:** "[Jenna Robitaille](#)"  
**Subject:** RE: Outlet Mall Signage, No Thanks  
**Date:** Monday, April 10, 2017 8:01:00 AM

---

Hi Jenna,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

**Cliff Jones | City of San Clemente**

Associate Planner

910 Calle Negocio, Ste. 100 CA 92673

office: 949.361.6186 | facsimile: 949.366.4750

website: <http://www.san-clemente.org>

**From:** Jenna Robitaille [mailto:[alljenna@gmail.com](mailto:alljenna@gmail.com)]

**Sent:** Saturday, April 08, 2017 10:56 AM

**To:** Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>; CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>

**Subject:** Outlet Mall Signage, No Thanks

Dear City Council Members,

As an HOA board member in the Faire Harbour Community, I feel it a necessity to help shed light on the views our residents and myself have regarding the proposed signage for the Outlet mall. Our property sits due East of the Mall where a large amount of light up signs are proposed to be hung. I as well as most all of our residents have west facing windows where those signs will pollute our homes with unwanted light. As far as I know, the original plans for the mall showed no indication that signage would be a factor yet as time has progressed and business seems to lag at the mall, there is now a push to frantically market the mall by way of bright freeway advertisements. I have yet to hear of one resident in favor of this idea albeit I have not spoken to everyone here regarding.

I've lived in the world of technology for over 20 years as my main profession and can tell you we have turned a page. The brick and mortar storefronts are becoming fossils in modern day society where online shopping and digital retail aisles have flooded our devices. I will admit there is definitely a sector of people who prefer the experience of physical shopping but those people are within close reach of electronic routing maps and online gps systems aiding the user to quickly find their desired destinations. The need for bright light signage, in my opinion, is unnecessary and most importantly unwanted. Please take this into consideration when voting on the proposal.

Thanks very much..

Sincerely,  
Jenna Robitaille

**From:** Jones, Cliff  
**To:** ["Sonia Farnsworth"](#)  
**Subject:** RE: Outlet Mall Signage, NO!  
**Date:** Monday, April 10, 2017 9:43:00 AM

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Hi Sonia,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

**Cliff Jones | City of San Clemente**

Associate Planner

910 Calle Negocio, Ste. 100 CA 92673

office: 949.361.6186 | facsimile: 949.366.4750

website: <http://www.san-clemente.org>

---

**From:** Sonia Farnsworth [mailto:[soniawrite@msn.com](mailto:soniawrite@msn.com)]  
**Sent:** Monday, April 10, 2017 8:49 AM  
**To:** Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>; CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>  
**Subject:** Re: Outlet Mall Signage, NO!

Dear City Council Members,

I've been informed that new, lit up signs are going to be added to the backside of the outlet mall. I am whole heartedly upset by this as this is NOT what San Clemente is about. We are a nice, mellow, beach town, NOT Los Angeles or New York, large lit up signs do not go hand in hand with out historic culture and architecture. I very much opposed to such visual pollution in our lovely town, it makes no sense.

There are many people, including myself, who have spent a large amounts of money to purchase homes in this lovely community and the signs will directly affect us. I have a lovely view and looking at the Outlet Mall is annoying enough but to add signs that will shine directly into our homes (especially by bedroom) is adding insult to injury. I do not understand where this is coming from, as I understand it, it was NOT the original plan for these bright signs and lights. The developer came to our meeting and said if there is any signage at all, they will be low lit and go with the design of the buildings and keep with our low key architecture of our "Spanish Town."

Please take this in consideration when voting, we as homeowners have spent a lot of money

for our Zen lifestyle and views in San Clemente, this is not what San Clemente is all about.

Thank you,

Sonia Farnsworth

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**From:** Jones, Cliff  
**To:** "[Jean Lewis](#)"  
**Subject:** RE: Outlet Mall Signage  
**Date:** Thursday, April 20, 2017 11:15:00 AM

---

Hi Jean,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

---

**From:** Jean Lewis [mailto:JLewis@arizonacnc.com]  
**Sent:** Thursday, April 20, 2017 9:41 AM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Cc:** Bill Lewis <BLewis@arizonacnc.com>; abbym3@cox.net; jackontrack@gmail.com  
**Subject:** Outlet Mall Signage  
**Importance:** High

Dear Mr. Jones,

My husband and I own a condo at Faire Harbour in San Clemente.

First of all, please let me say that I am very disappointed with the City in that the outlet mall was situated in a prime, scenic area of San Clemente, a quaint beach town. The outlet is an eyesore that has detracted from the ocean view of the condos in our community.

Nevertheless, the mall is now there, and I am very much opposed to any additional signage, building, etc., that further detracts from the view that we and our neighbors have moved into the area to enjoy.

Thank you for allowing me to submit my input.

Sincerely,

Jean Lewis  
2105 Calle Ola Verde

San Clemente, CA 92673

**From:** Jones, Cliff  
**To:** "[Diane Pecen](#)"  
**Subject:** RE: Outlet Mall Signage  
**Date:** Monday, April 24, 2017 7:55:00 AM

---

Hi Diane,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

**Cliff Jones | City of San Clemente**

Associate Planner | Downtown / Pier Bowl Liaison

910 Calle Negocio, Ste. 100 CA 92673

office: 949.361.6186 | facsimile: 949.366.4750

website: <http://www.san-clemente.org>

**From:** Diane Pecen [mailto:dpecen@gmail.com]

**Sent:** Thursday, April 20, 2017 4:07 PM

**To:** Jones, Cliff <JonesC@san-clemente.org>

**Subject:** Outlet Mall Signage

I would like to express my opposition to the signs being proposed for the Outlet Mall in San Clemente. More and larger signs are not needed and will cause light pollution, distracted drivers, and disturb homeowner and community views. Please plan wisely!

Sincerely,  
Diane Pecen



**From:** Jones, Cliff  
**To:** "[Casey Sousa](#)"  
**Subject:** RE: Outlet Signage  
**Date:** Thursday, April 20, 2017 12:33:00 PM

---

Hi Casey,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

**Cliff Jones | City of San Clemente**

Associate Planner

910 Calle Negocio, Ste. 100 CA 92673

office: 949.361.6186 | facsimile: 949.366.4750

website: <http://www.san-clemente.org>

**From:** Casey Sousa [mailto:caseysousa@gmail.com]  
**Sent:** Tuesday, April 18, 2017 7:09 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Subject:** Outlet Signage

Dear Mr. Jones,

I'm a San Clemente resident writing to express my disapproval for the signage at the outlets. Personally I don't think the outlets should even have been allowed to be built in our small beach village, but what's done is done. At this point, all I can do is hope that they don't cause more damage now that they are in place. More corporate influence in this small town will destroy the charm we've held for nearly 90 years.

Please don't allow the signage to go up.

Thank you for your time.

Sincerely,  
Casey Sousa

**From:** Jones, Cliff  
**To:** "julie b"  
**Subject:** RE: Outlet signage  
**Date:** Monday, April 24, 2017 7:56:00 AM

---

Hi Julie,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner | Downtown / Pier Bowl Liaison  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: julie b [<mailto:seagull225@hotmail.com>]  
Sent: Thursday, April 20, 2017 4:58 PM  
To: Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Subject: Outlet signage

Dear Cliff,

I have been a Marblehead resident for almost 20 years and STRONGLY protest any further signage for this outlet. I attended the original meetings before it was built and have not changed my view of it. I said at that meeting, after being told of the signage requests, that even the Carlsbad outlets do not have the freeway signage that Steve Craig was requesting. Why de-value our town any more than it has been since these "designer" stores have been erected?? We were given a totally different story than the reality of the development. I have heard of the assaults on girls over there and I do not believe that any further development will change the demographics as malls continue to close all across the county. It was a HUGE mistake to allow that development and I believe it is a huge mistake to allow it to continue with more 'strip mall' signage. Everyone knows what is in an outlet mall. Low end stores with lesser quality merchandise made especially for outlets - not what was in the original outlet malls. The same cheap junk that attracts teenagers who like to go and hang out. A great opportunity to construct an actually asset for our city was totally passed on by greedy counsel members looking for support for their pet project - the soccer park. Shame on them!!!!

As for the additional lighting - I look directly over the mall and the lights are blinding. To add to this would be ridiculous. I hope this city council has more brains than the previous one that approved this development and stops the 'cheapening' of San Clemente once and for all.

Julie Beck  
Highland Light Estates

**From:** Jones, Cliff  
**To:** "[Kristin Georgi](#)"  
**Subject:** RE: Outlet Signage  
**Date:** Thursday, April 20, 2017 12:39:00 PM

---

Hi Kristin,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

The applicant is not considering alternatives at this time.

Again, thank you for your input.

Sincerely,

**Cliff Jones | City of San Clemente**

Associate Planner | Downtown / Pier Bowl Liaison

910 Calle Negocio, Ste. 100 CA 92673

office: 949.361.6186 | facsimile: 949.366.4750

website: <http://www.san-clemente.org>

**From:** Kristin Georgi [mailto:ksgeorgi5@gmail.com]

**Sent:** Tuesday, April 18, 2017 3:32 PM

**To:** Jones, Cliff <JonesC@san-clemente.org>

**Subject:** Outlet Signage

Hi Cliff,

Thanks for all of your hard work on the Outlet signage issue in San Clemente. With so many competing voices, I'm sure it's a tough job.

Has it been proposed to allow freeway facing signage but in a standard, single color font that identifies the merchants without using their colorful logos? Other cities such as Newport Beach and Palo Alto have strip malls and large retail complexes but often have standardized the signage to keep the look clean and classy. The signage is not lit to eliminate light pollution at night. The architecture, signage and landscaping of the Outlets have been aligned with San Clemente's overall Spanish look so it seems natural to also align the signage in a common understated theme that pacifies the tenants but doesn't spoil the "Village By the Sea" ambience that truly sets our city apart.

Thanks for your time!

Kristin Georgi

--

+1 (408) 832-7117  
[ksgeorgi5@gmail.com](mailto:ksgeorgi5@gmail.com)

6607 Colina Puesta  
San Clemente, CA 92673

**From:** Jones, Cliff  
**To:** "[Chris Dolkas](#)"  
**Subject:** RE: Outlet Signage  
**Date:** Monday, April 24, 2017 8:44:00 AM

---

Hi Chris,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner | Downtown / Pier Bowl Liaison  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Chris Dolkas [<mailto:chrisjdolkas@gmail.com>]  
Sent: Saturday, April 22, 2017 8:24 PM  
To: Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Subject: Outlet Signage

Hello Cliff, My name is Chris Dolkas, I am a business owner in San Clemente since 1980 as well as a resident. I have followed closely the development of the 'tomato fields' or Reeves Ranch, now know as Marblehead Coastal. When the Lusk Company, first Don Steffensen then Jim Johnson put together the 'Outlet Center', the City Council was excited as Outlet Centers were the 'in thing' in the 80's. Well, as we all know they no longer are, in fact they are out of date and no longer relevant. Bricks and mortar retail shopping stores and centers are failing weekly. Allowing this proposed signage and a 45' tower sign, will do nothing to salvage this out of date business model. The public knows the Outlet Center of San Clemente is there, in fact most out of area folks I talk to, are not only aware of the Outlets, they are amazed that our City allowed that last pristine piece of Coastal property, to be used for an outdated concrete jungle. Saddling we residents with these overbearing lighted signs is unconscionable and allowing them will not change the viability of the center. It's too late for them, and actually was when they broke ground several years back. Please don't make a bad thing worse !!! Chris Dolkas

**From:** Jones, Cliff  
**To:** "[Dan Ignosci](#)"  
**Subject:** RE: Outlet Signs...  
**Date:** Tuesday, April 18, 2017 11:47:00 AM

---

Hi Dan,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Dan Ignosci [<mailto:GoDPYB@cox.net>]  
Sent: Tuesday, April 18, 2017 11:17 AM  
To: Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Subject: Outlet Signs...

Cliff,

I am ok with limited backlit signage for each individual store, but I do not think that a huge 45 foot sign is in keeping with the character of our city.

Please do not approved large garish signs at the Outlets or anywhere else in San Clemente.

Thank you,

Dan Ignosci  
120 Del Gado Road  
SC, CA 92672  
949-525-1199

**From:** Jones, Cliff  
**To:** ["John Torok"](#)  
**Subject:** RE: Outlet signs  
**Date:** Thursday, April 20, 2017 11:23:00 AM

---

Hi John,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: John Torok [<mailto:j.torok@comcast.net>]  
Sent: Thursday, April 20, 2017 10:30 AM  
To: Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Cc: [eheinze@picketfencemedia.com](mailto:eheinze@picketfencemedia.com); [letters@sanclementetimes.com](mailto:letters@sanclementetimes.com)  
Subject: Outlet signs

Dear Mr. Jones,

I urge you to DISAPPROVE all proposed signs related tot the Outlets.

We want to keep San Clemente a "quaint beach city" that is not tainted with all the commercialism we are bombarded daily. The signs would not only add to the traffic congestion but distract drivers to an already problematic part of highway 5.

In addition, there is no need to put up more signs as people know about the outlets and all associated stores. No need or more brand awareness! Especially no signs with lights! We want the night sky and stars visible and NOT tainted by more city lights.

**KEEP SAN CLEMENTE BEAUTIFUL!**

Sincerely,  
John Torok  
San Clemente homeowner

P.s. There are no signs for "Downtown San Clemente" and no signs for all the different shops/brands. So why add one for the Outlets?!

Thank you,  
John

**From:** Jones, Cliff  
**To:** "Phyllis"  
**Subject:** RE: Outlet signs  
**Date:** Tuesday, April 25, 2017 11:57:00 AM

---

Hi Phyllis,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner | Downtown / Pier Bowl Liaison  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Phyllis [<mailto:phyllistracy@yahoo.com>]  
Sent: Tuesday, April 25, 2017 9:16 AM  
To: Jones, Cliff <JonesC@san-clemente.org>  
Subject: Outlet signs

The fact that signage is being discussed STILL is outrageous!  
The developers KNEW the signage limitations & the citizens objections From the beginning, way back before breaking ground! If they wanted all this heavy duty lighting then perhaps they should have built their outdated outlets on another parcel. The answer to lighting is NO . If they want to build business for their 1970 concept they need to find another way, look up "lighting" in an old almanac.

Phyllis Tracy

Registered voter & concerned citizen

Sent from my iPhone



**From:** Jones, Cliff  
**To:** ["Keith"](#)  
**Subject:** RE: Outlet Signs  
**Date:** Wednesday, April 26, 2017 5:37:00 PM

---

Hi Keith,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Keith [mailto:keith92672@yahoo.com]  
**Sent:** Wednesday, April 26, 2017 12:11 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Subject:** Outlet Signs

Dear Cliff Jones,

I'm a 28 year resident and homeowner in San Clemente. I have an ocean view home that includes seeing the Outlet Mall.

I have NO problem with the proposed (2014) signs, nor am I concerned with nighttime lighting. It is in San Clemente's best interests for the Outlet stores to do well, thereby increasing the tax dollars paid to our city.

There are always a minority of complainers, the vast majority of SC residents do not care about the signs or have a problem with nighttime lighting.

Thank you,  
Keith Aiken

**From:** Jones, Cliff  
**To:** ["Vonne Barnes"](#)  
**Subject:** RE: Outlets @San Clemente• Signage & Lighting  
**Date:** Thursday, April 20, 2017 11:16:00 AM

---

Hi Vonne,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

---

**From:** Vonne Barnes [mailto:[vonnebarnes@cox.net](mailto:vonnebarnes@cox.net)]  
**Sent:** Thursday, April 20, 2017 9:53 AM  
**To:** Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>; Makshanoff, James <[makshanoffj@san-clemente.org](mailto:makshanoffj@san-clemente.org)>  
**Cc:** Brown, Tim <[BrownT@san-clemente.org](mailto:BrownT@san-clemente.org)>; Donchak Lori <[loridonchak@gmail.com](mailto:loridonchak@gmail.com)>; Hamm, Chris <[HammC@san-clemente.org](mailto:HammC@san-clemente.org)>; Swartz, Steven <[SwartzS@san-clemente.org](mailto:SwartzS@san-clemente.org)>; Ward, Kathy <[wardk@san-clemente.org](mailto:wardk@san-clemente.org)>; CityHall Mail <[CityHall@san-clemente.org](mailto:CityHall@san-clemente.org)>; RSC <[ssharp@curtismanagement.com](mailto:ssharp@curtismanagement.com)>  
**Subject:** Outlets @San Clemente• Signage & Lighting

## Outlets@San Clemente • Signage & Lighting

James Makshanoff, Cliff Jones, City Council,

**Please: Send simple, no-cost, courtesy notices to  
RSCCA: [ssharp@curtismanagement.com](mailto:ssharp@curtismanagement.com)**

Courtesy Please—This is not RSCCA's first request to inform RSCCA residents in order to participate on Items that will permanently affect the lives, futures, well-being, safety, and property values that directly impact our residents.

The "no-courtesy-no-notice" approach is the same as the city enacted regarding SB2, when the city chose a Homeless Shelter Area on land owned by RSC. The land owners were excluded/not invited to participate in the Homeless Shelter studies/staff reports.

- Accurate renditions of the signage, lighting, and locations of the structures are necessary for meaningful review.

When I served on the Planning Commission (2015-16) and submitted accurate graphics to correct staff/developer renditions, the Commission unanimously denied signage as proposed for Estrella Plaza. Design modifications and light reduction subsequently yielded Commission and City Council approval.

- Story poles for the hotel mass and height need to be installed to review the impacts of the development, signage and lighting.  
Meaningful graphic renditions need to be included. At the very least, accurate renditions of the hotel and signage need to be provided.
- Illumination (lumens) of proposed lighting for individual signs, as well as combined lumens of lighting for all of the (36) signs need to be measured, just as sound (decibel analysis) is required for development projects such as event centers like La Ventura.
- Night light pollution must be measured and analyzed to assess negative impacts, with findings compared to impact findings of other outlet malls.
- The city must assess projected costs of additional litigation associated with the signage for developers interests.
- The city should project the negative impacts on property values of adjacent residences negatively impacted by the signage.
- Projected revenues generated by the outlet mall must not be inflated to produce false expectations (Target).

Respectfully,  
Vonne Barnes  
RSCCA Board President

RSCCA  
Curtis Management c/o Sheryl Sharp  
5050 Avenida Encinas Suite 160  
Carlsbad CA 92008  
(877) 587-9844  
[ssharp@curtismanagement.com](mailto:ssharp@curtismanagement.com)

**From:** Jones, Cliff  
**To:** "[schroerg@cox.net](mailto:schroerg@cox.net)"  
**Subject:** RE: Outlets @San Clemente• Signage & Lighting  
**Date:** Monday, April 24, 2017 8:01:00 AM

---

Hi George,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner | Downtown / Pier Bowl Liaison  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: [schroerg@cox.net](mailto:schroerg@cox.net) [<mailto:schroerg@cox.net>]  
Sent: Friday, April 21, 2017 8:57 AM  
To: Makshanoff, James <[makshanoffj@san-clemente.org](mailto:makshanoffj@san-clemente.org)>; Vonne Barnes <[vonnebarnes@cox.net](mailto:vonnebarnes@cox.net)>; Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Cc: Ward, Kathy <[wardk@san-clemente.org](mailto:wardk@san-clemente.org)>; Swartz, Steven <[SwartzS@san-clemente.org](mailto:SwartzS@san-clemente.org)>; CityHall Mail <[CityHall@san-clemente.org](mailto:CityHall@san-clemente.org)>; RSC <[ssharp@curtismanagement.com](mailto:ssharp@curtismanagement.com)>; Hamm, Chris <[HammC@san-clemente.org](mailto:HammC@san-clemente.org)>; Brown, Tim <[BrownT@san-clemente.org](mailto:BrownT@san-clemente.org)>; Donchak Lori <[loridonchak@gmail.com](mailto:loridonchak@gmail.com)>  
Subject: Re: Outlets @San Clemente• Signage & Lighting

To All Concerned,

Sadly, San Clemente is in the cross hairs of issues destined to affect our quality of life. Whether it be Outlet signage, Troll Road encroachment, or on-site storage of nuclear waste, we must stand united in our opposition. Our first line of defense are our elected officials, and I for one, support and encourage your continued oppositional vigilance.

Respectfully,

George Schroer

---- Vonne Barnes <[vonnebarnes@cox.net](mailto:vonnebarnes@cox.net)> wrote:

- > Outlets@San Clemente • Signage & Lighting
- >
- > James Makshanoff, Cliff Jones, City Council,
- >
- > Please: Send simple, no-cost, courtesy notices to RSCCA: [ssharp@curtismanagement.com](mailto:ssharp@curtismanagement.com)
- >
- > Courtesy Please—This is not RSCCA's first request to inform RSCCA
- > residents in order to participate on Items that will permanently affect the lives, futures, well-being, safety, and property values that directly impact our residents.
- >
- > The "no-courtesy-no-notice" approach is the same as the city enacted
- > regarding SB2, when the city chose a Homeless Shelter Area on land owned by RSC. The land owners were excluded/not invited to participate in the Homeless Shelter studies/staff reports.
- >
- > • Accurate renditions of the signage, lighting, and locations of the structures are necessary for meaningful review.
- > When I served on the Planning Commission (2015-16) and submitted accurate graphics to correct staff/developer

renditions, the Commission unanimously denied signage as proposed for Estrella Plaza. Design modifications and light reduction subsequently yielded Commission and City Council approval.

>

> • Story poles for the hotel mass and height need to be installed to review the impacts of the development, signage and lighting.

> Meaningful graphic renditions need to be included. At the very least, accurate renditions of the hotel and signage need to be provided.

>

> • Illumination (lumens) of proposed lighting for individual signs, as well as combined lumens of lighting for all of the (36) signs need to be measured, just as sound (decibel analysis) is required for development projects such as event centers like La Ventura.

>

> • Night light pollution must be measured and analyzed to assess negative impacts, with findings compared to impact findings of other outlet malls.

>

> • The city must assess projected costs of additional litigation associated with the signage for developers interests.

>

> • The city should project the negative impacts on property values of adjacent residences negatively impacted by the signage.

>

> • Projected revenues generated by the outlet mall must not be inflated to produce false expectations (Target).

>

>

> Respectfully,

> Vonne Barnes

> RSCCA Board President

>

> RSCCA

> Curtis Management c/o Sheryl Sharp

> 5050 Avenida Encinas Suite 160

> Carlsbad CA 92008

> (877) 587-9844

> ssharp@curtismanagement.com

**From:** Jones, Cliff  
**To:** ["ridewithben"](#)  
**Cc:** [Gallardo-Daly, Cecilia](#)  
**Subject:** RE: Outlets Freeway Oriented Signage  
**Date:** Monday, April 03, 2017 10:53:00 AM

---

Hi Ben,

Thank you for your email. I will be sure to include it in the correspondence that is provided to the City Council at the public hearing. Persons are encouraged to send written correspondence to:

City of San Clemente  
Community Development Department  
Attn: Cliff Jones  
910 Calle Negocio, Suite 100  
City of San Clemente, CA 92673

Interested persons can also email me at [jonesc@san-clemente.org](mailto:jonesc@san-clemente.org).

As I mentioned in my previous email, a Scoping Meeting will be held at the City's Community Development Department on Thursday April 13th at 7:00 PM at 910 Calle Negocio, Room A. The purpose of the meeting is to solicit comments on the scope and content of the environmental analysis.

Please let me know if you have any additional questions.

Sincerely,

**Cliff Jones | City of San Clemente**

Associate Planner

910 Calle Negocio, Ste. 100 CA 92673

office: 949.361.6186 | facsimile: 949.366.4750

website: <http://www.san-clemente.org>

---

**From:** ridewithben [mailto:[ridewithben@yahoo.com](mailto:ridewithben@yahoo.com)]  
**Sent:** Monday, April 03, 2017 9:22 AM  
**To:** Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
**Cc:** Gallardo-Daly, Cecilia <[Gallardo-DalyC@san-clemente.org](mailto:Gallardo-DalyC@san-clemente.org)>  
**Subject:** Re: Outlets Freeway Oriented Signage

Cliff-

Thanks for the notice. Where should residents submit their comments to the City?

Most of us concerned residents are simply asking that we keep it tasteful. A few signs alerting motorists that there is a shopping center makes sense. Dozens of brand logos will be strongly resisted by our community. Nobody would approve a lit up McDonalds sign at the end of the pier. From what I can tell, 10 signs were initially requested but were denied years ago. Now we

are looking at 36?

I understand you may not be the ones to voice this opinion to, but you are the only ones I have communication with from the City.

I do not wish to be contacted directly by the outlet mall people at this time. We are able to come to meetings.

Thx,

Ben Doran  
760.822.0269

On Mar 28, 2017, at 4:36 PM, Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)> wrote:

Good Afternoon,

You are receiving this message because you have previously requested information about the subject project or are known to be interested in the project.

A Notice of Preparation (NOP) of a Draft Supplemental Environmental Impact Report has been prepared to analyze Freeway Oriented Signs at the Outlets at San Clemente. The NOP is attached for reference. Documents related to this project may be found on the City's website at:

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

A Scoping Meeting will be held at the City's Community Development Department on April 13th at 7:00 PM at 910 Calle Negocio, Room A. The purpose of the meeting is to solicit comments on the scope and content of the environmental analysis.

You are encouraged to review the NOP and submit comments to the City within the 30-day review period. All comments are due by April 26, 2017.

Sincerely,

**Cliff Jones | City of San Clemente**

Associate Planner

910 Calle Negocio, Ste. 100 CA 92673

office: 949.361.6186 | facsimile: 949.366.4750

website: <http://www.san-clemente.org>

<NOP.pdf>

**From:** Jones, Cliff  
**To:** "[Julie Mills](#)"  
**Subject:** RE: Outlets signs  
**Date:** Monday, April 24, 2017 8:46:00 AM

---

Hi Julie,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner | Downtown / Pier Bowl Liaison  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Julie Mills [<mailto:millsjam8@gmail.com>]  
Sent: Sunday, April 23, 2017 11:30 AM  
To: Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Subject: Outlets signs

Mr. Jones:

As a resident of San Clemente who lives in the community of Marblehead near the Outlets, we are writing to let you know of our opposition to the proposed signage.

It is bad enough that this beautiful part of the coast is taken up by an Outlet mall - but to have these signs with a 45 foot tower, the 36 freeway signs is cheesy and appalling. We can't believe that this level of signage is needed in the first place - with the advertising of the outlets if people want to go there they will. They don't need these awful signs to distract them by having signs on the 5. We have seen these awful signs at other outlet malls and they are gross. These signs will cheapen the area more than the Outlet mall has done in the first place.

Now add the addition of the bright lights to the scene and you have a terrible vista. We think the outlet malls was a terrible idea in the first place, but it is done now. We vehemently oppose having more cheapening of our area with these awful signs.

Respectfully  
San Clemente Taxpayers,

Julie (Mills) Burgher and Robert Burgher



**From:** Jones, Cliff  
**To:** "[Loren Tilles](#)"  
**Subject:** RE: Outlet's signs  
**Date:** Wednesday, April 26, 2017 9:27:00 AM

---

Hi Loren,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Loren Tilles [mailto:Tilles@cox.net]  
**Sent:** Tuesday, April 25, 2017 6:18 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Subject:** Outlet's signs

Regarding the disputes over the proposed signage, here are my thoughts:

1. Businesses need signage. Many people are not aware of the outlet mall and may stop for lunch or shopping while traveling the freeway after seeing these signs.
2. A "study" that will include "aesthetics, traffic, land-use issues and biological resources..."
  - a. Wow. Where do I start? aesthetics? – Reasonably sized signs similar to the existing banner signs would be fine in my opinion.
  - b. Traffic? Are you kidding? That's the whole idea of the mall – to get people in there to shop!
  - c. Land-use issues? Seems to me the mall has already been built. It's a little late to bring this up now.
  - d. Biological? Another "are you kidding me?" How in the world could a sign impact biology or the surrounding land? I wasn't aware that the local animals and birds near the mall could read signs. Will they all head to Ruby's for food and disrupt the patrons?
  - e. The homeowners across the freeway feel that the signs will damage their property values, upset their tranquility and cause distracted driving?  
Typical NIMBY! Did they think that the mall property would be vacant forever?

Someone should explain to them that they don't have view rights. And how can a sign upset your tranquility? And as for distracted driving?

Would searching for restaurants using a cell while driving be safer?

I could go on and on. Let Mr. Craig and all the businesses place signs on the buildings. Mr. Craig's Santa Barbara style signage makes a lot of sense. The mall will generate more income and thus the city will receive more sales tax revenue.

Loren Tilles  
San Clemente  
(949) 481-5418

**From:** Jones, Cliff  
**To:** ["whaleman@maui.net"](mailto:whaleman@maui.net)  
**Subject:** RE: Please Stop the Signage at the Outlet Mall  
**Date:** Thursday, April 13, 2017 12:37:00 PM

---

Hi Jeff,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

**From:** The Whaleman Foundation [mailto:whaleman@maui.net]  
**Sent:** Thursday, April 13, 2017 9:43 AM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Subject:** Please Stop the Signage at the Outlet Mall

35 Calle Sol  
San Clemente, CA 92672

San Clemente City Council Members  
San Clemente Planning Commission  
Environmental Committee of San Clemente

Dear Members:

As a resident and homeowner in San Clemente for 7 years, I wish to voice my concern and strong opposition to the proposed lighted signage on the Outlet Mall.

I realize we can't stop progress. The Sea Summit Development and the Outlet Mall have been built. Sea Summit was done very tastefully and conformed to the city's height restrictions but unfortunately, the outlet is much larger and taller than we were initially led to believe and since its built, we can't change that.

But the signage is something that can still can be controlled and stopped.

For 6 years I was I a homeowner/resident in Faire Harbor Condominiums at 2103 Calle Ola Verde and for 4 years I served as the HOA president. Prior to the mall being built, my former home had an unobscured panoramic view of the Pacific Ocean that reached beyond Cotton's Point all the way to Dana Point. It now has a considerably less view due to the Outlet Mall.

Every morning when I'd wake up and see the mall my blood pressure would rise due to the fact that it soared 25 feet over the city's height limits for no apparent reason. Then one day I woke up to see large very unattractive logo signs all over the mall and that was it! I called my realtor and found a new home in San Clemente with a view that does not include the mall so I sold my home but I miss my neighbors and the community their, but I just could not stand what a previous mayor and city council had allowed so this is your chance to start to make things right again for our community.

This mall has already affected the residents of San Clemente adversely enough. Home values for the owners directly adjacent to the mall including the residents of Faire Harbour and Marblehead has decreased because of the diminished views and ugliness of the mall itself.

If these signs would be approved, all of the residents of San Clemente will experience even more of a drop in their home values due to the ugliness and light pollution. The dark skies initiative needs to be followed. I implore the council, the planning commission, and the Environmental Committee to limit and restrict the signs to what is presently and tastefully displayed only at both entrances to the Mall. Please don't succumb to pressure from Mall merchants or the mall owner, who reside elsewhere, to add any more blight than what is presently there.

Thank you.

Sincerely,

Jeff

Jeff Pantukhoff  
35 Calle Sol  
Previously: 2103 Calle Ola Verde

**From:** Jones, Cliff  
**To:** "[ondabeach4@gmail.com](mailto:ondabeach4@gmail.com)"  
**Subject:** RE: Proposed outlet signage  
**Date:** Monday, April 24, 2017 7:58:00 AM

---

Hi Mary,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner | Downtown / Pier Bowl Liaison  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: ondabeach4@gmail.com [<mailto:ondabeach4@gmail.com>]  
Sent: Friday, April 21, 2017 7:30 AM  
To: Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Subject: Proposed outlet signage

The outlet needs to have signage as does every other business in San Clemente. It will be beneficial to the city and its residents to have specific signage and directions to the outlet center.

Please don't let a few people that lose their view or object to lights intimidate the city council. We have all given up something as the city grows, me personally a bit of an ocean view, but the trade off is worth living in this beautiful location.

Let the signage go up!

Regards,

Mary Lou Peters

Sent from my iPhone

**From:** Jones, Cliff  
**To:** ["Mark Harris"](#)  
**Subject:** RE: Resident Comments on Mall Signs  
**Date:** Wednesday, April 26, 2017 12:07:00 PM

---

Hi Mark,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Mark Harris [mailto:[mark@alivemediagroup.com](mailto:mark@alivemediagroup.com)]  
**Sent:** Wednesday, April 26, 2017 10:36 AM  
**To:** Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
**Subject:** Resident Comments on Mall Signs

Hi Cliff,

We are resident homeowners in Highland Light at Marblehead. Our home directly overlooks the Outlets. It is a shame that a development of this nature and magnitude was ever allowed to be built in this location and it would be a shame to allow ANY visible signs along the freeway at the entrance to our community. One mall entrance sign should be enough. A multitude of individual signs for each store tenant would be distracting, dangerous, and would further ruin the aesthetics of our community. All my friends and neighbors agree. Let's not make San Clemente look like Cabazon or Barstow. Thanks, J. Mark Harris

**From:** Jones, Cliff  
**To:** "[Jerry Collamer](#)"  
**Subject:** RE: San Clemente Freeway Signage  
**Date:** Wednesday, April 26, 2017 5:50:00 PM

---

Hi Jerry,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

I will also provide this comment, along with all other comments received during the environmental comment period to our environmental consultant.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Jerry Collamer [mailto:[jcollamer@att.net](mailto:jcollamer@att.net)]  
**Sent:** Wednesday, April 26, 2017 3:06 PM  
**To:** Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
**Cc:** CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>  
**Subject:** San Clemente Freeway Signage

I doubt there is one San Clemente resident who wants lighted "freeway" signage on the Outlet mall facility.

Resident Richard Boyer sums it up perfectly:

1. Distracted driving safety hazard.
2. Negative impact on property values.
3. Infringement on property owners' right to the undisturbed use and enjoyment of their property.
4. Conflict the with aesthetics, brand and identity of The Spanish Village by the Sea, which have been carefully protected from sign pollution for decades by a restrictive sign code.
5. Psychological and physiological research regarding effects of signage on human well-being.

As 20-year SC residents, we Trust, our city's decision makers on this matter will support SC's Quality of Life issues and deny freeway-lighted outlet mall signage.

Respectively,

Jerry & Carol Collamer  
231 La Paloma  
SC - 92672



**From:** Jones, Cliff  
**To:** ["formanbatesmotel@aol.com"](mailto:formanbatesmotel@aol.com)  
**Subject:** RE: San Clemente Outlets and signage issues  
**Date:** Tuesday, April 11, 2017 4:34:00 PM

---

Hi Sherry,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: formanbatesmotel@aol.com [<mailto:formanbatesmotel@aol.com>]  
Sent: Tuesday, April 11, 2017 4:06 PM  
To: Jones, Cliff <JonesC@san-clemente.org>  
Subject: San Clemente Outlets and signage issues

Dear Mr. Jones and City of San Clemente Counsel Members,

In 1999, I purchased a home in the Pier Bowl area, as I grew up here and love the City, The Spanish Village by the Sea, where the "good times come in waves". In December, 2016, I purchased a second property, as an investment, in the Faire Harbour community. To date, I have paid a higher premium for my property in that community, than any other homeowner. I did so, as I believe the property to be a good investment, or at least it was for the conditions present as of last December. I understand that may all change depending on the outcome of this Thursday's meeting.

When the outlet stores were being built, I was in favor of the high end restaurants and a movie theater as anchor businesses for the center. I don't think there is any business that would help the other retailers like a movie theater would. People love to meet, eat and stroll through the shops before and after a movie! To date, the dining options have been disappointing, however I don't feel the answer is adding more signage. I believe moving in that direction would further diminish the project and directly impact property values as more bright lights, neon lights etc...create visual pollution and detract from the natural beauty of that area and our City.

I also believe a mistake was made in naming this property as outlets, when they are not. They are retail facilities. By calling them outlets, the shopping experience has been misleading and disappointing for the retailers and the community. Maybe a Grand Re-opening and re-naming is in order? If you think about the visual imagery created by the naming of Fashion Island, The Shops at Mission Viejo or The Irvine Spectrum you would have to agree is an elevated image. Now think, Outlets of San Clemente...the name doesn't carry any prestige, in my opinion. What would Ole Hanson think? It was his vision for San Clemente to maintain a Spanish influence. While the architecture of the outlets has honored that vision, the painted logos on the sides of the building cheapens it. Worse would be adding more lighting. It would offend the eyes of the San Clemente community members. Especially those who overlook the freeway and face the outlets. The outlets have already robbed many of a panoramic ocean view by day, and threatens to further impact their view by night.

On San Clemente's website, there has been a visual promise of what this completed project would look like. To date, the City has not planted enough greenery and has permitted logo signs on the sides of the building. I suspect the Counsel members are feeling pressured from the retailers, to help drive traffic through signage. This would be unattractive and negatively impact our City's quaint, small town image.

If you would like to invite further comments on how to best improve this project, perhaps a community focus group

would help. I would volunteer to participate given the opportunity.  
Stay strong, and always consider what's in the long term best interest for our community!  
Respectfully,  
Sherry Bates,  
Homeowner and Resident

Sent from my iPad

**From:** Jones, Cliff  
**To:** "[Dakota Anti son](#)"  
**Subject:** RE: Sign  
**Date:** Monday, April 17, 2017 8:38:00 AM

---

Hi Dakota,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Dakota Anti son [<mailto:rainiscool.dakota@gmail.com>]  
Sent: Sunday, April 16, 2017 1:33 PM  
To: Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Subject: Sign

Hello, I would like to say that the outlet signs are a terrible ideal. This town has its own style to it. I think this will diminish it!!!

**From:** Jones, Cliff  
**To:** "[Crystal Stoej](#)"  
**Subject:** RE: Signage at outlet mall  
**Date:** Tuesday, April 11, 2017 2:52:00 PM

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Hi Crystal,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Crystal Stoej [<mailto:cstoej@cox.net>]  
Sent: Tuesday, April 11, 2017 2:22 PM  
To: CityCouncil Mail <[CityCouncil@san-clemente.org](mailto:CityCouncil@san-clemente.org)>; Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Subject: Signage at outlet mall

San Clemente City Council and Planning Department-

I am strongly opposed to the current signage at the outlet mall and I am even more opposed to the proposed signage at the outlet mall. The outlet is a complete eye soar. The branded buildings have negatively impacted what was once a beautiful ocean view. When I look out to the ocean I now see commercial signs/logos touting name brands where once there was NO BRANDING. This signage has turned a beautiful section of San Clemente into a visual commercial for mediocre leisure wear brands.

The outlets as proposed to the public reflected an attempt to blend the mall into our city's landscape, and would be acceptable to the community. The actual appearance we have now is an eye sore. I believe we were promised enhanced landscaping, including canopy trees as seen in proposal photos. The Proposal photos provided to the public showed over a dozen thick and mature palms and no signage. We currently have 4 very tall skinny palms, and of course the dozens of colorful brand logos. Haven't these signs been turned down already?

We were told prior to construction that this would be an exciting outlet mall that would contain sought after retailers and drive many many people into San Clemente. The reality is, the parking lots are mostly empty, the stores at the San Clemente Outlet Mall are essentially no different then those 25 miles down the road at the Carlsbad Outlet. Personally I prefer the stores in Carlsbad to the San Clemente stores. The San Clemente Outlet Stores are not unique, and are mostly all the same, athletic clothing and shoes. We were told there would be a theater and premium dining options. Currently we have a Rubys, Panera, Blaze Pizza, and a Smoothie Shop. Great for taking kids after a soccer game, but do these dining options really suit Coastal OC residents?

I urge you not to allow multiple lighted brand logos to be permanently placed. There is enough visual pollution from this mall already. I look west for sunsets and see obnoxious logos and lights. My property value has already been negatively affected, please don't make it worse. The retail landscape has changed dramatically since this mall was planned, adding lighted brand signage is not going to make the outlet mall thrive. This stretch of freeway is dangerous enough, let's not give motorists another reason to take their eyes off the road. One simple sign alerting motorists from North and South of the mall is sufficient. That's my opinion. Give them time to merge and exit

safely.

Residents/Voters are paying attention. I trust our elected council members are keeping the community's best interests in mind.

Thanks for your time and consideration.

Crystal Stoey

**From:** Jones, Cliff  
**To:** "[Kristel Dreyer](#)"  
**Subject:** RE: Signage at the Outlets  
**Date:** Tuesday, April 11, 2017 3:49:00 PM

---

Hi Kristel,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Kristel Dreyer [<mailto:newportkd@gmail.com>]  
Sent: Tuesday, April 11, 2017 3:42 PM  
To: Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Subject: Signage at the Outlets

Mr.Jones,

Enough is enough... for two years we in Marblehead have endured the inconvenience, noise and construction disarray of the Outlets. Now they want lighted signage which will be the most intrusive of all and everlasting.

The city council had no problem declining the request for a lighted freeway sign for the planned Sports Authority store near Estrella off ramp. PLEASE GIVE US THE SAME CONSIDERATION YOU GAVE THEM and decline lighted signage on the freeway side of the Outlets.

The excuse that the Outlets are underperforming is not because people can't locate the Outlets. With so few places to eat in the center, people just aren't interested in sticking around. The much touted ocean view fine dining restaurants have never materialized either. The Outlets need to work on the mix and get more space leased and more food concessions, not annoying lighted signage.

Thank you for your attention,  
Bob and Kristel Dreyer

Sent from my iPhone

**From:** Jones, Cliff  
**To:** "[Linda Crosby](#)"  
**Subject:** RE: Signage  
**Date:** Tuesday, April 25, 2017 11:56:00 AM

---

Hi Linda,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner | Downtown / Pier Bowl Liaison  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Linda Crosby [<mailto:lindacrosby@icloud.com>]  
Sent: Monday, April 24, 2017 3:28 PM  
To: Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Subject: Signage

We live directly above the outlets they have destroyed my white water View breaking on shore!  
we have lived in the same house for 32 years I recently had an appraisal on my home and it appraised for \$18,000  
lessthen itwas appraised at Bank of America for our new loan without even seeing it the appraiser said because of  
the outlets when he saw the house so I can't imagine how much more it will drop in value once the cheap and tacky  
signage goes in!!! Please please stop the signage everyone knows about the place by reputation now they have the  
view !

it's the same stores in every outlet-

you will cheapen The outlets themselves and the neighborhood and the views just as we are starting to look good  
that will make it spotty again&

One sign at the turn offs that is it

Don't sell out ☹you will ruin San Clemente Sent from my iPhone

**From:** Jones, Cliff  
**To:** "[Cynthia Lovmark](#)"  
**Subject:** RE: signage  
**Date:** Wednesday, April 26, 2017 5:44:00 PM

---

Hi Cynthia,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

I will also provide this comment, along with all other comments received during the environmental comment period to our environmental consultant.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

-----Original Message-----

From: Cynthia Lovmark [<mailto:boundformt@yahoo.com>]  
Sent: Wednesday, April 26, 2017 1:42 PM  
To: Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
Subject: signage

As a long time resident of San Clemente (1968) I would hope that the city and the outlet mall could come to some type of compromise on signage along the freeway that would work for both parties. On recent visits to the mall, I have been surprised at how little foot traffic there is and in speaking to clerks, they are very concerned about the lack of business. Last week I had breakfast in Ruby's at 9:15 a.m. and there was only one other couple besides myself. Signage of some type from the freeway is imperative to draw shoppers in, and our city has a vested interest in the mall's success. The revenue and jobs it brings to the area are important, and at this early stage, it would be sad to see shops pull out.

Cynde Lovmark  
1350 Felipe  
San Clemente, CA 92673



**From:** Jones, Cliff  
**To:** "[murielinsagt@aol.com](mailto:murielinsagt@aol.com)"  
**Cc:** [Carrillo, David](#)  
**Subject:** RE: signs on the outlet mall structures  
**Date:** Monday, April 10, 2017 2:54:00 PM

---

To Whom It May Concern,

Thank you for your email. Planning Commission and City Council meetings will be held in the future. I will notify you when the project is scheduled for those public hearing meetings (i.e. Planning Commission and City Council). The Planning Commission meeting is not anticipated to occur until July of this year with the City Council meeting occurring in October.

The project description, location, and probable environmental effects that will be analyzed in the EIR for the project can be found on the City's website: <http://san-clemente.org/about-us/city-news/current-projects>

Again, thank you for your input.

Sincerely,

**Cliff Jones | City of San Clemente**

Associate Planner

910 Calle Negocio, Ste. 100 CA 92673

office: 949.361.6186 | facsimile: 949.366.4750

website: <http://www.san-clemente.org>

---

**From:** Planning Mail  
**Sent:** Monday, April 10, 2017 12:55 PM  
**To:** Carrillo, David <[CarrilloD-TEMP@san-clemente.org](mailto:CarrilloD-TEMP@san-clemente.org)>; Jones, Cliff <[JonesC@san-clemente.org](mailto:JonesC@san-clemente.org)>  
**Subject:** FW: signs on the outlet mall structures

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**From:** lilli [<mailto:murielinsagt@aol.com>]  
**Sent:** Sunday, April 09, 2017 11:33 AM  
**To:** Planning Mail <[Planning@san-clemente.org](mailto:Planning@san-clemente.org)>  
**Subject:** signs on the outlet mall structures

Is there going to be any public hearings on the mall signs? The planning commission has the duty to get public input regarding this important subject. There have been rumors that the temporary signs on the mall buildings will be replaced with neon signs.  
Is this true?

**From:** Jones, Cliff  
**To:** ["Trish Presley"](#)  
**Subject:** RE: signs  
**Date:** Monday, April 24, 2017 8:43:00 AM

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Hi Trish,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

Cliff Jones | City of San Clemente  
Associate Planner | Downtown / Pier Bowl Liaison  
910 Calle Negocio, Ste. 100 CA 92673  
office: 949.361.6186 | facsimile: 949.366.4750  
website: <http://www.san-clemente.org>

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**From:** Trish Presley [mailto:presleyhomes@cox.net]  
**Sent:** Friday, April 21, 2017 4:19 PM  
**To:** Jones, Cliff <JonesC@san-clemente.org>  
**Subject:** signs

**To: Cliff Jones**

**re: Signs**

**Please do not have a tower of signs for the Outlets at San Clemente! I am very concerned about our home values!! The signs will not help with increasing business. The stores are so-so and there are no nice restaurants or a movie theater for entertainment. I only wish we would have stores like Newport Coast Center with Williams Sonoma, great restaurants, and Trader Joes with great parking. It's a darn shame, we had to go with Outlets!! Consumers are shopping on the internet more and more! We needed the right stores, restaurants and entertainment to draw people in the area. I went to the Mission Viejo Mall last year for after Christmas sales and it was like shopping on a normal day. Consumers are not going to malls to shop! My daughter is a perfect example...she told me why go to the mall when I can stay home to shop!!! She is 27 years old and shopping at the mall or an outlet is not happening. The signs are a bad idea!**

**We don't need a tower of signs to cheapen our community! San Clemente is a beach town and we need to treat it as one!! Please say no to the signs!!**

Sincerely,

**Trish Presley**  
**2136 Via Aguila**  
**San Clemente, CA 92673**

949-412-4733

**From:** Jones, Cliff  
**To:** ["Marilyn Ferber"](#)  
**Subject:** RE: Stop the signage at the Outlet Mall  
**Date:** Tuesday, April 11, 2017 10:35:00 AM

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Hi Marilyn,

Thank you for your email. I will include it in the correspondence that is provided to the Planning Commission and City Council. I will also notify you when the project is scheduled for public hearings.

Again, thank you for your input.

Sincerely,

**Cliff Jones | City of San Clemente**

Associate Planner

910 Calle Negocio, Ste. 100 CA 92673

office: 949.361.6186 | facsimile: 949.366.4750

website: <http://www.san-clemente.org>

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**From:** Marilyn Ferber [mailto:ferber2@sbcglobal.net]

**Sent:** Tuesday, April 11, 2017 10:26 AM

**To:** Jones, Cliff <JonesC@san-clemente.org>

**Subject:** Stop the signage at the Outlet Mall

2101 Calle Ola Verde  
San Clemente, CA 92673

San Clemente City Council Members  
San Clemente Planning Commission  
Environmental Committee of San Clemente

Dear Members:

As a long time resident (31 years) and homeowner in San Clemente, I wish to voice my concern and strong opposition to the proposed lighted signage on the Outlet Mall.

I realize we can't stop progress. The Sea Summit Development and the Outlet Mall were inevitable. Unfortunately, the outlet is much larger and taller than we were initially led to believe, but now, that's a moot point. However, the signage is something that can still be controlled and stopped.

I'm an homeowner/resident of a condo in the Faire Harbour Community. Previously, my home had an unobscured view of the Pacific Ocean that reached beyond Cotton's Point all the way to Dana Point. I now have considerably less than that with the construction of The Outlet Mall.

Undoubtedly, my home value and that of the other residents of Faire Harbour has decreased because of our diminished view. With lighted signage, not only I, but the all of the residents of San Clemente, will experience even more of a drop in their home value if the present mall were to take on the appearance of a glitzy mall that would be better suited to a lightly populated desert community like Cabazon. The possibility of looking directly at an eye sore of lighted signage, makes me cringe.

Although, we residents of Faire Harbour Community are most impacted by the mall , all of San Clemente will be negatively affected. My previous homes were in two communities at the southwest part of San Clemente. I know from recent conversations with my former neighbors and friends that they too are very upset at the thought of such a blight on our beautiful "village by the sea."

I sincerely implore the council, the planning commission, and the Environmental Committee to limit and restrict the signs to what is presently and tastefully displayed at both entrances to the Mall. Please don't succumb to pressure from Mall merchants, who most likely reside elsewhere, to add anymore than what is presently there.

Thank you.

Sincerely,

Marilyn Ferber

To: Cliff Jones  
Cc: San Clemente City Council

Subject: EIR

Below are issues that need to be addressed by the EIR for proposed Outlet mall freeway-oriented signs.

-Distracted driving safety hazard.

-Negative impact on property values.

-Infringement on property owners' right to the undisturbed use and enjoyment of their property.

-Conflict with the aesthetics, brand and identity of The Spanish Village by the Sea, which have been carefully protected from sign pollution for decades by a restrictive sign code.

-Psychological and physiological research regarding effects of signage on human well-being.

Ps. we will all be watching to see whether you actually enforce the removal of the store signs by April 30. These must go!

Sincerely,

Joanne DiLascio  
2119 Avenida Oliva  
San Clemente CA 92673