



Design Review Subcommittee (DRSC)

Meeting Date: August 24, 2016

PLANNER: Jim Pechous, City Planner 

SUBJECT: **Sign Exception Permit 15-428, Amendment to Discretionary Sign Permit 05-176 and Administrative Sign Permit 16-128 Outlets of San Clemente Freeway Oriented Signs** a request for 23 freeway oriented tenant signs and three project Identification signs, 20 of which are over 64 square feet for the Outlets at San Clemente, located at 101 West Avenida Vista Hermosa.

BACKGROUND:

On February 20, 2007, the City Council approved a Sign Exception to allow a freeway oriented sign package for the Outlets at San Clemente. In May of 2007, Citizens for Integrity in Development filed a suit in Orange County Superior Court in opposition of the Sign Exception approval. On June 24, 2008 the Court determined that the City did not complete adequate CEQA review for the project and issued a writ of mandate ordering the City to set aside and void its approval of the freeway oriented signs. On July 15, 2008 the City Council rescinded the action approving the freeway signs.

Because the court only invalidated approvals of the freeway oriented signs, the project has an approved master sign program that regulates all the entry monument signs and all interior signage for the project (all non-freeway oriented signs) for the Outlets. See Attachment 1 for a copy of the master sign program.

Project Description

The applicant, Craig Realty Group has submitted a new application for 26 wall mounted freeway oriented signs. The signs include: 23 tenant signs and three project identification signs. A Sign Exception Permit is required to allow the freeway orientated signs, 20 of the proposed signs to exceed 64 square feet in area, and the total sign area to exceed the one square foot for each liner foot of building frontage.

Why is DRSC Review Required?

The Sign Exception process includes review by the DRSC. The DRSC evaluates and makes recommendations on how the project can best comply with polices and design guidelines that relate to visual impact, architectural design, compatibility and aesthetics.

This is the initial review of the proposed 26 wall mounted freeway oriented signs. The City has contracted with CAA Planning to prepare the CEQA document for the project

that will evaluate potential environmental impacts and potential mitigation for the project. Once this evaluation is completed, staff will present this information to the DRSC for final consideration prior to scheduling this item for Planning Commission review. At this future meeting more detail analysis will be provided on lighting, glare, views, number of signs and other design related issues.

ANALYSIS:

Table 1 below list of all the proposed freeway oriented wall signs.

Table 1 – Proposed Freeway Oriented Signage

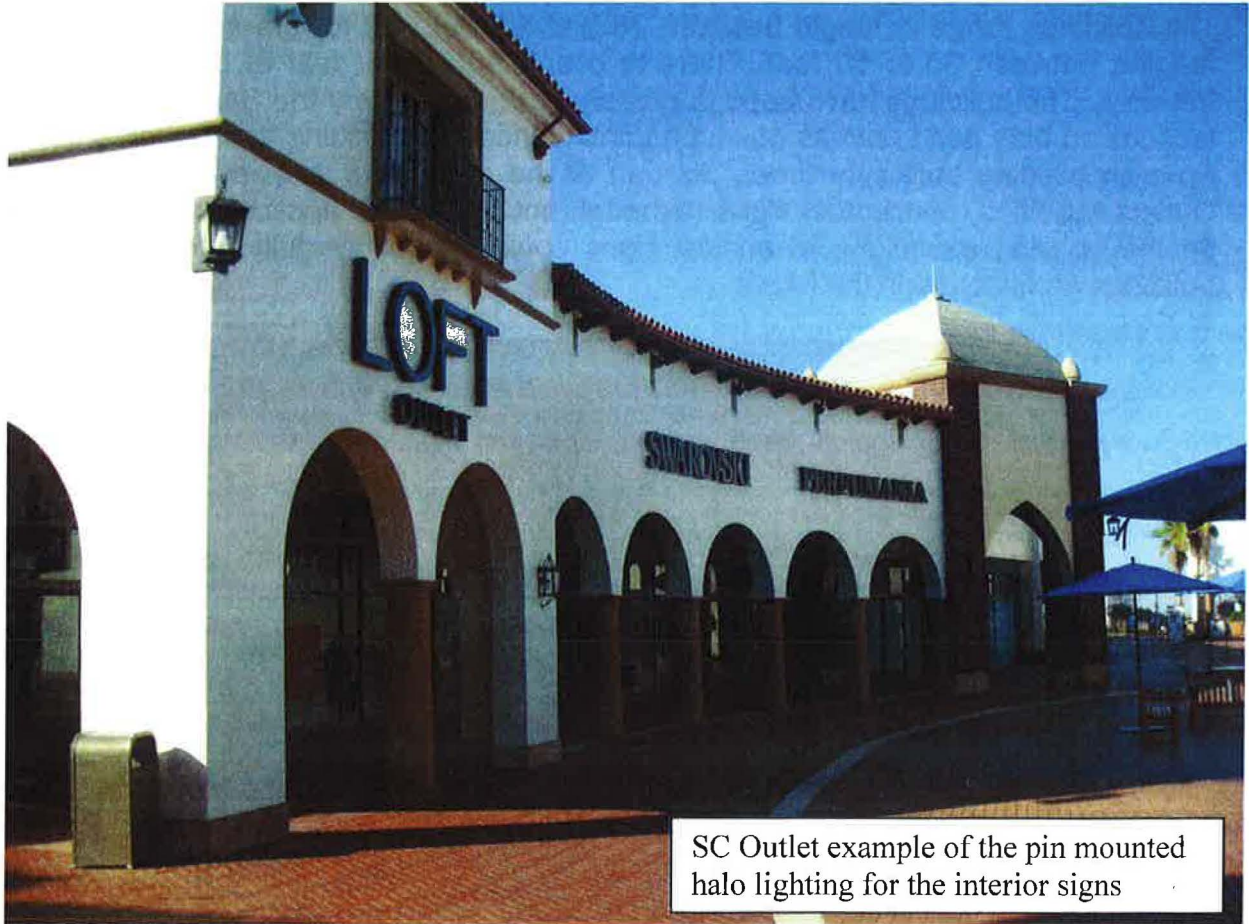
Proposed Signage	Maximum Sign Sq. Ft.	Maximum Sign Height
Sign 1	130.5	5.0'
Sign 2	72	7.0'
Sign 3	97.5	7.0'
Sign 4	75.0	7.0'
Sign 5	88.5	7.0'
Sign 6	90.0	7.0'
Sign 7	81.0	5'-9"
Sign 8	81.0	5'-9"
Sign 9	36.0	7.0'
Sign 10	80.25	5'-4"
Sign 11	108.0	7.0'
Sign 12	54	7.0'
Sign 13	100.5	7.0'
Sign 14	120.0	7.0'
Sign 15	91.5	7.0'
Sign 16	58.5	5.0'
Sign 17	130.5	7.0'
Sign 18	77.6	7'-6"
Sign 19	90.0	7.0'
Sign 20	63.0	7.0'
Sign 21	31.5	7.0'
Sign 22	31.5	7.0'
Sign 23	112.5	7.0'
Three Project Id Signs	300.0 each	8.0'
Total Signage Proposed	2800 square feet	
Zoning Max Total Sign Area	2660 square feet*	

**Note: The MCSP and ZO can allow for more area with approval of a SEP and Sign Program. The approved Master Sign Program for the interior signs allows 1.5 square feet of signs for each liner foot of building.*

Proposed Signage Description

The material of the wall mounted signs are aluminum and are proposed to be individual pin mounted with halo illumination. The halo lighting is a neutral white and the tenant signs will be automatically shut off one hour after closing. The proposed color pallet for the signs allows Black, Navy Blue, Brown, Grey Copper, and Bronze. It also allows additional colors when determined acceptable in consultation between the owner and the Community Development Director and provides the owner up to four color exceptions at their own discretion.

The maximum size of 20 of the proposed 26 signs is larger than 64 square feet. 16 of the proposed tenant signs and two of the proposed project identification signs are placed on the exterior walls that face I-5 on the already constructed Phase I of the project. The other 7 tenant signs and one project identification sign, will be located on the yet to be constructed Phase 1 of the project. The dimensions and location of each of the signs is shown on the attached plans. The tenant signs are limited to nationally trademarked logos and signs. In addition to the sign elevations the applicant has provided both day and night visual simulations of the signage as viewed from the I-5.



The freeway sign proposal is subject to the development standards and guidelines of the Marblehead Coastal Specific Plan, Zoning Ordinance and Design Guidelines. In general these standards and guidelines require the signs to be designed in a manner where their scale, color and materials are compatible with the building and are consistent with the character and image of San Clemente. See Attachment 2 for pertinent sections from these three documents.

View and Architectural Context

Both the visual and architectural context of the project site is important to review to evaluate how well the proposed freeway signs harmonize with both the community and architectural character. Located in plain view from both the north and south lanes of the I-5 freeway, the Outlets at San Clemente buildings are seen by thousands of travelers each day. Due to the amount of exposure the proposed signs would get, their design and placement needs to balance the centers need for identification with the City's image as the Spanish Village by the Sea.

During the discretionary review of the Outlets at San Clemente, the City worked with the project team to create a quality Spanish architecture design for the project that is consistent with the City's Spanish Village by the Sea theme. The project includes towers, domes, cornices, arches, smooth white stucco, clay barrel tile roofs, deep inset windows and doors, wrought iron details and light fixtures, finials and other quality design elements. The buildings range in height between 28 and 40 feet with towers and other elements ranging between 35 to 50 feet. There is over 2,660 linear feet of building facing the freeway. The buildings have been purposely designed to vary the Spanish architectural facades so they don't read as one long continuance long building, but rather, a series of Spanish building built over time. As part of the architectural review approval for the Outlets buildings, conceptual signs (although not part of the application) were depicted on the building elevations to ensure signs could be successfully integrated into the buildings architecture in the future.

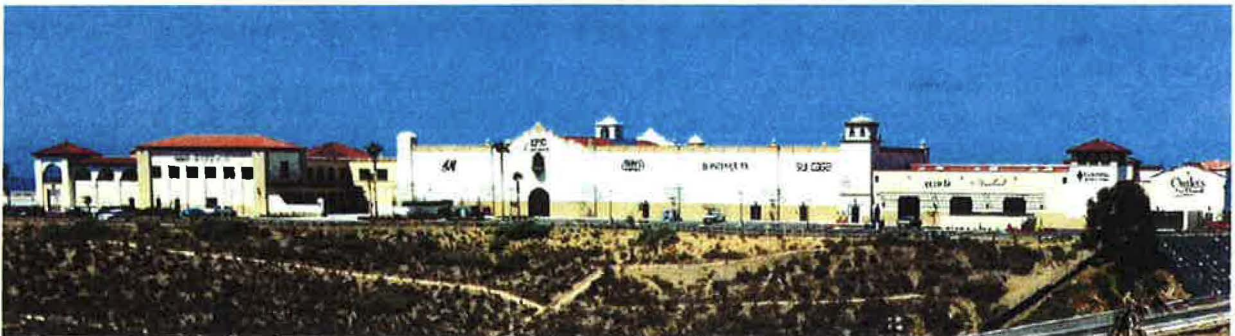


RECOMMENDATIONS:

Staff has the following design related comments and recommendations regarding the proposed freeway oriented signs.

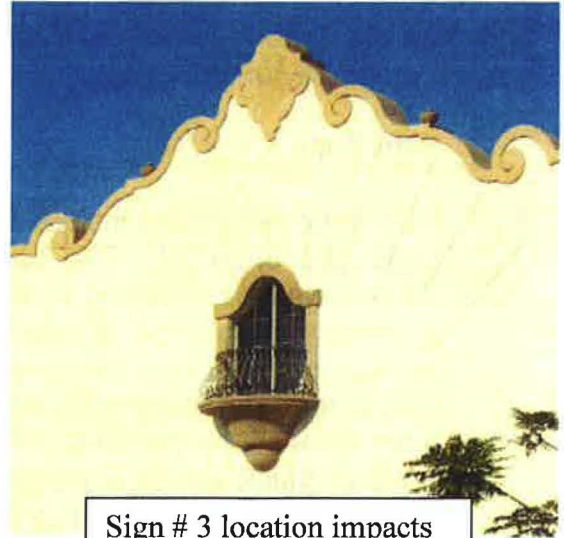
1. Sign Color

Due to the exceptions included in the sign program, any sign color could be allowed under the proposal. The buildings Spanish design and high quality materials should also be reflected in the sign program. **The bright colors, such as red, allowed through the exception clause is inconsistent with this goal. For consistency with the character of the building and the City's Spanish Village by the Sea image, staff supports a dark bronze or black lettering.** For an example, in the view simulations provided by the applicant below, the signs are depicted with uniform black which compliments the architecture. Also provide below is an example of a commercial project in the community of Westlake Village that is visible along the 405 freeway that has a uniform bronze color signage.



2. Sign Locations

Careful placement of signs on a building can accentuate the building design. The majority of the sign placements proposed are on open wall areas where the signs placement is complimentary to the building architecture. The placement of signs 3, 21 and 22 however are located on building features where the placement of signs in these area detract from the buildings architectural design and should be eliminated.



Sign # 3 location impacts the character of this architectural feature

3. Scale of the Signs

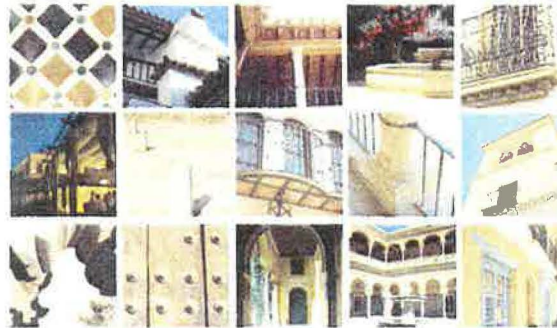
There are several signs in the proposal that appear to be too large for the space that they are located. For a sign to look proportionate to the space that it is located there needs to be enough space around the sign where there are no pinch points along the signs exterior edges. When this occurs the sign appears to over crowd the space. The outlet identification sign on sheet MSP3.2 and tenant sign numbers 11, 12, and 16 in staff's view should be reduced in scale to better fit in the space they are located. Also dimensions of the proposed Outlet Identification signs should be provided on sheet MSP 3.2 and 3.3 for staff and DRSC evaluation.



Staff seeks DRSC comments and any additional recommendations regarding the proposed freeway oriented signs.

Attachments:

1. Master Sign Program
2. Standards and Guidelines
3. Visual Simulations
4. Sign Plans



PLAZA

San Clemente

MASTER SIGN PROGRAM

07 JUNE 2006

MASTER SIGN PROGRAM DESIGN PHILOSOPHY

Our approach to designing the externally oriented project signage, originates in the architectural theme of a Spanish Rancho. To invoke the sense of history that the City and Design Review Subcommittee gave us our charge, we have created a series of shapely walls, piers and towers that remind us of an earlier time in our California History. We propose not monument signs but rather entry wall fragments that create a consistent yet variegated architectural theme to engage the vast retail site, providing a simple low-proportioned backdrop for individual sign lettering.

The Marblehead Commercial site has evolved over the years thru planning and design into a series of retail clusters. Essentially these areas of distinct activities have a natural division occurring thru the canyon preservation and circulation road. Given the scale of the canyon, each of these clusters functions independently and the entry wall signage provides for individual cluster identification to help lead visitors to their destination.

Sign letters are shallow reverse channel with white halo lighting and non-illuminated pinned off letters. The architectural wall fragments and lush landscape are externally illuminated with soft amber lighting to reinforce the entrance as a whole, creating a resort like approach and not just illuminating sign letters.

This project is unique from other large scale shopping environments. Unlike places like Irvine Spectrum, storefronts here are provided for all tenants and the Tenant's only opportunity to apply signature brand identification is thru great signage on the building facade, thru our custom three dimensional blade sign program and in creative window displays and graphics.

As a result our Tenant Signage philosophy is clear. We believe in strong sign controls but realize that each of our tenants' distinct brand needs to be emphasized in proportion to each unique building facade. In allowing proportional signage, the tenant brand becomes a complimentary extension of the building detail or jewelry, not just a sign stuck to the wall. Tenant Signage is guided thru a detailed sign criteria with specific sign fabrication types. The criteria has been developed to create a vibrant village environment and encourages a diversity of sign styles and materials that strengthen the individual identities of the Tenants.

CHAPTER INDEX

- 00 SITE PLAN
- 01 PRIMARY TENANT
- 02 SECONDARY TENANT
- 03 TENANT SIGNAGE

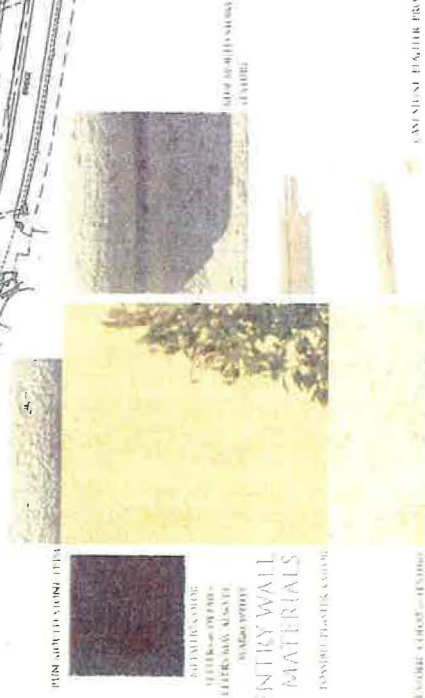
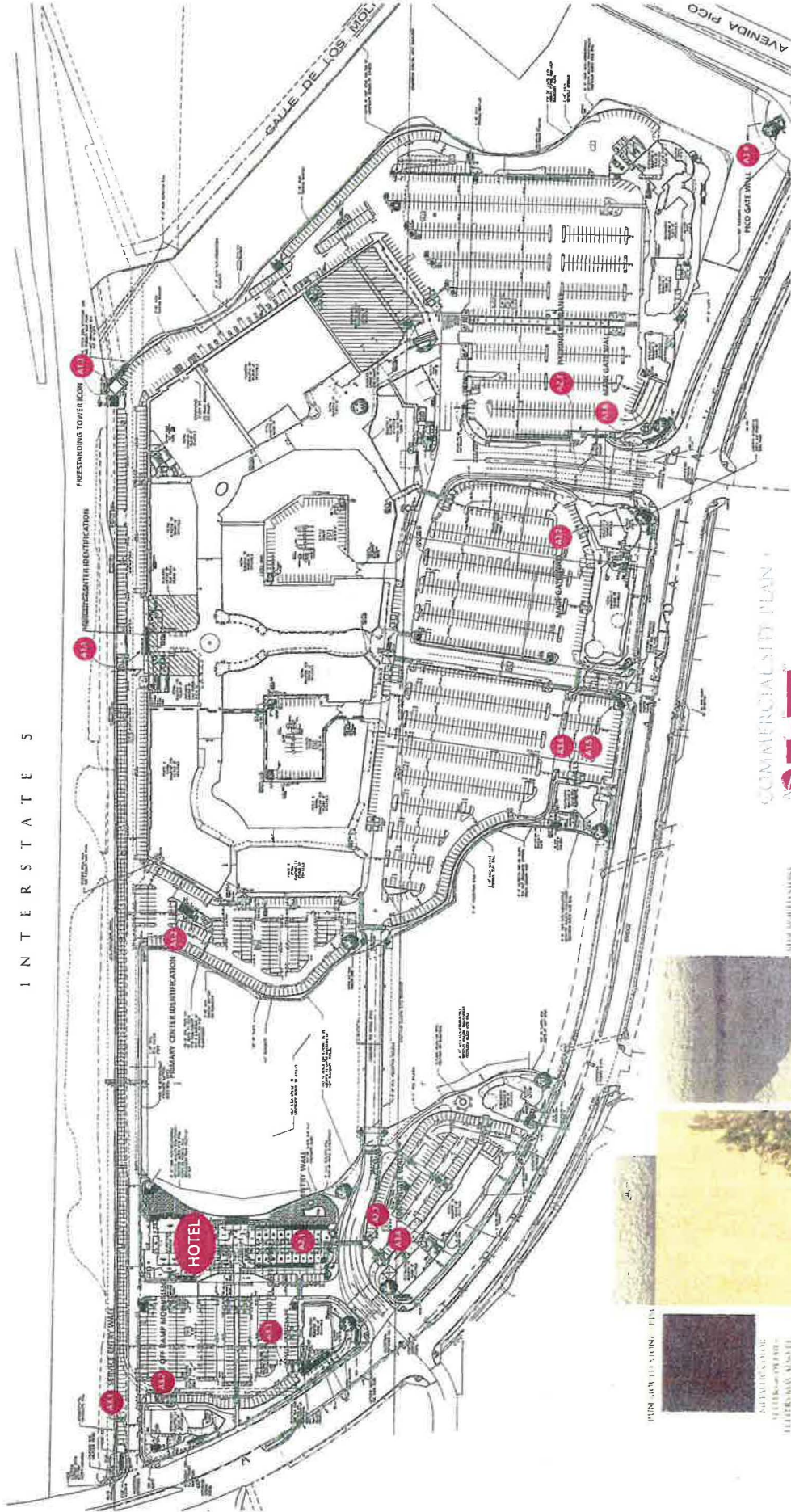
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Santa Barbara CA

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I N T E R S T A T E S



PAIN, JUVENILE, VINTAGE, TEXTURE
 SMOOTH, CASUAL, CLEAN
 ENTRY WALL MATERIALS
 TENSILE PLASTER, CASUAL

COMMERCIAL SITE PLAN

PROJECT IDENTITY SITE PLAN
MASTER SIGN PROGRAM - 07 JUNE 2006

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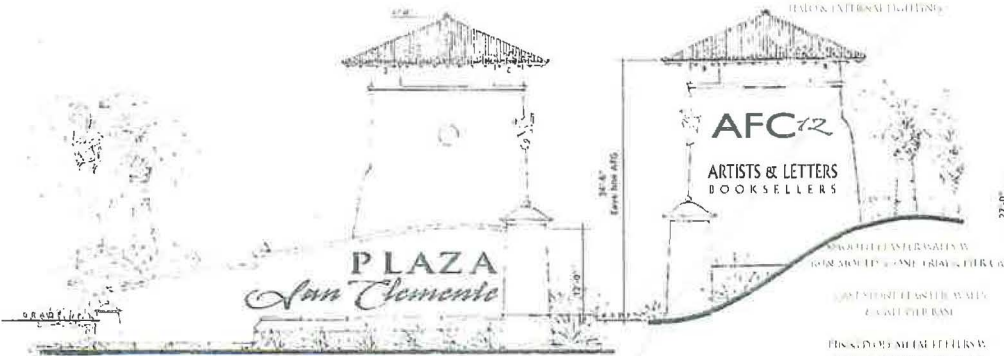
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AL1 - EAST BUILDING SIGN
PLAZA SAN CLEMENTE

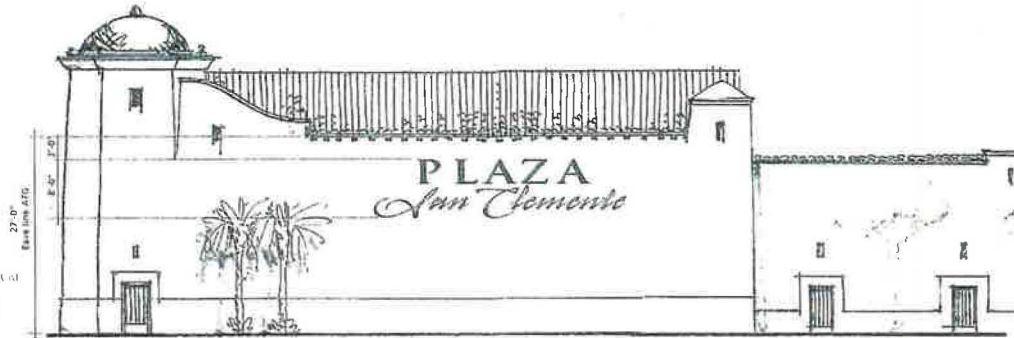
TEMPORARY SIGNAGE - 40' x 10'
 SIGNAGE MOUNTED TO
 EXTERIOR WALL
 CENTERED ON ARCHWAY
 HEIGHT TO TOP OF ARCHWAY
 10' x 10' x 10' x 10'

AL2 - NORTH WALL SIGNAGE
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AFC 12
 ARTISTS & LETTERS
 BOOKSELLERS

PLAZA
 San Clemente



AL2 - NORTH WALL

PLAZA SAN CLEMENTE
 PLAZA SAN CLEMENTE

AL3 - SOUTHBOUND TOWER
PLAZA SAN CLEMENTE

AL3 - NORTHBOUND WALL

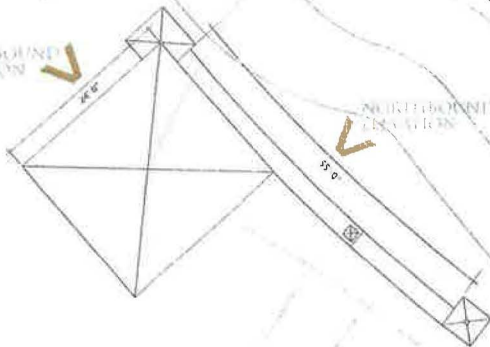
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AL3 - SOUTHBOUND TOWER

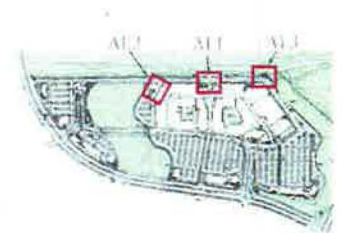
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SOUTHBOUND
 ELEVATION

NORTHBOUND
 ELEVATION



AL3 - KEY PLAN
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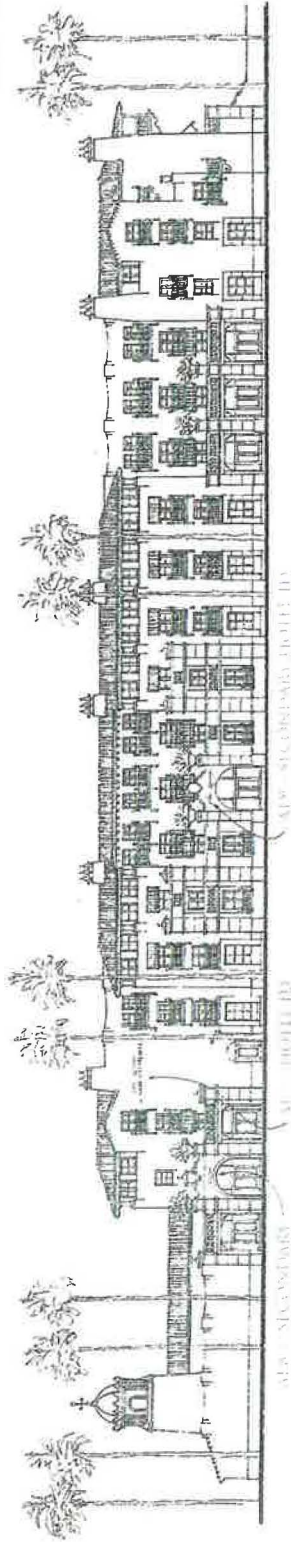
PRIMARY ID SIGNS
 MASTER SIGN PROGRAM - 07 JUNE 2006

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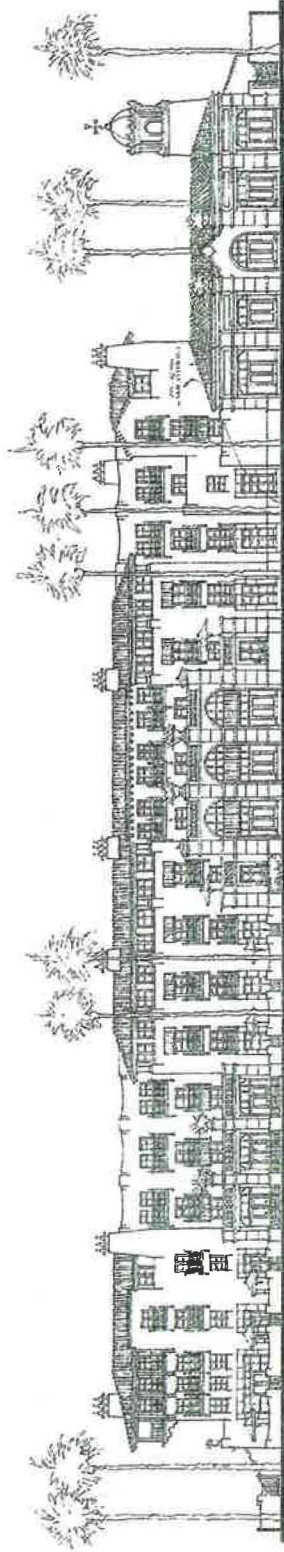
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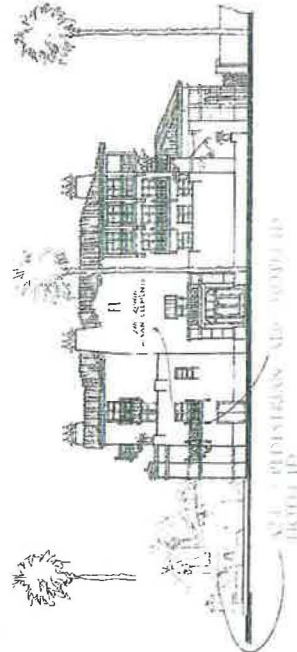
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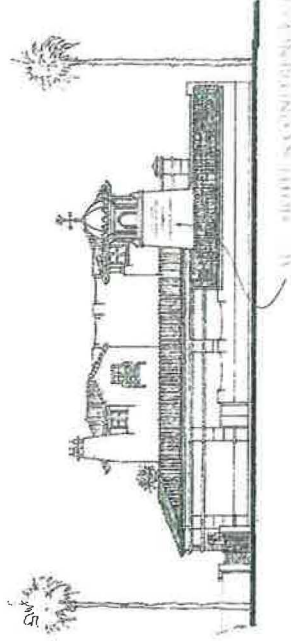
NORTH ELEVATION FACING AVENIDA VISTA HERMOSA



SOUTH ELEVATION FACING CANYON



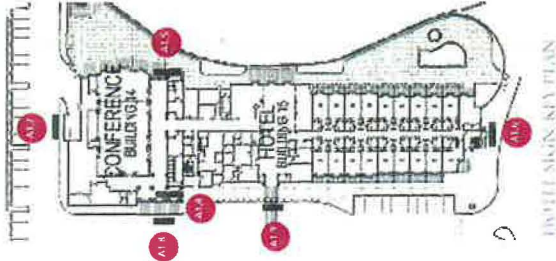
WEST ELEVATION FACING ENTRY DRIVE



EAST ELEVATION FACING IS

HOTEL IDENTIFICATION

MASTER SIGN PROGRAM - 07 JUNE 2006



HOTEL SIGN KEY PLAN

The Lodge
at SAN CLEMENTE

DESIGNED BY ARCHITECTURE
THOMAS HAYDEN PROGETTI

PHOTO BY MICHAEL J. FUCHS
SAN CLEMENTE, CA 95051

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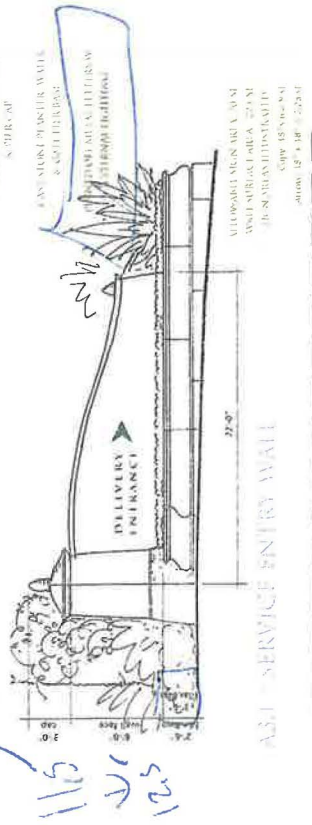
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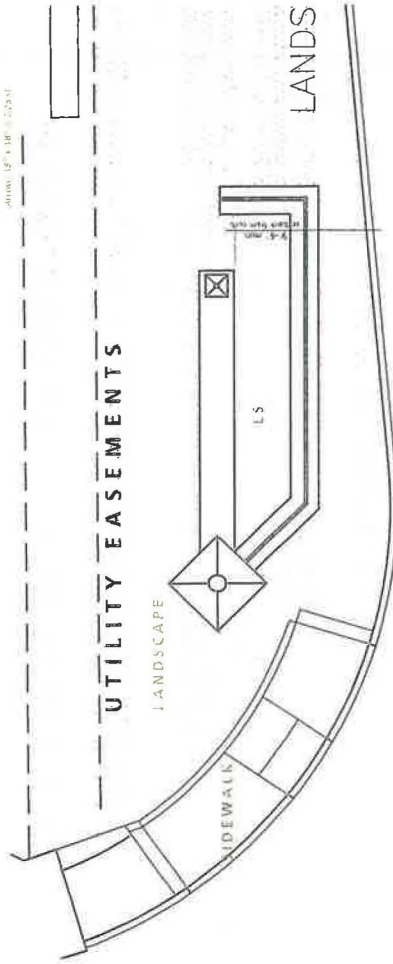
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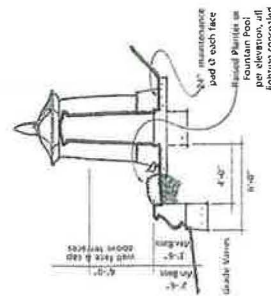


AS.1 SERVICE ENTRY WALL



UTILITY EASEMENTS
LANDSCAPE

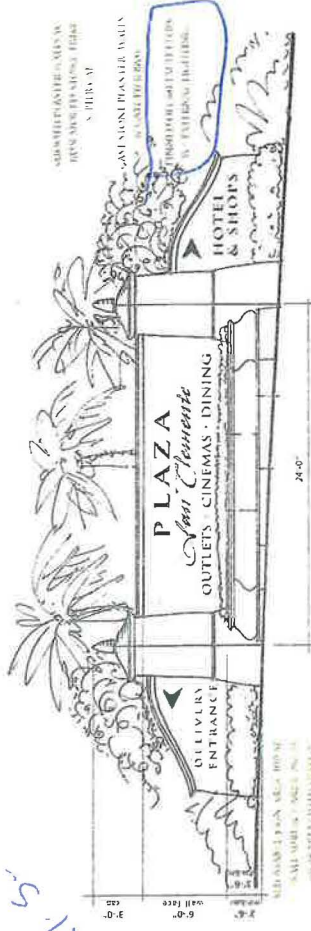
LANDS



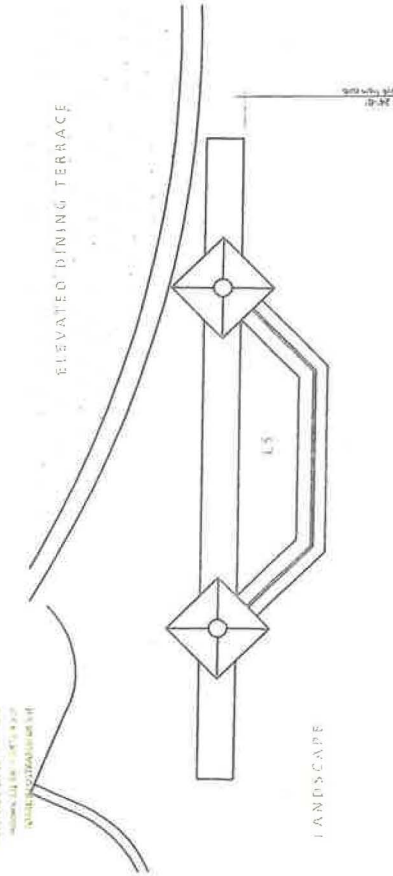
TYPICAL SECTION
Typical for all walls

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AS.2 RAMP MONUMENT WALL



ELEVATED DINING TERRACE
LANDSCAPE

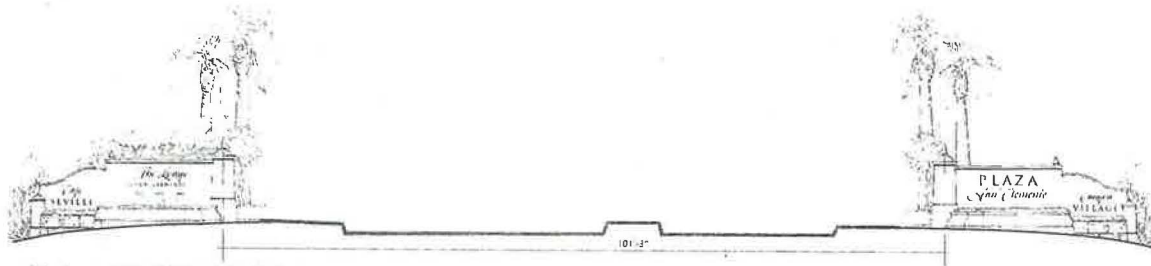
AS.2 WALL PLAN
10'-0" x 10'-0"

A V E N I D A V I S T A H E R M O S A



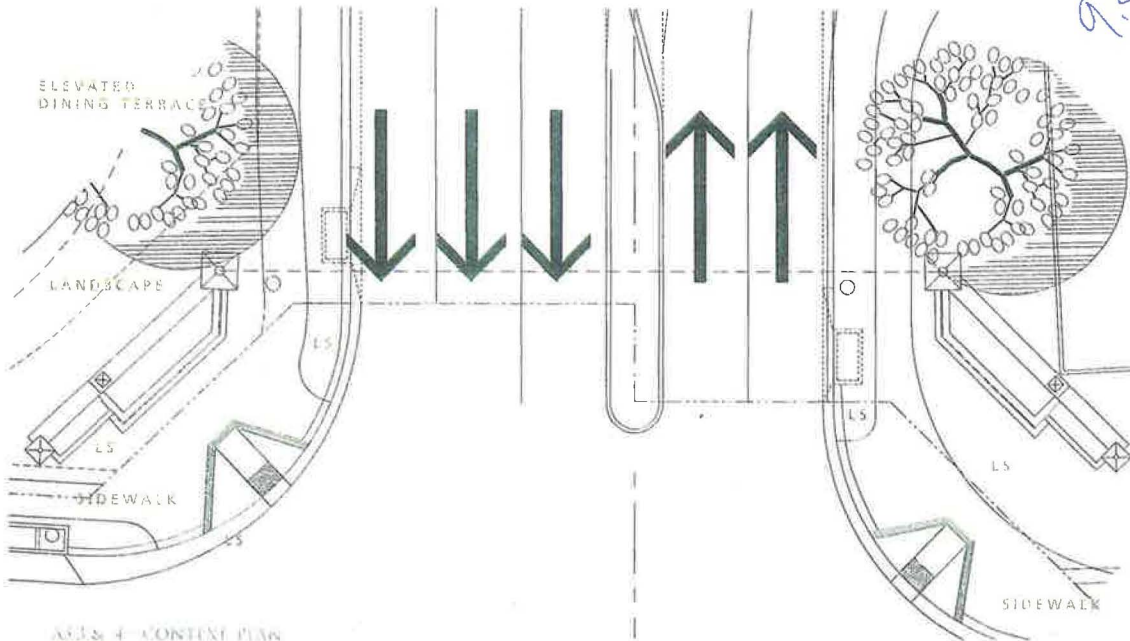
AVH ENTRY WALL SIGNS
MASTER SIGN PROGRAM - 07 JUNE 2006

AVH Entry Wall Signs - 07 June 2006 - 10/10/06



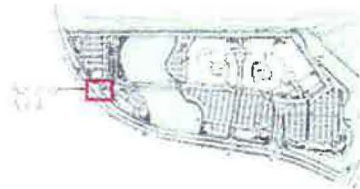
A3.3 & 4 - CONTEXT ELEVATION
10/1/07

PAIRED GATE WALLS FLANK ENTRY DRIVE

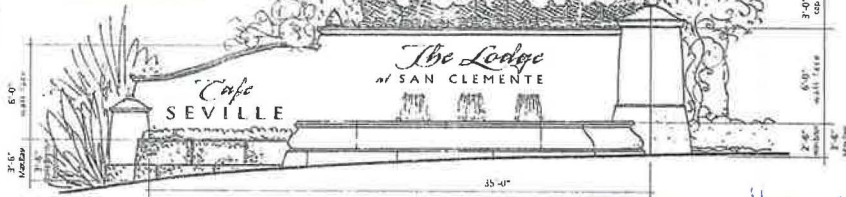


A3.3 & 4 - CONTEXT PLAN
10/1/07

AVENIDA VISTA HERMOSA



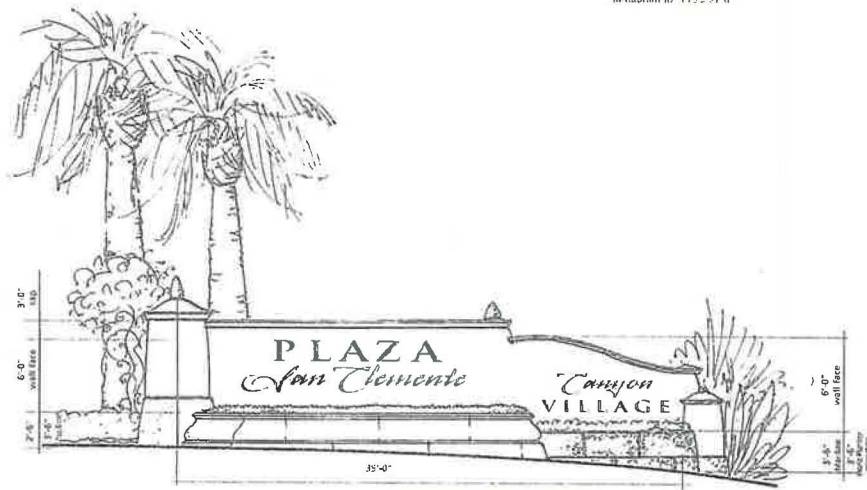
WOOD CLUSTER WALLS
ROSEWOOD SIGNAGE (SEE PLAN)
LIVE PLANTING PLANTER WALLS
(SEE PLAN)
FRONT PORCH LIGHT FIXTURES
(SEE PLAN)
2" x 4" WALL WALLS
STUCCO (SEE RAINFALL DETAIL)
WOODS/CLUSTER SIGNAGE
(SEE PLAN)



A3.3 - HOTEL GATE WALL

WALL SIGNAGE ALLOWABLE SIGN AREA: 58.5 SF
WALL SURFACE AREA: 204 SF
WALL SIGNAGE TO BE VERIFIED
Hotel ID: 25 - 115 - 22.0
Restaurant ID: 115 - 21.0

11.5-12.5



A3.4 - NORTH GATE WALL

WOOD SIGN ALLOWABLE SIGN AREA: 58.5 SF
WALL SURFACE AREA: 204 SF
WALL SIGNAGE TO BE VERIFIED
Hotel ID: 25 - 115 - 22.0
Village ID: 25 - 115 - 22.0



AVH ENTRY WALL SIGNS
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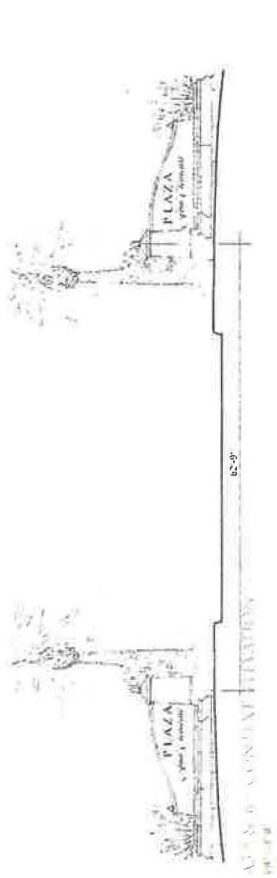
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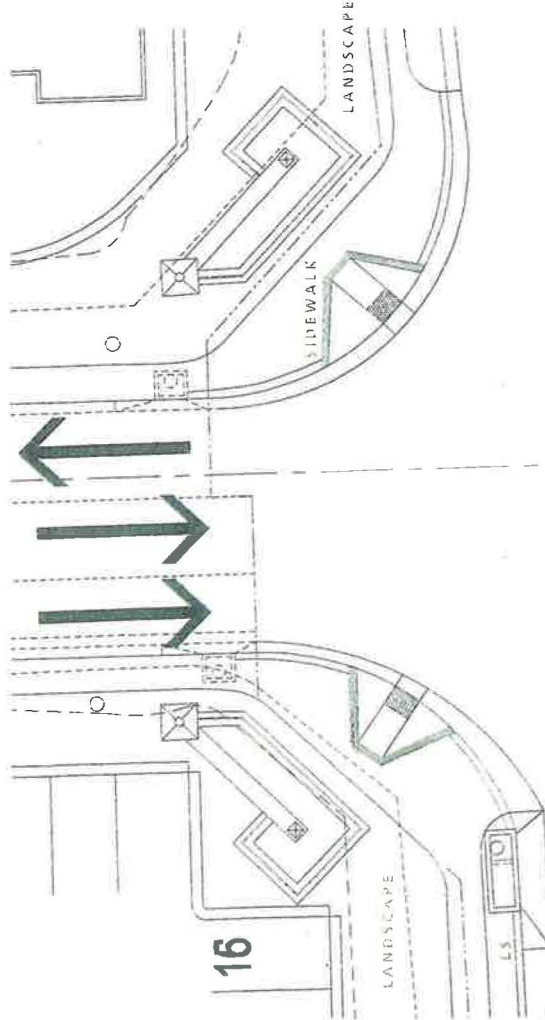
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PAIRED GATE WALLS FLANK ENTRY DRIVE

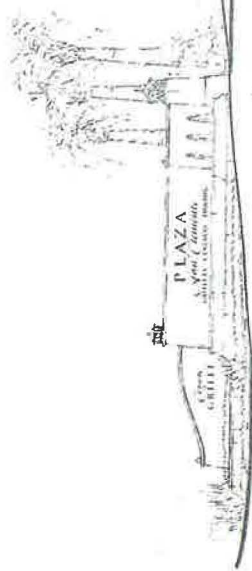
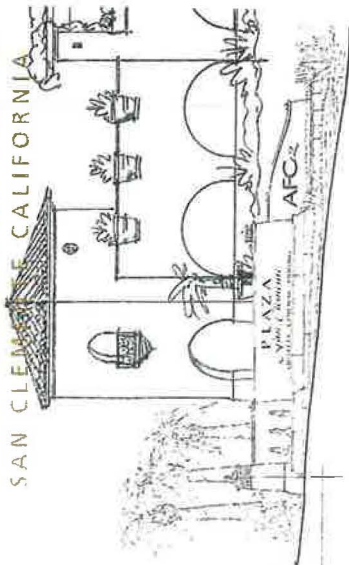


CONCEPT PLAN

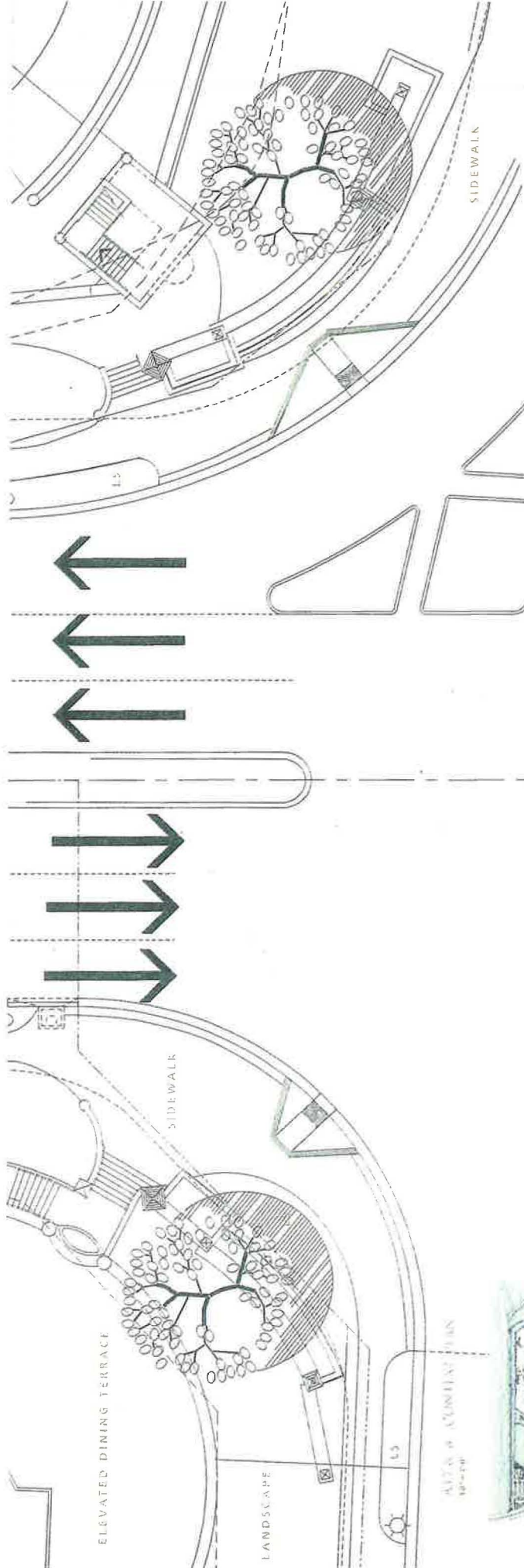
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AVENIDA CUMBIENT HERRMOSA
1/8" = 1'-0"



A V E N I D A V I S T A H E R M O S A

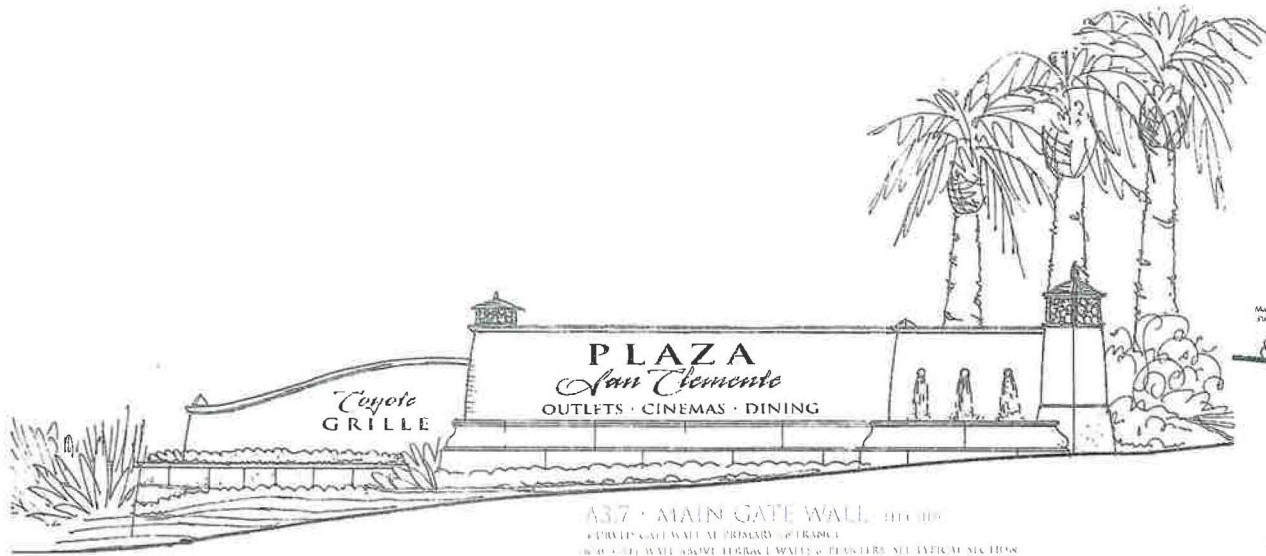


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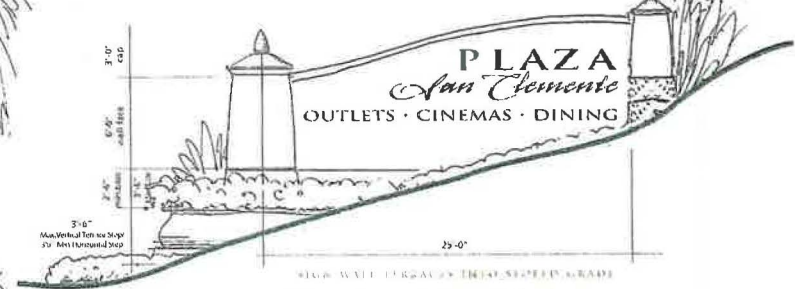
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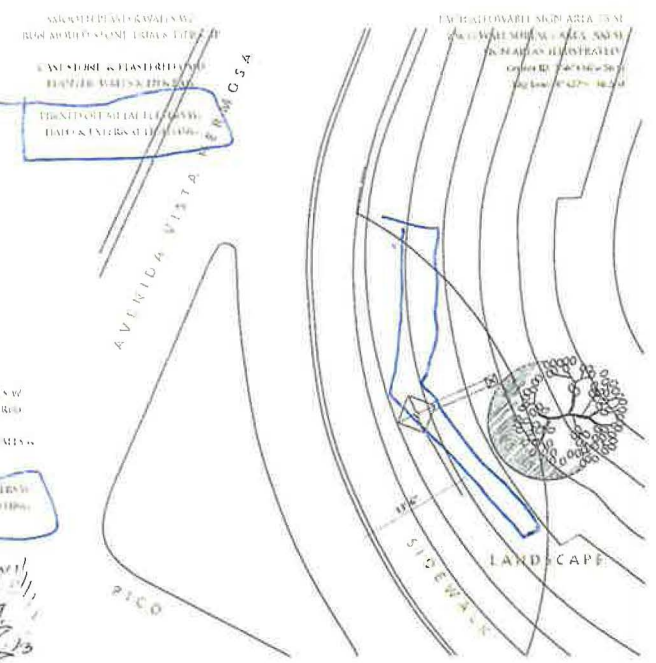


A37 - MAIN GATE WALL - 07/06
CURVED GATE WALL AT PRIMARY ENTRANCE
W/O. BATTER WALL ABOVE TERRACE WALLS & PLANTERS SEE TYPICAL SECTION

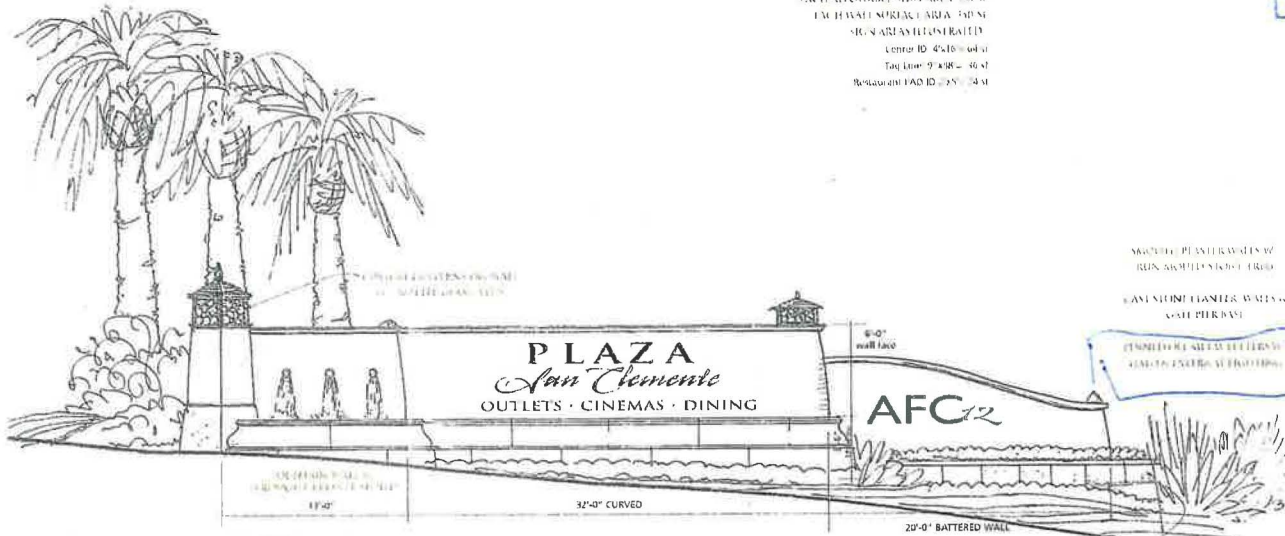
FACTORY SIGN AREA 15' x 4'
FACTORY SIGN AREA 15' x 4'
SIGN AREA ILLUSTRATED
Center ID: 4216-04-01
Tag Line: 9' x 18" = 36" x 18"
Restaurant TAG ID: 257-14-01



A39 - PICO WALL MONUMENT

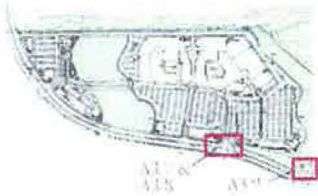


A39 - PICO WALL MONUMENT PLAN



A38 - MAIN GATE WALL - 07/06
CURVED GATE WALL AT PRIMARY ENTRANCE
W/O. BATTER WALL ABOVE TERRACE WALLS & PLANTERS SEE TYPICAL SECTION

FACTORY SIGN AREA 15' x 4'
FACTORY SIGN AREA 15' x 4'
SIGN AREA ILLUSTRATED
Center ID: 4216-04-01
Tag Line: 9' x 18" = 36" x 18"
Restaurant TAG ID: 257-14-01

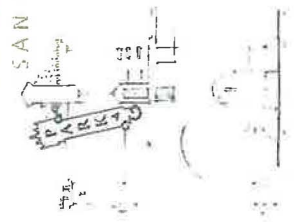


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MASTER SIGN PROGRAM - 07 JUNE 2006

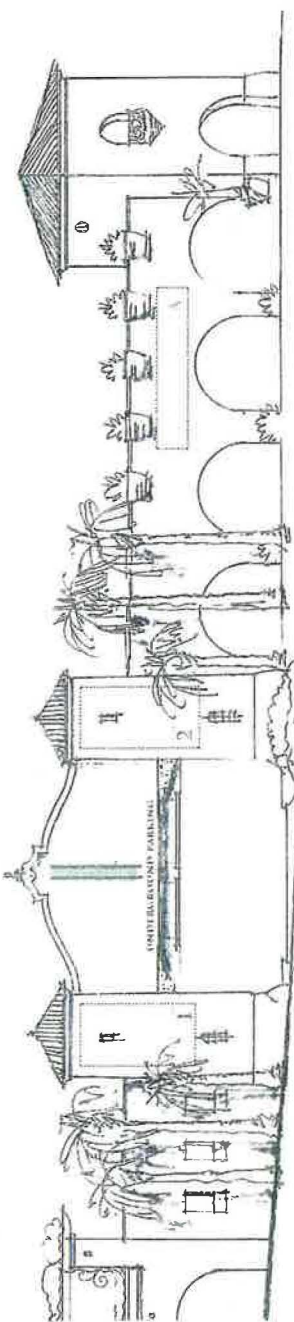
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A2.3 - PROJECTING
REARVIEW TO LOWER LEVEL PARKING
DIRECTED TOWARD BUILDING ENTRANCE
WITH SIGNAGE WALL

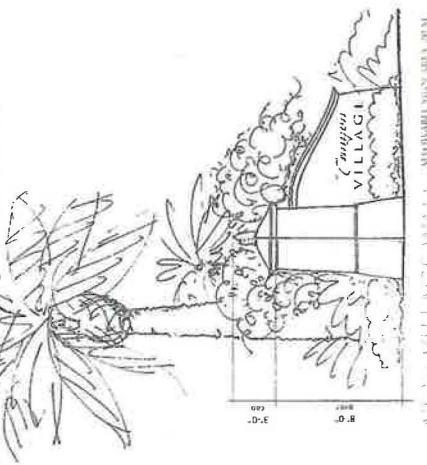


A2.3 - PARKING ENTRANCE
REARVIEW TO LOWER LEVEL PARKING
DIRECTED TOWARD BUILDING ENTRANCE
WITH SIGNAGE WALL

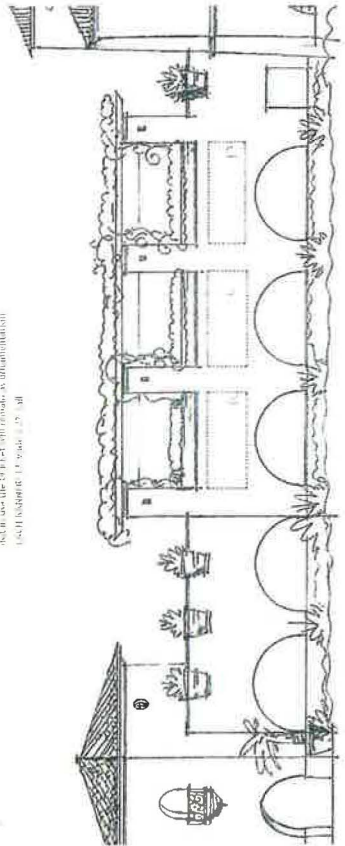
REARVIEW TO LOWER LEVEL PARKING
DIRECTED TOWARD BUILDING ENTRANCE
WITH SIGNAGE WALL

NORTH WALL PARKING DECK

REARVIEW TO LOWER LEVEL PARKING
DIRECTED TOWARD BUILDING ENTRANCE
WITH SIGNAGE WALL

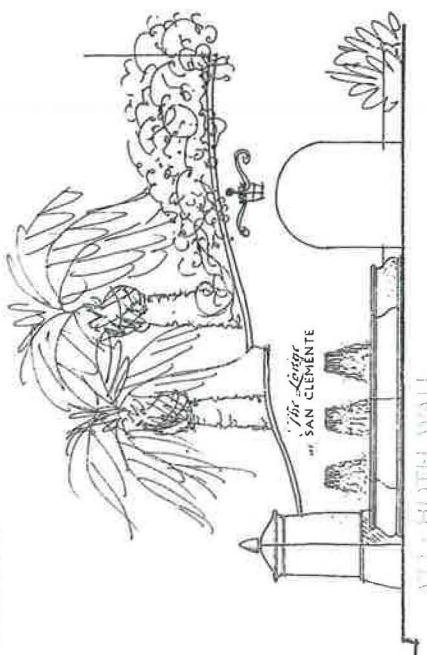


A2.3 - VILLAGE WALL
REARVIEW TO LOWER LEVEL PARKING
DIRECTED TOWARD BUILDING ENTRANCE
WITH SIGNAGE WALL



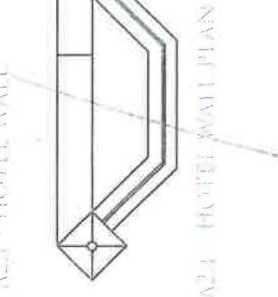
WEST WALL PARKING DECK

REARVIEW TO LOWER LEVEL PARKING
DIRECTED TOWARD BUILDING ENTRANCE
WITH SIGNAGE WALL



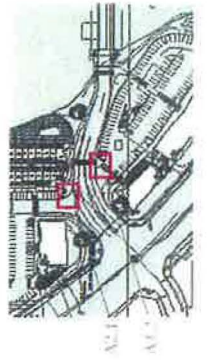
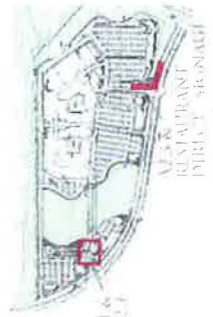
A2.3 - HOTEL WALL

REARVIEW TO LOWER LEVEL PARKING
DIRECTED TOWARD BUILDING ENTRANCE
WITH SIGNAGE WALL



A2.4 - HOTEL WALL PLAN

REARVIEW TO LOWER LEVEL PARKING
DIRECTED TOWARD BUILDING ENTRANCE
WITH SIGNAGE WALL



SECONDARY IDENTIFICATION
MASTER SIGN PROGRAM - 07 JUNE 2006

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PLAZA SAN CLEMENTE
SAN CLEMENTE CALIFORNIA

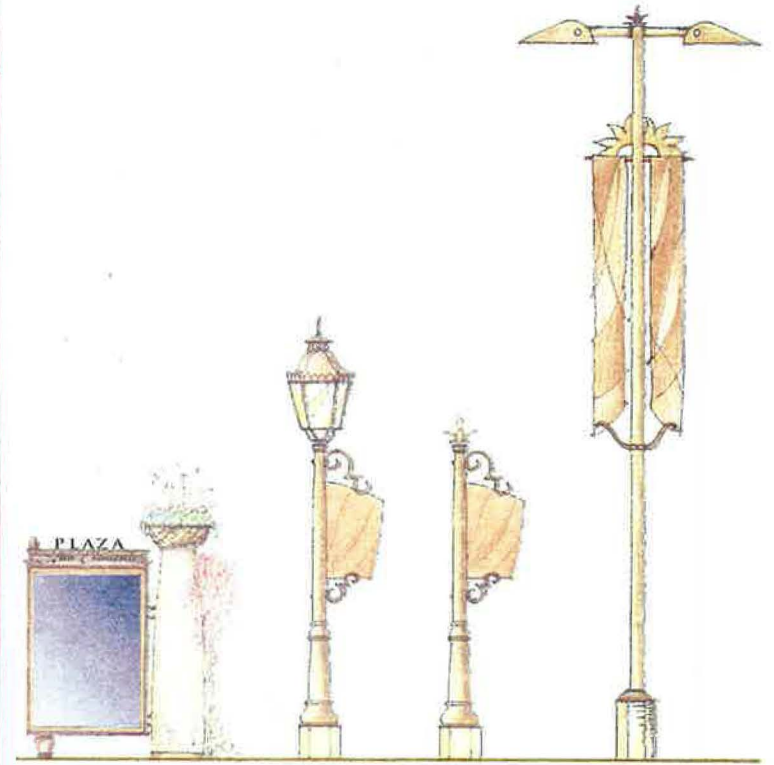


STREETLIGHT STANDARD BOLLARD PEDESTRIAN LIGHT STANDARD SIGN POST MARKER PIER PRECAST LOW WALL

MARBLEHEAD STREET FURNITURE

Integrating a Spanish design into a series of custom fabricated street elements will create a distinctive character to the street and the overall development.

Lanterns will have down casting lighting for night sky preservation.



A2.4 DIRECTORY A 2.5 LIGHT STANDARD & TRAILBLAZER A2.6 TRAILBLAZER A2.7 PARKING LOT BANNER

PLAZA STREET FURNITURE

STREET FURNITURE FOR PLAZA SAN CLEMENTE, SAN CLEMENTE, CALIFORNIA. THE DESIGN OF THE STREET FURNITURE WAS COMPLETED BY THE DESIGN TEAM AT PROGETTI.

THE DESIGN TEAM IS COMPOSED OF ARCHITECTS AND ENGINEERS FROM AN ARCHITECTURAL FIRM AND AN ENGINEERING FIRM.

THE DESIGN TEAM IS COMPOSED OF ARCHITECTS AND ENGINEERS FROM AN ARCHITECTURAL FIRM AND AN ENGINEERING FIRM. THE DESIGN TEAM IS COMPOSED OF ARCHITECTS AND ENGINEERS FROM AN ARCHITECTURAL FIRM AND AN ENGINEERING FIRM.

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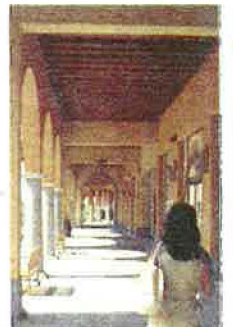
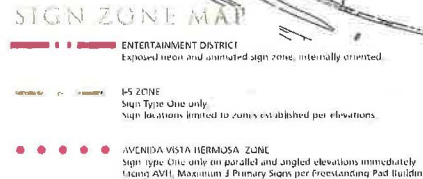
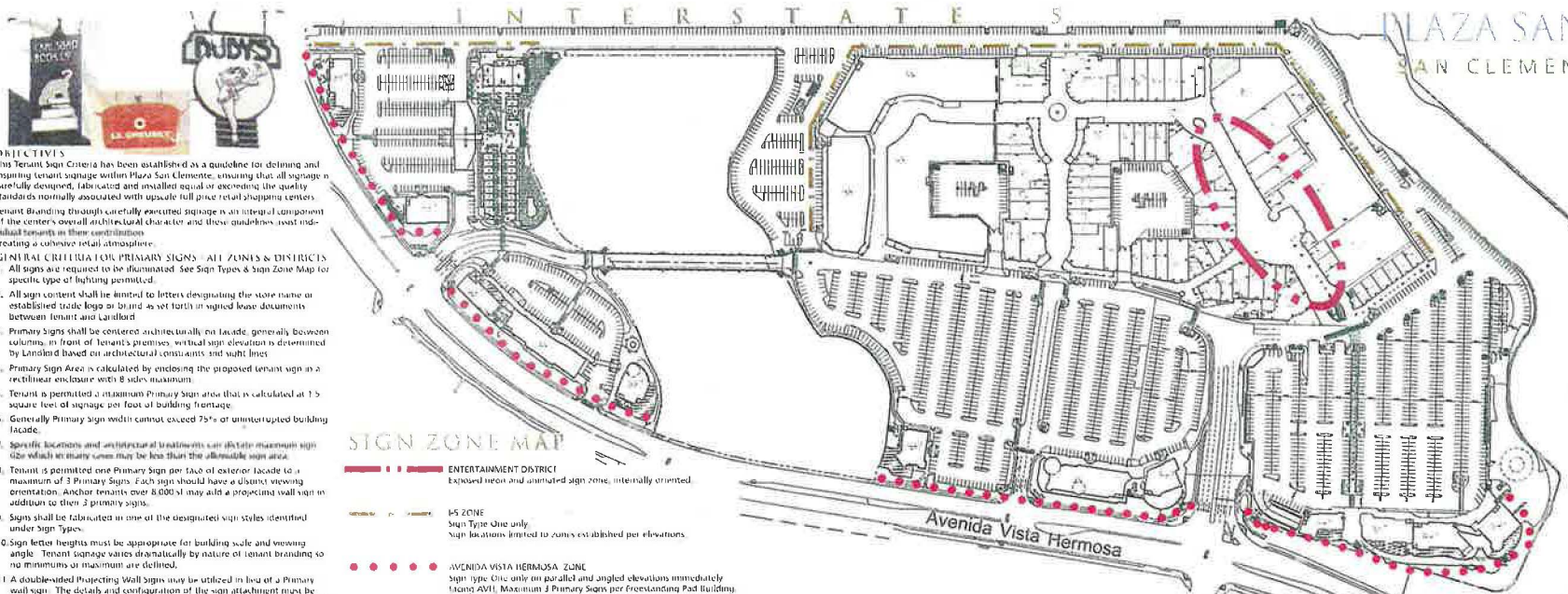
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SECONDARY IDENTIFICATION
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OBJECTIVES
This Tenant Sign Criteria has been established as a guideline for defining and limiting tenant signage within Plaza San Clemente, ensuring that all signage is carefully designed, fabricated and installed equal or exceeding the quality standards normally associated with upscale full price retail shopping centers. Tenant Branding through carefully executed signage is an integral component of the center's overall architectural character and these guidelines must individual tenants as their contribution creating a cohesive retail atmosphere.

- GENERAL CRITERIA FOR PRIMARY SIGNS - ALL ZONES & DISTRICTS**
- All signs are required to be illuminated. See Sign Types & Sign Zone Map for specific type of lighting permitted.
 - All sign content shall be limited to letters designating the store name or established trade logo or brand as set forth in signed lease documents between tenant and Landlord.
 - Primary signs shall be centered architecturally on facade, generally between columns in front of tenant's premises, with sign elevation is determined by Landlord based on architectural constraints and sight lines.
 - Primary sign Area is calculated by enclosing the proposed tenant sign in a rectangular enclosure with 8 sides maximum.
 - Tenant is permitted a maximum Primary Sign area that is calculated at 15 square feet of signage per foot of building footage.
 - Generally Primary sign width cannot exceed 75% of uninterrupted building facade.
 - Specific locations and architectural treatments can tolerate maximum sign size which is less than the allowable sign area.
 - Tenant is permitted one Primary Sign per face of exterior facade to a maximum of 3 Primary Signs. Each sign should have a distinct viewing orientation. Anchor tenants over 8,000 sq ft may add a prominent wall sign in addition to their 3 primary signs.
 - Signs shall be fabricated in one of the designated sign styles identified under Sign Types.
 - Sign letter heights must be appropriate for building scale and viewing angle. Tenant signage varies dramatically by nature of tenant branding so no minimums or maximums are defined.
 - A double-sided projecting Wall Sign may be utilized in lieu of a Primary wall sign. The details and configuration of the sign attachment must be Spanish influenced. Both faces are calculated for sign area. Maximum wall projection is 7 feet. Sign shall generally have a vertical orientation.
 - Feature tenants facing the interior pedestrian streets may incorporate LED animated signage as a part of their signage. Landlord approval. Animation shall be limited to a HD quality display, slow-motion graphics with dissolve fades using high quality graphic images. Copy shall be limited to store name, fashion collection identities and seasonal buzz phrases.

- ENTERTAINMENT DISTRICT - THEATRE**
In addition to the signage afforded the Music Theatre as an anchor tenant, the following signage is permitted below 50'
- One Plaza oriented marquee with flexible or LED animated sign face for promotion of current and coming soon features, 60' x 15' sign area, primary orientation to the marquee plaza.
 - Theatre ID signage on Box Office tower, one per face, 60' x 10'
 - Signage at Feature Tower, one per face, 100' x 60'
 - Static or animated movie poster cases double-sided freestanding in forecourt and smaller-scale wall mounted, 35' x 45' per poster face maximum, 8 cases max.

- ENTERTAINMENT DISTRICT - FOOD & RETAIL TENANTS**
In addition to the primary signage described above:
- Neon, LED animated graphics and/or fiberoptic displays will be allowed subject to Landlord approval with primary orientation to the internal plaza. LED display shall be required to be an HD quality display, slow motion graphics with dissolve fades using high quality graphic images. Copy shall be limited to store name, signage is required to be below store line.
 - Regulatory animated signage is considered a bonus. A maximum 50% bonus over the Primary Sign Area Allowance will be considered based on quality of design and placement on the building.

- SECONDARY SIGN CRITERIA - ALL ZONES & DISTRICTS**
- All tenants shall have a suspended blade sign located adjacent main entry door. Tenants with multiple exposures are required to have a second blade sign on an alternate facade position to be determined by Landlord.
 - Blades are designed by the Landlord to ensure the blade brand is enhanced three dimensionally.
 - Each blade sign shall average 6' wide with a maximum area of 9 sq ft per face. Maximum blade width is 48". Blade sign area does not count against Primary Sign Area Allowance.
 - All signs are externally illuminated and suspended from Landlord bracket and maintain 8"-20" from glass. The bracket design varies throughout the center based on structural design and building.
 - Tenant sign area does not include Door Vinyl graphics may be used as pedestrian level identification. Tenant signs, 4' x 1' max, up to 2 colors, may be individual dimensional letters or vinyl letters. Door Graphics: 1' x 1' max door and up to 2 colors at vinyl.
 - Window Graphics: Every other window display may use 2' x 1' max of vinyl copy below 42". All signs and graphics, window vinyl used for display features shall be 10% or less of window area.
 - All vinyl must be machine-cut and applied second surface in a professional manner. Vinyl that is not machine-cut shall be removed by Landlord.
 - Brand coordinated Awning Letters, Selection and Suspended Graphics may be applied to facades that face 1) pedestrian walkways. All material must be fire-retardant. Graphics are provided by Landlord based on Tenant's exposure. Valance: One tenant ID may be applied per individual awning panel or every 10' on continuous awning. Slope: subtle tone-on-tone pattern. Logo graphic for initial may be applied to the slope pattern on the awning. Fabric: 2 shades max. Color: pattern for entire option must be submitted for Landlord approval.

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

The signage program has been developed to ensure a village atmosphere and encourages a diversity of sign styles and materials that will emphasize the individual identities of the Tenants within the context of a unified theme:

- Sign Colors and Finishes**
All Tenant sign colors must be approved by Landlord prior to fabrication. To create a variety of signs and emphasize tenant branding, a standard color palette has not been selected. Tenants without corporate identity colors shall work with the Landlord to develop a color palette and sign that will best suit the center.
- Sustainable Sign Materials & Assemblies may include:**
 - Dimensional letterforms with seamless edge treatments
 - Mixed media signs of three-dimensional forms.
 - Polished, etched or abraded metal.
 - Aluminum or laminated opaque acrylic materials with bonded matte finish.
 - Litened or sandblasted acrylic.
 - Custom glazed ceramic tile patterns, mosaics or fields as background panel for sign.
 - Cast resin letterforms with paint or leaf finishes.
 - Gold, silver and copper leaf.
 - Metallic paint finishes.
 - Professionally hand-painted wall signs.
 - Neon accents or trim—see sign zone map for acceptability.

- Examples of unacceptable materials include: iron cap, unpolished acrylic, uncoated HDU, MDO, Sinter, etc.
- Illumination**
Identify signage may be illuminated using a variety of lighting techniques. The use of one or more of the following lighting techniques is required:
 - Reverse Channel Letters with Neon or LED light sources
 - External Quartz Halogen Illumination*
 - The following are permitted for food tenants only where permitted by sign zone map:
 - Combination Channel Letters with push-tite Plex Facs, Solid Returns & Main Illumination (food tenants only)
 - Open Channel Letters with Exposed Neon tubing or Glass Channel Letters with Fluorescent or Incandescent Neon tubing.

* For illumination, the structural steel of exposed signs, external sign lighting must be installed or modified, external brackets and stands must meet building code requirements of the center.

PRIMARY SIGN TYPES
The following sign fabrication types have been established to create a unified village environment.

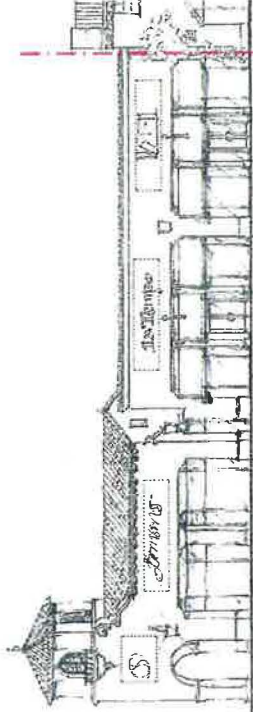
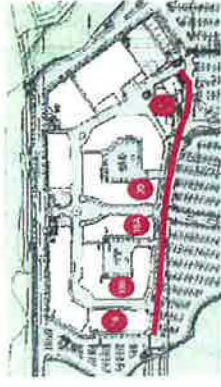
TENANT SIGNAGE CRITERIA
MASTER SIGN PROGRAM - 07 JUNE 2006

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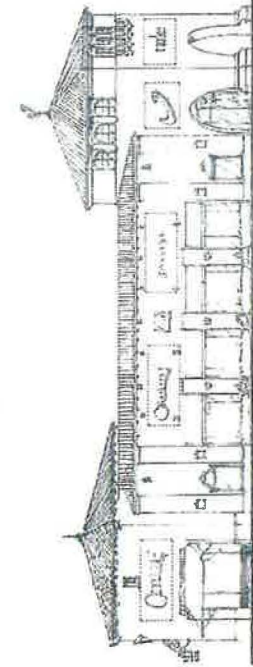
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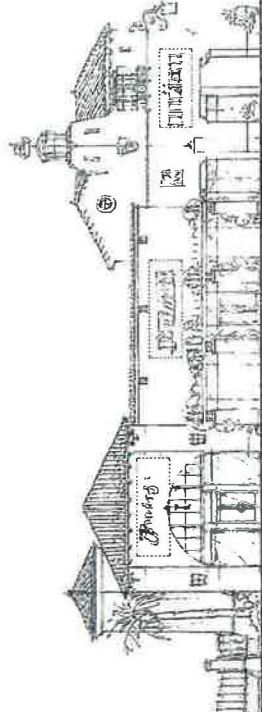
PLAZA SAN CLEMENTE
SAN CLEMENTE CALIFORNIA



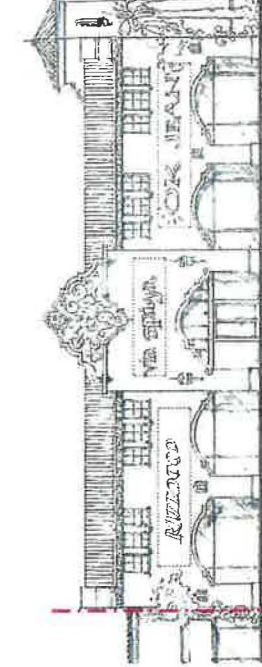
158 - WEST ELEVATION
FRONT OF PLAZA SAN CLEMENTE PARKING



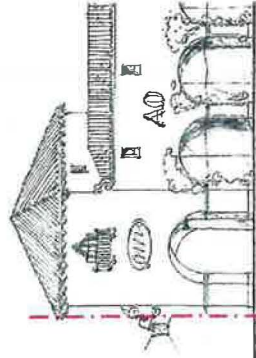
16 - WEST ELEVATION
FRONT OF CANTON MOUNTAIN PARKING



18A - WEST ELEVATION
FRONT OF CANTON MOUNTAIN PARKING



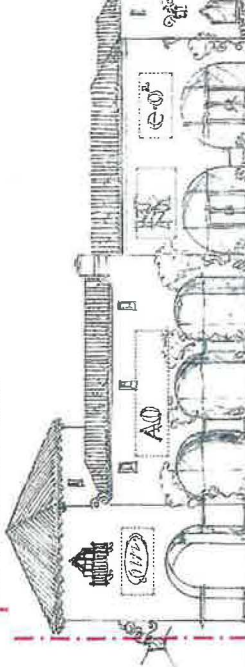
18B - WEST ELEVATION
FRONT OF CANTON MOUNTAIN PARKING



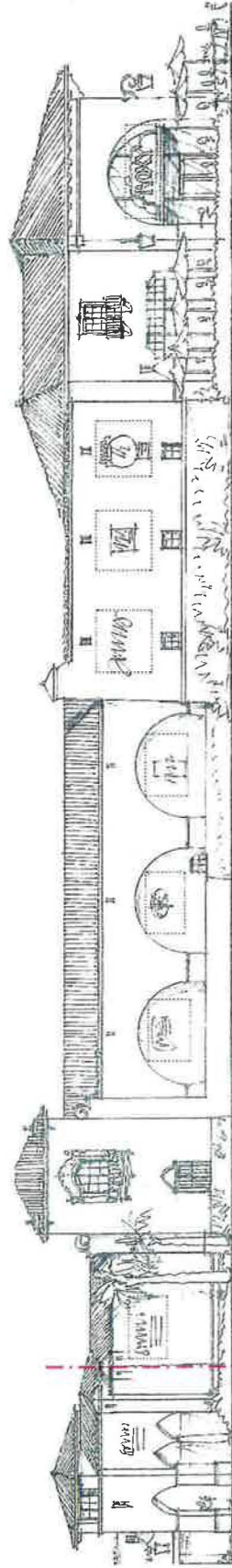
1 - NORTH ELEVATION
FRONT OF CANTON MOUNTAIN PARKING



20 - WEST ELEVATION
FRONT OF CANTON MOUNTAIN PARKING



1 - WEST ELEVATION
FRONT OF CANTON MOUNTAIN PARKING



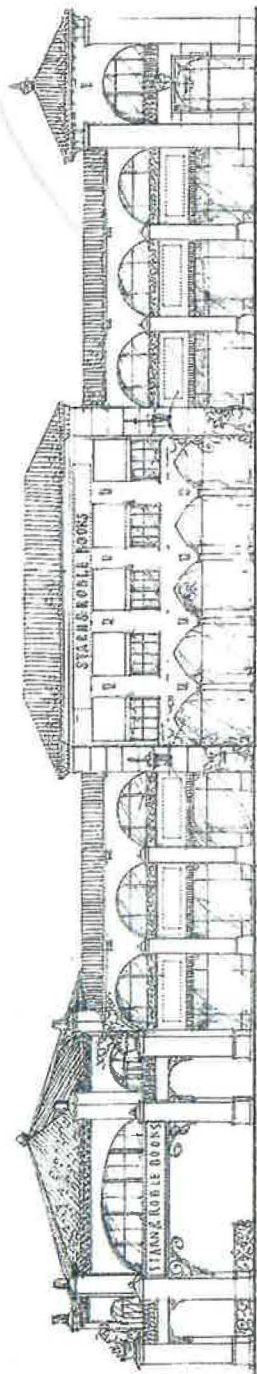
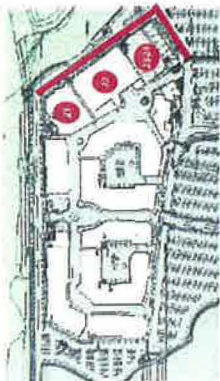
1 - WEST ELEVATION
FRONT OF CANTON MOUNTAIN PARKING

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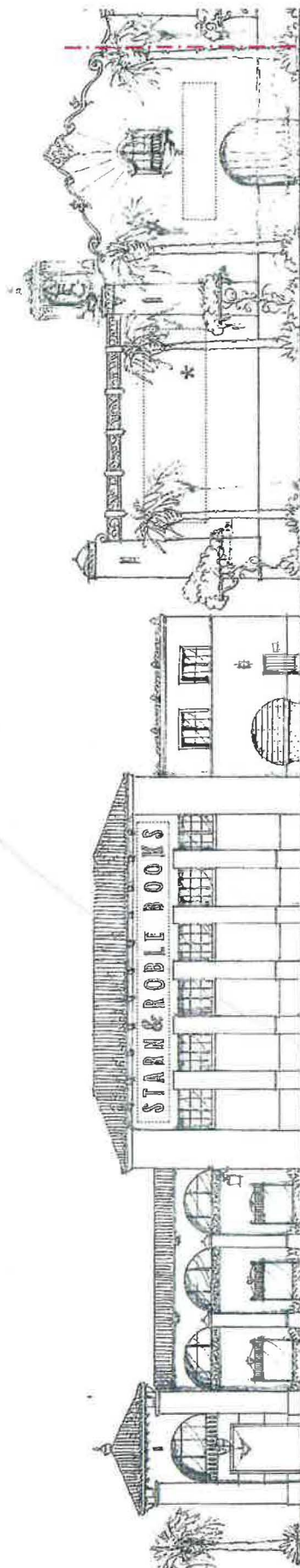
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RETAIL TENANT SIGNAGE
MASTER SIGN PROGRAM 07 JUNE 2006

PLAZA SAN CLEMENTE
SAN CLEMENTE CALIFORNIA

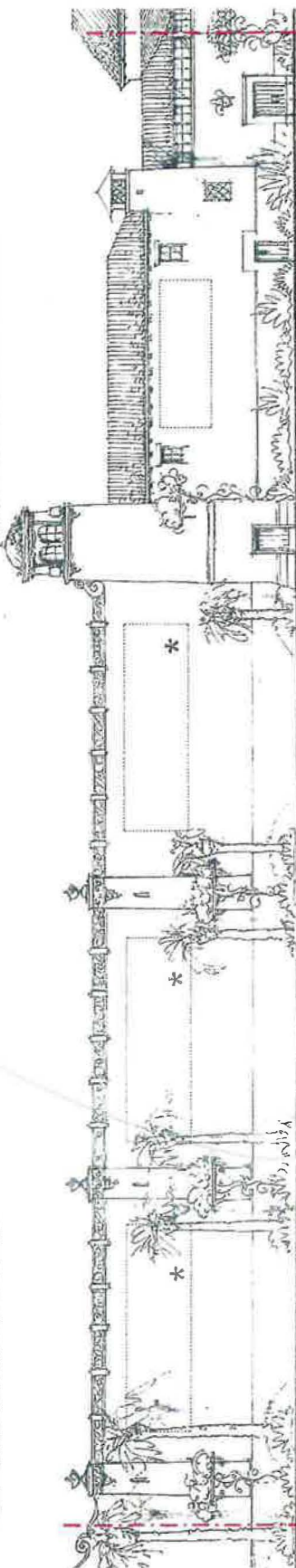


23-24 - WEST ELEVATION
FRONT - EAST SIDE - PUBLIC PARKING DECK



23-24 - SOUTH ELEVATION
FRONT - EAST SIDE - PUBLIC PARKING DECK

21 - SOUTH ELEVATION
FRONT - EAST SIDE - PUBLIC PARKING DECK



23 - SOUTH ELEVATION
FRONT - EAST SIDE - PUBLIC PARKING DECK

21 - SOUTH ELEVATION
FRONT - EAST SIDE - PUBLIC PARKING DECK

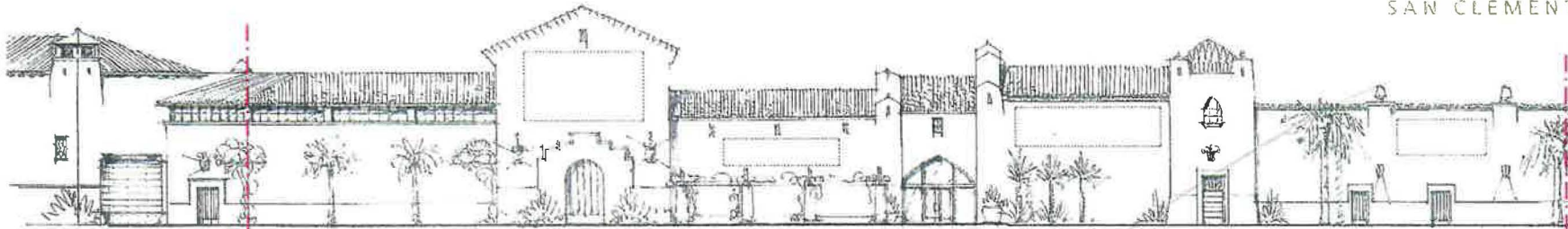
* ARCHITECTURAL SIGNAGE TO BE INSTALLED AT THE CORNER OF THE BUILDING AT THE INTERSECTION OF THE EAST SIDE - PUBLIC PARKING DECK AND THE EAST SIDE - PUBLIC PARKING DECK

RETAIL TENANT SIGNAGE
MASTER SIGN PROGRAM - 07 JUNE 2006

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PLAZA SAN CLEMENTE
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21 - EAST ELEVATION
FRONT - EAST SIDE

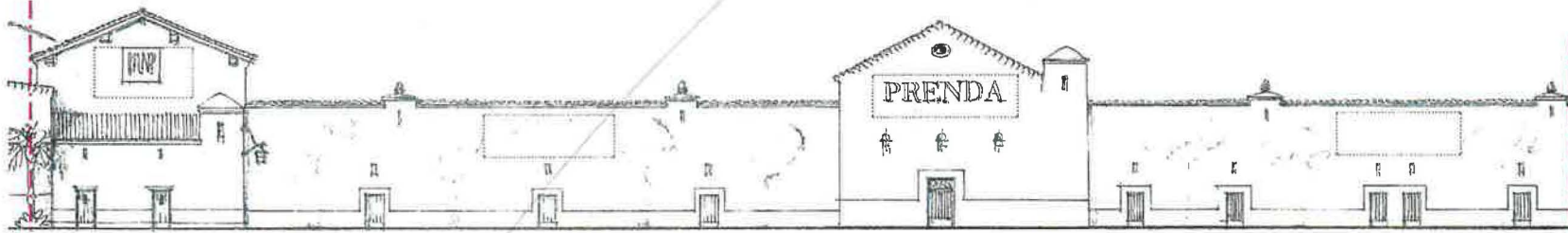
19 - EAST ELEVATION
FRONT - EAST SIDE



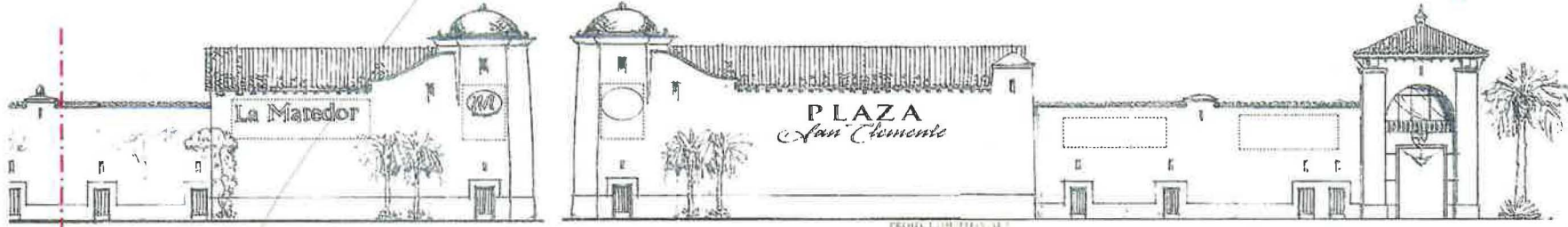
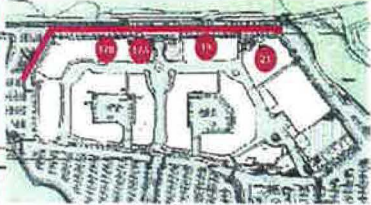
19 - EAST ELEVATION
FRONT - EAST SIDE

FRONT - EAST SIDE
FRONT - EAST SIDE

17A - EAST ELEVATION
FRONT - EAST SIDE



17A - EAST ELEVATION 17B - EAST ELEVATION
FRONT - EAST SIDE



17B - EAST ELEVATION
FRONT - EAST SIDE

17B - NORTH ELEVATION
FRONT - EAST SIDE

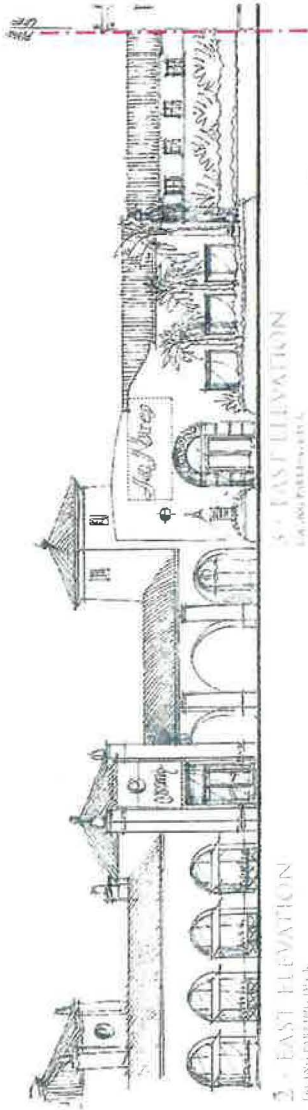
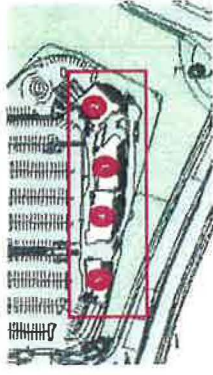
FRONT - EAST SIDE
FRONT - EAST SIDE

RETAIL TENANT SIGNAGE
MASTER SIGN PROGRAM - 07 JUNE 2006

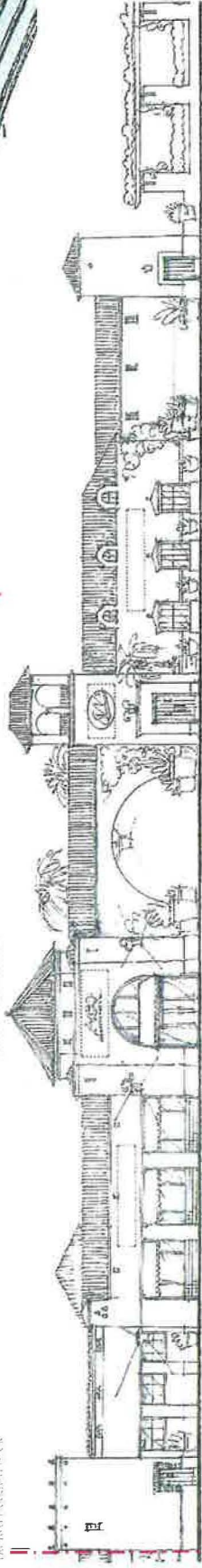
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SAN CLEMENTE CALIFORNIA

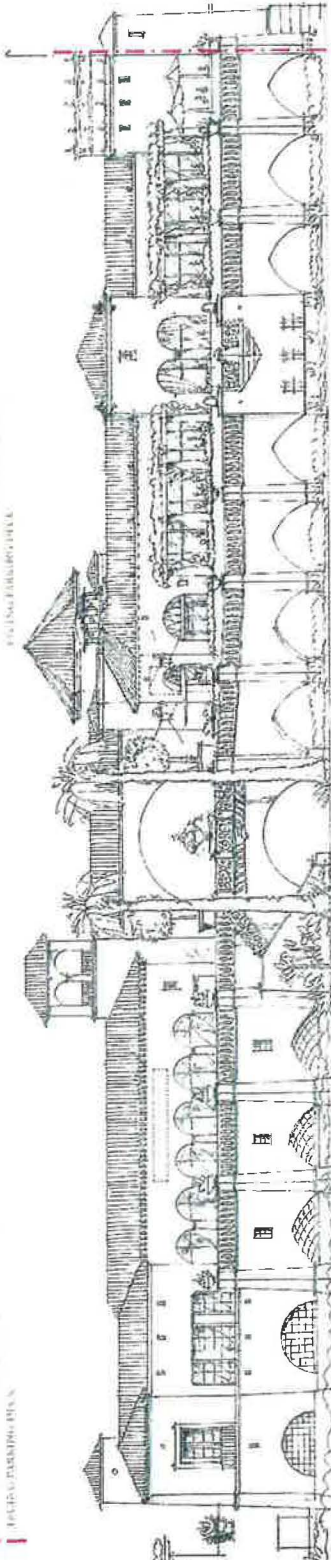


2 - EAST ELEVATION
FACING PARADISE PLAZA



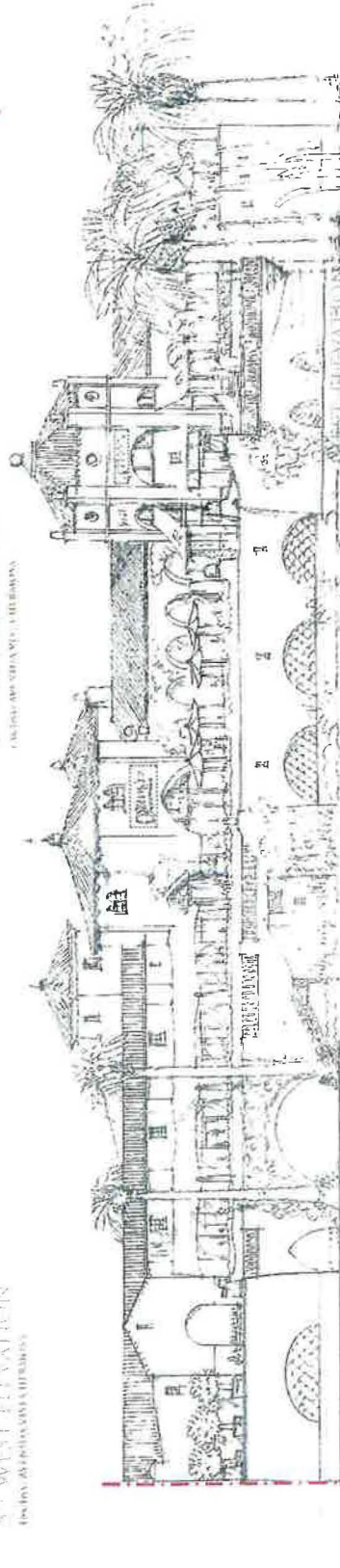
3 - EAST ELEVATION
FACING PARADISE PLAZA

4 - EAST ELEVATION
FACING PARADISE PLAZA



5 - WEST ELEVATION
FACING VISTA POINTE DRIVE

6 - WEST ELEVATION
FACING VISTA POINTE DRIVE

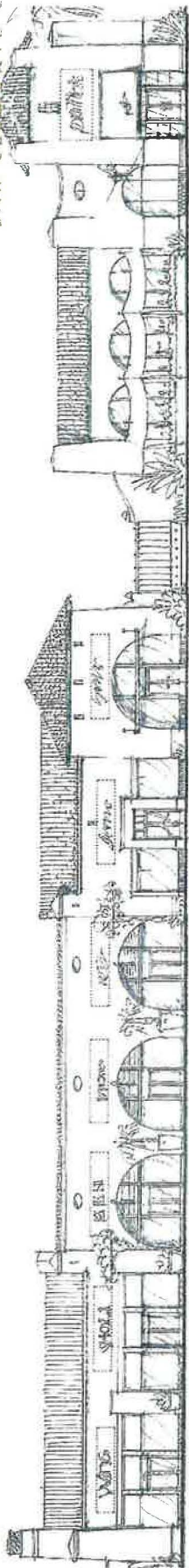


7 - WEST ELEVATION
FACING VISTA POINTE DRIVE

VISTA POINTE RESTAURANTS SIGNAGE
MASTER SIGN PROGRAM - 07 JUNE 2006

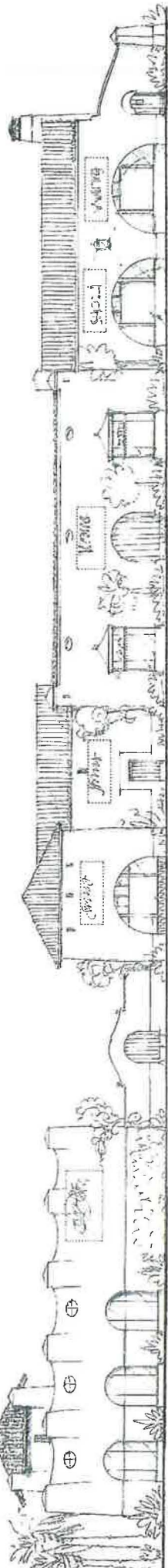
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10 - EAST ELEVATION
EAST SIDE SURFACE SIGNAGE

11 - EAST ELEVATION
EAST SIDE SURFACE SIGNAGE

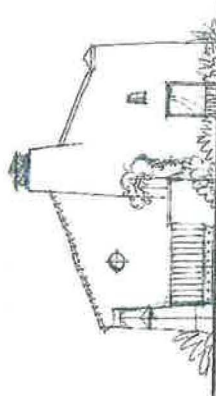


10 - WEST ELEVATION
EAST SIDE SURFACE SIGNAGE

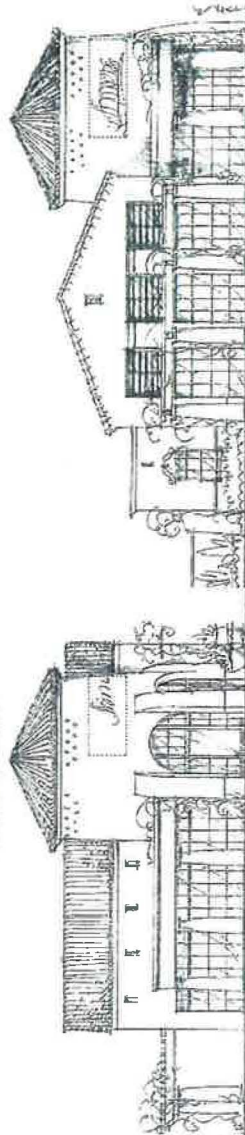
10 - WEST ELEVATION
EAST SIDE SURFACE SIGNAGE



11 - NORTH ELEVATION
EAST SIDE SURFACE SIGNAGE

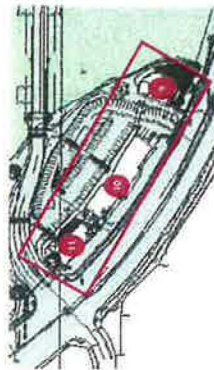


10 - SOUTH ELEVATION
EAST SIDE SURFACE SIGNAGE



9 - EAST ELEVATION
EAST SIDE SURFACE SIGNAGE

9 - SOUTH ELEVATION
EAST SIDE SURFACE SIGNAGE

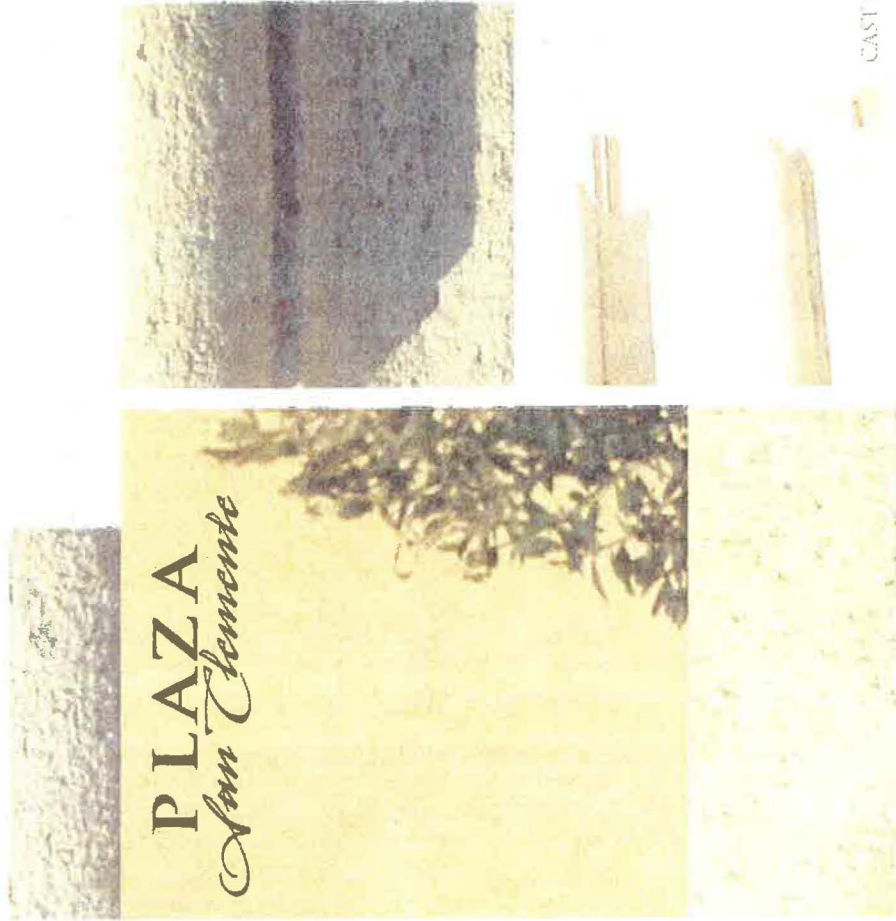


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CANYON VILLAGE SIGNAGE
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PLAZA SAN CLEMENTE
SAN CLEMENTE CALIFORNIA



RUI N MOULD STONE TRIM



METALLIC COLOR
LETTERS & DETAILS
LETTERS MAY ALSO BE
WARM WHITE

ENTRY WALL
MATERIALS

POSSIBLE PLASTER COLOR

CAST STONE COLOR & TEXTURE

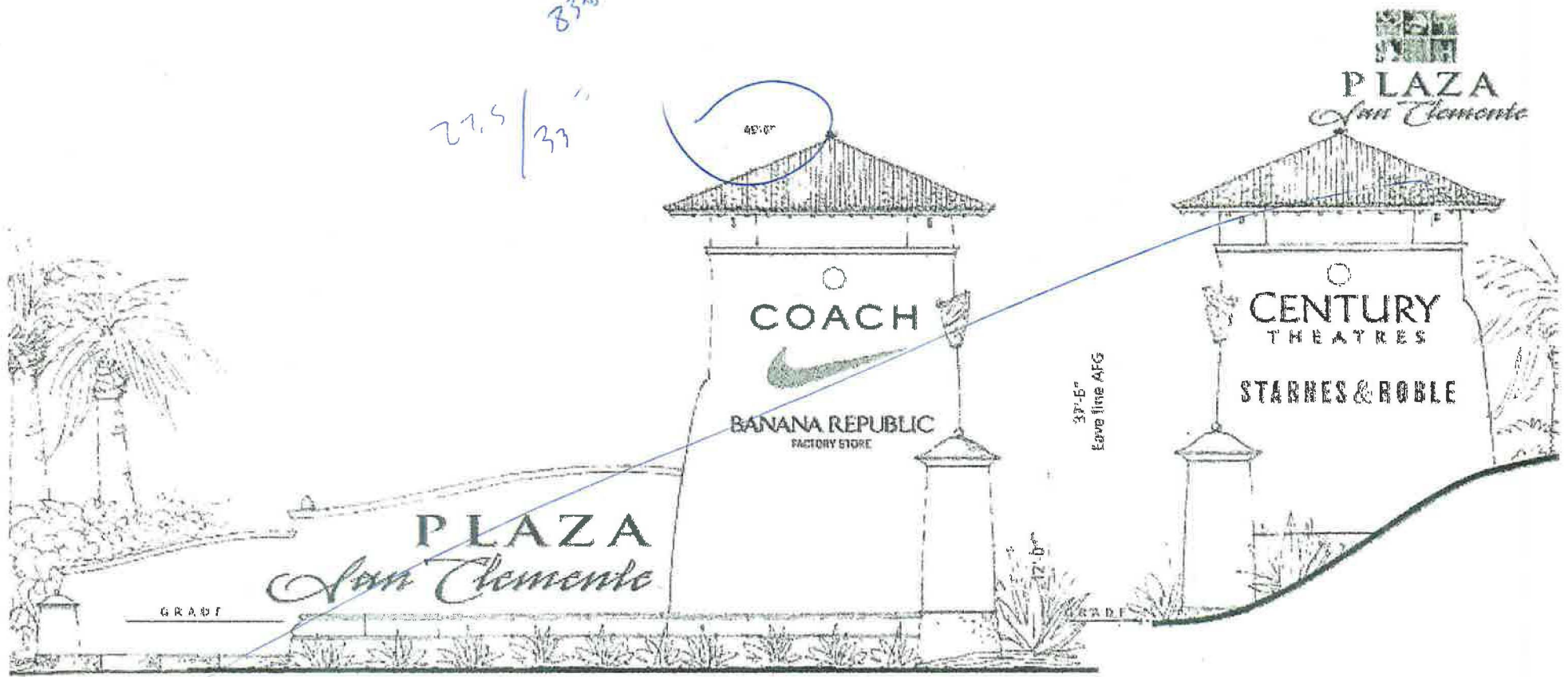
RUI N MOULD STONE
TEXTURE

CAST STONE PLANTER PROFILE

SIGN MATERIALS
MASTER SIGN PROGRAM - 07 JUNE 2006

83%

27.5 / 33



A1.3 • NORTHBOUND WALL & TOWER

TOTAL PROJECT ID SIGN AREA ALLOWED ON WALL 300 SF

SIGN AREA ILLUSTRATED

CENTER ID: 8' x 25' = 280 SF

1 FINALE ID ON TOWER FACE (A) 14' x 31' MAXIMUM

SIGN AREA ILLUSTRATED

COACH: 2.25' x 14.5' = 32.65 SF

NIKE SWOOSH: 4' x 12.5' = 50 SF

BANANA REPUBLIC: 3' x 18' = 54 SF

SIGNS MUST LEAVE A MINIMUM 12" CLEAR TO PERIMETER OF SIGN

A1.3 • SOUTHBOUND TOWER

TOTAL SIGN AREA ALLOWED 200 SF

SIGN AREA ILLUSTRATED

Theatre/Anchor Tenant ID A: 4.5' x 17' = 76.5 SF

Bookstore/Anchor Tenant ID B: 2' x 18.5' = 37 SF

PROJECT IDENTITY • MODIFIED TOWER MASTER SIGN PROGRAM

31 AUGUST 2006

CONSULTANT OF
CREDIT RISKY GROUP

STUDIO PROGETTI
architects & design partners

Marblehead Specific Plan

The Marblehead Coastal Design Guidelines provides the following design objectives:

- Preserve and strengthen San Clemente's unique character as the "Spanish Village By the Sea"
- Define a consistent approach to site planning, architecture, streetscape, lighting, landscaping and other design elements to achieve visual harmony within Marblehead Coastal.
- Recognize the unique character, constraints and opportunities of the Marblehead Coastal Area.

Related to signs, Chapter 3 Design Guidelines, Section 303 II-D states "Commercial centers should be identified by a sign program with monument signage and wall signs for individual tenants. Such signs may include logos, and should be harmonious in scale, form, materials, and colors with the project buildings walls, and other structures. Due to the size and proportions of the buildings, appropriate scaled signage may require maximum sign area allowances greater than currently specified in the City's Sign Ordinance."

Chapter 5, Section 502 V H of the Specific Plan states that "Signs shall be permitted in accordance with the City Sign Ordinance, except as modified by a Sign Program for the site"

Zoning Ordinance

Section 17.84 of the Zoning Ordinance establishes standards for signs. The maximum sign area is one square foot of sign area for every 1 linear foot of building, a sign shall not exceed 75% of the business facade and the maximum size of any sign is 64 square feet. However these maximums can be exceeded with the approval of a sign exception.

Section 17.84 General Design Standards state "The purpose of these general regulations is to define the parameters for design, size, height and location of signs. The requirements related to the number, design type and size of signs outlined in this chapter are intended to be maximum standards which do not necessarily ensure compatibility with building architecture, the neighborhood and the community appearance. Consideration shall be given to the sign's relationship to the overall appearance of the subject property and surrounding area. Design standards that apply to DRSC review include:

- Signs shall be designed and oriented to minimize light or glare upon adjacent residential properties and public rights-of-way.
- Sign design, scale, color and materials shall be selected that are compatible in style with the building it serves.

The Marblehead Coastal Development Agreement stipulates that during the term of the agreement (10-2-98 through 10-2-18) the developer shall have a vested right to develop the Commercial area in accordance with standards in place at the time of its approval. Therefore Sign Exception Permit provisions, which were recently removed from the code, apply to this application.

Section 17.16.260 Sign Exception Permits requires several findings three of which are related to design. These include:

- The design, scale and Materials of the signs harmonize with the architectural design of the building it serves and are complimentary to the City's image as viewed from the freeway.
- The design call materials and location of the freeway-oriented sign provides necessary business identification to motorist on the freeway without creating adverse visual impacts.
- The design and scale and materials for the signs is appropriate to the distance from which the signs are normally viewed from the freeway.

Note: Section 17.16, 260 is included in its entirety below.

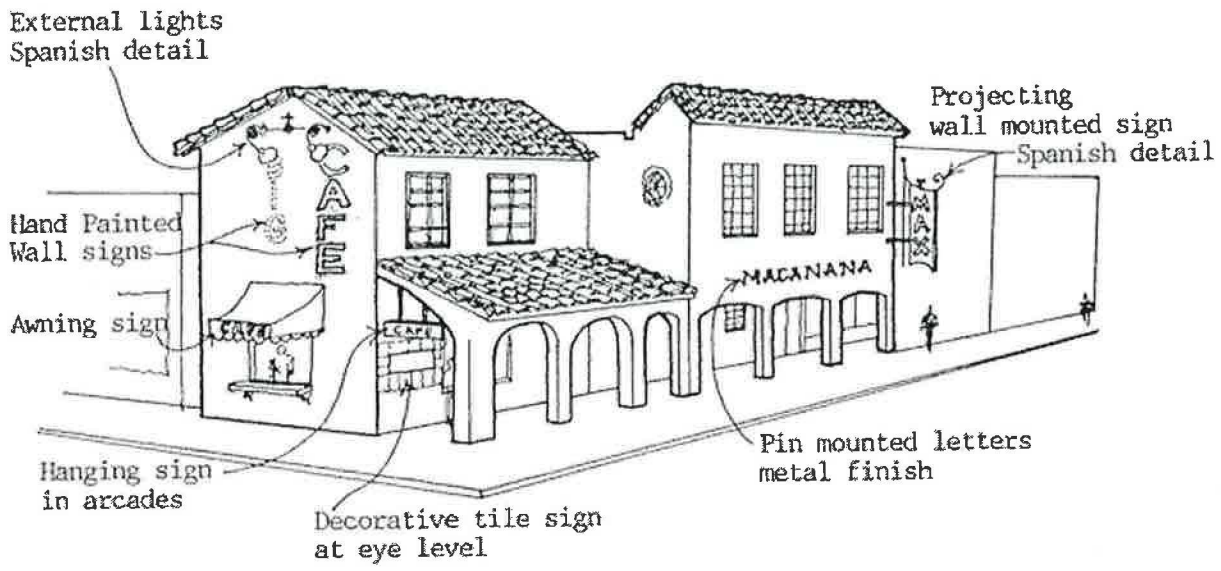
City Design Guidelines

A. The Purpose of Design Review

Discretionary Design Review is one of several procedures used by the City to protect the public welfare and environment. The process is a comprehensive evaluation of those characteristics of a development which have an impact on neighboring properties and the community as a whole. Discretionary Design Review makes a careful examination of a project's quality of site planning, architecture, landscape design, and important details such as signage and lighting. The purpose is to insure that every new development will carefully consider the community context in which it takes place and make a conscientious effort to develop a compatible relationship to the natural setting, neighboring properties, and City Urban Design Goals.

e. Signage

- Carefully integrate signage with the design concept of the building and site. Signage should be consistent with the architectural character of the building.



Signage Integrated with Architecture

- ii. The sign is being displayed in a manner that constitutes a nuisance, or
- iii. The application contained incorrect, false or misleading information. (Ord. 1314 § 12, 2006; Ord. 1172 § 3 (part), 1996)

17.16.260 Sign Exception Permits.

- A. Purpose and Intent.** The intent of this section is to establish a procedure for granting exceptions to the strict application of the size, number, height, length and locational requirements for signs in this chapter. The granting of a Sign Exception Permit requires findings to be met based on a site's or business' unique location or orientation in order to achieve adequate sign visibility.
- B. Authority.** The Planning Commission is the final authority on Sign Exception Permits, subject to the concurrent review and appeal provisions of Section 17.12.090, Consideration of Concurrent Applications, and 17.12.140, Appeals of an Action, of this title.
- C. Applicability.** A Sign Exception Permit is required for the following:
- 1. Any sign that exceeds the maximum standards, as listed in the Sign Matrix, Section 17.84.030(C), Matrix of Sign Types, of this title;
 - 2. Any sign or signs that exceed the individual sign area allowed, as listed in Section 17.84.020, General Regulations, and in the Sign Matrix, Section 17.84.030(C), Matrix of Sign Types, of this title;
 - 3. Any business or site that exceeds the maximum sign area allowed, as listed in Section 17.84.030, Specific Regulations by Sign Type, of this title;
 - 4. Any sign that exceeds the permitted sign height;
 - 5. Any business, building or site that exceeds the maximum number of signs permitted;
 - 6. Any freeway-oriented sign, except for change of copy;
 - 7. Any sign exceeding seventy-five (75) percent of the length of the business facade.

- D. Submittal Requirements.** Please refer to the submittal requirements in Section 17.12.040, Filing an Application, and Section 17.12.060, Applications Requiring Additional Information, of this title.
- E. Review Procedures.** Sign Exception Permits shall be reviewed in the same manner as Site Plan Permit applications, as described in Section 17.16.050(E)(1), Site Plan Permits, of this chapter.
- F. Required Findings.** Prior to approval of a Sign Exception Permit, all of the following findings shall be made:
1. There are unique or unusual circumstances relating to the size of the site or business, shape of the site or business, location and orientation of the site or business, visibility of the site or business, proximity to street frontage or length of street frontage that do not allow the site or business to achieve the goals and objectives of this chapter for adequate business identification.
 2. The granting of the sign exception permit is not contrary to the intent of the General Plan, Design Guidelines, relative specific plan or Architectural Overlay District in which the sign exception is proposed.
 3. The granting of a Sign Exception Permit is not considered a grant of special privileges inconsistent with the limitations of other similarly situated properties.
 4. The granting of a Sign Exception Permit does not create a traffic or safety hazard.
 5. The granting of a Sign Exception Permit does not adversely impact surrounding properties by increasing light, glare or noise.
 6. For freeway-oriented signs:
 - a. The location of the site dictates the need for a freeway-oriented sign to allow adequate business identification.
 - b. The design, scale, materials and location of the freeway-oriented sign provides necessary business identification to motorists on the freeway without creating adverse visual impacts.
 - c. The design, scale and materials of the signs harmonize with the architectural design of the building it serves and are complimentary to the City's image as viewed from the freeway.
 - d. The design and scale of the signs is appropriate to the distance from which the signs are normally viewed from the freeway.

17.16.260

- e. If applicable, the design, scale and location of the building dictates the use of a freestanding, freeway-oriented sign, rather than a building-mounted, freeway-oriented sign.

G. Appeals. An appeal of the action upon a Sign Exception Permit shall be reviewed in accordance with Section 17.12.140, Appeals of an Action, of this title.

H. Revocation. Revocation of a Sign Exception Permit shall be reviewed in the same manner as revocations to discretionary Sign Permits, Section 17.16.250(H), Revocation of Discretionary Sign Permits, of this chapter. (Ord. 1172 § 3 (part), 1996)