



Design Review Subcommittee (DRSC)

Meeting Date: March 13, 2019

PLANNER: Katie Crockett, Associate Planner

SUBJECT: **Discretionary Sign Permit 18-215 – Vista Hermosa Esplanade (Target Center) MSP Amendment**, a request to amend the Target Master Sign Program to include the recently approved expansion of the center at 990 Avenida Vista Hermosa in the Forster Ranch Specific Plan area.

BACKGROUND:

The project site is a 14.8 acre parcel located at the northwest corner of Avenida Vista Hermosa and Avenida La Pata. The General Plan Land Use designation is Neighborhood Commercial and it is within the Neighborhood Commercial zoning district (Planning Area D) of the Forster Ranch Specific Plan. This planning area is designated for commercial uses serving neighborhoods and to provide for the needs of existing and future residents. The site is designated as a gateway in the General Plan.

The site currently contains a 142,206 square foot Target. On December 19, 2018, the Planning Commission adopted Resolution PC 18-034, approving a multi-tenant commercial retail center with a drive-thru restaurant at the site. The Planning Commission tabled Resolution PC 18-035, for the corresponding Discretionary Sign Permit (DSP) to allow staff, the applicant, and the DRSC to continue working to resolve Commissioner concerns related to size and number of proposed signs (Minutes from the Planning Commission meeting are provided for reference as Attachment 3).

Project Description

Target has a Master Sign Program (MSP) for their current site signage, which includes two monuments (denoted on Monuments 1 and 1a on the revised MSP, Attachment 2) and four internally illuminated channel letter wall signs (denoted as Signs A, B, C, & D on the revised MSP, Attachment 2). A Sign Exception Permit (SEP 09-318) was approved to allow deviations from sign requirements for maximum size, number, height, length and location. SEPs are not available today due to a Zoning Ordinance Amendment; however, previously approved SEPs can remain.

The project involves permitting additional signage for the newly approved buildings in the center. The amended MSP contains two additional monument signs, modifying one existing monument sign (resulting in a total of four monuments), new tenant wall signs, and drive-thru signs. The project does not propose to add any additional signage for Target.

Why is DRSC Review Required?

Design Review Subcommittee (DRSC) review is required for all DSPs per Zoning Ordinance Table 17.12.025. DRSC’s review is focused on the design, size, materials, and lighting of the signs and any resulting visual impacts. The intent of the DSP is to ensure signs are compatible and harmonious with the architecture of the buildings they serve and with the surrounding neighborhood, as well as to ensure the signs comply with the purpose and intent of the City’s sign regulations.

The application was previously considered by DRSC on April 25, 2018 and November 14, 2018.

ANALYSIS:

At the previous DRSC meeting in November, the DRSC made recommendations, which were incorporated into the MSP reviewed by the Planning Commission and tabled at the December 19, 2018, hearing. Recommendations and response are summarized below, for reference.

Table 1 – DRSC Recommendations

Recommendation:	Applicant’s Response:
Remove Sign Type 3 at the northeast corner along Avenida La Pata.	Removed.
Redesign Sign Type 4 at the corner of Avenida La Pata and Avenida Vista Hermosa in a wrap-around design with landscaping.	Incorporated. Sign Type 4 was redesigned to wrap around the corner as requested.
Reduce the size of Sign Type 6 (menu boards) for consistency with the City’s sign code.	Incorporated. Each of the two menu signs is a maximum of 30 square feet and 6 feet high, consistent with the sign code.
Redesign Sign Type 2 so that it is not as “geometric” in design and is incorporated into the landscaping. Consider reducing the number of tenants.	Incorporated. Sign Type 2 is more integrated into the slope, with wing walls similar to the other existing and proposed monuments. Tenant identification on this sign was reduced from 5 to 4 tenant names.

The Planning Commission had concerns related to the MSP at the December 19, 2018, hearing, which led to the tabling of this item. Those concerns and the applicant responses are listed in Table 2, below. See staff recommendation section for staff response and recommendations to address these items.

Table 2 – Planning Commission Comments

Comment:	Applicant Response:
Suggested the signage portion of the application be separated from the project to allow staff, the applicant, and DRSC to continue working to resolve the signage-related issues brought up at the Planning Commission meeting.	Applicant resubmitted the MSP with the following changes to the plans reviewed by the Planning Commission: <ul style="list-style-type: none"> • Reduced the overall height of Monument 2; and • Removed the Target logo from Monument 4.
Questioned the accuracy of the sign descriptions regarding total square footage and height; suggested close scrutiny of signage by staff to ensure accuracy.	Staff reviewed the sign areas represented and confirmed the accuracy of the information.
Questioned need for a large monument sign for a building that is located adjacent to the street.	The applicant states the additional monument signs are for the new tenants; two of the four tenants have no direct street frontage. Additionally, the grade change and landscape will limit the visibility of the wall signs for these tenants.
Suggested the existing Target signage is adequate; opposed the size and number of proposed signs.	The applicant removed the Target logo from Monument 4. No new Target signs are proposed. The number of proposed signs is unchanged. The overall height of Monument 2 was reduced. However, the size of the proposed signs remains largely unchanged/unaddressed.

Consistency with Sign Standards

Pursuant to the Forster Ranch Specific Plan, signs are permitted in accordance with the City Sign Ordinance which requires a Discretionary Sign Permit (DSP). The proposed signage (including the existing Target signs) is summarized in Table 3, below

Table 3 – Sign Summary

Sign Name	Status	Code Standard	Specifications	Complies with Standard
Monuments				
Monument 1 (single face)	Existing – add 4 tenants	1 monument sign per street frontage. 1 additional sign for sites with more than 150 ft. of street frontage;	53.81 sf (copy area)* 9 ft high	Yes: Individually each sign complies. No: Number of signs exceed max.
Monument 1a (single face)	Existing (No change)		22.32 sf (copy area)* 9 ft high	
Monument 2 (Double face)	Proposed		24 sf (copy area)* 9 ft high	

Vista Hermosa Esplanade MSP Amendment

Monument 4 (Single face)	Proposed	Max 64 sf; Max 10 ft height	38.88 sf (copy area)* 5.5 ft high	allowed of 3 signs.
Wall Signs				
A, B, C & D Signs (Target Wall Signs)	Existing	One square foot of sign allowed for each lineal foot of all business façade; max 65 sf per business; max 2 signs per business	No Change 279.66 square feet	No. But these signs are existing/previously approved through SEP and no changes are proposed.
C1 Signs – Pad A & B tenant wall signs	Proposed		One square foot of sign allowed for each lineal foot of all business façade; no max established per business; up to 4 signs per business; each sign maximum of 25 sf	No
Other				
6	New	2 per site, 32 square feet each	2 per site, 30 square feet each	Yes

The monument sign size shown in the table represents only the copy area. Section 17.84.020(D)(1)(d) of the code states “The area of a sign shall be computed based on the entire area within a single continuous perimeter enclosing the extreme limits of the sign, including all words, symbols, emblems, representations or other display, together with any material or color forming an integral part of the sign or display. The area of a sign shall also include all nonstructural perimeter trim, but excludes the structures or uprights on which the sign is supported, unless such supports or uprights are designed in a manner so as to form an integral background of the sign.” There is a history of computing only the copy area of monuments that contain details which add architectural interest without acting as additional branding or advertising. However, this determination is discretionary and staff seeks DRSC input on this determination.

As previously mentioned, the existing approved Target signs received a SEP to deviate from sign standards in the code. These signs are not proposed to be modified and no new signage for Target is proposed. However, staff has made recommendations that the new signage proposed through this DSP complies with the current sign requirements, since SEPs are no longer available.

Consistency with Design Guidelines and Standards

The Forster Ranch Specific Plan provides design guidelines intended to establish a high level of quality in architecture and design. Additionally, in gateway locations staff utilizes the

Architectural Overlay (A-Overlay) design standards and the City’s Design Guidelines for guidance on the style, lighting, and finish of signs that are in character with Spanish architecture. Consistency with relevant design guidelines and other standards is summarized in Table 4, below.

Table 4 – Project Consistency

Design Guideline/General Plan Policy/Findings	Project Consistency
<p><i>Section 17.84.020(B)(1)(f):</i> “Sign design, scale, color and materials shall be selected that are compatible in style with the building it serves”.</p>	<p><i>Consistent.</i> The design of the two new monuments mimics the design of the existing two monuments previously approved. Additionally, while large the monuments are generally consistent with the scale of the site. Style of the tenant signs is consistent with that approved for Target. The size of individual tenant signs (C-1) is limited to 25 square feet to be in scale with the smaller facades of the storefronts (compared to Target), and consistent with the size of individual signs permitted in the A-Overlay.</p>
<p><i>General Design Guidelines for All Architecture Subject to Discretionary Design Review II.C.3.e:</i> “Carefully integrate signage with the design concept of the building and site. Signage should be consistent with the architectural character of the building.”</p>	<p><i>Consistent.</i> The design of the two new monuments mimics the design of the existing two monuments previously approved. Additionally, while large the monuments are generally consistent with the scale of the site. Style of the tenant signs is consistent with that approved for Target. The size of individual tenant signs (C-1) is limited to 25 square feet to be in scale with the smaller facades of the storefronts (compared to Target), and consistent with the size of individual signs permitted in the A-Overlay.</p>
<p><i>Section 17.84.020(B)(2)(d):</i> General lighting standards. “Internally lighted signs shall be a maximum of 200,000 lumens...”</p>	<p><i>Inconsistent.</i> The plans do not specify the maximum lumen level.</p>
<p><i>Section 17.84.020(B)(3)(a)(c)(e):</i> “Landscaped planters shall be required to be installed at the base of all permanent freestanding signs....shall be irrigated and landscaped with living plant material....[and] shall be maintained in a neat and healthy manner...”</p>	<p><i>Consistent.</i> The applicant submitted an updated landscape plan as a part of the site plan approvals. The applicant shows plantings in front of the proposed monuments.</p>
<p><i>Section 17.84.020(C)(1)(2):</i> “Signs within the Architectural Overlay...shall be hand-crafted in appearance....[and] shall be constructed of and mounted and supported with materials compatible with the Spanish architectural</p>	<p><i>Consistent.</i> While tenant signs are proposed to be halo illuminated channel letters, those types of signs are consistent with those already approved for Target and are in character for the center. The new monuments</p>

Design Guideline/General Plan Policy/Findings	Project Consistency
theme including, but not limited to, stained wood supports and accents, troweled stucco applications, painted terra cotta tiles, ornamental wrought iron...”	proposed are Spanish style, with smooth white stucco, brick details, and pin-mounted letters, consistent with the other monuments and the architecture proposed for the site.
<i>Section 17.16.250(F)(5):</i> “If a freestanding sign is included in the sign application, the design, scale, or location of the building dictates the use of freestanding signs, rather than building-mounted signs.”	<i>Partially Consistent.</i> The location of Pad A & B, could dictate the use of Monument 4 on Avenida la Pata. Two of the four tenants in Pad A and B have no direct street frontage on Vista Hermosa, and visibility of all tenant signs for these buildings could be somewhat limited due to topography and landscape.

RECOMMENDATIONS:

To achieve the General Plan’s goals, consistency with design guidelines, and development standards, staff recommends the following design changes:

1. Reduce the number of monuments from four to three to be consistent with development standards.
2. Include a limit on the C-1 tenant wall signs. Each tenant should be limited to two wall signs per business to be consistent with development standards.
3. Provide illumination information on sign plans. Internally illuminated signs shall not exceed 200,000 lumens.
4. Verify the landscape plan submitted for the center has the correct monument sign locations and appropriate landscape is proposed. Modify the submitted landscape plan as appropriate.

Additionally, staff requests input on the calculation of overall sign area for monument signs, as discussed on page 4 of the report.

CONCLUSION:

Staff seeks DRSC concurrence with the above recommendations, seeks direction on interpretations of monument sign area, and welcomes additional input. DRSC comments are intended to assist the applicant in designing a project that best complies with the City’s Design Guidelines and applicable policies.

Attachments:

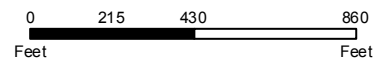
1. Location Map
2. Proposed Master Sign Program (Plans)
3. 12-19-18 Planning Commission Minutes (excerpt)



City of San Clemente

DSP 18-215

990 Avenida Vista Hermosa



**NWC Avenida Vista Hermosa
San Clemente, CA 92624**

Signage Master Plan



February 7, 2019 Revised-2

BECK & GRABOSKI
Design Office

Telephone 310 393 9325

247 Sixteenth Street Santa Monica California 90402

Target San Clemente

Square Footage Calculations for Signage

(E) = Existing Sign, (N) = New Proposed Sign

Sign Type / Drawing Number	Dimensions (h x w)	Square Footage	Quantity	
Existing Target Signs:				
A.	TARGET Logo & Text Main Entrance - Wall sign	9'-0" x 9'-0"	81 sq ft (E)	1
B.	TARGET Logo & Text - Wall sign	9'-0" x 9'-0"	81 sq ft (E)	1
C.	TARGET Bullseye only - Wall sign	9'-0" x 9'-0"	81 sq ft (E)	1
D.	Existing CVS Pharmacy - Wall Sign	2'-0" x 18'-4"	36.66 sq ft (E)	1
1a.	Existing TARGET Logo on Existing Monument - (with No tenant names on Avenida Vista Hermosa)	5'-3" x 4'-3"	22,3125 sq ft at Existing entrance (E) *	1
TOTAL SQUARE FOOTAGE OF EXISTING TARGET SIGNS		301.9725 sq ft *	(E), All existing signs	
Proposed New Signs:				
1.	Existing TARGET Logo on Existing Monument (with proposed new 4 tenants names on Avenida Vista Hermosa)	5'-3" x 4'-3" 2'-3" x 6'-0"	22,3125 sq ft (E) * 31.5 sq ft at Existing entrance (N)	1
2.	Proposed new Project Monument with 4 tenants names per side on Avenida Vista Hermosa (new sign area only)	6'-0" x 4'-0"	24 sq ft at New entrance (N)	1
3.	DELETED			
4.	NEW Vista Hermosa Esplanade Monument sign on corner - Logo with 4 tenant names (new sign area only)	2'-9" x 6'-6" 1'-9" x 6'-0" x 2	17,8755 sq ft (N) 21 sq ft (N)	1
5.	DELETED			
6.	Menuboard and Pre-Menuboard Signs at Drive Thru	6'-0" x 5'-0" x 2 signs	60 sq ft (N)	2
TOTAL SQUARE FOOTAGE OF NEW PROPOSED PROJECT SIGNS		154.3755 sq ft (N)		
Retail Tenant Signs:				
C-1 & C-2	Retail Tenant Sign (criteria) - Wall Signs	- See drawings C-1 and C-2		

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Target
NWC Avenida Vista Hermosa
San Clemente, CA 92624

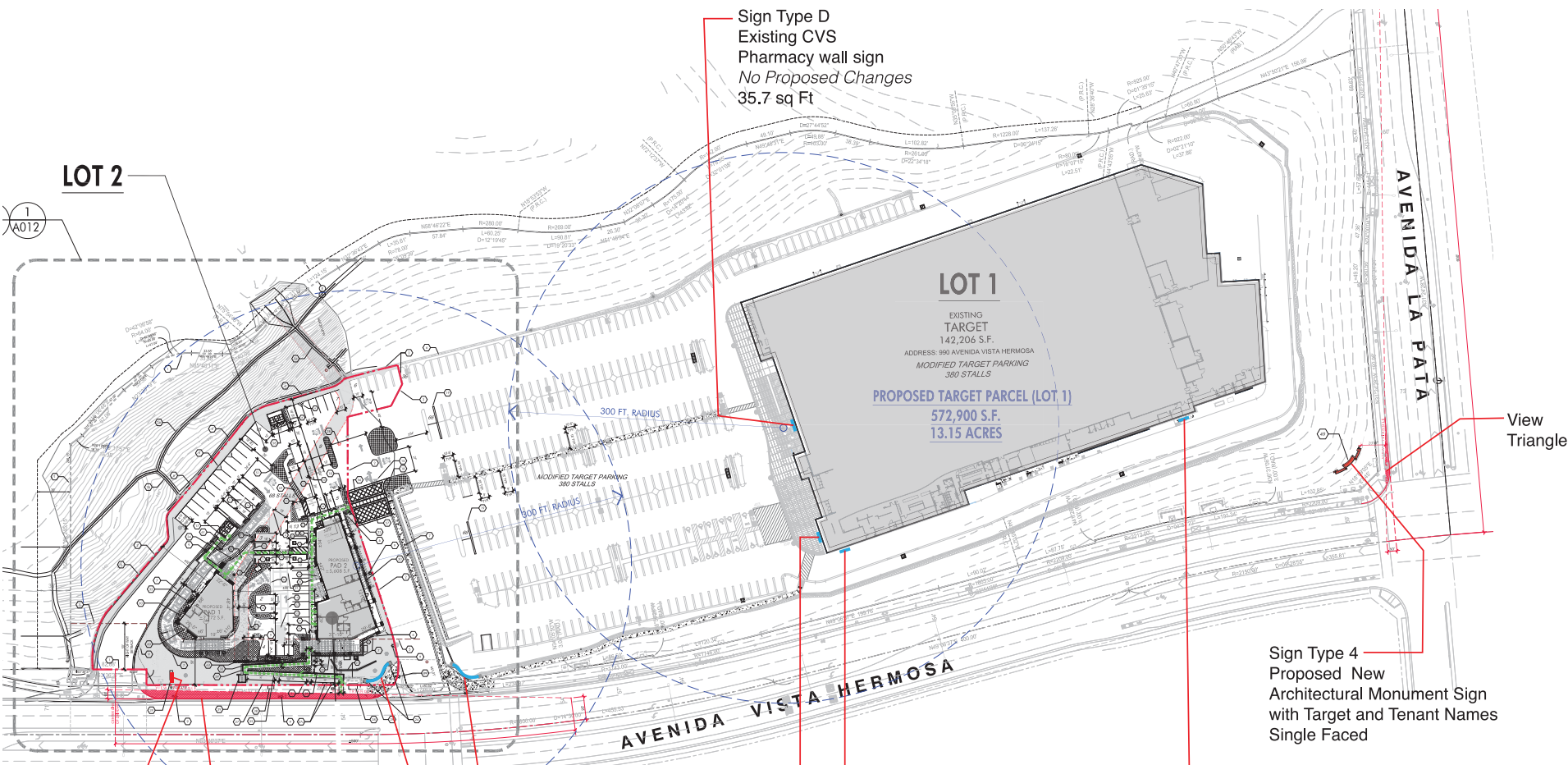
Date February 7, 2019
Project 630
Scale
Drawn By
Check
Revised

Revised-2

SqFt

247 Sixteenth Street, Santa Monica, California 90402
Telephone 310-353-8325

- Proposed New Signage
- Existing Project Signage



Sign Type D
Existing CVS
Pharmacy wall sign
No Proposed Changes
35.7 sq Ft

LOT 1
EXISTING
TARGET
142,206 S.F.
ADDRESS: 940 AVENIDA VISTA HERMOSA
MODIFIED TARGET PARKING
380 STALLS
PROPOSED TARGET PARCEL (LOT 1)
572,900 S.F.
13.15 ACRES

View Triangle

Sign Type 4
Proposed New
Architectural Monument Sign
with Target and Tenant Names
Single Faced

Sign Type 2
Proposed New
Architectural Monument
Sign Integrated into slope
with Target and 4 Tenant
Names Double faced

View Triangle

Sign Type 1
Existing Target
Monument Sign
with 4 new Tenant
Signs Single Faced

Sign Type 1a
Existing Target
Monument Sign
No tenant names
Single faced
No Proposed Change

Sign Type A
Existing Target
logo and letters
No Proposed Changes
105.75 Sq Ft

Sign Type B
Existing Target
logo and letters
No Proposed Changes
105.75 Sq Ft

Sign Type C
Existing Target
logo only
No Proposed Changes
81 Sq Ft

Site Plan
Exterior Project Signage
Not to Scale

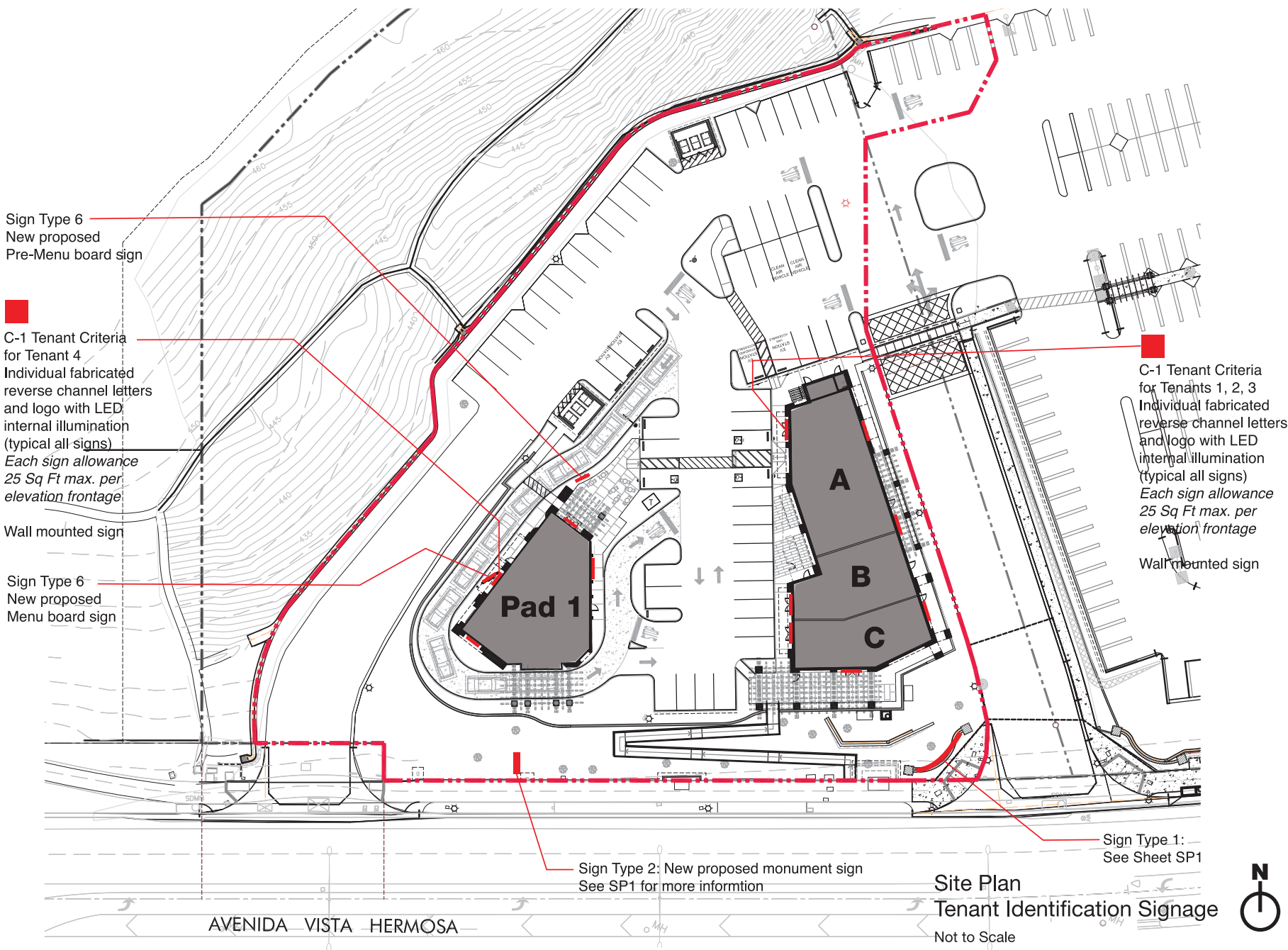


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Target
NWC Avenida Vista Hermosa
San Clemente, CA 92624

Date	January 11, 2019
Project	630
Scale	
Drawn By	
Check	
Revised	

SP1r



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Target
NWC Avenida Vista Hermosa
San Clemente, CA 92624

Date January 7, 2019
 Project 630
 Scale
 Drawn By
 Check
 Revised

SP2r

Site Plan
Tenant Identification Signage
 Not to Scale



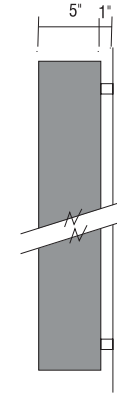
SQUARE FOOTAGE:

Target + Bullseye: 5'-3" h x 4'-3" w =	22.3125 sq ft
Tenant name panels with 2 names:	
2'-3" h x 6'-0" w = 15.75 x 2 panels =	31.5 sq ft
TOTAL SQ FT	53.8125 sq ft

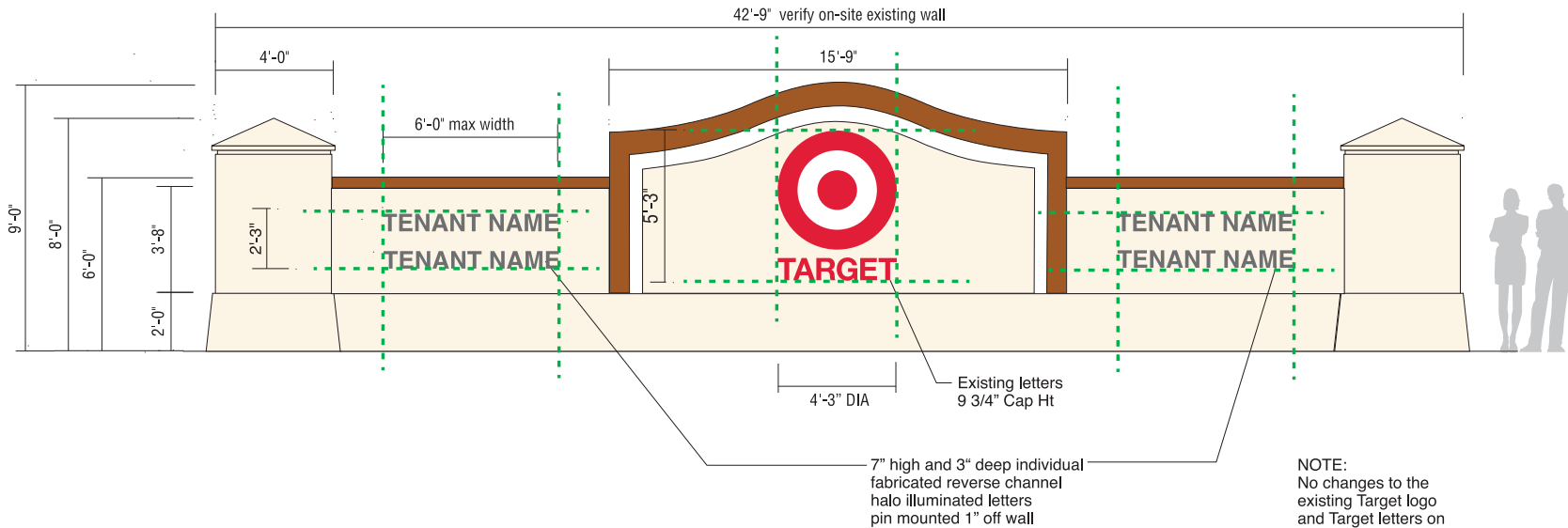
Individually fabricated
.080 aluminum or stainless steel
reverse channel letters
internally illuminated with
LED illumination

No exposed fasteners

Electrical to site of new
letters by owner



Side View - New Tenant Channel Letters
1/2"=1'-0"



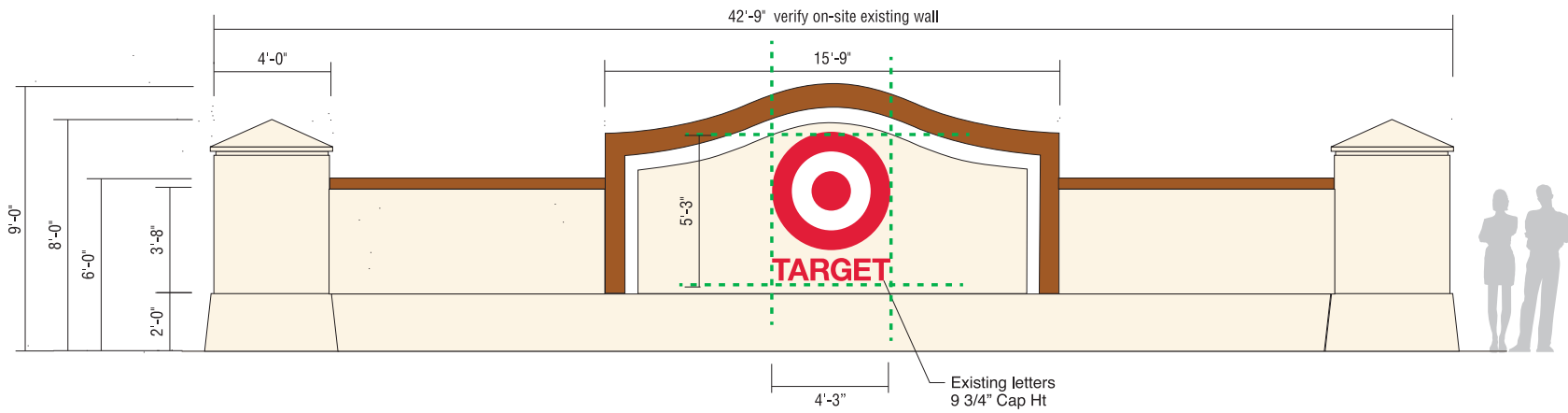
Sign Type 1 Existing Target Monument Sign - With New Tenant Names
Scale: 1/4"=1'-0"

Final logos, letter styles
to be determined

Color to be Medium Bronze
to match wall cap

NOTE:
No changes to the
existing Target logo
and Target letters on
this sign

SQUARE FOOTAGE:	
Target + Bullseye: 5'-3"h x 4'-3"w =	22.3125 sq ft
TOTAL SQ FT	22.3125 sq ft



Sign Type 1a Existing Target Monument Sign - No Tenant Names
Scale: 1/4"=1'-0"

Existing sign
No Proposed Changes

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Date	August 27, 2018
Project	630
Scale	
Drawn By	
Check	
Revised	

SQUARE FOOTAGE:

Small Monument Sign: 4'-0" h x 6'-0" w = 24 sq ft per side
 Double faced sign

(Sign Face: 8'-0" h x 8'-6" w = 68 sq ft) base not included

Double brick cap
 to match existing sign
 Brick: California Clay
 (Modular Brick from Pacific Clay
 Color: Sunset Red
 (as per Avenida La Plata Park)

12" CMU with smooth
 white stucco w/"Mission Finish"
 Color: Santa Barbara White
 to match architecture

Sign is double faced

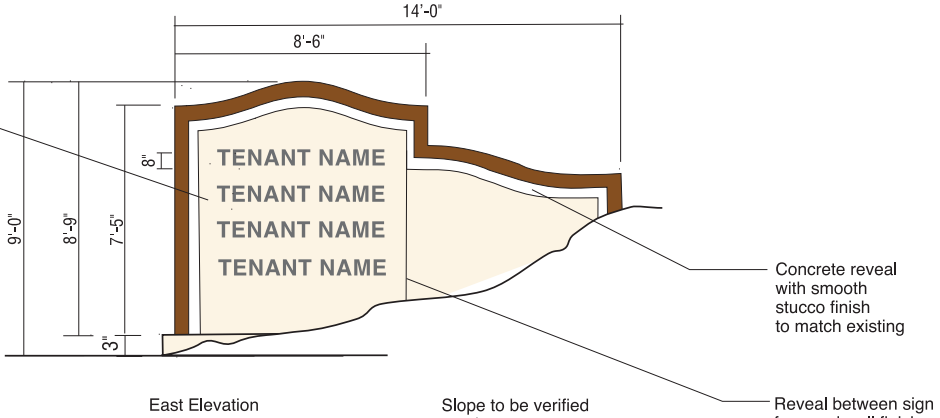
.090 aluminum sign face
 with stucco finish to
 match adjacent surfaces
 Secure as required with
 rustproof fasteners llocated
 in reveal only, not on sign face

5" high and 3" deep
 individual fabricated
 reverse channel halo
 illuminated Target and
 Tenant letters
 pin mounted 1" off wall

Final logos, letter styles
 and to be match
 Medium Bronze of wall cap

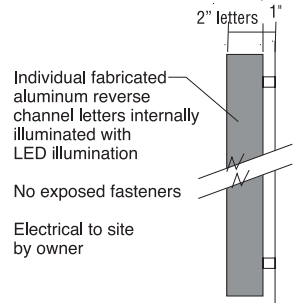
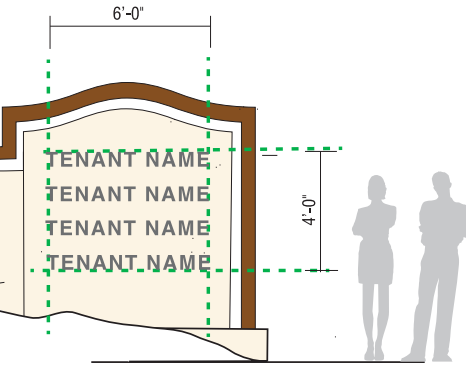
Materials & Finishes:

Faces: 2793 Red AtuGlas Acrylic
 Returns: Matthews MPO03909
 Full Gloss Red
 Trim Cap: Red



Slope to be verified
 on-site
 Signage set into
 landscape area
 Landscaping by others

Sign Type 2 - NEW Project Monument Entry Feature Sign - With Tenant Names
 Scale: 1/4"=1'-0"



Side View -
 Channel Letters
 1/2"=1'-0"



Side View

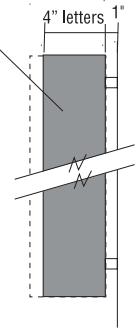
Date	February 7, 2019
Project	630
Scale	
Drawn By	
Check	
Revised	

Final location of sign on hillside to be determined by architect to maximize visibility and clear all utilities below at street level and underground

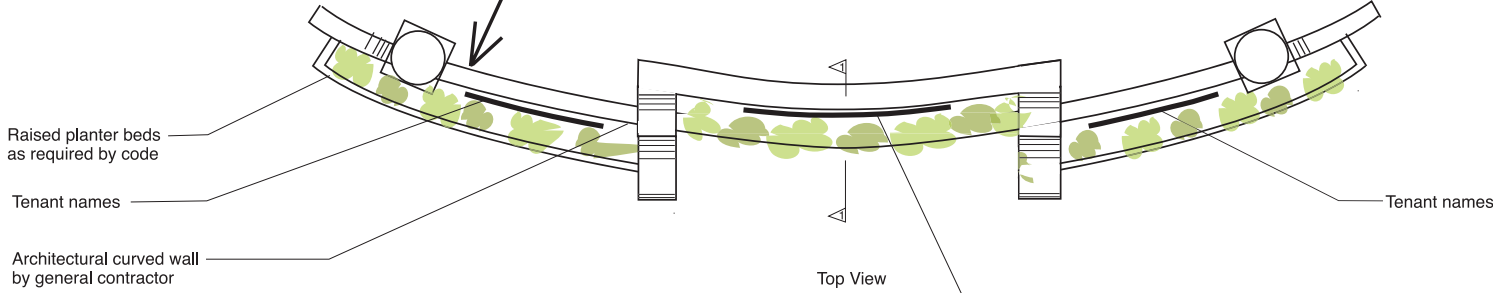
Final radius of architectural monument sign TBD by architect to be compatible with radius of corner

SQUARE FOOTAGE:		
Project Name ID: 2'-9"h x 6'-6"w =		17.875 sq ft
Tenant Names: 1'-9"h x 6'-0"w = 10.5 x 2 =		21 sq ft
TOTAL SQ FT		38.875 sq ft

Individually fabricated .080 aluminum reverse channel letters internally illuminated with LED illumination



Side View - Logo & Channel Letters
1/2"=1'-0"



Raised planter beds as required by code

Tenant names

Architectural curved wall by general contractor

Top View

Tenant names

Double brick cap to match existing sign
Brick: New California Clay (Modular Brick from Pacific Clay Color: Santa Fe Tumbled Red Brick (as per Avenida La Plata Park)

Precast concrete cap (typ.) match to existing
Model: Q-E48PC from Quick Crete Products (or owner approved equal)

7" high and 3" deep individual fabricated reverse channel aluminum halo illuminated tenant logos or and letters pin mounted 1" off wall

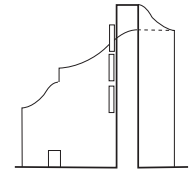
Final logos, letter styles and to be determined

Color to be Medium Bronze to match wall cap

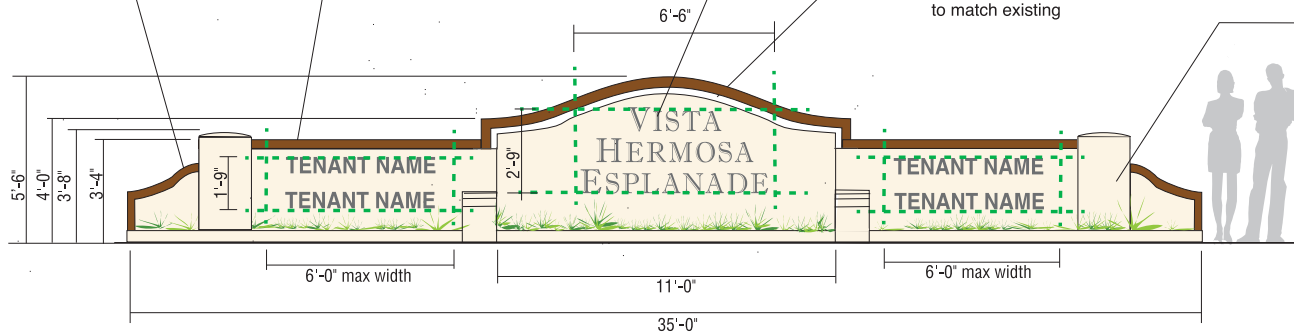
12" high and 4" deep individual fabricated reverse channel aluminum halo illuminated project letters pin mounted 1" off wall

Color to be Medium Bronze to match wall cap

Concrete reveal with smooth stucco finish to match existing



Section 1



12" CMU with smooth white stucco w/ "Mission Finish" Color: Santa Barbara White to match architecture

Sign is single faced

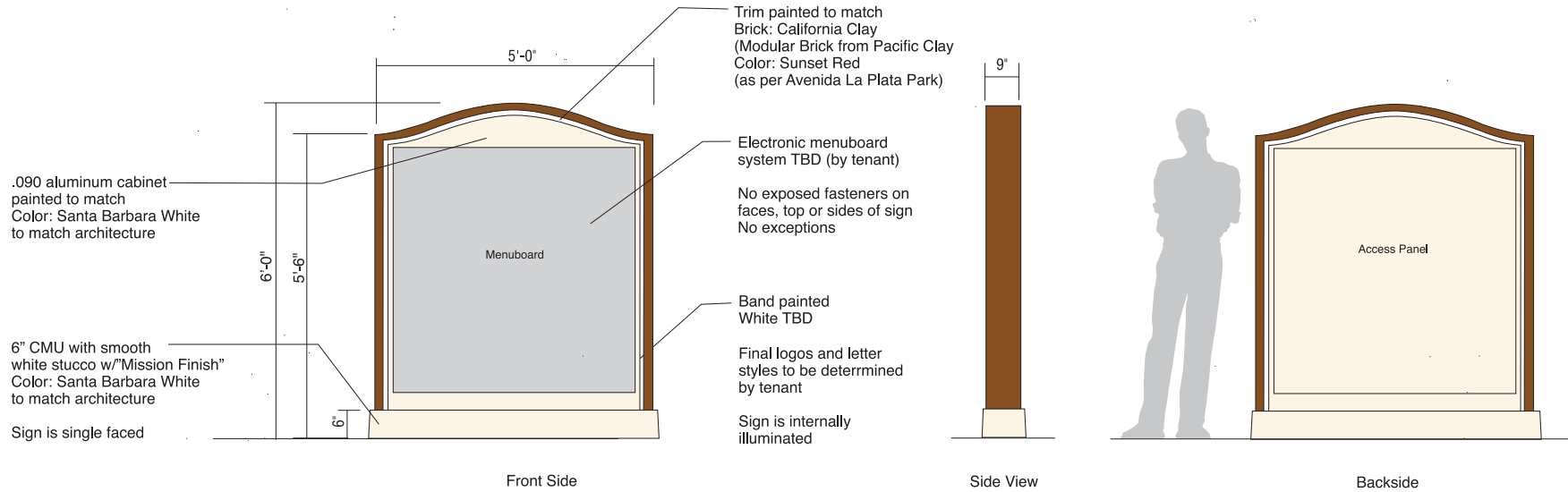
No exposed fasteners on sign face

Electrical to site by owner

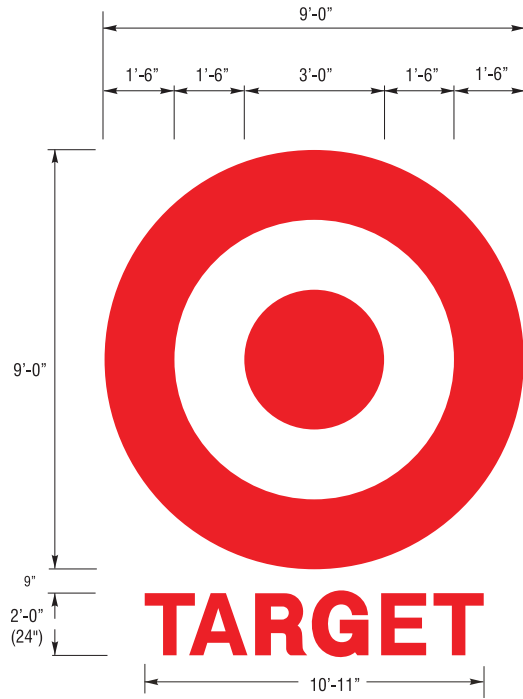
Sign Type 4 - NEW Architectural Feature Monument Sign - With 4 Tenant Names
Scale: 1/4"=1'-0"

SQUARE FOOTAGE:

Menuboard Sign: 6'-0" h x 5'-0" w =	30 sq ft
TOTAL SQ FT	30 sq ft each
x 2 signs	60 sq ft



Sign Type 6 - Drive Thru Menuboard - Electronic
Scale: 1/2"=1'-0"

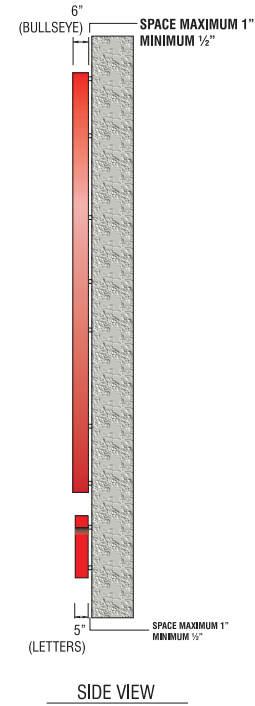


108" Bullseye Logo and 24" Target Letters

MATERIAL FINISH COLORS

<div style="display: flex; justify-content: space-between;"> <div style="width: 30%;"> <p> To Match: Mathews Mp03909 Full Gloss Red</p> <p>Returns</p> </div> <div style="width: 30%;"> <p> 2793 Red ATUGLAS Acrylic</p> <p>Faces</p> </div> <div style="width: 30%;"> <p> Red</p> <p>Trimcap</p> </div> </div>

Sign Types A & B TARGET Sign - EXISTING SIGNS
Scale: 1/4"=1'-0"

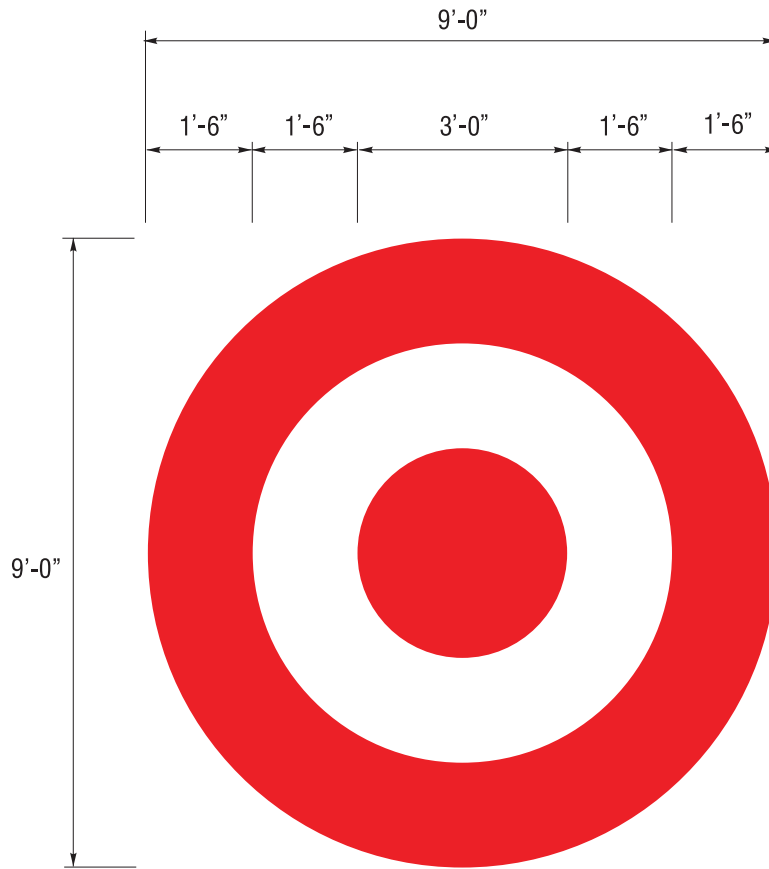


LOGO	=	81.00	SQ. FT.
LETTERS	=	66.85	SQ. FT.
OVERALL TOTAL	=	147.85	SQ. FT.

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Target
NWC Avenida Vista Hermosa
San Clemente, CA 92624

Date August 27, 2018
Project 630
Scale
Drawn By
Check
Revised

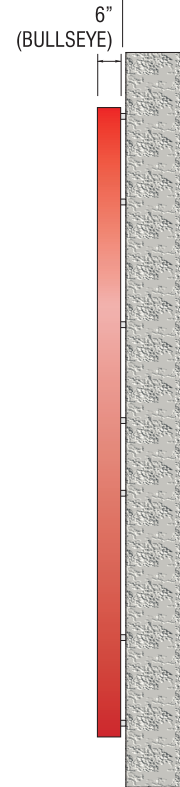


MATERIAL FINISH COLORS

 Returns Red	To Match: Mathews Mp03909 Full Gloss Red	 Faces 2793 Red ATUGLAS Acrylic	 Trimcap Red
---	--	--	---

Sign Type C TARGET Sign - EXISTING SIGN
 Scale: 3/8"=1'-0"

SPACE
 MAXIMUM 1"
 MINIMUM 1/2"



SIDE VIEW

LOGO = 81.00 SQ. FT.
 OVERALL TOTAL = 81.00 SQ. FT.

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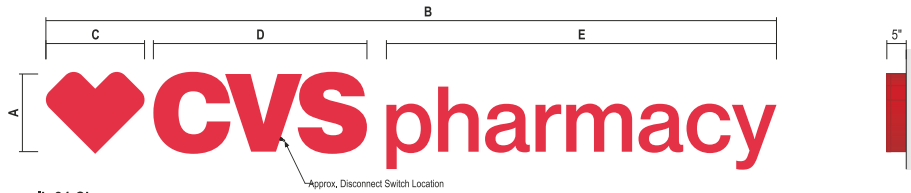
Target
NWC Avenida Vista Hermosa
San Clemente, CA 92624

Date August 27, 2018
 Project 630
 Scale
 Drawn By
 Check
 Revised





Existing Sign



IL-24-CL
FACE LIT LED ILLUMINATED CHANNEL LETTERS

SIDE V
SCALE: N

TYPE	A	B	C	D	E	SQ.FT.
IL-24-CL	23 3/8"	18'-3 15/16"	2'-5 11/16"	5'-4 5/16"	9'-9 7/16"	35.70

Description: 24" Channel Letters

Qty: 1

Dimensions: 24" H x 17'-10" W (35.7 sq/ft)

Attachment Method: Flush Mounted

Sign Material: Acrylic Faces; Aluminum Returns

Illumination: LED Illuminated

Comments: Wall Type - Concrete

Sign: E-01

Type: IL-24-CL

Qty: 1

Dimensions: 23 3/8" H x 18'-3 15/16" W (35.7 sq/ft)

Illumination: LED Illuminated

Comments:

Sign Types D CVS Pharmacy Sign - EXISTING SIGN
Not to Scale

Existing Sign Specifications

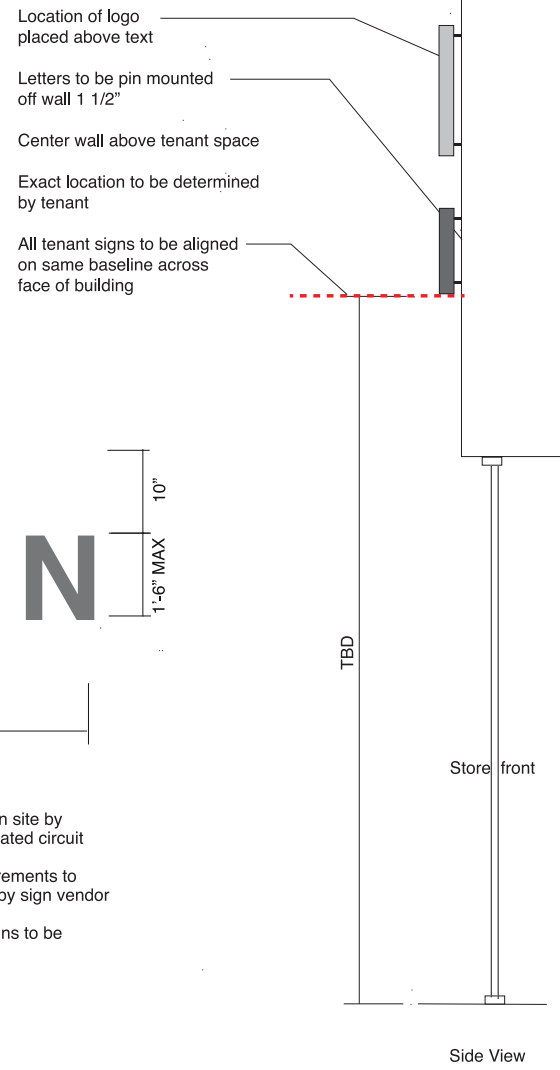
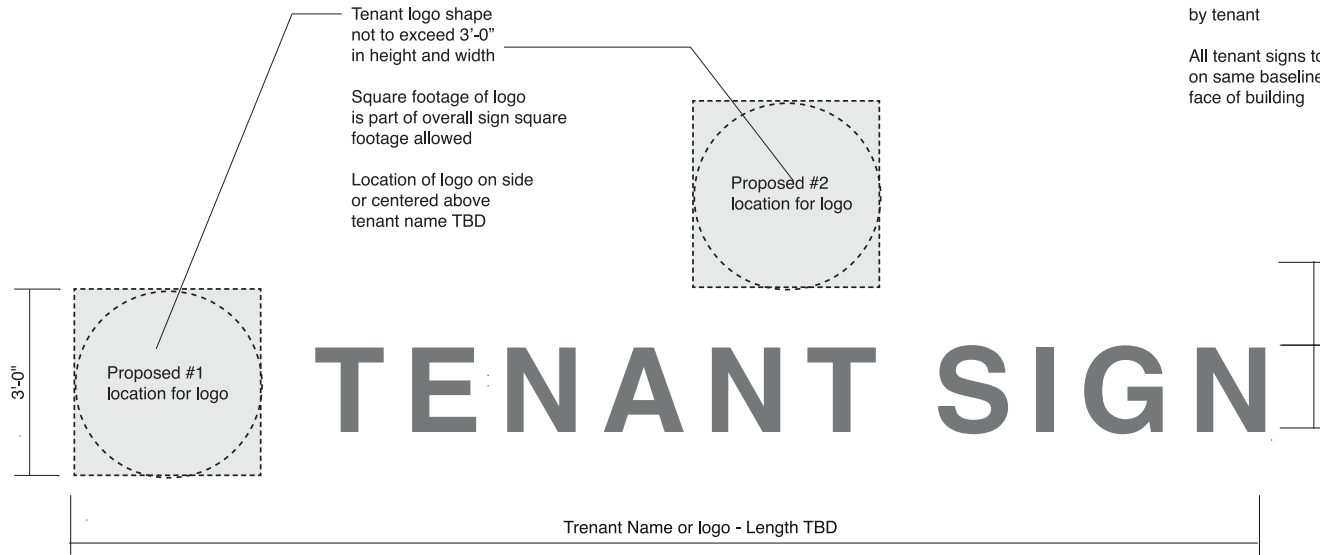
- Chemcast 3/16" Red Acrylic Faces #2793
- 5" Deep Alumet Supply Pre-Finished Hunter Red Return
- Jewelite True Red Trim Cap
- LED Module: GE Lighting Solutions
- Tetra Max Red (3 LED) \ 2 Mod/Ft \ GEMXRD-1
- Power Supply: GE Lighting Solutions - GEPS12-60U

Existing Colors & Materials

- PMS 186 C (CVS Health Red)
- Jewelite True Red Trim Cap
- Chemcast Red Acrylic #2793
- Alumet Supply Pre-Finished Hunter Red Returns

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Date	August 27, 2018
Project	630
Scale	
Drawn By	
Check	
Revised	



Each tenant shall be allowed one square foot of signage for every one front foot of store front and meet all City ordinances.

A maximum of 25 square foot of signage will be allowed per tenant on each facade of business.

Signage shall consist of 5" deep individual fabricated reverse channel letters and logos with internal LED illumination

Signage shall consist of the tenants' name and logo only. No telephone numbers or .com's are allowed on the signage

Tenant may use their unique colors and type style on their signage

Each tenant shall be responsible for obtaining City approvals and permits at their own expense

The cost of all fabrication, installation and permits is the sole responsibility of the tenant. All electrical to be run back to tenant's meter.

Tenant shall obtain written approval from landlord prior to submitting signage to City for review and approval.

Electrical to sign site by tenant on dedicated circuit

Electrical requirements to be determined by sign vendor

All electrical signs to be U.L. Approved

C-1 Retail Tenant Sign Criteria
Scale: 1/2"=1'-0"



West Elevation



South Elevation

Proposed locations of
Tenant signage on building

All signage to be reverse channel
letters with halo illuminated in
Tenant's style and colors



East Elevation



North Elevation

C-1 Retail Tenant Sign Criteria - Elevations - Pad 2 Building
Scale: 1/2"=1'-0"



East Elevation



North Elevation

Proposed locations of
Tenant signage on building

All signage to be reverse channel
letters with halo illuminated in
Tenant's style and colors



West Elevation



South Elevation

C-1 Retail Tenant Sign Criteria - Elevations - Pad 1 Building
Scale: 1/2"=1'-0"

All ideas, arrangements, and plans are for informational purposes only. This drawing is not to be used for construction or other purposes without the express written consent of Beck & Graboski. The design is preliminary and subject to change without notice. No part of this drawing shall be used by or disclosed to any person, firm, or corporation for any purpose without the express written consent of Beck & Graboski. Written dimensions on these drawings shall have precedence over scaled dimensions. Contractors shall verify and be responsible for all dimensions and conditions on the job, and the owner must be notified of any variations. All drawings are the property of Beck & Graboski and must be submitted to this office for approval before proceeding to fabricate.

Page 2, following the bulleted items, add the following bulleted item:
“Suggested staff add adjacent residential streets in North Beach that provide free visitor parking to future parking studies.”

B. Minutes from the Regular Planning Commission Meeting of December 5, 2018

IT WAS MOVED BY COMMISSIONER RUEHLIN, SECONDED BY COMMISSIONER WU, AND CARRIED 5-0-1, WITH COMMISSIONER KUCZYNSKI ABSTAINING, to receive and file the minutes from the Regular Planning Commission Meeting of December 5, 2018, revised as follows:

Page 3, following the 3rd bulleted item, insert the following bulleted item:
“Suggested all primary “Chick fil A” signage be bronze colored, back lit and pin mounted.”

Page 3, 6th bulleted item, replace “in exchange for” with “to make the findings for”

6. ORAL AND WRITTEN COMMUNICATION

None

7. CONSENT CALENDAR

None

8. PUBLIC HEARING

A. 990 West Avenida Vista Hermosa – Site Plan Permit 17-400, Architectural Permit 17-403, Conditional Use Permit 17-404, Tentative Parcel Map 17-405 and Discretionary Sign Permit 18-215 – Target Site Commercial Retail Center (Stonich)

A request to subdivide the Target property into two parcels and to construct a multi-tenant commercial retail center with a drive-through and amend a discretionary sign permit (DSP 09-317) for signage at 990 West Avenida Vista Hermosa in the Forster Ranch Specific Plan area.

Amy Stonich, Contract Planner, narrated a PowerPoint Presentation entitled, “Target Commercial Retail Center, SPP 17-400, AP 17-403, CUP 17-404, TPM 17-405, and DSP 18-215,” dated December 19, 2018. A copy of the Presentation is on file in Planning Division.” Planner Stonich distributed an errata sheet proposing modifications of certain conditions of approval for the project.

Chair Crandell announced that the applicant for this project has met with Design Review Sub-committee (DRSC) on two occasions. He added that the applicant expressed preference to proceed with Planning Commission consideration according to his original timeline, although not all the revisions suggested by the DRSC were completed by the applicant in advance of the meeting. Chair Crandell said the applicant was notified that additional review and potential revision may be discussed at the Planning Commission meeting.

Greg Fick, representing applicant Cadence Acquisition LLC, displayed photos of the existing lot, proposed development area, and existing signage. He advised the project architect, construction manager, landscape architect and a representative from Target were present to answer any Commission questions

Keil Maberry- Principal for Linscott, Law & Greenspan- Project Traffic Engineer, discussed traffic survey results and how the proposed mix of uses complement each other with alternative operating hours and varied parking needs; suggested proposed signage could be lowered; noted Target has expressed willingness to revise/reduce/change color of its existing signage in order to allow additional signage for the new uses on site.

David Dasher- Construction Manager and owner's representative for developer Cadence Capital, stated that the lighting will be motion-sensitive/automatically dimmed at night; agreed to implement any necessary safety measures including lighted crosswalks, etc.; commented the location of the building on site has been restricted/dictated by the existing water main easement location.

Chair Crandell opened the public hearing, and there being no public testimony, closed the public hearing.

During the ensuing discussion Commissioners, either individually or in agreement, provided the following commentary:

- Ascertained from staff that, although the existing center will be subdivided into two parcels, the two parcels will be tied together with parking, and signage can be located in different places within the center.
- Questioned the accuracy of the sign descriptions regarding total square footage and height; suggested close scrutiny of signage by staff to ensure accuracy.
- Established with staff that the proposed subdivision complies with the minimum lot requirement standards in the Forster Ranch Specific Plan (FRSP).

- Expressed concern that, although overall there is adequate parking, the proposed parking lot circulation might result in pockets of congestion similar to the parking lot adjacent to the Trader Joe's in the Oceanview Shopping Center.
- Expressed concern regarding the visibility of the development area and whether it is properly screened by vegetation.
- Expressed concern regarding potential for the project lighting to negatively affect adjacent open space or homes that may already be negatively affected by lighting at the Vista Hermosa Sports Park; established the site will be subject to the City's Municipal Codes regarding light pollution.
- Commended the project's architecture and pedestrian connectivity between the proposed building, existing Target Store, and public sidewalks.
- Suggested revision regarding on-site traffic circulation alternatives to modified Condition no. 2.19 on the errata sheet.
- Suggested the City's Traffic Engineer review light timing, crosswalk crossing, and potential for expanding ability to cross on both sides at the lighted intersection at Avenida Vista Hermosa and the Target site entrance.
- Recommended the lights be properly shielded to mediate potential light spillover/trespass onto open space and Talega residential properties.
- Commented that the existing Target signage is adequate and the existing landscaping on site is dead and has been poorly maintained.
- Questioned the need for a large monument sign for a building that is located adjacent to the street.
- Suggested the existing Target signage is adequate; opposed the size and number of new signage proposed for the site.
- Suggested the signage portion of the application be separated from the project to allow staff, the applicant, and the DRSC to continue working to resolve the signage related issues brought up at tonight's meeting.
- Recommended the project be conditioned to require the review and evaluation of the appropriateness of adding a pedestrian crossing at Avenida Vista Hermosa with the applicant required to construct the crosswalk if appropriate.
- Suggested addition of a crosswalk or modification of a signal requires significant review; noted if a crosswalk is installed but not warranted, it may subject the City to significant liability.
- Commented there is not enough information to make a recommendation for signal modifications/crosswalk additions; noted Avenida Vista Hermosa has been methodically designed and suggested the City move cautiously when suggesting any revision.

1) IT WAS MOVED BY COMMISSIONER BROWN, SECONDED BY VICE CHAIR RUEHLIN, AND UNANIMOUSLY CARRIED TO DETERMINE THE PROJECT IS CATEGORICALLY EXEMPT FROM CEQA PURSUANT TO STATE CEQA GUIDELINES 15303 (CLASS 3: NEW CONSTRUCTION OR CONVERSION OF SMALL STRUCTURES).

[DECISION FINAL. SUBJECT TO APPEAL OR CALL UP BY COUNCIL.]

2) IT WAS MOVED BY COMMISSIONER BROWN, SECONDED BY COMMISSIONER WU, AND CARRIED 6-0-1, WITH COMMISSIONER TALLEY ABSENT, TO ADOPT RESOLUTION NO. PC 18-034, A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, APPROVING SITE PLAN PERMIT 17-400, ARCHITECTURAL PERMIT 17-403, CONDITIONAL USE PERMIT 17-404, AND TENTATIVE PARCEL MAP 17-405, TARGET COMMERCIAL RETAIL CENTER, TO SUBDIVIDE THE PROPERTY INTO TWO PARCELS AND TO CONSTRUCT A MULTI-TENANT COMMERCIAL RETAIL CENTER WITH A DRIVE-THROUGH RESTAURANT, LOCATED AT 990 WEST AVENIDA VISTA HERMOSA.

Revised as per the errata, with the errata revised as follows:

Page 1, 12th paragraph (re modifications to Condition no. 2.19), 1st sentence, following "circulation alternatives" insert "that shall be implemented"

[DECISION FINAL. SUBJECT TO APPEAL OR CALL UP BY COUNCIL.]

3) IT WAS MOVED BY COMMISSIONER BROWN, SECONDED BY VICE CHAIR RUEHLIN, AND UNANIMOUSLY CARRIED TO **TABLE** RESOLUTION NO. PC 18-035, A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, **TABLING** AMENDMENT TO DISCRETIONARY SIGN PERMIT DSP 09-317 (AM DSP 18-215), A REQUEST TO MODIFY AN EXISTING MASTER SIGN PROGRAM FOR TARGET RETAIL CENTER, TO ALLOW ADDITIONAL COMMERCIAL SIGNAGE AT THE CENTER LOCATED AT 990 AVENIDA VISTA HERMOSA.

[AGENDA ITEM TABLED.]

Commissioner Talley joined the meeting at 10:00 p.m. following completion of Agenda item 8.A. Commissioner Talley filed a "Notice to Recuse" with Planning Division in advance of the meeting notifying staff and the Commission of his intent to recuse himself from agenda item 8.A.