



## STAFF REPORT SAN CLEMENTE PLANNING COMMISSION

Date: May 8, 2019

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**PLANNER:** Katie Crockett, Associate Planner

**SUBJECT:** **Discretionary Sign Permit 18-215** – Vista Hermosa Esplanade (Target Center) Master Sign Program (MSP) Amendment, a request to amend the Target Master Sign Program (DSP 09-317) to include signs for the expansion of the retail center approved through Resolution PC 18-034, located at 990 Avenida Vista Hermosa

### **REQUIRED FINDINGS**

The following findings shall be made to approve the proposed project. The draft Resolution (Attachment 1) and analysis section of this report provide an assessment of the project's compliance with these findings.

***A Discretionary Sign Permit is required [SCMC 17.84.020(G)] to amend the Target MSP (DSP 09-317) to include signs for the recently approved expansion of the retail center.***

- a. The design, including lighting, scale, length and materials of the sign is consistent with the intent of the design elements of the General Plan and Forster Ranch Specific Plan and the City's Design Guidelines;
- b. The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves;
- c. The design and scale of the sign is appropriate to the distance from which the sign is normally viewed;
- d. The design and materials of the sign provide a contrast between the background and letters; and
- e. 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.

For Master Sign Programs, the following specific findings also must be made:

- f. The provisions of the Master Sign Program ensure consistency in design and style of all new signs;
- g. The provisions of the Master Sign Program address compatibility of the design and style of any existing signs on the building or site; and
- h. All new signs within the Master Sign Program are in compliance with the design standards of this chapter.

## **BACKGROUND**

The project site is a 14.8 acre parcel located at the northwest corner of Avenida Vista Hermosa and Avenida La Pata. The corner of Avenida Vista Hermosa and Avenida La Pata is a major view corridor. The General Plan Land Use designation is Neighborhood Commercial, and the site 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. Typical commercial uses include retail, professional services, entertainment, professional offices and medical offices.

The site is developed with a 142,206 square foot Target. DSP 09-317 and SEP 09-318 approved the existing Target signs, including two monuments (Monument Sign Type 1 and 1a) with a Target logo on each, and four wall signs consisting of three Target logos and one pharmacy sign totaling 357.18 square feet (existing and proposed signage is detailed in Table 2 in a following section of this report). 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 expressed concerns related to the size and number of proposed signs. The Commission tabled the corresponding Discretionary Sign Permit (DSP) to allow the applicant, staff, and Design Review Subcommittee (DRSC) to continue working to resolve these concerns. The Planning Commission comments are summarized in Table 1 of this report and an excerpt of the minutes from the Planning Commission meeting is attached as Attachment 6 for reference.

The purpose of the DSP, and related Master Sign Program, is to ensure signs are compatible with properties and consistent with standards, design guidelines, and General Plan policies. Master Sign Programs ensure there is a cohesive approach for signage on buildings when four or more signs are proposed.

### ***Development Management Team Meeting***

The City's Development Management Team (DMT) reviewed the MSP several times when reviewing the retail center expansion. The DMT reviewed the proposed MSP again on February 14, 2019 for compliance with the General Plan, Zoning Ordinance, and other applicable City ordinances and codes. The DMT supports approval of the project with conditions included in Exhibit A of Attachment 1 (Draft Resolution of Approval).

### ***Noticing***

Public notices were distributed and posted per City and State requirements. Staff has not received any public comments on this item to date.

## **PROJECT DESCRIPTION**

The proposed Master Sign Program includes the existing Target tenant wall signs and the two existing monument signs on both sides of the Avenida Vista Hermosa entry. The applicant proposes to add sign copy to one of the two existing monument signs (Sign Type 1). As proposed, Sign Type 1 would include the existing Target sign and new signs for up to four commercial tenants. The applicant also proposes one new monument sign (Sign Type 4) to be located at the south east corner of Avenida Vista Hermosa and Avenida La Pata. Additional proposed signage includes menu boards (Sign Type 6) each measuring 30 square feet at the drive-through, and tenant wall signs for the newly approved buildings in the center (Sign Type C1). All signage included in the MSP is summarized in Table 2, in the following section. The project does not propose to add any additional signage for Target.

## **PROJECT ANALYSIS**

### ***Design Review Subcommittee and Planning Commission Comments***

The DRSC, at their meetings prior to the Planning Commission hearing on December 19, 2018, provided several recommendations on the MSP. The applicant incorporated DRSC recommendations, including removing a monument sign, redesign of Monument 4, and reducing the size of the menu boards.

At the Planning Commission meeting on December 19, 2018, the Planning Commissioners had concerns related to the MSP, which led to the tabling of this item. Those concerns and the applicant responses are listed in Table 1, below.

**Table 1 – Planning Commission Comments**

<b>Comment:</b>	<b>Applicant Response:</b>
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"> <li>• Removed Monument Sign Type 2; and</li> <li>• Removed the Target logo from Monument Sign Type 4.</li> </ul>
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. See discussion of calculation of monument sign area on pages 5-6.

Comment:	Applicant Response:
Questioned need for a large monument sign for a building that is located adjacent to the street.	The applicant has removed Monument Sign Type 2, which was adjacent to the proposed buildings. Monument Sign Type 4 is for the new tenants (Target sign has been removed), which have no visibility or other signage on Avenida La Pata.
Suggested the existing Target signage is adequate; opposed the size and number of proposed signs.	The applicant removed the Target logo from Monument Sign Type 4. No new Target signs are proposed. Monument Sign Type 2 was removed.

When the Subcommittee reviewed the project on March 13, 2019, with modifications requested by the Planning Commission, DRSC had no additional comments related to the design of the signs. The Subcommittee recommended that the DSP application move forward again to the Planning Commission. The draft minutes of the DRSC meeting are included for reference as Attachment 3.

The Subcommittee recommended additional review of the landscape as it relates to the new Monument 4 at the corner of Avenida Vista Hermosa and Avenida La Pata to ensure the landscape complements the new monument sign. As a part of the approvals for the center expansion, the applicant received preliminary landscape approval for modifications to the landscape at the center, including rehabilitating some areas that have been poorly maintained. Resolution PC 18-034 Condition of Approval No. 3.11 requires that the applicant submit detailed landscape and irrigation plans consistent with the conceptual plans, which must be installed and completed prior to final planning inspections. In response to the DRSC comments regarding landscape at the new monument sign, the applicant has provided a conceptual landscape plan for the hillside surrounding the monument sign, which includes a mix of groundcover, grasses, flowering plants, and trees to accent the monument sign. The landscape plan is included as Attachment 5. The landscape plan has been reviewed and approved by the City’s landscape consultant, Summers Murphy & Partners. These landscape modifications for the monument sign will be incorporated into the detailed landscape and irrigation plans required for the entire center, mentioned above. Conditions of approval 3.11 and 5.5 of the attached proposed resolution ensure the landscape associated with the monument sign are implemented.

***Consistency with Development Standards***

Pursuant to the Forster Ranch Specific Plan, signs are permitted in accordance with the City Sign Ordinance (SCMC 17.84), which requires a Discretionary Sign Permit (DSP) for new developments proposing four or more signs. The proposed signage (including the existing Target signs) is summarized in Table 2 below. All new signs or modifications to existing signs comply with the requirements in the Sign Ordinance.



**Table 2 – Sign Summary/Compliance with Sign Standards**

<b>Sign Name</b>	<b>Status</b>	<b>Code Standard</b>	<b>Specifications</b>	<b>Complies with Standard</b>
<b>Monuments</b>				
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; Max 64 sf; Max 10 ft height	53.81 sf (copy area) 9 ft high	Yes.
Monument 1a (single face)	Existing (No change)		22.32 sf (copy area) 9 ft high	
Monument 4 (Single face)	Proposed		38.88 sf (copy area) 5.5 ft high	
<b>Wall Signs</b>				
A, B, C & D Signs (Target Wall Signs)	Existing	One square foot of sign allowed for each lineal foot of all business façade, max 64 sf per sign, max 64 sf per tenant unless a DSP is approved	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	Yes. Max sign area for some tenants may exceed 64 sf, which is permitted with the approval of a DSP
<b>Other</b>				
Menu Signs 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 sign 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.” In the past, the City has computed only the sign copy area of monuments. This way of computing monument sign area encourages applicants to incorporate the architectural details desired by the City

without a reduction of sign copy area. Staff and the DRSC reviewed the design of the proposed monument sign (Monument 4) and believe that the architectural design is reflective of direction received by the Planning Commission and consistent with other entry monuments for the center and for the Vista Hermosa Sports Park. Therefore, only the sign copy area of the proposed monument sign is included in the calculable “sign area.”

The menu board signs are located in the rear portion of the lot, out of view from the public right-of-way. The proposed menu boards utilize a design that is consistent with other signs and buildings, as well as the overall site design.

**Consistency with Design Guidelines**

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 3, below.

**Table 3 – 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 new monument mimics the design of the existing two monuments, as well as the monuments for the Vista Hermosa Sports Park. Additionally, the monuments are generally consistent with the scale of the site. Style of the tenant signs is consistent with that approved for Target which are individually illuminated channel letters and logos utilizing corporate trademarked branding. 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>Consistent.</i> This is noted on page C-1r of the proposed MSP for new internally illuminated signs.</p>

Design Guideline/General Plan Policy/Findings	Project Consistency
<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 has submitted an augmented landscape plan for the area around the proposed corner monument, which will be required to be installed prior to final inspection for the sign (Condition 5.5).</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 theme including, but not limited to, stained wood supports and accents, troweled stucco applications, painted terra cotta tiles, ornamental wrought iron...”</p>	<p><i>Consistent.</i> The new monument proposed is Spanish style, with smooth white stucco, brick details, and pin-mounted letters, consistent with the other monuments and the architecture proposed for the site.</p>
<p><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.”</p>	<p><i>Consistent.</i> The location of Pad A &amp; B justifies the use of a freestanding sign on Avenida La Pata for those tenants, as they have no visibility at the intersection.</p>
<p><i>General Plan Policy UD-1.09 Signs:</i> “We require quality, balance, consistency, and the use of high quality materials in the design of...signs. Signs should be compatible with the architectural character of buildings on which they are placed, prevailing streetscape character and surrounding community character, and should not be visually obtrusive.</p>	<p><i>Consistent.</i> The proposed monument is consistent with the scale of the buildings and other existing monuments on the site. Given the topography of the streetscape, the monument sign scale and design is also appropriate. The monument signs and wall signs complement the Spanish Colonial architecture of the buildings as well as the monuments at the Vista Hermosa Sports Park.</p>
<p><i>General Plan Policy UD-2.01 Architecture/Design Quality:</i> “We require high quality design for buildings at visually significant locations in gateway areas....New buildings...in gateway areas shall follow Spanish Colonial Revival architectural style...”</p>	<p><i>Consistent.</i> The new monument is designed as a smooth stucco architectural wall with a brick cap to match the others at the site as well as the SCR design of the buildings. New wall signs will be pin-mounted halo illuminated.</p>

## **CONCLUSION**

The applicant has consistently responded to the DRSC and Planning Commission's comments to reduce overall sign area and the number of monument signs. All DRSC and Planning Commission recommendations have been incorporated into the proposed project. The project complies with all development standards and is consistent with applicable design guidelines and General Plan goals and policies.

## **ENVIRONMENTAL REVIEW/COMPLIANCE (CEQA)**

The Planning Division completed an initial environmental assessment of the project per the California Environmental Quality Act (CEQA). Staff recommends the Planning Commission determine the project to be Categorical Exempt from CEQA pursuant to State CEQA Guidelines Section 15311 (Class 11: Accessory Structures). The Class 11 exemption applies to the construction or placement of minor accessory structures including on-premise signs appurtenant to commercial facilities.

## **CALIFORNIA COASTAL COMMISSION REVIEW**

The project is not within the Coastal Zone and does not require Coastal Commission review.

## **ALTERNATIVES:**

1. The Planning Commission can concur with staff and approve the proposed project.

*This is the recommended action. This action would result in the adoption of Resolution No. PC 19-012, allowing the project as proposed subject to the conditions of approval. The Commission can take this action if they determine the request meets all required findings listed on Page 1 of this report and as enumerated in Attachment 1 (Draft Resolution of Approval).*

2. The Planning Commission can approve the project and at its discretion, add, modify or delete provisions of the proposed project or conditions.

*This action would result in any modifications being incorporated into the project, such as architectural detail, finish, massing changes or modifications to conditions of approval.*

3. The Planning Commission can deny the project.

*This action would result in not allowing the project as proposed. This action would require this item to be continued so staff can draft a new resolution. The Commission should cite reasons for not being able to meet required findings.*

**RECOMMENDATION**

Staff recommends that the Planning Commission:

1. Determine the project is Categorical Exempt from CEQA pursuant to State CEQA Guidelines Section 15311 (a) (Class 11: Accessory Structures); and
2. Adopt Resolution PC 19-012, approving Discretionary Sign Permit 18-215 to amend the Target Master Sign Program (DSP 09-317) to include signs for the expansion of the retail center approved through Resolution PC 18-034, located at 990 Avenida Vista Hermosa.

***Attachments:***

1. Draft Resolution No. PC 19-012
2. Location Map
3. Draft DRSC Minutes 3/13/19 (excerpt)
4. Proposed Master Sign Program
5. Landscape Plan
6. Planning Commission Minutes 12/19/18 (excerpt)

## RESOLUTION NO. PC 19-012

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN PERMIT 18-215, A REQUEST TO AMEND THE TARGET MASTER SIGN PROGRAM (DSP 09-317) TO INCLUDE SIGNS FOR THE EXPANSION OF THE RETAIL CENTER APPROVED THROUGH RESOLUTION PC 18-034, LOCATED AT 990 AVENIDA VISTA HERMOSA

WHEREAS, on May 18, 2010, the City Council approved DSP 09-317 for a sign program that included six signs consisting of two monument signs at the main entrance and four wall signs located on the front and street side elevations and Sign Exception Permit (SEP) 09-318 to allow the three wall signs to exceed the maximum sign area;

WHEREAS, on November 29, 2017, an application for SPP 17-400/ AP 17-403/ CUP 17-404/ TPM 17-405/ DSP 18-215 was submitted on behalf of Cadence Acquisition LLC, by Greg Fick of Tait and Associates, Inc., 701 N. Parkcenter Drive, Santa Ana, for DSP 18-215, a request to subdivide the Target property into two parcels and to construct a multi-tenant commercial retail center with a drive-through and to amend the Target Master Sign Program (DSP 09-317) in the Neighborhood Commercial zoning district (Planning Area D) of the Forster Ranch Specific Plan, Assessor's Parcel Number 678-161-02;

WHEREAS, on December 19, 2018, the Planning Commission adopted Resolution PC 18-034, approving SPP 17-400/ AP 17-403/ CUP 17/404/ TPM 17-405 for a multi-tenant expansion of the retail center at the site and tabled DSP 18-215 for the corresponding Master Sign Program Amendment to allow the applicant, staff, and Design Review Subcommittee to continue working to resolve Commissioner concerns related to size and number of proposed signs;

WHEREAS, the Planning Division has completed an initial environmental assessment of the above matter in accordance with the California Environmental Quality Act (CEQA) and recommends that the Planning Commission determine the project Categorically Exempt from CEQA pursuant to State CEQA Guidelines Section 15311 (a) (Class 11: Accessory Structures) because the project involves the addition and alteration of on-site signs;

WHEREAS, on December 21, 2017, March 29, 2018, October 4, 2018, and February, 14, 2019, the City's Development Management Team (DMT) reviewed the proposed project for compliance with the General Plan, Zoning Ordinance, and other applicable City ordinances and support the project;

WHEREAS, on April 25, 2018, November 14, 2018, and March 13, 2019, the City's

Design Review Subcommittee (DRSC) considered and supports the project provided appropriate landscape is incorporated to accent the new monument sign proposed;

WHEREAS, in accordance with City and State requirements, notice of the public hearing was published in the San Clemente Times newspaper on April 25, 2019, posted at the project site, and mailed to all property owners within 300 feet of the subject property; and

WHEREAS, on May 8, 2019, the Planning Commission of the City of San Clemente held a duly noticed public hearing on the subject application, considered written and oral comments, and facts and evidence presented by the applicant, City staff, and other interested parties.

NOW, THEREFORE, The Planning Commission of the City of San Clemente does hereby resolve as follows:

**Section 1. Incorporation of Recitals.**

The Planning Commission hereby finds that all of the facts in the Recitals are true and correct and are incorporated and adopted as findings of the Planning Commission as fully set forth in this resolution.

**Section 2. CEQA Exemption.**

Based upon its review of the entire record, including the Staff Report, any public comments or testimony presented to the Planning Commission, and the facts outlined below, the Planning Commission hereby finds and determines that the proposed project is categorically exempt from CEQA pursuant to State CEQA Guidelines Section 15311 (Class 11: Accessory Structures).

The Class 11 exemption specifically exempts from further CEQA review the construction or replacement of minor structures accessory or appurtenant to existing commercial, industrial, or institutional facilities, such as on premise signs. Here, the project consists of the addition of on-site signage for a new multi-tenant commercial retail building and a drive-through. Thus, the project qualifies for the Class 11 exemption.

Furthermore, none of the exceptions to the use of the Class 11 categorical exemption identified in State CEQA Guidelines section 15300.2 apply. The project is not located in a particularly sensitive environment, and will not impact an environmental resource of hazardous or critical concern. The project site is developed with an existing commercial Target building, parking lot and ancillary signage. The addition of two monument signs is not anticipated to create substantial impact. The project will not result in a cumulative impact from successive projects of the same type in the same place, over time in that the project site is currently developed and this is the only commercial site with frontage along Avenida Vista Hermosa within a half mile radius. There are no unusual circumstances surrounding the project that result in a significant effect on the environment. There are no



especially sensitive resources (endangered species, wetlands, etc.) on the project site or in the vicinity. The project will not damage scenic resources, including trees, historic buildings, rock outcroppings, or similar resources. While the corner of Avenida Vista Hermosa and Avenida La Pata is a major view corridor, the proposed signage at the northwest corner of the intersection is not anticipated to negatively affect the view corridor in that the monument sign will be constructed in Spanish-style architecture and will be set into the existing slope of the project site thereby minimizing any visual impediments. The project does not include any hazardous waste sites and the project will not cause a substantial adverse change in the significance of a historical resource in that the site is currently developed with non-hazardous uses and is proposed to include new commercial buildings and signage which are non-hazardous and there are no historic resources on or within the vicinity of the project site. Thus, the Class 11 exemption applies, and no further environmental review is required.

### **Section 3. Findings**

With respect to Discretionary Sign Permit 18-215 the Planning Commission finds as follows:

- A. The design, including lighting, scale, length and materials, of the sign is consistent with the intent of the design elements of the General Plan and Forster Ranch Specific Plan and the City's Design Guidelines.
  1. The sign program includes signs that are placed and sized to complement and be in character with the Target building and proposed multi-tenant commercial building's architecture in accordance with Urban Design Policy *UD-1.09: Signs*.
  2. The new and modified monument signs incorporate smooth white stucco with "Mission finish" to match the architecture and other existing monuments and that is consistent with the muted earth tone colors set forth in the Design Guidelines.
  3. The project incorporates high quality signs, such as pin-mounted halo illuminated signs, as well as smooth white stucco for the monument to match the architecture in keeping with Urban Design Policy *UD-2.01* which requires a high quality design for projects in visually significant gateway locations.
- B. The design, scale and materials of the sign harmonize with the architectural design and details of the building or site it serves.
  1. The sign program includes signs that are placed and sized to complement and be in character with the Target building and proposed multi-tenant commercial building's architecture in accordance with Urban Design Policy *UD-1.09: Signs*.

2. The proposal includes monument signs, menu boards and wall signs in materials that are consistent with the existing and proposed commercial buildings.
  3. The design of the monument signs are consistent with the existing monument signs and are in a SCR design scheme that is consistent with the Design Guidelines.
- C. The design and scale of the signs are appropriate to the distance from which the signs are normally viewed.
1. The new wall signs are limited to 25 square feet. Given the distance from the street and orientation of some of the signs, this will provide visibility primarily from the parking lot for pedestrians on the site.
  2. The monument signs (both the added tenant signs on the existing monument and the new monument) are scaled large enough to be a focal point and mark the main entry to the site, and providing adequate visibility for tenants, while not overpowering the site.
- D. The design and materials of the signs provide a contrast between the background and letters.
1. The signs incorporate individual fabricated reverse channel letters and logo with LED internal illumination for wall mounted signage and pin mounted reverse channel halo illuminated letters for monument signs.
  2. The halo illumination for the canopy signage will provide additional contrast and legibility while minimizing light pollution.
  3. The background of both the wall signs and monument lettering is white smooth stucco, which provides a good basis for the addition of contrasting letters/logo.
- E. The design, scale or location of the building dictates the use of a freestanding sign rather than building-mounted signs.
1. The existing monument signs and wall signs were legally established and are not being altered other than a minor change of copy to one monument sign.
  2. The proposed new monument sign includes only signage for the new tenants (no Target Signage), which due to distance and topography are not visible from Avenida La Pata or the intersection of La Pata and

Avenida Vista Hermosa. Without the new monument sign, these tenants would have no visibility from that side of the center.

3. The two proposed drive-through menu boards are consistent with City code requirements for size and are located at the interior of the property where they will not be visible from off-site.
- F. The provisions of the Master Sign Program ensure consistency in design and style of all new signs.
1. The design incorporates high quality signs, such as individual fabricated reverse channel halo illuminated logo, bronze pin-mounted lettering, with a smooth white stucco to match the architecture in keeping with the Design Guidelines.
  2. The new wall signs are consistent with the existing approved Target wall signs.
  3. Specified colors and materials are incorporated in the plans.
- G. The provisions of the Master Sign Program address compatibility of the design and style of any existing signs on the building or site.
1. The new wall signs are consistent with the existing approved Target wall signs.
  2. The proposed program includes signage that is consistent with current color and graphics style of the original sign program.
  3. With the exception of additional tenant names on one monument sign, there are no changes proposed to the existing signage. New signage has been designed in the same style.
- H. All new signs within the Master Sign Program are in compliance with the design standards of chapter 17.84 of the Zoning Code. The new signs meet the materials, size, and lighting specifications therein.
1. The proposed signs meet the material and size requirements specified within chapter 17.84 of the Zoning Code.
  2. Sign Exception Permit (SEP) 09-318 was approved to allow the three wall signs to exceed the maximum sign area; new signage will not exceed sign code limitations.

- 3. The new signs are pin-mounted and halo-illuminated, which is a recommended sign style within the sign design standards of 17.84.020.C of the Zoning Code.

**Section 4. Planning Commission Approval.**

Based on the foregoing recitals and findings above, and the written and oral comments, facts, and evidence presented, the City of San Clemente Planning Commission approves Discretionary Sign Permit 18-215, Target Center Master Sign Program, subject to the Conditions of Approval set forth in Exhibit A.

PASSED AND ADOPTED at a regular meeting of the City of San Clemente Planning Commission on May 8, 2019.

\_\_\_\_\_ Chair

**CERTIFICATION:**

I HEREBY CERTIFY this Resolution was adopted at a regular meeting of the City of San Clemente Planning Commission on May 8, 2019, carried by the following roll call vote:

AYES:            COMMISSIONERS:  
 NOES:            COMMISSIONERS:  
 ABSTAIN:        COMMISSIONERS:  
 ABSENT:         COMMISSIONERS:

\_\_\_\_\_  
 Secretary of the Planning Commission

CONDITIONS OF APPROVAL  
DISCRETIONARY SIGN PERMIT 18-215,  
TARGET CENTER MASTER SIGN PROGRAM AMENDMENT

**1.0 GENERAL CONDITIONS OF APPROVAL**

- |     |   |                |
|-----|---|----------------|
| 1.1 | Within 30 days of approval of this application, the applicant shall submit to the City Planner a signed acknowledgement concurring with all conditions of approval on a form to be provided by the City. Failure to submit this acknowledgement may be grounds to revoke this approval.   | Planning       |
| 1.2 | The applicant shall defend, indemnify, and hold harmless the City of San Clemente and its officers, employees, and agents from and against any claim, action, proceeding, fines, damages, expenses, and attorneys' fees, against the City, its officers, employees, or agents to attack, set aside, void, or annul any approval or condition of approval of the City concerning this project, including but not limited to any approval or condition of approval of the City Council, Planning Commission, or City Planner. Applicant shall pay all costs, The City shall promptly notify the applicant of any claim, action, or proceeding concerning the project and the City shall cooperate fully in the defense of the matter. The City reserves the right, at its own option, to choose its own attorney to represent the City, its officers, employees, and agents in the defense of the matter. If the applicant fails to so defend the matter, the City shall have the right, at its own option, to do so and, if it does, the applicant shall promptly pay the City's full cost of the defense. | Planning       |
| 1.3 | Use and development of this property shall be in substantial conformance with the approved plans, material boards and other applicable information submitted with this application, and with these conditions of approval.  | Planning       |
| 1.4 | The applicant shall comply with all applicable current and future provisions of the San Clemente Municipal Code, adopted ordinances, and state laws.  | All            |
| 1.6 | Applicant agrees on behalf of itself, the landlord, all predecessors, and all successors in interest, that this approval supersedes any previous signage approved by the City and that all previous signage approvals are now subject to the Master Sign Program as set forth in DSP 18-215.  | Planning<br>** |
| 1.7 | No individual sign permit is conveyed by the approval of DSP 18-215. Prior to the issuance of a building permit, the owner or designee shall obtain approval of an Administrative Sign Permit,  | Planning<br>** |

providing plans that demonstrate the signage is consistent with the Master Sign Program.

**3.0 PRIOR TO ISSUANCE OF GRADING PERMITS**

**Landscape Plans**

- 3.11 The applicant shall submit, and the City Planner shall have approved, a detailed landscape and irrigation plan incorporating drought tolerant plants, consistent with the Conceptual Landscape Plan as approved on file. Plans shall be prepared by a registered landscape architect, and in compliance with all pertinent requirements including, but not limited to guidelines contained in the City's Master Landscape Plan of Scenic Corridors. (SCMC Section 17.68.020)
- Planning  
\*

**5.0 PRIOR TO FINAL INSPECTION**

**Engineering**

- 5.4 The applicant shall demonstrate to the satisfaction of the City Engineer and City Maintenance Manager that all street improvements have been completed and accepted and that any damage to new or existing street right-of-way during construction has been repaired/replaced. (SCMC Title 12)
- Public  
Works

**Landscaping**

- 5.5 Prior to final inspection for the new monument sign, the applicant shall submit, and the City Planner shall approve, a letter from a registered landscape architect confirming that landscaping and irrigation have been installed in accordance with the approved plans.
- Planning  
\*

\* Denotes a modified Standard Condition of Approval

\*\* Denotes a project-specific Condition of Approval

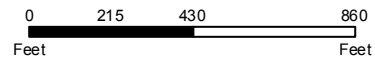




**City of San Clemente**

DSP 18-215

990 Avenida Vista Hermosa





**CITY OF SAN CLEMENTE  
MINUTES OF THE REGULAR MEETING OF THE  
DESIGN REVIEW SUBCOMMITTEE  
MARCH 13, 2019**

Subcommittee Members Present: Bart Crandell, Michael Blackwell

Subcommittee Members Absent: Jim Ruehlin

Staff Present: Senior Planner Stephanie Roxas, Associate Planner Katie Crockett, Assistant Planner Jonathan Lightfoot, City Planner Gabriel Perez

**1. MINUTES**

The Subcommittee approved the minutes from the February 13, 2019 meeting.

**2. ARCHITECTURAL REVIEW OF THE FOLLOWING ITEMS:**

**Discretionary Sign Permit 18-215, 990 Avenida Vista Hermosa, Vista Hermosa Esplanade (Target) MSP Amendment** (Crockett)

A request to amend the Master Sign Program for Target to include the recently approved expansion of the center at 990 Avenida Vista Hermosa in the Forster Ranch Specific Plan area.

Associate Planner Katie Crockett summarized the staff report and noted a correction in Table 3 on page 4 of the report. Ms. Crockett stated the C1 signs comply with City standards. The applicant, Greg Fick, was also present and agreed with staff recommendation #1 to reduce the number of monument signs from four to three to be consistent with development standards.

The Design Review Subcommittee (DRSC) discussed the project, and made the following comments either individually or as a group:

- Discussed potential options should the applicant wish to pursue deviations from the Zoning Ordinance, such as an additional monument sign; however, the applicant indicated there is no desire to pursue a fourth monument sign at this time.
- Supported the applicant's changes since last reviewing the proposal at the Planning Commission public hearing.
- Discussed general concerns related to site landscaping and expressed the need to understand how landscaping complements proposed signage.

- Discussed approved landscape plan for original Target development and questioned whether current site landscaping is compliant with approved plan.
- Directed staff to work with the applicant to submit an updated landscape plan, and obtain approval from the City's Landscape Consultant, prior to the Planning Commission hearing.

The Subcommittee generally concurred with staff's recommendations, provided additional comments and recommendations to staff and the applicant, and recommended the project move forward to the Planning Commission for consideration.

**Site Plan Permit 18-663, Cultural Heritage Permit 18-664, 1410 Calle Mirador, North Beach Bed & Breakfast (Lightfoot)**

A request to construct a Bed and Breakfast Inn with one primary residence and three guest rooms within the NC2-A-AH-CZ zone at 1410 Calle Mirador.

Assistant Planner Jonathan Lightfoot summarized the staff report. The applicant, Michael Luna, was present and available for questions.

The Design Review Subcommittee (DRSC) discussed the project, and made the following comments either individually or as a group:

- Supported the overall project design and architecture.
- Requested clarification from staff on building setbacks and maximum height limit of buildings and retaining walls in the NC2 zone.
- Requested information on proposed street tree species; staff clarified that the proposed street tree will be reviewed by the Beaches, Parks, and Recreation Department.
- Commended the proposed bed and breakfast use as it conforms to General Plan land use policies related to the North Beach area.
- Recommended design changes to the right (south) elevation to soften the building, and discussed with the applicant potentially adding a recess to the exterior wall that encloses the outdoor dining area or converting it into a planter wall to break up the massing.
- Supported the project design with staff's recommendations; the applicant agreed to incorporate staff's recommended changes into the project.
  - Indicated that the project is ready for Planning Commission review once the minor modifications are incorporated.

The Subcommittee provided additional comments and recommendations to staff and the applicant, and recommended the project move forward to the Planning Commission for consideration.

990 Avenida Vista Hermosa  
San Clemente, CA 92624

Signage Master Plan



February 19, 2019 Revised-3

**BECK & GRABOSKI**  
*D e s i g n   O f f i c e*

Telephone 310 393 8325  
247 Satevith 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
<b>Existing Target Signs:</b>			
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 Buliseye 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:**

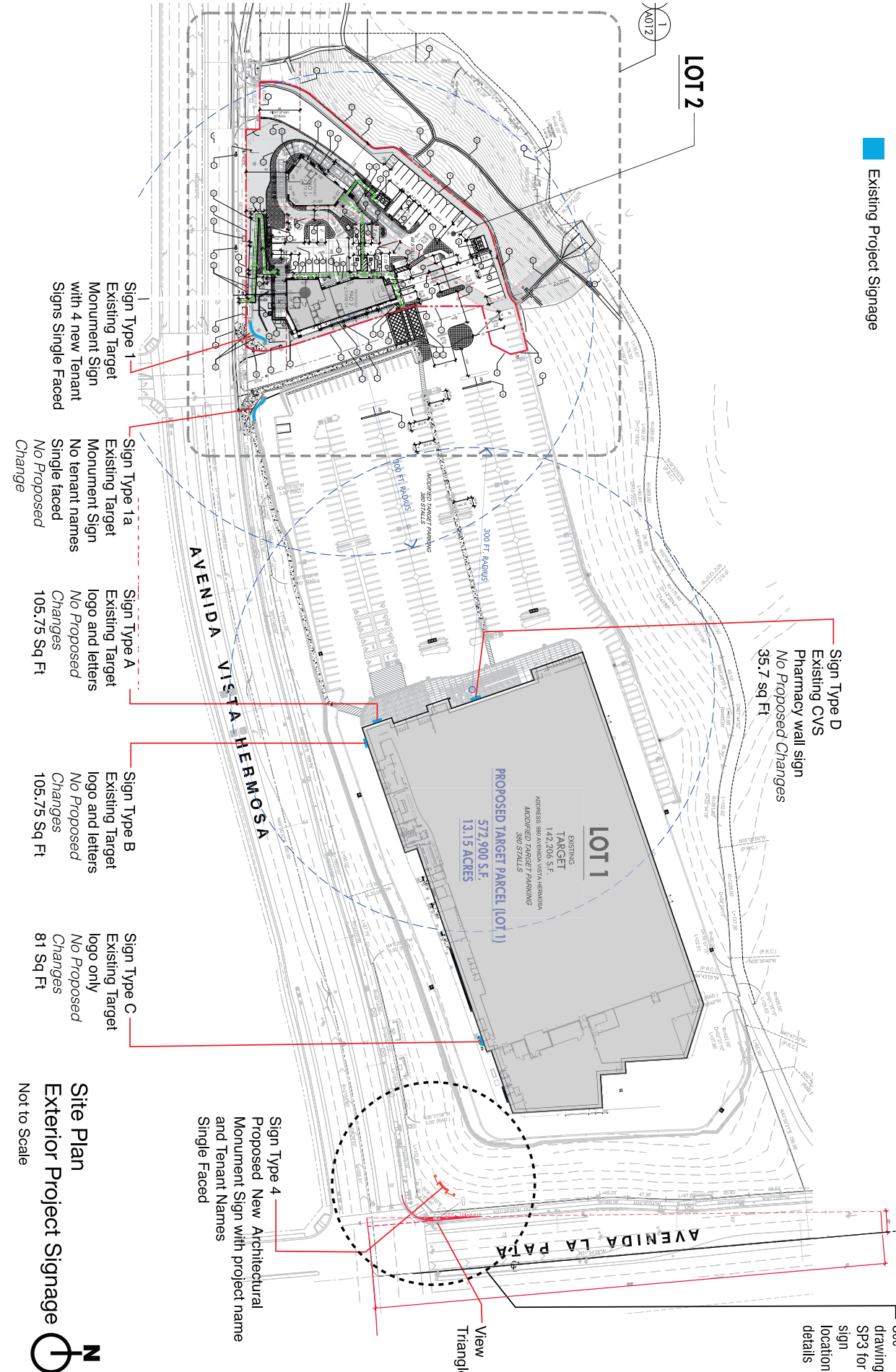
1. Existing TARGET Logo on Existing Monument (with proposed new 4 tenants names on Avenida Vista Hermosa)	5'-3" x 4'-3" 2'-3" x 6'-0"	22.3125 sq ft (E) * 31.5 sq ft at Existing entrance (N)	1
2. DELETED			
3. DELETED			
4. NEW Vista Hermosa Esplanade Monument sign on corner - Center Name with 4 tenant names	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		130.3755 sq ft (N)	

**Retail Tenant Signs:**

C-1 Retail Tenant Sign (criteria) - Wall Signs - See drawings C--1

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- Proposed New Signage
- Existing Project Signage



See drawing SP3 for sign location details

Site Plan  
Exterior Project Signage  
Not to Scale

Date	March 19, 2019
Project	630
Scale	
Drawn By	
Check	
Revised	

## Target NWC Avenida Vista Hermosa San Clemente, CA 92624

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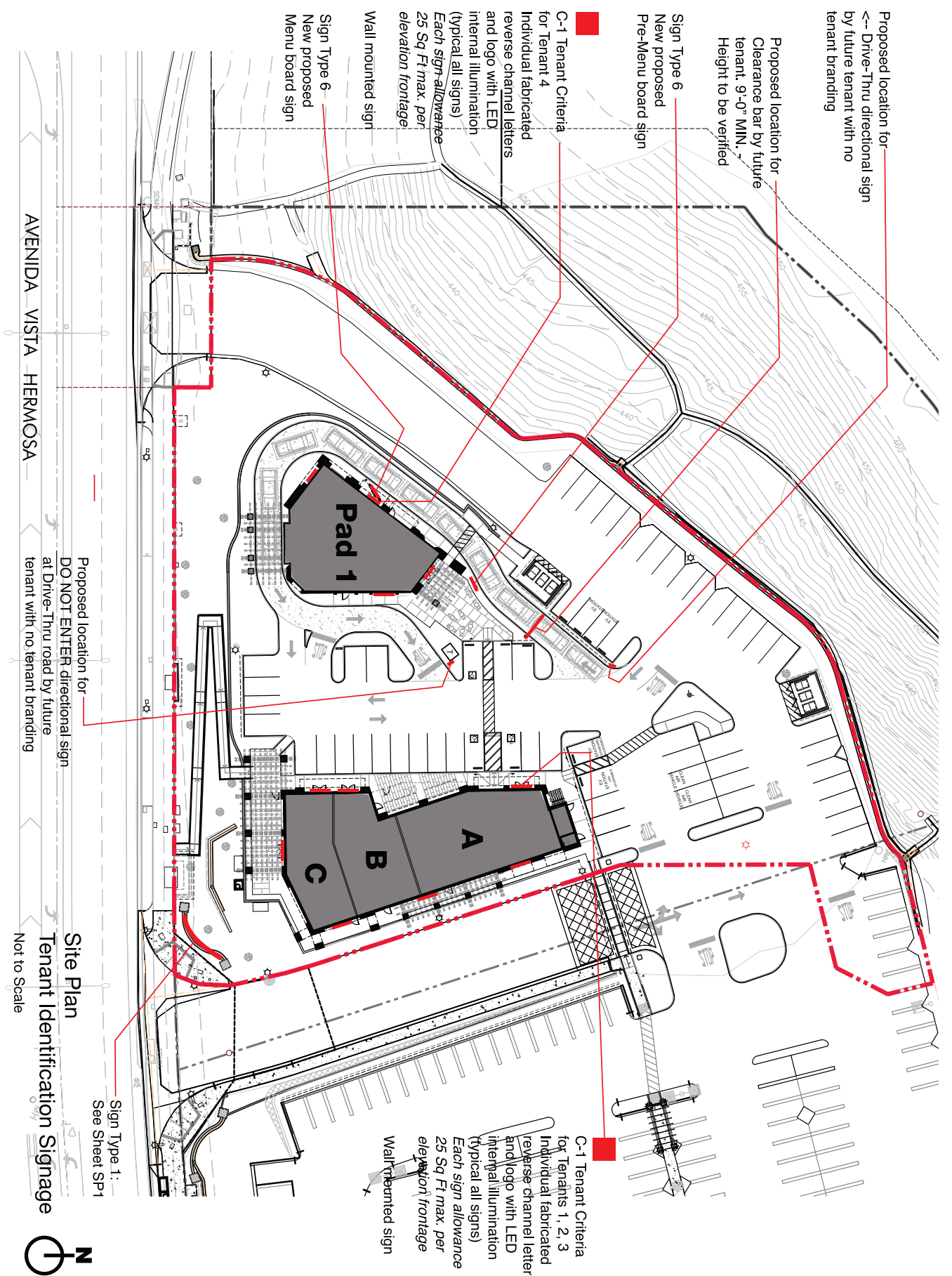
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Design Office

Telephone 310 393 9325

247 Sixteenth Street Santa Monica California 90402

**SP1r**





AVENIDA VISTA HERMOSA

Site Plan  
Tenant Identification Signage  
Not to Scale



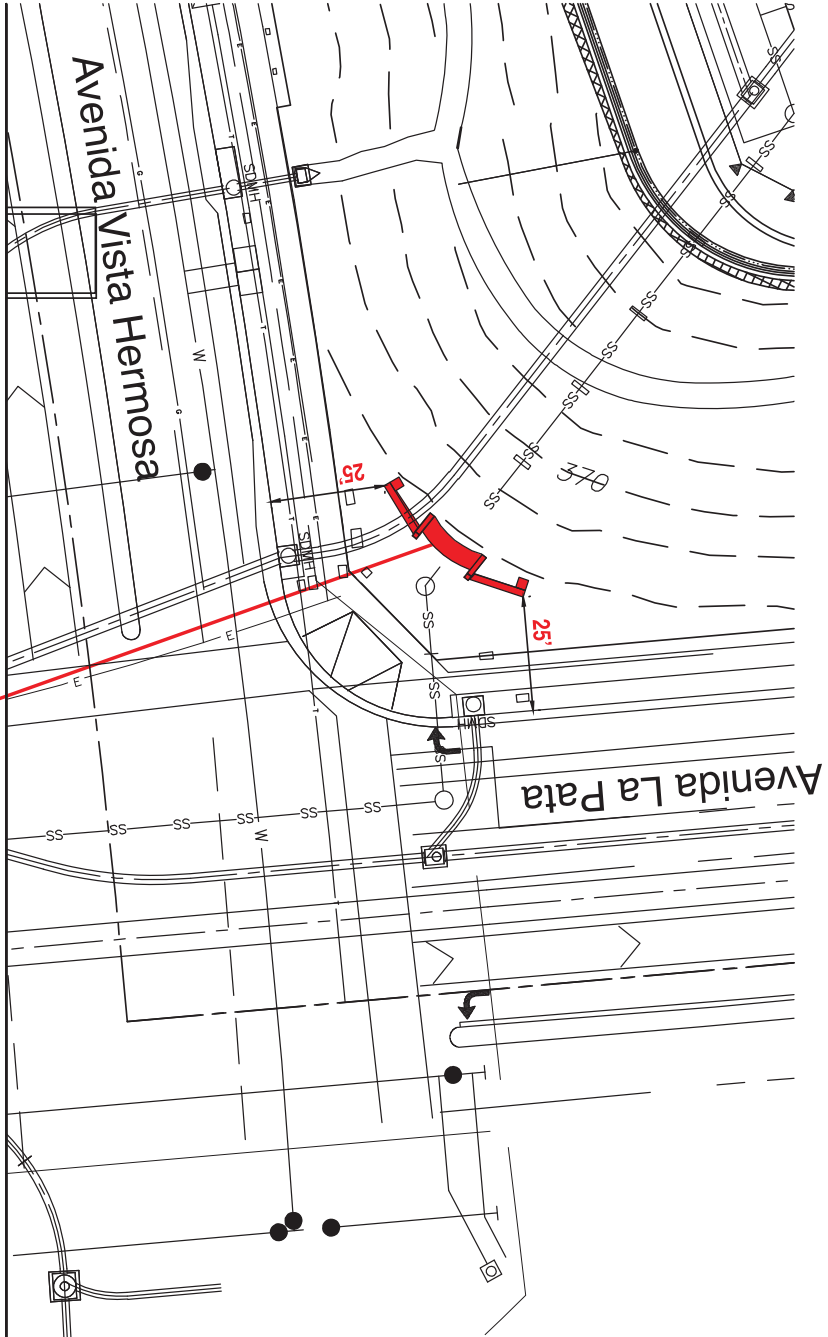
Date	March 19, 2019
Project	630
Scale	
Drawn By	
Check	
Revised	

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

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Sign Type 4  
See Sheet SP2r

Site Plan  
Tenant Identification Signage  
Not to Scale



Date	March 19, 2019
Project	630
Scale	
Drawn By	
Check	
Revised	

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

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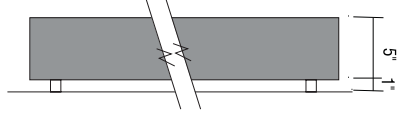
247 Sixteenth Street Santa Monica California 90402

**SP3**

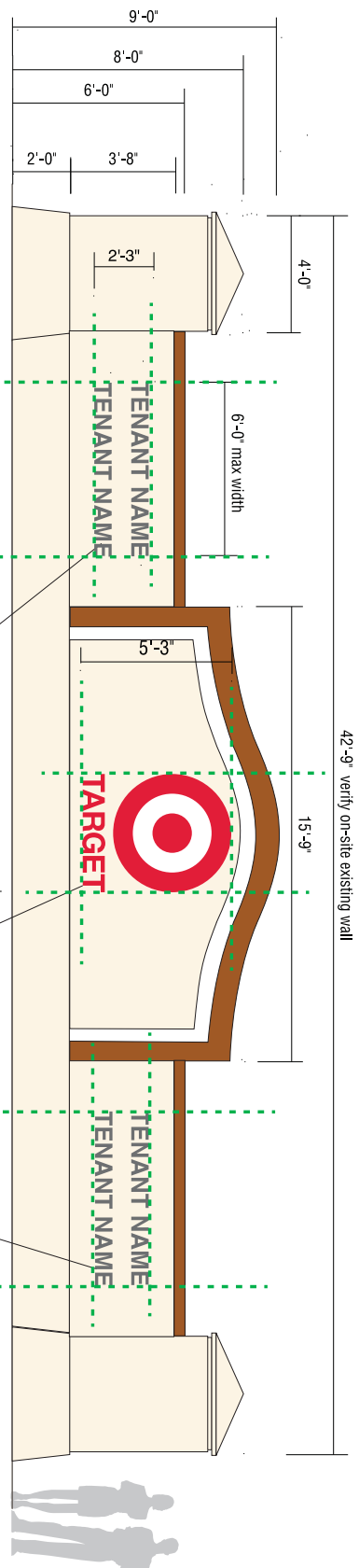


<b>SQUARE FOOTAGE:</b>	
Target + Bullseye: 5'-3" h x 4'-3" w =	22.3125 sq ft
Tenant name panels with 2 names:	
2'-3" h x 6'-0" w = 15.75 x 2 panels =	31.5 sq ft
<b>TOTAL SQ FT</b>	<b>53.8125 sq ft</b>

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

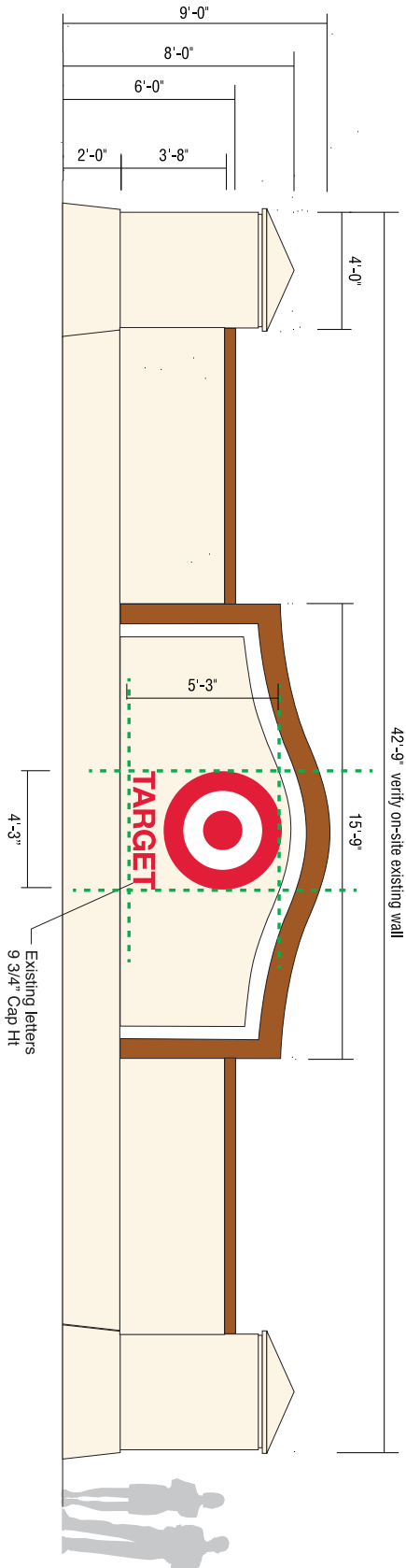
**NOTE:**  
 No changes to the  
 existing Target logo  
 and Target letters on  
 this sign

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

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

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**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

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

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

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**1a**

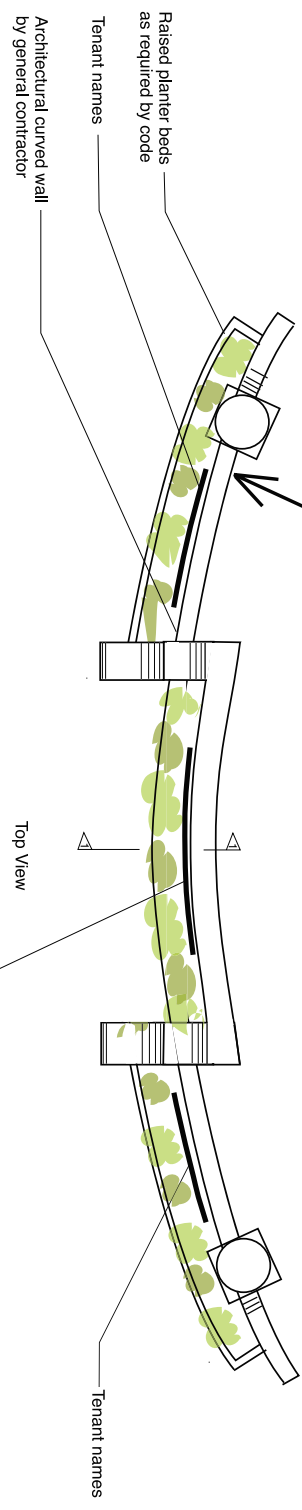
Final location of sign on hillside to be determined by architect to maximize visibility and clear all utilities below at street level and underground

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"



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)

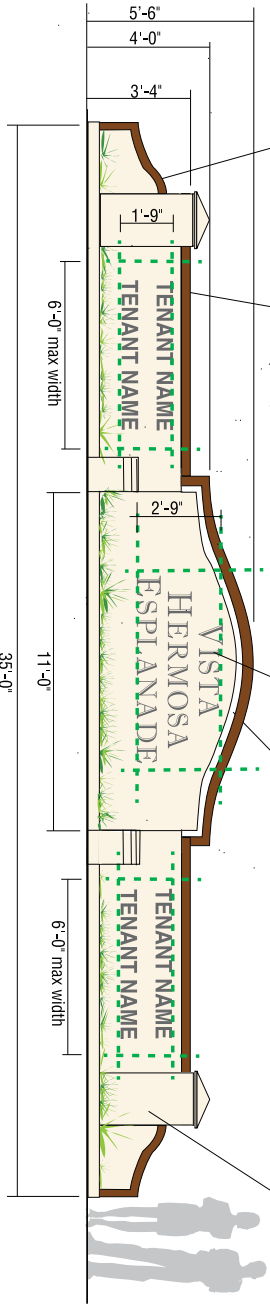
7" high and 3" deep individual fabricated reverse channel aluminum halo illuminated tenant logos or and letters pin mounted 1" off wall  
 Final logos, letter styles and to be determined  
 Color to be Medium Bronze to match wall cap

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

12" CMU with smooth white stucco w/ "Mission Finish"  
 Color: Santa Barbara White to match architectural style of existing signs  
 Sign is single faced  
 No exposed fasteners on sign face  
 Electrical to site by owner

Section 1



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

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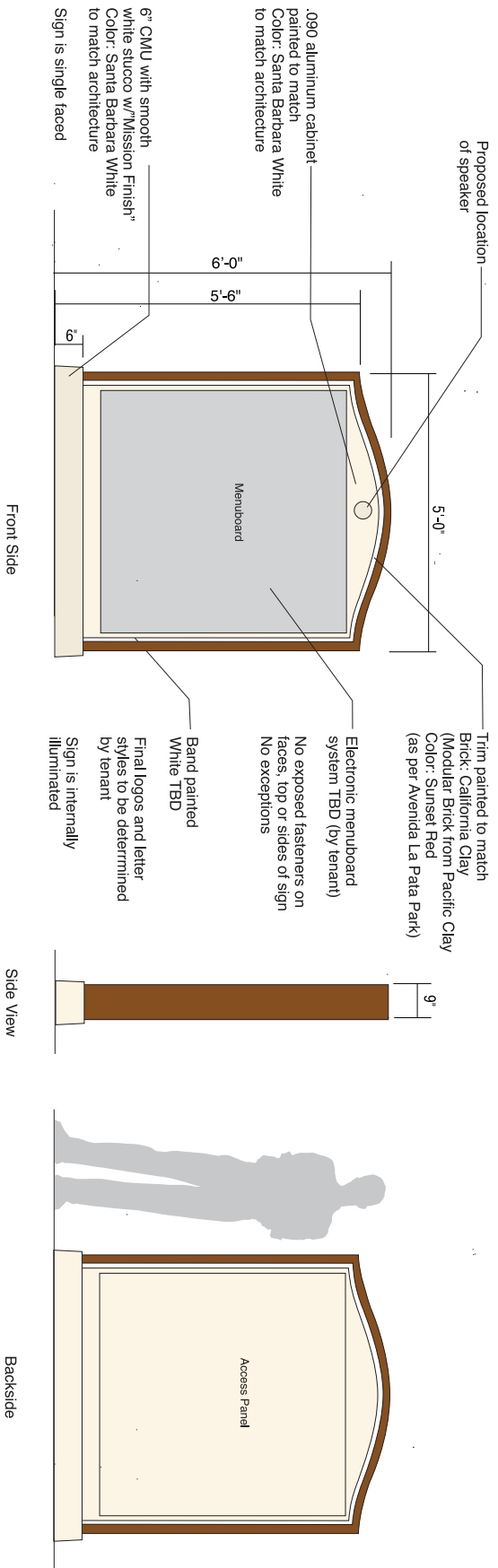
247 Sixteenth Street Santa Monica California 90402

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

Date: March 19, 2019  
 Project: 630  
 Scale:  
 Drawn By:  
 Check:  
 Revised:

**4R**

<b>SQUARE FOOTAGE:</b>	
Menuboard Sign: 6'-0" h x 5'-0" w =	30 sq ft
<b>TOTAL SQ FT</b>	<b>30 sq ft each</b>
x 2 signs	60 sq ft



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

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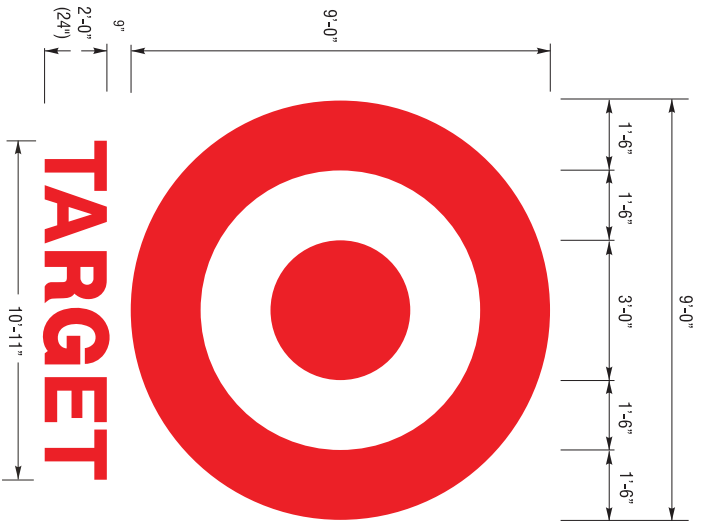
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Telephone 310 393 9325

247 Sixteenth Street Santa Monica California 90402

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

Date: March 19, 2019  
 Project: 630  
 Scale:  
 Drawn By:  
 Check:  
 Revised:

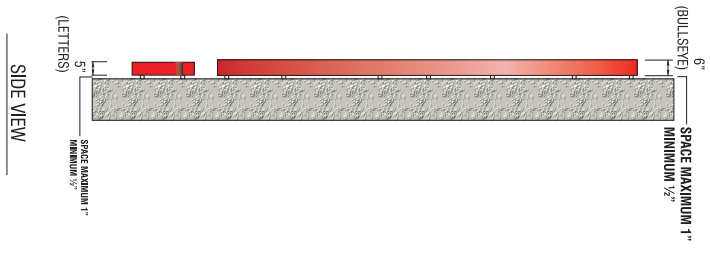


108" Bullseye Logo and 24" Target Letters

**MATERIAL FINISH COLORS**

- 10. Maroon, Reddies  
High Gloss Full Glass Returns
- 2733 Red  
Alucalcs Faces
- Red  
Trimcap

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.

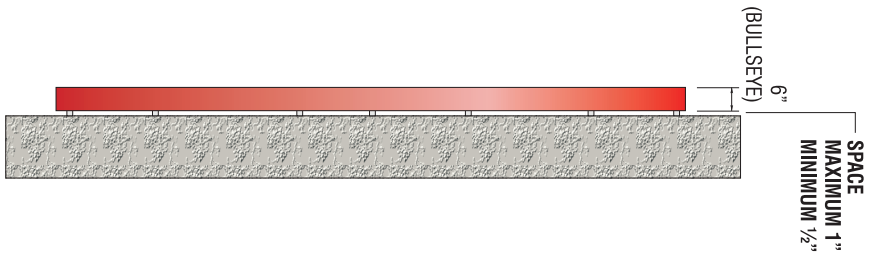
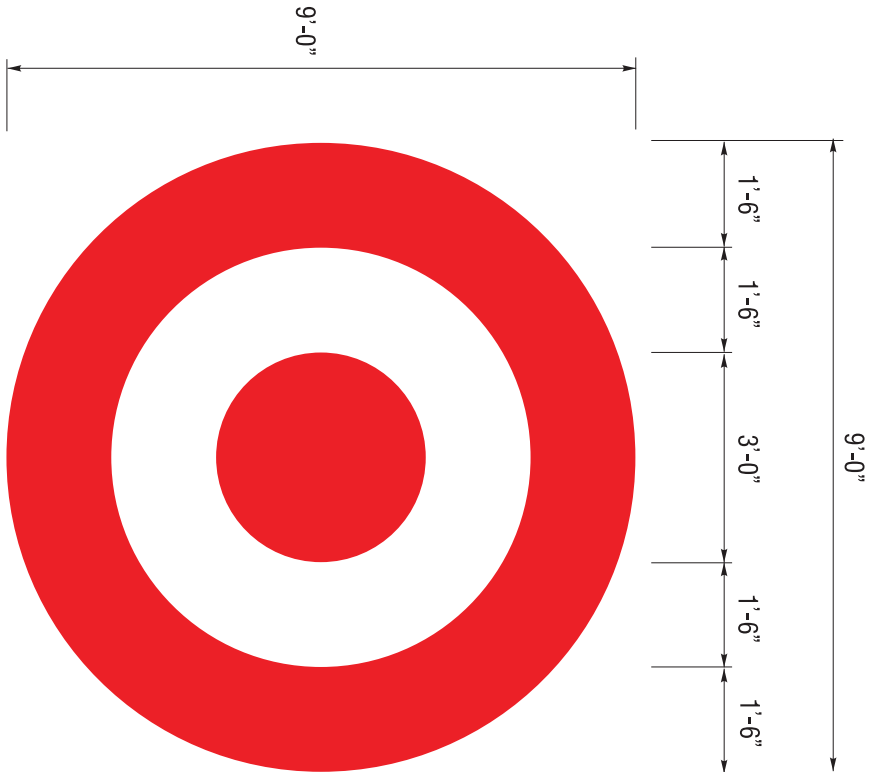
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**Target**  
NWC Avenida Vista Hermosa  
San Clemente, CA 92624

Date August 27, 2018  
Project 630  
Scale  
Drawn By  
Checked  
Revised  
**A & B**



**MATERIAL FINISH COLORS**

Return	To Match: Matthews M003009 Full-gloss Red	Face	27351 Red ADULAS Acrylic	Trimcap	Red
--------	---	------	--------------------------------	---------	-----

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

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

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

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

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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 Alumel Supply Pre-Finished Hunter Red Return
- Jewelle True Red Trim Cap
- LED Module: GE Lighting Solutions
- Tetra Max Red (3 LED) \ 2 Mod(F1) GENXR0-1
- Power Supply: GE Lighting Solutions - GEPST2-600

**Existing Colors & Materials**

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

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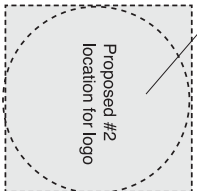
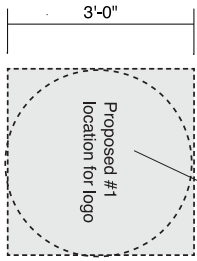
247 Sixteenth Street Santa Monica California 90402

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

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

**D**





Tenant logo shape not to exceed 3'-0" in height and width

Square footage of logo is part of overall sign square footage allowed

Location of logo on side or centered above tenant name TBD

# TENANT SIGN

Tenant Name or logo - Length not to exceed 70% of frontage

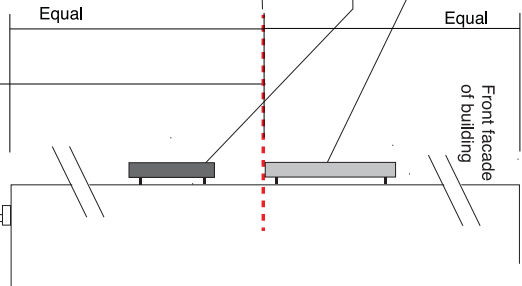
Location of logo placed above text

Letters to be pin mounted off wall 1 1/2"

Center wall above tenant space

All tenant signs to be visually aligned vertically on face of building depending on location. See elevations C-1, 1r and C-1, 2r

Exact location to be determined in accordance with allowed locations on sheet SP2r and elevations



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 as shown on SP2r and elevations

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

NOTE: All proposed internally illuminated signs shall not exceed 200,000 Lumens

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

Side View

Date: March 19, 2019  
Project: 630  
Scale:  
Drawn By:  
Check:  
Revised:

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

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247 Sixteenth Street Santa Monica California 90402

**C-1r**



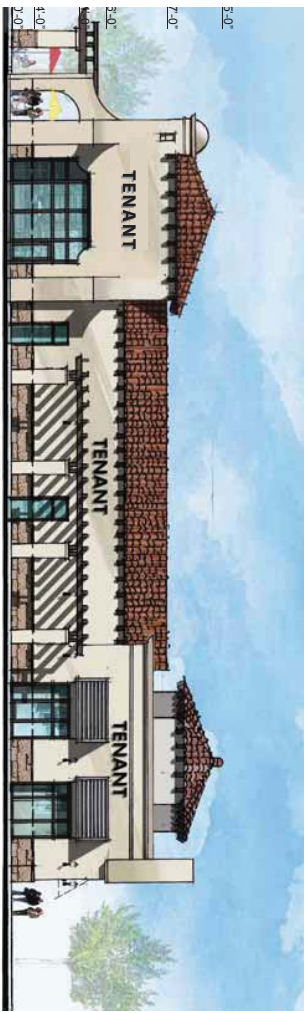
West Elevation

All signage to be visually centered vertically on tenant's facade  
Typical for all locations



South Elevation

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



East Elevation

Proposed locations of Tenant signage on buildings



North Elevation

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

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**BECK & GRABOSKI**  
Design Office

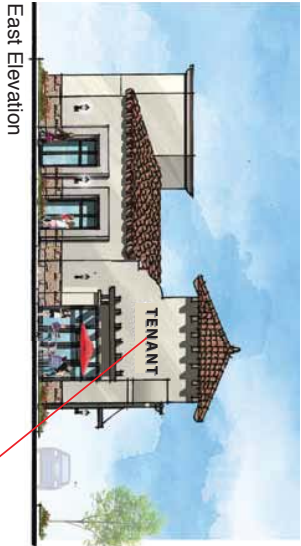
Telephone 310 393 9325

247 Sixteenth Street Santa Monica California 90402

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

Date: March 19, 2019  
Project: 630  
Scale:  
Drawn By:  
Check:  
Revised:

**C-1.1r**



East Elevation



West Elevation

All signage to be visually centered vertically on tenant's facade  
Typical for all locations



North Elevation

Proposed locations of Tenant signage on building



South Elevation

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

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

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247 Sixteenth Street Santa Monica California 90402

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

Date: March 19, 2019  
Project: 630  
Scale:  
Drawn By:  
Check:  
Revised:

**C-1.2r**



### PLANTING LEGEND

Symbol	Botanical Name	Common Name	Size	Form	WACCOS Height 3
	TREES				
	Botanical Name	Common Name	Size	Form	WACCOS Height 3
	Crataegus baccata 'Red Bouquet'	Red Bouquet Hawthorn Hedge	5 gallon	Low	
	Lavandula 'Ocho Quetz'	Spanish Lavender	5 gallon	Low	
	Rosa 'Flower Carpet Pink Sparz'	Pink Carpet Rose	5 gallon	Med	
	Thymus 'Pink Chinz'	Pink Chinz Thyme	1 gallon	Med	
	Wisteria 'Morning Light'	Coast Wisteria	5 gallon	Low	
	Botanical Name	Common Name	Size	Form	WACCOS Height 3
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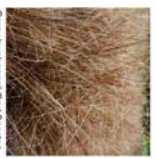
**McKenty Malak ARCHITECTS**  
**MONUMENT SIGN PLANTING CONCEPT**  
 SAN CLEMENTE RETAIL DEVELOPMENT  
 SAN CLEMENTE, CALIFORNIA



MONUMENT SIGN PLANTING



TREES



SHRUBS AND GROUNDCOVER



Lavandula stoechas 'Ocho Quetz'



Rosa 'Flower Carpet Pink Sparz'



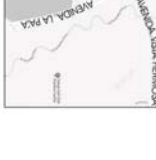
Thymus 'Pink Chinz'



Wisteria 'Morning Light'



Crataegus baccata 'Red Bouquet'



Lavandula stoechas 'Ocho Quetz'

**CADENCE CAPITAL INVESTMENT LLC**  
 3000 E. Highway 91, Suite 100  
 Englewood, CO 80111  
 TEL: (303) 485-9100

**conceptual design & planting company**  
**cd**  
 10000 Wilshire Blvd, Suite 1000  
 Los Angeles, CA 90024  
 TEL: (310) 270-1100

**SCALE**  
 1" = 10'-0"  
 APRIL 2, 2019

**NEIGHBORHOOD MAP**  
 AVENIDA VISTA HERMOSA  
 AVENIDA LA PATA

**1 OF 1**

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

Page 3, 6<sup>th</sup> 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, 12<sup>th</sup> paragraph (re modifications to Condition no. 2.19), 1<sup>st</sup> 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.*