

These minutes were approved by the Zoning Administrator 12-3-2019

**CITY OF SAN CLEMENTE
MINUTES OF THE REGULAR MEETING
OF THE ZONING ADMINISTRATOR
NOVEMBER 21, 2019**

1. CALL TO ORDER

The Regular Meeting of the City of San Clemente Zoning Administrator was called to order on November 21, 2019 at 3:00 p.m. in Conference Room A of the Community Development Department, located at 910 Calle Negocio, San Clemente, California, by Zoning Administrator (ZA) Cecilia Gallardo-Daly.

Staff Present: Cecilia Gallardo-Daly, Zoning Administrator; Jonathan Lightfoot, Associate Planner; Erin Guy, Community Development Technician.

2. MINUTES

- A. The minutes of the Zoning Administrator meeting of November 7, 2019 were received and filed.

3. ORAL AND WRITTEN COMMUNICATION

None

4. PUBLIC HEARING

- A. **433 Calle Gomez – Minor Architectural Permit 19-195 – Gascoigne Addition (Guy)**

A request to consider additions over 500 square feet to a non-conforming single family home zoned Residential Low density (RL).

Erin Guy, Community Development Technician, summarized the staff report.

Chris Foerstel, applicant, was present and available for questions.

ZA Gallardo-Daly opened the public hearing, and there being no one desiring to speak to this issue, closed the public hearing.

ZA Gallardo-Daly stated she read the staff report, reviewed the conditions of approval and plans and was able to make the findings.

ZA Gallardo-Daly approved Minor Architectural Permit 19-195 based on the following findings: the proposed project is in keeping with the residential

character of the neighborhood. The proposed additions comply with all the required development standards of the zone. The additions are in character with the style of the neighborhood. The project will maintain similar exterior materials and design to other properties in the neighborhood.

The project is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15301 (Class 1: Existing Facilities).

Action: The Zoning Administrator approved and adopted Resolution ZA 19-019, Minor Architectural Permit 19-195, Gascoigne Addition, subject to the Conditions of Approval.

B. 638 Camino De Los Mares – Minor Architectural Permit 19-092, Amendment to Sign Permit 88-21 (AM DSP 19-093) – Ocean View Plaza Patio and Master Sign Program (MSP) Amendment (Lightfoot)

A request to demolish an existing freestanding sign wall and amend the existing Master Sign Program, while also altering storefront facades and the patio area in front of Building D at Ocean View Plaza, 638 Camino De Los Mares.

Jonathan Lightfoot, Associate Planner, summarized the staff report and added that he would like to add language to Conditions 4.13 and 4.14 of the Conditions of Approval, adding “white LED” before halo-illumination.

Kyle Godat, applicant, was present and available for questions.

ZA Gallardo-Daly asked staff to clarify what design elements of the General Plan and Camino De Los Mares Focus Area policies were considered in respect to this project.

Staff explained the Camino De Los Mares Focus Area is a designated auto oriented zone within the City and does not have many design related criteria. Some features, such as the directory sign, are not the typical sign you may see at other plazas. Staff took this into consideration as traffic is regularly coming through this plaza and the sign is a primary way to identify tenant spaces that are further away from the street set back from the parking lot where a traditional wall sign would be difficult to read.

ZA Gallardo-Daly asked staff to confirm how many freeway signs are currently on the rear elevation that are grandfathered.

Staff confirmed the original Master Sign Program indicated a total of nine signs. Currently, there are eight freeway signs.

ZA Gallardo-Daly asked applicant to clarify the letter she received from Brixmor regarding the conditions of approval.

Kyle Godat requested amending Condition 4.13 and relief for Condition 4.14 stating that imposing conditions on their tenants to remove their patented colors and/or branding poses an undue hardship on tenants and the center as it limits the ability for their tenants to communicate with their customers and their ability to leverage their brand recognition. This also poses an undue hardship on the center as there are jurisdictions north and south of this location that do not have the same restrictions that could ultimately be more attractive to tenants that are seeking exposure to Interstate-5. Currently, this is an existing condition and Brixmor is asking to maintain it to allow existing and future tenants to upgrade their sign as necessary. Brixmor is concerned that if Conditions 4.13 and 4.14 are imposed, their tenants will resist changing their signage which could result in outdated signage, etc. Mr. Godat stated Brixmor owns the property next door that went to last night's Planning Commission meeting and that project was approved and the condition requiring bronze signage for future changes of face to the freeway sign was removed and that the tenant could use the proposed red signage.

ZA Gallardo-Daly asked staff to clarify the Design Review Subcommittee's rationale for identifying the preference for bronze color for the freeway facing signs.

Staff explained the Design Review Subcommittee's rationale was tied to a previous project reviewed by the Planning Commission where there was significant discussion and community concern over multiple signs on one stretch of buildings where there could have been a clutter of different colors, sizes, and/or fonts. As the result of an environmental study that was used on the previous project, a mitigation option was to provide a bronze colored sign. The Design Review Subcommittee's goal has been to follow that document's logic and establish a more consistent aesthetic facing the freeway throughout the City.

ZA Gallardo-Daly opened the public hearing, and there being no one desiring to speak to this issue, closed the public hearing.

ZA Gallardo-Daly stated she read the staff report, reviewed the conditions of approval and plans, and listened to the applicant's statement. She added this is a discretionary application and with a discretionary application the Zoning Administrator's standard of review is to determine the findings for the permit. Even though the ability to have freeway signs is grandfathered in, the Zoning Administrator still needs to review the findings for the permit to determine whether the project as proposed complies with the findings. Additionally, the Urban Design Element of the General Plan states "we require quality, balance, consistency, and the use of high quality materials in the design of public and private signs, including commercial signs, municipal signs, and street and traffic

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". For consistency with the General Plan, she is able to support the single, bronze color as recommended by the Design Review Subcommittee. The bronze requirement provides consistency in character of signage on the freeway-oriented elevation and harmonizes with other recently approved projects with similar conditions, such as Outlets at San Clemente.

ZA Gallardo-Daly approved Minor Architectural Permit 19-092 based on the following findings: The architectural treatment of the project complies with the San Clemente General Plan, the Zoning Code, and the architectural guidelines in the City's Design Guidelines. The general appearance of the proposal is in keeping with the character of the neighborhood. The project incorporates required ADA improvements to enhance the accessibility of the site. The proposal will not be detrimental to the orderly and harmonious development of the City.

ZA Gallardo-Daly approved Amendment to Sign Permit 88-21 (AM DSP 19-093) based on the following findings: The design, including lighting, scale, length and materials of the signs are consistent with the design elements of the General Plan and Camino De Los Mares Focus Area policies. The design, scale and materials of the signs harmonize with the architectural design and details of the building or site. The signs provide a contrast between the background and letters. The provisions of the Master Sign Program ensure consistency in design and style of all new signs.

The project is categorically exempt from the requirements of the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15301 (Class 1: Existing Facilities).

Action: The Zoning Administrator approved and adopted Resolution ZA 19-020, Minor Architectural Permit 19-092 and Amendment to Sign Permit 88-21 (AM DSP 19-093), Ocean View Plaza Patio and Master Sign Program (MSP) Amendment, subject to the Conditions of Approval with the following modifications:

- Revised Condition 4.13 to read: "A page shall be inserted into the MSP for existing freeway-oriented signage. This page shall indicate that "Should the existing freeway-oriented signage be modified, the new faces shall be bronze with white LED halo-illumination. No new freeway-oriented signs are permitted. Changes of face are limited to the current size and location of existing signs".
- Revised Condition 4.14 to read: "All tenants other than the anchor/grocery tenants shall use only the Type 3 signs which indicate aluminum faces and white LED halo-illumination".

5. **NEW BUSINESS**

None

6. **OLD BUSINESS**

None

7. **ADJOURNMENT**

The meeting adjourned at 3:28 p.m. to the Regular Meeting of the Zoning Administrator which will be held Thursday, December 5, 2019 at 3:00 p.m., at the Community Development Department, Conference Room A, located at 910 Calle Negocio, Suite 100, San Clemente, California.

Respectfully submitted,

SAN CLEMENTE ZONING ADMINISTRATOR


Cecilia Gallardo-Daly, Zoning Administrator