



## STAFF REPORT SAN CLEMENTE PLANNING COMMISSION

Date: October 2, 2024

**PLANNER:** Jonathan Ciampa, Contract Planner

**SUBJECT:** **Discretionary Sign Permit DSP 24-003, Shoreline Dental Signage**, a request to establish a Master Sign Program for a new nonresidential building (medical office facility), including the installation of a free-standing monument sign and a request to exceed the required cumulative sign area of 25 square feet allowed by right per business within the Architectural Overlay District.

The Planning Commission will also consider whether to find the project categorically exempt from the California Environmental Quality Act (CEQA) pursuant to State CEQA Guidelines Section 15301 (Class 1: Existing Facilities) and Section 15311 (Class 11: Accessory Structures).

**LOCATION:** 1409 South El Camino Real / 692-131-07

**ZONING/ GENERAL PLAN:** Neighborhood Commercial 2 (NC2) zoning district and Architectural (A) Overlay District

### **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.

***Discretionary Sign Permit, 17.16.250, to allow a Master Sign Program and more than 25 square feet of sign area for a business within the Architectural Overlay District.***

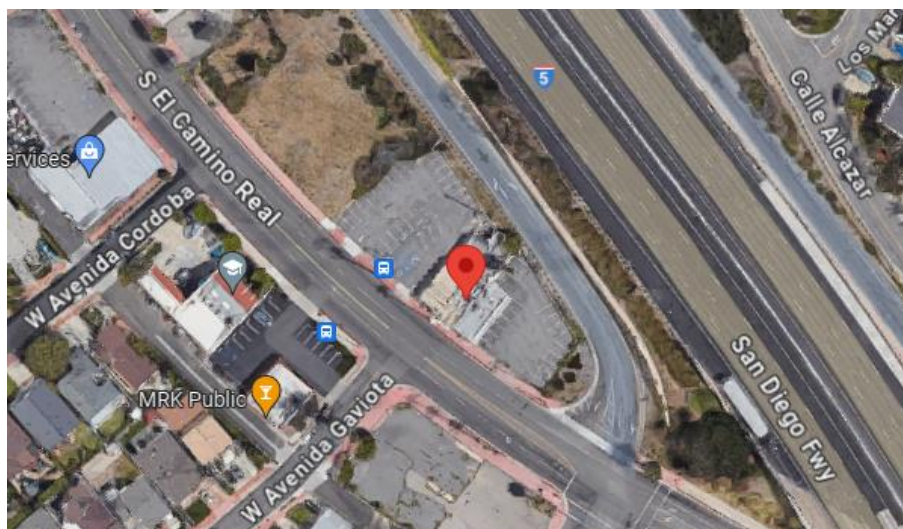
- a. The design, including lighting, scale, length and materials, of the sign is consistent with the intent of the design elements of the General Plan, Design Guidelines, respective specific plan or Architectural Overlay District in which the sign is to be located;
- b. The design, scale and materials 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;
- 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;
- 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 SCMC Chapter 17.16.

## **BACKGROUND**

The property is located at 1409 South El Camino Real within the Neighborhood Commercial 2 (NC2) zoning district and Architectural (A) Overlay District. In the Architectural (A) Overlay District public and private buildings are required to be constructed and maintained in the traditional Spanish Colonial Revival style of architecture. The Planning Commission approved the Shoreline Dental project on April 7, 2021<sup>1</sup>, including the demolition of Tommy's Dinner and the construction of a new 6,305 square foot, 32 foot tall Spanish Colonial Revival, office Medical facility for Shoreline Dental. The project is currently under construction, with the framing completed and the stucco application underway. Image 1 below is an aerial view of the site and Attachment 2 is a Location Map.

**Image 1 – Aerial View of Project Site**



<sup>1</sup> See staff agenda packet here: <https://www.san-clemente.org/government/commissions-committees/planning-commission/packets/-/folder-9621>; and meeting minutes here: <https://www.san-clemente.org/home/showpublisheddocument/63853/637562354720730000>

***Development Management Team Meeting***

The City's Development Management Team (DMT) reviewed the project and recommends approval per the draft resolution (Attachment 1, Exhibit A).

***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 applicant is requesting approval of a Discretionary Sign Permit to establish a Master Sign Program with a total of four (4) signs in association with a new nonresidential structure within the Architectural Overlay (Attachment 6). A Discretionary Sign Permit (DSP) is also required for the monument sign and to allow the business' total sign area to exceed 25 square feet in the Architectural Overlay District.

The applicant is proposing the following signs for the new non-residential structure:

- Wall Signage: (2 total) The proposed wall signage would identify the name of the proposed business (Shoreline Dental). One (1) sign would face South El Camino Real and the other faces West Avenida Valencia. Each sign has a sign area of 37.77 square feet. The signs would be constructed out of aluminum and internally illuminated, with a halo-illumination.
- Monument Sign: (1 total) The proposed monument sign is located within a landscaped area along the north west property line facing South El Camino Real. The monument sign would have a sign area of 24 square feet, and is be designed to reflect the Spanish Colonial Revival design of the proposed building using decorative tiles and a white stucco finish. The monument sign would be double sided, internally illuminated, with halo-style push through acrylic face.
- Business Directory Wall Signage: (1 total) The proposed business directory wall signage identifies the name of the office occupying the structure, hours of operation, and the names of the dentist who will be working for the dental office. The signage is located near the entrance on the east side of the structure. The proposed wall signage is 4 square feet, and will be designed to reflect the Spanish Colonial Revival Design of the proposed building using aluminum, acrylic panels and white vinyl lettering to appear handcrafted.

**PROJECT ANALYSIS*****Development Standards***

The proposed MSP is consistent with all applicable sign area standards, as shown in Table 1 below.

**Table 1 – Sign Area Standards**

<b><i>Standard</i></b>	<b><i>Zoning Ordinance</i></b>	<b><i>Proposed</i></b>	<b><i>Complies with the Code</i></b>
<u>Max. Sign Area Allowed Per Site</u>	276 sq.ft.	103.54 sq.ft.	Yes
<u>Max. Sign Area Oriented Toward Any One Property Line of a Site, Common Parking Area, Pedestrian Area, Driveway or Alley</u>	West PL: 264 sq.ft. South PL: 74 sq.ft.	West PL: 61.77 South PL: 41.77	Yes
<u>Max. Length of a Sign Allowed Per Business Facade</u>	75% of the length of the business facade	All signs less than 75% of the length of business facades	Yes
<u>Max. Sign Area Allowed Per Monument Sign</u>	64 sq.ft.	24 sq.ft.	Yes

<b><i>Standard</i></b>	<b><i>Zoning Ordinance</i></b>	<b><i>Proposed</i></b>	<b><i>Complies with the Code</i></b>
<u>Max. Sign Area Allowed Per Business</u>	25 sq.ft.	103.54 sq.ft.	Yes*

\*Yes - with approval of a Discretionary Sign Permit. The applicant is requesting more than 25 sq. ft. of sign area for the tenant at the corner of South El Camino Real and West Avenida Valencia.

### ***Discretionary Sign Permit***

The intent of discretionary review for the Discretionary Sign Permit which includes the Master Sign Program is to ensure signs are compatible and harmonious with the architecture of the buildings they serve and with the surrounding neighborhood, and to ensure signs comply with the purpose and intent of the City's sign regulations.

### ***Master Sign Program***

The Master Sign Program includes signs that are placed and sized to complement and be in character with the proposed building, and requires high quality aluminum signage with lighting options such as halo illumination or gooseneck light fixtures, consistent with Architectural Overlay District sign standards, and Urban Design Policy UD-1.09: Signs, which 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 be not be visually obtrusive.*” The proposed color palette consists of shades of blue, which contrast against the building’s smooth white stucco. The proposed location and size of the signs are located centrally on their respective architectural elements and maintain the smooth white stucco as the dominant material by providing sufficient space in between the edges of signs and architectural building elements. The design and size of the proposed signs are proportional to the two-story building as viewed from South El Camino Real and West Avenida Valencia. Additionally, all signage is proposed entirely within private property and does not encroach into the public right-of-way nor does it obstruct line of sight for pedestrians, bicyclists, or vehicular drivers.

### ***Request to Exceed 25 Square Feet of Sign Area***

The applicant is requesting 103.54 square feet of sign area for the proposed tenant (Shoreline Dental) at the corner of South El Camino Real and West Avenida Valencia, where 25 square feet of sign area is the maximum by-right allowance per business within the Architectural Overlay District. Approval of a Discretionary Sign Permit allows the maximum sign area for a business to exceed 25 square feet. The proposed wall sign area is appropriate given the building’s entire length and height as viewed from South El Camino Real and West Avenida Valencia, which allows the signs to be proportional to the subject elevation. The signs are also centrally positioned on architectural tower elements and do not interfere with the building’s design. Furthermore, the proposed monument sign is designed to reflect the Spanish Colonial Revival design of the proposed building using decorative tiles and a white stucco finish. The tenant’s unique location on the corner lot gives further opportunities for signage given the large street frontage of the site.

### ***Design Review Subcommittee***

The Design Review Subcommittee (DRSC) reviewed the proposed project on May 29, 2024. The DRSC supports the overall project design and recommended forwarding the project to the Planning Commission for review. DRSC provided several recommendations per the minutes from the May 29<sup>th</sup> meeting to be incorporated into the project (Attachment 3). These recommendations and the applicant’s response are summarized in Table 2 below:

**Table 2: DRSC Recommendations and Applicant Responses**

<b>Comment/Recommendation:</b>	<b>Applicant Response:</b>
1. Remove or relocate sign #3 as it is freeway-oriented signage with a design that is not compatible with the Spanish Colonial Revival Design of the structure.	<b>Addressed.</b> Sign #3 from the DRSC plan set was eliminated from the project.

<b>Comment/Recommendation:</b>	<b>Applicant Response:</b>
2. Consider moving the monument sign closer to the building if it does not create line of sight issues.	<b>Not Addressed.</b> The applicant requests to maintain the location of the monument sign to be evenly spaced between the driveway access points to provide signage to vehicles and avoid potential line of sight issues.
3. Consider modifying the design of the monument sign to incorporate architectural elements of the building like tile utilized on the building.	<b>Addressed.</b> Decorative Spanish tile utilized for the main building is proposed with the design of the monument sign to enhance the design and connect it with the building. (See “page 10” of the plans, Attachment 6.)
4. Consider utilizing a plaque in place of the window sign with vinyl lettering	<b>Addressed.</b> A plaque is proposed as a business directory wall sign. (See “page 9” of the plans, Attachment 6.)

### **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 is categorically exempt from CEQA pursuant to CEQA Guidelines Sections 15301 (Class 1: Existing Facilities) and 15311 (Class 11: Accessory Structures) because the project is limited to a Master Sign Program for new on-site signage for a new office medical building and does not constitute an expansion of the existing use.

### **CALIFORNIA COASTAL COMMISSION REVIEW**

The project site is located outside the Coastal Zone Overlay District and does not require California Coastal Commission approval.

### **ALTERNATIVES; IMPLICATIONS OF ALTERNATIVES**

The Planning Commission may take any of the following actions:

1. Approve the application(s)
2. Modify the conditions of approval to effect desired changes prior to approval
3. Deny the application(s). If the Commission wishes to pursue this option, the hearing will need to be continued to allow the appropriate resolution(s) to be prepared

**RECOMMENDATION**

Staff recommends that the Planning Commission:

1. Determine the project is categorically exempt from the requirements of the CEQA pursuant to CEQA Guidelines Section 15301 (Class 1: Existing Facilities) and 15311 (Class 11: Accessory Structures); and
2. Adopt Resolution PC 24-021 approving Discretionary Sign Permit 24-003, Shoreline Dental Master Sign Program.

***Attachments:***

1. Resolution No. PC 24-021  
Exhibit A - Conditions of Approval
2. Location Map
3. May 29, 2024 DRSC Minutes
4. General Plan Compliance
5. Site Photographs
6. Master Sign Program

## RESOLUTION NO. PC 24-021

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF SAN CLEMENTE, CALIFORNIA, APPROVING DISCRETIONARY SIGN PERMIT 24-003 SHORELINE DENTAL SIGNS, A REQUEST TO ESTABLISH A MASTER SIGN PROGRAM, INCLUDING THE INSTALLATION OF A FREESTANDING MONUMENT SIGN AND EXCEEDING A CUMULATIVE SIGN AREA OF 25 SQUARE FEET ALLOWED BY RIGHT PER BUSINESS IN THE ARCHITECTURAL OVERLAY DISTRICT, LOCATED AT 1409 SOUTH EL CAMINO REAL AND FINDING THE PROJECT IS CATEGORICALLY EXEMPT FROM THE CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA) UNDER SECTION 15301 OF THE CEQA GUIDELINES (14 CCR§ 15301, CLASS 1: EXISTING FACILITIES) AND SECTION 15311 OF THE CEQA GUIDELINES (14 CCR§ 15311, CLASS 11: ACCESSORY STRUCTURES)

WHEREAS, on December 13, 2023 an application was submitted by Laura Reilly, 940 Calle Amanecer unit A, San Clemente, CA 92673 and deemed complete on July 3, 2024, for Discretionary Sign Permit 24-003, which is a request to establish a Sign Program, install a freestanding monument sign, and exceed a cumulative sign area of 25 feet allowed by right per business in the Architectural Overlay District at 1409 South El Camino Real in the Neighborhood Commercial 2 (NC 2) Zoning District and Architectural Overlay District. The legal description of the site is TR 851 BLK 6 LOT 1 AND BLK 6 LOTS 2-5 INC AND BLK 6 LOT 20TR 851 BLK K POR LOT 5; the Assessor's Parcel Number is 692-131-07; and

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 is categorically exempt from CEQA pursuant to State CEQA Guidelines Sections 15301 (Class 1: Existing Facilities) and 15311 (Class 11: Accessory Structures) because the project involves the establishment of a Sign Program that would result in the placement of on-premise signs to a new structure, and the installation of a new monument sign; and

WHEREAS, on February 23, 2024, 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 codes and supports the project subject to attached conditions of approval; and

WHEREAS, on May 29, 2024, the City's Design Review Subcommittee (DRSC) considered the project and supported it with recommended revisions; and



WHEREAS, in accordance with City and State requirements, notice of the public hearing was published in the *San Clemente Times* newspaper on August 22, 2024, posted at the project site, and mailed to all property owners within 300 feet of the subject parcel; and

WHEREAS, on October 2, 2024, 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 Findings.

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 Sections 15301 (Class 1: Existing Facilities) and 15311 (Class 11: Accessory Structures).

The Class 1 and 11 exemptions 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, small parking lots, or the placement of seasonal or temporary use items (such as lifeguard towers, mobile food units, portable restrooms, or similar items) in public use areas. Here, the project consists of the establishment of a sign program, which would result in the placement of on-premise signs to a new structure and the installation of a single monument sign. Thus, the project qualifies for the Class 1 and 11 exemptions.

Furthermore, none of the exceptions to the use of the Class 1 and 11 categorical exemptions 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 will not result in a cumulative impact from successive projects of the same type in the same place, over time as sign standards limit the amount of signage on the commercial site. There are no unusual circumstances surrounding the project that result in a reasonable possibility of a significant effect on the environment. The site is under development for the construction of a new office medical building that was approved under a separate application and the signs are ancillary to the

improvements to the site and building. The project will not damage scenic resources, including trees, historic buildings, rock outcroppings, or similar resources. No new structures are proposed other than the monument sign and on-premise signage. 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. Thus, the Class 1 and 11 exemptions apply, and no further environmental review is required.

### Section 3. Discretionary Sign Permit Findings

With respect to Discretionary Sign Permit 24-003, the Planning Commission finds as follows:

- A. The design, including lighting, scale, length and materials, of the signs are consistent with the intent of the design elements of the General Plan and the City's Design Guidelines, in that:
1. General Plan, Urban Design Element, Policy UD-1.09: Signs, which 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." The proposed monument sign as well as the proposed on-premise signage, are placed and sized to complement and be in character with the building's architecture, in accordance with Policy UD-1.09; and
  2. General Plan, Urban Design Element, Policy UD-1.08: Wayfinding, which states: "We maintain an attractive, unified citywide system of signage, streetscape and landscaping to clearly mark direction to public buildings, parks, beaches, public parking areas, natural features and City entry points and gateways." The proposed signs continue the Spanish Colonial Revival Architecture that distinguishes San Clemente as the Spanish Village by the Sea, and will provide identification and wayfinding for the new nonresidential structure; and
  3. The proposed on-premise signs use internally illuminated, halo lit, aluminum signs, and the proposed monument sign will be double sided, internally illuminated, with a halo-style push through acrylic face, which is consistent with the criteria for signs within the Architectural Overlay (SCMC 17.84.020) to maintain the City's Spanish Colonial Revival architectural theme.
- B. The design, scale, and materials of the signs harmonize with the architectural design and details of the building or site it serves, in that:

1. The on-premise signage and the monument sign are placed and sized to complement and be in character with the building's architecture, in accordance with Urban Design Policy UD-1.09: Signs which 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."; and
  2. The proposal includes a blue, white and black color theme that is simple, consistent, and provides high contrast for legibility.
- C. The design and scale of the signs are appropriate to the distance from which the signs are normally viewed, in that:
1. The height of the proposed new monument sign is appropriate given the roadway configuration, speed of traffic, and on-street parking that can obstruct views toward the business. The proposed sign is compatible with other signage along S. El Camino Real where free-standing signs are common; and
  2. The proposed monument sign will be adequately visible to vehicle and pedestrian traffic while maintaining traffic line of sight because it is positioned on the south side of the property within a landscape planter along S. El Camino Real.
- D. The design and materials of the signs provide a contrast between the background and letters, in that:
1. The proposed lettering and logo consist of blue, white, and black lettering and graphics, providing high contrast.
- 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, in that;
1. The property 260 linear feet of frontage along South El Camino Real, and the monument sign provides wayfinding value, located adjacent to the parking lot of the new commercial building; and
  2. The DRSC reviewed the application for the freestanding monument sign and supported its location and design that is complementary to the Spanish Colonial Revival architecture of the building.

- F. The provisions of the Master Sign Program ensure consistency in design and style of all new signs, in that:
1. The Master Sign Program allows four types of signs with lighting such as halo illumination, consistent with Architectural Overlay District sign standards; and
  2. A list of treatments is provided to ensure cohesiveness on signage throughout the building; and
  3. New signage must be reviewed and approved by both the landlord and the City for consistency with the Master Sign Program; and
  4. The proposed color palette consists of blue, white and black, which provides contrast against the building's smooth white stucco; and
  5. The Design Review Subcommittee reviewed the application and concluded that the Master Sign Program is consistent in design and style of all the proposed 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, in that:
1. There is no existing signage on the site since the proposed Master Sign Program is to establish sign standards for a new non-residential structure; and
  2. The signs were confirmed by the DRSC to be consistent with the Spanish Colonial Revival architecture of the building.
- H. All new signs within the Master Sign Program are in compliance with the design standards of chapter 17.16 of the Zoning Code, in that:
1. All signage is proposed entirely within private property and does not encroach into the public right-of-way nor does it obstruct line of sight for pedestrians, bicyclists, or vehicular drivers including the proposed monument sign; and
  2. The allowed placement, size, and materials such as high-quality metal and halo-illumination complement the Spanish Colonial Revival commercial structure on site, and comply with Architectural Overlay District sign standards; and
  3. The proposed signs meet the material and size requirements specified within chapter 17.84 of the Zoning Code, including the exception request to install more than 25 square feet for a corner property within the Architectural Overlay District with the approval of a Discretionary Sign Permit to exceed 25 square feet of sign area for the business.

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 24-003, Shoreline Dental, subject to the Conditions of Approval set forth in Exhibit A hereto, which is fully incorporated herein by this reference.

PASSED AND ADOPTED at a regular meeting of the City of San Clemente Planning Commission on October 2, 2024.

\_\_\_\_\_  
Cameron Cosgrove, Chair

CERTIFICATION:

I HEREBY CERTIFY this Resolution was adopted at a regular meeting of the City of San Clemente Planning Commission on October 2, 2024, carried by the following roll call vote:

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

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

# EXHIBIT A

CONDITIONS OF APPROVAL  
DISCRETIONARY SIGN PERMIT 24-003  
SHORELINE DENTAL MASTER SIGN PROGRAM

## 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 (including any property owners and managers, and their designees) shall defend (with counsel acceptable to the City), 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, City Planner, Zoning Administrator, or City employees or environmental finding. Applicant shall pay all City's costs upon request by the City. 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 at the applicant's expense. 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 at the applicant's cost. 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          |
| 1.5 | Use of the subject property shall conform to all occupancy requirements, including posting of signs related to the maximum occupancy limitations.   | Code<br>Comp |

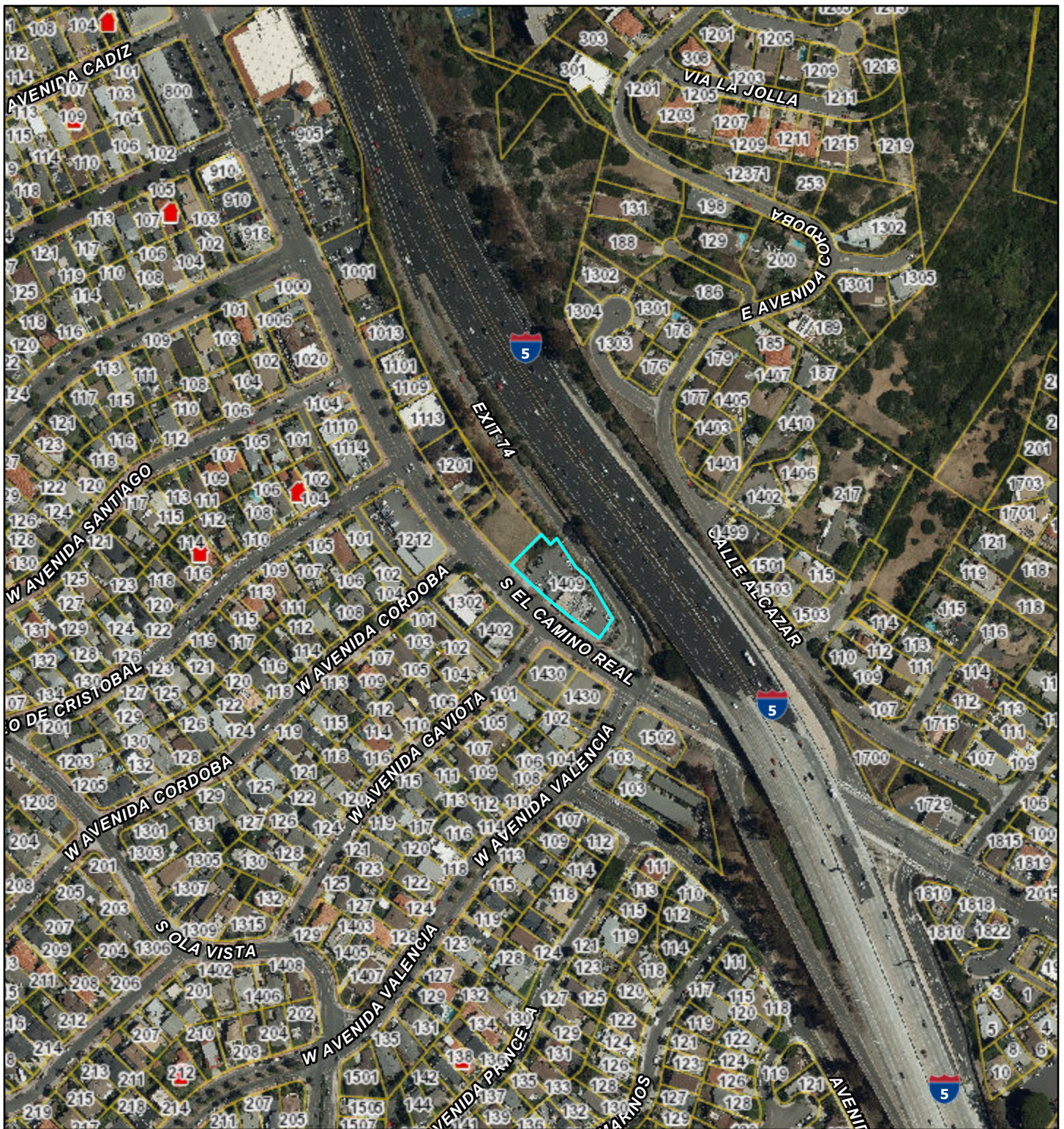
- 1.6 DSP 24-003 shall be deemed to have expired if within three years of approval the project is not commenced, or the project permitted by the approved application has lapsed, as defined by Zoning Ordinance Section 17.12.150. Planning

**4.0 PRIOR TO ISSUANCE OF BUILDING PERMITS**

- 4.1 The working drawings shall include within the first four pages a list of all conditions of approval included in this resolution. Planning

.. Denotes a project specific Condition of Approval

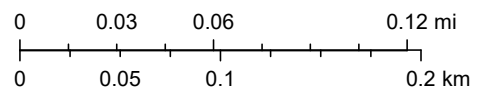




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- Parcel Labels
- Parcels
- Historic Structure
- North Beach Historic District
- World Boundaries and Places
- City Boundary
- Eagle 1ft Tiled 2019
- Red: Band\_1
- Green: Band\_2
- Blue: Band\_3



STLU, Esri, HERE, Garmin, IPC, Maxar, Eagle Aerial



**CITY OF SAN CLEMENTE  
MINUTES OF THE REGULAR MEETING OF THE  
DESIGN REVIEW SUBCOMMITTEE  
MAY 29, 2024**

Subcommittee Members Present: Chair M. Steven Camp; Vice Chair Cameron Cosgrove; Committee Member Bart Crandell

Subcommittee Members Absent: None

Staff Present: Adam Atamian, Community Development Director

**1. MINUTES**

A. Review and file minutes of the Design Review Subcommittee meeting April 24, 2024

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

A. **Public Hearing Project (PHP) 23-487, Shoreline Dental, 1409 South El Camino Real** (Ciampa)

A request for a Discretionary Sign Permit to establish a Master Sign Program and exceed 25 square feet of signage for a business within the Architectural (A) Overlay District.

Contract Planner John Ciampa summarized the staff report and provided a presentation on the project.

Chair Camp opened the item for public comment.

Members of the public made the following comments or questions either individually or as a group:

- The Applicant, Laura Reilly with Starfish Signs expressed desire for sign #3 directed at the off-ramp because it provides wayfinding to the building and parking area.
- Mrs. Reilly was agreeable to the use of tile around the monument sign or tying it in with the landscaping.

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

- This is a gateway property at a prominent location.
- The City's General Plan and Zoning Regulations do not allow for freeway-oriented signs. Concern was raised that sign #3 is only directed towards the offramp. There is past precedence for not allowing signs orientated towards

the freeway or off-ramps and it was recommended removing the sign from the project.

- The location and vertical orientation of sign #3 is not compatible with the Spanish Colonial Revival design of the structure.
- Signs #1 and #2 on the tower element and the Monument Sign are an appropriate design and scale.
- The applicant should consider moving the monument sign closer to the building if it does not create line of sight issues.
- Consider modifying the design of the monument sign to incorporate architectural elements of the building like the tile around the arches or the adjacent landscaping to make more of a visual statement.
- Consider the use of a plaque in place of the window vinyl lettering for the window sign #5.

The Subcommittee recommended the project move forward to the Planning Commission with the recommended design modifications.

**B. Public Hearing Project (PHP) 24-246, Rasta Taco Mixed-Use, 424 N El Camino Real (Atamian for Lightfoot)**

A request to develop a new mixed-use building with two ground floor commercial spaces, including a restaurant with beer, wine, and alcohol sales for indoor and outdoor consumption, and a residential unit and an ADU on the second floor above. The project includes a Development Permit (DP 24-247) and a Conditional Use Permit (CUP 22-246).

Community Development Director Adam Atamian summarized the staff report.

Chair Camp opened the item for public comment.

Members of the public made the following comments or questions either individually or as a group:

- Larry Culbertson, San Clemente Historical Society, commented that he was pleased to see a setback between the historic building at 420 N. El Camino Real and this proposed development. He asked questions about accessible access and the proposed lift.

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

- The proposed building and project are complex. The composition is too complicated and could be simplified.
- The design does not anticipate leaving space for signage, which could result in crowding.
- The truncated arch on either side of the front elevation creates a mishmash of elements.
- The project needs more landscaping in front of the building.

- The primary entry through the patio looks directly at the bathroom.
- Expressed concern that the small units may need storage and there is not space on site to accommodate that without impacting parking.
- The trash areas are not an aesthetic issue, but frequent service may be an annoyance to both the residential and commercial units – which all share 6 total carts.
- The project should create a more defined sense of place and should simplify the design to draw eyes to specific focal points.
- The staff report referenced “indoor seating” but all seating is outdoors.

The Subcommittee recommended that the applicant make revisions to the plans incorporating the DRSC feedback. The applicant agreed to make changes and return to present their proposed modifications to the DRSC.

**3. NEW BUSINESS**

A. **Administrative Development Permit (ADP) 24-179, San Clemente Villas by the Sea: Unit Count and Exterior Changes at 660 Camino De Los Mares (Carrillo)**

A request to consider an increase to the original unit count at a senior care facility, San Clemente Villas by the Sea, in conjunction with exterior site and building changes.

Associate Planner David Carrillo summarized the staff report and requested feedback on the exterior changes and whether the changes are compatible with the existing building’s architecture, to determine if discretionary review is required.

The Design Review Subcommittee (DRSC) determined the exterior changes are compatible with the existing building, and supported the project being reviewed and approved administratively.

**4. OLD BUSINESS**

None

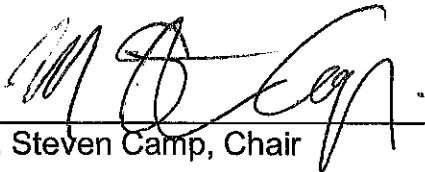
**5. ORAL AND WRITTEN COMMUNICATION**

None

**ADJOURNMENT**


Adjourned to the June 12, 2024 DRSC meeting at 3:00 p.m., San Clemente City Hall, First Floor Community Room, 910 Calle Negocio, San Clemente, CA.

Respectfully submitted,



M. Steven Camp, Chair

Attest:



Adam Atamian, Community Development Director

**General Plan Consistency**

<b>Policies and Objectives</b>	<b>Consistency Finding</b>
<p>1. Urban Design Policy UD-1.09: Signs, <i>“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 be not be visually obtrusive.”</i></p>	<p>Consistent. The location and size of the signs are located centrally on their respective architectural elements and the color palette consists of shades of blue, which contrast against the building’s smooth white stucco. The design and size of the proposed signs are proportional to the two-story building as viewed from South El Camino Real and West Avenida Valencia.</p>
<p>2. Urban Design Element, Policy UD-1.08: Wayfinding, <i>“We maintain an attractive, unified citywide system of signage, streetscape and landscaping to clearly mark direction to public buildings, parks, beaches, public parking areas, natural features and City entry points and gateways.”</i></p>	<p>Consistent. The proposed signs continue the Spanish Colonial Revival Architecture that distinguishes San Clemente as the Spanish Village by the Sea, and will provide identification and wayfinding for the new nonresidential structure.</p>



# Master Sign Program

June 11, 2024

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Tenant Signage Design Criteria  
For Shoreline Dental Studio  
San Clemente, CA 92672



Prepared for:  
Shoreline Dental Studio  
1409 South El Camino Real  
San Clemente, CA

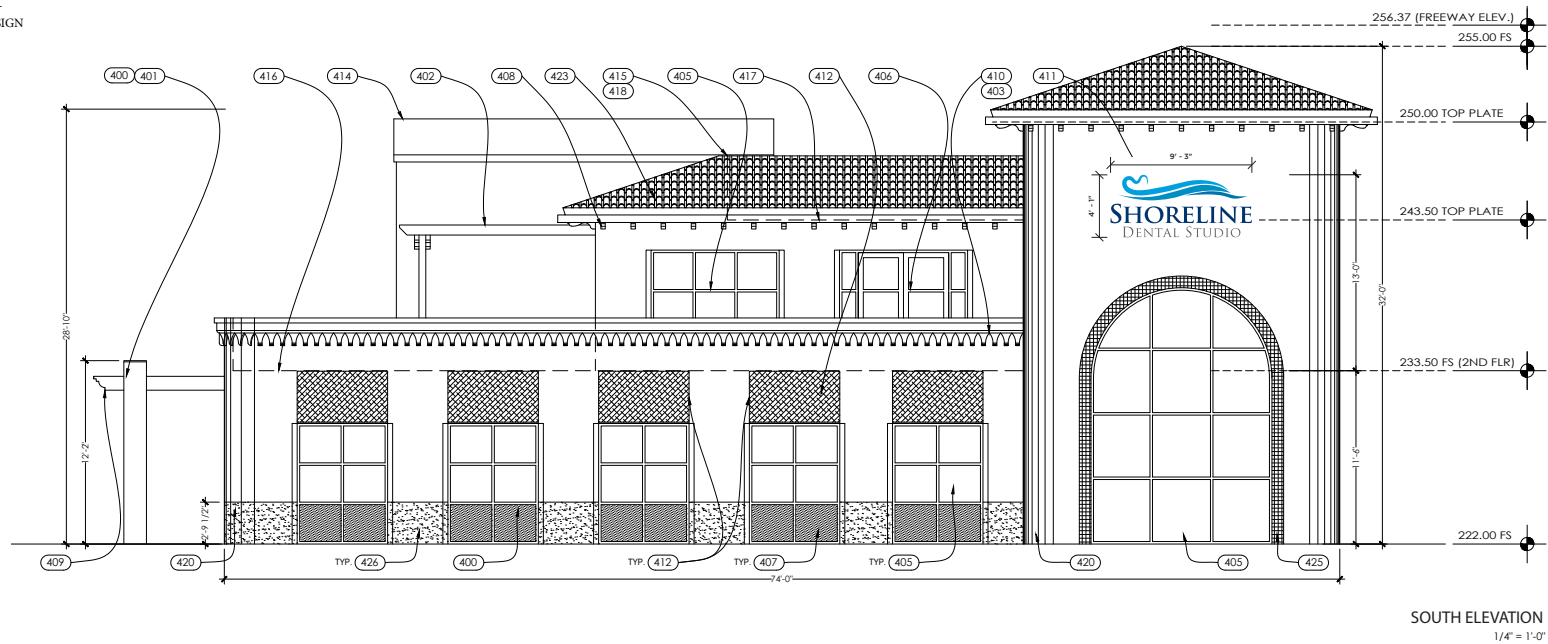


Prepared by:  
Starfish Signs & Graphics, Inc.  
940 Calle Amanecer, Suite A  
San Clemente, CA 92673

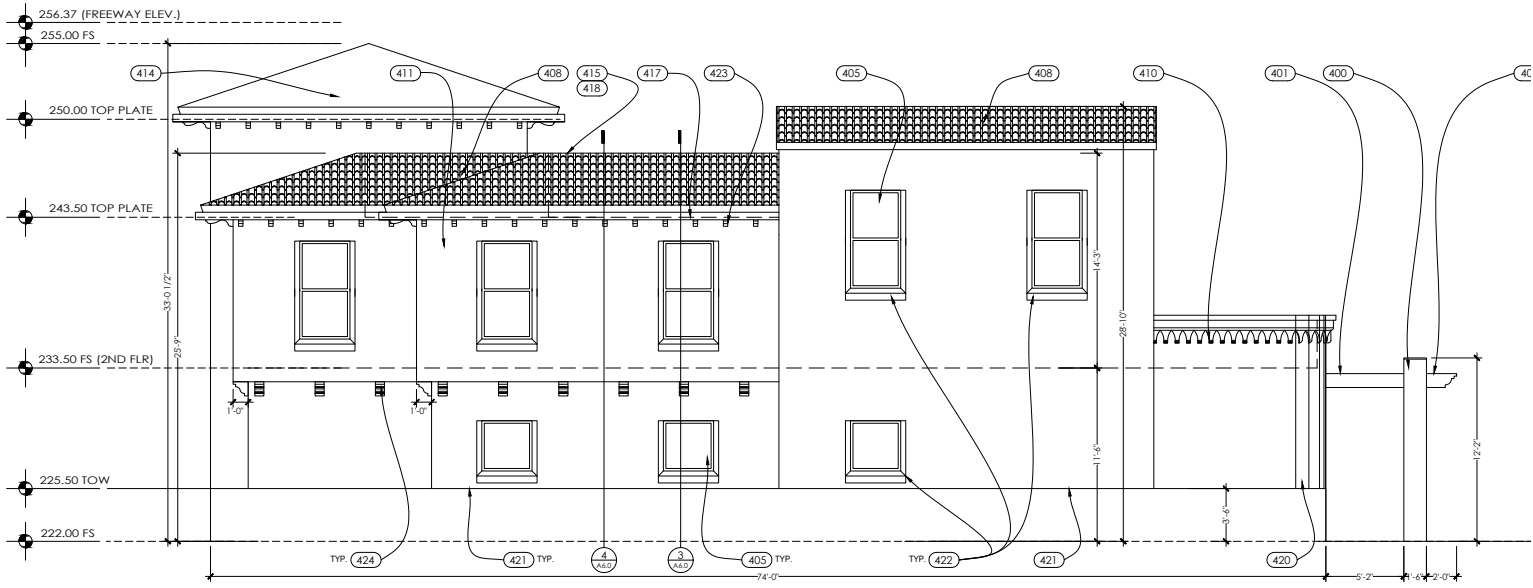
# SIGNAGE LOCATIONS

The specific area for placement of each sign is indicated on the building elevations and on the site plan.

**SIGN #1**  
TYPE WALL SIGN



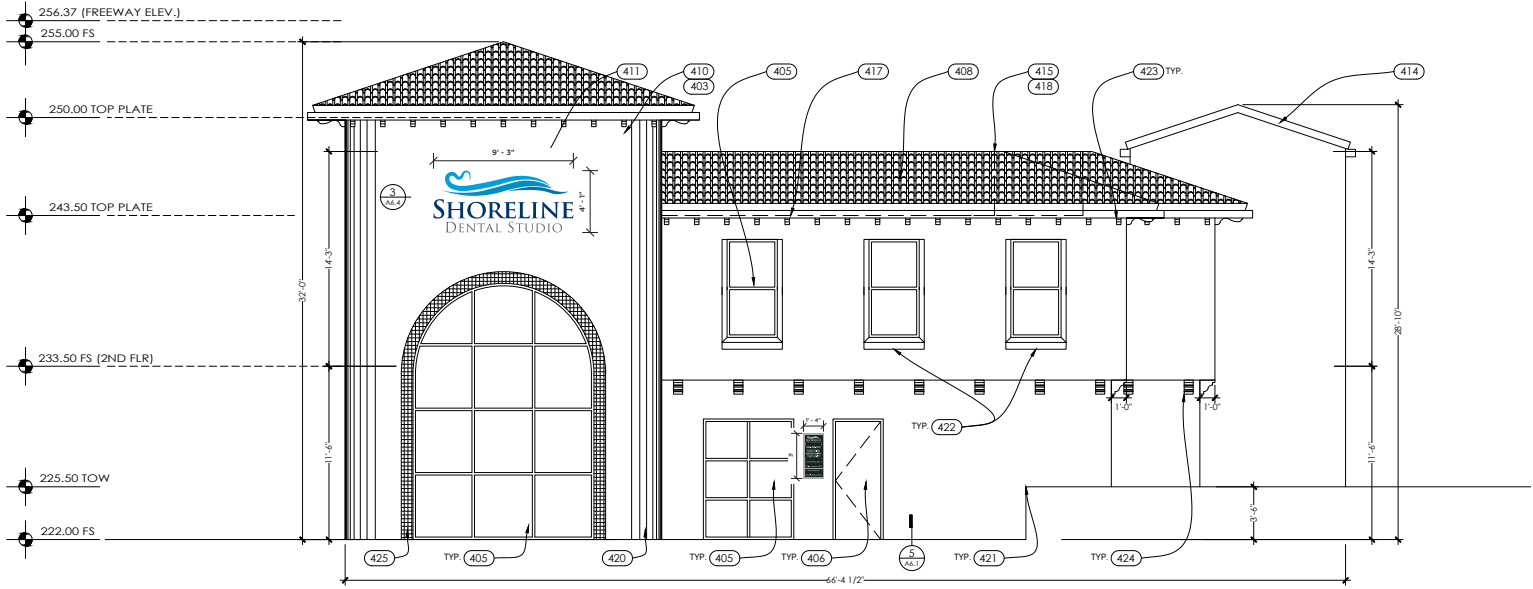




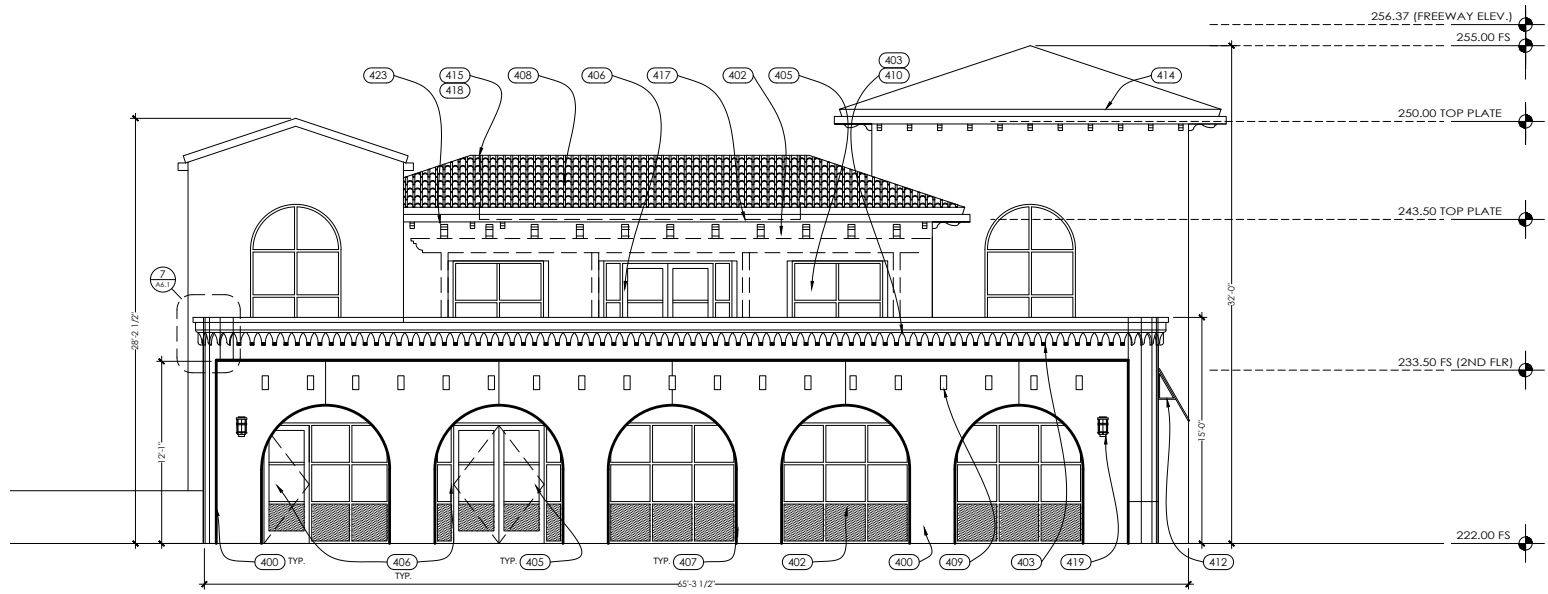
Note: No signs on this elevation.

NORTH ELEVATION  
1/4" = 1'-0"

SIGN #2 AND SIGN #3  
TYPE: WALL SIGN



EAST ELEVATION  
1/4" = 1'-0"



Note: No signs on this elevation.

WEST ELEVATION  
1/4" = 1'-0"



## SPECIFIC REQUIREMENTS FOR BUILDING SIGNAGE

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Allowed total square footage of all building signs is 276 square feet, as calculated based on a rate of 1 square foot per lineal foot of building frontage (264' each East and West frontage; 74' each North and South frontage). As shown in the drawings, the three building signs total 97.9 square feet.

	TYPE OF SIGN	SIGN AREA SQ/FT	ILLUMINATION	MATERIAL
SIGN 1	WALL SIGN	37.77 SQ FT	HALO	ALUMINUM
SIGN 2	WALL SIGN	37.77 SQ FT	HALO	ALUMINUM
SIGN 3	FABRICATED ALUMINUM DIRECTORY PLAQUE	4 SQ FT	NONE	ALUMINUM ACRYLIC VINYL
SIGN 4	MONUMENT	24 SQ FT	HALO STYLE PUSH-THROUGH ACRYLIC	ALUMINUM ACRYLIC STUCCO BLOCK

# SIGN 1 - WALL SIGN

MOCKUP BY DAY



MEASUREMENTS



MOCKUP BY NIGHT



- PMS 2171 C
- PMS 7689 C
- PMS 2383 C
- PMS 3581 C
- PMS COOL GRAY 10 C

**DESCRIPTION:**  
PIN-MOUNTED, HALO-ILLUMINATED LETTERS, INSTALLED WITH SPACERS.

**SIGN AREA**  
111" (W) X 49" (H) X 3" (D)  
37.77 SQ FT

## SIGN 2 - WALL SIGN

MOCKUP BY DAY



MEASUREMENTS



MOCKUP BY NIGHT



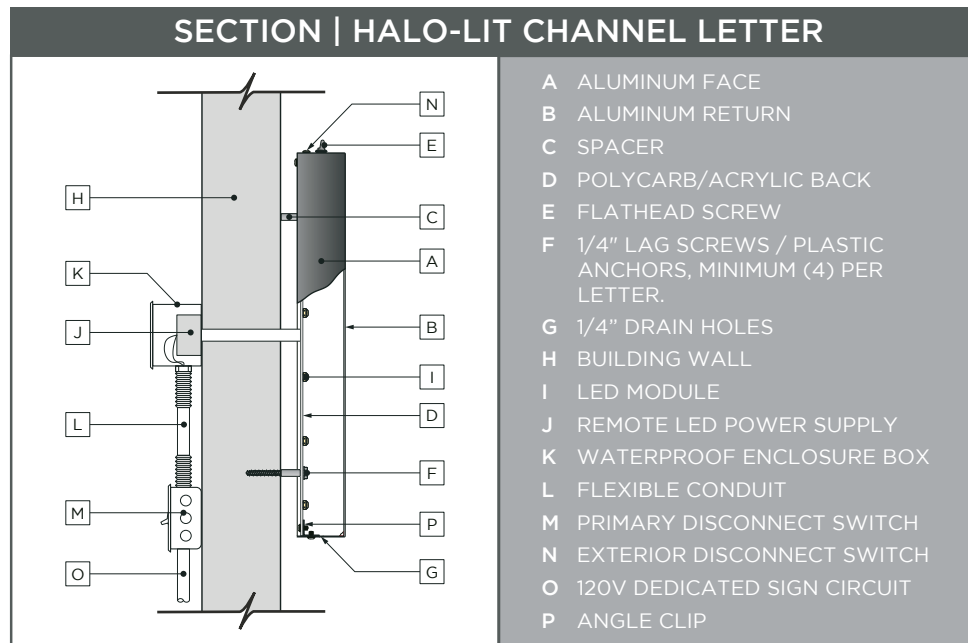
	PMS 2171 C		PMS 3581 C
	PMS 7689 C		PMS COOL GRAY 10 C
	PMS 2383 C		

**DESCRIPTION:**  
PIN-MOUNTED, HALO-ILLUMINATED  
LETTERS, INSTALLED WITH SPACERS.

**SIGN AREA**  
111" (W) X 49" (H) X 3" (D)  
37.77 SQ FT

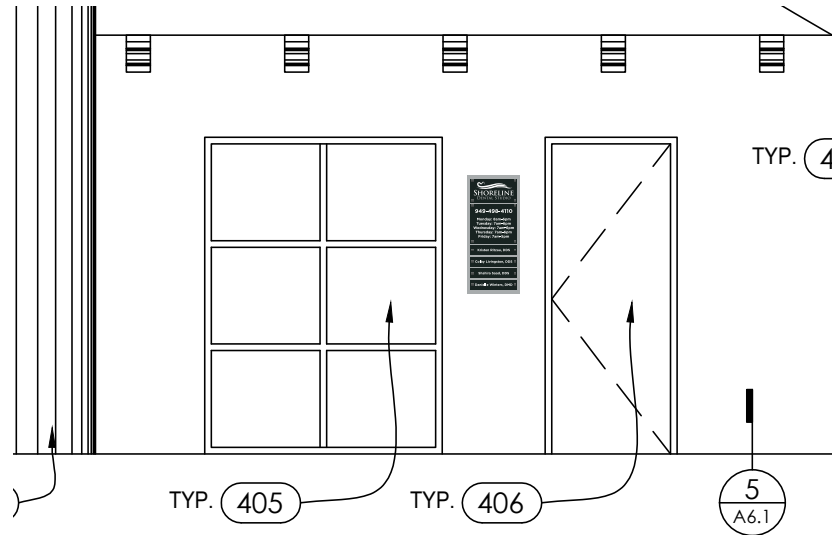
## SIGN 1 AND SIGN 2 SIDE VIEW

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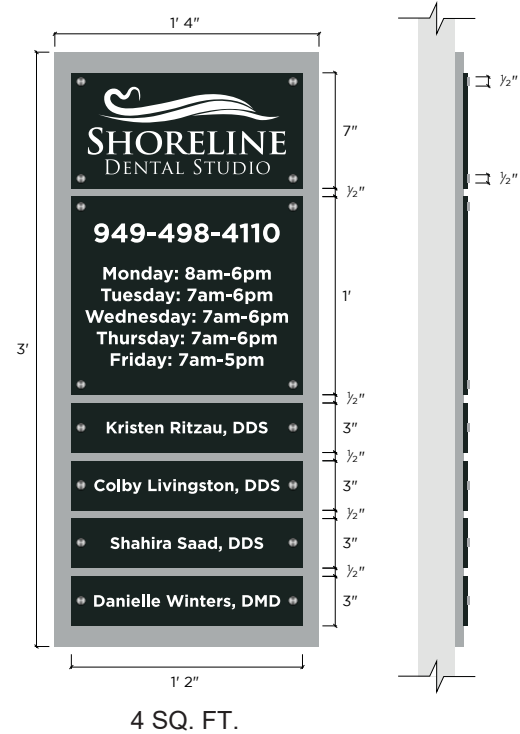


# SIGN 3 - FABRICATED ALUMINUM DIRECTORY PLAQUE

MOCKUP



MEASUREMENTS



**DESCRIPTION:**

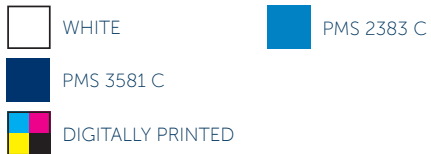
FABRICATED ALUMINUM DIRECTORY PLAQUE, BLACK ACRYLIC PANELS WITH STAND-OFFS AND WHITE CUT VINYL LETTERING, FLUSH-MOUNTED.

- ALUMINUM
- BLACK
- WHITE



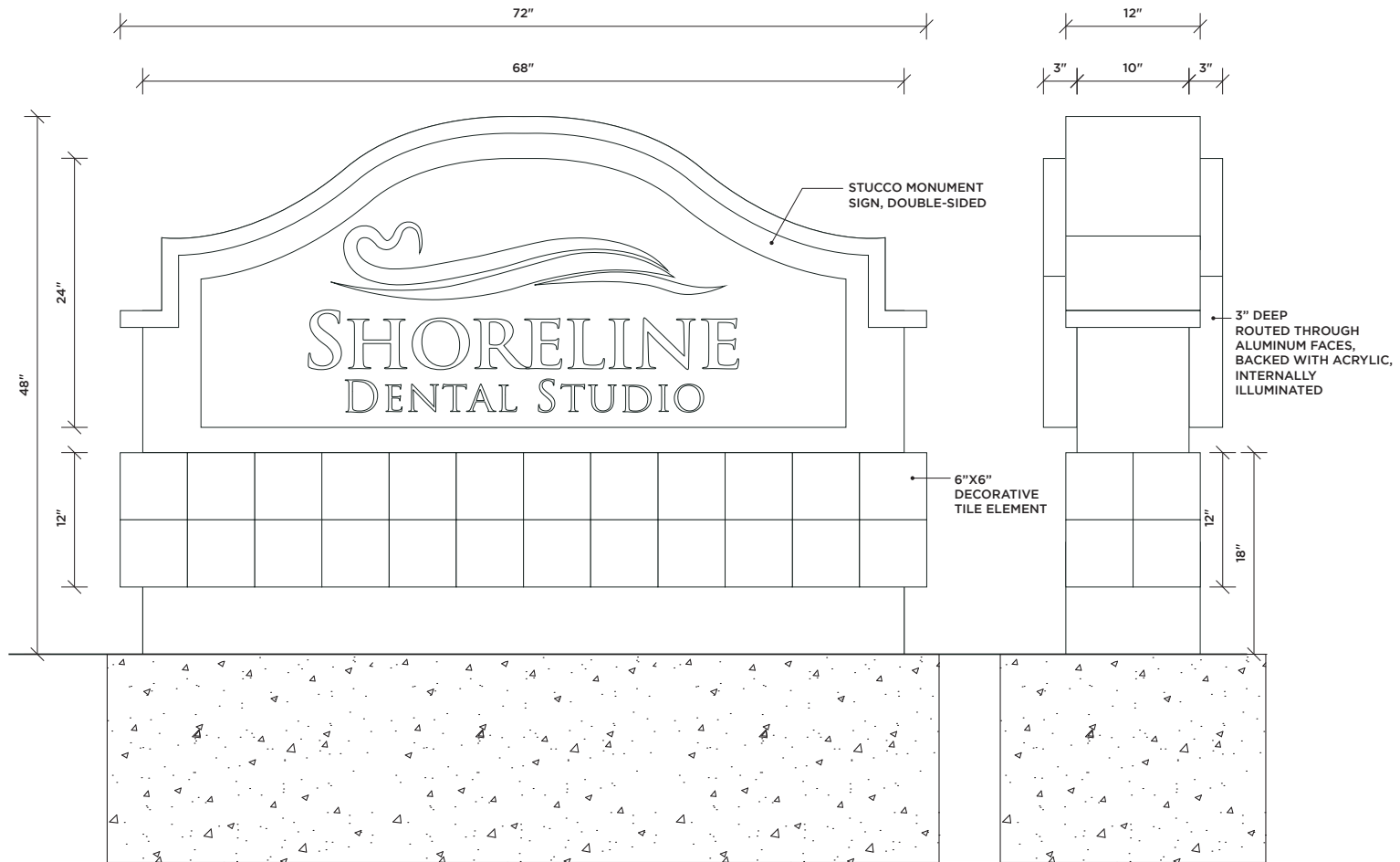
## SIGN 4 - MONUMENT SIGN

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**DESCRIPTION:**  
STUCCO MONUMENT SIGN,  
DOUBLE-SIDED.

**SIGN AREA**  
72" (W) X 48" (H) X 16" (D)  
24 SQ FT



NOTE: The landscaping around the monument sign will be low ground cover, so as not to obstruct the view of the sign.

- WHITE
- PMS 3581 C
- DIGITALLY PRINTED

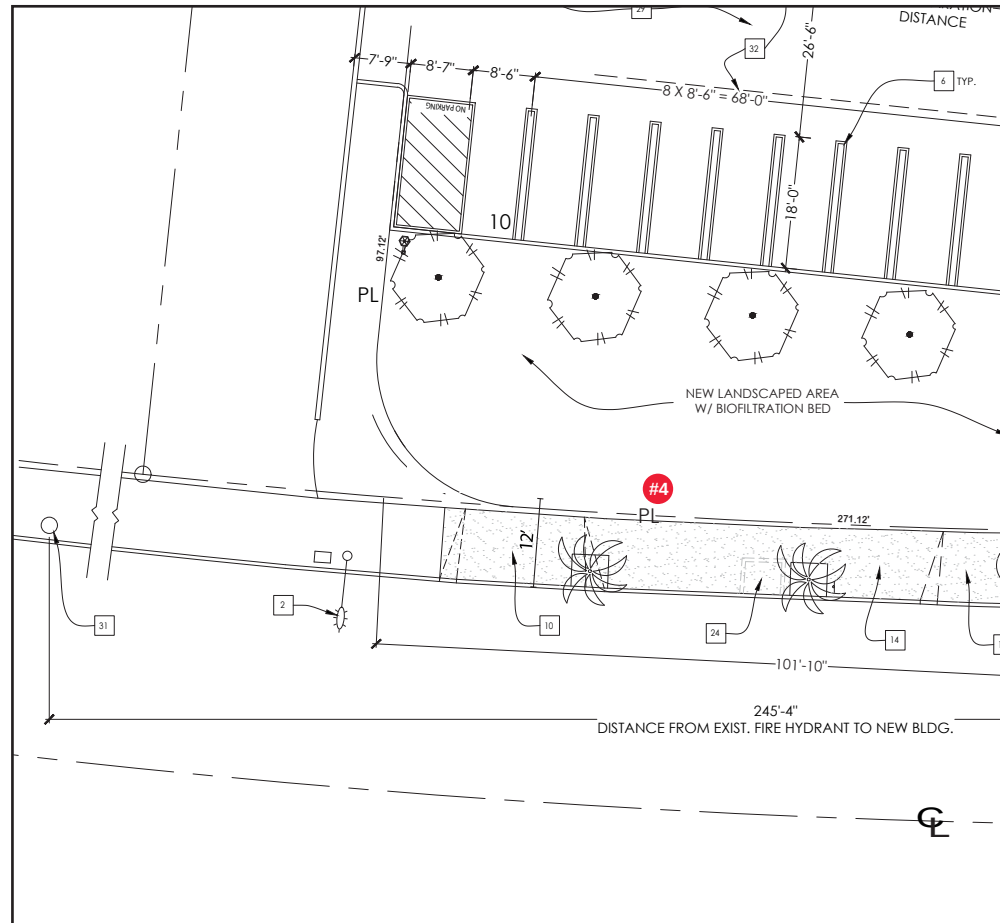
- PMS 2383 C

**DESCRIPTION:**  
STUCCO MONUMENT SIGN,  
DOUBLE-SIDED.

**SIGN AREA**  
72" (W) X 48" (H) X 16" (D)  
24 SQ FT

# MONUMENT LOCATION

#4 = Monument Location



NOTE: The landscaping around the monument sign will be low ground cover, so as not to obstruct the view of the sign.

## **BUILDING SIGN INSTALLATION REQUIREMENTS**

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1. All sign installation work will be done using Sign Contractors appropriately licensed by the State of California (C-45 for electrical signs).
2. City of San Clemente Sign Permits and Building Permits shall be obtained for all signs.
3. The installation method must be specified on the permit, and will typically involve the use of 3/8" thick lag screws inserted/ lead anchors, placed into holes drilled into the fascia of the building. Letters will be mounted 1.5" off of the building using 1/2" spacers, painted to match the building fascia.
4. Electrical wiring 'pass-throughs' shall be 1/2" in diameter. Wiring will be contained within 1.5" spacers, painted to match the building fascia.
5. All penetrations will be sealed with a high quality industrial silicone adhesive, to ensure a water tight finish.
6. Electrical lines from buildings to signs shall be concealed from public view. Exposed raceways or wire-ways will be allowed.
7. Power supplies shall be concealed behind the building fascia, and shall be mounted in metal boxes.
8. All electrical connections will be in full compliance with all City Codes and Ordinances, local and national electrical standards, and all applicable laws. All channel letters shall display a UL Label or equivalent.

## Shoreline Dental Project Location

