



City of San Clemente

City Way-Finding Sign Program

Stakeholder Sign Committee

Project Description

A citywide way finding sign program has been identified as a high priority for the City through the General Plan, Downtown Vision and Strategic Plan and the vital few priority process. Accordingly in July 2007, the City applied for and received a \$30,000 Preserve America matching Grant for a "San Clemente Way-Finding Sign Program" focusing on the Downtown, North Beach and Pier Bowl areas. Based on this direction, both Community Development and Beaches Park and Recreation staff joined forces and created a scope of services for this project.

The Vision and Strategic Plan identified a tourist and visitor oriented vision for North Beach, Downtown and the Pier Bowl while promoting the preservation and rehabilitation of the many historic resources in these areas. It also identified the need to "Provide Downtown information, locator signs and gateway features (including signage, architectural monuments and landscaping) in key locations."

The signage would include both pedestrian, bicycle and vehicle orientation to identify and lead visitors and residents to their destinations and various points of interests within the City. The intent is to develop a master sign program for the City that standardizes materials, colors, fonts, and other specifications that creates a look and "feel" that is unique only to San Clemente. Types of signage will include, but may not be limited to, identification (e.g. City Landmark), way-finding (e.g. To North Beach, Casa Romantica, Pier; location of public parking, beach accesses), regulatory (e.g. beach trail rules), and gateway monument signs at strategic locations (City entrances and freeway off-ramps).

On March 18, 2008, the City Council approved a contract with the sign consultant, Graphic Solutions, and the formation of a Stakeholder Sign Committee (Sign Committee) to assist staff and the consultant in preparing a City Sign Program.

Sign Committee Composition and Purpose

At the direction of the City Council, the stakeholder committee will be comprised of one City Council member, one Planning Commissioner, one Beaches, Parks and Recreation Commissioner, one Chamber of Commerce Representative, one Downtown Business Association Representative, one Historical Society Representative, and three representatives from the community-at-large.



CITY OF SAN CLEMENTE
Stakeholder Sign Committee
MEMBERSHIP APPLICATION

The primary purpose of the Sign Committee will be to work with the selected consultant on the design, types, and location of signs focusing on the Downtown, North Beach, Pier Bowl, and Beach Trail. The design of these signs will also be incorporated throughout the City to direct visitors and residents to our many community facilities and destinations.

The Sign Committee will have regular set meetings every two weeks, or as needed, during the week based on availability. Please check your schedule for availability for meetings starting the beginning of May and lasting until potentially mid September. As a representative of the at large community member it is also requested that you participate by attending the public workshops and the City Commission and Council meetings during the approval process to provide feedback on the process and how decisions were made.

Sign Committee Application and Process

The following page contains the application for the Sign Committee. There are a limited number of three (3) at-large seats on the Sign Committee that provide a representation from a broad cross-section of the community. After submitting your application, an Ad-hoc committee consisting of two City Council Members will review and select the members. Even if you are not selected to serve on the committee, we encourage you to participate actively in the planning process by: 1) Attending the Committee meetings which will be open to the public; 2) Attending the Public Workshops to be held during the process; 3) Attending the Commission and Council meetings to be held during the process; and 4) Corresponding with the Committee Members and decision-makers over the course of the project.

Thank you for your interest.



CITY OF SAN CLEMENTE
Stakeholder Sign Committee
MEMBERSHIP APPLICATION

Please submit by April 11, 2008 to:

Attn: Jennifer Gates
CDD- Planning Division
910 Calle Negocio Ste 100
San Clemente, 92673

Name: _____ Date: _____

Address: _____

Phone: _____ E-mail: _____

Please tell us about yourself:

How long have you lived in San Clemente? _____

What is your occupation? _____

What is your educational background? _____

What civic organization do you belong to or have you belonged to? _____

Do you currently own property in San Clemente? No _____ Yes _____

If yes, where? _____

Describe _____

Is your property a place of business or residence?

No _____ Yes _____, (please describe) _____

Why do you wish to serve on the Sign Committee?

Do you have any design (graphic, architect, designer) experience?

What do you think the benefits of a Sign Master Plan would be?

Meeting Availability: Please circle the times for each day you are available for committee meetings.

Monday: AM PM Tuesday: AM PM Wednesday: AM PM Thursday: AM PM Friday: AM PM