

RESOLUTION NO. 2026-9615

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN MARCOS DENYING AN APPEAL OF A MASTER SIGN PROGRAM FOR THE DESIGN AND LOCATION OF WAYFINDING AND DISTRICT SIGNAGE FOR THE AREA KNOWN AS “NORTH CITY” IN THE UNIVERSITY DISTRICT SPECIFIC PLAN AREA

CSP19-00003/AA26-0002
Urban Villages San Marcos, LLC

WHEREAS, on July 17, 2019, the City received an application from Urban Villages San Marcos, LLC requesting approval of a Master Sign Program to regulate wayfinding and district signage for the portion of the University District Specific Plan area known as North City, located east and west of Twin Oaks Valley Road, South of State Route 78 and Carmel Street, North of Barham Drive and Discovery Street, and west of the Sprinter rail line, with the exception of the area east of the Sprinter line, all located within the University District Specific Plan (UDSP) Area in the Barham/Discovery Community more particularly described as:

Brief Legal Description: Portion of Block 58, Map 806, Rancho Los Vallecitos de San Marcos; Map No. 15997, Map No. 16126, Map No. 16246, Parcel Map No. 2617, Parcel Map No. 2786, Parcel Map No. 3799, Parcel Map No. 4734, Parcel Map No. 11433, Parcel Map No. 20991, Parcel Map No. 21264, and Portions of North City Drive, June Way, Campus Way, and Industrial Street

Assessor’s Parcel Number(s): 220-202-12-00, 220-202-13-00, 220-202-14-00, 220-202-15-00, 220-202-16-00, 220-202-17-00, 220-202-18-00, 220-202-19-00, 220-202-20-00, 220-202-21-00, 220-202-22-00, 220-202-23-00, 220-202-24-00, 220-202-25-00, 220-202-26-00, 220-202-27-00, 220-202-28-00, 220-202-29-00, 220-202-30-00, 220-202-31-00, 220-202-32-00, 220-202-33-00, 220-202-34-00, 220-202-35-00, 220-202-37-00, 220-202-38-00, 220-202-41-00, 220-202-43-00, 220-202-45-00, 220-202-47-00, 220-202-48-00, 220-202-49-00, 220-202-50-00, 220-202-51-00, 220-202-52-00, 220-202-57-00, 220-202-58-00, 220-202-59-00, 220-202-60-00, 220-202-61-00, 220-202-62-00, 220-202-63-00, 220-202-65-00, 220-202-66-00, 220-202-67-00, 220-202-68-00, 220-202-69-00, 221-110-09-00, 221-110-10-00, 221-110-12-00, 221-110-16-00, 221-110-17-00, 221-110-18-00, 221-110-22-00, 221-110-23-00, 221-110-24-00, 221-110-26-00, 221-110-27-00, 221-110-28-00, 221-110-29-00, 221-110-32-00, 221-110-33-00, 221-110-42-00, 221-110-46-00, 221-110-50-00, 221-110-55-00, 221-110-56-00, 221-110-63-00, 221-110-70-00, 221-110-71-00, 221-110-72-00, 221-110-73-00, 221-110-74-00, 221-110-75-00, 221-110-76-00, 221-110-77-00, 221-110-78-00, and

WHEREAS, the Development Services Department did study said request, and recommends approval of said request; and

WHEREAS, on May 18, 2026, the San Marcos Planning Commission held a duly-noticed public hearing and approved Master Sign Program (CSP19-00003) by a 7-0 vote; and

WHEREAS, pursuant to SMMC Section 20.320.040(I) and UDSP Section VII.1 – Community Identity, a Master Sign Program regulating wayfinding sign types and locations was to be developed for the entire district, with detailed architectural design and signage elements subject to separate approval by the Planning Commission; and

WHEREAS, the Planning Commission did review and consider the previously adopted and certified Final Environmental Impact Report (FEIR) for the University District Specific Plan and 2025 Addendum to the FEIR (State Clearinghouse No. 2008101083), and it is determined that no new environmental information or documentation was presented revealing any new unidentified environmental impacts which had not been previously mitigated, and the proposed project is within the scope of the impacts identified in the FEIR for the University District Specific Plan and 2025 Addendum to the FEIR (State Clearinghouse No. 2008101083); and

WHEREAS, on May 28, 2026, an appeal (AA26-0002) was filed by Elizabeth Santos in opposition to the decision of the Planning Commission; and

WHEREAS, the City Council held an appeal hearing on June 23, 2026, which was duly noticed and held in the manner prescribed by law; and

WHEREAS, the Appellant was given the opportunity to participate in the public hearing through oral testimony and submittal of written comments; and

WHEREAS, on June 23, 2026, the City Council fully reviewed, considered, and evaluated the staff reports prepared for the project including the attachments to the staff reports, oral and written public testimony, and all other documents and evidence in the public record on the Project and the appeal; and

WHEREAS, after consideration of the evidence of the entire administrative record, at the public hearing on June 23, 2026, the City Council adopted Resolution No. 2026-9615, approving the Master Sign Program (CSP19-00003) effectively denying the appeal (AA26-0002).

NOW, THEREFORE, the City Council does hereby resolve as follows:

- A. The foregoing recitals are true and correct and are hereby incorporated by reference into this Resolution.
- B. The City Council, having independently heard, considered, and weighed all the evidence in the record presented on behalf of all parties and being fully informed of the Project, the Planning Commission's decision, and the appeal, finds that the Appellant has not shown, based on evidence in the record, that the Planning Commission's decisions were made in error. This determination is based on the staff report and attachments prepared for the Planning Commission hearing on the Project and the staff report, and attachments prepared

for the City Council on the Project and the appeal, which is incorporated herein by reference.

- C. The City Council denies the appeal and approves this Master Sign Program pursuant to the City Subdivision Ordinance (San Marcos Municipal Code Title 19), and no waiver of any requirement of said Ordinance is intended or implied except as specifically set forth in this resolution, and subject to compliance with the conditions of approval in Exhibit A attached hereto and incorporated by reference and made a part of this resolution as though fully set forth herein.
- D. This Master Sign Program (CSP19-00003) is approved in conjunction with all conditions of approval specified in Resolution No. 2026-9615, which document is incorporated herein by this reference; and the mitigation measures in the previously adopted and certified Final Environmental Impact Report (FEIR) for the UDSP and 2025 Addendum to the FEIR (State Clearinghouse No. 2008101083) are hereby incorporated by reference and made a part of this Resolution with the same force and effect as though fully set forth herein.
- E. The City Council's decision is based on the following findings and determinations:
 - 1. Approval of the Master Sign Program will not result in detrimental impacts to adjacent properties or the character and function of the neighborhood in that all proposed signs have been thoughtfully designed to be architecturally compatible, and are complementary, and in scale with existing built environment in the North City area of the UDSP. All proposed signs have been designed to be aesthetically pleasing utilizing a creative color scheme and high-quality materials such as oil-rubbed steel, precast concrete with vertical reveals, powder coated rusted metal, and in some cases, reclaimed wood, where deemed appropriate based on the immediate surrounding environment. All proposed illuminated signs will be controlled by a lighting dimmer to ensure brightness of the signs does not cause a visual or aesthetic nuisance.
 - 2. The design, development, and conditions associated with the Master Sign Program are consistent with the goals, policies, and intent of the General Plan and UDSP, in that the sign design and theme are thoughtful and help to distinguish the University District and North City as a unique urban environment in North San Diego County, help to provide a clear identity statement and consistent theme for North City and the University District Specific Plan Area, and are combined with landscaping, hardscape, graphics, public art, and lighting for an aesthetically pleasing and unique architectural design. Also, all signs are designed with the most up to date energy efficient lighting fixtures consisting of Light Emitting Diode (LED) lighting.
 - 3. The Master Sign Program is compatible with the existing and future land uses in the UDSP Area and the general area in which the signs will be located in that all proposed signs have been thoughtfully designed to be architecturally compatible, complementary, and in scale with existing architecture of the existing built

environment in the North City area of the UDSP. The sign program offers a needed wayfinding plan to help visitors find existing businesses in the area and parking areas. Overall, all signs work together to promote North City and the University District as an active urban core by creating an identity statement and theme for the area.

- F. Within thirty (30) days of the approval of the Master Sign Program, the Master Sign Program shall be submitted as a digital file on a CD including this resolution number on the title page. The title page shall include the statement “I (we), _____, the applicant/owner(s) or the applicant/owner’s representative, have read, understand and agree to the conditions of Resolution No. 2026-9615” Immediately following this statement shall appear a signature block for the owner or the owner’s representative which shall be signed. Signature blocks for the Project Planner and the Project Civil Engineer shall also appear on this title page. The digital copy shall be approved by the City prior to submittal of any building permit application.
- G. This Master Sign Program approval shall lapse and be null and void two (2) years following the date upon which the plans and drawings were approved by the review authority unless prior to the expiration of two (2) years, a right-of-way and/or building permit is issued and construction is commenced and diligently pursued toward completion.
- H. The applicant/developer shall comply with all provisions and requirements set forth in the San Marcos Municipal Code, and all City ordinances, resolutions, policies and procedures, and as authorized by the University District Specific Plan, and with all applicable state and federal regulations, as may be amended from time to time, whether or not such provisions or requirements have been specifically set forth in these conditions, all of which are now incorporated by reference and made a part of this Resolution with the same force and effect as though fully set forth herein.
- I. To the extent feasible and as permitted by law, developers and contractors are requested to first consider the use of San Marcos businesses for any supplies, materials, services, or equipment needed, and the hiring of local residents to stimulate the San Marcos economy to the greatest extent possible.
- J. To the extent permitted by law, the applicant/developer shall defend and hold the City of San Marcos, its agents and employees harmless from liability from: (i) any and all actions, claims, damages, injuries, challenges and/or costs of liabilities arising from the City's approval of any and all entitlements or permits arising from the project as defined in the conditions of approval, or issuance of grading or building permits; (ii) any damages, liability and/or claim of any kind for any injury to or death of any person, or damage or injury of any kind to property which may arise from or be related to the direct or indirect operations of the applicant/developer or its contractors, subcontractors, agents, employees or other persons acting on applicant/developer's behalf which relate to the project; and (iii) any and all damages, liability and/or claims of any kind arising from operation of the project. The applicant/developer further agrees that such indemnification and hold

harmless shall include all defense related fees and costs associated with the defense of City by counsel selected by the City. This indemnification shall not terminate upon expiration of the conditions of approval or completion of the project but shall survive in perpetuity.

PASSED, APPROVED, AND ADOPTED by the City Council of the City of San Marcos, California, at a regular meeting thereof, held on this 23rd day of June, 2026, by the following roll call vote:

AYES: COUNCIL MEMBERS:

NOES: COUNCIL MEMBERS:

ABSENT: COUNCIL MEMBERS:

APPROVED:

Rebecca D. Jones, Mayor

ATTEST:

Phillip Scollick, City Clerk

ATTACHMENT(S):

EXHIBIT A – Conditions of Approval

EXHIBIT A
RESOLUTION NO. 2026-9615
CSP 19-00003/AA26-0002
Conditions of Approval

A. General Provisions

1. All of the terms, covenants and conditions contained herein shall run with the land and be binding on and inure to the benefit of the heirs, successors, assigns, and representatives of the applicant/developer as to any and all of the property.
2. If any of the terms, covenants or conditions contained herein shall fail to occur or if they are, by their terms, to be implemented and maintained over time, if any of such conditions fail to be so implemented and maintained according to their terms, the City of San Marcos (City) shall have the right to revoke or modify all approvals herein granted including issuance of building permits, deny, or further condition the subsequent approvals that are derived from the approvals herein granted, institute and prosecute litigation to compel their compliance with said conditions or see damages for their violation. The applicant/developer shall be notified ten (10) days in advance prior to any of the above actions being taken by the City and shall be given the opportunity to remedy any deficiencies identified by the City.
3. The applicant/developer shall be responsible for bearing the costs of all construction activities, improvements, labor, design, mitigation, and other costs associated with, but not limited to, the project's planning, engineering, construction and/or architecture for the project.
4. The project must comply with the storm water regulations applicable at the time of approval of the corresponding building permit applications.
5. All design requirements and mitigation measures of mitigation measures in the previously adopted & certified Final Environmental Impact Report (FEIR) for the UDSP and 2025 Addendum to the FEIR (State Clearinghouse No. 2008101083) shall be implemented.

- B. Prior to issuance of any building permit for signs, the applicant/developer shall comply with the following conditions.

Building Division

1. New signs shall be designed to conform to the latest design standards adopted by the State of California in the California Building Code (CBC).
2. Building plans and instruments of service submitted with a building permit application shall be signed and sealed by a California licensed design professional as required by the State Business and Professions Code.
3. The City is located in Seismic Design Category “D”. Buildings and structures shall be designed to adequately transmit the dynamic lateral forces in accordance with the requirements of the latest adopted California Building Code.
4. The proposed development shall comply with the latest adopted California Green Building Code Standards. The City has adopted the mandatory standards and does not enforce the voluntary standards.
5. The project shall comply with the latest Federal Law, Americans with Disabilities Act, and State Law, California Code of Regulations, Title 24, for accessibility standards.
6. Building plans for signs shall be reviewed and approved by the City’s Building, Planning, and Land Development Divisions prior to issuance of a building permit.

Planning Division

7. Signs shall be designed to conform with the approved Master Sign Program (CSP 19-00003) dated March 5, 2026.
8. For monument signs that contain landscaping, under separate permit application, the applicant/developer shall submit landscape plans to the Planning Division for review and approval. Final landscape and irrigation plans shall be prepared by a licensed landscape architect. Landscape Plan submittal is subject to the payment of a landscape permit and inspection fee. The landscape permit and inspection fee shall be consistent with the City’s then-current fee schedule. All submitted estimates shall be stamped and signed by the landscape architect, and estimate the cost of plant and irrigation materials only. The landscape plans, including plant material and irrigation design, shall comply with the City’s landscape water efficiency ordinance, SMMC Chapter 20.330, in addition to State of California water efficiency requirements.
9. All lighting shall comply with City standards for high energy-efficient fixtures, except for low-wattage architectural lighting. All exterior fixtures shall be approved by the City.

Land Development Division

10. Prior to issuance of any building permit for sign construction, line-of-sight exhibits shall be provided to the satisfaction of the City Engineer for any sign that the City Engineer, in their sole discretion, determines could potentially obstruct vehicle or pedestrian visibility.
 11. A Right-of-Way Permit and Encroachment, Maintenance and Removal Agreement (EMRA) shall be obtained for all signs proposed in the City's public right of way and for signs that project over the public right of way.
 12. Building plans shall indicate the proposed power connection to each powered sign. Power sources and other supporting improvements shall not be shared with public infrastructure.
 13. Sign locations shall not block or impede pedestrian paths of travel.
 14. No ground mounted signs shall be installed within designated drainage/stormwater pollution control areas.
 15. Plans must show that signs will not be positioned to promote turning movements that are not allowed or are unsafe.
 16. Plans must show that signs will not conflict with any regulatory signs.
- C. During the construction phase for signs, the applicant/developer shall comply with the following conditions:

Land Development Division

1. Grading, excavation or other related earth moving operations, including warm-up and maintenance activities, shall be limited to the hours of 7:00 a.m. to 4:30 p.m., Monday through Friday. No work shall be allowed on Saturdays, Sundays and holidays.
2. During construction activities, the applicant/developer shall maintain public and private driveway and/or road access to neighboring properties at all times unless previous arrangements have been made with the private parties affected. Copies of said agreements shall be provided to the City Engineer.
3. The applicant/developer shall submit a traffic control plan to the Engineering Inspector for all phases of construction for approval by the City Engineer. Said plan shall include all traffic control devices including traffic signals as required.
4. At the discretion of the Engineering Inspector, the applicant/developer shall

document the pre-construction condition of existing roads or offsite properties which may be impacted by construction activities. The applicant/developer shall be responsible for repairing any construction related damages prior to occupancy.

5. The applicant/developer shall implement and maintain storm water pollution prevention measures as required on the approved plans. Violations of the City's Storm Water Management Ordinance (Ch. 14.15 S.M.M.C.) will result in Stop Work Orders, Notices of Violations and/or citations with fines. Work on the project may be delayed until the City determines that compliance with storm water requirements has been achieved.

Building Division

6. Dust and dust producing materials shall be controlled within the maximum acceptable concentrations for silica and silicates in accordance with the California Code of Regulations, Title 8, Section 5155. Water and dust palliative shall be used to prevent excessive dust during blasting, construction and grading operations. Projects are required to comply with the Air Pollution Control District's standards for mitigating fugitive dust during all phases of construction.
 7. All construction operations authorized by building permits, including the delivery, setup and use of equipment must be conducted on premises during the hours of 7:00 AM and 6:00 PM on Monday through Friday, and on Saturday between 8:00 AM and 5:00 PM. No work shall be conducted on Sundays or Holidays observed by the City. Failure to comply will result in the issuance of STOP WORK NOTICES, REVOCATION OF PERMITS and the issuance of citations and fines as appropriate. Citation for hours of work violations requires a mandatory court appearance in North County Superior Court.
 8. During construction the applicant/developer shall implement and maintain the storm water pollution prevention measures as required on the approved plans. Violations of the City's Storm Water Management Ordinance will result in Stop Work Orders, Notices of Violation and citations with fines. Work on the project may be delayed until the City determines that the project is in compliance with the storm water requirements.
- D. Prior to Building Permit finalization for any signs, the applicant/developer shall comply with the following conditions:

Land Development Division

1. All applicable easements, agreements, and right of way permits shall be recorded/finaled.
2. Any existing broken pavement, concrete curb, gutter or sidewalk or any other

facilities damaged during construction of the project, shall be repaired or replaced as directed by the Engineering Inspector.

Planning Division

3. If applicable, all landscaping shall be installed, inspected, and approved by the Planning Division. Landscaping shall be established and flourishing in a healthy manner.
4. For signs that include landscaping in the design, all public right of way and CFD landscaping shall be installed, inspected, and approved by the Public Works Department. Landscaping shall be established and flourishing in a healthy manner.
5. For signs that include landscaping in the design, the applicant/developer shall submit a Certificate of Completion by the landscape architect and engineer-of-work to the Planning Division certifying that the plant materials and irrigation system have been installed in accordance with the approved landscape plans and the Water Quality Technical Report, respectively.

Building Division

6. The applicant/developer shall obtain approval from all City departments and other agencies before requesting Building Permit finalization.
- E. Reliance on this Master Sign Program shall comply with the following standards:
1. The project must comply with all applicable provisions of San Marcos Municipal Code (SMMC) Chapter 14.15 (Storm Water Management and Discharge Control) and other State and regional permits/standards for the protection of storm water quality.
 2. Non-storm water discharge into the City's storm drain conveyance system is considered an illicit discharge and is prohibited during construction, operation and maintenance of the business in accordance with SMMC Chapter 14.15.
 3. Signs shall not become obnoxious by reason of noise, odor, refuse, or maintenance of grounds and in such a manner as will not detrimentally affect adjoining properties and uses.
 4. All trees and landscaping shall be maintained in a healthy, thriving manner. If any trees/landscaping shall die or become diseased, the trees/landscaping shall be replaced in numbers and quantity to provide the same landscaping and ornamental value.
 5. Sign illumination shall be monitored by the applicant. If sign illumination

complaints are received and reasonably validated by the City, the applicant shall take corrective action, at their sole cost, to address the complaints to the satisfaction of the Planning Division Director. This may include but is not limited to reducing illumination levels of signs utilizing dimmers, modifying or replacing the light fixtures on the sign(s), or removing the sign(s).

6. All signs associated with this Master Sign Program (CSP 19-00003), whether on public or private property, shall be maintained by the applicant. All signs, including the associated landscaping, shall be kept in a clean, neat and orderly appearance. Signs shall be kept free of flickering or faulty lighting, cracks, fading, and/or disrepair. In the event that a sign is damaged or in need of repair, the applicant shall make all necessary repairs within 48 hours of being notified.
7. Minor architectural adjustments to the approved Master Sign Program and sign locations may be reviewed and processed administratively with the Planning and Engineering Divisions and approved by the Planning Division Director. Deviations to the approved Master Sign Program shall only be considered if the change does not result in an increase in the total number of signs, the size and/or height of signs does not increase, and the architectural quality of the colors and materials are found by the Planning Division Director to be equal or superior in quality to the colors and/or materials in the approved Master Sign Program.
8. Changes to the design of the pole mounted banners shall be reviewed and approved by the Planning Division Director. Graphics and colors on the banners must be architecturally compatible with the surrounding environment and shall not contain business names and/or advertising. At least 30 days prior to installation of any new banners, the revised banner designs shall be submitted to the Planning Division Director for review and approval.