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San Marcos Planning Commission  
City of San Marcos  
1 Civic Center Drive  
San Marcos, CA 92069

**Re: Resolution PC 26-5212 for a Master Sign Program (CSP19-00003) for North City / University District Specific Plan Area**

Dear Chair and Members of the Planning Commission:

On behalf of Scripps Health (Scripps), we appreciate the opportunity to comment on Resolution PC 26-5212, regarding the proposed Master Sign Program (CSP19-00003) governing the design, type, and details of signage within the North City portion of the University District Specific Plan area.

Scripps does not wish to delay the advancement of the Master Sign Program. We understand the importance of establishing a cohesive signage framework for North City and appreciate the effort that has gone into developing a program for the area. At the same time, the original sign program planning predates the time when Scripps acquired its property interest and began its planning efforts for the medical campus. Because Scripps was not part of the original development of the Master Sign Program, modifications will be necessary. Hospitals have unique wayfinding needs that differ substantially from those of commercial, retail, office, or mixed-use developments. As Scripps moves forward with planning for its hospital campus, we anticipate the need for specialized signage elements designed to support patient access, emergency and visitor circulation, physician and staff navigation, and other critical healthcare-related functions. In addition, Scripps will require signage that is consistent with Scripps Health branding standards.

Accordingly, while Scripps supports approval of the Master Sign Program at this time, we respectfully request that the Planning Commission be aware that future amendments, exceptions, or refinements will be needed to accommodate the distinct signage and wayfinding requirements of a hospital campus and to ensure consistency with Scripps Health's identity and operational needs.

We appreciate your consideration and look forward to continuing to work collaboratively with City staff and the Planning Commission.

Sincerely,

A handwritten signature in black ink, appearing to read "AJT", written over a light blue horizontal line.

Amber J. Ter-Vrugt