



PLANNING COMMISSION

AGENDA REPORT

MEETING DATE: DECEMBER 9, 2013

ITEM NUMBER: PH-3

SUBJECT: PA-89-36 A2/PA-87-133 A1 (ZA-13-22)
 AMENDMENT TO PLANNED SIGN PROGRAMS FOR METRO POINTE OFFICE AND
 RETAIL CENTER
 901 SOUTH COAST DRIVE & 950 SOUTH COAST DRIVE

DATE: NOVEMBER 27, 2009

PRESENTATION BY: ANTONIO GARDEA, SENIOR PLANNER

FOR FURTHER INFORMATION CONTACT: ANTONIO GARDEA (714) 754-5692
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PROJECT DESCRIPTION

An amendment to the existing Planned Sign Programs PA-89-36 and PA-87-133 for the Metro Pointe office and retail center. The amended sign program includes the following signs:

1. Two new 53-foot high pylon signs, that include a nine-foot high by 18-foot wide electronic changeable copy sign on each pylon sign;
2. Three freestanding signs to replace existing signs (13 feet, four inches wide and approximately 24 feet in height);
3. Fourteen temporary banners (two feet, six inches wide by ten feet in height each) mounted on seven, 24-foot tall poles; and
4. Two project identification signs:
 - a. Replacement of the sign at the corner of Bear Street and South Coast Drive with individual letters 18-inches in height and a logo five-feet, two-inches in height; and
 - b. A new sign, 44 feet in width, with individual letters, six-feet in height and a logo 12-feet in height mounted to the parking structure facing the freeway.

The revised sign program also includes a directional sign at the affiliated office complex across the street from the Metro Pointe retail and office center. The freestanding, illuminated sign is greater than seven feet in height (approximately twelve feet in height by six feet, three inches in width) and is located within 200 feet of residentially zoned properties.

APPLICANT

Barbara Cohen, Architectural Design & Signs, is the authorized agent for the owner, Metro Pointe Retail Associates II, and its agent, Arnel Commercial Properties.

RECOMMENDATION

Adopt a Resolution to **approve** the amendment to the Planned Sign Program for replacement of three freestanding monument signs, a new illuminated directional sign, and two project identification signs and to **deny** the request for the electronic changeable copy signs and the banners.

BACKGROUND

Site Location(s)

The project involves two sites along South Coast Drive. Metro Pointe Office and Retail Center are located at 901-969 South Coast Drive. The site is an irregular shaped parcel bounded by South Coast Drive on the north, Bear Street on the east, and the I-405 San Diego Freeway on the south and west. The property is a regional shopping center developed with multiple retail commercial tenant spaces, two office buildings, parking structures, a multi-screen movie theater and a food court.

The second site (950 South Coast Drive) is a commercially-zoned property located across the street on the north side of South Coast Drive. The property is bound by Greenbrook Drive on the east, South Coast Drive on the south, and residential properties to the north and west. The property is developed with a two-story office building.

Both sites are governed by their respective Planned Sign Program (PSP). The Planned Sign Program for the Metro Pointe retail center is unique in two ways. First, the total sign area for the site was granted before the final development plan was approved because the developer needed assurances on the signage available for prospective tenants. Second, signs within the 'internal zone' are free of regulation because they are only visible from within the project and not from the surrounding streets or freeway. A summary of the Planned Signing Program and the various amendments approved for the office and retail center is in the table below:

Application	Description	Sign Area Permitted	Total Sign Area
ZA-97-13	Amendment to allow a projecting sign facing the 405 Freeway.	+ 71 SF	7,241 SF
ZA-96-14	Amendment to allow increased letter height for a wall sign facing South Coast Drive.	+ 19 SF	7,189 SF
PA- 89-36 A	Amendment to redistribute office signs and add more sign area for the retail center.	+3,639 SF	7,170 SF
PA- 89-36	Planned Sign Program for commercial office buildings (Metro Point Phase II & III) 901-969 South Coast Drive.	3,531	3,531 SF
PA-87-133	Planned Sign Program for two commercial office buildings (Phase I) 940-950 South Coast Drive.	425	425 SF

ANALYSIS

The Sign Code states the following as to the purpose of the PSP:

"A PSP is intended to provide maximum incentive and latitude to encourage variety and good design, and to allow response to special circumstances, but shall not be used to circumvent the objectives of this chapter." (Code Section 13-120).

As part of the new marketing program for the Metro Pointe, an amendment to the planned sign program has been submitted to renovate the existing signage to increase the visibility of the center and attract potential new tenants and customers to the retail center.

The Planned Sign Program for the Metro Pointe retail center is unique because it establishes four sign zones based on if and where the signs would be visible to the public. Signs in three zones count against the allotment for the center: Bear Street zone, South Coast Drive zone, and the Freeway zone. Signs that are directed to the interior (not visible from streets) are referred to as within the 'Internal Zone' and do not count against the sign allowance. According to City records and the information provided by the applicant, a balance of approximately 2,500 square feet of uncommitted signage is available for the Metro Pointe retail center.

Amendment to Planned Sign Program PA-89-36 (901 South Coast Drive)

The amendment to the sign program for the retail center (901 South Coast Drive) includes replacing four existing signs (three monument signs and a project identification sign), installing three new signs (one project identification sign and two new pylon signs) and installation of temporary banners. Two of the monument signs being replaced are located along the South Coast Drive zone, and one is located along the Bear Street zone. The project identification sign being replaced is located within the Bear Street zone at the corner of South Coast Drive and Bear Street. The three new signs and banners would be along the Freeway zone. The total sign area would increase by approximately 2,114 square feet. Because the proposed new signage is within the total allowable sign area, the analysis below focuses on the signs by type rather than by location on the project site.

Pylon Signs with an Electronic Changeable Copy Display

The sign proposal includes installation of two new pylon signs, which include a nine-foot high by 18-foot wide electronic changeable copy sign facing the I-405 Freeway. The pylon signs are 53 feet tall, double-faced, and include five tenant panels on one side and three tenant panels and a Light Emitting Diode (LED) reader board on the opposite side. The tenant panels are four feet tall and 18 feet wide. The signs also have a single-faced, digital display (*an electronic changeable copy sign*¹) that is nine feet tall by 18 feet wide. The digital display

¹ **Electronic changeable copy sign.** A sign that uses video displays, lamps, fiber optics, light emitting diodes (LEDs) liquid crystal displays, plasma displays, or any other mechanical or light emitting medium to convey messages, movement, or animation imagery during or between messages.

on the northernmost sign will face northbound traffic and the southernmost sign will face southbound traffic. The total sign area for these two new signs is 1,476 square feet. The total sign area is within the allotted sign area under the current planned sign program.

The Planned Sign Program does not authorize freestanding, freeway oriented signs. Although this sign is noted on the applicant's submittal, this specific sign was deleted prior to action by the Planning Commission. The Sign Code allows one freeway-oriented sign, not to exceed 230 square feet in area and 32 feet in height. The planned sign program amendment submitted in 1994 included a freeway pylon sign with tenant listings (600 square feet in area). A California Department of Transportation (Caltrans) outdoor advertising sign permit is required for the proposed signs due to visibility from the freeway and the State mandates specific standards for signs visible to vehicular traffic. The purpose of the proposed pylon signs with the digital display is to give permanent presence to at least ten of the major tenants and to allow the remaining tenants an opportunity to display their graphics and messages to the 405 commuters.

Electronic changeable copy signs are specifically prohibited in the Sign Code (Section 13-112). However, these types of signs may be approved on a case-by-case basis. Planned Sign Programs are typically reviewed by the City's Zoning Administrator; however, staff has referred this request to the Planning Commission to determine if circumstances exist to warrant approval of the proposed LED reader board signs.

On October 19, 2009, the Planning Commission approved Planned Sign Program ZA-09-33 that included an electronic changeable copy signs for the South Coast Collection (SoCo) retail center. In that case, the LED signs that face the freeway are 375-square feet in size and are mounted on a 60-foot high pylon sign. One of the reasons that the Planning Commission approved the reader board signs was because SOCO indicated that they would advertize City events. The conditions of approval included provisions limiting the hours and illumination of the signs. If the Planning Commission approves the applicant's request, similar conditions of approval are included with one of the draft Resolutions. On August 9, 2010 the Planning Commission also approved electronic changeable copy signs for the Triangle retail center. After the amendment to the Planned Sign Program was called up for review by the City Council, the application was withdrawn.

Monument Signs

The three replacement monument signs are slightly larger than the approved ground signs authorized as part of the amended Planned Sign Program for PA 89-36 A. The sign program allowed three monument signs with a maximum height of 25 feet (for four tenants), and a maximum sign area of 120 square feet per sign. The sign program also included a 76 square foot monument sign at the corner of Bear Street and South Coast Drive. A project identification sign installed instead of the corner monument sign and is now proposed to be replaced. The identification signs are described further below. The planned sign program was necessary for the monument signs because the proposal was for signs that were larger in sign area, included more than three individual tenants, and were taller than that permitted under the Sign Code. The sign code allows a maximum of 230 square feet of sign area, and a maximum height of 32 feet for freestanding signs. In addition, the previous sign code the number of listings (individual tenant signs and project name) on freestanding signs. The restriction on the 'listings' has been omitted from the current Sign Code. The prior Planned

Sign Program amendment application was for a maximum sign area of 600 square feet, six listings, and sign height of 50 feet.

The three proposed signs are approximately 24 feet in height, include five tenant signs, and have a total sign area of 314 square feet. The signs will include individual channel letters for project identification and a logo. The letters are oriented vertically and are approximately one foot, six inches tall and ten feet wide. The logo is approximately three feet, four inches wide and six feet, nine inches tall. The sign height complies with the amended sign program. However, the new signs include one more tenant listing than previously approved and the increase in sign area is approximately 74 square feet more than that permitted for the 'ground' signs in the existing Planned Sign Program.

Identification Signs

The program includes replacement of one project identification sign and a new sign facing the San Diego (405) Freeway. As previously mentioned, the sign program authorized a 76 square foot project monument sign at the northeast corner of Bear Street and South Coast Drive. A project identification sign that spells out 'Metro Pointe' was installed at the corner. The replacement sign consists of individual, 18-inch tall letters and a five-foot, two-inch tall logo, with a length of eleven feet, eight inches. The total sign area, including the logo, is approximately 26 square feet. The replacement sign at the corner complies with provisions of the amended planned sign program.

The planned sign program allowed one project identification sign facing the freeway with a maximum sign area of 50 square feet. The proposed sign consists of installation of new project identification signage on the parking structure near Bear Street that faces the San Diego Freeway. The sign consists of six-foot tall, illuminated letters and 12-foot tall logo. The sign is 44 feet in length. The total sign area is approximately 264 square feet; an increase of 214 square feet greater than the approved sign area for the corner ground sign.

Banners

The sign proposal includes the installation of 14 flag-style banners mounted on seven poles on the upper level of the parking structure. The changeable banners would be visible from the freeway. The banners are two feet, six inches wide by ten feet in height (25 square feet each). The total sign area for these banners is 350 square feet. The banners are vertically mounted on poles that are approximately 24 feet in height. The sign renderings indicate that the subject banners would be comparable in height to the existing light standards on the parking structure. Because the flag poles are on the second level of the parking structure, the overall height of these banners is approximately 41 feet from the street level.

The Sign Code allows temporary banners, however, they are only allowed for a maximum of 60 days, cannot be affixed to a pole/staff, are permitted only as a means of temporary advertisement, and are limited to a maximum of 75 square feet per tenant. The current planned sign program does not address temporary banners. The proposal indicates that the changeable banner program would be for seasonal, promotional, and/or tenant content. Although there are at least seven major tenants at the retail center, the banner program would be a form of permanent signage and would add to the visual clutter along the Freeway. Staff recommends denial of the banners.

Justifications for Denial

The proposed amendment to the sign program includes two types of signs that are not permitted by the Sign Code. Electronic changeable copy signs are expressly prohibited. Temporary banners are limited to maximum of 60 days, are not allowed to be affixed to poles, and are intended to be for temporary advertisement. The inclusion of these signs is considered inconsistent with the General Plan and the intent of the Zoning Code to reduce visual clutter. While staff recommends denial of both the electronic changeable copy displays and the temporary banners, it is a policy decision of the Planning Commission to allow either of these proposed signs.

The electronic changeable copy signs may be visible from residentially-zoned properties. A view simulation has been prepared by the applicant indicating the height of the proposed pylon signs as viewed from the residential neighborhood to the south. Although the residential neighborhood is not immediately adjacent to the retail center, the uppermost section of the signs would be visible. No portion of the LED reader board displays will be visible from residentially zoned properties. However, the overall sign will be visible from the residential neighborhood and the individual tenant signs are illuminated. Although the LED reader board signs at SoCo are also lower on the pylon, the glare is visible from the neighborhood south of the 405 Freeway. The surrounding properties may be affected by the intermittent lighting as advertisements periodically change. Furthermore, the pylon signs are larger in both size and height than currently allowed by the Sign Code.

Banners are not intended to be permanent signage for businesses. Although the total sign area is within the allocations under the amended sign program, the temporary banners will create additional aesthetic clutter visible from the 405 Freeway. In addition, the size of the may be disproportionately small in relation to the distance and speed of vehicles on the Freeway. Furthermore, the Sign Code expressly prohibits the installation of vertical, or flag-type, temporary banners.

Amendment to Planned Sign Program PA-87-133 (950 South Coast Drive)

Directional Sign

As part of the new sign program a freestanding, directional monument sign would be installed near the driveway of the office building at 950 South Coast Drive. The sign is ten feet, six inches tall and six feet, three inches wide. The directional sign incorporates individual channel letters and a logo for project identification. The logo and letters are approximately one foot, three inches wide and eight feet tall.

The previously approved Planned Sign Program PA-87-133 imposed standards that were more stringent than the zoning code rules in effect at the time. The restrictions dealt with both wall signs and freestanding ground signs. A maximum of one monument sign for the two tenants was permitted for this site, 35 square feet each and a maximum of four feet in height and ten feet in width. These ground signs were not installed. Because the text on the

sign is for directional purposes, only the project identification sign area would count as signage, for a total of ten square feet. The sign area is thereby within the limits imposed under the amended sign program. However, the proposed directional sign does not comply with approved sign height for this site. Therefore, an amendment to the program is necessary.

In commercial zones, freestanding signs located within 200 feet of residentially-zoned property, are limited to seven feet in height, unless non-illuminated or placed in such a location that visibility is completely obscured by permanent structures. Signs that do not comply may be authorized as part of a Planned Signing Program, if the sign has no adverse visual impacts on the residentially zoned properties. The directional sign is ten feet, six inches tall, illuminated, and is partially visible from the second story of the adjacent residential buildings approximately 150 feet to the west. The sign indicates the location and addresses of the surrounding apartments, office buildings and retail center.

The existing on-site evergreen trees obscure the sign from the residentially zoned property to the west. Mature trees planted along the perimeter of the site would obstruct the view of the sign from the single family residential properties to the north. Therefore, the visual impact is minimal.

GENERAL PLAN CONFORMITY

The proposed signs, with the recommended conditions of approval, are consistent with the following General Plan goals:

- Goal CD-1: Vehicular and Pedestrian Corridors: Strengthen the image of the City as experienced from sidewalks and roadways.
- Goal CD-6, Image: Enhance opportunities for development to contribute to a positive visual image for the City of Costa Mesa.
- Goal CD-13, Signs: Ensure that signs contribute positively to Costa Mesa's image and overall economic development.

ALTERNATIVES

The Planning Commission has the following alternatives:

1. Approve the amendment to the planned sign program with conditions of approval to delete the proposed electronic changeable copy displays and banner signs from the sign program. This would allow the project to proceed, omitting the proposed LED reader board signs and banners, subject to the recommended conditions of approval.
2. Approve the proposed amendment to the planned sign program including the electronic changeable copy displays and the banner signs, subject to conditions of approval. This would allow the project to proceed, subject to the recommended conditions of approval as discussed earlier in this report and attached to the draft Resolution.

3. Deny the proposed amendment to the planned sign program. This would not allow the project to proceed. The applicant could not submit substantially the same type of application for six months.

ENVIRONMENTAL DETERMINATION

If the request is approved, it would be exempt from the provisions of the California Environmental Quality Act under Section 15311 for Accessory Structures. If the request is denied, it is exempt from the provisions of the California Environmental Quality Act (CEQA) Section 15270(a) for projects which are disapproved.

CONCLUSION

Certain components of the proposed amendment to the Planned Sign Program conform with the intent of the City's Sign Code well as the City's General Plan. The replacement monument and retail center identity signs generally comply with the current Planned Sign Program. The directional sign also complies with the City's Sign Code and the general intent of the planned sign program. The pylon signs, with the LED reader board displays, and the temporary banners are prohibited in the City's Sign Code. However, the Sign Code provisions, in terms of allowing Planned Sign Programs, permits greater flexibility for unique sites. The conditions of approval will minimize any adverse impacts to vehicle traffic and surrounding properties, and will help revitalize the regional shopping center. Therefore, staff supports the applicant's request.


ANTONIO GARDEA
Senior Planner


GARY ARMSTRONG, AICP
Economic & Development Services Director /
Deputy CEO

- Attachments: 1. Draft Planning Commission Resolutions
2. Location Map
3. Applicant's Project Description and Property Manager's Letter
4. Proposed Sign Program Amendment

Distribution: Director of Economic & Development/Deputy CEO
Assistant Development Services Director
Sr. Deputy City Attorney
Public Services Director
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RESOLUTION NO. PC-13-

A RESOLUTION OF THE PLANNING COMMISSION OF THE
CITY OF COSTA MESA APPROVING ZONING
APPLICATION PA-89-36 A2 / PA-87-133 A1 (ZA-13-22)

THE PLANNING COMMISSION OF THE CITY OF COSTA MESA HEREBY
RESOLVES AS FOLLOWS:

WHEREAS, an application was filed by Architectural Design & Signs, authorized agent for Arnel Property Development and Metro Pointe Retail Associates II, owner of real property located at 901 South Coast Drive and 950 South Coast Drive located in a Planned Development Commercial (PDC) zone;

WHEREAS, the request is for an amendment to an existing Planned Signing Program (PA-89-36) to replace three existing monument signs, replace an existing project identification sign, and install two new pylon signs and a new project identification sign on the parking structure facing the San Diego (405) Freeway on the property located at 901 South Coast Drive;

WHEREAS, the request is also for an amendment to an existing Planned Signing Program (PA-87-133) to allow a twelve-foot tall, illuminated directional sign on the property located within 200 feet of residentially zoned properties at 950 South Coast Drive;

WHEREAS, on December 9, 2013, a duly noticed public hearing held by the Planning Commission with all persons having the opportunity to speak and be heard for and against the proposal;

BE IT RESOLVED that, based on the evidence in the record and the findings contained in Exhibit "A," and subject to the conditions of approval contained within Exhibit "B," the Planning Commission hereby **APPROVES** Zoning Application PA-89-36 A2 and PA-87-113 A1 with respect to the property described above.

BE IT FURTHER RESOLVED that the Costa Mesa Planning Commission does hereby find and determine that adoption of this Resolution is expressly predicated upon the activity as described in the staff report for Zoning Application ZA-13-22 and upon applicant's compliance with each and all of the conditions in Exhibit "B" as well as with compliance of all applicable federal, state, and local laws. Any approval granted by this

resolution shall be subject to review, modification or revocation if there is a material change that occurs in the operation, or if the applicant fails to comply with any of the conditions of approval.

PASSED AND ADOPTED this 9th day of December, 2013.

Jim Fitzpatrick, Chair,
Costa Mesa Planning Commission

EXHIBIT "A"

FINDINGS (APPROVAL – STAFF RECOMMENDATION)

1. The signs comply with Costa Mesa Municipal Code Section 13-29(e) because:
 - The signs are compatible and harmonious with uses that exist in the general neighborhood.
 - The signs comply with the intent of the applicable performance standards as prescribed in the Zoning Code.
 - The signs are consistent with the intent of the General Plan.
 - The cumulative effects of all planning applications have been considered.

2. The proposed signage conforms with the intent of the City's Sign Code as it pertains to Planned Signing Programs as well as the City's General Plan and Redevelopment Plan. The proposed signs are consistent with each other in design and construction, taking into account sign style and shape, materials, letter style, colors and illumination. The signs are compatible with the buildings and developments they identify, taking into account materials, colors, and design motif. Approval does not constitute a grant of special privilege and/or allow substantially greater visibility than what the standard sign provisions would allow. Specifically, the signs will not exceed the maximum amount of sign area allowed under the Planned Signing Program or the City's Zoning Code. The conditions of approval will minimize any adverse impacts of the proposed signs to vehicle traffic and surrounding properties, and will enable the retail center to attract and maintain regional retail tenants. Additionally, the signs are consistent with the following General Plan goals:
 - Goal CD-1: Vehicular and Pedestrian Corridors: Strengthen the image of the City as experienced from sidewalks and roadways.
 - Goal CD-6, Image: Enhance opportunities for development to contribute to a positive visual image for the City of Costa Mesa.
 - Goal CD-13, Signs: Ensure that signs contribute positively to Costa Mesa's image and overall economic development.

3. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City environmental procedures, and has been found to be exempt from CEQA under Section 15311 for Accessory Structures.

4. The project is exempt from Chapter IX, Article 11, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.

EXHIBIT "B"

CONDITIONS OF APPROVAL

- Plng. 1. All newly installed signs shall be in conformance to the requirements and intent of this Planned Signing Program, as well as other applicable Codes and regulations. Any sign not meeting the specific criteria outlined in the planned signing program shall not be permitted.
2. The City's Sign Ordinance shall apply to signs not specifically covered by this Planned Signing Program.
3. Any modification, addition, or deletion to the approved Planned Signing Program shall be reviewed by the Zoning Administrator to determine if an amendment to the Planned Signing Program is necessary.
4. The Planned Signing Program may be referred to the Planning Commission for modification or revocation at any time if the conditions of approval have not been complied with, or if, in the reasonable opinion of the Development Services Director or his/her designee, any of the findings upon which the approval was based are no longer applicable.

CODE REQUIREMENTS

The following list of federal, state and local laws applicable to the project has been compiled by staff for the applicant's reference. Any reference to "City" pertains to the City of Costa Mesa.

- Plng. 1. Approval of the zoning application is valid for one (1) year from the effective date of this approval and will expire at the end of that period unless applicant establishes the use by obtaining building permits for the authorized construction and initiates construction. If the applicant is unable to obtain building permits within the one-year time period, the applicant may request an extension of time. The Planning Division must receive a written request for the time extension prior to the expiration of the zoning application.
- 2. Permits shall be obtained for all signs according to the provisions of the Costa Mesa Sign Ordinance.
- Bus. 3. All contractors and subcontractors must have valid business licenses to do business in the City of Costa Mesa. Final inspections, final Lic. occupancy and utility releases will not be granted until all such licenses have been obtained.
- Bldg. 4. Comply with the requirements of the 2007 California Building Code, California Code of Regulations, Title 24, also known as the California Building Standards Code, as amended by the City of Costa Mesa.
- 5. Provide structural calculations for the pylon signs prepared by a California registered engineer or architect.
- Eng. 6. Lane closures, including sidewalk, will require an encroachment permit from the Public Services Division.

RESOLUTION NO. PC-13-

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY
OF COSTA MESA APPROVING ZONING APPLICATION PA-89-36
A2 / PA-87-133 A1 (ZA-13-22)

THE PLANNING COMMISSION OF THE CITY OF COSTA MESA HEREBY RESOLVES AS FOLLOWS:

WHEREAS, an application was filed by Architectural Design & Signs, authorized agent for Arnel Property Development and Metro Pointe Retail Associates II, owner of real property located at 901 South Coast Drive and 950 South Coast Drive located in a Planned Development Commercial (PDC) zone;

WHEREAS, the request is for an amendment to an existing Planned Signing Program (PA-89-36) to replace three existing monument signs, replace an existing project identification sign, and install two new pylon signs, *with electronic changeable copy displays* (LED reader boards) along the south side of the site facing the San Diego (405) Freeway, and a new project identification sign and **14 temporary banner signs** on the parking structure facing the San Diego (405) Freeway on the property located at 901 South Coast Drive.

WHEREAS, the request is also for an amendment to an existing Planned Signing Program (PA-87-133) to allow a twelve-foot tall, illuminated directional sign on the property located within 200 feet of residentially zoned properties at 950 South Coast Drive;

WHEREAS, on December 9, 2013, a duly noticed public hearing held by the Planning Commission with all persons having the opportunity to speak and be heard for and against the proposal;

BE IT RESOLVED that, based on the evidence in the record and the findings contained in Exhibit "A," and subject to the conditions of approval contained within Exhibit "B," the Planning Commission hereby **APPROVES** Zoning Application PA-89-36 A2 and PA-87-113 A1 with respect to the property described above.

BE IT FURTHER RESOLVED that the Costa Mesa Planning Commission does hereby find and determine that adoption of this Resolution is expressly predicated upon the activity as described in the staff report for Zoning Application ZA-13-22 and upon applicant's compliance with each and all of the conditions in Exhibit "B" as well as with compliance of all applicable federal, state, and local laws. Any approval granted by this resolution shall be

subject to review, modification or revocation if there is a material change that occurs in the operation, or if the applicant fails to comply with any of the conditions of approval.

PASSED AND ADOPTED this 9th day of December, 2013.

Jim Fitzpatrick, Chair,
Costa Mesa Planning Commission

EXHIBIT "A"

FINDINGS (APPROVAL – APPLICANT’S REQUEST)

1. The signs comply with Costa Mesa Municipal Code Section 13-29(e) because:
 - The signs are compatible and harmonious with uses that exist in the general neighborhood.
 - The signs comply with the intent of the applicable performance standards as prescribed in the Zoning Code.
 - The signs are consistent with the intent of the General Plan.
 - The cumulative effects of all planning applications have been considered.

2. The proposed signage conforms with the intent of the City’s Sign Code as it pertains to Planned Signing Programs as well as the City’s General Plan and Redevelopment Plan. The proposed signs are consistent with each other in design and construction, taking into account sign style and shape, materials, letter style, colors and illumination. The signs are compatible with the buildings and developments they identify, taking into account materials, colors, and design motif. Approval does not constitute a grant of special privilege and/or allow substantially greater visibility than what the standard sign provisions would allow. Specifically, the signs will not exceed the maximum amount of sign area allowed under the Planned Signing Program or the City’s Zoning Code. The conditions of approval will minimize any adverse impacts of the proposed signs to vehicle traffic and surrounding properties, and will enable the retail center to attract and maintain regional retail tenants. The applicant has demonstrated that the LED reader board signs will not be visible from the residential properties across the freeway to the south. Additionally, the signs are consistent with the following General Plan goals:
 - Goal CD-1: Vehicular and Pedestrian Corridors: Strengthen the image of the City as experienced from sidewalks and roadways.
 - Goal CD-6, Image: Enhance opportunities for development to contribute to a positive visual image for the City of Costa Mesa.
 - Goal CD-13, Signs: Ensure that signs contribute positively to Costa Mesa’s image and overall economic development.

3. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City environmental procedures, and has been found to be exempt from CEQA under Section 15311 for Accessory Structures.

4. The project is exempt from Chapter IX, Article 11, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.

EXHIBIT "B"

CONDITIONS OF APPROVAL

- Plng.
1. All newly installed signs shall be in conformance to the requirements and intent of this Planned Signing Program, as well as other applicable Codes and regulations. Any sign not meeting the specific criteria outlined in the planned signing program shall not be permitted.
 2. The City's Sign Ordinance shall apply to signs not specifically covered by this Planned Signing Program.
 3. Any modification, addition, or deletion to the approved Planned Signing Program shall be reviewed by the Zoning Administrator to determine if an amendment to the Planned Signing Program is necessary.
 4. The Planned Signing Program may be referred to the Planning Commission for modification or revocation at any time if the conditions of approval have not been complied with, or if, in the reasonable opinion of the Development Services Director or his/her designee, any of the findings upon which the approval was based are no longer applicable.
 5. Caltrans outdoor signage permit(s) shall be obtained prior to issuance of building permits for the LED reader board signs.
 6. The total site signage, including the LED signs, shall not exceed the total sign area allowed under the planned sign program (7,241 sq. ft. for the entire center).
 7. The freeway-oriented pylon signs with the LED reader board screens shall comply with the following requirements:
 - a. The pylon sign shall not exceed 53 feet in height, measured from the adjacent grade.
 - b. The display area shall be a maximum of 23 feet high by 18 feet wide.
 - c. The LED reader board screen shall be a maximum of nine feet high by 18 feet wide.
 - d. The display may not include any message that is in motion or appears to be in motion.
 - e. The display may not change the intensity of illumination.
 - f. The display may not change the message more than once every four seconds.
 - g. The LED reader board screen shall not exceed a maximum height of 30'-0" feet as measured from grade to the highest point on the screen.
 - h. The LED reader board screen shall not exceed 300 nits in luminance during the evening hours and shall perform as described in the lighting study prepared by the project consultant.
 - i. No flashing or animated displays or images on the LED reader board screen shall be permitted at any time.
 - j. The operating hours of the LED reader board screen shall be 7:00AM through 10:00PM, seven days a week. Beginning at 9:00PM, the LED reader board sign shall be gradually

dimmed until it is completely turned off at 10:00PM. Outside these approved hours, the LED reader board screen shall be turned off.

- k. The LED reader board signs at the bottom panels of the pylon sign shall be shall be no larger than 9 feet high by 18 feet long and shall also be subject to the following:
 - l. The LED reader board signs shall not exceed 300 nits in luminance during the evening hours.
- m. No flashing or animated displays or images on the LED reader board signs shall be permitted at any time.
- n. The operating hours of the LED reader board signs shall be 7:00AM through 10:00PM, seven days a week. Beginning at 9:00PM, the LED reader board signs shall be gradually dimmed until it is completely turned off at 10:00PM. Outside these approved hours, the LED reader board signs shall be turned off.
- o. The advertising on the LED reader board signs shall consist of on-site advertising for tenants, movies, or activities within the Metro Pointe retail center.

CODE REQUIREMENTS

The following list of federal, state and local laws applicable to the project has been compiled by staff for the applicant's reference. Any reference to "City" pertains to the City of Costa Mesa.

- PIng. 7. Approval of the zoning application is valid for one (1) year from the effective date of this approval and will expire at the end of that period unless applicant establishes the use by obtaining building permits for the authorized construction and initiates construction. If the applicant is unable to obtain building permits within the one-year time period, the applicant may request an extension of time. The Planning Division must receive a written request for the time extension prior to the expiration of the zoning application.
- 8. Permits shall be obtained for all signs according to the provisions of the Costa Mesa Sign Ordinance.
- Bus. 9. All contractors and subcontractors must have valid business licenses to do business in the City of Costa Mesa. Final inspections, final Lic. occupancy and utility releases will not be granted until all such licenses have been obtained.
- Bldg. 10. Comply with the requirements of the 2007 California Building Code, California Code of Regulations, Title 24, also known as the California Building Standards Code, as amended by the City of Costa Mesa.
- 11. Provide structural calculations for the pylon signs with LED reader boards prepared by a California registered engineer or architect.
- Eng. 12. Lane closures, including sidewalk, will require an encroachment permit from the Public Services Division.

RESOLUTION NO. PC-13-

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY
OF COSTA MESA DENYING ZONING APPLICATION ZA-13-22

THE PLANNING COMMISSION OF THE CITY OF COSTA MESA HEREBY RESOLVES AS
FOLLOWS:

WHEREAS, an application was filed by Architectural Design & Signs, authorized agent for Arnel Property Development and Metro Pointe Retail Associates II, owner of real property located at 901 South Coast Drive and 950 South Coast Drive, in a Planned Development Commercial (PDC) zone;

WHEREAS, the request is for an amendment to an existing Planned Signing Program (PA-89-36) to allow two signs with electronic Light Emitting Diode (LED) reader board screens on the south sides of the property facing the San Diego (405) Freeway on the property located at 901 South Coast Drive;

WHEREAS, the request is also for an amendment to an existing Planned Signing Program (PA-87-133) to allow a twelve-foot tall, illuminated directional sign on the property located within 200 feet of residentially zoned properties at 950 South Coast Drive;

WHEREAS, on December 9, 2013, a duly noticed public hearing held by the Planning Commission with all persons having the opportunity to speak and be heard for and against the proposal;

BE IT RESOLVED that, based on the evidence in the record and the findings contained in Exhibit "A," the Planning Commission hereby **DENIES** Zoning Application ZA-13-22 with respect to the property described above.

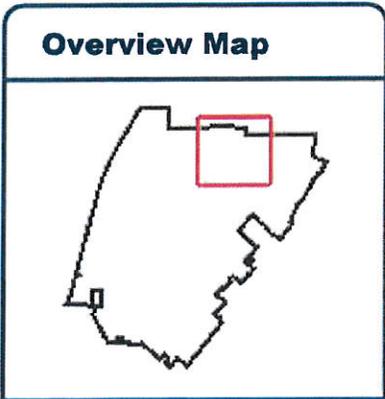
PASSED AND ADOPTED this 9th day of December, 2013.

Jim Fitzpatrick, Chair,
Costa Mesa Planning Commission

EXHIBIT "A"

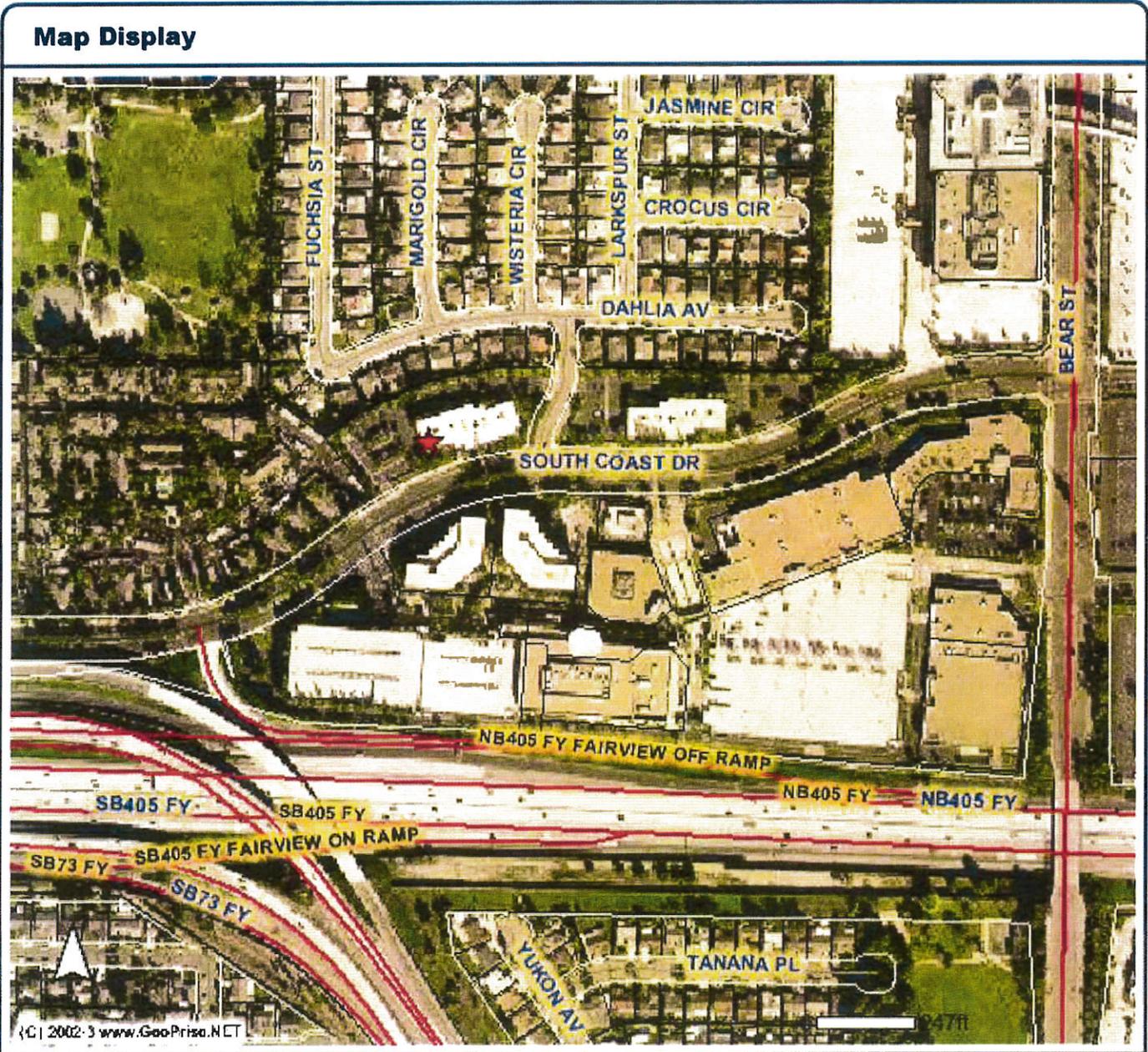
FINDINGS (DENIAL)

- A. The proposed signs do not comply with Costa Mesa Municipal Code Section 13-29(e) because:
- The proposed signs are not compatible and harmonious with uses that exist in the general neighborhood.
 - The proposed signs do not comply with the intent of the applicable performance standards as prescribed in the Zoning Code.
 - The proposed signs are not consistent with the General Plan.
 - The cumulative effects of all planning applications have been considered.
- B. The proposed signs are not consistent with the intent of the City's Sign Code and the General Plan. The proposed signs are not consistent with each other in design and construction, taking into account sign style and shape, materials, letter style, colors and illumination. The proposed signs are not compatible with the buildings and developments they identify, taking into account materials, colors, and design motif. Approval would constitute a grant of special privilege and allow substantially greater visibility than what the standard sign provisions would allow.
- C. The Costa Mesa Planning Commission has denied Zoning Application ZA-13-22. Pursuant to Public Resources Code Section 21080(b)(5) and CEQA Guidelines Section 15270(a) CEQA does not apply to this project because it has been rejected and will not be carried out.
- D. The project is exempt from Chapter IX, Article 11, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.



Legend

Address Points	Roads	Major Newport BLVD	SECONDARY Hydrology Channels
Freeway	Collector Freeway (cont)	Primary (cont)	



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October 21, 2013

City of Costa Mesa
Mr. Antonio Gardea
77 Fair Drive.
Costa Mesa, CA 92628

Phone: 714-754-5692
Fax: 714-754-4856
Email: Antonio.gardea@costamesa.gov

RE: **Application: ZA-13-22 SECOND AMENDMENT TO PLANNED SIGN PROGRAM
PA-89-36 901 SOUTH COAST DRIVE, COSTA MESA**

Dear Antonio;

On behalf of Arnel Commercial Properties we are pleased to submit this narrative for the revised sign program for the above mentioned project.

Metro Pointe is a regional shopping center and anchored by Edwards Cinemas, Nordstrom Rack, Best Buy and Loehman's. At the request of the tenants, the owners have decided that a fresh look was needed for the center to assist in a new marketing program for Metro Pointe.

This program would achieve the following:

- a) Attract a new tenant or tenants to replace any potential big box vacancy or reduction in space size (i.e. Best Buy's 60,000 square feet building in the future possibility that Best Buy would downsize their space needs to only 30,000 square feet).
- b) With competition from Tustin Market Place, SOCO, and the addition of "The District" in Tustin, tenants did not want to lose out on vital opportunities.

This request by AD/S is from an environmental graphic (signage) point of view. At the onset let me state that all the signs mentioned (new & existing) are within the allowed square footage allocated for the center.

Monument Signs: A1, A2 & A3

The first objective was the revitalization of the three (3) existing pylons/monument signs. This has been achieved through a complete makeover of the designs and color palette, yet still retaining the same support structures. The area and height of the signs will not alter. One additional tenant panel has been added for the owners to use if necessary, as an incentive to offer the future tenants that may occupy the Best Buy location.

Corner Project I.D. Sign B:

Secondly, adding visibility (pop) to the project identification on the corner of South Coast Drive and Bear Street.

Thirdly, and most vital of all is the opportunity which is the visibility from the 405 freeway.

Pylon Signs C1 & C2

- It is the intention to install two (2) double faced, fifty (50) feet high pylon signs each housing five (5) tenant panels.
- In addition each of these signs will have a single-faced digital display measuring 9'0" high by 18'0" wide.
- The digital display on Pylon C1 will be facing the north-bound traffic; and the single-faced digital display on Pylon C2 will be facing the south-bound traffic.

The intent of these two (2) signs will be a) to give permanent presence to at least ten of the major tenants, and b) to allow the remaining tenants an opportunity to display their graphics and messages to the 405 commuters.

An opportunity of awareness message on behalf of the city of Costa Mesa regarding on-going programs and special events would become an added bonus.

Pursuant to Caltrans regulation for a digital display sign in the proximity to a freeway, only a series of still images or graphic may be displayed, with no moving images, either live action or animated. A useful analogy is to imagine a PowerPoint presentation on a large screen. (Still and Video simulation of the proposed Project I.D. sign with images that will be viewable from the I-405 will be provided separately.)

Freeway Project ID C3

The existing "Metro Pointe" sign mounted onto the Parking Structure has no impact for 405 commuters and will be replaced with a new project identification sign, consisting of "Metro Pointe in 6'-0" high internally illuminated channel letters.

The existing light poles will have colorful interchangeable banners for tenants and/or seasonal promotions.

Multi-Use Monument Sign D

Lastly, it is also the intention to install one additional 12' high monument on south coast drive on the parcel across the street (not on the residential parcel) the intent is to show the public that the offices, residential and retail properties are all part of the Metro Point umbrella.

Life Style Graphics:

An additional important modification to the Signing Program is the use of Lifestyle/tenant Graphics. Throughout the Project, certain areas will be designated for large-scale lifestyle graphics. These graphics would be designed, installed and maintained by the Applicants. The

Visual content will vary by location and only lifestyle images that relate to the Project shall be allowed.

These graphics may vary in size and will be limited to a maximum of 200 square feet. No images containing alcohol or tobacco, nor images depicting violent or explicit content, shall be allowed.

These various life style graphics will provide a new energy for the tenancy.

The proposed modification to the Planned Signing Program will be a significant upgrade to the center and its marketability, while the visual impacts of the proposed changes on neighboring properties will be minimal.

Respectfully Submitted,
Architectural Design & Signs, Inc.

Milton Solomon
Vice President.

u:\wms\barbara\milton\amel\melito points\valley of costa mesa - letter - narrative - 10.21.18 revised 9pm.docx



September 9, 2013

City of Costa Mesa
77 Fair Drive
Costa Mesa, CA 92626

Re: Metro Pointe
901 South Coast Drive
Costa Mesa, CA 92626

To Whom It May Concern:

On behalf of Metro Pointe Retail Associates II, owners for the Metro Pointe Shopping center, we are appealing to the City of Costa Mesa to approve our request to upgrade the current sign program. These upgrades are necessary in order to accommodate future re-tenanting purposes and additional pylon sign structures.

We have seen a trend in the past several years with big box tenants reducing the size of their store in order to operate more efficiently. Accordingly, we have targeted a couple of key big box tenants whose leases will expire in a few years as we want to ensure that we are prepared for any potential releasing efforts for those large spaces. As an example, the Best Buy space is approximately 60,000 sf, the tenant may look to downsize their space or elect to vacate at the end of their term. Should Best Buy vacate, we would look to demising that space as releasing efforts for two 30,000 sf tenants would be much more attainable than trying to release to a single 60,000 sf tenant. In either scenario, we would have to accommodate two tenants in that building and under the current sign program we are a little concerned that we have reached our sign area allocation and could be limited with any future tenant's signage. We would much prefer to have our sign criteria based on the standard one and one half or two square feet of sign area per linear foot of storefront.

Furthermore, we have continued to field questions and concerns from our existing tenants who are looking to add signage or upgrade their current signage but are unable to move forward with any possibilities due to the limitation under the center's signage program.

In addressing these tenant sign issues we enlisted the expertise of Milton Solomon and his company AD/S as his resume includes not only many high profile retail centers such as Harbor Center but another iconic Costa Mesa destination, the Henry and Renee Segerstrom Hall.

His assessment of Metro Pointe and the current sign program confirms that we are operating under an antiquated sign allocation system that must evolve to meet the ever changing needs of retailers. Many of the surrounding cities including Tustin, Irvine, and Huntington Beach etc. that operated under the same signage allocation as Costa Mesa have changed and adapted to the current retail climate.

Our tenants have also pointed out the missed opportunity, which is the frontage of our center directly facing the 405 freeway where thousands of cars pass every day barring no identification of Metro Pointe. We have not taken advantage of the open canvas in front of our center to identify Metro Pointe. Our project is between two other major retail centers, South Coast Plaza and the South Coast Collection - one with prominent signage the other is known world-wide. The absence of any prominent signage for Metro Pointe is a disadvantage for our project and our tenants.

Accordingly, the upgraded sign program proposes the installation of two (2) 50 ft pylon signs that will be placed in front of the center along the 405 freeway as well as a 10 ft high Metro Pointe sign. As you can see we have been prudent in the design and aesthetics of the signs to create an updated but timeless look for the project but more importantly provide the additional visibility for both the project and the tenants. We have also taken into consideration the impact the pylon signs will have on the nearby residential neighborhood being careful not to construct anything that will be offensive, overbearing or distasteful. We believe we have succeeded with the attached sign package.

Our ownership and company greatly values Metro Pointe and we are very proud of the contributions our project has given to the City and the community. We believe one of the key elements in the continued viability of the project will be availability of signage opportunities for existing and future tenants. Given these economic times when each center, each retailer is fighting for the consumer dollar it is critical that the City of Costa Mesa recognizes these challenges and provides its support on our updated sign package.

We appreciate your consideration and continued support of our project. Should you have any questions, please call me at 174.481.5065. Thank you.

Sincerely,


Rosanna Dalat
General Manager

ADS
COMPANIES

2950 Polaris Dr.
Corona, CA 92880
Tel. 800.862.3202
www.ad-s.com

REALITY BEGINS WITH VISION

Prepared for: **Metro**  **Pointe**
Costa Mesa



From: **MILTON SOLOMON**

cell: 949.678.2878

email: msolomon@ad-s.com

36

37



SIGN: D



SIGN: A.3



SIGN: A.2



SIGN: B



SIGN: A.1



SIGN: C.2



SIGN: C.3



SIGN: C.1

Client:



Project

Costa Mesa, CA



2950 Palisades Dr. Corona, CA 92880
 T 800.862.3202 F 951.278.0681
 www.ad-s.com

- Signage + Fabrication
- Displays + Fixtures
- Lighting + Maintenance

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Revisions:

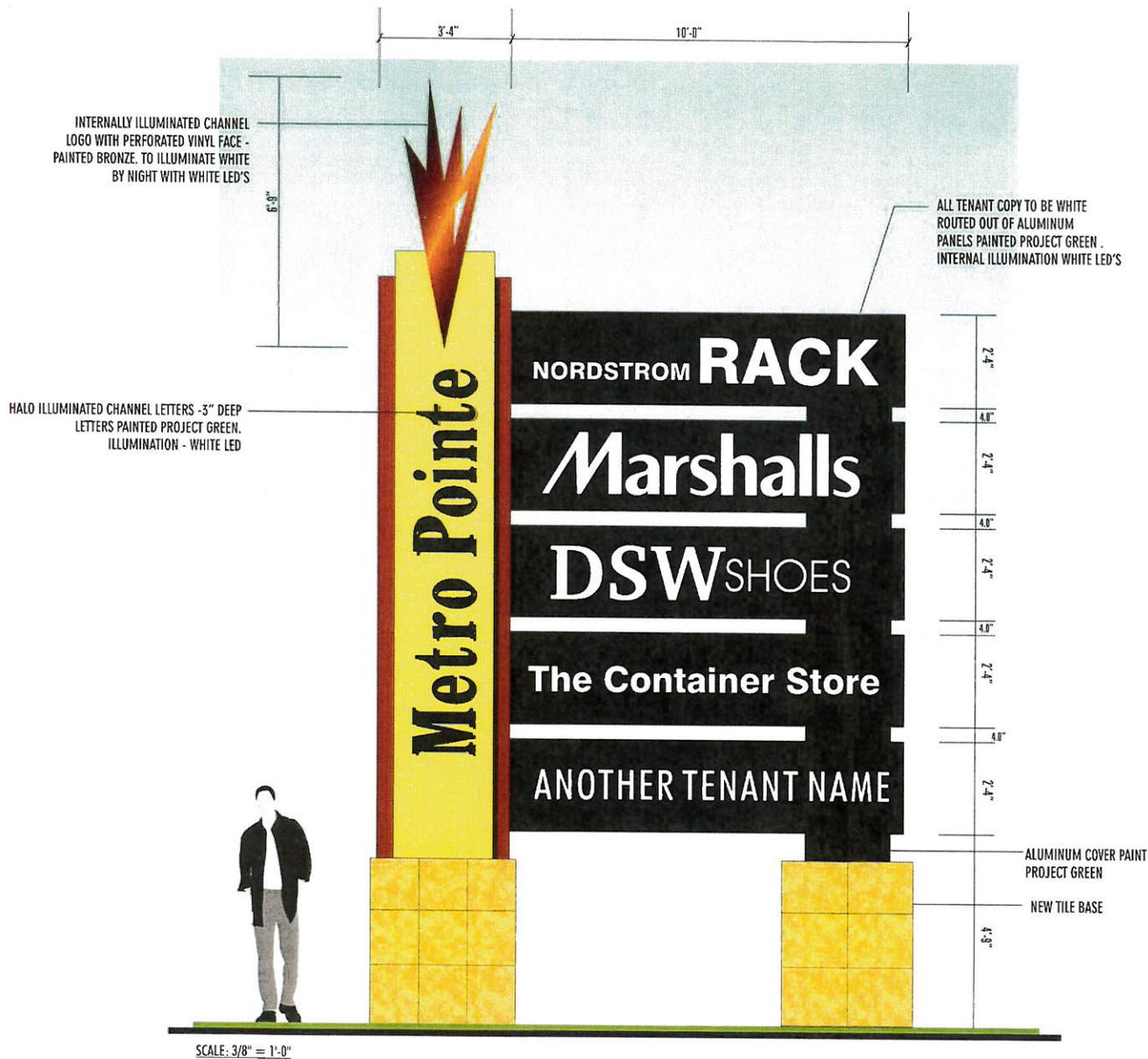
- △
- △
- △

Project No: 12345.R00 MS

Date: 07-05-13

Sign Type: SITE PLAN

Sheet No: 1



Client:

Metro Pointe

Project:

Costa Mesa, CA



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Revisions:



SIGNS: A.1, A.2, A.3

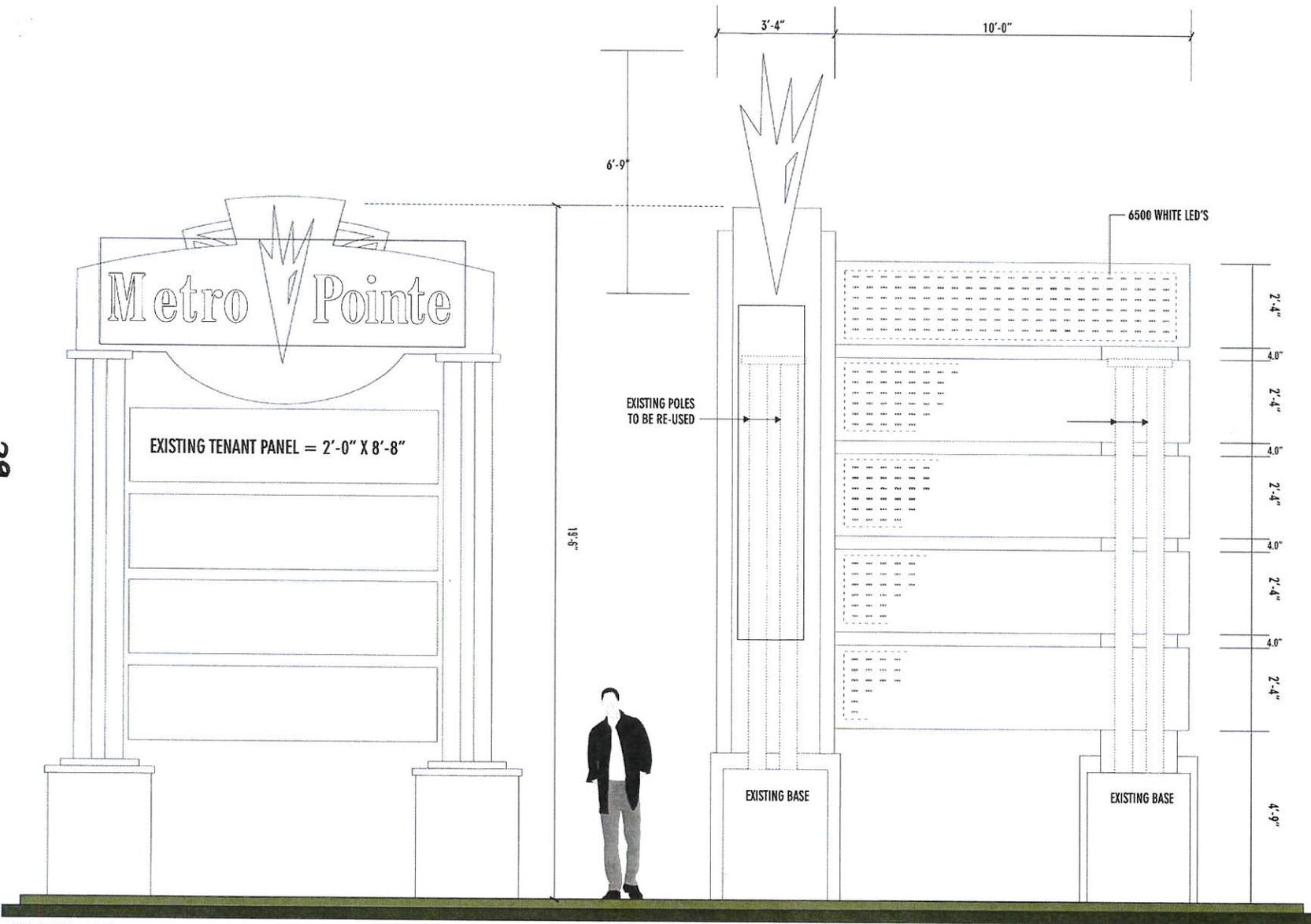
Project No: 12345.R00 MS

Date: 07-05-13

Sign Type: ENTRY MONUMENT

Sheet No: 2

39



SCALE: 3/8" = 1'-0"

Area of sign = 100 s. f.

Area of sign = 120 s. f.

Client:



Project:

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Revisions:



SIGNS: A.1, A.2, A.3

Project No: 12345.R00 MS

Date: 07-05-13

Sign Type: ENTRY MONUMENT

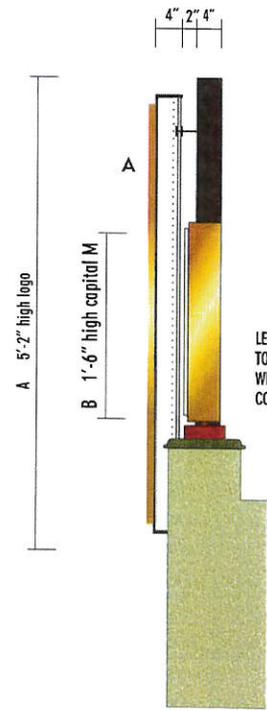
Sheet No: 3

40



PROJECT ID SIMULATION (SOUTH COAST DR. & BEAR ST. CORNER)
Scale: 3/8" = 1'-0"

- A. LOGO TO BE 4" DEEP CHANNEL LETTER TO HALO AGAINST BACK PANEL WITH WHITE LED'S
- B. LETTERS TO BE CHANNEL LETTERS WITH 3/4" PUSHED THROUGH FACE ILLUMINATION - WHITE LED'S



SECTION EXAMPLE
Scale: NTS

LETTERS TO BE MOUNTED TO AN ALUMINUM WIRE WAY WHICH IS SECURED TO THE CONCRETE WALL.

Client:



Project:

Costa Mesa, CA



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Revisions:

- △
- △
- △

SIGN: B

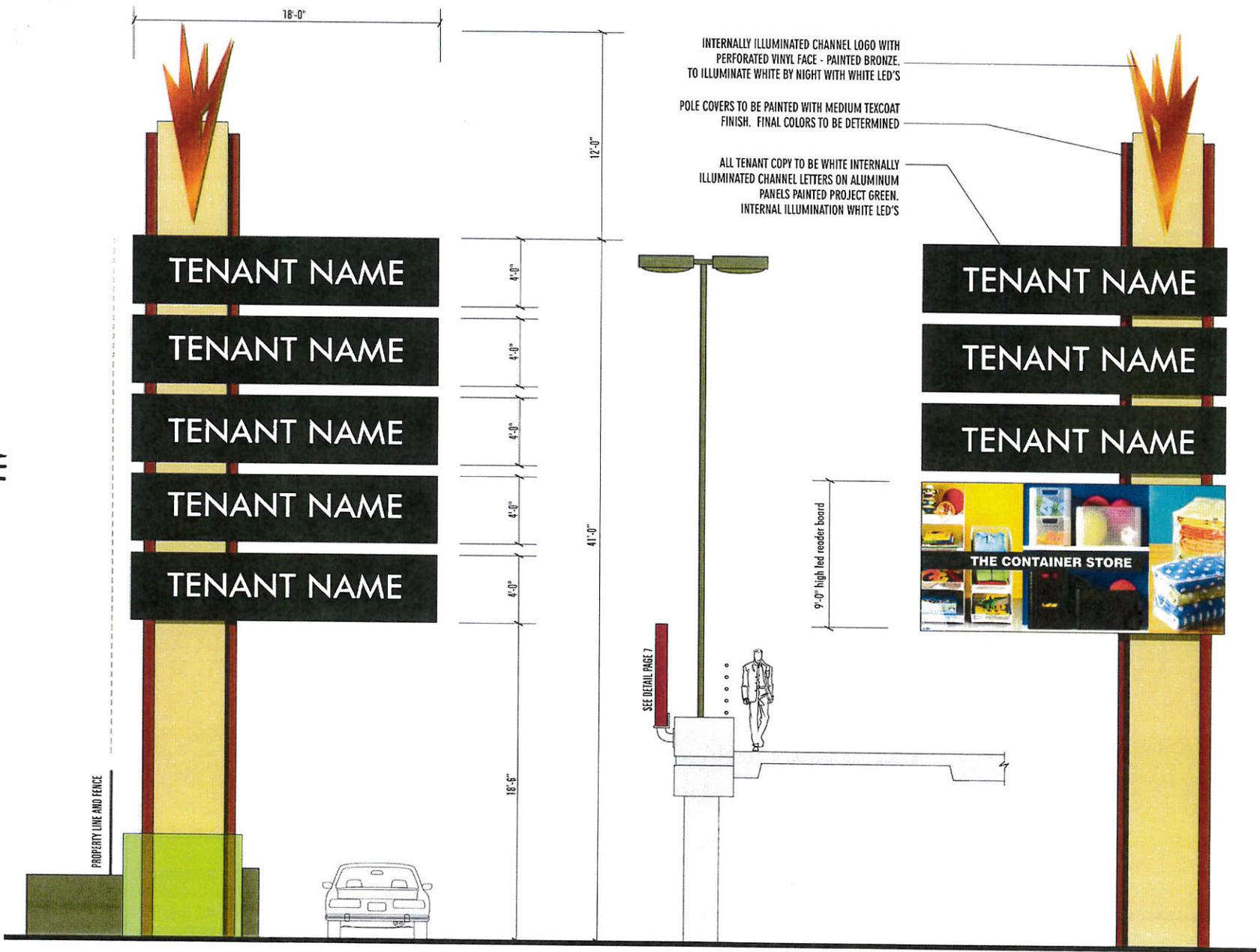
Project No: 12345.R00 MS

Date: 07-05-13

Sign type: CORNER ID.

Sheet No: 4

41



Client:



Project:

Costa Mesa, CA



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Revisions:

- ▲
- ▲
- ▲

SIGNS: C.1, C.2

Project No. 12345.R00 MS

Date: 07-05-13

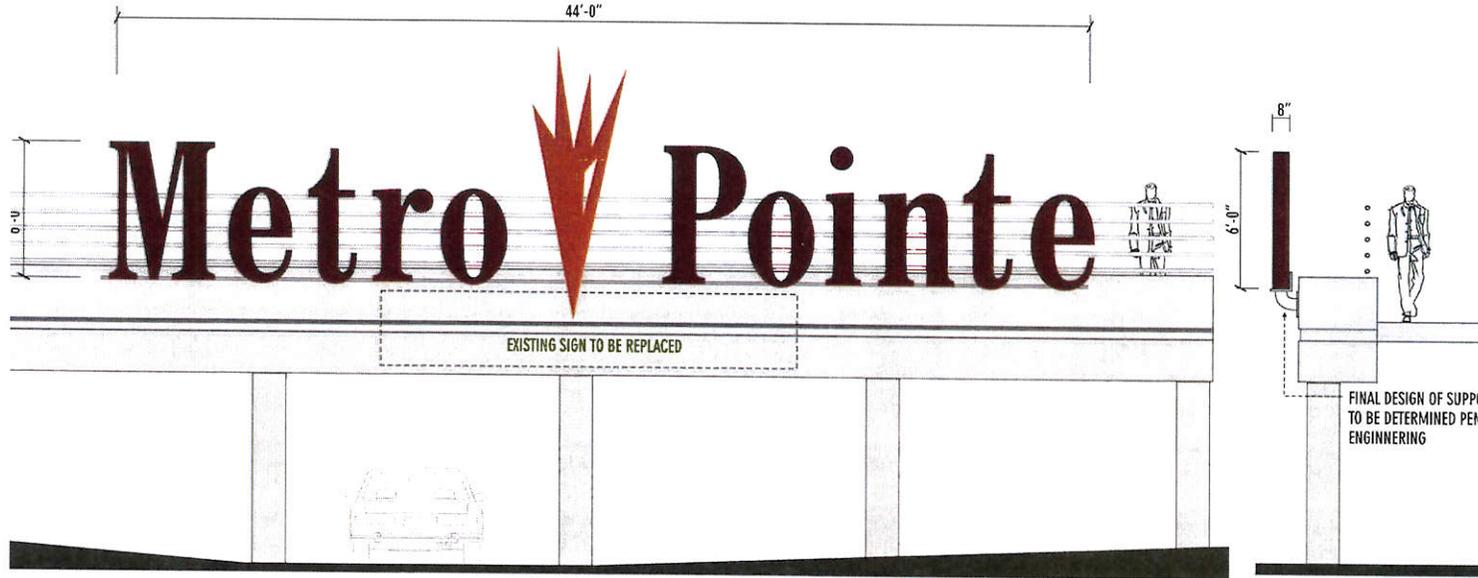
Sign Type: FREEWAY PYLON

Sheet No: 6

Metro Pointe

INTERNALLY ILLUMINATED CHANNEL LOGO WITH PERFORATED VINYL FACE - PAINTED MAROON. TO ILLUMINATE RED BY NIGHT WITH RED LED'S

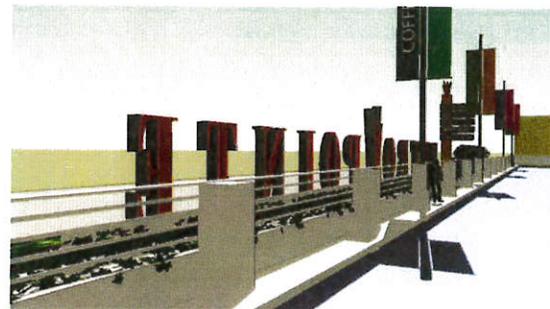
INTERNALLY ILLUMINATED CHANNEL LOGO WITH PERFORATED VINYL FACE - PAINTED BRONZE. TO ILLUMINATE WHITE BY NIGHT WITH WHITE LED'S



Note: Final Color of letters still to be determined



reeway



View from parking deck looking at Freeway

Client:

Metro Pointe

Project:

Costa Mesa, CA



COMPANIES

2950 Palisades Dr. Corona, CA 92880

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Revisions:



SIGN: C.3

Project No: 12345.R00

MS

Date: 07-05-13

Sign Type: FREEWAY PROJECT ID.

Sheet No: 7

42