



CITY COUNCIL AGENDA REPORT

MEETING DATE: JANUARY 7, 2014

ITEM NUMBER:

**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: DECEMBER 27, 2013

FROM: DEVELOPMENT SERVICES DEPARTMENT

PRESENTATION BY: ANTONIO GARDEA, SENIOR PLANNER

**FOR FURTHER INFORMATION CONTACT: ANTONIO GARDEA (714) 754-5692
antonio.gardea@costamesaca.gov**

RECOMMENDATION

Uphold or Reverse the Planning Commission's decision to approve the project.

BACKGROUND

On December 9, 2013, the Planning Commission, by a 3-2 vote, approved the amendments to the existing planned signing programs for the Metro Pointe office and retail center located at 901 South Coast Drive as well as the affiliated property located at 950 South Coast Drive (PA-89-36 & PA-87-133). The Commission modified the conditions of approval to allow display of City-sponsored and non-commercial/nonprofit events on the reader board signs.

The approval to the Planned Sign Programs involved replacement of three freestanding monument signs and two project identification signs. Two new pylon signs were also allowed that included 9-feet high by 18-feet wide, electronic changeable copy signs (Light Emitting Diode - LED reader board panels). The Planning Commission denied the request for light-pole mounted banners.

In addition, the Planning Commission approved installation of a new illuminated directional sign at the office property located on the north side of South Coast Drive.

On December 16, 2013, City Councilmember Genis submitted an appeal of the Planning Commission decision (Attachment 1). The reasons for the appeal cited concurrence with the issues raised by the dissenting Planning Commissioners. Chairperson Fitzpatrick and Commissioner McCarthy expressed concerns related to the amount of signage along the freeway and potential for sign glare.

ANALYSIS

Planned Sign Programs are typically reviewed by the City's Zoning Administrator. However the request included two types of signs which are prohibited. Hence, the item was referred to the Planning Commission to determine if circumstances exist to warrant approval of the proposed electronic changeable copy signs and the temporary banners along the south side of the parking structure.

The amendment to the planned sign program for the Metro Pointe office and retail center includes the following:

1. Two new 53-foot high pylon signs, which include an electronic changeable copy sign (18-feet wide and 9-feet high);
2. Three freestanding signs (13 feet, 4 inches wide and approximately 24 feet in height); to replace existing pylon signs
3. Fourteen temporary banners (2 feet, 6 inches wide by 10 feet in height each) mounted on 7 light poles; and
4. Two project identification signs:
 - a. Replacement of the sign at the corner of Bear Street and South Coast Drive with a 11-foot, 8-inch wide sign with individual letters, 18-inches in height and a logo 5-feet, 2-inches in height; and
 - b. Replacement of the sign mounted to the parking structure facing the freeway with a 44-foot wide sign with individual letters, 6-feet in height and a logo 12-feet in height.

The amendment to the planned sign program for the affiliated office complex across the street from the Metro Pointe retail and office center involves installation of a freestanding, illuminated sign for directional purposes that is greater than 7 feet in height (approximately 12 feet in height by 6 feet, 3 inches in width) and is located within 200 feet of residentially zoned properties. Please refer to the Planning Commission staff report for more information (Attachment 2).

A permit from the State Department of Transportation (CalTrans) would be required for off-site (or third party advertising) advertising. The applicant has indicated, and the conditions of approval require, that the advertisements would be strictly related to on-site tenants and, as revised by the Planning Commission, non-commercial (i.e. non-profit and/or City sponsored) events. Because the advertisements are exclusively for on-site businesses, the applicant does not have to obtain a CalTrans outdoor advertisement permit.

ALTERNATIVES

The City Council has the following alternatives:

1. *Uphold the Planning Commission's decision and approve Zoning Application ZA-13-22.*
The project approval may include any modifications to the project, including additional

conditions of approval. The project could proceed, subject to recommended conditions of approval.

2. Reverse the Planning Commission's decision and deny Zoning Application ZA-13-22.
If the project were denied, the applicant could not submit substantially the same type of application for six months.

LEGAL REVIEW:

The City Attorney's office has approved the attached resolutions as to form.

CONCLUSION

Certain components of the proposed amendments to the Planned Sign Program conform to the intent of the City's Sign Code as 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.

ANTONIO GARDEA
Senior Planner

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

ATTACHMENTS:

1. [Council Member Appeal](#)
2. [Planning Commission Staff Report](#)
3. [Draft City Council Resolutions](#)

DISTRIBUTION: Chief Executive Officer
Assistant Chief Executive Officer
City Attorney
Public Services Director
Transportation Svs. Manager
City Clerk (2)
Staff (4)
Planning Staff (8)
File (2)

Barbara Cohen
Architectural Design & Signs
2950 Palisades Drive
Corona, CA 92880

Rosanna Dalat
Arnel Property Development
949 South Coast Drive Suite 600
Costa Mesa, CA 92626



CITY COUNCIL

SUPPLEMENTAL MEMORANDUM

MEETING DATE: JANUARY 7, 2014

PH-1

**SUBJECT: APPEAL AND REVIEW OF ZONING APPLICATION ZA-13-22
AMENDMENT TO PLANNED SIGN PROGRAMS FOR METRO POINTE OFFICE AND
RETAIL CENTER
901 SOUTH COAST DRIVE & 950 SOUTH COAST DRIVE**

DATE: JANUARY 7, 2014

FROM: DEVELOPMENT SERVICES DEPARTMENT

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Per Councilmember Genis' request, the following two items are attached:

1. Elevations of the entire frontage along the 405 freeway were not provided as part of the application submittal. Sign permits for the various tenants only include partial elevations of the buildings. A reduced copy of the sign submittal package for the Edwards Cinemas sign is provided. The partial South Elevation of the building facing the 405 Freeway shows the location of the sign. The approximate height of the existing building is 65 feet to the parapet.
2. Also attached is a copy of the existing project identification sign on the parking structure. Because the sign was much smaller, the copy of the drawing submitted for this sign is to scale. The height of the parking structure wall to the top of the railings is 14 feet.
3. A copy of the running total of signage is also attached. The summary of sign area includes approximations for the painted signs. The summary differs slightly from the material provided by the applicant in that it adjusts the total allowable area with the approved amendments.


ANTONIO GARDEA
Senior Planner


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

ATTACHMENT:

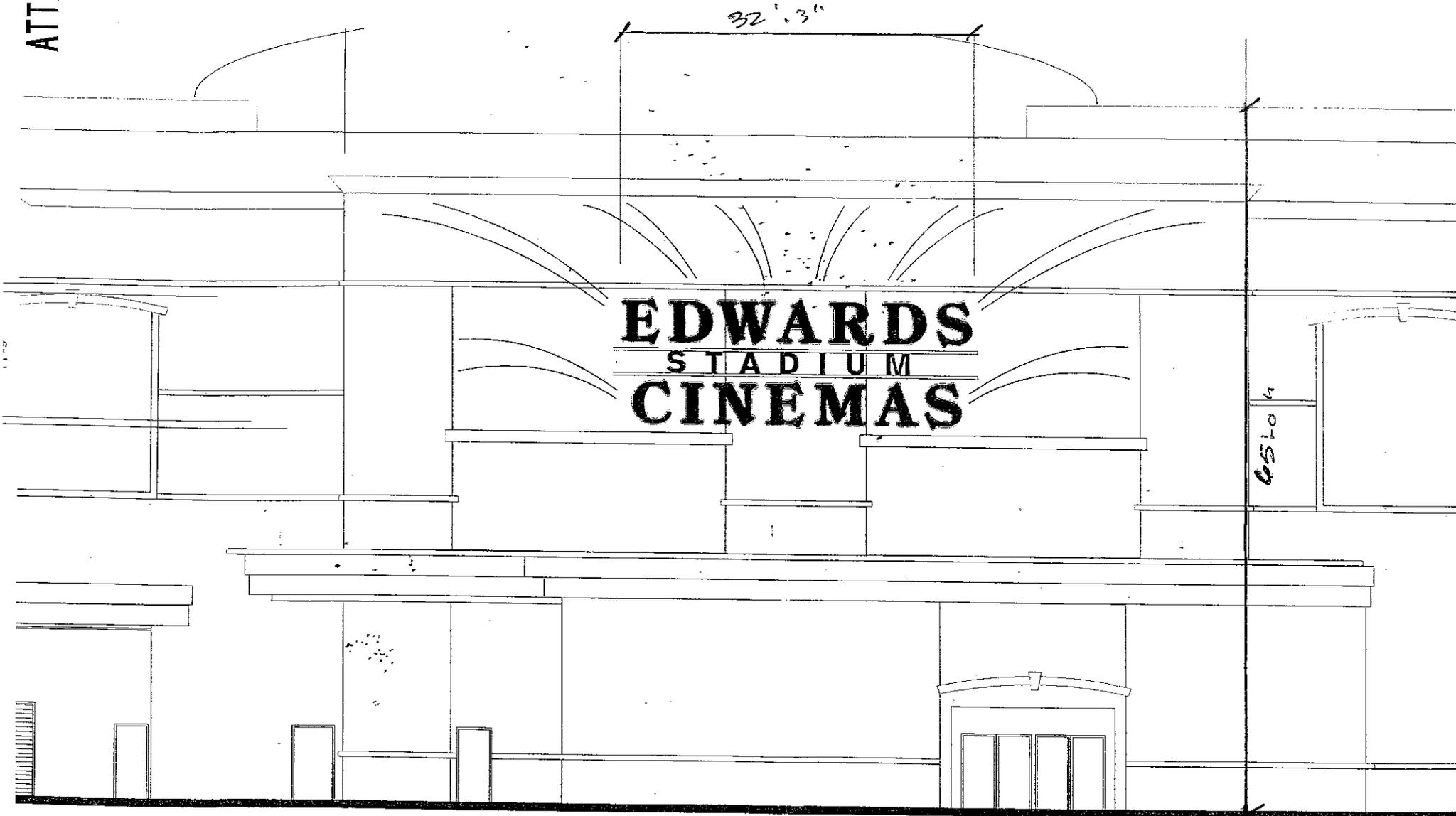
1. Building Elevation
2. Parking Structure Elevation
3. Metro Point Signage Summary

DISTRIBUTION:

Chief Executive Officer
Assistant Chief Executive Officer
Director of Economic & Development / Deputy CEO
City Attorney
Interim Development Svs. Director
Public Services Director
Transportation Svs. Mgr.
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SIGN "D"
PARTIAL SOUTH ELEVATION

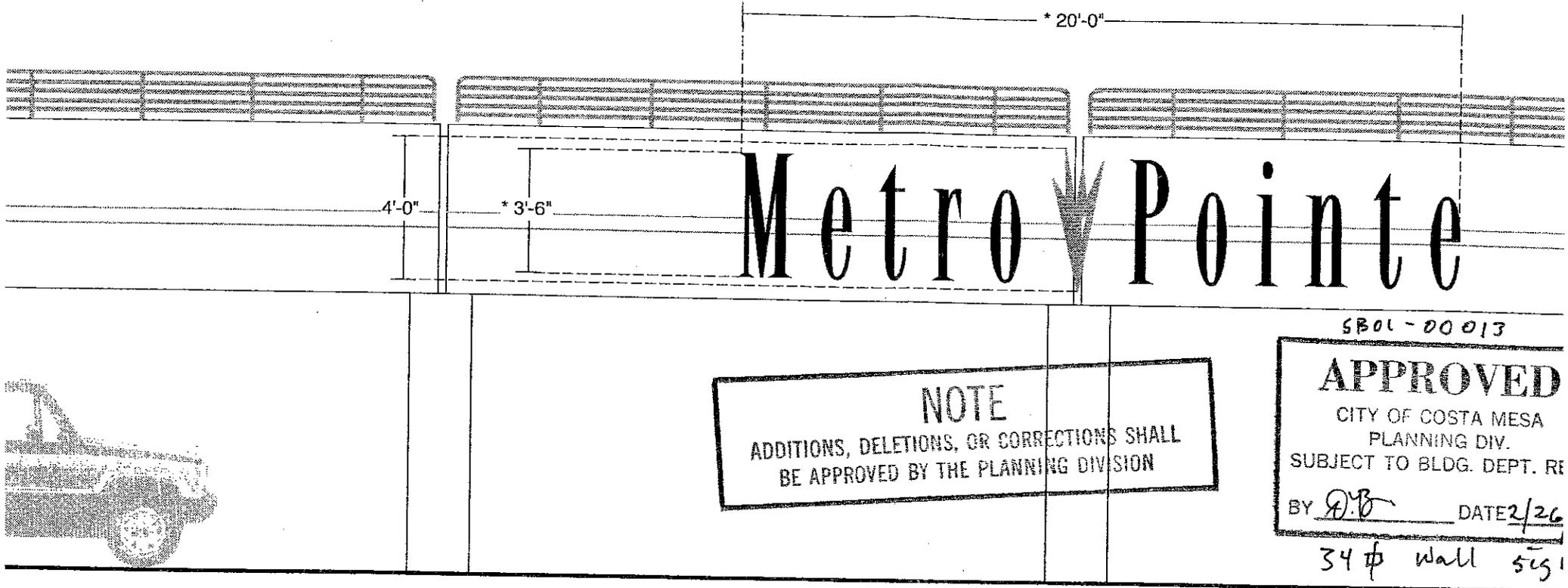
Scale: 1/8" = 1'-0"

Project Freeway Identification

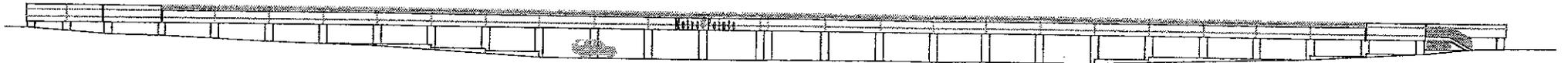
Letters to be 42" high fabricated aluminum pan-channel letters with black-day/white-night acrylic faces.
Logo symbol to be 48" high fabricated aluminum reverse pan-channel with concealed neon halo illumination.

34.3
Square feet Total Sign Area

* Dimensions used to calculate Total Sign Area.



Scale: 1/4" = 1'-0"



Scale: 1" = 40'-0"

Metro Pointe Retail Center						
Planned Sign Program ZA-97-13/ZA-96-14/PA-89-36						PA-89-36 A2
Freeway Zone	Quantity		Approved	Committed	Balance	
	2	Freeway Pylon 'P1'				1,476
	2	Office Building	444	222	222	
	1	Project ID 'P3'	50	34	16	264
	1	Edwards	400	379	21	
	2	Pad Tentant Wall	240	-	240	
		Pac Sun*		100	(100)	
		Tilly's*		100	(100)	
		Verizon*		100	(100)	
		Multiple Restaurant Listings*		200		
	1	Restaurant (Karl Strauss*)	320	200	120	
	2	Restaurant	640	-	640	
		David's Bridal	-	156	(156)	
		Pacific Mechantile Bank		87	(87)	
	2	Nordstroms Rack	230	284	(54)	
	1	Container Store	235	145	90	
	1	Linens N Things	175	175	-	
	1	Marshalls	120	120	-	
	1	Barnes & Noble	330	155	175	
	2	Best Buys	456	342	114	
*approximate size of painted signs						
Sub-Total			3,640	2,799	841	1,740
South Coast Drive						
	4	Office Ground	120	120	-	
	8	Office Tenant	160		160	
	2	Large Ground	480	240	240	628
	2	Project Id Wall	50		50	
	1	Theater Ground	300	244	56	
	6	Pad Wall	720		720	
		Karl Strauss		172		
	3	Pad Ground	135		135	
	1	Barnes & Noble Wall	120	82	38	
	1	Linens & Things	65	65	-	
	1	Marshalls	45	45	-	
	1	Old Navy	99	99	-	
Sub-Total			2,294	1,067	1,399	628
Bear Street						
	1	Large Ground	240	120	120	314
	1	Corner Ground -Project Id 'P6'	76	76	-	26
	1	Project Id Wall	50	-	50	
	1	Big & Tall (Pad Wall)	120	107	13	
	1	Pad Ground	45	-	45	
	1	Old Navy	130	111	19	
	2	Container Store	300	179	121	
	1	Best Buys Wall	110	110	-	
Sub-Total			1,071	703	368	340
Misc City Approved			236	-	236	
Total			7,241	4,569	2,844	2,708