



PLANNING COMMISSION AGENDA REPORT

VI. 3

MEETING DATE: OCTOBER 12, 2009

ITEM NUMBER:

SUBJECT: ZONING APPLICATION ZA-09-33
PLANNED SIGN PROGRAM AMENDMENT FOR SOUTH COAST COLLECTION
3333 HYLAND AVENUE

DATE: OCTOBER 2, 2009

FOR FURTHER INFORMATION CONTACT: MEL LEE, AICP, SENIOR PLANNER
(714) 754-5611 (mlee@ci.costa-mesa.ca.us)

DESCRIPTION

An amendment to Planned Sign Program ZA-05-69 to allow a 60-foot high freeway-oriented sign with an electronic (LED – Light Emitting Diode) screen, as well as other additional signage, for South Coast Collection (formerly South Coast Home Furnishings Centre).

APPLICANT

Peter Buffa is the authorized agent for Burnham-Ward Properties LLC, the property owner.

RECOMMENDATION

Deny by adoption of Planning Commission resolution.



MEL LEE, AICP
Senior Planner



WILLA BOUWENS-KILLEEN
Zoning Administrator

BACKGROUND

Project Site/Environs

The project site is located at the southwest corner of Hyland Avenue and Sunflower Avenue, at 3333 Hyland Avenue. The site is bound by the Sunflower Avenue to the north, the San Diego (I-405) freeway to the south, Hyland Avenue on the east, and the former Nissan warehouse/distribution center to the west.

The existing development is 300,000 square feet of commercial uses that collectively comprise the South Coast Collection, originally approved as the South Coast Home Furnishings Centre, on an approximately 21-acre industrially-zoned property. On February 9, 2006, the City's Zoning Administrator approved Zoning Application ZA-05-69, a Planned Sign Program (PSP) for the center, which allowed, among other signs, a 58-foot high freeway-oriented pylon sign. On February 12, 2008, an amendment to the PSP (Zoning Application ZA-03-08) was approved by the Zoning Administrator to allow an additional 58-foot high freeway-oriented pylon sign; however, the sign was never constructed.

To increase the visibility of the center and entice a greater number of businesses, the applicant is proposing a renovation of the building exteriors and signage. This application only pertains to the proposed sign modifications; modifications to the building exteriors do not require Planning Commission approval and are reviewed at staff level.

ANALYSIS

The City's Zoning Code allows deviations from the signage requirements through the approval of a PSP. The 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).

Planned sign programs are typically reviewed by the City's Zoning Administrator; however, staff has referred the request to the Planning Commission to determine if special circumstances exist to warrant approval of the proposed signs, specifically, the LED and above-roof signs, which are prohibited by Code.

Sign Summary Tables

Below is a table summarizing the existing and proposed signs within the center:

Planned Sign Program ZA-05-69 (Existing)	Planned Sign Program ZA-09-33 (Proposed)
One freeway-oriented pylon sign 224 sq. ft. total sign area, 58 feet overall height (illuminated).	One freeway-oriented LED sign 826 sq. ft. total sign area, 60 feet overall height (illuminated).
One freeway-oriented real estate sign 64 sq. ft. total sign area, 15 feet overall height (non-illuminated).	Not Applicable
One 48 sq. ft. monument sign at the corner of Hyland and Sunflower, 14 feet overall height (illuminated).	One 163 sq. ft. project identification sign at the corner of Hyland and Sunflower, 4.5 feet overall height (illuminated).
One 46 sq. ft. project monument sign at the Hyland Avenue drive entry 9.5 feet overall height (illuminated).	Two 27 sq. ft. monument signs (one on either side) at the Hyland Avenue drive entry 15 feet overall height (illuminated).
One 46 sq. ft. monument sign at the Sunflower Avenue drive entry 9.5 feet overall height (illuminated).	Two 27 sq. ft. monument signs (one on either side) at the Sunflower Avenue drive entry 15 feet overall height (illuminated).
Not Applicable	One freeway-oriented pylon sign 699 sq. ft. total sign area, 60 feet overall height (illuminated).
Not Applicable	Eight freeway-oriented above-roof graphic panels totaling 2,734 sq. ft., 30+ feet overall height (illuminated).
Not Applicable	One 19 sq. ft. tenant monument sign on Hyland Avenue 10.5 feet overall height (illuminated).
Not Applicable	One 14 sq. ft. tenant monument sign on Hyland Avenue 10.5 feet overall height (illuminated).
Not Applicable	Two 19 sq. ft. tenant monument signs on Sunflower Avenue 10.5 feet overall height (illuminated).
Not Applicable	Four above-roof building fins with individual letters totaling 210 sq. ft., 55 feet overall height (illuminated).
Various building tenant signs consisting of internally illuminated channel letters.	Various building tenant signs consisting of internally illuminated channel letters <u>and</u> above-roof graphic panels.
Miscellaneous signs (on-site directional signs, etc.).	Miscellaneous signs (on-site directional signs, etc.).

Below is a comparison of the signs allowed under the City's Sign Code, approved under ZA-05-69, and proposed under ZA-09-33:

	Sign Code	Planned Sign Program ZA-05-69 (Allowed)	Planned Sign Program ZA-09-33 (Proposed)
Maximum Allowable Building Sign Area Freeway Frontage	1,501 sq. ft.	974 sq. ft.	974 sq. ft. (Tenant Signs) 2,734 sq. ft. (Graphic Panels)
Maximum Allowable Freestanding Sign Area Freeway Frontage	230 sq. ft.	224 sq. ft. (Pylon Sign) 60 sq. ft. (For Lease Sign)	826 sq. ft. (LED Sign) 699 sq. ft. (Pylon Sign)
Maximum Allowable Freestanding Sign Height Freeway Frontage	32 feet	58 feet	60 feet (Both Signs)
Maximum Allowable Building Sign Area Hyland Avenue Frontage	1,729 sq. ft.	1,539 sq. ft.	1,479 sq. ft. (Tenant Signs) 672 sq. ft. (Graphic Panels)(1)
Maximum Allowable Freestanding Sign Area Hyland Avenue Frontage	864.5 sq. ft.	46 sq. ft.	89 sq. ft.
Maximum Allowable Building Sign Area Sunflower Avenue Frontage	1,402 sq. ft.	939 sq. ft.	939 sq. ft. (Tenant Signs) 378 sq. ft. (Graphic Panels)(1)
Maximum Allowable Freestanding Sign Area Sunflower Avenue Frontage	701 sq. ft.	94 sq. ft.	255 sq. ft.
TOTAL SITE SIGNAGE	4,632 sq. ft.	3,976 sq. ft.	8,853 sq. ft. (1)

(1) Staff believes that the project can support the additional sign area of the graphic panels if the allowed tenant signage on other building and street frontages are reduced accordingly. As a result, staff recommends that the total site signage not exceed the 4,632 square-foot maximum allowed under Code if the project is approved.

Signage Prohibited by Code - Justifications for Denial

The proposed project includes three types of signage that are outright prohibited by Code. The inclusion of any Code-prohibited signage is considered inconsistent with the General Plan and the intent of the Zoning Code to reduce visual clutter. While staff recommends denial, it is a policy decision of the Planning Commission to allow the proposed LED sign and above-roof signs (Graphic Panels and FIN signs) in the Planned Signing Program.

As analyzed by staff, following are justifications for denial of the Planned Signing Program due to inclusion of the following prohibited and significantly prominent signs.

Proposed LED Sign

- ***Electronic changeable copy signs (except theater & time/temp) are expressly prohibited by Zoning Code (Section 13-112).***

In 2002, the City's Sign Code was revised to prohibit signs of this nature, except for "readerboard type signs" such as theater marquee signs and time/temperature signs (Code Section 13-112). The intent of the Code revision was to prohibit signs with flashing, moving, or intermittent lighting because surrounding properties (particularly residential properties) may be impacted by the lighting effects of these types of signs, even if the homes are not in close proximity to the actual business location.

The applicant indicated that more sophisticated lighting technology allows the proposed LED sign to minimize the flashing effects by calibrating the light emissions from image to image. However, this technology fails to address the fact that the LED sign will still feature intermittent electronic images that are visually intrusive into neighborhoods. Regardless if the sign luminance can be controlled at a consistent glow, staff is concerned with any visibility of the LED sign within residential properties.

- ***Sign Height and Size of Pylon Sign are significantly greater when compared to Code Requirements or to Existing Pylon Sign.***

The applicant is proposing to replace the existing 224 sq. ft., 58 foot high freeway-oriented pylon sign with an 826 square foot, 60-foot high, freeway-oriented LED sign. The LED sign is proposed to be placed in the same location as the existing freeway-oriented pylon sign, which, while it is a lighted sign, does not have an LED sign panel.

Proposed LED Pylon Sign	Net Increase compared to Zoning Code	Net Increase compared to Existing Pylon Sign
826 sq.ft. of Sign Area	+596 sq.ft. larger in size (max. 230 sq.ft. allowed) OR 259% larger	+602 square feet larger in size (224 sq.ft. existing sign) OR 268% larger
60 feet tall	+28 feet taller (max. 32' allowed)	Overall sign is +2 feet taller. (Existing sign is 58' tall) Sign Area is +23 feet higher. (Existing sign cabinet is 35 feet high; Proposed sign area is 58 feet high)

- ***LED sign would create significant and adverse visual intrusion in residential neighborhoods, especially the 38 homes on Michigan Avenue with a history of sign complaints.***

The City has received complaints from homeowners on Michigan Avenue of the visibility and brightness of the illuminated signs. Specifically, homeowners were upset with the visibility of the pylon sign and also claimed that the Wickes neon signage (big "W") lit up the street at night.

When the existing, 58-foot high, illuminated Pylon Sign for South Coast Furnishings was approved, the Planned Signing Program allowed an additional 26-foot height increase above the Code requirement. The visual impacts of lit signage on the State Streets (especially Michigan Avenue) were unknown. Because the State Streets are more than 450 feet away from South Coast Home Furnishings, the visual impacts of illuminated signs to these neighborhoods were not considered during the original approval of the Planned Signing Program.

It was not until the Pylon Sign and former Wickes building signage were operative that the City began receiving complaints about their prominence and brightness. The homes primarily impacted by the proposed signage are the 38 homes along Michigan Avenue.

The current sign is visible from several single family residences on Michigan Avenue, and a portion of New Hampshire Drive at Iowa Street, south of the I-405 Freeway. Photos of the existing sign and simulation of the proposed sign taken from these streets are contained in the View Simulation and Light Study prepared by the project consultant (Attachment 7.)

Staff is concerned that the lighted portions of the LED pylon sign will result in significantly more intrusion, compared to the existing sign and former Wickes sign, because the LED sign will be significantly taller and more prominent. In fact, the cabinet containing the LED

portion sign will be more visible to residential properties than the existing pylon sign cabinet because the uppermost portion of the sign will be taller (the main portion of the existing sign has an overall height of 35 feet; the main portion of the LED sign has an overall height of 58 feet).

- ***ViewSim and Light Study do not consider increased prominence and visibility of a 23-foot higher lighted sign area compared to existing pylon sign.***

There is a public perception that full-color images on electronic billboards can interfere with the quiet enjoyment of neighborhoods. The fact that these signs are animated with action, motion, or color changes that are perceptible from homes (regardless of light intensity); these constant changes may be considered a visual nuisance.

The View Simulation and Light Study referenced above makes the following conclusions regarding the light impacts from the proposed sign:

- The brightness level of the proposed LED sign will be less than that of the existing sign because the proposed sign will incorporate current lighting technology to minimize the light spillage and flashing effects.
- The surface area of the proposed sign visible from residences will be less than that of the existing sign.

Staff notes that even if the proposed sign will generate lower light levels than the existing sign, it will still be visible from these residential streets since it is proposed to be placed in the same location as the existing sign.

Because electronic signs are expressly prohibited, staff believes that ANY VISIBILITY of these electronic signs in a residential neighborhood, regardless of the light levels, is an adverse intrusion.

- ***“JumboTron” sign at a major gateway to South Coast Plaza and Orange County Performing Arts Center may conflict with City image as center of arts.***

South Coast Plaza does not have any electronic freeway-oriented signs. The proposed location along the 405-freeway is a major gateway to South Coast Plaza, Performing Arts Center, South Coast Repertory Theater, and the future Orange County Museum of Art. Staff is concerned that electronic billboard signs of this size will detract from the City’s image as a center of world-class venues in art and commerce.

These freeway-oriented “JumboTron” LED signs are typically associated with auto dealerships. JumboTrons are located at auto centers in Tustin, Irvine, Cerritos, and Anaheim. Staff is concerned that this technology affords everyone in the community (motorists, pedestrians, residents) to be subjected to ongoing digital commercials every few seconds.

- ***Changeable copy signs are “billboard type” signs with flip advertisements which may create visual clutter in the overall community as a whole.***

The intent of the prohibition on the LED signs is not only related to light/glare. Restrictions in the sign ordinance on size, height, and location of signs all relate to

controlling visual clutter and limiting advertising. These development standards of the Sign Ordinance limit advertisement of products, services, and businesses by allocating an allowable maximum square footage and number of signs. However, electronic signs with flip advertisements have the potential for unlimited messages/images.

Lifestyle Graphic Panels

In addition to the tenant wall signs, the applicant is also proposing up to 20 graphic panels, similar to the graphic panels on the former Niketown in Triangle Square and the Metro Pointe Shopping Center. These signs will be externally illuminated. Because the View Simulation and Light Study shows some of the uppermost portions of the sign may also be visible to residences (particularly from the former Wickes Furniture building) as well as the industrial properties immediately surrounding the center, staff does not support these signs extending above the building rooflines.

On-Building Fin Signage

The applicant is proposing four architectural elements along the I-405 Freeway frontage consisting of illuminated building fins each containing the letters for the centre. The View Simulation and Light Study shows that one of these fins will also be visible from residential properties. Because each fin is proposed to contain a letter, this would also constitute an above-roof sign. As with the above roof graphic panels, staff does not support these signs extending above the building rooflines.

Other Signs

The remaining proposed signs within the development conform to the intent of the City's Sign Code for aesthetics, design, and compatibility with the building architecture.

As an alternative for the Planning Commission, staff is including a resolution of approval, subject to conditions.

With the exception of the LED sign, the above roof graphic panels, and above roof building fin signage, staff supports the remaining proposed signage with the following conditions:

1. The graphic panels and building roof fins visible from the I-405 Freeway shall not project above the existing building roofline.
2. The total site signage shall not exceed the 4,632 square feet of total sign area allowed under the City's Sign Code.
3. Window signs shall not exceed 20% of the contiguous window area per the City's Sign Code.

GENERAL PLAN CONFORMITY

While the high-visibility of the of the LED sign, the above roof graphic panels, and above roof building fin signage will benefit the private property owner, it is staff's opinion that the proposal conflicts 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-7, Residential: Protect and protect the unique identity of residential neighborhoods within 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. Deny the entire project as recommended by staff. This would not allow the project to proceed. The applicant could not submit substantially the same type of application for six months.
2. Approve the project minus the LED sign, subject to conditions of approval. This would allow the project to proceed without the LED sign, and with the recommended conditions of approval as discussed earlier in this report.

Note: Based on public testimony and additional information received at the hearing, if the Commission were to allow the project with the LED sign as proposed by the applicant, a separate resolution and findings would need to be prepared and brought back to the Commission for consideration. The item may be continued to a special Planning Commission of October 26, 2009.

ENVIRONMENTAL DETERMINATION

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. If the request is approved, it would be exempt from the provisions of the California Environmental Quality Act under Section 15311 for Accessory Structures.

CONCLUSION

The proposed project includes three types of illuminated signage that are outright prohibited by Code: (1) LED Pylon Sign, (2) Above-roof Graphic Billboard Panels, and (3) Above-roof FIN signs. While staff recommends denial, it is a policy decision of the Planning Commission to approve these signs in the Planned Signing Program.

It is staff's opinion that the other proposed signage conforms to the intent of the City's Sign Code. However, the Code-prohibited signs will create negative visual impacts on adjacent residential neighborhoods (especially homes along Michigan Avenue). In addition, since it will be located at a major gateway to South Coast Plaza Town Center, staff believes the JumboTron LED sign may detract from the City's image as a world-class center for the Arts.

- Attachments:
1. Draft Planning Commission Resolution - Denial
Exhibit "A" – Draft Findings
 2. Draft Planning Commission Resolution - Approval
Exhibit "A" – Draft Findings
Exhibit "B" – Conditions of Approval
 3. Existing LED Signs in City of Costa Mesa

4. Approved Planned Sign Program ZA-05-69
5. Applicant Letters
6. Proposed Planned Sign Program
7. View Simulation and Lighting Study

cc:

Acting Development Services Director
Deputy City Attorney
City Engineer
Fire Protection Analyst
Staff (4)
File (2)

Peter Buffa
2824 Nevis Circle
Costa Mesa, CA 92626

Burnham-Ward Properties, LLC
1100 Newport Center Drive, Suite 150
Newport Beach, CA 92660

File: 101209ZA0933	Date: 100209	Time: 1:00 p.m.
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**ATTACHMENT 1
DRAFT RESOLUTION - DENIAL**

RESOLUTION NO. PC-09-

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY
OF COSTA MESA DENYING ZONING APPLICATION ZA-09-33**

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

WHEREAS, an application was filed by Peter Buffa, authorized agent for Burnham-Ward Properties, LLC, owner of real property located at 3333 Hyland Avenue, in a Planned Development Industrial (PDI) zone;

WHEREAS, the request is for an amendment to an existing planned signing program (ZA-05-69) to allow a 60-foot high freeway-oriented sign with an electronic (LED) screen, as well as other additional signage, for South Coast Collection (formerly South Coast Home Furnishings Centre);

WHEREAS, a duly noticed public hearing held by the Planning Commission on October 12, 2009 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-09-33.

PASSED AND ADOPTED this 12th day of October, 2009.

James Righeimer, 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, specifically, the following:
- 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-7, Residential: Protect and protect the unique identity of residential neighborhoods within Costa Mesa.
 - Goal CD-13, Signs: Ensure that signs contribute positively to Costa Mesa's image and overall economic development.
- C. Approval constitutes a grant of special privilege and/or allows substantially greater visibility than what the standard sign provisions would allow. Specifically, above-roof graphic panels and building sign fins will create negative visual impacts on adjacent residential neighborhoods. Visible intrusion of the proposed signs in residential neighborhoods will create an adverse impact, regardless of the light level of the signs. The cabinet containing the proposed LED sign will be more visible to residential properties than the existing pylon sign. Because the proposed LED sign is capable of generating full-color animated images that will be visible from homes (regardless of light intensity); these constant image changes may create a visual nuisance. Additionally, the total site signage exceeds the 4,632 square foot maximum allowed under Code. The project can support the additional sign area of the graphic panels if the allowed tenant signage on other building and street frontages were reduced accordingly.
- D.. The Costa Mesa Planning Commission has denied Zoning Application ZA-09-33. 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.
- E. The project is exempt from Chapter IX, Article 11, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.

**ATTACHMENT 2
DRAFT RESOLUTION - APPROVAL**

RESOLUTION NO. PC-09-

A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY OF COSTA MESA APPROVING ZONING APPLICATION ZA-09-33, EXCLUDING THE PROPOSED LED PYLON SIGN AND ABOVE-ROOF SIGNS

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

WHEREAS, an application was filed by Peter Buffa, authorized agent for Burnham-Ward Properties, LLC, owner of real property located at 3333 Hyland Avenue, in a Planned Development Industrial (PDI) zone;

WHEREAS, the request is for an amendment to an existing planned signing program (ZA-05-69) to allow a 60-foot high freeway-oriented sign with an electronic (LED) screen, as well as other additional signage, for South Coast Collection (formerly South Coast Home Furnishings Centre);

WHEREAS, a duly noticed public hearing held by the Planning Commission on October 12, 2009 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 ZA-09-33, **EXCLUDING** the proposed LED sign, above-roof graphic panels and above-roof building sign fins.

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-09-33 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 12th day of October, 2009.

James Righeimer, Chair,
Costa Mesa Planning Commission

EXHIBIT "A"

FINDINGS (APPROVAL)

- A. The signs, as revised, comply with Costa Mesa Municipal Code Section 13-29(e) because:
- The signs, as revised, are compatible and harmonious with uses that exist in the general neighborhood.
 - The signs, as revised, comply with the intent of the applicable performance standards as prescribed in the Zoning Code.
 - The signs, as revised, are consistent with the General Plan.
 - The cumulative effects of all planning applications have been considered.
- B. The signs, as revised, are consistent with the intent of the City's Sign Code and the General Plan.
- C. The signs, as revised, are compatible with the buildings and developments they identify, taking into account materials, colors, and design motif.
- D. Approval does not constitute a grant of special privilege and/or allow substantially greater visibility than what the standard sign provisions would allow.
- E. 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.
- F. The project is exempt from Chapter IX, Article 11, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.

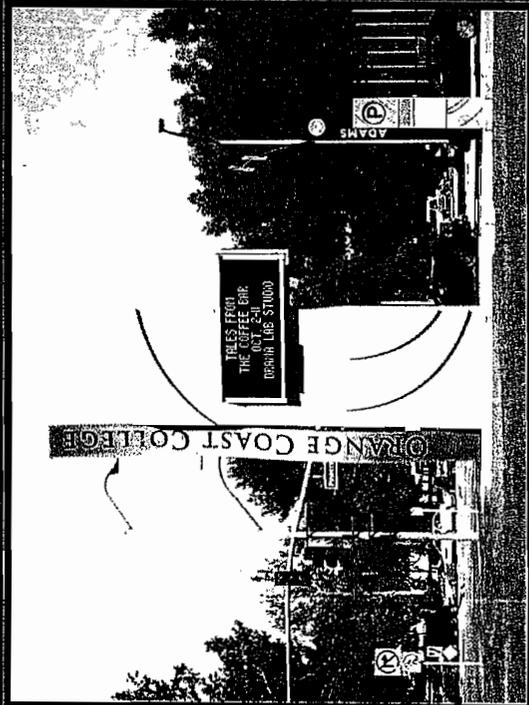
EXHIBIT "B"

CONDITIONS OF APPROVAL (IF PROJECT IS APPROVED)

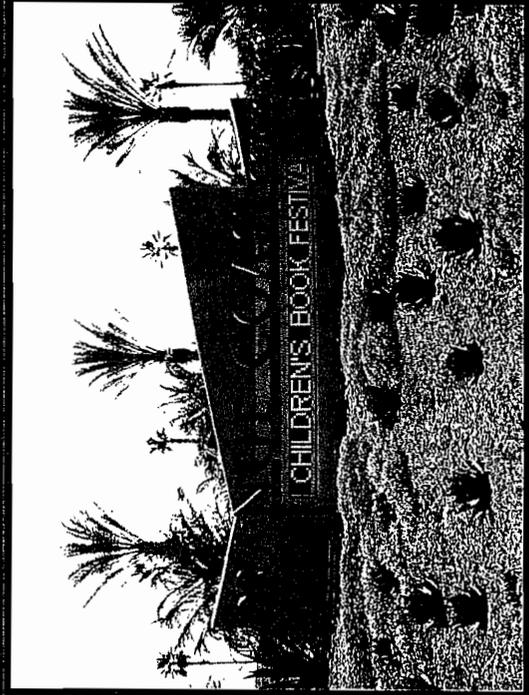
- Plng.
1. The graphic panels and building roof sign fins shall not project above the existing building rooflines.
 2. The total site signage shall not exceed the 4,632 square feet of total sign area allowed under the City's Sign Code. The applicant shall provide revised drawings showing how this will be accomplished.
 3. Window signs shall not exceed 20% of the contiguous window area per the City's Sign Code.
 4. 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.
 5. The City's Sign Ordinance shall apply to signs not specifically covered by this sign program.
 6. 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.
 7. 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 opinion of the Development Services Director or his/her designee, any of the findings upon which the approval was based are no longer applicable.



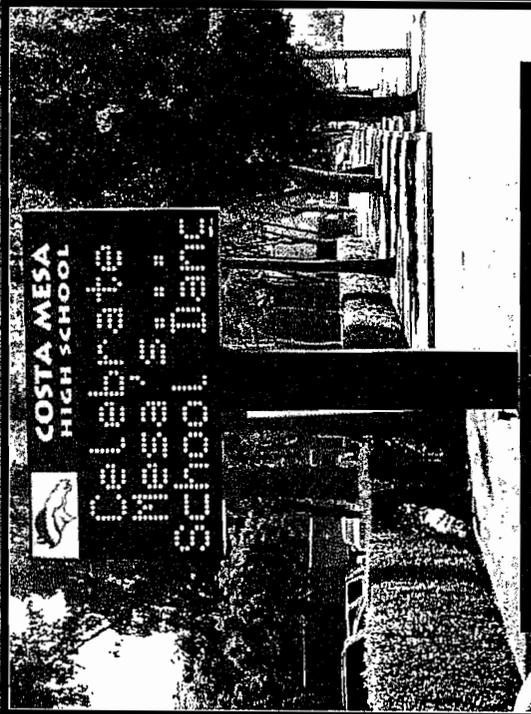
**ATTACHMENT 3
EXISTING LED SIGNS
CITY OF COSTA MESA**



O.C.C.
CITY PERMIT NOT REQUIRED
SCHOOL PROPERTY



O.C.C.
CITY PERMIT NOT REQUIRED
SCHOOL PROPERTY



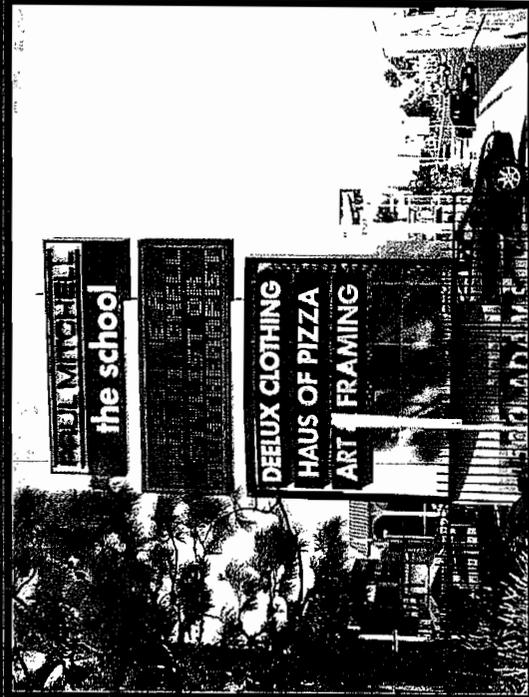
C.M. HIGH
CITY PERMIT NOT REQUIRED
SCHOOL PROPERTY



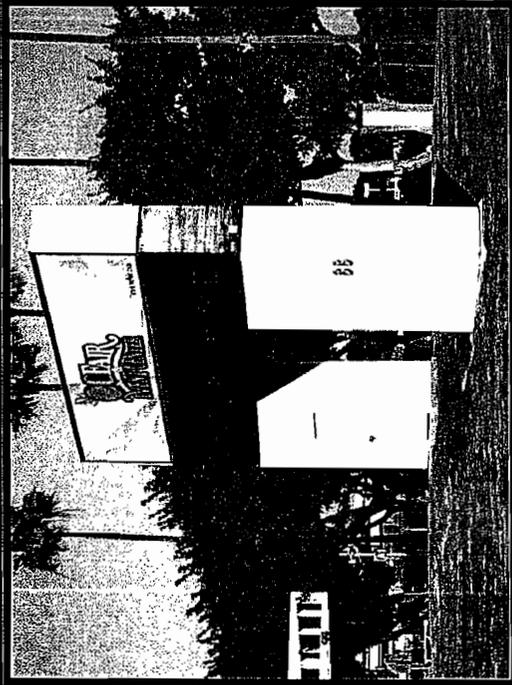
T.C.C.
LEGAL NONCONFORMING



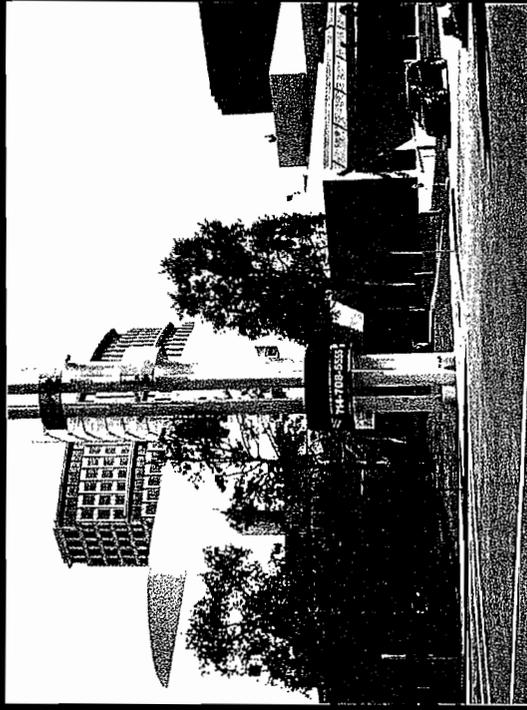
2855 FAIRVIEW
CONFORMING TIME/TEMPERATURE SIGN



1500 ADAMS
LEGAL NONCONFORMING



O. C. FAIRGROUNDS
CITY PERMIT NOT REQUIRED
STATE PROPERTY



S.C.R.
CONFORMING THEATER SIGN



2600 HARBOR
LEGAL NONCONFORMING



ESTANCIA HIGH
CITY PERMIT NOT REQUIRED
SCHOOL PROPERTY



1645 SUPERIOR
CONFORMING TIME/TEMPERATURE SIGN

**ATTACHMENT 4
PLANNED SIGN PROGRAM ZA-05-69**

**ZA-05-69
Sign Area Worksheet (Signs with Street Frontage)**

Sign Type	Description	Sign Location				Quantity	Sign Area (sq. ft.)	Height clearance of sign from the ground (feet)	Height or Length limitations (feet)	Illumination (Y or N)
		Freestanding	Building	Canopy	Projecting					
P1	Project Tower ID - Pylon (Freestanding, double-faced, internally illuminated sign facing the 405 Freeway) ¹	X				1	224	58'	N/A	Y
M1	Project ID Monument (internally illuminated, facing Hyland Ave. and Sunflower Ave.)	X				1	48	14'3"	N/A	Y
M2	Single Face Entry Monument (facing Sunflower Ave.)	X				2	46.24	9'6"	N/A	Y
M2	Single Face Entry Monument (facing Hyland Ave.)	X				2	46.24	9'6"	N/A	Y
TR	Temporary Real Estate Sign	X				1	160	8	*	N
WS	Tenant Signs – (Channel Letters, internally illuminated facing Sunflower Ave.)		X			*	939	10	*	Y
WS	Tenant Signs – (Channel Letters, internally illuminated facing Hyland Ave.)		X			*	1,539	10	*	Y
WS	Tenant Signs – (Channel Letters, internally illuminated facing the 405 Freeway)		X			*	974	10	*	Y
Proposed Street Frontage Total:							3,976			

* Pending lease agreements. See detail for restrictions per tenant.

Sign Summary
South Coast Home Furnishing Center
(Development Name)

Approved on February 9, 2006

¹ See site plan for approved location.

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Sign Area Worksheet (Misc. Signs)

Sign Type	Description	Sign Location				Quantity	Sign Area (sq. ft.)	Height clearance of sign from the ground (feet)	Height or Length limitations (feet)	Illumination (Y or N)
		Freestanding	Building	Canopy	Projecting					
WM	Major Tenant Signs – Channel Letters ²		X			15	10	*	Y	
WS	Shop Tenant Signs – Channel Letters ²		X			*	10	*	Y	
E1	Tenant Entry Info. - Vinyl		X			*	4'6"	1' (H)	N	
E2	Rear Entry Info. - Vinyl		X			*	4'9"	4" (H)	N	
BL	Tenant Blade Signs				X	*	8'	1'x3'	N	
D1	Pedestrian Directional	X				4	15'10"	N/A	N	
D2	Vehicle Directional	X				1	3'	N/A	N	
D3	Project Directory		X			1	3'	N/A	Y	
B	Banner on Light Pole				X	TBD		N/A	N	
PC	Parking Code Entry	X				4	5'9"	N/A	N	

* Pending lease agreements. See detail for restrictions per tenant.

Sign Summary (continued)
 South Coast Home Furnishing Center
 (Development Name)

Approved on February 9, 2006

² See breakdown on Page 1 of Sign Summary

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JOB NO.
03-4981
1-30-06

WM MAJOR TENANT SIGNAGE (10,000 SF OR MORE)

MATERIALS: A variety of wall-sign treatments is encouraged. Signs may use any acceptable treatment as provided for in this Tenant Sign Program, except as restricted below.

COPY: Tenant name/logo. In addition, signage describing products and services is allowed.

SIGN AREA: Sign area not to exceed one and one half (1½) square feet of sign for each one foot (1') of lineal footage of the building fronting on a street or parking lot. A maximum of one (1) sign per business / street frontage. Maximum sign length shall not exceed seventy-five percent (75%) of storefront width.

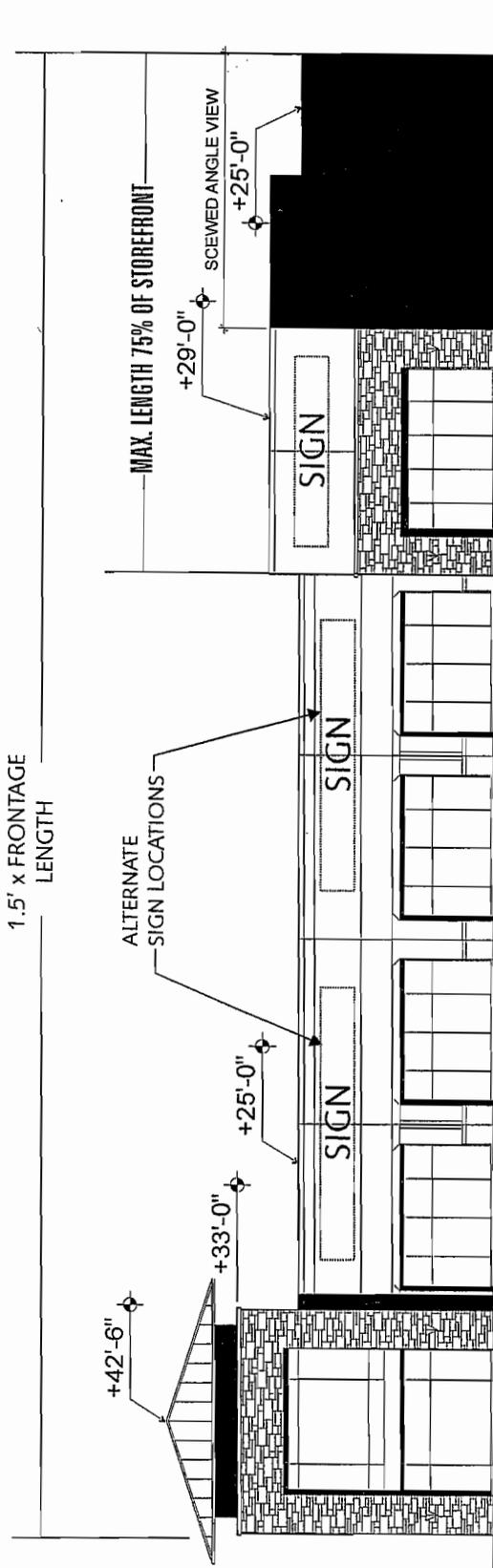
MAX. HGT: Maximum logo height five feet (5'). Maximum letter height three feet (3').

TYPEFACE: Project Font: Zurich LtXcn BT or custom tenant logotype/ name with Owner approval.

COLORS: Custom colors logotype/ or colors with Owner approval.

WINDOW SIGNS: Window signs prohibited facing freeway. The City will not enforce type face and copy but, is subject to Owner approval. Window signs shall be limited to 20% of contiguous window area.

99



SIGN SPECIFICATIONS

ANCHOR C

SOUTH ELEVATION (405 Freeway)

PG

4A



WS

SHOP TENANT SIGNAGE

MATERIALS: A variety of wall sign treatments is encouraged. Signs may use any acceptable treatment as provided for in this Tenant Sign Program, except as restricted below.

COPY: Tenant name/logo. In addition, signage describing products and services is allowed.

SIGN AREA: Sign area not to exceed one and one half (1½) square feet of sign for each one foot (1') of lineal footage of the building fronting on a street or parking lot. Maximum sign length shall not exceed seventy-five percent (75%) of storefront width. Maximum one wall sign per business on each street frontage.

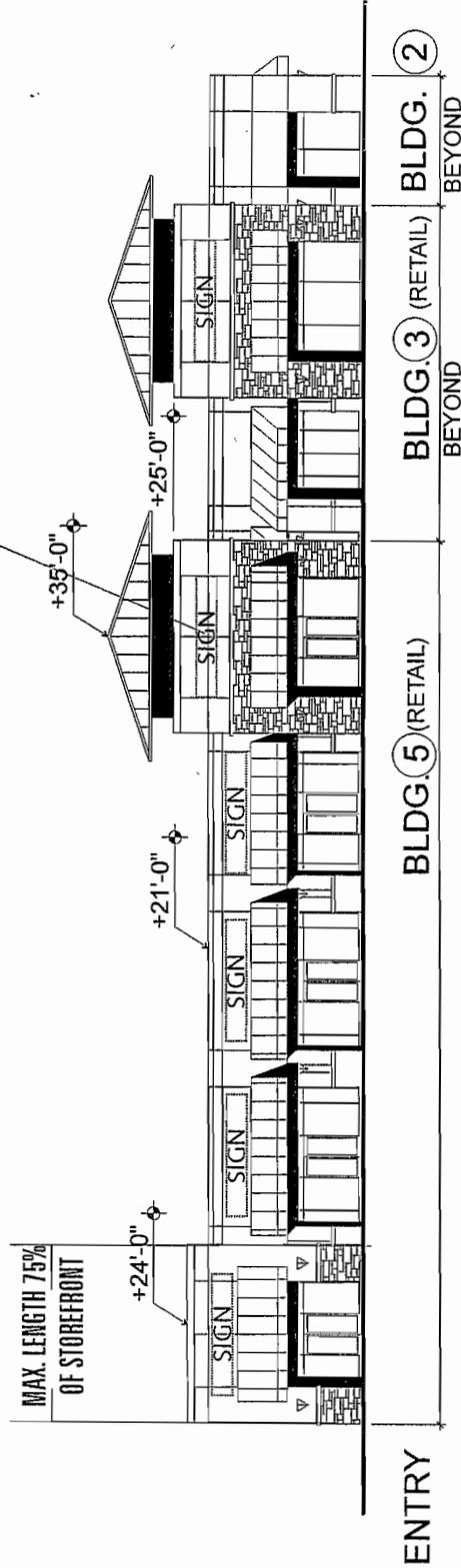
MAX. HGT: Maximum logo height four feet (4'). Maximum letter height two and one half feet (2'-6").

TYPEFACE: Project Font: Zurich LtXcN BT or custom tenant logotype/ name with Owner approval.

COLORS: Custom colors logotype/ or colors with Owner approval.

WINDOW SIGNS: Window signs prohibited facing freeway. The City will not enforce type face and copy but, is subject to Owner approval. Window signs shall be limited to 20% of contiguous window area.

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SIGN SPECIFICATIONS

PG

4B



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JOB NO.
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SIGN SPECIFICATIONS

4C

PG



E2

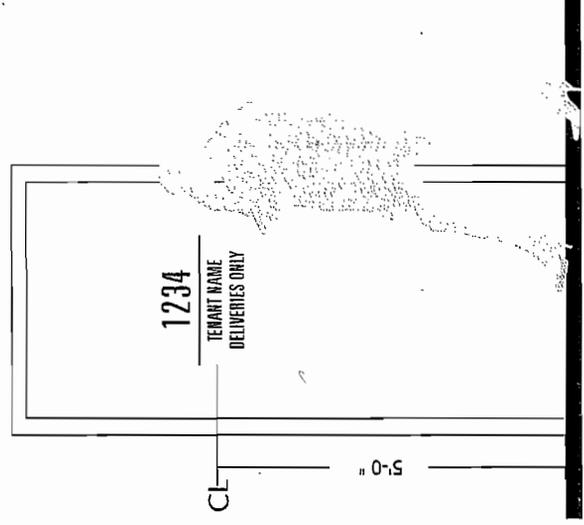
REAR ENTRY ID

MATERIALS: Matte white vinyl copy on rear entry door.
COPY: 4" high Suite Letter or Address, 2" high Tenant Name.
SIGN AREA: 2.5 sq. Ft. maximum sign area.
TYPE FACE: Zurich LtXCn BT

NOTE: No other signage is allowed on delivery side of building.

1234

TENANT NAME

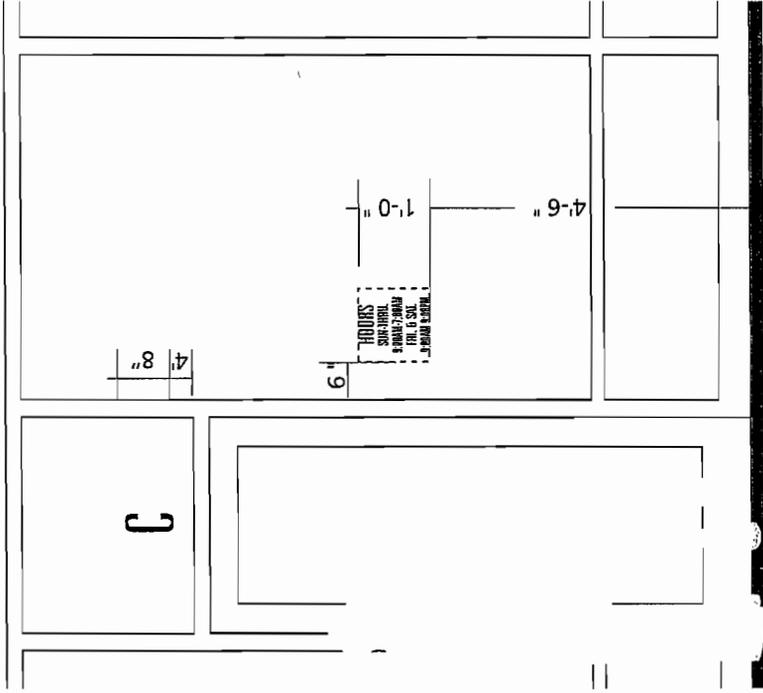


TYPICAL ELEVATION

E1

TENANT ENTRY INFORMATION

MATERIALS: Matte white vinyl letters on entry glass.
COPY: 8" High Suite Letter or Address, Tenant Entry Info 12" x 12".
SIGN AREA: 2.5 sq. Ft. maximum sign area.
TYPE FACE: Zurich LtXCn BT
LOCATION: Address or Suite Number centered over entry doors. Tenant open info on entry glass panel on same side as door handle.



TYPICAL ELEVATION

31

BL

TENANT BLADE AT PROMENADE

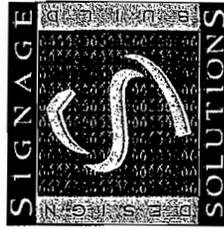
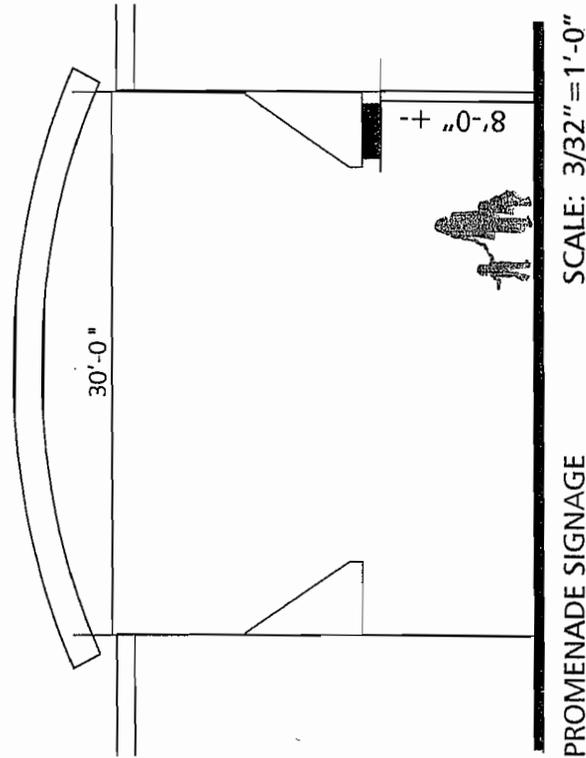
Double sided aluminum blade.

Tenant name/ logo.

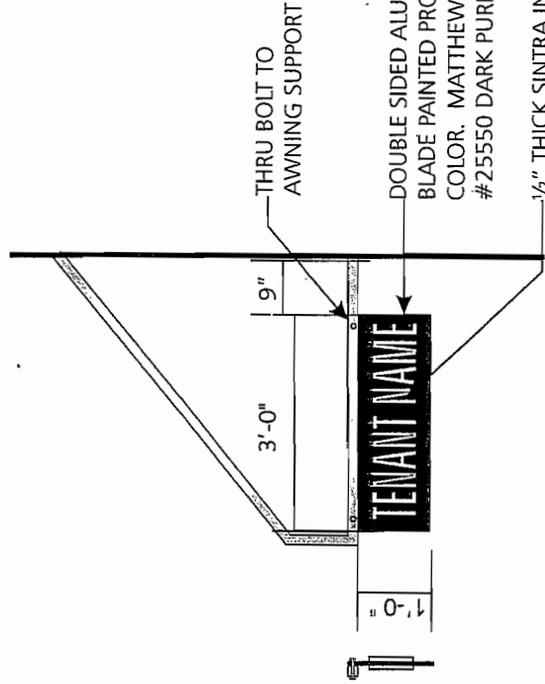
3 Sq Ft. Tenant area is 1'-0" x 3'-0".

Project Font: Zurich LtXcn BT or custom logotype with Owner approval.

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

1/2" THICK SINTRA INDIVIDUAL
CUT OUT LETTERS PAINTED WHITE.
FONT: ZURICH LTXCN BT
OR CUSTOM LOGOTYPE
WITH OWNER APPROVAL.
(VINYL GRAPHICS FOR SMALL
DETAILS UNDER 2")

SIGN SPECIFICATIONS



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P1 PROJECT PRIMARY ID

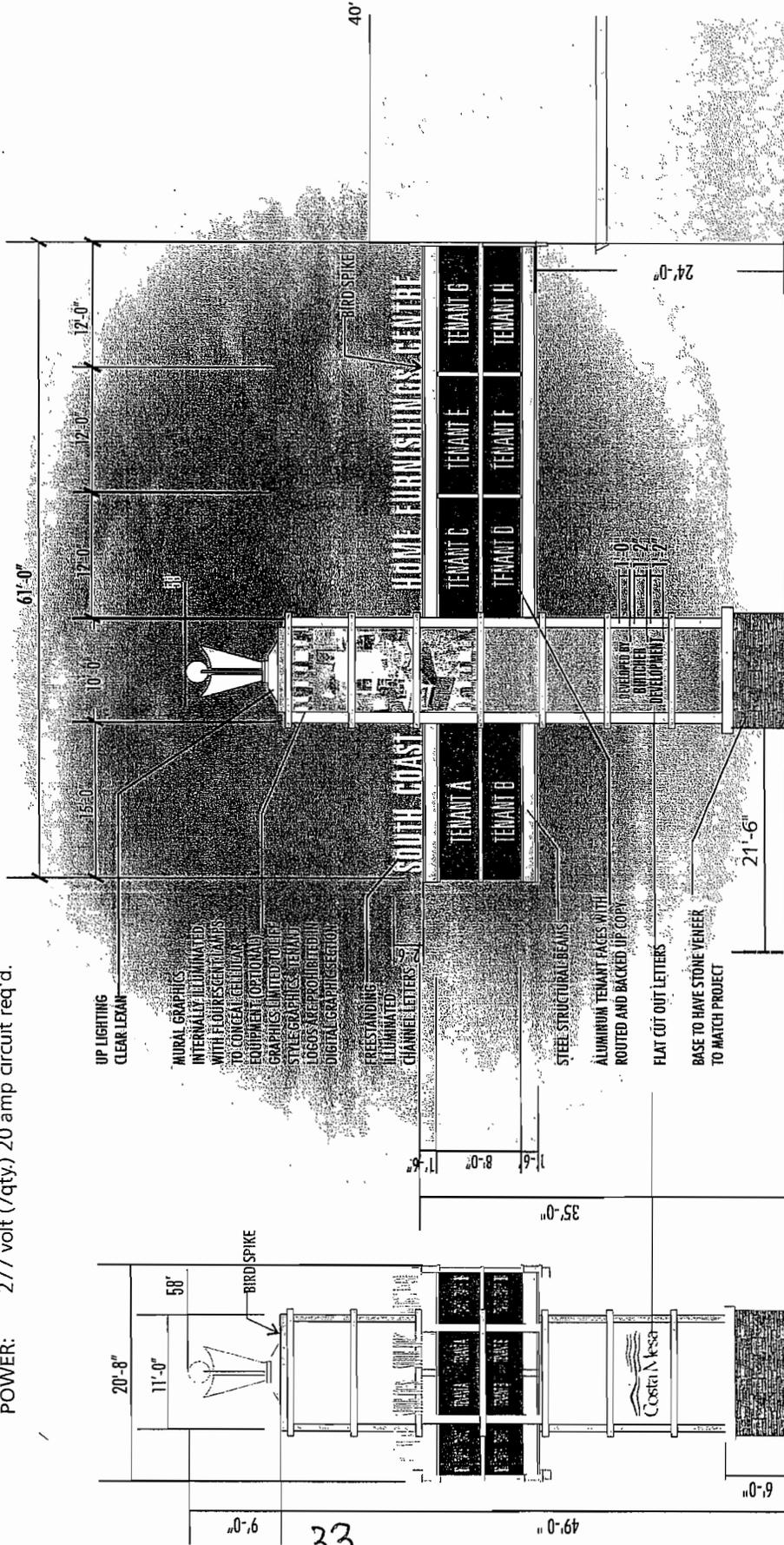
MATERIALS: Aluminum and steel sign structure with layered aluminum accents
Aluminum tenant panels with routed out graphics backed with white acrylic. Tenant copy will back lit with fluorescent lamps.

QUANTITY: 1 (one).

SIGN AREA: Tenant sign area 224 Sq. Ft.

TYPE FACE: Project Font: Zurich LXCn BT or custom logotype with Owner approval.

POWER: 277 volt (7qty.) 20 amp circuit req'd.



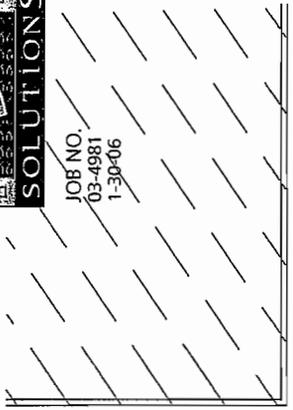
SIGN SPECIFICATIONS

PG 4E





JOB NO.
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1-30-06

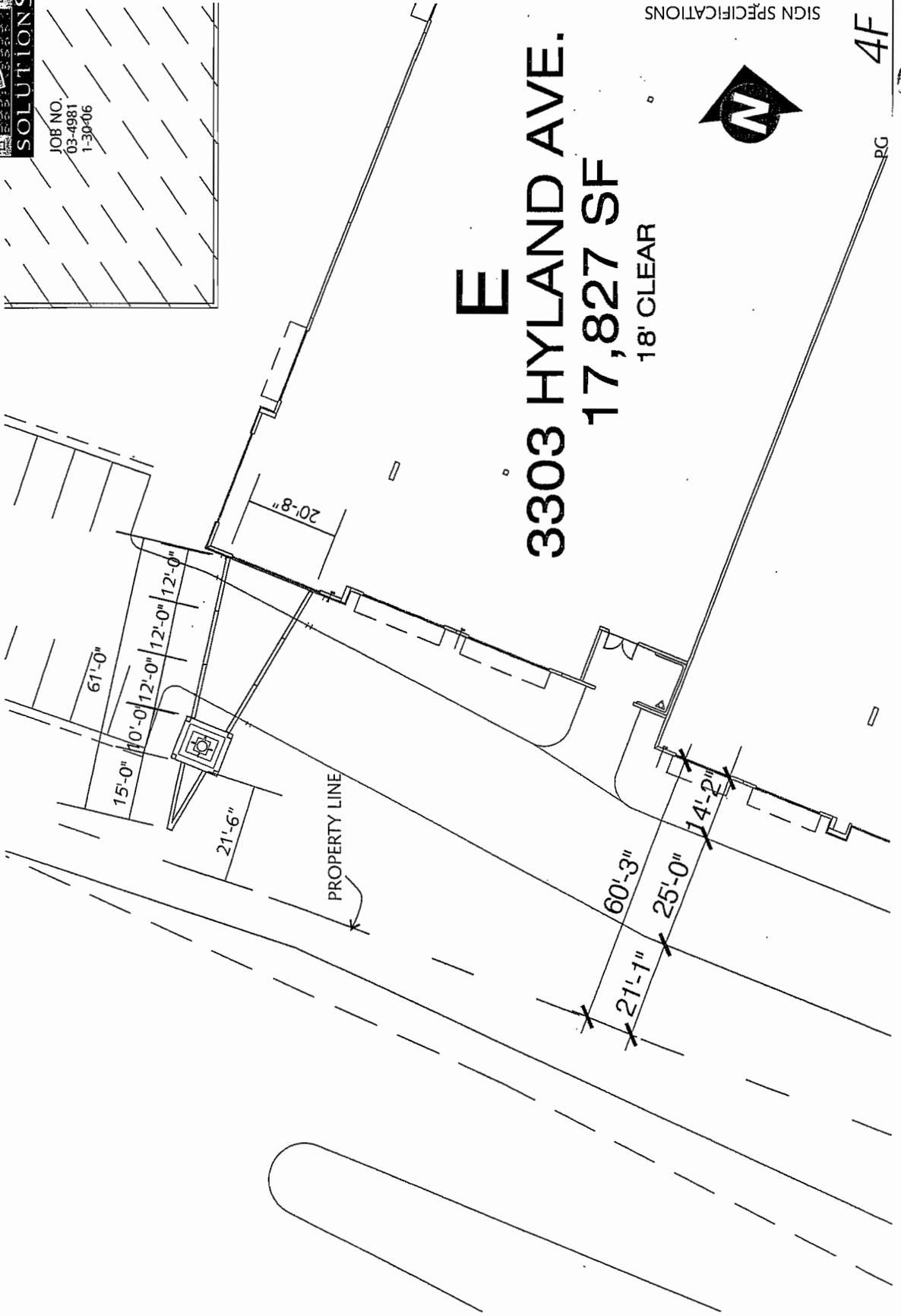


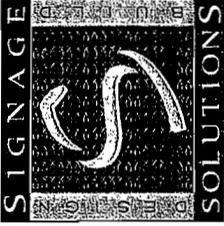
E 3303 HYLAND AVE. 17,827 SF 18' CLEAR

SIGN SPECIFICATIONS



4F





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1-30-06

M1 PROJECT I.D. MONUMENT

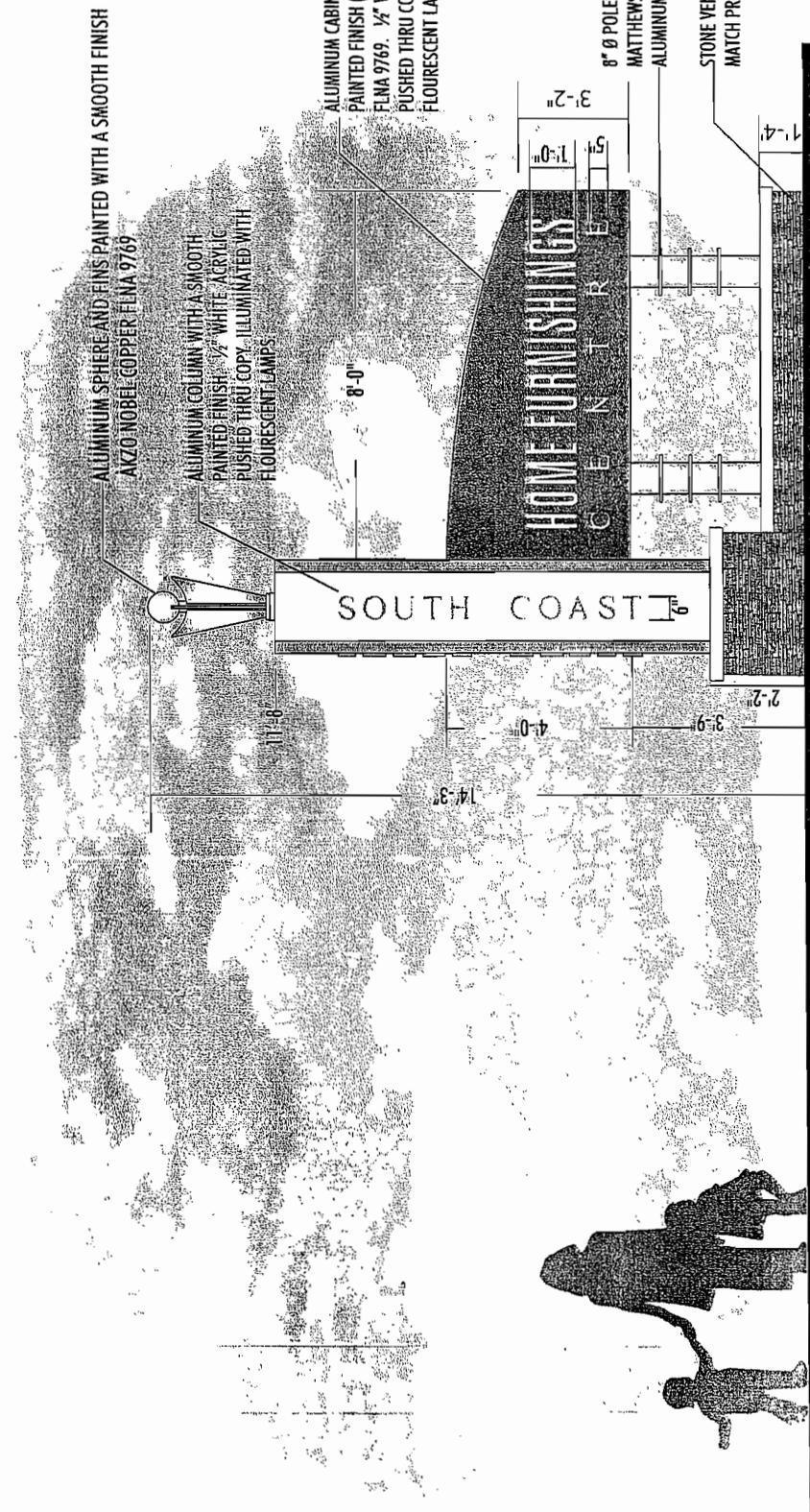
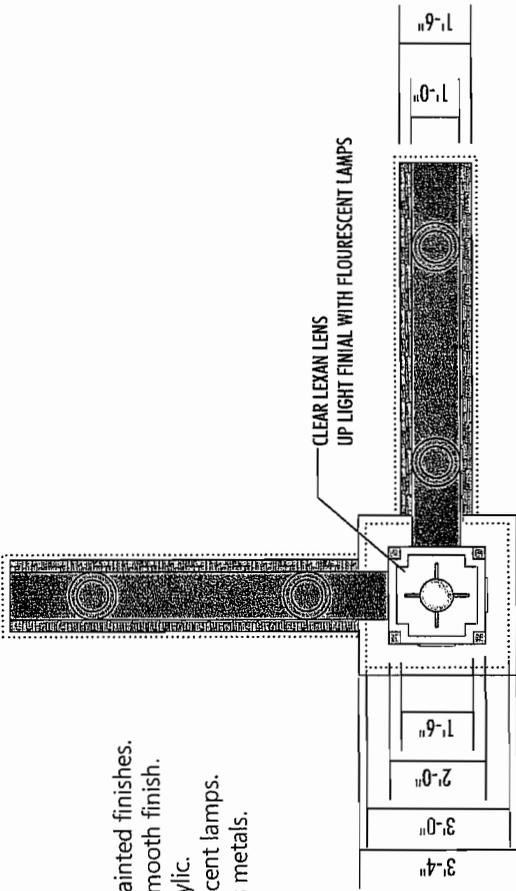
MATERIALS: Aluminum sign structure with smooth painted finishes.
Aluminum sign cabinet with a painted smooth finish.
Graphics will be 1/2" white acrylic.
Sign will be illuminated with fluorescent lamps.
Sign will have layered aluminum accents metals.

QUANTITY: (1) One.

SIGN AREA: 48 SF graphics.

COLORS: See Color Schedule.

POWER: 277 volt. (1qty) 20 amp circuit req'd.



SIGN SPECIFICATIONS

PG 4G

Scale 1/4" = 1'





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M2 SINGLE FACED ENTRY MONUMENTS

MATERIALS: Aluminum sign structure with layered aluminum accents.
Aluminum sign cabinet with a painted smooth finish.
Graphics will be illuminated with fluorescent lamps.

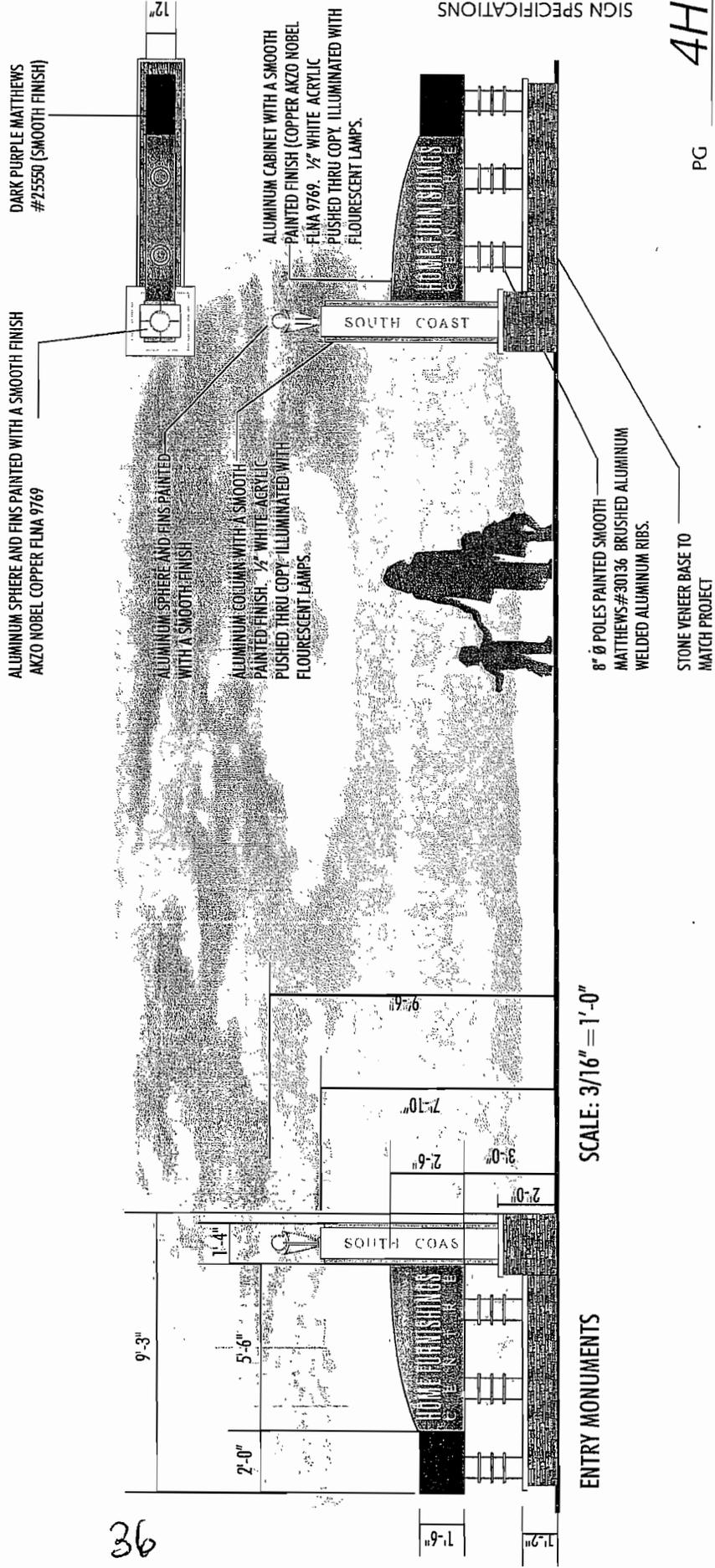
QUANTITY: (4) Four.

TYPE FACE: Custom.

COLORS: See Color Schedule.

POWER: 277 volt. (1qty) 20 amp circuit req'd.

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D1

PEDESTRIAN DIRECTIONAL

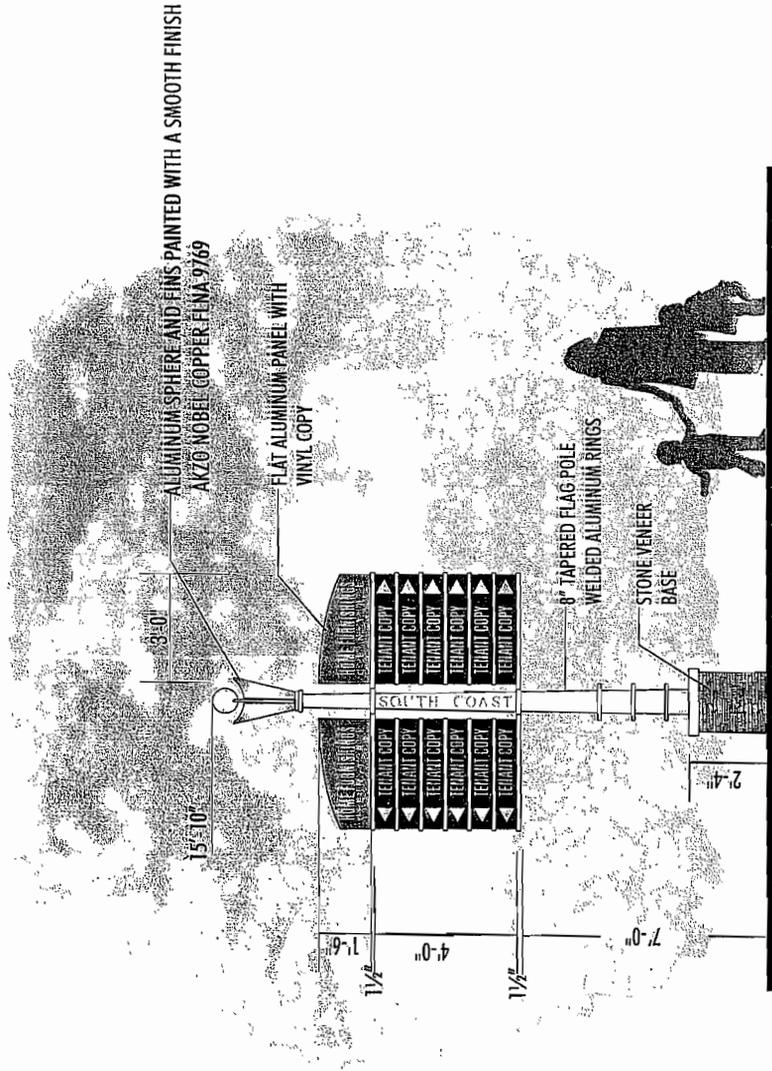
MATERIALS: Aluminum sign structure with layered aluminum accents.
Aluminum sign panels with a painted smooth finish.

QUANTITY: 4 Four.

TYPE FACE: Zurich XcN Bt



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PEDESTRIAN DIRECTIONAL

scale: 3/16" = 1'-0"

1'-8"

2'-4"

7'-0"

4'-0"

1'-6"

3'-0"

15'-10"

1'-6"

4'-0"

7'-0"

1'-6"

15'-10"

3'-0"

1'-6"

4'-0"

7'-0"

1'-6"

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1'-6"

15'-10"

3'-0"

1'-6"

4'-0"

7'-0"

1'-6"

15'-10"

3'-0"

1'-6"

37

D2

SERVICE VEHICLE DIRECTIONAL

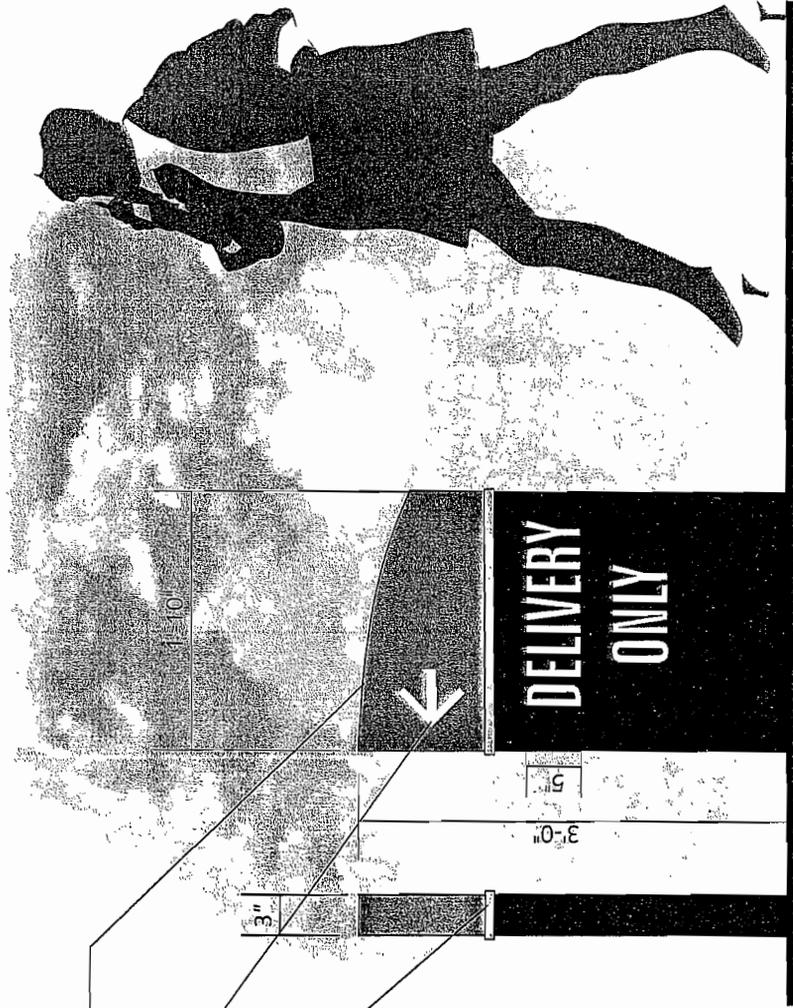
MATERIALS: Aluminum double face monolithic sign structure with aluminum accents. Sign to have a smooth painted finish with vinyl graphics. Sign does not illuminate.

QUANTITY: 1 One.

TYPE FACE: Zurich XcN Bt.



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MONOLITHIC SIGN STRUCTURE
FABRICATED FROM ALUMINUM
WITH A SMOOTH PAINTED FINISH.

APPLIED VINYL GRAPHICS

1/2 THICK ALUMINUM TRIM
PAINTED MATTHEWS #30136
BRUSHED ALUMINUM

SERVICE VEHICLE DIRECTIONAL

scale: 1"=1'-0"

SIGN SPECIFICATIONS

PG 4J



34

D3

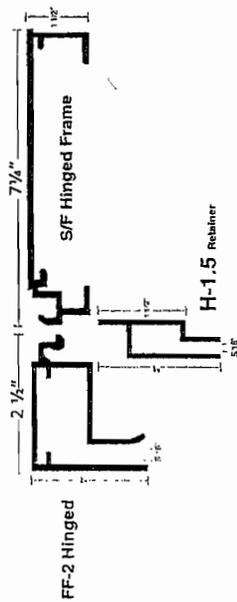
PROJECT DIRECTORY

MATERIALS: Wall mounted directory fabricated with aluminum extrusions, plex, and vinyl with scotch print graphics.

QUANTITY: 1 one

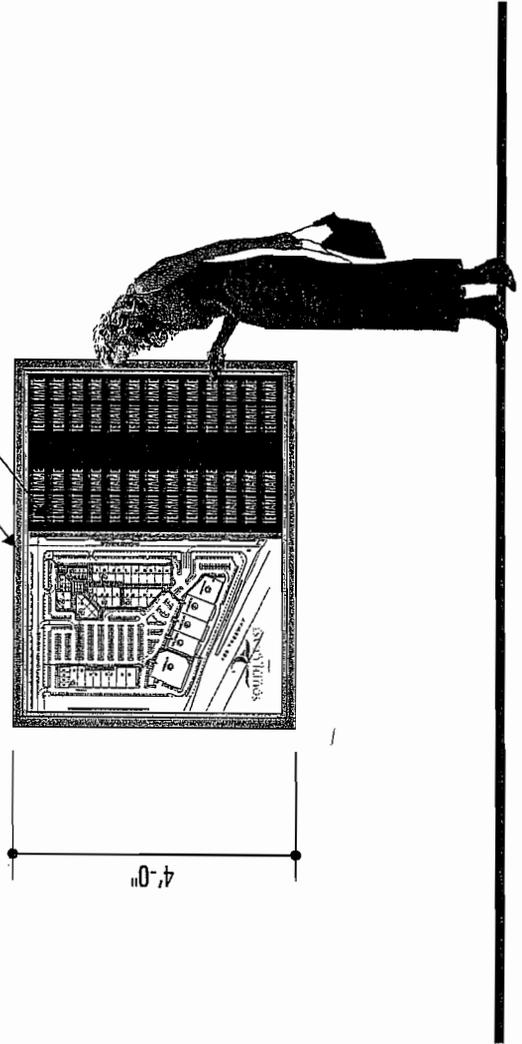
LIGHTING: Internally illuminated with fluorescent lamps.
120 volt. (1) 20 amp circuit req'd.

TYPE FACE: Zurich XCn Bt.



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Electrical requirements
One (1) 120 volts/ 20 amps
circuits



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SIGN SPECIFICATIONS

4K

PG

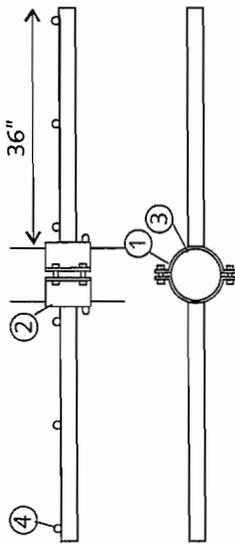


B.

BANNERS ON PARKING LOT LIGHT POLES (OPTIONAL)

MATERIALS: Scotch print or silkscreen graphics for advertising.
Aluminum sign frame painted Matthews brushed aluminum.
Size, location, and graphics on banners shall be subject to the
City Planning Division approval prior to installation.
Banners shall be seasonal unless limited to the interior of the
project (between the two walkways).

QUANTITY: TBD

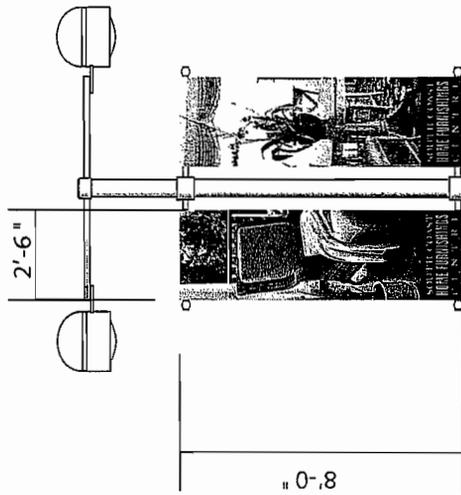


POLE SUPPORTS

1. (2) steel bolts and nuts per clamp.
2. 3/16" steel plate formed to match shape and size of pole.
3. 1 5/16" outside diameter, 1" sch. 40 steel pipe.
4. Banner top tie-off ring.

BANNER GRAPHICS TO BE DETERMINED

NOTE: VERIFY WITH LIGHT POLE MANUFACTURE RECOMMENDED BANNERS SUPPORTS ARE AVAILABLE FOR WIND LOAD TOLERANCES.



scale: 3/16" = 1'-0"



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SIGN SPECIFICATIONS

4L

PG





STOP SIGNS

MATERIALS: Single faced aluminum panel.
Mounted to 6" aluminum square post painted brushed aluminum.

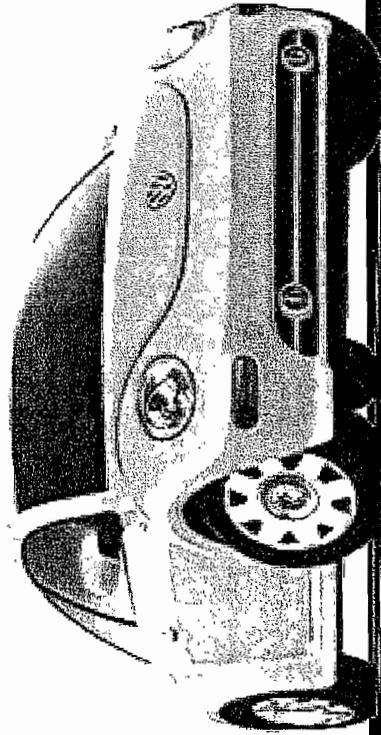
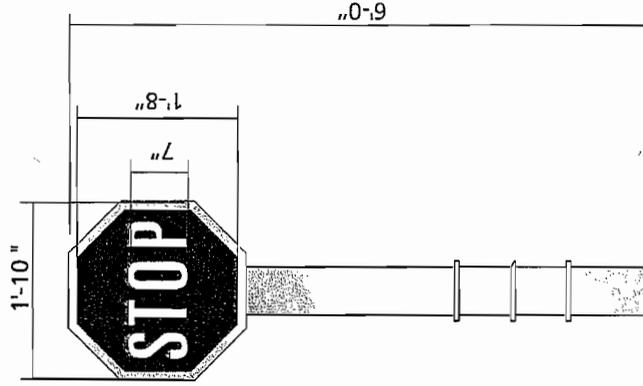
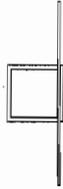
QUANTITY: TBD

SIGN AREA: 6'-0" maximum height.

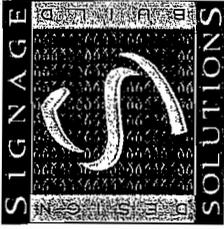
TYPE FACE: Project Font: Zurich LtXcN BT.

COLORS: Standard reflective 3-M vinyl red & white

LIGHTING: Sign does not illuminate.



Scale: 1/2" = 1'-0"



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SIGN SPECIFICATIONS

PG 4P



41



PARKING CODE ENTRY

MATERIALS: Monolith aluminum panel with vinyl graphics.

QUANTITY: (4) Four.

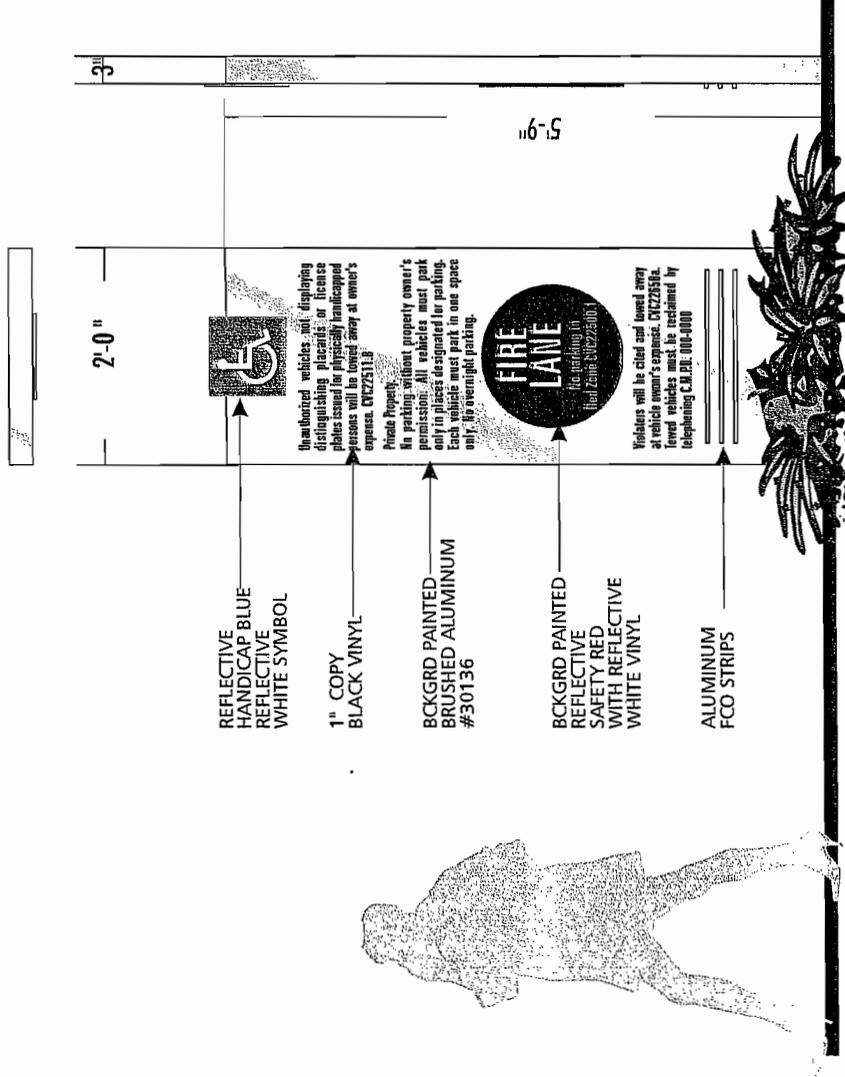
SIGN AREA: 5'-9" maximum height.

TYPE FACE: Project Font: Zurich LtXCn BT.

COLORS: As noted.

LIGHTING: Sign does not illuminate.

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scale : 1/2" = 1'-0"



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03-4981
1-30-06

SIGN SPECIFICATIONS

PG 4N



H

HANDICAP SIGNS

MATERIALS: 1/8" x 11" sq Aluminum Panel with standard handicap blue graphics. Mounted to 6" square alum. post painted brushed aluminum.

QUANTITY: TBD (refer to final site plan).

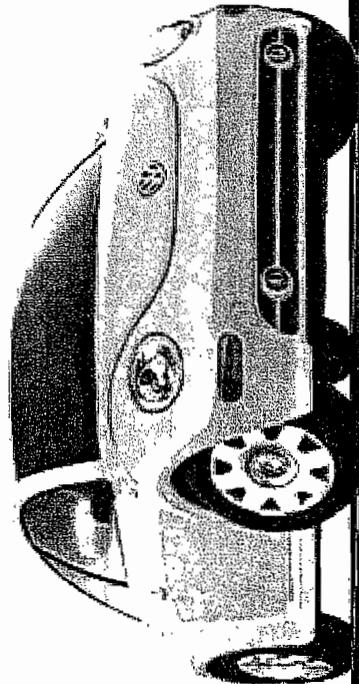
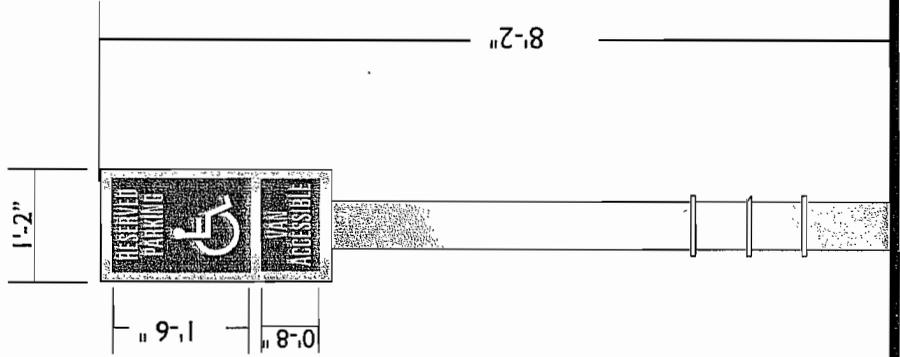
HEIGHT: 8'-2" maximum height.

COLORS: Standard reflective white and handicap blue vinyl.

LIGHTING: Sign does not illuminate.



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SIGN SPECIFICATIONS

40

PG

Scale: 1/2" = 1'0"





BUILDING ADDRESS

MATERIALS: Individual cut out numbers.
Fabricated from 1 1/2" gator foam.

QUANTITY: TBD

TYPE FACE: Zurich XCn Bt

COLORS: To be painted a contrasting color of building.

LIGHTING: Non-illumination.

44

12" high address
(final location
to be approved
by Fire Dept.)

1234567890



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SIGN SPECIFICATIONS

PG

4M





JOB NO.
03-0861
1-30-06

- WALL SIGNS**
- Major Tenant Signage
 - Shop Tenant Sign
 - Tenant Blade Sign
 - Minor Tenant Signage

Note: Final sign locations, and sign types to be confirmed in lease documents.

SITE PLAN

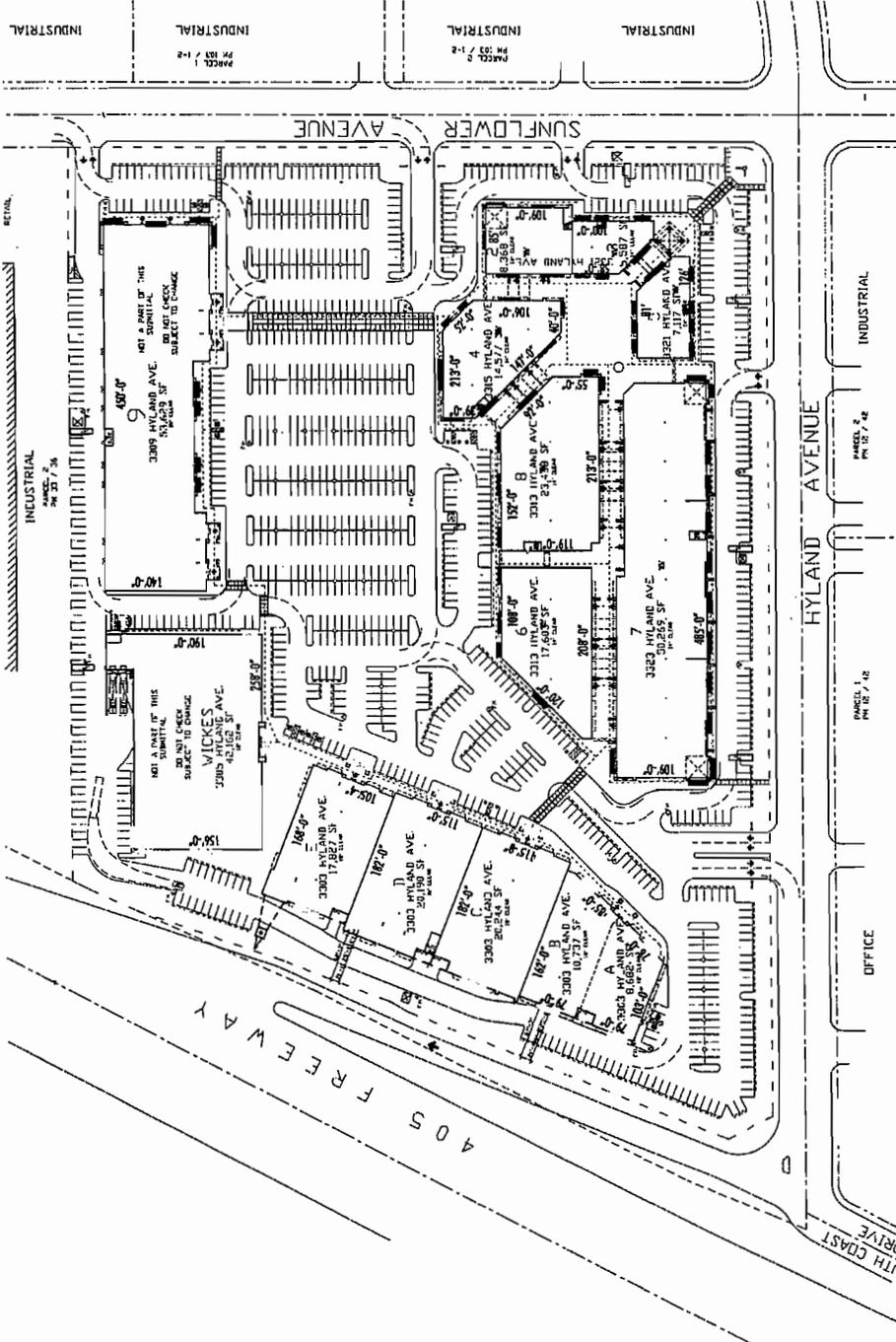
SCALE: 1/128" = 1'-0"



SITE PLAN

5B

PG



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**ATTACHMENT 5
APPLICANT LETTERS**

August 25, 2009

AUG 26 2009

Melvin Lee, AICP
Senior Planner, CITY OF COSTA MESA
77 Fair Drive
Costa Mesa, CA 92628

Dear Mr. Lee:

As authorized agent for Burnham-Ward Properties LLC, I am submitting this letter of application for modifications to the Planned Signing Program for the South Coast Collection retail center, formerly know as the South Coast Home Furnishings Center, located at 3303-3323 Hyland Avenue, Costa Mesa, CA 92626.

PROJECT DESCRIPTION

South Coast Trade Center 1, L.P., South Coast Trade Center 2, L.P., South Coast Trade Center 3, L.P. and South Coast Trade Center Association, and their General Partner, Burnham-Ward Properties LLC (collectively, the "Applicant") propose to modify the Planned Signing Program ZA-05-69, as amended by Planned Signing Program Amendment ZA-08-03 (collectively, the "Signing Program") for the South Coast Collection retail center (the Project".)

The proposed modifications to the Signing Program, which will be accompanied by an extensive architectural renovation and revitalization, are a critical element in the repositioning and future success of the Project. Prior to setting forth the particulars of the proposed modifications to the Sign Program, it is important to review three of the major influencing factors that directly contributed to the demise of the Project, which was constructed only a short time ago, in 2006.

- 1) Harbor Boulevard off-ramp relocation. The reconfiguration of the I-405/Harbor Boulevard interchange and its triple off-ramp for South Coast Drive, Fairview and Harbor is challenging for drivers, even for those who know where they are going and are aware of the odd configuration.

Through extensive customer interviews, the Applicant has learned that when traveling northbound on the I-405, a majority of the property's potential shoppers miss the Harbor Boulevard off-ramp entirely, passing the Property then exiting at Euclid Boulevard. Once customers have reached Euclid Boulevard, a host of home furnishing stores await them, with shoppers making their purchases in Fountain Valley rather than Costa Mesa.

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- 2) Access to the Project and way finding. The Project is extremely difficult to access given the lack of directional signage. The previous attempts at properly signing and providing way finding to the Project fell far short of the mark. As a result, numerous Project tenants failed and the vacancy rate rose rapidly due to the abnormally low traffic counts.
- 3) Lack of identity. The Project currently has a stigma associated with it, and it is one of failure. The Applicant understands the importance of removing this general perception in order to revitalize the Project. Through countless interviews with members of the public, combined with the opinions of many professional consultants, it is clear that the Project needs a new identity in order to be successful.

The three aforementioned challenges all represent matters that can be significantly mitigated by improving and revitalizing the signage of the Project. The proposed modifications will ensure that the property is not only visible, but accessible. The modified Signing Program will greatly increase awareness of the new Project, as well as provide desperately needed directional signage.

PROPOSED MODIFICATIONS

The proposed Signing Program modifications include eleven (11) freestanding signs versus seven (7) freestanding signs in the current signing program, approximately the same number of monument signs, and the same standards for major tenant and shop tenant signage.

The primary modification to the Signing Program will be a new freeway Project I.D. sign, with state-of-the-art dynamic LED (Light Emitting Diode) displays on the north and south faces of the sign.

The 15' x 25' double face LED sign will be very similar in height, size and mass to the existing project I.D. sign. The sign will be designed and manufactured by Daktronics, Inc., a leading provider of programmable, large screen displays in the United States and worldwide using the latest generation of LED technology. (Technical specifications below.)

The freeway sign will display "way finding" messages for both directions of freeway travel to help customers locate the center from both the Harbor Boulevard and Euclid Boulevard exits. It will also display graphics and copy promoting the various tenants in the center and special sale events, along with public awareness messages on behalf of the City of Costa Mesa regarding on-going programs or special events.

To minimize any potential visual impacts on residences on the opposite side of the I-405, the brightness of the LED sign can be automatically or manually adjusted according to the ambient light level. Likewise, the viewing angle of the LED sign can also be adjusted, from a wide angle to a restricted 90-degree angle. The net effect of these two features will be visual and brightness impacts on neighboring businesses and residences that are no more, and at certain times of the day, less than the traditional, illuminated Project I.D. sign currently in place.

Pursuant to Caltrans regulations for LED signs in proximity to a freeway, only a series of still images or graphics 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 simulations of the proposed Project I.D. sign with images that will be viewable from the I-405 will be provided separately.)

A second 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 Applicant. 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 350 square feet. Architectural elevations that show the location of such images is included with this submittal. No images containing alcohol or tobacco, nor images depicting violent or explicit content, shall be allowed.

The various lifestyle graphics are essential for revitalizing the Project and will breathe life back into the Project and provide a new energy for the tenancy. In light of the fact that the Project is at the gateway to the City of Costa Mesa, it is important to eliminate the dreary, monolithic feel of the Project. The lifestyle graphics, along with an extensive architectural renovation, will be critical elements in accomplishing that objective.

PROJECT JUSTIFICATION

The proposed modifications 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.

The proposed LED freeway sign will be very similar in height, size and mass to the existing project I.D. sign and the net result of the proposed modifications will be approximately the same number of signs and the same standards for major tenant and shop tenant signage as are currently in place.

Together, the proposed modifications in the Planned Signing Program, the lifestyle graphics and the extensive architectural renovation will be critical elements in the restoration and success of the project, for both the applicant and the City.

Thank you for your time and consideration in this matter and please don't hesitate to contact me at any of the numbers above or by cell, at 714.865.5356.

Regards,


Peter Buffa

Attachments: LED Display Specifications

LED Display Specifications

Designed for freeway & street applications, the Valo™ 20mm MT display features full color LED Pixels on a 20mm line to column spacing. In addition to wide viewing angles, the product has the capability to angle the display to accommodate only a 90-degree viewing angle. The product features independently controlled red, green and blue LED's for exceptional detail and color accuracy.

Size: 15' x 25' – Double Face LED Display / DB-9000-208x368

Quality: 20 mm MT (Modular Technology)

Software: Visiconn (Network Reporting) Pixel Configuration: 1 Red, 1 Green and 1 Blue

Line to Color Spacing: 20mm (.78")

Color Capability: 4.4 Trillion

Calibrated Brightness: 6000 Nits

Sensor: Both manual and automatic setting. (Ability to turn up and down to any percentage of brightness levels.)

Web Camera: 24/7 monitoring services.

Viewing Cones: Horizontal 160 degree Vertical 70 degree

Lifetime Brightness: 100,000 hours

Power Consumption per module: Operating -9 watts Max 35 watts



September 21, 2009

Received
City of Costa Mesa
Development Services Department

SEP 21 2009

VIA HAND DELIVERY

Mr. Melvin Lee
City of Costa Mesa
77 Fair Drive
Costa Mesa, CA 92628-1200

RE: South Coast Collection (formerly "South Coast Home Furnishing Centre")
Revised Sign Program

Dear Melvin:

Per your request, please find enclosed the following:

- 1) 22 copies of the revised amended sign program;
- 2) 22 copies of the photographic view simulations;
- 3) CD-ROM containing the video simulations;
- 4) 22 copies of the signage narrative from Lighting Design Alliance.

When reviewing the narrative performed by Lighting Design Alliance, please pay particularly close attention to the data that was collected which indicates that level of brightness created by the proposed signage, including the LED readerboard, will be no brighter than that of the existing pylon sign. In fact, the sign will be less bright than that of the existing signage. In addition, it is important to note that many of the existing light sources within the state streets neighborhood (street lights, porch lights, etc.) are significantly brighter than either the existing sign, or the new proposed sign.

Listed below are responses to two questions that have been asked as it pertains to the property:

The signage as proposed in the amended sign program will be constructed and installed at the property all at one time and will be a part of the massive repositioning of the asset. We anticipate the implantation of the amended sign program will be completed prior to Spring 2010. Current tenant's existing signage will also be replaced to conform to the amended sign program, which is also slated for completion before Spring time next year.

The "Wedding/Event Court" is a small portion of the property that will be allocated to tenants that are specifically part of the niche industry of wedding and event planning. During our in depth analysis of the demographics that the center shall cater to, we have come to learn that there is a significant overlap in the demographic that shops for furniture, as well as high end furnishings. As such, this minor use will accompany and synergize will the other home furnishing related retailers.

We look forward to answering any other question that you may have. Please feel free to contact either Bryon or me at anytime should you have any questions.

Best regards,

South Coast Trade Center 1, L.P.
South Coast Trade Center 2, L.P.
South Coast Trade Center 3, L.P.
South Coast Trade Association
By: Burnham USA Equities, Inc.



Stephen K. Thorpe

**ATTACHMENT 6
PROPOSED SIGN PROGRAM**

Planned Signing Program

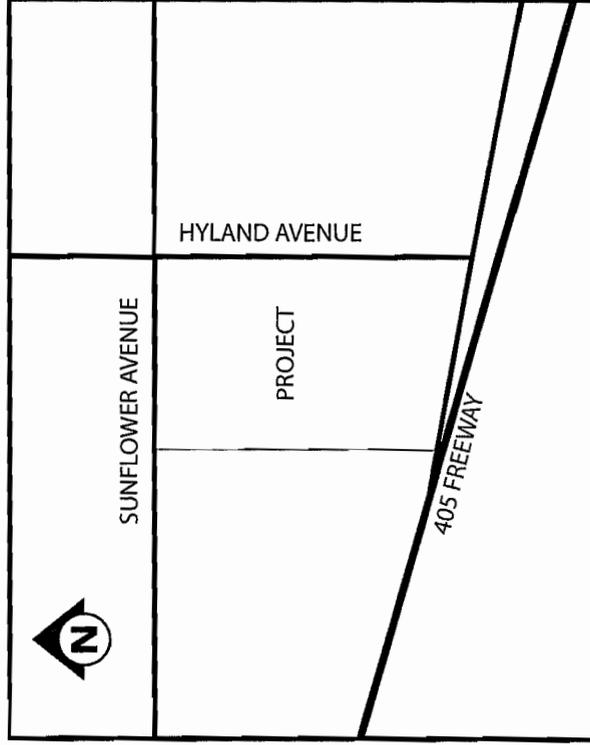
For

SouthCoastCollection

3303-3323 HYLAND AVENUE, COSTA MESA

PROPERTY OWNER:
BURNHAM WARD PROPERTIES
1100 NEWPORT CENTER DRIVE, STE. 150
NEWPORT BEACH, CA 92660
CONTACT: BRYON C. WARD
949.760.9150

PROGRAM DESIGNER:
JB3D
731 N. MAIN STREET
ORANGE, CALIFORNIA 92868
CONTACT: ADAM BURROWS
714.744.2300

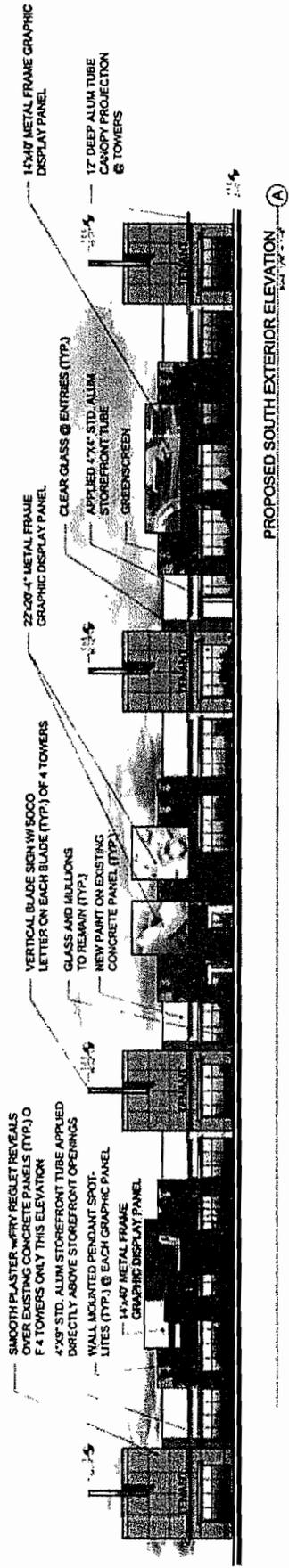


Sign Type	Description	Sign Location				Quantity	Sign Area (sq. ft.)	Max. Height	Max. Length	Illumination (Y or N)
		Freestanding	Building	Canopy	Projecting					
1	FREEWAY PYLON W/ LED SCREEN	X				1	826.375	60'-0"	30'-1"	Y
2	TENANT PYLON "COLLECTION"	X				1	699.375	60'-0"	30'-1"	Y
3	PROJECT ID (AT ENTRIES)	X				4	27.5	15'-0"	7'-0"	Y
4	PROJECT ID (AT CORNER)	X				1	163.0 (COMBINED)	5'-10"	40'-5"	Y
5	TENANT MONUMENT - "THE STUDIOS"	X				2	19.5	10'-6"	5'-8"	Y
6	ON-BUILDING PROJECT ID		X			1	78.0 (COMBINED)	8'-9"	13'-9 3/4"	Y
7	TENANT MONUMENT - "COLLECTION"	X				1	19	10'-6"	5'-8"	Y
8	SOCO ON-BUILDING FINS		X			4	210.375	7'-10"	7'-1"	Y
9	TENANT MONUMENT - "THE STUDIOS" (WEDDING / EVENT COURT)	X				1	16.5	10'-6"	5'-8"	Y
10	BUILDING TENANT ID SIGNS		X	X		AS REQUIRED	SEE SHEET 4.1 FOR DETAILS	SEE SHEET 4.1 FOR DETAILS	SEE SHEET 4.1 FOR DETAILS	Y

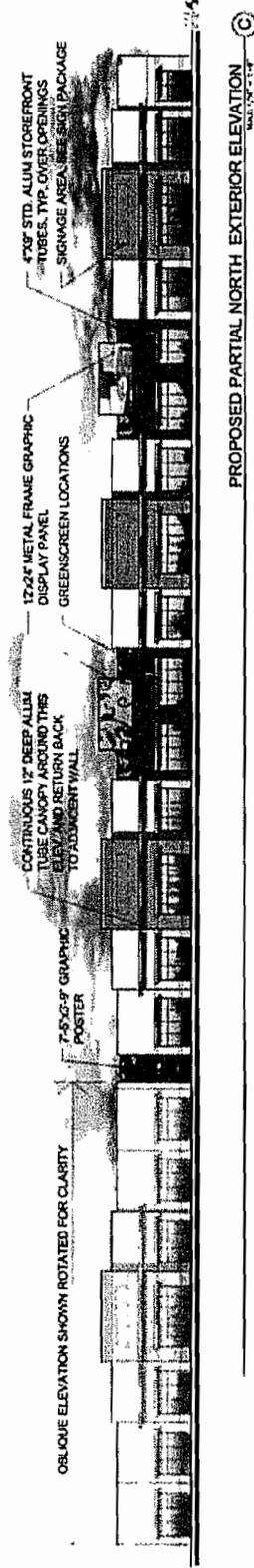
45

Sign Type	Description	Sign Location				Quantity	Sign Area (sq. ft.)	Max. Height	Max. Length	Illumination (Y or N)
		Freestanding	Building	Canopy	Projecting					
11	BUILDING ADDRESS NUMERALS		X			AS REQUIRED 3.5	12"	42"	N	
12	VEHICLE DIRECTIONAL SIGNS	X				AS REQUIRED 7.625	5'-6"	2'-6"	N	
13	LEGAL NOTICE SIGNS	X				AS REQUIRED 7.625	5'-6"	2'-6"	N	
14	STOP SIGNS	X				AS REQUIRED 2.25	5'-6"	1'-7 1/2"	N	
15	ACCESSIBLE SIGNS	X				AS REQUIRED .75	5'-0"	12"	N	
16	ABSTRACT LOGO SCULPTURE	X				1	9'-0"	5'-8"	Y	
17	LIFESTYLE GRAPHICS		X			14	VARIES	VARIES	Y	

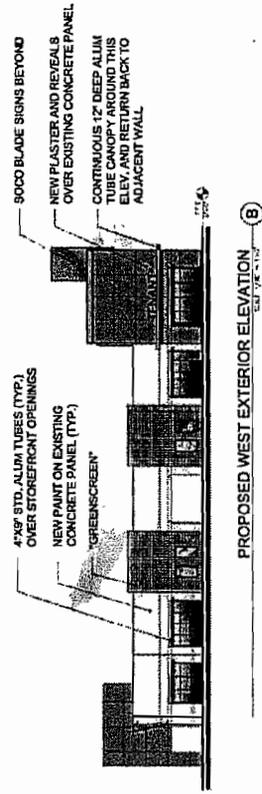
57A



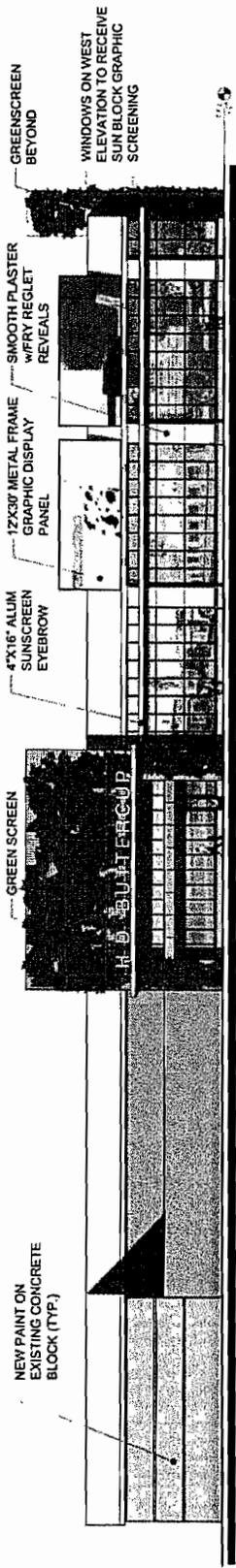
PROPOSED SOUTH EXTERIOR ELEVATION



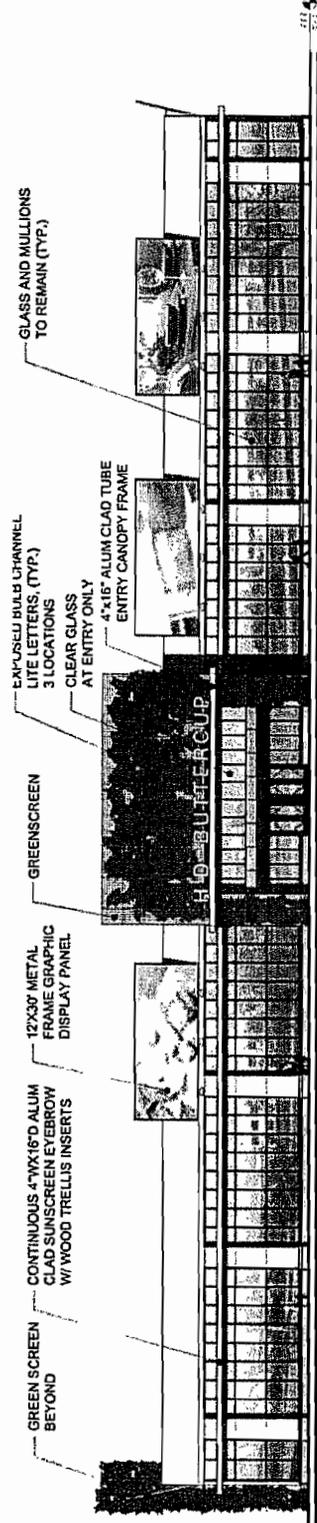
PROPOSED PARTIAL NORTH EXTERIOR ELEVATION



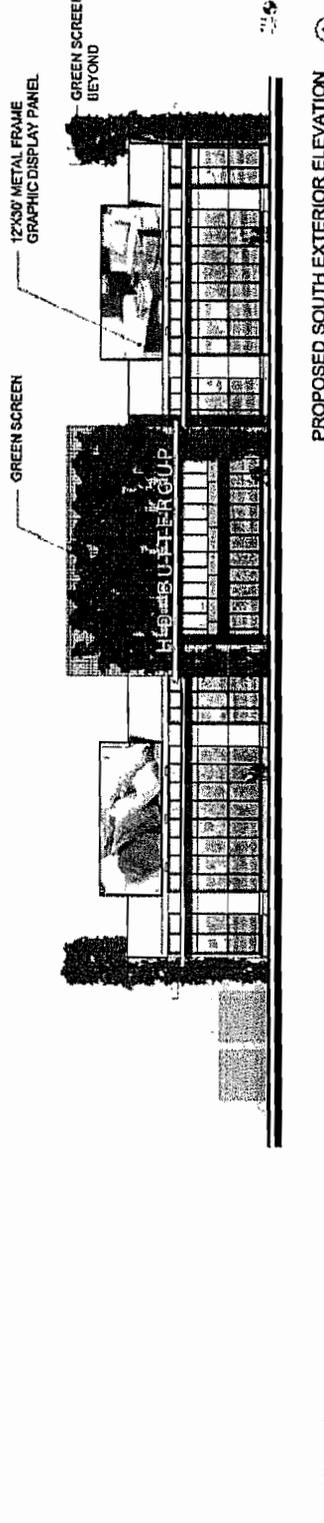
PROPOSED WEST EXTERIOR ELEVATION



PROPOSED WEST EXTERIOR ELEVATION
SOL. 1-12-20

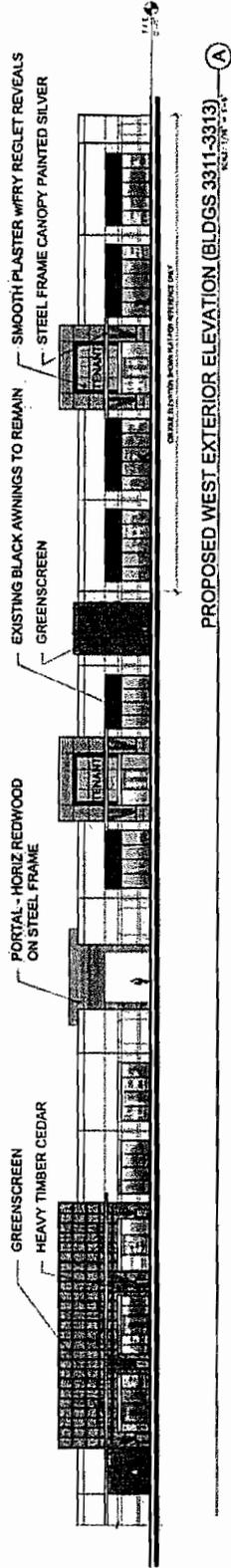


PROPOSED EAST EXTERIOR ELEVATION
SOL. 1-12-20

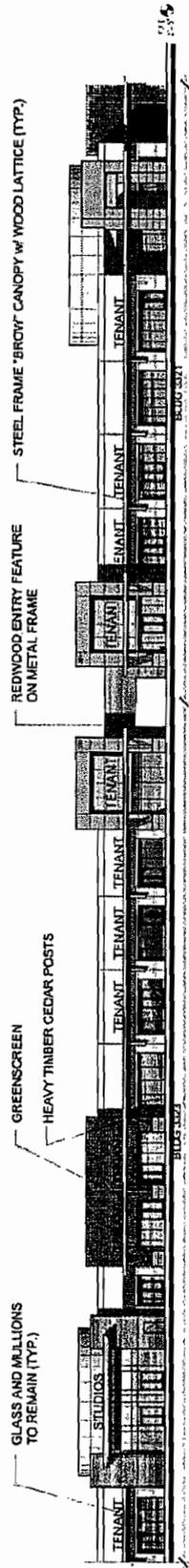


PROPOSED SOUTH EXTERIOR ELEVATION
SOL. 1-12-20

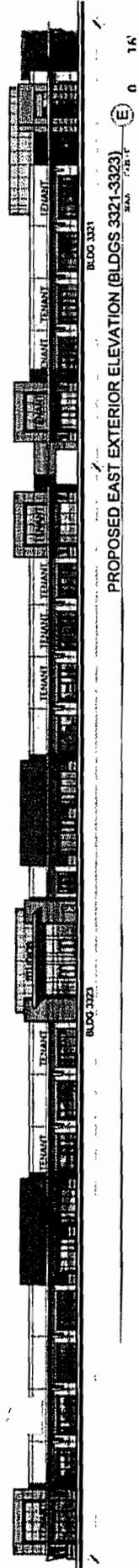
59



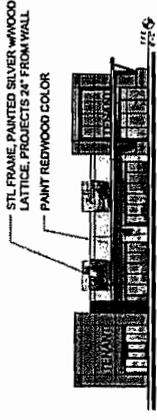
PROPOSED WEST EXTERIOR ELEVATION (BLDGS 3311-3313)



PROPOSED PARTIAL EAST EXTERIOR ELEVATION (BLDGS 3321-3323)



PROPOSED EAST EXTERIOR ELEVATION (BLDGS 3321-3323)



PROPOSED SOUTH EXTERIOR ELEVATION (BLDG 3323)

60

MATERIALS: AS NOTED

QUANTITY: 1

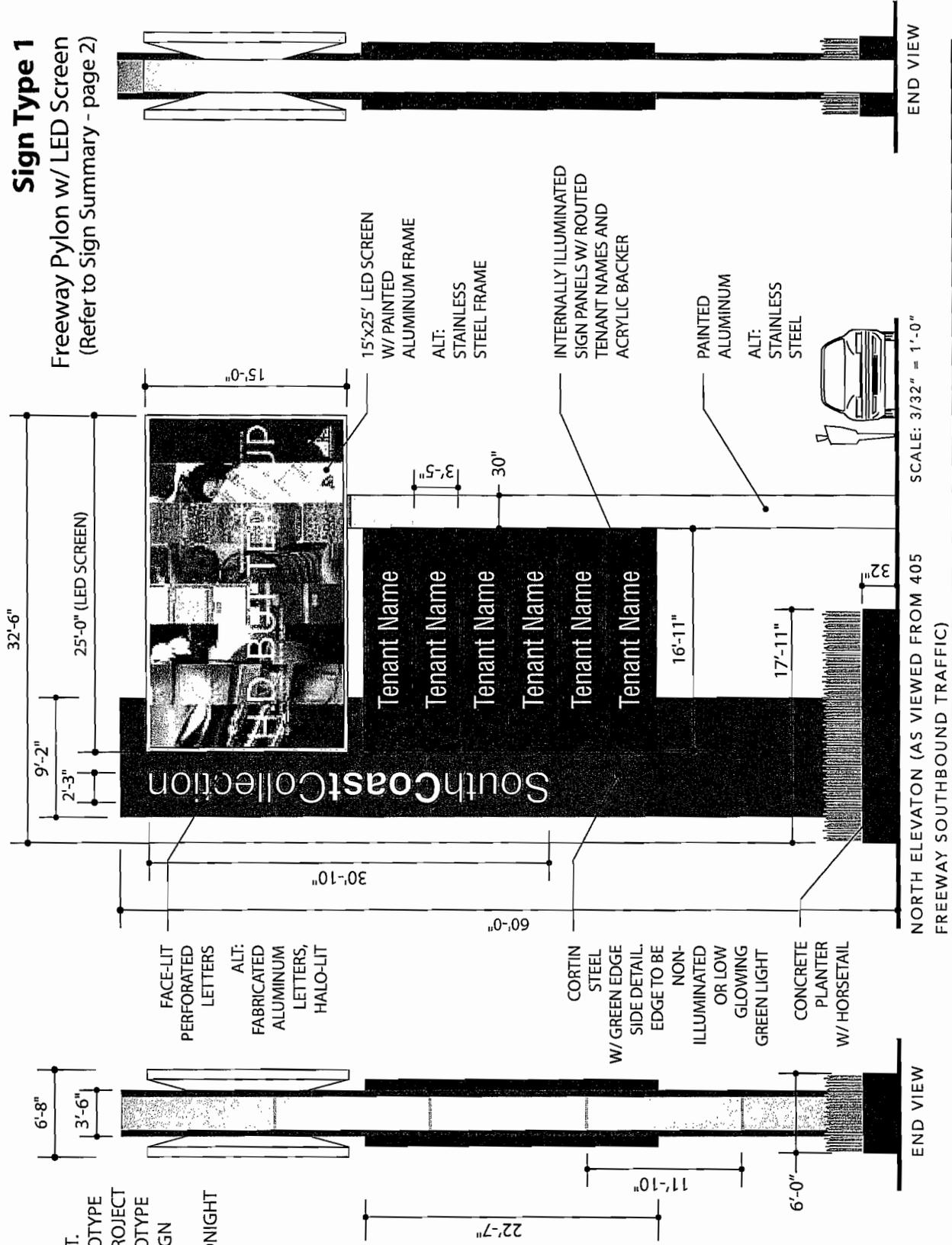
SIGN AREA: 826.375 SQ. FT.

TYPEFACE: PROJECT LOGOTYPE AND TENANT NAMES IN PROJECT FONT OR APPROVED LOGOTYPE

ILLUMINATED HOURS: SIGN SHALL BE ILLUMINATED FROM DUSK UNTIL 12 MIDNIGHT

Sign Type 1

Freeway Pylon w/ LED Screen
(Refer to Sign Summary - page 2)

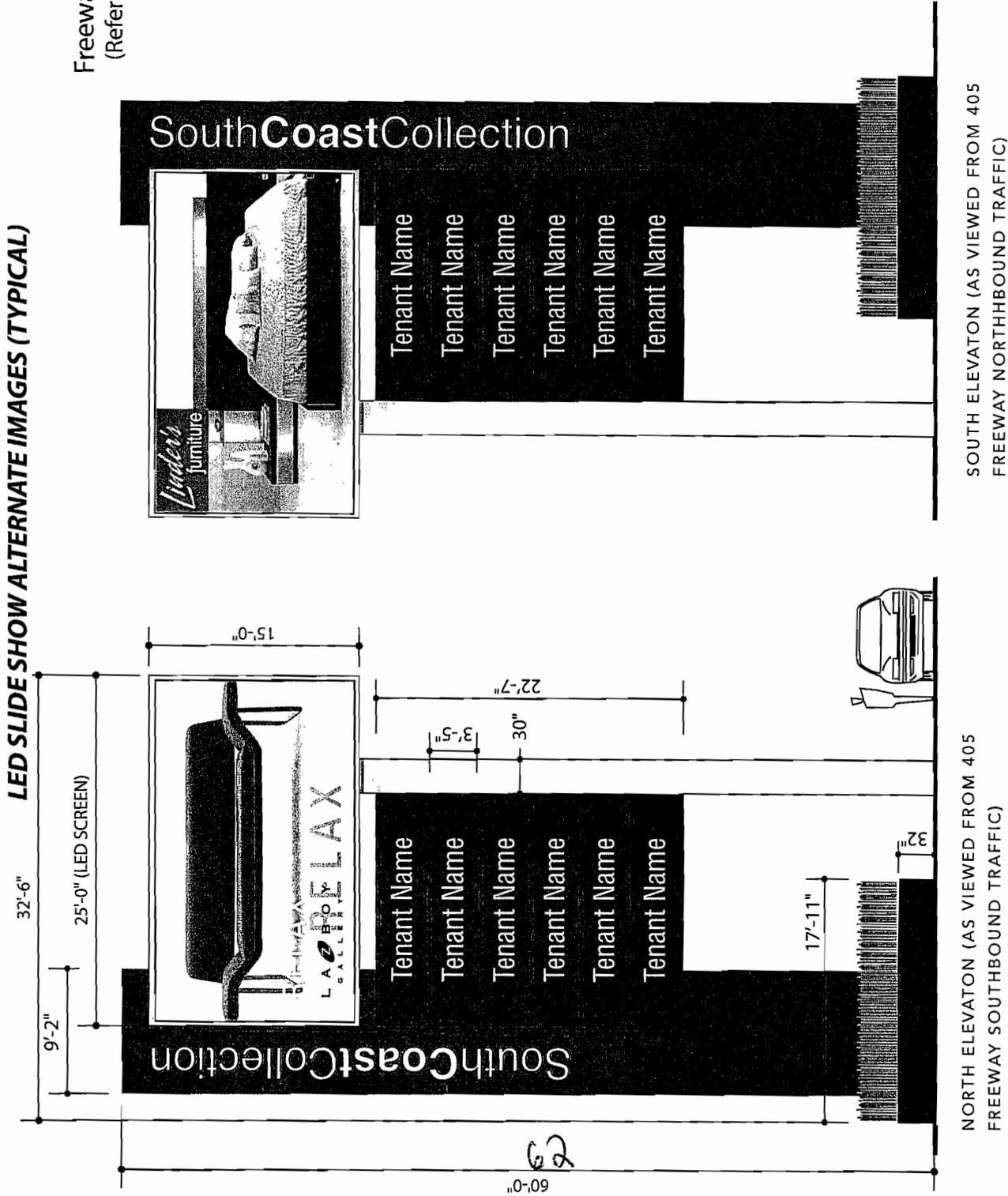


Sign Specifications - Page 4

LED SLIDE SHOW ALTERNATE IMAGES (TYPICAL)

Sign Type 1

Freeway Pylon w/ LED Screen
(Refer to Sign Summary - page 2)



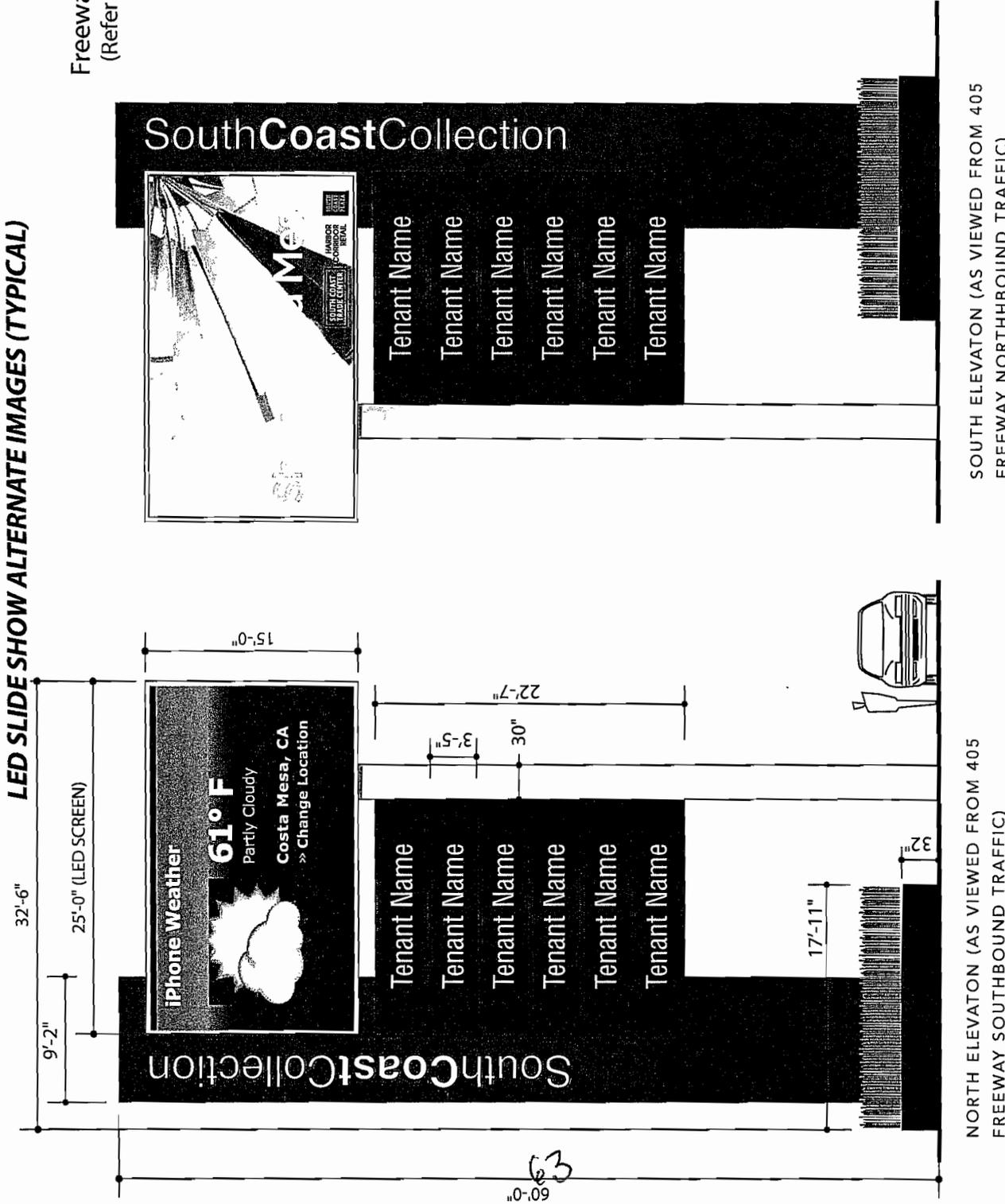
NORTH ELEVATION (AS VIEWED FROM 405
FREEWAY SOUTHBOUND TRAFFIC)

SOUTH ELEVATION (AS VIEWED FROM 405
FREEWAY NORTHBOUND TRAFFIC)

LED SLIDE SHOW ALTERNATE IMAGES (TYPICAL)

Sign Type 1

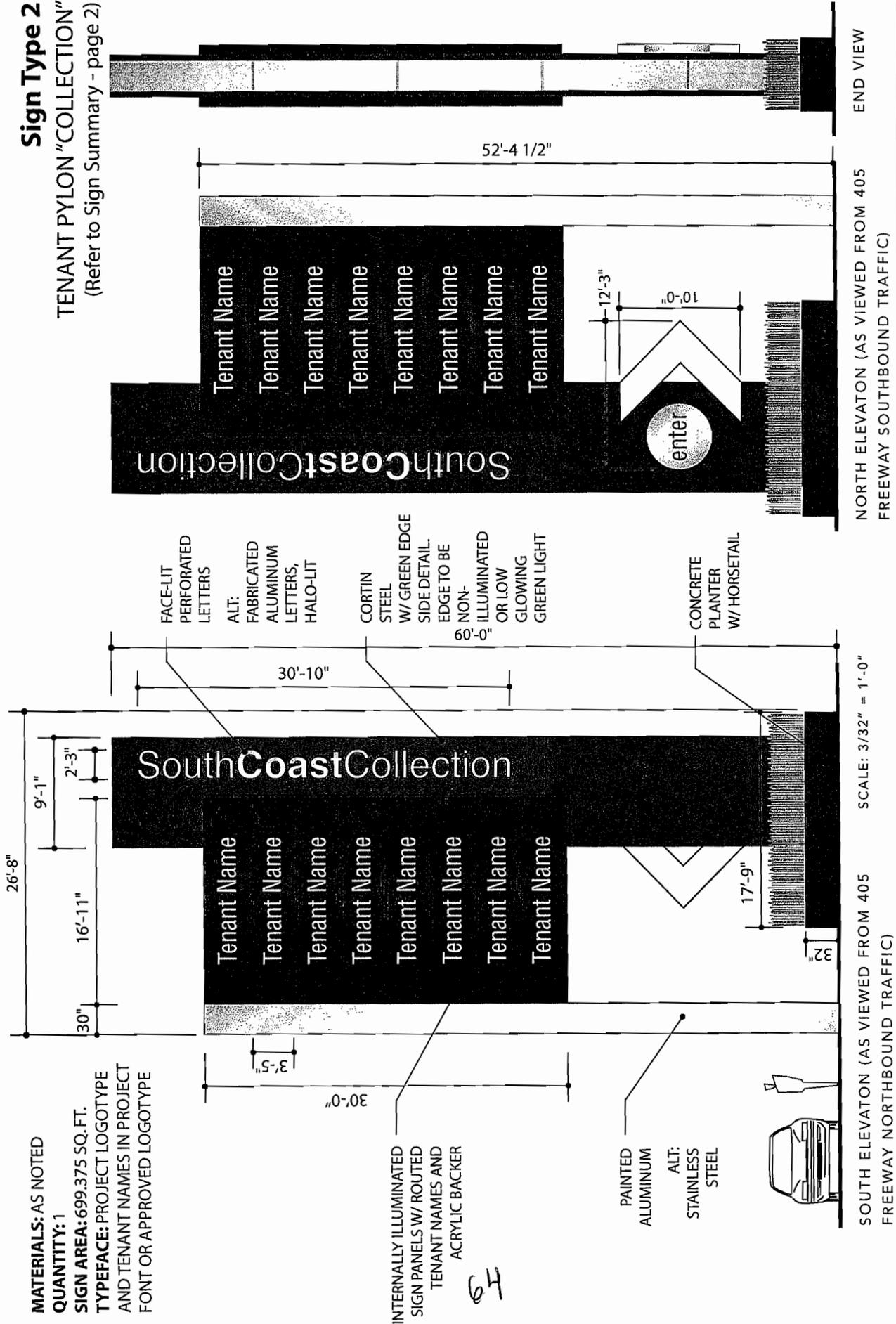
Freeway Pylon w/ LED Screen
(Refer to Sign Summary - page 2)



SOUTH ELEVATION (AS VIEWED FROM 405
FREEWAY NORTHBOUND TRAFFIC)

NORTH ELEVATION (AS VIEWED FROM 405
FREEWAY SOUTHBOUND TRAFFIC)

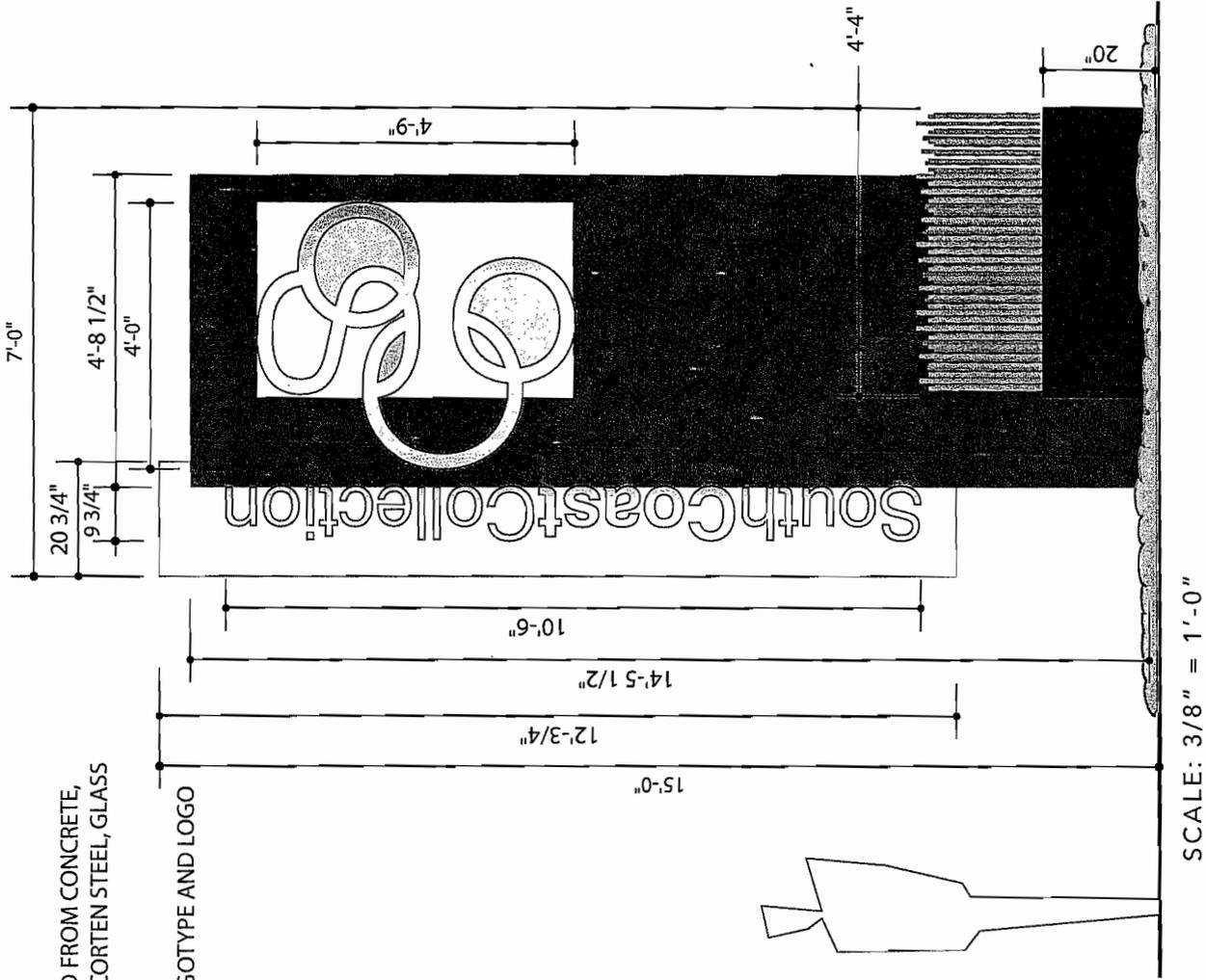
Sign Type 2
TENANT PYLON "COLLECTION"
 (Refer to Sign Summary - page 2)



Sign Type 3

PROJECT ID (AT ENTRIES)
(Refer to Sign Summary - page 2)

MATERIALS: FABRICATED FROM CONCRETE,
STAINLESS STEEL, AGED CORTEN STEEL, GLASS
QUANTITY: 4
SIGN AREA: 27.5 SQ. FT.
TYPEFACE: PROJECT LOGOTYPE AND LOGO

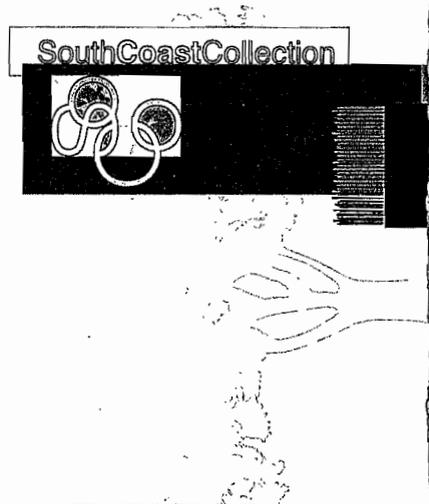
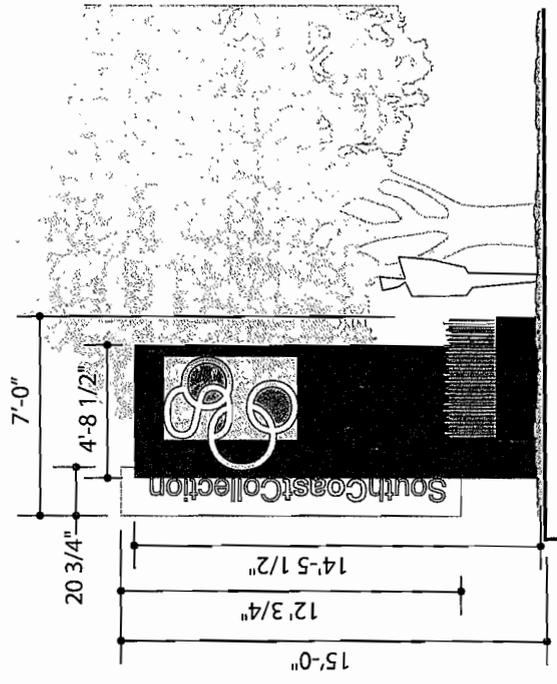


PLAN VIEW

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

Sign Type 3

PROJECT ID (AT ENTRIES)
(Refer to Sign Summary - page 2)



SCALE: NTS

66

Sign Type 4

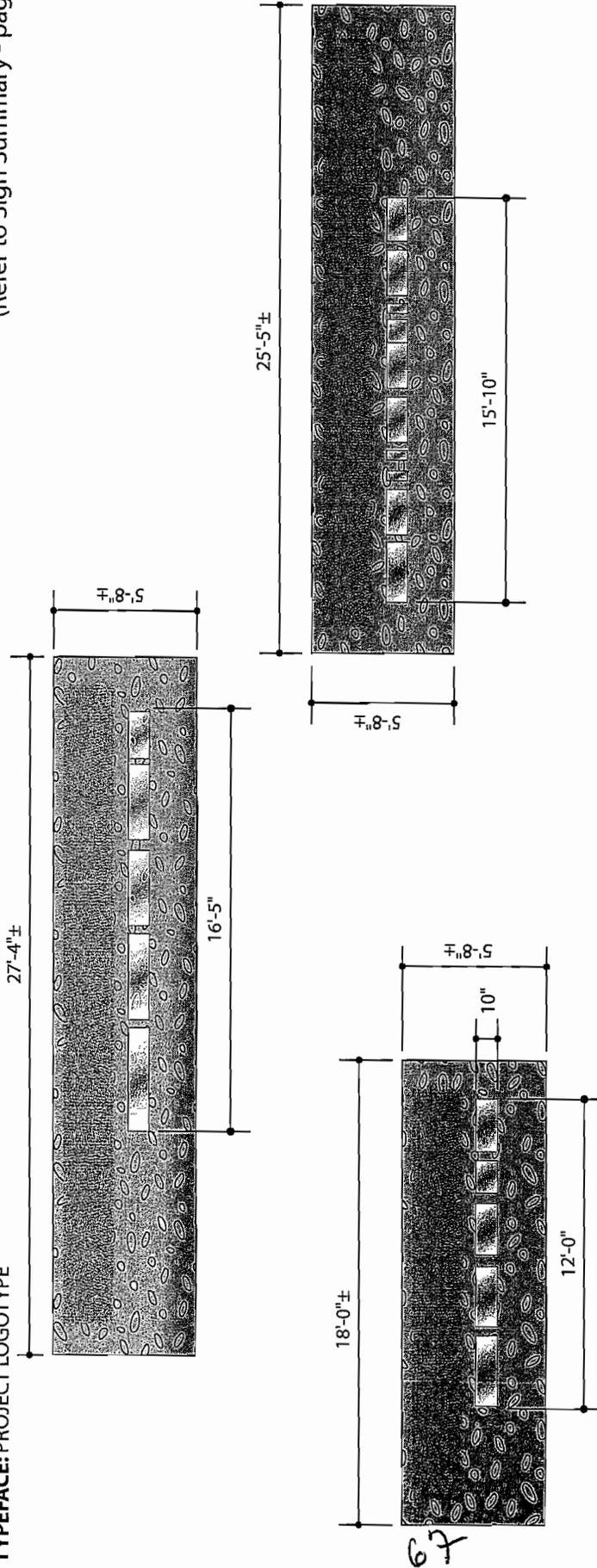
PROJECT ID (AT CORNER)
(Refer to Sign Summary - page 2)

MATERIALS: PAINTED FABRICATED ALUMINUM LETTERS

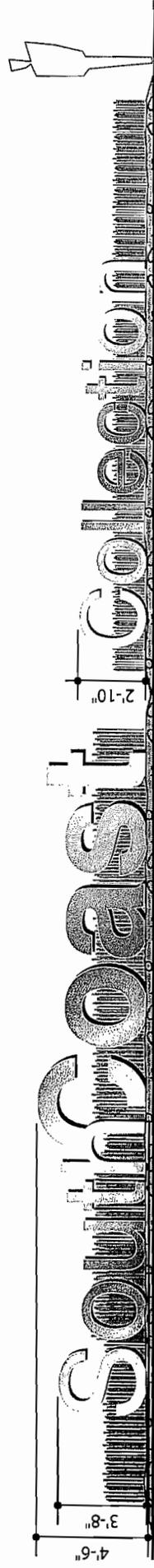
QUANTITY: 1 SET

SIGN AREA: 163 SQ. FT. (COMBINED)

TYPEFACE: PROJECT LOGOTYPE



PLAN VIEW



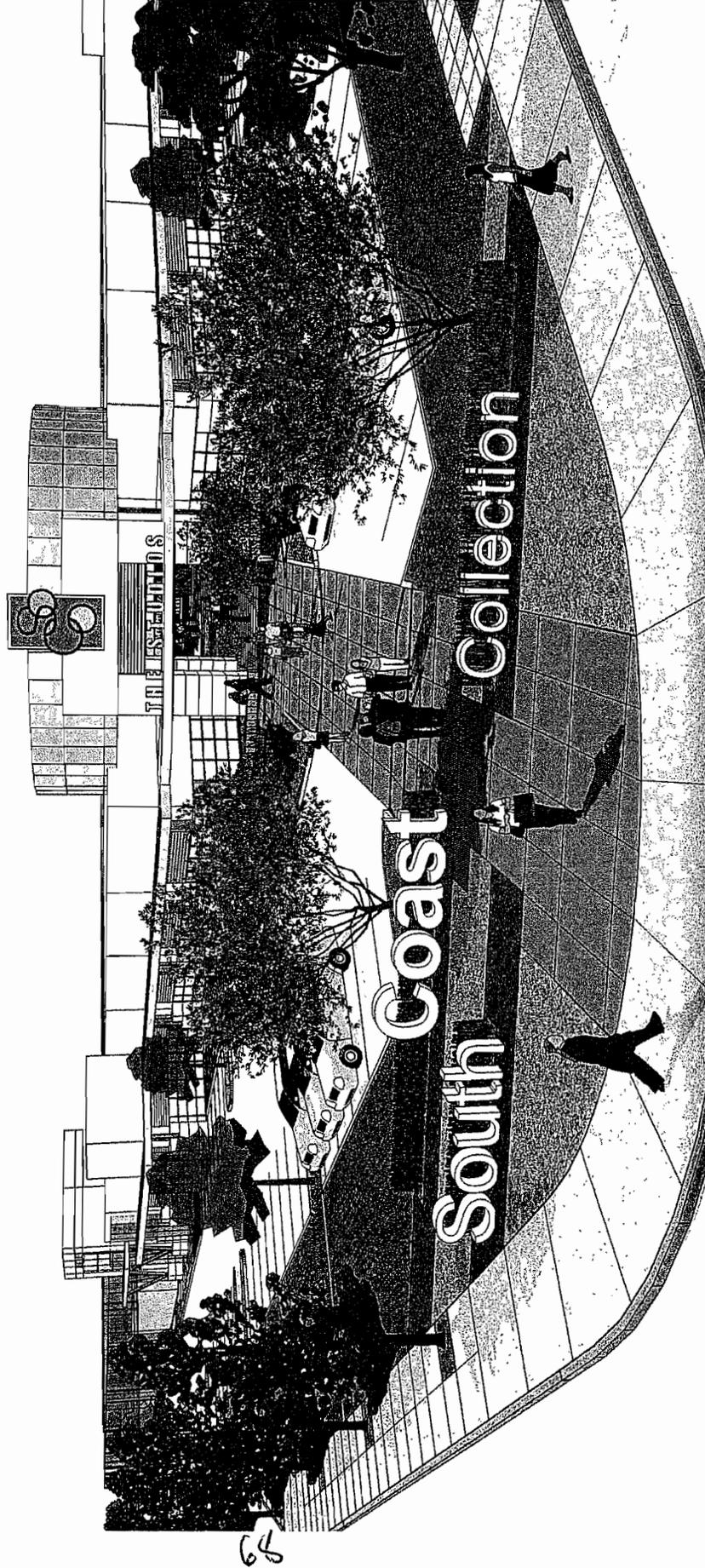
ELEVATION

SCALE: NTS

Sign Type 4

PROJECT ID (AT CORNER)

(Refer to Sign Summary - page 2)



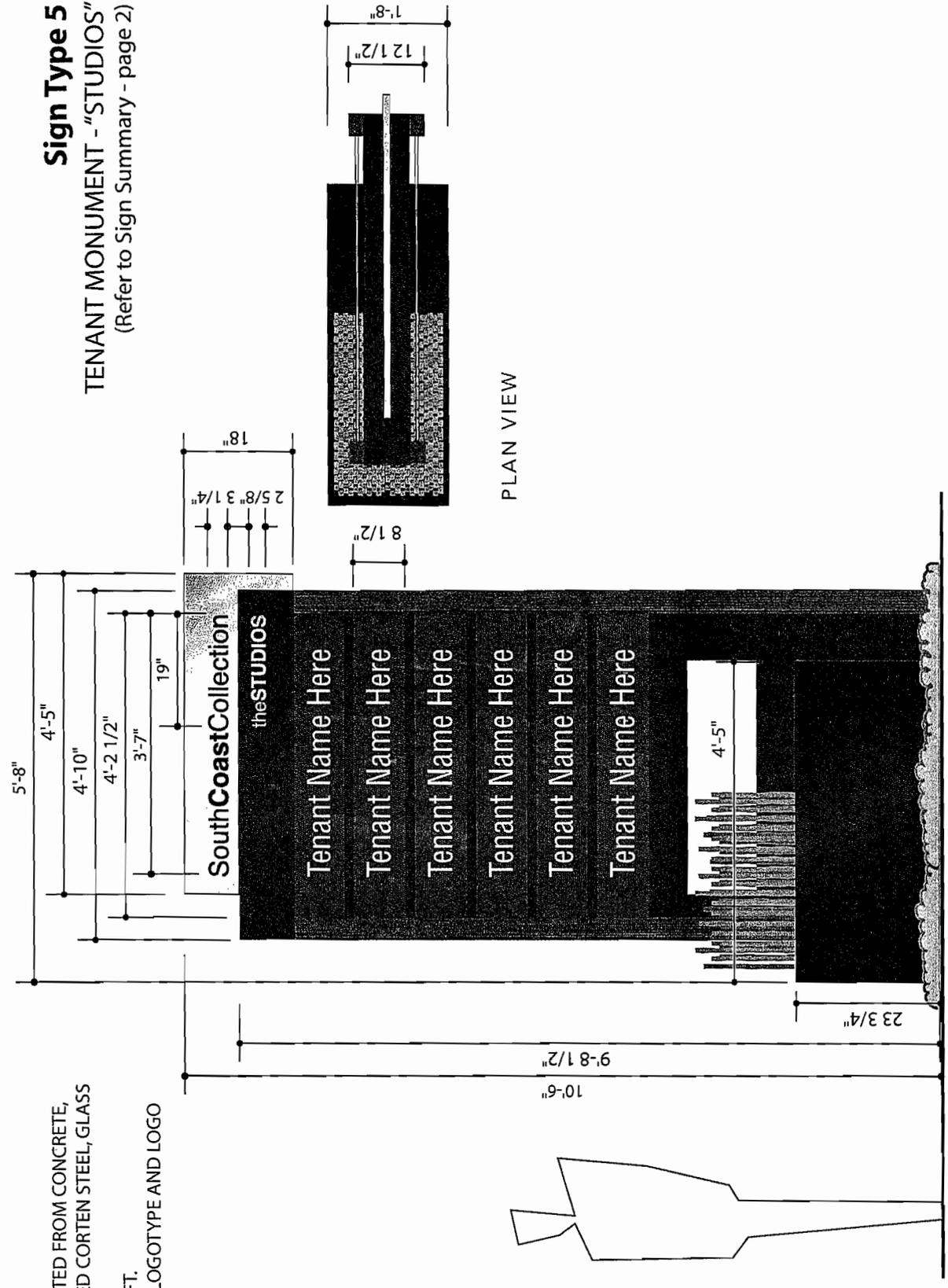
SCALE: NTS

Sign Specifications - Page 4C.1

SouthCoastCollection

Sign Type 5
TENANT MONUMENT - "STUDIOS"
 (Refer to Sign Summary - page 2)

MATERIALS: FABRICATED FROM CONCRETE,
 STAINLESS STEEL, AGED CORTEN STEEL, GLASS
QUANTITY: 2
SIGN AREA: 19.5 SQ. FT.
TYPEFACE: PROJECT LOGOTYPE AND LOGO

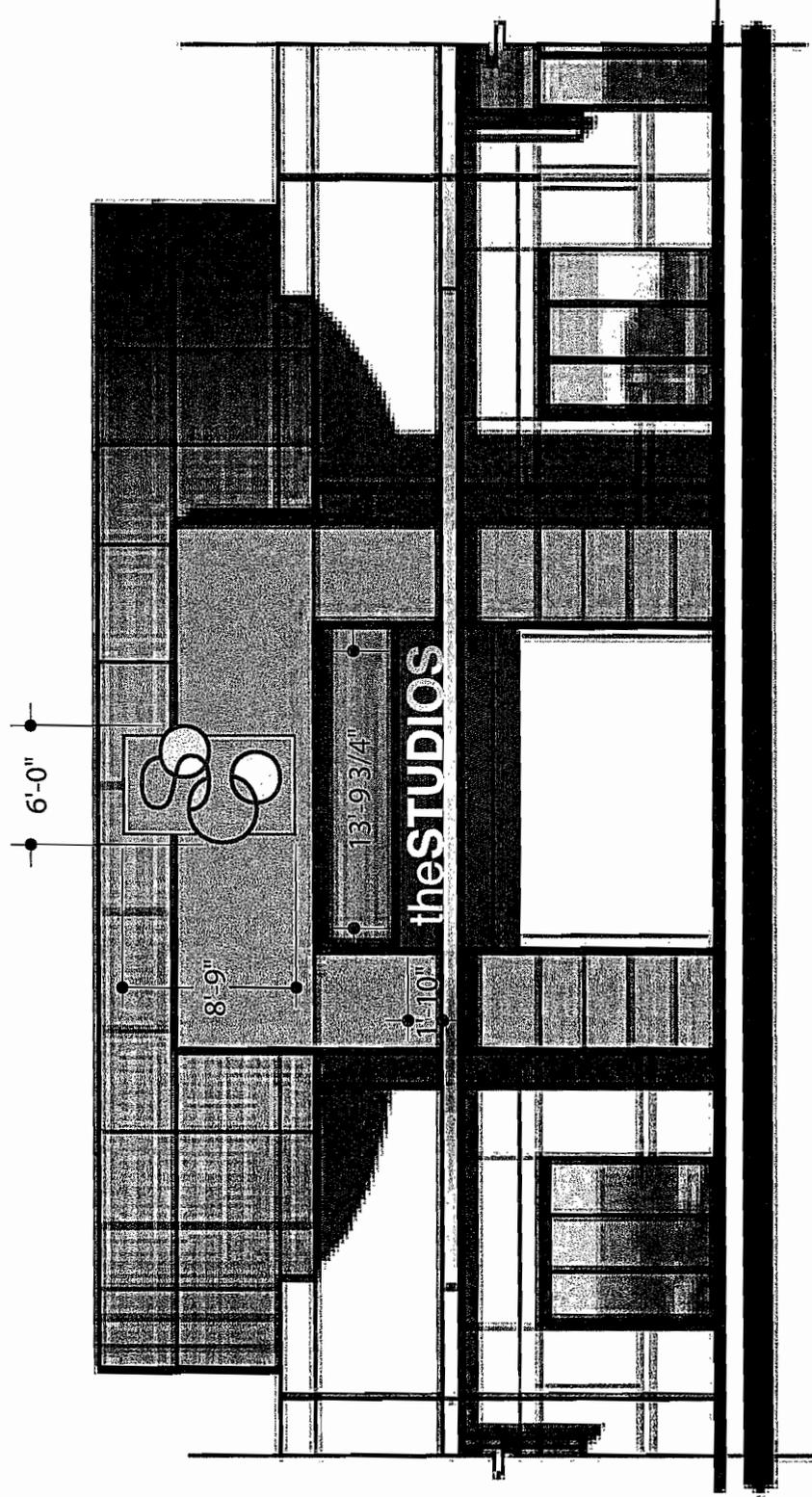


PLAN VIEW

SCALE: 1/2" = 1'-0"

Sign Type 6
 ON-BUILDING PROJECT ID
 (Refer to Sign Summary - page 2)

MATERIALS: INTERNALLY ILLUMINATED LETTERS AND LOGO FABRICATED FROM ALUMINUM
QUANTITY: 1
SIGN AREA: 78 SQ. FT. (COMBINED)
TYPEFACE: PROJECT LOGOTYPE AND LOGO

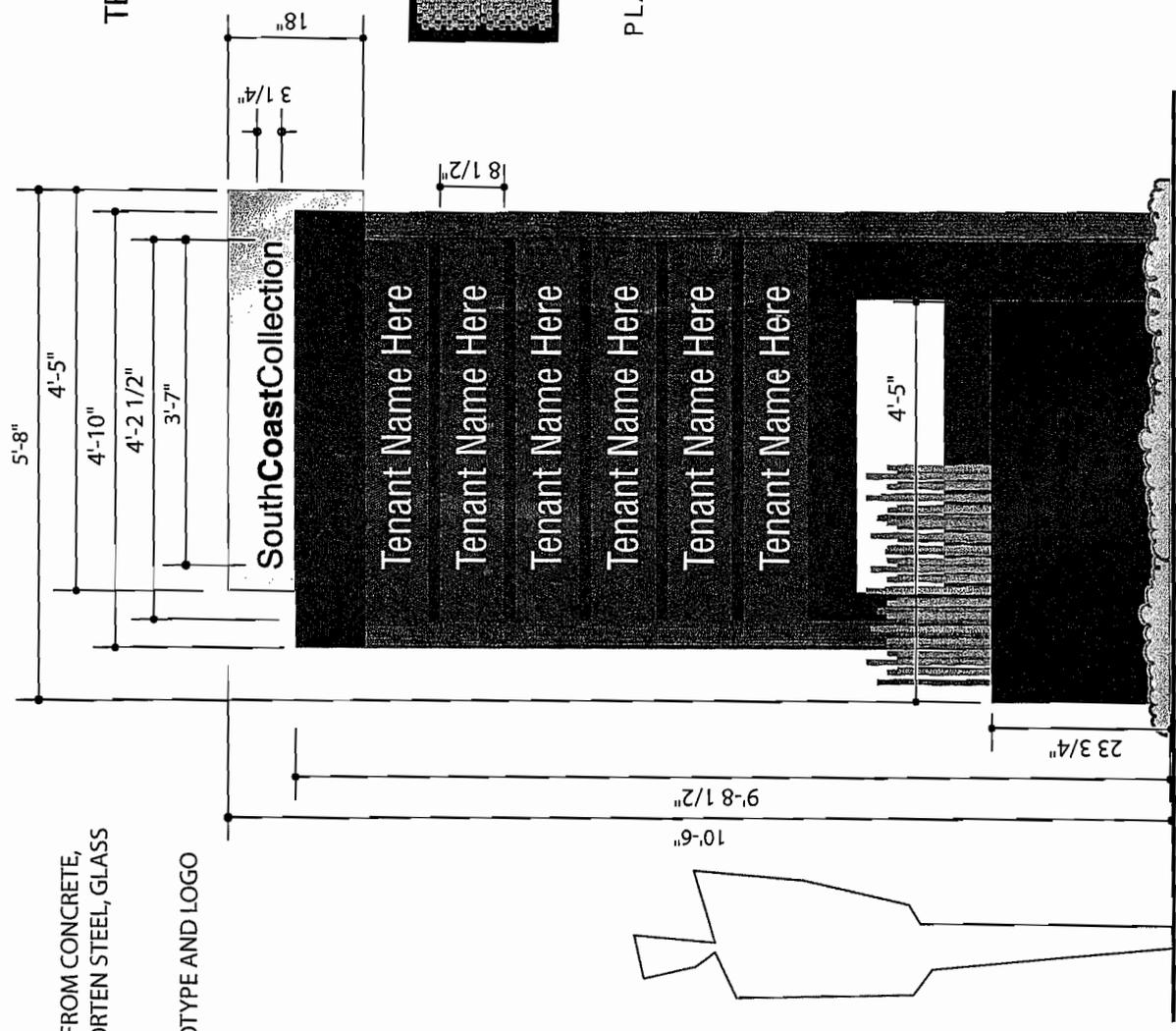


NORTH-EAST TOWER ELEVATION (BREEZEWAY 3)
 SCALE: NTS

70

Sign Type 7
TENANT MONUMENT - "COLLECTION"
 (Refer to Sign Summary - page 2)

MATERIALS: FABRICATED FROM CONCRETE,
 STAINLESS STEEL, AGED CORTEN STEEL, GLASS
QUANTITY: 1
SIGN AREA: 19 SQ. FT.
TYPEFACE: PROJECT LOGOTYPE AND LOGO

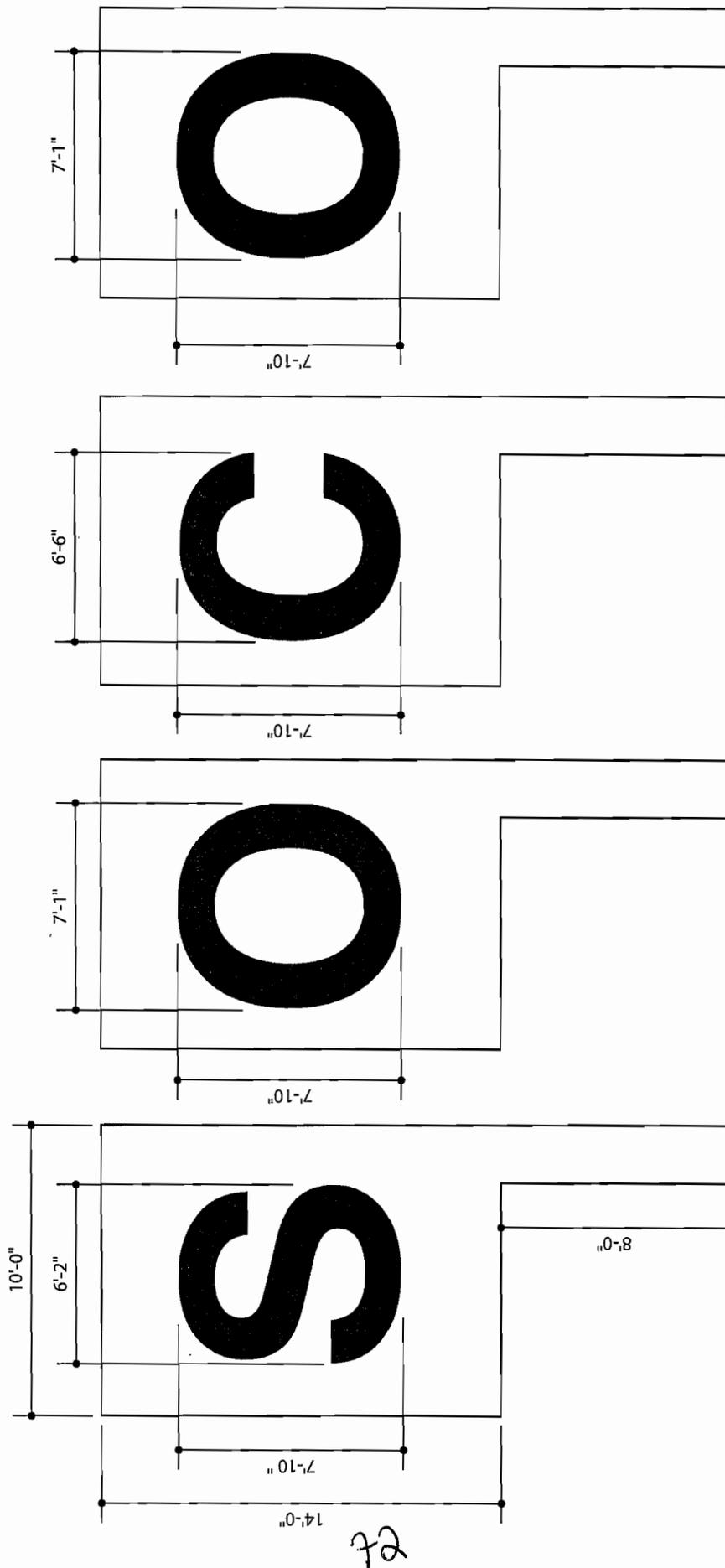


PLAN VIEW

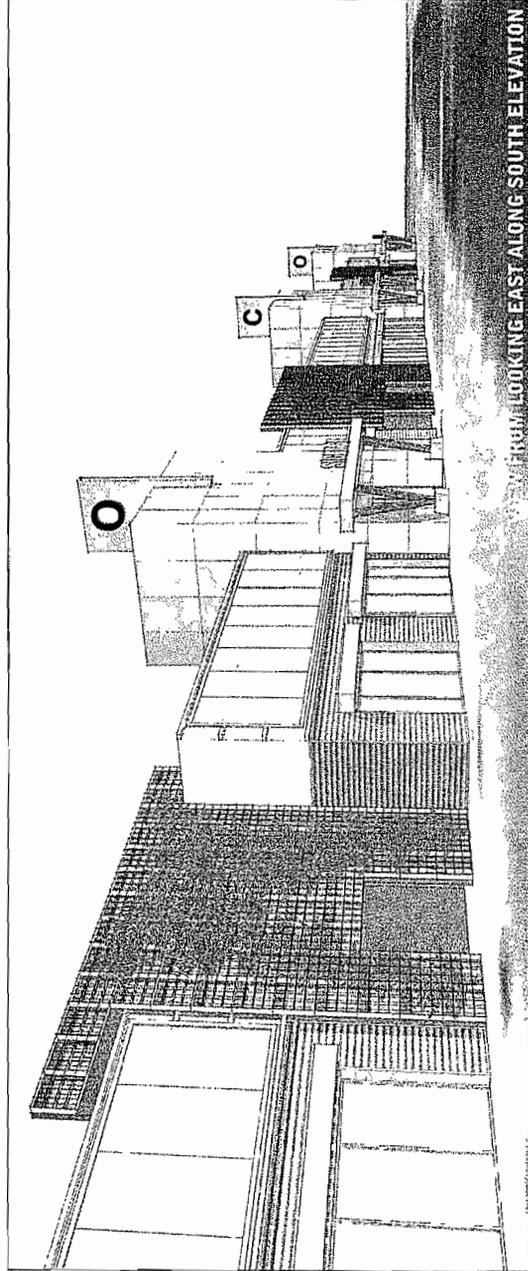
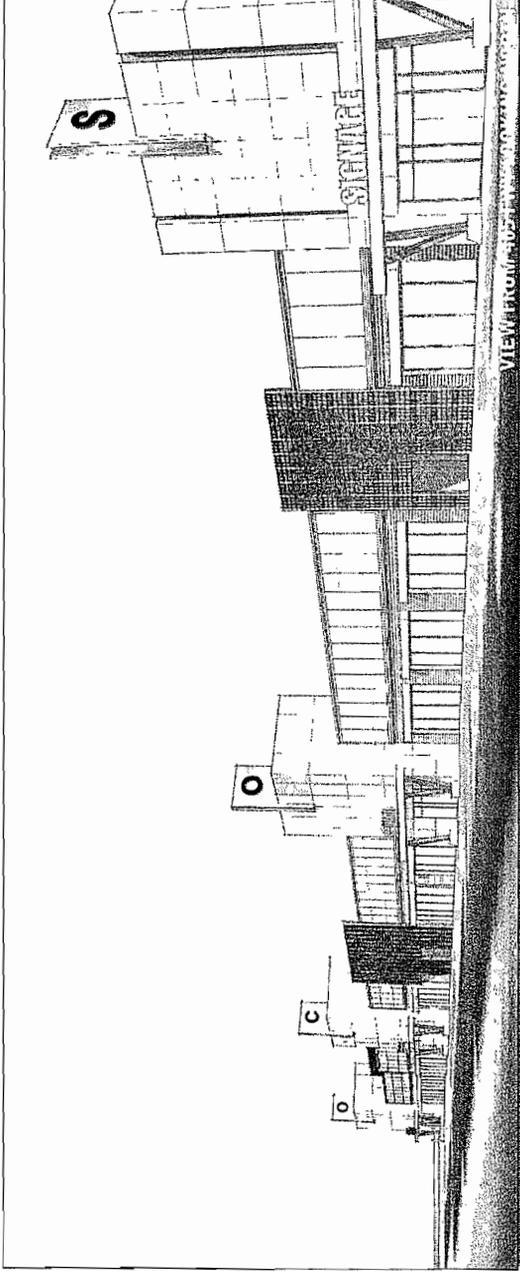
SCALE: 1/2" = 1'-0"

Sign Type 8
SOCO ON-BUILDING FINS
 (Refer to Sign Summary - page 2)

MATERIALS: FABRICATED METAL LETTERS W/ INTERNAL (HALO-LIT) ILLUMINATION
 EDGE TO LOW GLOWING GREEN LIGHT
QUANTITY: 4
SIGN AREA: 210.375
TYPEFACE: PROJECT FONT



Sign Type 8
SOCO ON-BUILDING FINS
(Refer to Sign Summary - page 2)



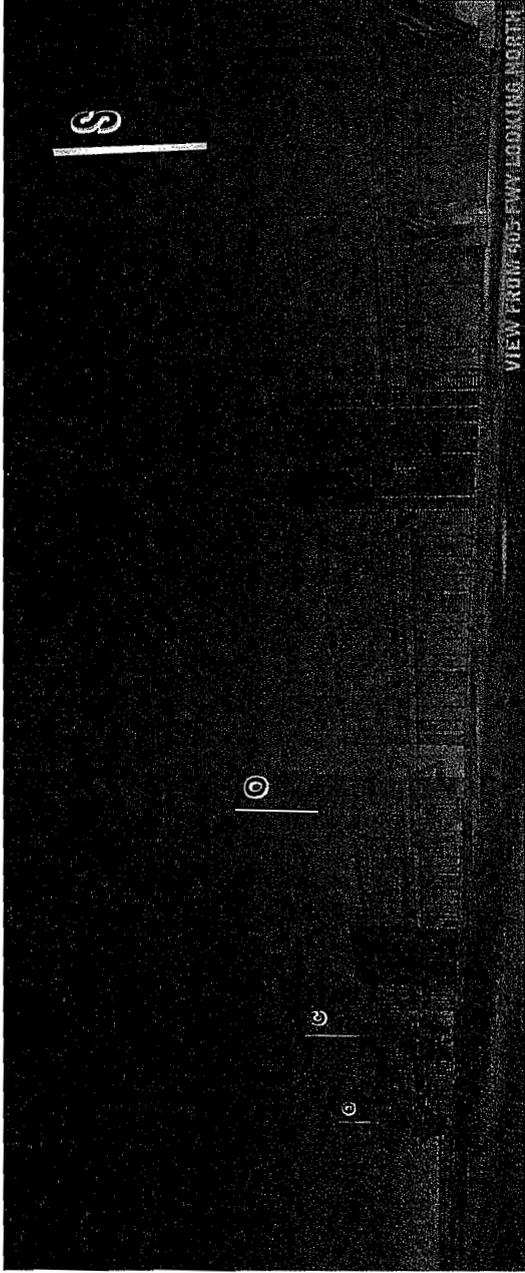
SCALE: NTS

Sign Specifications - Page 4G.1

SouthCoastCollection

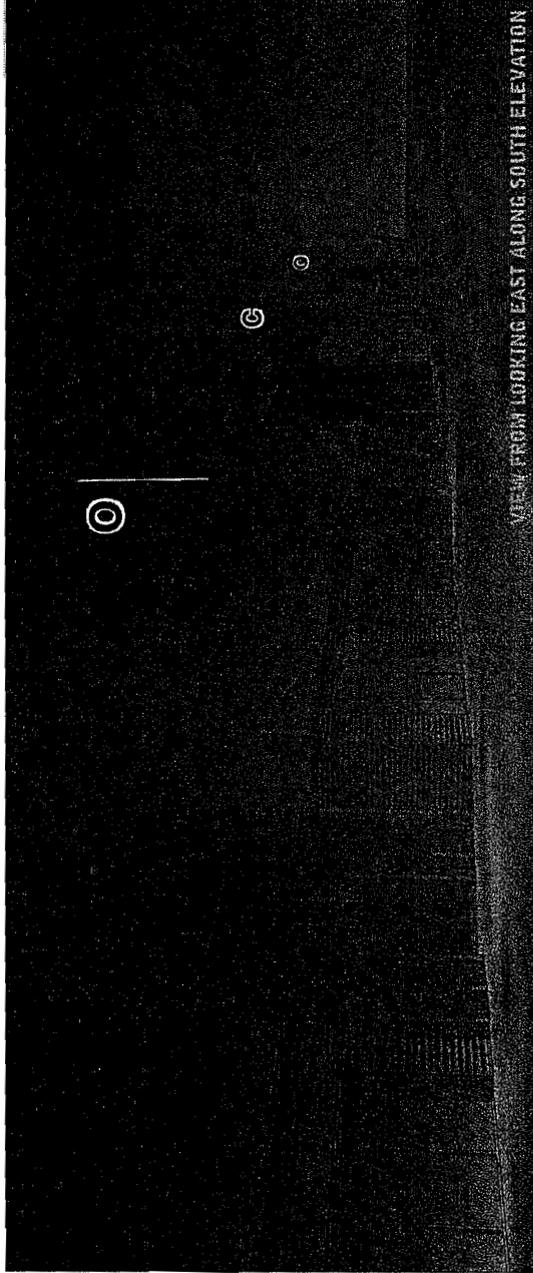
Sign Type 8

SOCO ON-BUILDING FINS - NIGHT VIEW
(Refer to Sign Summary - page 2)



44

VIEW FROM 405 FWW LOOKING NORTH



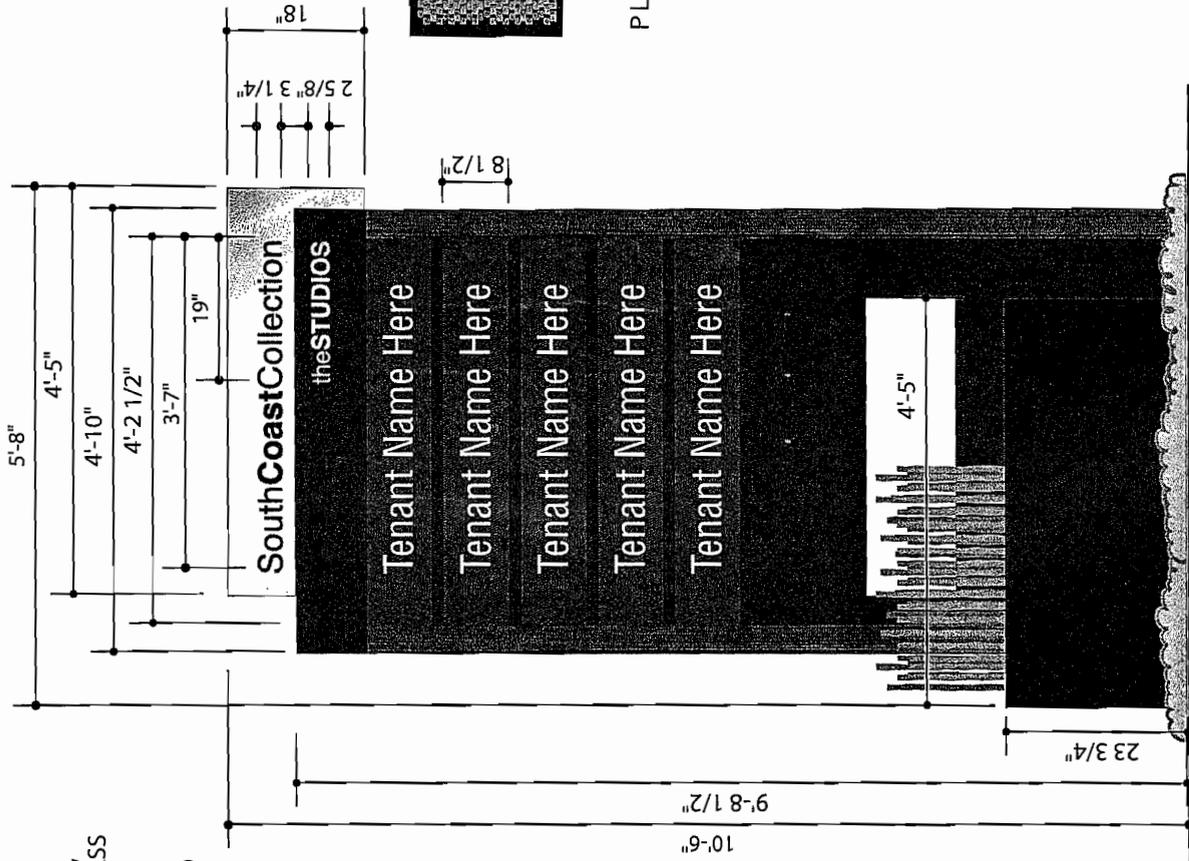
VIEW FROM LOOKING EAST ALONG SOUTH ELEVATION

SCALE: NTS

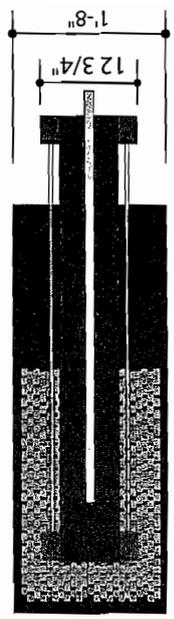
Sign Specifications - Page 4G.2

SouthCoastCollection

Sign Type 9
 TENANT MONUMENT
 "THE STUDIOS"
 (WEDDING / EVENT COURT)
 (Refer to Sign Summary - page 2)



MATERIALS: FABRICATED FROM CONCRETE, STAINLESS STEEL, AGED CORTEN STEEL, GLASS
QUANTITY: 16.5
SIGN AREA: 59.5 SQ. FT.
TYPEFACE: PROJECT LOGOTYPE AND LOGO



PLAN VIEW



SCALE: 1/2" = 1'-0"

75

MATERIALS: A VARIETY OF WALL TREATMENTS IS ENCOURAGED. SIGNS MAY USE ANY ACCEPTABLE TREATMENTS PROVIDED FOR IN THIS TENANT SIGN PROGRAM, EXCEPT AS RESTRICTED BELOW.

Sign Type 10 BUILDING TENANT ID SIGNS (Refer to Sign Summary - page 2)

COPY: TENANT NAME/LOGO. IN ADDITION, SIGNAGE DESCRIBING PRODUCTS AND SERVICES IS ALLOWED.

SIGN AREA: SIGN AREA NOT TO EXCEED ONE AND ONE HALF (1 1/2) SQUARE FEET OF SIGN FOR EACH ONE FOOT (1') OF LINEAL FRONTAGE OF THE BUILDING FRONTING ON A STREET OR PARKING LOT. A MAXIMUM OF ONE SIGN PER BUSINESS STREET FRONTAGE. MAXIMUM SIGN LENGTH SHALL NOT EXCEED SEVENTY-FIVE (75%) OF STOREFRONT WIDTH.

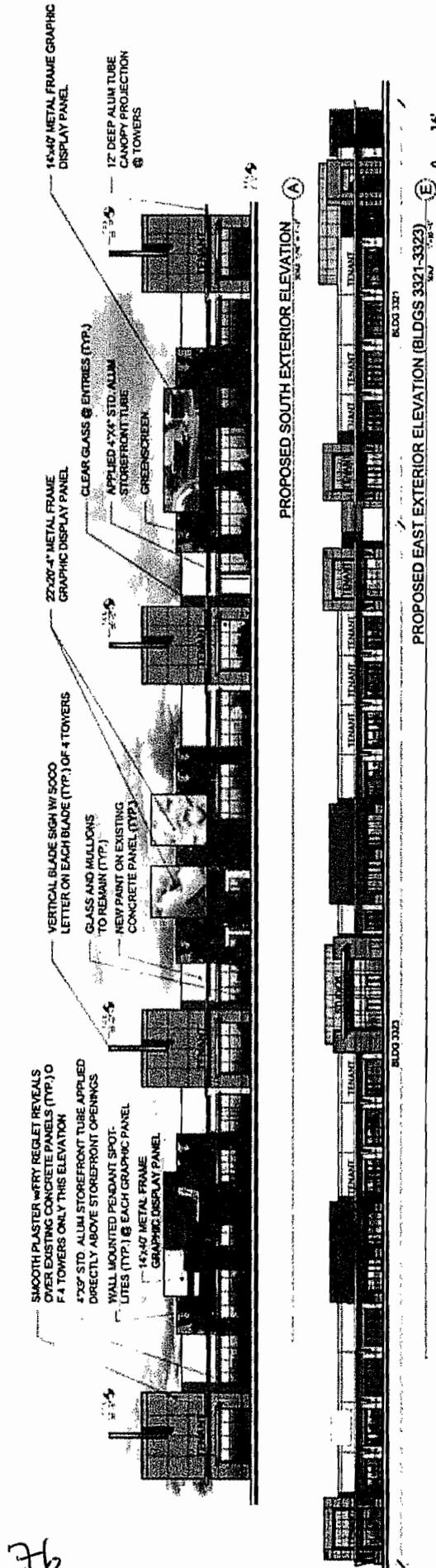
MAX HEIGHT: MAJOR TENANT (10,000 SF OR MORE) MAX LOGO HEIGHT FIVE FEET (5'). MAX LETTER HEIGHT THREE FEET (3').
SHOP TENANT (10,000 SF OR LESS) MAX LOGO HEIGHT FIVE FEET (4'). MAX LETTER HEIGHT THREE FEET (2'-6").

TYPEFACE: PROJECT FONT OR CUSTOM TENANT LOGOTYPE / NAME WITH OWNER APPROVAL.

COLORS: CUSTOM COLORS WITH OWNER APPROVAL

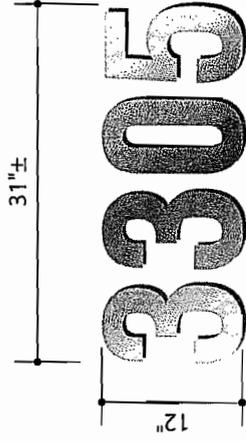
WINDOW LIFESTYLE IMAGE GRAPHICS: THESE GRAPHICS ARE USED TO ENHANCE ARCHITECTURAL FEATURES AND PROVIDE LIMITED SUN CONTROL TO INTERIOR SPACES. THE CITY WILL NOT ENFORCE TYPE FACE AND COPY BUT, IS SUBJECT TO OWNER APPROVAL. GRAPHICS ARE PERMITTED ON UP TO 100% OF CONTIGUOUS WINDOW AREA ON ELEVATIONS FACING FREEWAY AND ENTIRE 3305 BUILDING. ON ALL OTHER ELEVATIONS, GRAPHICS SHALL BE LIMITED TO 20% OF CONTIGUOUS WINDOW AREA.

TYPICAL ELEVATIONS:



MATERIALS: FABRICATED FROM METAL, INTERNALLY ILLUMINATED NUMERALS (ALTERNATE)
QUANTITY: AS REQUIRED
SIGN AREA: 3.5 SQ. FT.
TYPEFACE: PROJECT FONT

Sign Type 11
BUILDING ADDRESS NUMERALS
(Refer to Sign Summary - page 2)



12" MIN. CAP HT. - BUILDING ADDRESS
SCALE: 3/4" = 1'-0"

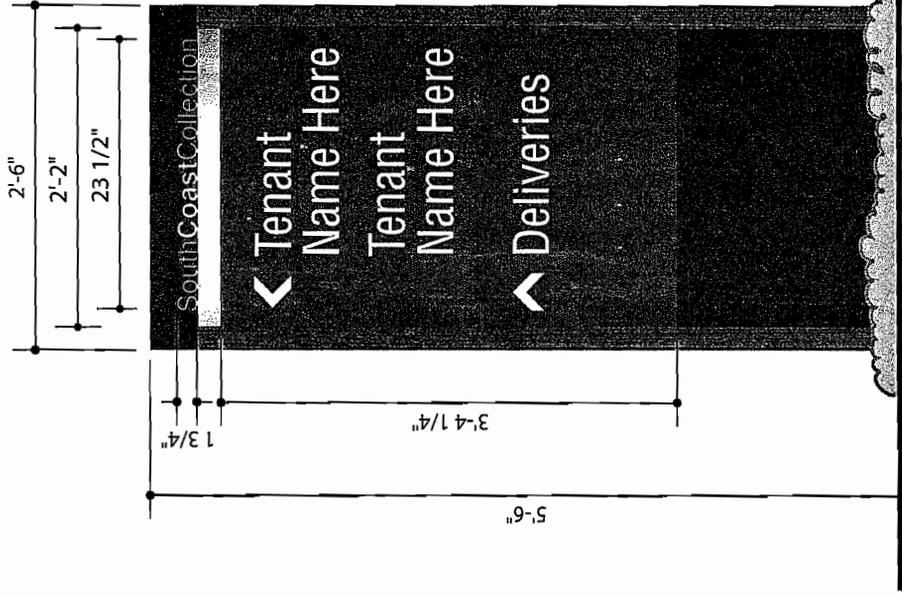
77

Sign Type 12
 Vehicle Directional Signs
 (Refer to Sign Summary - page 2)

MATERIALS: FABRICATED FROM CONCRETE,
 STAINLESS STEEL, AGED CORTEN STEEL, GLASS
QUANTITY: AS REQUIRED
SIGN AREA: 7.625 SQ. FT.
TYPEFACE: PROJECT LOGOTYPE AND PROJECT FONT



PLAN VIEW



SCALE: 3/4" = 1'-0"

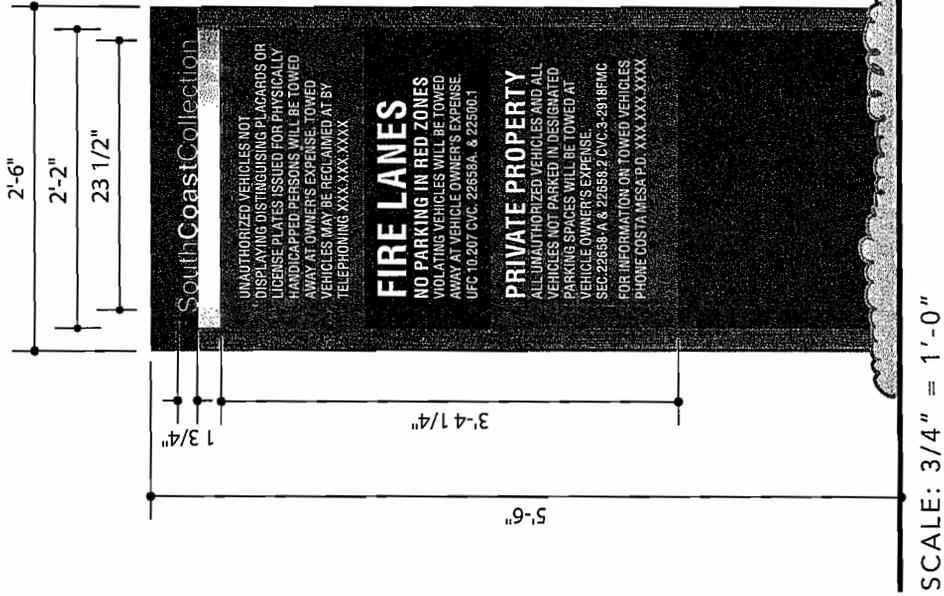
28

Sign Type 13
 Legal Notice Signs
 (Refer to Sign Summary - page 2)



PLAN VIEW

MATERIALS: FABRICATED FROM CONCRETE,
 STAINLESS STEEL, AGED CORTEN STEEL, GLASS
QUANTITY: AS REQUIRED
SIGN AREA: 7.625 SQ. FT.
TYPEFACE: PROJECT LOGOTYPE AND PROJECT FONT



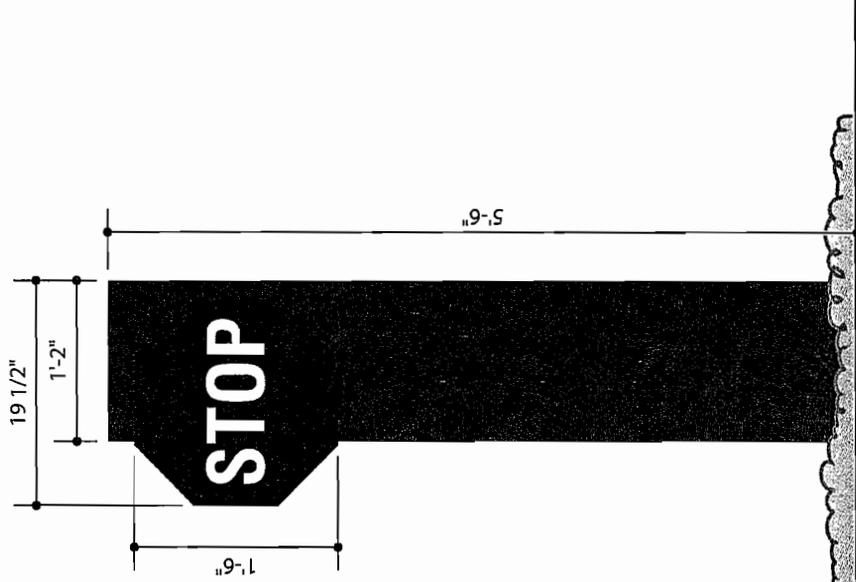
79

Sign Type 14
Stop Signs
(Refer to Sign Summary - page 2)

MATERIALS: FABRICATED FROM CONCRETE,
STAINLESS STEEL, ALUMINUM, AGED CORTEN STEEL
QUANTITY: AS REQUIRED
SIGN AREA: 2.25 SQ. FT.
TYPEFACE: PROJECT LOGOTYPE AND PROJECT FONT



PLAN VIEW



SCALE: 3/4" = 1'-0"

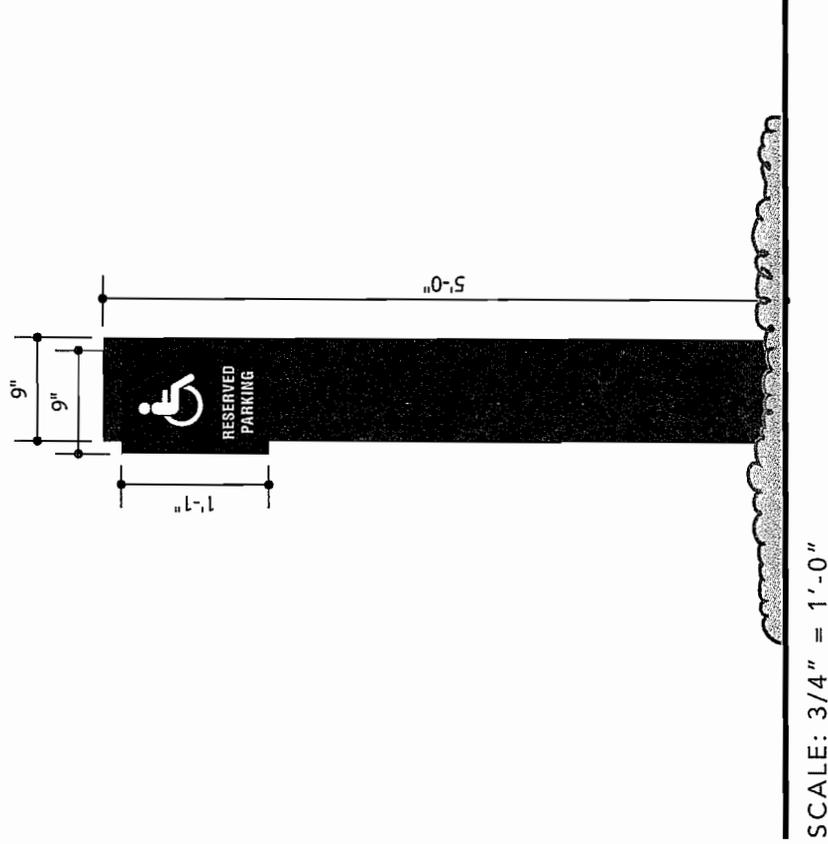
80

MATERIALS: FABRICATED FROM CONCRETE,
STAINLESS STEEL, ALUMINUM, AGED CORTEN STEEL
QUANTITY: AS REQUIRED
SIGN AREA: .75 SQ. FT.
TYPEFACE: PROJECT LOGOTYPE AND PROJECT FONT

Sign Type 15
Accessible Signs
(Refer to Sign Summary - page 2)

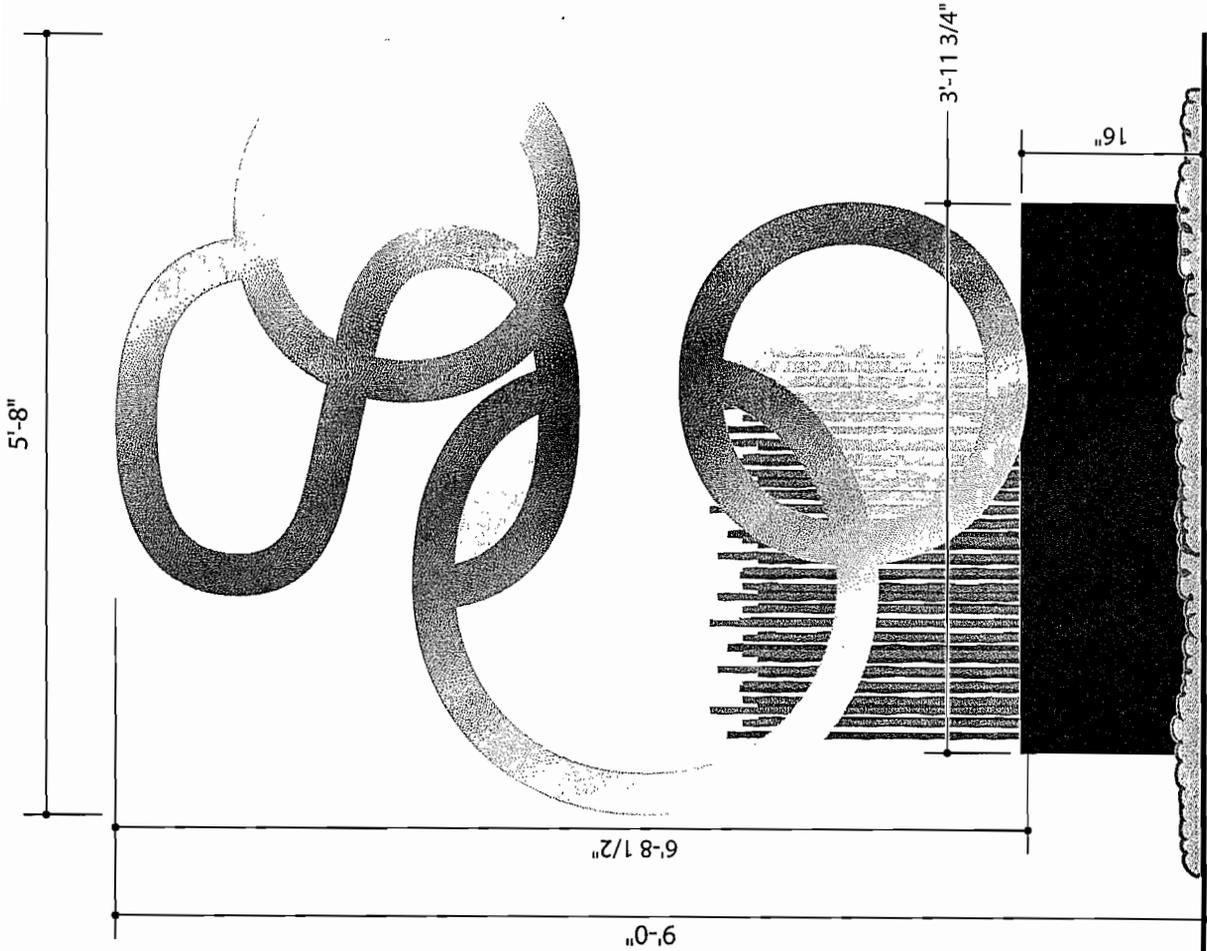


PLAN VIEW



81

MATERIALS: FABRICATED FROM SILVER METAL AND CONCRETE
QUANTITY: 1
SIGN AREA: 13.75 SQ. FT.
DESCRIPTION: 9 FT. MAX. HEIGHT OF ABSTRACT SCULPTURE, MAYBE CUSTOM PIECE OR ABSTRACT INTERPRETATION OF LOGO



82

Sign Type 16
 ABSTRACT LOGO SCULPTURE
 (Refer to Sign Summary - page 2)

Sign Type 17
LIFESTYLE GRAPHICS
 (Refer to Sign Summary - page 2)

DESCRIPTION: THROUGHOUT THE SOUTH COAST COLLECTION, THERE ARE CERTAIN AREAS DESIGNATED FOR LARGE SCALE LIFESTYLE GRAPHICS. THESE GRAPHICS ARE DESIGNED, INSTALLED AND MAINTAINED BY THE LANDLORD. THE VISUAL CONTENT WILL VARY BY LOCATION AND ONLY LIFESTYLE IMAGES THAT RELATE TO THE CENTER SHALL BE ALLOWED. THESE GRAPHICS MAY VARY IN SIZE AND WILL BE LIMITED TO A MAXIMUM OF 350 SQUARE FEET. REFER TO ARCHITECTURAL ELEVATIONS ON PAGES 3.1 AND 3.2 AND GRAPHIC SITE PLAN ON PAGE 5 FOR SPECIFIC CRITERIA. NO IMAGES CONTAINING ALCOHOL OR TOBACCO, NOR IMAGES DEPICTING VIOLENT OR EXPLICIT CONTENT, SHALL BE ALLOWED.

MATERIALS: ALL GRAPHICS TO BE DISPLAYED WITHIN METAL FRAME STRUCTURE ATTACHED TO BUILDING.

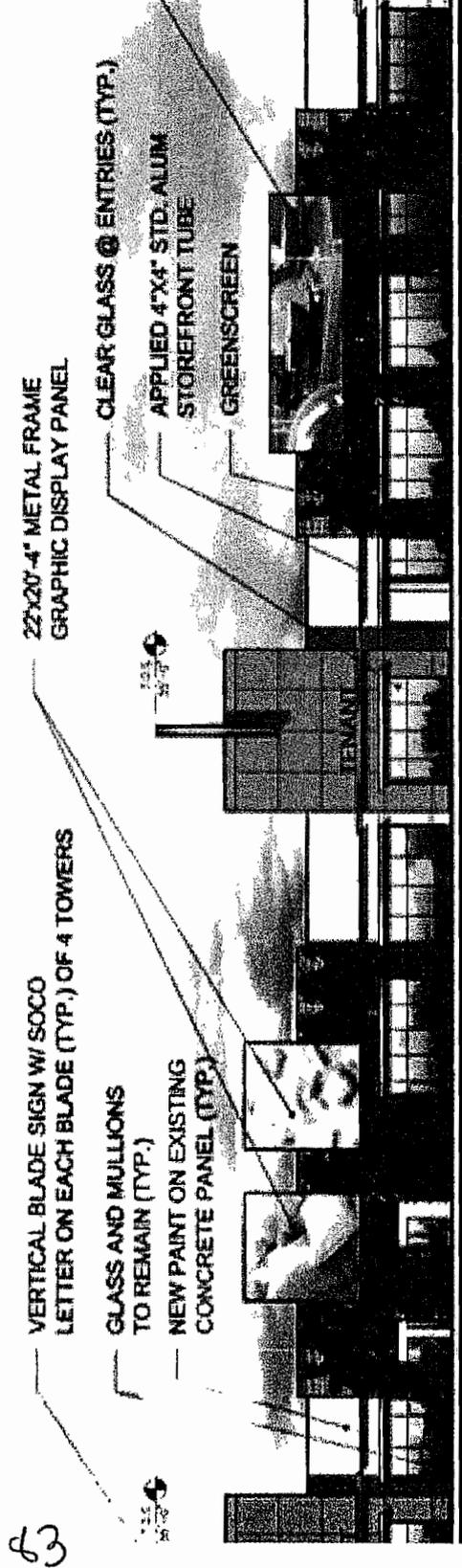
ILLUMINATION: EXTERNAL (UP-LIGHT)/ INTERNAL ILLUMINATION TBD.

GRAPHICS: MAY INCLUDE PHOTOGRAPHS, GRAPHIC DESIGN, LOGOS, COMPANY NAMES AND/OR INFORMATION LIMITED TO ON-SITE OCCUPANTS.

GRAPHIC ROTATION: GRAPHICS TO BE A CHANGED OUT EVERY SIX MONTHS.

SIGN AREA: 360 SQUARE FEET MAX.

TYPICAL ELEVATION:

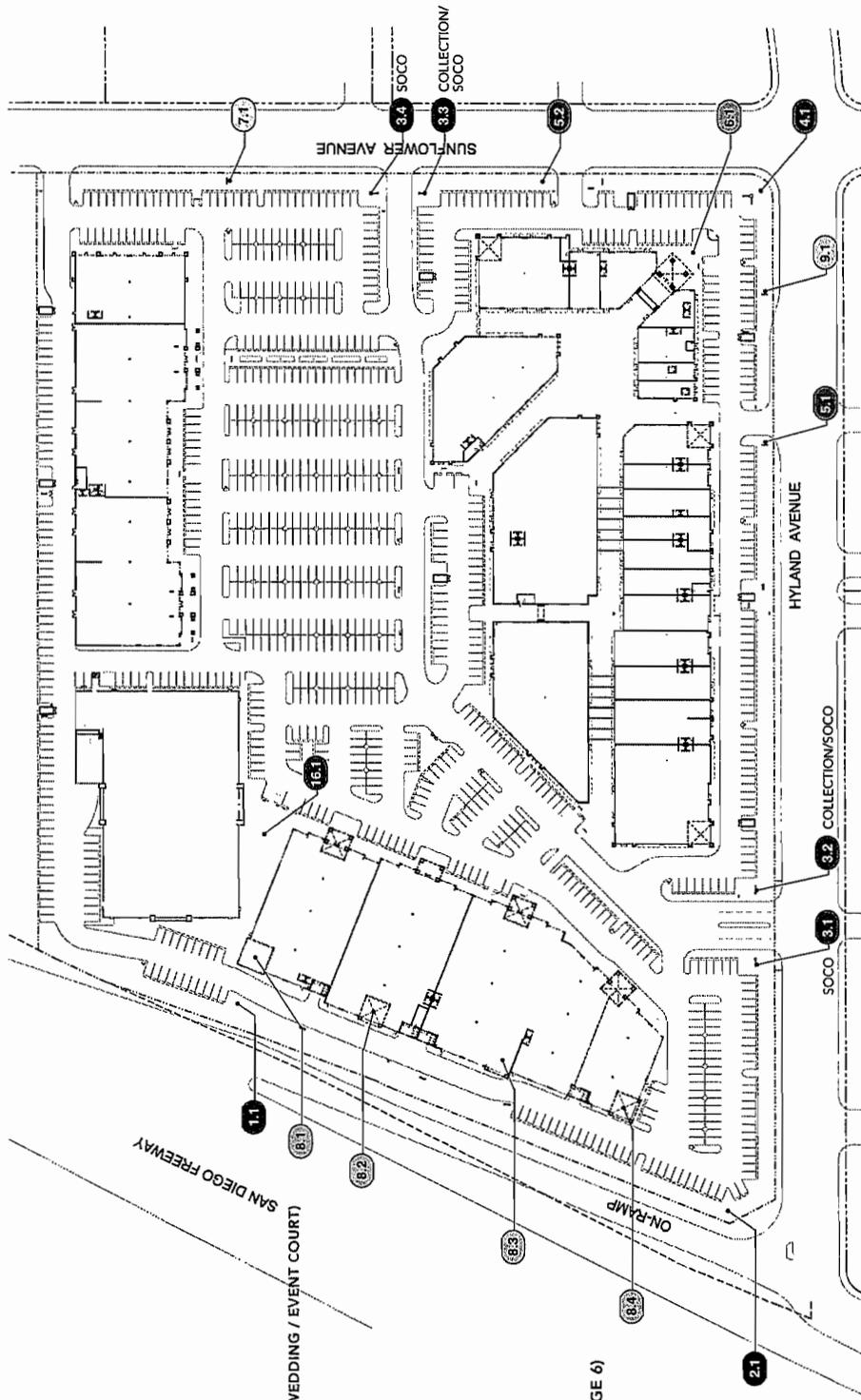


SCALE: NTS

SIGN TYPES

- 1. FREEWAY PYLON W/ LED SCREEN
- 2. TENANT PYLON "COLLECTION"
- 3. PROJECT ID (AT ENTRIES)
- 4. PROJECT ID (AT CORNER)
- 5. TENANT MONUMENT - "THE STUDIOS"
- 6. ON-BUILDING PROJECT ID
- 7. TENANT MONUMENT - "COLLECTION"
- 8. SOCO ON-BUILDING FINIS
- 9. TENANT MONUMENT - "THE STUDIOS" (WEDDING / EVENT COURT)
- 10. TENANT ID SIGNS*
- 11. BUILDING ADDRESS NUMERALS*
- 12. VEHICLE DIRECTIONAL SIGNS*
- 13. LEGAL NOTICE SIGNS*
- 14. STOP SIGNS*
- 15. ACCESSIBLE SIGNS*
- 16. ABSTRACT LOGO SCULPTURE
- 17. LIFESTYLE GRAPHICS (SEE SITE PLAN, PAGE 6)

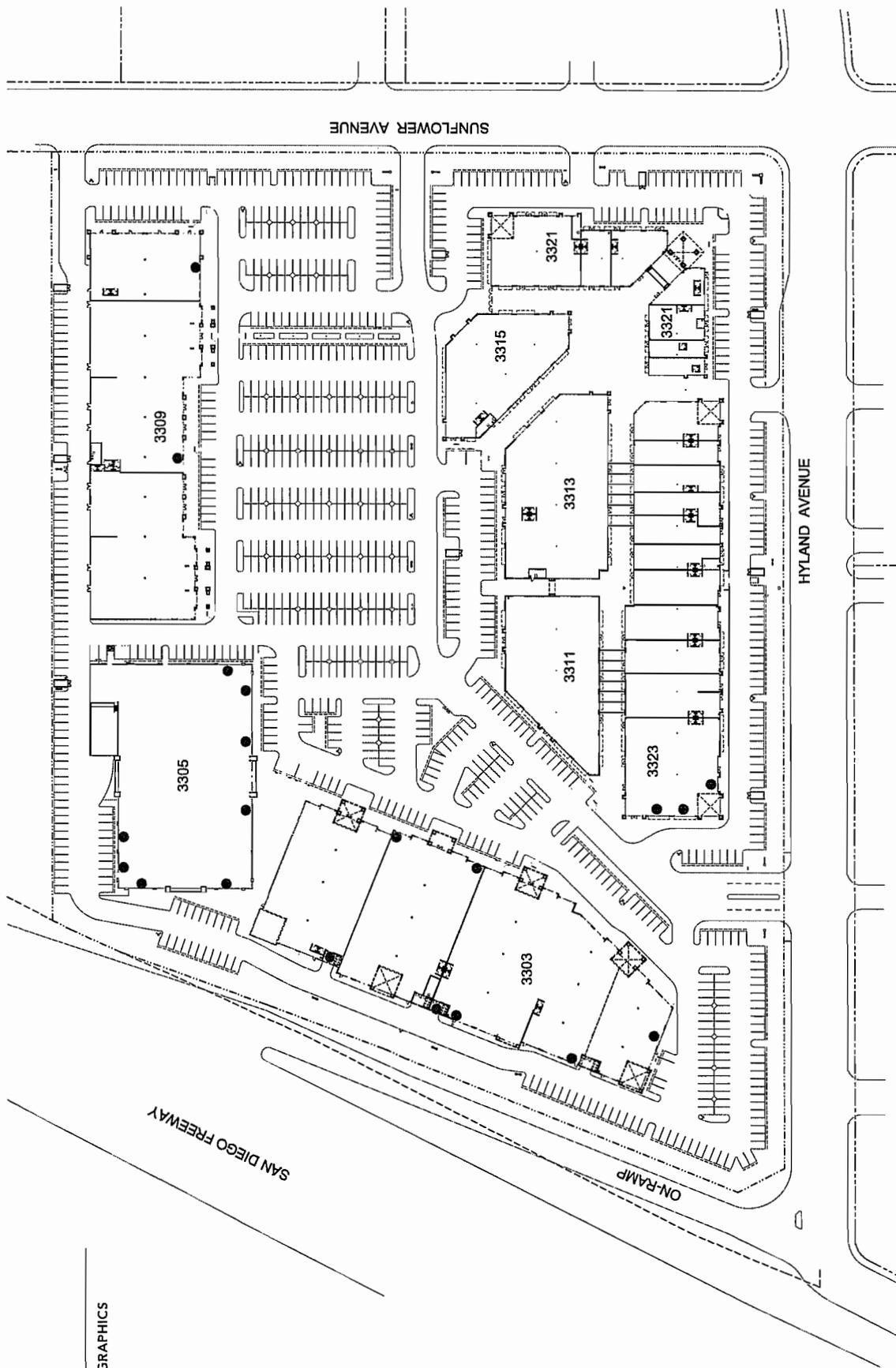
* SIGN LOCATIONS TBD AS REQUIRED



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SIGN TYPES

17. LIFESTYLE GRAPHICS



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**ATTACHMENT 7
VIEW SIMULATION AND
LIGHTING STUDY**

VIEW SIMULATION AND LIGHTING STUDY

PREPARED BY:

LIGHTING DESIGN ALLIANCE

THE LIGHTING DESIGN
ALLIANCE, INC.

LOS ANGELES
CHICAGO
DUBAI UAE

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**Executive Summary – Lighting Study
South Coast Collection, Costa Mesa, CA**

Lighting Design Alliance (“LDA”), in coordination with Daktronics (supplier of the LED sign), has conducted a light level and brightness study of the existing and proposed freeway lighting street scene at the South Coast Collection as it relates to potential changes in light impact (if any) to the residential neighborhood across the San Diego (405) Freeway.

The street scene of the South Coast Collection includes freeway pylon signage with tenant names and other light sources, building mounted tenant names and other architectural features that may be illuminated, such as display panels.

The purpose of this study is to measure the potential lighting impacts at the identified locations within the neighborhood. In order to understand any potential impact, several view simulations have been prepared by a professional architect and graphic consultant, Jody Vegnone, that depict both the before and after views from the identified locations. Five locations (see Exhibit B – daytime view simulations) were studied and two out of the five had no visual impact either before or after the new signage. The other two locations that did have a visual impact had similar daytime impacts both with the approved existing signage as well as the proposed signage. Because only certain portions of the street scenes are visible from these view points, we have focused the lighting study on only those areas where the proposed signage will be visible.

LDA performed measurements at the following two impacted locations: 1) the intersections of California St. and Michigan Ave. (to include mid block measurements); and 2) New Hampshire Dr. and Iowa St. (see attached Exhibit C - nighttime simulations). LDA gathered data on the brightness of the existing approved freeway pylon sign and new proposed LED pylon sign to take its place.

LDA conducted measurements using two devices at these locations. To measure the amount of light arriving at a given point, an Illuminance meter was used to measure footcandles. Footcandles are the unit of light landing on a surface. A footcandle measurement decreases based on the distance one gets away from the light source. In other words, the further away one gets, the lower the footcandle reading.

To measure the amount of light coming off of a surface (brightness), a Luminance meter was used. The unit of measurement for the luminance meter is candelas per square meter, or more commonly known as “Nits”. For the remainder of this report, the unit of measurement for luminance will be Nits.

LDA and Daktronics performed separate readings for both footcandles and Nits at the identified locations. Due to the distance from the view points to the sign location (approx 745’ from the intersection of New Hampshire Dr. and Iowa St. and over 1,150’ from California St.), there were no measurable footcandles detected at either location (see Exhibit D – Daktronics letter). Therefore, we do not feel that footcandles were an appropriate unit of measurement for this study. On the other hand, the light coming off of the signs relates to brightness and therefore measuring the Nits is the appropriate unit in this application.

THE LIGHTING DESIGN
ALLIANCE, INC.

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FREEWAY PYLON SIGN

Existing Freeway Pylon sign

The existing approved pylon sign measures approximately 60’ high at its highest point and is approximately 61’ wide. The sign cantilevers off of the existing building and features internally illuminated tenant signs along the upper portion of the sign (see attached Exhibit A - photograph of existing sign). There are several illuminated components to the existing sign, each producing a different brightness level.

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Measurements were taken directly below the sign in an effort to establish maximum light brightness from the source. The vertical internally lit column was measured at 75 Nits. The white letter bands were measured at 300 Nits.

Proposed Freeway Pylon sign

The attached Exhibit A depicts the proposed freeway pylon sign (see Exhibit A – proposed sign), which is measures approximately 60' at its highest point and is approx 32' wide. The upper portion will feature a 15' high x 25' wide high resolution (20 mm) Valo LED panel. With Valo technology, an electronic photocell is used to measure the ambient light and then the overall brightness of the display automatically adjusts through the display's control system. The minimum brightness level that is achievable is 3% of the maximum brightness, or 225 Nits. As noted in the attached Exhibit D - Daktronics letter, after sunset the display will be dimmed to a non-daylight hour brightness of 4%, or 300 Nits. The middle to lower portion of the sign will feature tenant names, also proposed to be internally illuminated. It is also proposed that the edge of the new pylon sign will be internally illuminated, similar to the existing condition of the vertical column. This new element will however be less bright than the existing pylon column, as it will be green instead of white, and will be designed such that it is third in the hierarchy of elements on the pylon sign, behind the LED sign and the tenant signs.

As stated above, tenant signs on the new pylon sign will be done the same way the existing sign is done (internally illuminated white letters on a black background), however, unlike the existing sign, most of the tenant names will not be visible from the two stated vantage points.

Based on the proposed location of the new freeway pylon sign and based on its angle of view (further described in attached Exhibit D - Daktronics letter) from the intersection of California St. and Michigan Ave., the brightness of the LED sign will be 75 Nits, and from the intersection of Iowa St. and New Hampshire Dr. and based on its angle of view, the brightness will be 139.5 Nits.

Conclusion - Freeway Pylon Sign Comparison

In conclusion, the brightness of the new proposed sign will be less than that of the existing pylon sign. There are several factors contributing to the lowering of brightness (Nits) with the proposed new signs. Namely, the view angle of the existing sign results in far greater surface area being viewed (up to 6 tenant signs visible on existing approved sign vs 3 or 4 on proposed sign). In comparison, the new sign is proposed to be placed at a greater angle thus cutting down on the amount of sign area visible, particularly illuminated tenant names. In addition, when viewed straight on (by freeway traffic), the overall brightness on the LED will be controlled to no more than 300 Nits during nighttime hours.

Location	Existing Pylon	Proposed Pylon
New Hampshire/Iowa	300 nits for signs and 75 nits for column	139.5 nits
Michigan/California (mid block)	300 nits for signs and 75 for columns	75 nits

WICKES STOREFRONT SIGN

Former Wickes Storefront Sign

As shown in Michigan Ave. view simulations, the Wickes storefront is also visible. The storefront features a large steel trellis structure that the sign and logo (approximately 12' high x 30' long) were attached to prior to Wickes vacating its premises. The Wickes sign was removed when the store was recently closed. However, a view simulation was completed to illustrate the comparison to what once existed and what is being proposed. The former Wickes sign and logo was a combination of neon and internally illuminated white letters. The Wickes signage has been superimposed on the view simulations

attached to this report. Because the sign no longer exists, LDA performed readings on other signs constructed with the same materials and which utilized similar applications and specifications. The colored neon used in the logo has a 53 Nit reading and the white face internally illuminated letters have a 165 Nit reading.

Proposed Wickes Storefront sign

The storefront facing the freeway is proposed to be reconfigured to include large green screen backing with an inlaid graphic panel and rail mounted channel letters that are internally illuminated. The graphic panel is proposed to be 20' wide x 22' high and will be up-lit by a metal halide fixture placed at the bottom of the panel. LDA took readings on similar graphic panels in other nearby projects and calculated the brightness at top of the sign at 8 Nits and the bottom at 110 Nits. The lettering running along the metal brow is proposed to be internally illuminated channel letters measured at 165 Nits. However, unlike the former Wickes signage, only a small portion of the channel letters will be visible from either view point.

Conclusion – Wickes storefront signage

The proposed signage will result in lower brightness than the former Wickes sign. Additionally, the level of brightness for the proposed graphic sign, which is the only significant portion of the new signage that will be visible, will diminish the higher the sign projects. The former Wickes signage, on the other hand, accented the brightness factor as a result of the lettering and logo being placed at much higher elevations in larger view to the areas studied.

Location	Existing Wickes storefront	Proposed Wickes Storefront
New Hampshire/Iowa	165 Nits for signs and 53 Nits for neon logo	8 Nits at the top of graphic panel.
Michigan/California (mid block)	165 Nits for signs and 53 Nits for neon logo	110 Nits for bottom of graphic panel lowering to 8 Nits at the top.

New Architectural Fin elements and Graphic panels

Lastly, a series of architectural “fins” and graphic panels are proposed to replace the existing metal hip roof tower elements along the freeway building (3303 Hyland Avenue). The edge of these fins will have the same glowing green vertical element the pylon sign has. Two of these fins are visible in the New Hampshire Dr. / Iowa St. view simulation both on the before and after (they will not be visible in any of the other view simulations). These fins will also have halo-lit letters, one letter on each fin. Halo-lit letters will be 12 Nits which are substantially less bright than back-lit letters (it is a much more subtle effect). A small portion of the top of one of the graphic panels will also be visible in the New Hampshire Dr. / Iowa St. location as shown on the view simulation. Similar to the graphic panel on the former Wickes building, the upper portion of the panel is measured at 8 Nits. It should be noted that the street lights also shown in this location were calculated at 7,500 Nits, significantly overpowering brightness spillage from the subject project.

Location	Existing Metal Hip Roof	Proposed Fins
New Hampshire/Iowa	N/A	12 Nits
Michigan/California (mid block)	Not visible	Not visible

Overall Conclusion

LDA also took brightness measurements of some light sources within the residential neighborhood in question. The cobra head street lights that light the streets there

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measured at 7,500 Nits. The typical incandescent lanterns used as porch lights and flanking garage doors on the houses produced 2,000 Nits each. Many of the existing light sources within the neighborhood are significantly brighter than either the existing sign or the new proposed sign.

When considering the proposed signage elements, both separately and as a whole, the street scene along the freeway will not result in increased light trespass or brightness than the existing signage. In fact, it is LDA's opinion that the proposed signage will result in a lowering of brightness to the residential neighborhood at each of the studied locations.

Please do not hesitate to contact me with any questions or comments you may have.



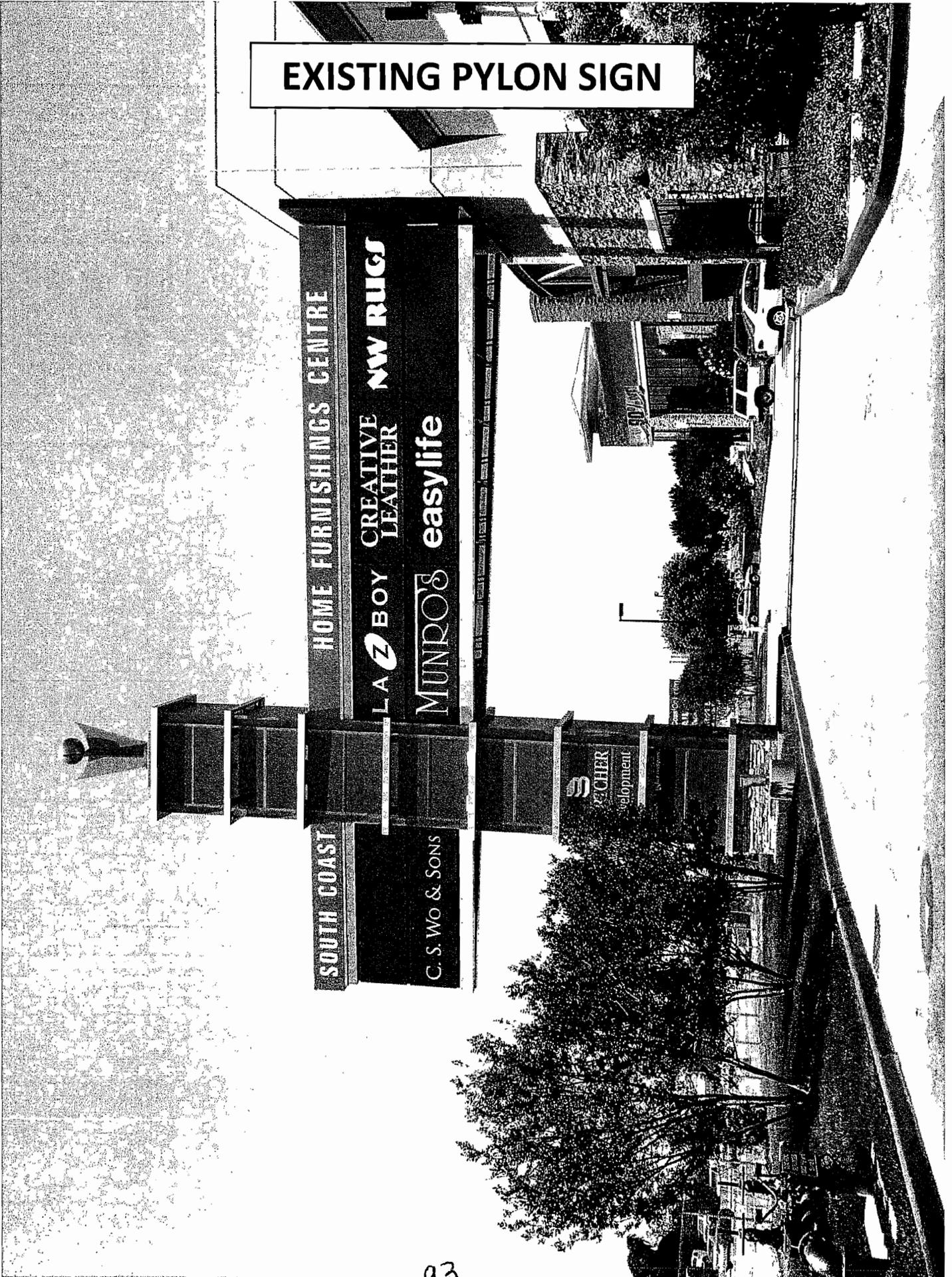
Andrew A. Powell, LC

PRINCIPAL
LIGHTING DESIGN ALLIANCE

EXHIBIT A

EXISTING & PROPOSED PYLON SIGNS

EXISTING PYLON SIGN



EXISTING PYLON SIGN



PROPOSED PYLON SIGN

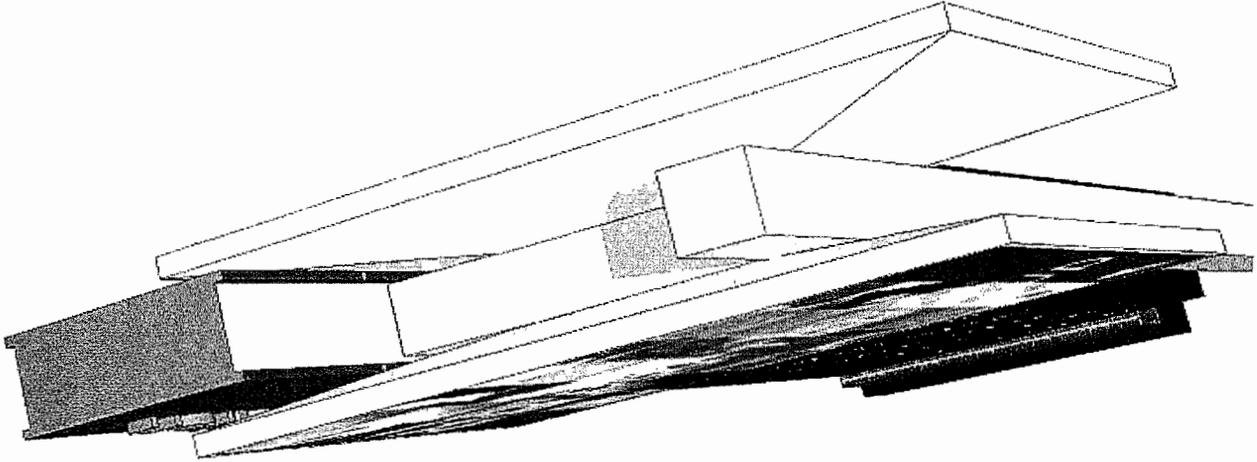
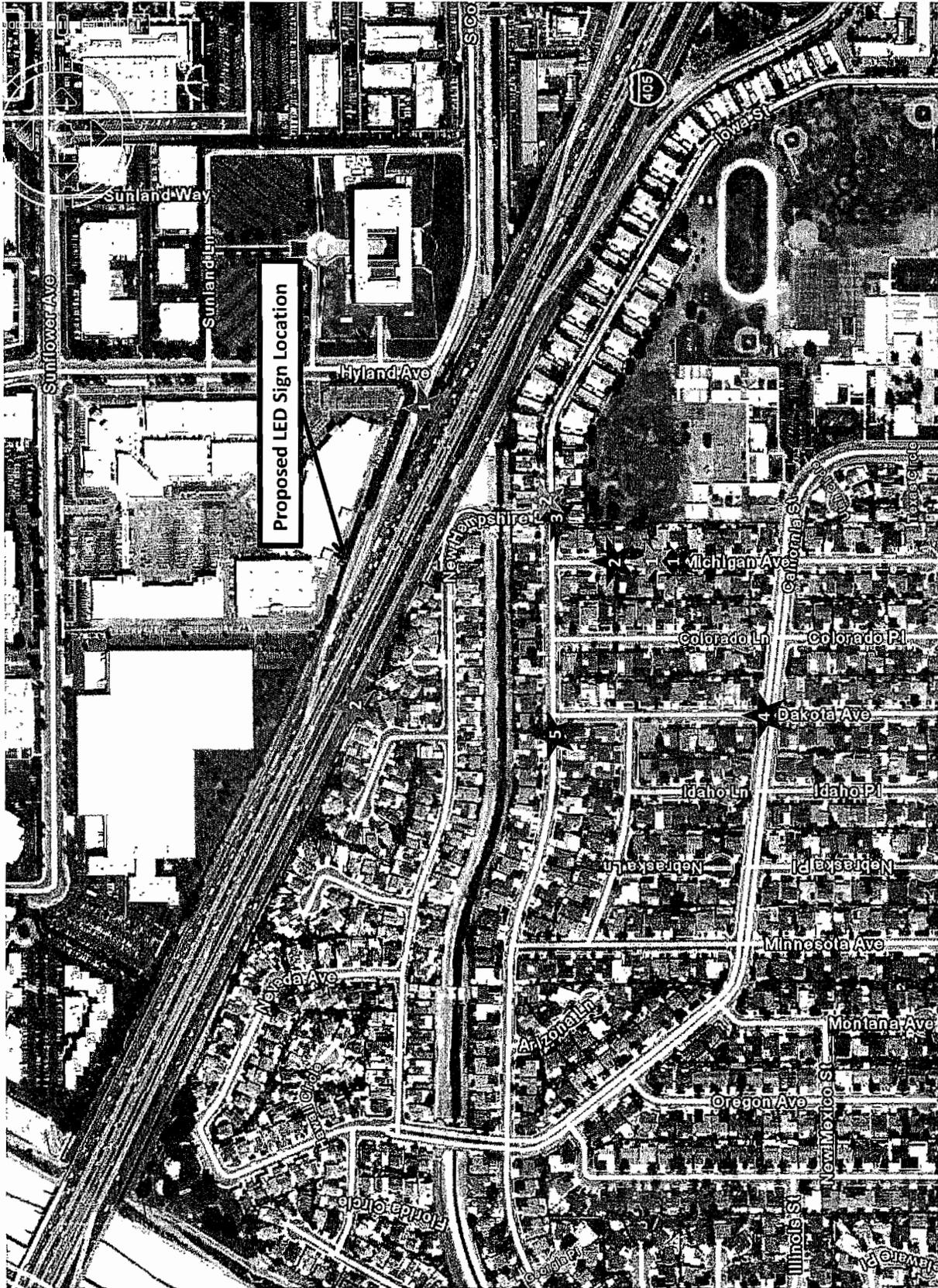
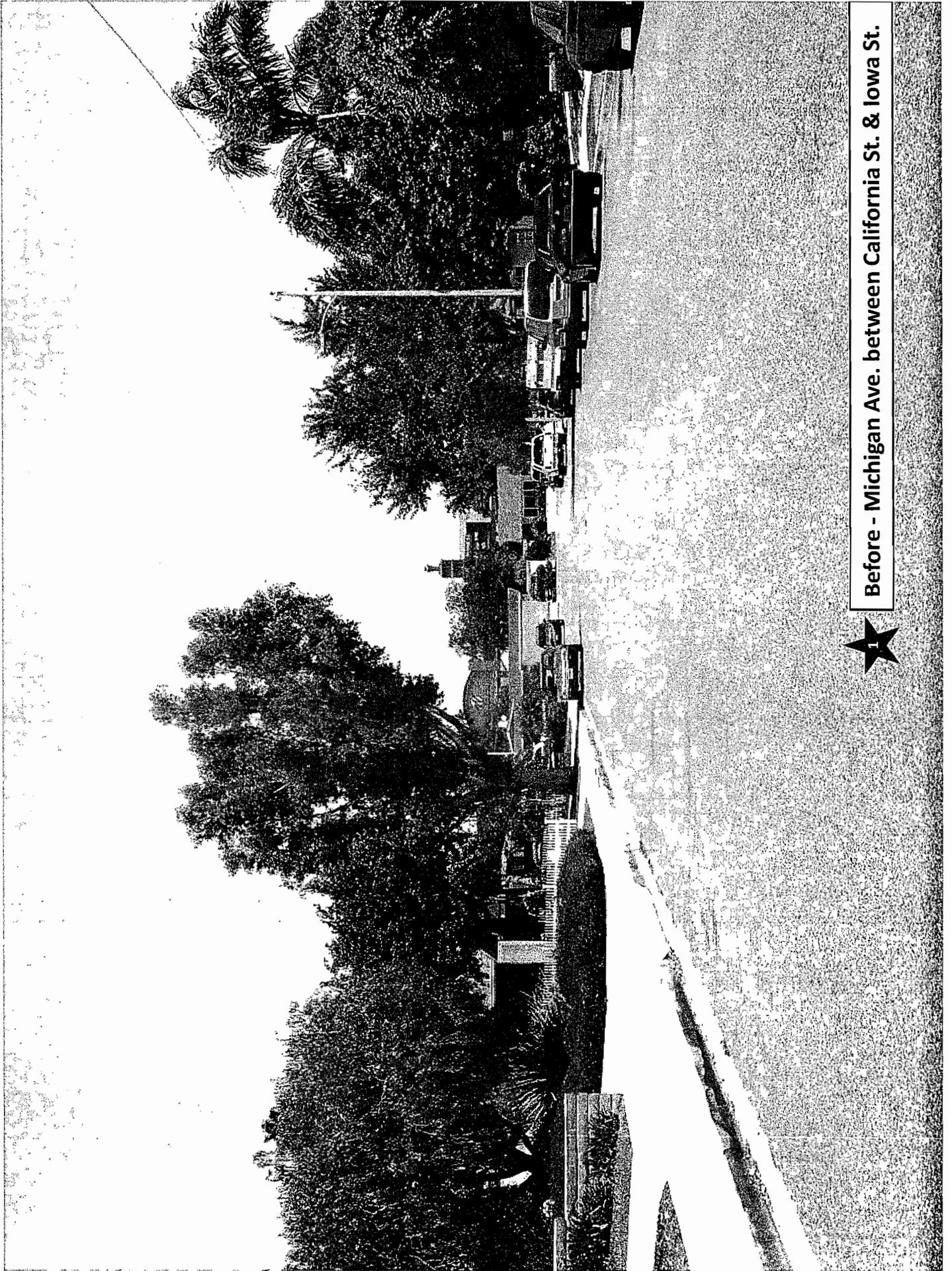


EXHIBIT B

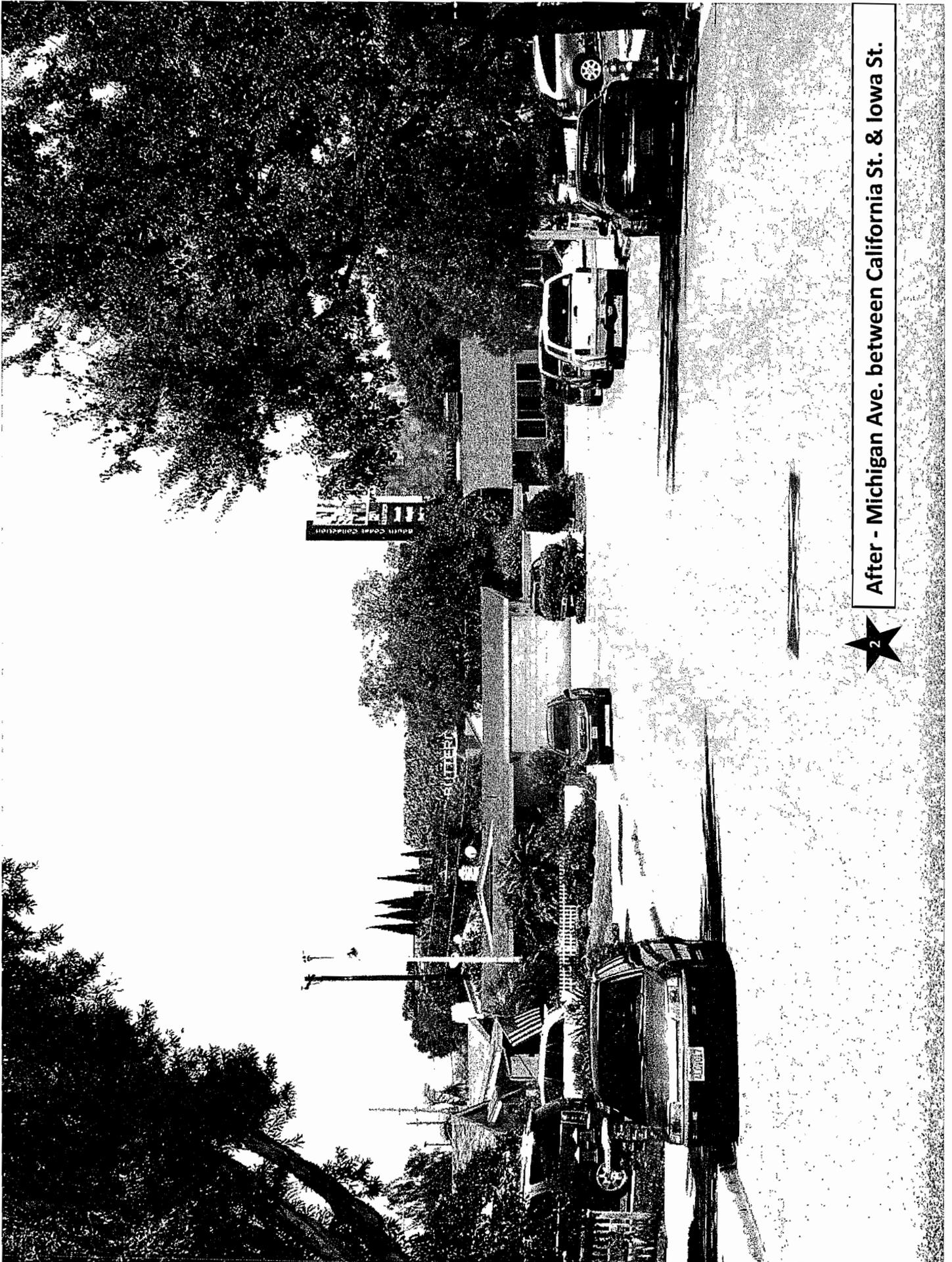
DAYTIME VIEW SIMULATIONS



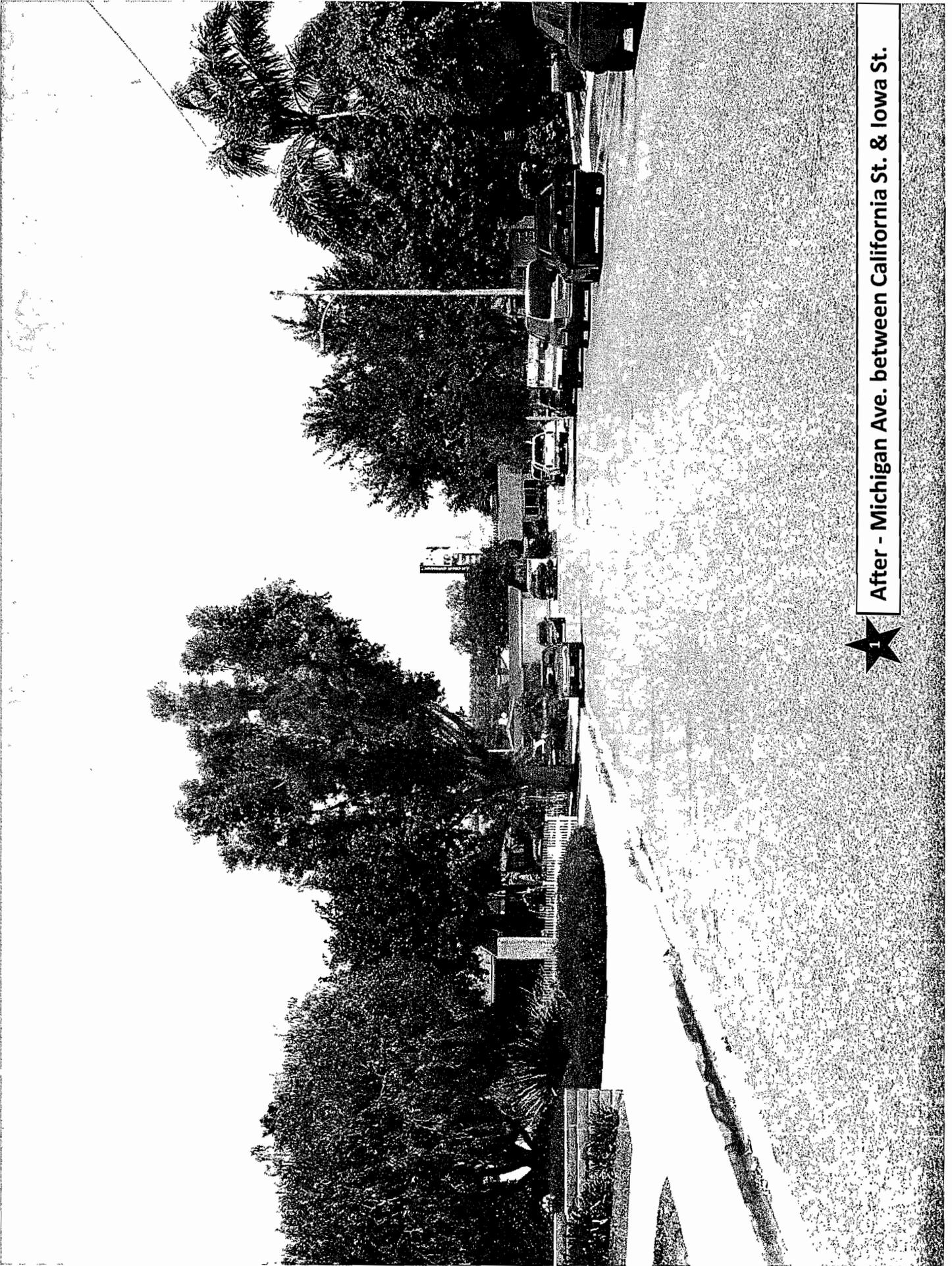
- ★ 1) Static View Simulation – Michigan Ave. between California St. & Iowa St.
- ★ 2) Static View Simulation – Michigan Ave. between California St. & Iowa St..
- ★ 3) Static View Simulation – New Hampshire Dr. & Iowa St
- ★ 4) Static View Simulation – Dakota St. & California St
- ★ 5) Static View Simulation – Iowa St. between Dakota St. & Minnesota Ave.
- ★ 1) Video Simulation – 405 Freeway looking Northbound.
- ★ 2) Video Simulation – 405 Freeway looking Southbound.
- ★ 1) Nighttime Static Simulation – Michigan Ave. between California St. & Iowa St.
- ★ 2) Nighttime Static Simulation – New Hampshire Dr. & Iowa St.



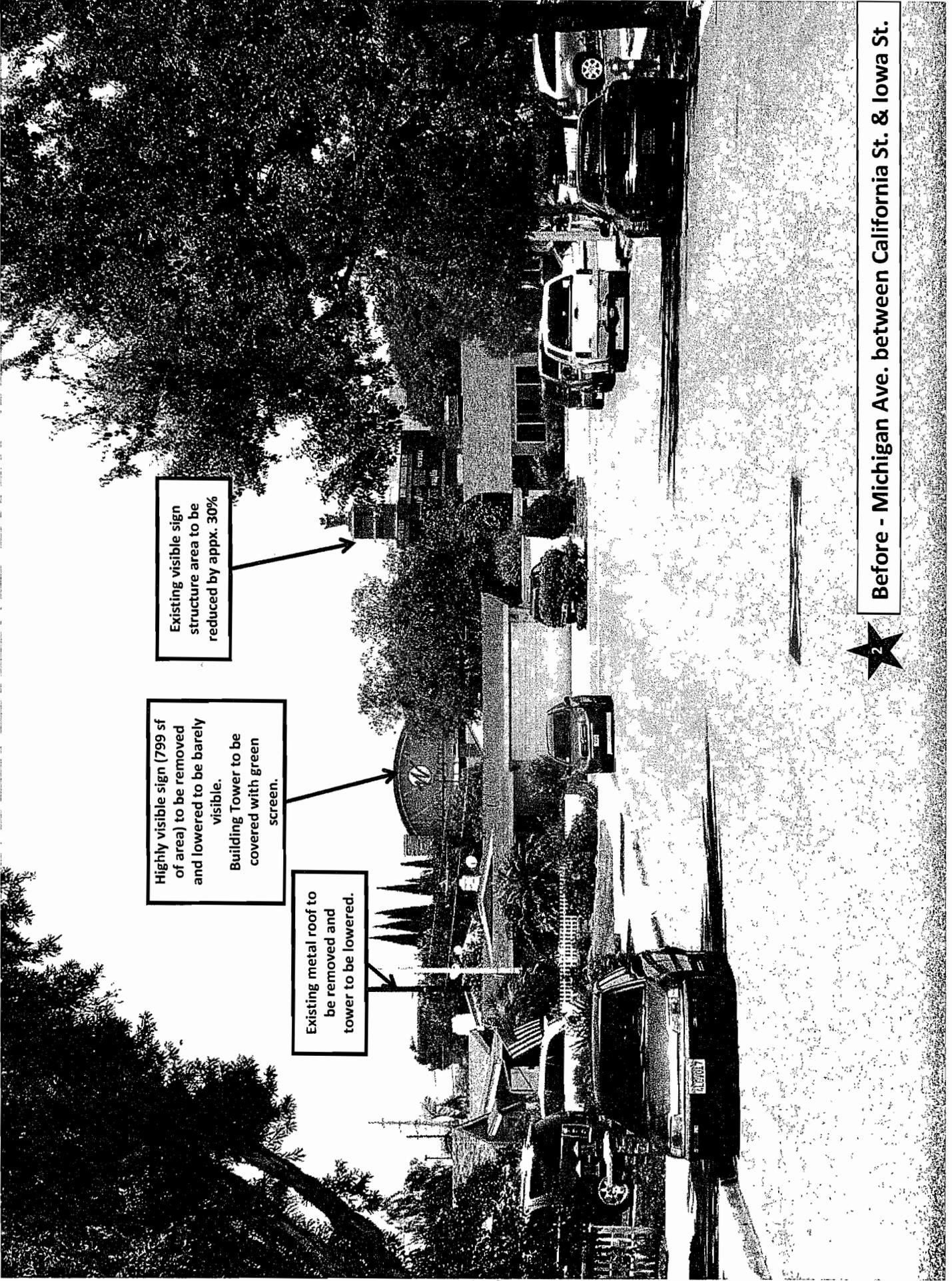
Before - Michigan Ave. between California St. & Iowa St.



After - Michigan Ave. between California St. & Iowa St.



After - Michigan Ave. between California St. & Iowa St.



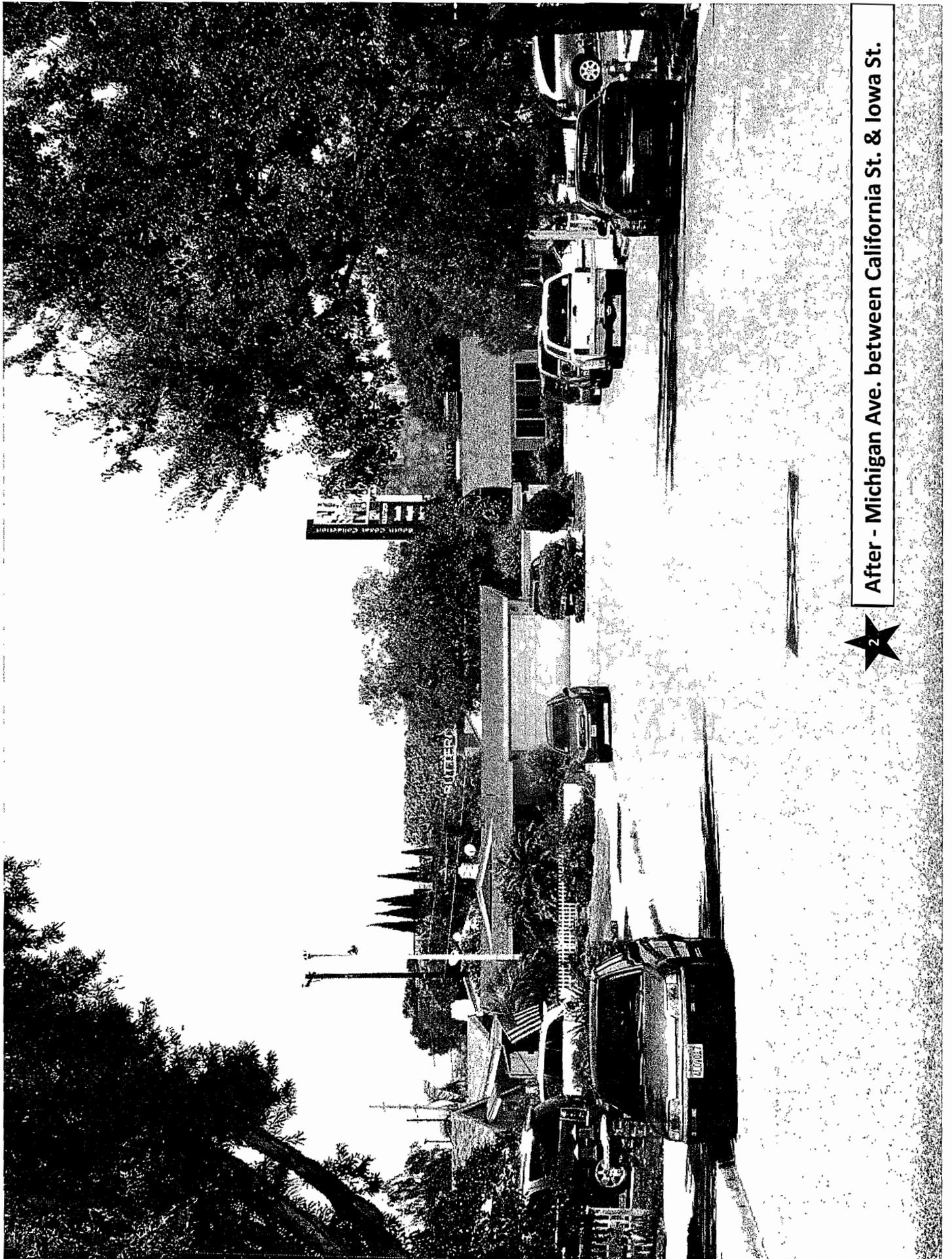
Existing visible sign structure area to be reduced by appx. 30%

Highly visible sign (799 sf of area) to be removed and lowered to be barely visible.
Building Tower to be covered with green screen.

Existing metal roof to be removed and tower to be lowered.

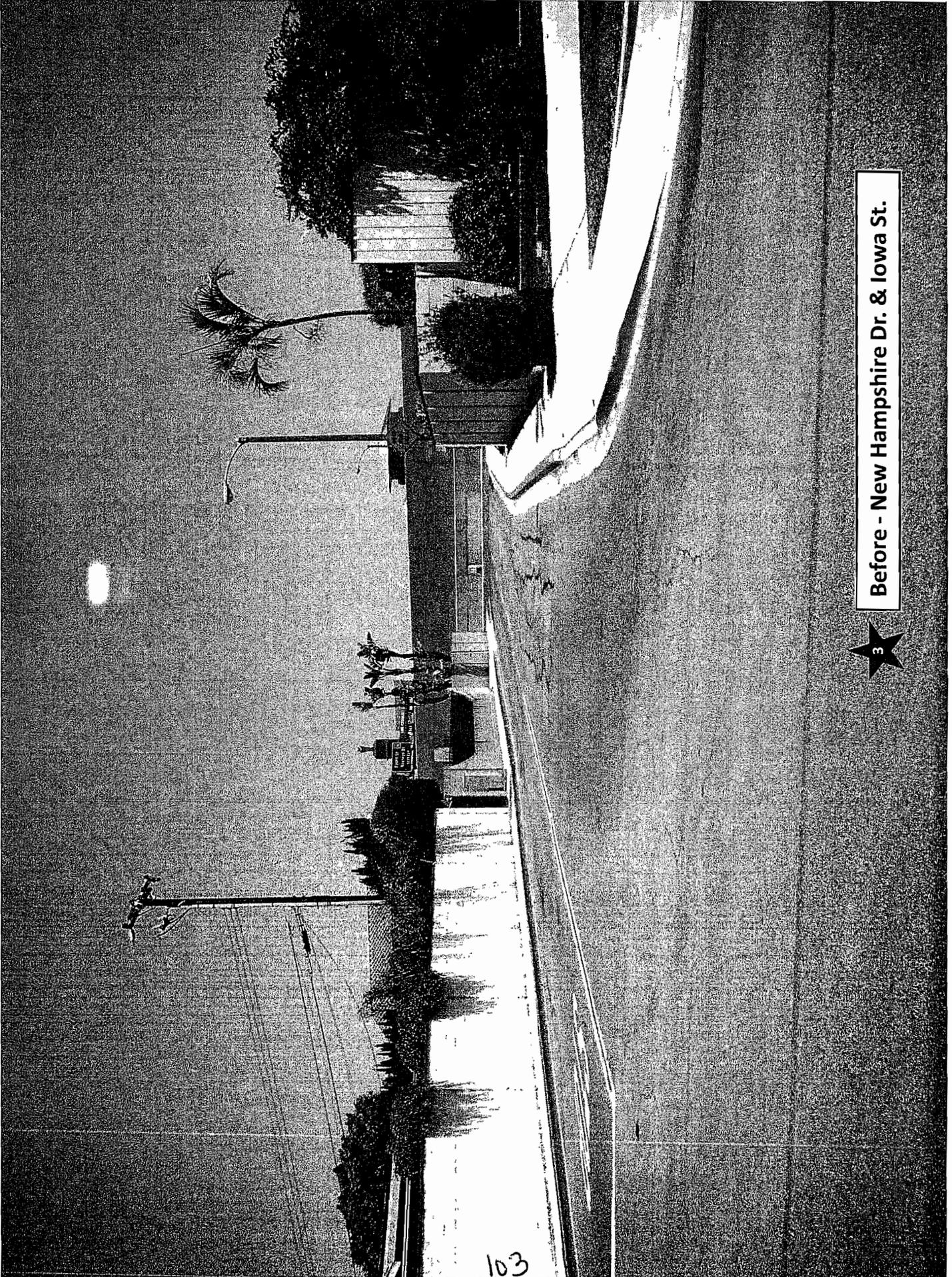


Before - Michigan Ave. between California St. & Iowa St.



After - Michigan Ave. between California St. & Iowa St.

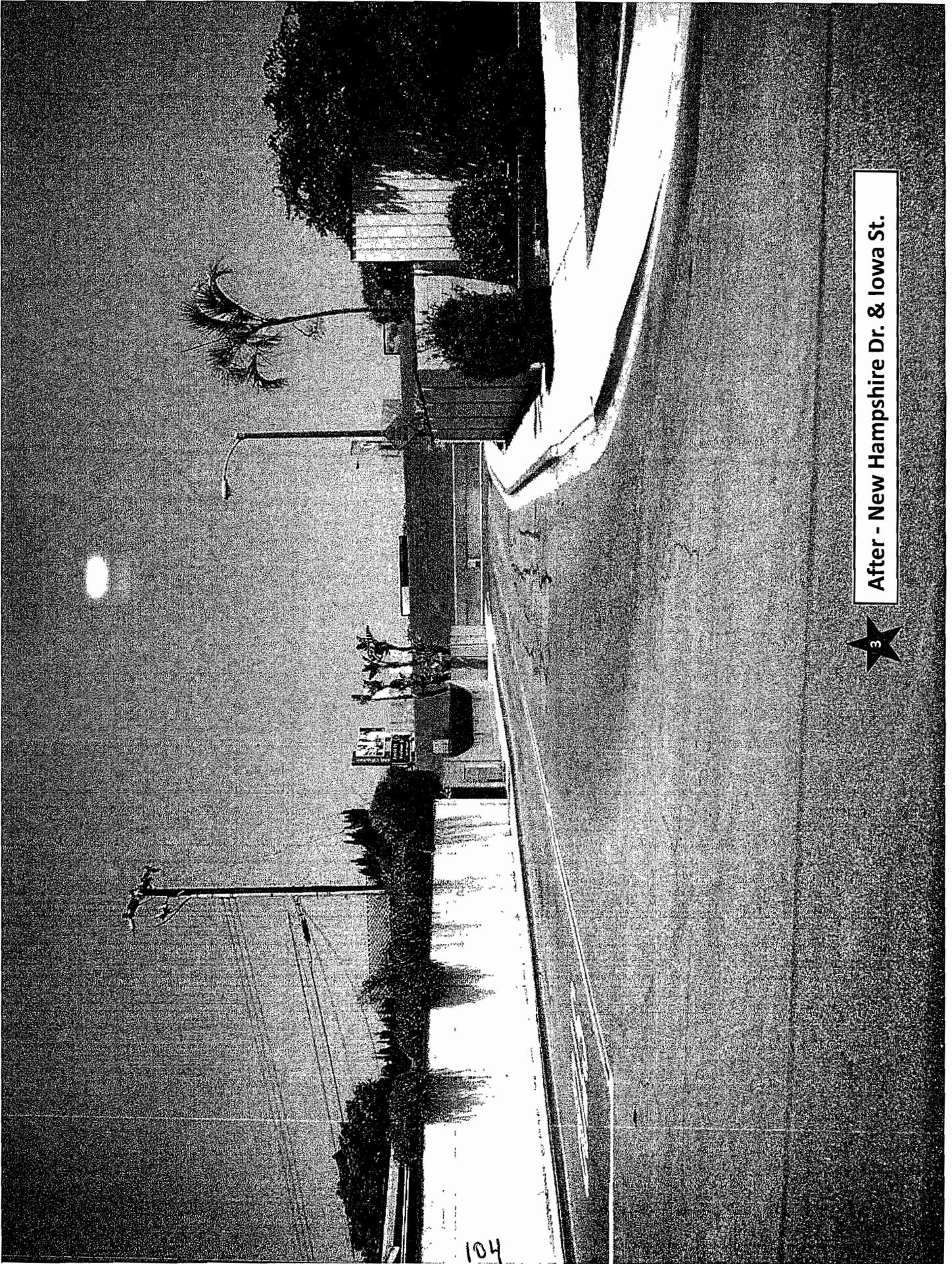




Before - New Hampshire Dr. & Iowa St.



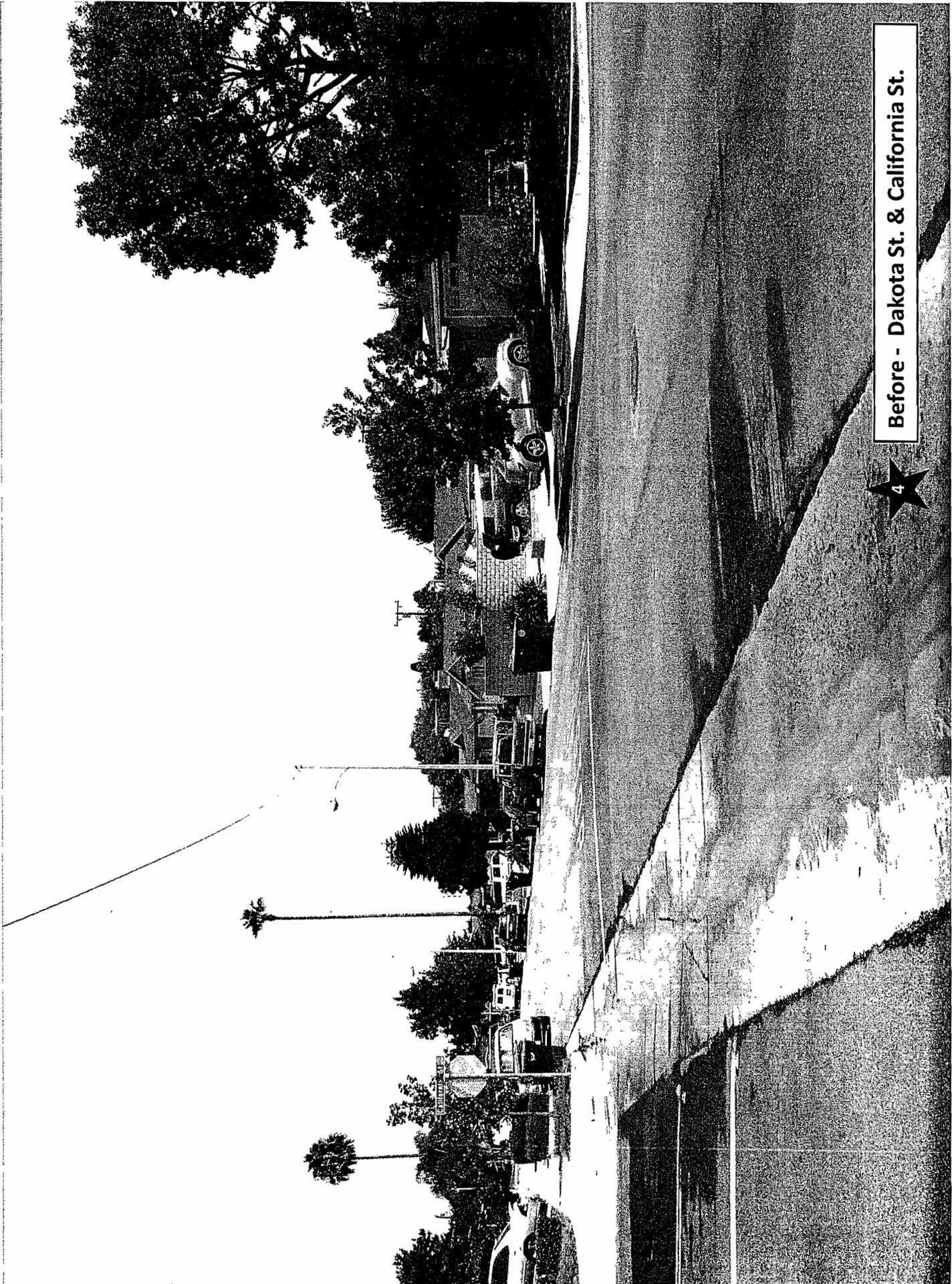
103



After - New Hampshire Dr. & Iowa St.



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Before - Dakota St. & California St.

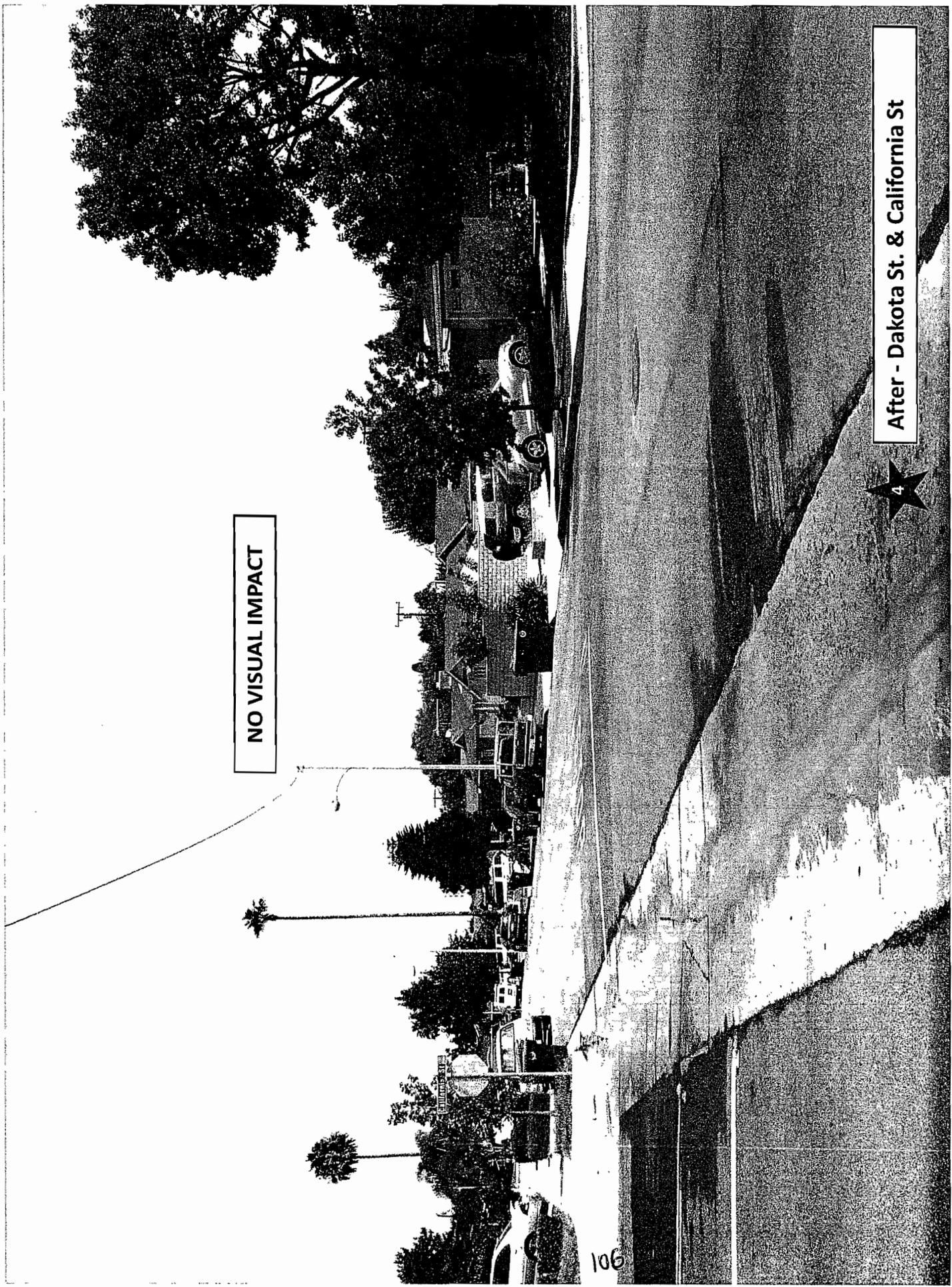


NO VISUAL IMPACT

After - Dakota St. & California St



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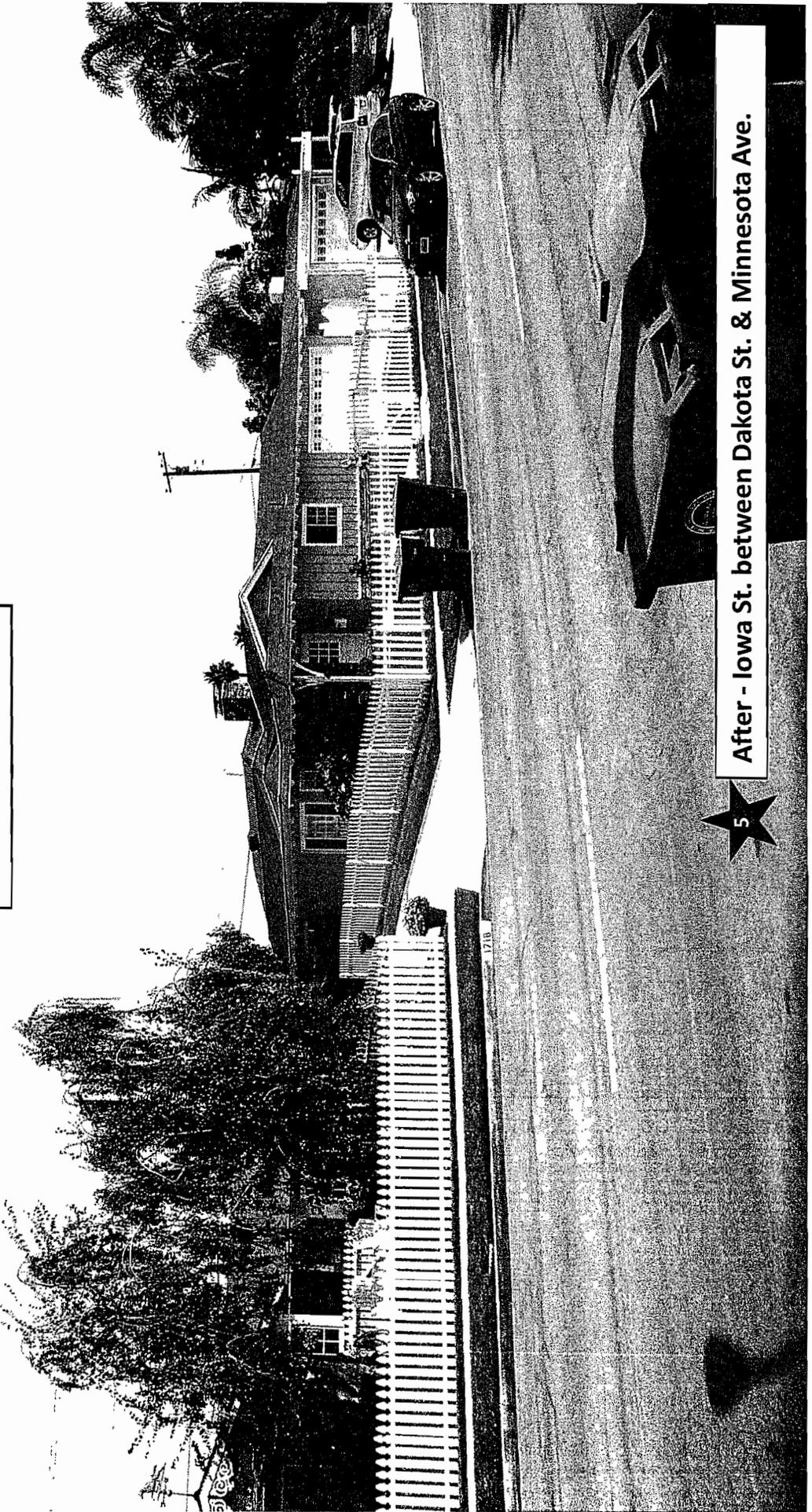


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Before - Iowa St. between Dakota St. & Minnesota Ave.

NO VISUAL IMPACT



After - Iowa St. between Dakota St. & Minnesota Ave.



EXHIBIT C

**NIGHT TIME VIEW SIMULATIONS
(IMPACTED LOCATIONS ONLY)**

Existing Street Light - 7,500 nits

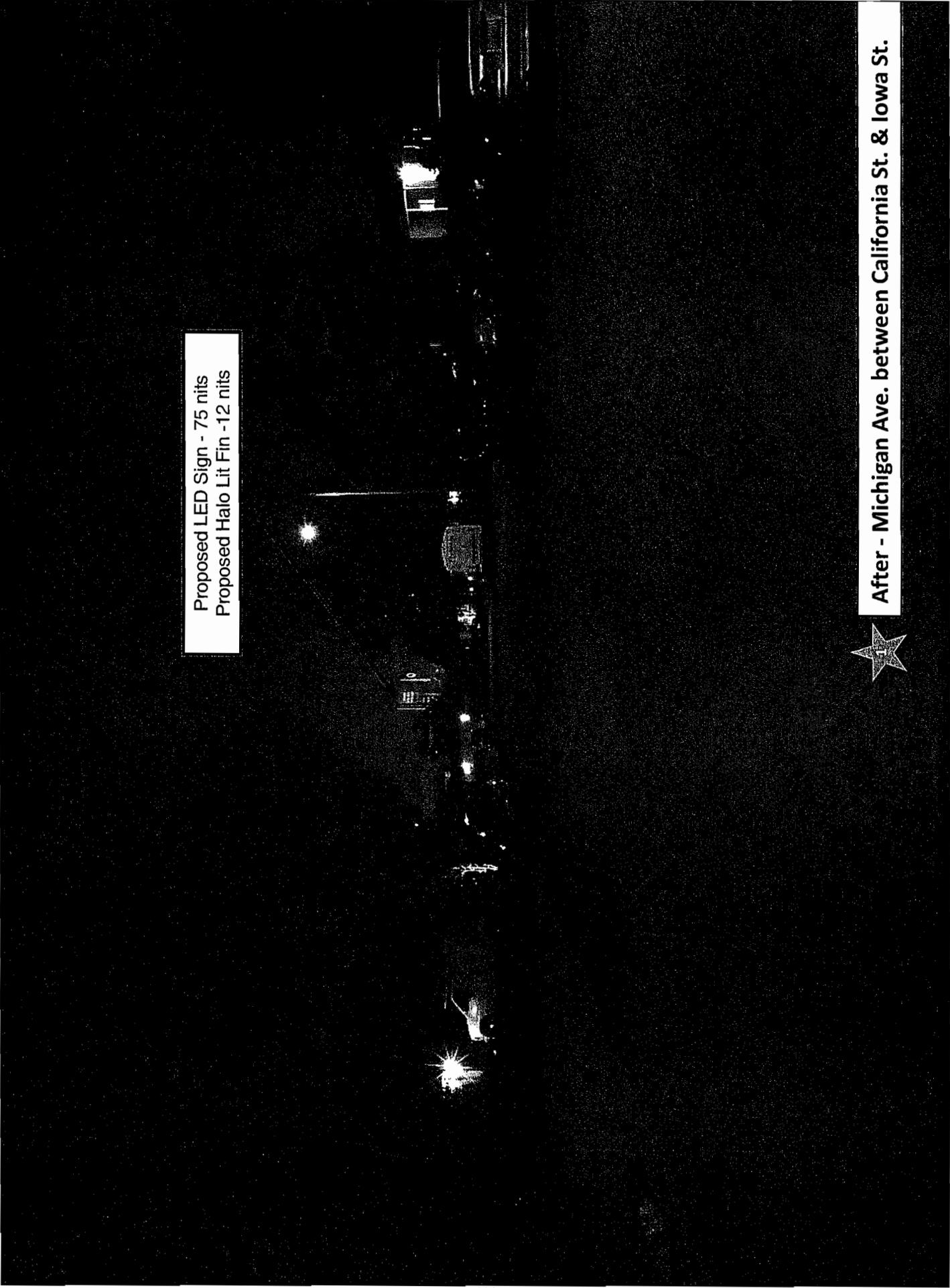
Existing Pylon Column - 75 nits
Existing Pylon Signage - 300 nits

Existing Porch light - 2,000 nits



Before - Michigan Ave. between California St. & Iowa St.

Proposed LED Sign - 75 nits
Proposed Halo Lit Fin - 12 nits



After - Michigan Ave. between California St. & Iowa St.

Existing Street lights - 7,500 nits

Existing Pylon Column - 75 Nits
Existing Pylon Signage - 300 nits

Before - New Hampshire Dr. & Iowa St.



Exiting Street Lights - 7,500 nits

Proposed LED Sign - 139.5 nits

Proposed Graphic Panel - 8 nits

Proposed Halo Lit Fin - 12 nits

After - New Hampshire Dr. & Iowa St.



EXHIBIT D

DAKTRONICS TECHNICAL LETTER

201 Daktronics Dr. PO Box 5128
Brookings, SD 57006-5128

tel 800-325-7446 605-692-0200
fax 605-692-0381

www.daktronics.com

September 23, 2009

Lighting Design Alliance
Attn: Andrew Powell
2830 Temple Ave
Long Beach, CA 90806

Re: South Coast Collection Proposed LED Pylon Display

The purpose of this report is to provide an analysis of the light impact during non-daylight hours that the proposed LED pylon display for South Coast Collection would have on the residential areas located perpendicular to the display in question. Two key locations have been identified and will be used for this report; California St & Michigan Ave, and Iowa St & New Hampshire Dr.

The Daktronics Valo® LED display technology, which is the display type proposed for this application, has a maximum brightness level of 7,500 Nits based on an all white message frame. An electronic photocell is used to measure the ambient light and then adjusting the overall brightness level through the displays' control system. The minimum brightness level that is achievable is 3% of the maximum brightness, or 225 Nits.

In preparation for this report Daktronics retrieved the brightness level data from two other LED displays of the same technology that are located in a similar zoning area within the City of Los Angeles (National and Westwood Blvd) as the proposed display. The data retrieved for the timeframe of 11:40PM CST on September 13, 2009 showed that the both of these displays were running at 4% of maximum brightness, or 300 Nits.

Since the proposed display for South Coast Collection is in the same approximate area as the two displays noted previously, for the purpose of calculations used in this report, it has been assumed that the ambient light conditions would be similar and thus warrant a non-daylight hour brightness level of 4%.

The formula for calculating illuminance (footcandles) at a given distance is as follows:

$$E_v = \frac{L \times S}{D^2} \text{ where}$$

E_v is Illuminance

L is in Nits

S is the display active area in square meters

D is the distance from the display face

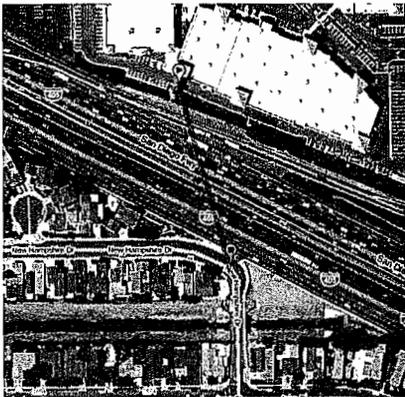
201 Daktronics Dr. PO Box 5128
Brookings, SD 57006-5128

tel 800-325-7446 605-692-0200
fax 605-692-0381

www.daktronics.com

The attached map references the two key residential locations with point #1 representing California St & Michigan Ave and point #2 representing Iowa St & New Hampshire Dr. As noted on the map, with the proposed display being perpendicular to the 405 freeway, that point #1 is approximately 64° off center of the display while point #2 is approximately 52° off center.

For reference a satellite view of the area was used to measure the distance from the proposed display location to the closest physical point on New Hampshire Dr as shown below.



Total distance:
436.404 ft

For calculations a value of 400' will be used as a maximum distance.

The light output of an LED display decreases as the degree off center increases. This decrease in light output is not linear but is logarithmic, meaning that within a certain viewing cone the decrease is slow, but beyond a certain degree the decrease in light output drops off dramatically. This viewing cone is called the 'Half Intensity Viewing Angle'. For the LED display technology being proposed the half intensity viewing angle is 50%. In following the logarithmic function for the light output at the two angles in question the results are as follows:

Location #1: 64° = 25% of maximum, or (300 Nits x 25% = 75 Nits)

Location #2: 52° = 46.5% of maximum, or (300 Nits x 46.5% = 139.5 Nits)

The light impact also drops off dramatically with an increase in distance from the LED display face. Distances of 100, 200, 300, and 400' respectively will be used to calculate the light impact at those distances in reference to the viewing angles noted in the above equations.

The active area of the proposed LED display is 30.1 square meters

Using the previous equation $E_V = \frac{L \times S}{D^2}$ and substituting the associated values provides us with the results shown in the table on the following page:

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Brookings, SD 57006-5128

tel 800-325-7446 605-692-0200
fax 605-692-0381

www.daktronics.com

Resulting Illuminance in footcandles (fc)		
	Degrees off Center	
Distance from Display	52°	64°
100'	0.42 fc	0.23 fc
200'	0.1 fc	0.06 fc
300'	0.05 fc	0.025 fc
400'	0.026 fc	0.014 fc

Using the distances shown in Appendix A, which correlate to the two locations represented by blue stars on the attached aerial map, with location #1 being on Michigan Ave, between California St and Iowa St, and location #2 being at the corner of New Hampshire Dr and Iowa St, the resulting illuminance levels are as follows:

Location #1 @ 64°

$$\text{Footcandles} = \frac{75 \times 30.1}{1150^2} = 0.0017 \text{ fc}$$

Location #2 @ 52°

$$\text{Footcandles} = \frac{139.5 \times 30.1}{745^2} = 0.0076 \text{ fc}$$

Important to note is that the Nit level of the LED display is not affected by distance, but the Nit level is affected by the angle of viewing. However, the lighting impact from the LED display on surrounding areas, measured by Illuminance, is affected by the distance from the display. As noted by the results the lighting impact from the LED display at the two specified locations virtually nonexistent.

Daktronics is committed to providing LED displays that adhere to the regulatory environment, working closely with our customers for a responsible approach to the market.

Please let me know if you have any questions or concerns.



Glen Wiebe
Sales Engineer
Commercial Engineering
DAKTRONICS, INC.

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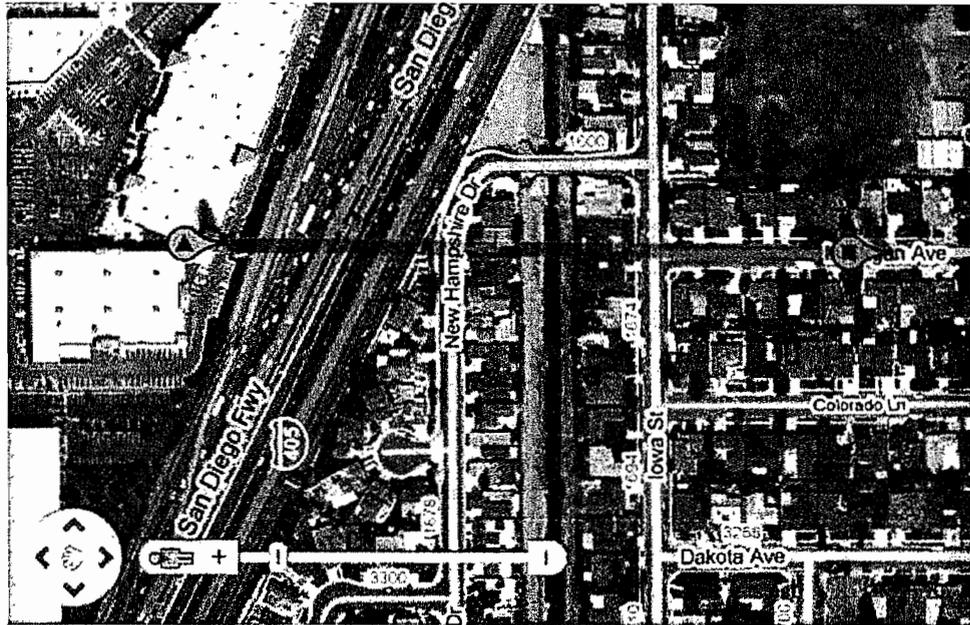




- ★ 1) Static View Simulation – Michigan Ave. between California St. & Iowa St.
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- ★ 2) Night Time Static Simulation – New Hampshire Dr. & Iowa St.

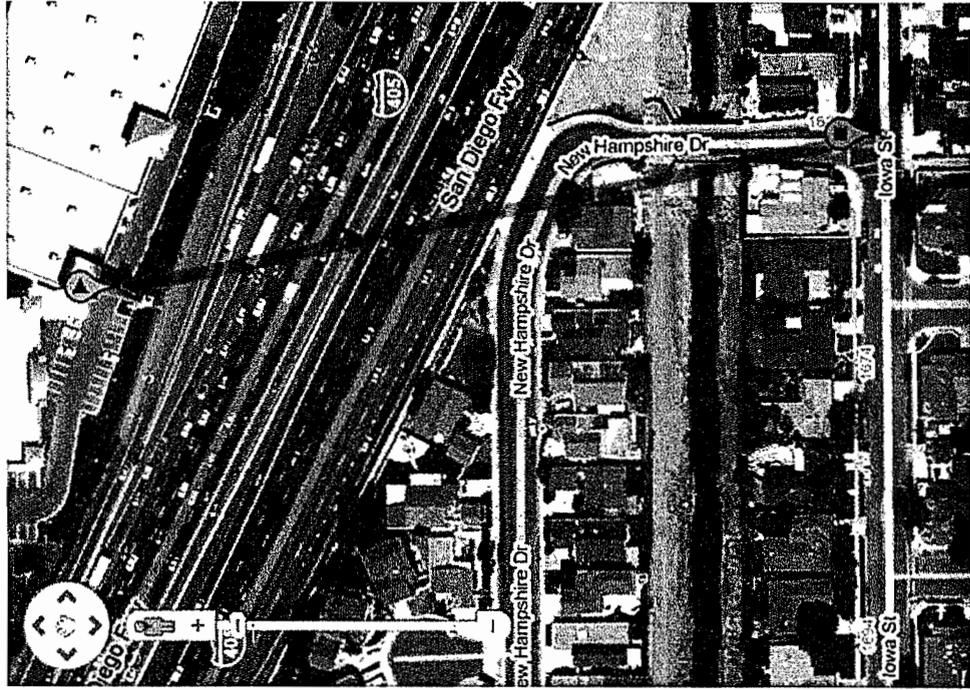
APPENDIX A

Location # 1: Michigan Ave between California St and Iowa St



Total distance:
1150.51 ft

Location #2: New Hampshire Dr and Iowa St



Total distance:
745.465 ft