



# PLANNING COMMISSION AGENDA REPORT

VI.1

MEETING DATE: OCTOBER 19, 2009

ITEM NUMBER:

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

DATE: OCTOBER 15, 2009

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

## DESCRIPTION

An amendment to Planned Sign Program ZA-05-69 to allow a 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**

On October 12, 2009 Planning Commission held a public hearing for an amendment to the signage for the South Coast Collection. New signs include two 60-foot high freeway-oriented pylon signs, one of which is proposed to be equipped with an LED screen, several above-roof graphic panels, and above-roof building fins. Based on concerns expressed by residents regarding the proposed LED sign during the public hearing, the Commission continued the project to a special Commission meeting on October 19, 2009.

## **ANALYSIS**

### ***Revised Commission Resolutions***

Attached to this memo are updated resolutions reflecting the three alternatives available to the Commission regarding this request:

1. Deny the entire application;
2. Approve the application without the LED sign; or
3. Approve the application with the LED sign.

Please note that if the Commission were to approve the project and adopt a resolution per alternatives 2 or 3, additional findings would need to be made.

The applicant is planning to meet with area residents this weekend; as a result, revised plans reflecting the input of the neighbors will be presented during the October 19, 2009 hearing.

### ***Revised Conditions of Approval***

Based on the concerns raised by residents during the public hearing, the following conditions of approval have been added to the two alternative approval resolutions discussed above:

- Lifestyle graphic signs shall be limited to a maximum of four (4) signs not to exceed 360 square feet each along the freeway frontage. Lifestyle graphics shall not contain any advertisements for products or services, product logos, and/or information about upcoming sales. The lifestyle graphics shall be placed in such a manner as to minimize visibility from residential neighborhoods, subject to final approval by the Planning Division.
- Lifestyle graphic signs shall be uplit with a maximum of two lighting fixtures as shown in the Planned Signing Program. Light fixtures shall incorporate shielding or other methods necessary to prevent light or glare spill-over to residential neighborhoods.
- Freeway pylon signs shall be limited to a maximum of 58 feet in height, as measured from the grade to the highest point on the sign. Lighted elements of the pylon signs shall be limited to lighted channel letters only. Excluding lighted channel letters, lighted elements or additional lighting of the freeway pylon signs is expressly prohibited. No additional lighting of the pylon sign (i.e. column and architectural elements) shall be allowed above 32 feet.

- Within 5 days of final approval of the Planned Signing Program, the applicant shall eliminate any lighting of the current internally illuminated column in the existing freeway pylon sign. These existing white panels shall be covered by a dark panel or the column shall be turned off to completely eliminate the lighting of this column.
- There shall be no lighting on the building elevations (including rooflines) visible from residential neighborhoods. Lighting of the former Wickes Building "green sunburst grid" and façade is strictly prohibited. Any building wall sign for the former Wickes Building shall consist of internally illuminated or non-illuminated channel letters, and shall not contain any exposed neon.
- Within 30 days of the effective date of approval of the planned sign program, the property owner shall begin working with the City's Transportation Division and Caltrans to replace the chain link fence along the I-405 Freeway frontage with a fence or barrier acceptable to both the City and Caltrans, as well as repair and/or replace the landscaping within this area. The fencing and landscaping plan shall be submitted to the Planning Division for approval. The release of final utilities for the proposed freestanding signs shall not be withheld pending the completion of this condition; however, the property owner shall provide documentation of the progress and estimated time of completion of this condition prior to release of utilities.
- The freeway pylon sign with the LED screen shall comply with the following requirements:
  - LED screen shall be a maximum size of 15 feet wide by 25 feet long.
  - LED screen shall not exceed a maximum height of 32 feet as measured from the grade to the highest point on the screen.
  - LED screen shall not exceed 300 nits in luminance during the evening hours and shall perform as described in the lighting study prepared by the project consultant.
  - No flashing or animated displays or images on the LED screen shall be permitted at any time.
  - The operating hours of the LED screen shall be 7:00AM through 7:00PM, seven days a week. Outside these approved hours, the LED screen shall be turned off.

## **CONCLUSION**

If the Commission decides to approve the project and adopt the resolution for alternatives 2 or 3, additional conditions of approval, based on concerns raised by residents, have been added.

- Attachments:
1. Draft Planning Commission Resolution - Denial (Entire Project)  
Exhibit "A" – Draft Findings
  2. Draft Planning Commission Resolution - Approval (Without LED Sign)  
Exhibit "A" – Draft Findings  
Exhibit "B" – Conditions of Approval
  3. Draft Planning Commission Resolution - Approval (With LED Sign)  
Exhibit "A" – Draft Findings  
Exhibit "B" – Conditions of Approval
  4. Exhibits Presented by Public During the October 12, 2009 Hearing

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

Peter Buffa  
2824 Nevis Circle  
Costa Mesa, CA 92626

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

File: 101909ZA0933

Date: 101509

Time: 11:00 a.m.

**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, and continued to October 19, 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 19th day of October, 2009.**

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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  
(WITHOUT LED SIGN)**

**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, and continued to October 19, 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 19th day of October, 2009.**

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James Righeimer, Chair,  
Costa Mesa Planning Commission



## EXHIBIT "B"

**CONDITIONS OF APPROVAL (IF PROJECT IS APPROVED WITHOUT LED SIGN)**

- 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.
  8. Lifestyle graphic signs shall be limited to a maximum of four (4) signs not to exceed 360 square feet each along the freeway frontage. Lifestyle graphics shall not contain any advertisements for products or services, product logos, and/or information about upcoming sales. The lifestyle graphics shall be placed in such a manner as to minimize visibility from residential neighborhoods, subject to final approval by the Planning Division.
  9. Lifestyle graphic signs shall be uplit with a maximum of two lighting fixtures as shown in the Planned Signing Program. Light fixtures shall incorporate shielding or other methods necessary to prevent light or glare spill-over to residential neighborhoods.
  10. Freeway pylon signs shall be limited to a maximum of 58 feet in height, as measured from the grade to the highest point on the sign. Lighted elements of the pylon signs shall be limited to lighted channel letters only. Excluding lighted channel letters, lighted elements or additional lighting of the freeway pylon signs is expressly prohibited. No additional lighting of the pylon sign (i.e. column and architectural elements) shall be allowed above 32 feet.
  11. Within 5 days of final approval of the Planned Signing Program, the applicant shall eliminate any lighting of the current internally illuminated column in the existing freeway pylon sign. These existing white panels shall be covered by a dark panel or the column shall be turned off to completely eliminate the lighting of this column.
  12. There shall be no lighting on the building elevations (including rooflines)

visible from residential neighborhoods. Lighting of the former Wickes Building "green sunburst grid" and façade is strictly prohibited. Any building wall sign for the former Wickes Building shall consist of internally illuminated or non-illuminated channel letters, and shall not contain any exposed neon.

13. Within 30 days of the effective date of approval of the planned sign program, the property owner shall begin working with the City's Transportation Division and Caltrans to replace the chain link fence along the I-405 Freeway frontage with a fence or barrier acceptable to both the City and Caltrans, as well as repair and/or replace the landscaping within this area. The fencing and landscaping plan shall be submitted to the Planning Division for approval. The release of final utilities for the proposed freestanding signs shall not be withheld pending the completion of this condition; however, the property owner shall provide documentation of the progress and estimated time of completion of this condition prior to release of utilities.

**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.

**ATTACHMENT 3  
DRAFT RESOLUTION – APPROVAL  
(WITH LED SIGN)**

**RESOLUTION NO. PC-09-**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY  
OF COSTA MESA APPROVING 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, and continued to October 19, 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.

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 19th day of October, 2009.**

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James Righeimer, Chair,  
Costa Mesa Planning Commission



**EXHIBIT "A"**

**FINDINGS (APPROVAL)**

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

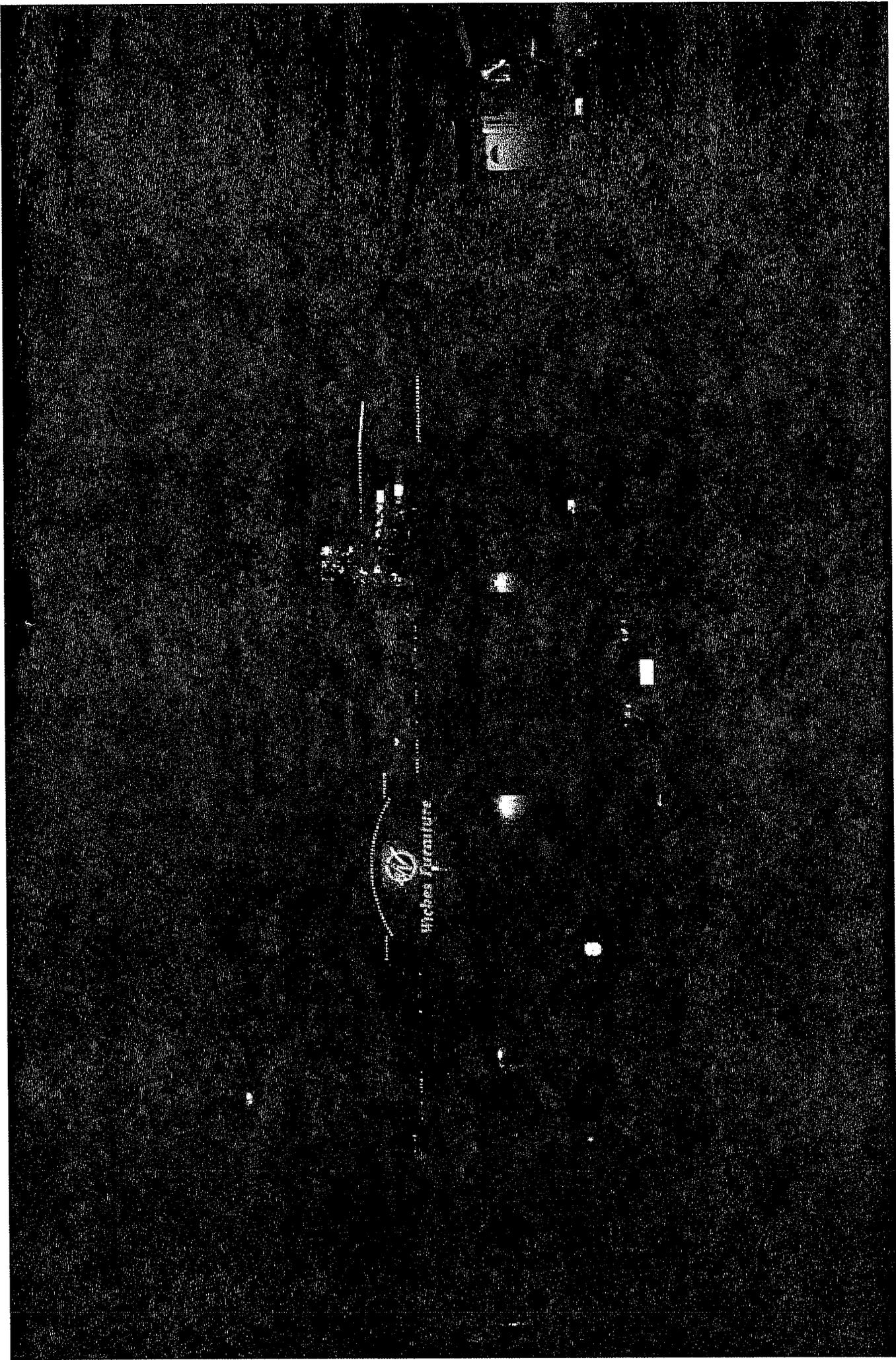
**CONDITIONS OF APPROVAL (IF PROJECT IS APPROVED WITH LED SIGN)**

- 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.
  8. Lifestyle graphic signs shall be limited to a maximum of four (4) signs not to exceed 360 square feet each along the freeway frontage. Lifestyle graphics shall not contain any advertisements for products or services, product logos, and/or information about upcoming sales. The lifestyle graphics shall be placed in such a manner as to minimize visibility from residential neighborhoods, subject to final approval by the Planning Division.
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  10. Freeway pylon signs shall be limited to a maximum of 58 feet in height, as measured from the grade to the highest point on the sign. Lighted elements of the pylon signs shall be limited to lighted channel letters only. Excluding lighted channel letters, lighted elements or additional lighting of the freeway pylon signs is expressly prohibited. No additional lighting of the pylon sign (i.e. column and architectural elements) shall be allowed above 32 feet.
  12. Within 5 days of final approval of the Planned Signing Program, the applicant shall eliminate any lighting of the current internally illuminated column in the existing freeway pylon sign. These existing white panels shall be covered by a dark panel or the column shall be turned off to completely eliminate the lighting of this column.
  13. There shall be no lighting on the building elevations (including rooflines) visible from residential neighborhoods. Lighting of the former Wickes

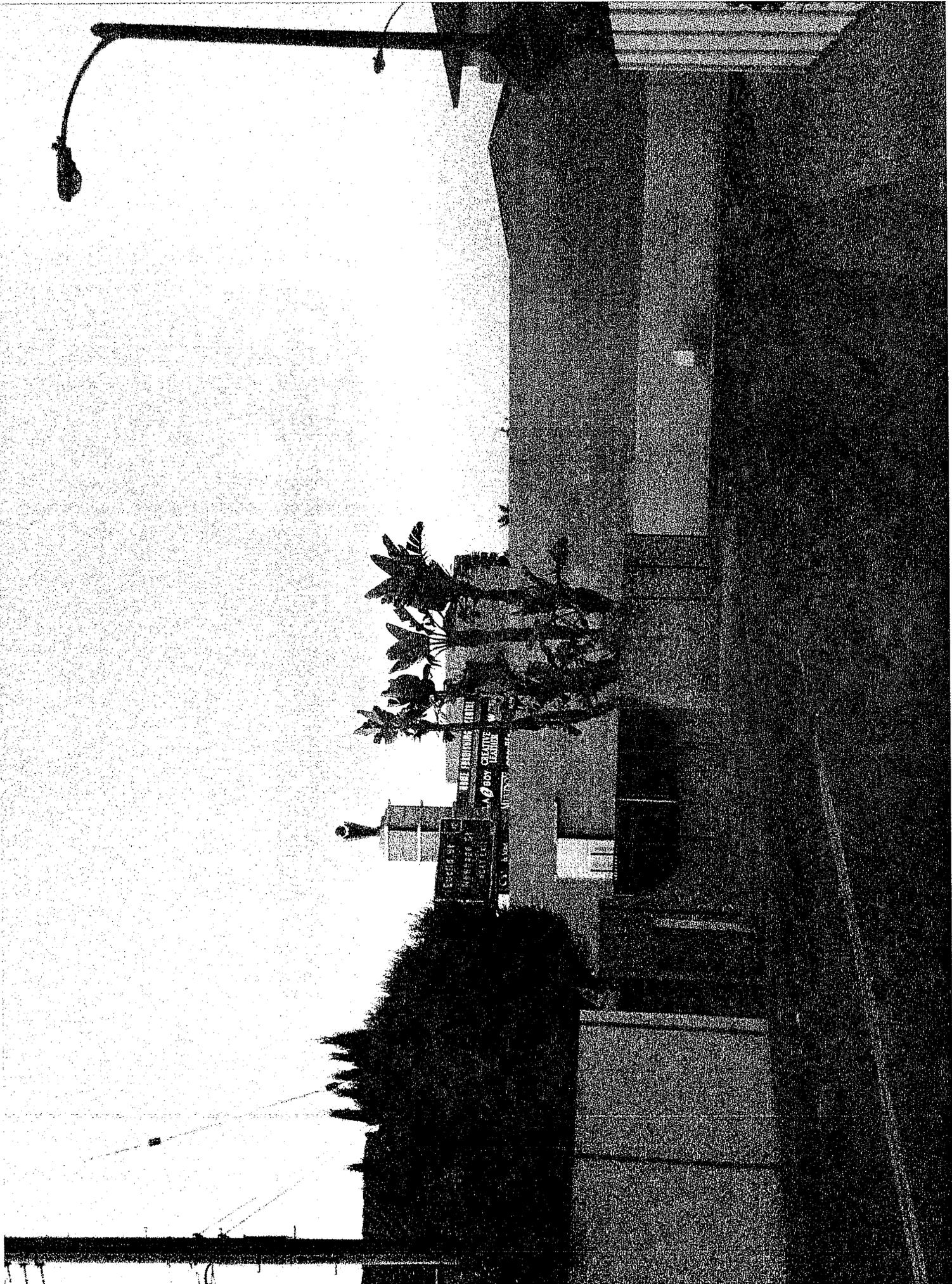
Building "green sunburst grid" and façade is strictly prohibited. Any building wall sign for the former Wickes Building shall consist of internally illuminated or non-illuminated channel letters, and shall not contain any exposed neon.

14. Within 30 days of the effective date of approval of the planned sign program, the property owner shall begin working with the City's Transportation Division and Caltrans to replace the chain link fence along the I-405 Freeway frontage with a fence or barrier acceptable to both the City and Caltrans, as well as repair and/or replace the landscaping within this area. The fencing and landscaping plan shall be submitted to the Planning Division for approval. The release of final utilities for the proposed freestanding signs shall not be withheld pending the completion of this condition; however, the property owner shall provide documentation of the progress and estimated time of completion of this condition prior to release of utilities.
15. The freeway pylon sign with the LED screen shall comply with the following requirements:
  - a. LED screen shall be a maximum size of 15 feet wide by 25 feet long.
  - b. LED screen shall not exceed a maximum height of 32 feet as measured from the grade to the highest point on the screen.
  - c. LED screen shall not exceed 300 nits in luminance during the evening hours and shall perform as described in the lighting study prepared by the project consultant.
  - d. No flashing or animated displays or images on the LED screen shall be permitted at any time.
  - e. The operating hours of the LED screen shall be 7:00AM through 7:00PM, seven days a week. Outside these approved hours, the LED screen shall be turned off.

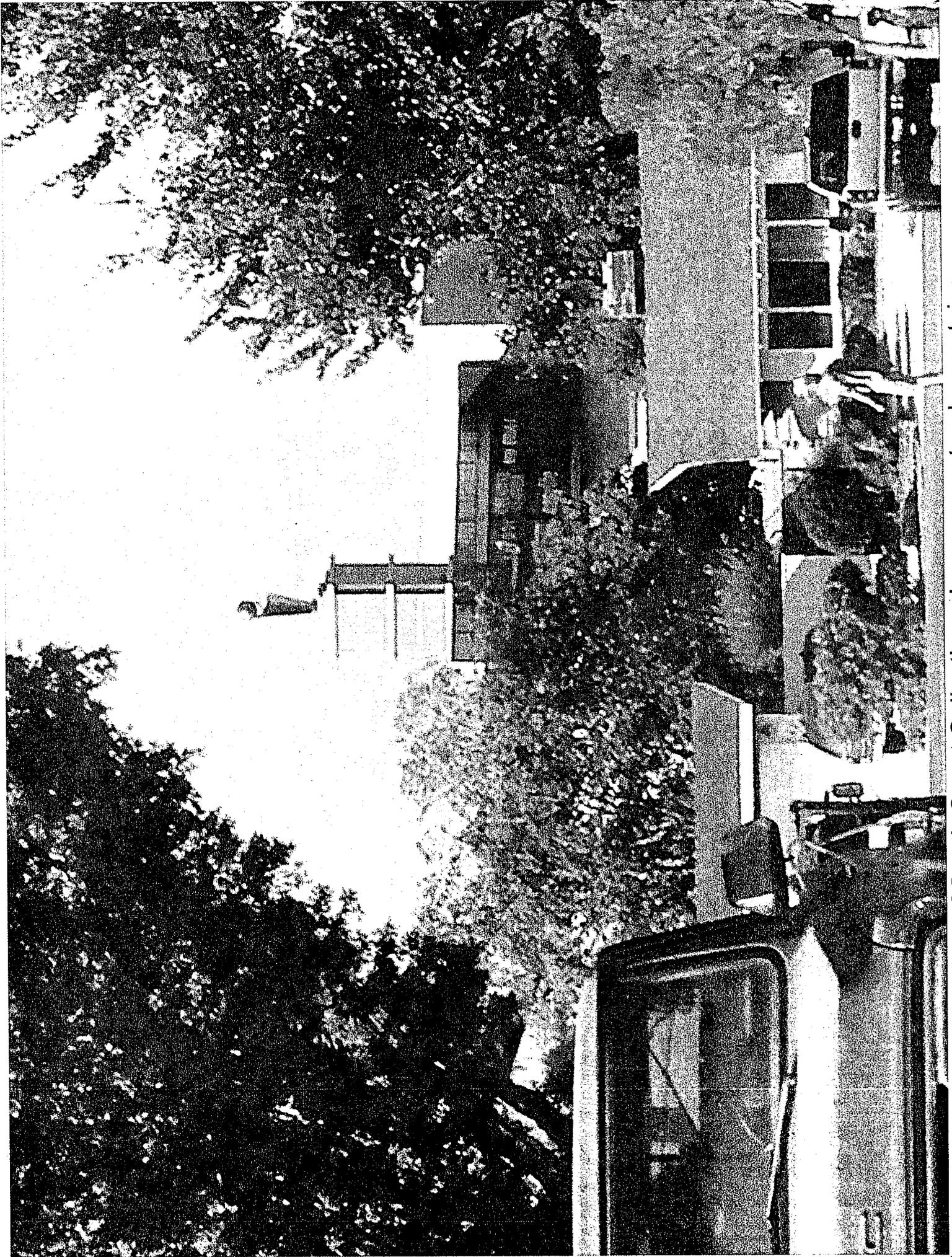
**ATTACHMENT 4  
EXHIBITS PRESENTED BY THE PUBLIC  
DURING THE OCTOBER 12, 2009  
MEETING**



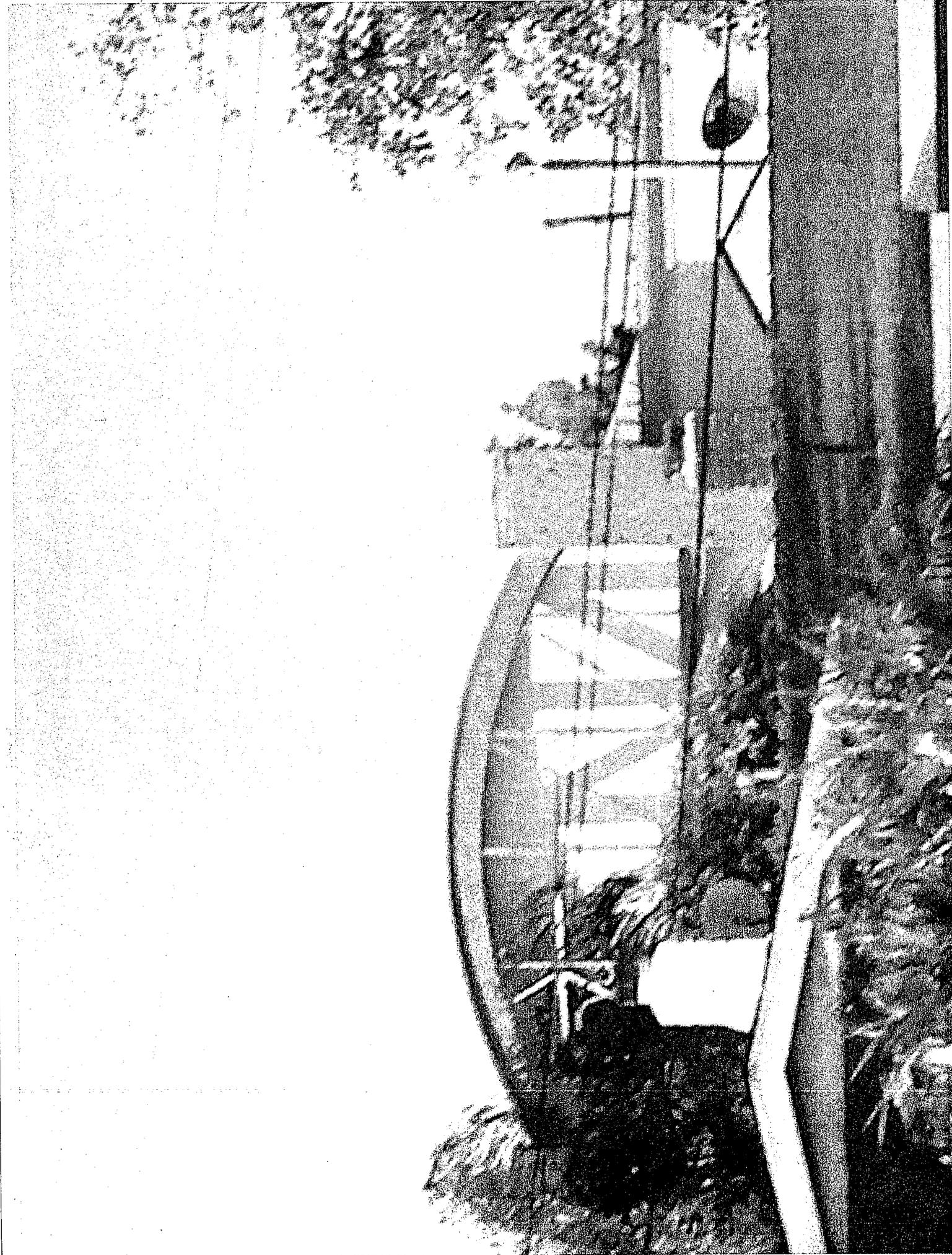
View of South Coast Collection where once stood mountains.



View of South Coast Collection where once stood mountains.



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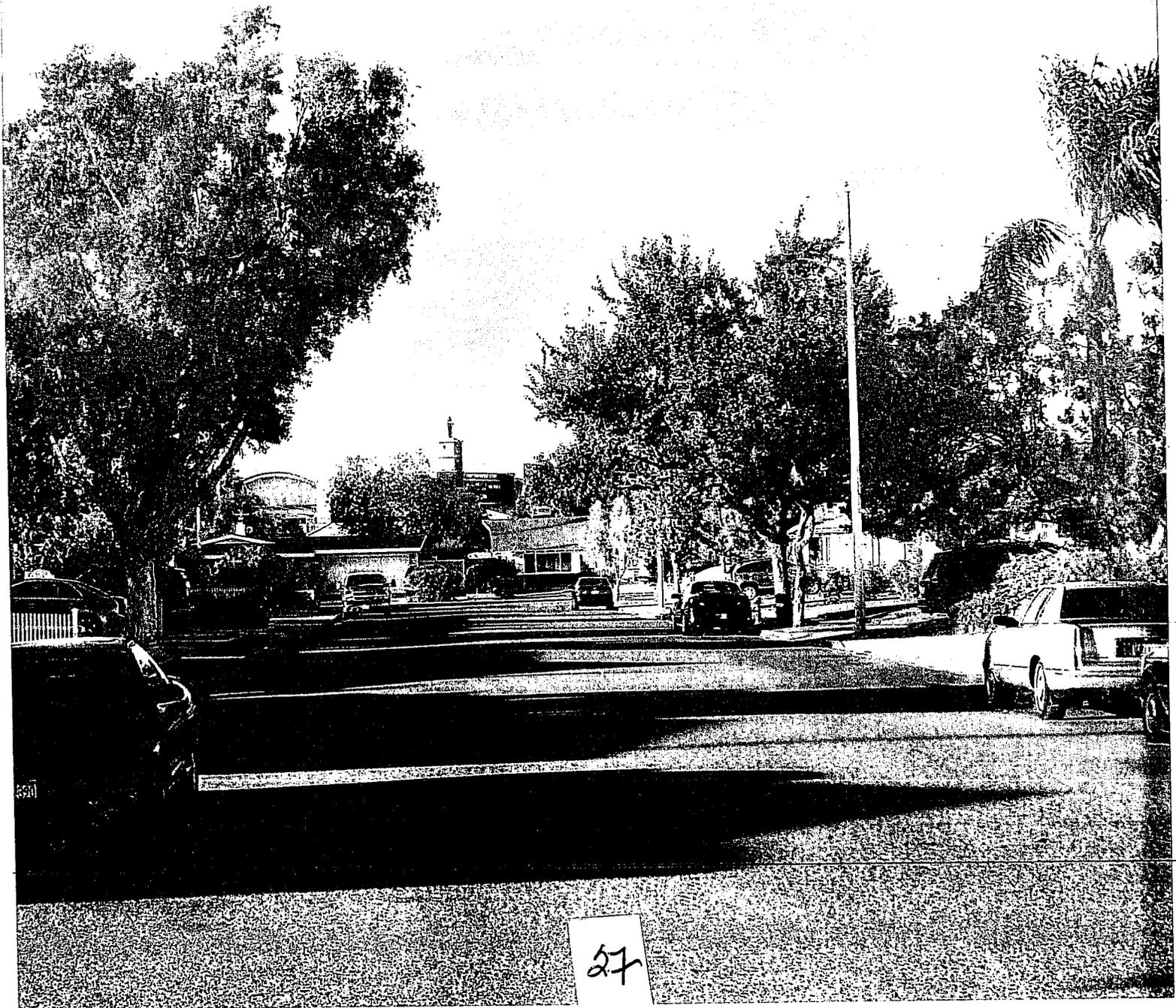
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# PETITION AGAINST AMENDMENT TO PLANNED SIGNING PROGRAM ZA-09-33

AS A HOMEOWNER, RESIDENT AND CONCERNED CITIZEN OF THE MESA VERDE NEIGHBORHOOD IN COSTA MESA, CALIFORNIA, I ACKNOWLEDGE WITH MY SIGNATURE BELOW THAT I PROTEST THE INSTALLATION OF THE FOLLOWING AT THE SOUTH COAST COLLECTION:

- 60-foot tall x 30-foot wide Lighted Freeway Pylon Sign with Changing Electronic Billboard
- 60-foot tall x 30-foot wide Tenant Pylon Sign
- Above-roof signage consisting of Graphic Billboards and
- 12-foot tall x 6-foot wide Tenant Monument Signage at

THESE BILLBOARDS AND SIGNS WILL BE VISIBLE FROM MY NEIGHBORHOOD AND WILL NEGATIVELY IMPACT QUALITY OF LIFE; AND, I BELIEVE THAT THEY WILL ALSO NEGATIVELY IMPACT THE PROPERTY VALUES OF THIS NEIGHBORHOOD.

Full Name	Address	Phone Number	Email
Jeffrey Cole	3268 Michigan Ave Costa Mesa CA 92626	714-850-0370	
Deborah Blakely	3268 Michigan Ave, Costa Mesa	949-280-6591	
CHRISTOPHER BRIGHT	3274 MICHIGAN AVE	714-557-2824	
Gene Ann Gilan	1407 New Hampshire	714-500-0999	GeneAnn.Pyapke.com
Peter Gilpin	1667 New Hampshire DR	562 713 0515	

*Amador*

# PETITION AGAINST AMENDMENT TO PLANNED SIGNING PROGRAM ZA-09-33

AS A HOMEOWNER, RESIDENT AND CONCERNED CITIZEN OF THE MESA VERDE NEIGHBORHOOD IN COSTA MESA, CALIFORNIA, I  
ACKNOWLEDGE WITH MY SIGNATURE BELOW THAT I PROTEST THE INSTALLATION OF THE FOLLOWING AT THE SOUTH COAST  
COLLECTION:

- 60-foot tall x 30-foot wide Lighted Freeway Pylon Sign with Changing Electronic Billboard
- 60-foot tall x 30-foot wide Tenant Pylon Sign
- Above-roof signage consisting of Graphic Billboards and
- 12-foot tall x 6-foot wide Tenant Monument Signage at

THESE BILLBOARDS AND SIGNS WILL BE VISIBLE FROM MY NEIGHBORHOOD AND WILL NEGATIVELY IMPACT QUALITY OF LIFE, AND, I BELIEVE THAT THEY WILL ALSO NEGATIVELY IMPACT THE PROPERTY VALUES OF THIS NEIGHBORHOOD.

Full Name	Address	Phone Number	Email
Caren West	209 Wake Forest Rd.	714 545 3516	Carenwest@comcast.net
John Hopkins Jr.	3260 Michigan	714 527 5397	JOHN.HOPKINS2@yaho.com
Robert Hopkins	3103 Samoa Pl.	714 546 3280	BobHopkins5@gmail.com
Jammy Hopkins	3103 Samoa Pl.	714 546 3280	AmmyH714@yahoo.com
John Hopkins Sr.	3260 Michigan	714 717-0386	johnhopkins2@comcast.net

# PETITION AGAINST AMENDMENT TO PLANNED SIGNING PROGRAM ZA-09-33

AS A HOMEOWNER, RESIDENT AND CONCERNED CITIZEN OF THE MESA VERDE NEIGHBORHOOD IN COSTA MESA, CALIFORNIA, I  
ACKNOWLEDGE WITH MY SIGNATURE BELOW THAT I PROTEST THE INSTALLATION OF THE FOLLOWING AT THE SOUTH COAST  
COLLECTION:

- 60-foot tall x 30-foot wide Lighted Freeway Pylon Sign with Changing Electronic Billboard
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- 12-foot tall x 6-foot wide Tenant Monument Signage at

THESE BILLBOARDS AND SIGNS WILL BE VISIBLE FROM MY NEIGHBORHOOD AND WILL NEGATIVELY IMPACT QUALITY OF LIFE; AND, I  
BELIEVE THAT THEY WILL ALSO NEGATIVELY IMPACT THE PROPERTY VALUES OF THIS NEIGHBORHOOD.

Full Name	Address	Phone Number	Email
April Forrester	3210 Colorado Place, C.M 92626	714) 549-4088	—
Graham Forrester	3210 Colorado Place, Costa Mesa, 92626	714) 549-4088	—

# PETITION AGAINST AMENDMENT TO PLANNED SIGNING PROGRAM ZA-09-33

AS A HOMEOWNER, RESIDENT AND CONCERNED CITIZEN OF THE MESA VERDE NEIGHBORHOOD IN COSTA MESA, CALIFORNIA, I ACKNOWLEDGE WITH MY SIGNATURE BELOW THAT I PROTEST THE INSTALLATION OF THE FOLLOWING AT THE SOUTH COAST COLLECTION:

- 60-foot tall x 30-foot wide Lighted Freeway Pylon Sign with Changing Electronic Billboard
- 60-foot tall x 30-foot wide Tenant Pylon Sign
- Above-roof signage consisting of Graphic Billboards and
- 12-foot tall x 6-foot wide Tenant Monument Signage at

THESE BILLBOARDS AND SIGNS WILL BE VISIBLE FROM MY NEIGHBORHOOD AND WILL NEGATIVELY IMPACT QUALITY OF LIFE, AND, I BELIEVE THAT THEY WILL ALSO NEGATIVELY IMPACT THE PROPERTY VALUES OF THIS NEIGHBORHOOD.

Full Name	Address	Phone Number	Email
CLINT BROWN	3202 Michigan Ave	714 541-2490	cbrown@global.net
Mike Kennedy	3281 Iowa St	714 3095971	MARKJILCAG@aol.com
Arnold Holt	3213 Colorado Pl.	714 556 4466	arnoldholt@skynet.net

# PETITION AGAINST AMENDMENT TO PLANNED SIGNING PROGRAM ZA-09-33

AS A HOMEOWNER, RESIDENT AND CONCERNED CITIZEN OF THE MESA VERDE NEIGHBORHOOD IN COSTA MESA, CALIFORNIA, I ACKNOWLEDGE WITH MY SIGNATURE BELOW THAT I PROTEST THE INSTALLATION OF THE FOLLOWING AT THE SOUTH COAST COLLECTION:

- 60-foot tall x 30-foot wide Lighted Freeway Pylon Sign with Changing Electronic Billboard
- 60-foot tall x 30-foot wide Tenant Pylon Sign
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- 12-foot tall x 6-foot wide Tenant Monument Signage at

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Full Name	Address	Phone Number	Email
<i>Jane Kenneth Weber</i>	1657 Iowa St CM, CA	714 435 9002	jane.k.weber@yahoo.com
<i>[Signature]</i>	3240 MICHIGAN AVE, CM	714 262-8370	SUREFAC@aol.com

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Full Name	Address	Phone Number	Email
Karen Calderon	3244 New York Ave	714-540-5867	kcalderon@att.net
Lon Stead	3245 New York Av	714-540-4890	
Anne Cassingham	3246 New York Ave	714-540-1663	
Robert Price	8201 Dakota Ave	9-400-8405	
	3845 Mesa Verde	7-261-1320	

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Full Name	Address	Phone Number	Email
Tracy Wilson	3281 Minnesota Ave C.M. CA	71432-0216	N/A
Pat Wilson	3281 Minnesota Ave C.M. CA	71432-0216	N/A
Jamie Ruine	3206 Nebraska Pl CMCA	715461211	N/A
Scott Whitacre	559 Pierpont Dr C.M. CA	71454-1771	N/A
Jenny Balter	3217 Idaho Pl. C.M. CA	71556-2767	N/A
Jon Balter	3217 Idaho Pl. C.M. CA	71556-2767	N/A
Emily Balter	3217 Idaho Pl. C.M. CA	71556-2767	N/A
W. B. Balter	3216 Iowa Ho PLACE CMCA		

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Full Name	Address	Phone Number	Email
Andrew Greenhalgh	3239 Michigan Ave	714-434-3574	greenhalgh-23@yahoo.com
ANNE McCASLAND	1649 IOWA ST # CM 92626	714-342-4446	ANNEM@TORELLIREALTY
CHRIS GEORGET	1658 UTAH	714-556-0883	
LINDA LAWREN	3230 MICHIGAN CM 92626	714-270-7005	lunnell@earthlink.net
Heather Plascencia	3213 Michigan Cm 92626	714-435-1946	
Natalie Plascencia	3213 Michigan Ave CM 92626	714-435-1946	
SHARON McFINTOSH	3223 MICHIGAN AVE CM 92626	714-979-2960	
Kerrie Coats	3227 Michigan Ave CM	714-431-9175	

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Full Name	Address	Phone Number	Email
STANLEY CRATI	3227 Michigan	714-662-6762	SCORPIONMOSKOS
Carbie Seeleney	3248 Michigan Ave	714-641-8589	
Beverly Hopkins	3260 Michigan	714-545-7446	bhopkins@C.A.R.R.com
Julie Jolley	3292 Georgia Place	914-360-0348	
MARK PULLY	3292 Georgia Pl.	714-360-0348	
Richard Allen	3272 Colorado Ln.	714-540-0777	
Harold Longner	3277 Colorado Ln	714-825-0525	
Wendy	3253 Colorado Ln		



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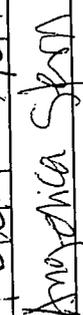
Full Name	Address	Phone Number	Email
<i>Sharon Jones</i>	<i>14666 Alvarado S. CM</i>	<i>714-951-5861</i>	
<i>Sharon Jones</i>	<i>16666 W. Lewis CM</i>	<i>714-755-5061</i>	
<i>Joseph F. May</i>	<i>3273 Minnesota Ave. CM</i>	<i>(714) 557-7924</i>	
<i>Lindy Ranney</i>	<i>3356 Michigan Ave CM</i>	<i>714-954-0346</i>	
<i>Larry Hunsicker</i>	<i>3235 Michigan Ave CM</i>	<i>562-766-8393</i>	
<i>Heley Housert</i>			

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Full Name	Address	Phone Number	Email
BRIAN LORD 	2267 MICHIGAN AVE	714-273-6964	BRIAN.LORD@CALRR.COM
CELIA RICO	1857 Ferns Cm	714-546-2744	
COLIN DELANEY 	1996 KOENIG DR CM	714 743 9882	COLIN@VEGANPHOTOS.COM
Jennifer L'Heuten 	7261 Oregon Ave.	949 370-7319	Jennibony@hotmail.com
ANGELA A. VEGAN 	2824 STROMBOLL AD, COSTA MESA	714 979-3449	angelav@mail.com
CLAUDINE STECK 	2905 Jacaranda CM	714 992-9303	csteck@amused.us
ROBERT STERN	7261 MICHIGAN CM	714 424 1290	Rob.Stern@H1.net
ANGELICA SPORN 	7261 Michigan CM	434-1706	AS-

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Full Name	Address	Phone Number	Email
Mr. Mrs. Rob Royal <i>Rob Royal</i>	3281 Michigan Ave., CM	714-434-6434	rob.royal@rbc.com
<i>Stacy Z. Royal</i>	1663 KBE Kayschae CA	714-441-261	
DIANNE LOHAN	1663 IOWA	714-432-1664	dianne.bhano@slc.globeintl.com
Juanita Anderson <i>Juanita Anderson</i>	1661 IOWA	714 979 0803	
<i>Lyemere Sessions</i>	3272 Dakota Ave	714 546 1907	lyemere@plaza.com
Laura Weber Lammalbeber	1657 Iowa St. CM	714 469 9002	lauralane@yuhoo.com
Jennifer Page	3244 Colorado Ln CM	714 556 6139	jennpage5@att.net

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Full Name	Address	Phone Number	Email
TERENCE RABIN - Esq	10302 NIAGARA, HUNT. BEA.	714-643-5553	TERREY.PARSUN@VERDEZOO.NET
Danny Bailey	6123 Lam centers	714-826-1946	dannybailey@streak.com
Jesse Smith	1090 Iowa St	714-444-4189	smjsm@att.net
LEA SMITH	1690 IOWA ST	714-444-4089	CARCAGESA@HOTMAIL.COM
Robert Makley	1722 Iowa St	(714) 825-0357	marky@att.net
Mary Makley	1722 Iowa St CM	714/825-0357	RMMKLY@ATT.NET
KIM DEACLEN	1735 IOWA CT. CM	714/402-0404	THEDEACLENS@GMAIL.COM
KAVIN DEACLEN	1735 IOWA ST CM	" "	" "

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Full Name	Address	Phone Number	Email
<i>Sue Apple</i>	3264 MICHIGAN AVE. C.M. 92626	714-545-1728	SUE@KROZZELL.NET
<i>Madeline Rosen</i>	3243 Michigan C.M. 92626	714-545-3833	
<i>K. Capprell</i>	3277 Michigan Avenue, CM 92626	714-557-2824	grammys.bright@gmail.com
<i>Virginia Sue Brighie</i>	3274 MICHIGAN AVE. CM 92626	714-557-2824	CASTRO@GMAIL.COM
<i>Jessie Bright</i>	3274 Michigan Ave, CM 92626	714-557-2824	2ndbox@earthlink.net
<i>Amy Bromden</i>	3274 Michigan Ave. CM 92626	714 743-1109	jbrankar@edisonchicago.com
<i>Jaron Broder</i>	1663 New Hampshire C.M. 92626	714 241-1785	
<i>Cynthia D'Ally</i>			

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Full Name	Address	Phone Number	Email
Josephine Boda	3293 Michigan Ave	714-546-815	maboda@iscgfbal.net
Amy Hopkins	3200 Michigan Ave	714-432-1407	adardjo@yahoo.com
MATILDE Gonzalez	3238 Michigan AV.	714-445-0196	MATILDECONGALCZ@Yahoo
Ambra Roberts	3236 Michigan Ave	714 434 0116	mobilage@aol.com
Alvinda Maria	3233 Colorado Pl.	—	—
J. W. ...	" "	—	—
J. W. ...	3239 Michigan Ave.	714 434 7367	luisa.fid@aol.com
... ..	3239 Michigan Ave.	714-434-3574	RL74.com & AOL.com

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Full Name	Address	Phone Number	Email
Paul Clyde Merhoff	3236 Michigan Ave	(714) 434-0116	mrasvo@aol.com
J.N. Summer Merhoff	2226 Michigan Ave.	(714) 773-5027	summermerhoffscape.com

VI.1  
ZA-09-33

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**From:** E.J. Eklund [mailto:ejeklund@gmail.com]  
**Sent:** Tuesday, October 13, 2009 8:42 PM  
**To:** LEE, MEL  
**Subject:** Application No. ZA-09-33 (Sign for South Coast Collection)

The proposed sign would be highly visible from our residence at 1670 Iowa Street. In addition to obstructing the view of the northern sky, the "Lighted Freeway Pylon Sign with Changing Electronic Billboard" would likely cause distracting light patterns in our bedroom, which has a window facing the proposed sign. There was previously a bothersome lit "W" sign in the same location that was removed about a year ago, much to our relief. It appears that the proposed new sign would be larger, brighter, and even more of a nuisance than the previous "W" sign. Hence, we strongly discourage the implementation of this tall electronic sign.

Erik & Jennifer Eklund  
1670 Iowa Street

10/14/2009

VI.1  
ZA-09-33

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**From:** tracywilson333@aol.com [mailto:tracywilson333@aol.com]  
**Sent:** Thursday, October 15, 2009 6:52 PM  
**To:** LEE, MEL  
**Subject:** Application No. ZA-09-33 (Sign issue - South Coast Home Furnishings Center)

Dear Mr. Lee,

Unfortunately I will not be able to attend the meeting October 19th but wanted to voice my concern on this issue. I am a resident on Minnesota Avenue as well as a Realtor in the area. This sign will not only impact me as a resident but also in my business. This will make a significant impact on the area. We already have the issue of freeway noise and the existing signs clearly seen from Michigan Avenue. A sign of this size is not necessary. This is a nice neighborhood that people seek out and want to live in. If we make it like downtown LA with neon signs and bright lights it will no longer be desirable and we will all lose more value than we already have in these harsh economic times.

Thank you for taking our concerns into consideration.

Tracy Wilson  
Torelli Realty  
"Your Costa Mesa Real Estate Specialist"  
cell# 714-403-6182  
Fax# 714-882-7798

License# 01815653

10/16/2009

REC'D OCT 16 2009



VI. 1  
ZA-09-33

October 16, 2009

TO: Jim Righeimer, Chairman  
Costa Mesa Planning Commission  
FR: Ed Fawcett, President/CEO  
Costa Mesa Chamber of Commerce  
RE: Commission Agenda, October 19, 2009  
Zoning Application ZA 09-33  
South Coast Collection, 3333 Hyland Ave.

Dear Chairman Righeimer:

On behalf of the Costa Mesa Chamber of Commerce, I wish to encourage the Planning Commission to direct planning staff to work with applicant and impacted community members to find a suitable and acceptable compromise for the requested additional signage.

The South Coast Collection is a site, which needs additional identifier and directional signage that will encourage consumer traffic to the center, especially during these damaging economic times that are causing business failures. The City should be of a mindful of the current needs of business, while continuing to consider the impacts on the surrounding community.

Thank you for your consideration of this request.

*Ed Fawcett*