



# PLANNING COMMISSION AGENDA REPORT

VI.6

MEETING DATE: AUGUST 9, 2010

ITEM NUMBER:

SUBJECT: ZONING APPLICATION ZA-10-39  
PLANNED SIGNING PROGRAM AMENDMENT FOR TRIANGLE SQUARE  
1870 HARBOR BOULEVARD AND 1875 NEWPORT BOULEVARD

DATE: JULY 28, 2010

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

## DESCRIPTION

An amendment to an existing planned signing program for Triangle Square (ZA-00-28) to allow two signs with electronic Light Emitting Diode (LED) screens on the northeast (former Niketown dome) and southwest (Sutra Lounge) sides of the building, approximately 10 feet high by 96 feet long and 20 feet high by 15 feet long, respectively. The request does not involve any increase in the maximum allowable sign area for Triangle Square under the current Planned Signing Program.

## APPLICANT

Peter Buffa is the authorized agent for Greenlaw Partners, the property owner.

## RECOMMENDATION

Approve by adoption of Planning Commission resolution, subject to conditions.

MEL LEE, AICP  
Senior Planner

KHANH NGUYEN  
Acting Asst. Development Svs. Director

**BACKGROUND**

***Project Site/Environs***

Triangle Square shopping center is located within the City's Downtown Redevelopment Project Area, and is zoned PDC (Planned Development Commercial). The site is bounded on all sides by major streets and commercial businesses. Major tenants include the former Edwards Movie Theater, Yardhouse Restaurant, and Sutra Lounge.

A summary of the Planned Signing Programs (PSP's) and the various amendments approved for the center is in the table below:

<b>PA-90-55</b>	Original PSP for Triangle Square allowing a maximum of <u>1,873 sq. ft.</u> of total building signage for all tenants, including major tenants such as the movie theatre and the basement market (former Alpha Beta and Whole Foods Market).
<b>PA-90-55A</b>	Amendment to allow signs for Niketown, including 228 sq. ft., 8-foot high "NIKETOWN" plaster relief letters on the northeast dome. This sign was determined by the City Council to <u>not</u> count toward the sign area for the total site. Total sign area allowed, <u>1,820 sq. ft.</u> , 53 sq. ft. below the permitted maximum under the PSP.
<b>PA-90-55A2</b>	Amendment to allocate an additional 186 sq. ft. of sign area to the movie theater, the former North Face retail store, and to the basement market. Total sign area <u>1,830 sq. ft.</u> , 43 sq. ft. below the permitted maximum under the PSP.
<b>PA-90-55A3</b>	Amendment to allow 3 tower signs for the former Virgin Megastore, as well as additional wall signage, totaling 453 sq. ft. Sign area for Virgin within allowed tenant allocations. Total sign area is <u>1,828 sq. ft.</u> , 45 sq. ft. below the permitted maximum under the PSP.
<b>ZA-96-04</b>	Amendment to allow a 5' high, 32 sq. ft. monument sign for the basement tenant; a 65 sq. ft. major tenant i.d. sign; and an increase of 22 sq. ft. of sign area for <u>all</u> of the tenants in the center. This amendment also increased the maximum allowable sign area to <u>2,445 sq. ft.</u> for the entire center under the PSP (Zoning Code allowed a maximum of 2,462 sq. ft. of maximum sign area for the center).
<b>ZA-00-28</b>	Amendment to allow a 30' high 218 sq. ft. freestanding sign, a 93 sq. ft. "blade" sign; and a 105 sq. ft. "blade" sign. These signs remain in existence to this day. Total sign area is <u>2,239 sq. ft.</u> , 206 sq. ft. below the permitted maximum sign area under the PSP.

***Zoning Code Provisions for Electronic Signs***

Electronic changeable copy signs (except movie theater & time and temperature signs) are prohibited by Zoning Code (Section 13-112). However, these types of signs may be approved through a PSP on a case-by-case basis.

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).

## **ANALYSIS**

### ***Proposed LED Signs***

The primary purpose of the proposed LED signs is twofold:

- To increase the visibility of the center and its tenants; thereby allowing the property owner to attract a greater number of new businesses and retain quality tenants;
- To generate revenue for the property through third-party advertising on the LED signs.

The applicant is proposing two LED signs through a PSP amendment. The two proposed signs are as follows:

1. A 10 foot high by 96 foot long LED sign (total area 960 sq. ft.) to be located on the northeast (former Niketown dome) side of the building, oriented toward 19<sup>th</sup> Street and southbound Newport Boulevard.
2. A 20 foot high by 15 feet long LED sign (total area 300 sq. ft.) to be located on the southwest (Sutra Lounge) side of the building, oriented toward northbound Harbor Boulevard and northbound Newport Boulevard.

PSP's are typically reviewed by the City's Zoning Administrator; however, staff has referred this request to the Planning Commission to determine if circumstances exist to warrant approval of the proposed LED signs.

On October 19, 2009, Planning Commission approved a PSP for South Coast Collection at 3333 Hyland Avenue to allow a 60 foot high pylon sign along the I-405 Freeway frontage with a 15 foot wide by 25 foot long LED screen (total area 375 sq. ft.) under Zoning Application ZA-09-33, which is currently under construction. The conditions of approval for the sign included the following:

1. LED screen shall be a maximum size of 15 feet wide by 25 feet long.
2. LED screen shall not exceed a maximum height of 32 feet as measured from the grade to the highest point on the screen.
3. 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.
4. No flashing or animated displays or images on the LED screen shall be permitted at any time.
5. The operating hours of the LED screen shall be 7:00AM through 10:00PM, seven days a week. Beginning at 9:00PM, the LED sign shall be gradually dimmed until it is completely turned off at 10:00PM. Outside these approved hours, the LED screen shall be turned off.

## ***Justifications for Approval***

Staff supports approval of the proposed signs for the following reasons:

*The LED signs will not be visible from residentially- zoned properties.* A view simulation has been prepared by the applicant showing the view of the proposed LED signs from off-site. No portion of the LED signs will be visible from residentially zoned properties. Additionally, staff has incorporated, as a condition of approval (condition no. 11), that no lighting on the building elevations (including rooflines) shall be visible from residential neighborhoods.

*The LED signs will not exceed the maximum allowable sign area allowed under the current PSP.* As indicated earlier, the maximum allowable sign area allowed under the current PSP is 2,445 sq. ft. for the entire center. The Zoning Code allows a maximum of 2,462 sq. ft. of maximum sign area for the center. If the signs are approved, a remainder of 1,185 square feet of sign area will be allocated for the other tenants in the center. The applicant did not provide the current sign square footage for the existing tenants in the center since the signage will change as the center is renovated and new tenants are added. However, as new tenants come in, staff will review their sign area square footage prior to issuance of sign permits to ensure that both future tenant signs and the proposed LED signs do not exceed the maximum sign area permitted under the PSP.

*All applicable conditions of approval for the South Coast Collection LED sign (ZA-09-33) have been incorporated to minimize adverse visual impacts to vehicle traffic and surrounding properties.* Staff has incorporated, as a condition of approval (condition no. 12), that the signs comply with the conditions of approval for the South Coast Collection LED sign noted earlier in this report to minimize any visual impacts to vehicle traffic or surrounding properties.

*The signs will help revitalize a high profile shopping center in the City's downtown area.* Triangle Square has suffered from a decline in business even before the current economic downturn. The current owners of the center believe the signs will help attract high-quality tenants to the center, as well as customers.

*LED signs are required to comply with Caltrans requirements for off-site signage.* A California Department of Transportation (Caltrans) outdoor advertising sign permit is required for the proposed signs due to visibility from SR-55 and Newport Boulevard. Condition of approval no. 13 requires that the permit be approved by Caltrans prior to issuance of building permits for the LED signs.

## **GENERAL PLAN AND REDEVELOPMENT PLAN CONFORMITY**

### *Conformity with General Plan*

It is staff's opinion that the proposed signs, with the recommended conditions of approval, are consistent with the following General Plan goals:

- Goal CD-1: Vehicular and Pedestrian Corridors: Strengthen the image of the City as experienced from sidewalks and roadways.

- Goal CD-6, Image: Enhance opportunities for development to contribute to a positive visual image for the City of Costa Mesa.
- Goal CD-7, Residential: 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.

Conformity with Redevelopment Plan

In December 1973, the Costa Mesa Downtown Redevelopment Plan was adopted. The plan set forth development standards to maximize private enterprise and eliminate visual blight/negative conditions in the Redevelopment Project Area.

In February 1985, the Costa Mesa Redevelopment Agency adopted the Comprehensive Design Plan for the Downtown Redevelopment Project Area. This plan was prepared as a guide to ensure that all new improvements in the Project Area would be cohesive and further reinforce specified architectural design themes.

With regard to signage, the Downtown Redevelopment Plan indicates that:

*“Design of all signs shall conform to the City of Costa Mesa Sign Ordinance, and all applicable design guidelines. Billboards and other off-site advertising devices, however, shall not be permitted in the Project Area.”*

The applicant proposes that the LED signs not only provide exposure to the Triangle Square tenants but also include unlimited content for the electronic images. The LED display screens are proposed to exhibit a wide range of third-party advertising, which may include:

- Corporate product advertisers (local and national).
- Special events or concerts (local events and outside the City limits).
- Shows at the OC Performing Arts Center.
- Movie advertisements.
- Various upcoming attractions.

While the proposal involves “electronic billboards” partially serving off-site advertising purposes, it is staff's opinion that the proposed LED signs are consistent with overall intent of the City's Downtown Redevelopment Plan and Comprehensive Design Plan because:

- The Plan did not anticipate the new technology of electronic message signs, which can be approved through a PSP.
- The proposed LED signs do not resemble the roof-top or pole-mounted billboard signs with static commercial advertisements, new construction of which is expressly prohibited in the downtown area.
- Given that the images will be changing every four seconds, staff believes that limited display of third-party advertising will not create any negative visual impacts.

Staff is recommending condition of approval no. 14 to require that the majority of the advertising on the LED signs feature the on-site tenants, movies, or activities within Triangle Square. The applicant may also place restrictions on third-party advertising.

**ALTERNATIVES**

The Planning Commission has the following alternatives:

1. Approve the proposed LED signs, subject to conditions of approval. This would allow the project to proceed, subject to the recommended conditions of approval as discussed earlier in this report.
2. Deny the proposed LED signs. This would not allow the project to proceed. The applicant could not submit substantially the same type of application for six months.

**ENVIRONMENTAL DETERMINATION**

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

**CONCLUSION**

It is staff's opinion that the proposed signage conforms with the intent of the City's Sign Code as it pertains to PSP's as well as the City's General Plan and Redevelopment Plan. The conditions of approval will minimize any adverse impacts to vehicle traffic and surrounding properties, and will help revitalize a high-profile center in the City's downtown. Therefore, staff supports the applicant's request.

- Attachments:
1. Draft Planning Commission Resolutions – Approval and Denial
  2. Proposed LED Signs
  3. View Simulation

cc:

- Development Services Director
- Deputy City Attorney
- City Engineer
- Transportation Svs. Mgr.
- Fire Protection Analyst
- Staff (4)
- File (2)

Peter Buffa  
2824 Nevis Circle  
Costa Mesa, CA 92626

Greenlaw Partners  
4440 Von Karman, Suite 350  
Newport Beach, CA 92660

## RESOLUTION NO. PC-10-

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY  
OF COSTA MESA APPROVING ZONING APPLICATION ZA-10-39**

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

WHEREAS, an application was filed by Peter Buffa, authorized agent for Greenlaw Partners, owner of real property located at 1870 Harbor Boulevard and 1875 Newport Boulevard, in a Planned Development Commercial (PDC) zone;

WHEREAS, the request is for an amendment to an existing Planned Signing Program (ZA-05-69) to allow two signs with electronic Light Emitting Diode (LED) screens on the northeast (former Niketown dome) and southwest (Sutra Lounge) sides of the building, approximately 10 feet high by 96 feet long and 20 feet high by 15 feet long, respectively;

WHEREAS, a duly noticed public hearing held by the Planning Commission on August 9, 2010 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-10-39 with respect to the property described above.

BE IT FURTHER RESOLVED that the Costa Mesa Planning Commission does hereby find and determine that adoption of this Resolution is expressly predicated upon the activity as described in the staff report for Zoning Application ZA-10-39 and upon applicant's compliance with each and all of the conditions in Exhibit "B" as well as with compliance of all applicable federal, state, and local laws. Any approval granted by this resolution shall be subject to review, modification or revocation if there is a material change that occurs in the operation, or if the applicant fails to comply with any of the conditions of approval.

**PASSED AND ADOPTED this 9th day of August, 2010.**

---

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 intent of the General Plan and Redevelopment Plan.
  - The cumulative effects of all planning applications have been considered.
- B. The proposed signage conforms with the intent of the City's Sign Code as it pertains to Planned Signing Programs as well as the City's General Plan and Redevelopment Plan. The proposed signs are consistent with each other in design and construction, taking into account sign style and shape, materials, letter style, colors and illumination. The signs are compatible with the buildings and developments they identify, taking into account materials, colors, and design motif. Approval does not constitute a grant of special privilege and/or allow substantially greater visibility than what the standard sign provisions would allow. Specifically, the signs will not exceed the maximum amount of sign area allowed under the Planned Signing Program or the City's Zoning Code. The conditions of approval will minimize any adverse impacts of the proposed signs to vehicle traffic and surrounding properties, and will revitalize a high-profile center in the City's downtown. Additionally, the signs are consistent with the following General Plan goals:
- Goal CD-1: Vehicular and Pedestrian Corridors: Strengthen the image of the City as experienced from sidewalks and roadways.
  - Goal CD-6, Image: Enhance opportunities for development to contribute to a positive visual image for the City of Costa Mesa.
  - Goal CD-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.
- While the proposed LED signs will have third-party off-site advertising, the proposed signs are consistent with overall intent of the City's Downtown Redevelopment Plan and Comprehensive Design Plan because the proposed LED signs do not resemble the roof-top or pole-mounted billboard signs with static commercial advertisements, new construction of which is expressly prohibited in the downtown area.
- C. 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.
- D. 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 total site signage, including the LED signs, shall not exceed the total sign area allowed under the planned sign program (2,445 sq. ft. for the entire center).
2. Permanent window signs shall not exceed 20% of the contiguous window area per the City's Sign Code. This provision shall not apply to temporary window signs or super graphics.
3. 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.
4. The City's Sign Ordinance shall apply to signs not specifically covered by this Planned Signing Program.
5. 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.
6. The Planned Signing Program may be referred to the Planning Commission for modification or revocation at any time if the conditions of approval have not been complied with, or if, in the reasonable opinion of the Development Services Director or his/her designee, any of the findings upon which the approval was based are no longer applicable.
11. There shall be no lighting on the building elevations (including rooflines) visible from residential neighborhoods.
12. The LED signs shall be located at the northeast (former Niketown dome) and southwest (Sutra Lounge) sides of the building, and shall be no larger than 10 feet high by 96 feet long and 20 feet high by 15 feet long, respectively, and shall also be subject to the following:
- a. The LED signs shall not exceed 300 nits in luminance during the evening hours.
  - b. No flashing or animated displays or images on the LED signs shall be permitted at any time.
  - c. The operating hours of the LED signs shall be 7:00AM through 10:00PM, seven days a week. Beginning at 9:00PM, the LED signs shall be gradually dimmed until it is completely turned off at 10:00PM. Outside these approved hours, the LED signs shall be turned off.
13. Caltrans outdoor signage permit(s) shall be obtained prior to issuance of building permits for the LED signs.
14. The majority of the advertising on the LED signs shall consist of on-site advertising for tenants, movies, or activities within Triangle Square.

**RESOLUTION NO. PC-10-**

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY  
OF COSTA MESA DENYING ZONING APPLICATION ZA-10-39**

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

WHEREAS, an application was filed by Peter Buffa, authorized agent for Greenlaw Partners, owner of real property located at 1870 Harbor Boulevard and 1875 Newport Boulevard, in a Planned Development Commercial (PDC) zone;

WHEREAS, the request is for an amendment to an existing Planned Signing Program (ZA-05-69) to allow two signs with electronic Light Emitting Diode (LED) screens on the northeast (former Niketown dome) and southwest (Sutra Lounge) sides of the building, approximately 10 feet high by 96 feet long and 20 feet high by 15 feet long, respectively;

WHEREAS, a duly noticed public hearing held by the Planning Commission on August 9, 2010 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-10-39 with respect to the property described above.

**PASSED AND ADOPTED this 9th day of August, 2010.**

---

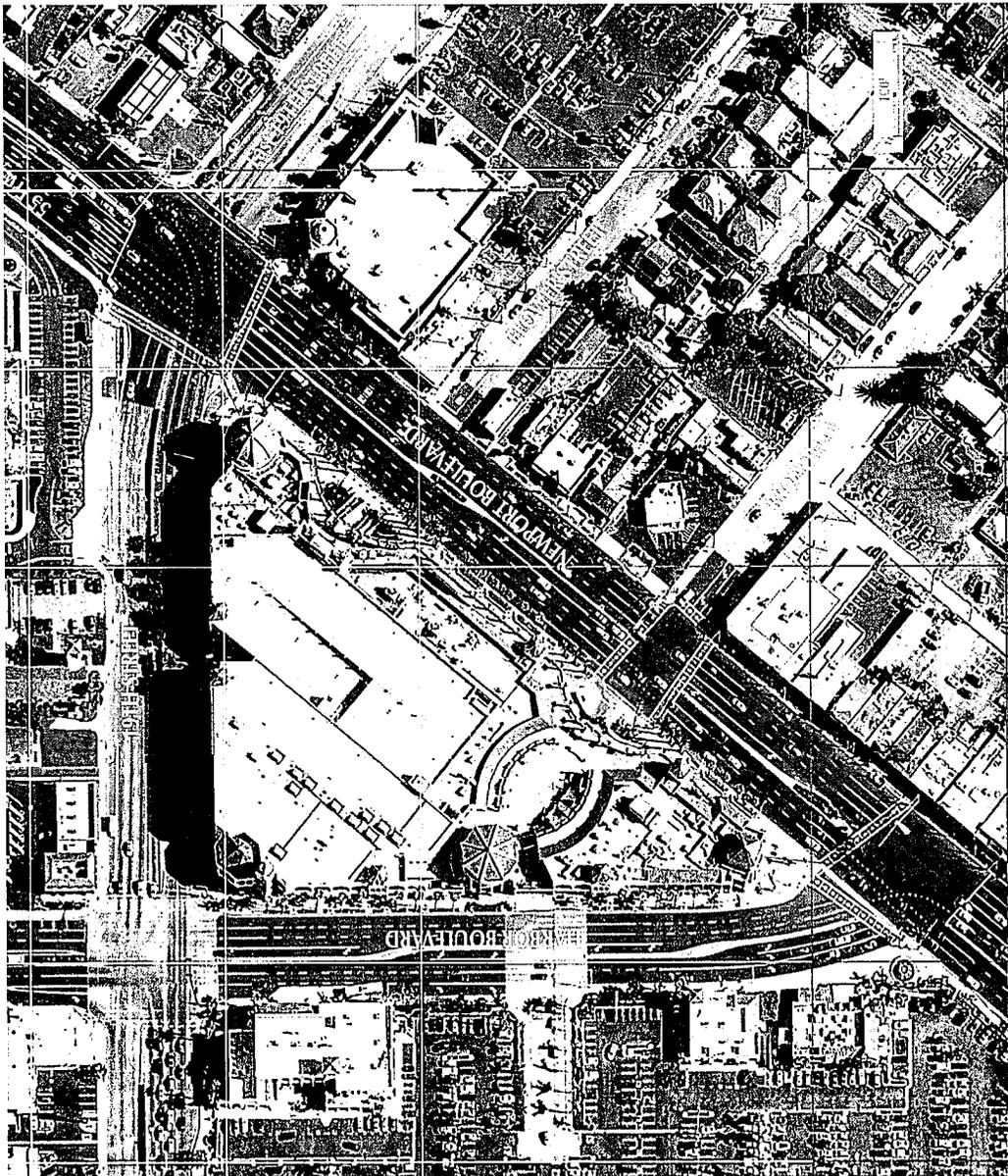
James Righeimer, Chair,  
Costa Mesa Planning Commission



**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. The proposed signs are not consistent with each other in design and construction, taking into account sign style and shape, materials, letter style, colors and illumination. The proposed signs are not compatible with the buildings and developments they identify, taking into account materials, colors, and design motif. Approval would constitute a grant of special privilege and allow substantially greater visibility than what the standard sign provisions would allow.
- C. The Costa Mesa Planning Commission has denied Zoning Application ZA-10-39. Pursuant to Public Resources Code Section 21080(b)(5) and CEQA Guidelines Section 15270(a) CEQA does not apply to this project because it has been rejected and will not be carried out.
- D. The project is exempt from Chapter IX, Article 11, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.



14

LANGDON  
WILSON  
ARCHITECTS  
PLANNERS & ENGINEERS

Aerial Site Plan  
28 AUGUST 2010  
© LANGDON WILSON 2010



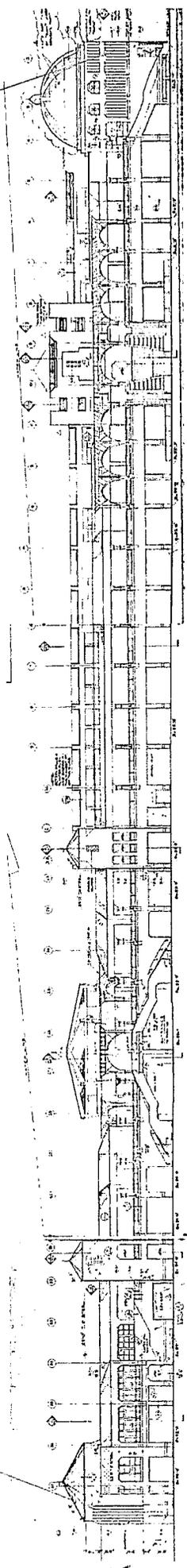
STUDIO PROGETTI  
architecture & design projects  
1000 Avenue of the Americas • New York, NY 10020-1099

Triangle Square  
125 W. Wacker Drive, Suite 1000  
Chicago, IL 60601

© WACKER

LED Sign #1

LED Sign #2



725 ±

Newport Boulevard Elevation  
scale: 1" = 50'

15

Triangle Square  
RESIDENTIAL SIGNAGE

STUDIO PROGETTI  
architecture & design projects  
1000 Capital Square - 4th Floor - Charlotte, NC 28202 • 704.333.4400

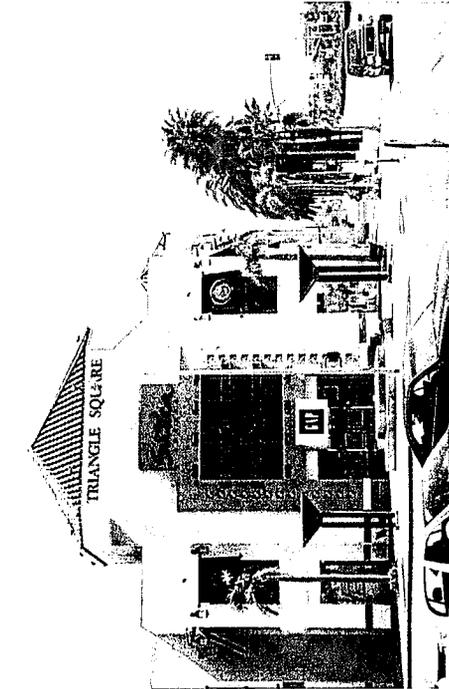
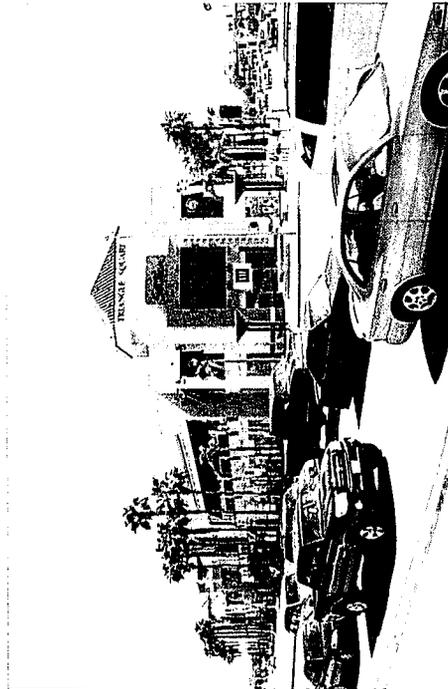
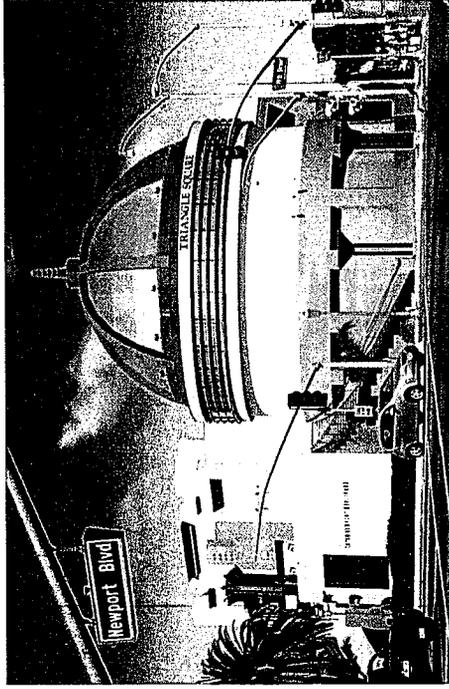
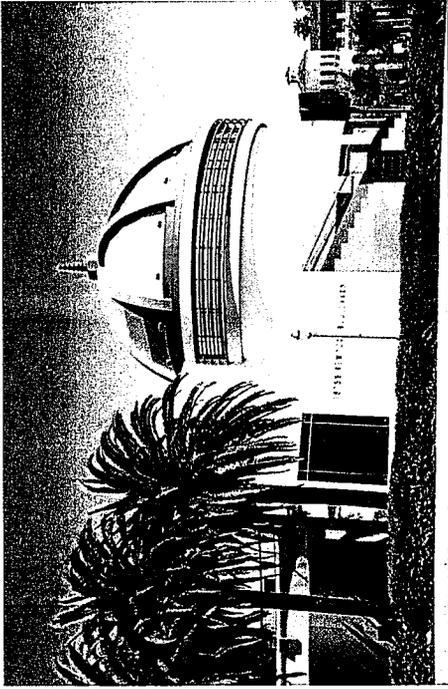


Newport Boulevard Elevation

21 JUN 2010  
LANGDON WILSON ARCHITECTS

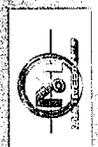
LANGDON WILSON ARCHITECTS

PRINTED AND MADE IN THE U.S.A.



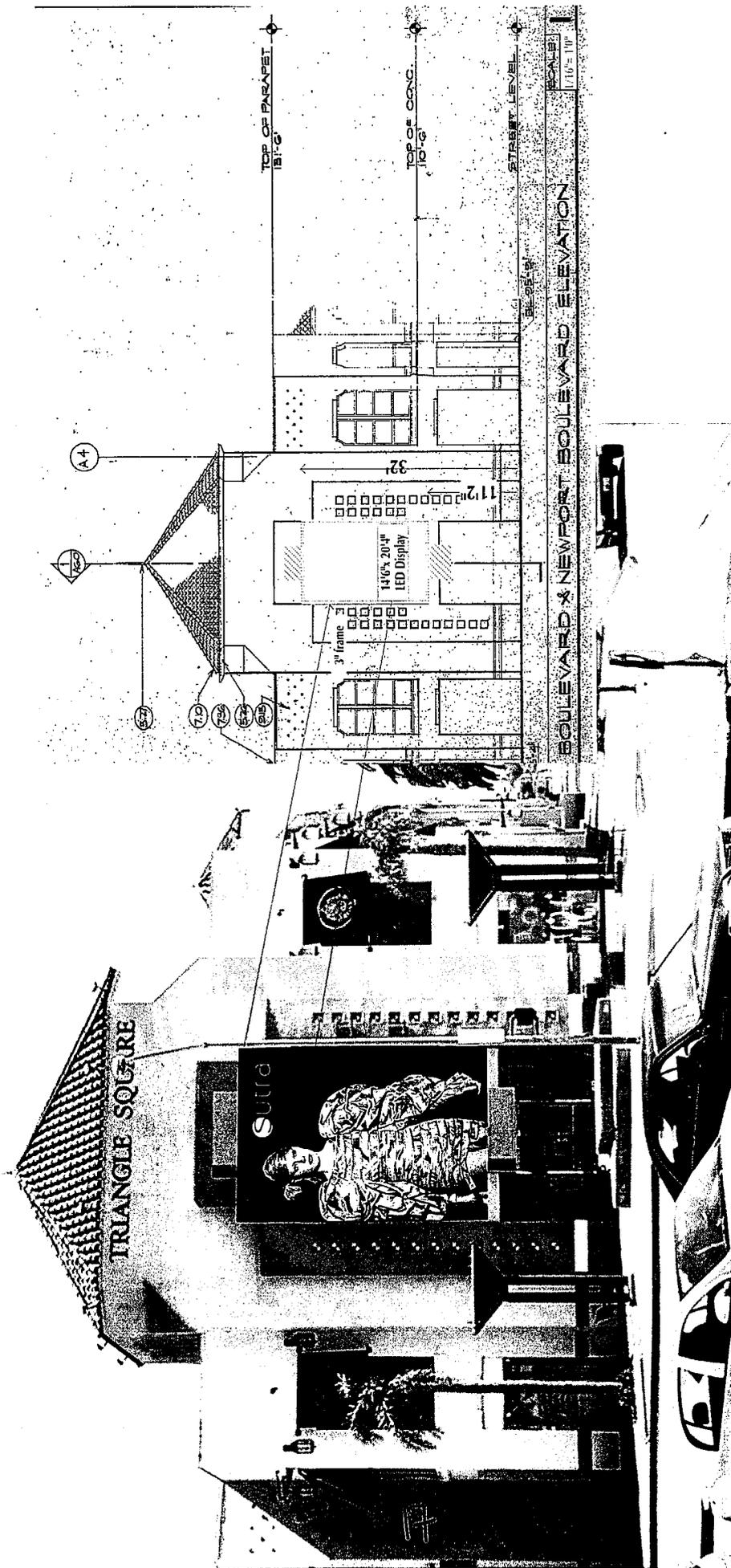
LANGDON  
WILSON  
ARCHITECTS  
2000 W. BROADWAY  
SUITE 200  
DALLAS, TEXAS 75201  
PH: 214.750.1111  
WWW.LANGDONWILSON.COM

Existing Conditions @ 182



**STUDIO PROGETTI**  
architecture & design projects  
1000 West 17th Street, Suite 100, Fort Worth, TX 76102  
PH: 817.332.8800

**Triangle Square**  
TRIMARK PARTNERS, LLC



PICTURE FRAME LED  
Corner of Harbor and Newport Blvd

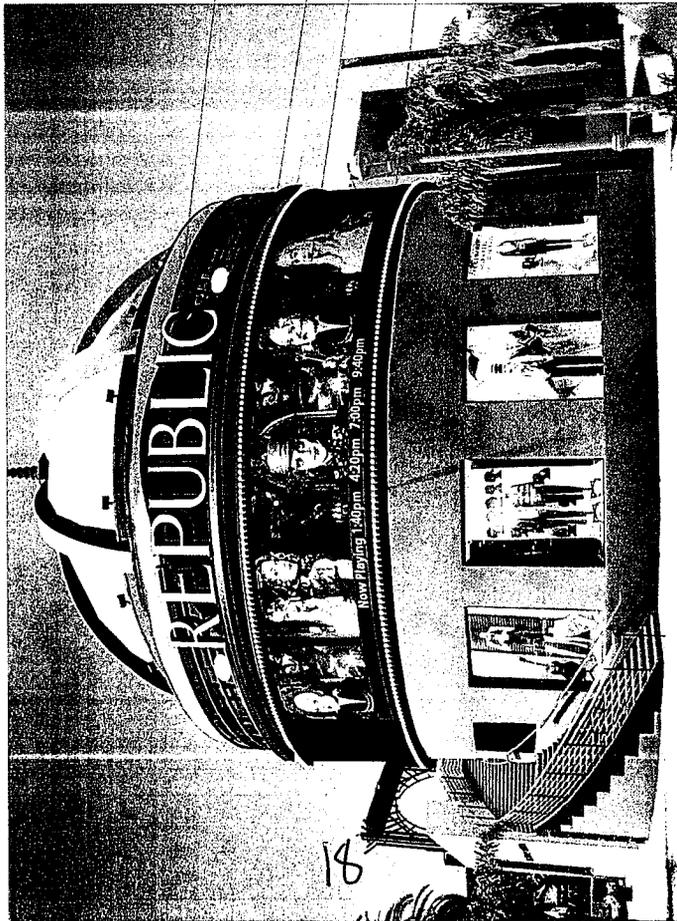
LANGDON  
WILSON  
ARCHITECTS  
1000 WEST 10TH AVENUE  
DENVER, CO 80202  
TEL: 303.733.1111  
WWW.LANGDONWILSON.COM

LED Sign #1 Elevation  
7. REVISED  
DATE: 11/11/16  
2016.06.03.2016  
LANGDONWILSON.COM

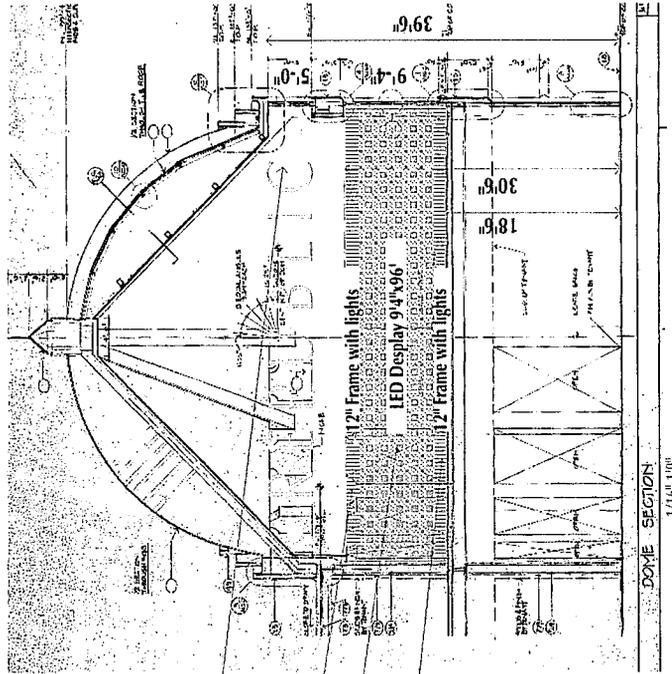


STUDIO PROGETTI  
architecture & design projects  
1880 South Evergreen Parkway, Suite 401, Denver, CO 80202  
TEL: 303.733.1111

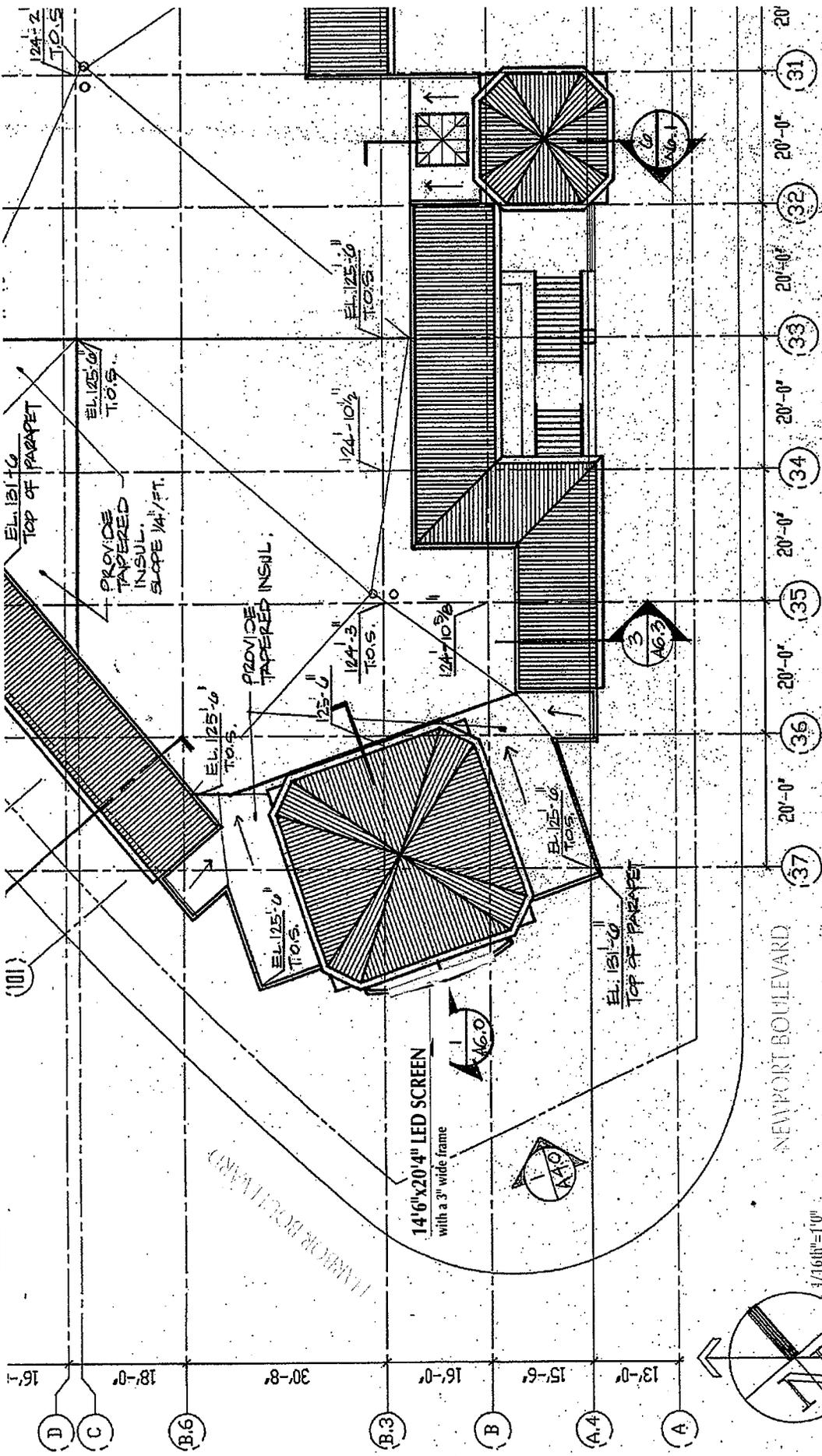
Triangle Square  
1880 SOUTH EVERGREEN PARKWAY, SUITE 401  
DENVER, COLORADO 80202



LED  
Corner of Newport Blvd & W 19 St



LED NOTES:  
Frame: 12" with animated  
theatrical lamps  
Screen: 9'4" x 9'6"

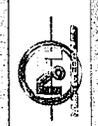


NEWPORT BOULEVARD

1/16" = 1'0"

LANGDON  
WILSON  
ARCHITECTURE  
1000 WEST WASHINGTON  
ANN ARBOR, MI 48106

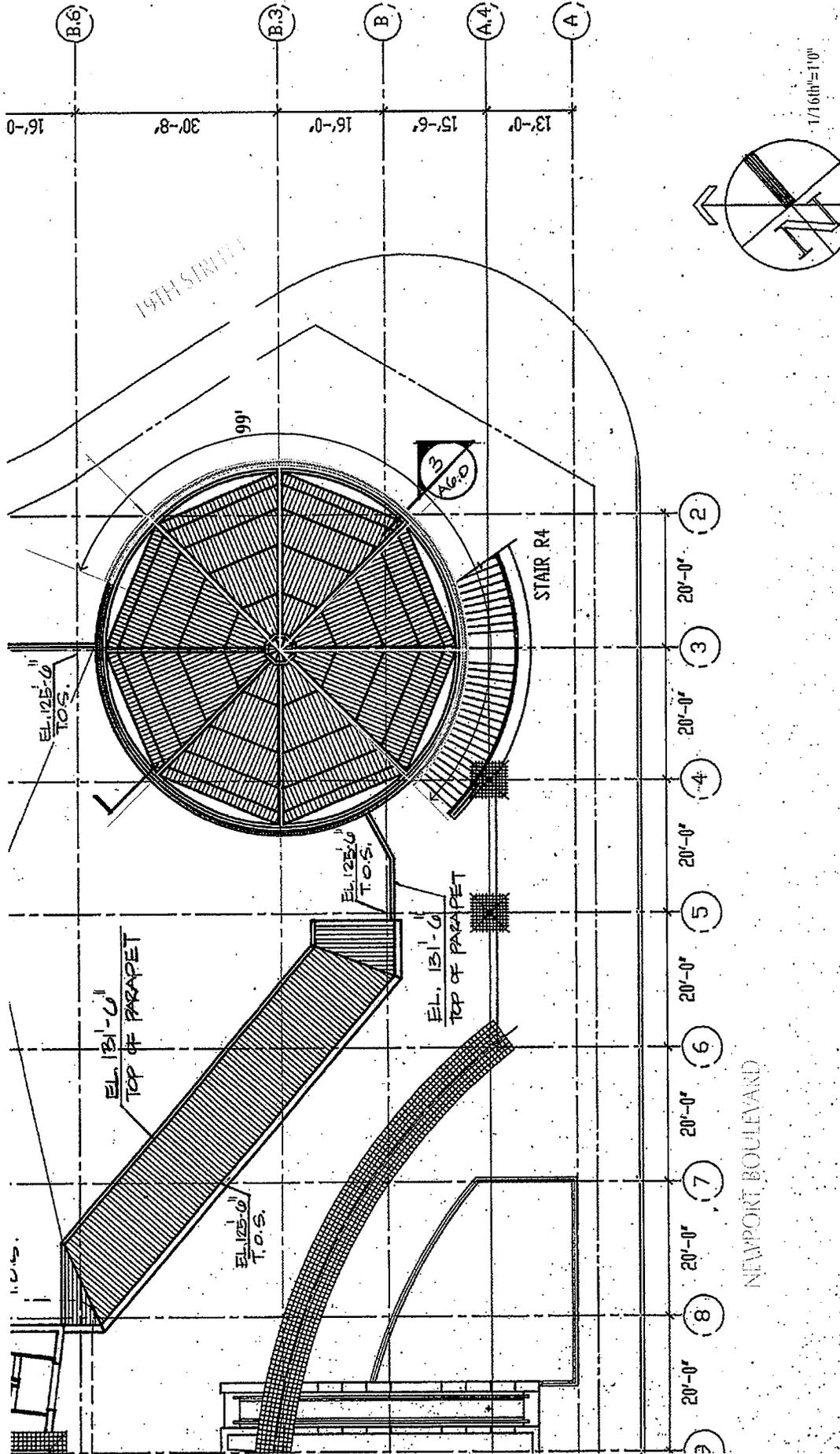
LED Sign #1 plan view



STUDIO PROGETTI  
architecture & design projects  
1000 West Washington, Ann Arbor, MI 48106

Triangle Square  
1000 West Washington  
Ann Arbor, MI 48106

LANGDON WILSON 2010



1/16" = 1'-0"

LANGDON  
WILSON  
ARCHITECTS  
1000 WASHINGTON  
BLVD. SUITE 100  
FALLS CHURCH, VA 22034

LED Sign #2 Plan View

21 JUN 2010  
21 JUN 2010



STUDIO PROGETTI  
Architecture & Interiors  
1000 Lakeside Drive, Suite 100, Cary, NC 27513 • 919.251.1000

Triangle Square  
1000 Lakeside Drive, Suite 100, Cary, NC 27513

LANGDON WILSON ARCHITECTS

**TRIANGLE SQUARE PLANNED SIGNING PROGRAM AMENDMENT  
Visual Impacts**

**Attachments A & B illustrate the visual impacts of the proposed LED screens, Sign 1 at Harbor and Newport Boulevard and Sign 2 at 19<sup>th</sup> Street and Newport Boulevard (Niketown wrap-around screen.) Both signs have no visual impacts on nearby residential uses.**

**Adjacent structures block any view of Sign 1 (Harbor & Newport Boulevard) from nearby residential uses. While a number of R-1 residential blocks just north and east of 19<sup>th</sup> Street and Newport Boulevard have a view of the upper reaches of Niketown dome – Church Street, Walnut Street and Fullerton Avenue – the proposed Niketown LED screen (Sign 2) is below the line of sight on those streets, i.e., while the upper portion of the dome may be visible, the proposed LED screen is not.**

Attachment A



Line of Sight: Niketown LED Screen (Sign 2)

Eye alt 580 m

33° 38' 33.28" N 101° 7' 45.4" W Elev 28 m

Google

Attachment B



Partial View - Top of Niketown Dome

33°38'33.78"N 111°45'58.22"W Elev: 28 m

Eye alt: 580 m