



PLANNING COMMISSION

AGENDA REPORT

VII.4

MEETING DATE: MARCH 14, 2011

ITEM NUMBER:

**SUBJECT: ZONING APPLICATION ZA-11-03
PLANNED SIGNING PROGRAM AMENDMENT FOR TRIANGLE SQUARE
1870 HARBOR BOULEVARD AND 1875 NEWPORT BOULEVARD**

DATE: MARCH 4, 2011

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

DESCRIPTION

Amendment to Triangle Square's Planned Signing Program to allow the following:

- 1. Vinyl Lifestyle Graphics and Signage within the former Niketown Dome Band Area.**
The display of a professionally-installed, changeable vinyl sign around the entire former "Niketown" dome band area. The vinyl signage will include lifestyle graphics throughout the dome band area **and** actual sign area (business name, logo, slogans, etc.) limited to a maximum sign area of 600 square feet; and
- 2. Overall net increase of 722 square feet of additional sign area for the center.** An increase in the maximum allowable sign area for the entire center by approximately 722 square feet (2,445 square feet allowed; 3,167 square feet proposed). This increase accounts for the additional sign area requested as follows:
 - A net increase of 372 square feet within the dome band area (228 square feet existing, 600 square feet proposed); and
 - An increase of 350 sq. ft. in overall permanent center signage to be distributed among the major tenants.

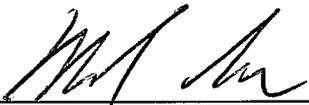
(It should be noted that the proposed lifestyle graphics in the dome band area are not included as "sign area" for calculation purposes).

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
Asst. Development Sys. 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 (now Triangle Square Cinemas), 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:

PA-90-55	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).
PA-90-55A	Amendment to allow signs for Niketown, including 228 sq. ft., 8-foot high "NIKETOWN" recessed plaster letters on the northeast dome, and lifestyle graphics. 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.
PA-90-55A2	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.
PA-90-55A3	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.
ZA-96-04	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 allows a maximum of 2,462 sq. ft. of maximum sign area for the center).
ZA-00-28	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.
ZA-10-39	Amendment 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. This application was approved by the Planning Commission on August 9, 2010. However, the approval was called up for review by Council member Wendy Leece on August 16, 2010 and the applicant withdrew the application on September 24, 2010, before an appeal hearing could be conducted.

Existing Banner Signage

On November 22, 2010, the applicant met with staff to propose the display of a professionally-installed, changeable vinyl sign for Quicksilver around the building band area of the former Niketown Dome, where the recessed plaster letters spelling "NIKETOWN" were located.

The band wraps around the former Niketown Dome and has a total height of approximately 10.5 feet and a total length of approximately 120 feet (approximately 1,260 sq. ft. total). Staff issued a permit for the sign based on the following:

1. The proposed signage was similar to the "Lifestyle Graphics" (i.e., portraits of various athletes) approved within eight recessed alcoves at the street-level base of the dome, in conjunction with the other Niketown signage under PA-90-55A;
2. The area of the actual advertising on the sign would not exceed the 228 sq. ft. sign area allowed for the Niketown letters. Per Code Section 13-111, images not related to the advertising of products or services are not considered to be a sign and may exceed 228 sq. ft. maximum allowable sign area (see additional discussion on this subject in the analysis section below);
3. The sign would be constructed of a high quality vinyl material to avoid ripping or fading. Additionally, the signs were attached to the building by an adhesive backing rather than by ropes or wires;
4. The sign is required to extend the total height and length of the dome band area;
5. No additional illumination of the sign is allowed;
6. No third party (i.e., off-site) advertising is allowed on the sign.

On January 19, 2011, staff issued a permit to replace the Quicksilver sign with a sign for Vans in the same location. Because of the changeable nature of the signs, staff advised the applicant that it would be appropriate to formalize the changeable vinyl signage through an amendment to the PSP.

Zoning Code Provisions for Banner Signs

On December 7, 2010, the City Council adopted a change to the City's sign code requiring a permit for temporary banner signs and limiting banner signs for commercial, institutional, industrial and certain residential development to a maximum of 60 days per calendar year. However, deviation from the City's sign code may be approved through a PSP on a case-by-case basis.

Definition of Sign and Sign Area

Code defines a sign as:

"Any medium for visual communication, including its copy, structure and component parts, which is used or intended to attract attention to, or identify, or advertise a business, product service, activity, or location or to provide information. "Sign" does not include statuary and graphic wall designs used for advertising purposes."

The square footage of the following elements of the sign copy and graphics are considered as sign area:

- Business name.
- Slogan.
- Graphic logo.
- Text description of product service, activity, or location.

Images not related to the above described elements of signage, such as lifestyle graphics and text not describing a product or service, are typically not included in the sign area calculation. For example, the existing sign for Van's shoes, a copy of which is attached to this report, the slogan "This is Van's. The Original. Since 1966" and the accompanying Van's logo would be counted as sign area (206 sq. ft. total) because it is specifically advertising a product, whereas the graphic of the surfer and the word "Surfing" would not.

ANALYSIS:

Proposed Amendments to Planned Signing Program

On March 3, 2011, the applicant slightly revised the request to reflect the following:

1. An increase to a maximum of 600 sq. ft. of sign area on the changeable vinyl sign (228 sq. ft. maximum signage currently allowed);
2. An increase of 350 sq. ft. in overall permanent center signage to be distributed among the major tenants.

The combined sign area of the two requests results in an overall net increase of 722 sq. ft. of additional sign area for the center.

According to the applicant, the reason for the request is to increase the visibility of the center and its tenants through the changeable signage, as well as increase the allowable permanent center signage for the major tenants, thereby allowing the property owner to attract a greater number of customers and retain quality tenants.

Summary of Signage on the former Niketown Dome

Signage		Existing Planned Signing Program	Proposed Amendment
Niketown Letters	7' ht. x 4' ± average letter wd. (8 letters total) 228 sq. ft. sign area total	228 sq. ft. of maximum sign area	600 sq.ft. of maximum sign area
Quicksilver/Kelly Slater	10.5' ht. x 11.3' wd. (Face) 6.8' ht. x 13.7' wd. (Lettering) 212 sq. ft. sign area total		
Van's	9' ht x 12' wd. (Lettering) 108 sq. ft. sign area x 2 216 sq. ft. sign area total		

Staff has reviewed the applicant's requests and has the following responses:

The 600 square feet for sign copy related to the logo, slogan, trademarks, location, etc. for the building band area of the former Niketown Dome can be supported, subject to the following conditions of approval:

- Condition No. 1 – “The allowable sign area shall be restricted to a maximum 9 feet in height and 600 square feet in total sign area. The sign copy contained in the maximum allowable sign area may be dispersed throughout the dome band, with a maximum of 400 square feet of sign copy concentrated in the main dome band area that is prominently visible from the SR-55.”
- Condition No. 2 – “Lifestyle graphics with no sign copy related to business name, product, service, activity, or location may continue to be allowed in the Planned Signing Program. However, the use of the alcove areas for lifestyle graphics cannot occur in conjunction with any graphic display in the dome band area. The Development Services Director may make exceptions to this condition on a limited basis if she/he determines that the concurrent displays do not result in a negative aesthetic impact.”

It is staff's opinion that the above conditions will ensure that the signage on this part of the building will not be cluttered in appearance.

With regard to the request for an increase in 350 sq. ft. for major tenants, staff recommends that this request be denied for the following reason. Currently, the PSP allocates a maximum of 25 sq. ft. of signage per street frontage per tenant space for the major tenants, and 22 sq. ft. of signage per street frontage per tenant space for the minor tenants (2,245 sq. ft. total for the entire center). If a tenant occupies more than one tenant space, the amount of allowable sign area can be increased accordingly based on the number of spaces they occupy, while

still being within the overall maximum amount of signage allowed. Therefore, staff believes that it is unnecessary to increase the overall amount.

However, if Planning Commission supports the request for an additional 350 square feet of signage for major tenants, staff recommends the following condition of approval:

- Proposed Condition (if applicant's request for increased sign area is approved): "Staff may apply the unallocated sign area (that is, sign area not utilized by tenants) to major tenants in the plaza level. In addition, an additional 350 square feet of sign area for major tenants within the plaza level may be allowed. The Development Services Director may approve additional major tenant signage which are consistent with these size limitations but displayed in other locations within Triangle Square, on a case-by-case basis.

Justification for Approval, based on Staff Recommendations

- Due to the large amount of area available on the Niketown dome, the recommended restrictions to the dome sign band area and street alcoves as discussed in the previous section are necessary to avoid a cluttered appearance in accordance with Goals of the Community Design Element of the City's General Plan. As discussed below, Goal CD-13 requires that signs contribute positively to Costa Mesa's image and overall economic development. No third party signage or additional illumination will be allowed in the proposed vinyl signage area. (Conditions Nos. 5 and 6). It is staff's opinion that the changeable vinyl signs as conditioned will be consistent with the goals of the General Plan.
- The provisions for the changeable vinyl signage discussed earlier in this report are incorporated as conditions of approval. The proposed sign area, with the recommended conditions of approval, will minimize any adverse impacts to vehicle traffic and surrounding properties.
- The signage will help revitalize a high-profile center in the City's downtown. It is staff's opinion that the changeable signage is part of the on-going revitalization of Triangle Square to attract customers and new tenants. Therefore, staff supports the applicant's request with the recommended conditions of approval.

It should be noted that staff is not recommending any additional limitations with regard to the allowable content and color palette of the changeable vinyl signage.

GENERAL PLAN AND REDEVELOPMENT PLAN CONFORMITY:

Conformity with General Plan

It is staff's opinion that the signage, as recommended, is 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."

Because no third-party advertising is allowed on the signs, the signage will be consistent with this Redevelopment Plan provision.

ALTERNATIVES:

The Planning Commission has the following alternatives:

1. Approve the requested signs, as recommended by staff, subject to conditions of approval. This would allow the changeable vinyl signs to continue with the requested increase in sign area, subject to the recommended conditions of approval as discussed earlier in this report, **without** the requested 350 sq. ft. increase for the major tenants.
2. Approve the requested signage as proposed by the applicant. This would allow the changeable vinyl signs with the requested increase in sign area **and** the requested 350 sq. ft. increase for the major tenants as proposed by the applicant.
3. Deny the requested signs. This would not allow the changeable vinyl signs with the requested increase in sign area **nor** the requested 350 sq. ft. increase for the major tenants as proposed by the applicant. Because the vinyl sign in place has a sign permit, it is permitted to remain for an indefinite period of time.

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, as recommended, 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. Applicant's Letter
 3. Location Map
 4. Plans and Photos

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

File: 031411ZA1103	Date: 030311	Time: 3:30 p.m.
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RESOLUTION NO. PC-11-

**A RESOLUTION OF THE PLANNING COMMISSION OF
THE CITY OF COSTA MESA APPROVING ZONING
APPLICATION ZA-11-03**

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 to allow the following:

1. The display of a professionally-installed, changeable vinyl sign around the entire former "Niketown" dome band area. The vinyl signage will include lifestyle graphics throughout the dome band area and actual sign area (business name, logo, slogans, etc.) limited to a maximum sign area of 600 square feet; and
2. An increase in the maximum allowable sign area for the entire center by approximately 722 square feet (2,445 square feet allowed; 3,167 square feet proposed). This increase accounts for the additional sign area requested as follows:
 - A net increase of 372 square feet within the dome band area (228 square feet existing, 600 square feet proposed); and
 - An increase of 350 sq. ft. in overall permanent center signage to be distributed among the major tenants.

WHEREAS, a duly noticed public hearing held by the Planning Commission on March 14, 2011 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," subject to the conditions of approval contained within Exhibit "B," and as shown in the amended pages of Planning Signing Program PA-90-55 in Exhibit "C", the Planning Commission hereby **APPROVES** Zoning Application ZA-11-03 with respect to the increase of in sign area within the dome band only.

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-11-03 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 14th day of March, 2011.

Colin McCarthy, 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 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.
- 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 allowable sign area shall be restricted to a maximum 9 feet in height and 600 square feet in total sign area. The sign copy contained in the maximum allowable sign area may be dispersed throughout the dome band, with a maximum of 400 square feet of sign copy concentrated in the main dome band area that is prominently visible from the SR-55.

The square footage of the following elements of the sign copy and graphics shall be considered as sign area:

- Business name.
- Slogan.
- Graphic logo.
- Text description of products, service, activity, or location.

Images not related to the above described elements of signage, such as lifestyle graphics and text, shall not be included in the sign area calculation.

2. Lifestyle graphics with no sign copy related to business name, product, service, activity, or location may continue to be allowed in the Planned Signing Program. However, the use of the eight recessed alcoves at the street-level base of the dome for lifestyle graphics shall not occur in conjunction with any graphic display in the dome band area. The Development Services Director may make exceptions to this condition on a limited basis if she/he determines that the concurrent displays do not result in a negative aesthetic impact.
3. The changeable vinyl signage shall be constructed of a high quality vinyl material to avoid ripping or fading. Additionally, the banners shall be attached to the building by an adhesive backing, rendering the vinyl signage flush with the building surface, rather than by ropes or wires.
4. The changeable vinyl signage material shall not extend beyond the limits of the total height and length of the existing dome band area. The acceptable dimensions for the changeable vinyl signage material are approximately 10.5' high x 120' wide.
5. No additional illumination of the changeable vinyl signage shall be permitted unless approved by the Development Services Director.
6. Third party (i.e., off-site) advertising on the changeable vinyl signage is expressly prohibited.
7. 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.
8. The City's Sign Ordinance shall apply to signs not specifically covered by this Planned Signing Program.

9. 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.
10. 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.

RESOLUTION NO. PC-11-

**A RESOLUTION OF THE PLANNING COMMISSION OF THE CITY
OF COSTA MESA DENYING ZONING APPLICATION ZA-11-03**

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 to allow the following:

1. The display of a professionally-installed, changeable vinyl sign around the entire former "Niketown" dome band area. The vinyl signage will include lifestyle graphics throughout the dome band area and actual sign area (business name, logo, slogans, etc.) limited to a maximum sign area of 600 square feet; and
2. An increase in the maximum allowable sign area for the entire center by approximately 722 square feet (2,445 square feet allowed; 3,167 square feet proposed). This increase accounts for the additional sign area requested as follows:
 - A net increase of 372 square feet within the dome band area (228 square feet existing, 600 square feet proposed); and
 - An increase of 350 sq. ft. in overall permanent center signage to be distributed among the major tenants.

WHEREAS, a duly noticed public hearing held by the Planning Commission on March 14, 2011 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-11-03 with respect to the property described above.

PASSED AND ADOPTED this 14th day of March, 2011.

Colin McCarthy, Chair,
Costa Mesa Planning Commission

EXHIBIT "A"

FINDINGS (DENIAL)

- A. The signs do not comply with Costa Mesa Municipal Code Section 13-29(e) because:
- The signs are not compatible and harmonious with uses that exist in the general neighborhood.
 - The signs do not comply with the intent of the applicable performance standards as prescribed in the Zoning Code.
 - The signs are not consistent with the General Plan.
 - The cumulative effects of all planning applications have been considered.
- B. The signs are not consistent with the intent of the City's Sign Code and the General Plan. The signs are not consistent in design and construction, taking into account sign style and shape, materials, letter style, colors and illumination. The 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-11-03. 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.

February 8, 2011

Kimberly Brandt
Development Services Director
City of Costa Mesa
77 Fair Drive
Costa Mesa, California 92628-1200

Dear Ms. Brandt:

I am the authorized applicant for Greenlaw/Triangle Square partners. This application requests an amendment to the Triangle Square Planned Signing Program (PSP) to increase the total allowable sign area for the center. Currently, the maximum allowable sign area allowed under the PSP is 2,445 sq. feet. We are requesting an increase of 900 sq. feet, for a total of 3,345 sq. ft.

The majority of the increase will be used to accommodate temporary vinyl signage within the "cigar band" on the Niketown dome at Newport Boulevard and West 19th Street.

Per the current PSP, sign copy and graphics within the cigar band are limited to 228 sq. feet, a calculation that was made during the initial approvals for Triangle Square, when a discussion among policy makers centered on whether the original plaster relief letters spelling out "Niketown" were a sign or an architectural feature. Ultimately, the decision was made that the letters constituted a sign.

To provide some definition, PA-90-55A calculated the cumulative area of the letters as 228 sq. ft. which, by default, became the maximum signage area allowed within the cigar band. No one at the time envisioned that area as a highly desirable location for variable tenant signage, given the high volume of traffic along Newport Boulevard and at the terminus of SR-55.

Two examples of the temporary vinyl signs being proposed have been approved recently, one for Quiksilver and the other for Vans. (Quiksilver sign attached.) Staff has informed us that any future temporary signs will require an amendment to the PSP to allow such signs, including an increase above the current 228 sq. feet limit on copy and graphics.

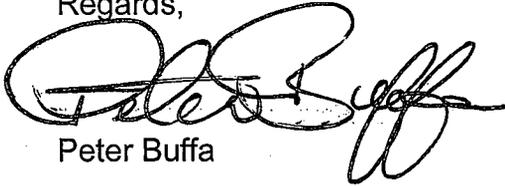
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As with the Quiksilver and Vans examples, the signs will be constructed of heavy duty, self-adhesive vinyl, creating a much more permanent and polished look than a banner.

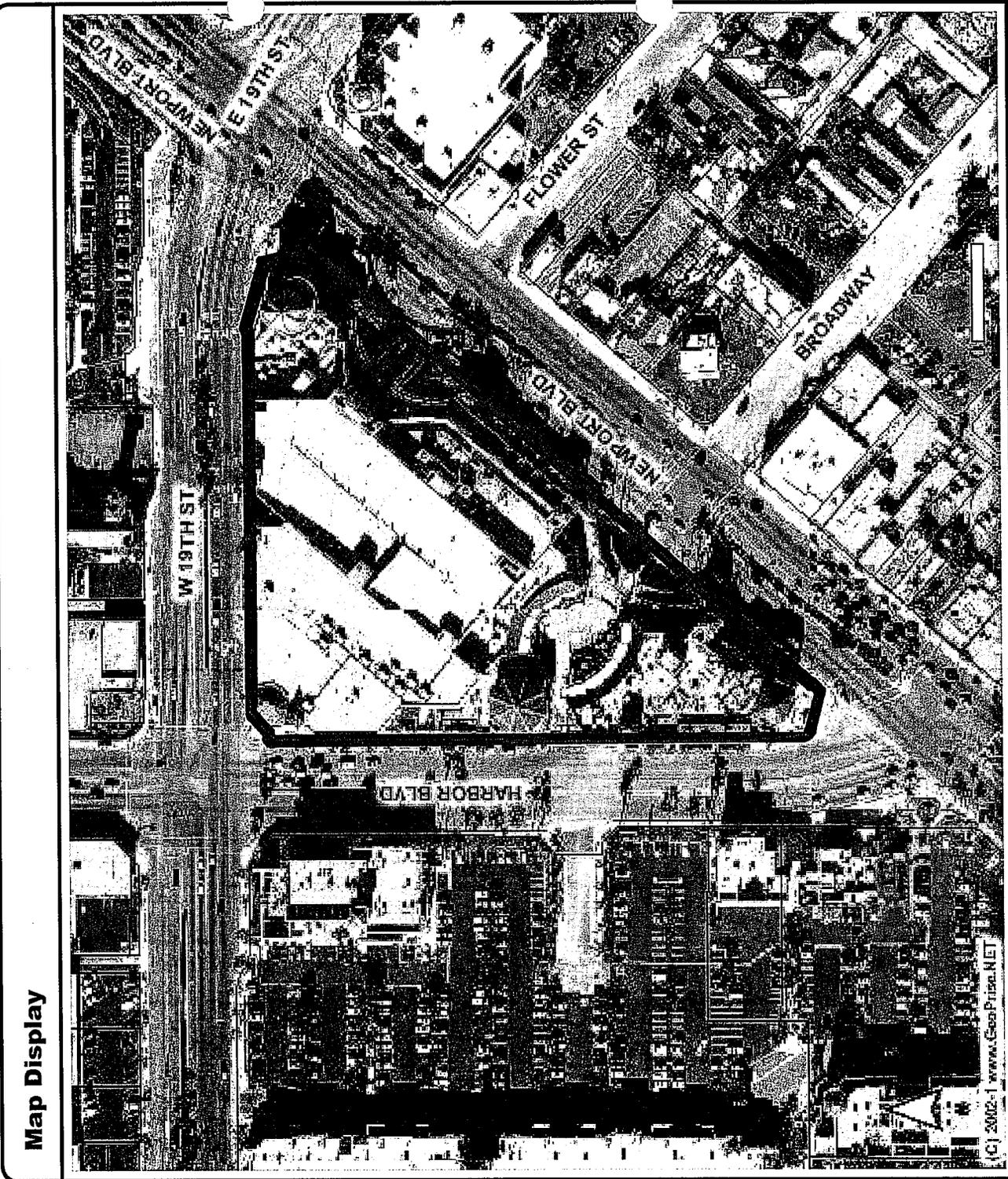
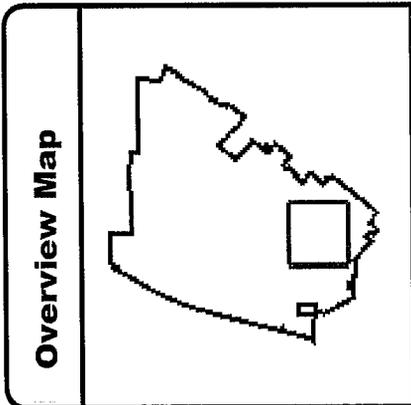
There will be no third-party advertising and the signs will not be illuminated aside from the original architectural lighting that lines the cigar band.

Please feel free to contact me if you have any questions or comments about this application.

Regards,

A handwritten signature in black ink, appearing to read "Peter Buffa", written in a cursive style. The signature is positioned to the right of the typed name "Peter Buffa".

Peter Buffa

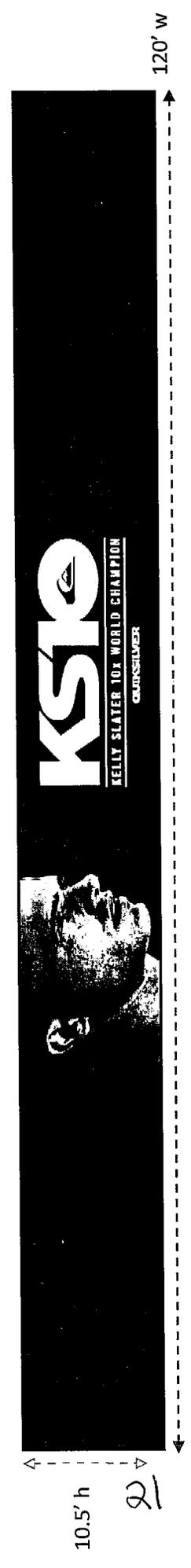


Legend

Street Names	20
Parcel Lines	—
Ortho 2008 Level2	—
Ortho 2006 Level2	—
Parcels	—
ROW Polygon	5

SIGN SPECS - Q.4

Triangle Square Vinyl Signage Samples
Niketown Dome Wrap - Newport Blvd. & 19th Street



Illuminated by existing Dome lighting only.
Sign construction: Heavy-duty self adhesive vinyl, applied to wall surface manually.
Professionally produced and installed by Graphix Gearwerks.

GRAPHIX GEARWERKS
PHONE 888.881.4575 | FAX 888.878.0381
CA LIC. NO. #936607 | NV LIC. NO. #069862

Triangle Square Vinyl Signage Examples
Niketown Dome Wrap
Newport Blvd. & West 19th Street



10.5' h

THIS IS VANS.
THE ORIGINAL
SINCE 1966.

WWW.VANS.COM

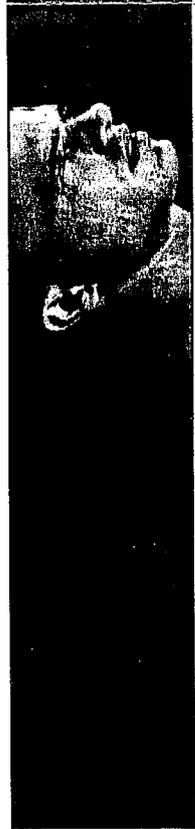


THIS IS VANS.
THE ORIGINAL
SINCE 1966.

WWW.VANS.COM



120'



10.5' h

KSTO
TELLY SLATER 10^x WORLD CHAMPION
SURFSLURPER

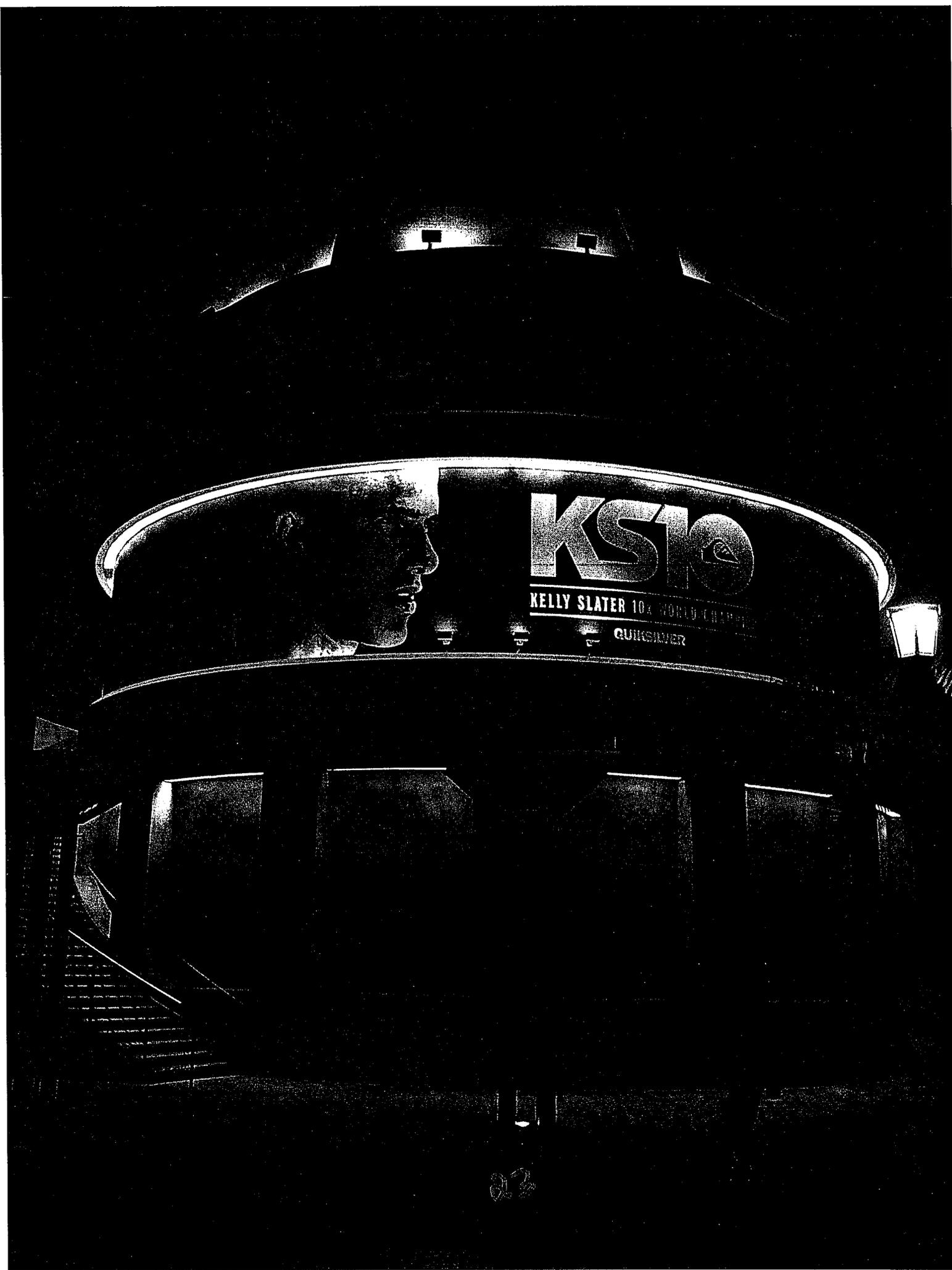
120'

Illuminated by existing Dome lighting only.
Sign construction: heavy-duty self adhesive vinyl, manually applied to wall surface.
Produced and installed by Graphix Gearworks.

GRAPHIX GEARWORKS
PHN 888.881.4575 • FAX 888.878.0381
CA LIC. NO. #936607 • NV LIC. NO. #069862

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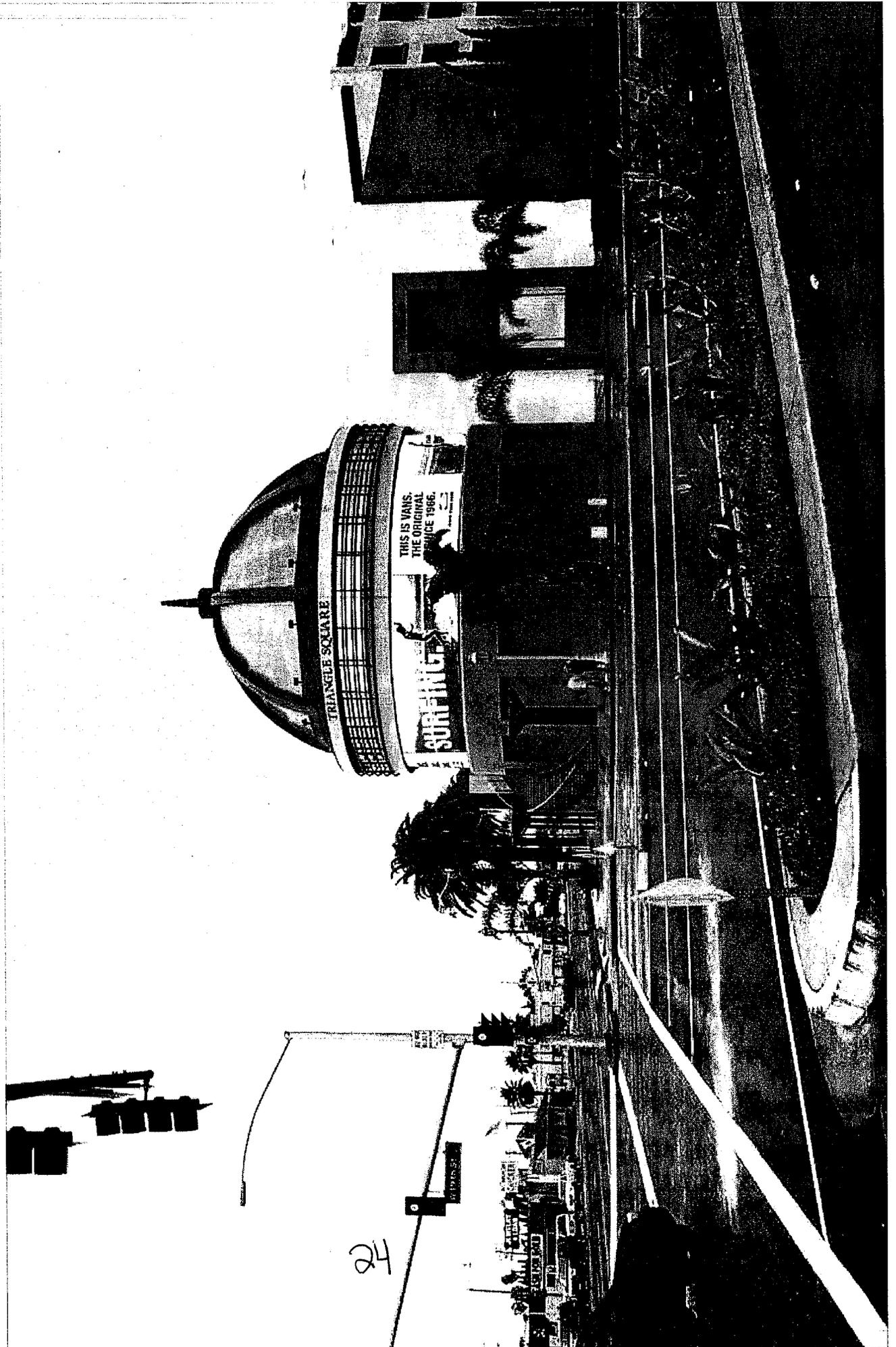
2A-11-03



KSLIO

KELLY SLATER 10x WORLD CHAMPION

QUIKSANDER



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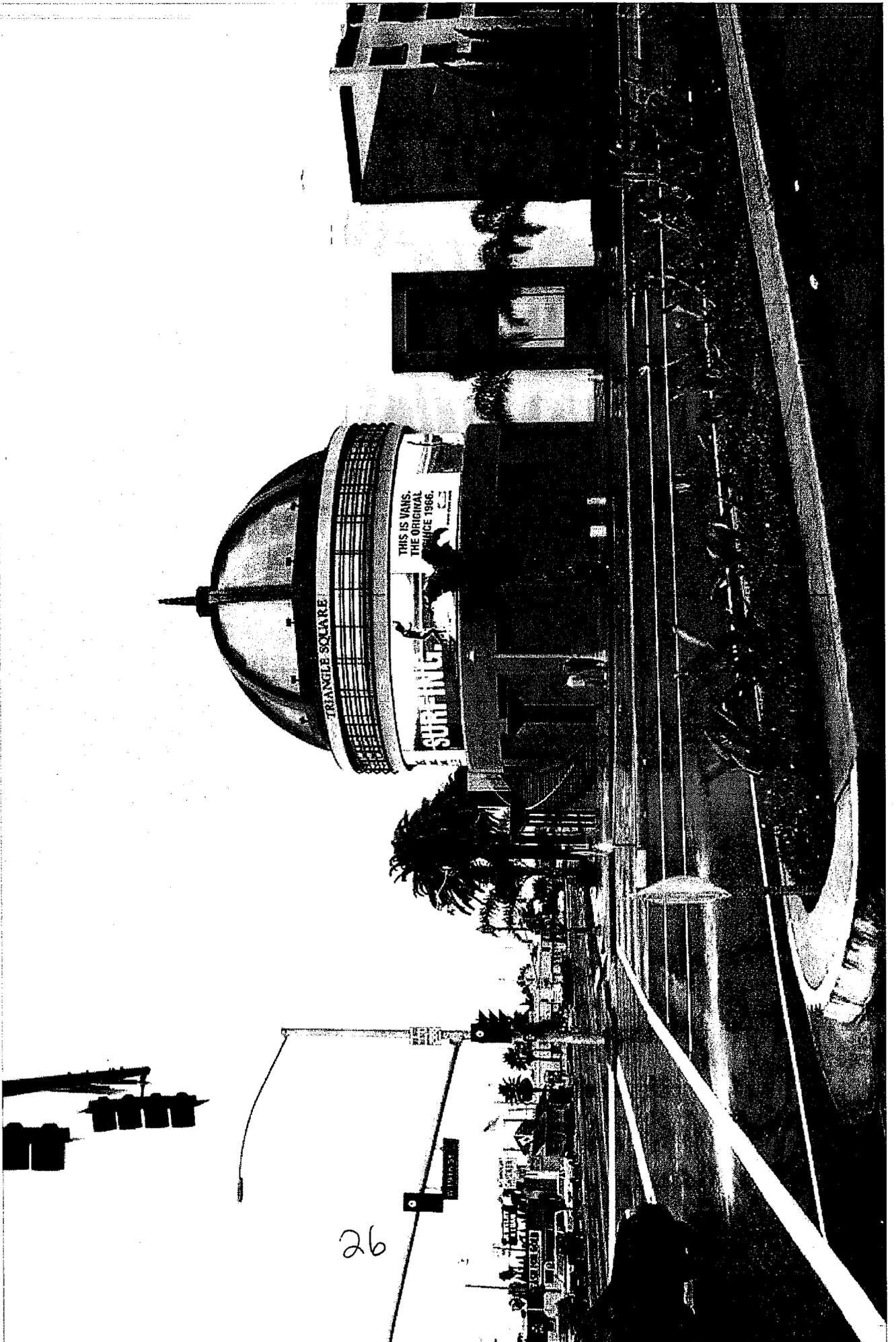
TRIANGLE SQUARE

KSTV

KELLY SLATER FOX W
QUIKSILVER



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