



# City of Costa Mesa Inter Office Memorandum

**TO:** CITY COUNCIL AND PLANNING COMMISSION  
**CC:** TOM HATCH, GARY ARMSTRONG, AND CLAIRE FLYNN  
**FROM:** WILLA BOUWENS-KILLEEN, ZONING ADMINISTRATOR  
**DATE:** JANUARY 8, 2015  
**SUBJECT:** ZONING ADMINISTRATOR DECISION(S)

A handwritten signature in cursive, likely belonging to Willa Bouwens-Killeen, is written over the "FROM:" line.

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This is to advise you of the following decision(s) made by the Zoning Administrator within the last week. The decision(s) will become final unless a member of the Planning Commission or City Council requests a review of the decision(s) or an interested party files an appeal by 5:00 p.m. on January 15, 2015. Project descriptions have been kept brief for this notice. As a result, there may be details to the project or conditions of approval that would be of interest to you in deciding whether to request a review of a decision. Please feel free to contact me by e-mail at [willa.bouwens-killeen@costamesaca.gov](mailto:willa.bouwens-killeen@costamesaca.gov) if you have any questions or would like further details.

**ZA-14-25                      3140 BEAR STREET**

Minor conditional use permit to install 12 roof-mounted cell antennas (4 antennas per sector, 3 sectors total), 2 roof-mounted GPS antennas, and 2 roof-mounted microwave antennas and related equipment behind a new 4-foot high parapet screen wall designed and painted to match the existing building.

Approved, subject to conditions of approval.

Comments received: One against.

**ZA-14-35                      2524 HARBOR BOULEVARD**

Amend Planned Sign Program ZE-82-19 for Orange Coast Motors Fiat/Alfa Romeo to remove two existing 20-foot high, 64 square foot, illuminated freestanding signs and replace with one 25-foot high, 175 square foot, illuminated freestanding sign within 200 feet of residentially-zoned property.

Approved, subject to conditions of approval.

Comments received: One general concern and one against.

**ZA-14-39**

**3020 PULLMAN STREET**

Planned Sign Program for Tesla Motors to install a 7-foot high freestanding sign within 170 feet of another freestanding sign on the same property.

Approved, subject to conditions of approval.

Comments received: None.

January 4, 2015

JAN 6 15 3:08PM

To Whom It May Concern,

I am writing today about the concerns we have as Lifestyles Residents, a gated community, and parents regarding the proposed 12 roof mounted cell antennas, 2 roof mounted GPS antennas, and 2 roof mounted microwave antennas plus equipment located at 3140 Bear Street, Costa Mesa CA 92626. That is 16 in total! It is located less than 15 feet from our residential park and tot lot where our children play and approximately 100 feet from some of our residential homes (bedroom windows and living rooms). We as a community have collected signatures against the proposed antennas and would like them submitted to the city for the hearing on January 8<sup>th</sup> 2015.

We believe as residents, we have a right to know all such potential risks and environmental impact this project poses. All residents have a right to know about such concerns and would have liked to attend a public hearing as it concerns the health and safety of their community.

Our major concern is the high levels of variable radio frequency emissions discharged from the antennas/tower. It was reported online that the WHO in collaboration with the IARC classified the RFR radiation from the Cell Phone Antennas were a possible carcinogenic. Our children many hours a day right next to the proposed site. Those who live nearby and work at could experience amplified negative health effects.

A project with such a huge potential impact on a community should have community meetings to address the concerns of residents and parents.

We the undersigned residents, standing together and strongly united, oppose the installation of the multiple antennas located so close to our neighborhood and find an alternate location. We currently have a tower right across the street, located near Shiffer Park.

*Carmela Wenshake*

*Grand Mohor*

Thank you for your consideration,

*V. Nguyen Terry Maldon*

Adele Molica

3108 Promenade Costa Mesa Ca 92626, on behalf of The Lifestyles Community/Residents

*Nguyen B. Nguyen*

*Adele Molica*

*Patricia J. Wells*

*Kimberly B. Brown*

*Stacy Swanson*

*Michelle S. Franchi*

*John Martens*

*Tracy Cline*

*R. Moore*

*John*

*Henry*

*John*

*R. Moore*

*Linphan*

*Brian Arnold*

*Jamie*

*John*

*Patricia*

*Jeannette*

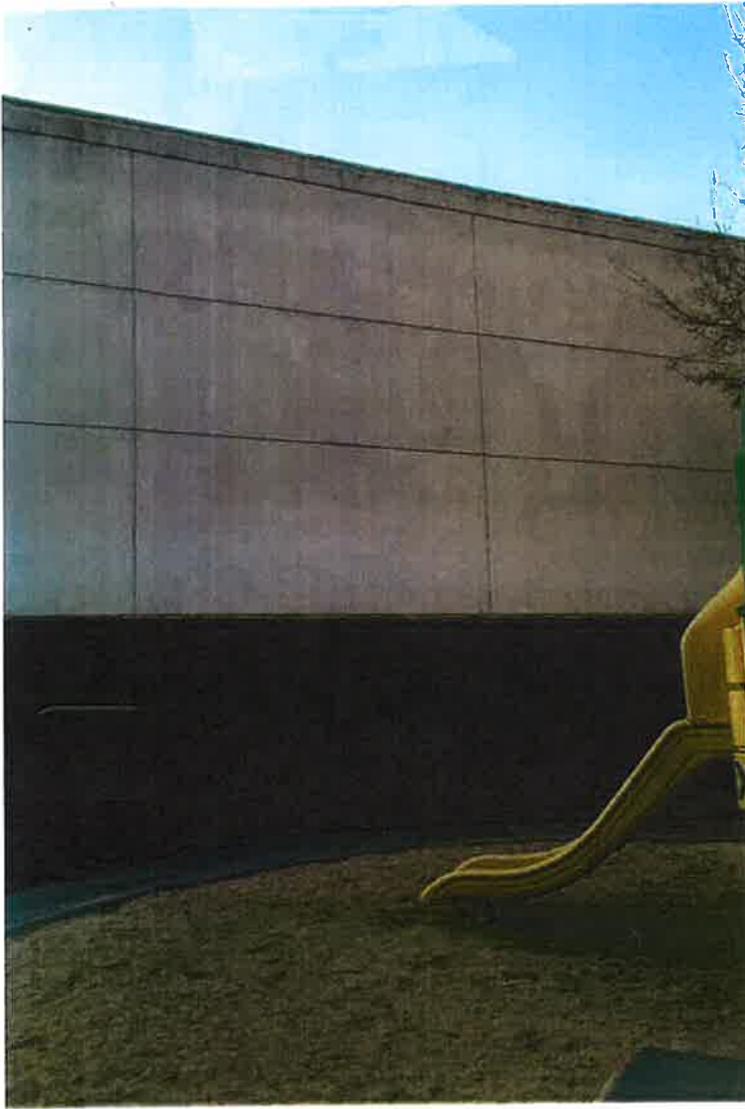
*John*

*B. S. Lerner*

*Robert*

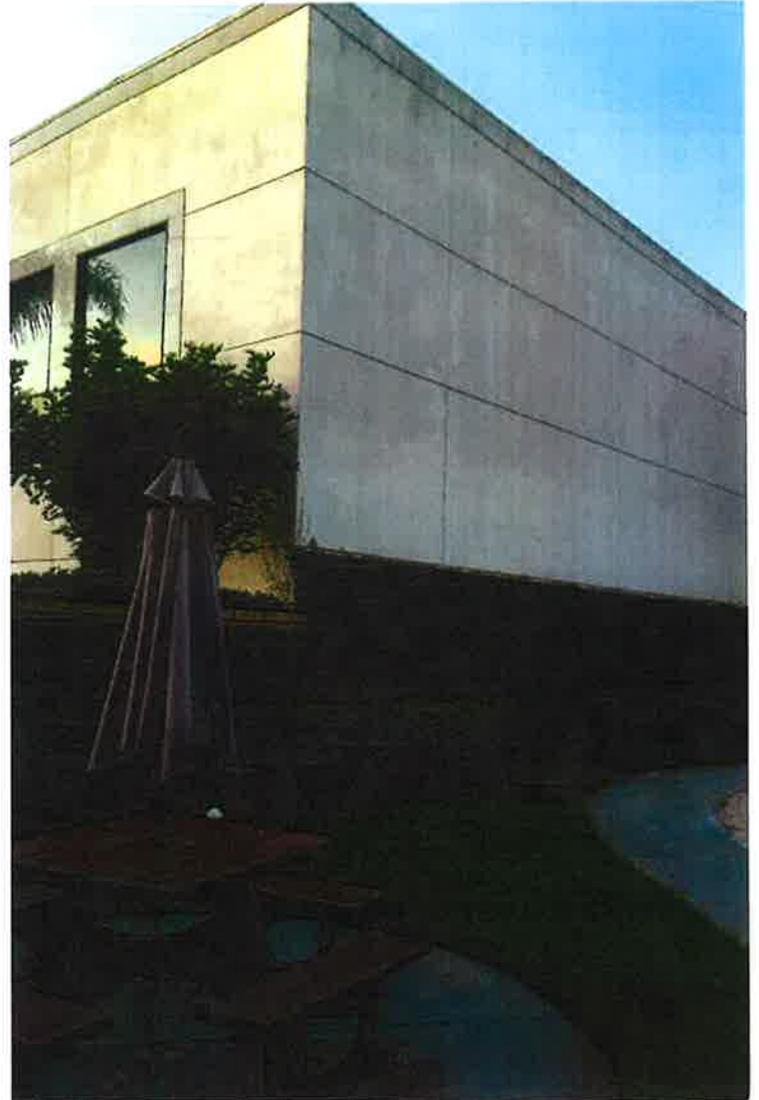
over →

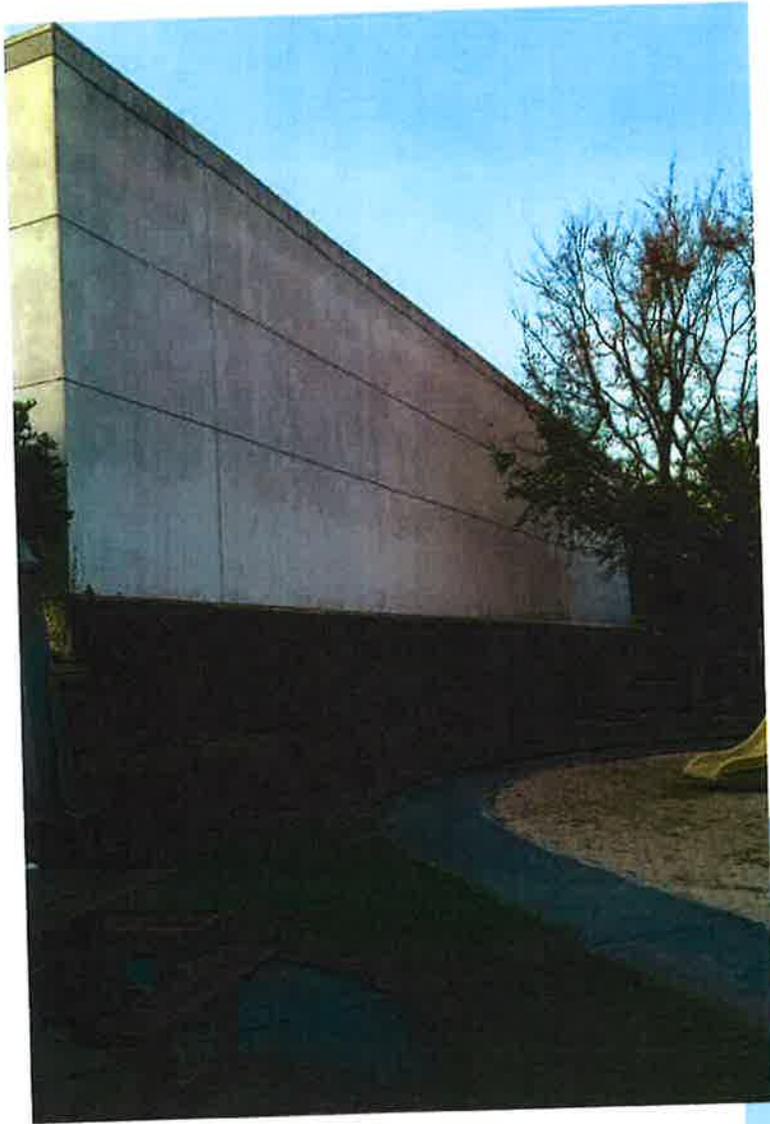
Venue



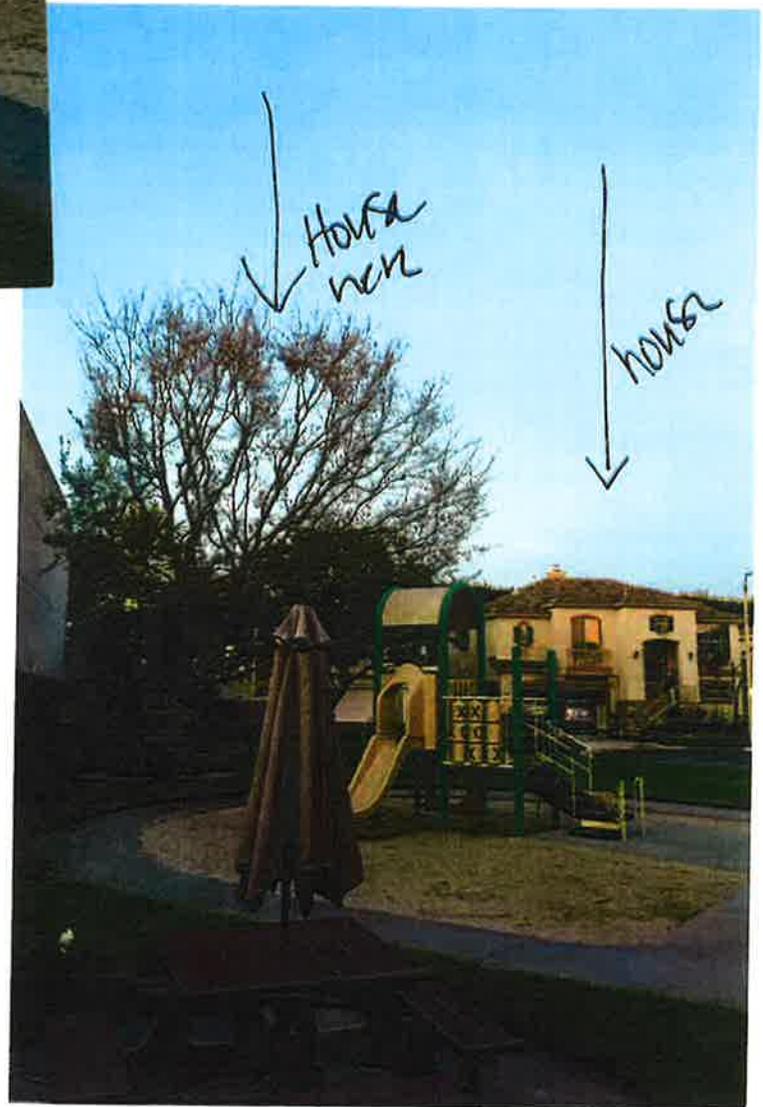
roof of proposed  
building 3140 Bear. St  
next to slide

roof →  
next to  
picnic/play  
area





roofline  
next to several  
~~many~~ homes  
adjacent to and  
many across  
the way.





# CITY OF COSTA MESA

P.O. BOX 1200 • 77 FAIR DRIVE • CALIFORNIA 92628-1200

DEVELOPMENT SERVICES DEPARTMENT

January 8, 2015

Reliant Land Services  
Attn: Marilyn Warren, Zoning Specialist  
1745 Orangewood Avenue, Suite 103  
Orange, CA 92868

**RE: ZONING APPLICATION ZA-14-25 FOR ROOF-MOUNTED COMMUNICATION  
ANTENNAS  
3140 BEAR STREET, COSTA MESA**

Dear Ms. Warren:

City staff's review of your zoning application for the above-referenced project has been completed. The application, as described in the attached project description, has been approved, based on the findings and subject to the conditions of approval and code requirements (attached). The decision will become final at 5:00 p.m. on January 15, 2015, unless appealed by an affected party, including filing of the necessary application and payment of the appropriate fee, or called up for review by a member of the Planning Commission or City Council.

If you have any questions regarding this letter, please feel free to contact the project planner, Mel Lee, at (714) 754-5611, or at [mel.lee@costamesaca.gov](mailto:mel.lee@costamesaca.gov).

Sincerely,

WILLA BOUWENS-KILLEEN, AICP  
Zoning Administrator

Attachments:      Project Description  
                         Findings  
                         Conditions of Approval and Code Requirements  
                         Applicant's Project Description and Conceptual Plans

cc:                    Engineering  
                         Fire Protection Analyst  
                         Building Safety Division

## **BACKGROUND**

### ***Project Site/Environs***

The project site is located on the east side of Bear Street, south of the I-405 Freeway. The site is .59 acres (25,697 square feet) in size. The property is zoned CL (Commercial Limited) and has a General Plan Land Use Designation of Neighborhood Commercial. The site contains a two-story, 11,000 square foot office building, a surface parking lot, and site landscaping. The site is bounded by a two-story residential development (Lifestyles) to the east and south, Trinity Broadcasting Network (TBN) to the north, and Shiffer Park (across Bear Street) to the west.

## **PROJECT DESCRIPTION**

### ***Project Description***

The project involves the installation of the following roof-mounted equipment:

- 12 roof-mounted cell antennas (4 antennas per sector, 3 sectors total);
- 2 roof-mounted GPS antennas, and;
- 2 roof-mounted microwave antennas, and related equipment.

The proposed antennas will be located behind a new 4-foot high parapet screen wall painted and textured to match the existing building.

## **ANALYSIS**

### ***Conformance with the City of Costa Mesa General Plan***

Future development of all land within the City of Costa Mesa is guided by the General Plan adopted in 2002. The General Plan sets forth land use goals, policies, and objectives that guide new development.

The new antennas are consistent with the following goals and objectives of the General Plan.

- **Objective LU-1F.1:** *Protect existing stabilized residential neighborhoods from the encroachment of incompatible or potentially disruptive land uses and/or activities.*

**Consistency:** The new antennas will have a compatible and harmonious relationship between the proposed building and the site development and use, and the buildings and site developments and uses that in the general neighborhood. By screening the antennas and support equipment behind a parapet wall treated to match the existing building, and complying with all State and Federal regulations for radio frequencies, the project will protect the surrounding area from potentially incompatible land uses.

- **Objective CD-8A.6:** *Locate areas for outside equipment in the least conspicuous part of the site. Utility and mechanical equipment should be concealed from the view of public streets, neighborhood properties, and nearby higher buildings.*

**Consistency:** The new antennas and support equipment will be screened and will be compatible with the existing building. The new antennas will be mounted behind a parapet wall painted to match the existing building to minimize visual impacts to surrounding properties and uses.

### ***Conformance with the Zoning Code***

The antennas will not be visible from off-site. All antennas will be screened behind a parapet wall painted and textured to match the existing building to eliminate their visibility from public view. Conditions have been included to ensure that all proposed equipment cabinets, wiring, cables and conduit also will be screened from view. All new mechanical equipment will be located behind the parapet screen wall.

Conditions have been included to ensure antenna frequencies do not interfere with the frequency used for Public Safety communications. The antenna frequencies comply with all Federal standards for radio frequency emissions in accordance with the Telecommunications Act of 1996 and subsequent amendments, as well as any other applicable requirements imposed by State and Federal agencies.

The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City's environmental procedures. The project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) under Section 15301 for Existing Facilities. This exemption allows for the permitting of mechanical equipment involving negligible or no expansion of the use beyond what is existing.

### **FINDINGS**

- A. The information presented substantially complies with Costa Mesa Municipal Code Section 13-29(g)(2) in that:

**Finding:** The proposed use is substantially compatible with developments in the same general area and would not be materially detrimental to other properties within the area.

**Facts in Support of Findings:** The new antennas will have a compatible and harmonious relationship between the proposed building and the site development and use, and the buildings and site developments and uses that exist in the general neighborhood. The new antennas and support equipment will be mounted behind a screen wall designed, textured, and

painted to match the existing building which will minimize visual impacts to surrounding properties and uses.

**Finding:** Granting the minor conditional use permit will not be materially detrimental to the health, safety, and general welfare of the public or otherwise injurious to property or improvements within the immediate neighborhood.

**Facts in Support of Findings:** The antenna frequencies comply with all Federal standards for radio frequency emissions in accordance with the Telecommunications Act of 1996 and subsequent amendments, as well as any other applicable requirements imposed by State and Federal agencies.

**Finding:** Granting the minor conditional use permit will not allow a use, density, or intensity which is not in accordance with the General plan designation.

**Facts in Support of Findings:** The new antennas and support equipment are consistent with the following goals and objectives of the General Plan Land Use Element.

- **Objective LU-1F.1:** *Protect existing stabilized residential neighborhoods from the encroachment of incompatible or potentially disruptive land uses and/or activities.*

**Consistency:** The new antennas and support equipment will have a compatible and harmonious relationship between the proposed building and the site development and use, and the buildings and site developments and uses that in the general neighborhood. By screening the antennas behind a screen wall designed to match the existing building, and complying with all State and Federal regulations for radio frequencies, the project will protect the surrounding area from potentially incompatible land uses.

- **Objective CD-8A.6:** *Locate areas for outside equipment in the least conspicuous part of the site. Utility and mechanical equipment should be concealed from the view of public streets, neighborhood properties, and nearby higher buildings.*

**Consistency:** The new antennas and support equipment will be screened from view, mounted behind a screen wall designed, treated and painted to match the existing building, which will minimize visual impacts to surrounding properties and uses.

- B. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City's environmental procedures. The project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) under Section 15301 for Existing

Facilities. This exemption allows for the permitting of mechanical equipment involving negligible or no expansion of the use beyond what is existing.

- C. The project is exempt from Chapter XII, Article 3, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.

### **CONDITIONS OF APPROVAL**

- Plng.
1. All proposed antennas shall be mounted behind a parapet wall textured and painted to match the existing building - including architectural treatments at the top of the screen to match the existing building - to minimize visual impacts to surrounding properties and uses.
  2. All proposed equipment cabinets, wiring, cables and conduit shall be screened from view. Screening shall be of a material and color compatible with the existing design, material, and color of building with the antennas and related equipment placed behind the proposed parapet screen wall. Such screening material shall be approved by Planning staff prior to installation.
  3. All proposed equipment cabinets, antennas, wiring, cables, and conduit shall be well maintained and kept in good condition at all times. Any broken, damaged, faded, and exposed material shall be replaced and approved by Planning staff prior to installation.
  4. Any future modifications to the equipment or antennas shall be done with the prior approval of Planning staff and may require filing and approval of a minor conditional use permit.
  5. Antenna frequencies shall not interfere with the frequency used for Public Safety communications.
  6. Maximum building height may not exceed 34 feet as measured from property grade.
  7. The applicant shall provide a 24-hour phone number to which interference problems may be reported.
  8. The applicant shall provide a "single point of contact" in its Engineering and Maintenance Departments to ensure continuity on all interference issues. The name, telephone number, fax number, and email address of that person shall be provided to the City's designated representative.
  9. The conditions of approval and Code requirements of Zoning Application ZA-14-25 shall be blueprinted on the face of the site plan of the plan check submittal package.
  10. The applicant shall contact the Planning Division to arrange for an inspection of the site prior to the final building inspection(s). This inspection is to confirm that the conditions of approval and Code requirements have been satisfied.

## **CODE REQUIREMENTS**

The following list of federal, state, and local laws applicable to the project has been compiled by staff for the applicant's reference. Any reference to "City" pertains to the City of Costa Mesa.

- Plng. 1. Approval of the zoning application is valid for one (1) year from the effective date of this approval and will expire at the end of that period unless applicant establishes the use by obtaining building permits for the authorized construction and initiates construction. If the applicant is unable to obtain building permits within the one-year time period, the applicant may request an extension of time. The Planning Division must receive a written request for the time extension prior to the expiration of the planning application.
- 2. All construction-related activity shall be limited to between the hours of 7 a.m. and 7 p.m., Monday through Friday, and 9 a.m. to 6 p.m. Saturday. Construction is prohibited on Sundays and federal holidays. Exceptions may be made for activities that will not generate noise audible from off-site, such as painting and other quiet interior work.
- 3. Antennas shall comply with the Antenna Development Standards in Section 13-142 of the Costa Mesa Zoning Code.
- Bldg. 4. Comply with the requirements of the 2013 California Building Code, 2013 California Electrical Code, 2013 California Energy Code (or the applicable adopted California Building Code, California Electrical Code, and California Energy Code at the time of plan submittal or permit issuance), and California Code of Regulations also known as the California Building Standards Code, as amended by the City of Costa Mesa.
- Bus. 5. All contractors and subcontractors must have valid business licenses to do  
Lic. business in the City of Costa Mesa. Final inspections will not be granted until all such licenses have been obtained.

## PROJECT DESCRIPTION

### BEAR STREET

3140 BEAR STREET/COSTA MESA CA 92626

APN: 141-521-51

**REQUEST:** To install a new rooftop mounted telecom facility with 12 antennas. Battery racks and cabinets are proposed to be installed within space inside the building.

**PURPOSE:** To upgrade and maintain wireless communication services to Verizon customers. inclusive of voice, data, streaming, GPS and related transmissions.

### PROPOSED SCOPE OF WORK:

Installation of:

- Twelve (12) 8' panel antennas & associated coax cable mounted behind proposed FRP screen wall on roof.
- Twelve (12) RRU's.
- Two (2) GPS antennas mounted on an existing coax cable bridge.
- One (1) 4' microwave antenna and one (1) 2' microwave antennas mounted behind proposed FRP screen wall.
- Installation of three (3) 23" equipment racks inside existing Verizon Wireless equipment room at the second floor of existing building.
- Two (2) hybrid fiber cables with Raycap surge protectors.
- Installation of power and Telco cables from existing power source to proposed equipment cabinets.
- Installation of 4' high parapet extension all around roof of existing building.

**EXISTING CONDITIONS:** The subject property is located on the east side of Bear Street, approximately 750 feet north of Paulerino Avenue and houses a two story office/medical building. Verizon currently leases space within the building for equipment uses.

Placement of antennas at the subject site will improve Verizon's network coverage in an area that has an identified gap (see attached propagation maps). Verizon has worked with staff on several design options at this location, including a monopalm, a monopine, and a roof design that proposed screening only at the location of the antenna sectors. Based on staffs direction and comments, Verizon proposes to increase the entire parapet wall by four feet above the rooftop to screen the antennas.

**ZONING:** Limited Commercial

### SURROUNDING USES:

North: Commercial/Headquarters of Trinity Broadcasting Network

South: Single Family Development

East: Single Family Development

West: Shiffer Park

**IMPACTS TO SURROUNDING USES:**

There will be no environmental impacts to uses in the immediate area from the proposed project. The property is bordered by one large office/religious use to the north; Shiffer Park to the west; and single family development to the east and south. No noise, waste or traffic will be generated.

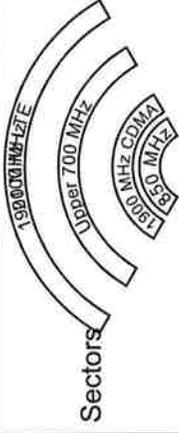
**JUSTIFICATION:** The subject new telecom facility will close a coverage gap and enable Verizon to provide reliable wireless service to its customers. Wireless service has increased, and will continue to increase due to the demands and expectations for wireless communications, including voice, data, video streaming, gps and safety service providers.

- Forty percent of all households now rely solely on wireless service and do not have land lines.
- Wireless use enables a wide spectrum of both business and personal users to communicate remotely and with flexibility in a mobile setting.
- Ipads, laptops, smartphones, GPS all require a network of reliable network providers who routinely upgrade and maintain their equipment and hardware in order to work efficiently.

Bear St site predicted coverage only

Session: ATTAs\_Kingdom  
 User: tahmaat  
 Fri Jun 27 07:45:25 2014  
 Default Square  
 Datum: NAD83  
 Center Lat: 33-41-06.23 N  
 Center Lon: 117-53-30.36 W

Cells  
 Lbi: Cell Name



FCC Contour 850 MHz B Block

- light\_duty\_road
- arterial\_road
- alley
- collector\_road
- major\_highway
- secondary\_highway
- water

LTE RSRP

7CL

Clr: RSRP (dBm)

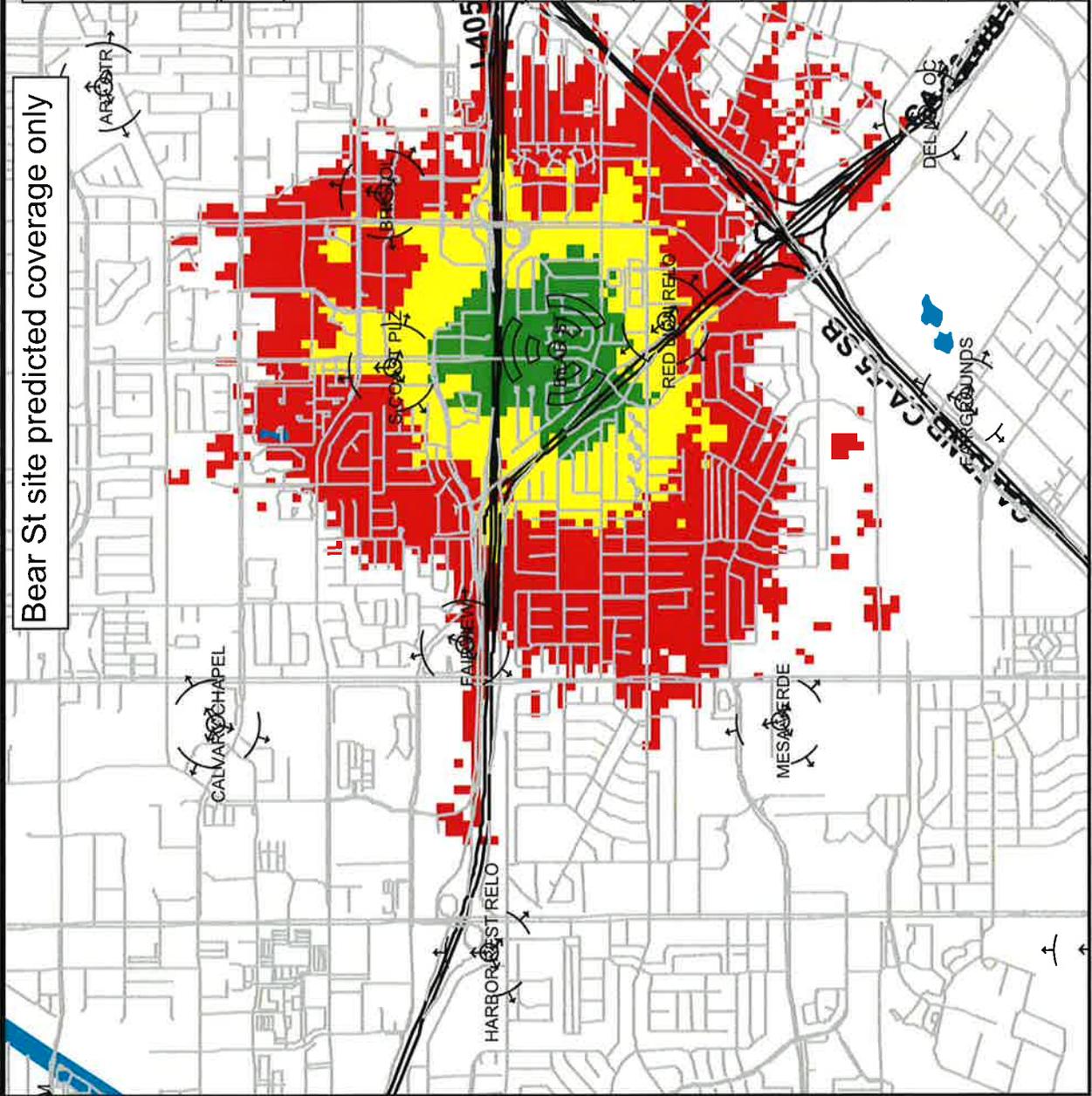
- >= -75
- >= -85
- >= -95

Scale: 1:28000

**verizon**wireless

GeoPlan v6.6.2.3

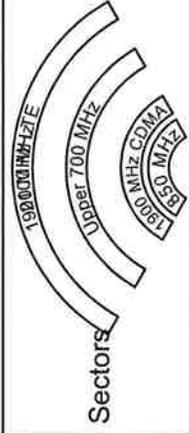
Proprietary and Confidential



**Bear St adn Surrounding sites predicted coverage**

Session: ATTAs\_Kingdom  
 User: tahmaat  
 Fri Jun 27 07:46:56 2014  
 Default Square  
 Datum: NAD83  
 Center Lat: 33-41-06.23 N  
 Center Lon: 117-53-30.36 W

Cells  
 Lbl: Cell Name



FCC Contour 850 MHz B Block

- light\_duty\_road
- arterial\_road
- alley
- collector\_road
- major\_highway
- secondary\_highway
- water

LTE RSRP

7CL

Cir: RSRP (dBm)

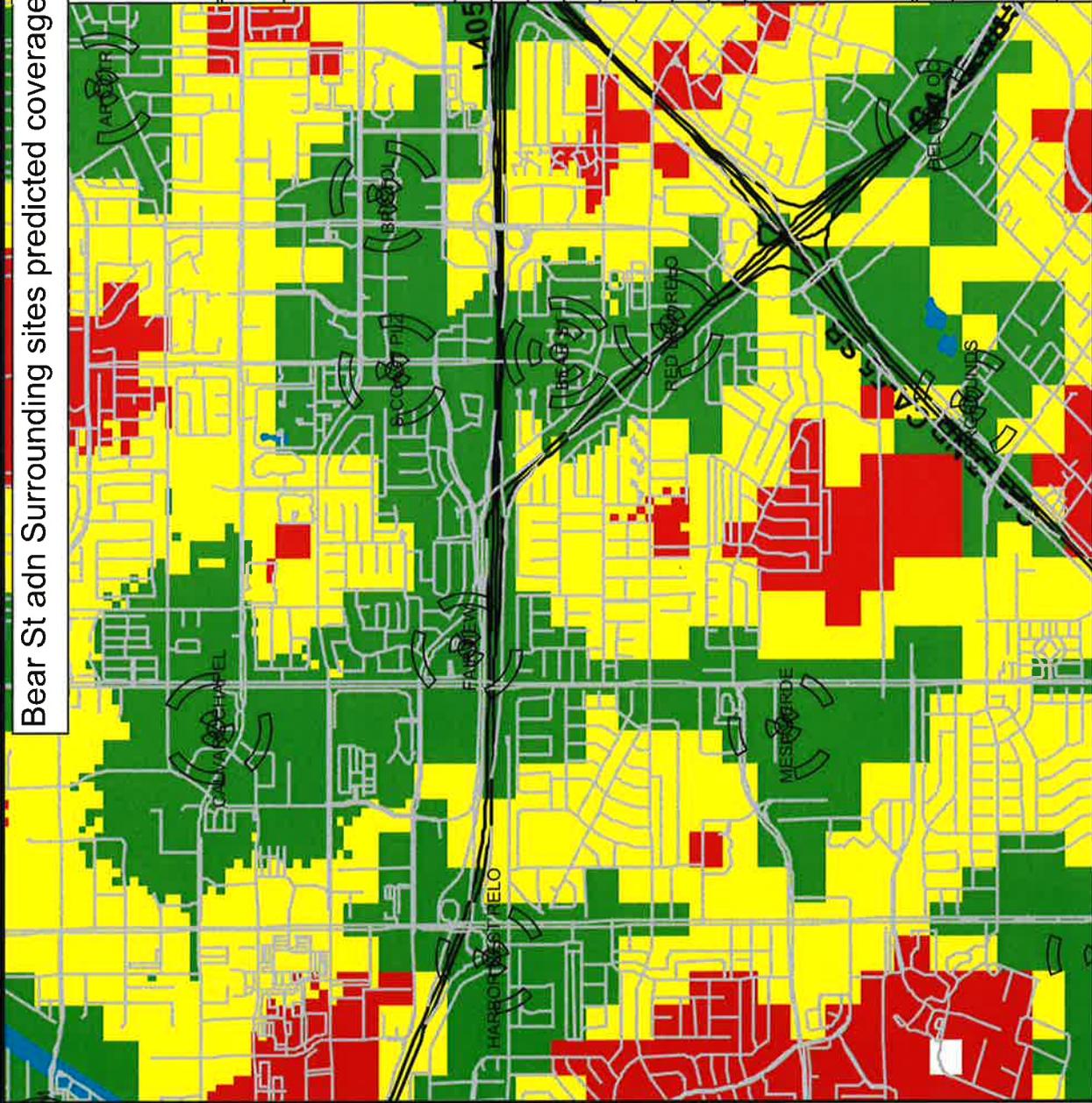
- >= -75
- >= -85
- >= -95

Scale: 1:28000

**verizon**wireless

**GeoPlan v6.6.2.3**

Proprietary and Confidential







Date: June 27, 2014  
Site Name: Bear St  
Address: 3140 Bear St, Costa Mesa, CA 92626  
Re: Radio Frequency Compliance Information

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### **Statement of Compliance**

The proposed Verizon Wireless communications facility complies with all federal standards for radio frequency emissions in accordance with the Telecommunications Act of 1996 and subsequent amendments and any other requirements imposed by state or federal regulatory agencies.

### **Description of Facility:**

Location Type: Macro base transceiver facility comprised of no more than 16 panel antennas, one microwave interconnect antenna and associated radio cabinets utilizing licensed frequencies in the 700, 850, 1900 and 2100 MHz bands. The purpose of the facility is to provide both capacity and coverage to the geographic service area.

### **Geographic Service Area:**

The facility will provide additional capacity and coverage to the commercial and residential areas along Bear St as well as I-405 and Hwy 73 in Costa Mesa. Coverage Maps are included in the application.

### **Channel Capacity:**

The facility at its maximum design parameters will utilize the following channels:

700 MHz:	2 radios
850 MHz:	4 radios
1900 MHz:	2 radios
2100 MHz:	0 radios

### **Power Density:**

The FCC has established safety guidelines relating to potential RF exposure from cell sites. The FCC developed the standards, known as Maximum Permissible Exposure (MPE) limits, in consultation with numerous other federal agencies, including the Environmental Protection Agency, the Food and Drug Administration, and the Occupational Safety and Health Administration. The FCC provides information about the safety of radio frequency (RF) emissions from cell towers on its website at: <http://www.fcc.gov/oet/rfsafety/rf-faqs.html>

Sincerely,

Atta Tahmas  
Verizon Wireless, Radio Engineer



# BEAR STREET

3140 BEAR STREET  
COSTA MESA, CA 92626  
ORANGE COUNTY

**MINOR CONDITIONAL USE PERMIT/  
ADMINISTRATIVE ADJUSTMENT N<sup>o</sup> 2A-14-25**  
**Approval in Concept**  
**SUBJECT TO CONDITIONS**  
**CITY OF COSTA MESA**  
**PLANNING DEPT.**  
 BY MEC/WBK DATE 1/8/15



CONSULTING GROUP:

NO.	DATE	DESCRIPTION	BY:
A	06/11/14	PRELIMINARY ZD	ARC
B	06/23/14	REVISED ANTENNA MOUNT TO MONOPALM	ARC
C	07/16/14	REVISED ANTENNA MOUNT TO MONOPINE	ARC
O	08/20/14	100% ZD	ARC
1	11/17/14	REVISED ANTENNA LOCATION	ARC

**PROJECT TEAM**

**SAC:**  
RELIANT LAND SERVICES, INC.  
1745 W. ORANGEWOOD AVE., SUITE 103  
ORANGE, CA 92868  
PHONE: (714) 685-0123  
CONTACT: RAQUEL BARNAS  
PHONE: (714) 397-9401

**ZONING/PERMITTING:**  
RELIANT LAND SERVICES, INC.  
1745 W. ORANGEWOOD AVE., SUITE 103  
ORANGE, CA 92868  
PHONE: (714) 685-0123  
CONTACT: MARILYN WARREN  
PHONE: (818) 269-0002

**ARCHITECTURAL & ENGINEERING:**  
RELIANT LAND SERVICES, INC.  
1745 W. ORANGEWOOD AVE., SUITE 103  
ORANGE, CA 92868  
PHONE: (714) 685-0123  
CONTACT: ARCHIE CRUZ  
PHONE: (714) 791-9487

**STRUCTURAL ENGINEER:**  
RELIANT LAND SERVICES, INC.  
1745 W. ORANGEWOOD AVE., SUITE 103  
ORANGE, CA 92868  
PHONE: (714) 685-0123  
CONTACT: CHRIS LEE  
PHONE: (949) 468-9702

**SURVEYOR:**  
FLOYD SURVEYING  
28936 OLD TOWN FRONT ST SUITE 203  
TEMECULA, CA 92590  
(951) 694-8647  
FSI@FLOYDSURVEYING.COM

**PROJECT SUMMARY**

**APPLICANT / LESSEE:**  
VERIZON WIRELESS  
15505 SAND CANYON AVENUE  
BUILDING 'D', 1ST FLOOR  
IRVINE, CA 92618

**PROPERTY INFORMATION:**

**OWNER:** STEVEN S. GRANT & ELAINE S. GRANT  
3 OLYMPUS  
IRVINE, CA 92603

**CONTACT:** DR. STEVEN S. GRANT  
(714) 553-6069

**AREA OF CONST.:** EQUIPMENT LEASE AREA: 13 SQ. FT.  
GENERATOR LEASE AREA: - SQ. FT.

**OCCUPANCY TYPE:** S-2 (TELECOM FACILITY)

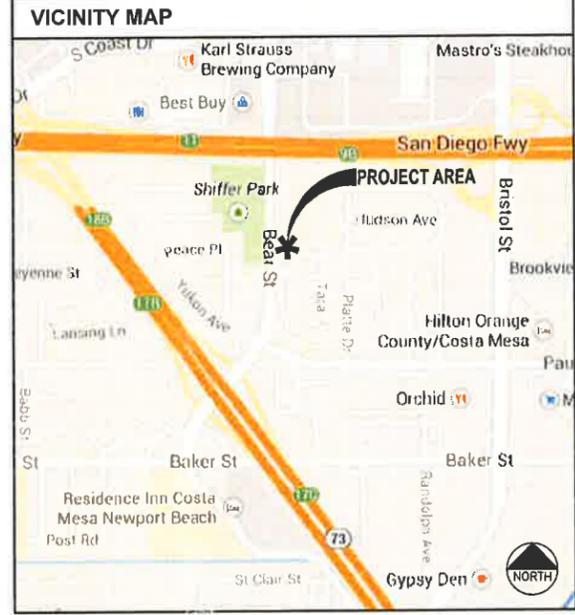
**CONSTRUCTION TYPE:** V-B

**CURRENT ZONING:** COMMERCIAL

**JURISDICTION:** CITY OF COSTA MESA

**APN:** 141-521-51

**ACCESSIBILITY REQUIREMENTS:**  
FACILITY IS UNMANNED AND NOT FOR HUMAN HABITATION. HANDICAPPED ACCESS REQUIREMENTS ARE NOT REQUIRED IN ACCORDANCE WITH THE 2013 CALIFORNIA BUILDING CODE.



**SHEET INDEX**

SHEET	DESCRIPTION
T-1	TITLE SHEET
LS-1	SITE SURVEY GENERAL INFORMATION
LS-2	SITE SURVEY GENERAL INFORMATION
A-1	SITE PLAN
A-2	EQUIPMENT PLAN, ANTENNA LAYOUT, ANTENNA & CABLE SCHEDULE
A-3	GENERATOR PLAN
A-4	ARCHITECTURAL ELEVATIONS
A-5	ARCHITECTURAL ELEVATIONS

**ISSUED FOR**      **ZONING**

**APPROVALS**

THE FOLLOWING PARTIES HEREBY APPROVE AND ACCEPT THESE DOCUMENTS AND AUTHORIZE THE CONTRACTOR TO PROCEED WITH THE CONSTRUCTION DESCRIBED HEREIN. ALL CONSTRUCTION DOCUMENTS ARE SUBJECT TO REVIEW BY THE LOCAL BUILDING DEPARTMENT AND ANY CHANGES AND MODIFICATIONS THEY MAY IMPOSE.

DISCIPLINE	SIGNATURE	DATE
LANDLORD		
PROPERTY OWNER		
PROJECT MANAGER		
DEVELOPMENT MGR.		
RF ENGINEER		
CONSTRUCTION		
ZONING		
SITE ACQUISITION		
TOWER OWNER		

**PROJECT DESCRIPTION**

THE ADDITION OF COMMUNICATIONS EQUIPMENT / RADIOS FOR VERIZON WIRELESS. THE PROJECT ENTAILS THE INSTALLATION OF THE FOLLOWING:

- INSTALLATION OF (12) PROPOSED 8' LG. PANEL ANTENNAS (4 ANTENNAS PER SECTOR, 3 SECTORS TOTAL) & ASSOCIATED COAX CABLES MOUNTED BEHIND PROPOSED FRP SCREEN WALL ON ROOF OF EXISTING BUILDING;
- INSTALLATION OF (12) PROPOSED RRU'S (4 RRU'S PER SECTOR, 3 SECTORS TOTAL);
- INSTALLATION OF (2) PROPOSED GPS ANTENNAS MOUNTED ON AN EXISTING COAX CABLE BRIDGE;
- INSTALLATION OF A PROPOSED (1) 4' MICROWAVE ANTENNA & (1) 2' MICROWAVE ANTENNA MOUNTED BEHIND PROPOSED FRP SCREEN WALL;
- INSTALLATION OF PROPOSED (3) 23" EQUIPMENT RACKS INSIDE EXISTING VERIZON WIRELESS EQUIPMENT ROOM AT THE SECOND FLOOR OF AN EXISTING BUILDING;
- INSTALLATION OF (2) PROPOSED HYBRID FIBER CABLES WITH RAYCAP SURGE PROTECTORS;
- INSTALLATION OF PROPOSED POWER & TELCO CABLES FROM EXISTING POWER SOURCE TO THE PROPOSED EQUIPMENT CABINETS;
- INSTALLATION OF PROPOSED 4' HIGH PARAPET EXTENSION ALL AROUND ROOF OF AN EXISTING BUILDING.

**DRIVING DIRECTIONS**

DIRECTIONS FROM VERIZON WIRELESS OFFICE IN IRVINE, CA OFFICE:

- HEAD SOUTHEAST TOWARD SAND CANYON TRAIL
- TURN RIGHT ONTO SAND CANYON AVE
- MERGE ONTO I-405 N
- TAKE THE CA-55 S EXIT
- FOLLOW SIGNS FOR BAKER ST.
- TURN RIGHT ONTO PAULARINO AVE.
- TURN RIGHT ONTO BEAR ST. DESTINATION WILL BE ON THE LEFT AT 3140 BEAR ST., COSTA MESA, CA 92626

**CODE COMPLIANCE**

ALL WORK SHALL BE PERFORMED AND MATERIALS INSTALLED IN ACCORDANCE WITH THE FOLLOWING CODES AS ADOPTED BY THE LOCAL GOVERNING AUTHORITIES. NOTHING IN THESE PLANS IS TO BE CONSTRUED TO PERMIT WORK NOT CONFORMING TO THESE CODES.

- CALIFORNIA ADMINISTRATIVE CODE (INCL TITLE 24 & 25).
- 2013 CALIFORNIA BUILDING CODE.
- CITY/ COUNTY ORDINANCES.
- BUILDING OFFICIALS & CODE ADMINISTRATORS (BOCA).
- 2013 MECHANICAL CALIFORNIA CODE.
- ANSI/ EIA-222-F LIFE SAFETY CODE NFPA-101.
- 2013 CALIFORNIA PLUMBING CODE.
- 2013 CALIFORNIA ELECTRICAL CODE.
- 2013 LOCAL BUILDING CODE.

**SITE INFORMATION:**

**BEAR STREET**

3140 BEAR STREET  
COSTA MESA, CA 92626  
ORANGE COUNTY

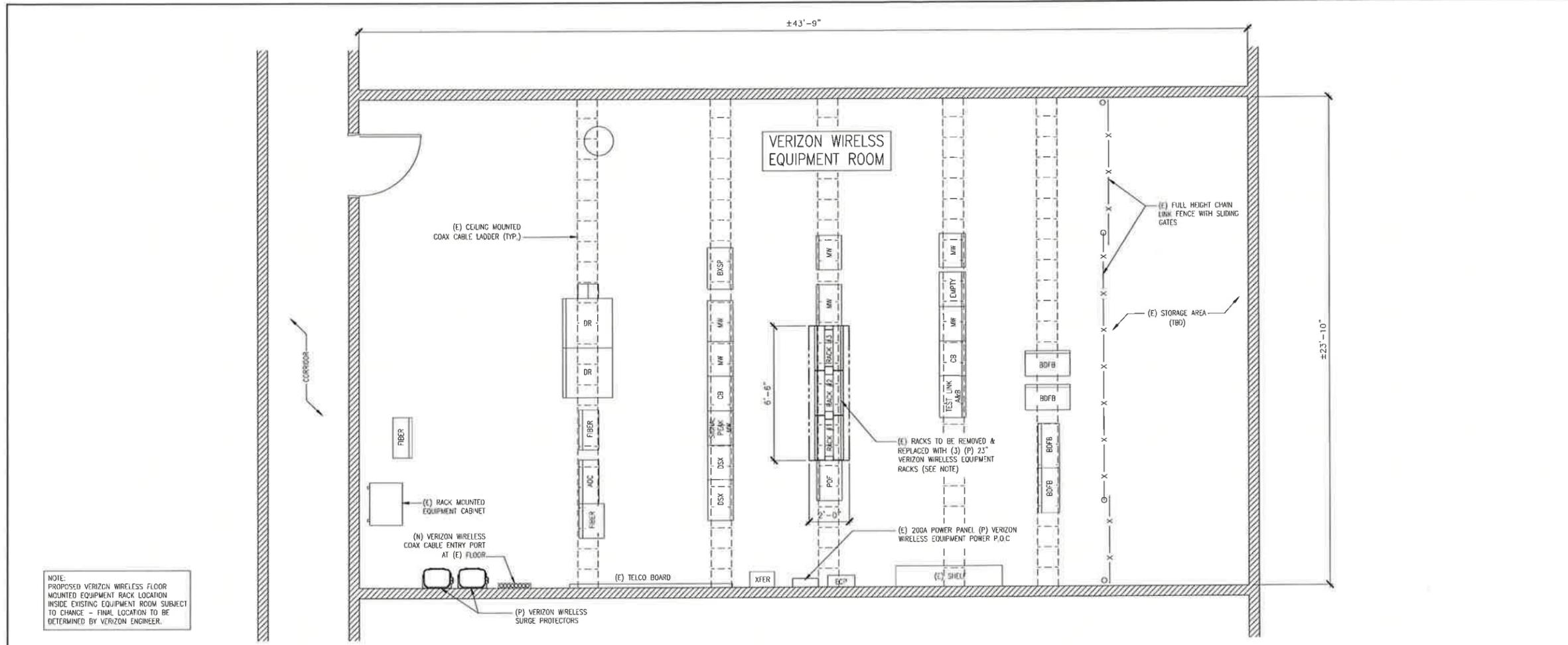
**SEAL:**

**SHEET TITLE:**

**TITLE SHEET**

**SHEET NUMBER:** **T-1**      **REV:** 1



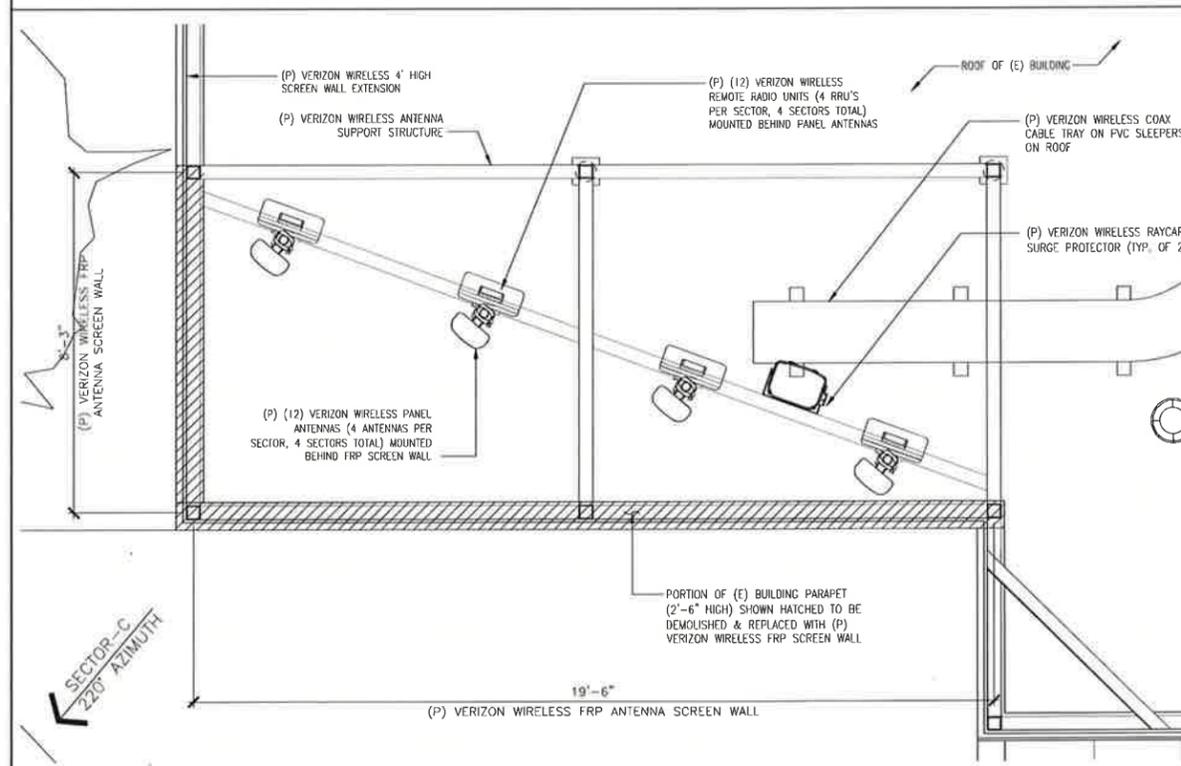


NOTE:  
 PROPOSED VERIZON WIRELESS FLOOR MOUNTED EQUIPMENT RACK LOCATION INSIDE EXISTING EQUIPMENT ROOM SUBJECT TO CHANGE - FINAL LOCATION TO BE DETERMINED BY VERIZON ENGINEER.

NO.	DATE:	DESCRIPTION:	BY:
A	06/11/14	PRELIMINARY ZD	ARC
B	06/23/14	REVISED ANTENNA MOUNT TO MONOPALM	ARC
C	07/16/14	REVISED ANTENNA MOUNT TO MONOPINE	ARC
O	08/20/14	100% ZD	ARC
1	11/17/14	REVISED ANTENNA LOCATION	ARC

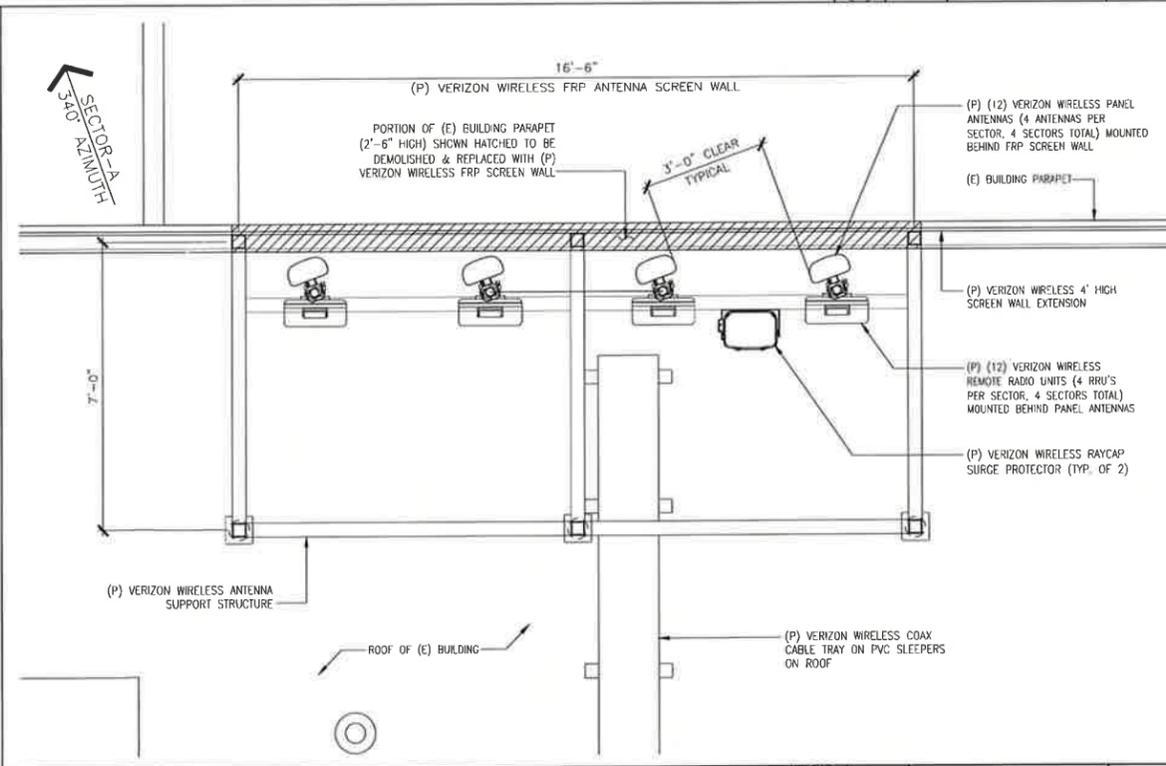
EQUIPMENT PLAN

SCALE 3/8"=1'  
 NORTH  
 0' 6" 1' 2' 4'



SECTOR-C ANTENNA LAYOUT

3



SECTOR-A ANTENNA LAYOUT

SCALE 1/2"=1'  
 NORTH  
 0' 6" 1' 2' 4'

SITE INFORMATION:  
**BEAR STREET**  
 3140 BEAR STREET  
 COSTA MESA, CA 92626  
 ORANGE COUNTY

SEAL:

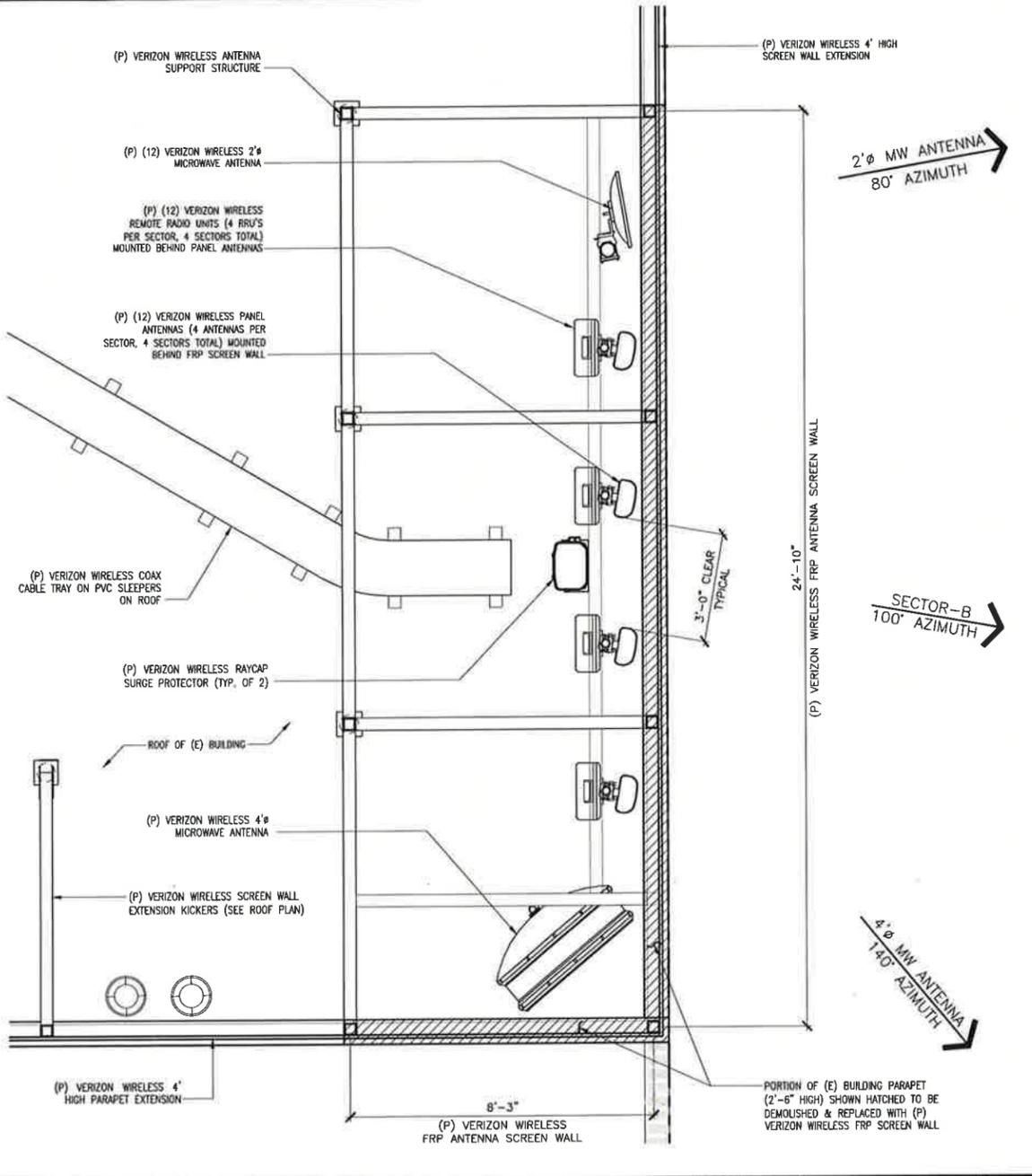
SHEET TITLE:  
**EQUIPMENT PLAN & ANTENNA LAYOUTS**

SHEET NUMBER:  
**A-2**

REV:  
 1

NOT USED

3



SECTOR-B ANTENNA LAYOUT

SCALE: 1/2"=1'  
 NORTH  
 0' 6' 1' 2' 4'

1

ANTENNA SECTOR	ANTENNA AZIMUTH	ANTENNA CENTERLINE	NUMBER OF ANTENNAS	ANTENNA TYPE & NUMBER	CABLE SIZE & NUMBER	COAX CABLE LENGTH	NUMBER OF RRU'S	HYBRID FIBER CABLES	RAYCAP SURGE PROTECTOR	COMMENTS
SECTOR-A	340°	31'	4	(4) 6' DUAL BAND	(4) 3/8" COAX CABLE	80'	4			
SECTOR-B	100°	31'	4	(4) 6' DUAL BAND	(4) 3/8" COAX CABLE	75'	4	2	5	
SECTOR-C	220°	31'	4	(4) 6' DUAL BAND	(4) 3/8" COAX CABLE	90'	4			
MICROWAVE ANTENNA	80°	31'	1	2' MW	(2) 1/2" COAX CABLE	75'	-	-	-	
MICROWAVE ANTENNA	140°	31'	1	4' MW	(2) 1/2" COAX CABLE	75'	-	-	-	
GPS ANTENNA	-	-	2	-	(3) 1/2" COAX CABLE	20'	-	-	-	

NOTE: COAX CABLE LENGTH IS APPROXIMATE. CONTRACTOR TO FIELD VERIFY CABLE LENGTHS PRIOR TO ORDERING, FABRICATION, OR INSTALLATION OF CABLES.

NOT USED

4

ANTENNA & CABLE SCHEDULE

2

15505 SAND CANYON AVENUE  
 BUILDING D, 1ST FLOOR  
 IRVINE, CA 92618

PLANS PREPARED BY:

1745 W ORANGEWOOD AVE, STE 100 ORANGE, CA 92668  
 WWW.RLSUSA.COM PH. (714) 685-0123 FAX (714) 453-9692

CONSULTING GROUP:

NO.	DATE:	DESCRIPTION:	BY:
A	06/11/14	PRELIMINARY ZD	ARC
B	06/23/14	REVISED ANTENNA MOUNT TO MONOPALM	ARC
C	07/16/14	REVISED ANTENNA MOUNT TO MONOPINE	ARC
D	08/20/14	100% ZD	ARC
1	11/17/14	REVISED ANTENNA LOCATION	ARC

SITE INFORMATION:

**BEAR STREET**

3140 BEAR STREET  
 COSTA MESA, CA 92626  
 ORANGE COUNTY

SEAL:

SHEET TITLE:

**ANTENNA LAYOUT,  
 ANTENNA & CABLE  
 SCHEDULE**

SHEET NUMBER: **A-3**

REV: 1



NO.	DATE	DESCRIPTION	BY
A	06/11/14	PRELIMINARY ZD	ARC
B	06/23/14	REVISED ANTENNA MOUNT TO MONOPALM	ARC
C	07/16/14	REVISED ANTENNA MOUNT TO MONOPINE	ARC
D	08/20/14	100% ZD	ARC
1	11/17/14	REVISED ANTENNA LOCATION	ARC

SITE INFORMATION:

**BEAR STREET**

3140 BEAR STREET  
COSTA MESA, CA 92626  
ORANGE COUNTY

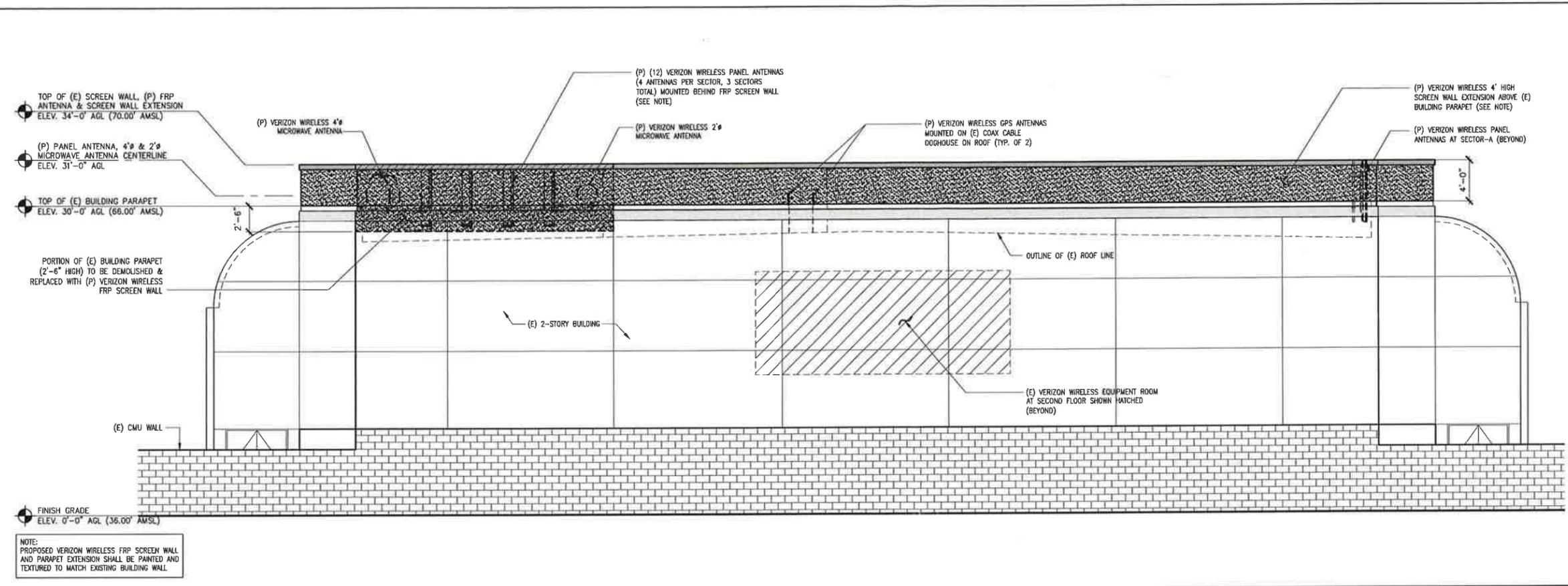
SEAL:

SHEET TITLE:

**ARCHITECTURAL ELEVATIONS**

SHEET NUMBER: **A-5**

REV: 1

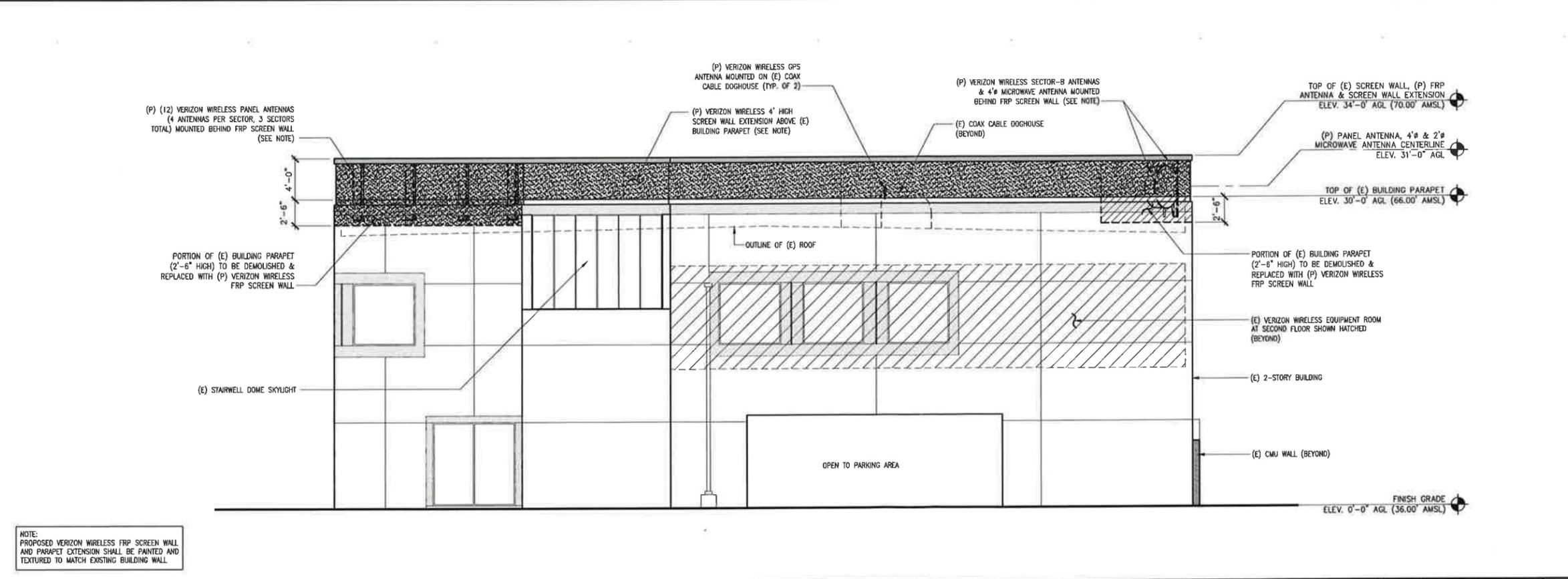


WEST ELEVATION

SCALE 1/8"=1'

0' 2' 6' 14'

1



SOUTH ELEVATION

SCALE 1/8"=1'

0' 2' 6' 14'

2



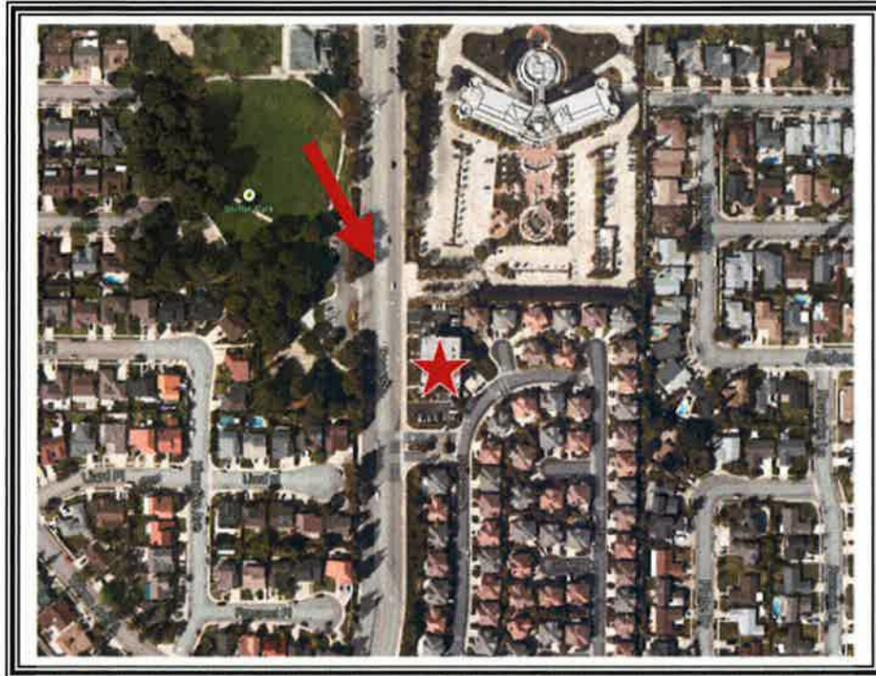
# BEAR STREET

3140 BEAR STREET, COSTA MESA, CA 92626  
LOS ANGELES COUNTY

Prepared For:  
1745 W. Oranewood Avenue  
Suite 103  
Orange, California 92868  
O: (714) 685-0123



AERIAL MAP



VIEW 1



PROPOSED

EXISTING



Accuracy of photo simulation based upon information provided by project applicant. The proposed installation is an artistic representation, and not intended to be an exact reproduction. The final installation will have cables, cable ports, and various attachments, such as antennas, nuts, and bolts. Every effort will be made to disguise these components and they will not be readily apparent to the casual observer or passerby. However, upon close scrutiny, the true nature of the installation will be apparent.



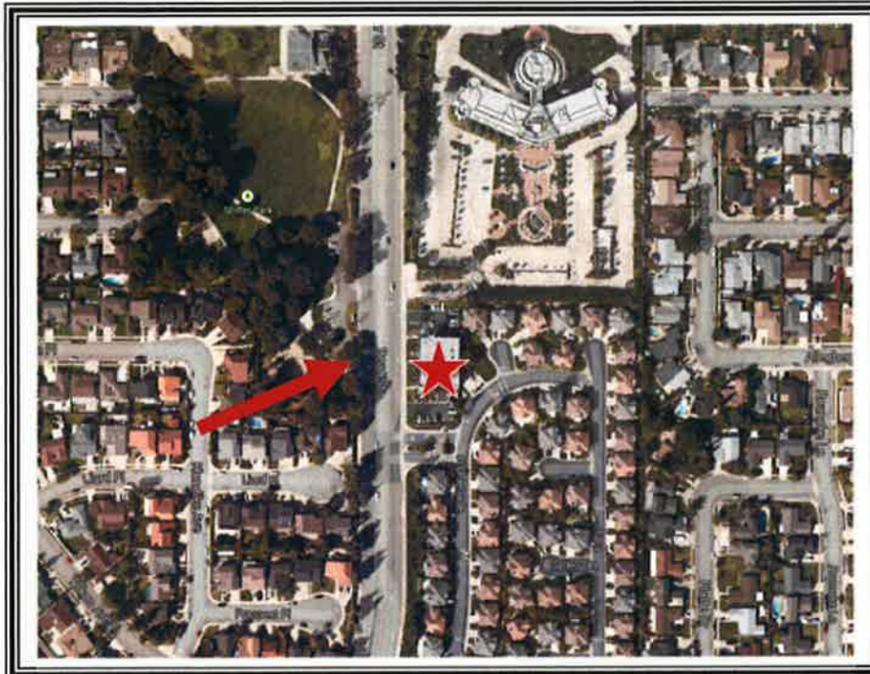
# BEAR STREET

3140 BEAR STREET, COSTA MESA, CA 92626  
LOS ANGELES COUNTY

Prepared For:  
1745 W. Oranewood Avenue  
Suite 103  
Orange, California 92868  
O: (714) 685-0123



AERIAL MAP



VIEW 2



PROPOSED

EXISTING



Accuracy of photo simulation based upon information provided by project applicant. The proposed installation is an artistic representation, and not intended to be an exact reproduction. The final installation will have cables, cable ports, and various attachments, such as antennas, nuts, and bolts. Every effort will be made to disguise these components and they will not be readily apparent to the casual observer or passerby. However, upon close scrutiny, the true nature of the installation will be apparent.



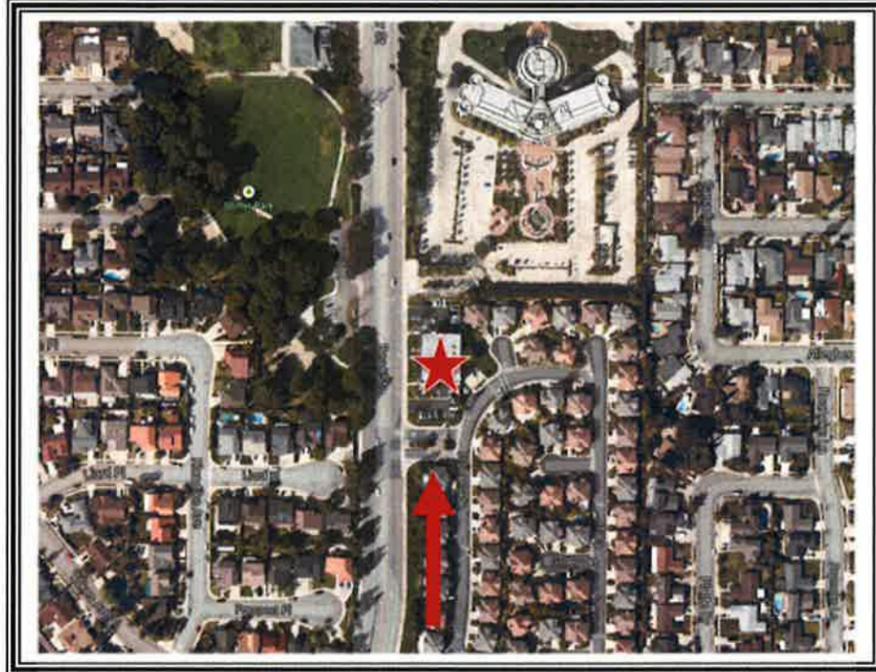
# BEAR STREET

3140 BEAR STREET, COSTA MESA, CA 92626  
LOS ANGELES COUNTY

Prepared For:  
1745 W. Orangewood Avenue  
Suite 103  
Orange, California 92868  
O: (714) 685-0123



AERIAL MAP



VIEW 3



PROPOSED

EXISTING



Accuracy of photo simulation based upon information provided by project applicant. The proposed installation is an artistic representation, and not intended to be an exact reproduction. The final installation will have cables, cable ports, and various attachments, such as antennas, nuts, and bolts. Every effort will be made to disguise these components and they will not be readily apparent to the casual observer or passerby. However, upon close scrutiny, the true nature of the installation will be apparent.



# CITY OF COSTA MESA

P.O. BOX 1200 • 77 FAIR DRIVE • CALIFORNIA 92628-1200

DEVELOPMENT SERVICES DEPARTMENT

January 8, 2015

Roy Courtney  
2328 Brown Deer  
Chino Hills, CA 91709

**RE: PLANNED SIGNING PROGRAM ZA-14-35**  
**2524 HARBOR BOULEVARD, COSTA MESA**

Dear Mr. Courtney:

City staff's review of your planned signing program for the above-referenced project has been completed. The application, as described in the attached project description, has been approved, based on the findings and subject to the conditions of approval and code requirements (attached). The decision will become final at 5:00 p.m. on January 15, 2015, unless appealed by an affected party, including filing of the necessary application and payment of the appropriate fee, or called up for review by a member of the Planning Commission or City Council.

If you have any questions regarding this letter, please feel free to contact the project planner, Mel Lee, at (714) 754-5611, or at [mel.lee@costamesaca.gov](mailto:mel.lee@costamesaca.gov).

Sincerely,

WILLA BOUWENS-KILLEEN, AICP  
Zoning Administrator

Attachments:      Project Description  
                         Findings  
                         Conditions of Approval and Code Requirements  
                         Applicant's Project Description and Conceptual Plans

cc:                      Engineering  
                         Fire Protection Analyst  
                         Building Safety Division

Johnathan Gray Irrevocable Trust  
2524 Harbor Boulevard  
Costa Mesa, CA 92626

## **BACKGROUND**

### ***Project Site/Environs***

The project site is located on the east side of Harbor Boulevard, north of Fair Drive. The site is 2.3 acres (100,188 square feet) in size. The property is zoned C1 (Local Business District) and has a General Plan Land Use Designation of Neighborhood Commercial. The site contains a one-story, 17,800 square foot automotive dealership (Orange Coast Motors), a surface parking lot, and site landscaping. The site is bounded by commercial properties to the south and east, and residential properties to the west (across Harbor Boulevard) and north.

### ***Planned Signing Program ZE-82-19***

On March 8, 1982 the Planning Commission approved ZE-82-19, a planned signing program for the automotive dealership consisting of the following:

- A 20-foot high, 99 square foot freestanding sign; and
- 263 square feet of wall signage, for a total overall site signage of 362 square feet.

Over the years, amendments to the planned sign program have included the installation of an additional 20-foot high freestanding sign and a 9 square foot directional sign. Currently, both freestanding signs are 64 square feet in size.

## **PROJECT DESCRIPTION**

### ***Project Description***

The applicant is proposing to remove both 20-foot high freestanding signs and replace them with a single 175 square foot freestanding sign 25 feet in height. The sign is proposed to be illuminated. Costa Mesa Municipal Code Section 13-115 specifies a maximum height of 12 feet for new freestanding signs, and, since the property is within 200 feet of a residential zone, a 7-foot maximum height is permitted since the sign is illuminated, unless approved through a Planned Sign Program.

## **ANALYSIS**

### ***Conformance with the City of Costa Mesa General Plan***

Future development of all land within the City of Costa Mesa is guided by the General Plan adopted in 2002. The General Plan sets forth land use goals, policies, and objectives that guide new development.

The proposed sign is consistent with the following goals and objectives of the General Plan.

- **Objective LU-1B:** *Ensure the long term productivity and viability of the community's economic base.*

**Consistency:** The project replaces two outdated freestanding signs with a modern sign consistent with the image standards for their automotive product brands. By complying with the recommended conditions of approval, the sign will be compatible with the surrounding land uses.

- **Objective CD-13:** *Facilitate the installation of signs that contribute to a positive image of the public realm, consistent with the Costa Mesa Zoning Code.*

**Consistency:** With the implementation of the recommended conditions of approval, the proposed sign will be compatible and harmonious with uses that exist within the general neighborhood. The sign features quality construction and materials. The proposed sign will improve and enhance the appearance of the property from Harbor Boulevard.

### ***Conformance with the Zoning Code***

The square footage of the total site signage will not exceed the maximum sign area allowed under the Costa Mesa Municipal Code (CCMC) - 509 square feet of total site signage allowed; 394 square feet of total signage proposed. On the City's Master Plan of Highways, Harbor Boulevard is designated as a Major Street (+104 feet in width) and the proposed signage provides adequate visibility for two-way traffic on Harbor Boulevard for the dealership.

Auto dealerships, by their nature, involve large and specific purchases of products with a customer base spread over a large geographical area. As a result, the signage will not constitute a grant of special privilege since it is consistent with the signage for similar auto dealerships along Harbor Boulevard. Additionally, it will not allow substantially greater visibility than what the standard sign provisions would allow for auto dealerships since the overall site signage is less than the maximum allowed under CCMC. With the implementation of the recommended conditions of approval, the proposed sign will be compatible and harmonious with uses that exist within the general neighborhood. The sign features quality construction and materials. The proposed sign will improve and enhance the appearance of the property from Harbor Boulevard.

Due to the proximity of the illuminated sign to residential properties, a condition of approval has been incorporated requiring the freestanding sign to be turned off from close of business until dawn each day to minimize lighting impacts to adjacent residential properties.

The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City's environmental procedures. The project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) under Section 15311 for Accessory Structures. This exemption allows for the construction or placement of minor structures accessory to existing commercial developments, including on-premise signs.

### ***Additional Discussion***

Upon visiting the site, staff observed the presence of "feather-type" banner signs, which are not permitted under Code. The applicant has been advised that these signs are required to be removed immediately.

### **FINDINGS**

- A. The information presented substantially complies with Costa Mesa Municipal Code Section 13-120(c) in that:

**Finding:** The proposed signing is consistent with the intent of Title 13, Chapter VIII (Signs) and the General Plan.

**Facts in Support of Findings:** The purpose of this planned signing program is to allow for approval of a freestanding sign that is not subject to the typical code

requirements. The proposed plan includes: the removal of two existing 20-foot high 64 square foot freestanding signs and replacing it with one 25-foot high 175 square foot freestanding sign. The square footage of the total site signage will not exceed the maximum sign area allowed under the Costa Mesa's Municipal Code: 509 square feet of total site signage allowed; 394 square feet of total signage proposed. On the City's Master Plan of Highways, Harbor Boulevard is designated as a Major Street ( $\pm$ 104 feet in width) and the proposed signage provides adequate visibility for two-way traffic on Harbor Boulevard for the dealership. The planned sign program is also consistent with the following objectives of the City's General Plan:

- **Objective LU-1B:** *Ensure the long term productivity and viability of the community's economic base.*

**Consistency:** The project replaces an outdated freestanding sign with a modern sign per current the image standards for their automotive product brands. By complying with the recommended conditions of approval, the sign will be compatible with the surrounding land uses.

- **Objective CD-13:** *Facilitate the installation of signs that contribute to a positive image of the public realm, consistent with the Costa Mesa Zoning Code.*

**Consistency:** With the implementation of the recommended conditions of approval, the proposed sign will be compatible and harmonious with uses that exist within the general neighborhood. The sign features quality construction and materials. The proposed sign will improve and enhance the appearance of the property from Harbor Boulevard.

**Finding:** 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.

**Facts in Support of Findings:** The freestanding sign, as conditioned, will be consistent in color, height, and appearance with the existing signage on site. The remaining signage is consistent with current image standards for their automotive product brands.

**Finding:** The proposed signs are compatible with the buildings and developments they identify – taking into account materials, colors and design motif.

**Facts in Support of Findings:** As noted earlier, the remaining signage is consistent with current image standards for their product brands as well as the City's Municipal Code.

**Finding:** Approval does not constitute a grant of special privilege or allow substantially greater overall visibility than the standard ordinance provisions allow.

**Facts in Support of Findings:** Auto dealerships, by their nature, involve large and specific purchases of products with a customer base spread over a large geographical area. As a result, the signage will not constitute a grant of special privilege since it is consistent with the signage for similar auto

dealerships along Harbor Boulevard. Additionally, it will not allow substantially greater visibility than what the standard sign provisions would allow for auto dealerships since the overall site signage is less than the maximum allowed under the City's Municipal Code.

- B. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City's environmental procedures. The project is categorically exempt from the provisions of the California Environmental Quality Act (CEQA) under Section 15311 for Accessory Structures. This exemption allows for the construction or placement of minor structures accessory to existing commercial developments, including on-premise signs.
- C. The project is exempt from Chapter XII, Article 3, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.

### **CONDITIONS OF APPROVAL**

- PIng.
  1. This Planned Signing Program shall supersede the Planned Signing Program approved under ZE-82-19.
  2. The freestanding sign shall be turned off from close of business until dawn each day to minimize lighting impacts to adjacent residential properties.
  3. Permits shall be obtained for all signs according to the provisions of the Costa Mesa Sign Ordinance. All newly installed sign(s) 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. Both existing freestanding signs shall be removed prior to the installation of the new freestanding sign. Demolition permits for existing signs shall be obtained and all work and inspections completed prior to final building inspections.
  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.

### **CODE REQUIREMENTS**

The following list of federal, state and local laws applicable to the project has been compiled by staff for the applicant's reference. Any reference to "City" pertains to the City of Costa Mesa.

- PIng.
  1. Approval of the zoning application is valid for one (1) year from the effective date of this approval and will expire at the end of that period unless applicant obtains sign permits for the authorized construction and initiates construction. If the applicant is unable to obtain sign permits within the one-year time period, the applicant may request an extension of time. The Planning Division must receive a written request for the time extension prior to the expiration of the zoning application.
  2. All construction-related activity shall be limited to between the hours of 7 a.m. and 7 p.m., Monday through Friday, and 9 a.m. to 6 p.m. Saturday. Construction is prohibited on Sundays and federal holidays. Exceptions may be made for activities that will not generate noise audible from off-site, such as painting and other quiet interior work.
  3. "Feather-type" banner signs are not permitted under the City's Sign Code.

These signs are required to be removed immediately and shall not be re-installed.

- Bus.  
Lic. 4. All contractors and subcontractors must have valid business licenses to do business in the City of Costa Mesa. Final inspections will not be granted until all such licenses have been obtained.
- Bldg. 5. Comply with the requirements of the 2013 California Building Code, 2013 California Electrical Code, 2013 California Energy Code (or the applicable adopted California Building Code, California Electrical Code, and California Energy Code at the time of plan submittal or permit issuance), and California Code of Regulations also known as the California Building Standards Code, as amended by the City of Costa Mesa.
- 6. Provide structural calculations prepared by a California Licensed civil engineer or an architect.



2101 Carrillo Privado, Ontario Ca. 91761 909 930-0303 Fax 909 930-0308 [www.Signindustries.Tv](http://www.Signindustries.Tv)

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October 13, 2014

City of Costa Mesa  
77 Fair Drive.  
Costa Mesa Ca.

RE: Orange Cost Fiat.

To Whom It May Concern

The owner of Orange Coast Fiat is requesting a new 25' high totem sign, this sign is to replace an existing 25' pole sign. The new sign is a fabricated aluminum sign with formed faces and scree printed graphics. The sign is illuminated using Fluorescent lamps and has a monolithic look.

The new modern sign cabinet will replace the old sign, and will enhance the auto dealership. The sign will be seen North and South on Harbor Blvd. only.

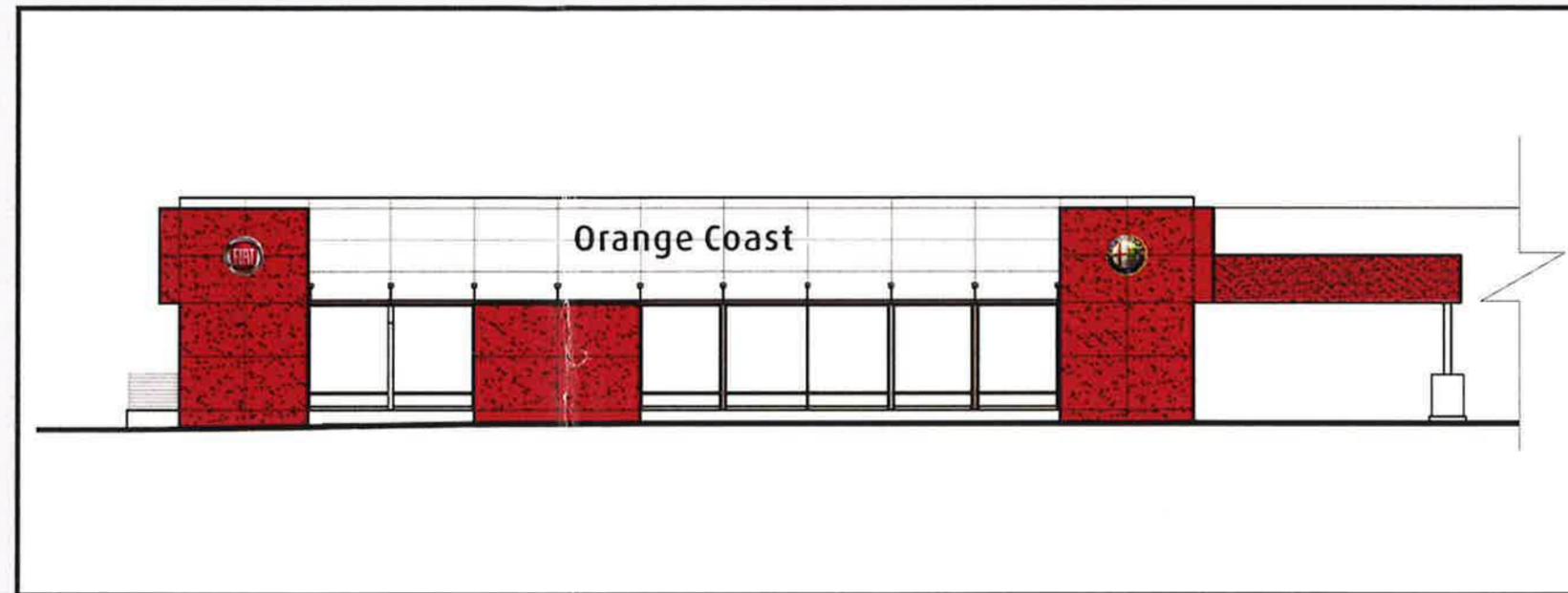
We realize the new sign is larger than what the city allows, but we encourage the city to allow the larger sign, as the visibility is important to the auto dealership. The new sign will not be intrusive to the local neighborhood as it is seen only North and South on Harbor Blvd. The formed faces are 3'-11: high and the four sign faces will be the only portion of the sign that will be translucent and illuminated.

Sincerely

Sign Industries, Inc.  
Maria Saavedra.



MINOR CONDITIONAL USE PERMIT/  
ADMINISTRATIVE ADJUSTMENT NO. *ZA-14-35*  
**Approval in Concept**  
SUBJECT TO CONDITIONS  
CITY OF COSTA MESA  
PLANNING DEPT.  
BY *MEL/WBK* DATE *1/8/15*



principle 

Orange Coast  
2524 Harbor Boulevard  
Costa Mesa, CA 92626

April 4, 2014



16 sq. 01



44 sq 02



16 sq. 03



98 sq 04



36 sq. 05



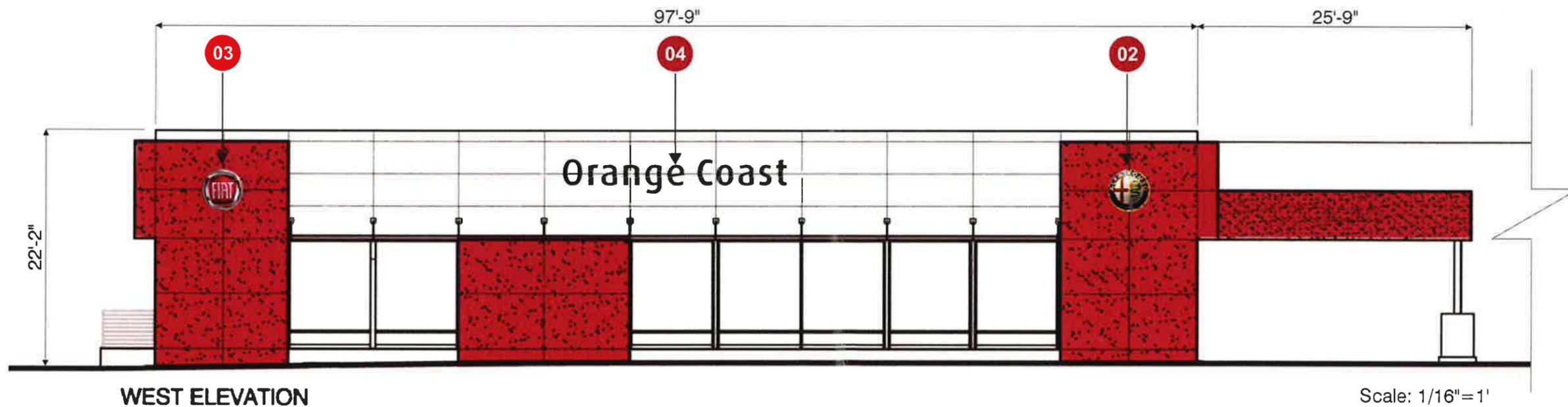
64 Sq 06

TO BE REMOVED  
PER PROPERTY  
OWNER  
MFC  
12/11/14



64 Sq 07 5.5 sq.

Sign # 01,03,04,05 & 06 to remain as is.  
Sign # 02 Remove and replace existing  
Sign # 07 a to be remove and replace  
Sign # 07 b to be remove



WEST ELEVATION

Scale: 1/16"=1'

EXISTING FIAT BADGE

EXISTING DEALER NAME LETTERS

**RECOMMENDATIONS:  
REFACE EXISTING FIAT  
BADGE TO ALFA ROMEO**



02



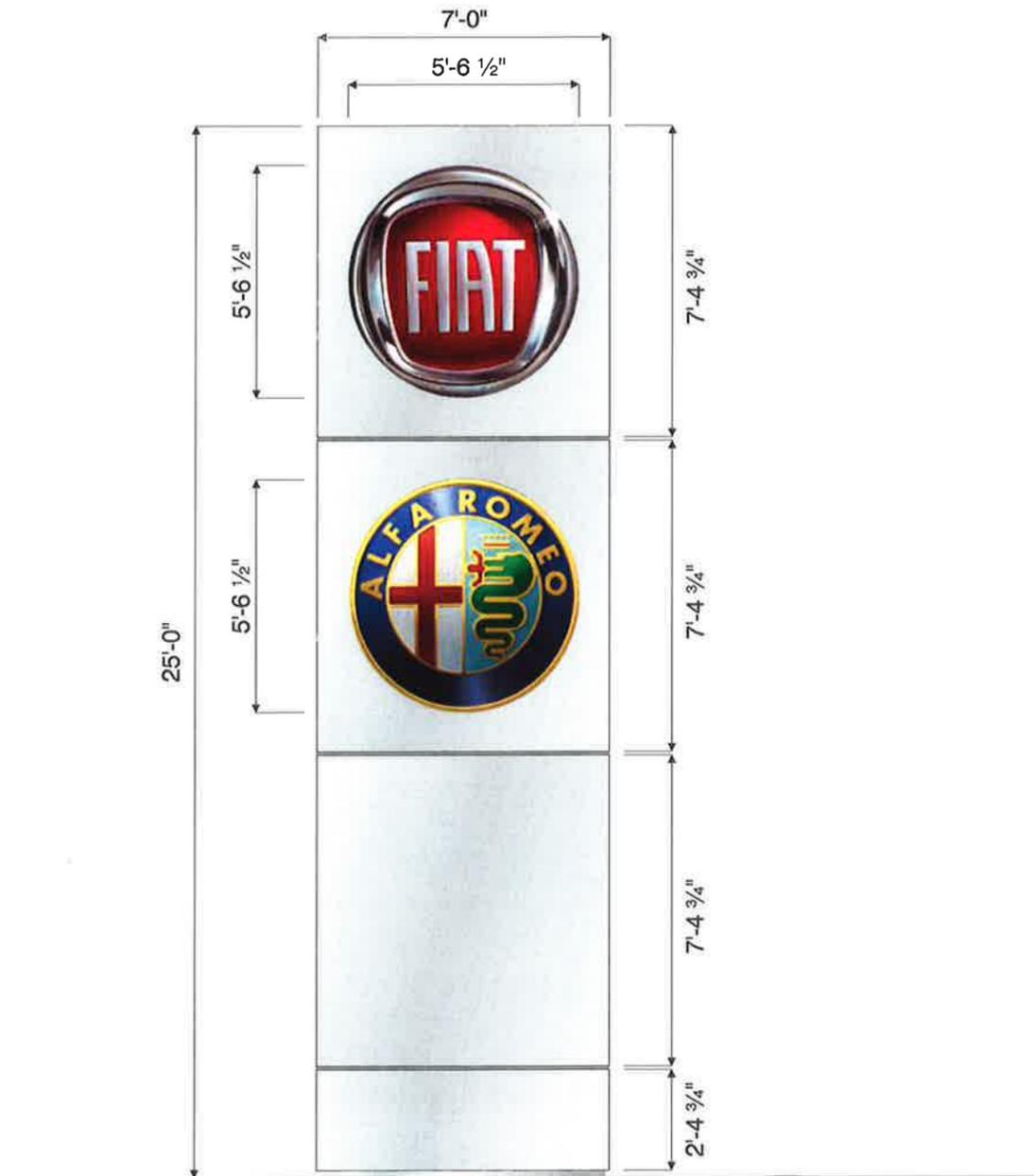
Alfa Romeo S12 Logo  
15.5 Square Feet  
Scale: 1/2"=1'

- Logo to be .118" formed face with screen printed vinyl on first surface.

- PMS 187
- PMS 282
- PMS 872
- PMS 299
- PMS 3425



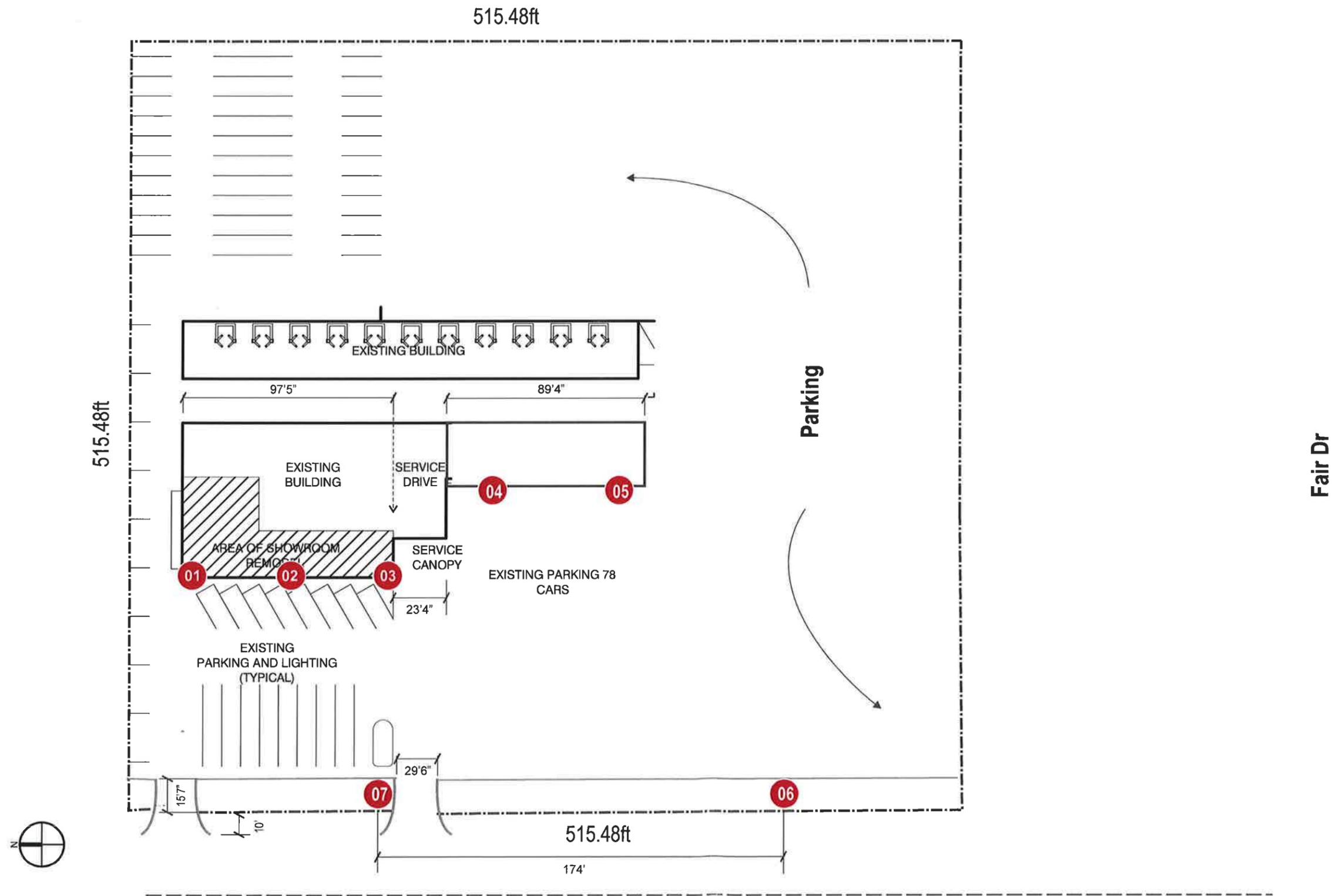
# CUSTOM 25' Totem



FIAT/ALFA ROMEO Custom 25' Totem  
 175.0 Square Feet  
 Scale: 3/16"=1'

- Logo to be .118" formed face with screen printed vinyl on first surface.
- Panels to be .125" curved aluminum cladding
- Base to have .125" aluminum reveal
- Sign illuminated with fluorescent lamps.

	PMS 7427		PMS 872
	PMS 282		PMS 299
	PMS 187		PMS 3425
			Aluminum





# CITY OF COSTA MESA

P.O. BOX 1200 • 77 FAIR DRIVE • CALIFORNIA 92628-1200

DEVELOPMENT SERVICES DEPARTMENT

January 8, 2015

Jeff Reich  
Mall Signs & Service  
12439 Magnolia Blvd., Suite 113  
North Hollywood, CA 91607

**RE: ZONING APPLICATION ZA-14-39  
PLANNED SIGNING PROGRAM TO ALLOW AN ADDITIONAL  
FREESTANDING SIGN FOR TESLA MOTORS  
3020 PULLMAN STREET, COSTA MESA**

Dear Mr. Reich:

Review of the planned signing program for the above-referenced project has been completed. The application, as described in the attached project description, has been approved, based on the findings and subject to the conditions of approval and code requirements (attached). The decision will become final at 5 p.m. on January 15, 2015, unless appealed by an affected party, including filing of the necessary application and payment of the appropriate fee or called up for review by a member of the Planning Commission or City Council.

If you have any questions regarding this letter, please feel free to contact the project planner, Stephanie Roxas at, at (714) 754-5667, or at [stephanie.roxas@costamesaca.gov](mailto:stephanie.roxas@costamesaca.gov).

Sincerely,

WILLA BOUWENS-KILLEEN, AICP  
Zoning Administrator

Attachments: Project Description/ Findings  
Conditions of Approval, Code Requirements  
Approved Conceptual Plans

cc: Engineering  
Fire Protection Analyst  
Building Safety Division

## **PROJECT DESCRIPTION**

The applicant requests a planned signing program to allow Tesla Motors, Inc. (“Tesla”) to install a second freestanding monument sign facing Pullman Street. Tesla currently has an existing monument sign 168 feet away from the proposed sign. The property is zoned Industrial Park (MP) and is developed with a single-tenant industrial building. The surrounding area includes industrial and office uses to the north, east, and south of the property and the SR-55 freeway to the west.

The proposed monument sign is 7 feet tall and 24.5 sq. ft. in area. The proposed sign would be located adjacent to Tesla’s secondary driveway entrance, and the sign would be setback approximately 5 feet behind the public right-of-way. Because the Zoning Code requires freestanding signs on the same site to be separated by 300 feet, a Planned Signing Program is required.

## **ANALYSIS**

Pursuant to Section 13-120 of the Zoning Code, signs may be authorized as part of a Planned Signing Program (PSP) even if they do not conform to all specific regulations of the Sign Ordinance. 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 the Sign Ordinance.

As previously noted, the applicant requests a deviation from the Code’s distance separation requirement for freestanding signs. The Code requires freestanding signs on the same site to be located at least 300 feet apart, and the proposed sign would be located 168 feet from an existing monument sign. No other deviations are being requested. The lot is approximately 228 feet wide and contains two driveway entrances. The existing monument sign is located adjacent to the north driveway entrance. The proposed sign would be located adjacent to the south driveway entrance within an existing landscape parkway. The purpose of the second freestanding sign is to direct customers into this vehicular access point.

The proposed sign matches the dimensions, colors, design, and copy of the existing monument sign currently installed at the site. The size of the proposed monument sign is proportional to the scale of the building. The proposed monument sign complies with all other Code requirements, including the maximum area and height permitted for freestanding signs and total sign area permitted for the site (the 49 sq. ft. of total freestanding sign area proposed is well under the maximum area of 446 sq. ft. permitted for the site). Furthermore, the proposed sign is located outside of the 10 foot visibility triangle, and, accordingly, would not adversely affect drivers’ line-of-sight.

### **General Plan Consistency:**

General Plan Land Use Objective LU-2A encourages new development to improve and maintain the quality of the environment. With the addition of the proposed sign, the site does not exceed the maximum sign area allowed by the Sign Ordinance – and is well within

the maximum allowable area for freestanding signs on the property. The proposed sign is compatible with the building architecture and design, and the sign provides appropriate business identification while maintaining an uncluttered environment. Furthermore, Pullman Street is lined with mature landscape parkway trees, thereby shadowing the site and making the driveways difficult to see at times. The project provides additional needed signage to direct vehicles travelling north on Pullman Street. The project supports General Plan Land Use Objective LU-2A, and, accordingly, is consistent with the General Plan.

## **FINDINGS**

- A. The proposed project complies with Costa Mesa Municipal Code Section 13-29(e) because:
1. Compatible and harmonious relationship between the proposed building and site development, and use(s), and the building and site developments, and uses that exist or have been approved for the general neighborhood. The proposed freestanding sign is compatible in size, location and general design with the existing on-site signs.
  2. Safety and compatibility of the design of buildings, parking area, landscaping, luminaries and other site features which may include functional aspects of the site development such as automobile and pedestrian circulation. The proposed freestanding sign is setback 5 feet behind the public right-of-way and will not obstruct visibility for motorists at the driveway.
  3. Compliance with any performance standards as prescribed elsewhere in this Zoning Code. With approval of the Planned Signing Program, the proposed freestanding sign complies with all regulations of the Sign Ordinance, including the maximum sign area allowed for the site and the maximum area and height allowed for all freestanding signs.
  4. The project is consistent with the General Plan in that the proposed freestanding sign is compatible with the design, location, and scale of the building and other on-site signs.
  5. The planning application is for a project-specific case and is not to be construed to be setting a precedent for future development. The planned signing program was designed specifically for the project site taking into consideration the site's building configuration and vehicular access.
- B. The planned signing program substantially complies with Costa Mesa Municipal Code Section 13-29(g)(8) because:
1. The proposed sign is consistent with the intent of the Chapter VIII - Signs of the Zoning Code and the General Plan. The proposed sign provides additional identification for the business, yet maintains an uncluttered aesthetic environment. Furthermore, the sign will not adversely impact traffic safety.
  2. The proposed sign is consistent with other on-site signage, taking into account sign style and shape, materials, letter style, colors, and illumination. In addition,

- the proposed sign will match the dimensions, design, and copy of the existing monument sign.
3. The proposed sign is compatible with the materials, colors, and design of the building. The sign complements the modern design of the Tesla building.
  4. Approval does not constitute a grant of special privilege or allow substantially greater visibility than what the standard sign provisions allow or what other similar properties in the area enjoy. The size of the proposed sign complies with the regulations for maximum sign area allowed for the site and the maximum area allowed for all freestanding signs.
- 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 categorical exempt under Section 15311, Class 11, Accessory Structures, of the CEQA Guidelines.
- D. The project is exempt from Chapter XII, Article 3 Transportation System Management, of Title 13 of the Costa Mesa Municipal Code.

### **CONDITIONS OF APPROVAL**

- PIng.        1. The sign shall be installed and maintained in conformance with the approved plans for ZA-14-39.
2. 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.
3. 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 designee, any of the findings upon which the approval was based are no longer applicable.

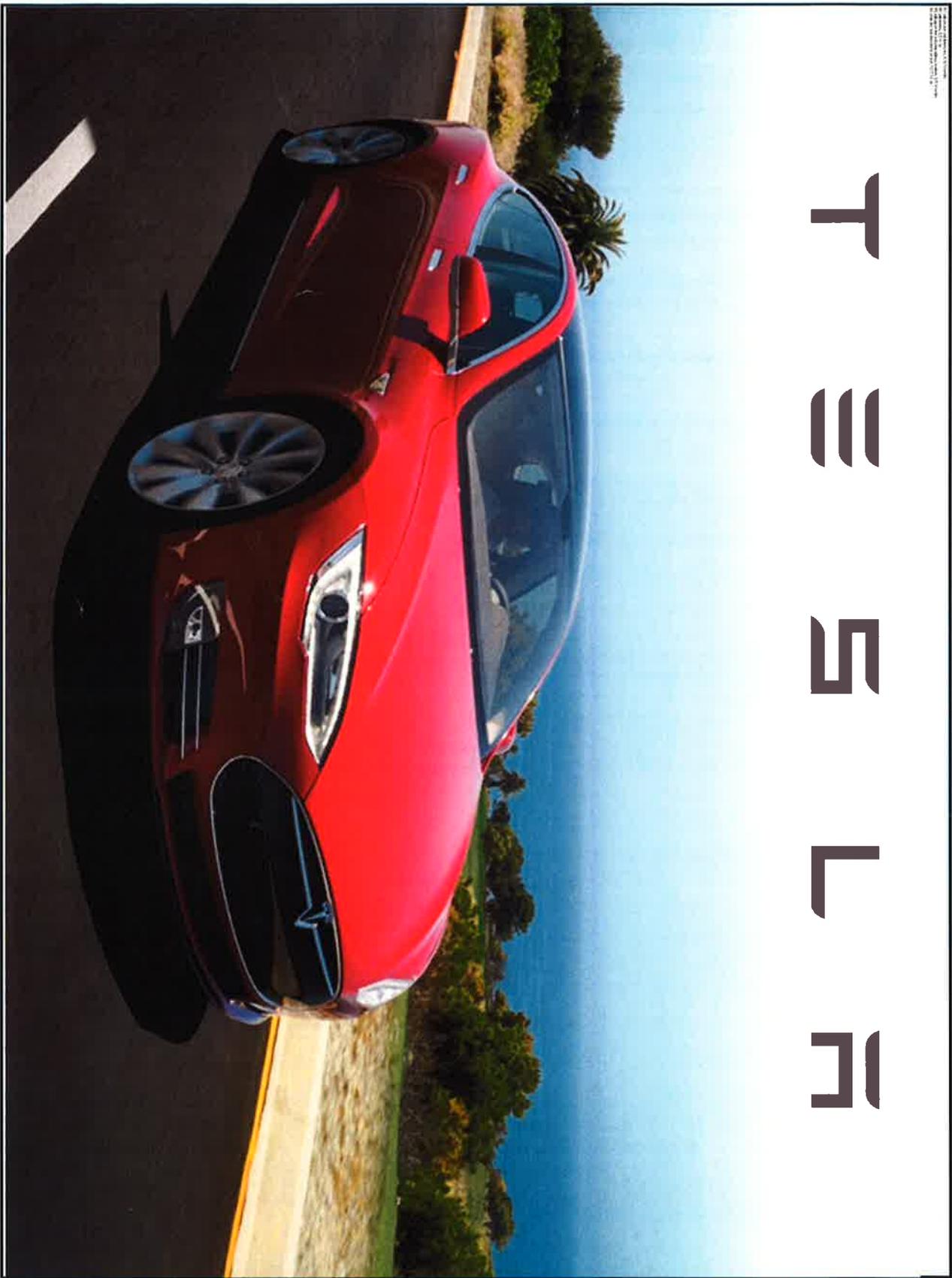
### **CODE REQUIREMENTS**

The following list of federal, state and local laws applicable to the project has been compiled by staff for the applicant's reference. Any reference to "City" pertains to the City of Costa Mesa.

- PIng.        1. All contractors and subcontractors must have valid business licenses to do business in the City of Costa Mesa. Final inspections, final occupancy and utility releases will not be granted until all such licenses have been obtained.
2. Approval of the zoning action is valid for one (1) year and will expire at the end of that period unless building permits are obtained or the applicant applies for and is granted an extension of time.

3. Permits shall be obtained for all signs according to the provisions of the Costa Mesa Sign Ordinance.
- Bldg. 4. Comply with the requirements of the Uniform Building Code as to design and construction.

# TESLA



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**Tesla Motors**

Tesla Service Plus  
 3020 Pullman Street  
 Costa Mesa, CA. 92626

Initial Date: 07/21/14  
 Salesperson: Melissa Saltsjager  
 Coordinator: Tracey Pichler  
 Designer: Bespiano  
 Scale: As Noted

**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
 COPY, COLORS & SIZES

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**RESPONSIBILITY OF OTHERS!**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_

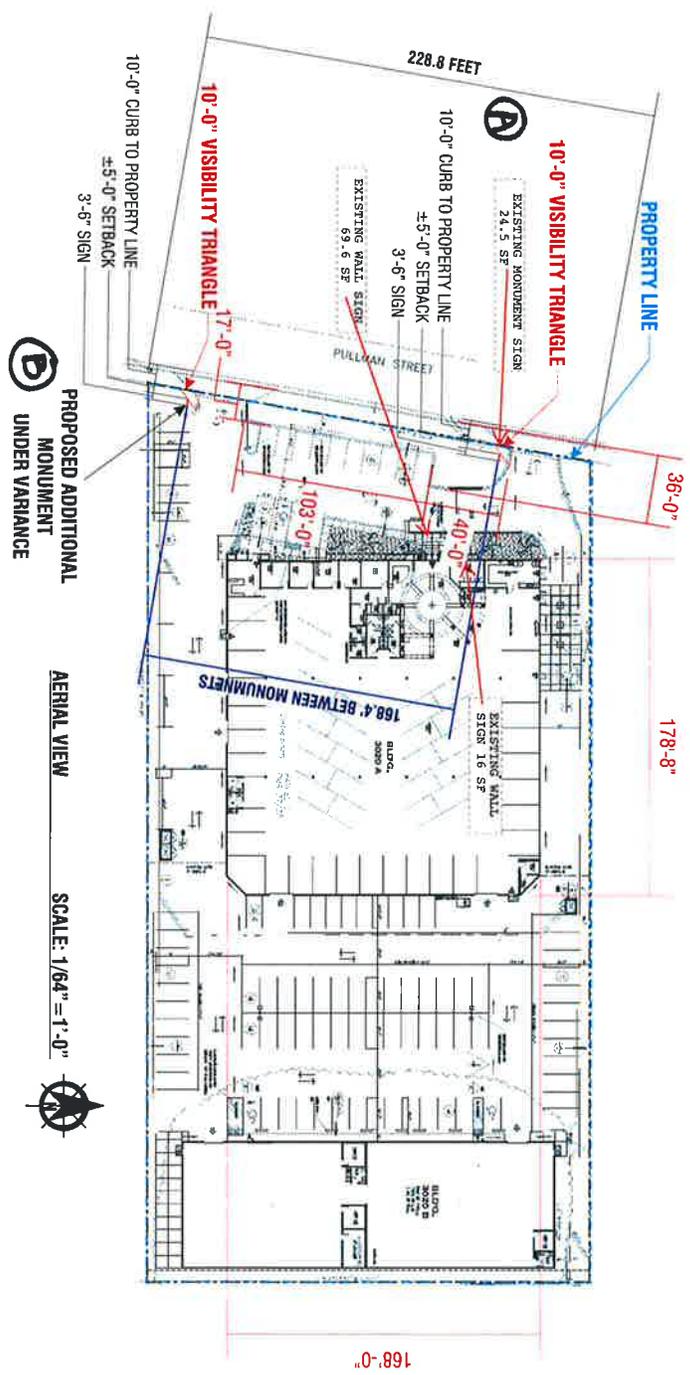
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Work Order Number: 63601



SIGN	LOCATION	EXISTING SIGN	PROPOSED SIGN	SQ FT
B		None	Illuminated Monument	24.5



**LANDSCAPING AREA:**  
 3,191 SQ FT

**BUILDING AREA:**  
 30,000 SQ FT

**PROPOSED ADDITIONAL MONUMENT UNDER VARIANCE**

**AERIAL VIEW**

**SCALE: 1/64" = 1'-0"**



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**Tesla Motors**  
 Tesla Service Plus  
 3020 Pullman Street  
 Costa Mesa, CA. 92626

Initial Date: 07/27/14  
 Salesperson: Melissa Saltsgraver  
 Coordinator: Tracey Pichler  
 Designer: bessano  
 Scale: As Noted

**CUSTOMER APPROVAL**

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**COPY COLORS & SIZES**

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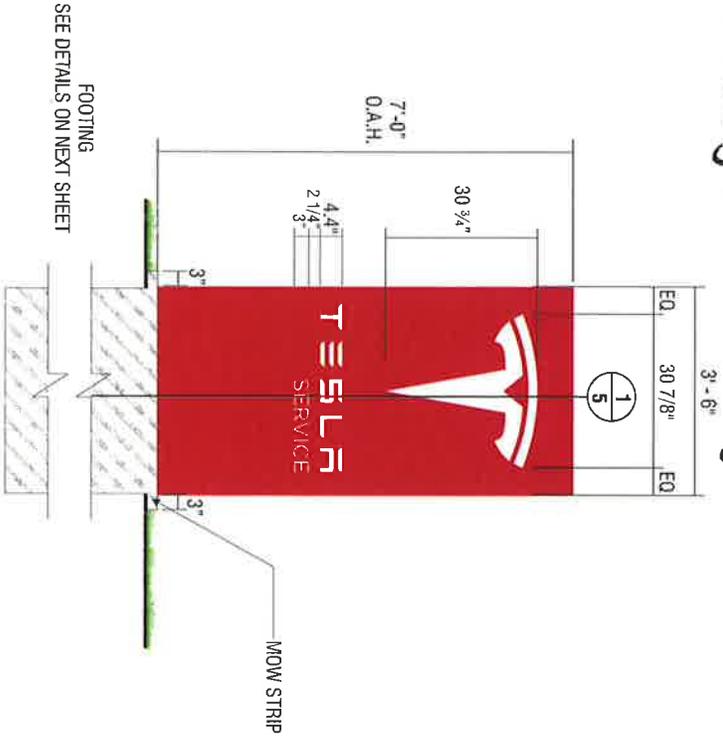
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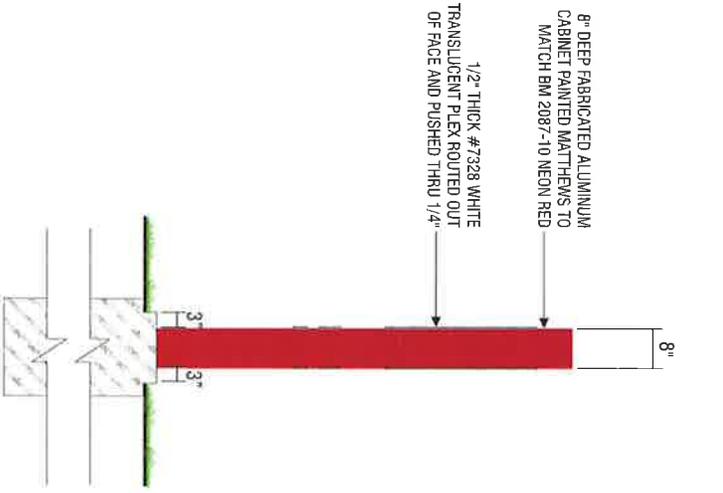
Work Order Number: 63601

(A)

# Existing Monument Sign



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



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

**A**

**USE PARTS PREVIOUSLY CUT FOR 8'-6" X 3'-6" MONUMENT SIGN. STARTED UNDER DRAWING 14-00859-P. FACES TO BE SHEARED DOWN TO 7'-0" O.A.H.**

- CABINET:** 8" DEEP FABRICATED ALUMINUM PAINTED MATTHEWS TO MATCH BENJAMIN MOORE #2087-10 NEON RED. CABINET TO HAVE REMOVABLE FILLER PANELS ATTACHED W/ COUNTER-SUNK SCREWS. PAINT SCREW HEADS TO MATCH BENJAMIN MOORE #2087-10 NEON RED.
- LOGO:** 1/2" #7328 WHITE PLEX ROUTED OUT OF FACE & PUSHED THROUGH 1/4" BAFFLE. .050" PRE PAINTED ALUM. BAFFLE WITH LEDS ON EACH SIDE. ELECTRICAL TO BE PULLED TO SIGN SITE BY OTHERS.

8" DEEP FABRICATED ALUMINUM CABINET PAINTED MATTHEWS TO MATCH BM 2087-10 NEON RED

1/2" THICK #7328 WHITE TRANSLUCENT PLEX ROUTED OUT OF FACE AND PUSHED THRU 1/4"



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## Tesla Motors

Tesla Service Plus  
 3020 Pullman Street  
 Costa Mesa, CA. 92626

Initial Date: 07/27/14  
 Salesperson: Melissa Saltsgraver  
 Coordinator: Tracey Pitcheri  
 Designer: Jessano  
 Scale: As Noted

### CUSTOMER APPROVAL

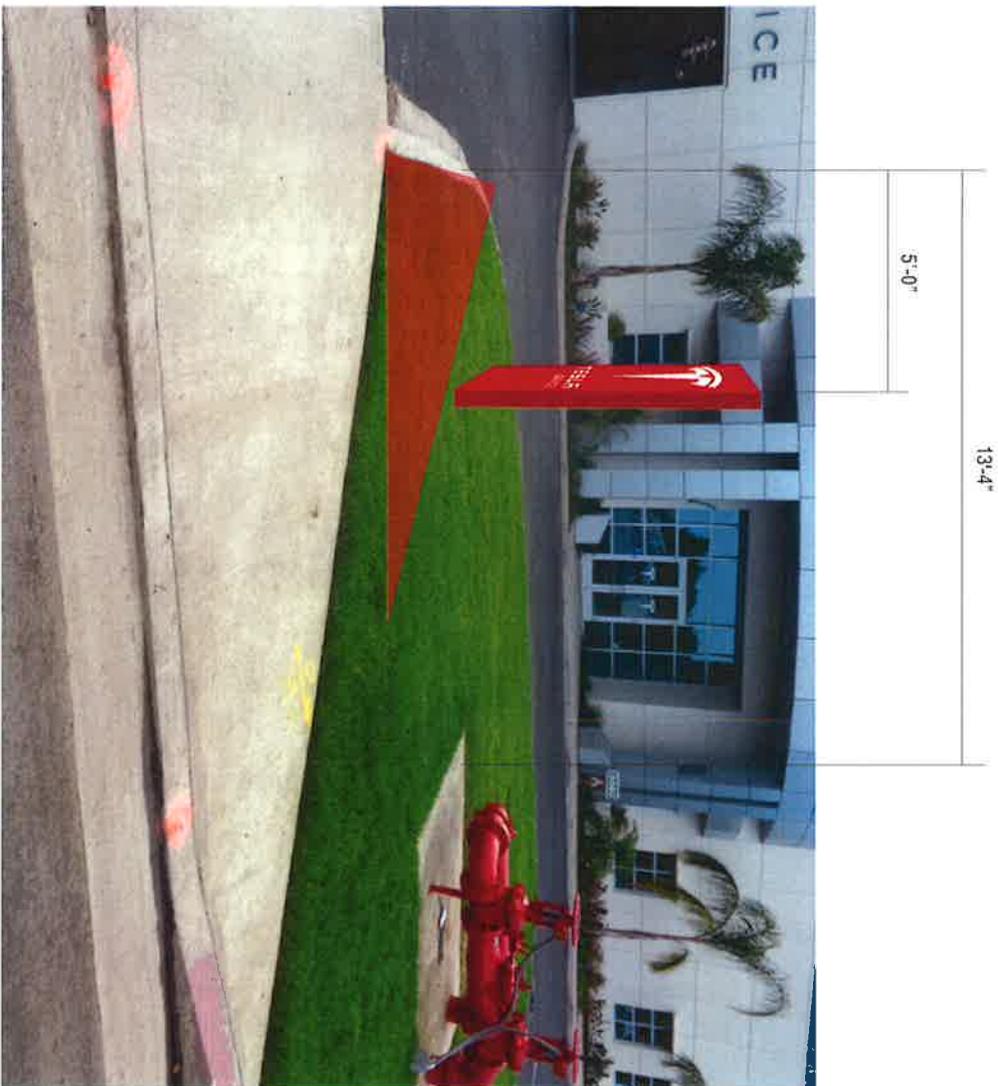
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**COPY COLORS & SIZES**

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Drawing Number: 14-00859  
 Work Order Number: 63601

(A)



# Existing Monument Sign

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



## Sightech™

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www.sightechUSA.com



### Tesla Motors

Tesla Service Plus  
3020 Pullman Street  
Costa Mesa, CA. 92626

Initial Date: 07/27/14  
Salesperson: Melissa Saltsgraver  
Coordinator: Tracey Pichler  
Designer: bascano  
Scale: As Noted

#### CUSTOMER APPROVAL

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
COPY COLORS & SIZES

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Drawing Number: 14-00859

Work Order Number: 63601



PROPOSED LOCATION SCALE: NTS



ADDRESS



PROPOSED LOCATION SCALE: NTS



EXISTING SIGNAGE NTS



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**Tesla Motors**  
 Tesla Service Plus  
 3020 Pullman Street  
 Costa Mesa, CA, 92626

Initial Date: 07/2/14  
 Salesperson: Melissa Saltsinger  
 Coordinator: Tracey Pichiani  
 Designer: besjano  
 Scale: As Noted

**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
 COPY COLORS & SIZES

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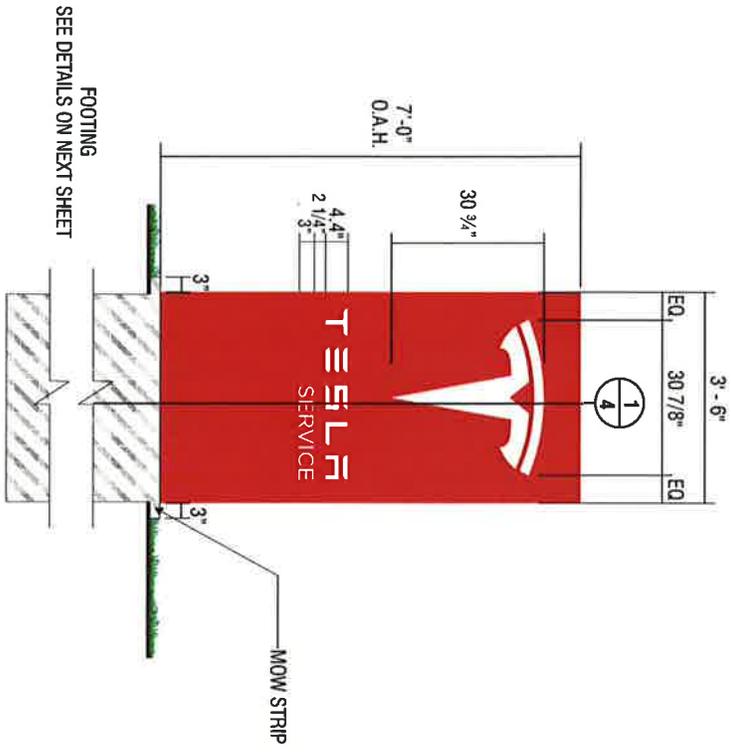
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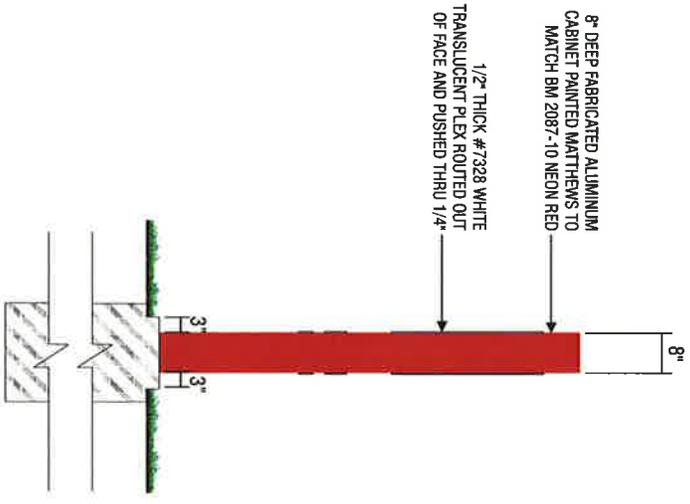
Drawing Number: 14-01056

Work Order Number: 63601

(B)



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



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

**MANUFACTURE AND INSTALL ONE (1) INTERNALLY ILLUMINATED MONUMENT SIGN**  
**USE PARTS PREVIOUSLY CUT FOR 8'-6" X 3'-6" MONUMENT SIGN. STARTED UNDER DRAWING 14-00859-P**  
**FACES TO BE SHEARED DOWN TO 7'-0" O.A.H.**  
**CABINET:** 8" DEEP FABRICATED ALUMINUM PAINTED MATTHEWS TO MATCH BENJAMIN MOORE #2087-10 NEON RED.  
**CABINET TO HAVE REMOVABLE FILLER PANELS ATTACHED W/ COUNTER-SUNK SCREWS. PAINT SCREW HEADS TO MATCH BENJAMIN MOORE #2087-10 NEON RED.**  
**LOGO:** 1/2" #7328 WHITE PLEX ROUTED OUT OF FACE & PUSHED THROUGH 1/4"  
**ILLUMINATION:** 7500K WHITE LEDS WITH POWER SUPPLIES HOUSED INSIDE OF SIGN.  
**BAFFLE:** .050" PRE PAINTED ALUM. BAFFLE WITH LEDS ON EACH SIDE.  
**ELECTRICAL TO BE PULLED TO SIGN SITE BY OTHERS.**

8" DEEP FABRICATED ALUMINUM CABINET PAINTED MATTHEWS TO MATCH BM 2087-10 NEON RED  
 1/2" THICK #7328 WHITE TRANSLUCENT PLEX ROUTED OUT OF FACE AND PUSHED THRU 1/4"

SEE DETAILS ON NEXT SHEET



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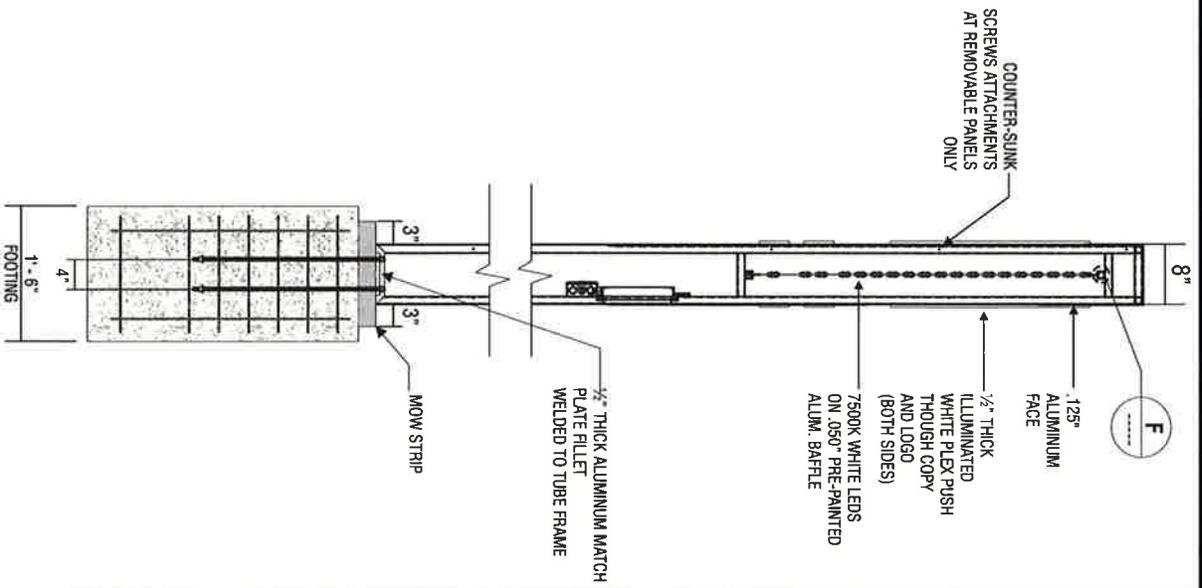
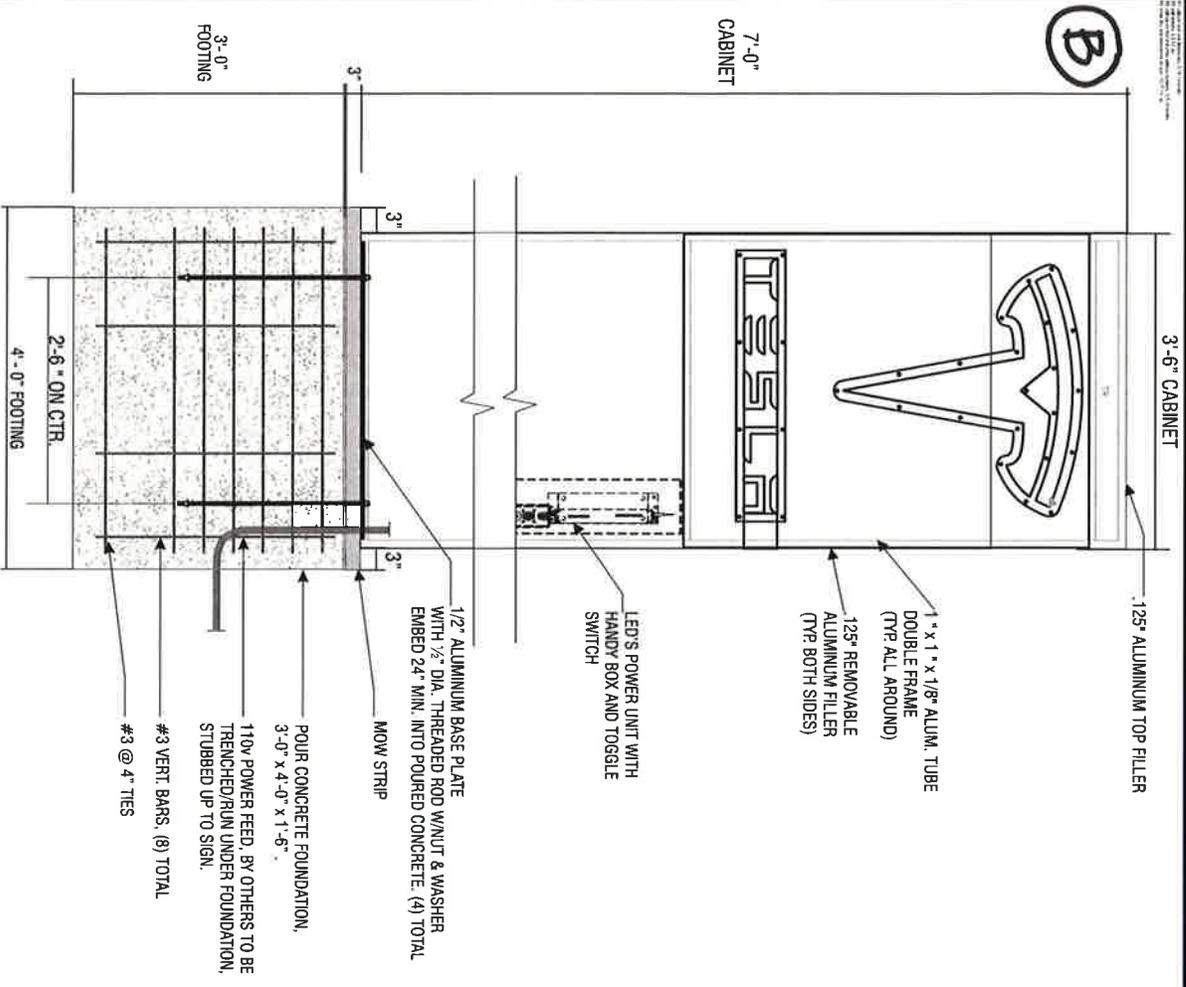
Initial Date: 07/2/14  
Salesperson: Melissa Sattigaver  
Coordinator: Tracey Pichneri  
Designer: besano  
Scale: As Noted

**CUSTOMER APPROVAL**  
Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
COPY, COLORS & SIZES

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**CUSTOMER APPROVAL**

Customer Signature \_\_\_\_\_ Date \_\_\_\_\_  
 COPY COLORS & SIZES

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