



COMMUNITY DEVELOPMENT DEPARTMENT

PLANNING DIVISION

100 Civic Center Drive, P.O. Box 1768, Newport Beach, CA 92658-8915

(949) 644-3200 Fax: (949) 644-3229

www.newportbeachca.gov

CITY OF NEWPORT BEACH ZONING ADMINISTRATOR STAFF REPORT

December 12, 2013

Agenda Item No.: 3

SUBJECT: Block 500 Newport Center Drive Sign Modification - (PA2013-222)
500, 520 and 550 Newport Center Drive
▪ Modification Permit No. MD2013-022

APPLICANT: Irvine Company

PLANNER: Rosalinh Ung, Associate Planner
(949) 644-3208, rung@newportbeachca.gov

ZONING DISTRICT/GENERAL PLAN

- **Zone:** PC-56 (North Newport Center) and PC 46 (Block 500)
- **General Plan:** Mixed Use Horizontal (MU-H3)

PROJECT SUMMARY

A Modification Permit application to allow one additional monument sign (Sign Type A) where two (2) are currently allowed, for a total of three (3) monument signs within the Block 500 Planned Community. The application also includes the repositioning of two allowed, but not constructed, monument signs within the Block 500 Sub-Area of the North Newport Center Planned Community (PC 56). The Modification Permit application also includes a request to allow one additional landscape wall sign (Sign Type D) where four (4) are currently allowed, for a total of five (5) signs to be located within the Block 500 Sub-Area of the North Newport Center Planned Community (PC 56).

RECOMMENDATION

- 1) Conduct a public hearing; and
- 2) Adopt Draft Zoning Administrator Resolution No. _ approving Modification Permit No. MD2013-022 (Attachment No. ZA 1).

DISCUSSION

- The subject properties are located within the North Newport Center Planned Community, Block 500 Sub-Area (PC 56) and Block 500 Planned Community (PC 46) Zoning Districts.
- Sign standards for Block 500 Sub-Area of the PC 56 allowed two (2) large cube or blade monument signs (Sign Type A) to be located at entries to the Newport Center. Their locations are as follows:
 - Avocado Avenue at San Joaquin Hills Road
 - Avocado Avenue at San Nicolas Drive

The Modification Permit seeks an approval to reposition these allowed, but not constructed, monument signs to different locations within the PC 56, at the Santa Rosa Drive (identified as ST1.2 per the proposed sign plan) and San Nicolas Drive (identified as ST1.1 per the proposed sign plan) entries. These new locations are more appropriate because they are the entries to 500, 520, and 550 Newport Center Drive, provide direct access to the buildings and parking structures, and support a higher traffic volume than the entry way at Avocado Avenue.

- The PC 46 does not identify blade (monument) signs as a permitted sign; however, it does make allowance for additional sign types if approved by the City and The Irvine Company. Section IV.K.1 of the PC 46 states: "All permanent and temporary signs must be consistent with the provisions of these regulations or be approved by the City of Newport Beach and The Irvine Company."

The Modification Permit seeks approval of a large (15 feet high by 15 feet wide) blade sign to be located at the entry of Block 500 from San Joaquin Hills Road (identified as ST1.3 per the proposed sign plan). The height, width and letter height of this sign are designed to be consistent with Sign Type A allowed in the PC 56 for compatibility with the existing and proposed signage in the immediate vicinity.

- Section III.F.4 of the PC 56 currently allows a total of four (4) landscape wall signs (Sign Type D) facing Newport Center Drive. Presently, three (3) are currently being used by the following tenants: The Irvine Company, City National Bank, and Bank of America.

The Modification Permit seeks an approval for one additional sign, for a total of five (5) signs for an additional tenant. No change to the maximum allowable sign height or area is proposed.

The remaining unassigned sign and the proposed additional sign will be located along Newport Center Drive and identified as ST18.01 and ST18.02 per the proposed sign plan.

- Staff believes the proposed additional signs are appropriately and logically positioned for visibility, wayfinding, and safety. They are also designed to be compatible with the signs in the area and should not contribute to excessive signage or visual blight. Findings supporting approval are provided in the attached resolution.

ENVIRONMENTAL REVIEW

The project is categorically exempt under Section 15311 of the California Environmental Quality Act (CEQA) Guidelines - Class 11 (Accessory Structures). The proposed signs are incidental and accessory to the principal office use of the property and do not intensify or alter the use.

PUBLIC NOTICE

Notice of this application was published in the Daily Pilot, mailed to all owners of property within 300 feet of the boundaries of the site (excluding intervening rights-of-way and waterways) including the applicant and posted on the subject property at least 10 days before the scheduled hearing, consistent with the provisions of the Municipal Code. Additionally, the item appeared on the agenda for this meeting, which was posted at City Hall and on the City website.

APPEAL PERIOD:

An appeal may be filed with the Director of Community Development within 14 days following the date of action. For additional information on filing an appeal, contact the Planning Division at (949) 644-3200.

Prepared by:



Rosalinh Ung
Associate Planner

JC/ru

Attachments:	ZA 1	Draft Resolution
	ZA 2	Vicinity Map
	ZA 3	PC 56 – Section F (Signs)
	ZA 4	PC 46 – Section K (Signs)
	ZA 5	Proposed Sign Plan

Attachment No. ZA 1

Draft Resolution

RESOLUTION NO. ZA2013-0##

A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF NEWPORT BEACH APPROVING MODIFICATION PERMIT NO. MD2013-022 TO ALLOW MODIFICATIONS TO THE FREE-STANDING SIGNAGE FOR BLOCK 500 NEWPORT CENTER DRIVE (PA2013-222)

THE ZONING ADMINISTRATOR OF THE CITY OF NEWPORT BEACH HEREBY FINDS AS FOLLOWS:

SECTION 1. STATEMENT OF FACTS.

1. An application was filed by The Irvine Company, with respect to property located at 500, 520 and 550 Newport Center Drive.
2. The applicant proposes a Modification Permit application to allow one additional monument sign (Sign Type A) where two (2) are currently allowed, for a total of three (3) monument signs. The two allowed, but not constructed, monument signs will be repositioned within the Block 500 Sub-Area of the North Newport Center Planned Community (PC 56). The Modification Permit application also includes a request to allow one additional landscape wall sign (Sign Type D) where four (4) are currently allowed, for a total of five (5) signs to be located within the Block 500 Sub-Area of the North Newport Center Planned Community (PC 56).
3. The subject property is located within the Block 500 Sub-Area of the North Newport Center Planned Community (PC 56) and Block 500 Planned Community (PC 46) Zoning Districts and the General Plan Land Use Element category is MU-H3 (Mixed Use – Horizontal).
4. Sign standards for Block 500 Sub-Area of the PC 56 allow two (2) large cube or blade monument signs (Sign Type A) to be located at entries to the Newport Center. Their locations are as follows:
 - Avocado Avenue at San Joaquin Hills Road
 - Avocado Avenue at San Nicolas Drive

The Modification Permit seeks an approval to reposition these allowed, but not constructed, monument signs to different locations within the PC 56, at the Santa Rosa Drive (identified as ST1.2 per the proposed sign plan) and San Nicolas Drive (identified as ST1.1 per the proposed sign plan) entries.

5. The PC 46 does not identify blade (monument) signs as a permitted sign; however, it does make allowance for additional sign types if approved by the City and The Irvine Company. Section IV.K.1 of the PC 46 states: “All permanent and temporary signs must be consistent with the provisions of these regulations or be approved by the City of Newport Beach and The Irvine Company.”

The Modification Permit seeks an approval of a large blade sign to be located at the entry of Block 500 from San Joaquin Hills Road (identified as ST1.3 per the proposed sign plan). The height, width and letter height of this sign are designed to be consistent with Sign Type A allowed in the PC 56, for compatibility with the existing signage in the immediate vicinity.

6. Section III.F.4 of the PC 56 currently allows a total of four (4) landscape wall signs (Sign Type D) facing Newport Center Drive. Presently, three (3) are currently being used by the following tenants: The Irvine Company, City National Bank and Bank of America.

The Modification Permit seeks an approval for one additional sign, for a total of five (5) signs for an additional tenant. No change to the maximum allowable sign height or area is proposed. The remaining unassigned sign and the proposed additional sign will be located along Newport Center Drive and identified as ST18.01 and ST18.02 per the proposed sign plan.

7. The subject property is not located within the coastal zone.
8. A public hearing was held on December 12, 2013, in the Corona del Mar Conference Room (Bay E-1st Floor) at 100 Civic Center Drive, Newport Beach. A notice of time, place and purpose of the meeting was given in accordance with the Newport Beach Municipal Code. Evidence, both written and oral, was presented to, and considered by, the Zoning Administrator at this meeting.

SECTION 2. CALIFORNIA ENVIRONMENTAL QUALITY ACT DETERMINATION.

1. The project has been reviewed, and it qualifies for a categorical exemption pursuant to Section 15311 of the California Environmental Quality Act under Class 11 (Accessory Structures) of the California Environmental Quality Act Guidelines.
2. Class 11 includes construction or replacement of minor structures such as on-premise signs accessory to the existing regional office/commercial development. The proposed free-standing signs are incidental and accessory to the principal use of the properties and they do not intensify or alter the use.

SECTION 3. REQUIRED FINDINGS.

Modification Permit

In accordance with Section 20.52.050 E. (Required Findings, Modification Permits) of the Newport Beach Municipal Code (NBMC), the following findings and facts in support of the finding for a Modification Permit are set forth:

Finding

A. The requested modification will be compatible with existing development in the neighborhood.

Fact in Support of Finding

A-1. The proposed additional signs are consistent with the maximum allowable height, area, and design requirements for Sign Type A (cube/blade) and Sign Type D (landscape wall sign) allowed within the PC 56, which provides development standards to ensure that these signs will be compatible with the surrounding development in sign and scale. The proposed signs will be constructed of similar materials and lettering as the existing Type A and Type D signs located within the PC 56.

Finding

B. The granting of the modification is necessary due to the unique physical characteristic(s) of the property and/or structure, and/or characteristics of the use.

Fact in Support of Finding

B-1. Block 500 has entry points from San Joaquin Hills Road, Santa Rosa Drive, and San Nicolas and it is logical to provide adequate signage directing traffic to the pedestrian drop-off area for the new 20-story building and two (2) parking structures are currently under construction. The proposed new locations for Sign Type A are more appropriate because they are the entries to 500, 520, and 550 Newport Center Drive and will provide drivers with the most efficient pathway to their desired designations.

B-2. Block 500 has limited frontage along Newport Center Drive and because of this limitation, it is necessary and important to provide convenient and accurate information for motorist in identifying their destination. The additional landscape wall sign will provide applicable information regarding tenants located in the 500 and 550 Buildings.

Finding

C. The granting of the modification is necessary due to practical difficulties associated with the property and that the strict application of the Zoning Code results in physical hardships that are inconsistent with the purpose and intent of the Zoning Code.

Fact in Support of Finding

C-1. The granting of the Modification Permit is necessary to allow deviations from the current approved blade sign locations, where there is low traffic volume for motorists whose destination is the North Newport Center portion of Block 500. The new Sign Type A locations will be at the entrances into the North Newport Center portion of

Block 500 where the majority of traffic will be headed in order to drop off passengers or park in one of the new parking structures.

- C-2. The proposed new Sign Type A and landscape wall signs will not interfere with or be in conflict with the intent or purpose of the Zoning Code, PC 46, or PC 56. The proposed changes are necessary to accommodate the changes in land use development patterns within the two planned development areas.

Finding

- D. There are no alternatives to the Modification Permit that could provide similar benefits to the applicant with less potential detriment to surrounding owners and occupants, the neighborhood, or to the general public.*

Fact in Support of Finding

- D-1. The proposed blade and landscape wall signs are the appropriate design location in the identification of three (3) main buildings and the major tenants in Block 500. The signs are in proper scale that compliments other free-standing signs in Block 500 as well as those currently existing throughout North Newport Center.
- D-2. Due to sizable amount of office space within Block 500 and the size and configuration of the buildings, the number, size and location of the proposed signs will provide better direction and visibility for motorists. The proposed signs have been reviewed by the Public Works Department. The final placement of these signs shall be subject to the approval of the Traffic Engineer to ensure that the sight distance requirements will be met and they will not pose a detriment to the surrounding neighborhood or the general public.

Finding

- E. The granting of the modification would not be detrimental to public health, safety, or welfare to the occupants of the property, nearby properties, the neighborhood, or the City, or result in a change in density or intensity that would be inconsistent with the provisions of this Zoning Code.*

Fact in Support of Finding

- E-1. The proposed signs will be constructed on private properties in Block 500 and will not change the density or intensity of the existing regional office and commercial development. The proposed signs are not excessive in the number or area and they will improve the traffic circulation within the North Newport Center, reduce traffic hazards, and therefore will not be detrimental to public health or safety.

SECTION 4. DECISION.

NOW, THEREFORE, BE IT RESOLVED:

1. The Zoning Administrator of the City of Newport Beach hereby approves Modification Permit No. MD2013-022, subject to the conditions set forth in Exhibit A, which is attached hereto and incorporated by reference.
2. This action shall become final and effective fourteen (14) days after adoption of this Resolution unless within the same time an appeal is filed with the Community Development Director in accordance with the provisions of the Title 20 of the Municipal Code.

PASSED, APPROVED AND ADOPTED THIS 12TH DAY OF DECEMBER, 2013.

Brenda Wisneski, AICP, Zoning Administrator

DRAFT

EXHIBIT "A"**CONDITIONS OF APPROVAL**

(Project-specific conditions are in italics)

PLANNING

1. The blade (monument) (Sign Type A) and landscape wall (Sign Type D) signs shall be in conformance with the provisions of Section III.F.4 Signs Standards for Mixed-Use and Commercial Office Blocks of the North Newport Planned Community Development Plan (PC 56), except as modified by this modification permit.
2. Locations of the signs are limited to the designated areas and shall comply with the limitations specified in the approved sign plan.
3. The signs shall be illuminated in accordance with the provisions of Section 20.42.060.H of the Newport Beach Municipal Code.
4. The applicant is required to obtain all applicable permits from the City's Building Division. The construction plans must comply with the most recent, City-adopted version of the California Building Code.
5. Modification No. MD2013-022 shall expire unless exercised within 24 months from the date of approval as specified in Section 20.91.050 of the Newport Beach Municipal Code, unless an extension is otherwise granted.
6. The project is subject to all applicable City ordinances, policies, and standards, unless specifically waived or modified by the conditions of approval.
7. This Modification Permit may be modified or revoked by the Zoning Administrator if it is determined that the proposed uses or conditions under which it is being operated or maintained is detrimental to the public health, welfare or materially injurious to property or improvements in the vicinity or if the property is operated or maintained so as to constitute a public nuisance.
8. A copy of the Resolution, including Exhibit "A" (Conditions of Approval) and approved sign plan shall be incorporated into the Building Division and field sets of plans prior to issuance of the building permits.
9. Should the property be sold or otherwise come under different ownership, any future owners or assignees shall be notified of the conditions of this approval by either the current business owner, property owner or the leasing agent.
10. The proposed three (3) monument signs (Sign Type A) shall be installed outside the sight distance triangle as determined by Standard Plan 100-L. The final placement of

these signs shall be reviewed and approved by the Traffic Engineer, prior to the building permit issuance.

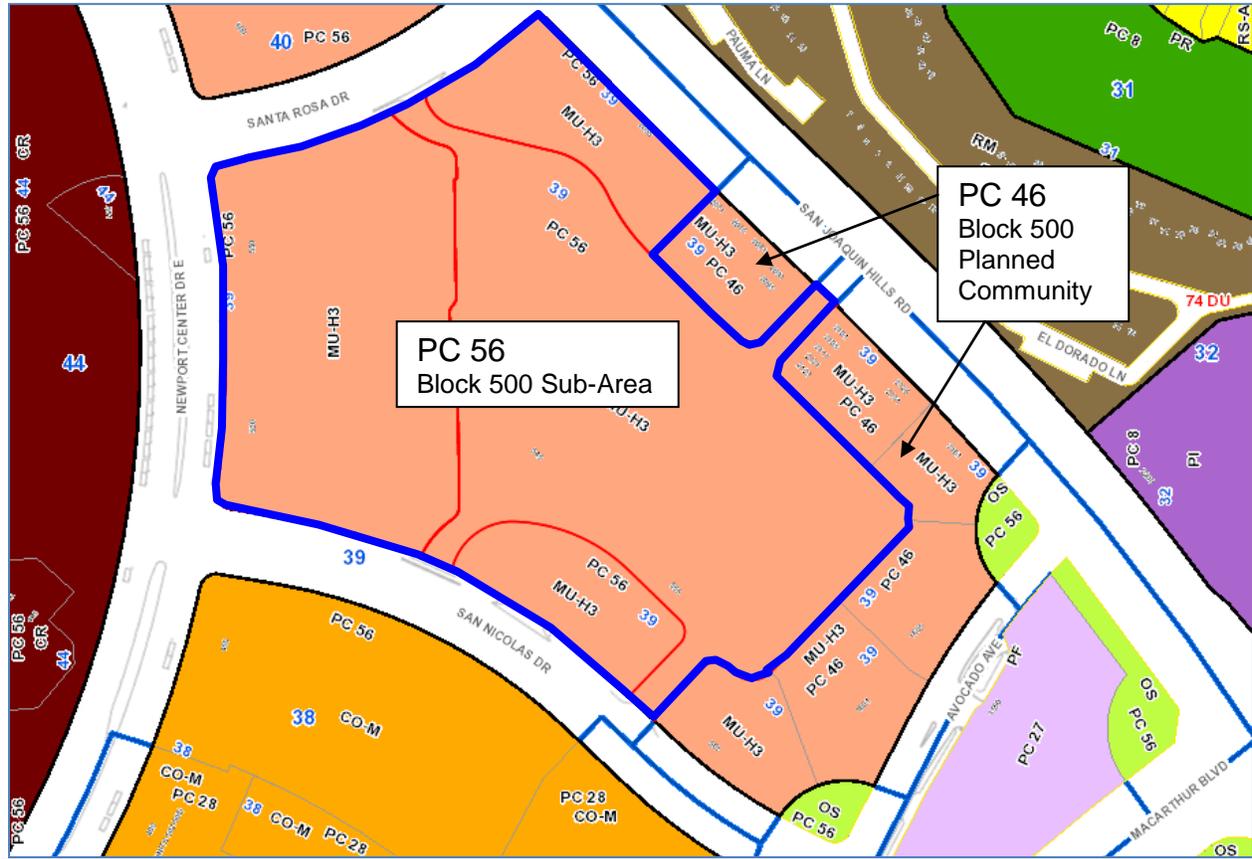
11. To the fullest extent permitted by law, applicant shall indemnify, defend and hold harmless City, its City Council, its boards and commissions, officials, officers, employees, and agents from and against any and all claims, demands, obligations, damages, actions, causes of action, suits, losses, judgments, fines, penalties, liabilities, costs and expenses (including without limitation, attorney's fees, disbursements and court costs) of every kind and nature whatsoever which may arise from or in any manner relate (directly or indirectly) to City's approval of the Block 500 Newport Center Drive Sign Modification including, but not limited to, Modification Permit No. MD2013-022 (PA2013-222). This indemnification shall include, but not be limited to, damages awarded against the City, if any, costs of suit, attorneys' fees, and other expenses incurred in connection with such claim, action, causes of action, suit or proceeding whether incurred by applicant, City, and/or the parties initiating or bringing such proceeding. The applicant shall indemnify the City for all of City's costs, attorneys' fees, and damages which City incurs in enforcing the indemnification provisions set forth in this condition. The applicant shall pay to the City upon demand any amount owed to the City pursuant to the indemnification requirements prescribed in this condition.

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Attachment No. ZA 2

Vicinity Map

VICINITY MAP



Modification Permit No. MD2013-022
PA2013-222
500, 520 and 550 Newport Center Drive

Attachment No. ZA 3

PC 56 – Section F (Signs)

North Newport Center Planned Community Development Plan

Land Uses, Development Standards & Procedures

Adopted December 18, 2007, Ordinance No. 2007-20 (PA 2007-151)

Amended November 24, 2009, Ordinance No. 2009-28 (PA 2009-111)

Amended May 24, 2011, Ordinance No. 2011-16 (PA 2011-017)

Amended August 14, 2012, Ordinance No. 2012-19 (PA 2012-020)

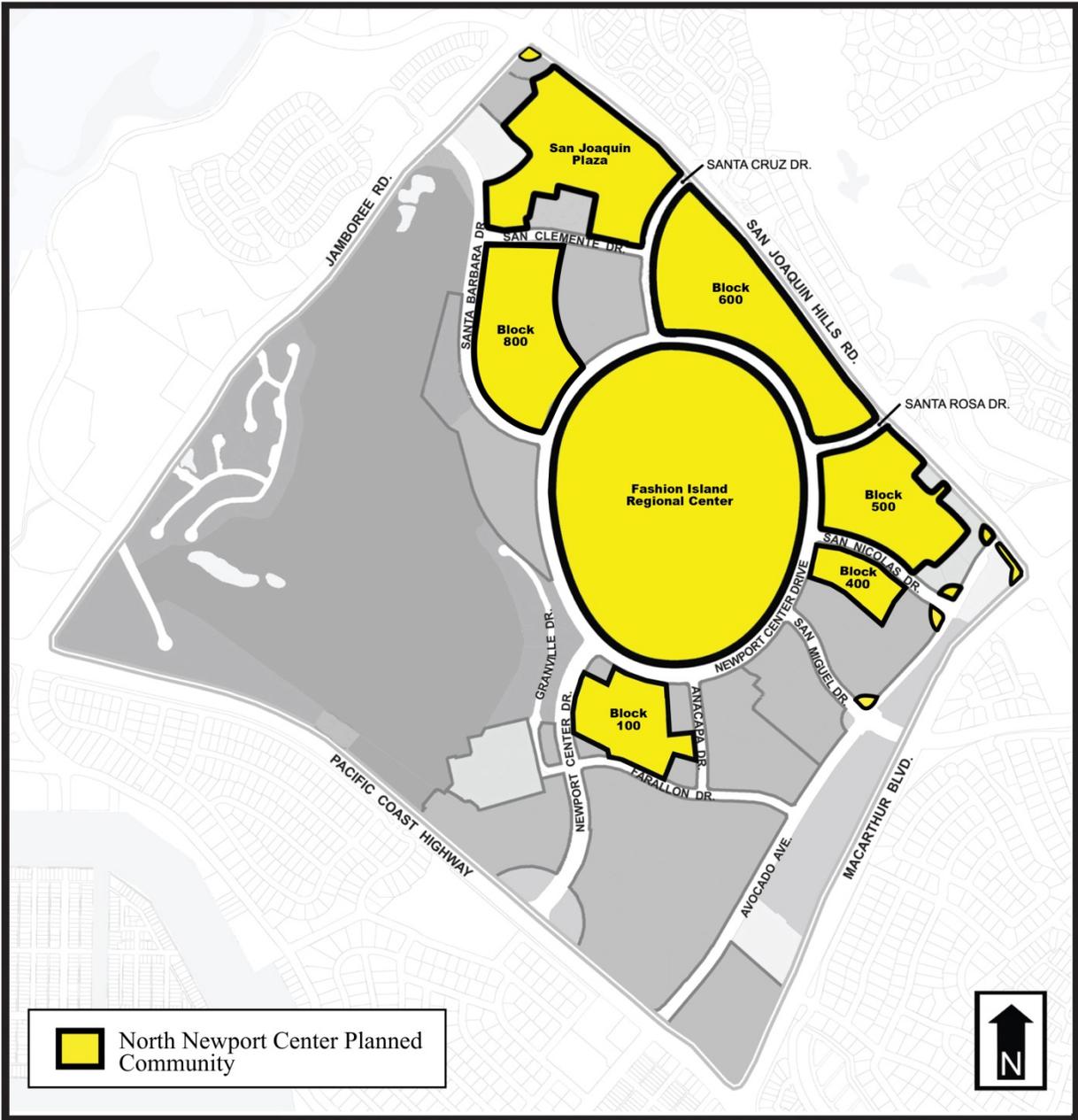


Figure 1 – North Newport Center Planned Community

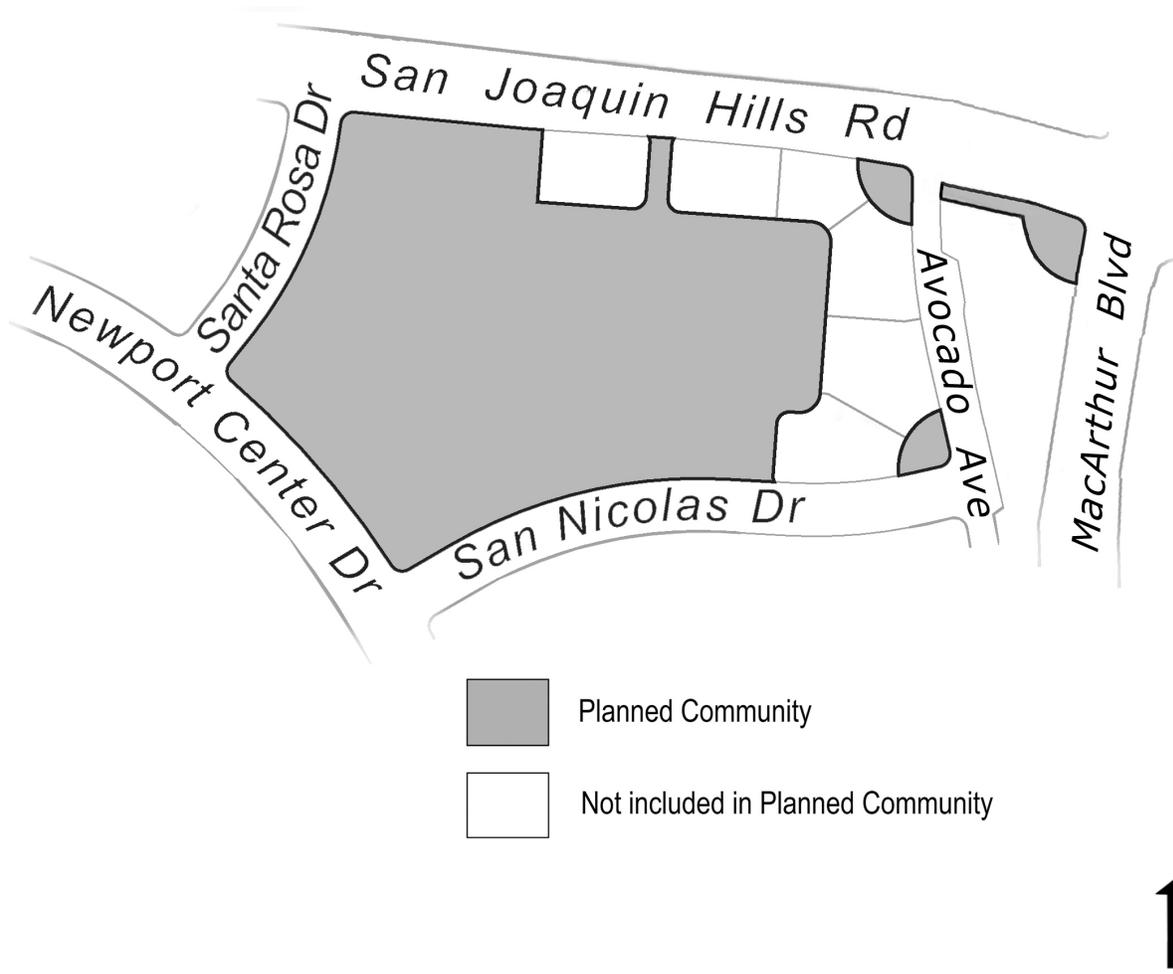


Figure 5 – Block 500 Sub-Area

D. Landscaping

Landscaping shall be installed subject to the following standards and maintained in a healthy, weed-free condition, free of litter and so as not to interfere with traffic safety

1. **Surface Parking Lot Landscaping:** Parking lots shall be landscaped at a minimum of 1 tree per 5 parking spaces. The minimum size of trees shall be 24-inch box.
2. **Water Conservation:** Satellite linked irrigation controllers or appropriate best management practices shall be incorporated into landscape design for new construction.

E. Lighting

Parking lots and walkways accessing building and parking areas shall be illuminated with a minimum maintained 0.5 foot-candle average on the driving or walking surface during the hours of operation and one hour thereafter. If the applicant wishes to deviate from this lighting standard, a lighting plan may be prepared by the applicant and submitted to the Planning Director for review and approval.

Indirect, decorative halo banding along the top of buildings is permitted.

F. Signs

1. General Sign Standards

All permanent and temporary signs in North Newport Center that are visible from public right-of-ways and public property shall be consistent with the provisions of these sign standards, unless otherwise approved by the Planning Director. All permanent and temporary signs that are not visible from public right-of-ways are not limited in quantity, size, location, or design. Sign illumination is permitted for all sign types.

Wall signs that are visible from public right-of-ways must consist of individual fabricated letters; or routed-out letters in an opaque background. Enclosed “box” or “can” signs are not permitted, unless they are logos.

All commercial uses are permitted to place at each entry an incidental sign located at or below eye level to be visible to pedestrians, and shall not exceed six square feet.

In addition to other signs permitted in this section, signs used to give direction to vehicular or pedestrian traffic are permitted. Directional signs oriented to vehicular or pedestrian traffic within internal drives or walkways of a development block are not regulated. Directional signs oriented to vehicular or pedestrian traffic in the public right of way are regulated as follows. Sign content shall not be limited. Signs shall be subject to the review of the City Traffic Engineer to ensure adequate sight distance in accordance with the provisions of the Municipal Code. Directional signs are limited to a maximum of 10 square feet in size but are not limited in quantity, location, or design. Temporary signs that are intended to be displayed for 60 days or less are permitted for purposes related to special events, holiday activities, and store openings. Detailed standards for temporary signs are contained below.

A comprehensive sign program may be prepared if the applicant wishes to deviate from the sign standards identified herein. Comprehensive sign programs shall be submitted for review and consideration in accordance with the provisions of the Municipal Code. Sign programs in place prior to this writing including the Island Hotel and Leasing Sign Programs shall remain in place.

2. Restricted Sign Types

Signs visible from public right-of-ways are subject to the following restrictions:

- a. No rotating, flashing, blinking, or signing with animation shall be permitted on a permanent basis.
- b. No signs shall be permitted which imitate or resemble official traffic signs or signals.
- c. No wind signs or audible signs are permitted.

Animated signs visible from public streets are not allowed unless otherwise permitted by the Municipal Code.

3. Sign Standards for Fashion Island

In addition to the general sign standards identified above, specific sign standards for Fashion Island are provided in Table 6, Fashion Island Sign Standards below.

Table 6 – Fashion Island Sign Standards

Sign Type	Location	Maximum Number	Maximum Sign Size	Maximum Letter/ Logo Height
Shopping Center Identification Sign	Each vehicle entry drive location	2 per entry drive (one on each side)	100 square feet 10 feet high	9 feet
Major Tenant Sign	Exterior walls or parapets of buildings	1 sign per building elevation (maximum 4 signs for each major tenant)	Determined by name of tenant; letter/logo height not to exceed 10 feet	10 feet
Freestanding Commercial	Exterior walls or parapets of buildings	1 sign per building elevation (maximum 4 signs for each building or structure)	Determined by name of tenant; letter/logo height not to exceed 3 feet	3 feet
	Monument	1 per building	50 square feet 5 feet high	4.5 feet
Tenant Sign	Exterior elevations of shopping center and parking structures facing Newport Center Drive	1 sign per tenant, per building elevation	1 square foot per each lineal foot of storefront (not to exceed 100 square feet)	10 feet
Theater Signs	Facing Newport Center Drive (exterior wall or parapet of building which theater occupies, free standing, or on adjacent parking structure)	1	300 square feet 20 feet high	Theater name: 5 feet Each show title: 3 feet high 15 feet wide
Store Address	Each entry to store	1 per store entry	6 square feet	12 inches
Entry Marker Signs	To be approved by Planning Director	7 signs	36 square feet (with 2-foot overhang) 15 feet high	2 feet

4. Sign Standards for Mixed-Use and Commercial Office Blocks

In addition to the general sign standards identified above, specific sign standards for the Mixed-Use blocks, Block 100, Block 400, and Block 800 are provided in Table 7 below.

Primary building address numbers shall be visible from the street (and/or pedestrian walkways in the case of necessity), and be located on the building so that they are visible from adjacent frontage roads

and designated parking areas, except for the buildings at 500 and 550 Newport Center Drive, which have their primary address numbers on the cubes along Newport Center Drive. Secondary address signs may be located where appropriate for on-site orientation and safety. All address signs shall have a consistent color, design, and material for any given building. A single letter style is recommended.

Table 7 – Sign Standards for Blocks 100, 400, 500, 600, 800 and San Joaquin Plaza

Sign Type	Description	Location	Maximum Number	Maximum Sign Size	Maximum Letter/Logo Height
A	Large cube or blade sign located at entries to Newport Center	Santa Rosa Drive at San Joaquin Hills Road	2 (1 per corner)	15 feet high 15 feet wide	24 inches
		Santa Cruz Drive at San Joaquin Hills Road	2 (1 per corner)	15 feet high 15 feet wide	24 inches
		Block 500: at San Joaquin Hills Road / Avocado	1	15 feet high 15 feet wide	24 inches
		Block 500: at San Nicolas / Avocado	1	15 feet high 15 feet wide	24 inches
		MacArthur Boulevard at San Joaquin Hills Road	1	15 feet high 15 feet wide	24 inches
		San Joaquin Plaza: at Jamboree / San Joaquin Hills Road	1	15 feet high 15 feet wide	24 inches
B	Small cube located along Newport Center Drive	San Nicolas Drive at Newport Center Drive	2 (1 per corner)	5 feet high 5 feet wide	5 inches
		Newport Center Drive and Santa Rosa	2 (1 per corner)	5 feet high 5 feet wide	5 inches
		Block 600: Along Newport Center Drive	5	5 feet high 5 feet wide	5 inches
		Block 800: Newport Center Drive and Santa Maria Road	1	5 feet high 5 feet wide	5 inches
C	Other Freestanding Signs	Block 100	1 per frontage	5 feet high 10 feet wide	10 inches
		Block 400: Avocado at San Miguel Along San Nicolas	2 1	5 feet high 6 feet wide	13 inches
		Between 500 and 550 Newport Center Drive	1	4 feet high 12 feet wide	18 inches
		Block 600: Along Santa Cruz Drive	2	7 feet high 22 feet wide	18 inches
		Block 800: Along Santa Barbara Drive	1	5 feet high 25 feet wide	14/24 inches
			1	3.5 feet high 10 feet wide	20 inches
		Santa Cruz Drive at Newport Center Drive	1	15 feet high 15 feet wide	24 inches
		San Joaquin Plaza: Along San Joaquin Hills Road; Santa Cruz Drive; San Clemente Drive	1 each (3 signs along San Clemente Drive)	6 feet high 12 feet wide	5 1/2 inches for Tenant ID; 18 inches for Project ID
		San Clemente Drive at Santa Cruz Drive	1	5 feet high 12 feet wide	18 inches

Sign Type	Description	Location	Maximum Number	Maximum Sign Size	Maximum Letter/Logo Height
		San Clemente Drive at Santa Barbara	1	5 feet high 16 feet wide	18 inches
D Signs mounted on landscape walls (includes ground mounted signs in front of landscaping and landscape walls)	Block 400: facing Newport Center Drive		1	Determined by name of tenant; letter/logo height not to exceed 18 inches	18 inches
	Block 500: facing Newport Center Drive		4	Determined by name of tenant; letter/logo height not to exceed 26 inches	26 inches
	Block 600: facing streets	2 facing San Joaquin Hills; 5 facing Newport Center Drive; 1 facing Santa Rosa		Determined by name of tenant; letter/logo height not to exceed 18 inches	18 inches
	Block 800: at San Clemente project entry		2	Determined by name of tenant; letter/logo height not to exceed 36 inches	36 inches
	Block 800: at San Clemente / Santa Barbara		1	Determined by name of tenant; letter/logo height not to exceed 36 inches	36 inches
	Block 800 Along Newport Center Drive		1	Determined by name of tenant; letter/logo height not to exceed 40 inches	40 inches
	E	Building Sign	On building elevation, awning or parking structure	2 per Primary Tenant 1 per Secondary Tenant 3 for restaurants	Determined by name of tenant; letter/logo height not to exceed: Primary 24 inches, Secondary 16 inches Restaurant: 40 inches high
F	Building Address	On building elevation	1 each (additional address signs may be located where appropriate for on-site orientation)	24 inches high	24 inches
G	Freestanding Building Address	Santa Rosa Drive at Newport Center Drive; San Nicolas Drive at Newport Center Drive; Santa Cruz at Newport Center Drive;	1 each	8 feet high 6 feet wide	18 inches
		San Joaquin Hills Road	2		28 inches

Sign Type	Description	Location	Maximum Number	Maximum Sign Size	Maximum Letter/Logo Height
H	Advisory Signs	Parking Lots and Entries to Parking Lots	As appropriate for safety and orientation	6 feet high	As required by Fire Department or Building Code for safety purposes
I	Drive Through Signs	Drive Throughs	1 per tenant per elevation, up to 2 on walls of structure	8 feet wide	15 inches
J	Apartment Leasing Signs	Block 800	1 per frontage	5 feet high by 3 feet wide panel on post	24 inches
K	Office Leasing Signs	Blocks 100, 400, 500, 600, 800 and San Joaquin Plaza	1 per frontage	4.5 feet high by 5 feet wide	7 inches

5. Temporary Signs

The following standards are intended to produce consistent sign design for temporary signs within Newport Center. Temporary signs are to identify a future site or project; or a facility under development or offered for lease. Temporary signs that are visible from public right-of-ways and identify new construction or remodeling may be displayed for the duration of the construction period beyond the 60-day limit. Signs mounted on a construction fence are allowed during construction and may be rigid or fabric. The top of the sign must be no greater than 20 feet above grade.

Maximum Number: One (1) temporary sign is permitted on a site for each frontage street, up to two (2) signs per building, but not at the same corner of the building.

Type: Single- or double-faced ground signs or wall signs.

Location: If ground signs, they may be parallel or perpendicular to the roadway. If wall signs, they must be located below the sill of second floor windows.

Design: Rectangular shape; rigid, permanent material; not fabric.

Mounting Technique: Flush with building; entirely on glass or entirely on a wall surface; not overlapping glass or wall surface.

Duration: Signs may exist from the time of lease or sale of the parcel until the construction and/or leasing of the facility is complete.

G. Residential Compatibility

In keeping with the purpose of Fashion Island and the Mixed-Use sub-areas, permitted uses in North Newport Center include uses and events that have the potential to generate noise. Due to the day/evening use of Fashion Island in particular, noise generating activities, lighting, odors from restaurants, and similar occurrences are produced and take place during all hours of operation. Such uses and events are required to comply with the City’s Municipal Code regulating these uses.

Disclosures shall be made to prospective buyers/tenants of residential developments that there is an expectation for noise levels higher than in typical suburban residential areas as part of the Mixed-Use concept within North Newport Center. Additionally, the disclosure shall indicate that there is an

Attachment No. ZA 4

PC 46 – Section K (Signs)

BLOCK 500
PLANNED COMMUNITY DISTRICT REGULATIONS

Adopted August 28, 1995
Ordinance No. 95-32
Amendment No. 827

Ordinance No. 2007-20
PC Resolution No. 1739
Amendment No. PD2007-003(PA2007-151)

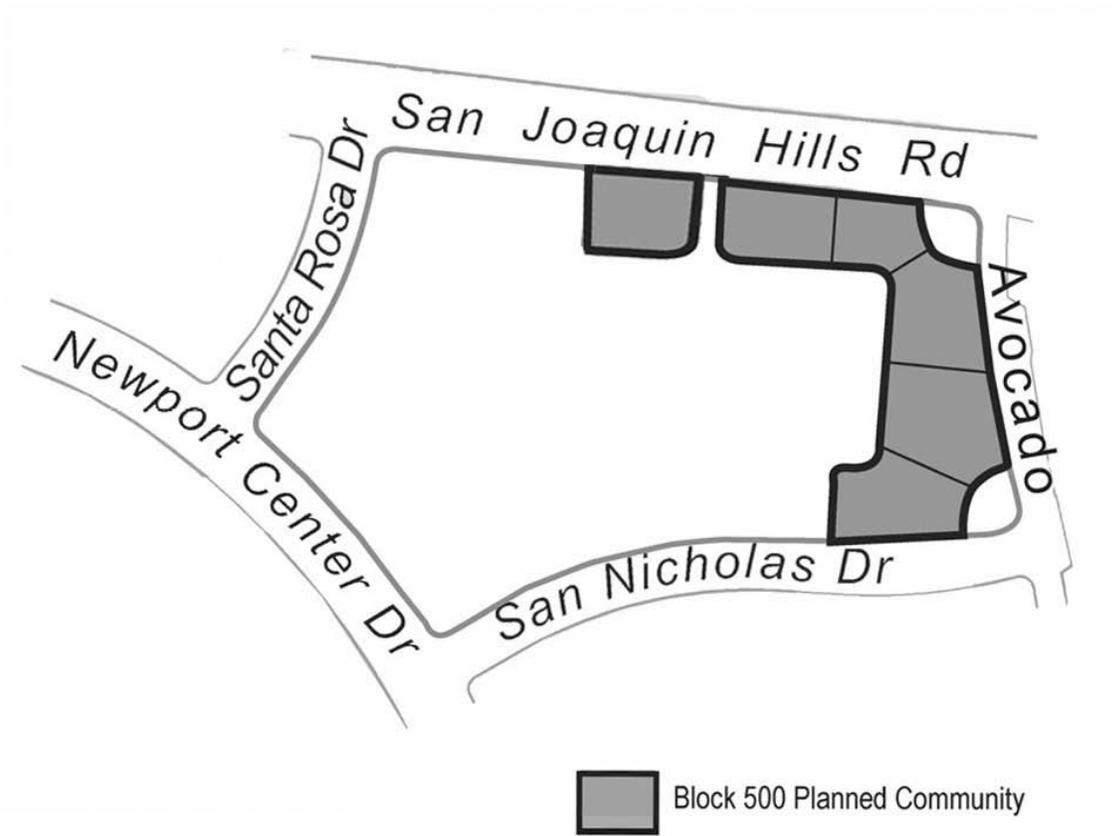


Figure 1 – Land Use Designations

Plant materials used for screening purposes shall consist of lineal or grouped masses of shrubs and/or trees.

2. Parking Areas

Trees, equal in number to one (1) per each five (5) parking stalls shall be provided in the parking area.

G. LOADING AREAS

1. Street side loading shall be allowed providing the loading dock is screened from view from adjacent streets.

H. STORAGE AREAS

1. All outdoor storage shall be visually screened from access streets, and adjacent property. Said screening shall form a complete opaque screen.
2. No storage shall be permitted between a frontage street and the building line.

I. REFUSE COLLECTION AREAS

1. All outdoor refuse collection areas shall be visually screened from access streets, and adjacent property. Said screening shall form a complete opaque screen.
2. No refuse collection area shall be permitted between a frontage street and the building line.
3. Screen areas shall not interfere with the required sight distance per City Standard Drawing No. 110-L.

J. TELEPHONE AND ELECTRICAL SERVICE

All "on site" electrical lines (excluding transmission lines) and telephone lines shall be placed underground. Transformer, terminal equipment, detector checks and fire service facilities shall be visually screened from view from streets and adjacent properties, and shall meet the requirements of City Standard Drawing No. 110-L.

K. SIGNS

1. General Sign Standards

All permanent and temporary signs must be consistent with the provisions of these regulations or be approved by the City of Newport Beach and The Irvine Company.

Signs must consist of individual fabricated letters; or routed-out letters in an opaque background. Enclosed sign, box or "can" signs are not acceptable on buildings.

Signs, including all signs visible from the exterior of any building, may be lighted, but no sign or any other contrivance shall be devised or constructed so as to rotate, gyrate, blink, or move in any animated fashion.

3. **Building Identification Signs**

Building identification signs may only be located at the ground floor level of 567 San Nicholas Drive; 18 inches max. logo/letter height; 2 locations maximum

4. **Tenant Identification Signs**

The following types of tenant identification sign are permitted:

Signs on buildings, restricted as follows:

567 San Nicholas Drive

No tenant signs are permitted on the building

Low-rise single-tenant buildings and low-rise buildings with exterior doors used by more than one tenant

Max. one (1) sign per major tenant per building elevation, up to a maximum of two (2) major tenant signs per building, but not located at the same building corner; 24 inches max. letter/logo height; 30 feet max. length; (at 2161 San Joaquin Hills Road, 28 inches max. letter/logo height)

Max. one (1) sign per minor tenant per building elevation, up to a maximum of two (2) signs per building, but not located at the same building corner; 12 inches max. letter/logo height; 15 feet max. length

Multi-tenant low-rise buildings with exterior doors for the exclusive use of individual tenants

Major tenant: max. two (2) signs per building: max. one (1) sign facing perimeter of Block 500, 24 inches max. letter/logo height, 20 feet max. length; and max. one (1) sign facing the parking lot, 12 inches max. letter/logo height, 15 feet max. length

Minor tenants: max. one (1) sign per tenant per building elevation, up to a maximum of two (2) signs per tenant; 12 inches max. letter/logo height; 15 feet max. length

Sign copy shall be restricted to identification of the person, firm, company, or corporation operating the use conducted on the site. Tenant signage exceeding the

above standards shall be limited to the interior of buildings located within a common entryway or lobby area.

5. Building Address Signs

Building address signs may be located at one or more of the following locations:

On a free-standing monument sign at 1601 Avocado Avenue; 8 inches, max. number height

On a free-standing monument sign at 1605 Avocado Avenue; 8 inches, max. number height

On a building; 24 inches, max. number height

Primary building address numbers shall be visible from the street (and/or pedestrian walkways in the case of necessity), and be located on the building so that they are visible from adjacent frontage roads and designated parking areas. Secondary address signs may be located where logical for on-site orientation.

All address signs shall have a consistent color, design, and material for any given building. A single letter style is recommended.

6. Other Signs

Advisory signs are permitted in the parking lot; 48 inches, max. height.

7. Temporary Signs

The following guidelines are intended to produce consistent sign design for temporary signs within Newport Center. Temporary signs are to identify a future site or project; or a facility under development or offered for lease.

Information on this sign is limited to:

- For Sale, For Lease, Future Home of, Building/Project Name, etc.
- Type of Name of Development
- Type and Area of Space Available
- Major Tenant or Developer
- Financial Institution
- General Contractor
- Architect
- Leasing Agent
- Occupancy Date
- Phone Number
- Irvine Company or Irvine Company Project Name and Logo

Maximum number:	One (1) temporary sign is permitted on a site for each frontage street, up to two (2) signs per building, but not at the same corner of the building.
Type:	Single- or double-faced ground signs or wall signs.
Location:	If ground signs, they may be parallel or perpendicular to the roadway. If wall signs, they must be located below the sill of second floor windows.
Design:	Rectangular shape. Rigid, permanent material; not fabric.
Mounting technique:	Flush with building: entirely on glass or entirely on a wall surface; not overlapping glass or wall surface.
Required color:	White copy on colored background; or colored copy on white background; or a combination of the above.
Longevity:	Signs may exist from the time of lease or sale of the parcel until the construction and/or leasing of the facility is complete.

Attachment No. ZA 5

Sign Plan

520 Newport Center Drive

Monument/Wall

Signage Modifications

Newport Beach, California

Project Number 11042

Design Development

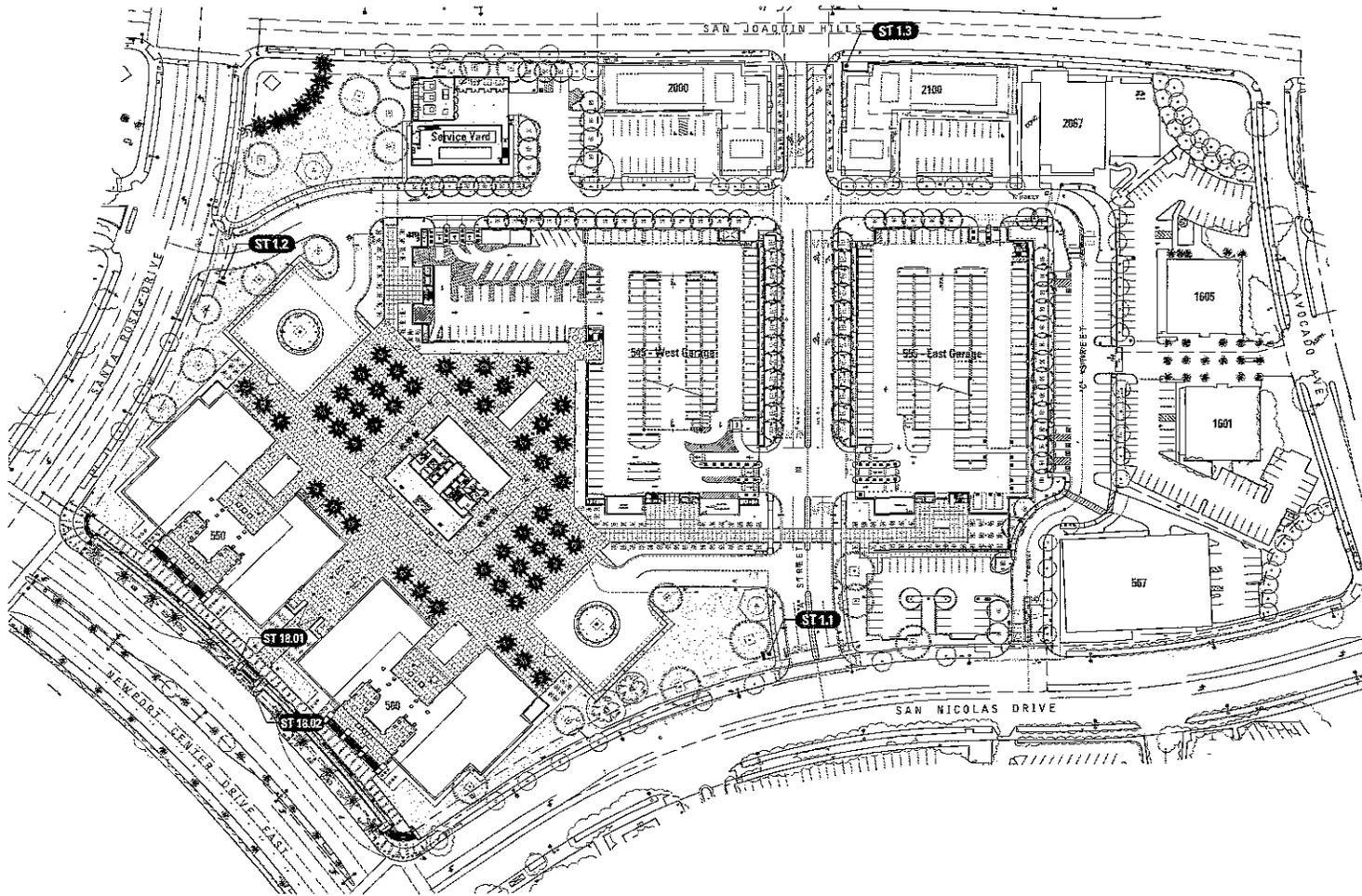
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Davies Associates

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Davies Associates, Inc.
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 **IRVINE COMPANY** | **OFFICE**
Since 1864 **PROPERTIES**



1 SITE/SIGN LOCATION PLAN

SCALE: N.T.S.

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520 Newport Center Drive
 Monument/Wall Signage
 Modifications

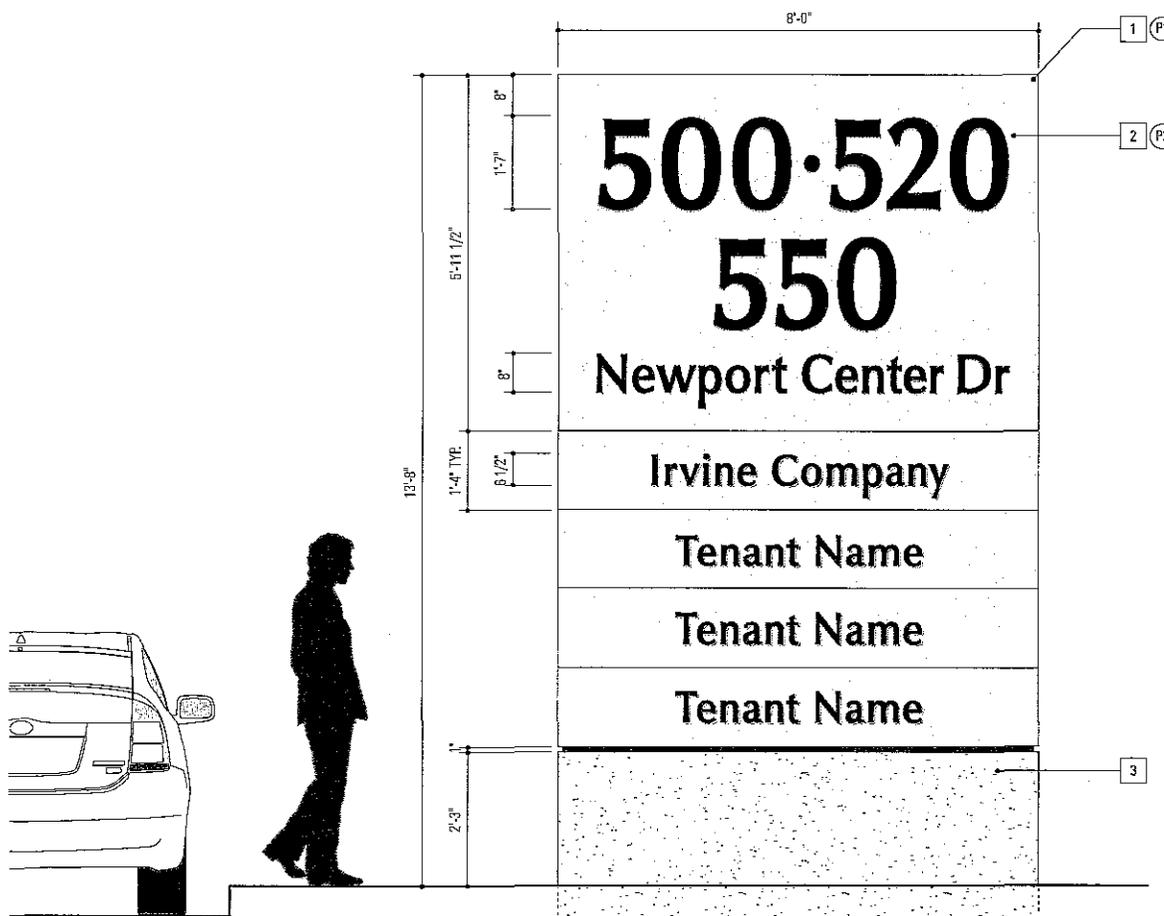
Signage and Graphics Program
 Newport Beach, California
 Project No. 11042

Irvine Company
 Office Properties

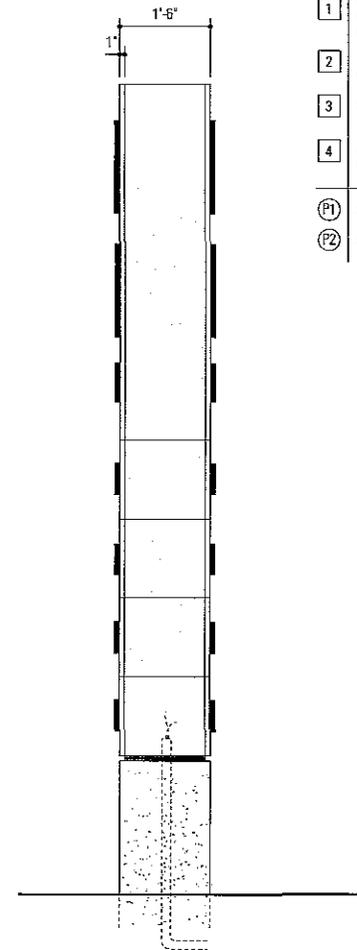
Design Development 09.17.13 KK

Sign Location Plan

GO



1 ELEVATION - SIGN TYPE 1 - SIGN NO.'S 1.1, 1.2 & 1.3 - PRIMARY MONUMENT ID - PROPOSED MODIFICATION
SCALE: 1/2" = 1'-0"



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

NOTES

SB_011 Mon_0104

- 1** FABRICATED .125 THK. ALUMINUM CABINET WITH INTERNAL ILLUMINATION, FRAME STRUCTURE AND PAINT FINISH. FACE PANELS TO BE REMOVABLE
 - 2** 1" THICK INTERNALLY ILLUMINATED DAY/NIGHT PUSH THRU GRAPHICS
 - 3** SITE CAST INTEGRAL COLOR CONCRETE BASE, COLOR AND FINISH TO BE DETERMINED
 - 4** CONCRETE FOOTING/MOWSTRIP AS REQUIRED BY FABRICATOR'S ENGINEERING CALCULATIONS
- (P1)** SATIN PAINT FINISH TO MATCH MATTHEWS 'BONE WHITE' 38A-3P
 - (P2)** SATIN PAINT FINISH TO MATCH MATTHEWS 'JET BLACK' 78A-1A



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520 Newport Center Drive
Monument/Wall Signage
Modifications

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Newport Beach, California
Project No. 11042

Irvine Company
Office Properties

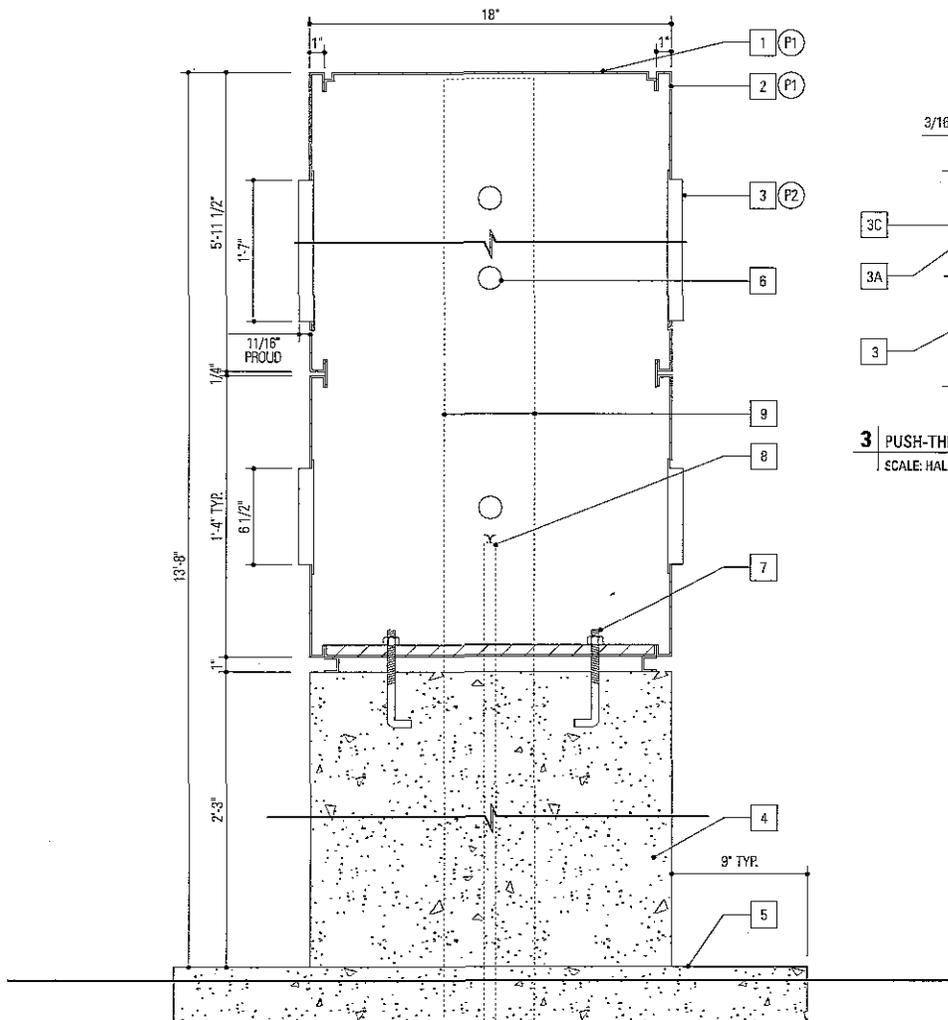
Design Development

09.17.13 KK

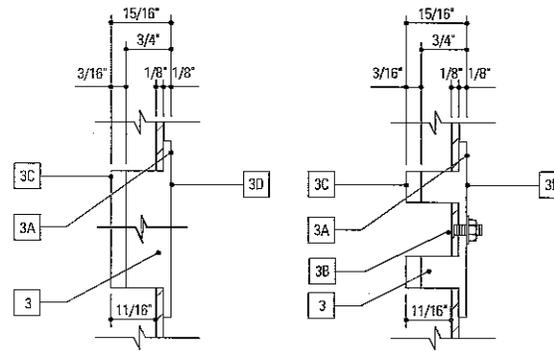
Sign Type 1

Elevations and Details

G1

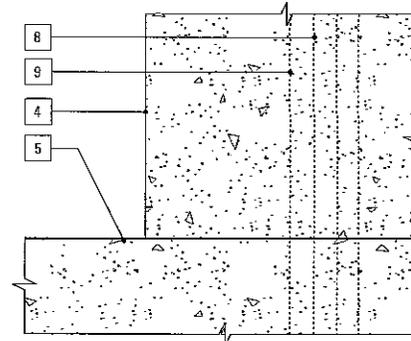


1 SIGN TYPE 1 - SECTION/DETAIL
SCALE: 1 1/2" = 1'-0"



3 PUSH-THRU LETTER SECTION
SCALE: HALF SIZE

4 LETTER COUNTER DETAIL
SCALE: HALF SIZE



2 DETAIL AT MOW STRIP
SCALE: 3" = 1'-0"

NOTES

ES08 ST 1 (11/16/2011)_rev_0001.rvt

- 1** INTERNALLY ILLUMINATED .125 THK. FABRICATED ALUMINUM SIGN CABINET WITH PAINT FINISH - WELD, GRIND, FILL AND SAND SMOOTH ALL JOINTS PRIOR TO PAINTING
 - 2** .125 THK. ALUMINUM FABRICATED 1" DEEP REMOVEABLE ADDRESS PANEL WITH PAINT FINISH AND INTERNALLY ILLUMINATED DAY/NIGHT PUSH THRU LETTERS
 - 3** 3/4" THK. CLEAR PUSH THRU ACRYLIC GRAPHICS WITH 3/16" THK. DAY/NIGHT FACES. TYPE STYLE ZAPF HUMANIST - DEMI BOLD
 - 3A** 1/8" THK. ROUTED LIP ADHERED TO BACK OF SIGN FACE WITH ADHESIVE AS REQUIRED TO PREVENT DELAMINATION AND RETAINER CLIPS TO HOLD GRAPHICS IN PLACE.
 - 3B** 1/8" THK. ALUMINUM LETTER COUNTERS TO BE MECHANICALLY FASTENED AS SHOWN IN DETAIL. 7. STUD WELDED TO BACK OF LETTER COUNTER AND ATTACHED TO BACK OF CLEAR ACRYLIC LETTERS.
 - 3C** 3/16" THK. DAY/NIGHT ACRYLIC ADHERED TO FACE OF CLEAR ACRYLIC PUSH THRU LETTER. PAINT EDGES AND ROUTED LIP OF LETTER WITH BLACK OUT WHITE AND APPLY DARK GRAY FINISH COAT TO MATCH DAY/NIGHT ACRYLIC FACE.
 - 3D** 60% WHITE TRANSLUCENT DIFFUSER FILM APPLIED TO BACK OF LETTER.
 - 4** SITE CAST INTEGRAL COLOR CONCRETE BASE. COLOR AND FINISH TO BE DETERMINED.
 - 5** CONCRETE FOOTING AS REQUIRED BY STRUCTURAL CALCULATIONS PROVIDED BY SIGN CONTRACTOR.
 - 6** H.O. T-8 FLUORESCENT FIXTURES AS REQ'D TO PROVIDE EVEN ILLUMINATION THRU DAY/NIGHT ACRYLIC GRAPHICS.
 - 7** J-BOLTS EMBEDDED IN CONCRETE BASE TO SECURE SIGN CABINET PER STRUCTURAL CALCS PROVIDED BY SIGN CONTRACTOR.
 - 8** PRIMARY ELECTRICAL SOURCE. POWER REQUIREMENT TO BE PROVIDED BY SIGN CONTRACTOR. PRIMARY ELECTRICAL SOURCE TO SIGN LOCATION TO BE PROVIDED BY OWNER.
 - 9** INTERNAL STRUCTURAL VERTICAL SUPPORT AND/OR STRUCTURAL FRAMING AS REQUIRED. DEPTH OF EMBEDMENT OF VERTICAL SUPPORT TO BE DETERMINED BY STRUCTURAL ENGINEERING CALCULATIONS PROVIDED BY SIGN CONTRACTOR
- (P1)** MATTHEWS PAINT - BONE WHITE 28A-3P - SATIN GLOSS FINISH
(P2) MATTHEWS PAINT - JET BLACK - 30132 - SATIN GLOSS FINISH

D
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Monument/Wall Signage
Modifications

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 Newport Beach, California
 Project No. 11042

Irvine Company
 Office Properties

Design Development 08.17.13 KK

Sign Type 1
Section/Detail

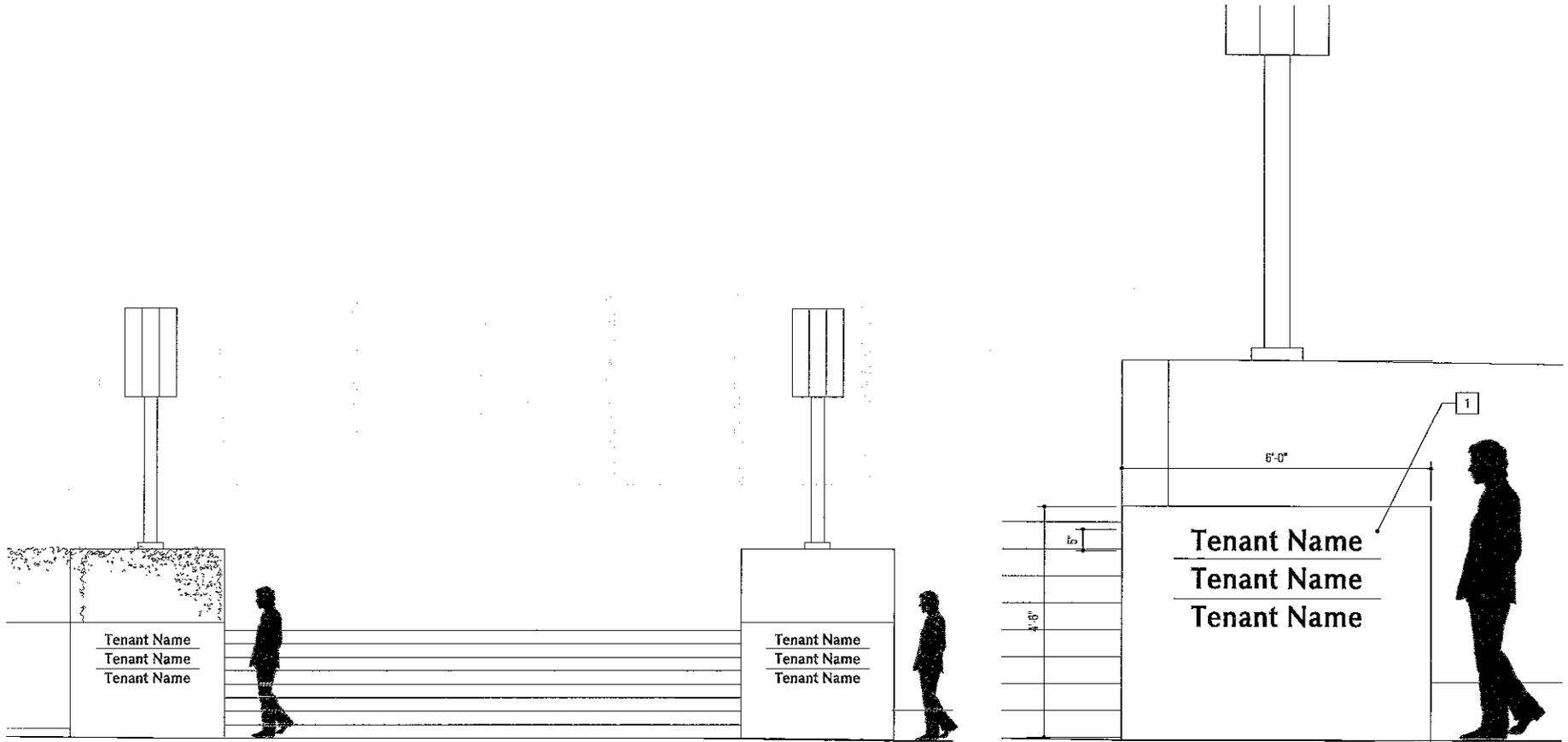
Elevations and Details

G2

NOTES

08_18_WALL

- 1 3/4" THK. FLAT CUT ALUMINUM LETTERS WITH BLACK PAINT FINISH. LETTERS TO BE PIN MOUNTED TO RETAINER WALL WITH BLIND ANCHOR STUDS WITH 3/16" STAND OFF SPACERS.



1 PARTIAL WEST ELEVATION - SIGN TYPE 18 - WALL SIGN - PROPOSED DESIGN
SCALE: 1/4" = 1'-0"

2 DETAIL - SIGN TYPE 18 - WALL SIGN - PROPOSED DESIGN
SCALE: 1/2" = 1'-0"



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Sign Type 18

Elevations and Details

G3