



## **CITY OF NEWPORT BEACH COMMUNITY DEVELOPMENT DEPARTMENT PLANNING DIVISION ACTION REPORT**

**TO:** CITY COUNCIL, CITY MANAGER AND PLANNING COMMISSION

**FROM:** Seimone Jurjis, Community Development Director

**SUBJECT:** Report of actions taken by the Zoning Administrator and/or Planning Division staff for the week ending April 6, 2018.

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### **COMMUNITY DEVELOPMENT DIRECTOR OR PLANNING DIVISION STAFF ACTIONS** (Non-Hearing Items)

**Item 1:** Comprehensive Sign Program No. CS2017-017 (PA2017-246)  
Site Address: 5000 Birch Street

Action: Approved

Council District 3

**APPEAL PERIOD:** An appeal or call for review may be filed with the Director of Community Development or City Clerk, as applicable, within fourteen (14) days following the date the action or decision was rendered unless a different period of time is specified by the Municipal Code (e.g., Title 19 allows ten (10) day appeal period for tentative parcel and tract maps, lot line adjustments, or lot mergers). For additional information on filing an appeal, contact the Planning Division at 949 644-3200.



## COMMUNITY DEVELOPMENT DEPARTMENT

### PLANNING DIVISION

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

949-644-3200

[www.newportbeachca.gov](http://www.newportbeachca.gov)

## **ZONING ADMINISTRATOR ACTION LETTER**

**Application No.**      **Comprehensive Sign Program No. CS2017-017 (PA2017-246)**

**Applicant**              **Sign Specialist Corporation**

**Site Location**        **5000 Birch Street**

**Legal Description**   **Parcel 5, Page 13, P-Book 181**

On **April 6, 2018**, the Zoning Administrator approved Comprehensive Sign Program No. CS2017-017 for the property located at 5000 Birch Street in accordance with the provisions of Chapter 20.42 (Sign Standards) of the Newport Beach Municipal Code. A Comprehensive Sign Program is required for a multi-tenant development when three or more tenant spaces are created or proposed on the same lot and to allow the following deviations from the Koll Center Planned Community (PC-15) text pertaining to the location of signs:

Ten (10) wall signs will not be not surface mounted where the Planned Community text requires all signs attached to the building be surface mounted of which:

- Two (2) Wayfinding Tower ID wall signs to be located on canopies at entry ways (Sign Type JH2); and
- Eight (8) Hanging wall signs to be hanging from the canopies (Sign Type JH3).

Besides the requested deviations, the proposed signs included in the Comprehensive Sign Program are consistent with the Koll Center Planned Community's sign standards. This approval is based on the following findings and subject to the following conditions.

### **ZONING DISTRICT/GENERAL PLAN**

- **Zone:** PC-15 (Koll Center)
- **General Plan:** MU-H2 (Mixed Use Horizontal)

### **FINDINGS AND STANDARDS FOR APPROVED SIGNS**

- A. *The project is exempt from environmental review under the requirements of the California Environmental Quality Act (CEQA) pursuant to Section 15311 Class 11 (Accessory Structures).*

Facts in Support of Finding:

1. Class 11 exempts minor structures accessory to existing commercial facilities, including signs. The proposed signs are incidental and accessory to the principal commercial use of the property and do not intensify or alter the use.

Standard:

- B. The proposed sign program shall comply with the purpose and intent of this Chapter [Chapter 20.42], any adopted sign design guidelines, and the overall purpose and intent of this Section [Section 20.42.120 – Comprehensive Sign Program].*

Facts in Support of Standard:

1. A Comprehensive Sign Program is required to deviate from development standards including sign location.
2. The proposed Comprehensive Sign Program complies with the purpose and intent of Newport Beach Municipal Code Chapter 20.42 (Sign Standards) because it provides the multi-tenant property with adequate identification while guarding against excessive proliferation of signage by requiring that signs be in substantial conformance with approved plans, which include no deviations in the number of signs permitted by the Zoning Code, and a deviation in the location of two sign types. It preserves and enhances community appearance by regulating the type, size, location, quantity, and illumination of signs through conditions of approval and conformance with approved plans, which ensure that the signs are compatible with surrounding uses. Through said regulations, the Comprehensive Sign Program will enhance the safety of motorists and pedestrians by minimizing the distraction of signs as well as to protect the life, health, property, and general welfare of residents and visitors by providing clear direction regarding tower and tenant identification as well as circulation and parking for the development.
3. The purpose of a comprehensive sign program is to integrate all of a project's signs into a unified plan. A comprehensive sign program provides a means for the flexible application of sign regulations for projects that require multiple signs in order to provide incentive and latitude in the design and display of signs, and to achieve, not circumvent, the purpose of Chapter 20.42. This approval integrates all of the signs for the subject property while meeting the purpose and intent of Chapter 20.42 by providing adequate and appropriate tenant and tower identification similar in design style while limiting the number of signs to that which is permitted in the Koll Center Planned Community text. Flexibility is allowed regarding location of signs at the canopy level, where signs are permitted to be hanging or canopy-mounted where the Planned Community text requires the signs be surface mounted. These deviations are applied consistently on the property to allow consistent design and to allow adequate wayfinding around the development.

4. The Comprehensive Sign Program is consistent with the Citywide Sign Design Guidelines Manual because the proposed signs are designed to be compatible with and complement the development.
5. All signs are designed to effectively communicate a commercial message without creating sign clutter through the use of legible text. The sizes of the signs do not dominate the façade on which they are placed because all signs comply with the Koll Center Planned Community requirements regarding size. Additionally, signs are appropriately located to identify the buildings and/or tenants to pedestrians and visitors of the development.

Standard:

- C. The proposed signs shall enhance the overall development, be in harmony with, and relate visually to the other signs included in the Comprehensive Sign Program, to the structures and/or developments they identify, and to surrounding development where applicable.*

Facts in Support of Standard:

1. The site is used by multiple tenants and the signage has been designed to improve the visibility of the primary building tenant and address to direct visitors to the property. The number and location of tenant identification signs will not contribute to an overabundance of signs that will have a detrimental effect on the office tenants within the Koll Center business park.
2. The proposed signs are necessary and adequate to ensure visitors are able to find individual tenants within the development.
3. All wall signs relate visually to one another because they contain consistency in location, area, thickness, illumination, and materials.
4. The current exterior architectural theme of the building is contemporary. Since 2016, the existing property has been undergoing improvements to its interior and exterior spaces. The proposed signs will enhance the design and character of the building.

Standard:

- D. The sign program shall address all signs, including permanent, temporary, and exempt signs.*

Facts in Support of Standard:

1. The proposed Comprehensive Sign Program addresses all project signage. Temporary and exempt signs not specifically addressed in the sign program shall be regulated by the provisions of Part IV (General Sign Requirements) of the Koll Center Planned Community (PC-15).

Standard:

- E. The sign program shall accommodate future revisions that may be required because of changes in use or tenants.*

Facts in Support of Standard:

1. The Comprehensive Sign Program has been designed to be effective for the commercial tenants that occupy the subject property by providing sign opportunities for proper identification.
2. The Comprehensive Sign Program establishes allowed type, number, location, and area of signage with flexibility to accommodate any existing and future tenants.
3. It is not anticipated that future revisions to the Comprehensive Sign Program will be necessary to accommodate a change in tenant or use. However, the Community Development Director may approve minor revisions to the Comprehensive Sign Program if the intent of the original approval is not affected.

Standard:

- F. The sign program shall comply with the standards of this Chapter [Chapter 20.42], except that deviations are allowed with regard to sign area, total number, location, and/or height of signs to the extent that the Comprehensive Sign Program will enhance the overall development and will more fully accomplish the purposes and intent of this Chapter [Chapter 20.42].*

Facts in Support of Standard:

1. The Comprehensive Sign Program allows for deviations regarding the location of signs. The approval conforms to all other standards of the Koll Center Planned Community, and enhances the overall development by integrating all of the project's signs with the overall site and structure design into a unified statement. Signs are similar in design to one another and are designed to complement the building facades.
2. There is reasonable need for Tower ID Signs (Sign Type JH2) and Hanging Signs (Sign Type JH3) to be not surface mounted to accomplish a unified design theme throughout the development.

Standard:

- G. The approval of a Comprehensive Sign Program shall not authorize the use of signs prohibited by this Chapter [Chapter 20.42].*

Facts in Support of Standard:

1. The Comprehensive Sign Program does not authorize the use of prohibited signs.

Standard:

*H. Review and approval of a Comprehensive Sign Program shall not consider the signs' proposed message content.*

Facts in Support of Standard:

1. The Comprehensive Sign Program contains no regulations affecting sign message content.

**CONDITIONS**

1. All proposed signs shall be in conformance with the approved plans, Comprehensive Sign Program Matrix Table, and provisions of the PC-15 (Koll Center Planned Community), unless otherwise indicated in the following conditions.
2. The signs shall adhere to the regulations outlined in the attached Comprehensive Sign Program Matrix Table.
3. Anything not specifically approved by this Comprehensive Sign Program is prohibited.
4. Signs shall not be located within the public right-of-way.
5. Illuminated signs shall be regulated in accordance with the provisions of Section 20.42.070 of the Newport Beach Municipal Code. If, in the opinion of the Community Development Director, existing illumination creates an unacceptable negative impact on the surrounding land uses or sensitive habitat areas, the Director may order the dimming of light sources or other remediation upon finding that the site is excessively illuminated.
6. A building permit shall be obtained prior to commencement of installation of the signs. All work shall comply with the current codes. Installation plans including, but not limited to, sign weights, and attachment details shall be provided for the Building Division at plan check review.
7. A copy of this letter shall be incorporated into the plan check sets of plans prior to issuance of the building permits.
8. The final location of signs shall be reviewed by the City Traffic Engineer and shall conform to City Standard 110-L to ensure that adequate vehicular sight distance is provided.
9. The signs shall be maintained in a clean and orderly condition.

10. The Community Development Director may approve revisions to the Comprehensive Sign Program if the intent of the original approval is not affected. Revisions that would substantially deviate from the original approval shall require approval of a new/revised Comprehensive Sign Program by the Zoning Administrator.
11. Any future revisions or changes to the signs approved by this Comprehensive Sign Program due to a change in the use or tenants of the building shall be reviewed and approved by the Planning Division, so long as the sign size, copy configuration and number of signs authorized by this approval does not substantially change or increase.
12. The Zoning Administrator may add to or modify conditions of this approval, or revoke this approval upon a determination that any sign that is authorized by this approval has been altered beyond the parameters of the authorization and therefore beyond the justification.
13. This approval was based on the particulars of the individual case and does not, in and of itself or in combination with other approvals in the vicinity or Citywide, constitute a precedent for future approvals or decisions.
14. This approval shall expire and become void unless exercised within 24 months from the actual date of review authority approval, except where an extension of time is approved in compliance with the provisions of Title 20 Planning and Zoning of the Newport Beach Municipal Code.
15. 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 5000 Birch Comprehensive Sign Program including, but not limited to, the Comprehensive Sign Program No. CS2017-017 (PA2017-246). 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.

**APPEAL PERIOD:** An appeal or call for review may be filed with the Director of Community Development or City Clerk, as applicable, within fourteen (14) days following the date the action or decision was rendered unless a different period of time is specified by the Municipal Code (e.g., Title 19 allows ten (10) day appeal period for tentative parcel and tract maps, lot

line adjustments, or lot mergers). For additional information on filing an appeal, contact the Planning Division at 949-644-3200.

On behalf of Patrick J. Alford, Zoning Administrator

By:

  
Chelsea Crager  
Associate Planner

RU/cc

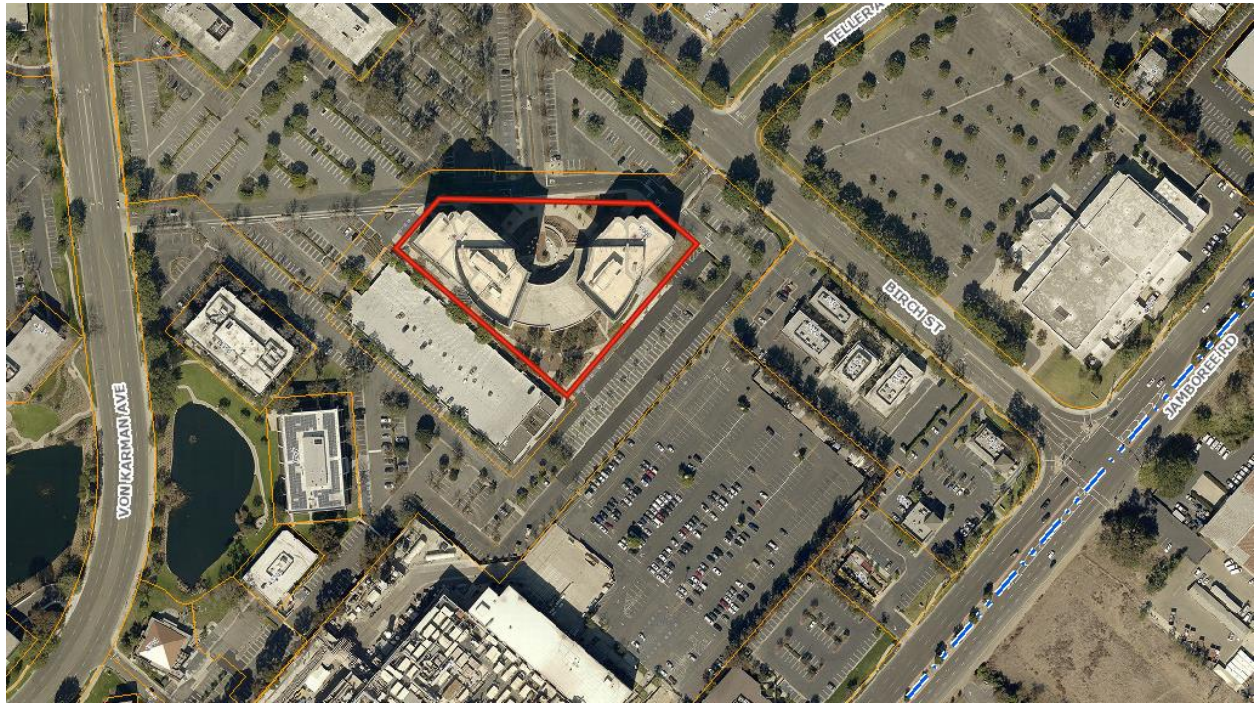
Attachments:   ZA 1 Vicinity Map  
                  ZA 2 Sign Program Matrix  
                  ZA 3 Project Plans



# **Attachment No. ZA 1**

Vicinity Map

## VICINITY MAP



Comprehensive Sign Program No. CS2017-017  
PA2017-246

**5000 Birch Street**

# **Attachment No. ZA 2**

Sign Program Matrix

Sign Type	Description	General Location	Maximum Quantity	Maximum Sign Panel Size	Logos Allowed?	Illumination Permitted?
C	Multi-Tenant Monuments	Ground Level	5	48 SF	Logotype Only	Yes
KP1	Fascia Mounted ID Signs	Building Top	4	200 SF	Logotype Only	Yes
KP2	Ground Floor Wall Signs	Eyebrow Level	6	35 SF	No	No
JH1	Address Monument	Ground Level	1	40 SF	No	Yes
JH2	Wayfinding Tower ID Signs	Canopy Level	2	35 SF	No	Yes
JH3	Hanging Signs	Canopy Level	8	35 SF	No	Yes
JH4	Tower Monument Signs	Ground Level	2	48 SF	No	Yes

# **Attachment No. ZA 3**

Project Plans

# Master Sign Program

## EXTERIOR SIGNAGE GUIDELINES

5000 BIRCH ST., NEWPORT BEACH

Prepared For :

Property Owner

**John Hancock Real Estate**

5000 Birch Street, #120  
Newport Beach, CA 92660

Contact:

Laurie Stevens

Email: [laurie\\_stevens@jhancock.com](mailto:laurie_stevens@jhancock.com)

949.385.9360

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Email: [daniel.walker@am.jll.com](mailto:daniel.walker@am.jll.com)

949.885.2970

## Governing Municipality

City of Newport Beach, CA

Planning Division

Prepared By :



**SIGN SPECIALISTS  
CORPORATION**

Designer: Helen Becerra

111 W. Dyer Rd., Unit F

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714.641.0064

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John Hancock Sign Types

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- 11 Hanging Signs (JH3)
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Introduction:

This comprehensive sign program has been created to provide design guidelines for the purpose of ensuring that tenants’ signs are harmonious with adjoining tenants. This program will be used to judge the appropriateness of proposed signage for use within this project. It will endeavor to ensure a standard of quality for design, materials and illumination of exterior signage controlled by the city and the landlord/property management. It is the intent of this comprehensive sign program to create a framework for sign design that will have a positive impact on the streetscape, as well as being legible and consistent throughout the development.

Together with the quality designed development, the project’s image will invite residents from the community as well as outlying areas to a thriving and successful business environment.

# General Requirements

## Procedure:

1. Submittal: Koll Center Newport (hereafter referred to as KCN) approved sign contractor shall submit (3) sets of detailed drawings indicating: the sign location (shown on the building elevations), the sign layout and colors, and the method of construction and installation. KCN shall review plans, and return one set of plans, approved or noted for corrections. Plans "noted for correction" must be resubmitted for final approval.

2. Upon receipt of KCN approval, applicant's sign contractor shall acquire all necessary permits from the City of Newport Beach prior to starting production. All permit fees are the responsibility of the applicant.

3. Sign construction, installation and maintenance costs shall be paid by the applicant. All non-conforming and non-maintained signage shall be corrected by the applicant within 30 days of KCN notification. Any corrections not corrected in the 30 day period shall be corrected by KCN, and billed back to the applicant at the full cost incurred.

4. Sign contractor shall provide copies of Worker's Compensation and General Liability Insurance prior to starting the sign installation.

5. Each signage submittal shall be reviewed on an individual basis, and approved or rejected based on the guidelines set forth in this Comprehensive Sign Program. Final approval to be at KCN discretion pending City of Newport Beach sign permit approval.

## Requirements:

6. The standard signage norm in the property shall be as provided herein. Logos will be allowed on a case by case basis to be determined by the KCN and the City of Newport Beach.

## 7. Prohibited Signage Guidelines:

- a. No animated, flashing or audible signs.
- b. No exposed lamps or neon tubing.
- c. No exposed crossovers and/or conduit.
- d. No painted wall lettering or graphics.
- e. No signage design prohibited by City or State Law.

8. Any additional signage requirements & limitations not covered in the Comprehensive Sign Program shall fall under review of the City of Newport Beach general signage criteria.

9. Signage herein may be installed, replaced & removed over time as conditioned by tenant lease terms & change of ownership.

10. Signs which have received City Permits, although non-conforming to this Comprehensive Sign Program, shall be allowed to remain until they are notified by the KCN of a time frame for being removed.

11. Signs shall be restricted to advertising only the person, firm, company or corporation operating the use conducted on the site or the products sold thereon.

12. A wall sign with the individual letters applied directly shall be measured by a rectangle around the outside of the lettering and/or the pictorial symbol and calculating the area enclosed by such line.

13. All signs attached to the building shall be surfaced mounted.



# Sign Type Chart

SIGN TYPE	SIGN-SPECIFICATION PAGE	DESCRIPTION	GENERAL LOCATION	MAX. QUANTITY	MAX. SIGN PANEL SIZE	MAX. LETTER HEIGHT	LOGOS ALLOWED?	ILLUMINATION PERMITTED?
C	5	Multi-Tenant Monuments	Ground Level	5*	48 sq. ft.	8"	LOGOTYPE ONLY	YES
KP1	6	Fascia Mounted ID Signs	Building Top	4	200 sq. ft.		LOGOTYPE ONLY	YES
KP2	8	Ground Floor Wall Signs	Eye brow Level	6	35 sq. ft.		NO	NO
JH1	9	Address Monument	Ground Level	1	40 sq. ft.		NO	YES
JH2	10	Wayfinding Tower ID Signs	Canopy Level	2	35 sq. ft.		NO	YES
JH3	11	Hanging Signs	Canopy Level	8	35 sq. ft.		NO	YES
JH4	14	Tower Monument Signs	Ground Level	2	48 sq. ft.		NO	YES

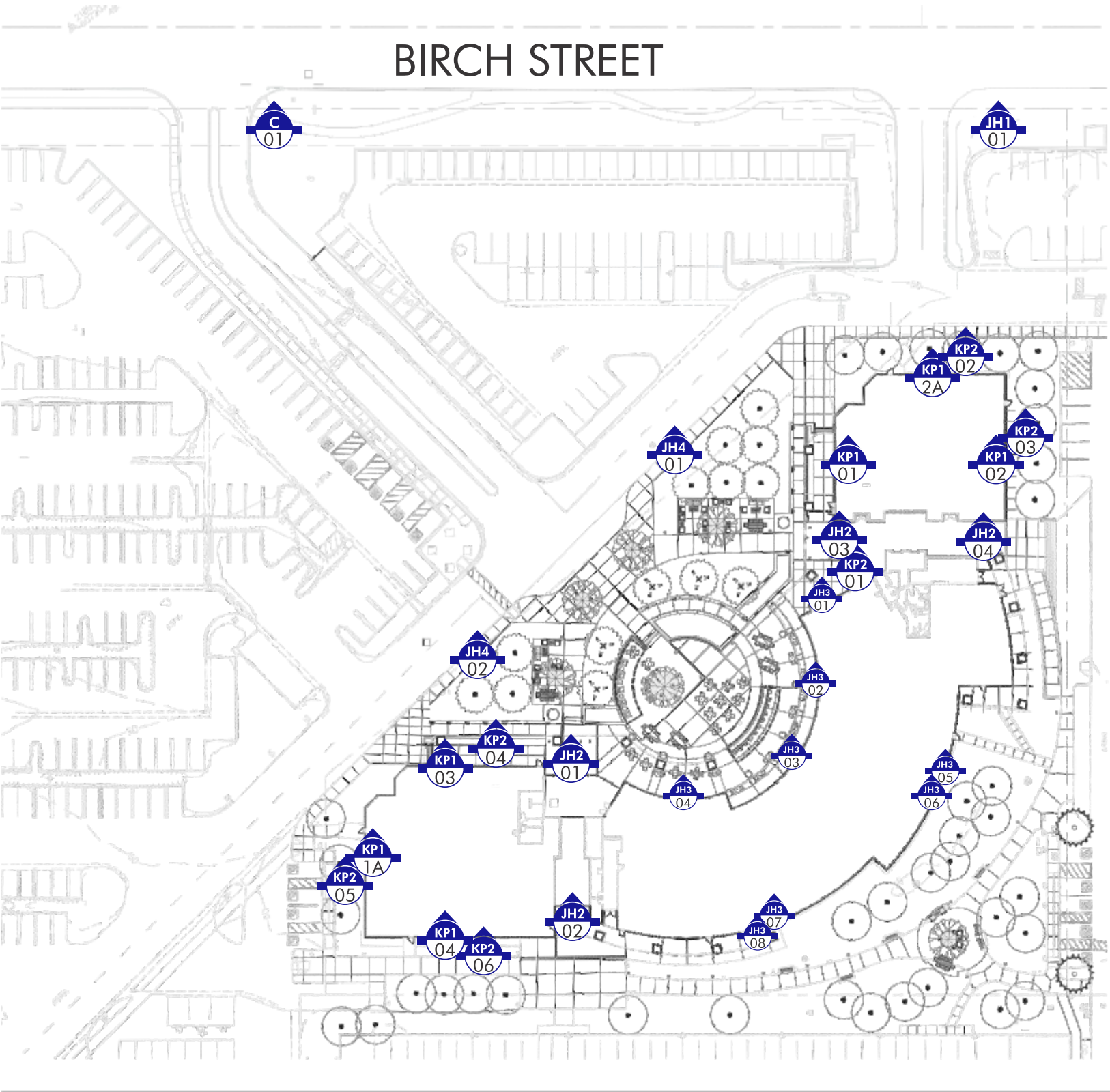
\*Five (5) monuments permitted for entire KCN property, of which minimum one (1) monument must be dedicated to 5000 Birch

# Site Plan

LOCATION  
5000 Birch  
Newport Beach, CA 92660

LEGEND

- Multi-Tenant Monument
- Existing
- Fascia Mounted ID Signs
- Available
- Available
- Available
- Available
- Available  
(in lieu of  
KP-01 or KP-02)
- Available  
(in lieu of  
KP-03 or KP-04)
- Ground Floor Wall Signs
- Existing
- Available
- Existing
- Available
- Available
- Available
- Address Monument
- Proposed
- Wayfinding Tower ID Signs
- Proposed
- Proposed
- Proposed
- Proposed
- Hanging Signs
- Existing
- Available
- Available
- Existing
- Available
- Available
- Available
- Available
- Tower Monument Signs
- Proposed
- Proposed

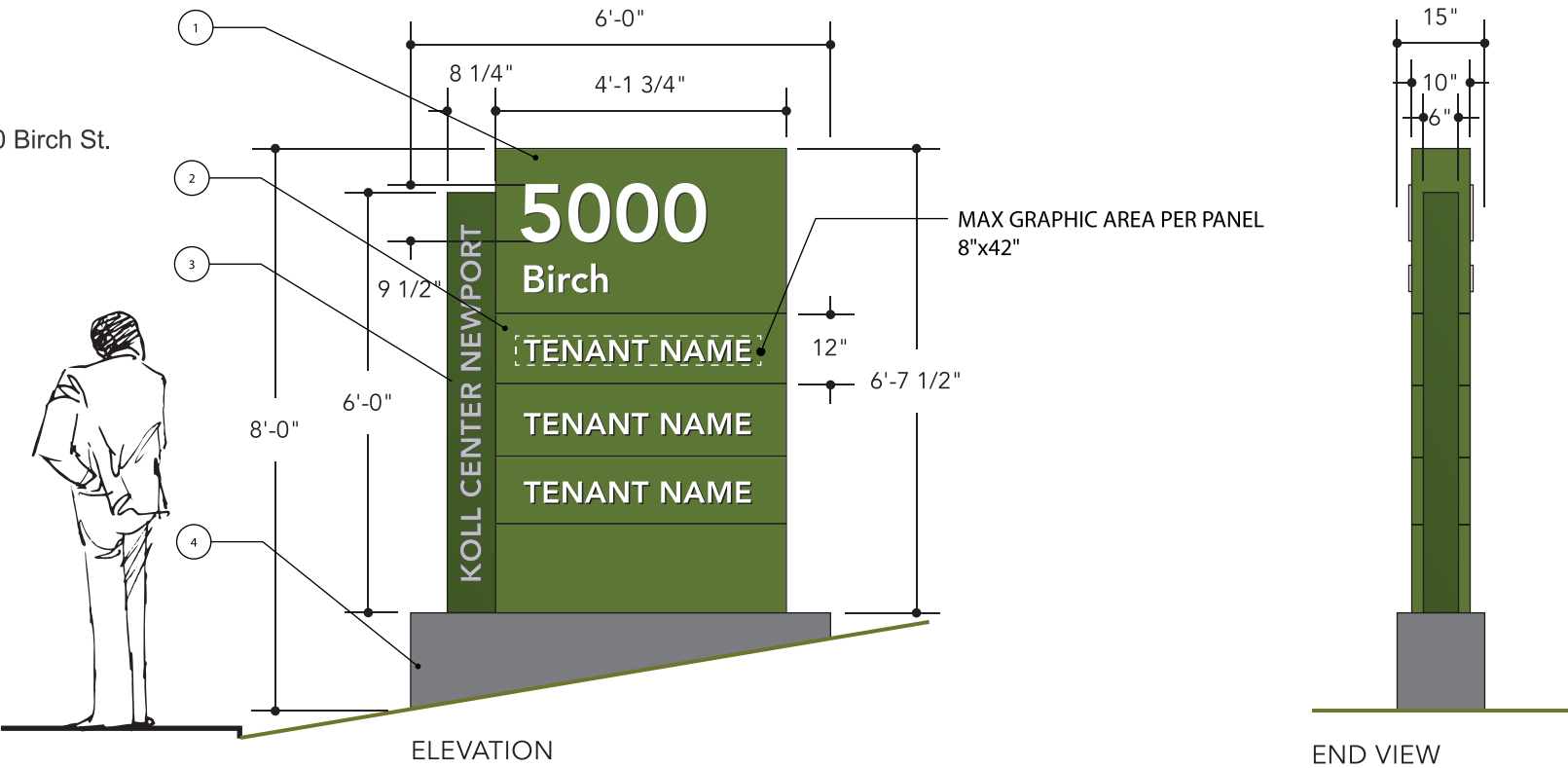


# Sign Type C - Multi-tenant Monument



LOCATION  
5000 Birch  
Newport Beach, CA 92660

PURPOSE	To serve as tenant identification for specific buildings in the project.
MAXIMUM NUMBER	5 permitted for entire KCN property. At least 1 monument to be dedicated to 5000 Birch St.
LOCATION	Behind property line & outside site distance triangles.
ORIENTATION	Perpendicular to street.
SIGN COPY	Project name, Address and Tenant Names.
SIDES	Double-sided.
MAX. SIGN AREA & SIZE	Width: 6'-0" Height: 8'-0" Graphic Area: 48 SF
SIGN CONSTRUCTION	Smooth, durable, non-weathering materials: Concrete, Painted Aluminum, Stainless Steel, Acrylic. All hardware shall be of made of nonferrous metals.
ILLUMINATION	Internally illuminated in a manner that lights only the sign copy. Illumination of sign background is prohibited. Lighting shall be designed so as not to cause glare to motorists. Exposed neon and exposed raceways are prohibited.
LOGO	Tenant Logotype is allowed for nationally recognized brand and is subject to Owner approval. No symbols are allowed.
LETTERSTYLE	Avenir or Tenants logotype.
COLORS	Dark color concrete, brushed stainless steel, white and Project green colors.



NOTES:		FINISH SCHEDULE	
1.)	ILLUMINATED ALUMINUM CABINET WITH 1/2" PUSH-THRU WHITE ACRYLIC LETTERS FACES CABINET TO BE PAINTED PROJECT MED. GREEN.	3.)	ILLUMINATED ALUMINUM CABINET WITH 1/2" PUSH-THRU LETTERS WITH BRUSHED STAINLESS STEEL FACES CABINET TO BE PAINTED PROJECT DARK GREEN
2.)	CHANGEABLE ILLUMINATED ALUMINUM TENANT PANS WITH 1/4" PUSH-THRU WHITE ACRYLIC LETTERS FACES CABINET TO BE PAINTED PROJECT DARK GREEN.	4.)	CONCRETE BASE - INTEGRAL COLORS TO BE DARK GREY AND MEDIUM GREY W/ EUROTARD #8 FINISH. 8 NATURAL CONCRETE MOW STRIP (IF IN SOD).
		MP 00479	Matthews Ultra-low VOC Satin "Extra Virgin"
		MP 00795	Matthews Ultra-low VOC Satin "Dufflebag Green"
		7328	Acrycast Translucent Acrylic "White"
		#4	14 Gauge Stainless Steel (Horizontal Grain)



# Sign Type KP1 - Fascia Mounted ID Sign

LOCATION  
5000 Birch  
Newport Beach, CA 92660

Fascia mounted identification signs limited to two (2) facades for each building and structure.  
No sign shall exceed an area equal to one and one-half (1 1/2) square feet of sign for each one (1) foot of lineal frontage of the building or store. However, no sign shall exceed two hundred (200) square feet in area per face.

Tenant name may be displayed in no more than two (2) out of the three (3) permitted locations (see Site Map) per building.  
Limit of **one** (1) entity permitted per structure.

Internally illuminated standard channel lettering.  
No raceways or wire-ways permitted.

Colors permitted: White only

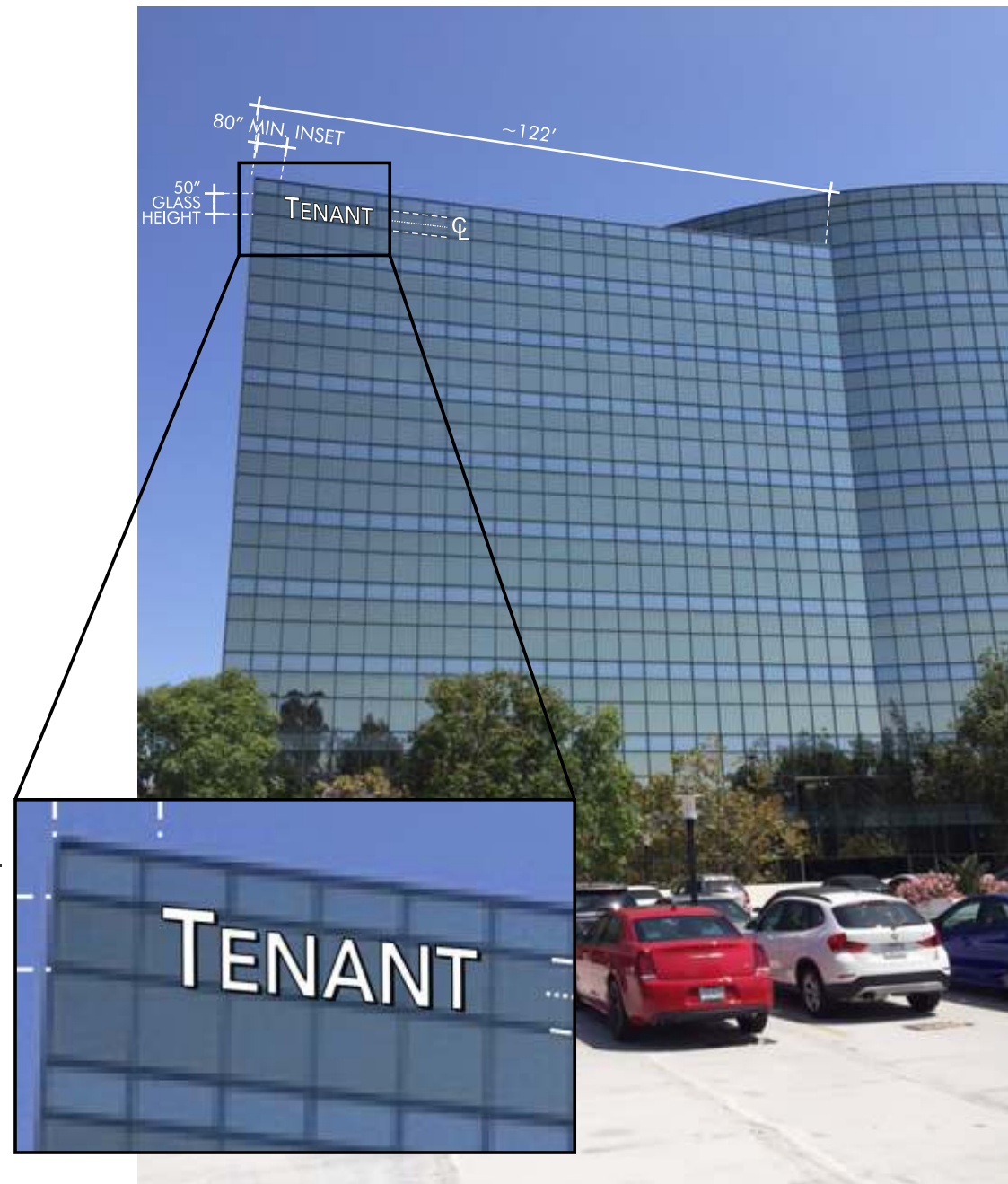
Font: Avenir or tenant's choice. Logotype permitted.  
Logos not permitted.

Signs to be justified to outer edge of facade, minimum of 80" from the edge. Sign height to fit within 50" glass panel height on (second row of panels from roof) and centered vertically on panel.

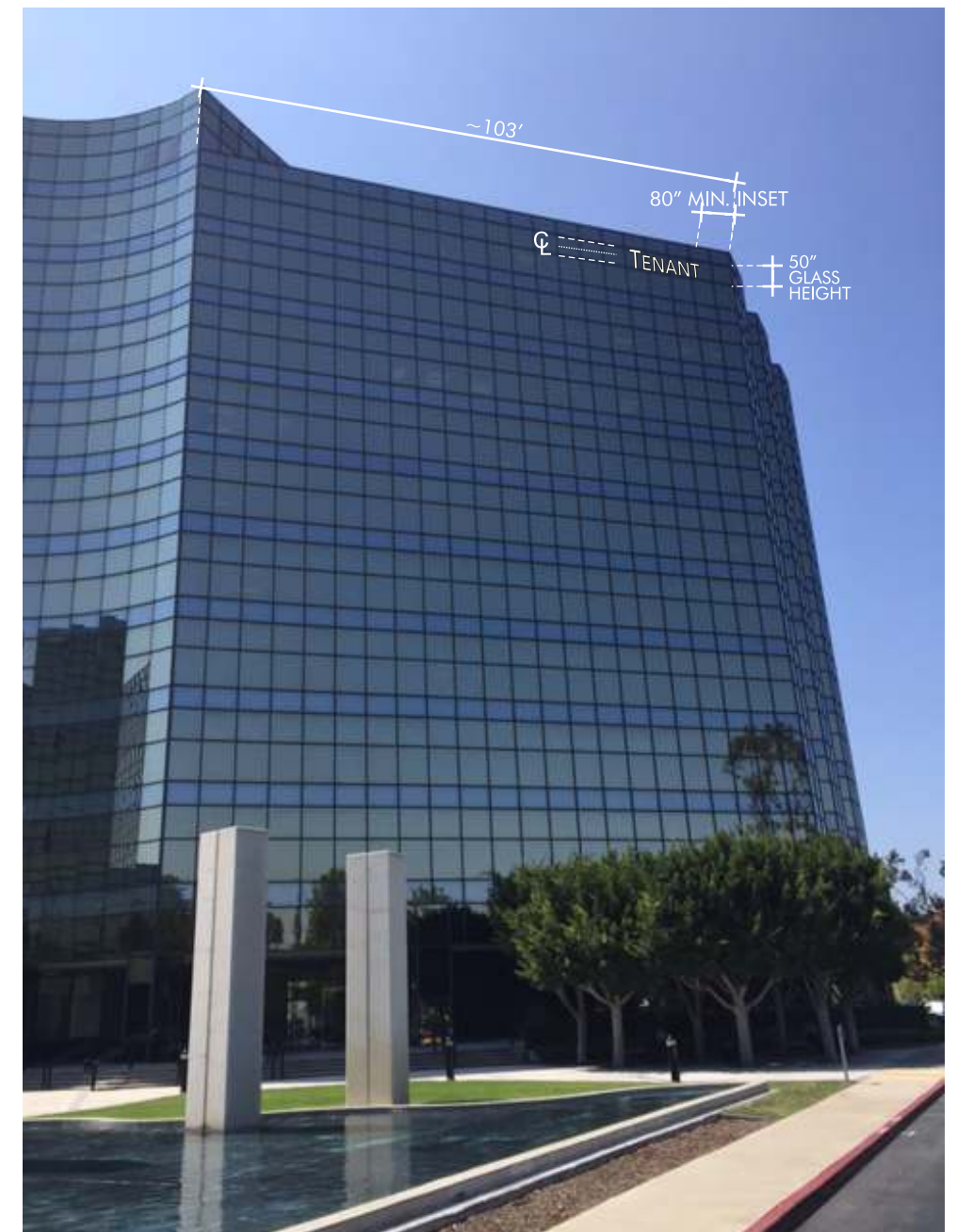
Diagram shown as example only, actual proposed design to be submitted to landlord for approval prior to installation.

## FINISH SCHEDULE

7328  Acrycast Translucent Acrylic  
"White"



SOUTH SIDE (WEST TOWER)



NORTH SIDE (WEST TOWER)

# Sign Type KP1 - Fascia Mounted ID Sign



## Attachment Detail - NTS

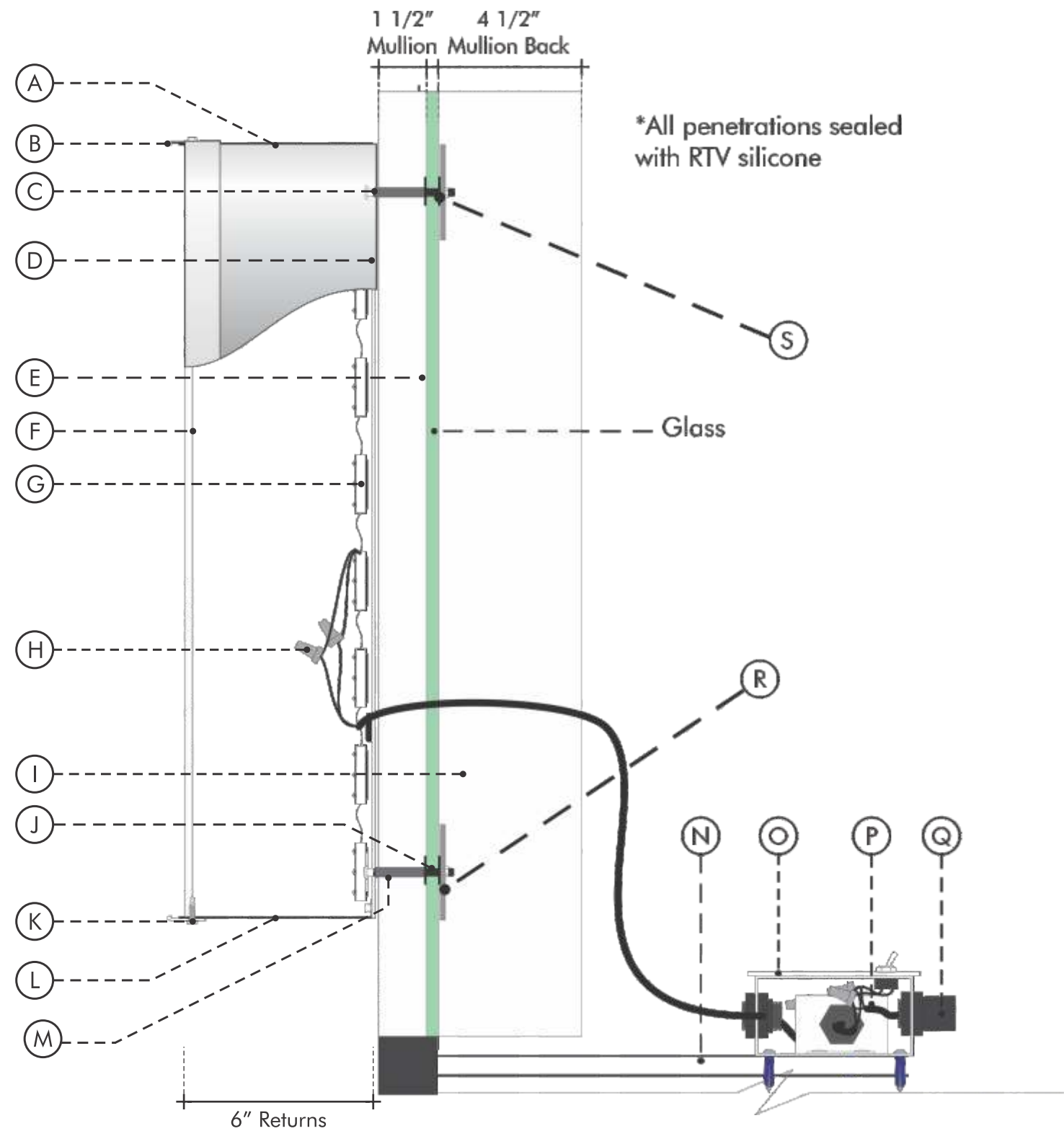
- (A) .040" thick aluminum returns, painted white to match face.
- (B) Trim Cap.
- (C) 1/4"-20 x 4" screws with washers and hex nuts (min. 4 sets per character).
- (D) .063" thick white enamel-coated aluminum backer.
- (E) Building glass ( See Attached Spec )
- (F) 3/16" thick translucent matte white acrylic face.
- (G) Class 2 LED lighting (5000K).
- (H) Wire nut connection from secondary feed to LEDs (Class 2 low voltage).
- (I) Secondary feed (Class 2 low voltage) from power supply to letter.
- (J) 3/8" Fastner
- (K) #8 x 1/2" screws (min. 4 per character).
- (L) Drain holes (min. 1 per lowest point(s) per character).
- (M) 1 5/8" Projection Spacer
- (N) Interior ceiling structure.
- (O) 12v power supply with aluminum service box and disconnect switch.
- (P) Primary to power supply.
- (Q) To dedicated circuit: AC 100-240V 50/60Hz.
- (R) Bearing Plate
- (S) Neoprene Gasket

### FINISH SCHEDULE

- 7328 Acrycast Translucent Acrylic "White"
- LVS 202 White Matthews Ultra Low VOC Satin Paint to match acrylic

Note:  
Signs are intended to be installed in accordance with the installation instructions provided with the sign sections and the NEC. Authorities having jurisdiction are responsible for the ultimate decision to approve an installation. All work to comply with 2010 California Building codes and 2008 California Energy Efficiency Standards for sign lighting.

All electrical components UL listed.





# Sign Type KP2 - Ground Floor Wall Sign



LOCATION  
5000 Birch  
Newport Beach, CA 92660

In no event shall an identification sign placed on a wall comprise more than ten (10) percent of the area of the elevation upon which the sign is located. Said signs shall be fixture signs. Signs painted directly on the surface of the wall shall not be permitted.

The following exceptions apply to Professional and Business Offices and Retail and Service Center uses only. In the instance of a multiple tenancy building, each individual business may have signing in addition to permitted Building Identification signs (6)

Each individual business shall be limited to one (1) sign per frontage not to exceed two (2) signs per business. Limit of **two** (2) entities per structure.

Said signs shall not be located above the ground floor fascia. No sign shall exceed an area equal to ten (10) percent of the business face upon which it is located. However, no sign shall exceed thirty-five (35) square feet in area.

("Business face" is defined as the linear foot distance of the frontage of the unit/building occupied by the business)

In no event shall there be more than three (3) permitted ground floor wall signs per building for Professional and Business Offices.

Colors permitted: White only  
Font: Avenir Bold (All letters to be uppercase only).  
Letter height must equal 15".  
Maximum 28' horizontal length.  
Logos & logotypes not permitted.  
Illumination not permitted.



PHOTO OF EXISTING (non-compliant)



RENDERING OF COMPLIANT TENANT NAME (30.5 SQ. FT.)

FINISH SCHEDULE		
LVS 202	<div></div>	Matthews Ultra Low VOC
White		
		Satin Paint

# Sign Type JH1 - Address Monument

LOCATION  
5000 Birch  
Newport Beach, CA 92660



PURPOSE: To serve as address identification.

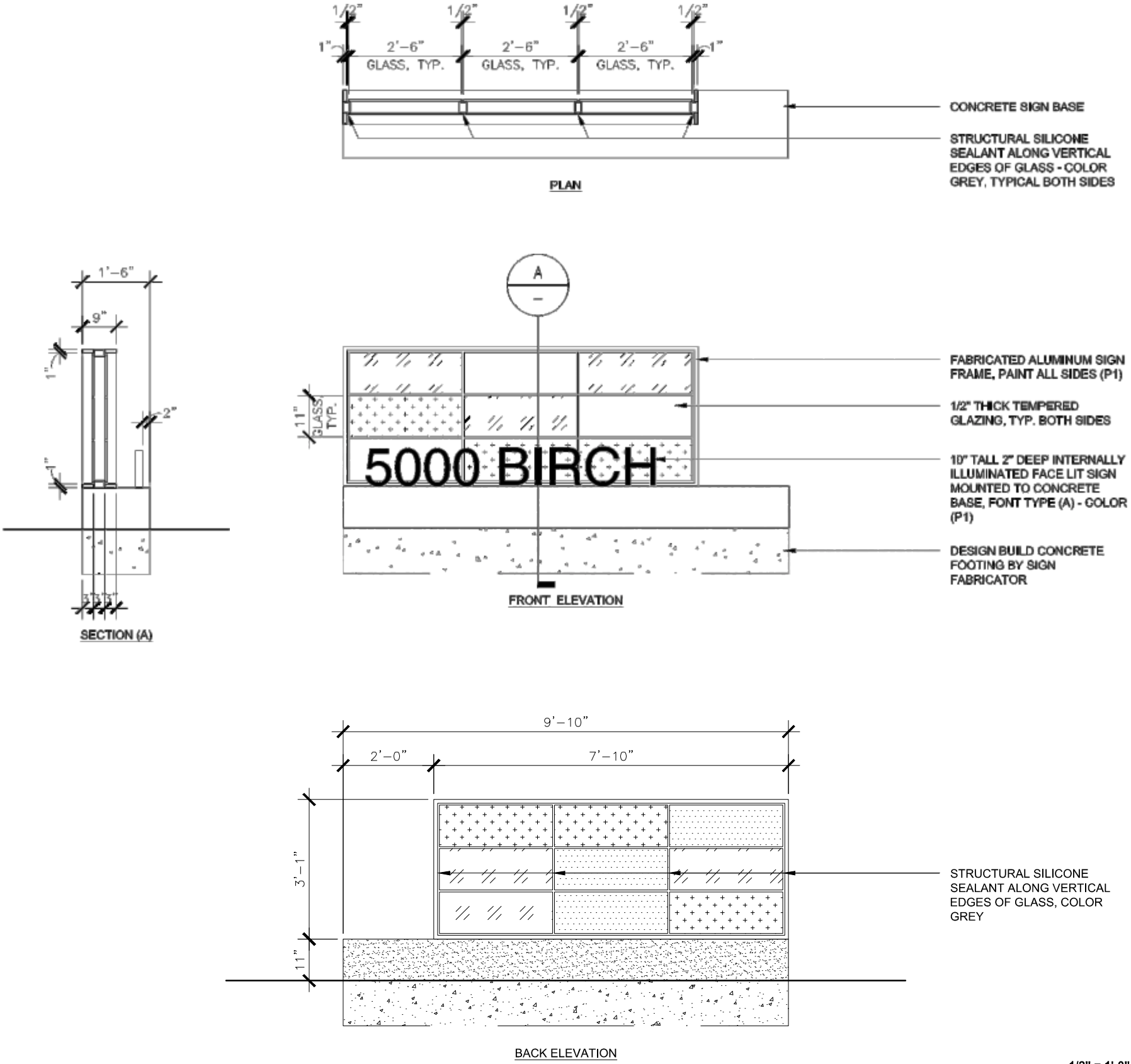
LOCATION: Behind property line & outside site distance triangles.

ORIENTATION: Perpendicular to street.

SIGN COPY: Address

MAX. SIGN AREA & SIZE: Width: 10'-0", Height 4'-0", Area: 40 sq.ft

SIGN CONSTRUCTION: Smooth, durable, non-weathering materials.  
All hardware shall be made of nonferrous metals.



- NOTES:
- 1. **COLORS:**
    - (P1) = MATTHEWS PAINT - (MP18073 'PALE SILVER METALLIC')
  - 2. **FONT TYPE:**
    - (A) = AVENIR
  - 3. ALL CONSTRUCTION ATTACHMENT/CONSTRUCTION METHODS TO BE HIDDEN
  - 4. INTERNAL ILLUMINATION TO BE LED

- LEGEND:
- 1/2" SOLARBAN 60 CLEAR
  - 1/2" SOLARBAN 60 SOLARBLUE
  - 1/2" SOLARBAN 60 PACIFICA



# Sign Type JH2 - Wayfinding Tower ID Signs



LOCATION  
5000 Birch  
Newport Beach, CA 92660

Maximum of two (2) signs, none to exceed 35 sq.ft.

Approx. 2' high non-illuminated channel letters (with returns and backs).  
Mounted to canopy (engineering required).  
One (1) on each canopy (1 total) of East Tower and one (1) on each canopy (1 total) of West Tower.

FINISH:  
Brushed, long-grain, stainless steel with horizontal grain direction.

Font permitted: Avenir



## FINISH SCHEDULE

Brushed Long-grain  Stainless Steel

RENDERING FOR PURPOSE OF MSP  
FINAL DESIGN TO BE DETERMINED



# Sign Type JH3 - Hanging Signs

LOCATION  
5000 Birch  
Newport Beach, CA 92660

Maximum of eight (8) signs, none to exceed 35 sq.ft.

Two (2) signs permitted to be mounted to upper canopy and two (2) signs permitted to be mounted to lower canopy on both front and back sides.

Standard front-lit, internally illuminated channel lettering (with returns and backs) suspended from overhead ceiling mount and unitized with wireway.

Upper canopy lettering not to exceed 18"H  
Lower canopy lettering not to exceed 15"H

Colors permitted: White & Stainless Steel.  
No logos allowed.  
Font: Avenir

NOTE:  
Signs to be fabricated from aluminum only.  
Stainless steel look to be achieved using aluminum finishes. Total sign weight not to exceed 100lbs.

FINISH SCHEDULE

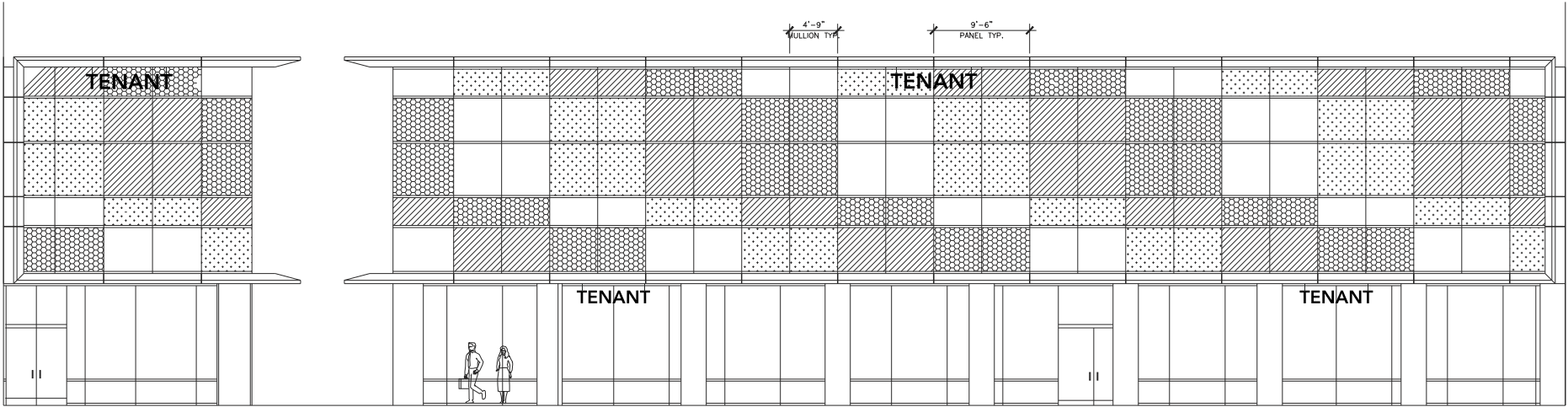
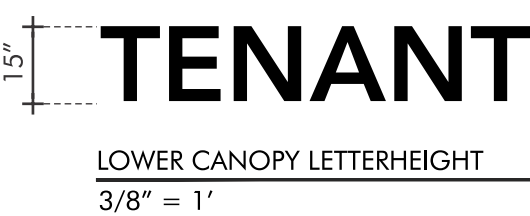
Brushed Long-grain		Stainless Steel
LVS 202 White		Matthews Ultra Low VOC Satin Paint to match acrylic



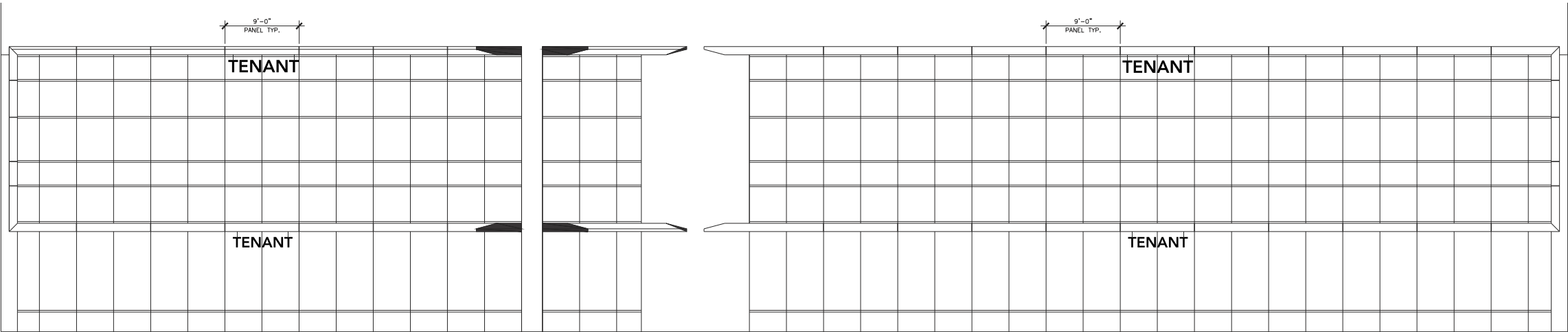
# Sign Type JH3 - Hanging Signs



LOCATION  
5000 Birch  
Newport Beach, CA 92660



FRONT CURTAIN WALL - PROPOSED SIGN LOCATIONS  
SCALE : 1/16" = 1'



BACK CURTAIN WALL - PROPOSED SIGN LOCATIONS  
SCALE : 1/16" = 1'

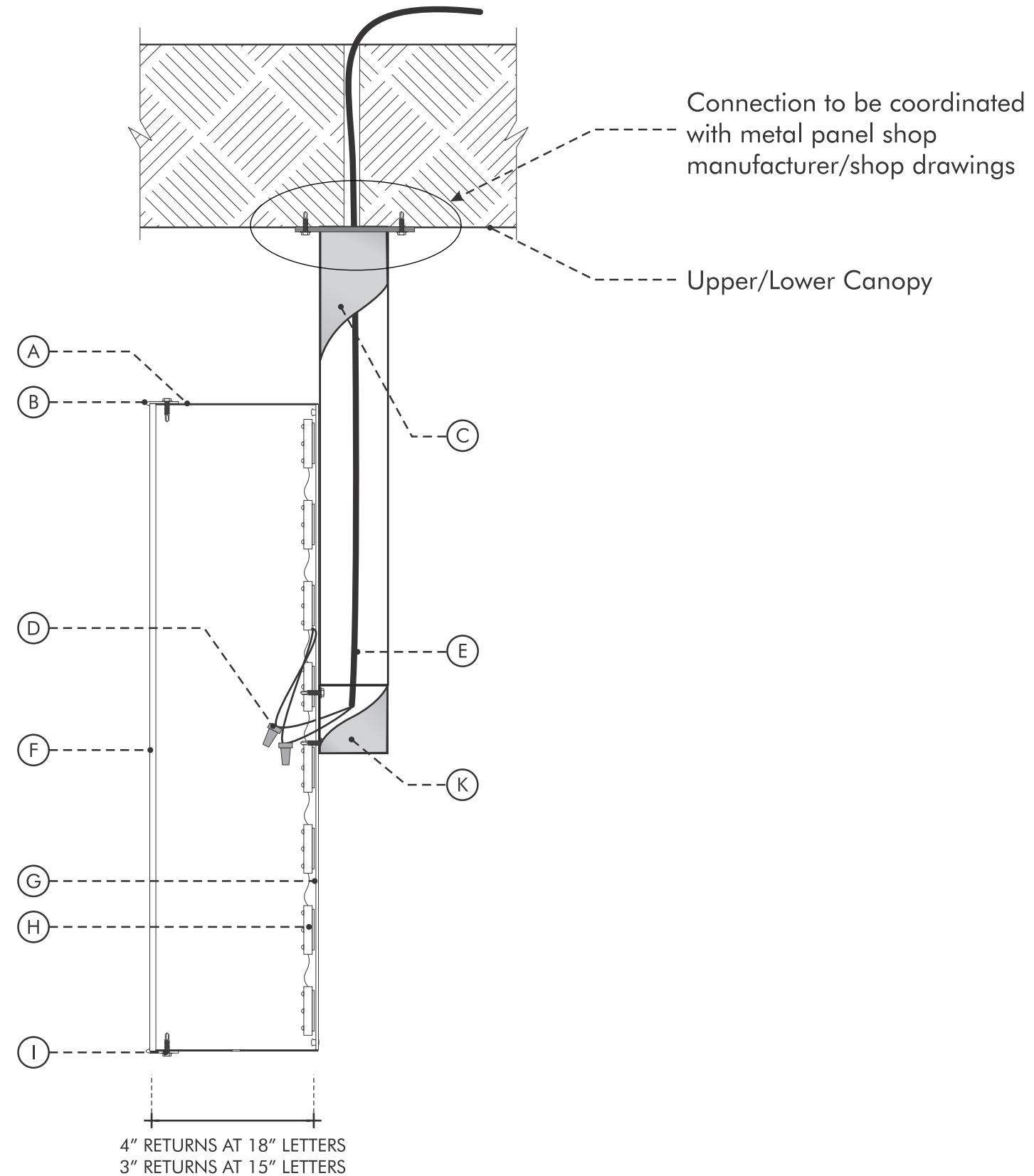
# Sign Type JH3 - Hanging Signs

LOCATION  
5000 Birch  
Newport Beach, CA 92660



## Fabrication/Installation Detail

- (A) 5" deep, .040" thick aluminum returns.
- (B) Trim Cap.
- (C) Aluminum mounting tube, minimum size as allowed per structural calculations. Welded to standard galvanized flange bases on both ends.
- (D) Wire nut connection from secondary feed to LEDs (Class 2 low voltage).
- (E) Secondary feed (Class 2 low voltage) from power supply to letter.
- (F) 3/16" thick translucent acrylic face.
- (G) .063" thick white enamel-coated aluminum backer.
- (H) Class 2 LED lighting.
- (I) #8 x 1/2" screws (min. 4 per character).
- (J) Drain holes (min. 1 per lowest point(s) per character)
- (K) Wireway fabricated from 2" aluminum square tube.





# Sign Type JH4 - Tower Monument Signs



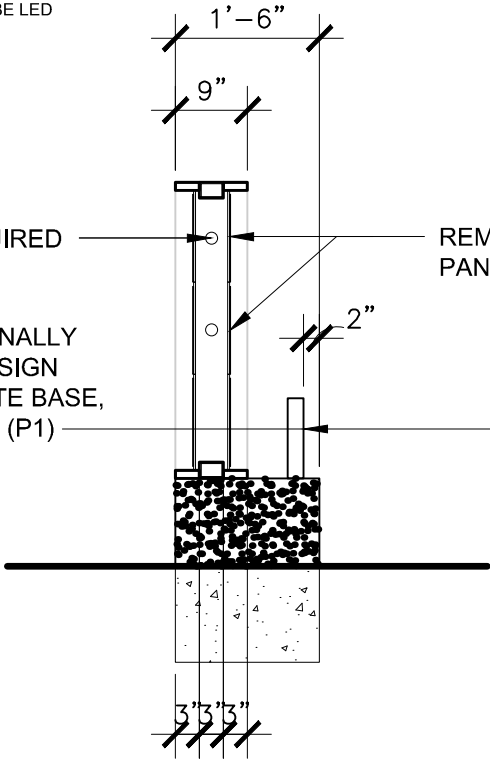
LOCATION  
5000 Birch  
Newport Beach, CA 92660

PURPOSE	To serve as tenant identification for 5000 Birch.
MAXIMUM NUMBER	2
LOCATION	See site map
MAX SIGN AREA	48 SQ. FT.
MAX SIGN HEIGHT	4 FT
SIGN CONSTRUCTION	Smooth, non-weathering materials. All hardware shall be made of non-ferrous metals.
ILLUMINATION	Internal LED illumination.
LOGO	Tenant logo not allowed
LETTERSTYLE	Avenir

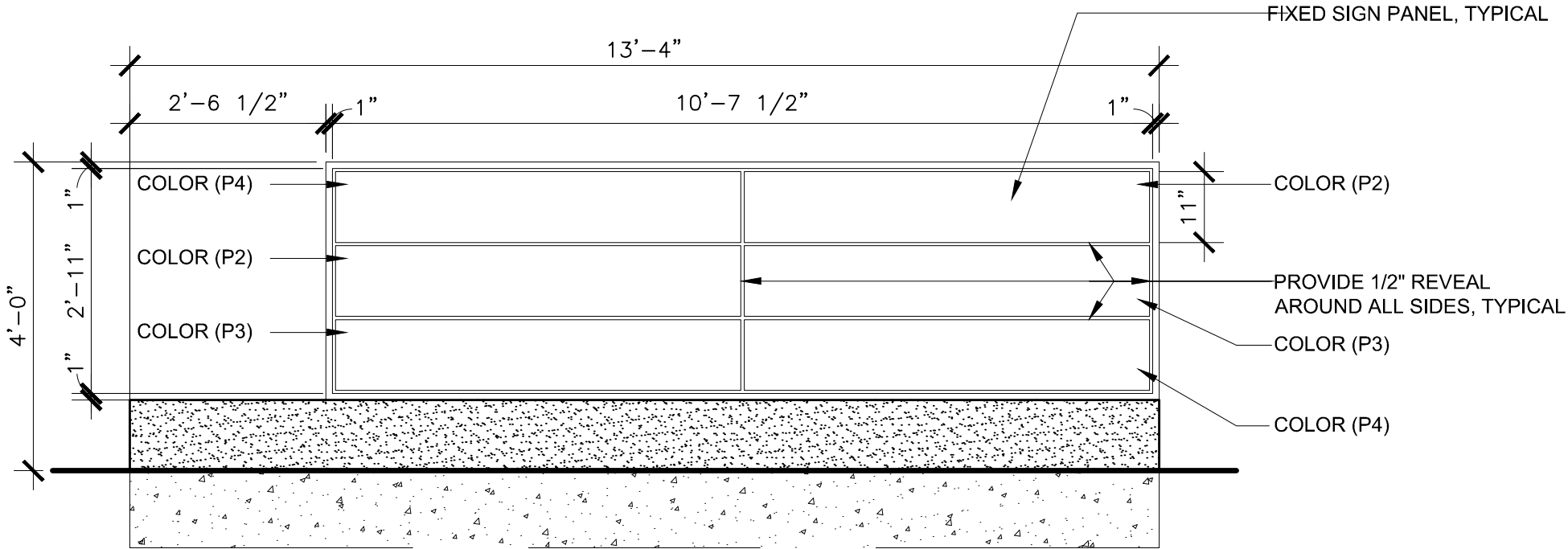
- NOTES:
- COLORS:
    - (P1) = MATTHEWS PAINT - (MP18073 'PALE SILVER METALLIC')
    - (P2) = MATTHEWS PAINT - (MP05659 'FIORD BLUE')
    - (P3) = MATTHEWS PAINT - (MP06679 'TEAL EDGE')
    - (P4) = MATTHEWS PAINT - (MP02783 'LAS PALMAS BLUE')
    - (P5) = MATTHEWS PAINT - (MP32071 'WONDER WHITE')
  - FONT TYPE:
    - (A) = AVENIR
  - ALL CONSTRUCTION ATTACHMENT/CONSTRUCTION METHODS TO BE HIDDEN
  - INTERNAL ILLUMINATION TO BE LED

PROVIDE INTERNAL ILLUMINATION AS REQUIRED

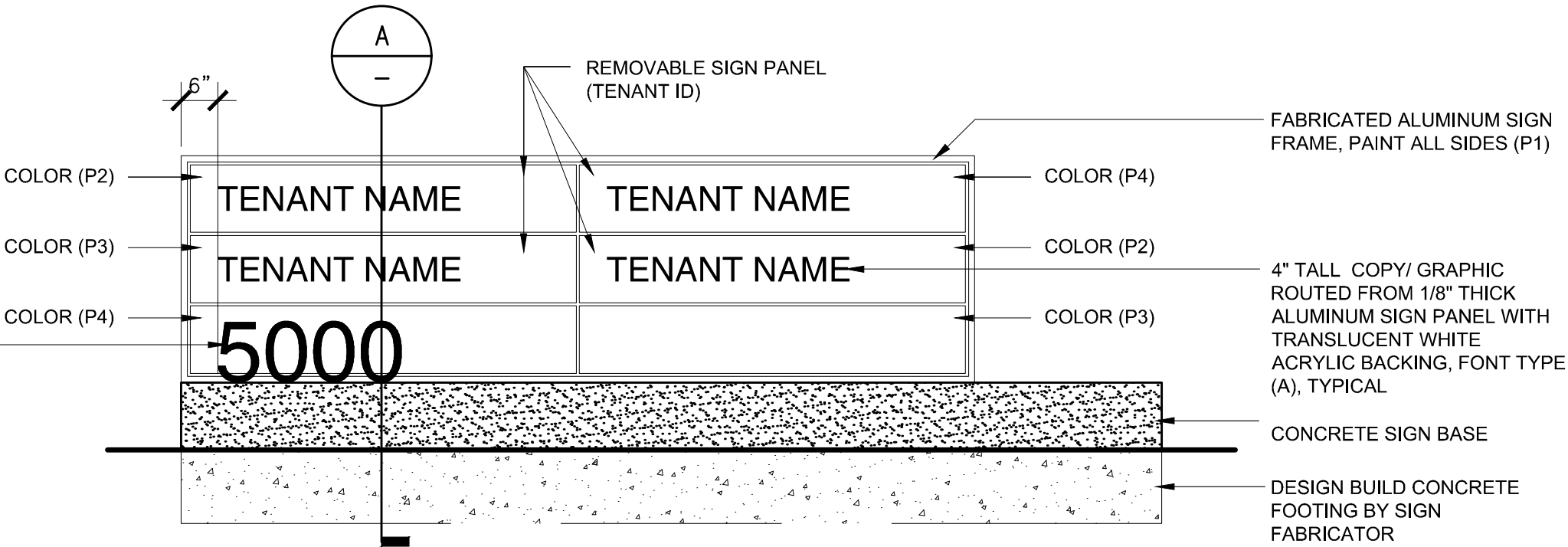
10" TALL 2" DEEP INTERNALLY ILLUMINATED FACE LIT SIGN MOUNTED TO CONCRETE BASE, FONT TYPE (A) - COLOR (P1)



SECTION (A)



BACK ELEVATION (NO TENANT ID)



FRONT ELEVATION (NO TENANT ID)

1/2" = 1'-0"

# Rendering

LOCATION  
5000 Birch  
Newport Beach, CA 92660





# Rendering

LOCATION  
5000 Birch  
Newport Beach, CA 92660

