



# City of Costa Mesa

## Inter Office Memorandum

TO: CITY COUNCIL, PLANNING COMMISSION  
CC: TOM HATCH, JAY TREVINO, AND PEGGY SCHNEBLE  
FROM: WILLA BOUWENS-KILLEEN, ZONING ADMINISTRATOR  
DATE: MAY 4, 2017  
SUBJECT: ZONING ADMINISTRATOR DECISION(S)

This is to advise you of the following decision(s) made by the Zoning Administrator within the last week. Project descriptions have been kept brief for this notice. 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-17-04                      2925 AIRWAY AVENUE, SUITE A**

Minor conditional use permit to deviate from shared parking requirements for an indoor, all ages, baseball academy containing 5 batting cages with unique operating characteristics. Proposed hours of operation are: Monday through Thursday: 2 PM - 9 PM; Friday: 2 PM - 8 PM; and Saturday: 10 AM - 4 PM.

Approved, subject to conditions of approval.

Comments received: None.

**ZE-78-109 A6  
[ZA-17-17]                      650 TOWN CENTER DRIVE**

Sixth amendment to Planned Signing Program (ZE-78-109) for Center Tower to allow an increased sign height for a monument sign on the corner of Town Center Dr. and Park Center Dr. The new monument sign will be 18'-7" tall (measured from grade) and 8'-4" wide (4 feet tall from top of berm and 15 feet wide currently permitted).

Approved, subject to conditions of approval.

Comments received: None.



# CITY OF COSTA MESA

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

DEVELOPMENT SERVICES DEPARTMENT

May 4, 2017

Jerry Lehman  
2480 Irvine Blvd. #358  
Tustin, CA 92782

**RE: ZONING APPLICATION ZA-17-04  
MINOR CONDITIONAL USE PERMIT TO DEVIATE FROM SHARED PARKING  
REQUIREMENTS FOR AN INDOOR BASEBALL ACADEMY  
(NO LIMITS BASEBALL ACADEMY)  
2925 AIRWAY AVENUE, SUITE A, COSTA MESA**

Dear Mr. Lehman:

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 May 11, 2017, 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, Justin Arios, at (714) 754-5667, or at [justin.arios@costamesaca.gov](mailto:justin.arios@costamesaca.gov).

Sincerely,

WILLA BOUWENS-KILLEEN, AICP  
Zoning Administrator

Attachments: Project Description and Analysis  
Findings  
Conditions of Approval, Code Requirements, & Special District Requirements  
Business Description  
Approved Conceptual Plans

cc: Engineering  
Fire Protection Analyst  
Building Safety Division

Mona Dube  
PBR VII, LLC c/o Davis Partners  
1420 Bristol Street North, Suite 100  
Newport Beach, CA 92660

**PROJECT DESCRIPTION**

The subject property is located on the northern corner of Clinton Street and Airway Avenue. The site zoned MP (Industrial Park) and has a General Plan land use designation of Industrial Park. Physical on-site improvements include one multi-tenant building with 180 parking spaces and two points of ingress/egress, one on Clinton Street and one on Airway Avenue. The multi-tenant building contains 12 suites with two different addresses: 2925 Airway Avenue and 350 Clinton Street.

The proposed indoor baseball academy will occupy a 7,006 square-foot tenant space, located in the northeast portion of the multi-tenant building. The proposed floor plan consists of five batting cages, lobby area, offices and restrooms. Below is a current tenant list based on the information provided by the applicant:

Current Tenant List: 2925 Airway Avenue & 350 Clinton Street				
Address	Suite	Suite Size	Tenant	Use
2925 Airway Ave.	A	7006 SF	SUBJECT SUITE	
2925 Airway Ave.	B	5211 SF	Vibe Fitness, LLC	Fitness <sup>1</sup>
2925 Airway Ave.	D	2193 SF	Jett Pro Line Maintenance, Corp.	Repair Services
2925 Airway Ave.	E	1901 SF	Bukewihge Properties, LLC	Personal Storage
2925 Airway Ave.	F	2184 SF	<b>VACANT</b>	
2925 Airway Ave.	G	4190 SF	John H.	Personal Storage
2925 Airway Ave.	J	6672 SF	Innovative Results	Fitness <sup>2</sup>
350 Clinton St.	A	7983 SF	East Side Kitchen, LLC	Meal prep/catering
350 Clinton St.	B	4021 SF	Michael Reese Enterprises, Inc.	Offices
350 Clinton St.	C	3929 SF	Michael Reese Enterprises, Inc.	Personal Storage
350 Clinton St.	E	3949 SF	Michael Reese Enterprises, Inc.	Personal Storage
350 Clinton St.	F	9326 SF	Go Web Enterprises	Personal Storage

<sup>1</sup> Approved under ZA-12-17  
<sup>2</sup> Approved under ZA-13-12

The applicant requests approval of a minor conditional use permit (MCUP) to deviate from shared parking requirements for an indoor baseball academy (No Limits Baseball Academy). The proposed hours of operation are Monday through Thursday, 2 PM - 9 PM; Friday, 2 PM - 8 PM; and Saturday 10 AM - 4 PM.

**ANALYSIS**

*Business Operation*

The proposed indoor baseball academy offers both private one on one hitting, pitching and fielding lessons, as well as batting cages (offered at 30 minute or 1-hour use time maximum, per client, per day). The clients utilizing batting cages will have the cage to themselves, and are permitted to have four hitters per cage maximum. All baseball activity (hitting, pitching, and fielding) occurs within the batting cages.

All clients are required to book their lesson and/or cage time in advanced, through their website ([www.nolimitsoc.com](http://www.nolimitsoc.com)). In addition, as stated in the applicant's letter, there will be no clients waiting to hit in the cages, like most batting cage facilities. The indoor baseball academy operates with one receptionist during hours of operation and one manager, who also functions as a trainer. The number of trainers will fluctuate, depending on the number of private one on one lessons.

### *Noise*

The proposed indoor baseball academy will generate some noise from the pitching machines, batting cages and trainers; however, noise impacts are common for an industrially-zoned property. In addition, the proposed indoor baseball academy will share tenant walls with two other fitness uses, is not located near any residential use or zone and is in close proximity to John Wayne Airport, located on the other side of Airway Avenue.

### *Parking and Circulation*

The property is currently over-parked for an industrially-zoned property; the site contains a total of 58,565 sq. ft. of gross floor area, which requires 138 parking spaces (based on the industrial parking ratio of 3 spaces per 1,000 sq. ft. of gross floor area for the first 25,000 sq. ft. of building; 2 spaces per 1,000 sq. ft. of gross floor area between 25,001 and 50,000 sq. ft. of building; and 1.5 spaces per 1,000 sq. ft. of gross floor area for anything over 50,001 sq. ft. of building). A total of 180 observed parking spaces currently exist on-site. The parking requirement for a physical fitness or training use is 10 spaces per 1,000 square feet of floor area, or 72 parking spaces for this suite. Based on the parking ratio for industrial properties, the subject suite is credited 21 parking spaces (industrial parking ratio is 3 spaces per 1,000 square feet for the first 25,000 sq. ft.).

To minimize parking impacts, condition of approval number 2 requires the maximum occupancy within the suite during weekdays, from 2 PM to 5 PM, not to exceed 21 persons, inclusive of clients, trainers, and employees (21 spaces are credited to the subject suite, based on the industrial parking ratio). Occupancy during the weekdays after 5 PM, as well as on the weekends, will not be limited. Any change in operational characteristics, including but not limited to hours of operation, will require an amendment to the minor conditional use permit. Limiting the maximum occupancy during normal business hours (8 AM – 5 PM), will allow other tenants on-site to operate without a significant impact on parking. Outside of normal business hours, parking impacts are minimized because the majority of the businesses are closed and both fitness uses, approved through minor conditional use permits, are each conditioned to operate without exceeding 22 persons (including trainers and clients) per business. Specifically, Innovative Results (ZA-13-12) operates with four trainers and 18 clients maximum, while Vibe Fitness (ZA-12-17) operates with two trainers and 20 clients maximum. With the new baseball academy, a worst case parking requirement of 116 spaces would be generated; 180 spaces exist on the property.

If parking shortages or other parking-related problems develop, the business operator will be required to institute appropriate operational measures necessary to minimize or eliminate the problem including, but not limited to, reducing the operating hours of the business and/or limiting the number of occupants within the suite. Also, similar conditions were included with the approvals for the two other fitness uses.

### *General Plan Consistency*

The Industrial Park General Plan land use designation is intended to apply to large districts that contain a variety of industrial and compatible office and support commercial uses. Commercial uses may be allowed, provided that the use is determined to be complementary to the industrial area. Commercial recreational uses may also be appropriate under the same condition.

The proposed indoor baseball academy, as conditioned, will not generate noise or parking impacts that are unusual for an industrially-zoned property, and therefore, ensure the use is compatible with surrounding uses. The proposed use, as conditioned, is consistent with the Zoning Code and the City's General Plan because, with the included conditions of approval, the indoor baseball academy should not adversely impact the surrounding uses.

## **FINDINGS**

- A. The information presented complies with Costa Mesa Municipal Code Section 13-29(e) in that:
1. There is a 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. Two other fitness uses exist in the same multi-tenant building and the proposed indoor baseball academy, as conditioned, will have a compatible and harmonious relationship between other businesses within the general area. The proposed indoor baseball academy, as conditioned, will not generate noise or parking impacts that are unusual for industrially-zoned properties, and therefore, ensures the use is compatible with surrounding uses.
  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 have been considered and are not impacted by the proposed use.
  3. The proposed indoor baseball academy complies with any performance standards as described elsewhere in the Zoning Code, and is conditioned to operate as described in this staff report.

4. The proposed use is consistent with the General Plan in that the Industrial Park General Plan land use designation is intended to apply to large districts that contain a variety of industrial and compatible office and support commercial uses. Commercial uses may be allowed, provided that the use is determined to be complementary to the industrial area. Commercial recreational uses may also be appropriate under the same condition. The proposed use, as conditioned, is consistent with the Zoning Code and the City's General Plan because, with the included conditions of approval, the indoor baseball academy should not adversely impact the surrounding uses.

5. The zoning application is for a project-specific case and is not to be construed to be setting a precedent for future development.

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

1. The proposed indoor baseball academy is compatible with developments in the same general area in that two other fitness uses exist in the same multi-tenant building and the proposed use not be materially detrimental to other properties within the area and adequate parking exists to support these three fitness uses, as well as the other uses existing at the property.

2. Granting the minor conditional use permit will not be detrimental to the health, safety and general welfare of the public or otherwise injurious to property or improvements within the immediate vicinity because the proposed indoor baseball academy, as condition, will comply with all the requirements of the 2016 California Building Code.

3. Granting the minor conditional use permit will not allow a use, density or intensity that is not in accordance with the General Plan designation because the indoor baseball academy is a use supported by the Industrial Park General Plan land use designation.

C. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City environmental procedures, and has been found to be exempt under Section 15301, Existing Facilities, of the CEQA Guidelines.

D. The project, as conditioned, is consistent with Chapter XII, Article 3, Transportation System Management, of Title 13 of the Costa Mesa Municipal Code in that the development project's traffic impacts will be mitigated by the payment of traffic impact fees.

## **CONDITIONS OF APPROVAL**

- PIng.
1. The use shall be limited to the type of operation described in this staff report: an indoor baseball academy for all ages with one on one private training and five batting cages. Hours of operation are: Monday through Thursday, 2 PM - 9 PM; Friday, 2 PM - 8 PM; and Saturday 10 AM - 4 PM. Any change in the operational characteristics including, but not limited to, hours of operation or type of service provided will require approval of an amendment to the minor conditional use permit, subject to Zoning Administrator approval.
  2. A copy of the conditions of approval for the minor conditional use permit shall be kept on premises and presented to any authorized City official upon request. New business/property owners shall be notified of conditions of approval upon transfer of business or ownership of land.
  3. All uses shall be conducted within the tenant space (underroof).
  4. The maximum occupancy within the suite during weekdays, from 2 PM to 5 PM, shall be limited to 21 persons, inclusive of clients, trainers, and employees. Occupancy weekdays after 5 PM, as well as on the weekends, shall not be limited, but shall comply with Building and Fire Code limitations.
  5. All clients must book an appointment prior to their lesson(s) and/or cage time(s) through the business' website.
  6. Private individual hitting, pitching, and fielding lessons shall be conducted on a one on one basis.
  7. Batting cages shall be limited to a maximum of 4 hitters (clients) per cage.
  8. If parking shortages or other parking-related problems arise, the business operator shall institute appropriate operational measures necessary to minimize or eliminate the problem, including, but not limited to, reducing the days and/or hours of the business.

## **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 planning application is valid for one year from the effective date of this approval (May 11, 2017) and will expire at the end of that period (May 11, 2018) unless applicant establishes the use by obtaining a business license reflecting the baseball academy. If the applicant is unable to obtain the business license 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. Permits shall be obtained for all signs according to the provisions of the Costa Mesa Sign Ordinance.

- Bldg. 3. Comply with the requirements of the following adopted codes: 2016 California Residential Code, 2016 California Building Code, 2016 California Electrical Code, 2016 California Mechanical Code, 2016 California Plumbing Code, 2016 California Green Building Standards Code and 2016 California Energy Code (or the applicable adopted, California Residential Code, California Building Code, California Electrical Code, California Mechanical Code, California Plumbing Code, California Green Building Standards 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. Requirements for accessibility to sites, facilities, buildings and elements by individuals with disability shall comply with chapter 11B of the 2016 California Building Code.
- Bus. 4. All contractors and subcontractors must have valid business licenses to do  
Lic. 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.
5. Business license shall be obtained prior to the initiation the business.
- Trans. 6. The applicant shall submit a Traffic Impact Fee to the Transportation Division prior to the effective date of the Minor Conditional Use Permit. The traffic impact fee is based upon the average daily trip generation rate for the proposed use. The fee is required to fulfill mitigation of off-site traffic impacts pursuant to the prevailing schedule of charges adopted by the City Council. The traffic impact fee is calculated and includes credits for existing uses. NOTE: The Traffic Impact Fee will be recalculated at the time of issuance of the Minor Conditional Use Permit based upon any changes in the prevailing schedule of charges adopted by the City Council and in effect at that time.



## **No Limits Baseball Academy- Costa Mesa**

### **Hours of operation:**

*Monday – Thursday 2pm to 9pm*

*Friday – 2pm to 8pm*

*Saturday – 10am - 4pm*

### **# of Cages: (5)**

Lessons have (1) trainer and (1) client per cage. Max amount including employee and clients per hour would be (12) people and (12) cars.

### **Parents waiting area**

Most parents drop off their kids and come back and pick them up but some parents do stay and watch the lesson. There will be a waiting area in the front for parents.

### **Parking Spots: (21)**

We have (3) parking space for every 1,000 SQ FT so we have 21 spaces just for our suite.

### **Busy times for our business**

Our peak hours are 4pm to 8pm during the week. We won't interfere with 9am to 5pm normal business hour's companies in our lot. Shouldn't cause any issues.

### **Type of activities during business hours**

- Private 1 on 1 Hitting, Pitching and fielding lessons
- Batting cages. 30 min and 1 hour max use per client per day

### **Pre-Booked appointments**

All clients must book their lessons and cage time in advance on our website. There will be no clients waiting to hit in the cages like most batting cage facilities like Boomers. The client has the cage to himself and we have a limit of (4) hitters per cage maximum.

### **Benefits of our business**

Our business will help their businesses in the area since we will attract kids and families into an area that they didn't know existed and will see other companies that are around us. The Cross-fit and Fitness companies will love us being there since we send our Travel ball kids to strength and conditioning facilities already. We will send our kids to our neighbors which will help them succeed.

### **Similar businesses in the area**

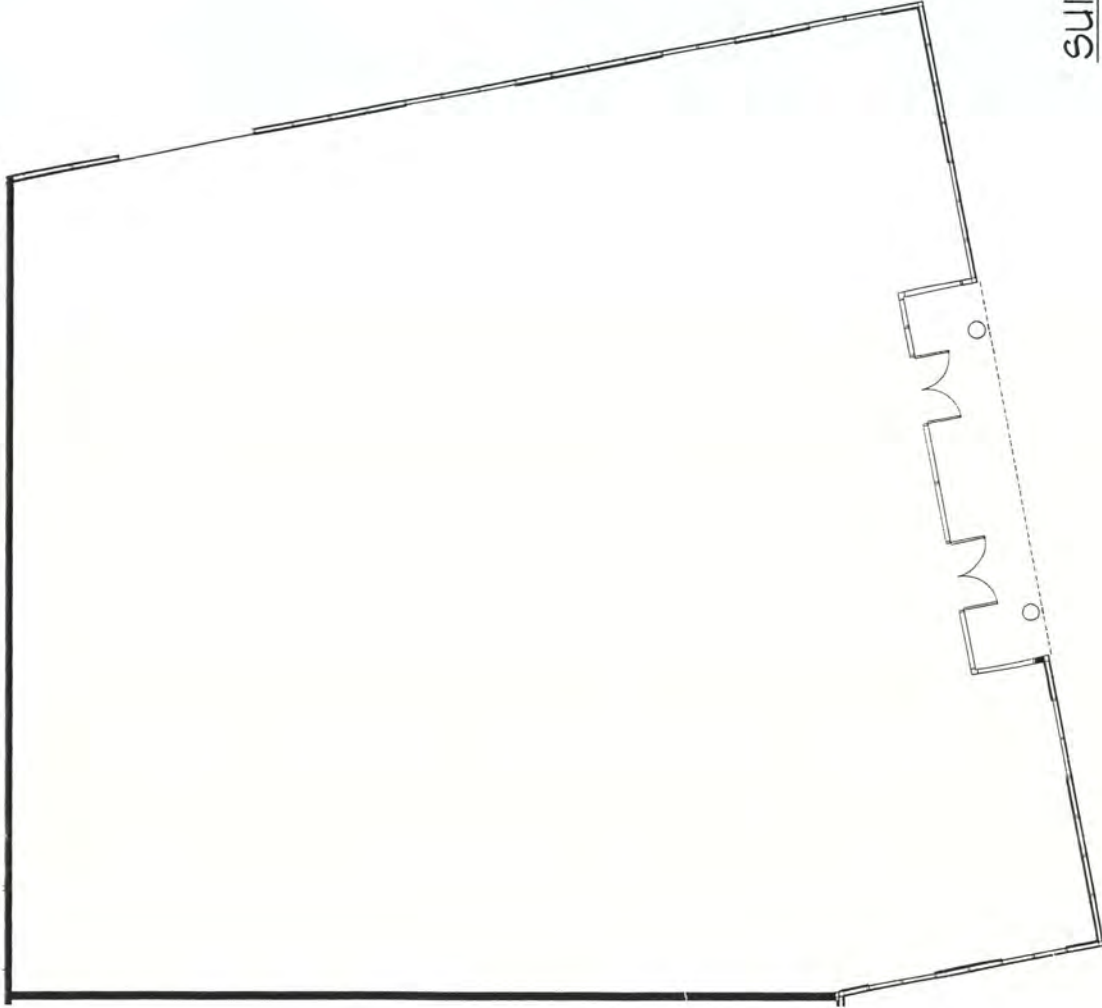
There are no baseball academy's in Costa Mesa, Newport Beach, Irvine, Corona Del Mar, Laguna Beach, Aliso Viejo or Fountain Valley which we will draw clients from. Our Academy will help build the baseball community back up in Costa Mesa which has diminished over the years. We want to help change that.

### **Equipment in facility**

- (4) Iron Mike pitching machines
- (2) Pitching mounds
- (5) Cages with sliding walls to open the floor area to fielding use







SCALE: 1/16" = 1'-0"

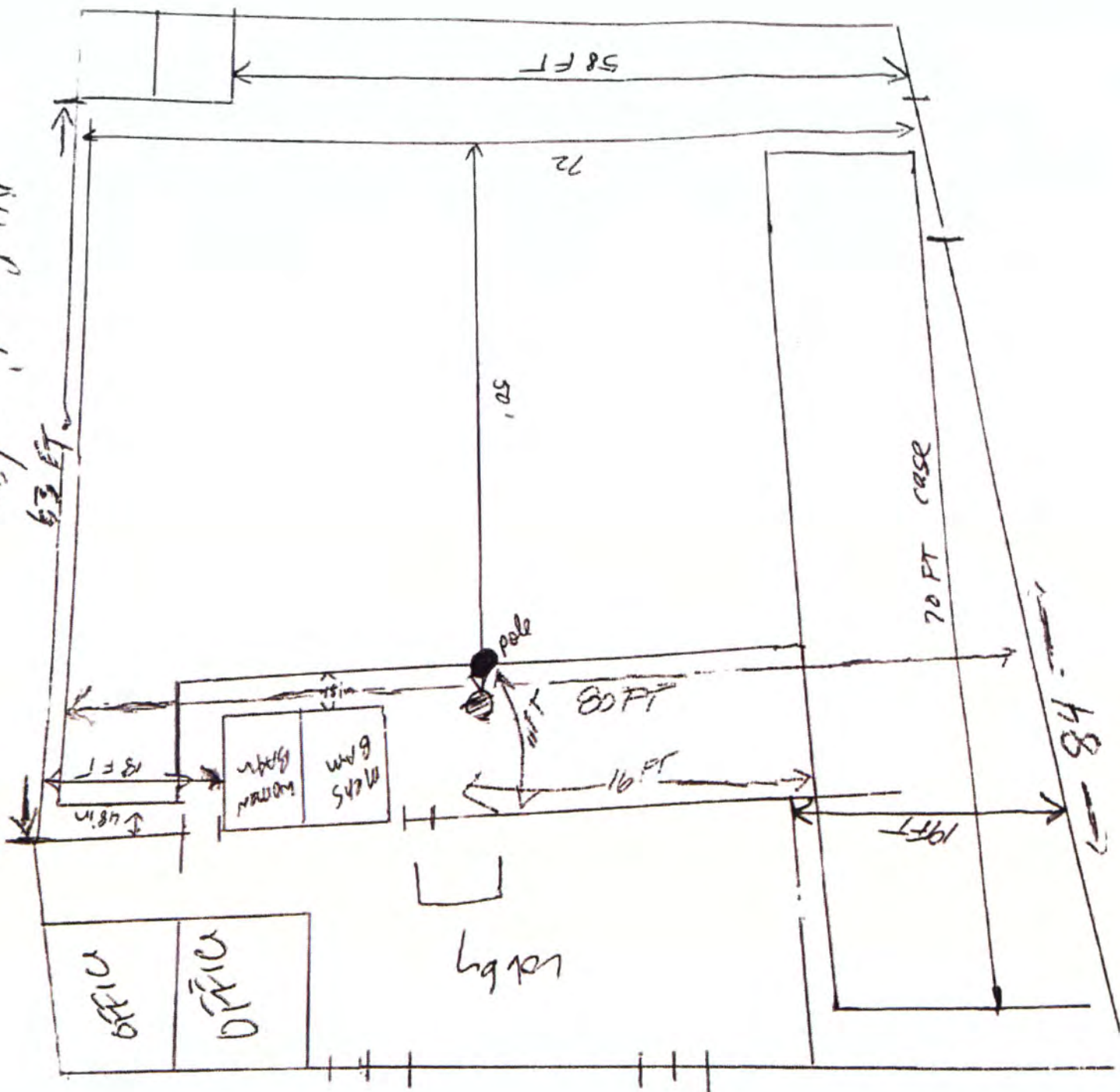
**CDL Associates, Inc.**  
INTERIOR ARCHITECTURE & SPACE PLANNING  
3265 Research Drive  
Irvine, Ca 92618  
(949) 675-6456 • Fax (949) 675-6460  
E-mail: CDL.ecdassociates@inc.com

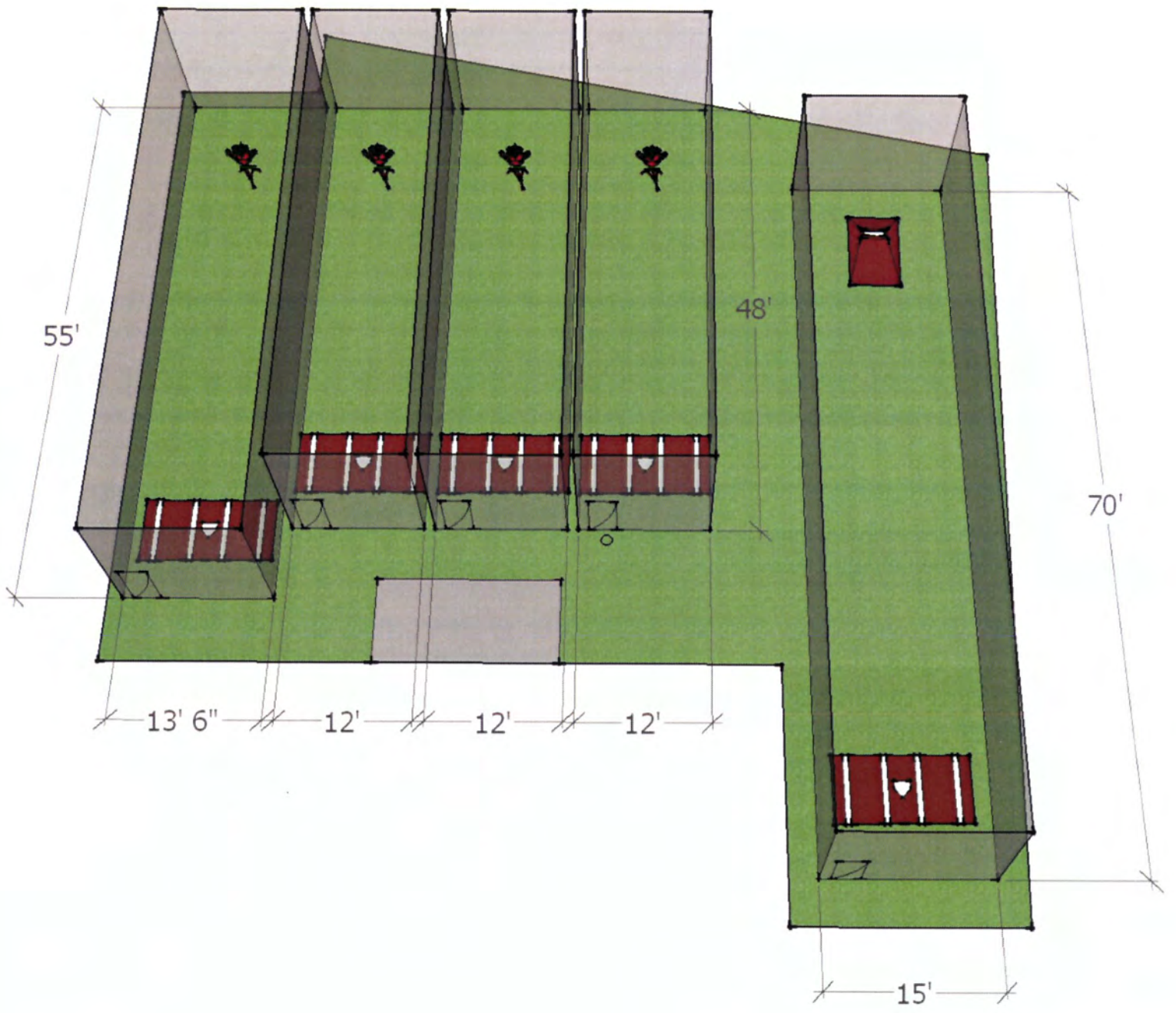
## SUITE A

PBRT CLINTON/ AIRWAY  
2925 AIRWAY AVE.  
COSTA MESA, CA  
1,153 R. SQ. FT.  
10/15/08

ALL INFORMATION REPRESENTED ON THIS DRAWING IS BELIEVED TO BE ACCURATE. HOWEVER, TENANT SHOULD VERIFY ALL PERTINENT INFORMATION PRIOR TO COMMITTING TO A LEASE.  
THIS PLAN IS NOT INTENDED FOR CONSTRUCTION PURPOSES.

NLB L.A. 1/1/70



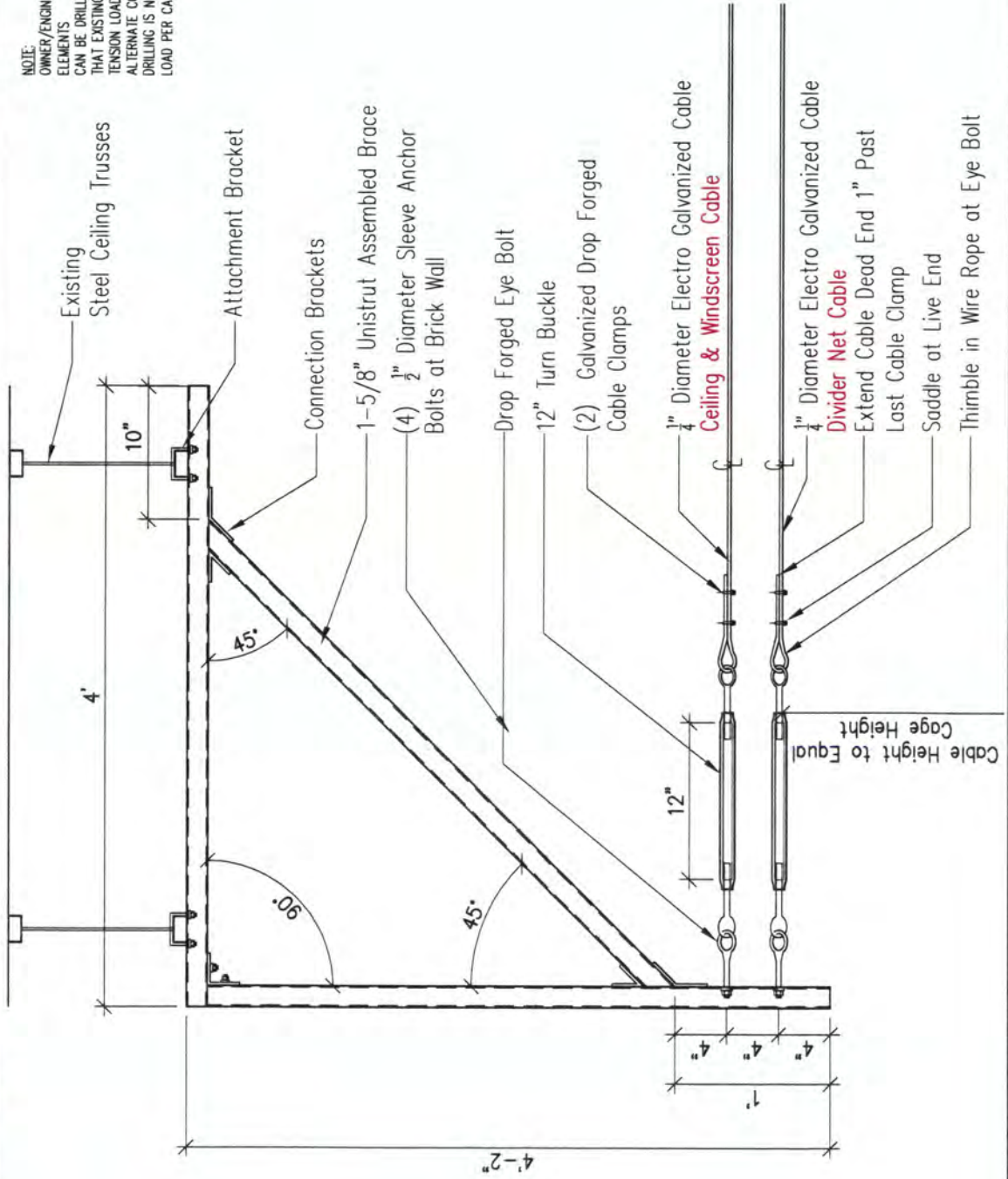


CEILING ATTACHMENT: CEILING & DIVIDER CABLES  
**DETAIL 'D'**

DATE: 03-28-2017

CLIENT APPROVAL: \_\_\_\_\_

NOTE:  
OWNER/ENGINEER TO VERIFY THAT THE EXISTING ELEMENTS CAN BE DRILLED TO INSTALL NEW BOLTS AND THAT EXISTING STRUCTURE WILL RESIST CABLE TENSION LOADS  
ALTERNATE CONNECTIONS WILL BE DESIGNED IF DRILLING IS NOT ACCEPTABLE  
LOAD PER CABLE = 2,100# (SF = 1.5)





# CITY OF COSTA MESA

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

DEVELOPMENT SERVICES DEPARTMENT

May 4, 2017

Bill Caskey  
630 Cameo Highlands Drive  
Corona del Mar, CA 92625

**RE: ZONING APPLICATION ZE-78-109 A6 [ZA-17-17]  
AMENDMENT TO PLANNED SIGNING PROGRAM ZE-78-109 FOR  
650 TOWN CENTER DRIVE, COSTA MESA**

Dear Mr. Caskey:

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 May 11, 2017, 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, Justin Arios, at (714) 754-5667, or at [justin.arios@costamesaca.gov](mailto:justin.arios@costamesaca.gov).

Sincerely,

WILLA BOUWENS-KILLEEN, AICP  
Zoning Administrator

Attachments: Project Description and Analysis  
Findings  
Conditions of Approval, Code Requirements, and Special District Requirements  
Applicant Letter  
Approved Conceptual Plans  
Portion of Planned Signing Program ZE-78-109

cc: Engineering South Coast Plaza, Office Division  
Fire Protection Analyst 650 Town Center Drive, Suite 930  
Building Safety Division Costa Mesa, CA 92626



## **PROJECT DESCRIPTION**

The project site is located near the corner of Town Center Drive and Park Center Drive. The subject freestanding monument sign is located on the northeast corner of Town Center Drive and Park Center Drive. The property is zoned TC (Town Center District), and has a General Plan land use designation of Cultural Arts Center. The surrounding properties to the south, east and west have the same zoning designation of Town Center and contain South Coast Repertory Theater to the south, the Segerstrom Center for the Arts to the east, and a parking structure to the west. The properties to the north, across Sunflower Avenue, are located in the City of Santa Ana and contains residential uses. The building at this property is referred to as Center Tower.

The original Planned Signing Program ZE-78-109 was adopted in 1978 and there have been several amendments to the signing program in response to requests from tenants. Currently, for the 650 Town Center Drive freestanding sign, the Planned Signing Program allows for a maximum height of 4 feet (measured from the top of the berm) and a maximum width of 15 feet (see attachments). The existing freestanding sign is 6 feet tall (measured from the ground) and 10 feet wide. Currently, the freestanding sign does not display tenant business names.



*Existing Freestanding Sign and Center Tower*

The applicant is proposing an amendment to the previously approved Planned Signing Program ZE-78-109 to allow an 18'-8" tall and 8'-4" wide (82 sq. ft. sign area) freestanding monument sign for Center Tower.

## **ANALYSIS**

### *Proposed Sign / Specifications*

The applicant proposes a new vertical freestanding monument sign for Center Tower. The sign as measured from grade, is proposed at 18'-7" tall and 8'-4" wide. The new sign will be of two types of solid stone. The base and top is to consist of red polished stone to match Center Tower, with the tenant names on black polished stone. The lettering for the building and tenant names is proposed as sand blasted brass lettering, with matching accent trim. The maximum letter height for tenant names will be 5 3/16" tall. Not all tenants within the building will have a sign on the proposed freestanding sign; that is ultimately determined based on the square footage the tenant occupies.

The proposed freestanding sign is 18'-7" in height, which exceeds the maximum 12-foot height allowed by Code in commercial zones. However, the maximum building height permitted in commercial zones is two stories/30 feet. The subject office tower is located within the South Coast Plaza Town Center area of the North Costa Mesa Specific Plan, which allows a maximum building height of 315 feet above grade. Staff is in support of the 18'-7" tall freestanding monument sign because additional height of the approximately 300-foot height of Center Tower.

Additionally, although the current planned signing program allows for one wall sign per building side for each ground floor tenant (with other tenants in the building identified on an interior directory), there is no proposal for any type of building signage to be installed on Center Tower. Consequently, the proposed amendment will not allow substantially greater visibility because the proposed freestanding sign is non-illuminated and will be the only identification signage for the tenants of the office tower.

All existing general sign requirements, as well as permit requirements and review procedures from Planned Signing Program ZE-78-109, and subsequent amendments, remain in effect.

### *General Plan Consistency*

The proposed amendment, as conditioned, is consistent with the Zoning Code and the City's General Plan because, with the included conditions of approval, the amendment to the Planned Signing Program should not adversely impact the surrounding uses and will not provide greater visibility than permitted by Code.

## **FINDINGS**

- A. The information presented complies with Costa Mesa Municipal Code Section 13-29(e) in that:
1. The proposed Planned Signing Program presents a 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 new 18'-7" tall freestanding monument sign will be compatible with the existing, approximately 300-foot tall, 20-story office tower. In addition, the new sign will allow identification of some of the tenants.
  2. The 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 circulations, will not be adversely affected by the proposed Planned Signing Program.
  3. The Planned Signing Program complies with all performance standards as prescribed elsewhere in this Zoning Code.
  4. The Planned Signing Program is consistent with the General Plan and the North Costa Mesa Specific Plan.
  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 information presented complies with Costa Mesa Municipal Code Section 13-29(g)(8) in that:
1. The proposed signing is consistent with the intent of Chapter VIII – Signs of the Zoning Code and the General Plan. The proposed sign will create and maintain an aesthetically pleasing functional environment because the new sign will be proportional to the existing, approximately 300-foot tall, 20-story office tower. Also, the proposed sign will create an environment where businesses can succeed because it will allow tenant names to be displayed on the proposed sign.
  2. The proposed sign is consistent with in design and construction – taking into account sign style and shape, materials, letter styles, colors and illumination.
  3. The proposed sign is compatible with the buildings and developments they identify – taking into account materials, colors and design motif. The new sign will be of two types of solid stone. The base and top is proposed as red polished stone to match the building, and for the tenant names black polished stone, compatible with the building it identifies.

4. Approval does not constitute a grant of special privilege or allow substantially greater visibility than what the standard sign provisions would allow. Although the proposed freestanding sign is increasing in height, to 18'-7" tall, and although the current planned signing program allows for one wall sign per building side for each ground floor tenant, there is no building signage on-site.

- C. The project has been reviewed for compliance with the California Environmental Quality Act (CEQA), the CEQA Guidelines, and the City environmental procedures, and has been found to be exempt 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. Approval of this amendment includes the following:
    - A new vertical freestanding monument sign (18'-7" tall and 8'-4" wide; maximum 82 SF sign area) for 650 Town Center Drive (Center Tower). The majority of the sign will be finished in red granite to match the building with black polished fieldstone for the tenant identification area. Letters and accents shall be made of sandblasted brass.
  - 2. All signage shall comply with the sign parameters contained within this Planned Signing Program Amendment, as well as previously approved Planned Signing Program ZE-78-109, and subsequent amendments.
  - 3. No tenant building signs shall be permitted for Center Tower (650 Town Center Drive).

### **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 planned signing program amendment is valid for one year from the effective date of this approval (May 11, 2017) and will expire at the end of that period (May 11, 2018) unless applicant obtains building permits for the authorized construction and initiates construction. If the applicant is unable to establish the use/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 zoning application.
  - 2. All construction-related activity shall be limited to between the hours of 7 AM and 7 PM, Monday through Friday, and 9 AM to 6 PM 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. All freestanding signs placed in proximity to a driveway or intersection shall be placed outside of the appropriate visibility triangle.
- Bldg. 4. Comply with the requirements of the following adopted codes: 2016 California Residential Code, 2016 California Building Code, 2016 California Electrical Code, 2016 California Mechanical Code, 2016 California Plumbing Code, 2016 California Green Building Standards Code and 2016 California Energy Code (or the applicable adopted, California Residential Code, California Building Code, California Electrical Code, California Mechanical Code, California Plumbing Code, California Green Building Standards 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. Requirements for accessibility to sites, facilities, buildings and elements by individuals with disability shall comply with chapter 11B of the 2016 California Building Code.
5. Structural calculations and framing details shall be stamped and signed by a licensed California Engineer.
- Bus. 6. All contractors and subcontractors must have valid business licenses to do  
Lic. 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.

April 5, 2017

City of Costa Mesa  
77 Fair Drive  
Costa Mesa, CA 92628

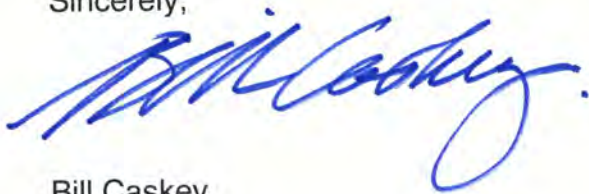
Re: Center Tower Monument Sign

City of Costa Mesa Planning Department

We are proposing a new monument sign for Center Tower building located at the corner of Town Center Drive and Park Avenue. The new vertical sign replaces the existing horizontal sign for Center Tower 650 Town Center Drive.

The new vertical sign is two types of solid stone with the base and top being red polished stone and the fieldstone for the tenant names is black polished stone. The sign has sand blasted brass letters for the building name and tenant names with matching accent trim on the sign. The sign from the ground level is 8'-4" wide and 18'-7" high.

Sincerely,



Bill Caskey  
Architect  
C-17746

# CENTER TOWER

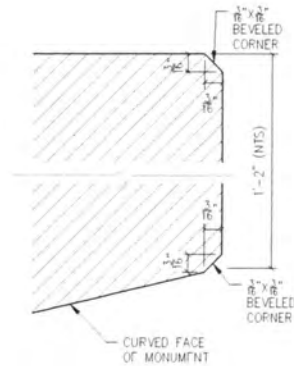
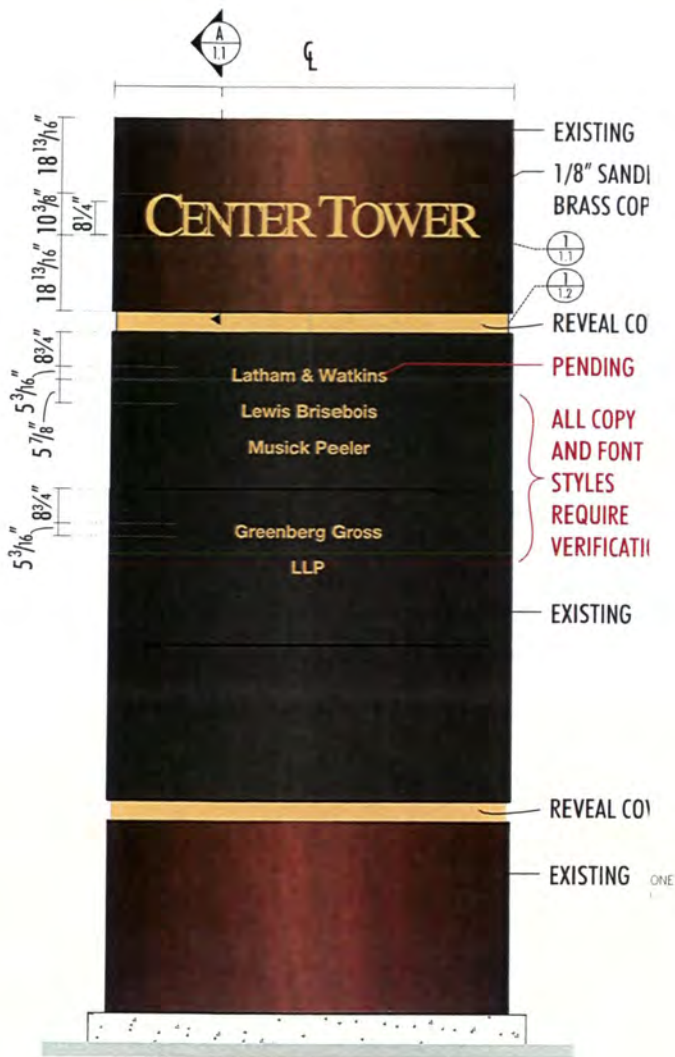
Porsche Design of America  
Banana Republic  
Tesla  
Mercedes Benz USA  
Studio F. A. Porsche USA

REGISTRATION HALL

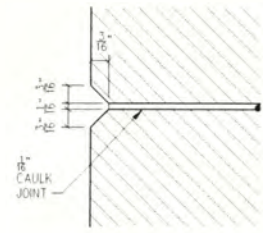
1000  
1000  
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**H** TOP PLAN SECTION  
SCALE: 1:2 HALF SCALE



**F** JOINT DETAIL SECTION  
SCALE: 1:2 HALF SCALE

**1** FRONT VIEW (LETTERING AND REVEAL COVERS ONLY)  
SCALE: 1/4" = 1' - 0"

- SCOPE OF WORK:**
- MANUFACTURE & INSTALL (1) SET OF LETTERS FOR 1/8" SANDBLASTED BRASS INSTALLED FLUSH INTO EXISTING GRANITE USING
  - MANUFACTURE & INSTALL (2) REVEAL COVERS, TO COVER 1/8" SANDBLASTED BRASS, ROLLER FOR CURVE
  - TENANT LETTERING PENDING



1160 Railroad St.  
Corona, CA 92882  
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- Signage + Fabrication
- Displays + Fixtures
- Lighting + Maintenance

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Project No:	42803-R00	KF/TB/WE
Date:	03-30-15	
Sign Type:	LETTERING & REVEAL COVER	
Sheet No:	1.0	2 of 000

# Town Center Planned Sign Program

Original ZE-78-109 under Anton Blvd

Amend ZE-78-109A, A2, A3, A4 under Town Center Dr  
Amend ZE-78-109A4 (Edwards Cinema) under 3410 Bristol St  
Amend ZE-78-109A5 (bank building) under 3420 Bristol St

ZA-99-18 (695 Town Center Dr) to allow top story signs under Town Center

## Pacific Arts Plaza

3200 Bristol St, 3180-3210 Park Center Dr  
See: ZA-99-18 (3200 Park Center Dr) and ZA-03-88 under  
Town Center Dr

SECTION VI

General Office Signage

The General Office Signage will provide design standards for the office users permitted in the Town Center Master Plan approved in February of 1978.

1. Permitted Signs

The following signs are permitted for the following office uses:

A. Commercial Office

B. Financial Commercial

C. Hotels (added, 9-27-82, ZE-78-109A3)

2. Sign Type and Uses

- \* A. SIGN TYPE VIII - Individual Building Identification. Attached single entity sign for individual building identification only. Buildings may display a maximum of one (1) sign on each of two (2) building elevations for first floor signage, or one (1) sign on one (1) building elevation for top floor signage. Only one entity may be identified per building. (Appendix I, Page 20).

- 3200 Park Center + 6915 Town Center can have 2 top-story signs (see ZA-99-18 and CC motion from 4/2/79)

B. SIGN TYPE IX - Tenant Identification. Auto-oriented ground sign, detached from building for commercial tenants with public related customers only. One sign per building only. (Corner lot buildings may have two (2). Maximum of three (3) tenant identifications per sign.) The location of said signs shall be reviewed and approved by the City of Costa Mesa Planning Department. (See Appendix G, Page 18).

- C. SIGN TYPE X - Tenant Identification. Pedestrian-oriented, attached wall or storefront sign for individual tenant identification. One sign per building side for each ground floor tenant. Tenants within the building will be identified on an interior directory. Signs must be placed on the wall or storefront of the activity being identified. (See Appendix H, Page 19).

3. Graphic Standards

See the sign type specification chart, Appendix B, Page 13).

\* 9-27-82 / ZE-78-109A3 -

Logos may be permitted on a Type VIII hotel sign when it can be shown as part of the corporate signature, where it is contiguous to either side of the sign, and where the maximum dimensions of the logo are no more than 1½ times the size of the largest letter of the sign and it is included in the allowable sign area.

Sign Type	Size	Shape	Letters	Materials	Color	Illumination
I Existing Signs	See Section II General Sign Requirements Page 2	N/A	N/A	N/A	N/A	N/A
II Town Center Identification Signs	Max. Height 20' Max. Area 60 sf See note on Appendix "C"	See Appendix C	Helvetica Medium Max. Height 20"	N/A	N/A	Integral Fixtures Exposed Lighting Prohibited
III Project Directional/Informational Auto-Oriented Ground Signs	Max. Height 7' Max. Area 15 sf	See Appendix D	Helvetica Medium Max. Height 14"	N/A	N/A	Integral Fixtures Exposed Lighting Prohibited
IV Project Directional/Informational Auto-Oriented Ground Signs	Max. Height 4' Max. Area 5 sf	See Appendix E	Helvetica Medium Max. Height 8"	N/A	N/A	Integral Fixtures Exposed Lighting Prohibited

(1) except restaurants; logo-type-dk for restaurant

Commercial Signage

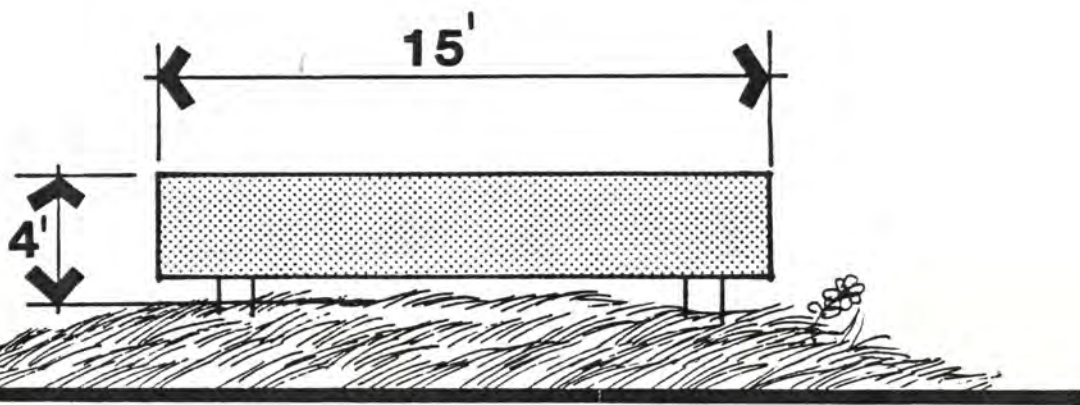
V Individual Building Identification Signs	1 story 75 s.f. 2 story 125 s.f. 3 story 175 s.f. and above	See Appendix F	Helvetica Medium 1 story 30" 2 story 32" 3 story 34" and above	Metal or Plastic only	N/A	Integral Fixtures Exposed Lighting Prohibited	One sign type per building. See Appendix F, I, J or top floor only.
VI Tenant Identification Auto-Oriented Ground Signs	Max. Height 4' Max. Area 60 sf	See Appendix G	Helvetica Medium Max. Height 16"	Metal or Plastic only	N/A	Integral Fixtures Exposed Lighting Prohibited	Minimum setback 5' from r/w or property line
VII Tenant Identification Pedestrian-Oriented Attached Wall or Store Front Signs	Max. Area 12 sf	See Appendix H	Helvetica Medium Max. Height 10"	Metal or Plastic only	N/A	Integral Fixtures Exposed Lighting Prohibited	See Appendix H

(2) (9-27-82) Except for hotels where a different letter style is shown to be a part of a proven corporate signature

General Office Signage

VIII Individual Building Identification Signs	See Appendix I	See Appendix I	Helvetica Medium See Appendix I	Metal or Plastic only	N/A	Integral Fixtures Exposed Lighting Prohibited	One Sign Type Per Building. See Appendix I, J, K or top floor only
IX Tenant Identification Auto-Oriented Ground Signs	Max. Height 4' Max. Area 60 sf	See Appendix G	Helvetica Medium Max. Height 16"	Metal or Plastic only	N/A	Integral Fixtures Exposed Lighting Prohibited	Minimum setback 5' from r/w or property line
X Tenant Identification Pedestrian-Oriented Attached Wall or Storefront Signs	Max. Area 12 sf	See Appendix H	Helvetica Medium Max. Height 10"	Metal Or Plastic only	N/A	Integral Fixtures Exposed Lighting Prohibited	

continued, next page



NOTE: This diagram defines the geometric shape.

## Commercial & General Office Signage

*CENTER TOWER TOWN CENTER.*

NOTE: When a sign is located on top of a berm the 4' height dimension begins at the top of the berm as shown in the above sketch.

Tenant Identification  
 Auto-Oriented  
 Ground Signs

APPENDIX G

SIGN TYPE VI & IX