

AGENDA

ZONING ADMINISTRATOR REGULAR MEETING

August 27, 2014
1:30 PM

Irvine Civic Center
One Civic Center Plaza
Conference Room L102
Irvine, California

Speaker's Form/Request to Speak: If you would like to address the Administrator on a scheduled agenda item, please complete the [Request to Speak Form](#). Speaker's Forms are located on the table at the entrance to the Conference Room. Please identify on the card your name, address, and the item on which you would like to speak and return to the Recording Secretary. The [Request to Speak Form](#) assists the Administrator in ensuring that all persons wishing to address the Administrator are recognized. Your name will be called at the time the matter is heard.

CALL TO ORDER

ADDITIONS AND DELETIONS

Additions to the agenda are limited by California Government Code Section 54954.2 of the Brown Act and for those items that arise after the posting of the Agenda must be acted upon prior to the next Committee meeting.

PUBLIC COMMENTS

Any member of the public may address the Administrator on items within the Administrator's subject matter jurisdiction, but which are not listed on this Agenda during PUBLIC COMMENTS. However, no action may be taken on matters that are not part of the posted agenda. PUBLIC COMMENTS are scheduled for 30 minutes and are limited to 3 minutes per person.

Scan this QR code for an electronic copy of
the Zoning Administrator Agenda.



1. RECOMMENDED ACTION:

- 1) The Minutes of a regular meeting of the Zoning Administrator held on January 22, 2014 were approved by Zoning Administrator Connolly.
- 2) The Minutes of a regular meeting of the Zoning Administrator held on May 28, 2014 were approved by Zoning Administrator Connolly.

PUBLIC HEARING(S)

Public Hearings are scheduled for a time certain of 1:30 p.m. or as soon thereafter as possible. The Zoning Administrator, when considering the matter scheduled for hearing, will take the following actions: 1) Open the Public Hearing. 2) Receive staff report. 3) Accept public testimony. 4) Zoning Administrator comments and questions. 5) Take appropriate action.

If, in the future, you wish to challenge in court any of the matters on this agenda for which a public hearing is to be conducted, you may be limited to raising only those issues which you (or someone else) raised orally at the public hearing or in written correspondence received by the City at or before the hearing.

2. SIGN PROGRAM MODIFICATION WITH ADMINISTRATIVE RELIEF FOR THE IRVINE MARKET PLACE COMMERCIAL CENTER LOCATED IN PLANNING AREA 4 (LOWER PETERS CANYON)

RECOMMENDED ACTION:

- 1) Open public hearing.
- 2) Comments and questions.
- 3) Close public hearing.
- 4) Adopt Resolution No. 14-1246 entitled:

A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF IRVINE APPROVING SIGN PROGRAM MODIFICATION 00603467-PSS WITH ADMINISTRATIVE RELIEF (00607049-PAR) FOR THE IRVINE MARKET PLACE COMMERCIAL CENTER LOCATED IN PLANNING AREA 4

3. SIGN PROGRAM MODIFICATION WITH ADMINISTRATIVE RELIEF FOR CAMPUS PLAZA LOCATED AT 4105-4547 CAMPUS DRIVE IN PLANNING AREA 24 (UNIVERSITY TOWN CENTER)

RECOMMENDED ACTION:

- 1) Open public hearing.
- 2) Comments and questions.
- 3) Close public hearing.
- 4) Adopt Resolution No. 14-1247 entitled:

A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF IRVINE APPROVING A SIGN PROGRAM MODIFICATION 00602494-PSS WITH ADMINISTRATIVE RELIEF 00608494-PAR FOR CAMPUS PLAZA LOCATED AT 4105-4547 CAMPUS DRIVE IN PLANNING AREA 24 (UNIVERSITY TOWN CENTER)

ADJOURNMENT

Next meeting: Zoning Administrator regular meeting, Wednesday, August 26, 2014, 1:30 p.m., in Conference Room L102, City Hall, One Civic Center Plaza, Irvine, California.

NOTICE TO THE PUBLIC

The Agenda may also be accessed through the City's Web page at www.ci.irvine.ca.us

IRVINE ZONING ADMINISTRATOR GENERAL INFORMATION

The City of Irvine Zoning Administrator is appointed by the City Council. The Zoning Administrator meets at 1:30 p.m. on the second and fourth Wednesday of each month in Conference Room L102 of the Irvine City Hall located at One Civic Center Plaza.

RESPONSIBILITY

The Zoning Administrator is the City official responsible for determining whether a proposed project complies with the requirements and intent of the Zoning Ordinance. The Zoning Administrator has the authority to approve, approve with conditions or modifications, or deny various discretionary applications, all of which require a public hearing. The Zoning Administrator may request that certain applications be reviewed and acted upon by the Planning Commission.

Staff reports are available in the Community Development Department for public review and copying. Please call the Zoning Administrator support staff at 949-724-6401 for assistance or any additional information.

HEARING PROCEDURES

For each hearing item on the agenda, the Zoning Administrator will open the public hearing and receive the staff report. After asking any questions of staff, the Zoning Administrator will invite interested parties, including the project applicant, to present testimony. There is a five-minute time limit to address the Zoning Administrator with your comments. Following his/her own comments, the Zoning Administrator will close the public hearing or continue the project to the next hearing if additional information is required. If the hearing is closed, the Zoning Administrator will adopt a resolution approving or denying the project. If, in the future, you wish to challenge in court any of the matters on this agenda for which a public hearing is to be conducted, you may be limited to raising only those issues which you (or someone else) raised orally at the public hearing or in written correspondence received by the City at or before the hearing.

APPEALS

Any person who owns property or resides within 500 feet of the exterior boundaries of the subject property, the applicant, or a member of the City Council may appeal the determination of the Zoning administrator to the Planning Commission. All appeals must be in writing, state the reasons for the appeal and be submitted within 15 days of the decision to the City Clerk. A \$245 deposit shall accompany the appeal. The Planning Commission will hold a public hearing on the appeal within 60 days of receipt of the appeal. Decisions of the Planning Commission may be appealed to the City Council within 15 days.

AMERICANS WITH DISABILITIES ACT (ADA)

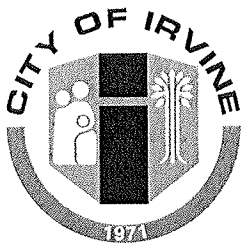
It is the intention of the City of Irvine to comply with the Americans with Disabilities Act (ADA) in all respects. If, as an attendee or participant of this meeting, you will need assistance beyond what is normally provided, the City will attempt to accommodate you in every reasonable manner. Please contact the Zoning Administrator support staff at 949-724-6401 at least 48-hours prior to the meeting to inform us of your particular needs and to determine if accommodation is feasible. Please advise us at that time if you will need accommodations to attend or participate in meetings on a regular basis.

STATE OF CALIFORNIA)
CITY OF IRVINE) SS
COUNTY OF ORANGE)

I declare under penalty of perjury that I am employed by the City of Irvine in the Community Development Department and that I posted this agenda in the binder located in the lobby of the Public Safety Department, One Civic Center Plaza, Irvine, California 92606.

Dated: August 22, 2014 Janet Zimmerman
Secretary

AGENDA ITEM NO 1



Minutes

ZONING ADMINISTRATOR REGULAR MEETING

January 22, 2014

Irvine Civic Center
One Civic Center Plaza
Community Development Department
Conference Room L102
Irvine, California

CALL TO ORDER

A regular meeting of the Zoning Administrator was called to order at 1:30 p.m., on January 22, 2014, at the Irvine City Hall in Conference Room L102, One Civic Center Plaza, Irvine, California; Zoning Administrator Paul Connolly, presiding.

ADDITIONS AND DELETIONS

There were none.

PUBLIC COMMENTS

There were no public comments.

BUSINESS

1. APPROVAL OF COMMITTEE MINUTES.

RECOMMENDED ACTION:

- 1) The Minutes of a regular meeting of the Zoning Administrator held on December 11, 2013 were approved.

PUBLIC HEARING(S)

2. REQUEST FOR NON-VILLAGE IDENTIFICATION SIGN PROGRAM MODIFICATION WITH ADMINISTRATIVE RELIEF IN ORCHARD HILLS

Zoning Administrator Connolly opened the public hearing.

Justin Equina, Associate Planner, presented the staff report.

David Baab, representing Irvine Company, was available for questions regarding the project.

Zoning Administrator Connolly requested public comments.

Zoning Administrator Connolly closed the public hearing.

ACTION: Zoning Administrator Connolly moved to approve Zoning Resolution No. 14-1217, and grant the administrative relief subject to the findings and conditions contained in that resolution:

Adopted Resolution No. 14-1217 entitled: A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF IRVINE APPROVING NON-VILLAGE IDENTIFICATION SIGN PROGRAM (00586829-PSS) WITH ADMINISTRATION RELIEF (00594138-PAR) FOR THE ORCHARD HILLS RESIDENTIAL VILLAGE; LOCATED IN PLANNING AREA 1

3. REQUEST FOR A CONDITIONAL USE PERMIT TO ALLOW AN AGE 18 AND UNDER COMMERCIAL SCHOOL LOCATED IN THE IRVINE BUSINESS COMPLEX (IBC)

Zoning Administrator Connolly opened the public hearing.

Marie Luna, Senior Planner, presented the staff report.

Pamela Sapetto and Andrea Maloney, both of Sapetto Group, Inc., representing the project were available for questions.

Charles Lieu, owner of "A Little Dynasty," was available for questions.

Jenny Watanabe, Kerry Wilson and Capus Orzan, all representing H. Hendy Associates, were available to answer questions.

Zoning Administrator Connolly requested public comments.

Zoning Administrator Connolly closed the public hearing.

ACTION: Zoning Administrator Connolly moved to approve Zoning Resolution No. 14-1218, and grant the administrative relief subject to the findings and conditions contained in that resolution:

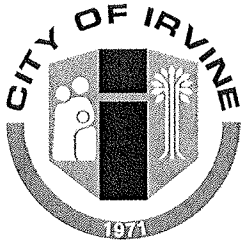
Adopted Resolution No. 14-1218 entitled: A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF IRVINE APPROVING CONDITIONAL USE PERMIT 00588394-PCPM FOR A COMMERCIAL SCHOOL FOR CHILDREN 18 YEARS AND UNDER, LOCATED AT 17062 AND 17072 GILLETTE AVENUE IN PLANNING AREA 36 (IRVINE BUSINESS COMPLEX) (IBC)

ADJOURNMENT

The Zoning Administrator adjourned the meeting at 1:45 p.m., to a regular meeting, February 12, 2014 at 1:30 p.m., City of Irvine City Hall, Conference Room L102 located at Irvine City Hall, One Civic Center Plaza, Irvine, California.

ZONING ADMINISTRATOR

Date



Minutes

ZONING ADMINISTRATOR REGULAR MEETING

May 28, 2014

Irvine City Hall
One Civic Center Plaza
Community Development Department
Conference Room L102
Irvine, California

CALL TO ORDER

A regular meeting of the Zoning Administrator was called to order at 1:30 p.m., on May 28, 2014, at the Irvine City Hall in Conference Room L102, One Civic Center Plaza, Irvine, California; Zoning Administrator Paul Connolly, presiding.

ADDITIONS AND DELETIONS

There were none.

PUBLIC COMMENTS

There were no public comments.

BUSINESS

1. APPROVAL OF COMMITTEE MINUTES.

RECOMMENDED ACTION:

- 1) The Minutes of a regular meeting of the Zoning Administrator held on May 14 and April 23, 2014 were deferred for approval by Zoning Administrator Connolly to the meeting of June 11, 2014.

PUBLIC HEARING(S)

2. REQUEST FOR CONDITIONAL USE PERMIT FOR THE OPERATION OF AN ALTERNATIVE HEALTH CARE PROVIDER LOCATED IN THE IRVINE BUSINESS COMPLEX (IBC)

Zoning Administrator Connolly opened the public hearing.

Zoning Administrator Connolly continued the project hearing based on applicant's request for postponement until June 11, 2014.

3. REQUEST FOR A SIGN PROGRAM MODIFICATION WITH ADMINISTRATIVE RELIEF FOR THE TUTTLE-CLICK FORD LINCOLN DEALERSHIP LOCATED IN THE IRVINE SPECTRUM 2

Zoning Administrator Connolly opened the public hearing.

Stephanie Danner, Associate Planner, presented the staff report.

Ed Yashar, representing Tuttle-Click Ford Lincoln Dealership, was present and available for questions.

Zoning Administrator Connolly requested public comments.

Zoning Administrator Connolly closed the public hearing.

ACTION: Zoning Administrator Connolly moved to approve Zoning Resolution No. 14-1240, and grant the administrative relief subject to the findings and conditions contained in that resolution:

Adopted Resolution No. 14-1240 entitled: A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF IRVINE APPROVING A SIGN PROGRAM MODIFICATION (00590387-PSS) WITH ADMINISTRATIVE RELIEF (00598796-PAR) FOR THE TUTTLE-CLICK FORD LINCOLN DEALERSHIP LOCATED AT 43 AUTO CENTER DRIVE IN PLANNING DRIVE 35; FILED BY CAREY SIGN CORPORATION, ON BEHALF OF TUTTLE-CLICK FORD

4. REQUEST FOR A SIGN PROGRAM WITH ADMINISTRATIVE RELIEF TO REPLACE A COUNTY OF ORANGE ISSUED SIGN PROGRAM, AND TO ADD ADDITIONAL NEW SIGNS AT NORTHPARK PLAZA IN LOWER PETERS CANYON

Zoning Administrator Connolly opened the public hearing.

Stephanie Danner, Associate Planner, presented the staff report.

Zoning Administrator Connolly requested public comments.

David Baab, of Baab & Associates, representing Irvine Company was present and available to answer questions regarding the project.

Zoning Administrator Connolly closed the public hearing.

ACTION: Zoning Administrator Connolly moved to approve Zoning Resolution No. 14-1241, and grant the administrative relief subject to the findings and conditions contained in that resolution:

Adopted Resolution No. 14-1241 entitled: A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF IRVINE APPROVING SIGN PROGRAM 00599645-PAR FOR THE NORTH PARK PLAZA SHOPPING CENTER LOCATED AT 3091-3997 IRVINE BOULEVARD IN PLANNING AREA 4 (LOWER PETERS CANYON)

The Zoning Administrator adjourned the meeting at 1:49 p.m., to a regular meeting, June 11, 2014 at 1:30 p.m., City of Irvine City Hall, Conference Room L102 located at Irvine City Hall, One Civic Center Plaza, Irvine, California.

ZONING ADMINISTRATOR

Date

AGENDA ITEM NO 2



REQUEST FOR ZONING ADMINISTRATOR ACTION

MEETING DATE: AUGUST 27, 2014

TITLE: SIGN PROGRAM MODIFICATION 00608494-PSS WITH ADMINISTRATIVE RELIEF FOR CAMPUS PLAZA LOCATED AT 4105-4547 CAMPUS DRIVE IN PLANNING AREA 24 (UNIVERSITY TOWN CENTER)



Zoning Coordinator

RECOMMENDED ACTION

- 1) Open public hearing.
- 2) Comments and questions.
- 3) Close public hearing.
- 4) Adopt Resolution No. 14-1247 entitled:

A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF IRVINE APPROVING SIGN PROGRAM MODIFICATION (00602494-PSS) WITH ADMINISTRATIVE RELIEF (00608494-PAR) FOR CAMPUS PLAZA LOCATED AT 4105-4547 CAMPUS DRIVE IN PLANNING AREA 24 (UNIVERSITY TOWN CENTER)

PROJECT DESCRIPTION

Applicant: Baab and Associates on behalf of Irvine Company

Location: 4105-4547 Campus Drive in Planning Area 24 (ZA Attachment 1, Vicinity Map)

Proposed: The applicant is requesting approval of the Campus Plaza sign program modification with administrative relief from Section 7-3-1 of the Irvine Sign Code for the following items to:

- 1) allow larger tenant wall signs for minor tenants (Sign Type E);
- 2) decrease the minimum blank wall of space around a minor tenant wall sign (Sign Type E);
- 3) allow illumination to blade signs (Sign Type K); and,
- 4) allow decorative construction fencing (Sign Type L).

Zoning: 4.1 Neighborhood Commercial
Existing Land Use: Neighborhood Commercial Center
General Plan Design: Neighborhood Commercial
Site Size: Five-acres

ANALYSIS

Background

David Baab and Associates, on behalf of Irvine Company, is requesting approval of a sign program modification with administrative relief to Campus Plaza located at 4105-4547 Campus Drive in Planning Area 24. Campus Plaza is a five-acre neighborhood commercial center located at the northwest corner of Campus Drive and California Avenue across from the University of California Irvine (UCI). The center offers a mix of uses including a bank, a grocery store, a drive-thru restaurant, café's and service businesses.

In 1976, the Planning Commission approved the original sign program (75-SS-0004) for Campus Plaza. Subsequent modifications have been made since then to reflect the changes in tenants, modernize the design, and re-establish the location design and scale of the signs. The most recent change was made in 2011 to increase the number and height of monument signs.

The applicant is now requesting a modification to:

- 1) increase sign dimensions for minor tenant wall signs (Sign Type E);
- 2) decrease the minimum blank wall space around a minor tenant wall sign (Sign Type E);
- 3) allow Service Door Signs;
- 4) allow internal and external blade sign illumination (Sign Type K);
and,
- 5) allow decorative construction fencing (Sign Type L).

The modification consists of increasing the minor tenant wall sign (Sign Type E) for building 4517 from 24 inches to 36 inches and to allow minor tenants with a blank wall space around the sign copy equal to one-third the height of the tallest letter. Additionally, the project includes illuminating blade signs to enhance identification for pedestrians within the center. Since the Sign Code restricts tenant wall signs to 24 inches, requires a blank spaces around a sign copy to be half the height of the tallest letter, and prohibits illumination for blade signs, Administrative Relief is requested.

Staff supports the applicant's request as it will be compatible with the surroundings and improve wayfinding and navigation within the center and from the adjacent street, Cornell.

Issue 1: Increasing sign dimensions for tenant wall signs

Section 7-3-1 (Sign Type #13) of the Zoning Code establishes a 24-inch high maximum tenant wall sign. The purpose of this requirement is to ensure signs are expressive to the identity of the tenant without appearing visually obtrusive to the site or surrounding area. The applicant is requesting to increase the sign on the sidewall of building 4517 to 36 inches.

Staff is in support of the administrative relief request because it will enhance the identification of the business without appearing visually cluttered. While the tenant space is interior to the site and not visible along Campus Drive, the building sidewall faces Cornell which provides an opportunity for this tenant to gain visibility along this street. Allowing a 36-inch tall sign will appear more proportionate with the building rather than a 24-inch tall sign due to the ample wall space this building offers (ZA Attachment 3). Additionally, by allowing a larger sign it creates better visibility to vehicles and pedestrians improving wayfinding into the center. Therefore, the applicant's request is justified.

Issue 2: Decrease the minimum blank wall of space around a tenant wall sign

Section 7-3-1 (Sign Type #13) of the Zoning Code requires a blank space around a tenant sign that is equal to half the height of the tallest letter. The purpose of this requirement is to maintain proportionality between the sign and the building. There are tenant suites within the center where the exposed building wall to mount a sign ranges from 23-inches tall to 44-inches tall. The applicant is proposing a blank space that is equal to one-third of the tallest letter for all of the minor tenant wall signs; however, in cases where the building wall is 23-inches, the applicant is proposing a blank space of approximately one-sixth of the tallest letter. Therefore, administrative relief is required.

Staff supports the administrative relief request because it will enhance the identification of the business without rendering a visual impact. To meet the required blank space on a 23-inch tall wall, the tallest tenant sign would be approximately 11 inches, which is too small for anyone to identify. To meet the required blank space on a 44-inch wall, the sign would be approximately 20-inches. By proposing a blank wall space that is equal to either one-third or one-sixth the height of the tallest letter, it provides the opportunity for a larger sign that vehicles on-site can identify, which improves navigation in the center.

Staff also supports the request because it will not appear visually cluttered. The signs will still maintain spacing between the edge of the sign and the building wall so that it

remains compatible with the building. Additionally, because this will only occur within suites that are interior to the site, the project would not create a visual impact to the public street or surrounding neighborhood. Therefore, the applicant's request is justified.

Issue 3: blade sign illumination

The applicant is proposing to install illuminated retail blade signs perpendicular to each storefront inside the center. Administrative Relief is required since Section 7-3-1 (Sign Type #31) prohibits illumination for blade signs.

Staff supports the applicant's request since it will maintain the visibility of tenants after dark. Illumination will provide clearer identification of stores to nighttime shoppers creating better pedestrian navigation around the center. Staff also supports the applicant's request because it will not create any visual impacts to the public street or surrounding neighborhood. The blade signs are interior to the center and vehicles traveling along Campus would not be exposed to light glare. Additionally, to ensure the signs do not create excessive glare inside the center, the sign program has established illumination requirements that only allow illumination of the sign copy and not the sign background. Therefore, staff believes the applicant's request is justified.

Issue 4: Decorative Construction Fence sign

The sign program features a decorative construction fence sign, which is intended to enhance the aesthetics of this site during construction. The construction fence sign consists of durable, flexible material that will be eight-feet tall and extend the entire length of the fence on all sides visible from the public right of way. The sign will convey the existing stores open, the name and symbol of future tenants under construction as well as symbols and images without text related to the center. According to Section 7-2-1 B7 of the Zoning Code (Signs), construction fences are allowed subject to a sign program.

Staff is in support of the construction fence as it will serve to minimize the visual impact of construction activities at this site. The fence will also remain outside of any site distance triangles and will not consist of any regulatory traffic graphics, which shows that the sign will not jeopardize the public's health or safety in any way. A condition has also been placed on the project which requires the construction fence sign to be removed after construction has been completed so the sign does not become visually incompatible with the neighborhood in the future.

ENVIRONMENTAL REVIEW

Pursuant to Section 4 of the City of Irvine CEQA procedures and Article 19 of the State California Environmental Quality Act (CEQA) Guidelines, it has been determined that

the proposed project has been found to be categorically exempt from the requirements of CEQA under Section 15311, Class 11, Accessory Structures (on-premise signs). A Notice of Exemption has been prepared for the project and is attached for reference (ZA Attachment 2).

ALTERNATIVES CONSIDERED: Not applicable.

FINANCIAL IMPACT: Not applicable.

REPORT PREPARED BY: Justin Equina, Associate Planner

ATTACHMENTS

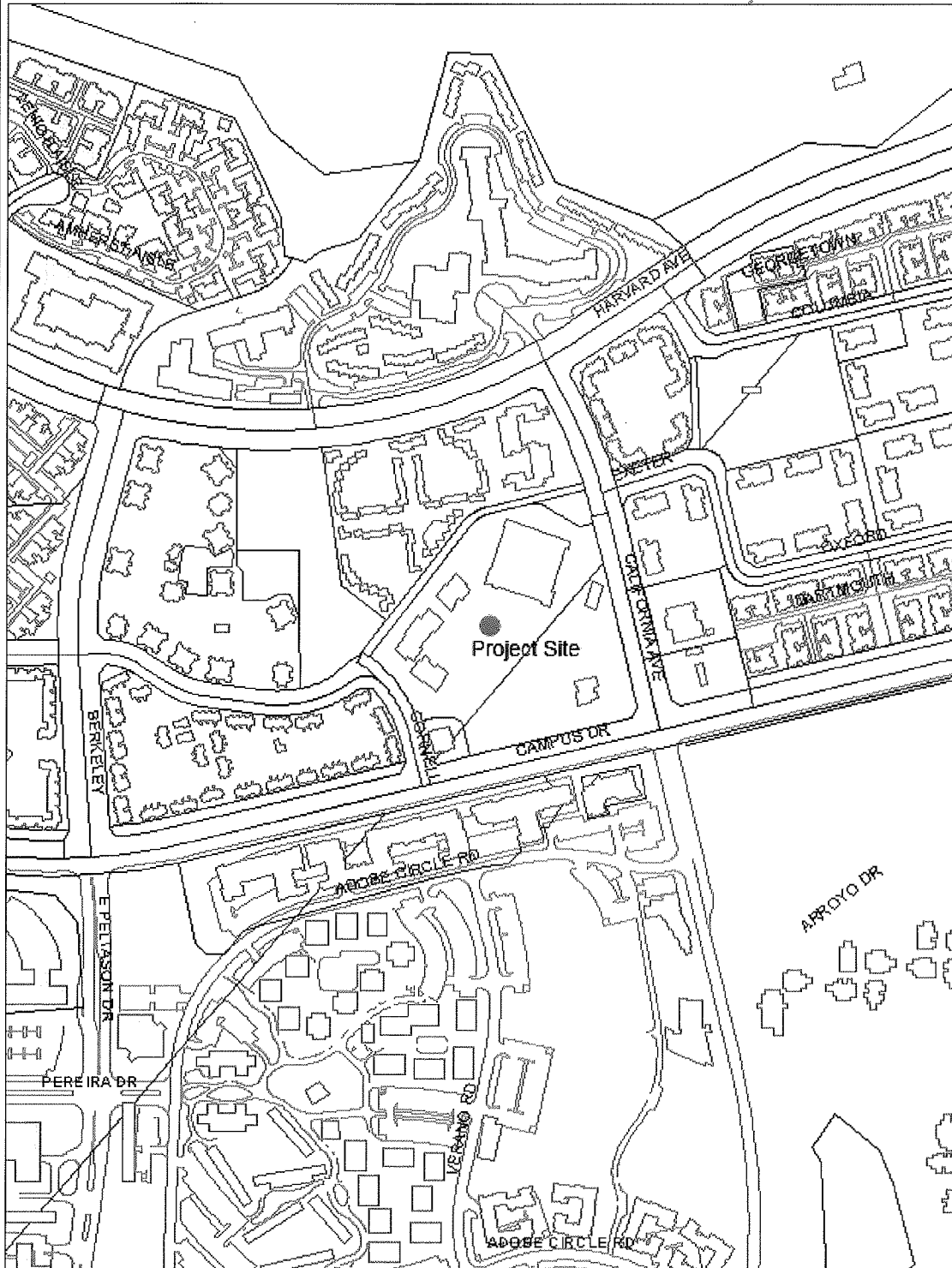
- ZA Attachment 1. Vicinity Map
- ZA Attachment 2. Environmental Determination - Categorical Exemption
- ZA Attachment 3. Sign Program
- ZA Attachment 4. Zoning Administrator Resolution No. 14-1247 Approving Sign Program Modification (File No. 00602494-PSS) with Administrative Relief (File No. 00608494-PAR)

cc: David Baab, Baab and Associates, dbaab@baabcorp.com

Files: 00590387-PSS; 00602494-PAR



Vicinity Map



Legend

- CITY BOUNDARY
- BUILDINGS
- LAND INFORMATION
 - <all other values>
 - Public ROW
 - Private ROW
 - Lakes
 - Freeway ROW
- PUBLIC AND PRIVATE RC
- PRIVATE STREET
- DRIVEWAYS
- IRVINE CENTERLINES

1: 4,897



Notes

612.2 0 306.09 612.2 Feet

NAD_1983_StatePlane_California_VI_FIPS_0406_Feet
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Printed: 8/19/2014

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.

THIS MAP IS NOT TO BE USED FOR NAVIGATION

NOTICE OF EXEMPTION



TO: State of California
Office of Planning & Research
PO Box 3044
Sacramento, CA. 95812-3044

County Clerk
County of Orange
PO Box 238
Santa Ana, CA. 92702

FROM: City of Irvine
Community Development Department
PO Box 19575
Irvine, CA. 92623-9575
Attn: Justin Equina
Associate Planner

SUBJECT: Filing of **Notice of Exemption** in compliance with Section 15062 of the Public Resources Code.

Project Title and File No.: Campus Plaza Sign Program Modification; File No. 00602494-PSS 00608494-PAR

Project Location: AT 4105-4547 Campus Drive, Campus Plaza (Planning Area 24) , Irvine, CA; Orange County
(include County)

Project Description: The project is a Campus Plaza sign program modification with administrative relief from 7-3-1 of the Zoning Code. The project proposes to allow larger tenant wall signs for minor tenants), to decrease the minimum blank wall of space around a tenant wall sign (Sign Type E), to allow illumination on blade signs (Sign Type K), and decorative construction fencing (Sign Type L).

Approving Public Agency: City of Irvine Community Development Department
PO Box 19575
Irvine, CA 92623-9575

Applicant: David Baab
1469 Voyager Drive, Tustin, CA 92782
949-729-9210

Exempt Status:
(check one)

- Ministerial (Section 21080(b)(1); 15268)
- Declared Emergency (Section 21080(b)(3); 15269(a))
- Emergency Project (Section 21080(b)(4); 15269(b)(c))
- Statutory Exemption: Identify Code Number
- Categorical Exemption:
- General Rule Exemption: CEQA under Section 15311, Class 11 for Accessory Structures

Reasons Why Project Is Exempt: Pursuant to Section 4 of the City of Irvine CEQA procedures and Article 19 of the State of California Environmental Quality Act (CEQA) Guidelines, it has been determined that the proposed project has been found to be categorically exempt from the requirements of CEQA under Section 15311 (Class 11), Accessory Structures.

Justin Equina, Associate Planner

August 27, 2014

Date re

ZA ATTACHMENT 2

ZA ATTACHMENT 3

SIGN TYPE	DESCRIPTION	SIGN CLASSIFICATION PER ZONING ORDINANCE	SIGN LOCATION	MAX. QUANTITY	MAX. SIGN AREA	MAX. LETTER HEIGHT	MAX. HEIGHT OF SIGN ABOVE GROUND	LOGOS ALLOWED? (FOR VILLAGE)	ILLUMINATION PERMITTED?
A	LARGE MONUMENT SIGN	CENTER OR PROJECT IDENTIFICATION SIGN	GROUND	1	SEE P. 4A	12 IN.	7 FT.	YES	YES
B	SMALL MONUMENT SIGN	CENTER OR PROJECT ID SIGN	GROUND	2	SEE P. 4B	12 IN.	7 FT.	NO	YES
C	MENU BOARD	NOT CLASSIFIED	GROUND	1	SEE P. 4C	6 IN.	6 FT. 9 IN.	YES	YES
D	MAJOR TENANT WALL SIGN	BUSINESS IDENTIFICATION SIGN	WALL	5	1 SF PER 1 LF	SEE P. 4D	BUILDING PARAPET	YES	YES
E	MINOR TENANT WALL SIGN	BUSINESS IDENTIFICATION SIGN	WALL	1 PER IN-LINE TENANT; 2 PER PAD TENANTS; 2 PER 4517 CAMPUS	1 SF PER 1 LF	SEE P. 4E	BUILDING PARAPET	YES	YES
F	MINOR TENANT AWNING SIGN	BUSINESS IDENTIFICATION CANOPY SIGN	AWNING	1 PER IN-LINE TENANT	1 SF PER 1 LF	12 IN.	AWNING	YES	YES
G	MINOR TENANT WALL PLAQUE	BUSINESS IDENTIFICATION SIGN	WALL	1 PER IN-LINE TENANT	6.5 SF	9 IN.	7 FT.	YES	NO
H	ENTRY DOOR SIGN	BUSINESS ID AND INFO SIGN	WINDOW	1 PER TENANT	1 SF	2 IN.	5 FT.	NO	NO
I	SERVICE DOOR SIGN	DELIVERY ENTRANCE ID SIGN	WALL	1 PER DOOR	1 SF	4 IN.	5 FT.	YES	NO
J	ADDRESS SIGN FOR IN-LINE TENANTS	NOT CLASSIFIED	WINDOW	1 PER DOOR	1 SF	4 IN.	12 FT.	NO	NO
K	BLADE SIGN	ZONING SIGN TYPE #31	PROJECTING OR SUSPENDING ENTRANCE TO STORE	1 PER PUBLIC	10 SF	12 IN.	20 FT. OR PARAPET	YES	YES
L	DECORATIVE CONSTRUCTION FENCE SIGN	7-2-1 B7	FENCE	SEE P. 4L	SEE P. 4L	SEE P. 4L	SEE P. 4L	YES	SEE P. 4L

SIGN SUMMARY

PAGE 2

CAMPUS PLAZA SIGN PROGRAM
CASE #00602494-PSS

SIGN TYPE E

MINOR TENANT WALL SIGN

Purpose: To identify tenants other than the supermarket, if not identified by Sign Type F

Maximum Number: One sign per in-line tenant, except that 4517 Campus Drive may have one additional sign on the side wall. One sign per elevation per pad tenant, up to two signs per tenant per building. (A sign consisting of a tenant name and a symbol is considered to be one sign.)

Location: Along building elevations indicated on site plan.
 Mounted on wall; on element attached to wall, such as a horizontal bar or panel.
 2 feet min. from building corner; 4 feet min. from other signs

Allowed Sign Copy: Name and symbol of tenant

Maximum Sign Size: Sign length is limited to 75% of storefront
 24 inches high at in-line tenant (17 inches high, if sign on a 23-inch high sign band)*
 36 inches high for double-line sign at side wall at 4517 Campus Drive
 24 inches high for single-line sign at pad tenant (48 inches high for double-line sign)

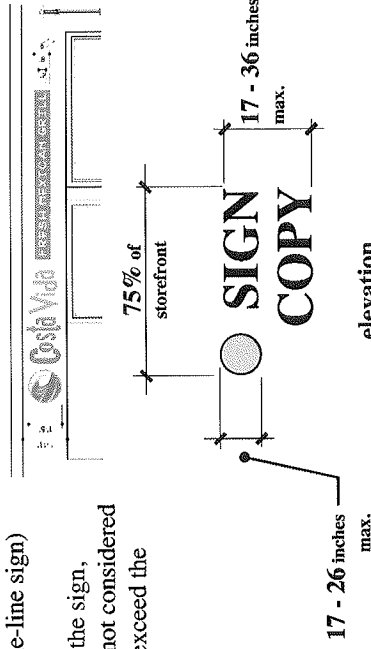
Minimum of one-third letter height of blank wall space above and below the sign, except for an in-line tenant with a sign band at 23 inches high. (Panel is not considered to be part of sign copy in this determination.) 20% of the sign area may exceed the maximum sign height if the sign is located no closer than one third average letter height to any building edge. Exceptions to the maximum sign size may be granted for registered trademarks, if the average sign height is no greater than the maximum permitted sign height and if the sign is located no closer than one third average letter height to any building edge

Maximum Sign Area: Maximum 1.0 square foot per 1.0 linear foot of frontage
Maximum Letter Height: 24 inches (26 inches at 4501 Campus Drive; 17 inches high, if sign on a 23-inch high sign band)
Maximum Symbol Height: 24 inches (26 inches at 4501 Campus Drive; 17 inches high, if sign on a 23-inch high sign band)

Sign Construction/Material: Individual letters and symbols. Cabinet signs are not permitted, except for minor cabinet signs with opaque backgrounds that are associated with larger individual letters, maximum size 5 SF. (The tenant's symbol is not limited by this 5 SF restriction.)

Illumination: Internally- or externally-illuminated. Exposed neon is not permitted
Tenant's Symbol: Permitted (may be a cabinet sign)
Allowed letterstyle / color: Any letterstyle / any color

* For in-line tenants with a 23-inch high sign band, the maximum sign height is 17 inches, such as shown below.



SIGN TYPE E
ELEVATION / SPECIFICATIONS

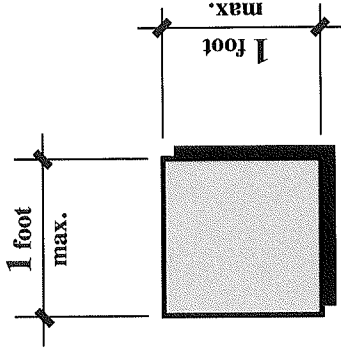
PAGE 4E

CAMPUS PLAZA SIGN PROGRAM
 CASE #00602494-PSS

SIGN TYPE I

SERVICE DOOR SIGN

Purpose:	To direct service personnel
Maximum Number:	One per service door
Location:	Adjacent to service doors
Orientation:	Facing service area
Allowed Sign Copy:	Identification number of tenant space; tenant name and logo
Maximum Sign Size:	1 foot high 1 foot wide
Maximum Sign Area:	1 square foot
Maximum Letter Size:	4 inches high
Sign Construction/Material:	Characters affixed to panel
Illumination:	Not permitted
Logo:	Permitted
Color:	Sign copy color should contrast with background color



elevation

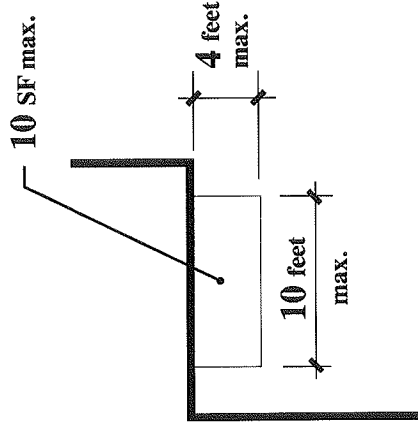
SIGN TYPE I
ELEVATION / SPECIFICATIONS

PAGE 4I

CAMPUS PLAZA SIGN PROGRAM
CASE #00602494-PSS

SIGN TYPE K RETAIL BLADE SIGN

- Purpose: To identify tenants to pedestrians
- Maximum Number: One sign per public entrance per lease space
- Location: At public entrance to a store, oriented perpendicular to storefront. Minimum 7.5 feet above ground level. Maximum 20 feet above ground level or the parapet, whichever is less.
- Allowed Sign Copy: Names and symbols of tenants. Brand names and information which makes the sign appear to be advertisement, such as ® and TM, are prohibited
- Maximum Sign Size: 4 feet high
10 feet wide
10 square feet
- Maximum Character Height: 12 inches with a 2 inch margin of blank space between sign copy and edge of sign panel.
- Sign Material: Metal or wood
- Illumination: External illumination allowed
Internal illumination of sign copy allowed
Internal illumination of sign background not allowed
- Letterstyle: Any
- Color: Any



SIGN TYPE L

DECORATIVE CONSTRUCTION FENCE SIGN

Purpose: To provide interest to the temporary construction fence, to identify the project under construction; and to notify the public that existing stores are open

Zoning classification: Subject to Section 7-2-1 B7

Location: Applied to face of temporary construction fence or barricade composed of chain link, wood, plastic, or another durable material
Top of sign shall be no higher than the top of the fence

Sign Removal: Sign shall be removed when fence no longer exists

If visible from the public right-of-way

Allowed Sign Copy: Phrase: "Existing stores open during construction," name and symbol of future tenant(s) under construction; website; and images without text or symbols

Maximum Number: No limit

Maximum Sign Height: 8 feet

Minimum Sign Length: Entire length of fence on all sides visible from the public right-of-way, unless otherwise approved by the Director of Community Development

Maximum Symbol Height: 6 feet

Maximum Letter Height: 6 feet

Sign Construction/Material: Durable, flexible material

Illumination: Not allowed

Allowed letterstyle / color: Any letterstyle / any color

If not visible from the public right-of-way

Allowed Sign Copy: Any

Maximum Number: No limit

Maximum Sign Height: 8 feet high

Maximum Sign Length: No limit

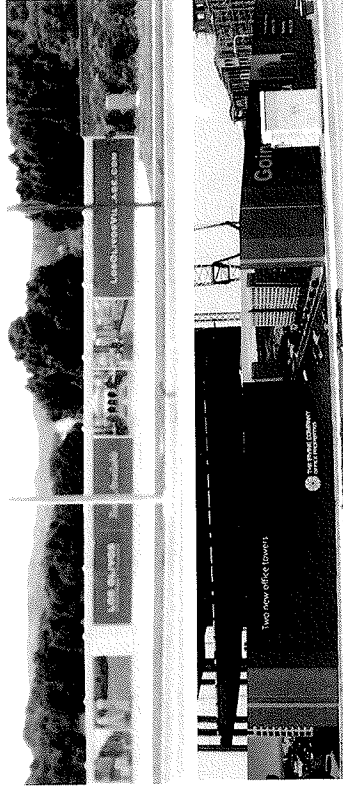
Maximum Symbol Height: Height of fence

Maximum Letter Height: Height of fence

Sign Construction/Material: Durable, flexible material

Illumination: Allowed

Allowed letterstyle / color: Any letterstyle / any color



Examples of sign styles visible from the public right-of-way that are allowed by this criteria

**SIGN TYPE L
ELEVATION / SPECIFICATIONS**

PAGE 4L

CAMPUS PLAZA SIGN PROGRAM
CASE #00602494-PSS

ZONING ADMINISTRATOR RESOLUTION NO. 14-1247

A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF IRVINE, CALIFORNIA, APPROVING A SIGN PROGRAM MODIFICATION 00602494-PSS WITH ADMINISTRATIVE RELIEF 00608494-PAR FOR CAMPUS PLAZA LOCATED AT 4105-4547 CAMPUS DRIVE IN PLANNING AREA 24 (UNIVERSITY TOWN CENTER)

WHEREAS, Baab and Associates on behalf of the Irvine Company requests approval of a Sign Program modification 00602494-PSS with Administrative Relief 00608494-PAR for Campus Plaza for the following to:

- 1) allow larger tenant wall signs for minor tenants (Sign Type E);
- 2) decrease the minimum blank wall of space around a tenant wall sign (Sign Type E);
- 3) allow Service Door Signs;
- 4) allow illumination on blade signs (Sign Type K); and,
- 5) allow decorative construction fencing (Sign Type L).

WHEREAS, Administrative Relief is requested from Section 7-3-1 of the Irvine Zoning Ordinance for the following elements of the Sign Program to:

- 1) allow larger tenant wall signs for minor tenants (Sign Type E);
- 2) decrease the minimum blank wall of space around a tenant wall sign (Sign Type E); and,
- 3) allow illumination on blade signs (Sign Type K).

WHEREAS, the Zoning Administrator of the City of Irvine has considered information presented by the applicant, the Community Development Department, and other interested parties at a public hearing held on August 27, 2014.

NOW, THEREFORE, the Zoning Administrator of the City of Irvine DOES HEREBY RESOLVE as follows:

SECTION 1. Pursuant to Section 4 of the City of Irvine CEQA procedures and Article 19 of the State of California Environmental Quality Act (CEQA) Guidelines, it has been determined that the proposed project has been found to be categorically exempt from the requirements of CEQA, under Section 15311 (Class 11), Accessory Structures.

SECTION 2. That the findings required for approving the Sign Program and establishing the sign criteria for the project site as set forth in Section 2-31-3 of the Irvine Zoning Ordinance have been made as follows:

- A. The proposed Sign Program satisfies the intent of Division 2 (Administration) of the Irvine Zoning Ordinance.

The intent of the Sign Program is to establish sign regulations that will effectively express the identity of the site while remaining appropriate to their surroundings.

The Sign Program modification is supportable because the illuminated blade signs are interior to the site and not visible from the public street. By allowing blade sign illumination, it will create more visibility to pedestrians after dark improving navigation within the center.

A blank wall space that is equal to either one third or one sixth the height of the tallest letter is also supportable because it will provide the opportunity for a larger sign on a building that vehicles on-site can identify, which improves navigation in the center. Staff also supports the request because the signs will still maintain spacing between the edge of the sign and the building wall so that it remains compatible with the building

Increasing the tenant wall sign from 24 inches to 36 inches on the sidewall of building 4517 is also supportable because it will enhance visibility along Cornell. Since the building offers ample wall space the sign will remain in harmony with the site and surrounding area.

Finally, staff is in support of the construction fence as it will serve to minimize the visual impact of construction activities at this site. The fence will also remain outside of any site distance triangles and will not consist of any regulatory traffic graphics, which shows that the sign will not jeopardize the public's health or safety in any way.

Therefore, the project will remain in harmony with the surrounding neighborhood while enhancing the identification of tenants inside the center.

- B. The proposed signs enhance the development, and are in harmony with and visually-related to other signs in the Sign Program, the building and/or development it identifies and the surrounding development.

The proposed sign program modification enhances the development as it creates more tenant visibility to pedestrians and vehicles on-site through the use of illuminated blade signs and larger wall signs.

The sign program also serves to minimize the visual impact of construction activities through the use of decorative construction fencing which will extend the entire length of the fence on all sides visible from the public street.

Further, the sign program has established criteria which control the design, scale, and size of the signs to remain compatible and in scale with the center.

- C. The proposed Sign Program shall not adversely affect surrounding land uses or obscure adjacent signs.

All proposed signs are part of a coordinated sign program that will be controlled by the property owner. The Sign Program modification provides criteria for signs, which includes sign size and design, which will be compatible in scale with the center. The uniformity of sign design will allow for aesthetically-pleasing signage that will improve the project site. The proposed signs will not negatively impact the aesthetics of the subject site, nor adversely affect surrounding land uses. Furthermore, the signs are not sited in a location where they would have the potential to obscure adjacent signs.

- D. The proposed Sign Program criteria shall be sufficiently comprehensive and flexible to accommodate changes in building tenants, and their sign needs.

The Sign Program modification is sufficiently comprehensive and flexible to accommodate changes.

- E. The proposed sign program will comply with all the regulations of Chapter 2-31, *Sign Program Procedures*, of the Irvine Zoning Ordinance, except where Administrative Relief has been requested, in which case, additional findings must be made per Section 2-2-8 of the Irvine Zoning Ordinance.

The Sign Program will comply with all the regulations of Chapter 2-31, *Sign Program Procedures*, of the Irvine Zoning Ordinance, except where Administrative Relief is requested. The findings in support of the Administrative Relief request may be found in Section 3 of this Resolution.

SECTION 3. That the findings required for approving Administrative Relief for signs as set forth in Section 2-2-8 of the Irvine Zoning Ordinance have been made as follows:

- A. The intent of Division 7 (Signs) of this Irvine Zoning Ordinance is being preserved.

The intent of Division 7 (Signs) of the Irvine Zoning Ordinance is to promote and protect the public health, safety and welfare by regulating existing and proposed signs to assure that they are legible, compatible with the surroundings, appropriate to the type of activity, and expressive of the identity and uniqueness of the site.

The Sign Program modification is supportable because the illuminated blade signs are interior to the site and not visible from the public street. By allowing blade sign illumination, it will create more visibility to pedestrians after dark improving navigation within the center.

A blank wall space that is equal to either one third or one sixth the height of the tallest letter is also supportable because it will provide the opportunity for a larger sign on a building that vehicles on-site can identify, which improves navigation in the center. Staff also supports the request because the signs will still maintain spacing between the edge of the sign and the building wall so that it remains compatible with the building

Increasing the tenant wall sign from 24 inches to 36 inches on the sidewall of building 4517 is also supportable because it will enhance visibility along Cornell. Since the building offers ample wall space the sign will remain in harmony with the site and surrounding area.

- B. The proposed signs will enhance and harmonize with other onsite signs and with the site, building, and/or use being identified by the signs.

The proposed sign program modification enhances the development as it creates more tenant visibility to pedestrians and vehicles on-site through the use of illuminated blade signs and larger signs.

The signs do not create any visual impacts to the site or surrounding neighborhood as the modification has established criteria for these signs including sign size and design which will remain compatible and in scale with the center.

- C. The proposed signs will not negatively impact the aesthetics of the subject site or the surrounding properties.

All proposed signs are part of a coordinated Sign Program that will be controlled by the property owner. The Sign Program provides criteria for signs, which includes sign size and design, which will be compatible in scale with the shopping center. The uniformity of sign design will allow for aesthetically pleasing signage that will improve the project site. The

proposed signs will not negatively impact the aesthetics of the subject site, nor adversely affect surrounding land uses.

SECTION 4. That based on the above findings, the Zoning Administrator of the City of Irvine DOES HEREBY APPROVE Sign Program 00602494-PSS with Administrative Relief 00608494-PAR subject to the following Conditions:

MISCELLANEOUS

Standard Condition 6.1

DISCRETIONARY CASE CHARGES

The applicant is responsible for paying all charges related to the processing of this discretionary case application within 30 days of the issuance of the final invoice or prior to the issuance of building permits for this project, whichever occurs first. Failure to pay all charges shall result in delays in the issuance of required permits or may result in the revocation of the approval of this application.

Standard Condition 6.2

LEGAL ACTION – HOLD HARMLESS

In accordance with the provisions of Section 5-5-114 of the Irvine Municipal Code and Government Code Section 66474.9, the applicant shall defend, indemnify, and hold harmless the City of Irvine and its agents, officers, and employees from and against any claim, action, or proceeding against the City agency or its agents, officers, or employees to attack, set aside, void, or annul an approval by the City, including, without limitation, an action by an advisory agency, appeal board, or legislative body concerning this discretionary approval. This defense and indemnification shall include the payment of all legal costs incurred on behalf of the City in connection with the application, and the defense of any claim, action or proceeding challenging the approval. The City will promptly notify the applicant of any claim, action, or proceeding and will cooperate fully in the defense.

In the event a legal challenge to the discretionary approval is successful, and an award of attorney fees is made to the challenger, the applicant shall be responsible to pay the full amount of such an award.

Condition 6.19

SIGN PERMIT REQUIRED

Prior to changing out and/or installing any onsite signage, a sign permit for each shall be obtained in accordance with this approved Sign Program. Issuance of a sign permit shall be subject to all on-site signage being in compliance with Division 7, *Signs*, of the Irvine Zoning Ordinance.

Condition 6.20

DECORATIVE CONSTRUCTION FENCING

Decorative Construction fencing shall be removed after fence no longer exists.

SECTION 5. That the Secretary to the Subdivision Committee shall enter the Resolution into the book of original Resolutions.

PASSED AND ADOPTED by the Zoning Administrator of the City of Irvine at a regular meeting held on the 27th of August 2014. Unless an appeal is filed by 5 p.m. on Thursday, September 11, 2014, this action shall become effective on Friday, September 12, 2014.

ZONING ADMINISTRATOR

AGENDA ITEM NO 3



REQUEST FOR ZONING ADMINISTRATOR ACTION

MEETING DATE: AUGUST 27, 2014

TITLE: SIGN PROGRAM MODIFICATION WITH ADMINISTRATIVE RELIEF FOR THE IRVINE MARKET PLACE COMMERCIAL CENTER LOCATED IN PLANNING AREA 4 (LOWER PETERS CANYON)

Zoning Coordinator

RECOMMENDED ACTION

- 1) Open public hearing.
- 2) Comments and questions.
- 3) Close public hearing.
- 4) Adopt Resolution No. 14-1246 entitled:

A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF IRVINE APPROVING SIGN PROGRAM MODIFICATION 00603467-PSS WITH ADMINISTRATIVE RELIEF (00607049-PAR) FOR THE IRVINE MARKET PLACE COMMERCIAL CENTER LOCATED IN PLANNING AREA 4

PROJECT DESCRIPTION

Applicant: Baab and Associates on behalf of Irvine Company, Retail Properties

Location: 13100-13792 Jamboree Road, along the west side of Jamboree Road between Irvine Boulevard and the I-5 Freeway, in Planning Area (PA) 4 (Lower Peters Canyon) (ZA Attachment 1).

Proposed: The applicant is requesting approval of a Modification to combine the existing Market Place Phase 2 and Phase 3 sign programs into a single comprehensive sign program. Administrative relief is requested for a number of sign types to exceed existing standards.

Zoning: 4.9 LPC Regional Commercial

General Plan Designation: Regional Commercial

Existing Land Use: Retail Center

COMMISSION / BOARD / COMMITTEE RECOMMENDATION

Not applicable.

ANALYSIS

Baab and Associates, on behalf of Irvine Company Retail Properties, is requesting approval of a Modification to the existing Market Place 3 Sign Program (ZA Attachment 3) with Administrative Relief for several sign types. The Market Place is a regional commercially zoned shopping center with over 1.6 million square feet of retail/restaurant/commercial uses and several anchor tenants located along the east and west sides of Jamboree Road between the Interstate 5 (I-5) Freeway and Irvine Boulevard. The Market Place was developed in three separate phases: Phase 1 on the west side of Jamboree Road in the City of Tustin, and Phases 2 and 3 on the east side of Jamboree Road in the City of Irvine. Each of the three phases has its own Sign Program. Phases 2 and 3 are collectively referred to as The Irvine Market Place and are divided by Bryan Avenue, with Phase 2 to the south and Phase 3 to the north. The proposed modification affects only signage in Phases 2 and 3 of the Irvine Market Place. Phase 1 in Tustin is not a part of the request.

The Phase 2 Sign program was originally approved by the County of Orange in 1995 and was reviewed against County standards at that time. The Phase 3 Sign Program was approved by the City of Irvine in 1998 under the City's Sign Code. There has been a lack of consistency at times in the way standards are applied to the two phases of the Irvine Marketplace because these sign programs were approved by different agencies using different standards.

The proposed Modification will combine the Phase 2 and 3 Sign Programs into a single sign program (00603467-PSS) that will now cover the entire Irvine Market Place. This merger will simplify the administration of signage in the Irvine Market Place by creating a single comprehensive plan to guide future signage for both Phases 2 and 3. With the proposed Modification, the Market Place 3 Sign Program will be expanded to incorporate the County-approved signage from the existing Marketplace 2 Sign Program. All signage from Phase 2 has been grandfathered into the new sign program and have been reclassified to be consistent with similar sign types in Phase 3. Any Phase 2 signs that do not have a comparable sign type in Phase 3 have been reclassified according to the existing Zoning Code. The proposed sign program modification includes a total of 18 sign types for the entire Irvine Marketplace. ZA Attachment 4 includes an exhibit with photos and descriptions of the existing signage

versus proposed signage. The following page of this report includes a table with a description of all 18 sign types.

For any signs (Phase 2 or 3) where changes have been proposed that exceed previous Sign Program standards or the current Zoning Code standards, Administrative Relief has been requested. In total, Administrative Relief is being requested for seven of the 18 sign types that are part of the proposed sign program modification. This includes Administrative Relief requests for Sign Types G, K, L and M (Tenant Wall Signs), Sign Type O (Awning Sign), Sign Type P (Theme Banner), and Sign Type Q (Menu Board). The Zoning Code identifies the Zoning Administrator as the approval body for signs with Administrative Relief (§2-31-4).

Below is a summary of proposed Sign Types A through R of the modified sign program:

Sign Type in new sign program	Sign Type in current sign programs
A (large project sign)	Sign Type #2 in TMP2 sign program Sign Type A in TMP3 sign program
B (small project sign)	Sign Type #2 in TMP2 sign program Sign Type B in TMP3 sign program
C (tenant pylon)	Sign Type #3 in TMP2 sign program Not in TMP3 sign program
D (tenant monument sign)	Sign Type #4b in TMP2 sign program Sign Type C in TMP3 sign program
E (large directional sign)	Sign Type #4a in TMP2 sign program Not in TMP3 sign program
F (medium directional sign)	Sign Type #4 in TMP2 sign program Sign Type D in TMP3 sign program
G (small directional sign)	Sign Type #5 in TMP2 sign program Sign Type E in TMP3 sign program
H (directory sign - ground sign)	Sign Type #6 in TMP2 sign program Sign Type F in TMP3 sign program
I (directory sign - wall sign)	Sign Type #8 in TMP2 sign program Sign Type Q in TMP3 sign program
J (icon sign)	Not in TMP2 sign program Sign Type R in TMP3 sign program
K (tenant wall sign on main buildings)	Sign Type #9 in TMP2 sign program Sign Type G in TMP3 sign program
L (tenant wall sign on multi-tenant pad buildings)	Sign Type #10 in TMP2 sign program Sign Type H in TMP3 sign program
M (tenant wall sign on single-tenant pad buildings)	Sign Type #10 in TMP2 sign program Sign Type H in TMP3 sign program
N (retail blade sign)	Sign Type #11 in TMP2 sign program Sign Type J in TMP3 sign program
O (retail awning sign)	Sign Type #10 in TMP2 sign program Sign Type I in TMP3 sign program
P (theme banner)	Sign Type #7 in TMP2 sign program Not in TMP3 sign program
Q (menu board)	Sign Type #5 in TMP2 sign program Not in TMP3 sign program
R (decorative construction fence sign)	Not in TMP2 sign program Not in TMP3 sign program

TMP2 = The Market Place 2
 TMP3 = The Market Place 3

Following is a discussion of each sign type that requires Administrative Relief, as well as a discussion of Sign Type R (Decorative Construction Fencing) which is a new sign type being added to the Sign Program.

Issue 1: Sign Type G – Small Directional Sign

The following Administrative Relief request is proposed for Sign Type G:

- to remove the limit on the number of signs allowed on-site.

The intent of these directional signs is to identify select tenant spaces to drivers traveling within the site. The applicant is requesting to remove the limit on the number of signs allowed so that additional signs can be placed throughout the center to enhance internal vehicle circulation and guide driver's to their destination more efficiently. Removing the limit on these signs allows for signs to be added and/or relocated as changing circumstances warrant them. The revision will also allow for greater flexibility to accommodate additional tenants or changes made to the retail pads.

Issue 2: Sign Type K, L, and M – Tenant Wall Signs

The following Administrative Relief requests are proposed for Sign Type K, L and M to:

- allow for minimum margins of one-third the height of the tallest letter; and,
- allow for one or two signs per frontage plus one sign per tower face where a tower is adjoined to the building.

The proposed reduction to the minimum margin for sign copy on Sign Types K, L and M will allow for taller letters in the tenants' letterstyle to make them more visible to potential shoppers searching for their destination. The larger letter style is scaled appropriately for the different signs it will be located on and is also compatible with the sign copy used in the surrounding shopping center signs. Furthermore, these signs are mostly located on exterior walls of the retail buildings internal to the site and do not impact visual aesthetics beyond the boundary of the site. These signs are prohibited on sides of buildings visible from the public right-of-way.

The proposed revision allowing one sign to be placed per tower face as opposed to one sign per tower overall will provide greater opportunities to identify various tenant spaces. This allows retailers with corner spaces to better identify themselves to potential shoppers walking along either side of the building while maintaining uncluttered visual aesthetics compatible with surrounding tenant identification signage.

Issue 3: Sign Type O – Awning Signs

The following Administrative Relief requests are proposed for Sign Type O to:

- allow placement of awning signs in addition to wall signs. Per the sign code, awning signs are only allowed where there are no wall signs;
- remove the limit on the number of signs per frontage;
- allow for sign copy on the vertical and sloping portions of the awning surface;
- allow for the maximum height of the sign copy to match 90 percent of the vertical surface and 50 percent of the sloping surface;
- remove the limit on the maximum length of the sign copy; and,
- remove the limit on the maximum sign copy area.

Tenant awnings will provide additional information helping potential shoppers to find their destination. The use of awning signs is also intended to increase the festivity and urbanity of the shopping center. According to the applicant, a festive and urban shopping center is more likely to serve as a community gathering place for residents in the surrounding area, attracting pedestrian traffic and thus reducing vehicular traffic to the center. At the same time, the festive and urban nature of the center will cater to consumers living far from an urban center and help drive regional traffic to the center.

The existing sign program limits sign copy at 140 square feet for all tenant signs on a single building exterior, including awning signs. The applicant is requesting Administrative Relief to create specific sign copy limits for awning signs that would be based on the height of the actual awning (vertical and sloping portions). The proposed sign copy standards for awning signs is 90 percent of the height of the vertical portion of the awning and 50 percent of the height of the sloping portion of the awning. The sloped portion of the awning sign contains the larger surface area, which is why sign copy is limited at 50 percent. For example, an awning sign with a sloped surface of 200 square feet would be restricted to sign copy of 100 square feet. Allowing sign copy on both the vertical and sloping portions of the awning surface, with more flexible sizing limits, will give tenants a better opportunity to identify themselves to customers and also to communicate the products/services they provide. Allowing sign copy to be more proportionate with the size of the awnings will help to avoid situations where small sign copy is awkwardly portrayed on a large awning or vice-versa. The proposed modification allows for tenant names on either the vertical or sloping portion of the awning and products/services on the other portion. Tenants are prohibited from placing their names and/or symbols on both portions of the awning.

Issue 4: Sign Type P – Festival Banner

The following Administrative Relief request is proposed for Sign Type P to:

- allow for shopping center, tenant and sponsor names to be placed on signage.

The proposed modification allows for the identification of shopping center, tenant and sponsor names on festival banners when special events/activities are hosted on-site. This is intended

to improve the way special events are communicated to event attendees. Event attendees are better able to locate the event if they know which tenant is throwing the event. Drivers are better able to locate parking spaces close to event locations if they know the tenant, thus reducing any unintentional impacts to general traffic flow while drivers are searching for their destination. Allowing tenant and sponsor names on the theme banners helps participants involved with the event gain recognition as well. Recognition is an incentive to entice sponsors to support more community events in the future. Events are an important way to increase the festivity and urbanity of the shopping center and help to attract more potential shoppers to the center.

Issue 5: Sign Type Q – Menu Board

The following Administrative Relief requests are proposed for Sign Type Q to:

- allow for internal illumination of the sign background; and,
- allow for maximum sign copy height of six inches.

Allowing menu board signs to host internal illumination and have a maximum six-inch sign copy height will improve the way information is communicated to drivers in the drive-thru lane. The increased sign copy will allow customers to see the menu boards better from farther away. Internal illumination will help customers see signs better at night as well. Both improvements will reduce the amount of time customers spend considering menu items when they reach the order kiosk, thus reducing impacts from traffic queuing and idling of cars.

Issue 6: Sign Type R – Decorative Construction Fencing

A new sign type is being added as part of the modification request: Sign Type R (Decorative Construction Fence Sign). This sign is allowed by the Code (Section 7-2-1.B-7) and the intent is to provide interest to construction fencing when development is underway at various times within the center, and also to identify the specific tenant that is under construction at a given time. The proposed standards for this sign type make a

distinction between construction fencing that is visible from the public right-of-way versus fencing that is internal to the site and not visible from the public right-of-way.

Sign copy is restricted when fences are visible from the public right-of-way and the only copy that's allowed is the name and symbol of future tenant(s), website information, images without text or symbols, and the phrase: "Existing stores open during construction". Maximum sign copy height is limited to six feet and illumination is not allowed. Additionally, any signage on the fence must wrap around the entire length of the fence on all sides visible from the public right-of-way.

For fencing that is internal to the site and not visible from right-of-way, the sign copy standards are far less restrictive and provide much more flexibility. Ultimately, the City is most interested in regulating sign copy on construction fencing that can be seen off-site from adjacent roadways/developments and the standards reflect this.

ENVIRONMENTAL REVIEW

Pursuant to Section 4 of the City of Irvine CEQA procedures and Article 19 of the State California Environmental Quality Act (CEQA) Guidelines, it has been determined that the proposed project has been found to be categorically exempt from the requirements of CEQA under Section 15311 (Class 11), Accessory Structures. There is no public review period required. A Notice of Exemption has been prepared for the project and is attached for reference (ZA Attachment 2).

ALTERNATIVES CONSIDERED: Not applicable.

FINANCIAL IMPACT: Not applicable.

REPORT PREPARED BY: Dat Tran, Assistant Planner

ATTACHMENTS:

ZA Attachment 1. Vicinity Map
ZA Attachment 2. Environmental Determination - Categorical Exemption
ZA Attachment 3. Sign Program, Dated August 14, 2014
ZA Attachment 4. Exhibit: Existing versus Proposed Signage
ZA Attachment 5. Zoning Administrator Resolution No. 14-1246 Approving Sign Program Modification 00603467-PSS with Administrative Relief (00607049-PAR)

cc: David Baab, Baab and Associates, dbaab@baabcorp.com
Jeff Davis, Irvine Company, JSDavis@irvinecompany.com

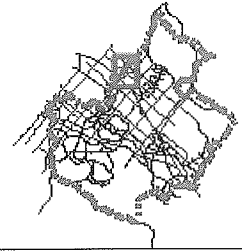
Zoning Administrator Meeting
August 27, 2014
Page 9 of 9

John Ernst, Principal Planner, jernst@cityofirvine.org
Trevor Lottes, Senior Planner, tlottes@cityofirvine.org





File: 00603467-PSS, 00607049-PAR, 34466-SS, 36960-PSS



Vicinity Map - The Irvine Market Place



Legend

-  CITY BOUNDARY
- IRVINE CENTERLINES
- 13_Irvine_1ft_SP6.sid
-  Red: Band_1
-  Green: Band_2
-  Blue: Band_3

1: 12,800



Notes

1,600.0 0 800.00 1,600.0Feet

NAD_1983_StatePlane_California_VI_FIPS_0406_Feet
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Printed: 8/19/2014

This map is a user generated static output from an Internet mapping site and is for reference only. Data layers that appear on this map may or may not be accurate, current, or otherwise reliable.

THIS MAP IS NOT TO BE USED FOR NAVIGATION



NOTICE OF EXEMPTION

TO: State of California
Office of Planning & Research
PO Box 3044
Sacramento, CA 95812-3044

FROM: Attn: Dat Tran, Assistant Planner
City of Irvine Community Development Department
PO Box 19575
Irvine, CA 92623-9575

County Clerk
County of Orange
PO Box 238
Santa Ana, CA 92702

T 949-724-6373

SUBJECT: Filing of **Notice of Exemption** in compliance with Section 15062 of the Public Resources Code.

Project Title and File No.: The Irvine Market Place Sign Program Modification with Administrative Relief (File Nos. 00603467-PSS and 00607049-PAR)

Project Location: The project is located in the County of Orange, at 13100-13792 Jamboree Road, Irvine, CA 92602.

Project Description: The project consists of a Modification to an existing Sign Program for The Irvine Market Place Retail Center located along the west side of Jamboree Road between Irvine Boulevard and the I-5 Freeway. The Modification is requested to combine the existing Market Place Phase 2 and Phase 3 sign programs into a single comprehensive sign program. Administrative Relief is requested for a number of sign types to exceed existing standards. In total, the Modification includes 18 sign types that will address all signage needs for the center.

Approving Public Agency: City of Irvine
Community Development Department
PO Box 19575
Irvine, CA 92623-9575

Applicant: Baab & Associates
1469 Voyager Drive
Tustin, CA 92782

Exempt Status:
(check one)

- Ministerial (Section 21080(b)(1); 15268)
- Declared Emergency (Section 21080(b)(3); 15269(a))
- Emergency Project (Section 21080(b)(4); 15269(b)(c))
- Statutory Exemption: Identify Code Number
- Categorical Exemption: Section 15311, Class 11 for "Accessory Structures"

Reasons Why Project Is Exempt: Pursuant to Section 4 of the City of Irvine California Environmental Quality Act (CEQA) procedures and Article 19 of the State CEQA Guidelines, it has been determined that the proposed project has been found to be categorically exempt from the requirements of CEQA under Section 15311 (Class 11), Accessory Structures.

Dat Tran, Assistant Planner
Name and Title



Signature

August 27, 2014
Date

Date received for filing at OPR:

FORM 45-02 (Rev. 10/2006)

THE MARKET PLACE -IRVINE

SIGN PROGRAM

PROPERTY OWNER:
IRVINE COMPANY RETAIL PROPERTIES
CONTACT: JOHN MURPHY (949) 720-3171
jmurphy@irvinecompany.com

PROGRAM DESIGNER:
BAAB & ASSOCIATES
CONTACT: DAVID J. BAAB (949) 729-9210
dbaab@baabcorp.com

ADDRESS: 13100-13792 JAMBOREE ROAD, IRVINE, CALIFORNIA 92602

LEGAL DESCRIPTION: LOT 1 & 2, TRACT 93-204; APN 104-351-31 & -32
LOT 1, TRACT 98-167; APN 104-353-01, -03, -05, & -06

ZONING: 4.9 LPC REGIONAL COMMERCIAL

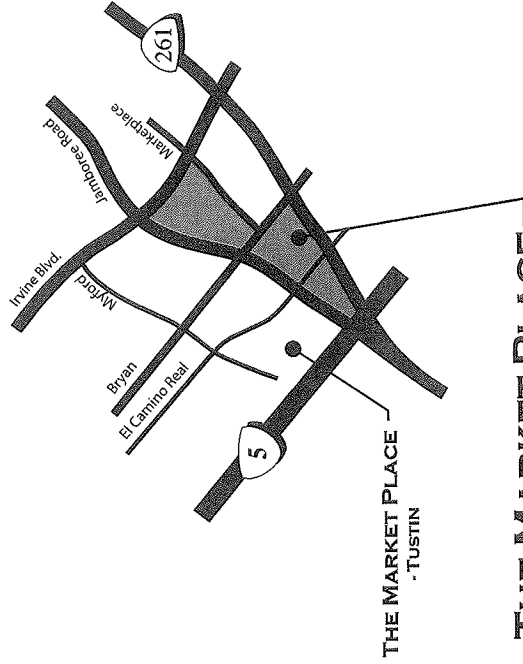
PLANNING AREA: 4 (LOWER PETERS CANYON)

APPROVAL HISTORY FOR THE MARKET PLACE II SIGN PROGRAM:

COUNTY OF ORANGE	DATED 3/30/95
CASE #00438067-PSS	APPROVED ON 3/28/07
CASE #00518286-PSS	APPROVED ON 4/13/11
CASE #00533196-PSSM	APPROVED ON 11/2/11
CASE #005565159-PSSM	APPROVED ON 3/8/13
CASE #00570943-PSSM	APPROVED ON 5/7/13

APPROVAL HISTORY FOR THE MARKET PLACE III SIGN PROGRAM:

CASE #34466-SS	APPROVED ON 12/7/98
CASE #38908-AR	APPROVED ON 7/15/99
CASE #39255-AR	APPROVED ON 10/21/99
CASE #50396-SSM	APPROVED ON 5/30/01
CASE #50397-SS	APPROVED ON 9/6/01
CASE #00438076-PSS	APPROVED ON 3/28/07
CASE #00558901-PSSM	APPROVED ON 11/28/12
CASE #00570945-PSSM	APPROVED ON 5/3/13



THE MARKET PLACE
- IRVINE

PROGRAM TITLE

PROGRAM TITLE

PAGE 1

THE MARKET PLACE - IRVINE SIGN PROGRAM
Case No. 00603467-PSS

SIGN TYPE	DESCRIPTION	SIGN CLASSIFICATION PER ZONING ORDINANCE	SIGN LOCATION	MAX. QUANTITY	MAX. SIGN AREA	MAX. LETTER HEIGHT	MAX. HEIGHT OF SIGN ABOVE GROUND	SYMBOLS ALLOWED?	ILLUMINATION PERMITTED?
A	LARGE PROJECT SIGN	#14	GROUND	5	2700 SF	36 IN.	60 FT.	YES	YES
B	SMALL PROJECT SIGN	#14	GROUND	6	600 SF	24 IN.	30 FT.	YES	YES
C	TENANT PYLON	#14	GROUND	10	210 SF	48 IN.	30 FT.	YES	YES
D	TENANT MONUMENT SIGN	#14	GROUND	9	160 SF	24 IN.	8 FT.	YES	YES
E	LARGE DIRECTIONAL SIGN	#29	GROUND	5	190 SF	12 IN.	20 FT.	YES	YES
F	MEDIUM DIRECTIONAL SIGN	#29	GROUND	8	126 SF	12 IN.	18 FT.	YES	YES
G	SMALL DIRECTIONAL SIGN	#29	GROUND	SEE P 4G	32 SF	6 IN.	8 FT.	YES	YES
H	DIRECTORY SIGN (GROUND SIGN)	#29	GROUND	8	42.5 SF	12 IN.	8.5 FT.	YES	YES
I	DIRECTORY SIGN (WALL SIGN)	#29	WALL	4	SEE P 4I	12 IN.	PARAPET	YES	YES
J	ICON SIGN	ICON SIGN	GROUND	1	252 SF	51 IN.	28 FT.	YES	YES

SIGN SUMMARY

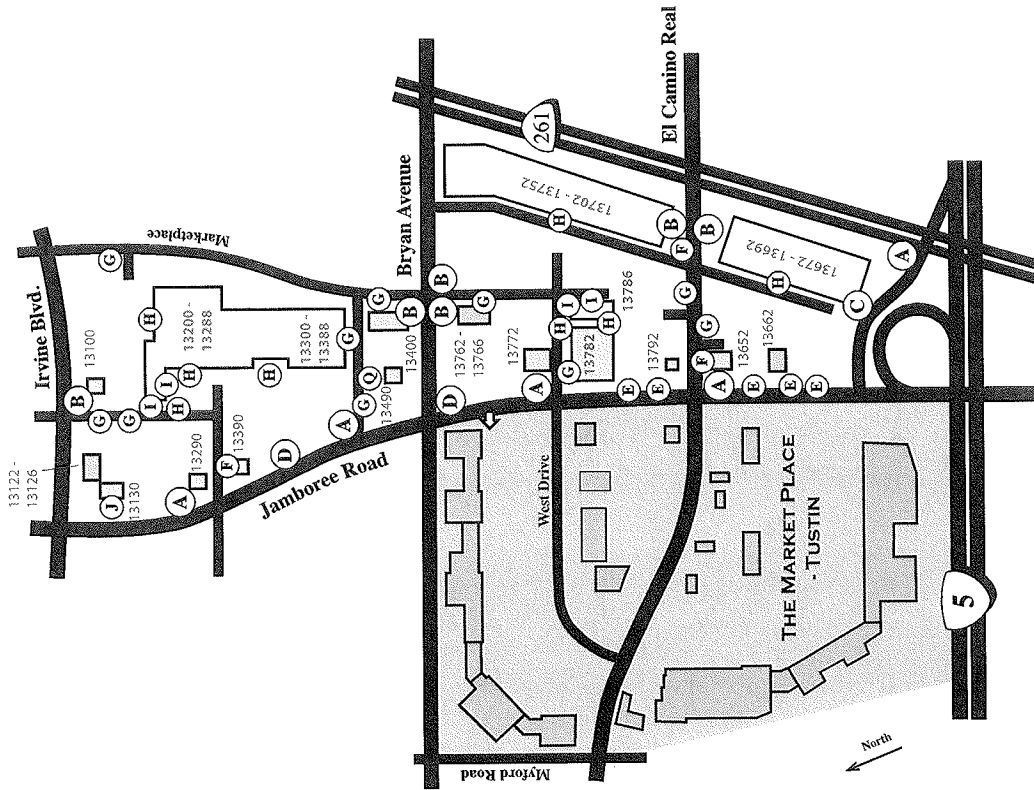
PAGE 2A

SIGN TYPE	DESCRIPTION	SIGN CLASSIFICATION PER ZONING ORDINANCE	SIGN LOCATION	MAX. QUANTITY	MAX. SIGN AREA	MAX. LETTER HEIGHT	MAX. HEIGHT OF SIGN ABOVE GROUND	SYMBOLS ALLOWED?	ILLUMINATION PERMITTED?
K	TENANT WALL SIGN ON MAIN BUILDINGS	#25	WALL	SEE P 4K	SEE P 4K	SEE P 4K	PARAPET	YES	YES
L	TENANT WALL SIGN ON MULTI-TENANT PAD BUILDINGS	#25	WALL	SEE P 4L	SEE P 4L	SEE P 4L	PARAPET	YES	YES
M	TENANT WALL SIGN ON SINGLE-TENANT PAD BUILDINGS	#19	WALL	SEE P 4M	SEE P 4M	SEE P 4M	PARAPET	YES	YES
N	RETAIL BLADE SIGN	#31	SUSPENDED OR PROJECTING	SEE P 4N	10 SF	12 IN.	20 FT. OR PARAPET	YES	YES
O	RETAIL AWNING SIGN	#32	AWNING	SEE P 4O	SEE P 4O	SEE P 4O	SEE P 4O	YES	YES
P	THEME BANNER	#114	LIGHT POLE	SEE P 4P	30 SF	24 IN.	SEE P 4P	YES	SEE P 4P
Q	MENU BOARD	#28	GROUND	SEE P 4Q	56 SF	4 IN.	7 FT.	YES	YES
R	DECORATIVE CONST. FENCE SIGN	7-2-1 B7	FENCE	SEE P 4R	SEE P 4R	SEE P 4R	SEE P 4R	YES	SEE P 4R

SIGN SUMMARY

PAGE 2B

THE MARKET PLACE - IRVINE SIGN PROGRAM
Case No. 00603467-PSS



Legend

- (A)** Sign Type A Large Project Sign
- (B)** Sign Type B Small Project Sign
- (C)** Sign Type C Tenant Pylon (group of 10 pylons per symbol on plan)
- (D)** Sign Type D Tenant Monument Sign (one sign at Jamboree/Bryan, and a group of 8 signs at 13390 Jamboree per symbol on plan)
- (E)** Sign Type E Large Directional Sign
- (F)** Sign Type F Medium Directional Sign (group of 3 signs on El Camino Real per symbol on plan; and a pair of signs on entry drive at 13390 Jamboree per symbol on plan)
- (G)** Sign Type G Small Directional Sign
- (H)** Sign Type H Directory Sign (ground sign)
- (I)** Sign Type I Directory Sign (wall sign)
- (J)** Sign Type J Icon Sign
- (Q)** Sign Type Q Menu Board (pair of signs)
- Main Buildings (Location of Sign Type K)
- Multi-Tenant Pad Buildings (Location of Sign Type L)
- Single-Tenant Pad Buildings (Location of Sign Type M)

For signs mounted to the building located at 13782 Jamboree, please see the City approved sign program for Edward Stadium Cinemas, dated 10/12/98, by Superior Electrical Advertising (Case #36249-AR)

SIGN TYPE A

LARGE PROJECT SIGN

Purpose: Double-faced sign to identify the shopping center
Sign Type: Zoning Sign Type #14

Maximum Number: Five

Location: As shown on Page 3. On private property, 10-foot minimum from face of public street curb, 2-foot minimum from back of sidewalk. Outside of sight distance triangle.

Allowed Sign Copy: Name and symbol of shopping center. Brand names and information which makes the sign appear to be advertisement, such as ® and TM, are prohibited

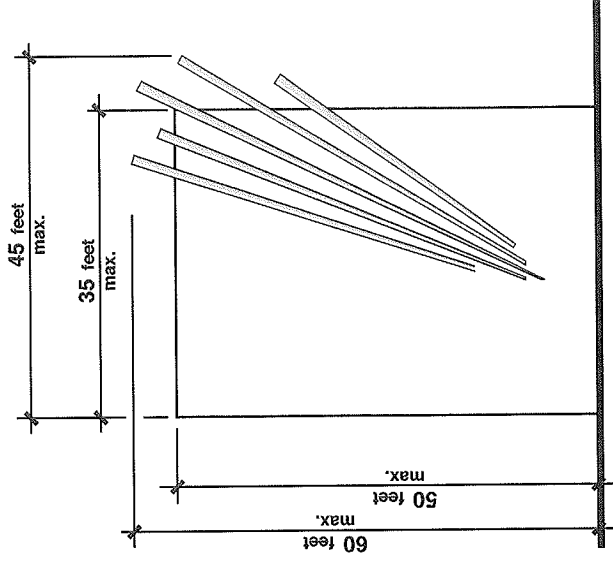
Maximum Sign Structure Size: 60 feet high at midpoint; 45 feet wide; 10 feet deep; 2700 square feet
Maximum Sign Panel Size: 50 feet high; 35 feet wide; 1750 square feet

Maximum Letter Height: 36 inches

Sign Construction: Individual letters and symbols mounted on or routed in opaque cabinet
Allowed Material for Sign Copy: Metal, acrylic, and similar durable materials

Illumination: External, low-profile, floodlighting; or internally-illuminated in a manner that lights only the copy and not the sign background. Exposed neon is permitted.

Allowed letterstyle / color: Any letterstyle / any color



SIGN TYPE A
ELEVATION / SPECIFICATIONS



Sign design allowed by this criteria

SIGN TYPE B

Purpose: Double-faced sign to identify the shopping center
Sign Type: Zoning Sign Type #14

Maximum Number: Six

Location: As shown on Page 3. On private property, 10-foot minimum from face of public street curb, 2-foot minimum from back of sidewalk. Outside of sight distance triangle.

Allowed Sign Copy: Name and symbol of shopping center. Brand names and information which makes the sign appear to be advertisement, such as ® and TM, are prohibited

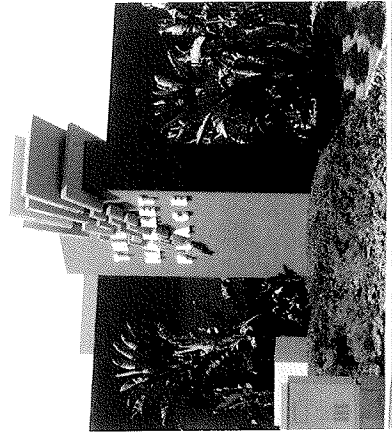
Maximum Sign Structure Size: 30 feet high at midpoint; 20 feet wide; 10 feet deep; 600 square feet
Maximum Sign Panel Size: 25 feet high; 15 feet wide; 375 square feet

Maximum Letter Height: 24 inches

Sign Construction: Individual letters and symbols mounted on or routed in opaque cabinet
Allowed Material for Sign Copy: Metal, acrylic, and similar durable materials

Illumination: External, low-profile, floodlighting; or internally-illuminated in a manner that lights only the copy and not the sign background. Exposed neon is permitted.

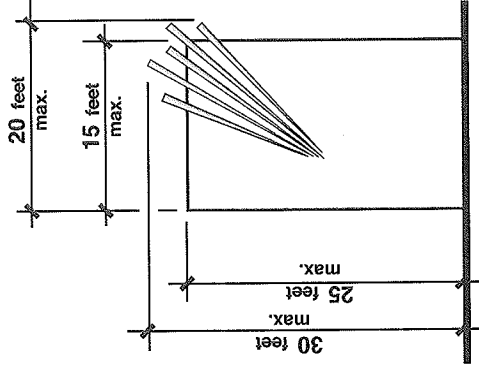
Allowed letterstyle / color: Any letterstyle / any color



Sign design allowed by this criteria

August 14, 2014

SMALL PROJECT SIGN



SIGN TYPE B
ELEVATION / SPECIFICATIONS

SIGN TYPE C

TENANT PYLON

Purpose: Double-faced sign to identify selected tenants in The Market Place
Sign Type: Zoning Sign Type #14

Maximum Number: One group of ten (10) pylons

Location: As shown on Page 3. On private property, 10-foot minimum from face of public street curb, 2-foot minimum from back of sidewalk. Outside of sight distance triangle.

Allowed Sign Copy: Name and symbol of tenant at The Market Place. Brand names and information which makes the sign appear to be advertisement, such as ® and TM, are prohibited

Maximum Sign Structure Size: 30 feet high above grade of freeway ramp; 7 feet wide; 3 feet deep; 210 SF

Maximum Sign Panel Size: 25 feet high; 4 feet wide; 100 square feet

Maximum Letter Height: 48 inches

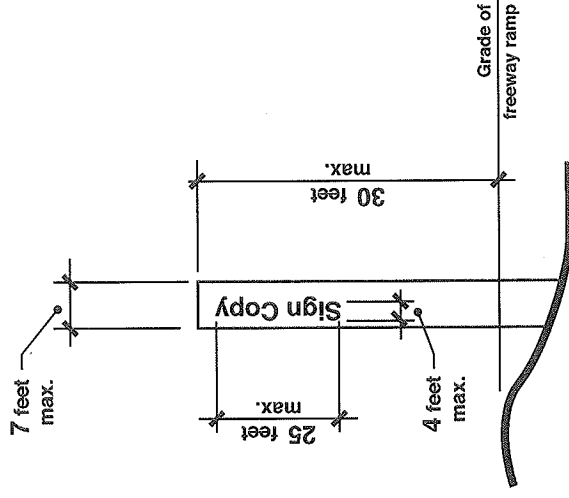
Sign Construction: Individual letters and symbols mounted on or routed in opaque cabinet
Allowed Material for Sign Copy: Metal, acrylic, and similar durable materials

Illumination: External, low-profile, floodlighting; or internally-illuminated in a manner that lights only the copy and not the sign background. Exposed neon is permitted.

Allowed letterstyle / color: Any letterstyle / any color



Sign design allowed by this criteria



SIGN TYPE C
 ELEVATION / SPECIFICATIONS

PAGE 4C

THE MARKET PLACE - IRVINE SIGN PROGRAM
 Case No. 00603467-PSS

August 14, 2014

SIGN TYPE D

TENANT MONUMENT SIGN

Purpose: Double-faced, single-tenant sign to identify selected tenants at The Market Place

Sign Type: Zoning Sign Type #14

Maximum Number: Nine

Location: One (1) sign at Jamboree / Bryan; and eight (8) signs along Jamboree, south of 13390 Jamboree as shown on Page 3. On private property, 10-foot minimum from face of public street curb, 2-foot minimum from back of sidewalk. Outside of sight distance triangle.

Allowed Sign Copy: Name and symbol of tenant at The Market Place. Brand names and information which makes the sign appear to be advertisement, such as ® and TM, are prohibited

Maximum Sign Structure Size: 8 feet high at midpoint; 20 feet wide; 160 square feet

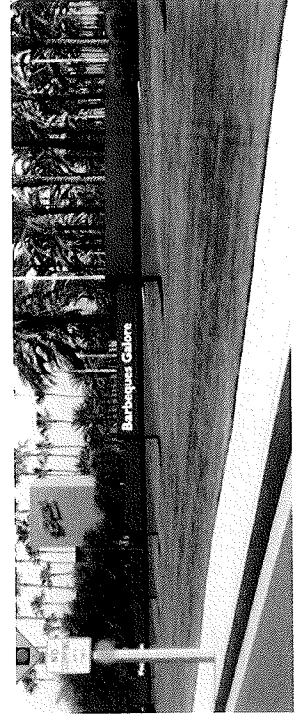
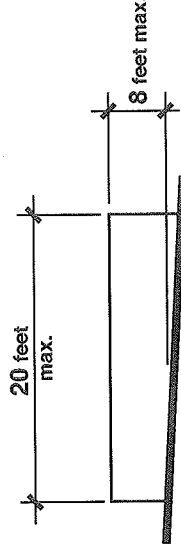
Maximum Sign Panel Size: 8 feet high at midpoint; 20 feet wide; 160 square feet

Maximum Letter Height: 24 inches

Sign Construction: Individual letters and symbols mounted on or routed in opaque cabinet
Allowed Material for Sign Copy: Metal, acrylic, and similar durable materials

Illumination: External, low-profile, floodlighting; or internally-illuminated in a manner that lights only the copy and not the sign background.
 Exposed neon is not permitted.

Allowed letterstyle / color: Any letterstyle / any color



Sign design allowed by this criteria

August 14, 2014

SIGN TYPE E LARGE DIRECTIONAL SIGN

Purpose: Single- or double-faced sign to direct motorists to selected tenants at The Market Place

Sign Type: Zoning Sign Type #29

Maximum Number: Five

Location: Along Jamboree Road, as shown on Page 3. On private property. Outside of sight distance triangle.

Allowed Sign Copy: Names of selected tenants at The Market Place and arrow. Brand names and information which makes the sign appear to be advertisement, such as ® and TM, are prohibited

Maximum Sign Structure Size: 20 feet high at midpoint; 9.5 feet wide; 2 feet deep; 190 square feet
Maximum Sign Panel Size: 20 feet high at midpoint; 9.5 feet wide; 190 square feet

Maximum Letter Height: 12 inches

Minimum Margin: 2 inches from edge of sign panel

Sign Construction: Individual letters and symbols mounted on or routed in opaque cabinet

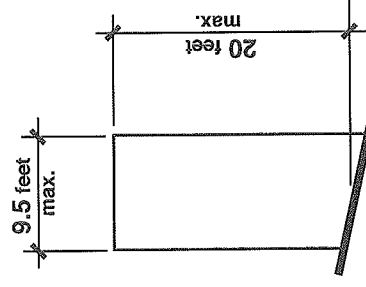
Allowed Material for Sign Copy: Metal, acrylic, and similar durable materials

Illumination: External, low-profile, floodlighting; or internally-illuminated in a manner that lights only the copy and not the sign background. Exposed neon is not permitted.

Allowed letterstyle / color: Any letterstyle / any color



Sign design allowed by this criteria



**SIGN TYPE E
ELEVATION / SPECIFICATIONS**

PAGE 4E

THE MARKET PLACE - IRVINE SIGN PROGRAM
Case No. 00603467-PSS

SIGN TYPE F

MEDIUM

DIRECTIONAL

SIGN

Purpose: Single- or double-faced sign to direct motorists to selected tenants at The Market Place

Sign Type: Zoning Sign Type #29

Maximum Number: Eight

Location: Six (6) signs along El Camino Real (in two groups of three)
Two (2) signs along entry drive adjacent 13390 Jamboree, as shown on Page 3. On private property. Outside of sight distance triangle.

Allowed Sign Copy: Name of shopping center. Names of selected tenants at The Market Place and arrow. Brand names and information which makes the sign appear to be advertisement, such as ® and TM, are prohibited

Maximum Sign Structure Size: 18 feet high at midpoint; 7 feet wide; 126 square feet

Maximum Sign Panel Size: 18 feet high at midpoint; 7 feet wide; 126 square feet

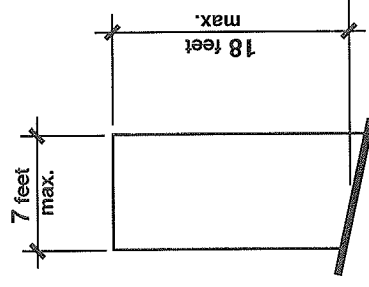
Maximum Letter Height: 12 inches

Minimum Margin: 2 inches from edge of sign panel

Sign Construction: Individual letters and symbols mounted on or routed in opaque cabinet
Allowed Material for Sign Copy: Metal, acrylic, vinyl, and similar durable materials

Illumination: External, low-profile, floodlighting; or internally-illuminated in a manner that lights only the copy and not the sign background. Exposed neon is not permitted

Allowed letterstyle / color: Any letterstyle / any color



SIGN TYPE F
ELEVATION / SPECIFICATIONS

SIGN TYPE G

SMALL

DIRECTIONAL

SIGN

Purpose: Single- or double-faced sign to direct motorists to selected tenants at The Market Place

Sign Type: Zoning Sign Type #29

Maximum Number: As needed to provide on-site direction

Location: In parking lot, along El Camino Real, and along Marketplace, including the locations shown on Page 3.
On private property. Outside of sight distance triangle.

Allowed Sign Copy: Names of tenants in The Market Place and arrow.
Brand names and information which makes the sign appear to be advertisement, such as ® and TM, are prohibited

Maximum Sign Structure Size: 8 feet high at midpoint; 4 feet wide; 32 square feet

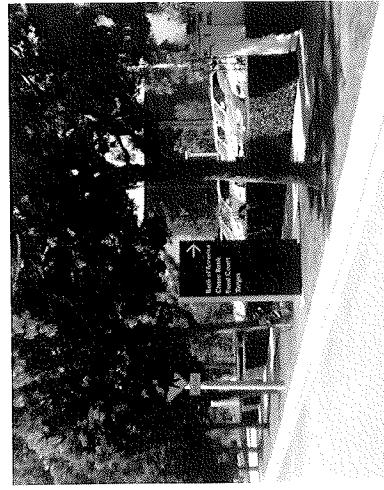
Maximum Sign Panel Size: 8 feet high at midpoint; 4 feet wide; 32 square feet

Maximum Letter Height: 6 inches

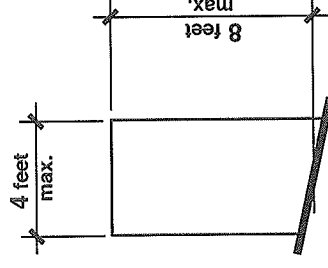
Sign Construction: Individual letters and symbols mounted on or routed in opaque cabinet
Allowed Material for Sign Copy: Metal, acrylic, vinyl, and similar durable materials

Illumination: External, low-profile, floodlighting; or internally-illuminated in a manner that lights only the copy and not the sign background. Exposed neon is not permitted

Allowed letterstyle / color: Any letterstyle / any color



Sign design allowed by this criteria



SIGN TYPE G
ELEVATION / SPECIFICATIONS

PAGE 4G

THE MARKET PLACE - IRVINE SIGN PROGRAM
Case No. 00603467-PSS

August 14, 2014

SIGN TYPE H

DIRECTORY SIGN

(GROUND SIGN)

Purpose: Double-faced sign to direct pedestrian to tenants in The Market Place
Sign Type: Zoning Sign Type #29

Maximum Number: Eight

Location: In pedestrians areas, including the locations shown on Page 3.
 On private property. Outside of sight distance triangle.

Allowed Sign Copy: Map with names and locations of tenants in The Market Place
 and other retail information

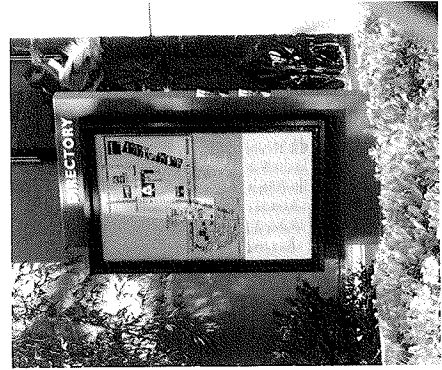
Maximum Sign Structure Size: 8.5 feet high at midpoint; 5 feet wide; 42.5 square feet
Maximum Sign Panel Size: 8.5 feet high at midpoint; 5 feet wide; 42.5 square feet

Maximum Letter Height: 12 inches
Minimum Margin: 2 inches from edge of sign panel

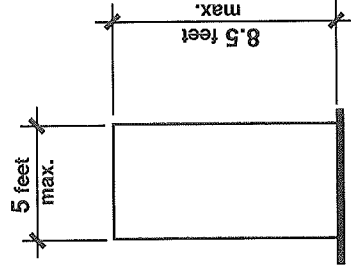
Sign Construction: Individual letters and symbols mounted on or routed in opaque cabinet
Allowed Material for Sign Copy: Metal, acrylic, and similar durable materials

Illumination: External, low-profile, floodlighting; or internally-illuminated.
 Internal illumination of the sign background is allowed.
 Exposed neon illumination is prohibited

Allowed letterstyle / color: Any letterstyle / any color



Sign design allowed by this criteria



SIGN TYPE H
 ELEVATION / SPECIFICATIONS

PAGE 4H

THE MARKET PLACE - IRVINE SIGN PROGRAM
 Case No. 00603467-PSS

SIGN TYPE I

DIRECTORY SIGN (WALL SIGN)

Purpose: Wall-mounted faced sign to identify selected tenants
Sign Type: Zoning Sign Type #29

Maximum Number: Four
13246 Jamboree: One sign with six (6) tenant names on west elevation
 One sign with six (6) tenant names on south elevation
13786 Jamboree: One sign with four (4) tenant names on north elevation
 One sign with four (4) tenant names on east elevation

Location: Horizontally-centered on tower
 2 feet from edge of tower

Allowed Sign Copy: Names and symbols of selected tenants in The Market Place with horizontal lines between names

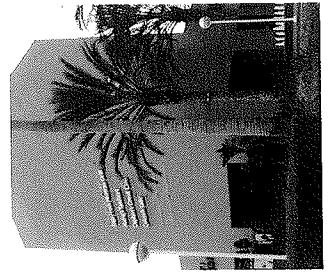
Maximum Sign Size: 16 feet high; 20 feet wide; 320 square feet
13246 Jamboree: 10 feet high; 18 feet wide; 180 square feet

Maximum Letter/ Symbol Height: 12 inches

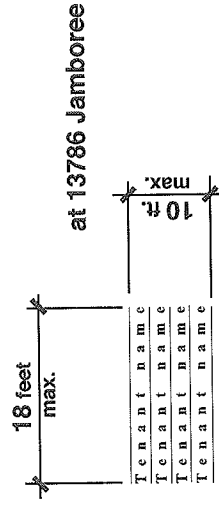
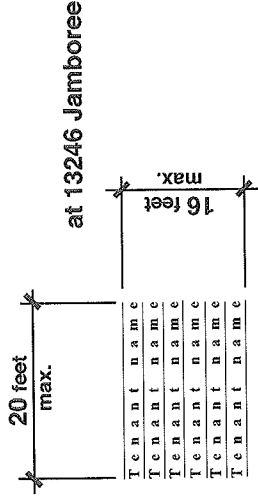
Sign Construction: Individual letters and symbols mounted on wall
Allowed Material for Sign Copy: Metal, acrylic, and similar durable materials

Illumination: External, low-profile, floodlighting; or internally-illuminated.
 Exposed neon illumination is only allowed for the horizontal rules

Allowed letterstyle / color: Any letterstyle / any color



Sign design allowed by this criteria



SIGN TYPE I
 ELEVATION / SPECIFICATIONS

PAGE 41

THE MARKET PLACE - IRVINE SIGN PROGRAM
 Case No. 00603467-PSS

August 14, 2014

SIGN TYPE J

ICON SIGN

Purpose: Three-dimensional object to identify tenant at 13130 Jamboree

Sign Type: "Icon Sign"

Maximum Number: One

Location: On west side of building, as shown on Page 3

Allowed Sign Copy: Names and symbols of tenant at 13130 Jamboree and related information, including type of food and date of founding

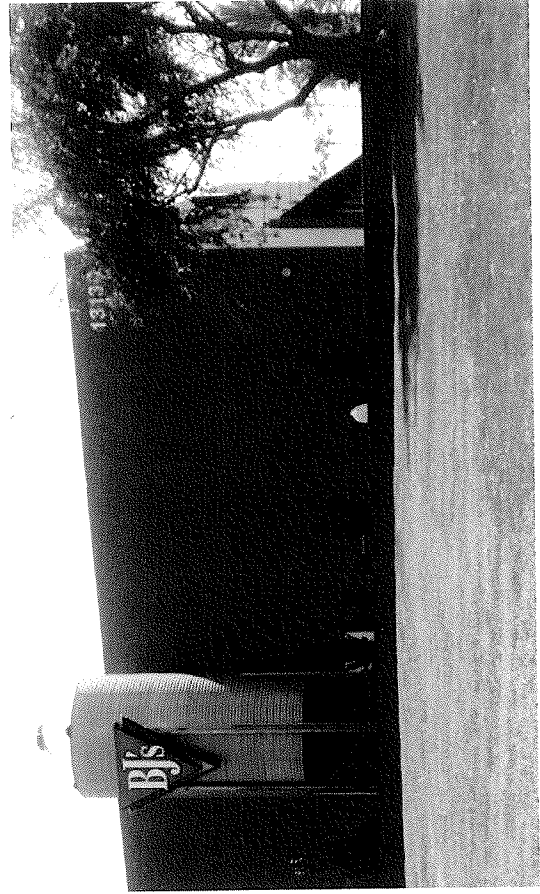
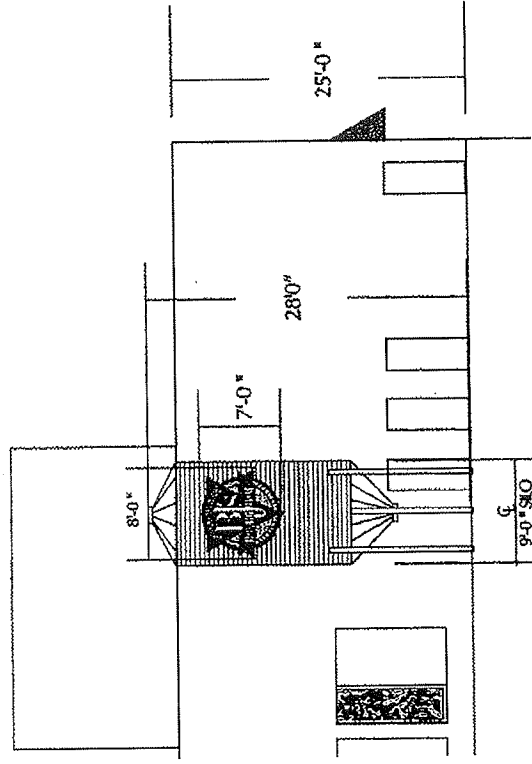
Maximum Sign Size: 28 feet high, 9 feet wide, 252 square feet

Maximum Letter Height: 7 feet

Sign Construction/Material: Metal and plexiglass on corrugated metal silo

Illumination: Internally-illuminated. Exposed neon allowed

Allowed letterstyle / color: Any letterstyle / any color



SIGN TYPE J
ELEVATION / SPECIFICATIONS

PAGE 4J

THE MARKET PLACE - IRVINE SIGN PROGRAM
Case No. 00603467-PSS

Sign design allowed by this criteria

August 14, 2014

SIGN TYPE K

To identify tenants and activities in main buildings: 13200-13288; 13300-13388, 13672-13692; 13702-13752; and 13786 Jamboree

TENANT WALL SIGN ON MAIN BUILDINGS

Zoning Sign Type #25

One tenant sign per building elevation, plus one tenant sign per tower elevation, plus generic products/services signs as needed with owner's approval
Two tenant signs per building elevation, plus one tenant sign per tower elevation, plus generic products/services signs as needed with owner's approval

Only one sign per tower elevation
Only one tower sign per direction, if a tenant has two towers less than 300 feet apart

Along any building elevation, except for east elevation of 13200-13288 and 13300-13388 Jamboree, which faces the apartment homes along Marketplace Street. Mounted on wall or tower; on element attached to wall or tower, such as a panel or awning; or on a freestanding element adjacent to building, such as a portal or trellis.

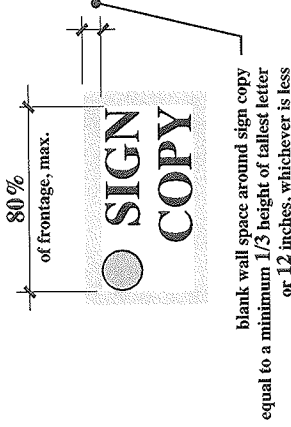
Name and symbol of tenant; generic products/services; motion picture titles at cinema (Only name and symbol of tenant allowed on towers) Brand names and information which makes the sign appear to be advertisement, such as ® and TM, are prohibited

80% of frontage
So that blank wall space around sign is equal to 1/3 height of tallest letter or 12 inches, whichever is less. (Panel is not considered to be part of the sign in this determination)
260 SF per sign
300 SF aggregate for all signs not on towers
1.0 SF per LF of frontage, up to 140 SF per tenant ID sign
1.5 SF per LF of frontage, up to 260 SF per tenant ID sign

Smaller than tenant ID sign
Same as maximum sign height

High quality signage with a diversity of forms, colors, patterns, and materials are encouraged, such as mixed-media signs, innovative technologies, dimensional geometric shapes, painted metal, screens, grids, mesh, etched metal or glass, polished metal, glazed tile patterns, cut steel, fabricated steel, signs silkscreened on glass panels, neon, and dimensional letter forms. Cinema marquees which are internally-illuminated cabinet signs with translucent faces are permitted.
Internally- or externally-illuminated. Exposed neon is permitted
Any letterstyle / any color

Internally- or externally-illuminated. Exposed neon is permitted
Any letterstyle / any color



SIGN TYPE K ELEVATION / SPECIFICATIONS

PAGE 4K

THE MARKET PLACE - IRVINE SIGN PROGRAM
Case No. 00603467-PSS

Purpose:

Sign Type:

Maximum Number:

Less than 40 LF of frontage:

40 LF of frontage or more:

Location:

Allowed Sign Copy:

Maximum Sign Copy Size:

Maximum sign width:

Maximum sign height:

On towers:

Not on towers:

Frontage less than 140 LF:

Frontage at least 140 LF:

Generic products/services:

Maximum Character Height:

Sign Construction/Material:

Illumination

Allowed letterstyle / color:

August 14, 2014

SIGN TYPE L TENANT WALL SIGN ON MULTI-TENANT PAD BUILDINGS

Purpose: To identify tenants and activities in multi-tenant pad buildings: 13122-13126; 13662; and 13762-13766 Jamboree

Sign Type: Zoning Sign Type #25

Maximum Number: One tenant sign per building elevation per tenant, plus one tenant sign per tower elevation, plus generic products/services signs as needed

Location: Only one sign per tower elevation
Only one tower sign per direction, if a tenant has two towers
Along any building elevation. Mounted on wall or tower; on element attached to wall or tower, such as a panel or awning; or on a free-standing element adjacent to building, such as a portal or trellis

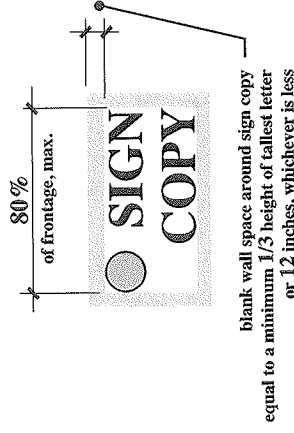
Allowed Sign Copy: Name and symbol of tenant; and generic products/services. (Only name and symbol of tenant allowed on towers) A sign mounted on a tower, may identify any tenant in that building. Brand names and information which makes the sign appear to be an advertisement, such as ® and TM, are prohibited

Maximum Sign Copy Size: 80% of frontage
Maximum sign width: So that blank wall space around sign is equal to 1/3 height of tallest letter or 12 inches, whichever is less. (Panel is not considered to be part of the sign copy in this determination)
Maximum sign height: 100 SF per sign
On towers: 1.0 SF per LF of frontage, up to 100 SF per sign
Not on towers: Same as maximum sign height
Maximum Character Height: High quality signage with a diversity of forms, colors, patterns, and materials are encouraged, such as mixed-media signs, innovative technologies, dimensional geometric shapes, painted metal, screens, grids, mesh, etched metal or glass, polished metal, glazed tile patterns, cut steel, fabricated steel, signs silkscreened on glass panels, neon, and dimensional letter forms. Cinema marquees which are internally-illuminated cabinet signs with translucent faces are permitted.

Sign Construction/Material: Internally- or externally-illuminated. Exposed neon is permitted, except for the north elevation of 13122-13126 Jamboree

Illumination Any letterstyle / any color

Allowed letterstyle / color: Any letterstyle / any color



**SIGN TYPE L
ELEVATION / SPECIFICATIONS**

PAGE 4L

Illumination Any letterstyle / any color

Allowed letterstyle / color: Any letterstyle / any color

SIGN TYPE M TENANT WALL SIGN ON SINGLE-TENANT PAD BUILDINGS

Purpose: To identify tenants and activities in single-tenant pad buildings: 13100 (Chase), 13130 (BF's), 13290 (Lazy Dog), 13390 (Buca di Beppo), 13400 (Off Broadway Shoes), 13490 (Chick-fil-A), 13772 (On the Border), 13792 (Taco Rosa), and 13652 Jamboree (Macaroni Grill)

Sign Type: Zoning Sign Type #19

Maximum Number: One tenant sign per building elevation, plus one tenant sign per tower elevation, plus generic products/services signs as needed
Only one sign per tower elevation
Only one tower sign per direction, if a tenant has two towers

Location: Along any building elevation, except for east elevation of 13400 Jamboree, which faces the apartment homes along Marketplace Street. Mounted on wall or tower; on element attached to wall or tower, such as a panel or awning; or on a freestanding element adjacent to building, such as a portal or trellis

Allowed Sign Copy: Name and symbol of tenant; and generic products/services. (Only name and symbol of tenant allowed on towers)
Brand names and information which makes the sign appear to be an advertisement, such as ® and TM, are prohibited

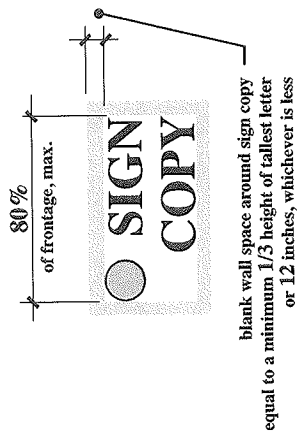
Maximum Sign Copy Size: 80% of frontage
Maximum sign width: So that blank wall space around sign is equal to 1/3 height of tallest letter or 12 inches, whichever is less. (Panel is not considered to be part of the sign copy in this determination)
Maximum sign height: 100 SF per sign
On towers: 1.0 SF per LF of frontage, up to 100 SF per sign
Not on towers: Same as maximum sign height
Maximum Character Height: High quality signage with a diversity of forms, colors, patterns, and materials are encouraged, such as mixed-media signs, innovative technologies, dimensional geometric shapes, painted metal, screens, grids, mesh, etched metal or glass, polished metal, glazed tile patterns, cut steel, fabricated steel, signs silkscreened on glass panels, neon, and dimensional letter forms. Cinema marquees which are internally-illuminated cabinet signs with translucent faces are permitted.

Sign Construction/Material: Internally- or externally-illuminated. Exposed neon is permitted, except for the north elevation of 13122-13126 Jamboree
Any letterstyle / any color

Illumination

Allowed letterstyle / color:

August 14, 2014

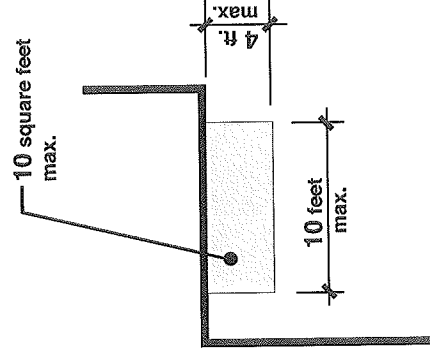


**SIGN TYPE M
ELEVATION / SPECIFICATIONS
PAGE 4M**

SIGN TYPE N

RETAIL BLADE SIGN

- Purpose: Double-faced sign to identify tenants to pedestrians
- Sign Type: Zoning Sign Type #31
- Maximum Number: One sign per public entrance per lease space
- Location: At public entrance to a store, oriented perpendicular to storefront.
Minimum 7.5 feet above ground level.
Maximum 20 feet above ground level or the parapet, whichever is less
- Allowed Sign Copy: Names and symbols of tenants.
Brand names and information which makes the sign appear to be advertisement, such as ® and TM, are prohibited
- Maximum Sign Size: 4 feet high, 10 feet wide, 10 square feet
- Maximum Letter Height: 12 inches
- Maximum Symbol Height: 12 inches
- Minimum Margin: 2 inches from edge of sign panel
- Sign Construction/Material: Metal or wood panel projecting from wall or suspended from soffit
- Illumination: Internally- or externally-illuminated.
Exposed neon is not permitted
- Allowed letterstyle / color: Any letterstyle / any color



Sign design allowed by this criteria

SIGN TYPE N
ELEVATION / SPECIFICATIONS

PAGE 4N

THE MARKET PLACE - IRVINE SIGN PROGRAM
Case No. 00603467-PSS

SIGN TYPE O

RETAIL AWNING SIGN

Purpose: Sign to identify tenants and activities to pedestrians

Sign Type: Zoning Sign Type #32

Maximum Number: One sign per vertical portion of awning
One sign per sloping portion of awning

Location: On vertical and/or sloping portion of awning

Tenant name may be placed either on the vertical portion of an awning or on the sloping portion of an awning, not on both

Allowed Sign Copy: Name and symbol of tenant; and generic products/services

Brand names and information which makes the sign appear to be advertisement, such as ® and TM, are prohibited

Maximum Sign Size: 90% height of vertical portion of awning
50% height of sloping portion of awning

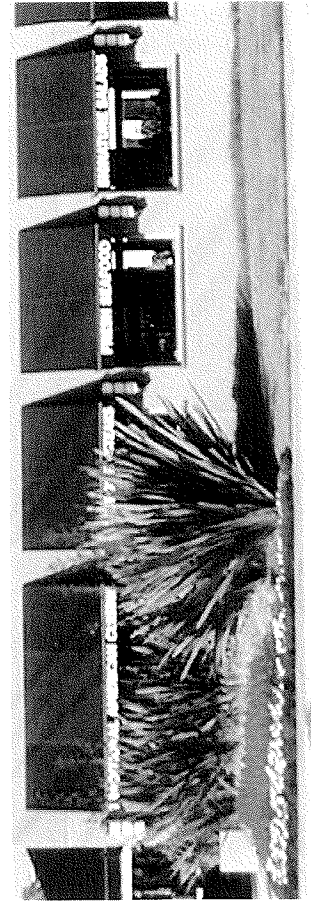
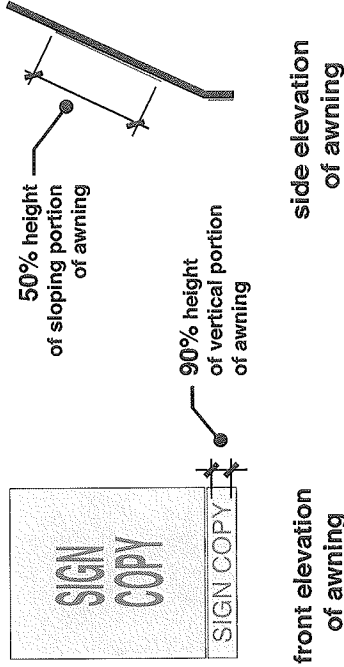
Maximum Letter Height: Same as maximum sign height

Maximum Symbol Height: Same as maximum sign height

Sign Construction/Material: Painted sign on fabric awning

Illumination: Not permitted

Allowed letterstyle / color: Any letterstyle / any color



Sign design allowed by this criteria

August 14, 2014

SIGN TYPE O
ELEVATION / SPECIFICATIONS

PAGE 40

THE MARKET PLACE - IRVINE SIGN PROGRAM
Case No. 00603467-PSS

SIGN TYPE P THEME BANNER

Purpose: To promote festivity and to complement the theme banner program adopted for The Market Place - Tustin.

Sign Type: Zoning Sign Type #114

Maximum Number: Two banners per light pole

Location: On light poles along Jamboree Road, Bryan Avenue, Irvine Boulevard, El Camino Real, and in parking areas

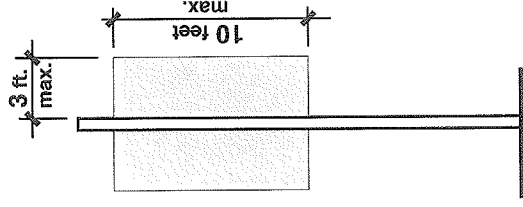
Allowed Sign Copy: Thematic imagery; and identification of shopping center, tenants, and sponsors of special promotions, which may change from time to time
Brand names and information which makes the sign appear to be advertisement, such as ® and TM, are prohibited

Maximum Banner Size: 10 feet high, 3 feet wide, 30 square feet

Sign Construction/Material: Fabric, metal, vinyl, or similar material

Illumination: Only from light fixture at top of pole

Allowed letterstyle / color: Any letterstyle / any color



SIGN TYPE P
ELEVATION / SPECIFICATIONS

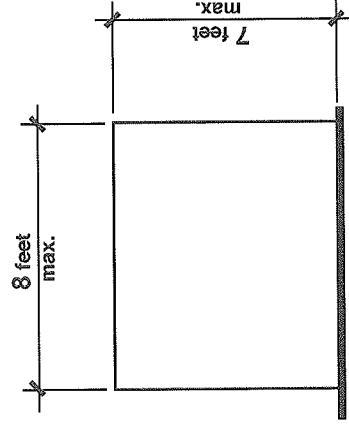
PAGE 4P

THE MARKET PLACE - IRVINE SIGN PROGRAM
Case No. 00603467-PSS

SIGN TYPE Q

MENU BOARD

Purpose:	To provide product pricing at drive-thru lanes
Sign Type:	Zoning Sign Type #28
Maximum Number:	Two signs per drive-thru lane, including the locations shown on Page 3
Location:	On private property. Outside of sight distance triangle. Behind perimeter hedge, berm, or screen wall. Text is not visible from public right-of-way
Allowed Sign Copy:	Only menu information. Brand names and information which makes the sign appear to be advertisement, such as ® and TM, are prohibited
Maximum Sign Structure Size:	7 feet high, 8 feet wide, 56 square feet
Maximum Sign Panel Size:	7 feet high, 8 feet wide, 56 square feet
Maximum Character Size:	6 inches high, with a 2-inch margin of blank space between the sign copy and the edge of the sign panel
Sign Construction/Material:	Combination of concrete, plaster, metal, plastic, and other materials. Plastic is allowed for the sign copy and the sign background
Illumination:	Concealed, external, low-profile, floodlighting; or internally-illuminated. Internal illumination of the sign background is allowed. Exposed neon illumination is prohibited
Allowed letterstyle / color:	Any letterstyle / any color



SIGN TYPE Q
ELEVATION / SPECIFICATIONS

PAGE 4Q

THE MARKET PLACE - IRVINE SIGN PROGRAM
Case No. 00603467-PSS

SIGN TYPE R

Purpose: To provide interest to the temporary construction fence, to identify the project under construction; and to notify the public that existing stores are open

Zoning classification: Subject to Section 7-2-1 B7

Location: Applied to face of temporary construction fence or barricade composed of chain link, wood, plastic, or another durable material. Top of sign shall be no higher than the top of the fence

Sign Removal: Sign shall be removed when fence no longer exists

If visible from the public right-of-way

Allowed Sign Copy: Phrase: "Existing stores open during construction," name and symbol of future tenant(s) under construction; website; and images without text or symbols

Maximum Number: No limit

Maximum Sign Height: 8 feet

Minimum Sign Length: Entire length of fence on all sides visible from the public right-of-way, unless otherwise approved by the Director of Community Development

Maximum Symbol Height: 6 feet

Maximum Letter Height: 6 feet

Sign Construction/Material: Durable, flexible material

Illumination: Not allowed

Allowed letterstyle / color: Any letterstyle / any color

If not visible from the public right-of-way

Allowed Sign Copy: Any

Maximum Number: No limit

Maximum Sign Height: 8 feet high

Maximum Sign Length: No limit

Maximum Symbol Height: Height of fence

Maximum Letter Height: Height of fence

Sign Construction/Material: Durable, flexible material

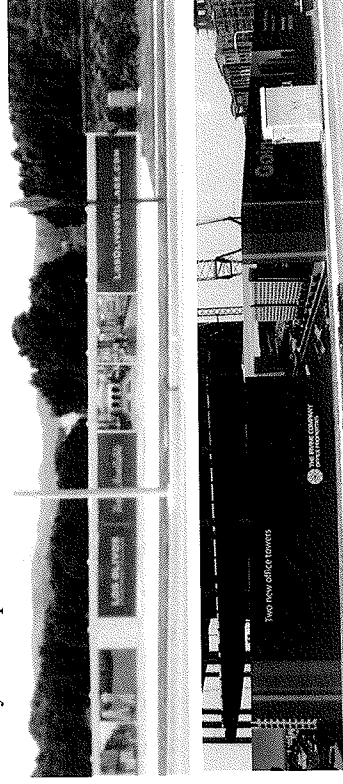
Illumination: Allowed

Allowed letterstyle / color: Any letterstyle / any color

DECORATIVE CONSTRUCTION

FENCE

SIGN



Examples of sign styles visible from the public right-of-way that are allowed by this criteria

SIGN TYPE R
ELEVATION / SPECIFICATIONS

PAGE 4R

THE MARKET PLACE - IRVINE SIGN PROGRAM
Case No. 00603467-PSS

Exhibit that Includes Renderings of Existing and Proposed Conditions for All Sign Types that will Change in Size or Copy as a Result of the Proposed Sign Program



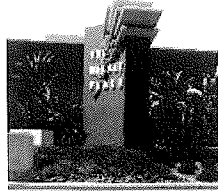
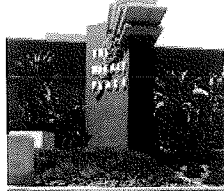




Sign Type	Existing Condition	Proposed Condition
<p>A (large project sign)</p> <p>Sign Type #2 in TMP2 sign program Sign Type A in TMP3 sign program</p> <p>Used greater sign width in TMP3 sign program</p> <p>Allowed any letterstyle or color</p> <p>Added zoning code's criteria regarding location and lighting</p>		 <p data-bbox="992 659 1360 709">No changes to existing sign size or copy are proposed at this time</p>
<p>B (small project sign)</p> <p>Sign Type #2 in TMP2 sign program Sign Type B in TMP3 sign program</p> <p>Used greater sign width in TMP3 sign program</p> <p>Allowed any letterstyle or color</p> <p>Added zoning code's criteria regarding location and lighting</p>		 <p data-bbox="992 1014 1365 1064">No changes to existing sign size or copy are proposed at this time</p>
<p>C (tenant pylon)</p> <p>Sign Type #3 in TMP2 sign program Not in TMP3 sign program</p> <p>Added zoning code's criteria regarding location and lighting, but allowed exposed neon to be consistent with the existing City-approved criteria for Sign Type A and B.</p>		 <p data-bbox="992 1346 1430 1396">No change to sign size is proposed at this time Sign copy changes as tenants change</p>
<p>D (tenant monument sign)</p> <p>Sign Type #4b in TMP2 sign program Sign Type C in TMP3 sign program</p> <p>Used greater sign size and letter height in TMP3 sign program</p> <p>Allowed any tenant name on sign</p> <p>Stated that maximum sign height is measured at sign's midpoint</p> <p>Added zoning code's criteria regarding location and lighting</p>		 <p data-bbox="992 1608 1430 1659">No change to sign size is proposed at this time Sign copy changes as tenants change</p>

Exhibit that Includes Renderings of Existing and Proposed Conditions for All Sign Types that will Change in Size or Copy as a Result of the Proposed Sign Program

Page Two of Five

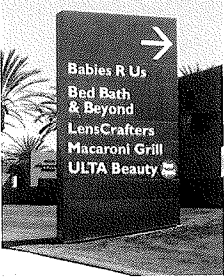





Sign Type	Existing Condition	Proposed Condition
<p>E (large directional sign)</p> <p>Sign Type #4a in TMP2 sign program Not in TMP3 sign program</p> <p>Deleted limit on number of names on sign</p> <p>Allowed names of tenants in "The Market Place"</p> <p>Added zoning code's location criteria</p> <p>Changed maximum sign height from 18 feet at short end to 20 feet at midpoint</p>		 <p data-bbox="992 751 1421 793">No change to sign size is proposed at this time Sign copy changes as tenants change</p>
<p>F (medium directional sign)</p> <p>Sign Type #4 in TMP2 sign program Sign Type D in TMP3 sign program</p> <p>Deleted limit on number of names on sign</p> <p>Allowed names of tenants in "The Market Place"</p> <p>Used greater sign width and height in TMP3 sign program</p> <p>Allowed any color</p>		 <p data-bbox="992 1108 1421 1150">No change to sign size is proposed at this time Sign copy changes as tenants change</p>
<p>G (small directional sign)</p> <p>Sign Type #5 in TMP2 sign program Sign Type E in TMP3 sign program</p> <p>Deleted limit on number of names on sign</p> <p>Allowed names of tenants in "The Market Place"</p> <p>Used greater sign size and letter height in TMP3 sign program</p> <p>Deleted limit on number of signs</p> <p>Allowed any color</p>		 <p data-bbox="992 1535 1421 1577">No change to sign size is proposed at this time Sign copy changes as tenants change</p>

Exhibit that Includes Renderings of Existing and Proposed Conditions for All Sign Types that will Change in Size or Copy as a Result of the Proposed Sign Program

Page Three of Five


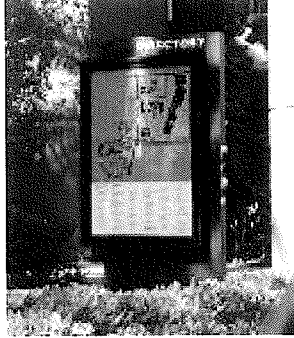

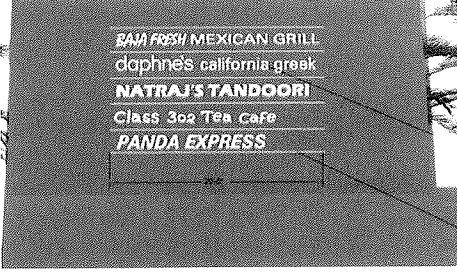
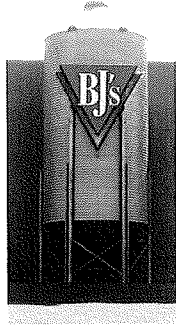
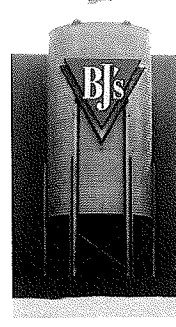
Sign Type	Existing Condition	Proposed Condition
<p>H (directory sign – ground sign)</p> <p>Sign Type #6 in TMP2 sign program Sign Type F in TMP3 sign program</p> <p>Deleted limit on number of signs</p> <p>Used greater letter height in TMP3 sign program</p> <p>Allowed internal illumination of sign background, as allowed by current TMP2 sign program</p>		 <p>No change to sign size is proposed at this time Sign copy changes as tenants change</p>
<p>I (directory sign - wall sign)</p> <p>Sign Type #8 in TMP2 sign program Sign Type Q in TMP3 sign program</p> <p>Allowed any color and typeface</p>		 <p>No change to sign size is proposed at this time</p> <p>Typeface proposed to change from project typeface to tenants typeface</p> <p>Sign copy changes as tenants change</p>
<p>J (icon sign)</p> <p>Not in TMP2 sign program Sign Type R in TMP3 sign program</p> <p>Specified more generic sign copy</p> <p>Allowed any color</p>		 <p>No changes to existing sign size or copy are proposed at this time</p>

Exhibit that Includes Renderings of Existing and Proposed Conditions for All Sign Types that will Change in Size or Copy as a Result of the Proposed Sign Program

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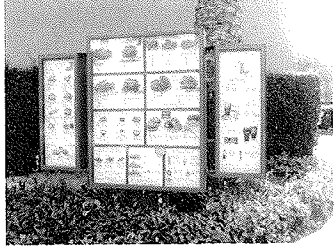
Sign Type	Existing Condition	Proposed Condition
<p>K (tenant wall sign on main buildings)</p> <p>Sign Type #9 in TMP2 sign program Sign Type G in TMP3 sign program</p> <p>Changed min. margin from 1/2 letter height to 1/3 letter height</p> <p>Allowed one sign per tower face</p>		 <p>Sign copy and size change as tenants change</p>
<p>L (tenant wall sign on multi-tenant pad buildings)</p> <p>Sign Type #10 in TMP2 sign program Sign Type H in TMP3 sign program</p> <p>Changed min. margin from 1/2 letter height to 1/3 letter height</p> <p>Deleted maximum aggregate sign area per tenant</p> <p>Allowed one sign per tower face</p>		 <p>Sign copy and size change as tenants change</p>
<p>M (tenant wall sign on single-tenant pad buildings)</p> <p>Sign Type #10 in TMP2 sign program Sign Type H in TMP3 sign program</p> <p>Changed min. margin from 1/2 letter height to 1/3 letter height</p> <p>Deleted maximum aggregate sign area per tenant</p> <p>Allowed one sign per tower face</p>		 <p>Sign copy and size change as tenants change</p>
<p>N (retail blade sign)</p> <p>Sign Type #11 in TMP2 sign program Sign Type J in TMP3 sign program</p> <p>Allowed illumination, as allowed by current TMP3 sign program</p>		 <p>No change to sign size is proposed at this time Sign copy changes as tenants change</p>

Exhibit that Includes Renderings of Existing and Proposed Conditions for All Sign Types that will Change in Size or Copy as a Result of the Proposed Sign Program

Page Five of Five

Sign Type	Existing Condition	Proposed Condition
<p>O (retail awning sign)</p> <p>Sign Type #10 in TMP2 sign program Sign Type I in TMP3 sign program</p> <p>Allowed the use of awing signs in addition to wall signs</p> <p>Proposed criteria for size of sign copy</p>	<p>none</p>	<p>Sign copy to be added per drawings approved by City through sign permit process</p>
<p>P (theme banner)</p> <p>Sign Type #7 in TMP2 sign program Not in TMP3 sign program</p> <p>Allowed names of tenants and sponsors on banners</p>	<p>none</p>	<p>Banners to be added per drawings approved by City through sign permit process</p>
<p>Q (menu board)</p> <p>Sign Type #5 in TMP2 sign program Not in TMP3 sign program</p> <p>Used regulations in zoning code, but allowed internal illumination of sign background and increased maximum letter height from 4 to 6 inches</p>		 <p>No change to sign size is proposed at this time Sign copy changes as menu items change</p>
<p>R (decorative construction fence graphics)</p> <p>Not in TMP2 sign program Not in TMP3 sign program</p>	<p>none</p>	<p>Signs to be added per drawings approved by City through sign permit process</p>
<p>S (directional signs on Jamboree)</p> <p>Not in TMP2 sign program Not in TMP3 sign program</p>	<p>none</p>	<p>Signs to be added per drawings approved by City through sign permit process</p>

ZONING ADMINISTRATOR RESOLUTION NO. 14-1246

A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF IRVINE APPROVING SIGN PROGRAM MODIFICATION 00603467-PSS WITH ADMINISTRATIVE RELIEF (00607049-PAR) FOR THE IRVINE MARKET PLACE COMMERCIAL CENTER LOCATED IN PLANNING AREA 4

WHEREAS, Market Place I, II, and III is a 1.6 million square foot Regional Commercial Shopping Center in Lower Peters Canyon; and

WHEREAS, an application was filed by Baab and Associates, on behalf of Irvine Company Retail Properties requesting approval of a Sign Program Modification to combine the Irvine Market Place II (Phase 2) and III (Phase 3) sign programs into a single comprehensive sign program, with Administrative Relief for seven sign types; and

WHEREAS, the Phase 2 sign program was originally approved by the County of Orange in 1995 (File No. 36960-SS) and the Phase 3 sign program was approved by the City of Irvine in 1998 (File No. 34466-SS); and

WHEREAS, the Sign Program Modification (00603467-PSS) will result in a combined sign program with 18 total sign types (Sign Types A through R), including 17 existing sign types and 1 new sign type; and

WHEREAS, Sign Types A, B, C, D, E, F, H, I, J, N and R are compliant with existing sign standards and do not require Administrative Relief; and

WHEREAS, Administrative Relief is requested from Section 7-3-1 of the Irvine Sign Code for seven sign types (Signs G, K, L, M, O, P and Q) as follows:

Sign Type G – Small Directional Signs (Zoning Ordinance Sign Type No. 29)

- Remove the limit on the number of signs allowed provided on-site

Sign K, L, and M – Tenant Wall Signs (Zoning Ordinance Sign Type No. 25)

- Allow for minimum margins of one-third height of tallest letter
- Allow for one tenant sign per building frontage with less than 40 linear feet or two signs for tenants with 40 or more linear feet plus one sign per tower face where a tower is adjoined to a building.

Sign O – Awning Signs (Zoning Ordinance Sign Type No. 32)

- Allow placement of awning signs in addition to wall signs. Per the sign code, awning signs are only allowed where there are no wall signs

- Remove the limit on the number of awning signs per frontage
- Allow for sign copy on the vertical and sloping portions of the awning surface
- Allow for the maximum height of the sign copy to match 90% of the vertical surface and 50% of the sloping surface
- Remove the limit of the maximum length of the sign copy
- Remove the limit on the maximum sign copy area

Sign P – Festival Banner (Zoning Ordinance Sign Type No. 114)

- Allow for shopping center, tenant and sponsor names to be placed on signage

Sign Q – Menu Board (Zoning Ordinance Sign Type No. 28)

- Allow for internal illumination of the sign background.
- Allow for maximum sign copy height of 6”

WHEREAS, the Zoning Administrator of the City of Irvine has considered information presented by the applicant, the Community Development Department, and other interested parties at a public hearing held on August 27th, 2014.

NOW, THEREFORE, the Zoning Administrator of the City of Irvine DOES HEREBY RESOLVE as follows:

SECTION 1. Pursuant to Section 4 of the City of Irvine CEQA procedures and Article 19 of the State of California Environmental Quality Act (CEQA) Guidelines, it has been determined that the proposed project has been found to be categorically exempt from the requirements of CEQA, under Section 15311 (Class 11), Accessory Structures.

SECTION 2. That the findings required for approving the Sign Program and establishing the sign criteria for the project site as set forth in Section 2-31-3 of the Zoning Ordinance have been made as follows:

- A. The proposed sign program satisfies the intent of Division 2 (Administration) of the Irvine Zoning Ordinance.

The proposed Sign Program Modification satisfies the intent of Division 2 (Administration) of the Zoning Ordinance, which is to provide general rules associated with the administration of the Zoning Ordinance and

applications pursuant thereto. The Sign Program Modification provides general standards for the design and implementation of signage throughout the site, including the quantity permitted, locations allowed and maximum/minimum requirements. Specifically, the Modification will combine the two existing sign programs for the Irvine Market Place into one comprehensive program that will result in consistent sign criteria/standards for the center. This will create continuity when applying sign standards and will also streamline review and implementation of future signage at the center. All standards will be enforced through the sign permitting process and will remain in place until such time that they are modified through a subsequent application.

- B. The proposed signs enhance the development, and are in harmony with and visually related to other signs in the sign program, the building and/or development they identify and the surrounding development.

Overall design of the signs will remain largely the same as the approved sign programs for Phases 2 and 3 in terms of materials, colors and placement. The impact of the proposed Sign Program Modification on the surrounding areas is minimal since all of the sign types currently exist at the site except Sign Type R (Decorative Construction Fencing). Revisions to the signs have been carefully considered so as to maintain continuity and compatibility with the design of the other existing signage on-site. The sign revisions will improve tenant identification and also the way that information is communicated to visitors at the site. This will ultimately benefit the users of the site by providing easier recognition of tenants and their services/products, and will also assist in guiding visitors to their destination which is a helpful convenience. Signage has been designed to be in scale with the on-site buildings and size of the overall retail center. Therefore, it has been determined that the signage will enhance the center and not negatively impact the surrounding areas in any way.

- C. The proposed sign program shall not adversely affect surrounding land uses or obscure adjacent signs.

All signage is existing except for one sign type that is newly proposed as part of the Modification request. The signage is typical of a retail center and has been designed to be compatible with the surrounding commercial and residential developments. Signage has also been designed to be in scale with the on-site buildings and to reflect a high aesthetic quality that is in character with the theme of the overall center. Existing signage is appropriately located and does not conflict with any on-site or off-site signage. Furthermore, all future signage will be subject to the standards of the Sign Program Modification which will ensure that continuity is maintained for all signage throughout the center. Therefore, it has been determined that the Modification /will not negatively impact surrounding uses.

- D. The proposed sign program criteria shall be sufficiently comprehensive and flexible to accommodate changes in building tenants and their sign needs.

The Modification will combine the existing Phase 2 and 3 sign programs into a single sign program that will now cover the entire Irvine Market Place. This merger will simplify the administration of signage in the Irvine Market Place by creating a single comprehensive plan to guide future signage for both phases. With the Modification, the Market Place 3 sign program will be expanded to incorporate the County-approved signage from the existing Marketplace 2 sign program. All signage from Phase 2 has been grandfathered into the new sign program and have been reclassified to be consistent with similar sign types in Phase 3. Any Phase 2 signs that do not have a comparable sign type in Phase 3 have been reclassified according to the existing Zoning Code. The proposed sign program modification includes a total of 18 sign types for the entire Irvine Marketplace. The sign program is sufficiently comprehensive and flexible to accommodate changes in building tenants and their sign needs, through the use of maximums and general principals, rather than absolute numbers and specific designs. The Modification includes standards that will help the retail center to remain flexible to changing tenant needs and customer preferences.

- E. The proposed sign program will comply with all the regulations of Chapter 2-31 (Sign Program Procedures) of the Zoning Code, except where administrative relief has been requested, in which case, additional findings must be made per Section 2-2-8 of the Code.

The Sign Program Modification meets the intent of Chapter 2-31 by ensuring that all on-site signs are in harmony with other on-site signs, buildings and the surrounding development. The Modification has been reviewed against the standards of the Sign Code and all signs comply with Code except those requiring Administrative Relief. The Sign Program Modification provides criteria for complete, cohesive signage for each individual tenant as well as the overall retail center. The Modification establishes sufficient criteria for the existing signs on-site but also allows flexibility for future signage to be added. Furthermore, it establishes a strong framework to maintain a high level of design quality for signage at the center.

SECTION 3. That the findings required for approving administrative relief as set forth in Section 2-2-8 of the City of Irvine Zoning Code have been made as follows:

- A. The intent of Division 7 (Signs) of this Zoning Code is being preserved.

The intent of the Division 7 (Signs) of the Irvine Zoning Ordinance is to promote and protect the public health, safety and welfare by regulating

existing and proposed signs to assure that they are legible, compatible with the surroundings, appropriate to the type of activity, and expressive of the identity and uniqueness of the site.

Administrative Relief is being requested for seven of the 18 sign types included in the Sign Program Modification. Proposed changes to the seven sign types include removal of limits on the number of signs allowed, relaxed limitation on tenant symbols and sign copy, and internal illumination of drive-thru menu boards. These requests are consistent with recent sign upgrades at other centers in the City.

Sign Type G (Directional Sign) is intended to identify select tenant spaces to drivers traveling within the site. Removing the limit on the maximum number of these signs allows for signs to be added and/or relocated as changing circumstances warrant them. The revision will also allow for greater flexibility to accommodate additional tenants or changes made to the retail pads. The proposed reduction to the minimum margin for sign copy on Sign Types K, L and M (Tenant Wall Signs) will allow for taller letters in the tenants' letterstyle to make them more visible to potential shoppers searching for their destination. The larger letterstyle is scaled appropriately for the different signs it will be located on and is also compatible with the sign copy used in the surrounding shopping center signs. Furthermore, these signs are mostly located on exterior walls of the retail buildings internal to the site and do not impact visual aesthetics beyond the boundary of the site. These signs are prohibited on sides of buildings visible from the public right-of-way. The proposed revision allowing one sign to be placed per tower face as opposed to one sign per tower overall will provide greater opportunities to identify various tenant spaces. This allows retailers with corner spaces to better identify themselves to potential shoppers walking along either side of the building while maintaining uncluttered visual aesthetics compatible with surrounding tenant identification signage.

The request for revised sign copy limits for Sign Type O (Tenant Awning Signs) will allow the sign copy to be more proportionate with the size of the awnings will help to avoid situation where small sign copy is awkwardly portrayed on a large awning or vice versa. Tenant names will be provided on either the vertical or sloping portion of the awning and products/services on the other portion. Tenants are prohibited from placing their names and/or symbols on both portions of the awning. Allowing sign copy in both the vertical and sloping portions of the awning surface allows tenants to better identify themselves to customers and also to communicate the products/services they provide.

Allowing festival banners (Sign Type P) to include identification of shopping center, tenant and sponsor names when special events/activities are hosted on-site will improve the way special events are communicated to event attendees. Drivers are better able to locate parking spaces close

to event locations if they know the tenant involved, thus reducing any unintentional impacts to general traffic flow while drivers are searching for their destination. Allowing tenant and sponsor names on the theme banners helps participants involved with the event gain recognition as well. Recognition is an incentive to entice sponsors to support more community events in the future.

Allowing menu board signs (Sign Type Q) to host internal illumination and have a maximum 6" sign copy height will improve the way information is communicated to drivers in the drive-thru lane. The increased sign copy will allow customers to see the menu boards better from farther away. Internal illumination will help customers see signs better at night as well. Both improvements will reduce the amount of time customers spend considering menu items when they reach the order kiosk, thus reducing impacts from traffic queuing and idling of cars.

- B. The proposed signs will enhance and harmonize with other on-site signs and with the site, building, and/or use being identified by the signs.

The Sign Program Modification provides criteria for complete, cohesive signage for each individual tenant as well as the overall retail center. Overall design of the signs will remain largely the same in terms of materials, colors and placement. Revisions to the signs have been carefully considered so as to maintain continuity and compatibility with the design of the other existing signage on-site. The signage will improve tenant identification and also the way that information is communicated to visitors at the site. Revisions to the signs have been carefully considered so as to maintain continuity and compatibility with the design of the other existing signage on-site. Therefore, it has been determined that the signage will harmonize with the signage on-site and use of the overall center.

- C. The proposed signs will not negatively impact the aesthetics of the subject site or the surrounding properties.

The signage is typical of a retail center and has been designed to be compatible with the surrounding commercial and residential developments. Signage has also been designed to be in scale with the on-site buildings and to reflect a high aesthetic quality that is in character with the theme of the overall center. The impact of the proposed Sign Program Modification on the surrounding areas is minimal since all of the sign types currently exist at the site except Sign Type R (Decorative Construction Fencing). Existing signage is appropriately located and does not conflict with any on-site or off-site signage. Furthermore, all future signage will be subject to the standards of the Sign Program Modification which will ensure that continuity is maintained for all signage throughout the center. Therefore, it has been determined that the Modification will not negatively impact the project site or surrounding uses.

SECTION 4. That based on the above findings, the Zoning Administrator of the City of Irvine DOES HEREBY APPROVE Sign Program 00603467-PSS with Administrative Relief (00607049-PAR) subject to the following conditions:

Miscellaneous:

Standard Condition E.1

The applicant is responsible for paying all charges related to the processing of this discretionary case application within 30 days of the issuance of the final invoice or prior to the issuance of building permits for this project, whichever occurs first. Failure to pay all charges shall result in delays in the issuance of required permits or the revocation of the approval of this application.

Standard Condition E.2

The applicant shall defend, indemnify, and hold harmless the City of Irvine or its agents, officers, and employees from any claim, action, or proceeding against the City agency or its agents, officers, or employees to attack, set aside, void, or annul an approval of the local agency, advisory agency, appeal board, or legislative body concerning this discretionary case. The City will promptly notify the applicant of any claim, action, or proceeding and will cooperate fully in the defense.

PASSED AND ADOPTED by the Zoning Administrator of the City of Irvine at a regular meeting held on the 27th of August 2014. Unless an appeal is filed by 5:00 p.m. on September 11, 2014, this action shall become effective on September 12, 2014.

ZONING ADMINISTRATOR