

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

TO: CITY COUNCIL, CITY MANAGER AND PLANNING COMMISSION

- FROM: Seimone Jurjis, Community Development Director
- SUBJECT: Report of actions taken by the Zoning Administrator, and/or Planning Division staff for the week ending July 23, 2021.

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

Item 1: The Jetty Sign Program Amendment – Comprehensive Sign Program No. CS2021-005 (PA2021-126 Site Address: 20321 – 20371 Irvine Avenue

Action: Approved

Council District 3

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



### COMMUNITY DEVELOPMENT DEPARTMENT PLANNING DIVISION 100 Civic Center Drive, P.O. Box 1768, Newport Beach, CA 92658-8915 949-644-3200 www.newportbeachca.gov

# **ZONING ADMINISTRATOR ACTION LETTER**

| Subject:          | <ul> <li>The Jetty Sign Program Amendment (PA2021-126)</li> <li>Comprehensive Sign Program No. CS2021-005</li> </ul> |  |
|-------------------|--|--|
| Site Location     | 20321 – 20371 Irvine Avenue  |  |
| Applicant         | Graffiti, Inc.   |  |
| Legal Description | Parcel 1 of Parcel Map No. 89-128  |  |

On <u>July 23, 2021</u>, the Zoning Administrator approved Comprehensive Sign Program No. CS2021-005 to amend previously approved Sign Program No. CS2015-012 (PA2015-172) for a six-building property commonly referred to as The Jetty, in accordance with the provisions of Chapter 20.42 (Sign Standards) of the Newport Beach Municipal Code. The amendment adds two additional wall signs on the secondary frontage of the 20331 building that has recently been reconfigured with two new entrances for building tenants.

A Comprehensive Sign Program is required to allow signs to be located on or above the second story of a multi-story building and to allow the following deviations from the Zoning Code:

- 1. Multiple signs (wall and window) on a primary frontage (20321 20361 buildings), where the Zoning Code allows one sign per primary building or tenant frontage.
- 2. Two wall signs on a secondary frontage (20371 and 20331 buildings), where the Zoning Code allows one building sign per secondary frontage.
- 3. Relief from the requirement that wall signs be located within the middle 50 percent of a building or tenant frontage (20321, 20331, 20361, and 20371 buildings).
- 4. Relief from the requirement that wall signs only be allowed for second story occupancies with exterior entrances (20321, 20331, 20361, and 20371 buildings). In this case, wall signs are proposed for second story occupancies that do not have exterior entrances.
- 5. Relief from the requirement that a pylon sign only be located on property where a building is set back from the front property line a minimum of 40 feet. In this case, two of six buildings on the property are located closer than 40 feet to the front property line.
- 6. Relief from the requirement that a business directory sign be non-illuminated.

The subject property is located within the Professional and Administrative Office District of the Santa Ana Heights Specific Plan (SP-7) Zoning District and designated General Commercial Office (CO-G) within the Land Use Element of the General Plan. The property is not located in the Coastal Zone. This approval is based on the following findings and standards and subject to the following conditions.

### FINDINGS AND STANDARDS FOR APPROVED SIGNS

### Finding:

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

### Fact in Support of Finding:

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

### Standard:

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

- 1. A comprehensive sign program is required whenever signs are proposed to be located on or above the second story of a multi-story building.
- 2. The proposed Comprehensive Sign Program complies with the purpose and intent of Newport Beach Municipal Code (NBMC) Chapter 20.42 (Sign Standards) because it provides the multi-tenant property with adequate identification while guarding against an excessive proliferation of signage. It preserves and enhances community appearance by regulating the type, size, location, quantity, and illumination of signs. Through said regulations, the Comprehensive Sign Program will enhance the safety of motorists and pedestrians by minimizing the distraction of signs, as well as to protect the life, health, property, and general welfare of City residents and visitors.
- 3. The purpose of a comprehensive sign program is to integrate all of a project's signs into a unified plan. A comprehensive sign program provides a means for the flexible application of sign regulations for projects that require multiple signs in order to provide incentive and latitude in the design and display of signs, and to

achieve, not circumvent, the purpose of NBMC Chapter 20.42. This approval integrates all of the signs for the subject property while meeting the purpose and intent of NBMC Chapter 20.42.

- 4. Approval of this Comprehensive Sign Program includes deviations to the number, location, and illumination of signs and allows the flexible application of the sign regulations to achieve a unified design theme that meets the purpose and intent of the Zoning Code.
- 5. The Comprehensive Sign Program is consistent with the Citywide Sign Design Guidelines Manual because the proposed signs are designed to be compatible with the building in terms of size, location, legibility, and materials. The property has undergone façade improvements and the proposed signs will reflect and complement those improvements.
- 6. All signs are designed to effectively communicate a commercial message without creating sign clutter through the use of legible text that contrasts with the background. The size of the signs do not dominate the façade on which they are placed, and are appropriately located to identify the building and/or tenant entrance, as well as the property to vehicles travelling east and west on Irvine Avenue. A majority of individual tenant window and wall signage will not be visible from Irvine Avenue because signs will face the interior parking area and not the street.
- 7. The amendment to allow two additional signs located on the secondary frontage of the 20331 building affords proper identification of the new tenant entrances. The new sign locations, placement, and design are consistent with allowed signage on other buildings within the complex.

### Standard:

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

- 1. The site is developed with six multi-tenant buildings that are accessible primarily from Irvine Avenue. Signs are designed to identify tenants spread throughout the property. The proposed pylon sign will identify the property to vehicles that typically travel at high speeds along Irvine Avenue. The pylon sign, business directory sign, window signs, and each primary and secondary wall sign comply with the maximum size allowable for each sign type per the Zoning Code.
- 2. All wall signs relate visually to each other because they maintain consistency in location, area, thickness, illumination, and materials.

- 3. The pylon sign and freestanding business directory sign integrate well with the project by maintaining consistency in architectural design, color, and materials. Both signs incorporate wood accents into the design.
- 4. Window signs will maintain consistency in location and size and are designed to be uniform and complimentary to wall signs. Window signs are limited to 2 square feet in area, and will be located adjacent to the entry of each tenant space.
- 5. Proposed signs will not obstruct public views from adjacent roadways because there are no public views through or across the subject property.
- 6. The signs will not interfere with sight distance from any street, driveway, or parking area and are located out of traffic safety visibility areas.

### Standard:

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

### Fact in Support of Standard:

1. The proposed Comprehensive Sign Program addresses all project signage. Temporary and exempt signs not specifically addressed in the sign program shall be regulated by the provisions of Chapter 20.42 (Sign Standards) of the Zoning Code.

### Standard:

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

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

### Standard:

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

- 1. The Comprehensive Sign Program allows for deviations regarding the number, location, and illumination of signs. The approval conforms to all other standards of Zoning Code Chapter 20.42, and enhances the overall development by integrating all of the project's signs with the overall site and structure design into a unified statement.
- 2. Allowing deviation from the Zoning Code for additional building signs (wall and window) on primary and secondary frontages is appropriate given the design of the buildings with large garage type doors, traditional doors, and reflective windowpanes. Due to numerous tenants on site and size of the property, wall signs are intended to serve as primary tenant identification while window signs help identify point of entry to a particular building or tenant space. Window signs will be visually consistent in location adjacent to a building or tenant entrance, and are minimal in size reducing any distraction to pedestrians and passing vehicles.
- 3. Allowing deviation from the Zoning Code for two building signs on a secondary frontage (20371 and 20331 buildings) is appropriate due to the additional tenant entrances that are located on these frontages. The proposed secondary frontage wall signs are aesthetically consistent with other building and pylon signage in the complex, and does not overwhelm the reader, but rather conveys a message efficiently.
- 4. Allowing deviation from the requirement that wall signs be located in the middle 50 percent of a building frontage (20321, 20331, 20361, and 20371 buildings) is appropriate given the length and architectural design of the affected buildings and the number of tenants within each building. This deviation only applies to signs located about the ground floor that are located in the upper corner of each building, consistent in size and material.
- 5. Although the 20371 and 20321 buildings are located closer than 40 feet to the front property line, allowing the pylon sign to provide adequate identification for the multi-tenant property. Irvine Avenue typically experiences high traffic volumes and high speeds. In addition, several tenants are located towards the interior of the property away from the street. Therefore, the pylon sign provides early notification to vehicles traveling to the site. The sign complies with Zoning Code standards for freestanding signs.

6. Allowing an illuminated business directory sign assists visitors in locating their final destination due to the size of the property and number of tenant spaces. The sign complies with Zoning Code standards for area and height.

### Standard:

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

### Fact in Support of Standard:

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

### Standard:

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

### Fact in Support of Standard:

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

### CONDITIONS

- 1. All proposed signs shall be in substantial conformance with the approved plans, Comprehensive Sign Program Matrix Table, and provisions of Chapter 20.42 of the Newport Beach Municipal Code, unless otherwise indicated in the following conditions.
- 2. Anything not specifically approved by this Comprehensive Sign Program is prohibited or requires an amendment to this sign program.
- 3. A building permit and/or sign permit shall be obtained prior to the installation of signs.
- 4. All unpermitted signs on site shall obtain permits demonstrating compliance with this Comprehensive Sign Program or shall be removed.
- 5. A copy of this letter shall be incorporated into the plan check sets of plans prior to issuance of building or sign permits.
- 6. Illuminated signs shall be regulated in accordance with the provisions of Section 20.42.070 of the Newport Beach Municipal Code. If, in the opinion of the Community Development Director, existing illumination creates an unacceptable negative impact on surrounding land uses or sensitive habitat areas the Director

may order the dimming of light sources or other remediation upon finding that the site is excessively illuminated.

- 7. The maximum letter/logo height of any sign shall be 36 inches.
- 8. Window signs shall be limited to 2 square feet in area.
- 9. Signs shall be maintained in a clean and orderly condition.
- 10. The Community Development Director may approve revisions to the Comprehensive Sign Program if the intent of the original approval is not affected. Revisions that would substantially deviate from the original approval shall require approval of a new/revised comprehensive sign program by the Zoning Administrator.
- 11. Any future revisions or changes to the signs approved by this Comprehensive Sign Program due to a change in the use or tenants of the building shall be reviewed and approved by the Planning Division, so long as the sign size, copy configuration, and number of signs authorized by this approval does not substantially change or increase. The mandatory reduction or elimination of signs shall be exercised as necessary.
- 12. The Zoning Administrator may add to or modify conditions of this approval, or revoke this approval upon a determination that any sign that is authorized by this approval has been altered beyond the parameters of the authorization and therefore beyond the justification.
- 13. This approval shall expire and become void unless exercised within 24 months from the actual date of review authority approval, except where an extension of time is approved in compliance with the provisions of Title 20 Planning and Zoning, of the Newport Beach Municipal Code.
- 14. To the fullest extent permitted by law, applicant shall indemnify, defend and hold harmless City, its City Council, its boards and commissions, officials, officers, employees, and agents from and against any and all claims, demands, obligations, damages, actions, causes of action, suits, losses, judgments, fines, penalties, liabilities, costs and expenses (including without limitation, attorney's fees, disbursements and court costs) of every kind and nature whatsoever which may arise from or in any manner relate (directly or indirectly) to City's approval of The Jetty Comprehensive Sign Program Amendment including, but not limited to, Comprehensive Sign Program No. CS2021-005 (PA2021-126). This indemnification shall include, but not be limited to, damages awarded against the City, if any, costs of suit, attorneys' fees, and other expenses incurred in connection with such claim, action, causes of action, suit or proceeding whether incurred by applicant, City, and/or the parties initiating or bringing such proceeding. The applicant shall indemnify the City for all of City's costs, attorneys' fees, and damages which City incurs in enforcing the indemnification provisions

set forth in this condition. The applicant shall pay to the City upon demand any amount owed to the City pursuant to the indemnification requirements prescribed in this condition.

### APPEAL PERIOD

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

Jaime Murillo Zoning Administrator

MS/dl

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

# Attachment No. ZA 1

Sign Matrix

# THE JETTY COMPREHENSIVE SIGN PROGRAM MATRIX (PA2015-172) 2031 - 20371 IRVINE AVENUE

| BUILDING ADDRESS        | 20371  | 20361  | 20351                  | 20341                     | 20331                              |
|-------------------------|--|--|------------------------|---------------------------|------------------------------------|
| WALL SIGNS              |  |  |                        | ·                         |                                    |
| Max. Number             | 2 Max.   | 1 Per Occupant, 4 Max.                       | 1 Per Occupant, 9 Max. | 1 Per Occupant, 6 Max.    | 1 Per Occupant,                    |
| Max. Area               | 60 SF (Primary)<br>50 % of primary (Secondary) | 20 SF (Ground Floor)<br>25 SF (Second Floor) | 20 SF                  | 20 SF                     | 20 SF (Ground F<br>25 SF (Second F |
| Max. Letter/Logo Height | 36" and 2 lines of text                        |  |                        | 18" and two lines of text |                                    |
| Illumination            | Allowed  | Allowed                                      | Allowed                | Allowed                   | Allowed                            |
| ARCHITECTURAL WALL SIGN |  |  |                        |                           |                                    |
| Max. Number             | 1  |  |                        |                           |                                    |
| Max. Area               | 14 SF  |  |                        |                           |                                    |
| Max. Letter/Logo Height | 18″  | Not Allowed                                  |                        |                           |                                    |
| Illumination            | Not Allowed                                    |  |                        |                           |                                    |
| WINDOW SIGNS            |  |  |                        |                           |                                    |
| Max. Number             |  | 1 per Occupant, 4 Max.                       | 1 per Occupant, 9 Max. | 1 per Occupant, 9 Max.    | 1 Per Occupant,                    |
| Max. Area               | Not Permitted                                  | 2 SF   |                        |                           |                                    |
| Location                |  | Adjacent to Entry Doors - Ground Floor Only  |                        | r Only                    |                                    |
| PYLON SIGN              |  | BUSINESS DIRECTORY SIGN                      |                        |                           |                                    |
| Max. Number             | 1  |  | Max. Number            | 1                         |                                    |
| Max. Height             | 10′  |  | Max. Height            | 8"                        |                                    |
| Size & Location         | Zoning Code                                    |  | Size & Location        | Zoning Code               |                                    |
| Illumination            | Allowed  | 1  | Illumination           | Allowed                   | 1                                  |

• Temporary signs shall be regulated by the provisions of Chapter 20.42.090 (Standards for Temporary Signs)

• Exempt signs shall be regulated by the provisions of Chapter 20. 42.100.B (Exemptions to Sign Permit Required

• All other sign types not listed are not permitted.

• All signs require the issuance of a building permit or sign permit prior to installation.

 For 20321 - 20361 buildings, each tenant may have one wall sign and one window sign, maximum Ground oor wall signs must be centered and located within the middle 50 percent of tenant frontage Second oor wall signs shall be aligned left or right and 4 feet from building corner over tenant frontage



# THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE NEWPORT BEACH CA.

# WALL SIGN SIGN AREA MATRIX

| 20321  |
|--|
|  |
|  |
| 1 Per Occupant, 4 Max.                       |
| 20 SF (Ground Floor)<br>25 SF (Second Floor) |
|  |
| Allowed                                      |
|  |
|  |
|  |
|  |
|  |
|  |
| 1 per Occupant, 4 Max.                       |
|  |
|  |
|  |



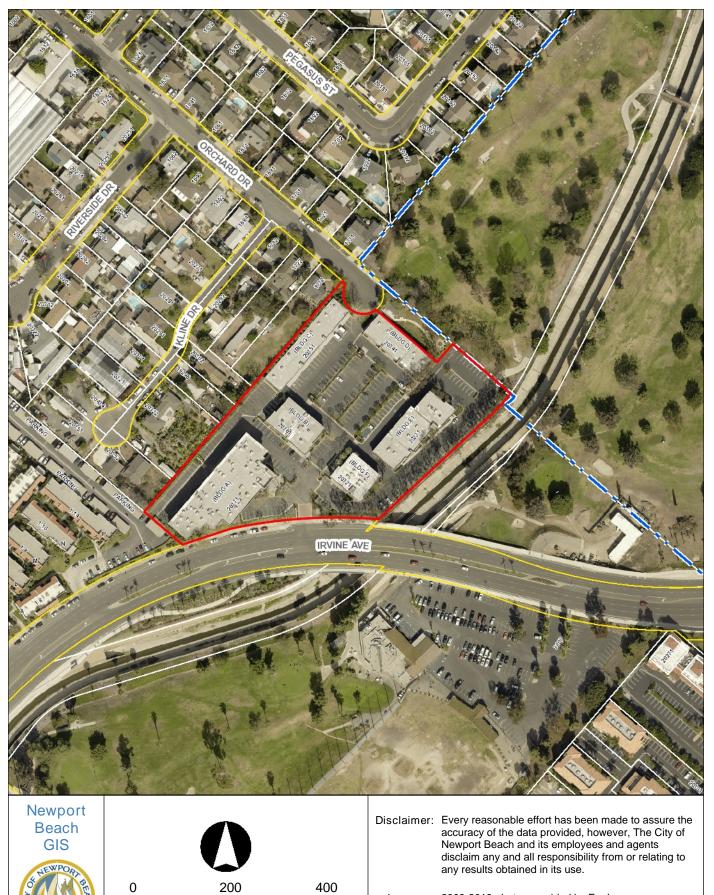
Environmental Graphics Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

### **REPRINTED 04/27/16**

# Attachment No. ZA 2

Vicinity Map



Feet

Imagery: 2009-2013 photos provided by Eagle Imaging www.eagleaerial.com

1/27/2016

# Attachment No. ZA 3

Project Plans

# ESSEX REALTY MANAGEMENT, INC.

May 5, 2021

City of Newport Beach 100 Civic Center Dr Newport Beach, Ca.

### Re: Proposed Amendment to Sign Plan The Jetty at Newport Beach Owners Association 20321 - 20371 Irvine Avenue, Newport Beach

City of Newport Beach:

Please consider this request to amend the sign plan at The Jetty to allow two additional signs on the northeast side of the E building located at 20331 Irvine Avenue as two new entrances have been completed on this side. One is for E6-102 and the other is for the main elevator entrance to E7 (upper floor). The owner of unit E6 has completed the construction of both units in E6 (lower floor) and construction of E7 is being started.

Unit E6: This unit has been repurposed into two units with the separate entrances. E6-101 and E6-102. The main entrance to the owner's office is E6-101 and is located on the southeast side of the building and is where the current sign plan allows a sign to be installed. The main entrance to E6-102 is located on northeast side of the building and the current sign plan does not address signage on these parapets, as there were no entrances on this side of the building when the last sign plan was created. E6-102 is requesting signage on the lower parapet.

Unit E7: During the remodel/repurpose of unit E6, the main entrance to E7 (upper floor unit) was re-located to the northeast side of the building as an outdoor elevator entrance, adjacent to the entrance to E6-102. Unit E-7 has since been sold and signage is being requested on the upper parapet above this main E7 elevator entrance.

We are requesting that the current sign plan be amended to allow two additional signs (one for E6-102 on the lower parapet and one for E7 on the upper parapet) on the northeast side of the E building located at 20331 Irvine Ave. These signs will be consistent with the current sign plan as they would allow signage above the new entrances like the current sign plan does in the rest of the Jetty complex.

The additional signs will be subject to the same sign criteria as the existing approved sign plan as it pertains to location, size, materials, installation, etc. The additional sign will not alter the overall appeal of the campus and will provide business identification and needed directional way finding for visitors.

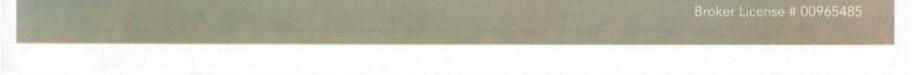
Thank you for your consideration.

Essex Realty Management, Inc., Agent for The Jetty at Newport Beach Owners Association

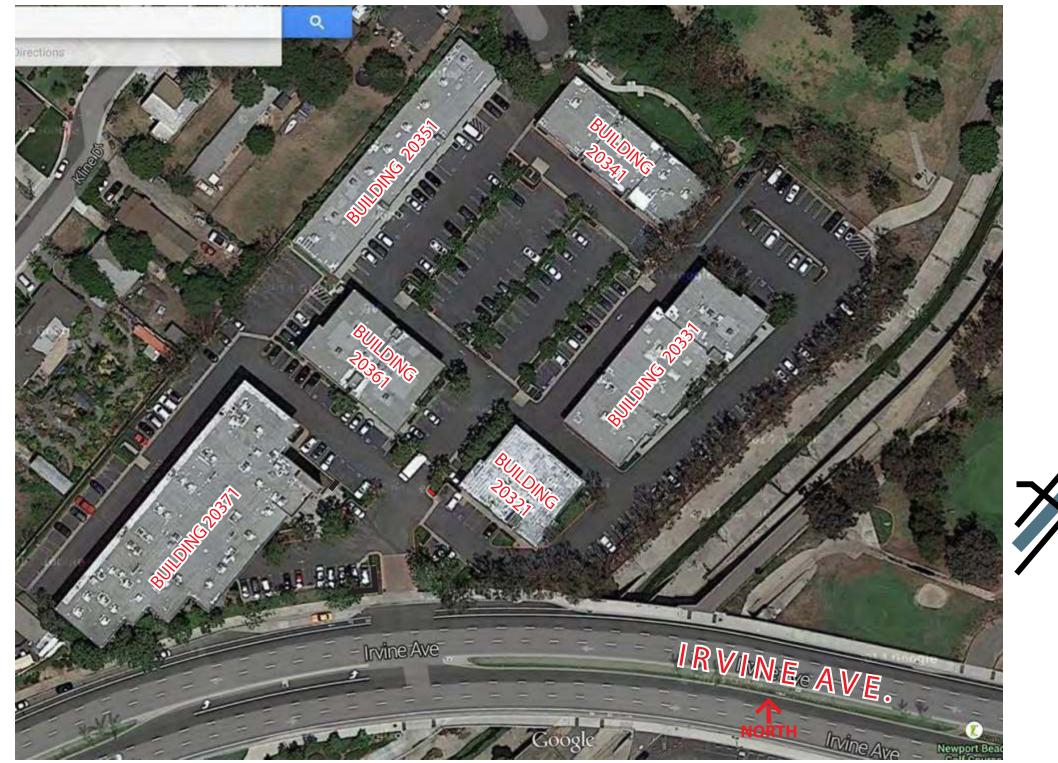
Wendy Daniel

Wendy Daniel Association Manager License 01272906 / Broker 00965485

> www.essexrealty.com | 949.798.8100 7744 Sky Park Circle | Suite 100 | Irvine, CA 92614



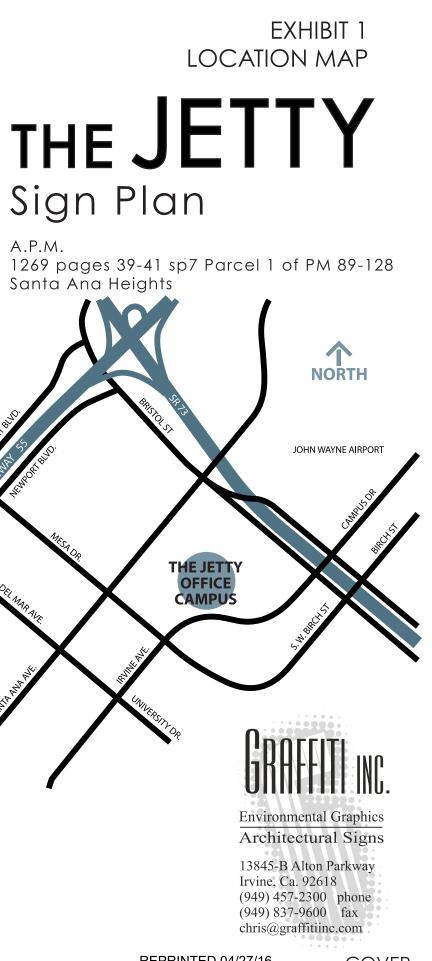
Comprehensive Sign Program No. CS2015-02 (PA2015-1710



**OWNER:** BUCHANAN STREET PARTNERS

THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE **NEWPORT BEACH CA.** 

**LOCATION MAP TITLE PAGE** 



**REPRINTED 04/27/16** 

COVER

### **TABLE OF CONTENTS**

| INTRODUCTIO<br>Location<br>Planning                                  |  | 1 |
|--|--|---|
|  | ea la  | 1 |
| PERMITTED Sign A -<br>Sign A -<br>Sign B - ,<br>Sign C -<br>Sign D - | GNS / SPECIFICATIONS<br>Pylon Sign<br>Architectural Wall Sign<br>Business Directory Sign<br>Business Identication Wall Signs<br>Window Signs | 2 |
| EXHIBITS<br>EXHIBIT 1<br>EXHIBIT 2                                   | LOCATION MAP<br>SIGN LOCATION MAP  |   |

| EXHIBIT 2  | SIGN LOCATION MAP 3   |
|------------|---|
| EXHIBIT 3  | SIGN A - PYLON SIGN DESIGN 4                                      |
| EXHIBIT 4  | SIGN A - PYLON SIGN SPECIFICATIONS                                |
| EXHIBIT 5  | SIGN A - PYLON SIGN SITE PLAN 6                                   |
| EXHIBIT 6  | SIGN B - ARCHITECTURAL WALL SIGN DESIGN                           |
| EXHIBIT 7  | SIGN B - ARCHITECTURAL WALL SIGN SPECIFICATIONS 8                 |
| EXHIBIT 8  | SIGN C - BUSINESS DIRECTORY SIGN DESIGN                           |
| EXHIBIT 9  | SIGN C - BUSINESS DIRECTORY SIGN SPECIFICATIONS 10                |
| EXHIBIT 10 | SIGN D - WALL SIGN BUILDING 20371 SPECIFICATIONS 11               |
| EXHIBIT 11 | SIGN D - WALL SIGN BUILDING 20371 SIGN LOCATIONS 12               |
| EXHIBIT 12 | SIGN D - WALL SIGN TYPICAL SPECIFICATIONS 13                      |
|            | BUILDINGS 20361, 20331 & 20321                                    |
| EXHIBIT 13 | SIGN D - LOCATIONS BUILDINGS 20361 14                             |
| EXHIBIT 14 | SIGN D - LOCATIONS BUILDINGS 20331 15                             |
| EXHIBIT 15 | SIGN D - LOCATIONS BUILDINGS 20321 16                             |
| EXHIBIT 16 | SIGN D - WALL SIGN TYPICAL SPECIFICATIONS 17                      |
|            | BUILDINGS 20351 & 20341   |
| EXHIBIT 17 | SIGN D - LOCATIONS BUILDINGS 20351 18                             |
| EXHIBIT 18 | SIGN D - LOCATIONS BUILDINGS 20341 19                             |
| EXHIBIT 19 | WINDOW SIGN SPEC. BUILDINGS 20361, 20351, 20431 20331 & 20321_ 20 |

| APPENDIX    |        | _ 21 |
|-------------|--------|------|
| LINE OF SIG | HT     | _ 22 |
| REFERENCE   | РНОТОЅ | _ 23 |

### INTRODUCTION

THE JETTY, Newport Beach is a six building creative oce campus totaling 83,688 gross sq. ft. located in Newport Beach, CA. The oce campus is comprised of single and 2 story buildings, located at 20321 through 20371 Irvine Avenue. (Refer to Exhibit 1 Location Map)

### Location

An apartment community and single family residential homes dene the southerly and westerly boundaries. The Newport Beach Golf Course borders the oce campus to the north of the oce development. Primary access is provided by Irvine Avenue forming the easterly boundary. (Refer to Exhibit 1 Location Map)

### **Planning and Zoning**

The sign information presented in this document conforms to the minimum requirements set forth by the City of Newport Beach Municipal code.

It is anticipated that consideration shall be provided for project and business identication signs commensurate with the scale and quality of the oce campus. The signs shall make a positive contribution to the general appearance of the commercial area in which they are located. The size and shape of a sign are proportional with the scale of the architecture.

### **DESIGN CRITERIA**

The Jetty is identied by the use of wall signs on the building and a Pylon on the entry landscape wall. A limited number of sign locations are available. General provisions and sign design criteria are set forth in this sign plan.

### **Fabrication and Installation**

All signs and installation of the signs will conform to the City of Newport Beach building and electrical codes as well as sign permit requirements. Any illuminated sign or lighting device shall employ only LED, emitting a light of constant intensity.

The Pylon and Architectural Wall signs shall incorporate the thematic IPE hardwood slats and hot rolled steel panels. Located adjacent to the entry drive, in the landscape area the PYLON sign will incorporate illuminated letters identifying THE JETTY. The Architectural Wall sign on the 20371 Irvine Ave. building reinforces the project identity and minimizes the large rock veneer wall.

### **Graphic Design**

Signs are expected to clearly express the business names in color and design. Use of established type styles, logos and/or images that are registered trademarks may be represented to identify business tenants, including restraint (s) or other business services.

Corporate colors are incorporated into all sign design. Sign colors and illumination shall be harmonious with the building color palette.

### Sign Area

The sign area shall be generally calculated by measuring the height X width of the sign components, including letters and logo. Business names shall be limited to two lines of text.

## Illumination

All illuminated signs shall incorporate LED illumination. Ground signs shall include dimensional letters that emit light through push-thru translucent acrylic graphics to illuminate the letter face. Wall signs shall be constructed as channel or dimensional letters attached to building wall. Permitted illuminated wall sign channel letters shall emit light through translucent acrylic letter faces.

## **PERMITTED SIGNS / SPECIFICATIONS**

The Jetty office campus shall be identied by a double sided PYLON sign at the entry driveway with Irvine Avenue. Additionally the 20371 Irvine Avenue will incorporate an Architectural sign Identifying The Jetty. A business directory of The Jetty shall be installed for guests and rst responders to navigate the oce campus. Refer to Exhibit 2.

Business identication is provided with a building wall sign and a window sign. Business identication signs are oriented toward Irvine Avenue and primary driveways within the office campus. The signs are designed to compliment the architecture. Building Wall Signs shall be permitted at top (parapet) of buildings and at a lower canopy for ground oor businesses. All building have restricted maximum sign area.

Window glass may incorporate logo signs for business identication.

Temporary and exempt (operational ) signs shall conform to the City of Newport Beach Municipal Code 20.42, Sign Standards.

The Jetty Sign Plan provides for the following sign types and criteria:

Sign A - Pylon Sign (Replace existing sign)
16 square foot maximum sign area
10 foot overall height above existing grade, 6 foot width Address Panel with 6" tall numerals
Colors to match architectural sign, hot rolled steel nish White graphics
Natural wood accent
Double sided, internally illuminated
Refer to Exhibit 3 - Specications & Exhibit 4 - Site Map

Sign B - Architectural Wall Sign (Building 20371) Maximum sign area 14 square foot sign Dimensional letters "THE JETTY" Colors to match architectural sign, hot rolled steel nish White graphics Natural wood accent Single sided, non-iilluminated Refer to Exhibit 5 - Specications

### Sign C - Business Directory Sign

Single sided sign structure with illuminated site map Maximum site map sign area 8 square foot Colors to match architectural sign, hot rolled steel nish Natural wood accent Refer to Exhibit 6 - Design & Exhibit 7 - Specications

### Sign D - Business Identication Wall Signs

## Building 20371

Maximum Sign Area \_ 60 square foot, Primary and 50% of Primary sign area allowd for a secondary parapet elevation. (30 square feet maximum) Maximum letter/logo height 36" Sign shall be Individual channel letters or logo, 3" to 5" deep, internally illuminated face. Names may be dierent, 2 lines of text permitted. Tenant name to be determined by building owner or a representative Refer to Exhibit 8 - Specications & Exhibit 9 - Sign Locations

### Buildings 20361, 20331 and 20321

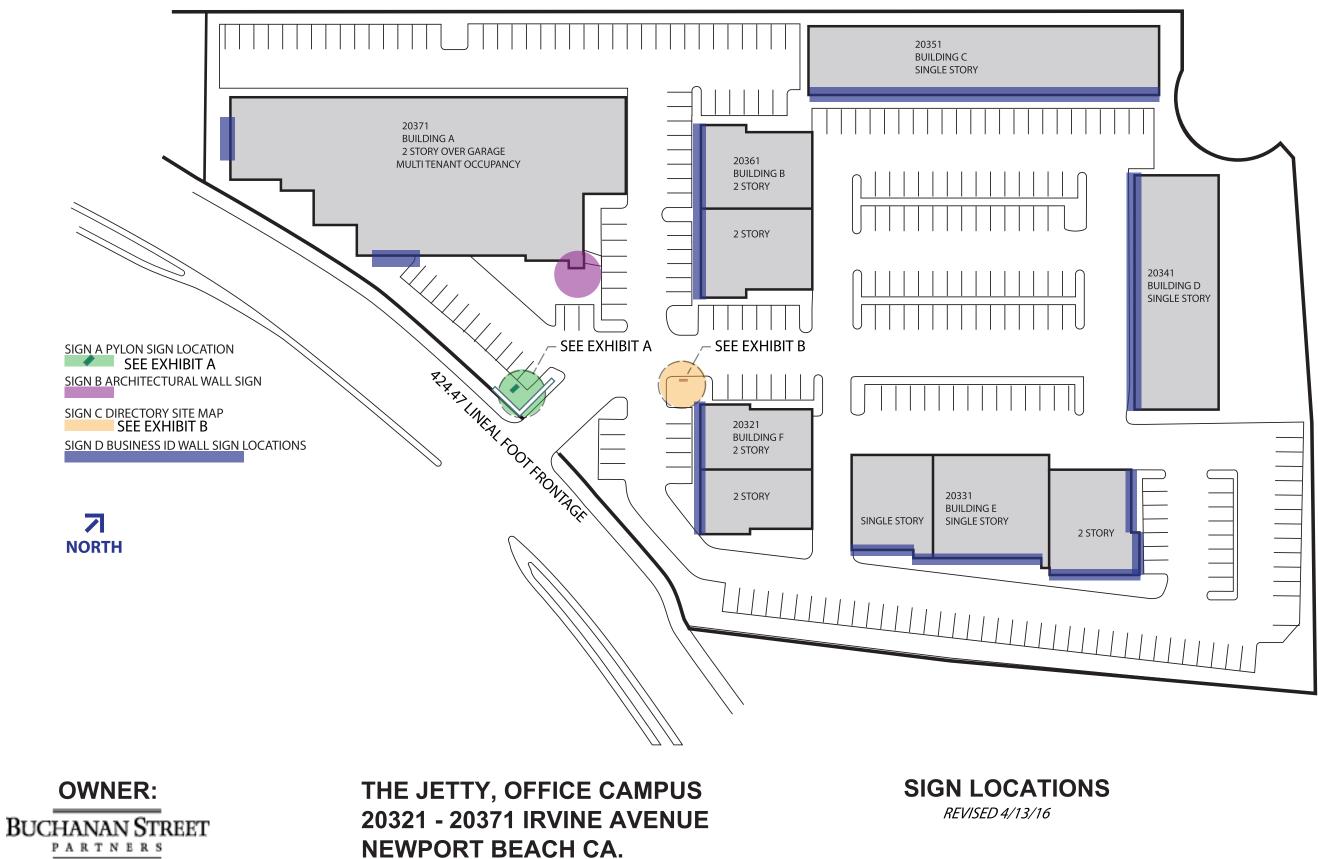
Ground door occupant shall be permitted a sign on the canopy below the second door windows
Maximum permitted sign area \_ 20 square foot
Sign shall be vertically centered and within the middle 50% of frontage.
Maximum letter/logo height 18" - Minimum 2" deep dimensional letters are permitted
Letters shall have a brushed aluminum or white letter face & returns
Halo or letter face Illumination is permitted
Second door occupant shall be permitted a sign on the parapet fascia vertically centered on parapet and 4'-0" from building corner over occupancy space.
Maximum permitted sign area \_ 25 square foot
Maximum letter/logo height 18" - Minimum 2" deep dimensional letters are permitted
Letters shall have a brushed aluminum or white letter face & returns
Halo or letter face Illumination is permitted
Refer to Exhibit 10 - Typical Specications for 2 Story Building & Exhibits 11, 12, 13, 14 & 15 - Sign Locations

### Buildings 20351 and 20341

Signs shall be vertically centered within the middle 50% of frontage **Maximum permitted sign area \_ 20 square foot** Maximum letter/logo height of 18" Minimum 2" deep dimensional letters Occupants shall be permitted a sign on the parapet fascia The sign shall be centered horizontally and vertically over the occupancy frontage Letters shall have a brushed aluminum or white letter face & returns Signs may be illuminated Refer to Exhibit 14 - Typical Specications for 1 Story Building & Exhibits 15, 16 & 17 - Sign Locations

Sign E - Window Glass Signs - Buildings 20321 and 20361 Occupants are permitted one window sign with a maximum of 2 square feet, refer to Exhibit 19. A single window panel shall be used to display the occupant's business name. There are no restrictions on color

**REPRINTED 04/27/16** 

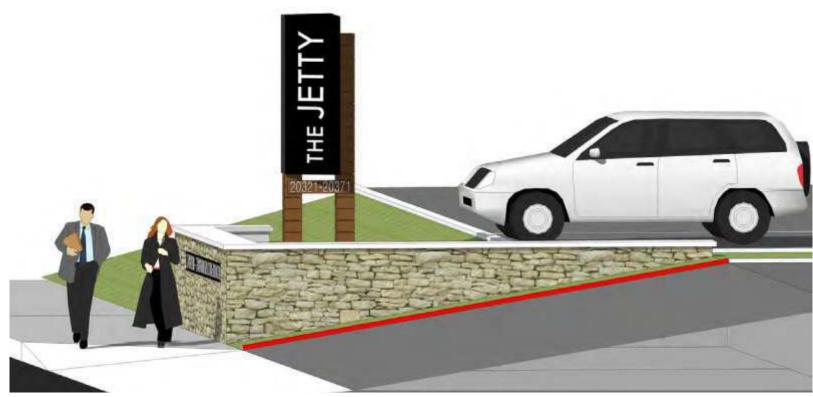


PARTNERS

# EXHIBIT 2 SIGN LOCATION MAP

**Environmental Graphics** Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com



SOUTHBOUND VIEW IRVINE AVE.



NORTHBOUND VIEW IRVINE AVE.



THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE NEWPORT BEACH CA. **PYLON SIGN** 

# EXHIBIT 3 SIGN A - PYLON SIGN DESIGN

DOUBLE SIDED PYLON SIGN 3'-0" X 10'-0" 10' SETBACK FROM DRIVEWAY 5' SETBACK FROM BACK OF SIDEWALK

INTERNALLY ILLUMINATED 2'-3" x 6'-9" ALUMINUM CABINET 16 SQUARE FEET PAINT TO MATCH C. R. STEEL WHITE 1/2" PUSH-THRU ACRYLIC "THE JETTY"

# ADDRESS RANGE 6" HIGH NUMERALS

MATCH ARCHITECTURAL SPECIFICATION IPE WOOD PLANK MITER OUTSIDE CORNER

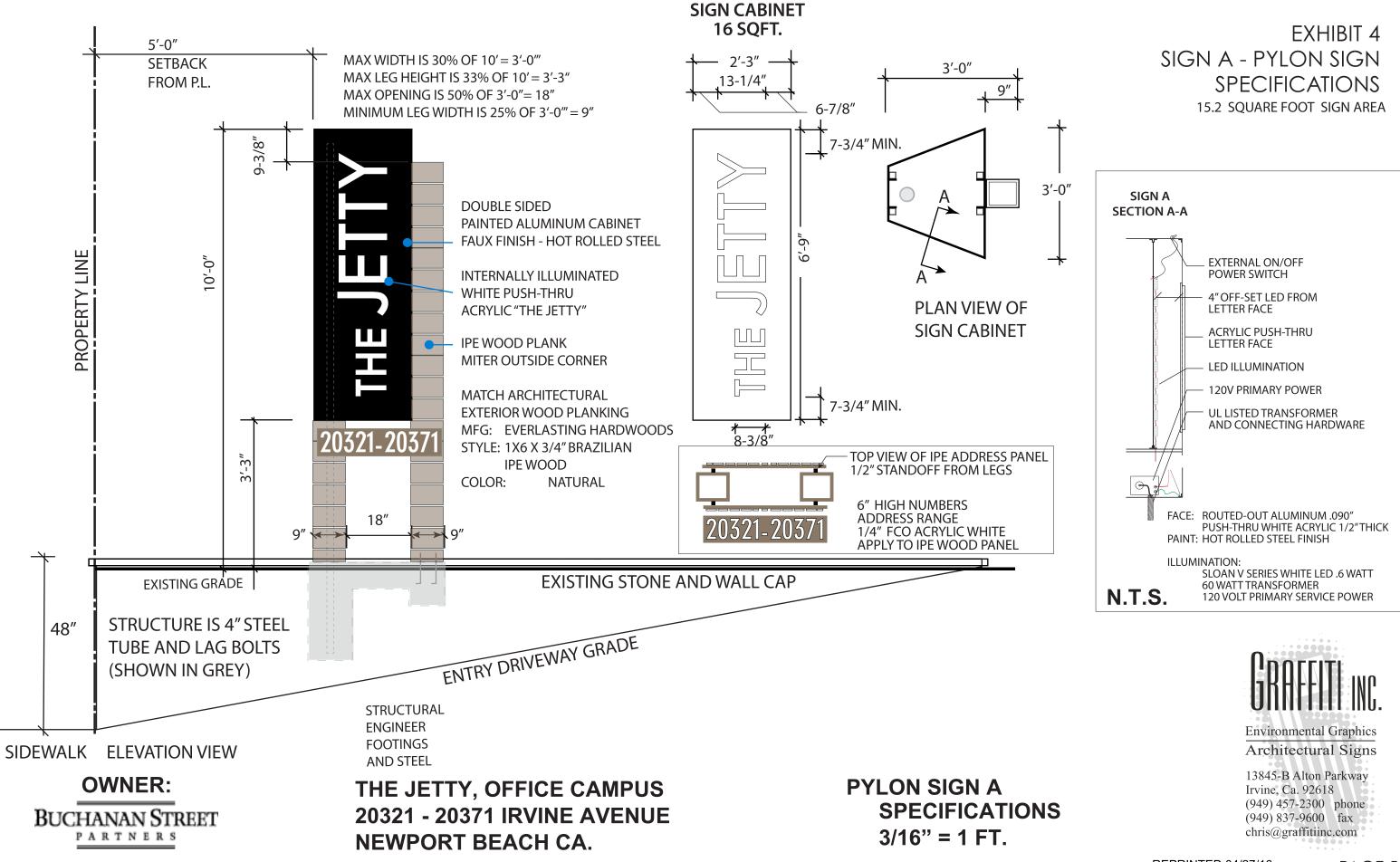
EXTERIOR WOOD PLANKING MFG: EVERLASTING HARDWOODS STYLE: 1X6 X 3/4" BRAZILIAN IPE WOOD COLOR: NATURAL



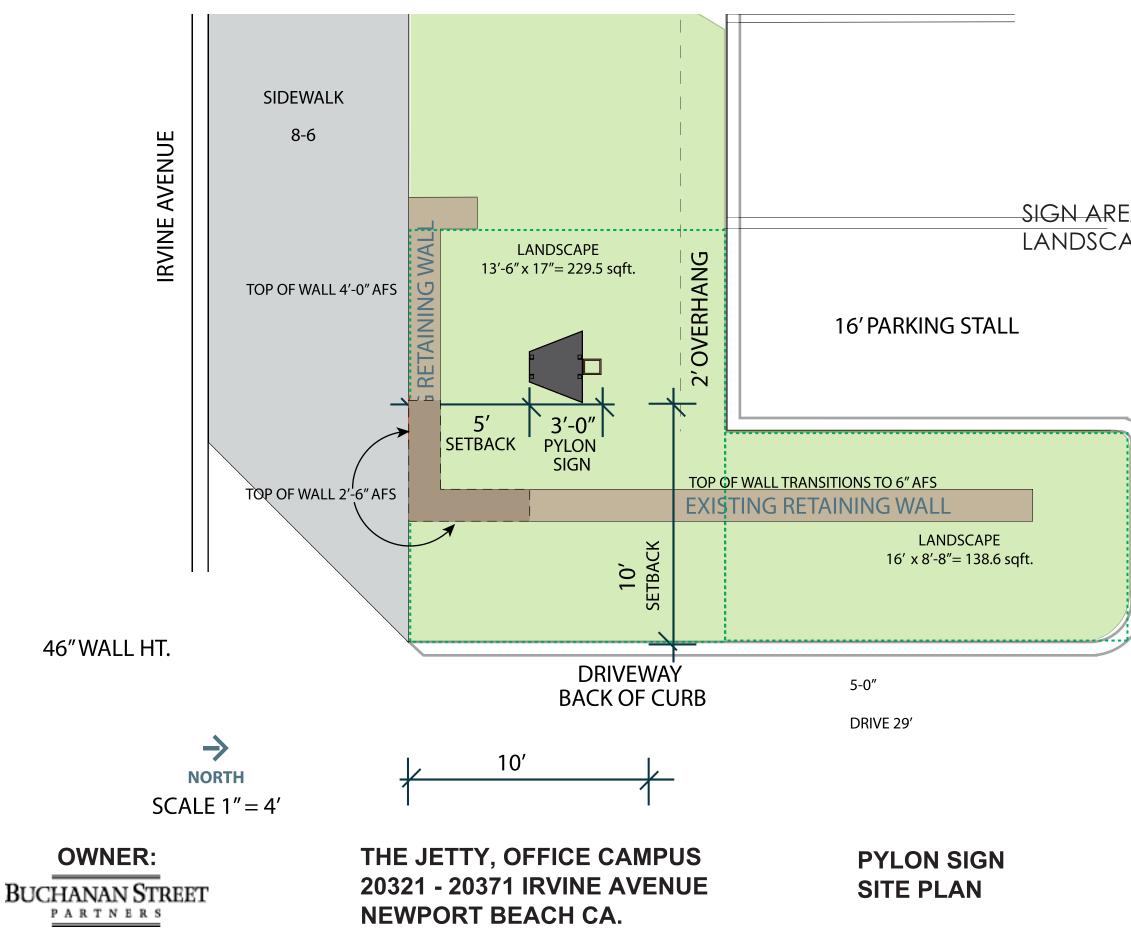
Environmental Graphics Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

**REPRINTED 04/27/16** 



**REPRINTED 04/27/16** 



# EXHIBIT 5 SIGN A- PYLON SIGN SITE PLAN

# SIGN AREA: 15.2 SQUARE FOOT LANDSCAPE AREA: 368.1 SQUARE FOOT



Environmental Graphics Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

**REPRINTED 04/27/16** 

PAGE 6





THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE NEWPORT BEACH CA.

WALL SIGN ARTIST CONCEPT

# EXHIBIT 6 SIGN B - ARCHITECTURAL WALL SIGN DESIGN

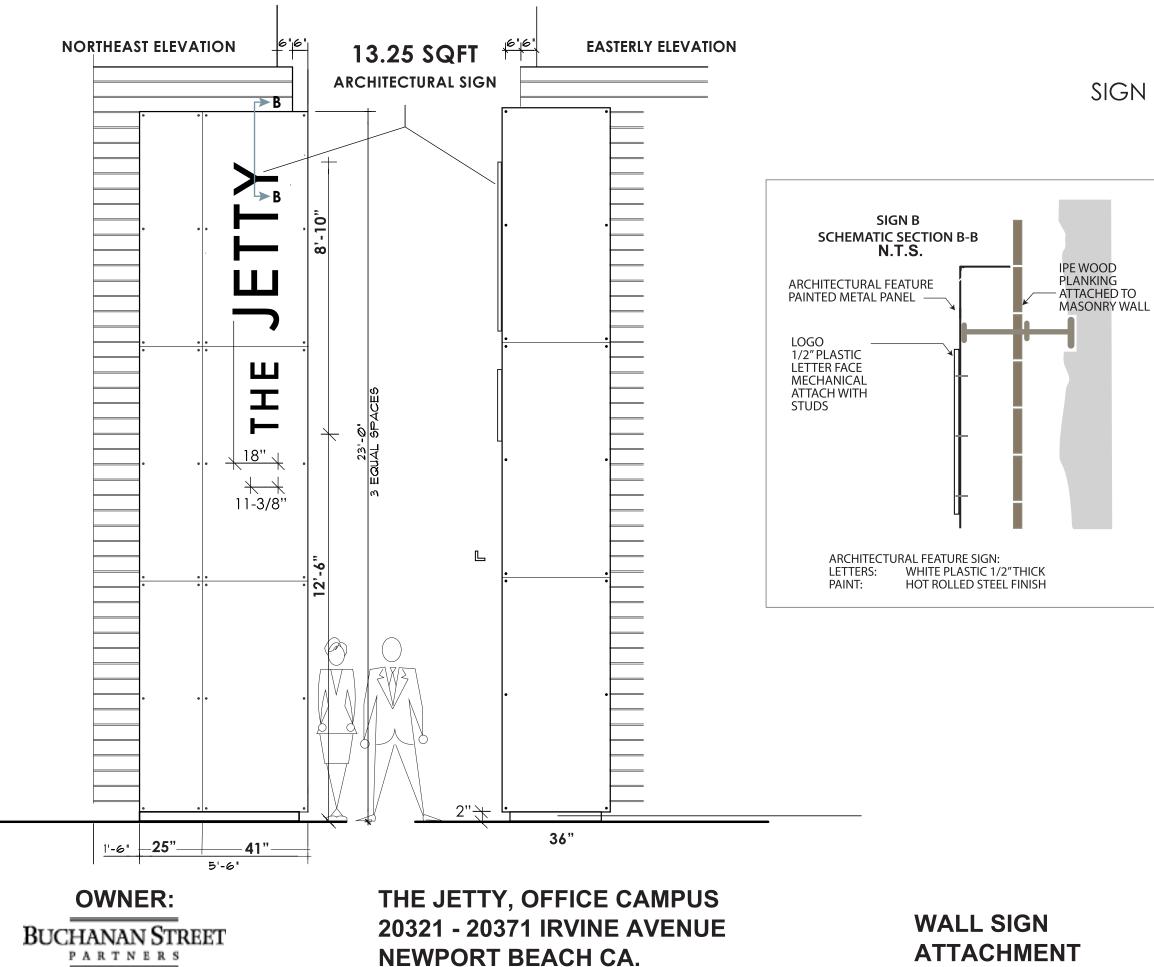
DIMENSIONAL LOGO, NON-ILLUMINATED



Environmental Graphics Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

REPRINTED 04/27/16



# EXHIBIT 7 SIGN B - ARCHITECTURAL WALL SIGN SPECIFICATIONS

DIMENSIONAL LOGO NON-ILLUMINATED

# GRAFFITI INC.

Environmental Graphics Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

**REPRINTED 04/27/16** 





STYLE: COLOR:



THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE **NEWPORT BEACH CA.** 

DIRECTORY **ARTIST CONCEPT** 

# **EXHIBIT 8** SIGN C - BUSINESS DIRECTORY SIGN DESIGN

**IPE WOOD PLANK** MITER OUTSIDE CORNER

MATCH ARCHITECTURAL SPECIFICATION **EXTERIOR WOOD PLANKING** MFG: EVERLASTING HARDWOODS 1X6 X 3/4" BRAZILIAN IPE WOOD NATURAL

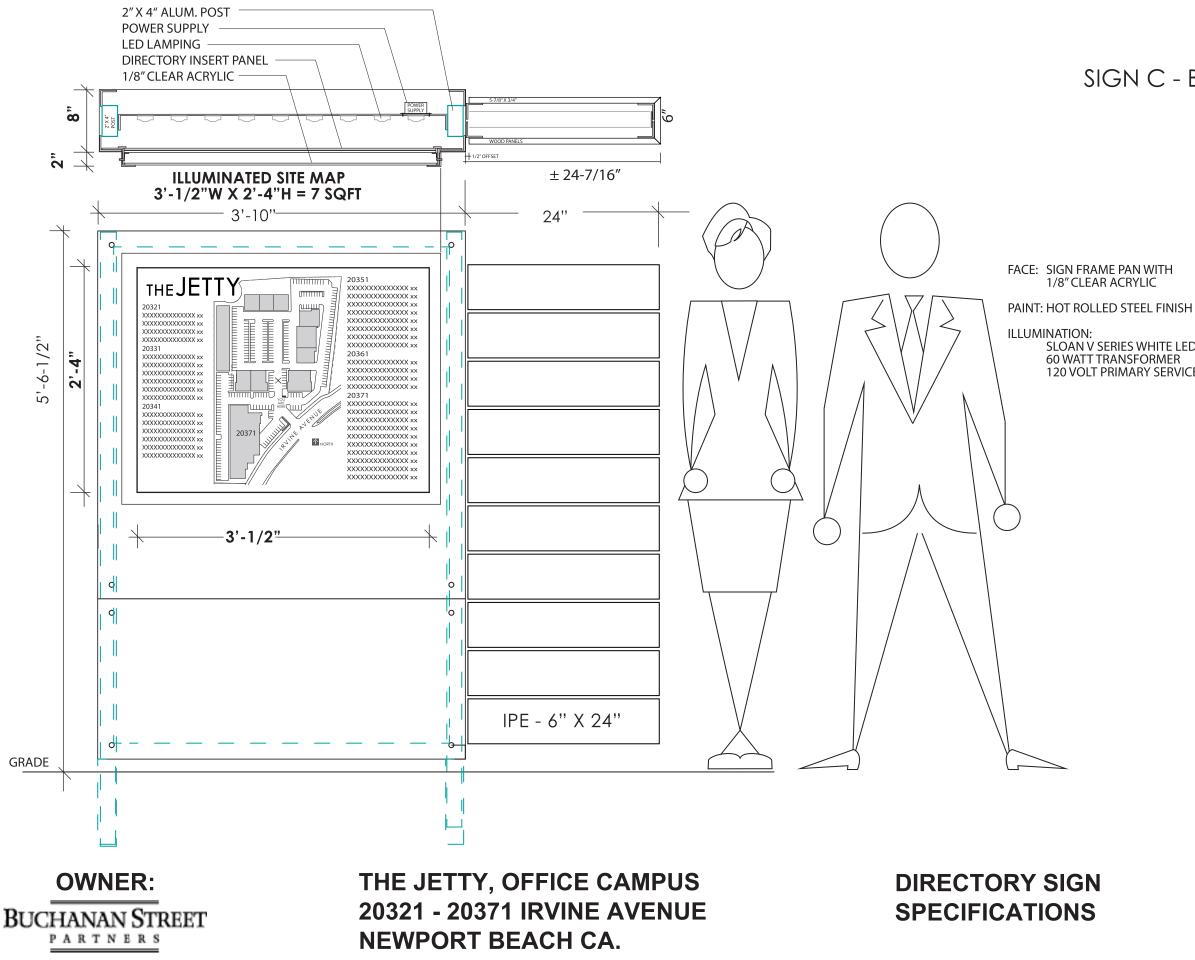
DIRECTORY SIGN PAINTED ALUMINUM CABINET COLOR MATCH HOT ROLLED STEEL

INTERNALLY ILLUMINATED CABINET SINGLE SIDED DIRECTORY LIST OF TENANTS WITH SLIDE INSERTS

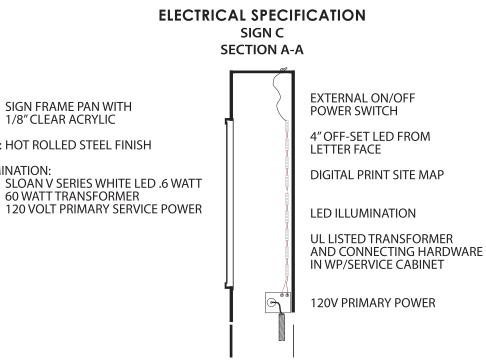
**Environmental Graphics** Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

**REPRINTED 04/27/16** 



# EXHIBIT 9 SIGN C - BUSINESS DIRECTORY SIGN SPECIFICATIONS





Environmental Graphics Architectural Signs

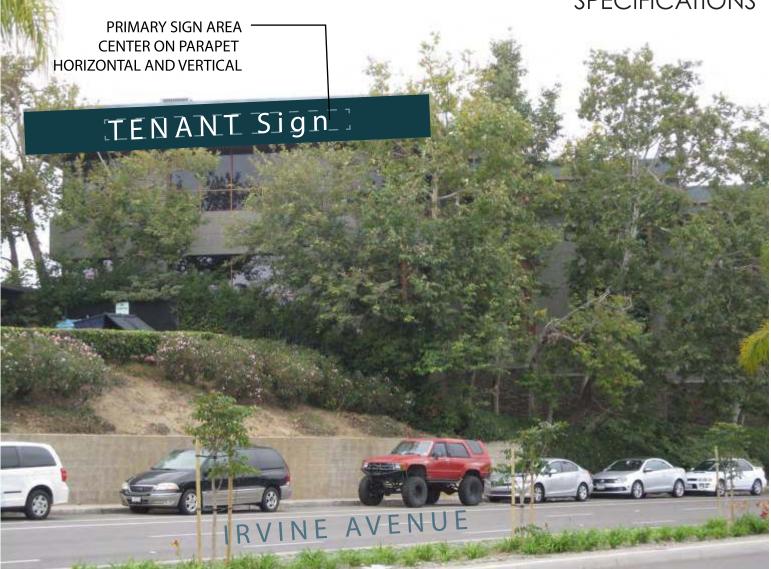
13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

**REPRINTED 04/27/16** 

# MAXIMUM 30 SQUARE FOOT SIGN AREA EASTERLY BUILDING ELEVATION



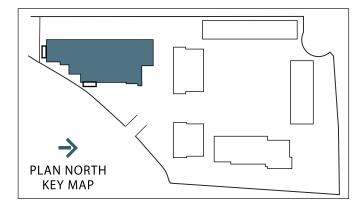
MAXIMUM 60 SQUARE FOOT SIGN AREA SOUTHERLY BUILDING ELEVATION



SIGN SPECIFICATIONS: 36" MAXIMUM SIGN HEIGHT FOR INDIVIDUAL LETTER, LOGOS OR TWO LINES OF TEXT MIN. 3" DEEP LETTERS INTERNAL/FACE ILLUMINATION: WHITE LETTER FACE



THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE **NEWPORT BEACH CA.** 



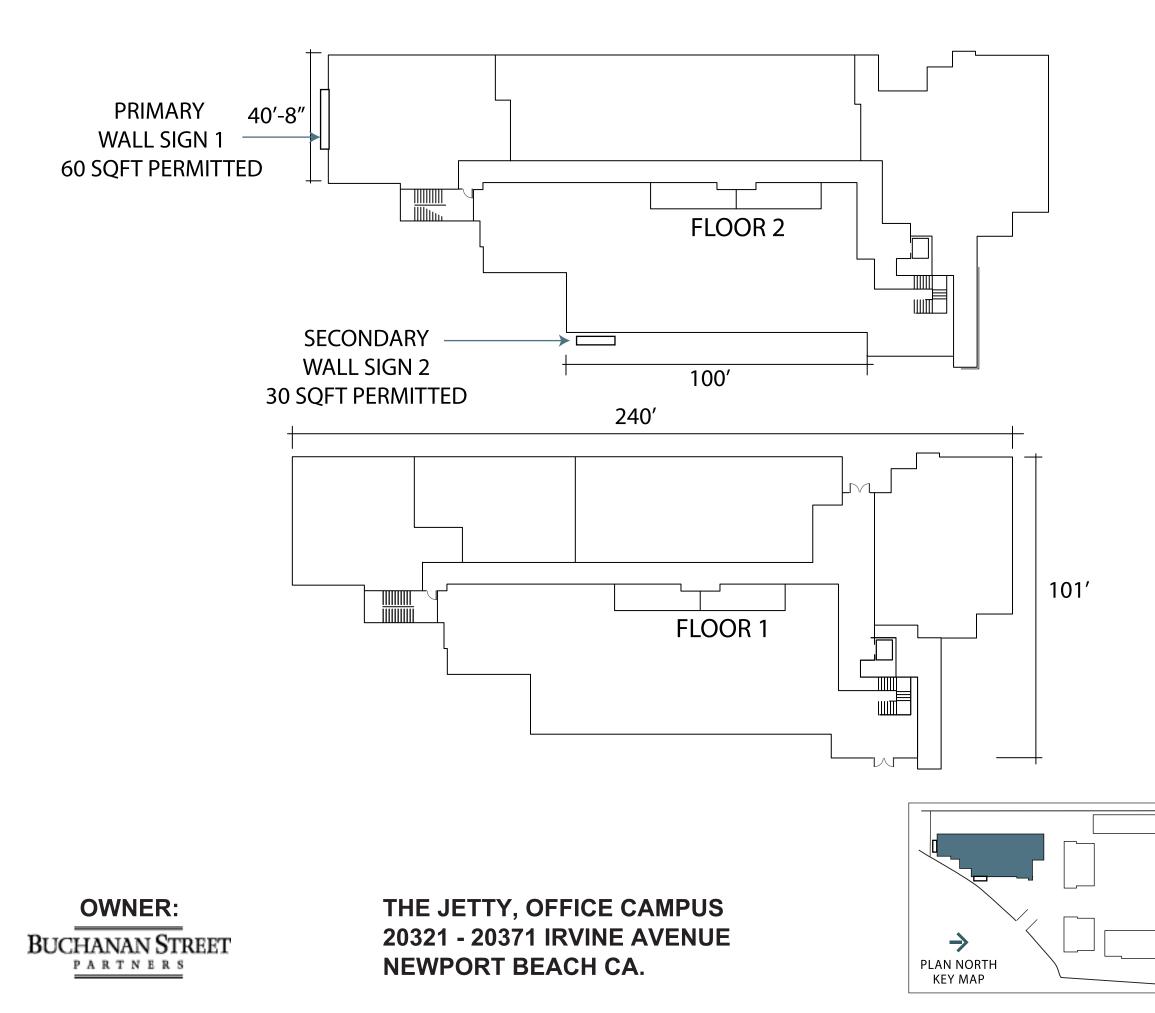


# EXHIBIT 10 SIGN D - WALL SIGN BUILDING 20371 **SPECIFICATIONS**

**Environmental Graphics** Architectural Signs

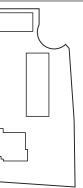
13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

**REPRINTED 04/27/16** 



# EXHIBIT 11 SIGN D - WALL SIGN BUILDING 20371 SIGN LOCATIONS

### NAMES MAY BE DIFFERENT WHEN SAME NAMES ARE USED THEY MUST BE IDENTICAL APPEARANCE



GRAFFITI INC.

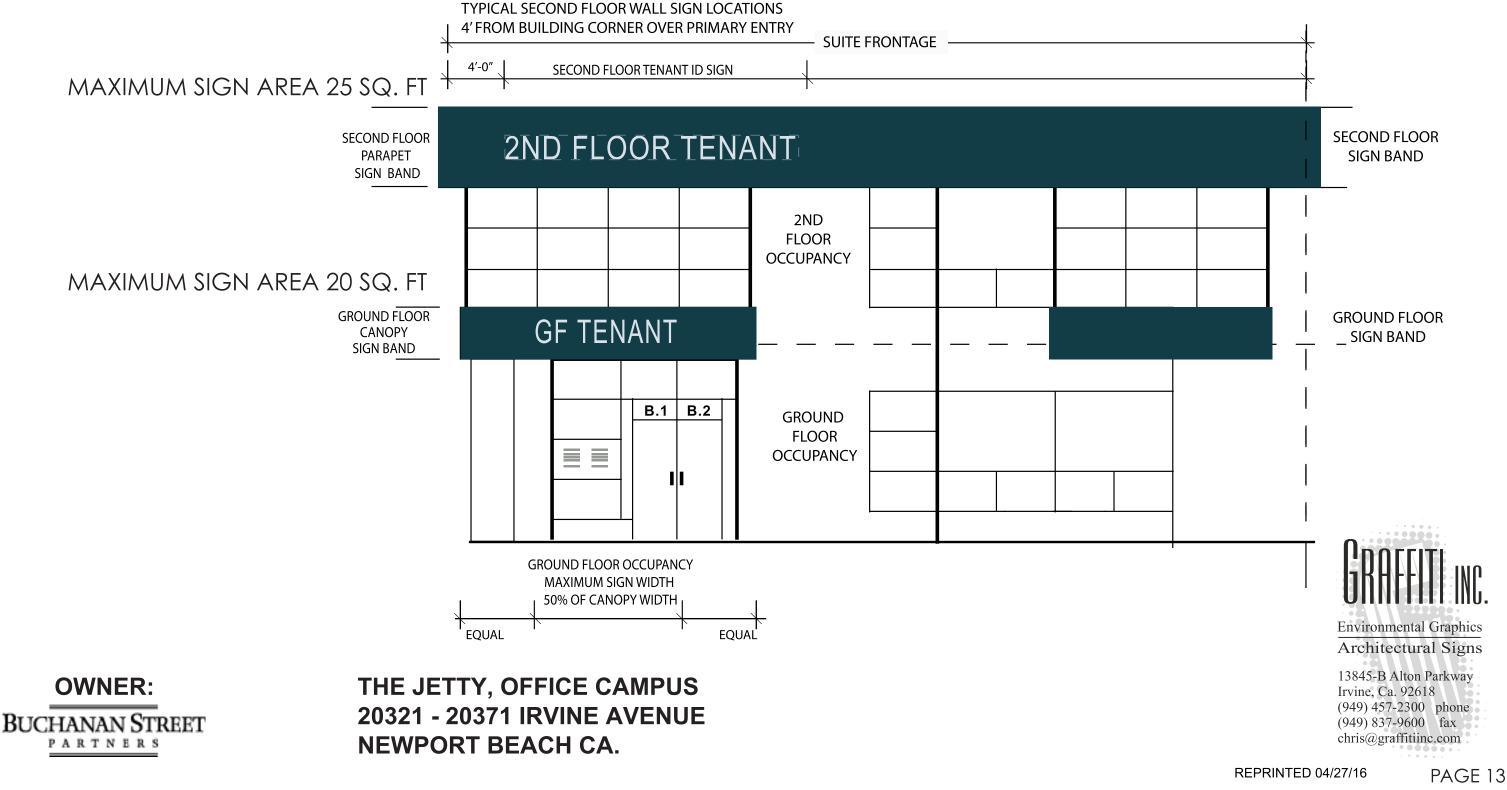
Environmental Graphics Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

**REPRINTED 04/27/16** 

### **PERMITTED SIGN SPECIFICATIONS:**

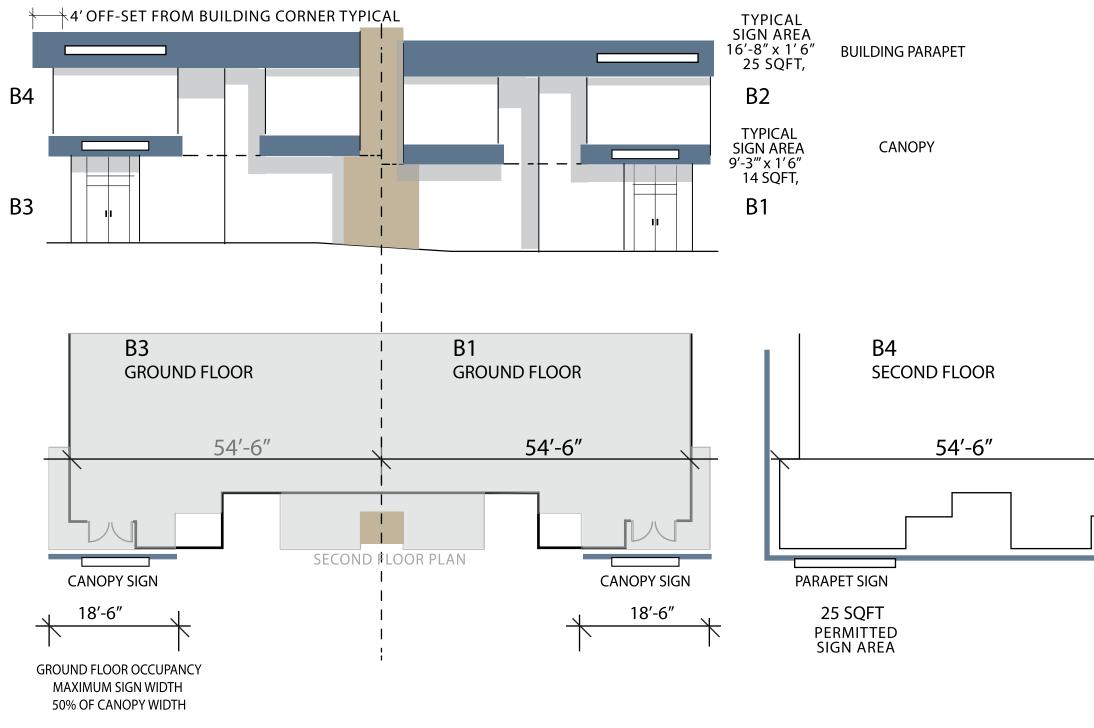
- 18" MAXIMUM LETTER HEIGHT
- 2"TO 4" DIMENSIONAL LETTERS / LOGO
- METAL OR PAINTED LETTERS / LOGO GRAPHICS
- HALO OR LETTER FACE ILLUMINATION
- PAINTED ACRYLIC FACES ON SEALED FOAM LETTERS / LOGO GRAPHICS
- PIN MOUNTED TO METAL FASCIA WITH SILICONE ADHESIVE





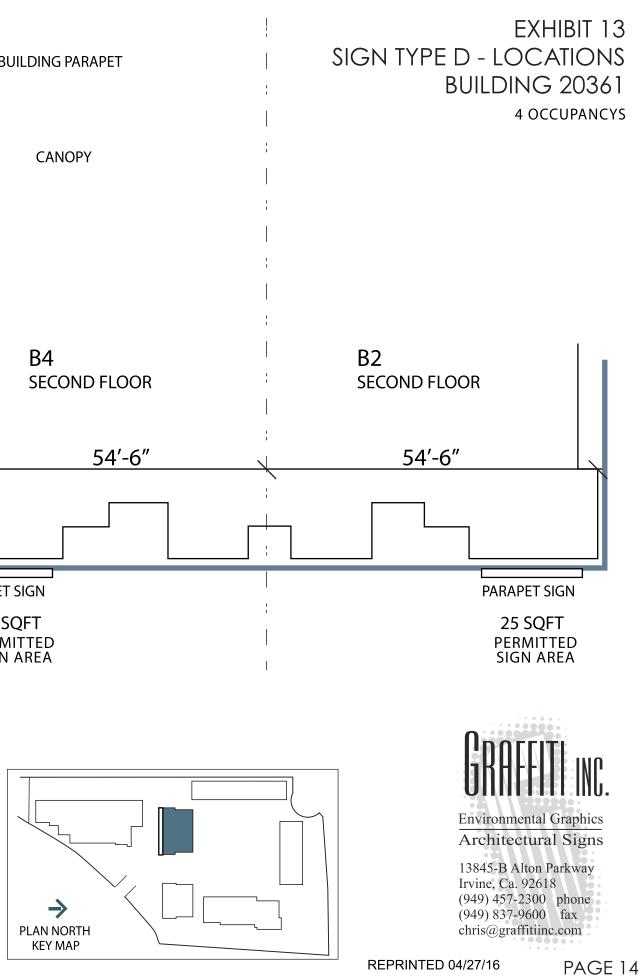
# EXHIBIT 12 SIGN D - WALL SIGN TYPICAL SPECIFICATIONS 2 STORY BUILDINGS 20361, 20331, 20321

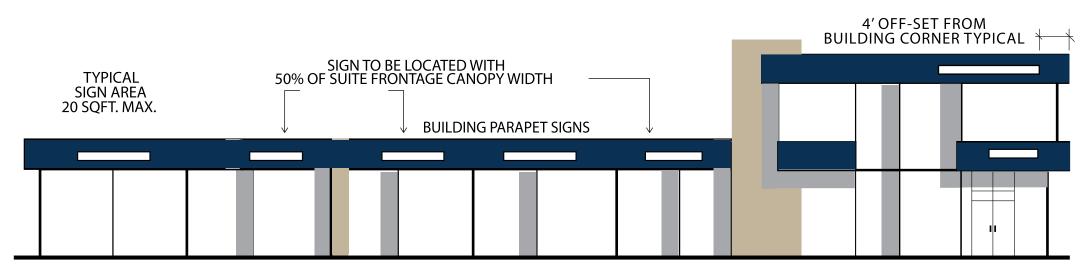
REFER TO EXHIBITS, 13, 14 & 15 FOR SPECIFIC SIGN LOCATIONS

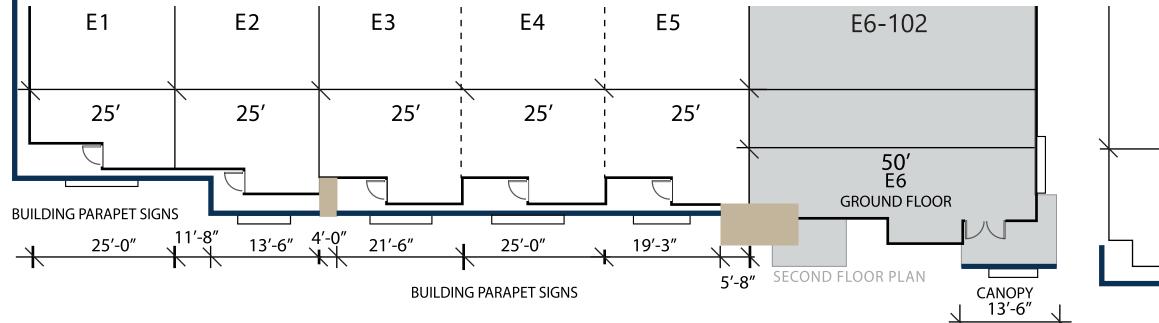




THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE NEWPORT BEACH CA.



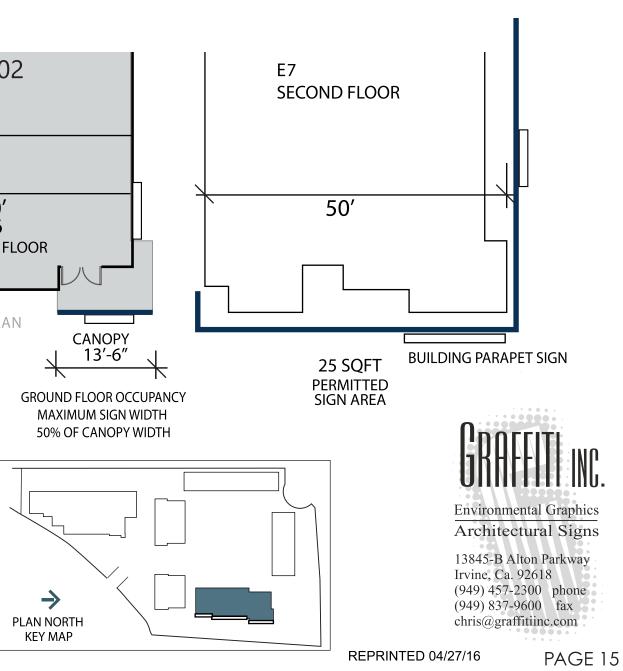




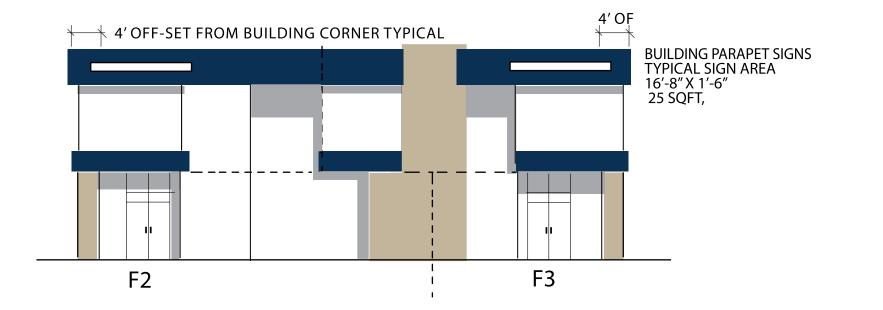
MAXIMUM SIGN WIDTH

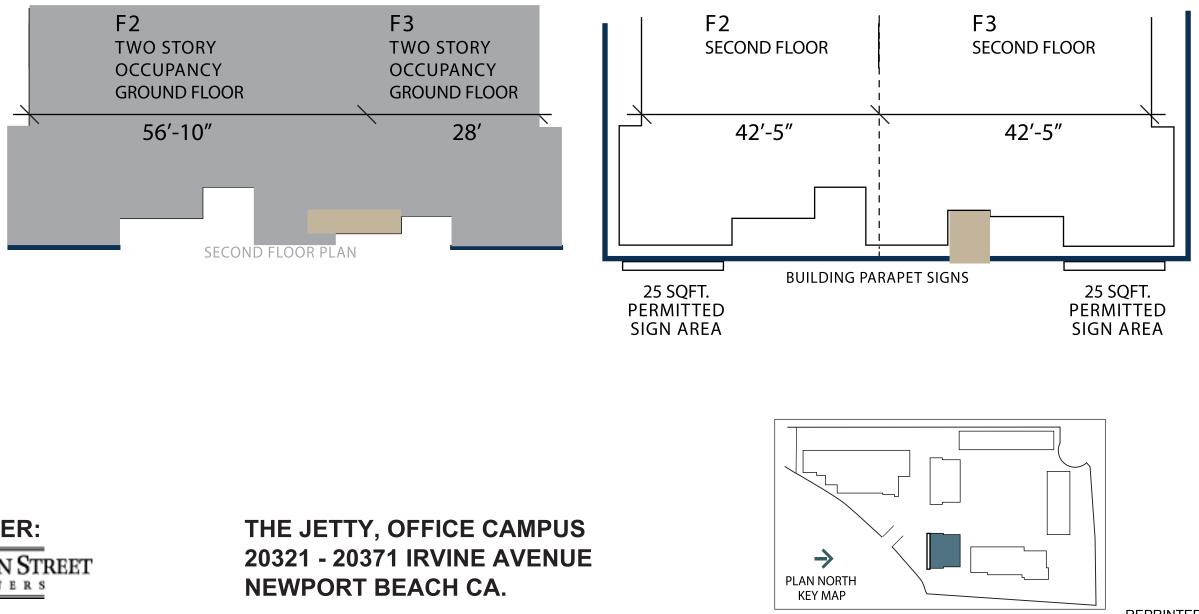


THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE **NEWPORT BEACH CA.** 

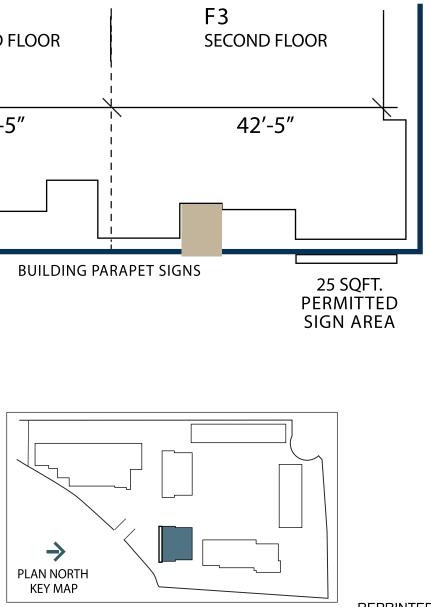


# EXHIBIT 14 SIGN TYPE D - LOCATIONS BUILDING 20331 7 OCCUPANCYS









# EXHIBIT 15 SIGN TYPE D - LOCATIONS BUILDING 20321 2 OCCUPANCYS

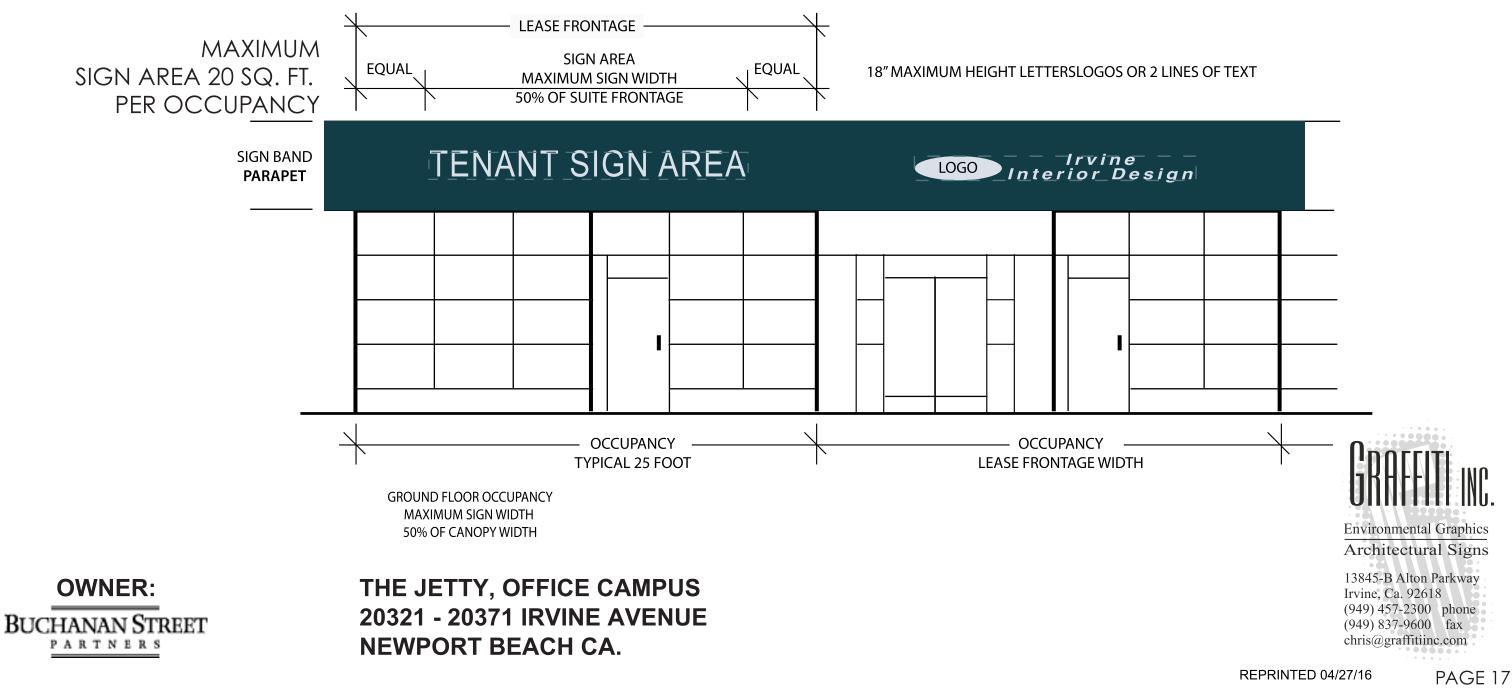
**Environmental Graphics** Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

**REPRINTED 04/27/16** 

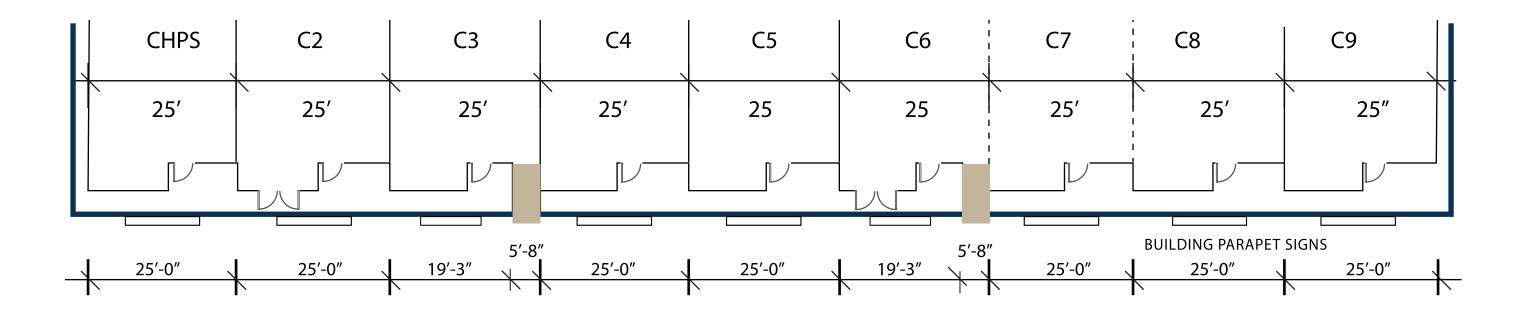
### **PERMITTED SIGN SPECIFICATIONS:**

- 18" MAXIMUM LETTER HEIGHT
- 2"TO 4" DIMENSIONAL LETTERS / LOGO
- METAL OR PAINTED LETTERS / LOGO GRAPHICS
- HALO OR LETTER FACE ILLUMINATION
- PAINTED ACRYLIC FACES ON SEALED FOAM LETTERS / LOGO GRAPHICS
- PIN MOUNTED TO METAL FASCIA WITH SILICONE ADHESIVE



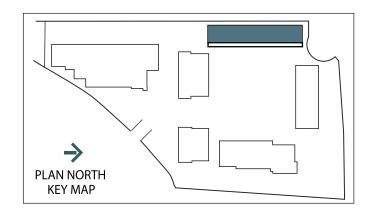
# EXHIBIT 16 SIGN D - WALL SIGN SPECIFICATIONS TYPICAL FOR 1 STORY BUILDINGS 20351 & 20341







THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE **NEWPORT BEACH CA.** 



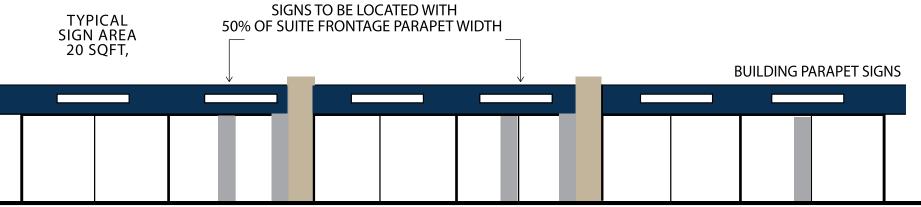
# EXHIBIT 17 SIGN D - LOCATIONS BUILDING 20351

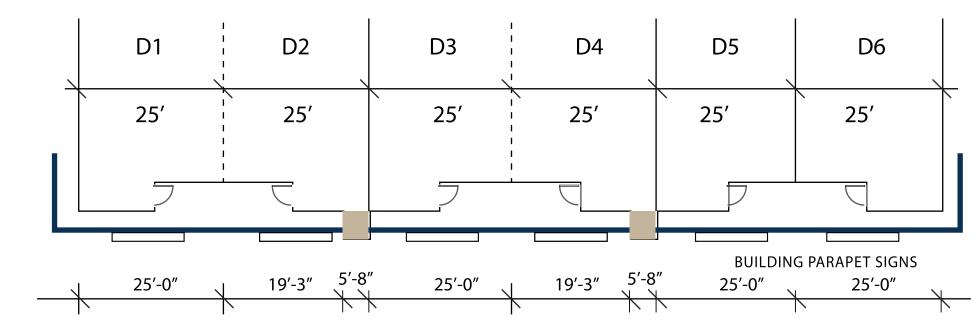
# 9 OCCUPANCYS

**Environmental Graphics** Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

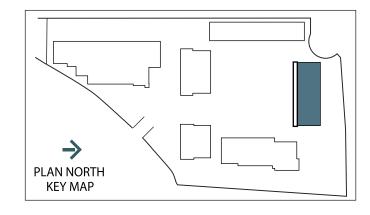
**REPRINTED 04/27/16** 







THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE **NEWPORT BEACH CA.** 



# EXHIBIT 18 SIGN D - LOCATIONS BUILDING 20341 6 OCCUPANCIES



**Environmental Graphics** Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

**REPRINTED 04/27/16** 

# MAXIMUM WINDOW SIGN AREA 2 SQ. FT.

2ND FLOOR ID.

**GROUND FLOOR ID.** 

TYPICAL WINDOW PANEL 44" X 28" = 8.5sqft









THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE **NEWPORT BEACH CA.** 

# WINDOW SIGN SPECIFICATIONS **EXAMPLES**

# EXHIBIT 19 WINDOW SIGN SPECIFICATIONS BUILDINGS 20361, 20351, 20431 20331 & 20321

### **TYPICAL LOCATIONS AT BIFOLD ENTRY DOORS**

20351(C5)

**Environmental Graphics** Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

**REPRINTED 04/27/16** 

# THE JETTY COMPREHENSIVE SIGN PROGRAM MATRIX (PA2015-172) 2031 - 20371 IRVINE AVENUE

| BUILDING ADDRESS        | 20371  | 20361  | 20351                  | 20341                     | 20331                              |
|-------------------------|--|--|------------------------|---------------------------|------------------------------------|
| WALL SIGNS              |  |  |                        | ·                         |                                    |
| Max. Number             | 2 Max.   | 1 Per Occupant, 4 Max.                       | 1 Per Occupant, 9 Max. | 1 Per Occupant, 6 Max.    | 1 Per Occupant,                    |
| Max. Area               | 60 SF (Primary)<br>50 % of primary (Secondary) | 20 SF (Ground Floor)<br>25 SF (Second Floor) | 20 SF                  | 20 SF                     | 20 SF (Ground F<br>25 SF (Second F |
| Max. Letter/Logo Height | 36" and 2 lines of text                        |  |                        | 18" and two lines of text |                                    |
| Illumination            | Allowed  | Allowed                                      | Allowed                | Allowed                   | Allowed                            |
| ARCHITECTURAL WALL SIGN |  |  |                        |                           |                                    |
| Max. Number             | 1  |  |                        |                           |                                    |
| Max. Area               | 14 SF  |  |                        |                           |                                    |
| Max. Letter/Logo Height | 18″  | Not Allowed                                  |                        |                           |                                    |
| Illumination            | Not Allowed                                    |  |                        |                           |                                    |
| WINDOW SIGNS            |  |  |                        |                           |                                    |
| Max. Number             |  | 1 per Occupant, 4 Max.                       | 1 per Occupant, 9 Max. | 1 per Occupant, 9 Max.    | 1 Per Occupant,                    |
| Max. Area               | Not Permitted                                  | 2 SF   |                        |                           |                                    |
| Location                |  | Adjacent to Entry Doors - Ground Floor Only  |                        | r Only                    |                                    |
| PYLON SIGN              |  | BUSINESS DIRECTORY SIGN                      |                        |                           |                                    |
| Max. Number             | 1  |  | Max. Number            | 1                         |                                    |
| Max. Height             | 10′  |  | Max. Height            | 8"                        |                                    |
| Size & Location         | Zoning Code                                    |  | Size & Location        | Zoning Code               |                                    |
| Illumination            | Allowed  | 1  | Illumination           | Allowed                   | 1                                  |

• Temporary signs shall be regulated by the provisions of Chapter 20.42.090 (Standards for Temporary Signs)

• Exempt signs shall be regulated by the provisions of Chapter 20. 42.100.B (Exemptions to Sign Permit Required

• All other sign types not listed are not permitted.

• All signs require the issuance of a building permit or sign permit prior to installation.

 For 20321 - 20361 buildings, each tenant may have one wall sign and one window sign, maximum Ground oor wall signs must be centered and located within the middle 50 percent of tenant frontage Second oor wall signs shall be aligned left or right and 4 feet from building corner over tenant frontage



# THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE NEWPORT BEACH CA.

# WALL SIGN SIGN AREA MATRIX

| 20321  |
|--|
|  |
|  |
| 1 Per Occupant, 4 Max.                       |
| 20 SF (Ground Floor)<br>25 SF (Second Floor) |
|  |
| Allowed                                      |
|  |
|  |
|  |
|  |
|  |
|  |
| 1 per Occupant, 4 Max.                       |
|  |
|  |
|  |



Environmental Graphics Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

### **REPRINTED 04/27/16**

# APPENDIX REFERENCE



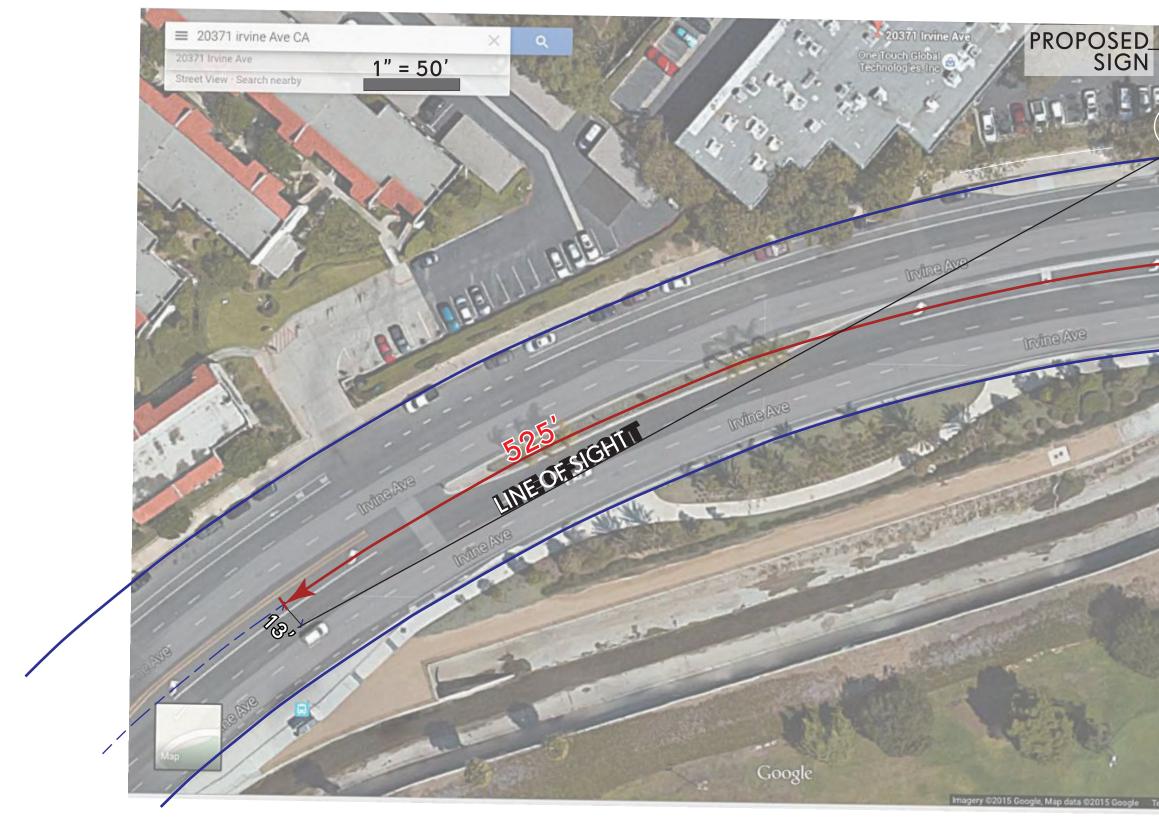
THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE NEWPORT BEACH CA.

# GRAFFITI INC.

Environmental Graphics Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

REPRINTED 04/27/16





THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE **NEWPORT BEACH CA.** 

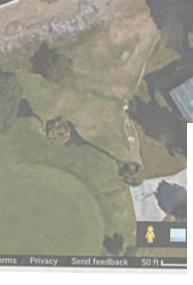
LINE OF SIGHT LIMITED USE AREA

# **APPENDIX 1** DRIVEWAY CROSS TRAFFIC SIGHT DISTANCE Sign in

詳欄

10

Invine Ave



**Environmental Graphics** Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

REPRINTED 04/27/16

# **EXISTING PYLON SIGN (A)**





**REPLACE EXISTING** ADDRESS SIGN PANEL WITH NEW GRAPHICS

**DELETE PILASTER AND** EXISTING "WorkScapes" SIGN CABINET

REVISE LANDSCAPE SURROUNDING THE **EXISTING RETAINING** WALL BASE

# PROPOSED ARCHITECTURAL WALL SIGN (B)





CONSTRUCT NEW **ARCHITECTURAL SIGN** AND FEATURE WALL AT BUILDING A ENTRY

ILLUMINATED SIGN LETTERS "THE JETTY"

**OWNER:** BUCHANAN STREET PARTNERS

THE JETTY, OFFICE CAMPUS 20321 - 20371 IRVINE AVENUE **NEWPORT BEACH CA.** 

**EXISTING SIGN A PROPOSED WALL SIGN B** 

# APPENDIX 2 **REFERENCE PHOTOS**

# TYPICAL BUSINESS ID WALL SIGN LOCATIONS (D)

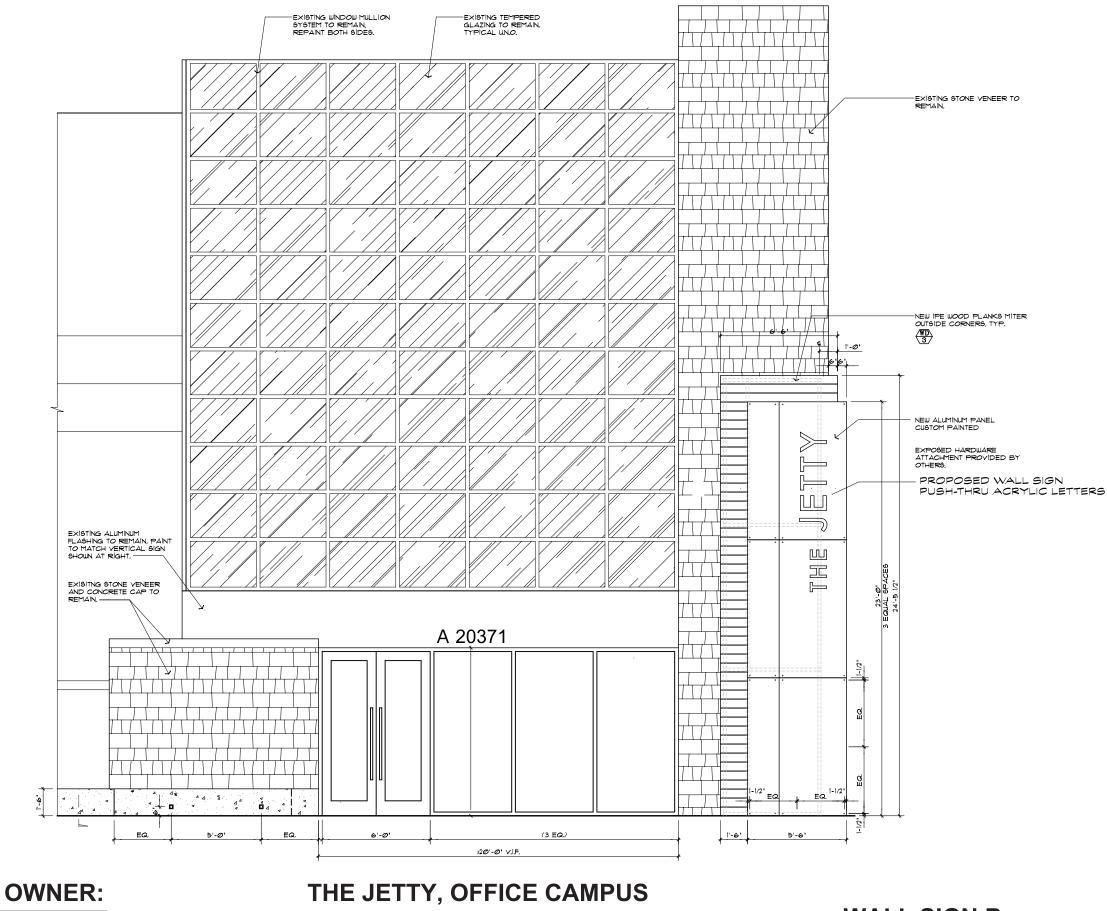


**MULTI-TENANT ENTRY 1ST FLOOR TENANT** 2ND FLOOR TENANT

**Environmental Graphics** Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

**REPRINTED 04/27/16** 



BUCHANAN STREET PARTNERS

20321 - 20371 IRVINE AVENUE **NEWPORT BEACH CA.** 

WALL SIGN B **ARCHITECTURAL PLAN** 

# APPENDIX BUILDING A 20371 ENTRY ELEVATION (SOUTH EASTERLY)

**Environmental Graphics** Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com



**REPRINTED 04/27/16** 

| TE | NANT <sup>-18"</sup>  |
|----|---|
|    | 101"<br>E6-102 LOWER LEVEL<br>SAMPLE SIGN ATTACHED: 12.63 F                   |
|    | MAXIMUM ALLOWANCE: 20FT <sup>2</sup><br>WITH 2 LINES OF COPY                  |
|    | NANT <sup>_18"</sup>  |
|    | <i>101″</i><br>I unpublished design created for your personal use with a proj |

Scale:**100%** P Designed By:**JAMES C.** 

Page:\_

NOTE:

being planned by GRAFFITI INC. It should not to be shown to anyone outside your organization, nor should it to be copied, reproduced or exhibited in any fashion.





Architectural Signs 1760 Monrovia Ave. Suite C2 Costa Mesa, ca 92627 (949) 457 2300 phone (949)837 9600 fax David@graffitiinc.com Lic.712289

| Date: <b>4.23.21</b>           |
|--------------------------------|
| Project: AESTHETICS MD         |
| Address: 20331 IRVINE AVE.     |
| STE.E7 NEWPORT BEACH, CA 92660 |
| <i>Tel.: Fax:</i>              |
| E-mail Address:                |

| -mail | 'Ad | ldress |  |
|-------|-----|--------|--|
| ontac | t   |        |  |

| X         |         |
|-----------|---------|
| Signature | ofAppro |

# Amendment 1 May 18, 2021

The Jetty 20331 Irvine Ave. Newport Beach, CA

Date:

# **Preliminary Drawings for Approval**



NOTE:

This is an original unpublished design created for your personal use with a project being planned by GRAFFITI INC. It should not to be shown to anyone outside your organization, nor should it to be copied, reproduced or exhibited in any fashion.



# Graffiti Inc.

Environmental Graphics A Architectural Signs 1760 Monrovia Ave. Suite C2 Costa Mesa, ca 92627 (949) 457 2300 phone B (949)837 9600 fax David @graffitiinc.com Lic.712289

| Date:           |       |  |  |
|-----------------|-------|--|--|
| Project:        |       |  |  |
| Address:        |       |  |  |
|                 |       |  |  |
| Tel.:           | Fax:_ |  |  |
| E-mail Address: |       |  |  |
| Contact:        |       |  |  |
|                 |       |  |  |

| Scale:<br>Designed By: | Page: |
|------------------------|-------|
|                        |       |
|                        |       |

| X                   |
|---------------------|
| Signature of Approv |

# Amendment 1 May 18, 2021

The Jetty 20331 Irvine Ave. Newport Beach, CA

val

Date:

Page 26

# Amendment 1 May 18, 2021

The Jetty 20331 Irvine Ave. Newport Beach, CA



1.

# **Comprehensive Sign Program Matrix Worksheet**

Community Development Department Planning Division 100 Civic Center Drive / P.O. Box 1768 / Newport Beach, CA 92658-8915 949-644-3204 www.newportbeachca.gov

Please Designate and fill in the table below:

| Frontages: | A_ IVvine Hue |
|------------|---------------|
|            | B Parking Lot |
|            | c ,           |
|            | D             |

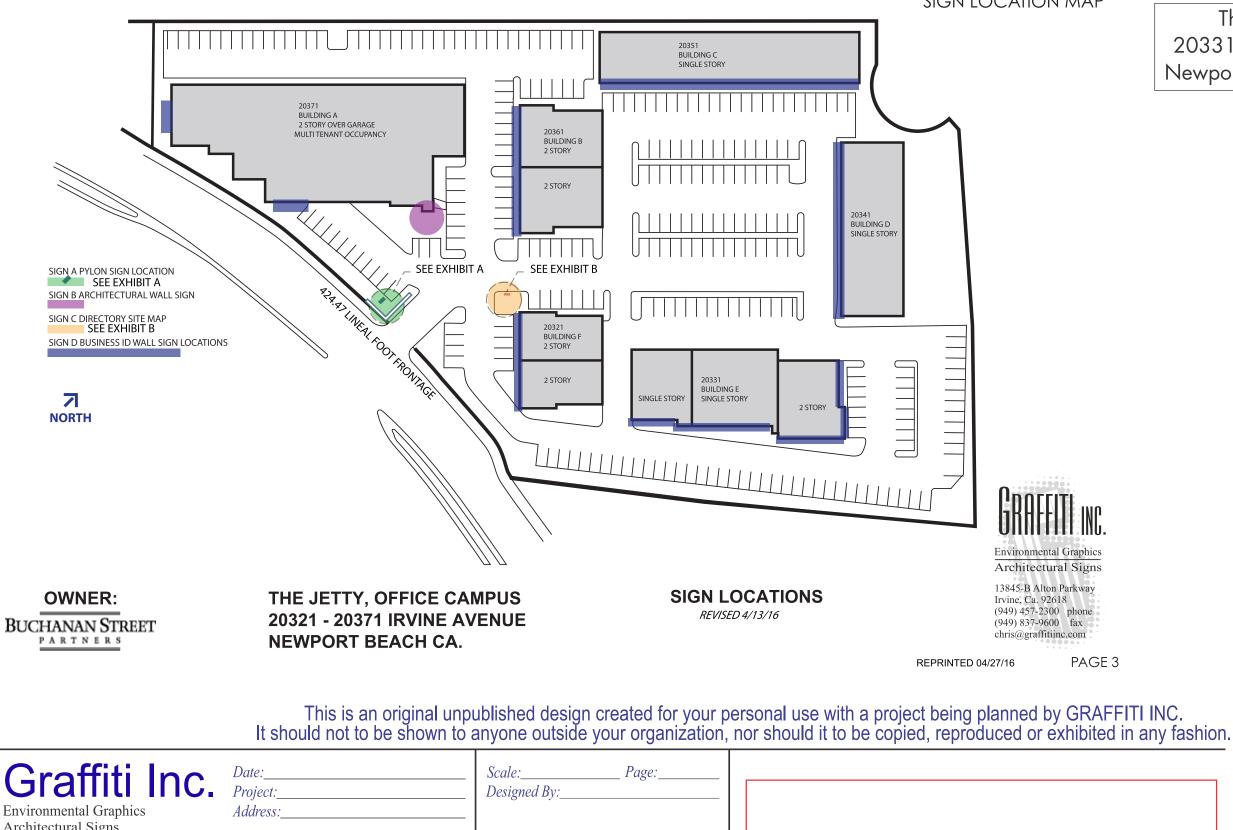
2. In the table below designate frontages for each tenant space, as primary or secondary (street, parking lot, building elevation, other) and designate maximum number of signs per tenant.

- 3. Area limitations, maximum vertical or horizontal dimensions, and maximum logo area or vertical or horizontal dimensions per sign.
- 4. Project identification signs, wall, monument or pylon with area and vertical and horizontal dimensions.

| Site and Suite No. or<br>Building Address<br>Assign as necessary | Primary Frontage<br>Size limitations where applicable | Secondary Frontage<br>Size limitations, where applicable |
|--|---|--|
| # E6-102   | PARKING LOT<br>38 linear At                           | PARKING LOT<br>50 linear ft                              |
| 20331 / VVine A-e<br># E 7<br>20331 / VVine A-e                  | IRVINE AVE  |  |
| 20331 Irvine Are<br># E7   | PARKING LOT<br>57.5 linear Ft                         |  |
|  |   |  |
|  | 5   |  |
|  |   |  |
|  |   |  |
| Other Signage (awning,<br>blade, etc)                            |   |  |

\\cnb.lcftdata\Users\CDD\Shared\Admin\Planning\_Division\Applications\CS\Info&Matrix.docx Updated 02/18/2021

# **Preliminary Drawings for Approval**



NOTE:



Architectural Signs 1760 Monrovia Ave. Suite C2 Costa Mesa, ca 92627 (949) 457 2300 phone (949)837 9600 fax David@graffitiinc.com Lic.712289

| Date:           |      |  |
|-----------------|------|--|
| Project:        |      |  |
| Address:        |      |  |
|                 |      |  |
| Tel.:           | Fax: |  |
| E-mail Address: |      |  |
| Contact:        |      |  |
|                 |      |  |

| X                 |     |
|-------------------|-----|
| Signature of Appr | 'O\ |

# EXHIBIT 2 SIGN LOCATION MAP

# Amendment 1 May 18, 2021

The Jetty 20331 Irvine Ave. Newport Beach, CA



**Environmental Graphics** Architectural Signs

13845-B Alton Parkway Irvine, Ca. 92618 (949) 457-2300 phone (949) 837-9600 fax chris@graffitiinc.com

PAGE 3

val

Date:

Page 30