City of Huntington Beach

2000 MAIN STREET CALIFORNIA 92648

DEPARTMENT OF PLANNING AND BUILDING

www.huntingtonbeachca.gov

Planning Division
714.536.5271

Building Division
714.536.5241

February 25, 2016

NOTICE OF ACTION

Brandan Bertoglio
2050 Main Street, Suite 1200
Irvine CA 92614

APPLICATION:	**PLANNED SIGN PROGRAM NO. 14-002 (AVALON BAY HUNTINGTON BEACH)**
APPLICANT:	Brandan Bertoglio, 2050 Main Street, Suite 1200, Irvine CA 92614
PROPERTY OWNER:	AvalonBay Communities, Inc., 4440 Von Karman #300, Irvine CA 92660
REQUEST:	To establish a planned sign program associated with the mixed-use project.
LOCATION:	7400 Center Avenue, 92647 (southeast corner of Center Avenue and Gothard Street)
DATE OF ACTION:	February 25, 2016

On February 25, 2016, the Community Development Department of the City of Huntington Beach took action on your request and **approved** your application. Attached to this letter are the conditions of approval for your application.

Please be advised that the Community Development Department reviews the conceptual plan as a basic request for entitlement of the use applied for and there may be additional requirements prior to issuance of building permits. It is recommended that you immediately pursue completion of the conditions of approval and address all requirements of the Huntington Beach Zoning and Subdivision Ordinance in order to expedite the processing of your building permit application and the completion of your project. The conceptual plan should not be construed as a precise plan, reflecting conformance to all Zoning and Subdivision Ordinance requirements.

Under the provisions of the Huntington Beach Zoning and Subdivision Ordinance, the action taken by the Community Development Department becomes final unless an appeal is filed to the Planning Commission by you or by an interested party. A person desiring to appeal the decision shall file a written notice of appeal to the Secretary of the Director of Community

Development within ten calendar days of the date of the Department's action. The notice of appeal shall include the name and address of the appellant, the decision being appealed, and the grounds for the appeal. A filing fee of $494 shall also accompany the notice of appeal. Said appeal must be in writing and must set forth in detail the action and grounds by which the applicant or interested party deems himself aggrieved. The last day for filing an appeal and paying the filing fee for the above noted application is March 7, 2016.

If you have any questions, please contact Tess Nguyen at (714) 374-1744 (tnguyen@surfcity-hb.org) or the Planning Zoning Information Counter at (714) 536-5271.

Sincerely,

Tess Nguyen

Tess Nguyen
Associate Planner

Attachment: Conditions of Approval – Planned Sign Program No. 14-002

cc: Jane James, Planning Manager
AvalonBay Communities, Inc., Property Owner
Project File

ATTACHMENT NO. 1

CONDITIONS OF APPROVAL – PLANNED SIGN PROGRAM NO. 14-002

1. The site plan, sign criteria, and elevations dated April February 25, 2016 shall be the approved Planned Sign Program.

2. Planned Sign Program No. 14-002 shall become null and void unless exercised within one (1) year of the date of final approval. An extension of time may be granted by the Community Development Director pursuant to a written request submitted to the Community Development Department a minimum 60 days prior to the expiration date.

INDEMNIFICATION AND HOLD HARMLESS CONDITION:

The owner of the property which is the subject of this project and the project applicant if different from the property owner, and each of their heirs, successors and assigns, shall defend, indemnify and hold harmless the City of Huntington Beach and its agents, officers, and employees from any claim, action or proceedings, liability cost, including attorney's fees and costs against the City or its agents, officers or employees, to attack, set aside, void or annul any approval of the City, including but not limited to any approval granted by the City Council, Planning Commission, or Design Review Board concerning this project. The City shall promptly notify the applicant of any claim, action or proceeding and should cooperate fully in the defense thereof.

PSP 14-002

AVALON BAY HUNTINGTON BEACH

RECEIVED
APR 04 2016
Dept. of Planning
& Building

CONDITIONALLY APPROVED
2/25/16 by Director of
Community Development
REVISED

Planned Signage Program

23 February 2016

PSP 14-002

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CONTACT INFORMATION

Owner/Landlord

Avalon Bay Communities, Inc.
(310) 481-1272
11111 Santa Monica Blvd, Suite 850, Los Angeles, CA 90025
c/o William Lee, Development Manager
william_lee@avalonbay.com

Architect

Van Tilburg, Banvard & Soderbergh, AIA
(310) 394-0273
1738 Berkeley Street, Santa Monica, CA 90404
Navy Banvard and Lucia Chang
lchang@vtbs.com

Sign Consultant

Western Sign & Awning Ryan Meyer
(760) 807-1657

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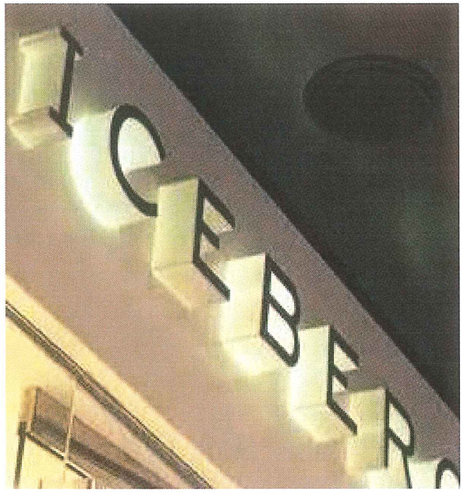
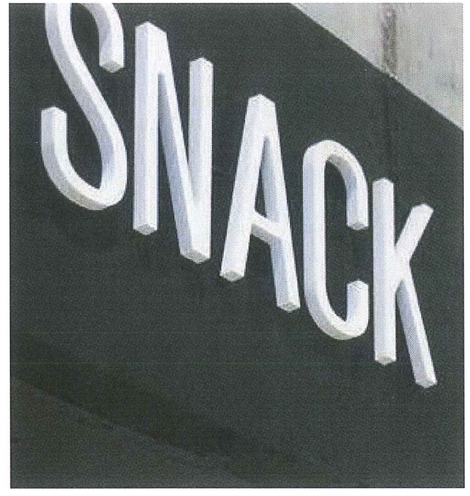
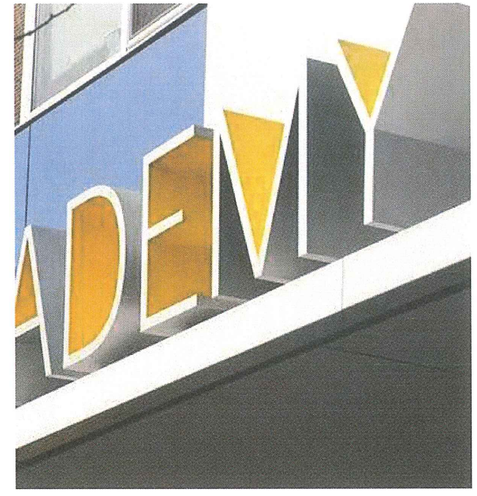
SIGNAGE DESIGN INTENT

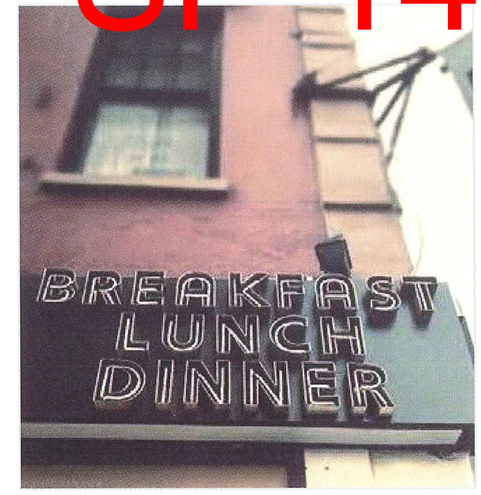
The primary intent of the storefront signage and graphics design criteria is to encourage the design of visually attractive and engaging retail Tenant signage and ensure it appropriate for the store and surrounding context, contributing to the community's image and character. Tenants will be encouraged to explore ambitious and unique designs for their storefronts and interior spaces. Identification signage will become a key design element, in not only the expression of each brand, but the overall architectural impression of the retail component of the community.

Please not that in addition to the criteria, tenants may also be required to adhere to any required city codes and block Western Sign and Awning design guidelines..









RETAIL STORE SIGNAGE

In order to create a variety, a mixture of signs or other graphic treatments are encouraged.

TYPE 1 - TENANT ID - WALL SIGN
TYPE 2 - TENANT ID - CANOPY SIGN
TYPE 3 - TENANT ID - BLADE SIGN
TYPE 4 - WINDOW GRAPHICS

TYPE 1 - TENANT ID - WALL SIGN

The Tenant Wall Sign is to be located above the entry door to each retail suite. If wall space is not available, Tenant may chose to use Sign Type 2 in lieu of a wall sign. Tenant signs must be restrained and should not be dominant facade feature. Each tenant is allowed one wall or one above canopy sign per frontage.

* Merchandising is not allowed on the walls.
* The height of the letters shall not exceed 24" in hieght.
* Letters or logos will cover no more than 2/3 the width of the designated sign area.

WALL SIGN OPTIONS:

INTERNALLY ILLUMINATED CHANNEL LETTERS

Individual channel letters and logos shall be formed of welded aluminum. Letter and Logo faces shall be a minimum of 1/8th thick acrylic, non-yellowing material. Letters shall be interior illuminated. Face illumination, Halo illumination, or a combination of both may be used.

FLAT CUT OUT (F.CO.) LETTERS:

They may be externally illuminated with high quality designed down or up lights. Up lights must be shielded from glare and must be directed at building elements or signage ONLY.

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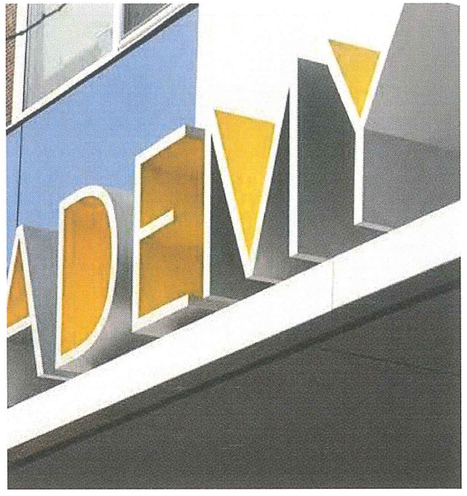
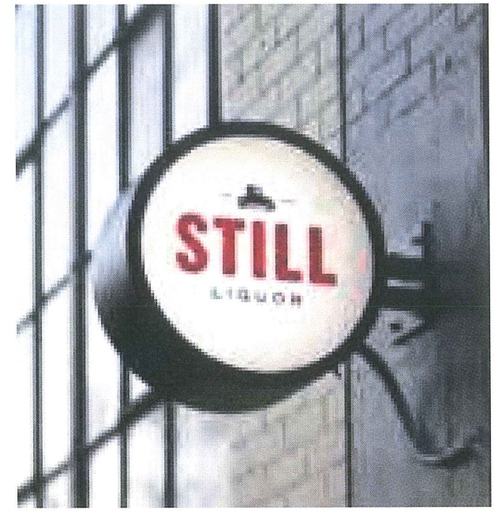




TYPE 2 - TENANT ID - ABOVE CANOPY SIGN

Above Canopy signs are encouraged where wall signs are unavailable. Each tenant is allowed one wall or one above canopy sign per frontage.

OPTIONS:

FACE ILLUMINATED CHANNEL LETTERS

Channel letters and logos with translucent faces shall be formed of welded aluminum. Letter and Logo faces shall be a minimum of 1/8th thick acrylic, non-yellowing material.
Letters may be interior illuminated; no external illumination permitted.

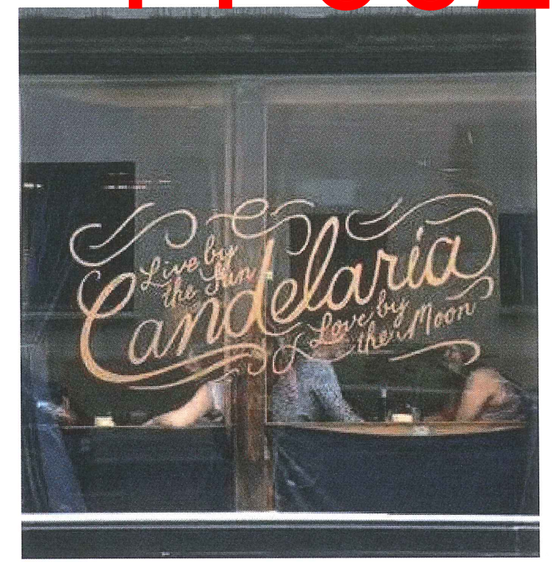
FLAT CUT OUT (F.CO.) LETTERS:

* FCO letters with bottom-pin mounts are permitted.
* Minimum 1/2" thickness required.
* No sign will be permitted to be projected from the canopy.
* Merchandising is not allowed on the canopies.
* The height of the letters shall not exceed 1.5x Canopy facia height or 24", which ever is shorter.
* The letters of the sign will cover no more than 2/3 the width of the canopy.

TYPE 3 - TENANT ID - BLADE SIGN

Tenants are required to provide blade signs identifying their place of business. Each blade sign should conform with the following criteria:

* The signs shall be no larger than 8 square feet and be approximately 32" long x 32" high x 3" deep in dimension
* Sign must be located no less than 9' -0" above grade, mounted perpendicular to the face of the building. They are not required to be externally illuminated. Merchandising information is not allowed. Suitable materials consist of wood, painted metal, acrylic, or other materials expressly approved by the landlord.



TYPE 4 - WINDOW GRAPHICS

Window Graphics may be applied to glazing, provided that no more than 20% of the window area is covered.
Signage and graphics that are applied to the storefront glazing system must comply with the following guidelines:

* Graphics must be created from high quality , durable materials and be professionally applied directly to the interior face of the glass storefront.

OVERALL GUIDELINES

The following are general graphic guidelines to be used in the used in the development of all signage and graphics elements unless otherwise noted:

* Signage and graphics must be conceived as an integral part of the design so they do not appear as an afterthought application.
* Primary storefront identification shall be limited to tenants trade name, as approved in writing by Landlord.
* Nationally recognized tenants may use a crest , shield, logo, or other established corporate insignias, but are encouraged to incorporate them in a three dimensional approach befitting of the image of the district in which they are located.
* All signs must fit comfortably into their storefront architecture, leaving sufficient margins and negative space on all sides. Thickness, height, and colors of lettering and graphics must be visually balanced and in proportion with other signs within the community.
* All signage must be placed out of public reach
* All sign colors are subject to review and approval by landlord.
* Sign cabinets or boxes must be recessed into the storefront, flush with the lease line and have a faceplates that matches the adjacent storefront finish material. Such signage applications may not project past the lease line

SIGN PERMITS

It shall be unlawful to erect, construct, alter, or display any sign within the community, without first obtaining Landlord approval and a city permit indicating compliance with the provisions and regulations.

FABRICATION AND INSTALLATION

* No exposed conduit, raceways, ballast boxes or transformers will be permitted.
* No labels will be permitted on visible surfaces, except those required by ordinances. Where necessary, labels will be placed in inconspicious locations.
* All metal surfaces shall be uniform and free from dents, warps and other defects. Painted surfaces shall be shop finished free of particles, drips and runs.
* Exposed screws, rivets and other fastening devices shall be flush with the surrounding surface and finished so as to be unnoticeable.
* Depth of individual dimensional letters shall not be less than 25% of the letter height to a maximum of 6" deep.
* Switches on sign cabinets and letters allowed.
* Tenants are required to provide timer controls on tenants signature.

Except for banners, flags, temp signs, and window signs conforming in all respects with the requirements of this chapter, all signs shall be constructed of permanent materials and shall be permanently attached to a building by direct attachment to a rigid wall, frame or structure

TEMPORARY SIGNAGE

City approval required.

Temporary graphics can only be displayed for a maximum of 90 days per calendar year.

1 Square foot per 1 Linear foot of Building Frontage

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COLORS

Sign colors are to provide sufficient contrast against building element background colors an to differentiate the sign from the signs of the adjacent tenants. Colors of letter returns are to contrast with building colors for good daytime readability.

MATERIALS

To establish the urban aesthetic, sign criteria promotes the use of metal and limits the amount of plastic to be used in the sign design. Acceptable sign material treatments are:

* Dimensional geometric shapes and three dimensional forms of metal, hardwood , glass or other material.
* Coated or burnished surfaces for variety in color and texture.
* Painted Metal
* Screens, grids, or mesh
* Etched or polished metal
* Cut or fabricated steel , painted or unfinished
* Dimensional letter forms with seamless edge tratment
* Opaque materials with mate finishes
* Glass, clear etched or sand blasted

PROHIBITED MATERIALS

* Conventional plastic or plexi- faced box or cabinets signs panels
* cloth, paper, cardboard, foam, stickers or decals
* Formed plastic or injection molded plastic letters, backgrounds or signs
* Exposed neon
* Pressure sensitive lettering or graphics
* Luminous vacuum formed letters
* flourescent day glo colors
* Sign manufactures name
* Temp wall signs, window signs, pennants, banners, flags, inflatables displays or sandwich boards

PROHIBITED SIGN TYPES

* Animated, exposed light bulb or flashing sign
* Balloons, flags and or banners
* Cabinet Signs
* Hand letter signs executed in the field, or paper cardboard signs attached to or temporarily placed within the windows of buildings or affixed to the exterior or interior of doors or within 10' of tenants storefront..
* Internally illuminated awning signs
* Inflatable features for advertising
* Neon open signs, neon signs or any other illuminated signs in storefront windows (unless approved in writing by landlord on a case by case basis)
* Paper, cardboard, Sintra, foam core, cloth or decal lettering
* Projecting plastic face box style sign cabinets
* Roof signs (had canopy, high rise signage, and logos are exempt from this restriction
* Sign on benches
* Signs adhered to storefront glass
* Individual business, anchors, offices or institutional establishments located within mixed use development shall not permit individual ground- mounted id signs.

ILLUMINATION

The use of creative signage lighting is encouraged:

* Reverse channel neon with silhouette illumination
* External / Indirect illumination
* Edge lit glass with etched graphics
* LED lighting

Where signs are internally illuminated, light transmitting surfaces shall be non-glass materials.
No Illuminated backgrounds or typical box sign allowed
All signage lighting must be baffled or concealed
exposed fixtures, shades, or other elements are to contribute to the design of the sign and must be out of reach of the public.
Lighting for all tenant signs must be controlled by tenants time clock and shall be reduced between the hours as specified by the landlord and per the city's sign ordinance as applicable.

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RETAIL SIGNAGE OPTIONS

- TYPE 1 - TENANT ID - WALL SIGN
- TYPE 2 - TENANT ID - CANOPY SIGN
- TYPE 3 - TENANT ID - BLADE SIGN

Scale: 1"= 30'-0"

Gothard Street

Scale: 1"= 30'-0"

Center Avenue

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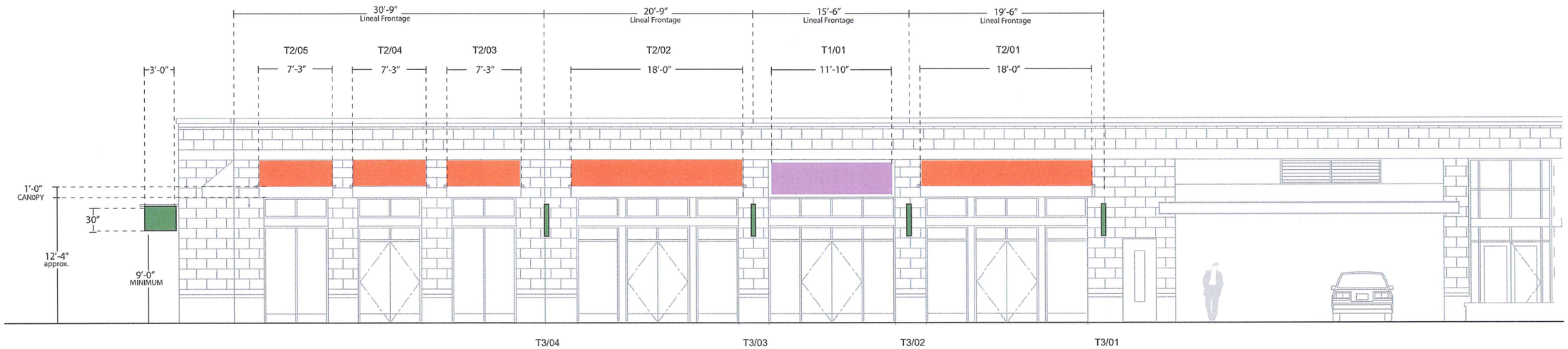

Retail D (Gothard St.)	Retail C	Retail B	Retail A
T2/03, 04, 05 - 30.75 sq ft Available Sign Area T3/04 - 8.0 sq ft Available Sign Area	T2/02 - 20.75 sq ft Available Sign Area T3/03 - 8.0 sq ft Available Sign Area	T1/01 - 11.9 sq ft Available Sign Area T3/02 - 8.0 sq ft Available Sign Area	T2/01 - 19.5 sq ft Available Sign Area T3/01 - 8.0 sq ft Available Sign Area
38.75 sq ft Total Allowable Sign Area	28.75 sq ft Total Allowable Sign Area	19.9 sq ft Total Allowable Sign Area	27.5 sq ft Total Allowable Sign Area

Gothard Street

RETAIL SIGNAGE OPTIONS

- TYPE 1 - TENANT ID - WALL SIGN
- TYPE 2 - TENANT ID - CANOPY SIGN
- TYPE 3 - TENANT ID - BLADE SIGN

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Retail H

T2/12 - 19.3 sq ft Available Sign Area
T3/09 - 8.0 sq ft Available Sign Area

27.3 sq ft Total Allowable Sign Area

Retail G

T2/11 - 19.5 sq ft Available Sign Area
T3/08 - 8.0 sq ft Available Sign Area

27.5 sq ft Total Allowable Sign Area

Retail F

T1/02 - 25.5 sq ft Available Sign Area
T3/07 - 8.0 sq ft Available Sign Area

33.5 sq ft Total Allowable Sign Area

Retail E

T2/10 - 19.5 sq ft Available Sign Area
T3/06 - 8.0 sq ft Available Sign Area

27.5 sq ft Total Allowable Sign Area

Retail D (Center Ave)

T2/06, 07, 08, 09 - 65.5 sq ft Available Sign Area
T3/05 - 8.0 sq ft Available Sign Area

73.5 sq ft Total Allowable Sign Area

Center Avenue

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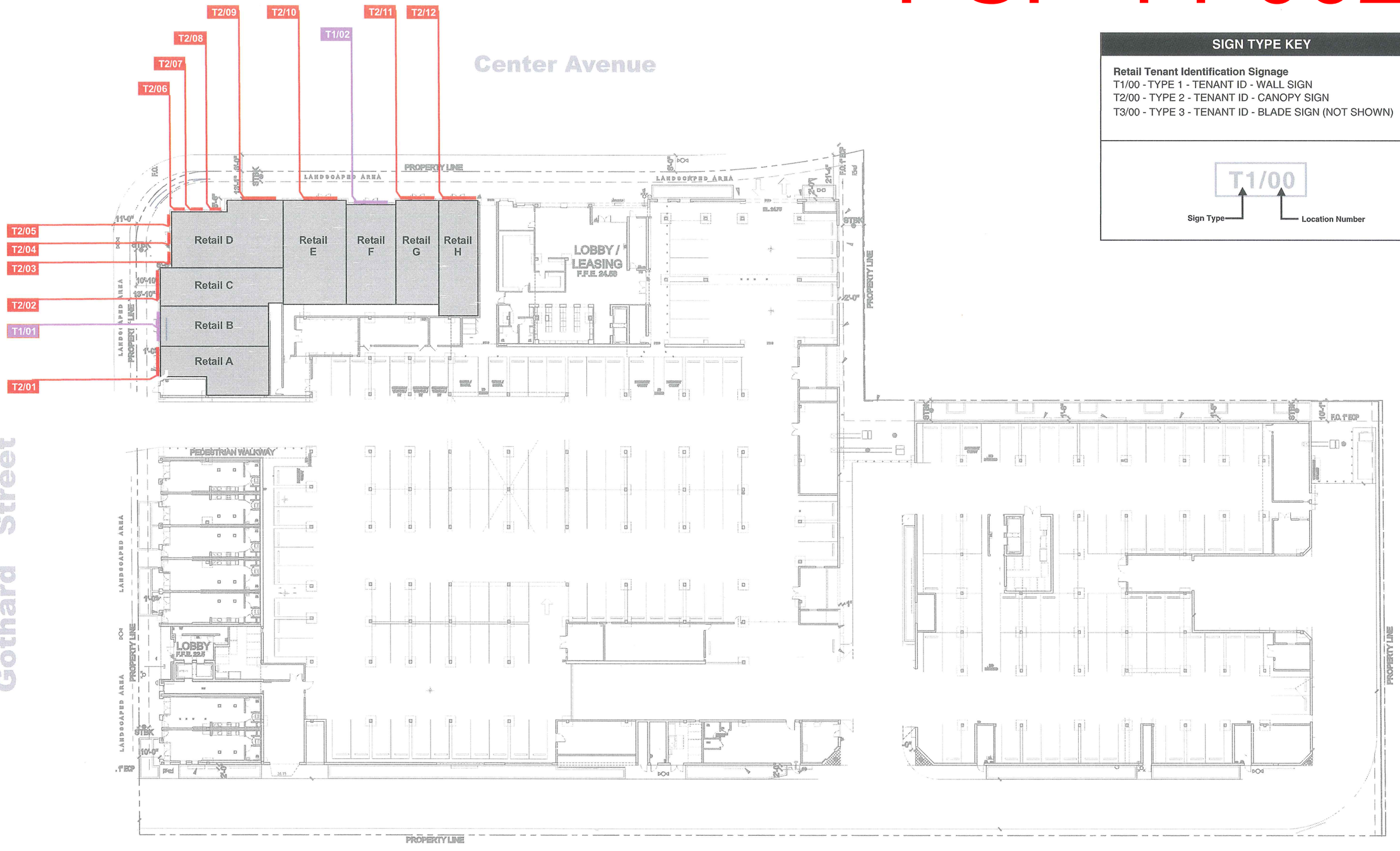

SIGN TYPE KEY

Retail Tenant Identification Signage
T1/00 - TYPE 1 - TENANT ID - WALL SIGN
T2/00 - TYPE 2 - TENANT ID - CANOPY SIGN
T3/00 - TYPE 3 - TENANT ID - BLADE SIGN (NOT SHOWN)

T1/00
Sign Type
Location Number