



# **PLANNING COMMISSION AGENDA REPORT**

MEETING DATE: MARCH 8, 2021

ITEM NUMBER:

PH-1

**SUBJECT: ZONING APPLICATION 19-68 FOR A PLANNED SIGNING PROGRAM AND DEVELOPMENT AGREEMENT 20-01 FOR TRIANGLE SQUARE (1870 HARBOR BOULEVARD AND 1875 NEWPORT BOULEVARD)**

**DATE: MARCH 4, 2021**

**FROM: DEVELOPMENT SERVICES DEPARTMENT/ PLANNING DIVISION**

**PRESENTATION BY: JUSTIN ARIOS, ASSISTANT PLANNER**

**FOR FURTHER INFORMATION CONTACT: JUSTIN ARIOS  
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## **RECOMMENDATION:**

Staff requests that the Planning Commission continue this item to the April 12, 2021 Planning Commission meeting.

## **APPLICANT OR AUTHORIZED AGENT:**

The applicant and authorized agent is Coralee Newman of Government Solutions, representing the property owner, Triangle Center LLC.

## **DESCRIPTION:**

Zoning Application 19-68 is a request for approval of a Planned Signing Program for Triangle Square, including new exterior signage to reflect its refreshed branding effort, as well as incorporating digital and static signage, as part of a development agreement for the property. The proposed digital Light Emitting Diode (LED) screens would provide on-site and off-site advertising opportunities, as well as being utilized for community engagement (public service announcements, messages, community promotions, and events). The digital screens would also be utilized to showcase public art. The proposed hours of operation of the digital signs with dynamic displays are between the hours of sunrise and 2 AM, with progressive dimming/transition from daytime to nighttime brightness levels and vice versa.


Overall, the Planned Signing Program proposes a total of 4,960 square feet of signage on the property including 522 square feet of project ID/address ID/directional signage, 1,748 square feet of tenant signage (480 square feet of which are provided as freestanding pylon signs) and 2,690 square feet of digital signage with dynamic displays.

**DISCUSSION**

On February 8, 2021, the application was heard by the Planning Commission at a noticed public hearing. After discussion, the Planning Commission continued the item to the March 8, 2021 requesting additional information. Additional time is needed to complete revisions to the proposed Development Agreement. Therefore, staff is requesting a continuance.

**CONCLUSION:**

Staff is recommending that the Planning Commission continue this item to the April 12, 2021 regular Planning Commission meeting.

  
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**JUSTIN ARIOS**  
Assistant Planner

  
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**JENNIFER LE**  
Director of Economic and  
Development Services

Distribution: Director of Economic and Development Services  
Interim Assistant Director of Development Services  
Assistant City Attorney  
Public Services Director  
City Engineer  
Transportation Services Manager  
Fire Marshal  
File

Applicant: Coralee Newman  
1048 Irvine Avenue, #618  
Newport Beach, CA 92660

Property Owner: Tyler Mateen  
Triangle Center LLC  
10850 Wilshire Boulevard, Suite 1000  
Los Angeles, CA 90024