

### Platinum Triangle Master Land Use Plan APPENDIX H

### ocV!BE Sign and Identity Program



City Council Approval of ocV!BE Sign and Identity Program – September 28, 2022 City Council Resolution No. 2022-099

### Table of Contents

1	INTRODUCTION	1								
1.1 Purpose										
1.2 Relationship to Platinum Triangle Master Land Use Plan Chapter 4.0: Public Rea										
Landscape and Identity Program										
	1.3 Relationship to ocV!BE Coordinated Sign Program and Special Sign Districts									
2 DESIGN THEME										
	2.1 Logo	2								
	.2 Color									
	Typography									
3	SIGN TYPES	5								
	3.1 Identity Signs	5								
	3.1.1 Katella Gateway	5								
	3.1.2 Douglass Gateway	7								
	3.2 Wayfinding Signs	7								
	3.2.1 Pole Mounted Signs									
	3.2.2 Ground Mounted Signs									
	3.2.3 Smart Street Wayfinding Signs									
4	ocV!BE SIGN TYPE GLOSSARY	10								
	Table of Figures	4								
	gure 1 – ocV!BE Sign and Identity Program Location (See Attachment A)									
	gure 2 – Logo Specifications									
	gure 3 – ocV!BE Sign Program Color Gradients									
	gure 4 – ocV!BE Sign Program Color Palette									
	gure 5 – Typography and Symbols									
	Figure 6 – ocV!BE Sign and Identity Program Locations (See Attachment B)									
	Figure 7 – Katella Gateway (East Face) (See Attachment C)									
	igure 8 – Katella Gateway (West Face) (See Attachment C)									
	gure 10 – Streetscape Pole Directional Sign Mounting (See Attachment D)									
	gure 11 – ARTIC Vehicular Directional Signs (See Attachment D)									
11	gure 11 – AKTIC Verilicular Directional Signs (See Attachment D)	10								
	TACHMENT A – Location									
	TACHMENT B – Location Plan and Sign Schedule									
	TACHMENT C – Katella Gateway									
Α	TACHMENT D – ocV!BE Streetscape Directional									

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#### 1 INTRODUCTION

#### 1.1 Purpose

The purpose of the ocV!BE Sign and Identity Program is to provide for a consistent visual theme for the public right-of-way in the Platinum Triangle that is compatible with the visual theme of the ocV!BE Master Site Plan (MIS2020-00175). This includes public streets east of the State Route 57 Freeway (SR-57) and adjacent to the City of Anaheim's Arena and Transit Districts: Katella Avenue, River Road, and Douglass Road, as shown on Figure 1 – ocV!BE Sign and Identity Program Location (See Attachment A).

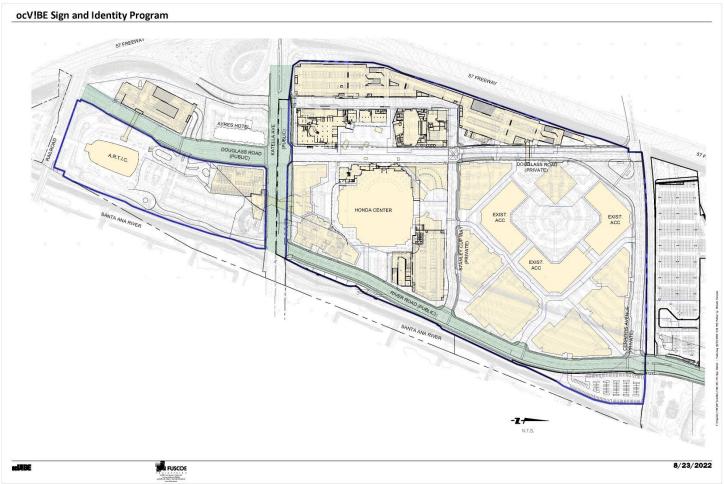


Figure 1 – ocV!BE Sign and Identity Program Location (See Attachment A)

The ocV!BE Sign and Identity Program is tailored to express specific details and standards of the ocV!BE Master Site Plan visual theme from the private realms into the public realm and implements the intent of the Platinum Triangle Master Land Use Plan *Chapter 4.0: Public Realm Landscape and Identity Program.* The ocV!BE Sign and Identity Program will allow for seamless integration of the identity of the Arena and Transit Districts within both the public and private realms, as well as provide for an iconic gateway to the City at its eastern boundary on the bridge over Katella Avenue that will visually and physically connect the Arena and Transit Districts.

The ocV!BE Master Site Plan Area includes approximately 92.08 net acres in the Transit and Arena Districts and is generally bounded by State Route 57 (SR-57) to the west, the Santa Ana River to the east, the confluence of the SR-57 and Santa Ana River to the south, with the Southern California Edison easement area forming the northern boundary, and excludes the parcel located at the southwest corner of Katella Avenue and Douglass Road. The ocV!BE Master Site Plan Area is anchored by the Honda Center, the Anaheim Regional Transportation Intermodal Center (ARTIC) and the Arena Corporate Center (ACC).

The ocV!BE Master Site Plan is a Transit Oriented Development (TOD) that provides a mix of entertainment, office, retail, restaurant, and residential uses within ½ mile of ARTIC, a multimodal transportation center that serves as a hub for rail, bus, private vehicle, rideshare, bicycle, and pedestrian transportation.

## 1.2 Relationship to Platinum Triangle Master Land Use Plan Chapter 4.0: Public Realm Landscape and Identity Program

The ocV!BE Sign and Identity Program provides additional details for the streetscape elements of *Gateways* (Chapter 4.0, Section 4.1.1 – Gateways) and *Signs* (Chapter 4.0, Section 4.1.5 – Signs) that are identified in the PTMLUP. The ocV!BE Sign and Identity Program applies only to those streetscape elements that are located on public streets adjacent to the Arena and Transit Districts.

#### 1.3 Relationship to ocV!BE Coordinated Sign Program and Special Sign Districts

The ocV!BE Coordinated Sign Program is part of the ocV!BE Master Site Plan and identifies signs in the ocV!BE Master Site Plan Area that are not in the public right of way and are not a part of the Transit Special Sign District Coordinated Sign Program or the Arena Special Sign District Coordinated Sign Program, both of which are regulated under Chapter 4.0 of the Anaheim Municipal Code. The ocV!BE Sign and Identity Program extends the design themes of the ocV!BE Coordinated Sign Program into the public realm.

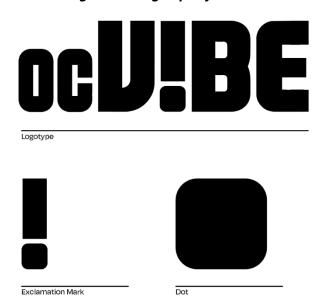
#### 2 DESIGN THEME

The signs in the ocV!BE Coordinated Sign Program identify advertising, building identity, and wayfinding signs that provide visitors and tenants with unified signage throughout the ocV!BE Master Site Plan Area, while also allowing for variety to adapt the sign program to its immediate surroundings. The ocV!BE Sign and Identity Programs extends those design themes into the identity and wayfinding signs in the public realm.

#### 2.1 Logo

The ocV!BE logo has been designed to represent the boldness and exuberance of ocV!BE, as shown in Figure  $2 - Logo\ Specifications$ . The logo may be used in full or the 'exclamation mark' or 'dot' elements may be used standalone.

Figure 2 – Logo Specifications



#### 2.2 Color

The ocV!BE Coordinated Sign Program seeks to balance the elements of Nature, Urban, and Wellness, which is represented as a color gradient applied across the Master Site Plan Area, as shown in Figure 3 – ocV!BE Sign Program Color Gradients. Signs in the public realm on River Road would be represented by the Nature color palette, and signs on Katella Avenue and Douglass Road would be represented by the Connectivity color palette, which are defined in Figure 4 – ocV!BE Sign Program Color Palette.



Figure 3 – ocV!BE Sign Program Color Gradients

Figure 4 – ocV!BE Sign Program Color Palette



#### 2.3 Typography

The ocV!BE Coordinated Sign Program signs feature two primary typefaces:

- Nimbus Sans may be used for identification, accents, and pedestrian wayfinding. Generally,
   Nimbus Sans Condensed Black is used for wayfinding, and Nimbus Sans Extended Bold is used for identification or other accents.
- Clearview Hwy is used for vehicular wayfinding.

These typefaces and the size of text and symbols are subject to modification during the design phase as the final signs will be subject to City review and approval and subject to approval of an encroachment agreement or license as determined by the City prior to installation.

#### Figure 5 – Typography and Symbols

#### ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Nimbus Sans Condensed L Black (Kerning: Optical, Tracking: 50)

Nimbus Sans Ext Black

ABCDEFGHIJKLMNOPQRSTUVWXYZ abcdefghijklmnopqrstuvwxyz 1234567890

Nimbus Sans Regular

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z a b c d e f g h i j k l m n o p q r s t u v w x y z 1234567890

Clearview Highway 5W (Kerning: Metrics, Tracking: O - for vehicular signs)



Wayfinding Symbols

#### 3 SIGN TYPES

The signs in the ocV!BE Sign and Identity Program fall into two categories: Identity Signs and Wayfinding Signs, as shown in Figure 6 – ocV!BE Sign and Identity Program Locations (See Attachment B). A full schedule of the sign types in the ocV!BE Sign and Identity Program is also included in Attachment B.

#### 3.1 Identity Signs

Identity Signs establish the gateways to the City and/or the ocV!BE Master Site Plan Area at Katella Avenue and Douglass Road. They primarily address vehicular traffic as they are located on the face of the pedestrian bridges over Katella Avenue and Douglass Road.

#### 3.1.1 Katella Gateway

The Katella Gateway sign would consist of painted designs on each side of the pedestrian bridge constructed of architectural metal mesh, as conceptually shown in Attachment C. The east side of the bridge (facing westbound traffic) would consist of a City of Anaheim entry message, as conceptually shown in Figure 7 – Katella Gateway (East Face) (See Attachment C). The west side of the bridge (facing eastbound traffic) will consist of the ocV!BE logo, as shown in Figure 8 – Katella Gateway (West Face) (See Attachment C). Final design of Identity signs are subject to the approval of the Planning and Building Director and Public Works Director prior to installation.

OSTOR Sign and Identity. Program

OSTOR

Figure 6 – ocV!BE Sign and Identity Program Locations (See Attachment B)

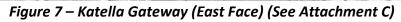






Figure 8 – Katella Gateway (West Face) (See Attachment C)

#### 3.1.2 <u>Douglass Gateway</u>

The Douglass Gateway sign would consist of painted designs on each side of the pedestrian bridge over Douglass Road between Parking Deck A and ARTIC. The Douglass Road bridge has not yet been designed, but conceptually would be constructed of architectural metal mesh and on the south side (northbound view) feature the ocV!BE logo, similar to the Katella Gateway (West Face) and on the north side (southbound view) feature a design with a City of Anaheim message. Final design of Identity signs are subject to the approval of the Planning and Building Director and Public Works Director prior to installation.

#### 3.2 Wayfinding Signs

Wayfinding signs would assist visitors with finding their way to specific destinations within the ocV!BE Master Site Plan Area, as well as orient them to major adjacent landmarks and thoroughfares that may lie outside of the district (e.g., SR-57 Freeway, Angel Stadium). Wayfinding signs, including final design, message, and location, are subject to the approval of the Public Utilities Department and Public Works Department and subject to approval of an encroachment agreement or license as determined by the City prior to installation.

#### 3.2.1 Pole Mounted Signs

Wayfinding would be used by and oriented towards motor vehicles, bicycles, and pedestrians. Wherever possible, wayfinding would be mounted to streetscape elements such as streetlights, to maintain a clean visual appearance. Wayfinding signs mounted to streetlights would utilize the sign brackets identified in PTMLUP Chapter 4.0, Section 4.1.3 – Light Standards (Figure 14), as shown in Figure 9 – ocV!BE Streetscape Directional Signs (Attachment D).

Signs mounted on poles, including streetlights, may be oriented towards on-street traffic, towards bikeway and pedestrian traffic, or both, as shown in Figure 10 – *Streetscape Pole Directional Sign Mounting (See Attachment D)*.

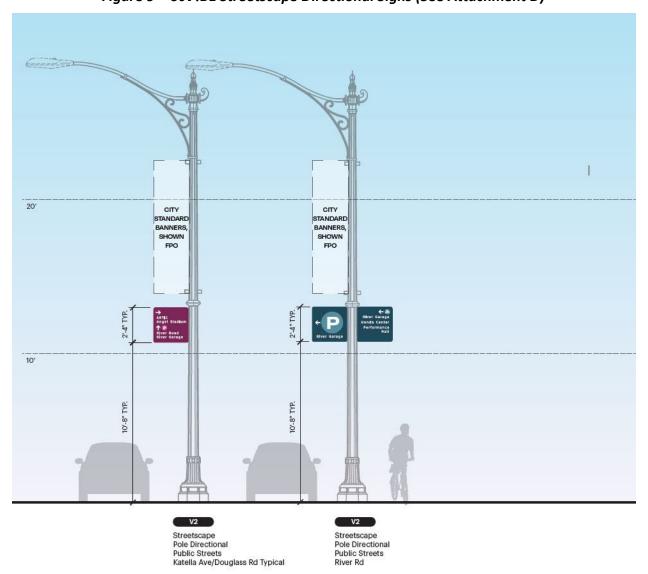


Figure 9 – ocV!BE Streetscape Directional Signs (See Attachment D)

2'-4" 2" ALIGN TO OUTER EDGE 4" TVP. CUSTOM ARROWS & SYMBOLS NIMBUS SANS EXT. BOLD Cerritos 2" TYP. CLEARVIEW HWY 5-W Garage Douglass Ave River Garage **Honda Center** Angel Stadium TWO-COLOR SCREENPRINT WITH ANTI-GRAFITTI COAT APPLIED ON BOTH SID River Road PAINTED CHANNEL ALL HARDWARE River Garage Sample Layout: @ Cycle Track PAINTED TO MATCH BASE SPECIAL DESIGN NO. 744 ANAHEIM RESORT AREA Sample Layout: Multiple Destinations

Figure 10 – Streetscape Pole Directional Sign Mounting (See Attachment D)

#### 3.2.2 Ground Mounted Signs

In order to direct visitors to ARTIC, ground mounted signs that echo the signs in the Transit Special Sign District Coordinated Sign Program but are located in the public right-of-way, i.e., in the parkway near driveway entrances to ARTIC on Douglass Road, would provide wayfinding to ARTIC, as shown in Figure 10 – ARTIC Vehicular Directional Signs (See Attachment D).

#### 3.2.3 Smart Street Wayfinding Signs

A smart street system may be used to integrate energy-efficient lighting, audio, digital signage, as well as digital message boards to support event traffic management, security, and emergency alerts. Conduit to support the digital message board signs shall be installed at Katella Avenue during Phase I construction. The location and design of these types of signs would be subject to the approval of the Public Works Director.

Scale: 11/2"=1'-0'

DROPOFF
HOTEL

PARKING

NOTE: Specific, dimensions are to be approved by public works department.

ARTIC Medical of the public works and the public works department.

ARTIC Medical of the public works and the public works are to be approved by public works and the public works are to be approved by public works and the public works are to be approved by public works and the public works are to be approved by public works and the public works are to be approved by public works.

Figure 11 – ARTIC Vehicular Directional Signs (See Attachment D)

#### 4 ocV!BE SIGN TYPE GLOSSARY

#### **G – GATEWAY**

G2 - GATEWAY ID PAINTED - Identity

Large format project identity signage. Primarily as a painted application on bridges.

#### **V – VEHICULAR DIRECTIONAL**

V2 – STREETSCAPE POLE DIRECTIONAL - Wayfinding

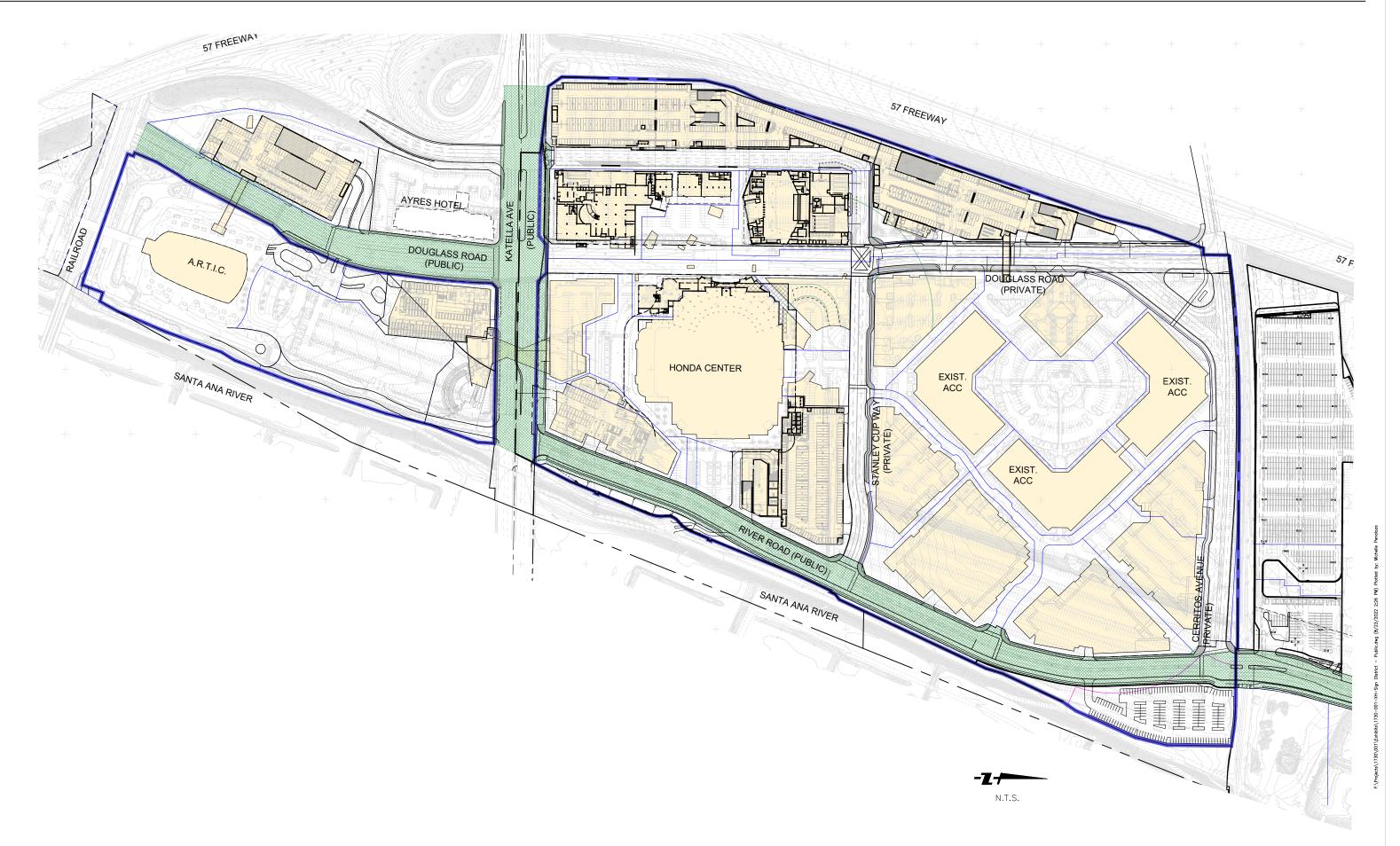
Pole mounted panel providing both vehicular directional on street side and pedestrian/bike directional on track side.

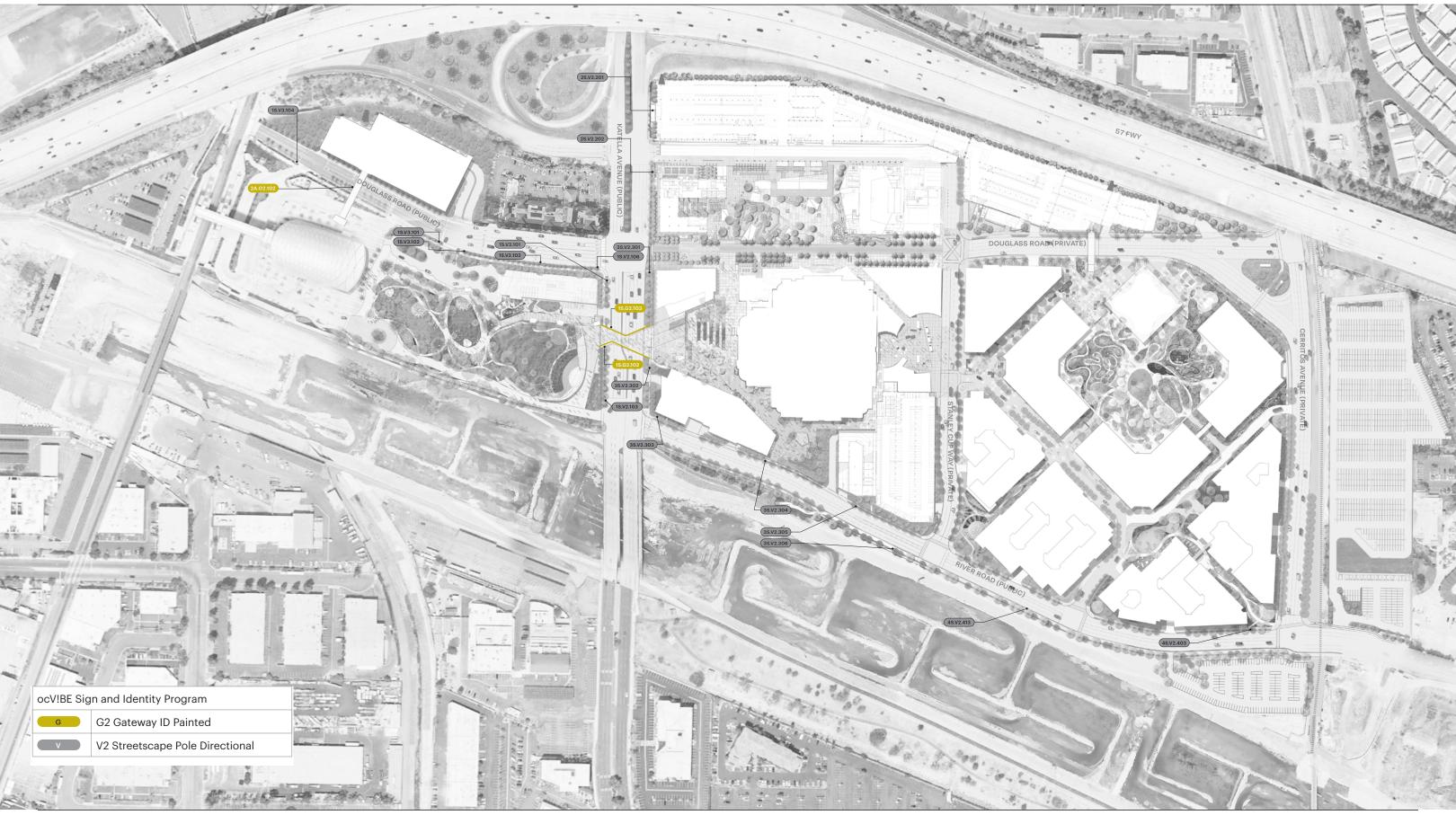
#### V3 - ARTIC VEHICULAR DIRECTIONAL - Wayfinding

Vehicular directional that follows design guidelines of existing ARTIC standards, located in the parkway on Douglass Road.

ocV!BE Sign and Identity Program

Attachment A





APPLICANT

CONTACT PROJECT ADDRESS Anaheim Real Estate Partners, LLC 2101 East Coast Highway, Suite 230, Corona del Mar, CA 92625 Brian Myers, bmyers@nuquestventures.com, 415-593-8200 2695 E Katella Avenue, Anaheim, CA 92806 **SG9.09** PTMLUP MIS2020-00751

### **OCV!BE SIGN AND IDENTITY PROGRAM SIGN SCHEDULE**

BUILDING NUMBER	SIGN TYPE	LOCATION	DESCRIPTION	AREA	SIGN CATEGORY	STATIC/ELECTRONIC	ILLUMINATED	MOUNTING	PRIMARY VISIBILITY	CSP	NOTES
15	G2	102	GATEWAY ID PAINTED	7000	IDENTITY	STATIC	NON-ILLUMINATED	WALL	KATELLA AVE (PUBLIC)	ocV!BE SIP	ANAHEIM IDENTITY
15	G2	103	GATEWAY ID PAINTED	2800	IDENTITY	STATIC	NON-ILLUMINATED	WALL	KATELLA AVE (PUBLIC)	ocV!BE SIP	ocV!BE IDENTITY
15	V2	101	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	KATELLA AVE (PUBLIC)	ocV!BE SIP	
15	V2	102	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	DOUGLASS ROAD (PUBLIC)	ocV!BE SIP	
15	V2	103	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	DOUGLASS ROAD (PUBLIC)	ocV!BE SIP	
15	V2	106	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	DOUGLASS ROAD (PUBLIC)	ocV!BE SIP	
15	V3	101	ARTIC VEHICULAR DIRECTIONAL	30	WAYFINDING	STATIC	NON-ILLUMINATED	GROUND	DOUGLASS ROAD (PUBLIC)	ocV!BE SIP	
1S	V3	102	ARTIC VEHICULAR DIRECTIONAL	30	WAYFINDING	STATIC	NON-ILLUMINATED	GROUND	DOUGLASS ROAD (PUBLIC)	ocV!BE SIP	
15	V3	104	ARTIC VEHICULAR DIRECTIONAL	30	WAYFINDING	STATIC	NON-ILLUMINATED	GROUND	DOUGLASS ROAD (PUBLIC)	ocV!BE SIP	
2A	G2	102	GATEWAY ID PAINTED	2000	IDENTITY	STATIC	NON-ILLUMINATED	WALL	DOUGLASS ROAD (PUBLIC)	ocV!BE SIP	ocV!BE ID ON BRIDGE
2S	V2	201	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	KATELLA AVE (PUBLIC)	ocV!BE SIP	
2S	V2	202	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	KATELLA AVE (PUBLIC)	ocV!BE SIP	
3S	V2	301	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	KATELLA AVE (PUBLIC)	ocV!BE SIP	
3S	V2	302	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	KATELLA AVE (PUBLIC)	ocV!BE SIP	
3S	V2	303	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	RIVER ROAD (PUBLIC)	ocV!BE SIP	
3S	V2	304	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	RIVER ROAD (PUBLIC)	ocV!BE SIP	
3S	V2	305	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	RIVER ROAD (PUBLIC)	ocV!BE SIP	
3S	V2	306	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	RIVER ROAD (PUBLIC)	ocV!BE SIP	
4S	V2	403	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	RIVER ROAD (PUBLIC)	ocV!BE SIP	
4S	V2	404	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	CERRITOS AVENUE (PRIVATE)	ocV!BE SIP	
4S	V2	405	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	CERRITOS AVENUE (PRIVATE)	ocV!BE SIP	
4S	V2	406	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	CERRITOS AVENUE (PRIVATE)	ocV!BE SIP	
4S	V2	413	STREETSCAPE POLE DIRECTIONAL	24	WAYFINDING	STATIC	NON-ILLUMINATED	POLE	RIVER ROAD (PUBLIC)	ocV!BE SIP	

KATELLA VISIBILITY - EAST VIEW
Attachment C



### **KATELLA VISIBILITY - WEST VIEW**



CONTACT

PROJECT ADDRESS

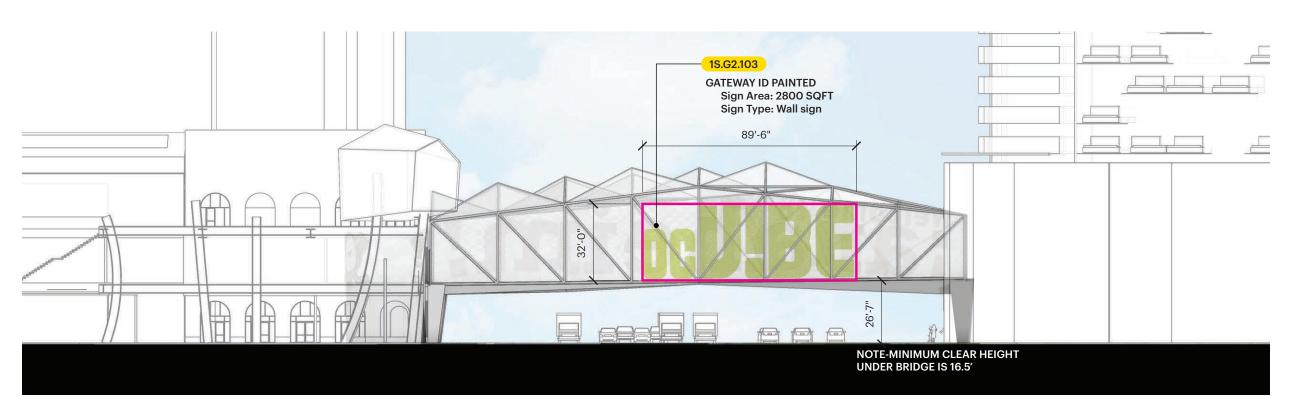
### **KATELLA VISIBILITY - PEDESTRIAN BRIDGE**



CONTACT

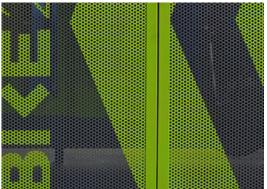
PROJECT ADDRESS

### **KATELLA BRIDGE SIGNAGE**

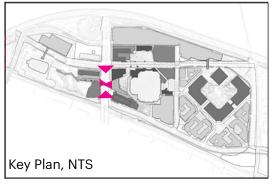


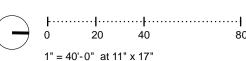
CONCEPTUAL BUILDING DESIGN
SHOWN FOR SIGNAGE AND
ADVERTISING PLACEMENT AND
CONTEXT ONLY. BUILDING PLANS
AND ELEVATIONS MAY CHANGE
PRIOR TO SUBMISSION OF A FINAL
SITE PLAN

# PAINTED SIGNAGE EXAMPLE

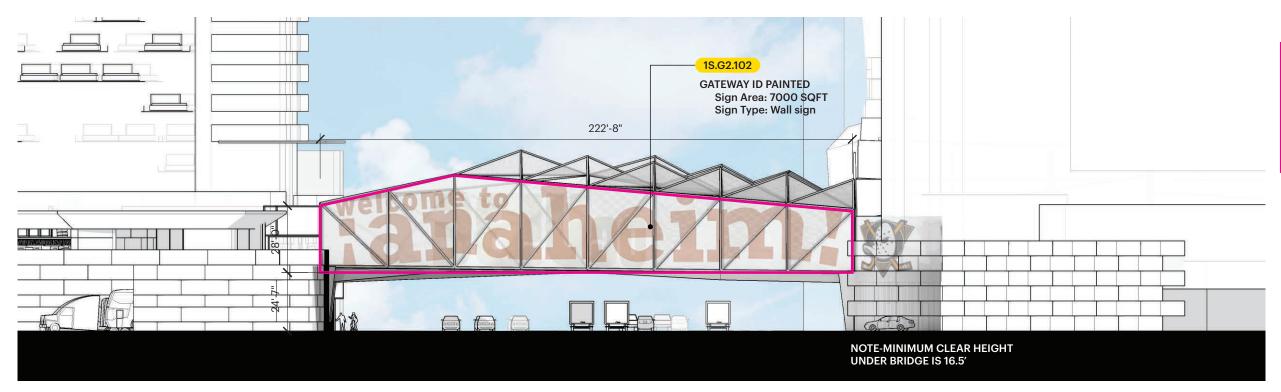


FINAL DESIGN OF PAINTED GATEWAY
ID IS CONCEPTUAL. FINAL DESIGN
TO BE REVIEWED AND APPROVED BY
PLANNING AND BUILDING DIRECTOR
AND THE PUBLIC WORKS DIRECTOR
PRIOR TO PERMIT ISSUANCE.





#### **WEST ELEVATION**



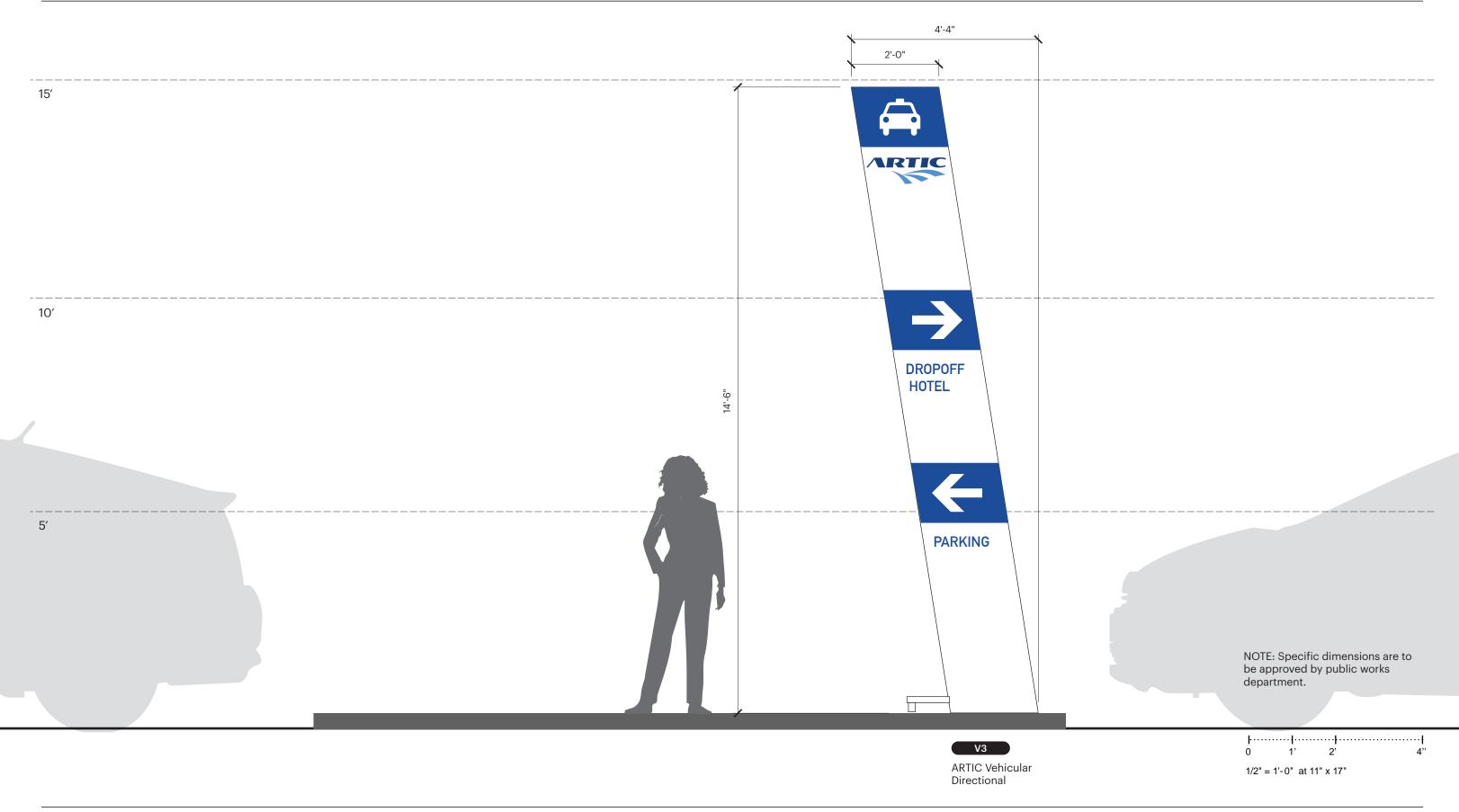
**EAST ELEVATION** 





smith clementi **APPLICANT** 

CONTACT PROJECT ADDRESS Anaheim Real Estate Partners, LLC 2101 East Coast Highway, Suite 230, Corona del Mar, CA 92625 Brian Myers, bmyers@nuquestventures.com, 415-593-8200 2695 E Katella Avenue, Anaheim, CA 92806 **SG5.06** PTMLUP MIS2020-00751



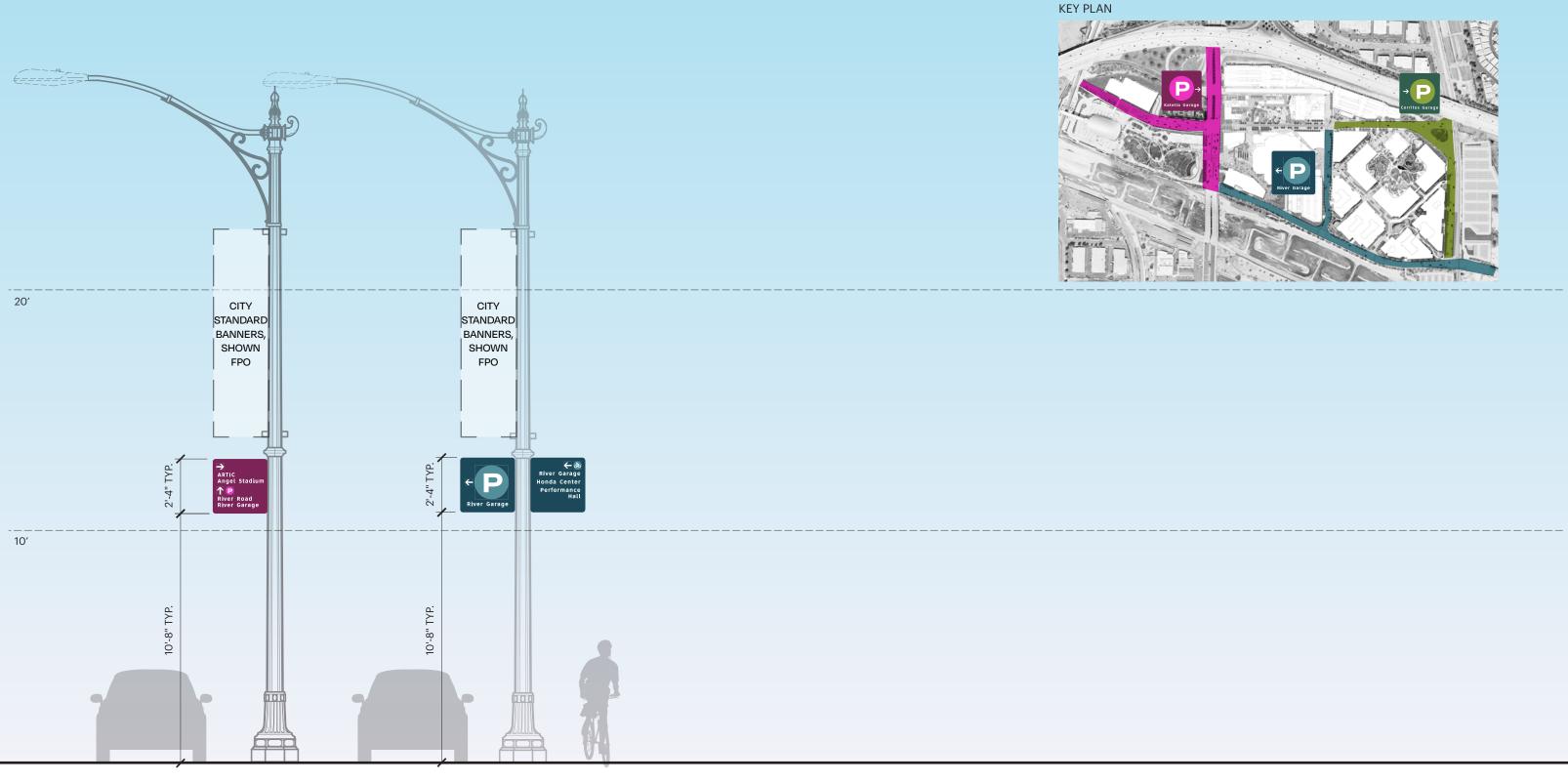
oc**V!BE** 

**RIOS** 

**APPLICANT** 

CONTACT PROJECT ADDRESS Anaheim Real Estate Partners, LLC 2101 East Coast Highway, Suite 230, Corona del Mar, CA 92625 Brian Myers, bmyers@nuquestventures.com, 415-593-8200 2695 E Katella Avenue, Anaheim, CA 92806 SG7.01

### **OCV!BE STREETSCAPE DIRECTIONAL**



V2

Streetscape
Pole Directional
Public Streets
Katella Ave/Douglass Rd Typical

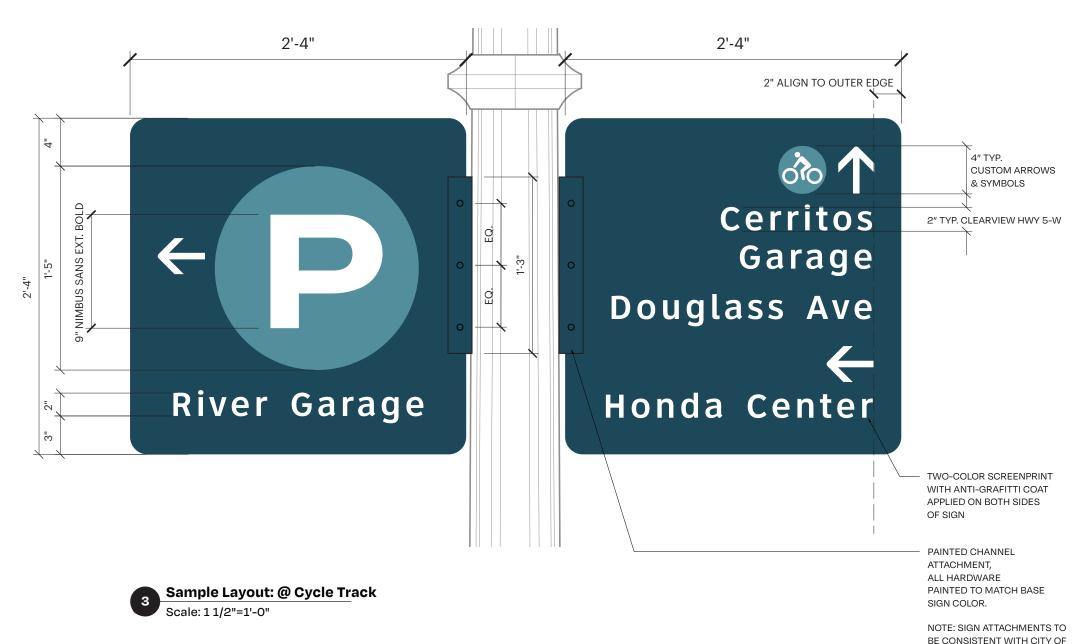
V2

Streetscape Pole Directional Public Streets River Rd



CONTACT

PROJECT ADDRESS



ARTIC
Angel Stadium

P
River Road
River Garage

Sample Layout: Multiple Destinations

Scale: 11/2"=1'-0"



**RIOS** 

CONTACT

PROJECT ADDRESS

ANAHEIM STREET LIGHT SPECIAL DESIGN NO. 744 ANAHEIM RESORT AREA