



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

TO: CITY COUNCIL, CITY MANAGER AND PLANNING COMMISSION

FROM: Kimberly Brandt, Community Development Director
Brenda Wisneski, Deputy Community Development Director

SUBJECT: Report of actions taken by the Zoning Administrator, and/or Planning Division staff for the week ending June 10, 2016

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

Item 1: Enterprise Comprehensive Sign Program No. CS2016-005 (PA2016-070)
Site Address: 4500 Campus Drive and 4361 Birch Street

Action: Approved

Council District 3

APPEAL PERIOD: An appeal 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 Fax: 949-644-3229
www.newportbeachca.gov

ZONING ADMINISTRATOR ACTION LETTER

Application No. Comprehensive Sign Program No. CS2016-005 (PA2016-070)

Applicant Architectural Graphics Inc.

**Site Address 4500 Campus Drive and 4361 Birch Street
Enterprise Sign Program**

**Legal Description 4500 Campus Drive legally described as Parcel 1 in the City of
Newport Beach, County of Orange, State of California, as
shown on a Map filed in Book 60, Page 22 of Parcel Maps, in
the office of the County Recorder of said County**

**4361 Birch Street legally described as Parcel 1 on Lot Line
Adjustment 93-5 recorded December 8, 1993 as Instrument
No. 93-0854901 Official Records**

On **June 10, 2016**, the Zoning Administrator approved Comprehensive Sign Program No. CS2016-005, addressing signage for a vehicle rental facility, which includes single-story vehicle display areas and administrative offices located on two lots that combine for approximately 261,000 square feet in total project site area. A comprehensive sign program is required whenever three or more nonexempt signs are proposed for a single-tenant development. . The intent of the program is to allow signage, as determined by the property owner, and includes three new walls signs on a new vehicle rental facility and one monument sign located on Campus Drive as well as one wall sign and one monument sign located on Birch Street..

The applicant is seeking the following deviations from Chapter 20.42 (Sign Standards) of the Zoning Code:

1. Installation of three wall signs on the primary frontage for a single-tenant building, where the Zoning Code only allows one wall sign per tenant;
2. Cumulative sign area of 90 square feet for three wall signs, located on the primary frontage facing Campus Drive. The Zoning Code allows a maximum of 75 square feet for wall signs located on the primary frontage (20 percent increase);

3. Installation of wall signs outside of the middle 50 percent of the building frontage, where the Zoning Code requires wall signs to be located within the middle 50 percent of the building frontage;
4. Placement of monument signs at the property line, where the Zoning Code requires monument signs to be set back a minimum of 5 feet from a street or interior property line.

The properties are located within the Office Airport (OA) Zoning District. The General Plan Land Use Element category is Airport Office and Supporting Uses (AO). 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 Guidelines pursuant to Section 15311, Class 11 (Accessory Structures).*

Facts 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].*

Facts in Support of Standard:

1. The proposed wall signs provide necessary identification for the rental facility and are not excessive in sign area. The three wall signs combine for a total sign area of 90 square feet, and are spaced out over a large building façade of 154 linear feet. The distance between Wall Signs F.01 and X.02 is approximately 63 feet, and the distance between Wall Signs X.02 and X.03 is approximately 26 feet.

2. The proposed wall signs will be located where the architectural design of the building suggests placement of a sign. Proposed signs employ a consistent sign pattern in location and are designed to fit with the overall scale of the building and its relationship to Campus Drive.
3. The proposed monument signs are six feet tall, nine feet wide, and 54 square feet in area, all of which comply with the standards of the Zoning Code. The proposed deviations in locations of the monument signs will help to improve visibility of the vehicle rental facility to motorists, especially because the facility on Campus Drive is set back 60 feet from the street, while the administrative office on Birch Street is set back 58 feet from the street. Also, the speed limits on both Campus Drive and Birch Street are 45 miles per hour. Monument signs that are located immediately adjacent to the sidewalk would notify motorists traveling at higher speeds that they are approaching the facility.
4. The purpose of a comprehensive sign program is to integrate all of a project's signs. It provides a means for the flexible application of sign regulations for projects that require multiple signs. The proposed monument signs will have a façade that matches the architectural finish of the rental facility. The wall signs and monument signs will have similar color and font. The proposed signage provides incentive and latitude in the design and display of signs.
5. Approval of this Comprehensive Sign Program includes deviations to the number and location of signs. It allows the flexible application of the sign regulations to achieve a unified design theme that meets the purpose and intent of the Zoning Code by providing adequate identification while limiting the size and number of signs.
6. The Comprehensive Sign Program is consistent with the Citywide Sign Design Guidelines Manual. The proposed signs are designed to be compatible with the building in terms of size, location, legibility, and materials. All wall signs effectively identify the vehicle rental facility without creating sign clutter by using legible text and contrasting with the background. The wall signs on the facility will have a bright white finish mounted on walls with contrasting colors. The size of the signs does not dominate the façades and are appropriately located to identify the facility to vehicles travelling towards the properties.

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.*

Facts in Support of Standard:

1. The site is developed as a vehicle rental facility, which includes a car display room and administrative offices. Three wall signs and two monument signs are part of the comprehensive sign program to allow for adequate identification of the rental facility.
2. The wall signs on the rental facility will consist of one externally illuminated sign made of vinyl material (Sign X.02), and two signs with illuminated channel letters (Signs F.01 and X.03). As proposed and conditioned, there will be a maximum of three wall signs allowed on the primary frontage.
3. The monument signs will consist of two double-sided, internally illuminated signs, with only the sign copy illuminating during night hours. The monument signs will integrate with the project site by having colors and font that are similar to the wall signs and will be surrounded by 110 square feet of landscaping at the base of the signs.
4. The Sign Program prohibits cabinet sign designs and requires future signs to maintain similarly proposed individual channel designs.
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 are sited to not interfere with sign distance from any street, driveway, or parking area.

Standard:

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

Facts in Support of Standard:

1. The 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.

Finding:

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

Facts in Support of Standard:

1. The Comprehensive Sign Program is designed to be effective for the vehicle rental facility and its different components (i.e., car display room and offices) by providing additional signage opportunities where appropriate.
2. The Comprehensive Sign Program establishes allowed type, number, location, and area of signage with flexibility to accommodate any existing and future tenants.
3. It is not anticipated that future revisions to the Comprehensive Sign Program will be necessary to accommodate a change in tenants 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].*

Facts in Support of Standard:

1. The Comprehensive Sign Program allows for deviations regarding the number, location, and overall area 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 by having similar colors and fonts.
2. Allowing deviation from the Zoning Code for the number of wall signs is appropriate given the large building frontage of 154 linear feet, which the signs will be mounted on. Three wall signs will improve visibility of the rental facility, which is set back 60 feet from the street.
3. Allowing deviation from the Zoning Code for maximum sign area is appropriate given the smaller areas of each sign. The proposed deviation of the maximum sign area is cumulative of three wall signs, as Sign X.02 is 10 square feet, Sign X.03 is 42 square feet, and Sign F.01 is 38 square feet. The smaller sizes of each wall sign will avoid clutter while providing clear identification of the rental facility.
4. Allowing deviation from the Zoning Code for the wall signs to be located outside of the middle 50 percent is appropriate given the architectural design of the building. Wall Sign X.02 is centered over the primary entrance door, which is not located within the middle 50 percent of the building. The remaining two wall signs (Signs F.01 and X.03) are centered over the garage doors of the car display areas. The

signs are not cluttered due to the large, 154 linear foot building frontage and the spacing between each sign. The distance between Sign F.01 and X.02 is approximately 63 feet, and the distance between Sign X.02 and X.03 is 26 feet.

5. The Zoning Code states that freestanding signs shall be set back a minimum of 5 feet from a street. Allowing deviation from the Zoning Code for the location of the monument signs is appropriate given the location of the building. The rental facility on Campus Drive is set back 60 feet from the street, while the administrative office building on Birch Street is set back 58 feet from the street, making visibility of the facility difficult for motorists travelling at higher speeds on both streets. The monument signs, which comply with the Zoning Code in height and area, would help motorists identify the facility by being placed immediately adjacent to the sidewalk. The monument signs will also be surrounded by 110 square feet of landscaping, making the signs visibly appealing to the neighboring areas.

Standard:

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

Facts 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.*

Facts 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.
3. A building permit and/or sign permit shall be obtained prior to commencement of installation or demolition of signs.

4. A copy of this letter shall be incorporated into the plan check sets of plans prior to issuance of building or sign permits.
5. 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.
6. Signs shall be maintained in a clean and orderly condition.
7. The landscape hedge around the base of the ground signs shall be maintained in a neat, healthy growing condition and shall receive regular pruning, fertilizing, and trimming to maintain that appearance.
8. 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.
9. 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.
10. 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.
11. 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.
12. 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 Enterprise Comprehensive Sign Program including, but not limited to,

Comprehensive Sign Program No. CS2016-005 (PA2016-070). 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 or call for review may be filed with the Director of Community Development within 14 days following the date of action. For additional information on filing an appeal, contact the Planning Division at (949) 644-3200.

On behalf of Patrick J. Alford, Zoning Administrator

By:



David S. Lee, Planning Technician

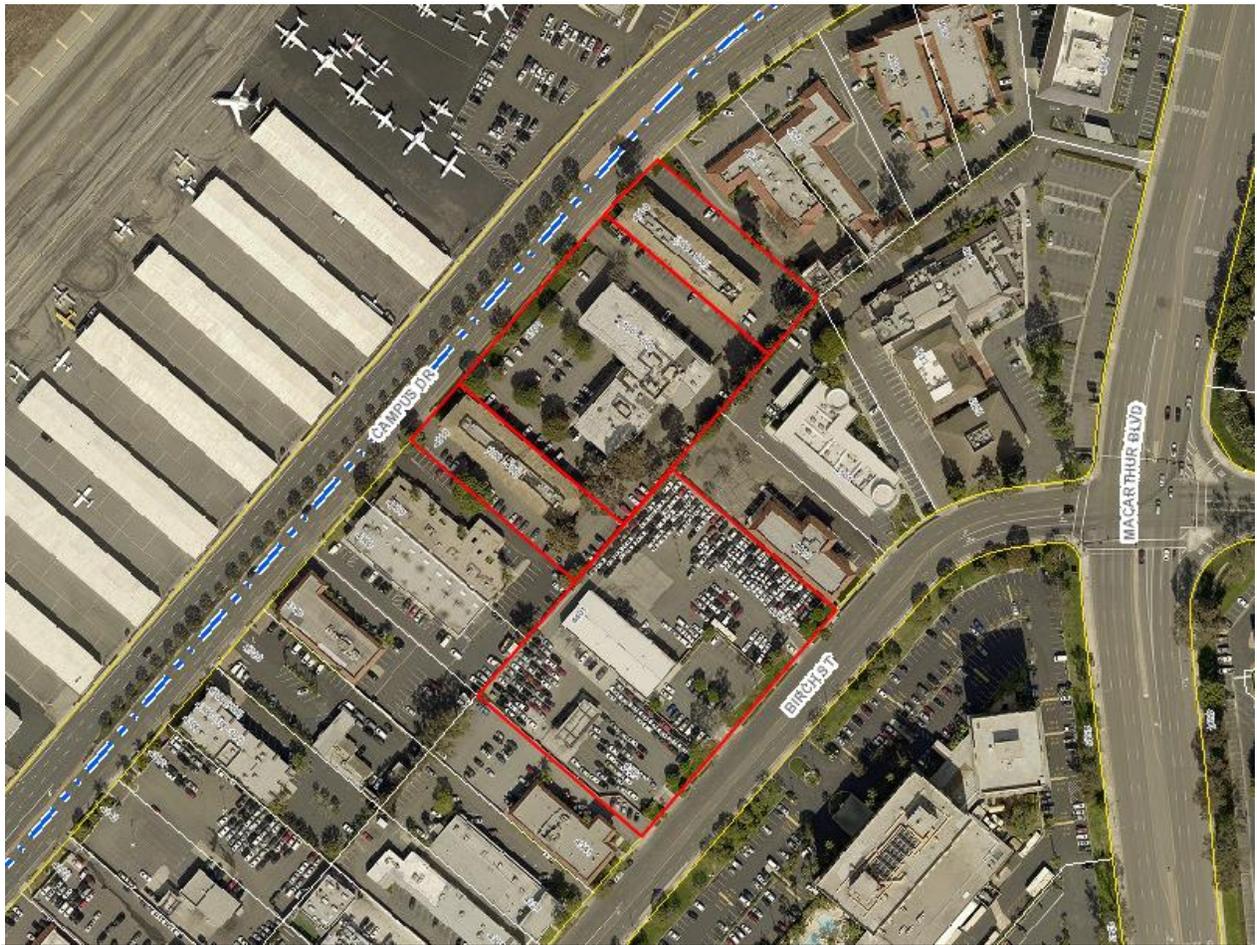
JM/dl

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

Attachment No. ZA 1

Vicinity Map

VICINITY MAP



Comprehensive Sign Program No. CS2016-005
PA2016-070

4500 Campus Drive and 4361 Birch Street

Attachment No. ZA 2

Comprehensive Sign Program Matrix

Attachment No. ZA 2

Comprehensive Sign Program No. CS2016-005 Matrix

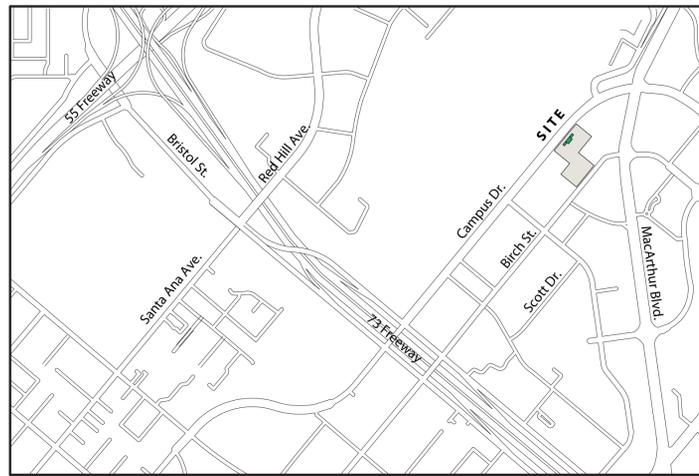
Sign Type	Sign Regulations	
	4500 Campus Drive	4361 Birch Street
Freestanding Signs	<i>Maximum number: One</i> <i>Area: 54 square feet</i> <i>Height: Not to exceed 6 feet</i> <i>Location: Limited per plans</i>	<i>Maximum number: One</i> <i>Area: 54 square feet</i> <i>Height: Not to exceed 6 feet</i> <i>Location: Limited per plans</i>
Wall Signs	<u>Signs F.01, X.02, and X.03:</u> <i>Maximum Number: Three on Campus Drive frontage</i> <i>Area: 90 square feet combined</i> <i>Placement: Limited per plans</i>	<i>Maximum Number: One on Birch Street frontage</i> <i>Area and Placement: Per Zoning Code Chapter 20.42 (Sign Standards)</i>

NOTES/REQUIREMENTS

- a) Requirements for all signs per Municipal Code Chapter 20.42, except as provided in this sign matrix.
- b) Sign designs shall be consistent with Citywide Sign Design Guidelines Manual.
- c) Sign area is the area measured by two perpendicular sets of parallel lines that surround the proposed logo and sign copy. All signs shall substantially conform to the approved attached sign matrix.
- d) Pursuant to Section 20.42.120.F of the Zoning Code, the Community Development Director may approve minor revisions to this approval if the intent of the original approval is not affected.
- e) Cabinet sign designs are prohibited.

Attachment No. ZA 3

Project Plans



VICINITY MAP



CAMPUS DRIVE

499.87'

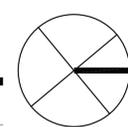
X.01. Highlighted area is landscaping (10' wide x 11' long = 110 sq. ft.)

X.01



F.02

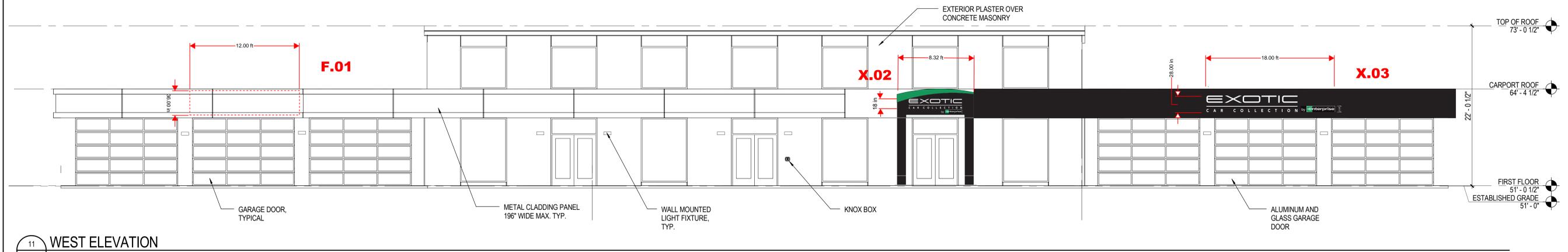
F.02. Highlighted area is landscaping (10' wide x 11' long = 110 sq. ft.)



TRUE NORTH
PROJECT NORTH

Enterprise Exotics - Comprehensive Sign Program
4500 Campus Drive, Newport Beach, CA 92660
APN: 427-111-01

ENTERPRISE - NEWPORT BEACH



11 WEST ELEVATION
 A5.1 SCALE: 1/8" = 1'-0"



BACK CHECK
 7/22/2015

ENTERPRISE HOLDINGS, INC.
 333 CITY BLVD WEST SUITE
 1115, ORANGE, CA 92668



EXTERIOR ELEVATIONS
 ENTERPRISE NEWPORT BEACH
 4500 CAMPUS DRIVE, NEWPORT BEACH, CA 92660

A5.1
 75-14220-00
 03-27-2015
 REVISIONS: PRE-DEPARTMENT COMMENT
 2 7/22/2015 AT 10:50 AM

Project Title
ENTERPRISE HOLDINGS

Date 05.10.16

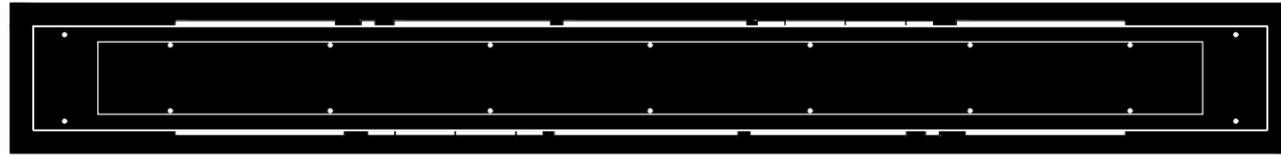
AGI EoR T.NEWBERRY
Lead Drafter NJA
Drawn By DDS
Project Mgr. J.FULLER

General Sign Specifications

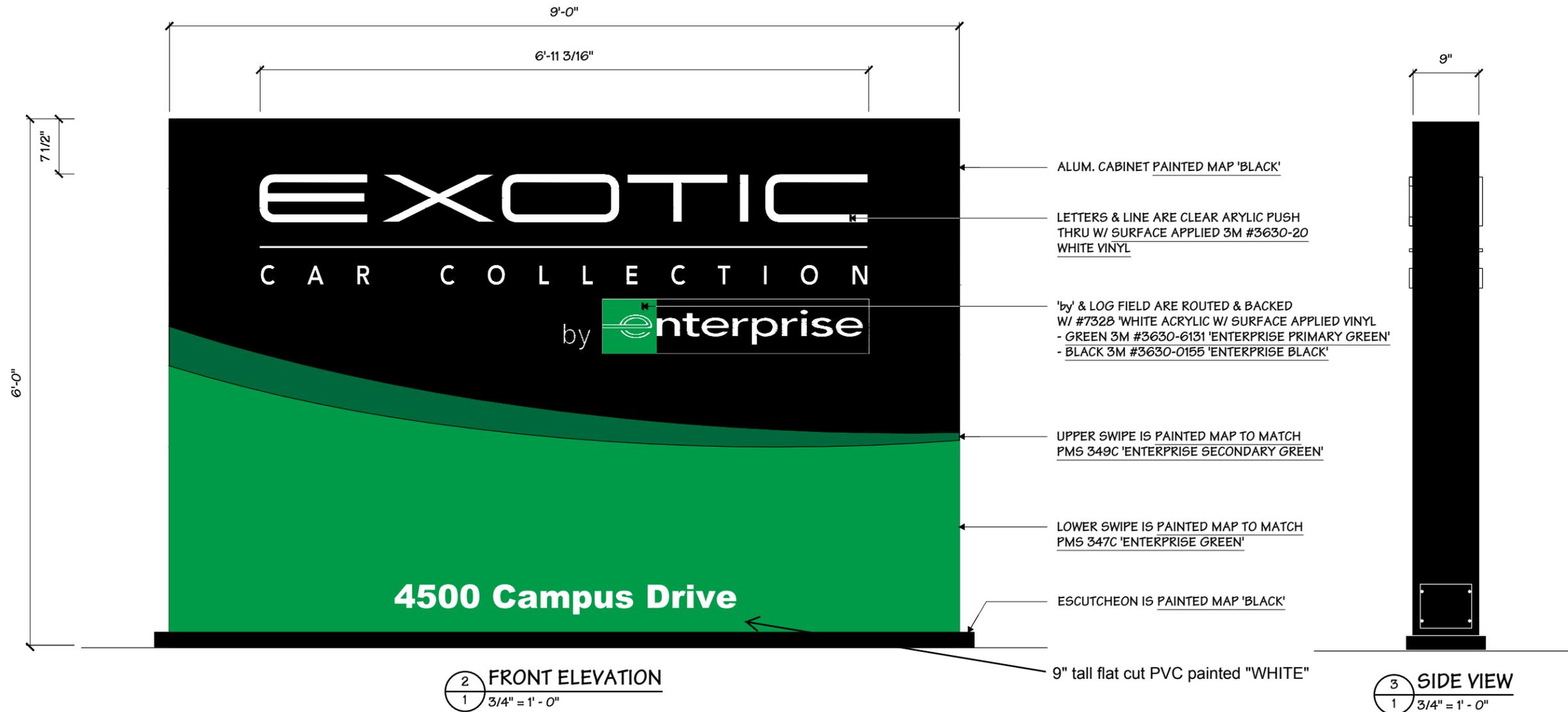
- Interior Exterior
- Single Faced Double Faced
- Non-Illuminated Illuminated
- X.X Volts X.X Amps(+/-)

Location NEWPORT BEACH, CA

Windload 110 MPH / IBC 2012



1 PLAN VIEW
 1 3/4" = 1' - 0"



2 FRONT ELEVATION
 1 3/4" = 1' - 0"

3 SIDE VIEW
 1 3/4" = 1' - 0"

- ALUM. CABINET PAINTED MAP 'BLACK'
- LETTERS & LINE ARE CLEAR ARYLIC PUSH THRU W/ SURFACE APPLIED 3M #3630-20 WHITE VINYL
- 'by' & LOG FIELD ARE ROUTED & BACKED W/ #7328 'WHITE ACRYLIC W/ SURFACE APPLIED VINYL - GREEN 3M #3630-6131 'ENTERPRISE PRIMARY GREEN' - BLACK 3M #3630-0155 'ENTERPRISE BLACK'
- UPPER SWIPE IS PAINTED MAP TO MATCH PMS 349C 'ENTERPRISE SECONDARY GREEN'
- LOWER SWIPE IS PAINTED MAP TO MATCH PMS 347C 'ENTERPRISE GREEN'
- ESCUTCHEON IS PAINTED MAP 'BLACK'

Drawing Revisions	Date	Change	ACRYLIC MATERIAL																
			1	2	3	4	5	6	7	8	9								
1	05.17.16	DDS																	

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Code NBCA	Type A
Sign Type EEMON	PG. #: 1

Project Title
ENTERPRISE HOLDINGS

Date 05.10.16

AGI EoR T.NEWBERRY
Lead Drafter NJA
Drawn By DDS
Project Mgr. J.FULLER

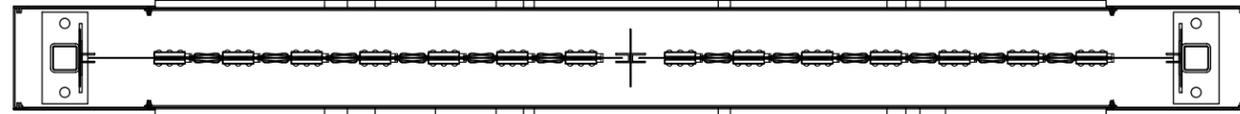
General Sign Specifications

- Interior Exterior
- Single Faced Double Faced
- Non-Illuminated
- Illuminated

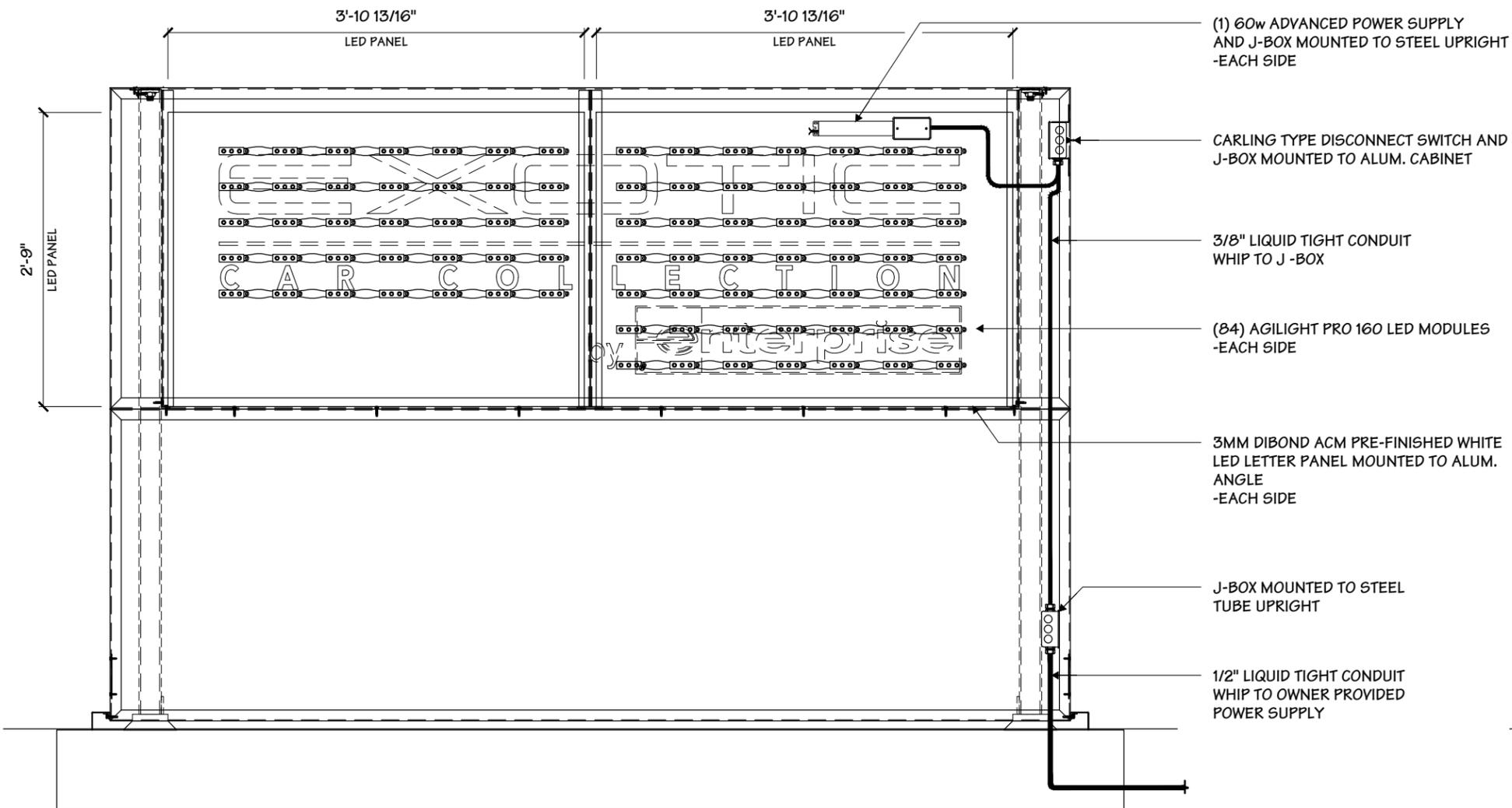
X.X Volts X.X Amps(+/-)

Location NEWPORT BEACH, CA

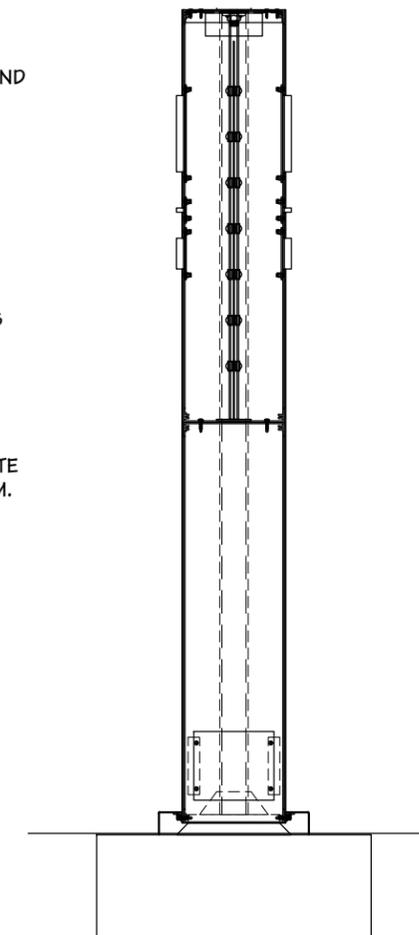
Windload 110 MPH / IBC 2012



3 PLAN SECTION
 5 3/4" = 1' - 0"



1 ELECTRICAL ELEVATION
 5 3/4" = 1' - 0"



2 SIDE SECTION
 5 3/4" = 1' - 0"

Drawing Revisions	Date	Change	
			Drawn By
1			DDS
2			DDS
3			DDS
4			DDS
5			DDS
6			DDS
7			DDS
8			DDS
9			DDS

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Code NBCA	Type A
Sign Type EEMON	PG. #: 5

