



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

TO: CITY COUNCIL, CITY MANAGER, AND PLANNING COMMISSION  
FROM: Seimone Jurjis, Assistant City Manager/Community Development Director  
SUBJECT: Report of actions taken by the Zoning Administrator for the week ending April 4, 2025.

---

**COMMUNITY DEVELOPMENT DIRECTOR  
OR ZONING ADMINISTRATOR ACTIONS**  
(Non-Hearing Items)

Item 1: 3021 East Coast Highway LLC Comprehensive Sign Program (PA2024-0176)  
Site Address: 3007, 3021, 3025, and 3027 East Coast Highway and 420 Iris Avenue

Action: Approved

Council District 6

**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 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](http://www.newportbeachca.gov)

### **ZONING ADMINISTRATOR ACTION LETTER**

**Subject:** 3021 East Coast Highway LLC Sign Program (PA2024-0176)  
▪ Comprehensive Sign Program

**Site Location:** 3007, 3021, 3025, and 3027 East Coast Highway and 420 Iris Avenue

**Applicant:** Blake Sign Company, Inc.

**Legal Description:** Parcel 1 of Resubdivision No. 673

On **April 4, 2025**, the Zoning Administrator approved the Comprehensive Sign Program filed as PA2024-0176 establishing sign criteria for an existing multi-tenant shopping center. This approval is in accordance with the provisions of Chapter 20.42 (Sign Standards) of the Newport Beach Municipal Code (NBMC).

### **LAND USE AND ZONING**

- **General Plan Land Use Plan Category:** Corridor Commercial (CC)
- **Zoning District:** Commercial Corridor (CC)
- **Coastal Land Use Plan Category:** Corridor Commercial (CC-B) (0.0 - 0.75 FAR)
- **Coastal Zoning District:** Commercial Corridor (CC)

### **SUMMARY**

As listed in the attached Comprehensive Sign Program Matrix (Attachment No. ZA 2) and required by Section 20.42.120 (Comprehensive Sign Program) of the NBMC, the Comprehensive Sign Program (hereafter "Program") covers all signage for all tenants within the shopping center, including wall signs, blade signs, and a reconstructed pylon sign with signage space for each tenant.

Although the site is located within the Coastal Zone, the proposed signs are considered accessory fixtures directly attached to and part of the existing structure or development. Therefore, it is exempt from a coastal development permit pursuant to Section 21.52.035(C)(2) (Projects Exempt from Coastal Development Permit Requirements) of the NBMC.

A comprehensive sign program is required for this site because it is a multi-tenant shopping center, and the Applicant is requesting deviations from the NBMC, including reconstruction of a pylon sign that exceeds the standard height limit. Specifically, the Program includes the following deviations from Chapter 20.42 (Sign Standards) of the NBMC:

1. Allowing the replacement pylon sign to be located in the same location as the existing pylon sign, which is 2 feet, 6 inches from the property line along East Coast Highway where the NBMC requires 5 feet minimum;
2. Allowing an increase in the maximum wall sign area by up to 30% for tenant wall signs;
3. Allowing an increase in the maximum sign height of the pylon sign by up to 20% (24 feet);
4. Allowing more than one sign per tenant including up to two wall signs and one blade sign for each tenant;
5. Allowing tenant wall signs on adjacent walls to range from 6 feet to 30 feet apart where the NBMC requires a 30-foot minimum separation; and allow for one sign to be located above the entrance of the suite and outside of the middle 50% of the tenant frontage (corner tenant); and
6. Allowing an existing secondary directional/monument sign to remain where only one monument/ground sign is allowed. The existing sign is located within the shared parking lot and is more than 50 feet from the proposed replacement pylon sign.

This approval is based on the following findings and standards and is subject to the conditions thereafter.

### **FINDINGS AND STANDARDS FOR APPROVED SIGNS**

#### **Finding**

- A. *The project is exempt from environmental review under the requirements of the California Environmental Quality Act under 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].*

Facts in Support of Standard

1. A comprehensive sign program is required for this site because it is a multi-tenant shopping center and the Applicant is requesting deviations from the NBMC's sign requirements, including reconstruction of a pylon sign that exceeds the standard height limit and does not comply with standards for freestanding signs. As proposed, the shopping center is preparing to update signage for each tenant, as well as reconstruct an existing nonconforming pylon sign. The new pylon sign will provide space for all tenants and is designed in a manner that meets current requirements for pylon signs, except for location standards. As proposed, tenants will also be provided with signage opportunities for wall signs and blade signs to identify the individual tenant suites.
2. The Program complies with the purpose and intent of Chapter 20.42 (Sign Standards) of the NBMC. The proposed replacement pylon sign is taller than the existing pylon sign and necessary to increase visibility and provide site identification from East Coast Highway, which is known for heavy vehicular traffic and a range of speeds depending on time of day.
3. The increased area of the wall signs and the addition of pedestrian blade signs assist in identifying the tenants to visitors. The existing layout of the shopping center includes a large, shared parking lot surrounding the existing multi-tenant building and adjacent to East Coast Highway. This design requires additional and larger tenant signage for visibility from East Coast Highway. Additional signage is also required to identify each tenant from the parking lot and provide pedestrian identification when approaching each tenant space from the walkway around the building.
4. The purpose of a comprehensive sign program is to integrate all project signage. It provides a means for the flexible application of sign regulations for projects that require multiple signs. The font, colors, and materials of both the wall, blade, and pylon signs will complement the architecture and colors of the shopping center. The proposed signage provides incentive and latitude in the design and display of signs with standards that take into account context and design of the shopping center.
5. Approval of this Program includes deviations to the number, location, and size 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.

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 intended for use by multiple commercial tenants and the sign design has been integrated with the overall design and character of the building. The proposed wall signs include channel letters, each using signature colors of their tenant logos on the white wall of the recently painted building. The building is white with black trim and the clean façades allow the wall signs to add color to each tenant without overpowering the viewer. This visual aesthetic also ties into the pylon design, which includes black posts, black trim between panels with each tenant using signature colors of their logos for their panels.
2. Each tenant will be permitted signage that will help to ensure adequate visibility is provided from East Coast Highway and on-site, within the shopping center. Providing various sign types ensures visibility for motorists, cyclists, and pedestrians.
3. Each tenant will be permitted signage identified in the Matrix (Attachment No. ZA 2) to allow for a wall sign, a blade sign and a space on the pylon sign. If the frontage of any tenant space is changed, deviation from this approval shall be reviewed by the Planning Division to determine substantial conformance with this approval. The size and location of the letters and logos of the signs will ensure that adequate visibility is provided and not be abrupt in scale with the individual tenant frontage.
4. Pursuant to Condition of Approval No. 3, all existing signs on Iris Avenue will be removed prior to the issuance of a building permit for any of the new or replacement signs identified in this Program. There are no signs permitted on this frontage in the Program.

### Standard

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

### Facts in Support of Standard

1. The 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 of the NBMC.

### Standard

*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 project site and existing building are intended for the use of multiple commercial tenants and have been designed to be effective for such uses without major changes to the building.
2. It is not anticipated that future revisions to the Program will be necessary to accommodate normal changes in tenants or uses. However, flexibility has been incorporated to allow minor deviations from the proposed signs and/or tenant spaces. A substantial conformance finding by the Planning Division may be considered instead of an amendment to the Program. Additional flexibility is provided in locations of signs, for example. If new tenant spaces are created or if the pylon sign is relocated, the Director would review the project for substantial conformance with the sign program potentially avoiding the need for a new sign program.
3. Consistent with Chapter 20.42 of the NBMC, the Director may approve minor revisions to the 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 about signing 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 Program includes deviations in the number of signs; size and location of wall signs; and height and location of the pylon sign.
2. The provisions of Chapter 20.42 of the NBMC allow one sign per primary building or tenant frontage (wall, projecting, window, or awning). The maximum size allowed per tenant sign is based on the width to the tenant space. The shopping center property is approximately 42,700-square-feet and is developed with an approximately 13,000-square-foot multi-tenant building, surrounded by a large, shared parking lot. The parking lot abuts East Coast Highway, and the multi-tenant building is set back approximately 47 feet. The building is surrounded by a continuous pedestrian walkway to access each tenant space. The larger wall signs are appropriate to the size of the walls upon which they are placed and provide adequate identification of each tenant for motorists once they enter the parking lot of the shopping center. There are no new signs proposed along Iris Avenue, and any existing older signs on this frontage are conditioned to be removed.

3. The additional blade signs for each tenant are necessary to provide pedestrian-oriented signage for visitors walking along the pedestrian path around the building and to identify entrances of the tenant spaces.
4. Additional signage is also proposed for the corner tenant space, which is currently occupied by Jan's Health Bar. The existing tenant space includes a frontage facing East Coast Highway and a second frontage around the corner of the building facing the parking lot and adjacent commercial building. One wall sign and one blade sign for each frontage will provide adequate identification for both frontages.
5. The placement of the proposed wall signage does not provide the required separation from other signage nor required placement within the center 50% of the tenant frontage. However, the proposed locations are recommended for the tenants with irregular tenant frontages based on the shape of the existing building. A minimum distance of six feet from neighboring signs will be maintained. This should provide adequate distance to avoid visual clutter and satisfy the intent of the Zoning Code.
6. The existing nonconforming pylon sign does not provide adequate space for each tenant. As proposed, the pylon sign would be replaced with a new pylon sign that meets almost all NBMC design requirements, including the size of the pylon posts and openings and proportions related to the two posts identified in Section 20.42.080(C) (Freestanding Signs) of the NBMC. The proposed 20% increase in height of the pylon sign (up to 24 feet tall) allows for enough area to adequately identify all tenants within the shopping center from East Coast Highway. East Coast Highway is a fast moving, highly traveled corridor and adequate identification of the tenants is required due to the existing location of the building. Additionally, not all wall signs are visible from the highway. The height limit for the Commercial Corridor (CC) Zoning District and Commercial Corridor (CC) Coastal Zoning District is 32 feet and the subject property is not within the Shoreline Height Limit Zone. Therefore, the height of the pylon sign will remain below the height limit for other new structures appearing in line with the existing and anticipated pattern of development.
7. The location of the existing and proposed pylon sign is 2 feet, 6 inches from the property line along East Coast Highway. The location of the existing pylon sign has not proven to be an issue for sight or access and is necessary due to the existing layout of the parking lot. Additionally, the Public Works Department reviewed the location of the proposed pylon sign and did not have an issue with the location as it does not interfere with access or sight distance from driveways.
8. The shared parking lot includes parking, a driveway, and access for the adjacent commercial building at 3048 East Coast Highway (currently occupied by CVS Pharmacy and Mother's Market). The existing driveway for the adjacent commercial building is identified with a monument freestanding sign. The existing freestanding sign is greater than 50 feet from the proposed pylon sign and is allowed to remain with the proposed Program. However, any future changes to the sign requires separate review and a building permit. The sign is considered existing

nonconforming due to design requirements and would be subject to the provisions of Chapter 20.38 (Nonconforming Uses and Structures) of the NBMC, except that this Program authorizes a second monument sign.

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 Program does not authorize the use of prohibited signs such as roof 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 Program does not include regulations affecting sign message content.

**CONDITIONS OF APPROVAL**

1. The development shall be in substantial conformance with the approved site plan, details, and elevations, except as noted in the following conditions. Signs shall be substantially conforming to the locations and other limitations identified in the Program and its matrix (Attachment No. ZA 2).
2. Upon demolition or substantial structural and nonstructural changes to the exterior of the development on which this approval is based, this Program shall be rendered nullified, and a new comprehensive sign program shall be obtained for the new or altered development in compliance with the relevant provisions of the NBMC in effect at the time the new development is approved.
3. The existing wall sign on the Iris Avenue frontage shall be removed prior to the issuance of a building permit for any of the new or replacement signs identified in this Program. Any new signage fronting Iris Avenue is prohibited.
4. The pylon sign shall be limited to 24 feet in height and all other design standards shall be pursuant to Section 20.42.080(C) (Freestanding Signs) of the NBMC. A change in the location of the pylon sign from the approved plans and matrix, requires a separate review and permit. Sight distance will be required to be analyzed by the Public Works Department.



5. The existing monument sign for the adjacent site's commercial tenant (currently CVS Pharmacy) is permitted to remain in place. Any structural changes to the existing sign shall require a separate review and building permit. In the event of structural changes or replacement, the sign shall be subject to current NBMC requirements except that this Program authorizes a second monument sign on-site.
6. All signs shall be maintained per Section 20.42.170 (Maintenance Requirements) of the NBMC. Temporary and exempt signs not specifically addressed in the Program shall be regulated by the provisions of Chapter 20.42 of the NBMC.
7. In accordance with Section 20.42.120(F) (Revisions to Comprehensive Sign Programs) of the NBMC, the Community Development Director may approve minor revisions to the Program if the intent of the original approval is not affected. This may include deviations in the tenant configurations, such as combining or dividing suites.
8. A building permit shall be obtained before the commencement of the construction and/or installation of the signs.
9. A copy of the approval action letter, including conditions of approval and sign matrix, shall be incorporated into the City and field sets of plans before issuance of the building permits for the freestanding signs, and the initial wall sign installations to identify this approval as the authority for location, size, and placement.
10. To the fullest extent permitted by law, the applicant shall indemnify, defend and hold harmless the City, its City Council, its boards and commissions, officials, officers, employees, and agents from and against any 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 **3021 East Coast Highway, LLC Comprehensive Sign Program including, but not limited to Comprehensive Sign Program filed as (PA2024-0176)** and the determination that the project is exempt under the requirements of the California Environmental Quality Act. This indemnification shall include, but not be limited to, damages awarded against the City, if any, costs of suit, attorney's fees, and other expenses incurred in connection with such claim, action, causes of action, suit, or proceeding whether incurred by the applicant, City, and/or the parties initiating or bringing the such proceeding. The applicant shall indemnify the City for all the City's costs, attorneys' fees, and damages that the City incurs in enforcing the indemnification provisions outlined in this condition. The applicant shall pay to the City upon demand any amount owed to the City under the indemnification requirements prescribed in this condition.

**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. For additional information on filing an appeal, contact the Planning Division at 949-644-3200.

Prepared by:

Approved

by:



Melinda Whelan  
Assistant Planner



Benjamin M. Zieba, AICP, Zoning Administrator

LAW/msw

Attachments:   ZA No. 1 Vicinity Map  
                      ZA No. 2 Comprehensive Sign Program Matrix  
                      ZA No. 3 Project Plans

# **Attachment No. ZA 1**

Vicinity Map

# VICINITY MAP



Comprehensive Sign Program  
PA2024-0176

**3025 East Coast Highway (includes 3007, 3021, 3027  
East Coast Highway and 420 Iris Avenue)**

# **Attachment No. ZA 2**

Comprehensive Sign Program Matrix

## COMPREHENSIVE SIGN PROGRAM MATRIX (PA2024-0176)

### 3021 East Coast Highway Shopping Center

SIGN TYPE AND LOCATION	SIGN LIMITATIONS/RESTRICTIONS
<b>Wall Signs Above Each Tenant Space</b> <b>A1, C1, D1/D3</b>	<u>Number:</u> 1 per tenant (A1, C1); 2 for tenant D (D1, D3) <u>Sign Area (A1, C1, D1):</u> 1.5 x tenant width + 30% <u>Sign Area (D3):</u> ½ of allowed for sign D1 (Code Standard for secondary frontage wall signs) + 30% (allowance with Sign Program) <u>Letter/logo Height:</u> 36 inches max. <u>Sign Length:</u> 18 ft. <u>Illumination:</u> Per Zoning Code Section 20.42.060(H).
<b>Wall Signs Above Each Tenant Space</b> <b>B1, E1, and F1</b>	<u>Number:</u> 1 per tenant <u>Sign Area:</u> 1.5 x tenant width + 30% <u>Letter/logo Height:</u> 36 inches max. <u>Sign Length:</u> (B1) 18 ft.; (E1) – 20 ft.; (F1) - 12 ft. <u>Illumination:</u> Per Zoning Code Section 20.42.060(H).
<b>Blade Signs</b> <b>All tenants</b> <b>A2, B2, C2, D2/D4, E2, F2</b>	<u>Number:</u> 1 per tenant (A2, B2, C2, E2, F2); 2 for tenant D (D2, D4) <u>Sign Area:</u> 3 sq. ft. max. <u>Sign Length:</u> 3 ft. max. <u>Illumination:</u> Per Zoning Code Section 20.42.060(H)
<b>Pylon Sign</b> <b>All/Any tenants</b> <b>A1, B1, C1, D1/D3, E1, F1</b>	<u>Pylon Height:</u> 24 ft. max. <u>Pylon Location:</u> 2 ft. 6 inches minimum from front property line along East Coast Highway within landscape area behind striped area and existing bumper pole* <u>Sign Area for each Panel:</u> Letter size shall be a minimum of 6 inches. Sign copy shall not be located closer than one-half letter height to the sign edge or other line of copy <u>Letter/Logo Height:</u> 36 in. max. <u>Pylon Design Standards:</u> Per Zoning Code Section 20.42.080(C) <u>Illumination:</u> Per Zoning Code Section 20.42.060(H).  *Any change to pylon location requires a separate review and building permit.
<b>Potential Future Smaller Tenants from Division of Existing Tenant Spaces</b>	All wall signage and blade signage shall be found substantially conforming by the Planning Division to the allowances for the existing tenants and Sign Program
<b>Existing Nonconforming Monument Sign</b>	Near driveway of shared parking lot that serves the subject property and existing building at 3049 East Coast Highway. Any changes to the existing sign shall require a separate review and building permit. This existing sign is a secondary freestanding sign and is authorized to remain by the Sign Program. However, the existing design and location of the monument sign does not comply with current Zoning Code requirements (e.g. distance from driveway). Routine maintenance and

	change out of copy would be allowed however, replacing the sign or other structural changes to the sign would require a separate review and building permit and may require the sign to be reconfigured to meet current requirements.
<b>All window and other exempt signs</b>	Per Chapter 20.42.100 of NBMC.

# **Attachment No. ZA 3**

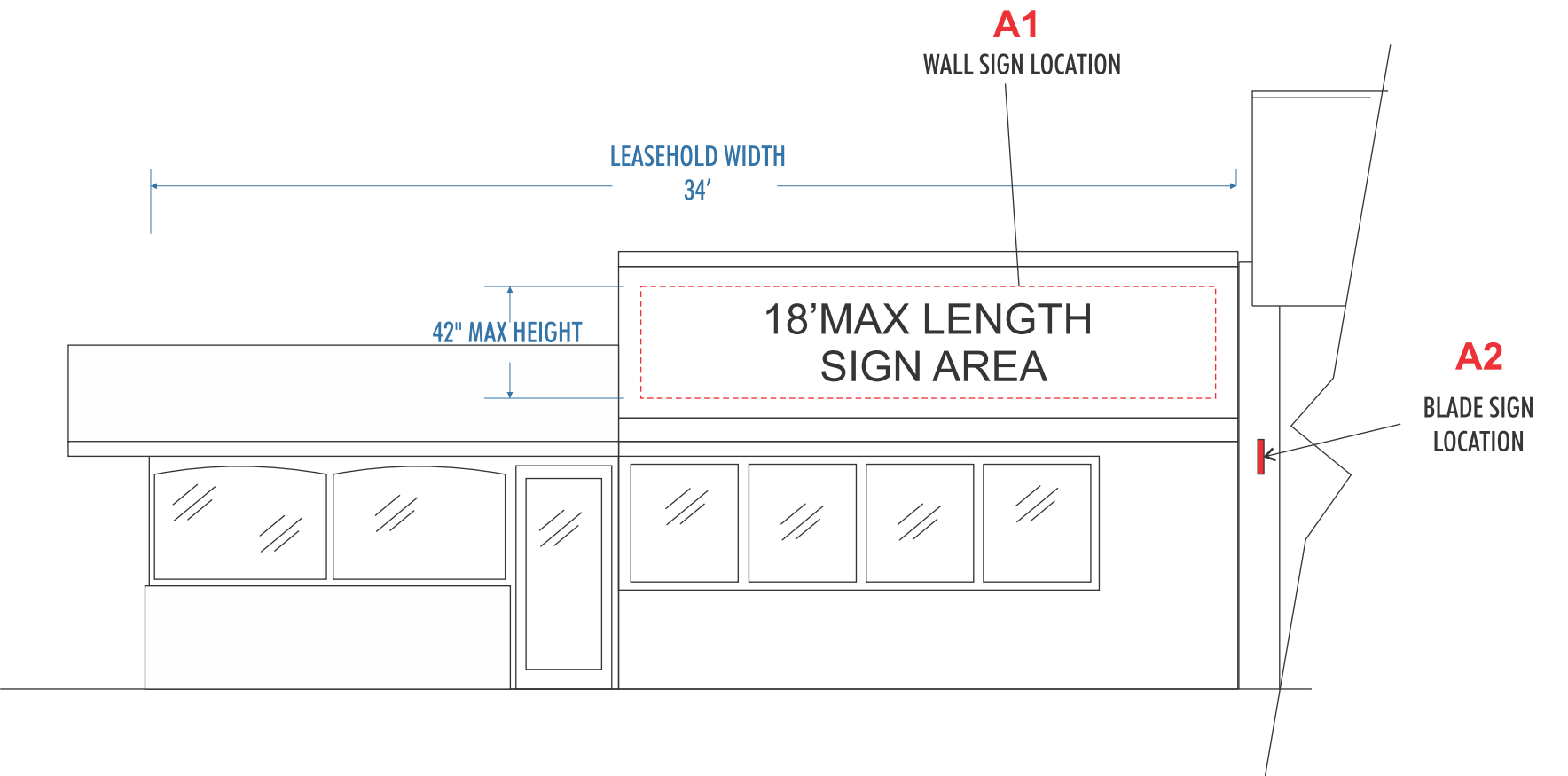
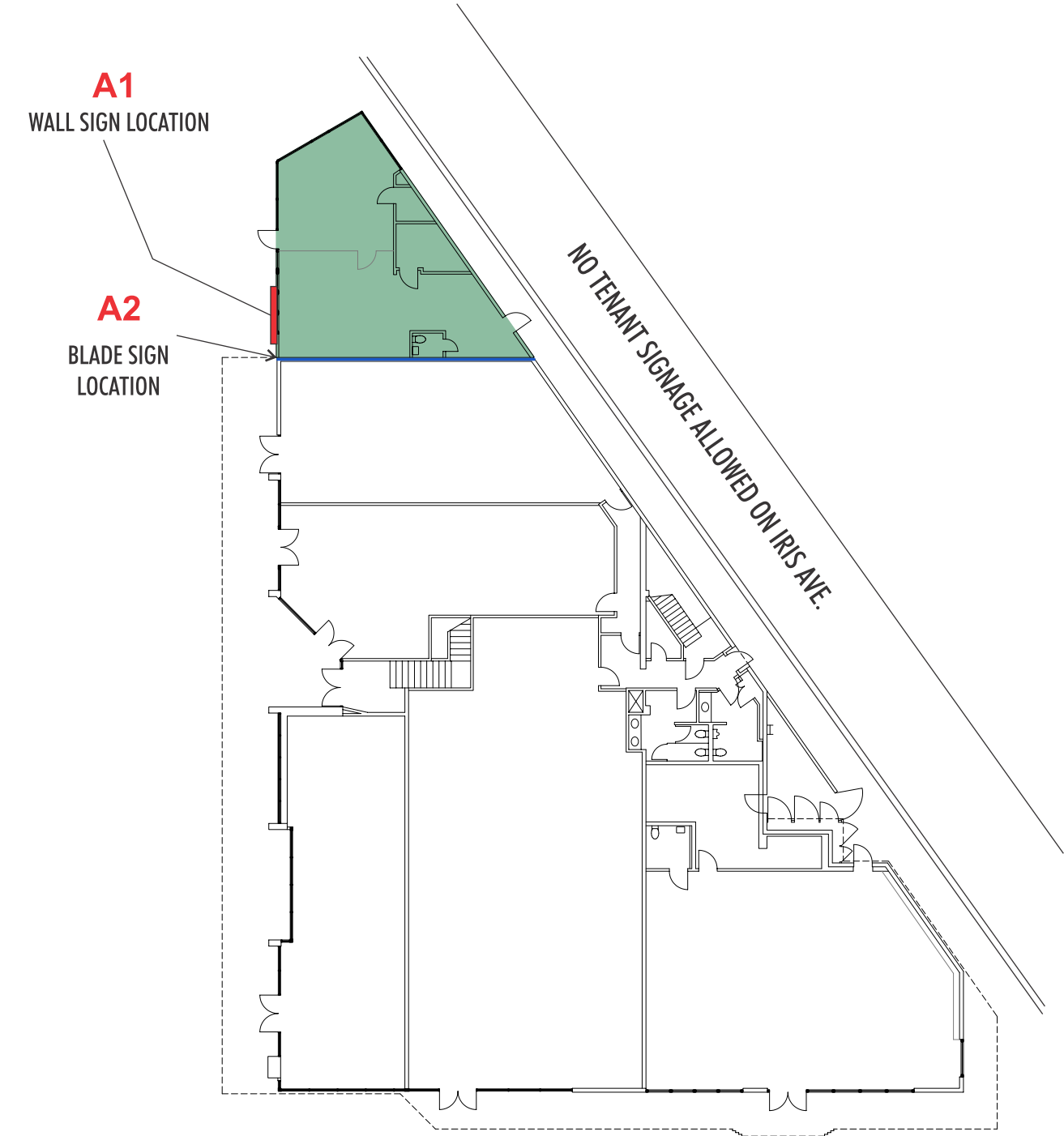
Project Plans

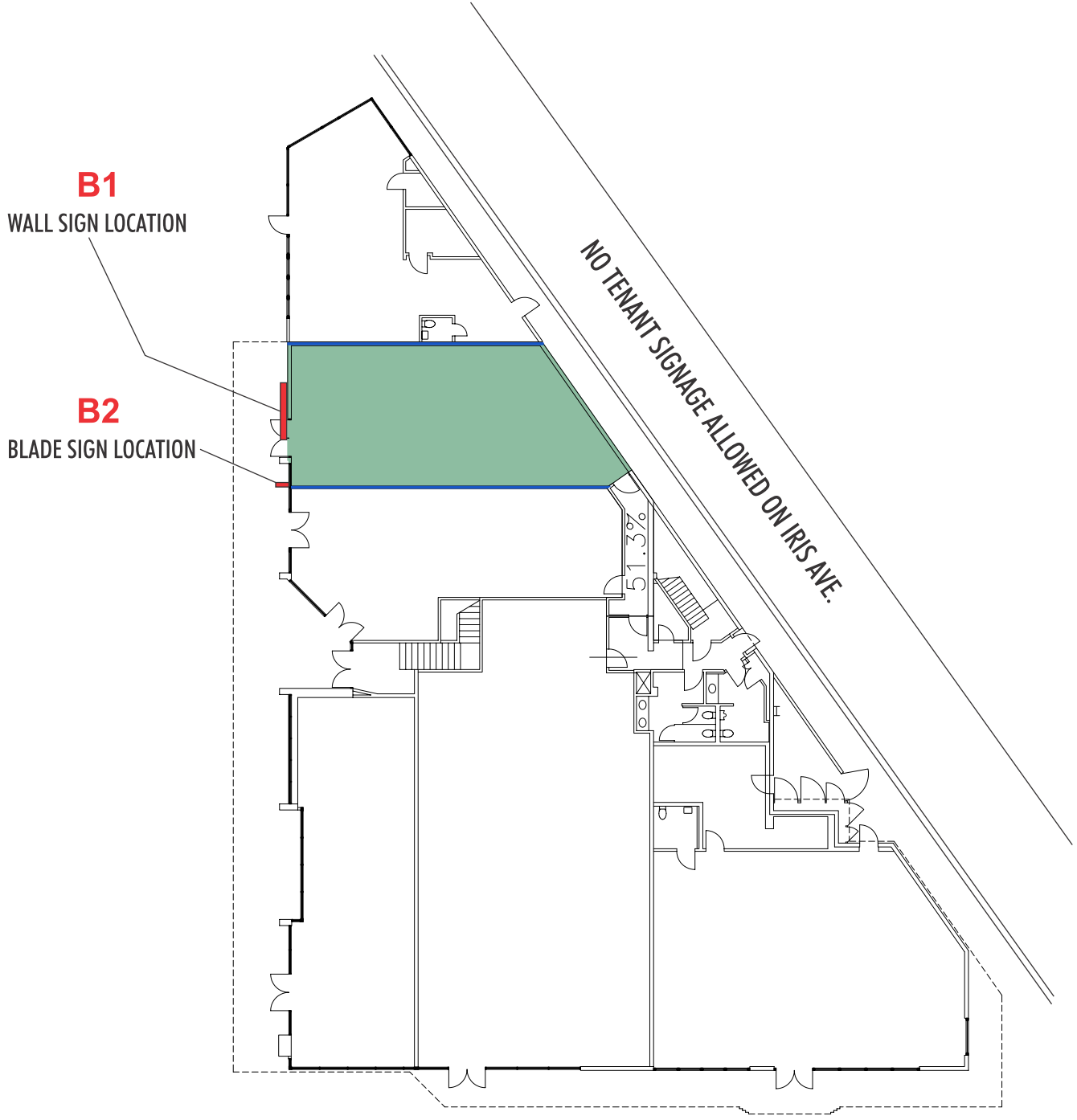


SIGN MATRIX

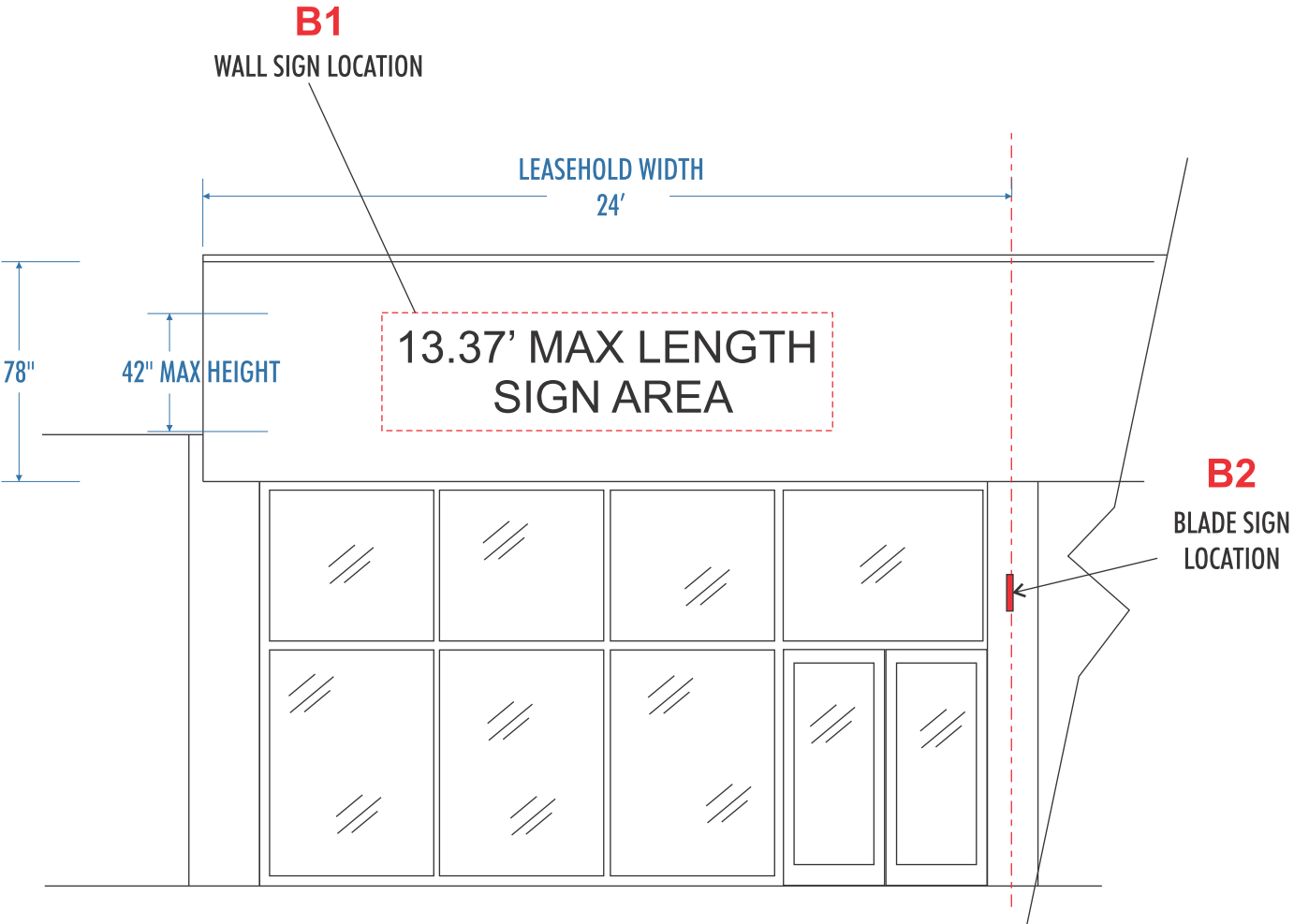
CURRENT TENANTS	SUITE#	SIGN ID	SQ.FT. OF SUITE	LEASEHOLD WIDTH	MAX SIGN WIDTH	MAX LETTER HEIGHT	MAX SQ.FT. OF SIGNAGE
		WALL SIGNS			WALL SIGNS	WALL SIGNS	WALL SIGNS
GINA'S PIZZA	420	A1	1,083.36	34'	18'	36"	63 sq.ft
AVAILABLE	3027	B1	1,266.73	24'	18'	36"	46.8 sq.ft
LA FOGATA	3025	C1	1,201.16	34'	18'	36"	63 sq.ft
JAN'S HEALTH BAR	3021A	D1	1,266.16	62'	18'	36"	63 sq.ft
JAN'S HEALTH BAR	3021A	D3	1,266.16	62'	18'	36"	48 sq.ft
ORANGE THEORY FITNESS	3021B	E1	2,807.20	40'	20'	36"	70 sq.ft
VERIZON WIRELESS	3007	F1	2,228.55	53'	12'	36"	42 sq.ft
		BLADE SIGNS			BLADE SIGNS		BLADE SIGNS
GINA'S PIZZA	420	A2		34'	3'		3 sq.ft
AVAILABLE	3027	B2		24'	3'		3 sq.ft
LA FOGATA	3025	C2		34'	3'		3 sq.ft
JAN'S HEALTH BAR	3021A	D2/D4		62'	3'		3 sq.ft
ORANGE THEORY FITNESS	3021B	E2		40'	3'		3 sq.ft
VERIZON WIRELESS	3007	F2		53'	3'		3 sq.ft
		PYLON SIGN			PYLON SIGN	TENANT (PYLON) PANEL HEIGHT	PYLON SIGN
GINA'S PIZZA	420	A			7' - 2-3/4"	2' - 4"	16.88 sq.ft
AVAILABLE	3027	B			7' - 2-3/4"	1' - 4"	9.6 sq.ft
LA FOGATA	3025	C			7' - 2-3/4"	2' - 4"	16.88 sq.ft
JAN'S HEALTH BAR	3021A	D			7' - 2-3/4"	2' - 4"	16.88 sq.ft
ORANGE THEORY FITNESS	3021B	E			7' - 2-3/4"	3' - 6"	25.27 sq.ft
VERIZON WIRELESS	3007	F			7' - 2-3/4"	2' - 4"	16.88 sq.ft

EXISTING SUITE

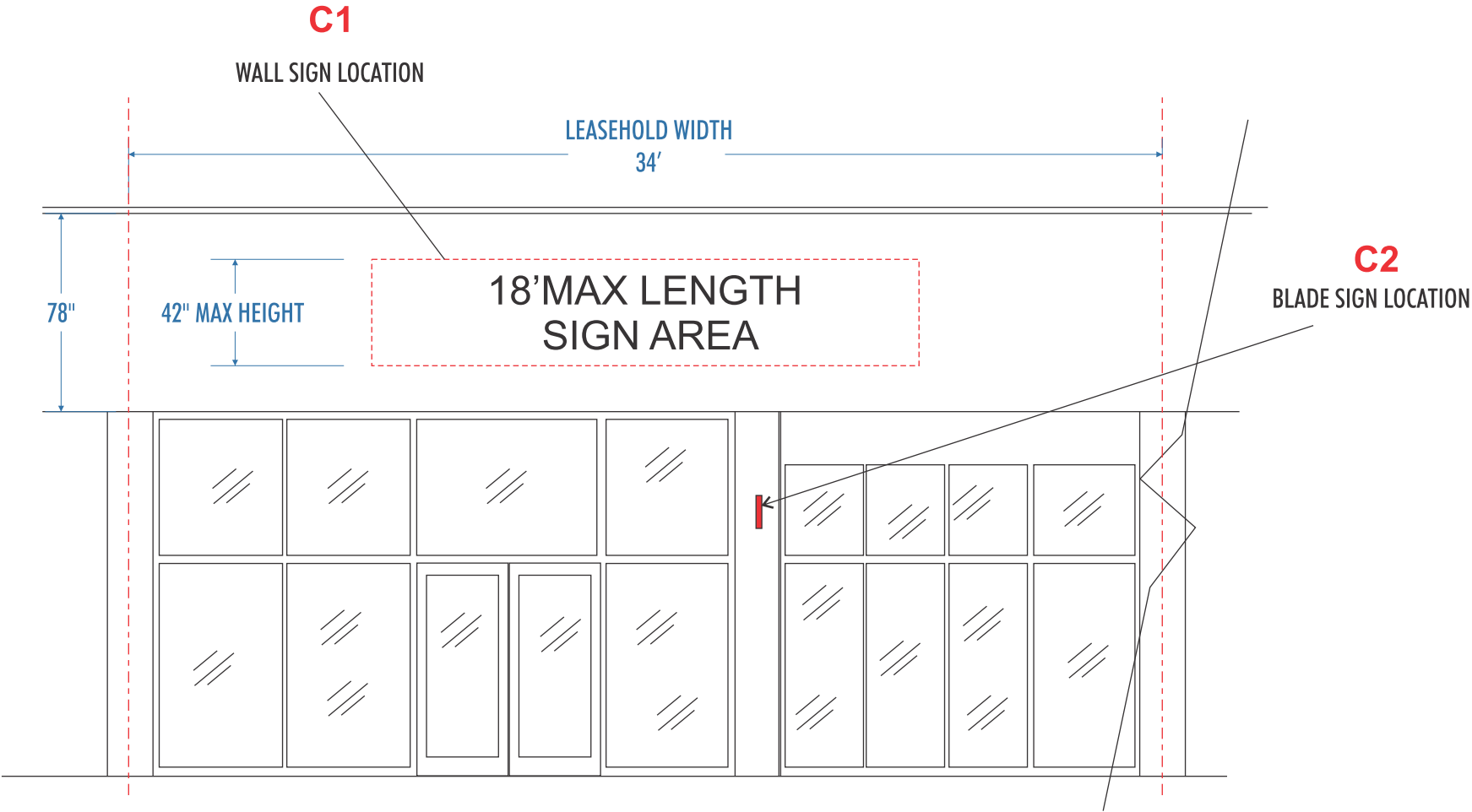
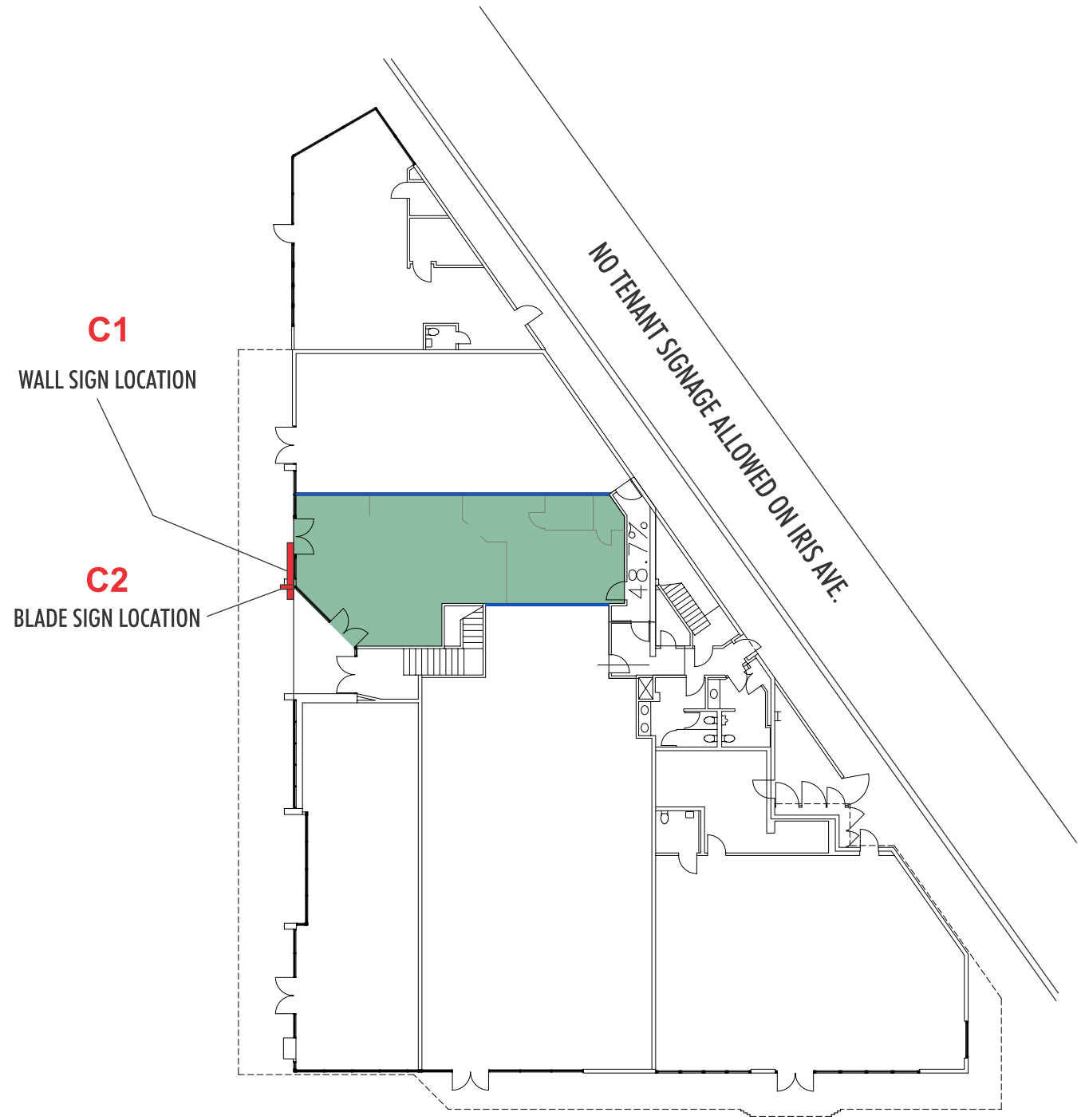




EXISTING SUITE

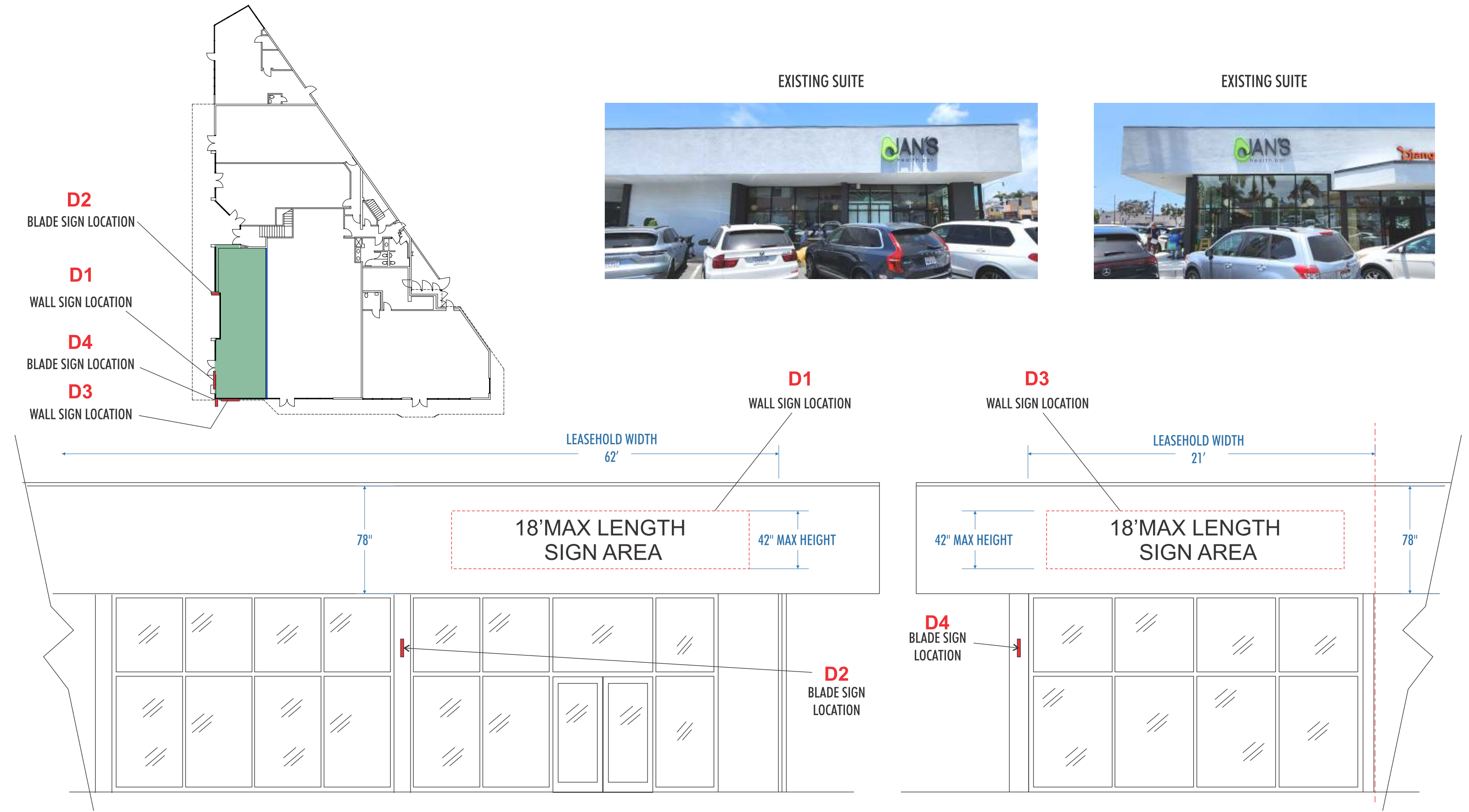


EXISTING SUITE

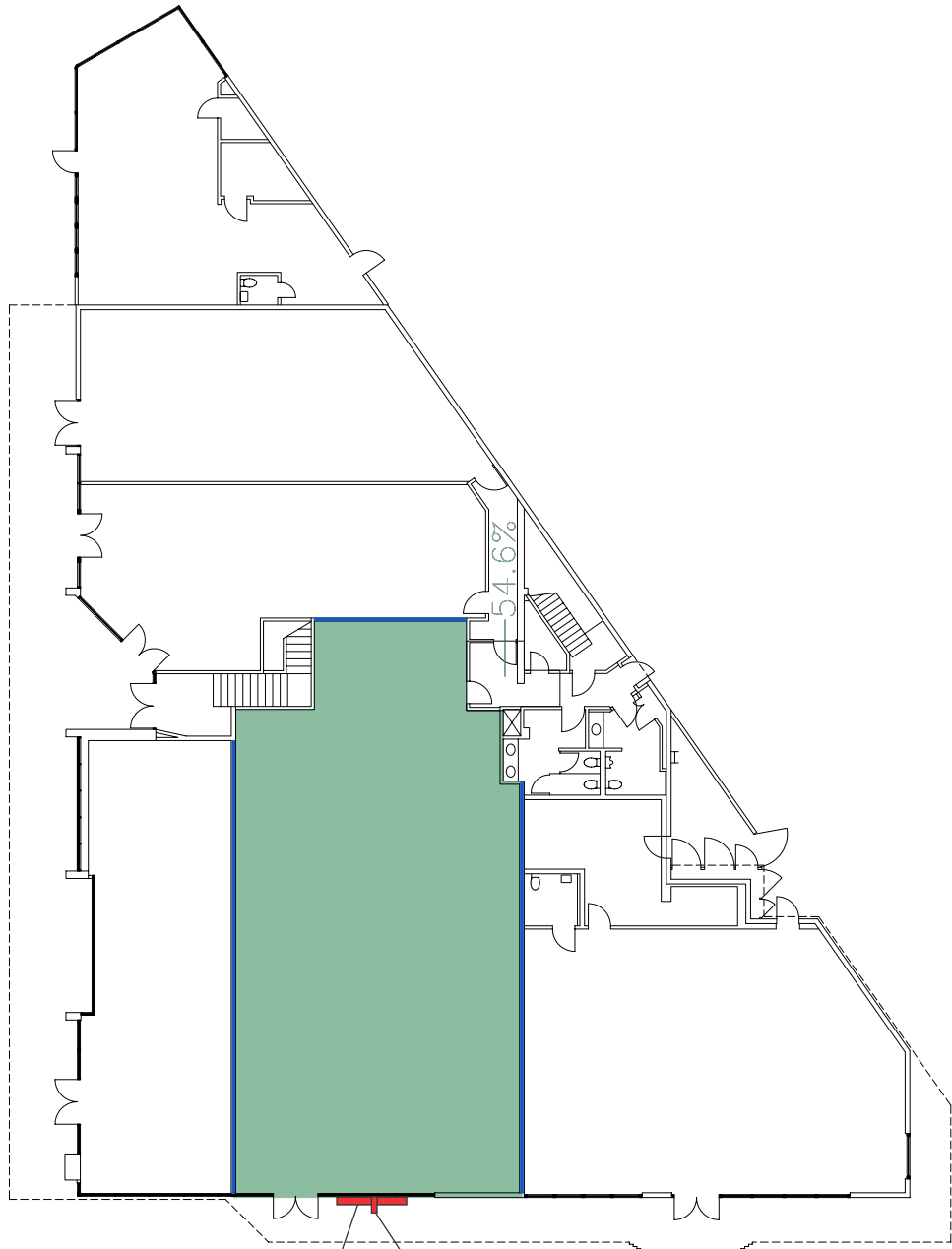




TENANT ELEVATIONS - ALLOWABLE SIGN AREA - **SIGN D1, D2, D3 & D4**



EXISTING SUITE



**E1**

WALL SIGN LOCATION

**E2**

BLADE SIGN LOCATION

**E1**

WALL SIGN LOCATION

LEASEHOLD WIDTH  
40'

78"

42" MAX HEIGHT

20'MAX LENGTH  
SIGN AREA

**E2**

BLADE SIGN LOCATION



chris@risingsign.net  
www.risingsign.net

cell.....949.872.7244  
office.....714.698.8144

PROJECT: SIGN PROGRAM

SITE: 3021 E. PCH

CORONA DEL MAR, CA. 92625

NOTES:

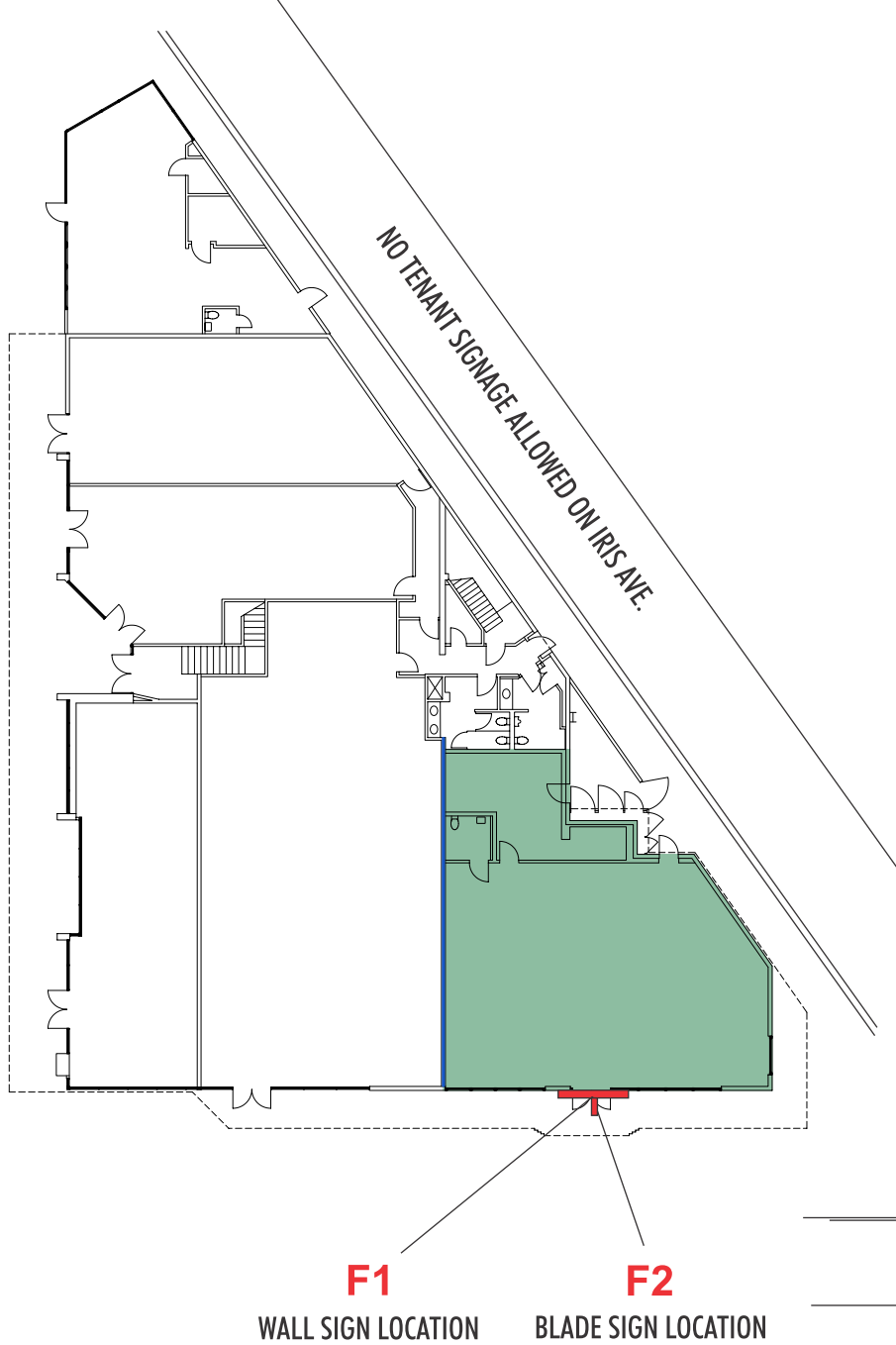
PAGE 7

SCALE: 3/16" = 1'

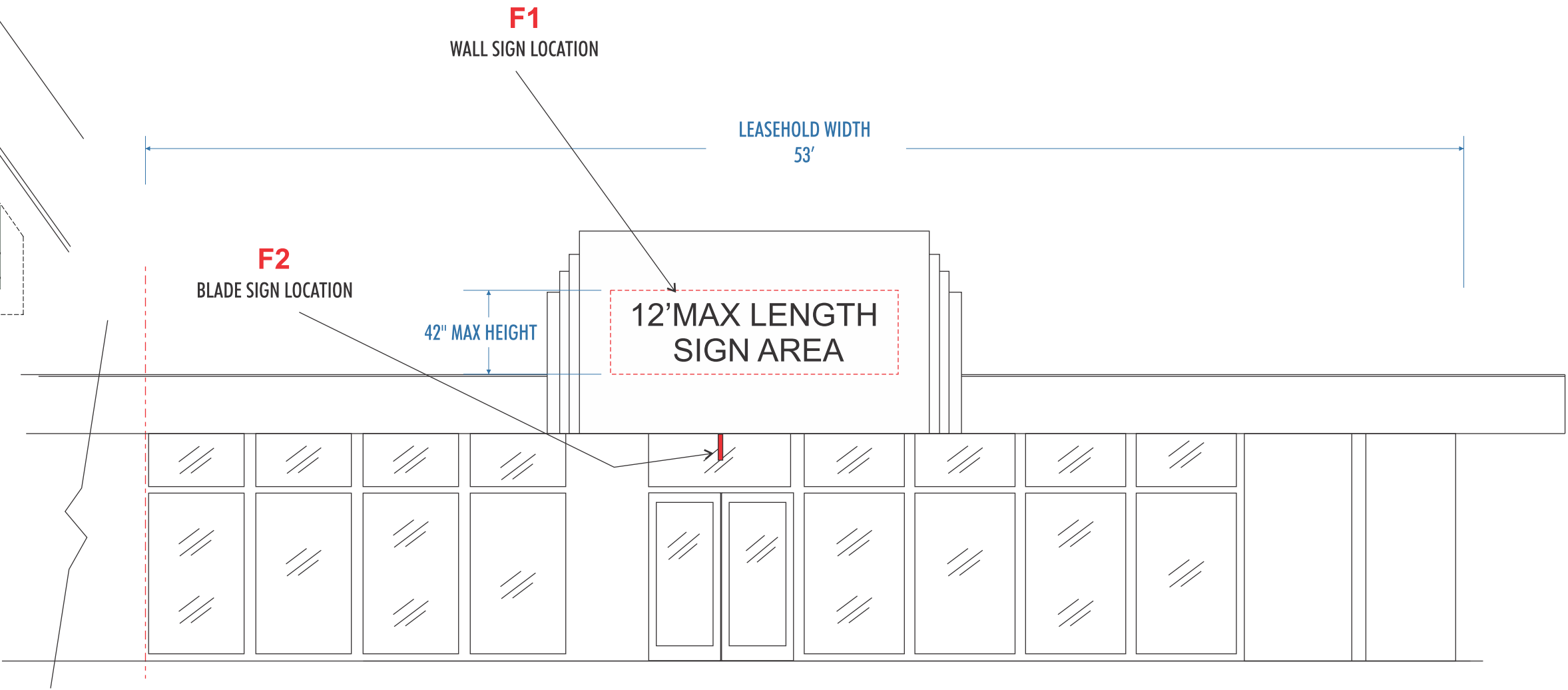
DATE: 7/9/24

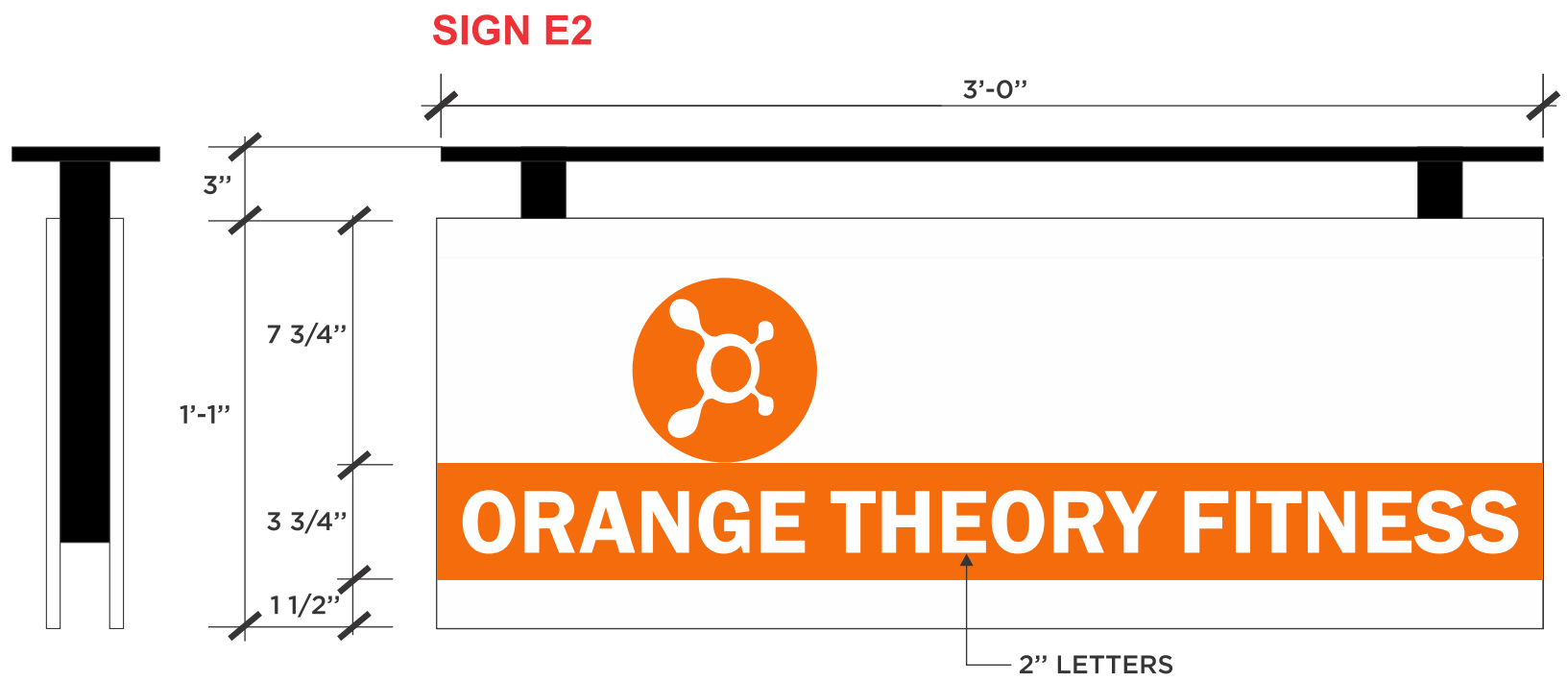
REVISED:

TENANT ELEVATIONS - ALLOWABLE SIGN AREA - **SIGN F1 & F2**



EXISTING SUITE





**1 D/F UNDER CANOPY SIGN - CEILING MOUNTED - NON ILLUMINATED**  
SCALE: NTS

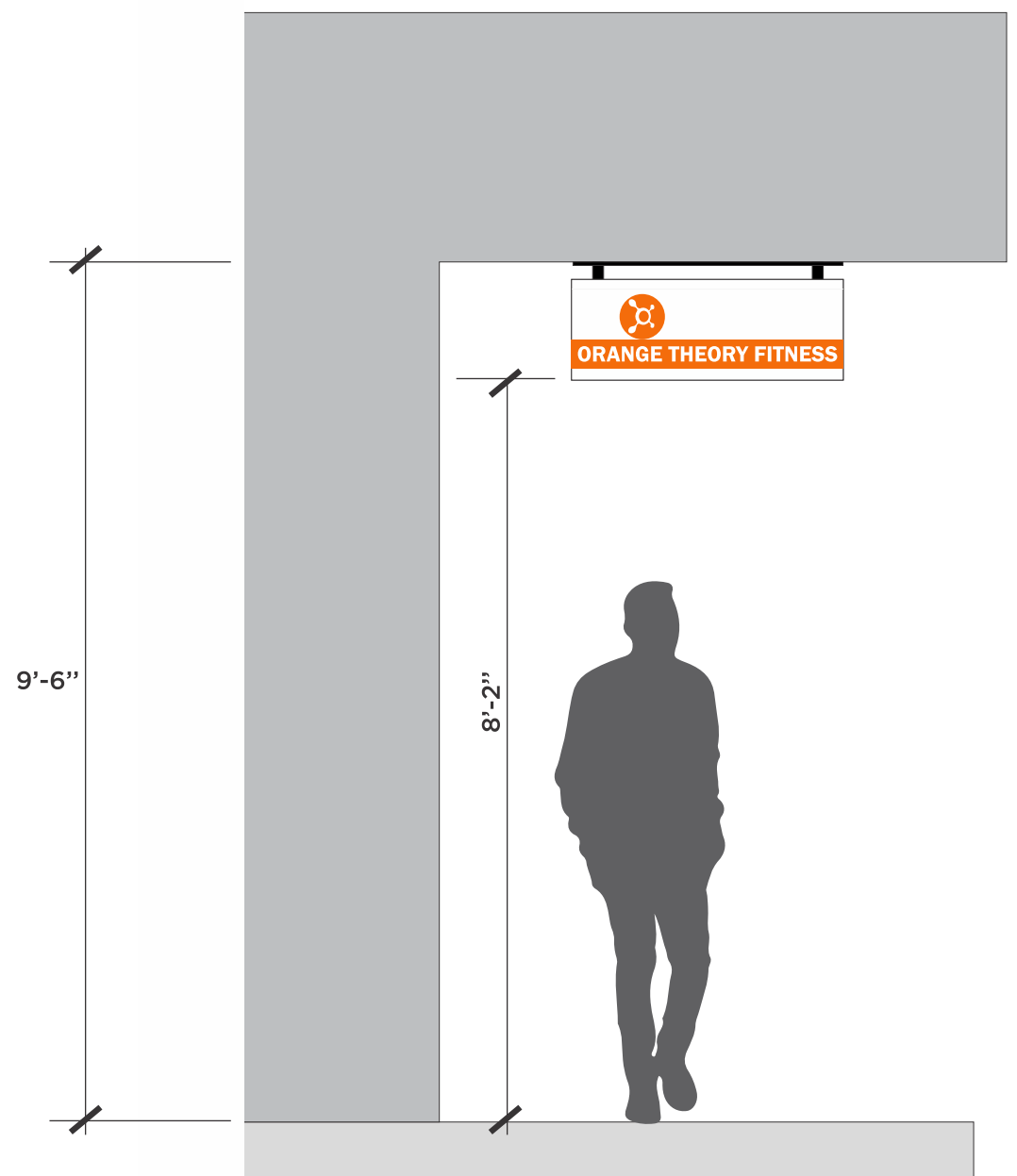
**SPECIFICATIONS**

DOUBLE FACE PANEL SIGN WITH TENANT IDENTIFICATION. SIGN IS LOCATED PERPENDICULAR TO THE STOREFRONT NEAR THE RESPECTIVE SHOP ENTRANCE. SUSPENDED FROM ARCADE CEILING IN A FIXED POSITION (NON-SWINGING).

SIGN HAVE (2) FLAT PANEL ALUMINUM FACES WITH A COMMON BASE COLOR OF SATIN WHITE. GRAPHICS TO BE VINYL OVERLAY IN TYPICAL LAYOUT AS SHOWN. VINYL COLOR CAN VARY PER TENANT WITH TYPICAL REVERSE WEED WHITE LETTERS. TYPICAL TYPEFACE AS SHOWN: FRANKLIN GOTHIC DEMI (ALL CAPS). APPLY SATIN CLEAR COAT OVER ALL VINYL.

SIGN PANELS ARE FLAT CUT-OUT RECTANGLE FROM .25" THICK ALUMINUM. (2) 1 1/2" x 1 1/2" ALUMINUM SQUARE TUBES WELDED TO ALUMINUM FLAT PLATE AT CEILING. PANELS WILL ATTACH TO EITHER SIDE OF TUBES WITH CONCEALED FASTENERS ALONG THE TOP. PAINT ALL HANGING SEGMENTS SATIN BLACK.

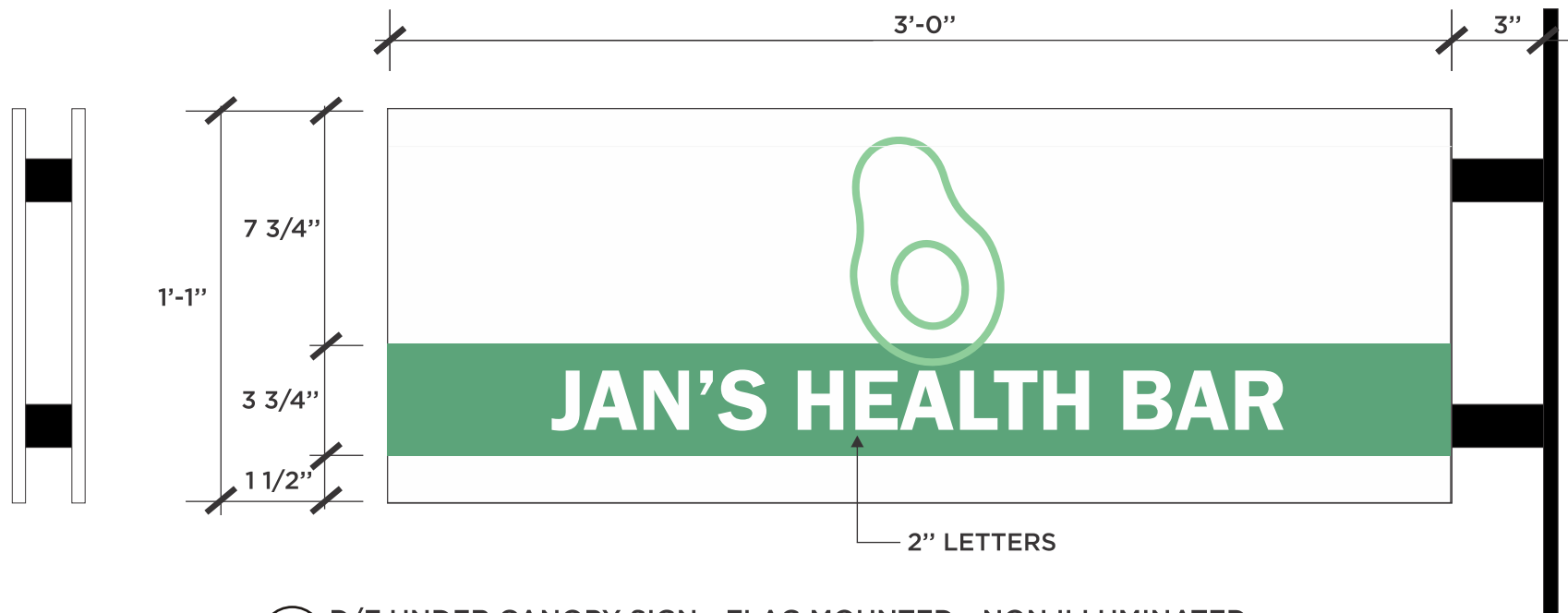
**UNDER CANOPY/CEILING MOUNTED SIGNS  
ALLOWED FOR E2 & F2 LOCATIONS ONLY**



**2 ARCADE SECTION**  
SCALE: 1/2"= 1'-0"



**SIGN D2 & D4**



**1 D/F UNDER CANOPY SIGN - FLAG MOUNTED - NON ILLUMINATED**  
SCALE: NTS

**SPECIFICATIONS**

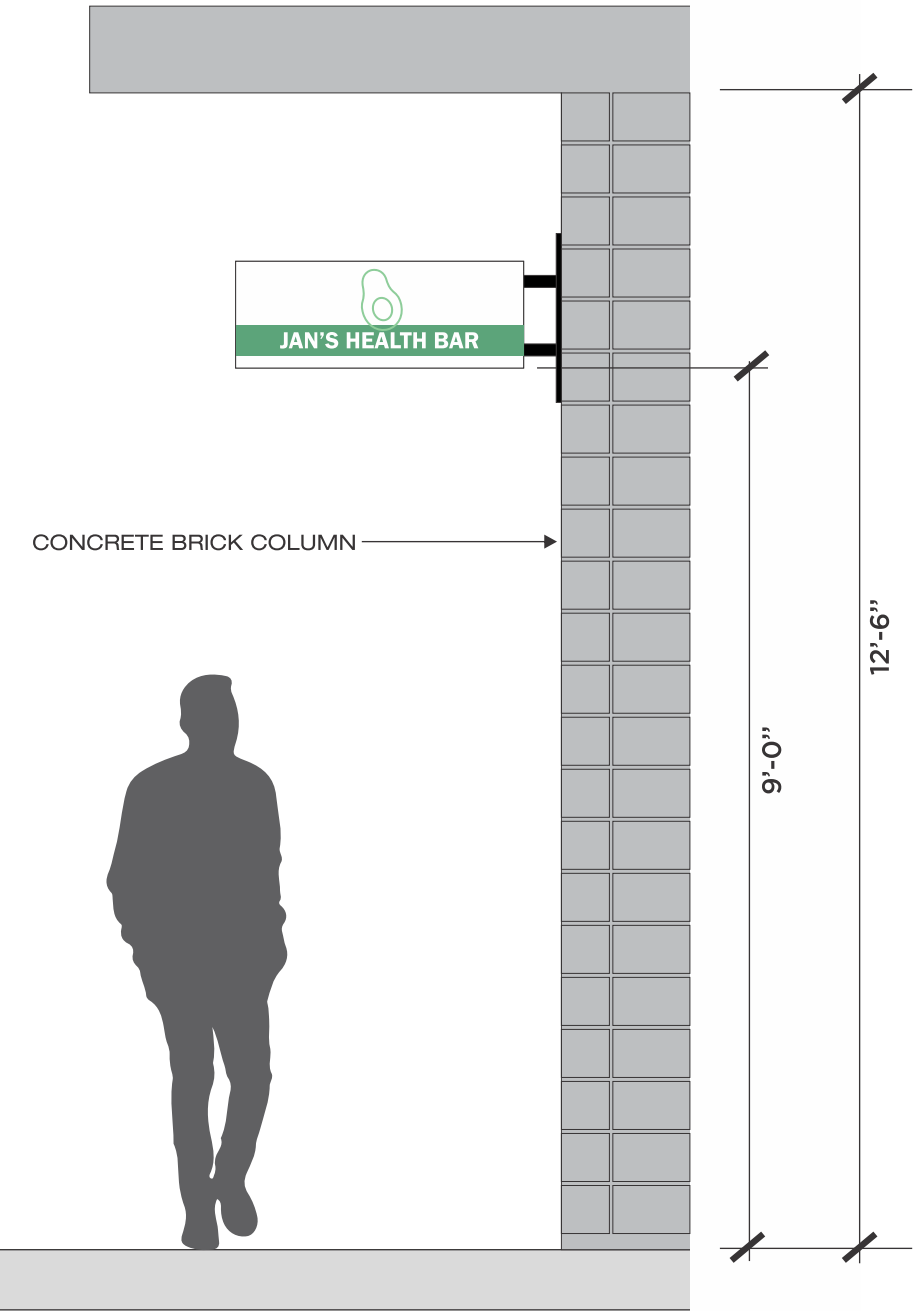
DOUBLE FACE PANEL SIGN WITH TENANT IDENTIFICATION. SIGN IS LOCATED PERPENDICULAR TO THE STOREFRONT NEAR THE RESPECTIVE SHOP ENTRANCE. ATTACHED TO BRICK COLUMNS IN A FIXED POSITION (NON-SWINGING).

PANELS WILL HAVE A COMMON BASE COLOR OF SATIN WHITE. GRAPHICS TO BE VINYL OVERLAY IN TYPICAL LAYOUT AS SHOWN. VINYL COLOR CAN VARY PER TENANT WITH TYPICAL REVERSE WEED WHITE LETTERS. TYPICAL TYPEFACE AS SHOWN: FRANKLIN GOTHIC DEMI (ALL CAPS).

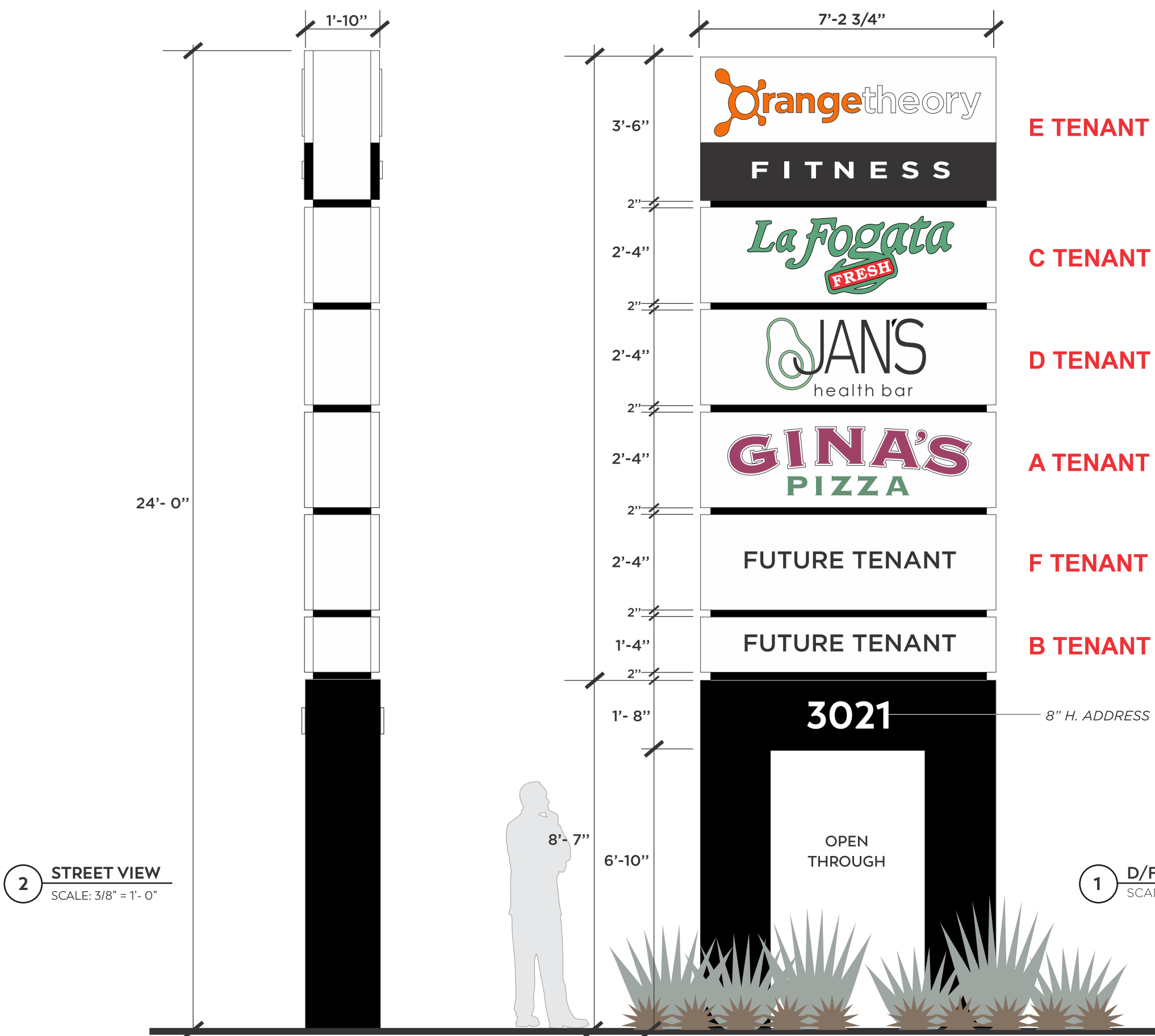
APPLY SATIN CLEAR COAT OVER ALL VINYL.

SIGN PANELS (2) ARE FLAT CUT-OUT RECTANGLES FROM .25" THICK ALUMINUM. 1 1/2" x 1 1/2" ALUMINUM SQUARE TUBE ARMATURE WELDED TO ALUMINUM FLAT PLATE AT COLUMN. PAINT ALL OF ARMATURE SATIN BLACK.

**FLAG (WALL) MOUNTED SIGNS  
ALLOWED FOR A2, B2, C2, D2 & D4 LOCATIONS ONLY**



**2 ARCADE SECTION**  
SCALE: 1/2" = 1'-0"



**SPECIFICATIONS**

DOUBLE FACE PYLON SIGN WITH (6) TENANT IDENTIFICATION PANELS. SIGN IS LOCATED PERPENDICULAR TO COAST HWY.

PANELS HAVE ALUMINUM FACES PAINTED SATIN WHITE WITH COPY ROUTED-OUT AND PUSHED THRU WITH (1/2) INCH THICK WHITE ACRYLIC. OVERLAY LETTERS WITH VINYL FILM AS NEEDED TO ACHIEVE TENANT GRAPHIC COLOR SCHEME.

PYLON STRUCTURE IS ALUMINUM WITH SMOOTH SATIN PAINT FINISH AS SHOWN ON ALL SURFACES.

(2) INCH REVEALS BETWEEN PANELS TO CONTAIN CONCEALED WHITE LED LIGHTS TO PROVIDE HALO GLOW AT NIGHT.

ADDRESS NUMBERS TO BE ROUTER-CUT (1) INCH THICK ACRYLIC WITH SMOOTH SATIN PAINT FINISH. NUMBERS AFFIXED FLUSH TO THE FACE OF SIGN BODY WHERE SHOWN.

TENANT PANEL FACES TO BE REMOVABLE FROM THE FRONT USING CONCEALED FASTENERS AS NEEDED FOR TENANT NAME CHANGE-OUT.

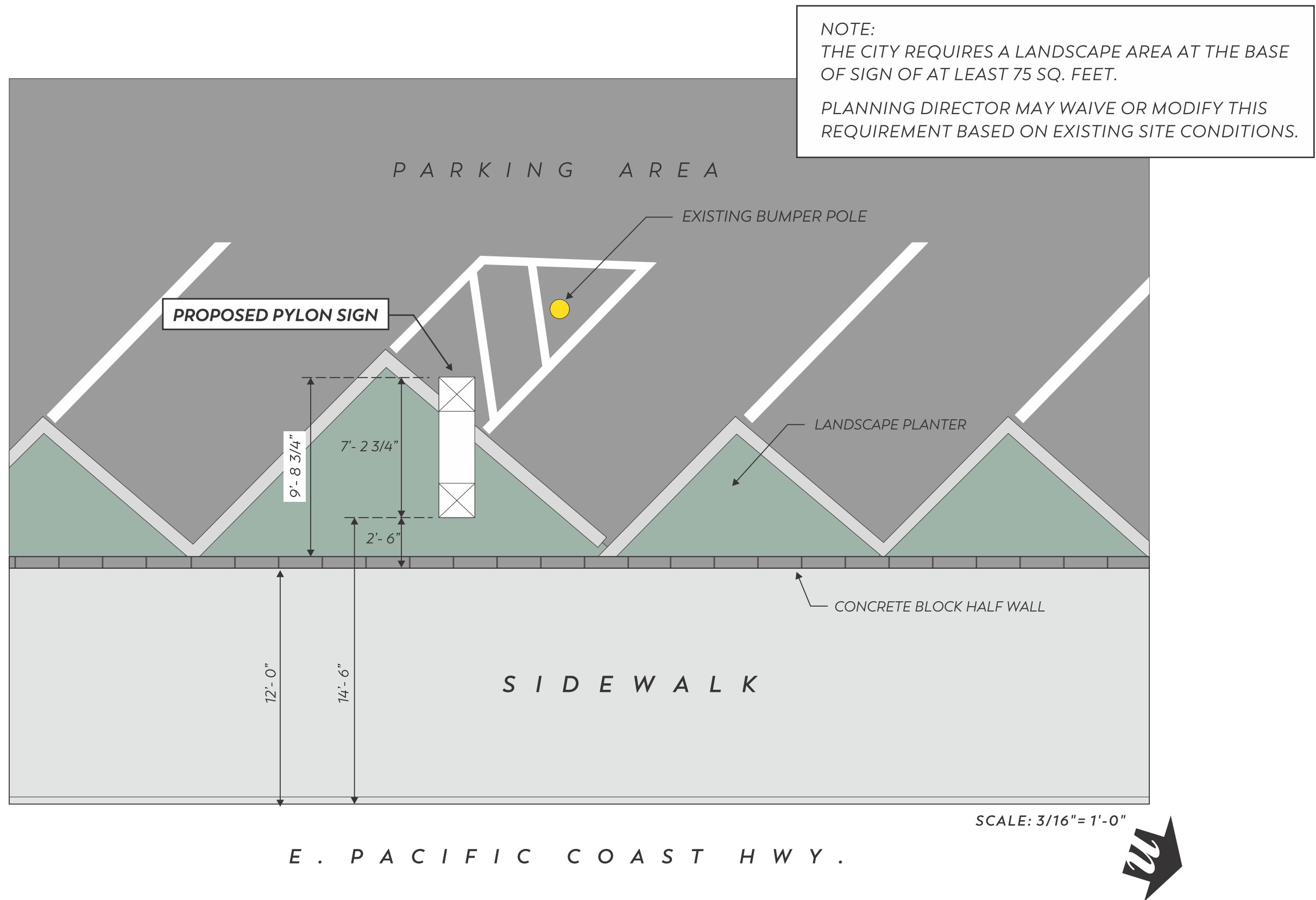
ALL TENANT GRAPHICS WILL BE BACKLIT WITH LED LIGHTS INSTALLED WITHIN THE SIGN STRUCTURE.Z



EXISTING SIGN REFERENCE PHOTO

**2 STREET VIEW**  
SCALE: 3/8" = 1'- 0"

**1 D/F PYLON SIGN INTERNALLY ILLUMINATED**  
SCALE: 3/8" = 1'- 0"



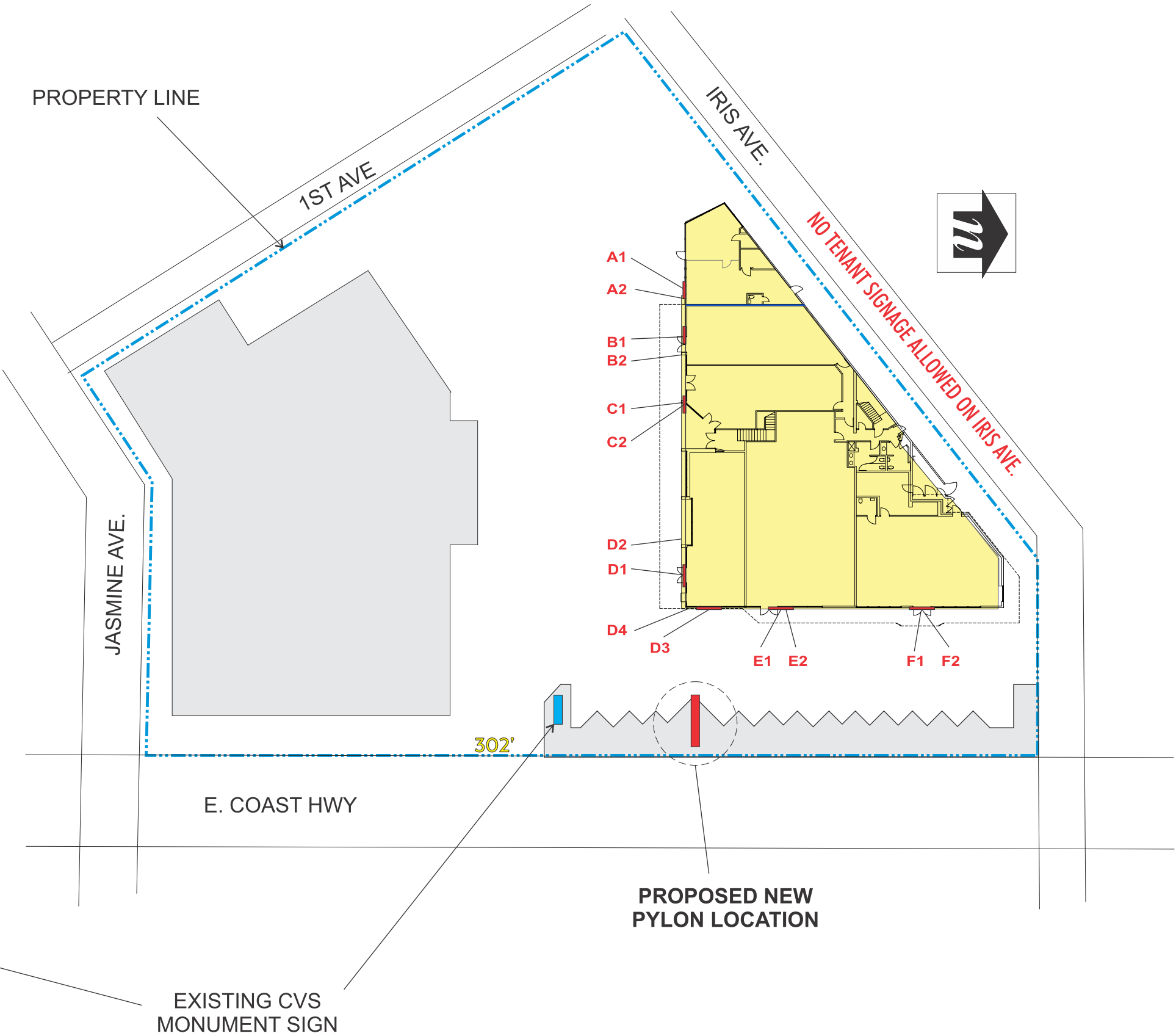
1 PLAN VIEW DETAIL @ PYLON SIGN  
SCALE: 3/16" = 1'-0"

PARCEL REPORT - NEWPORT BEACH

Assessor Parcel Number: 459 185 04  
Approximate Lot Size: 42,715 Square Feet  
Lot: PCL 1  
Business Improvement District: Corona del Mar

PLANNING INFORMATION

General Plan Land Use: CC Commercial Corridor  
Coastal Land Use: CC-B Commercial Corridor- (0.0 - 0.75 FAR)  
Coastal Zoning District: CC Commercial Corridor  
Census Tract: 627.02



chris@risingsign.net  
www.risingsign.net

cell.....949.872.7244  
office.....714.698.8144

PROJECT: SIGN PROGRAM	NOTES:	SCALE: NTS	DATE: 7/9/24
SITE: 3021 E. PCH		REVISED:	
CORONA DEL MAR, CA. 92625	PAGE 13		