#### CITY OF NEWPORT BEACH STAFF ACTION REPORT

TO: CITY COUNCIL, CITY MANAGER AND PLANNING COMMISSION

- FROM: Planning Department Javier Garcia, Zoning Administrator jgarcia@city.newport-beach.ca.us
- SUBJECT: Report of actions taken by Planning Department Staff for the week ending August 22, 2008
- Item 1: Promotional Signs on behalf of property owner James Boy LLC Comprehensive Sign Program CS2008-004 (PA2008-129) 2406 Newport Boulevard

The Zoning Administrator approved the Comprehensive Sign Program for the as-built installation of two second story signs that were installed without benefit of building permits. The application also includes minor face change to the existing freestanding sign on the Newport Boulevard side of the property and includes a requirement that any future change in the freestanding sign structure will comply with the sign code regulations of Chapter 20.67.

Approved – August 22, 2008

Council District 1

Item 2: Southern States University – Planning Director's Use Permit No. UP2008-048 (PA2008-137)

1601 Dove Street, Suite 105

The Planning Director approved the applicants request to allow the establishment of a private educational facility specializing in ESL and continuing education. The facility will provide three classrooms and four employees. The class size will vary from between 4 to 8 persons with overall classroom use of 24 students at peak times. The peak period for classes is in the evening and on weekends.

Approved – August 20, 2008

Council District 4

Prepared and submitted by:

Javier S. Garcia, Zoyling Administrator

#### APPEAL:

The decision of the Planning Director and Zoning Administrator may be appealed to the Planning Commission within 14 days of the action date. A \$600.00 filing fee shall accompany any appeal filed. No building permits may be issued until the appeal period has expired.

c: David Lepo, Planning Director (*e-mail*) Sharon Wood, Assistant City Manager (*e-mail*) David Keely, Public Works Senior Civil Engineer (*e-mail*) Kay Sims, Assistant Planner (*e-mail*) Sgt. Ron Vallercamp, Vice/Narcotics (*e-mail*) Code Enforcement Division (*e-mail*) Erin Steffen, Office Assistant (*e-mail*) Iris Lee, Public Works (*e-mail*) Evelyn Tseng, Revenue (*e-mail*)



# Comprehensive Sign Program No. CS2008-004

(PA2008-129)

PLANNING DEPARTMENT 3300 NEWPORT BOULEVARD NEWPORT BEACH, CA 92663 (949) 644-3200; FAX (949) 644-3229 Staff Planner: Appeal Period:

Jay Garcia, Zoning Administrator jgarcia@city.newport-beach.ca.us (949) 644-3206 14 days after decision date

# APPLICATION: Comprehensive Sign Program CS2008-004 (PA2008-129)

# APPLICANT: Promotional Signs on behalf of property owner James Boys LLC

# LOCATION: <u>2406 NEWPORT BOULEVARD</u>

#### Request and Authority:

In accordance with provisions of Section 20.67.120 B-3, a comprehensive sign program is required to allow the installation of any wall signs to be located at or above the second story on a multi-story building. The Sign Code, Chapter 20.67 of the Newport Beach Municipal Code, specifically Section 20.67.120, provides that the Zoning Administrator may review and approve plans, applications or other information for consistency in accordance with Chapter 20.67. The property is located in the SP-6 (Cannery Village/McFadden Square Specific Plan Area) District.

ACTION: <u>APPROVED – AUGUST 22, 2008</u> - The Zoning Administrator approved the Comprehensive Sign Program as modified.

### FINDINGS

- 1. The Land Use Element of the General Plan designates the site for "Retail and Service Commercial" land uses. The restaurant building is consistent with this designation. The signs are accessory to the primary commercial uses.
- 2. After reviewing this project, it has been determined that it is categorically exempt from the requirements of the California Environmental Quality Act under Class 11 (Accessory Structures).
- 3. The proposed sign program is consistent with the legislative intent of Title 20, Chapter 20.67 of the Newport Beach Municipal Code with regard to the sign regulations based on the following reasons:
  - Chapter 20.67 of the Newport Beach Municipal Code requires comprehensive sign programs to provide a means for latitude in the design and display of signage for all projects.
  - The sign program as presented and approved is consistent with the purpose and intent of Chapter 20.67 of the Newport Beach Municipal Code.
  - The proposed sign program, as conditioned, will not interfere with sight distance from any street, alley or driveway.

- The approved Comprehensive Sign Program will integrate existing and proposed wall signs and modify an existing monument/pylon sign (face change) into a single sign design theme that will create a unified architectural statement and provide limited signage on the building wall facades and the reduction of the overall size and number of signs on the building.
- There is a reasonable need for the number and size of signs to provide adequate identification of the establishment that face two different sides of the property.
- The face change to the monument sign is consistent with the development standards of the Newport Beach Municipal Code, specifically the Sign Code Chapter 20.67 and a substantial change to the monument/pylon sign will require compliance with the provisions of the Sign Code Chapter 20.67.

# **CONDITIONS**

- 1. The development shall be in substantial conformance with the approved plot plan and sign details, except as noted in the following conditions.
- 2. The primary and secondary identification wall signs shall be measured by two perpendicular sets of parallel lines that surround the proposed sign copy area.
- 3. The monument sign shall be permitted to remain as is and any future change to the structure will be in compliance with the provisions of Chapter 20.67 of the NBMC.
- 4. Signs are limited to the designated building facades/monument sign locations and shall comply with the limitations specified in the Sign Table/Matrix included in this approval and the provisions of Chapter 20.67 of the Newport Beach Municipal Code (including Sections 20.67.060, 20.67.070, and 20.67.080).
- 5. Anything not specifically approved by this Comprehensive Sign Program is prohibited. Revisions to the program may be approved by the Planning Director if the intent of the original approval is not affected. Revisions that substantially deviate from the original approval must be addressed in a separate and subsequent amendment to this Comprehensive Sign Program.
- 6. 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 may be reviewed and approved by the Planning Department, 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 noncompliant wall signs shall be exercised as necessary.
- 7. This approval was based on the particulars of the individual case and does not, in and of itself or in combination with other approvals in the vicinity or Citywide, constitute a precedent for future approvals or decisions.
- 8. A building permit shall be obtained prior to commencement of installation of the signs.

- 9. All work performed within the public right-of-way shall be reviewed and approved by the Public Works Department under an encroachment permit/agreement if required.
- 10. The Planning Director or the Planning Commission 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 unless exercised within 24 months from the date of approval as specified in Section 20.93.050 (A) of the Newport Beach Municipal Code, unless an extension is approved prior to the expiration date of this approval, in accordance with Section 20.93.050 (B) of the Newport Beach Municipal Code.

#### APPEAL PERIOD

The decision of the Zoning Administrator may be appealed to the Planning Commission within 14 days of the date of the decision, in accordance with the provision of Section 20.95.050 of the Newport Beach Municipal Code. A filing fee of \$600.00 shall accompany any appeal filed. No building permits may be issued until the appeal period has expired.

By

Zoning Administrator Javier S. Garcia, AICP

JSG/rm

Attachments: Appendix Sign Matrix/Table Vicinity Map Site/Illustrative Plans

#### **APPENDIX**

#### Discussion

The subject facility requires the comprehensive sign program for the as-built installation of two second story signs that were installed without benefit of building permits. One wall sign faces Newport Boulevard and the other faces the bay side of the property. The application also includes minor face change to the existing freestanding sign on the Newport Boulevard side of the property and includes a requirement that any future change in the freestanding sign structure will comply with the sign code regulations of Chapter 20.67.

The Zoning Administrator has determined that the comprehensive sign program is consistent with the purpose and intent of the Sign Code Chapter 20.67 of the Newport Beach Municipal Code for the following reasons:

- The number, size and area (as measured by two perpendicular sets of parallel lines that surround the proposed signs) of the wall signs comply with the regulations of Chapter 20.67 of the NBMC.
- The number and location of walls signs (including the second story sign) and the limitations on the number, location and area is consistent with the provisions of the Sign Code.
- The existing project identification monument/pylon sign has been addressed and will be required to comply with the Sign Code when changed in the future.

# Table Matrix **COMPREHENSIVE SIGN PROGRAM** CS2008-004 (PA2008-129)

2406 Newport Blvd Newport Beach, CA 92660 Please Designate:

Street Frontage/parking lot frontage

- Frontages:
- A Newport Boulevard B Waterside of the Property
- C 3 sided pylon sign
- D Door plaque

The signs are as-built as of this application submittal.

	Primary Frontage	Secondary Frontage
	Size limitations where applicable	Size limitations, where applicable
Wall Signs	Sign A - Newport Blvd 1.5 square feet/linear foot of store frontage or max area of <u>75</u> sq ft. Maximum vertical dimension, sign or logos, <u>96</u> -inches. Minimum distance shall be <u>30</u> linear feet from the secondary sign.	Sign B - Water Side 50% of allowable primary sign allowance <u>37.5</u> sq ft. maximum. Maximum vertical dimension, sign or logos, <u>60</u> in. Minimum distance shall be <u>30</u> linear feet from the primary sign.
	83.50 square feet as proposed ONLY is located at the second floor level. This is an as-built condition. The area as proposed in this table encompasses the two signs with two pairs of parallel lines (perpendicular to each other) and the area exceeds 75 s.f. due to the location of the cable mounted sign above the can sign. Future replacement of these two signs will be subject to Planning Department review and may require an amendment to the sign program.	25.7 s.f as proposed is located at the second floor level of the building elevation overlooking the water.
Freestanding Pylon Sign	Sign C - Newport Blvd Maximum vertical dimension 15 feet, width shall comply with the Sign Code ratio requirements based on height (Section 20.67.080 C and 20.67.070 B, Table 1). The maximum letter height is 24 inches and the maximum logo height is 36 inches. The existing pylon sign may be retained with a change of face of the existing sign panels. Future replacement of the sign structure shall comply with the above described requirements.	
Other Signage (awning, blade, etc)	D- Door Plaque	



# Comprehensive Sign Program CS2008-004 PA2008-129

# LOCATION: 2406 NEWPORT BOULEVARD

2406 NEWPORT BOULEVARD Promotional Signs PA2008-129 for CS2008-004



PA2008-129 for CS2008-004 2406 Newport BOULEVARD Promotional Signs

DATE

OPTION

DRAVAN BY: CL

SALES: DC

CONCEPT: C6064

05-09-08

DATE

(949) 458-1000 PHONE (949) 458-3530 FAX



OPTION: DRAWIN BY: CL SALES: DC CONCEPT: C6064 NEWPORT BLVD & 26TH ST 05-09-08 DATE: LOCATION: 20361 Нетапа Circle - Lake Forest, CA 92630 (949) 458-1000 PHONE (949) 458-3530 FAX

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Contractors Lic. #636512

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### USE PERMIT NO. UP2008-048 (PA2008-137)



PLANNING DEPARTMENT 3300 NEWPORT BOULEVARD NEWPORT BEACH, CA 92663 (949) 644-3200 FAX (949) 644-3229

Staff Person: Javier S. Garcia, 644-3206 Appeal Period: 14 days after approval date

# Application: Planning Director's Use Permit No. UP2008-048 (PA2008-137)

Applicant: Southern States University

Site Address: 1601 Dove Street, Suite 105

Legal Description: Parcel 1, PM- 39/18

#### Request as Approved:

To allow the establishment of a private educational facility specializing in ESL and continuing education. The facility will provide three classrooms and four employees. The class size will vary from between 4 to 8 persons with overall classroom use of 24 students at peak times. The peak period for classes is in the evening and on weekends. The property is located in the PC-11 (Newport Place Planned Community) District.

### DIRECTOR'S ACTION APPROVED – AUGUST 20, 2008

#### Application Request

The Planning Director in approving this application analyzed the proposal with regard to parking requirements and hours of operation. The detailed analysis can be found in the attached appendix. In consideration of those aspects, the Planning Director determined in this case that the proposal would not be detrimental to persons, property or improvements in the neighborhood and that the use permit as approved would be consistent with the legislative intent of Title 20 of the Newport Beach Municipal Code, and made the following findings:

#### **FINDINGS**

- 1. The property is designated "MU-H2" for "Mixed Use Horizontal Commercial" use by the Land Use Element of the General Plan. The instructional facility is a permitted use within that designation.
- 2. This project has been reviewed, and it has been determined that it is categorically exempt from the requirements of the California Environmental Quality Act under Class 1 (Existing Facilities).
- 3. The approval of Planning Director's Use Permit No. UP2008-048 (PA2008-137) will not, under the circumstances of this case, be detrimental to the health, safety, peace, morals, comfort, and general welfare of the city for the following reasons:

- The proposed use is a support use for the residential, office and commercial uses in the area.
- The facility, based on its limited class size during general business hours, will have a parking demand that can be adequately accommodated by the existing available pool of parking. The anticipated peak demand periods will not generally conflict with the peak demands of the other remaining commercial office uses on-site.

### **CONDITIONS**

- 1. Development shall be in substantial conformance with the approved site plan and floor plan, except as noted in the following conditions.
- 2. The class size and hours of operation of the facility shall be limited as follows and any increase in the class size or hours of operation shall be subject to the approval of an amendment to this use permit:

Hours: <u>Facility:</u> between 9:00 a.m. and 10:00 p.m. daily	<u>Classes:</u> One-on-one instruction and an average class size of 8- 12 persons (no more then 24 persons maximum) during the day before 5:00 p.m. and Maximum number of persons after 5:00 p.m. as authorized by the Building Department based on occupancy requirements and the Building Code. (any combination of students and instructors)
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- 3. That at least one parking space for each 250 sq. ft. of gross floor area shall be provided and maintained for the proposed facility during the operation (4 spaces minimum).
- 4. Employees shall park on-site at all times.
- 5. If this business is sold or otherwise comes under different ownership, any future owners or assignees shall be notified of the conditions of this approval by the current business owner, property owner or leasing company.
- 6. No temporary "sandwich" signs, balloons or similar temporary signs shall be permitted, either on-site or off-site, to advertise the educational facility, unless specifically permitted in accordance with the Sign Ordinance of the Municipal Code. Temporary signs shall be prohibited in the public right-of-way, unless otherwise approved by the Public Works Department in conjunction with the issuance of an encroachment permit or encroachment agreement.

# STANDARD CITY REQUIREMENTS

1. All signs shall conform to the provisions of the Newport Place Planned Community District Regulations and Chapter 20.67 of the Municipal Code and shall only advertise and identify the primary use of the facility.

- 2. The project shall comply with State Disabled Access requirements.
- 3. The facility shall be designed to meet exiting and fire protection requirements as specified by the Uniform Building Code and shall be subject to review and approval by the Building Department.
- 4. The Planning Director or the Planning Commission may add to or modify conditions of approval to this use permit, or recommend to the City Council the revocation of this permit upon a determination that the operation which is the subject of this approval causes injury, or is detrimental to the health, safety, peace, morals, comfort, or general welfare of the community.
- 5. This approval shall expire unless exercised within 24 months from the end of the appeal period, in accordance with Section 20.91.050 of the Newport Beach Municipal Code.

#### APPEAL PERIOD

The decision of the Planning Director may be appealed by the applicant or any interested party to the Planning Commission within 14 days of the decision date. Any appeal filed shall be accompanied by a filing fee of <u>\$600.00</u>.

On behalf of Planning Director David Lepo,

Zoning Administrator Javier S. Garcia, AICP

Attachments: Appendix Vicinity Map Applicant's Project Description Site Plan and Floor Plan

#### <u>APPENDIX</u>

#### **Off-Street Parking**

The commercial office building center in which the project is proposed provides 271 onsite parking spaces. Observations of the site have consistently found a surplus of parking at various times during the business day. This may be attributed to the varying types of commercial office uses that occupy the building and their varying hours of peak demand.

The Zoning Ordinance does not establish a specific off-street parking requirement for private instructional or educational facilities. Staff has recommended and the applicant has agreed to limit the daytime sessions to class size with an average of 8-12 persons during the daytime hours. After 5:00 p.m. the instruction sessions may be increased to a total of 24 persons or more in the tenant space for all activities. The pool of available parking for the commercial building will adequately accommodate the class sizes proposed.

#### Hours of Operation

The proposed hours of operation should not present any adverse traffic or parking impacts on the other on-site uses since there is a large pool of available parking to serve the building.

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August 20, 2008 FF:\Users\PLN\Shared\PA's\PAs - 2008\PA2008-137\UP2008-048 appr.doc Page 4



# Planning Director's Use Permit UP2008-048 Project No. PA2008-137

Site Address:

# 1601 Dove Street, Suite 105

PA2008-137 for UP2008-048 1601 DOVE STREET, SUITE 105 Southern States University



DAYTON ASSOCIATES-

949 / 645-1717

2900 Silver Lane Newport Beach, CA 92660 Fax: 949 / 645-4243

**RECEIVED BY** PLANNING DEPARTMENT

06/30/08 Date:

Javier Garcia, AICP Zoning Administrator, City of Newport Beach 3300 Newport Blvd. Newport Beach, CA 92663

JUL 02 2008

# **CITY OF NEWPORT BEACH**

Conditional Use Permit for educational use at existing business complex: RE: Southern States University 1601 Dove Street, Suite 105 Newport Beach, CA 92660

#### Dear Mr. Garcia:

Southern States University is a private postsecondary educational institution. SSU has locations in San Diego and Newport Beach. At the Newport Beach location at 1601 Dove Street, Suite 105, the suite size is 1,943 SF. No tenant improvements have been required to facilitate the SSU operations in this existing tenant space. The previous tenant, Tepper Technologies, was a vocational school. There are three (3) classrooms. There are currently four (4) SSU faculty and staff members. SSU is open for classes Monday through Thursday, 9:00 AM - 12:00 PM, and Saturdays, 9:00 AM - 6:00 PM. Only staff members are present on Fridays, 8:00 AM - 5:00 PM.

SSU offers classes in English language and Business Administration. SSU meets the State of California Private Postsecondary and Vocational Education Reform Act (1998) stringent requirements and has been awarded "Institutional Approval", the highest educational status by the State of California. For more information regarding SSU, please visit the website below:

#### http://www.ssu-usa.org

SSU operations do not pose a parking problem for the existing office complex. On any given day and time there are available parking spaces among the existing 271 parking spaces on the property. Many of the SSU classes are held at times when the other general office tenants are not at peak parking demand. It is estimated that the peak faculty/staff and student parking demand will not exceed 24 parking spaces.

We request that, after review of the application materials, the Planning Director grant approval of Conditional Use Permit to SSU. Should you have any questions or concerns regarding this application, please do not hesitate to contact me.

Sincerely

Richard A. Davton California Licensed Architect C-14287 CUP processing agent for Southern States University

cc. Denise Mastro, Kevin Heinz, Southern States University



