

**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 Director, Zoning Administrator and/or Planning Department staff for the week ending November 14, 2008.

Item 1: CPS Signage and Marketing Corp on behalf of property owner Stonewood Birch, LLC – Comprehensive Sign Program CS2008-006 (PA2008-141)
4229 Birch Street

The Zoning Administrator approved the Comprehensive Sign Program for a multi-tenant commercial building located at 4229 Birch Street (includes individual suites). The program includes: primary wall signage and the provision or allowance for secondary wall signs on a limited basis or location as well as sign parameters for the proposed monument sign for project identification and tenants.

Approved – November 14, 2008

Council District 4

Prepared and submitted by:



Javier S. Garcia, Zoning Administrator

APPEAL:

The decision of the Zoning Administrator may be appealed to the Planning Commission within 14 days of the action date. A \$1,810.00 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)
Jim Campbell, Senior Planner (e-mail)
Code Enforcement Division (e-mail)
Sgt. Ron Vallercamp, Vice/Narcotics (e-mail)
Iris Lee, Public Works (e-mail)
Evelyn Tseng, Revenue (e-mail)



Comprehensive Sign Program No. CS2008-006
(PA2008-141)

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

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

APPLICATION: Comprehensive Sign Program CS2008-006 (PA2008-141)

**APPLICANT: CPS Signage and Marketing Corp,
on behalf of property owner Stonewood Birch, LLC**

LOCATION: 4229 BIRCH STREET

Request and Authority:

Comprehensive Sign Program for a multi-tenant commercial building. The Sign Code, Chapter 20.67 of the Newport Beach Municipal Code (NBMC), 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 APF (Administrative, Professional, Financial) District.

ACTION: APPROVED – NOVEMBER 14, 2008 - The Zoning Administrator approved the Comprehensive Sign Program as modified in the attached Table/Matrix.

FINDINGS

1. The Land Use Element of the General Plan designates the site for "Airport Office and Supporting" land uses. The commercial office/multi-tenant commercial 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 sign 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 tenants that face two different sides of the property.
- The 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 supersedes the previous approval of Modification Permit No. 3146, approved in 1986.

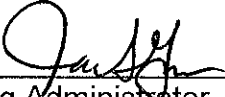
CONDITIONS

1. The development shall be in substantial conformance with the approved plot plan and sign details, except as noted in the following conditions.
2. Modification Permit No. 3146 that was approved on February 25, 1986 is rendered null and void by this approval.
3. The area of the primary and secondary identification wall signs shall be measured by two perpendicular sets of parallel lines that surround the proposed sign copy area.
4. The monument sign shall be located a minimum of 5 feet from the front property line and shall not exceed an average height of 7 feet 2 inches in accordance with Chapter 20.67 of the NBMC and as approved by this sign program. Future replacement of the monument sign (including change of the sign cabinet) shall require an amendment to this approval and may require a reduction in the overall height of the sign structure.
5. 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) and any future Sign Code Requirements or amendments.
6. 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.
7. 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.

8. 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.
9. A building permit shall be obtained prior to commencement of installation of the signs.
10. 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.
11. 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.
12. 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 \$1,810.00 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 applicant requests the approval of a Comprehensive Sign Program for a multi-tenant commercial building located at 4229 Birch Street (includes individual suites). The program includes: primary wall signage and the provision or allowance for secondary wall signs on a limited basis or location as well as sign parameters for the proposed monument sign for project identification and tenants.

The Zoning Administrator has determined that the project 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 tenant signs and the limitations on the number, location and area of secondary frontage signs is consistent with the provisions of the Sign Code.
- The size of the project identification monument sign has been addressed and will be required to comply with the Sign Code requirements regarding illumination.

Additionally, the previous approval of Modification Permit No. 3146 is rendered null and void by this approval since the provisions provided herein are more comprehensive as applies to all tenants and signs on the property. The required dimension from property line was proposed at 43 inches where the Sign Code otherwise requires 5 feet. The approval requires compliance with the 5 foot setback requirement and is also subject to approval by the Public Works Department for sight distance.

TABLE-MATRIX – 4229 Birch Street

Comprehensive Sign Program CS2008-006(PA2008-141)

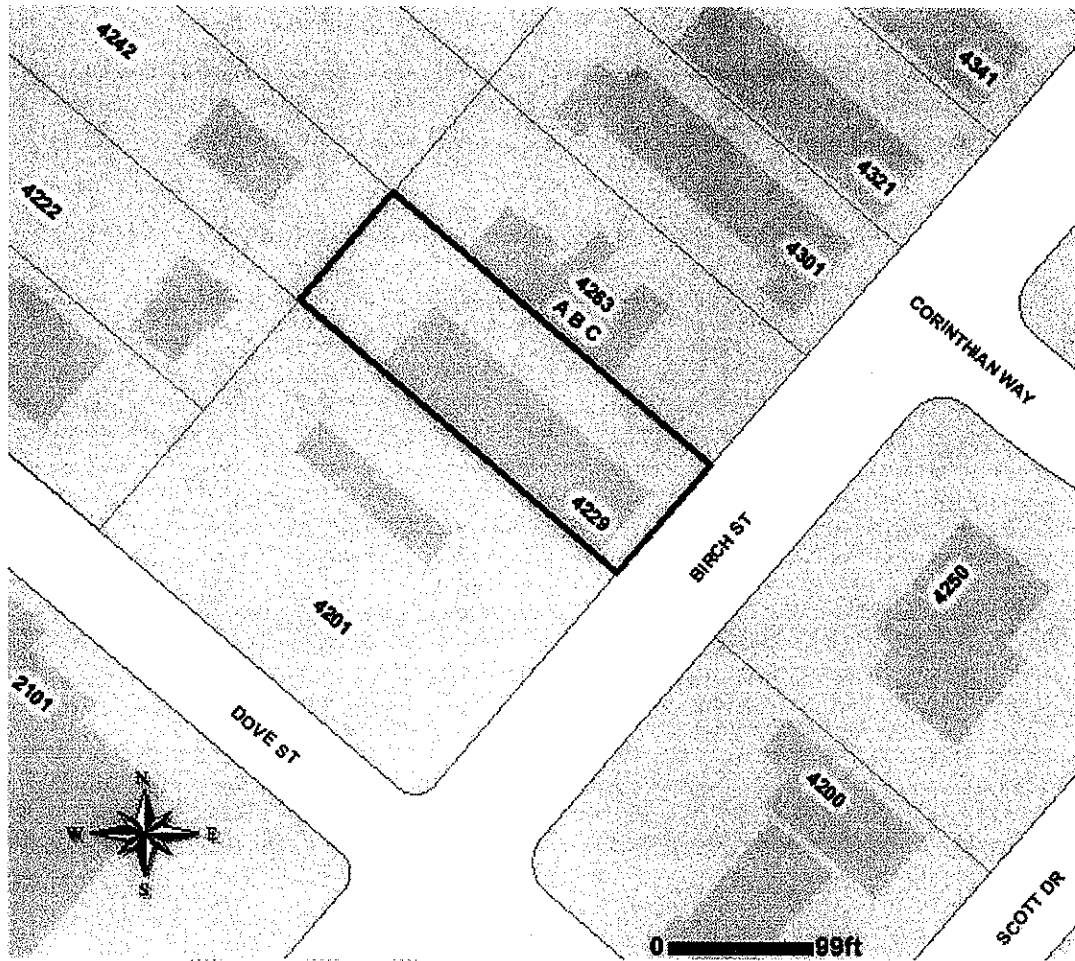
Frontage Designations:			
	Birch Street Elevation		
	Parking Lot side		

Suite No.	Primary Frontage	Secondary Frontage
Suites 1 and 2 Possible Future Tenants	<u>Birch Street Elevation</u> One wall sign only for each tenant. 1.5 square feet/linear foot of store frontage or max area <u>75 sq ft., whichever is less.</u> Maximum vertical dimension, sign or logos: 36 inches Comply with the provisions of Section 20.67.080	NONE ALLOWED
Suite 3 Possible Future Tenant	<u>Birch Street Elevation</u> One wall sign only for this tenant. 1.5 square feet/linear foot of tenant frontage or max area <u>75 sq ft., whichever is less.</u> Maximum vertical dimension, sign or logos, Maximum height of letters or logos 36 inches Comply with the provisions of Section 20.67.080	<u>Parking Lot Elevation</u> One wall sign only for this tenant frontage. 50% of the allowed area of primary sign or max area <u>37.5 sq ft. whichever is less.</u> Maximum vertical dimension, sign or logos 36 inches
Suites 4, 5, 6, 7, and 8 Existing and Possible Future Tenants	<u>Parking Lot Elevation</u> One wall sign only for this tenant. 1.5 square feet/linear foot of tenant frontage or max area <u>75 sq ft., whichever is less.</u> Maximum vertical dimension, sign or logos, 36 inches Comply with the provisions of Section 20.67.080	Secondary Signs prohibited on all other building elevations for these tenants.
Project Identification Sign-Monument	<u>Birch Street within Front Yard Setback</u> One sign only, minimum 5 feet from property line. Maximum Overall Average Height 86 inches. Maximum Width/Length 5 feet 6 inches. Multi-tenant identification permitted. Internal Illumination Prohibited. Shall comply with sight distance requirements.	
ADDRESS PLATE:	Minimum numeral height 6 inches Allowed on monument sign and on building elevations	

NOTE: Area is the area measured by two perpendicular sets of parallel lines that surround the proposed logo and sign copy. Tenant spaces are entitled to only one sign on their storefront as specified above subject to the approval of the Planning Department. If tenant spaces are demised or combined, each tenant will be allowed one sign for their storefront commensurate with the provisions above and subject to review and approval by the Planning Department.

Compliance Required: Signs shall also comply with the provisions of Section 20.67.080 of the Newport Beach Municipal Code, Standards for Specific Types of Permanent Signs. Those provisions include, but are not limited to, maximum horizontal dimension limited to 50% of tenant frontage, translucent face **SHALL NOT** be internally illuminated, illuminated sign face shall have opaque background and/or translucent letters or logo only.

VICINITY MAP



Comprehensive Sign Program CS2008-006
PA2008-141

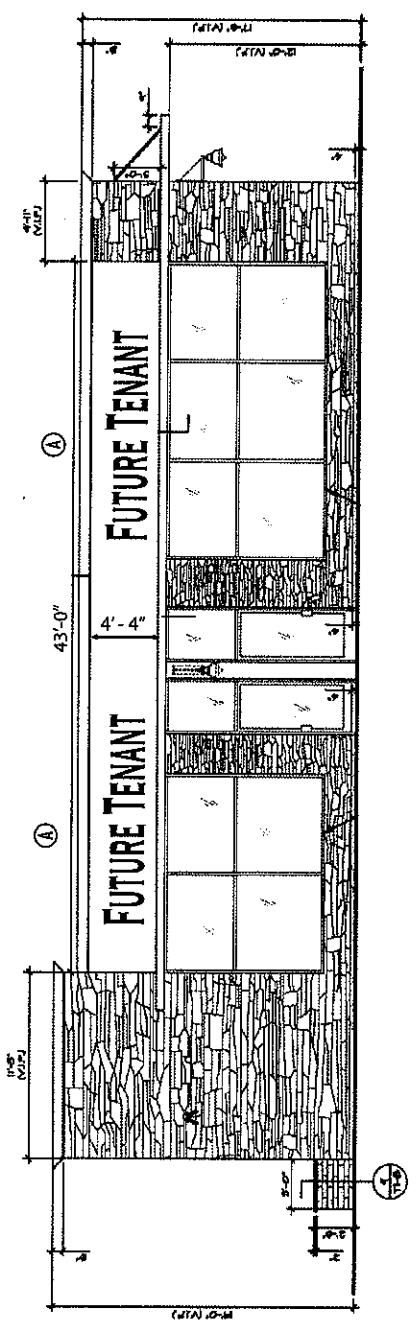
LOCATION: 4229 BIRCH STREET

REVISIONS	
4-21-08	CP
5-14-08	CP
10-6-08	CW

144 Home: STONEWOOD PROPERTIES
 Address: 4229 BIRCH STREET
 CPS Signage & Marketing Corp. • Son Dimsos Office: 138 W. Bonita Ave., San Dimas, CA 91773 Office: (909) 394-1317 Fax: (909) 599-1863
 Revado Office: 9216 Sycamore St., Los Vegas, NV 89143 Office: (702) 656-5781 Fax: (702) 645-8877
 Costa Mesa Office: 3187-C Arroyo Ave., Costa Mesa, CA 92626 Office: (714) 929-7195 Fax: (714) 546-5071
 Note: This is an unprinted drawing, created for your personal use, submitted in connection with a project. It is not to be reproduced, copied or exhibited in any form without the written consent of CPS Signage & Marketing Corp.

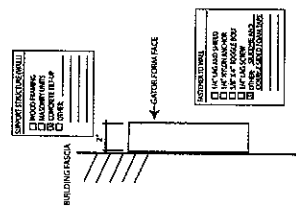
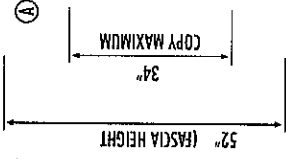
CPS SIGNAGE & MARKETING CORP.
 138 W. BONITA AVE.
 SAN DIMAS, CA 91773
 (909) 394-1317
 (909) 599-1863

DATE: 03/12/08
 SCALE: NOTED
 DRAWN: BA
 JOB #: 08117



- (A) NEW GATOR FOAM INDIVIDUAL WALL SIGNS
- 2" DEEP GATOR FOAM INDIVIDUAL LETTERS. RETURNS TO BE PAINTED WITH AUTOMATIC GRADE ACRYLIC POLYURETHANE SEMI-GLOSS ENAMEL FINISH (ICI #800Y 41/7165)
- FACES - TO MATCH COLOR OF TENANT COPY LAYOUT
- NOB-ILLUMINATION

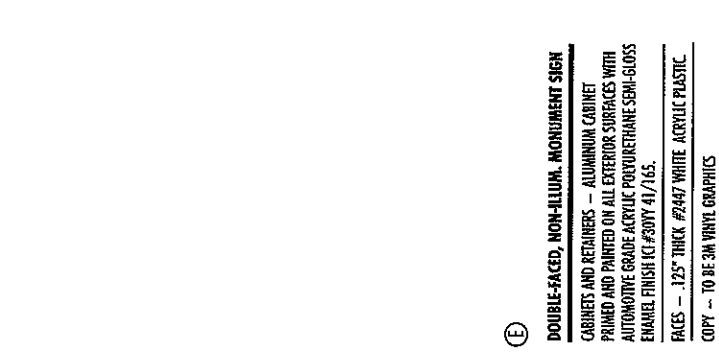
FUTURE TENANT



REVISIONS	
4-21-08	CP
5-14-08	CP
9-9-08	CW
9-17-08	CW
10-6-08	CW

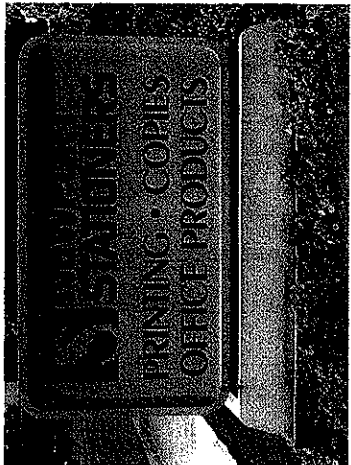
Job Name: STONEWOOD PROPERTIES
 Address: 4229 BIRCH STREET
 CPS Signage & Marketing Corp., 188 W. Banta Ave., Sonoma, CA 94965
 (707) 654-5201 Fax: (707) 645-8872
 9216 Seaside St., Los Angeles, CA 90044
 (310) 544-5071 Fax: (310) 544-5071
 3167 S. Main St., San Diego, CA 92108
 (619) 599-1363 Fax: (619) 599-1363
 10000 Wilshire Blvd., Suite 1000, Beverly Hills, CA 90210
 (310) 274-4444 Fax: (310) 274-4444
 10000 Wilshire Blvd., Suite 1000, Beverly Hills, CA 90210
 (310) 274-4444 Fax: (310) 274-4444

DATE	03/12/08
SCALE	NOTED
DRAWN	BA
JOB #	08117



- DOUBLE-FACED, NON-ILLUM. MONUMENT SIGN
- CABINETS AND RETAINERS - ALUMINUM CABINET
- PRIMED AND PAINTED ON ALL EXTERIOR SURFACES WITH
- AUTOMOTIVE GRADE ACRYLIC POLYURETHANE SEMI-GLOSS
- ENAMEL FINISH (ICI #300Y 41/165).
- FACES - .125" THICK #2447 WHITE ACRYLIC PLASTIC
- COPY - TO BE 3M VINYL GRAPHICS
- NON-ILLUMINATION
- CUT CONCRETE BASE TO NEW SIZE. COVER EXISTING BASE
- WITH SPARKSTONE, SHOCK STACK (TM) LEDGER.
- CLEARCOAT STONE
- ADDRESS NUMBERS TO BE BRUSHED ALUMINUM 6" HIGH
- BY 1/4" THICK, PEGGED 1/8" OFF STONE BASE.

SCOPE: REPLACE EXISTING MONUMENT SIGN WITH NEW 7'-2" HIGH BY 5'-6" WIDE MONUMENT SIGN ON EXISTING POLE/FOOTING.

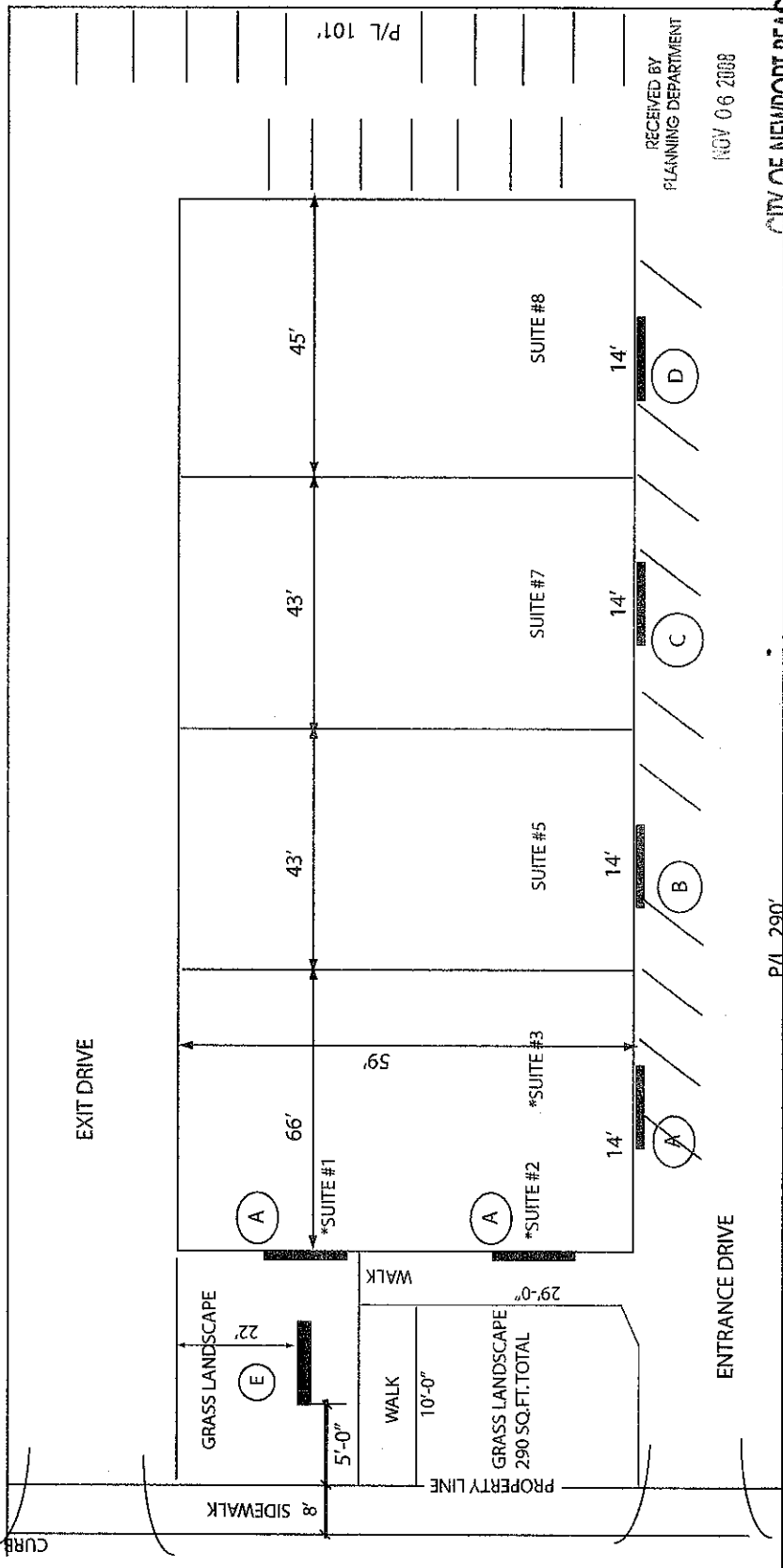


EXISTING MONUMENT SIGN
(REMOVE AND DISPOSE)

STONEWOOD PROPERTIES

4229 BIRCH STREET, NEWPORT BEACH, CA

PLOT PLAN



RECEIVED BY
PLANNING DEPARTMENT
NOV 06 2008

CITY OF NEWPORT BEACH
NTS
SHEET 0001

P/L 290'

REVISIONS	DATE	BY
CP	4-21-08	
CW	6-26-08	
CW	9-9-08	
CW	9-31-08	
CW	10-6-08	

Job Name: STONEWOOD PROPERTIES
Address: 4229 BIRCH STREET
City: NEWPORT BEACH, CA
CPS Signage & Marketing Corp. • San Dimas Office: 198 W. Banta Ave., San Dimas, CA 91773 Office: (909) 894-1317 Fax: (909) 599-1363
Costa Mesa Office: 3187 E. Roway Ave., Costa Mesa, CA 92626 Office: (714) 799-7395 Fax: (714) 546-5071
Huntington Office: 9216 Stillmead St., Huntington, NY 09143 Office: (702) 656-5701 Fax: (702) 645-0877
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PA2008-141 for CS2008-006
4229 BIRCH STREET
CPS Signage and Marketing Corp

CPS
SIGNAGE & MARKETING CORP
CPS INC. 3772979
TEL: 909 894 1317

DATE: 09/12/08
SCALE: NOTED
DRAWN: BA
JOB #: 08117