

**CITY OF NEWPORT BEACH
PLANNING DEPARTMENT ACTION REPORT**

TO: CITY COUNCIL, CITY MANAGER AND PLANNING COMMISSION

FROM: James W. Campbell, Acting Planning Director

SUBJECT: Report of actions taken by the Zoning Administrator, Planning Director and/or Planning Department staff for the week ending September 17, 2010

ACTIONS TAKEN AT SEPTEMBER 16, 2010 ZONING ADMINISTRATOR HEARING

Item 1: Bayside Village Signs – Modification Permit No. MD2010-005 (PA2010-021)
300 E. Coast Highway

This item was approved.

Council District 5

ACTIONS TAKEN BY THE PLANNING DIRECTOR OR PLANNING DEPARTMENT STAFF

Item 2: Coco's Comprehensive Sign Program – Comprehensive Sign No. CS2010-002
(PA2010-100)
3446 East Coast Highway

This item was approved on September 16, 2010

Council District 6

Item 3: Fashion Island Restaurant Identification Monument Sign
Staff Approval No. SA2010-010 (PA2010-118)
455 Newport Center Drive

This item was approved on September 16, 2010

Council District #

On behalf of James W. Campbell, Acting Planning Director:



Patrick J. Alford, Planning Manager

APPEAL PERIOD: Modification Permit applications do not become effective until 14 days after the date of action, during which time an appeal may be filed with the Planning Commission Secretary in accordance with the provisions of the Newport Beach Municipal Code. Tentative Parcel Map, Condominium Conversion, Lot Merger, and Lot Line Adjustment applications do not become effective until 10 days following the date of action, during which time an appeal may be filed with the Planning Commission Secretary in accordance with the provisions of the Newport Beach Municipal Code.

Email Dana Smith, Assistant City Manager
Leonie Mulvihill, Assistant City Attorney
David Keely, Public Works Senior Civil Engineer
Code Enforcement Division



ZONING ADMINISTRATOR ACTION LETTER

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

Application No. **Modification Permit No. MD2010-005 (PA2010-021)**
Applicant **Milagra Design & Development**
Site Address **300 E. Coast Highway**
 Bayside Village Signs
Legal Description **Parcels 2 and 3 of Resubdivision 0995**

On **September 16, 2010**, the Zoning Administrator approved the following: A modification permit application for five freestanding, monument signs that will deviate from the Zoning Code standards for sign location, sign number, and sign size. The project includes two commercial monument signs and three residential community identification monument signs. One commercial sign is proposed to be located on the northwest corner of the East Coast Highway and Bayside Drive intersection. The other commercial sign is proposed as identification for the marina entrance. The third sign is a proposed residential community identification sign at the northeast corner of the East Coast Highway and Bayside Drive intersection. The fourth and fifth signs off of Bayside Drive are additional identification signs for the residential properties located at the other two primary entrances. Two of the proposed signs would be located off-site on the adjacent right-of-way and will require approval from the California Department of Transportation. The approval includes deviations from Zoning Code standards including one additional freestanding sign for the commercial use, one residential community sign that is eight (8) square feet over the maximum area allowed, and two off-site signs located in the right-of-way adjacent to East Coast Highway. The property is located in the PC-9 (Bayside Village Boat Launch and Storage/PC-1-MHP (Bayside Village Mobile Home Park with Mobile Home Park Overlay District.

The Zoning Administrator determined in this case that the proposed Modification Permit is consistent with the legislative intent of Title 20 of the Newport Beach Municipal Code and is approved based on the following findings per Section 20.93.030 and subject to the conditions below:

Findings

1. **Finding:** The granting of the application is necessary due to the practical difficulties associated with the property and that the strict application of the Zoning Code results in physical hardships that are inconsistent with the purpose and intent of the Zoning Code.

Facts in Support of Finding:

- Section 20.67.070 (Standards for Permanent Signs) of the Zoning Code allows for 2 signs per primary entrance for Residential Community identification. However, the subject property has two distinct uses on the site, the mobile home park (residential) and the Marina (commercial). The strict application of the Zoning Code would not allow for the number and size of signs necessary for this atypical site.
- This site is unique in that it has three entrances. The main entrance to the Bayside Village residential community is off of East Coast Highway, a main thoroughfare with a speed limit of 45 miles per hour west of Bayside Drive and 50 miles per hour east of Bayside Drive. From Bayside Drive there is an entrance for the Marina and two entrances for Bayside Village. The Marina entrance is difficult to see from East Coast Highway.

2. **Finding:** The requested modification will be compatible with existing development in the neighborhood.

Facts in Support of Finding:

- Several commercial properties along Coast Highway near the subject property contain free standing signs.
- The two directional signs for the north and south side entrances will not be visible from Coast Highway.

3. **Finding:** The granting of such an application will not adversely affect the health or safety of persons residing or working in the neighborhood of the property and will not be detrimental to the general welfare or injurious to property or improvements in the neighborhood.

Facts in Support of Finding:

- The signs will not interfere with sight distance from any street or driveway.
- Adequate signage and tenant identification will improve traffic circulation by providing greater visibility to people trying to locate the Marina and the Bayside Village residential community.
- The number and size of the tenant identification signs will not contribute to an overabundance of signs that will have a detrimental effect on the neighborhood.

- The signage is intended to promote economic viability for the property and the surrounding area through better sign visibility.
- The proposed signage will not obstruct public views from adjacent public roadways or parks because there are no public views through or across the subject property that are affected by the proposed project. Coast Highway is a coastal view road, but the proposed signs adjacent to this street do not block any public views and are smaller than the fences located behind the signs.

Conditions

1. The development shall be in substantial conformance with the approved plot plan, floor plans and elevations, except as noted in the following conditions.
2. Anything not specifically approved by this Modification Permit is prohibited and must be addressed in a separate and subsequent Modification Permit review.
3. The following existing signs must be removed in conjunction with the installation of the proposed signs: the sign on the northeast corner of the intersection of East Coast Highway and Bayside Drive, the administrative office sign on the south side of Bayside Drive, the entrance sign on the north side of Bayside Drive, and any unpermitted temporary banners.
4. 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.
5. A building permit shall be obtained prior to commencement of the construction.
6. A copy of this approval letter shall be incorporated into the Building Department and field sets of plans prior to issuance of the building permits.
7. Final location of the monuments signs shall be reviewed by the Traffic Engineer and conform to City Standard STD-110-L.
8. If any of the existing public improvements surrounding the site is damaged by private work, new concrete sidewalk, curb and gutter, street pavement, and other public improvements will be required by the City at the time of private construction completion. Said determination and the extent of the repair work shall be made at the discretion of the Public Works inspector.
9. All work performed within the public right-of-way shall be reviewed and approved by the Public Works Department under a Temporary Street Closure Permit and/or Encroachment Permit/Agreement, if required.

10. Approval is required from the California Department of Transportation prior to issuance of a building permit.
11. This approval shall expire unless exercised within 24 months from the approval date, as specified in Section 20.93.050 (A) of the Newport Beach Municipal Code. Prior to the expiration date of this approval, an extension may be approved in accordance with Section 20.93.050 (B) of the Newport Beach Municipal Code. Requests for an extension must be in writing.

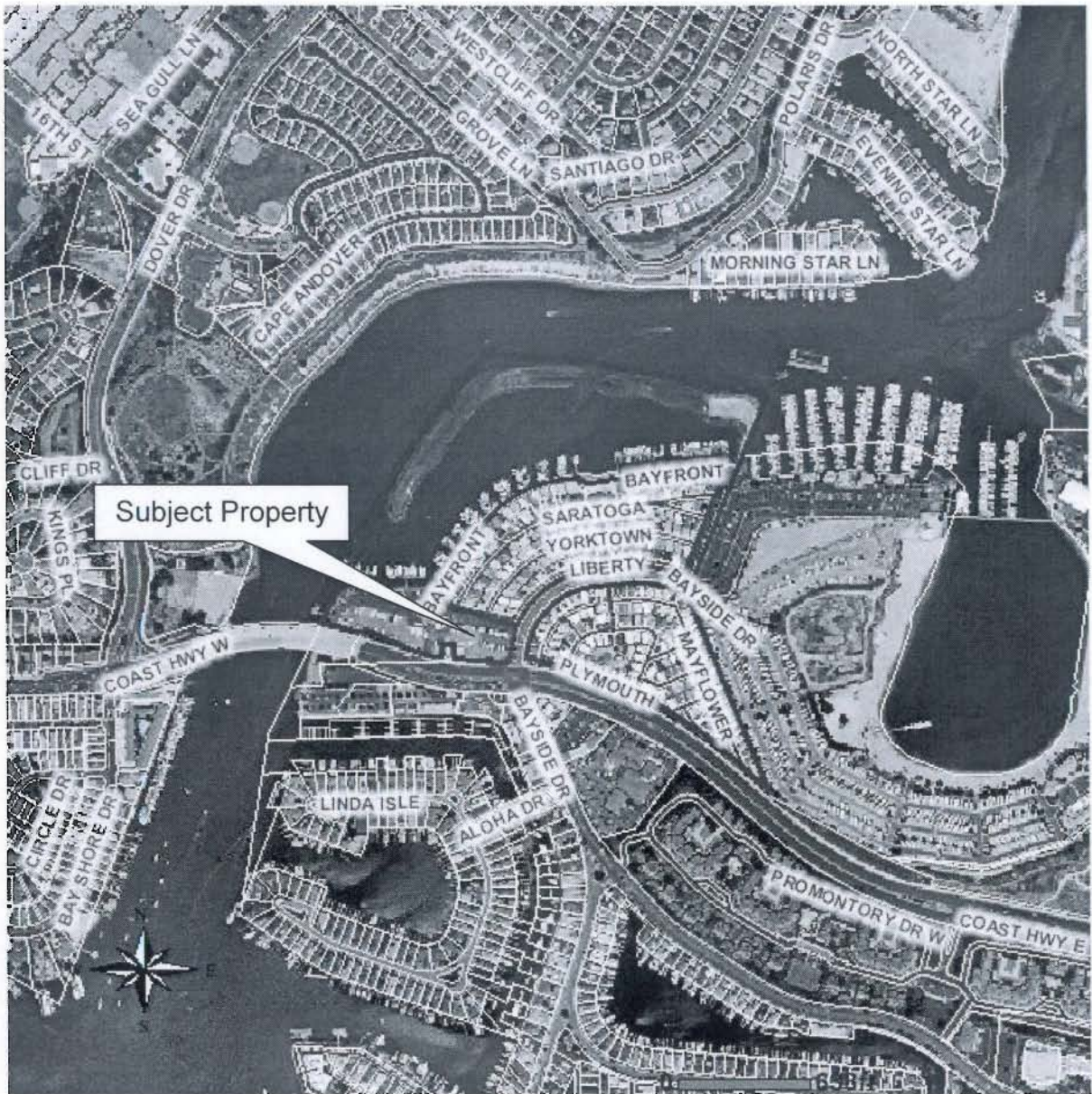
APPEAL PERIOD: Modification Permit applications do not become effective until 14 days after the date of action, during which time an appeal may be filed with the Planning Commission Secretary in accordance with the provisions of the Newport Beach Municipal Code. Tentative Parcel Map, Condominium Conversion, Lot Merger, and Lot Line Adjustment applications do not become effective until 10 days following the date of action, during which time an appeal may be filed with the Planning Commission Secretary in accordance with the provisions of the Newport Beach Municipal Code. For additional information on filing an appeal, contact the Planning Department at 949 644-3200.

By: 
James W. Campbell, Zoning Administrator

JWC/fn

Attachments: Vicinity Map

VICINITY MAP



Modification Permit No. MD2010-005
PA2010-021

300 E. Coast Highway



ZONING ADMINISTRATOR ACTION LETTER

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

Application No.	Comprehensive Sign Program No. CS2010-002 (PA2010-100)
Applicant	Chris Schell
Site Address	3446 East Coast Highway Coco's Comprehensive Sign Program
Legal Description	Lot 4 and 5, Block T, Tract 323

On **September 16, 2010**, the Zoning Administrator approved the following: Approval for Comprehensive Sign Program for an existing commercial building in accordance with the provisions of Section 20.67.030 (Sign Code) of the Newport Beach Municipal Code. The program includes three new wall signs, one primary and two secondary, on the East Coast Highway and Narcissus Avenue frontages. The property is located in the RSC (Retail Service Commercial) District. The approval allows for one additional secondary sign, an increase in the area of the secondary signs and relief from the 30-foot separation requirements for wall signs. The approval is based on the following findings and subject to the following conditions.

FINDINGS

1. The Land Use Element of the General Plan designates the site for "Corridor Commercial" (CC) land use. The signs are accessory to the primary use.
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 5 (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:
 - Comprehensive Sign Programs provide a means for flexible application of sign regulations.
 - 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 approved Comprehensive Sign Program will integrate wall signs on the three sides of the building into a single-sign design theme that will create a unified architectural statement.
- There is a reasonable need for the number and size of signs to provide adequate identification of the tenant, which faces two different streets.
- The proposed sign program, as conditioned, will not interfere with sight distance from any street, alley or driveway.
- Pursuant to Chapter 20.67 of the Zoning Code, the Zoning Administrator has the authority to allow an additional number of signs. In this case, the fascias of the tower entry element have a different orientation than the main building frontages and is taller than primary portion of the building. This additional sign is compatible with the design and architecture of the tower entry feature and the overall development of the site.
- Pursuant to Chapter 20.67 of the Zoning Code, the Zoning Administrator has the authority to approve a 30 percent increase in sign size. The two secondary signs that cumulatively exceed the base sign area limit are of an appropriate size and scale in relation to the tower entry element and the size of the fascias on which they will be located.
- Pursuant to Chapter 20.67 of the Zoning Code, the Zoning Administrator has the authority to allow signs to be located closer than 30-feet of each other. The two secondary signs will be located 11 feet from each other. In this case, the secondary signs are compatible in size and location given the design and size of the tower entry element.

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. Wall signs, are limited to the designated building facades and shall comply with the limitations specified in the Sign Matrix/Table included in this approval and the provisions of Chapter 20.67 of the Newport Beach Municipal Code.
4. 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.

5. 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 Director, 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 wall signs shall be exercised as necessary.
6. 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.
7. A building permit shall be obtained prior to commencement of installation of the signs.
8. 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.
9. 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.
10. This approval shall expire unless exercised within 24 months from the date of approval as specified in Section 20.95.050 of the Newport Beach Municipal Code, unless an extension is approved prior to the expiration date of this approval, in accordance with Section 20.93.055 (B) of the Newport Beach Municipal Code.
11. 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 COCO'S COMPREHENSIVE SIGN PROGRAM including, but not limited to, the CS2010-002. 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

The applicant or any interested party may appeal the decision of the Planning Director, Zoning Administrator and department staff to the Planning Commission by a written request to the Planning Director within 14 days of the action date. A \$4,280.00 filing fee shall accompany any appeal filed. For additional information on filing an appeal, contact the Planning Department at 949 644-3200.

By: 
Gregg Ramirez, Zoning Administrator

GR/rb

Attachments: ZA 1 Vicinity Map
 ZA 2 Appendix and Sign Matrix Table
 ZA 3 Project Plans

VICINITY MAP



Comprehensive Sign No. CS2010-002
PA2010-100

3446 East Coast Highway

APPENDIX

The comprehensive sign program will deviate from the requirements as depicted in Chapter 20.67 (Signs) of the Zoning Code as follows:

1. Two secondary wall signs where the standards allow one.
2. An increase in sign area for the secondary wall signs
3. The secondary signs on the tower entry element will not provide the minimum 30-foot separation.

Pursuant to Section 20.67.070 of the Zoning Code (Standards for Permanent Signs), secondary frontage signs are permitted up to 50 percent of the sign area allowed for primary frontage signs. In this case, with a 43 foot 2 inch building frontage, the maximum size for a primary sign is 64.75 square feet. The maximum size of a secondary sign would be 32.375 square feet.

- Section 20.67.120 of the Zoning Code (Comprehensive Sign Program), allows the Zoning Administrator to approve an increase in sign area up to 30 percent, which would allow up to 42 square feet. Pursuant to the same section, deviations are allowed with regard to total number of signs. The applicant has proposed two, 21-square-foot secondary wall signs, which will not exceed the 30 percent increase allowed with the approval of a comprehensive sign permit.

Pursuant to Section 20.67.080.I of the Zoning Code (Wall Signs), signs located on adjacent walls on the same building shall be separated by a minimum of 30 feet measured along the exterior walls of the building.

- Pursuant to Section 20.67. 120 (Comprehensive Sign Program) of the Zoning Code, deviations are allowed with regard to location of the signs. The applicant has proposed to separate the signs on the tower entry element by 11 feet measured along the exterior walls of the building.

The deviations from the requirements of 20.67 will enhance the overall development and will accomplish the purposes and intent of the Zoning Code. The justification is based on design and orientation of the tower entry element.

COMPREHENSIVE SIGN PROGRAM MATRIX

Comprehensive Sign Program No. CS2010-002 (PA2010-100)

Frontage Designations:		
	East Coast Highway	
	Narcissus Avenue	

(LF = Linear Feet / SF = Square Feet)

Site Address	Primary Frontage Along East Coast Highway	Secondary Frontage Narcissus Avenue
3446 East Coast Highway	Two signs only for this tenant frontage. <u>Sign Type: A</u> Maximum SF: 32 (Tenant LF: 43'-2") Maximum vertical dimension: 4'-7" <u>Sign Type: B</u> Maximum SF: 21 (Tenant LF: 17'-0") Maximum vertical dimension: 3'-9"	One sign only for this frontage. <u>Sign Type: B</u> Maximum SF: 21 (Tenant LF: 17'-0") Maximum vertical dimension: 3'-9"

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.

COCO'S RESTAURANT SIGN PROGRAM

COCO'STM

Bakery  Restaurant



PA2010-100 for CS2010-002
3446 East Coast Highway
Signage Solutions

Install Address:

3446 East Coast Highway
Corona Del Mar, CA 92625

DESIGNER: G.O.

DATE: 7/6/10

PAGE 1 OF 6



INVENTORY & RECOMMENDATIONS DETAIL

INVENTORY

SIGN :

A

SFW

SIGN TYPE :

SINGLE FACE WALL SIGN

HEIGHT / LENGTH :

5'-6 $\frac{1}{4}$ " x 7'- $\frac{1}{4}$ "

COMMENTS :



RECOMMENDATION

RECOMMENDED ACTION :

REMOVE AND REPLACE
W/ NEW SIGN

RECOMMENDED SIGN :

WALL SIGN (31.5 SQ FT)

QUANTITY :

1

HEIGHT / LENGTH :

4'-6 $\frac{1}{4}$ " x 7'- $\frac{1}{4}$ "

WALL REPAIR ACTION :

COMMENTS :

PAINT CABINET TO MATCH
DYNACAL #DS8827



Install Address:

3446 East Coast Highway
Corona Del Mar, CA 92625

DESIGNER: G.O.

DATE: 7/6/10

PAGE 2 OF 6



INVENTORY & RECOMMENDATIONS DETAIL

INVENTORY

SIGN :

B-1 B-2

CLF

SIGN TYPE :

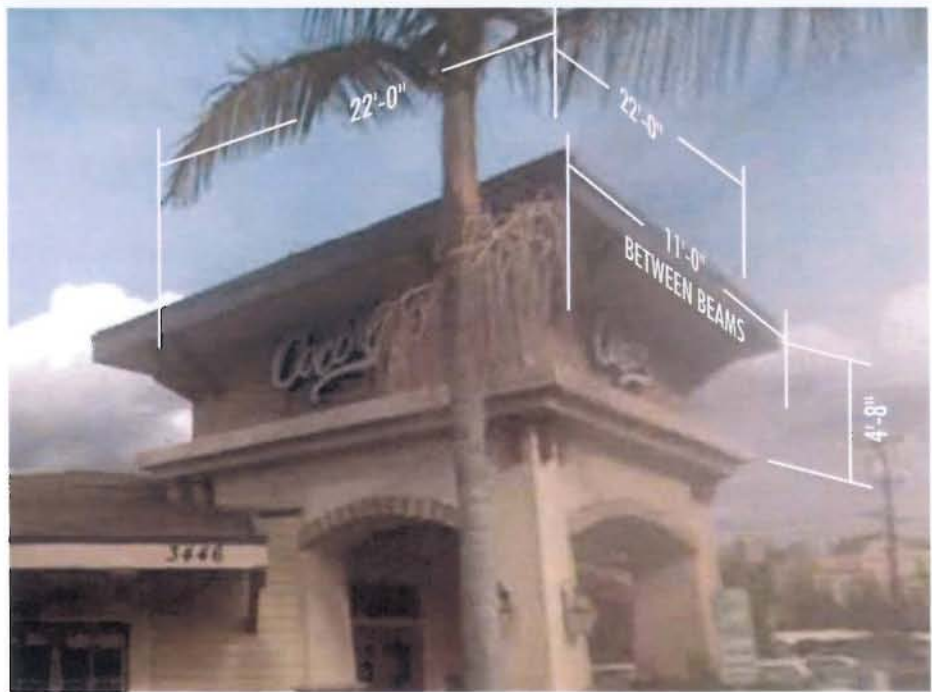
CHANNEL LETTERS W/
FACES ILLUMINATED

HEIGHT / LENGTH :

45" X 11'

COMMENTS :

REMOVE ALL EXISTING COCO'S
ELEC. EXTERIOR SIGNAGE



RECOMMENDATION

RECOMMENDED ACTION :

REMOVE AND REPLACE

RECOMMENDED SIGN :

CHANNEL LETTERS

QUANTITY :

2

HEIGHT / LENGTH :

71 1/4" X 42 1/2"

WALL REPAIR ACTION :

COMMENTS :

CENTERED HORIZONTALLY &
VERTICALLY ON FASCIA



Install Address:

3446 East Coast Highway
Corona Del Mar, CA 92625

DESIGNER: KEVIN BERRY

DATE: 7/6/10

PAGE 3 OF 6



FACE INSERTS



Note: All work to comply with 2007 Calif. Building Codes and 2008 Calif. Energy Efficient Standards for sign lighting



VINYL	
V-1	TRANSL. "MARIGOLD #3630-75
V-2	3M 3630-129 TRANSL. BRONZE
V-3	DYNACAL #DS8827
MATERIALS	
M-1	3/16" WHITE ACRYLIC

ELEC. NOTES

Electrical disconnect switch for sign to be accessible to service/maintenance personnel.

provide 20 amp dedicated circuit for signage with automatic time clock control.

sign installer to identify sign circuit breaker and update electrical panel directory.

MATERIALS

M-1 3/16" WHITE ACRYLIC

M-2 .080 ALUMINUM

VINYL

V-1 TRANSL. "MARIGOLD #3630-75

V-2 3M 3630-129 TRANSL. BRONZE

PAINT

P-1 PTH DYNACAL #DS8827

LIGHTING

L-1 WHITE FLUORESCENT TUBES

ELECTRICAL REQUIREMENTS

Approx. A load (amps)
(1) 120V 20A circuit req'd

UL labels required away from public view.

Install Address:

3446 East Coast Highway
Corona Del Mar, CA 92625

DESIGNER: KEVIN BERRY

DATE: 7/6/10

PAGE 4 OF 6

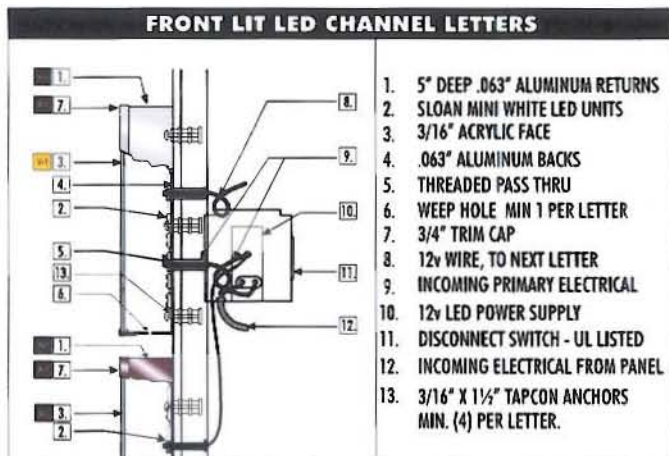


CHANNEL LETTERS

B-1 B-2



A	B	C	D	SQ. FT.
30"	71 1/4"	10 3/4"	42 1/2"	20.6



ELECTRICAL REQUIREMENTS

Approx. A load (amps)
(1) 120V 20A circuit req'd

UL labels required away
from public view.

Note: All work to comply with
2007 Calif. Building Codes and
2008 Calif. Energy Efficient
Standards for sign lighting

MATERIALS

M-1	3/16" WHITE ACRYLIC
M-2	3/4" TRIMCAP
M-3	.060 ALUMINUM
M-4	3/16" WHITE ACRYLIC
M-5	.080 FLAT CUT OUT
VINYLS	
V-1	TRANSL "MARIGOLD #3630-75
V-2	3M 3630-129 TRANSL. BRONZE
PAINT	
P-1	PTH DYNACAL #DS8827
P-2	PTH 3M "MARIGOLD #3630-75
LIGHTING	
L-1	WHITE MINI-LED

ELEC. NOTES

Electrical disconnect switch for
sign to be accessible to service/
maintenance personnel.

provide 20 amp dedicated
circuit for signage with
automatic time clock control.

sign installer to identify sign
circuit breaker and update
electrical panel directory.



Install Address:

3446 East Coast Highway
Corona Del Mar, CA 92625

DESIGNER: KEVIN BERRY

DATE: 7/6/10

PAGE 5 OF 6



SITEPLAN



Install Address:

3446 East Coast Highway
Corona Del Mar, CA 92625

DESIGNER: KEVIN BERRY

DATE: 7/6/10

PAGE 6 OF 6





PLANNING DIRECTOR ACTION LETTER

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

Application No.	Staff Approval No. SA2010-010 (PA2010-118)
Applicant	Irvine Company
Site Address	455 Newport Center Drive Fashion Island Restaurant Identification Monument Sign
Legal Description	Portion of Parcel 1 of LLA 2008-004

On **September 16, 2010**, the Planning Director approved the following: Request to allow the retention of an as-built freestanding sign installed without benefit of a building permit, requiring that the applicant obtain a building permit for the as-built construction. The Planning Director approved the applicant's request for relief from the height limitation for the proposed monument sign up to a maximum of 8 feet 10 inches high.

The Planned Community District Regulations limit the height of such signs to 5 feet. The sign is approximately 6 feet 5 inches wide, and 2 feet 10 inches deep. The sign is located at the intersection of Newport Center Drive and San Nicholas Drive. In accordance with the provisions of the North Newport Center Planned Community District Regulations, signs that are not consistent with the sign regulations are subject to review and approval by the Planning Director in each case. The Planning Director has the authority to limit the height and area of signs that are not consistent with the provisions of the zone. The property is located in the North Newport Center Planned Community, PC-56 District. The approval is based on the following findings and subject to the following conditions.

FINDINGS

1. The Land Use Element of the General Plan designates the site for "Regional Commercial" (CR) land use. The signs are accessory to the primary use.
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 5 (Accessory Structures).
3. The proposed request to allow the increase height for the freestanding sign is consistent with the legislative intent of Title 20, Chapter 20.67 of the Newport Beach Municipal Code and the North Newport Planned Community District Regulations with regard to the sign regulations and sign type based on the following reasons:

- The North Newport Planned Community District Regulations require Planning Director approval of signs that are not consistent with the sign regulations (exceeds permitted height) in order to provide a means for latitude in the design and display of signage for the shopping center. The proposed restaurant monument sign will replace a restaurant monument sign that was located on the opposite side of Fashion Island, but was removed due to construction of the Nordstrom parking structure expansion.
- The sign request as presented and approved is consistent with the purpose and intent of North Newport Planned Community District Regulations (Section III, F 1).
- There is a reasonable need for the increased height of the freestanding sign to provide adequate identification of the tenants of the adjoining building, since their main entries generally face away from the main vehicular thoroughfare (Newport Center Drive). Additionally, the area devoted to sign copy will not exceed the amount permitted by the planned community district regulations (50 square feet).
- The proposed sign location will not interfere with sight distance from any street, pedestrian way or driveway.

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 total text and/or logos contained on each sign face shall be measured by two perpendicular sets of parallel lines that surround the proposed sign copy area and shall not exceed 50 square feet per side, and located on a maximum of two sides only.
3. A building permit, issued by the Building Department, shall be obtained within 30 days of the date of this letter for the as-built installation of the monument sign. Prior to issuance of the building permit, a copy of the final drawings (reduced size to 11 in by 17 in) issued for the building permit shall be forwarded to the Planning Department for inclusion in this file.
4. The building permit for the as-built installation of the monument sign shall also be reviewed and approved by the Public Works Department. 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.
5. Anything not specifically approved by this Sign Request is prohibited. Revisions to the sign due to a change in the use or tenants of the building may be approved by the Planning Director or his designee, if the intent of the original approval is not affected and there is no substantial change or increase to the sign size, copy configuration, on-site location, and number authorized by this approval. Revisions that substantially


deviate from the original approval must be addressed in a separate and subsequent amendment to this Sign Request.

6. 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.
7. This approval shall expire unless exercised within 24 months from the date of approval as specified in Section 20.95.050 of the Newport Beach Municipal Code, unless an extension is approved prior to the expiration date of this approval, in accordance with Section 20.93.055 (B) of the Newport Beach Municipal Code.
8. 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 Fashion Island Restaurant Identification Monument Sign including, but not limited to SA2010-010. 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

The applicant or any interested party may appeal the decision of the Planning Director, Zoning Administrator and department staff to the Planning Commission by a written request to the Planning Director within 14 days of the action date. A \$4,280.00 filing fee shall accompany any appeal filed. For additional information on filing an appeal, contact the Planning Department at 949 644-3200.

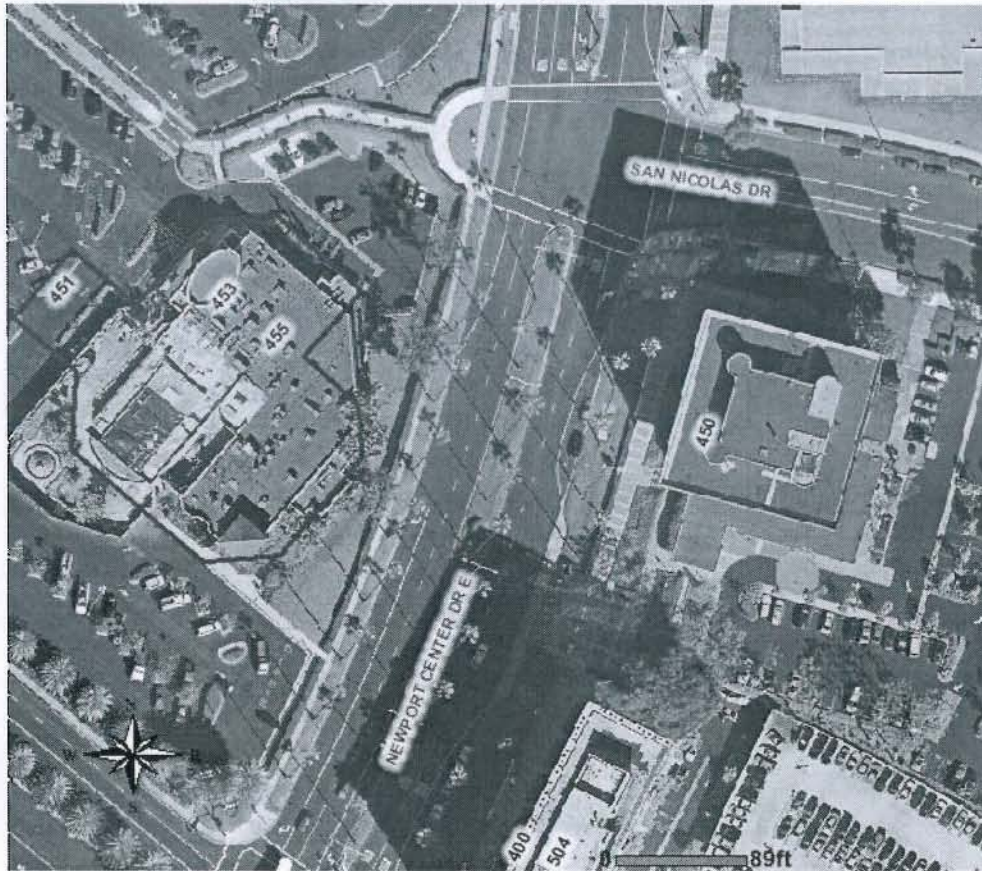
On behalf of James W. Campbell, Acting Planning Director

By: 
Javier S. Garcia AICP, Senior Planner

PJA/jsg

Attachments: Vicinity Map
Applicant's Project Description
Project Plans (Site Plan, New Sign Plan, and Old Sign Plan)

VICINITY MAP

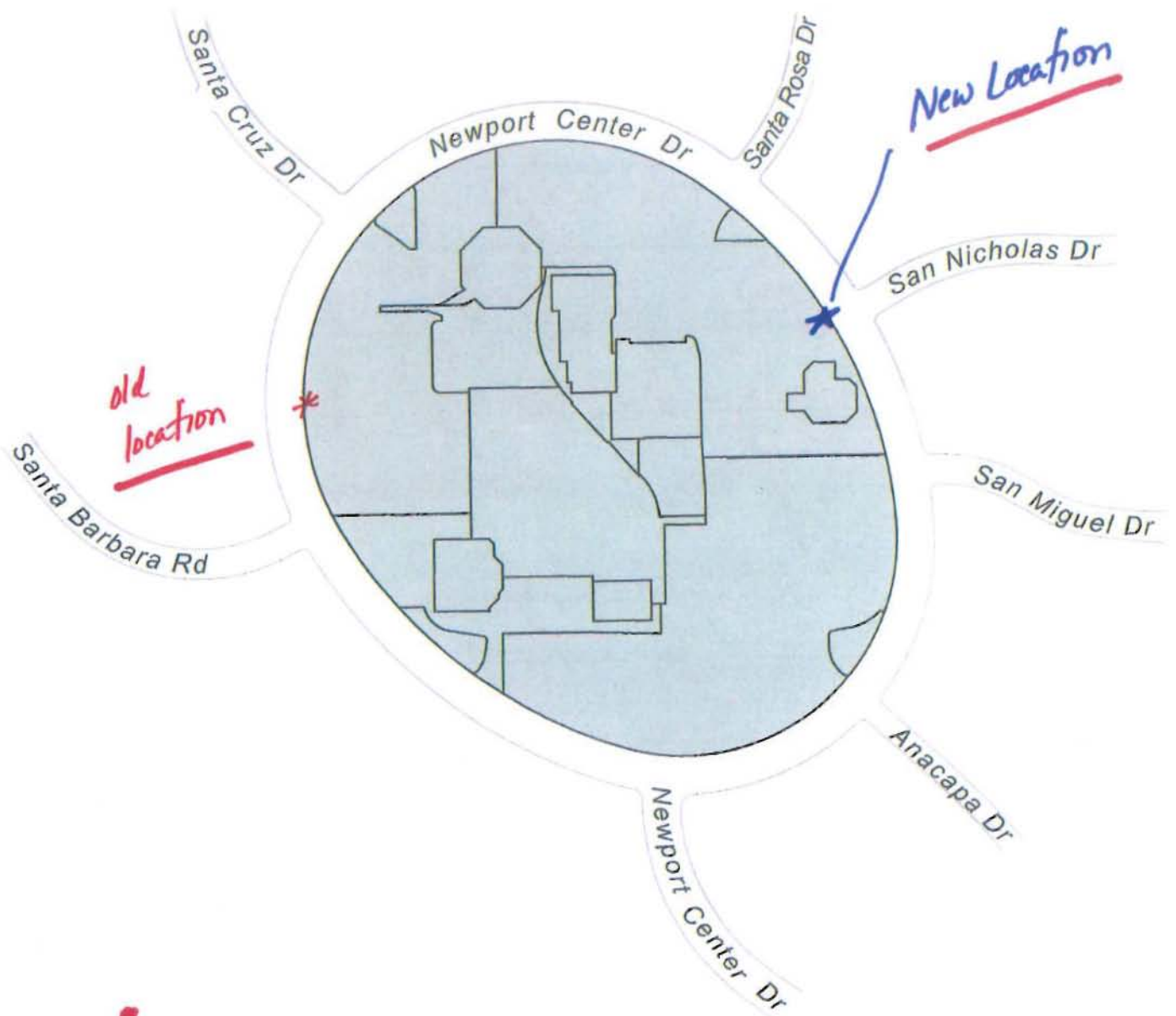


Staff Approval No. SA2010-010
PA2010-118

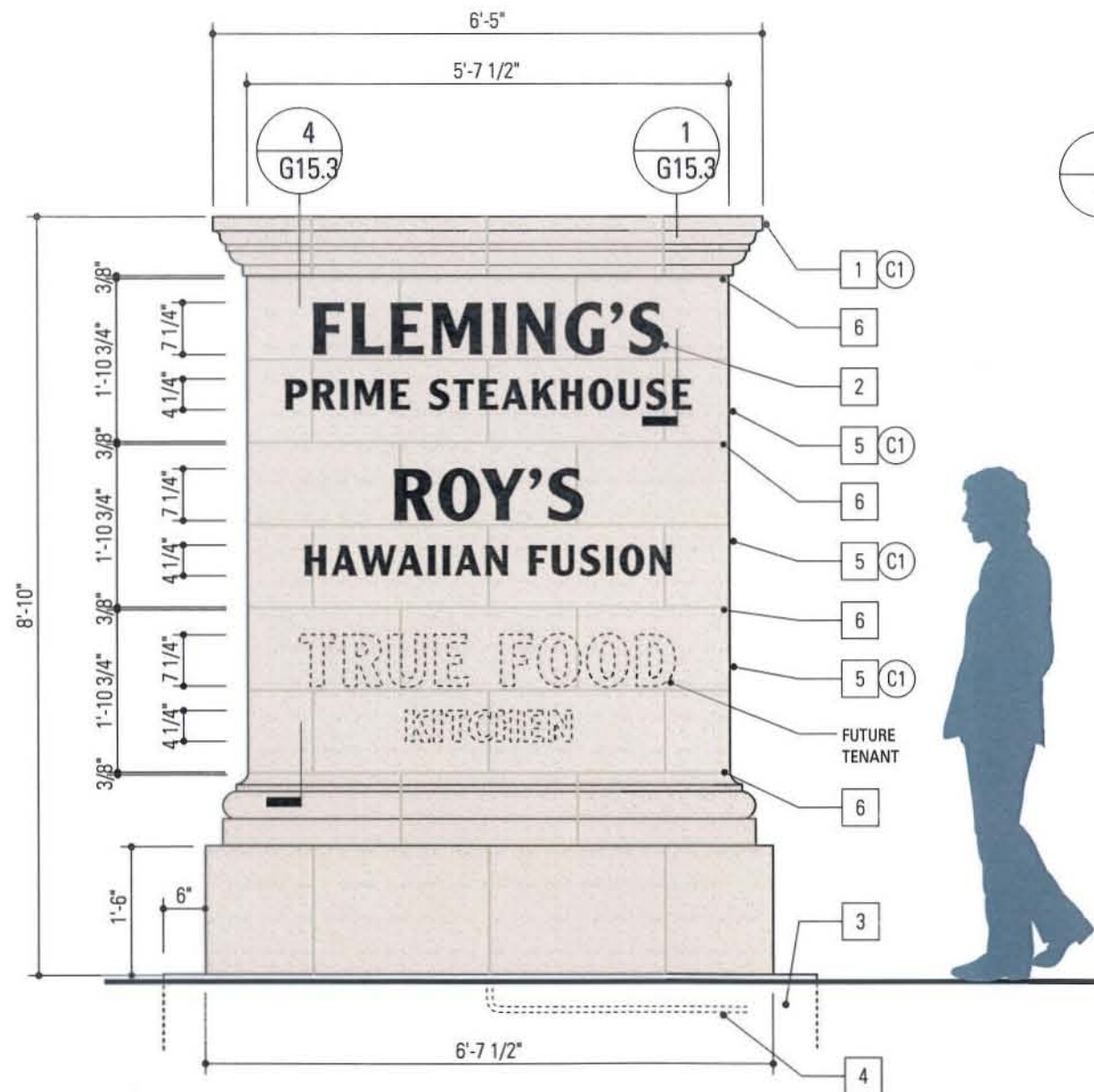
455 Newport Center Drive

PROJECT ADDRESS: Along Newport Center Drive and San Nicolas within Fashion Island, North Newport Center Planned Community

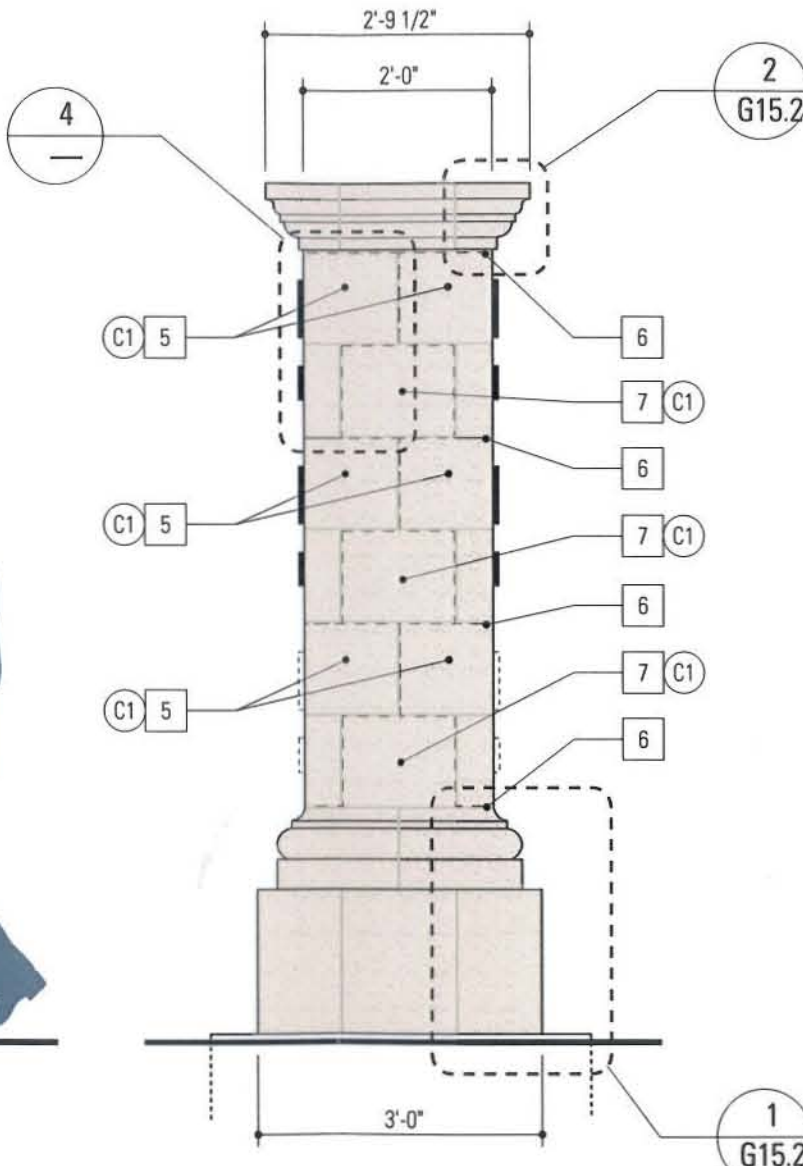
Project Description (If applying for a variance, also complete attached form for required findings.): Irvine Company requests a Planning Director Approval for replacement restaurant sign, that measures 8'10" by 6'5", and is located within Fashion Island along Newport Center Drive and San Nicolas. This sign replaces a previous restaurant identification sign located near Nordstrom. The previous sign measured 15'4" by 8'9" and was removed to make way for the Nordstrom parking structure. The North Newport Center PC allows the Planning Director to approve signs that are not otherwise consistent with the General Sign Standards (Section III, F, 1). The new sign is consistent with the existing design and level of detail displayed elsewhere within Fashion Island. Please see attached exhibits of the replacement sign and original sign.



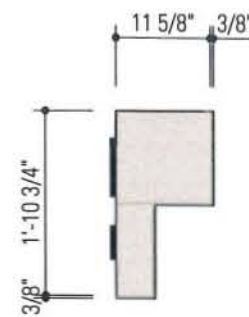
Fashion Island Restaurant Sign



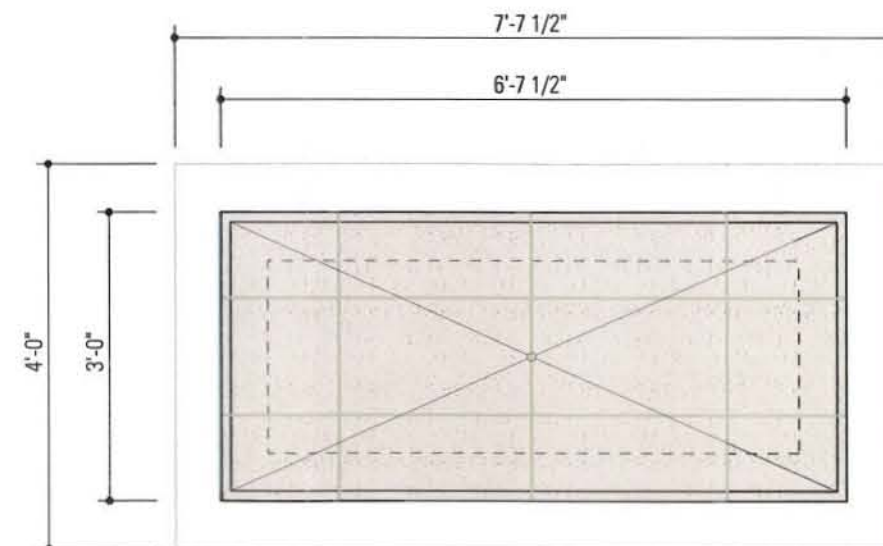
1 ELEVATION - SIGN TYPE 6
SCALE: 1/2" = 1'-0"



2 SIDE ELEVATION
SCALE: 1/2" = 1'-0"



4 TYP. REMOVABLE PAN PANEL SIDE VIEW
SCALE: 1/2" = 1'-0"



3 PLAN VIEW
SCALE: 1/2" = 1'-0"

NOTES

ST6_RestID_Dpr2_Rev2.ai

- 1 INTERNALLY ILLUMINATED FABRICATED ALUMINUM CABINET WITH PLASTER FINISH AND H.O. FLUORESCENT ILLUMINATION
- 2 3/4" THICK DAY/NIGHT PUSH-THROUGH ACRYLIC GRAPHICS
FONT: CLEARFACE GOTHIC - BOLD
- 3 6" CONTINUOUS CONCRETE FOOTING AND MOW-STRIP, AS REQ'D.
- 4 277 V. ELECTRICAL FEED TO LOCATION, BY OTHERS
- 5 .125 THK. ALUMINUM FABRICATED REMOVABLE PAN PANEL WITH PLASTER FINISH AND FAUX GROUT. WELD, GRIND, FILL AND SAND SMOOTH ALL JOINTS
- 6 3/8" X 7/8" CONTINUOUS ALUMINUM FILLER WITH PAINT FINISH, ATTACHED TO ALUMINUM CABINET OR TO ALUMINUM REMOVABLE PAN PANEL AS REQ'D. - PAINT TO MATCH FAUX GROUT COLOR
- 7 .125 THK. FIXED ALUMINUM PANEL WITH PLASTER FINISH. WELD, GRIND, FILL AND SAND SMOOTH ALL JOINTS
- (C1) FAUX PRECAST FINISH TO MATCH QUICK CRETE PRAIRIE TAN

New Sign

PA2010-118 for SA2010-010
550 Newport Center Drive
Irvine Company



Davies Associates

Environmental Graphics
9424 Dayton Way
Suite 217
Beverly Hills, CA 90210
tel 310.247.9572
fax 310.247.9590

This drawing and the designs included therein as instruments of service are and shall remain the property of Davies Associates whether or not the project for which they are made is executed. They are not to be used by the Owner/Client on other projects or extensions of this project except by agreement in writing with Davies Associates.

Fashion Island
Site/Parking &
Arterial Rd. Signage

Signage and Graphics Program
Newport Beach, California
Project No. 28028J

Irvine Company
Retail Properties

Revised

12.14.09 AC

Sign Type 6

Restaurant Tenant ID Monument
(Blade Sign)

G15.1



Address **772 Newport Center Dr**

Address is approximate

Save trees. G
Download Google Ma
phone at google.com



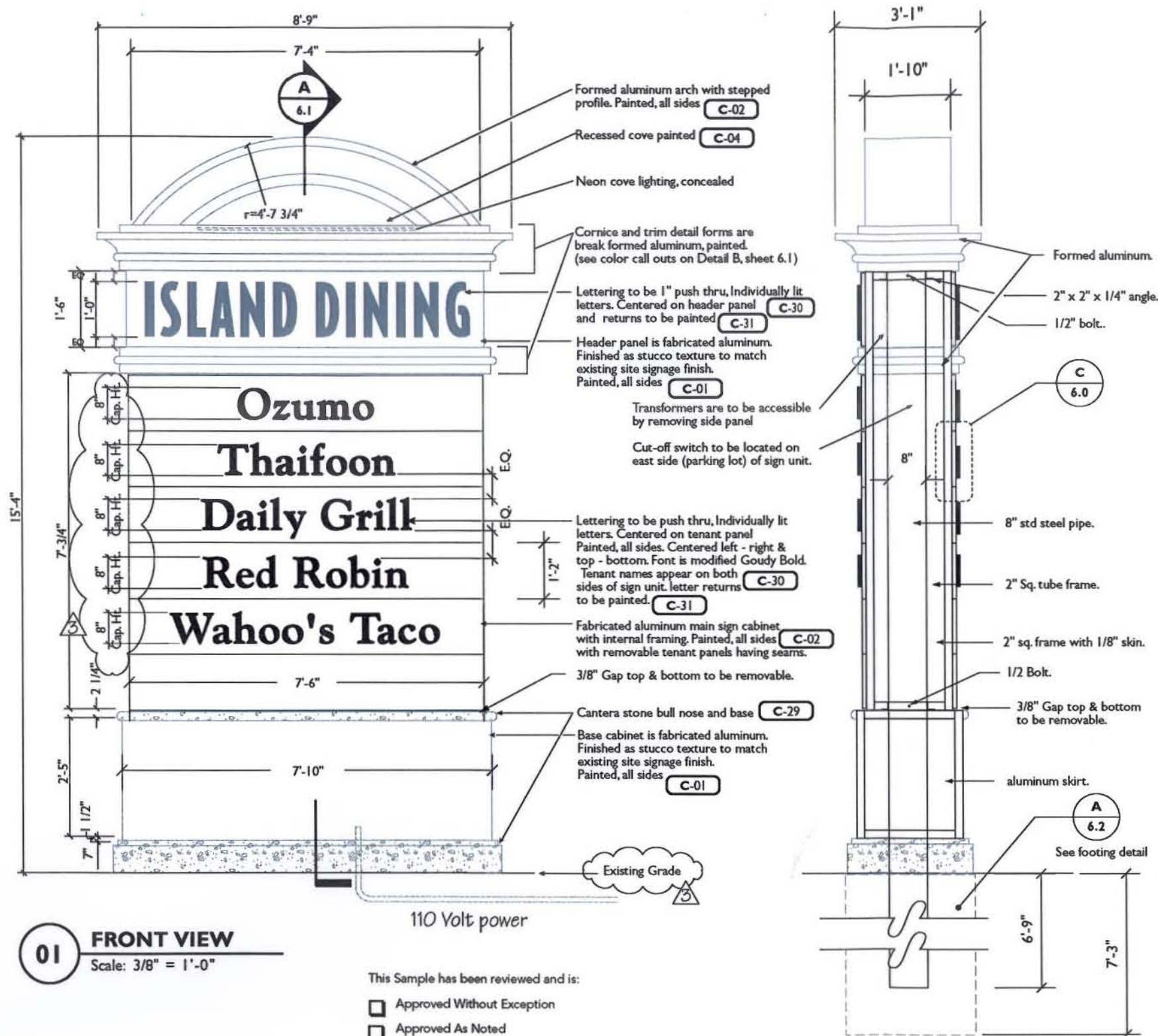
**Old Sign - Removed
Location**

GENERAL NOTES

- No exposed seams or fasteners except as noted.
- All finishes and colors are to match samples or specifications as provided by RTKL. Color, finish and material samples are subject to review by RTKL and TIC.

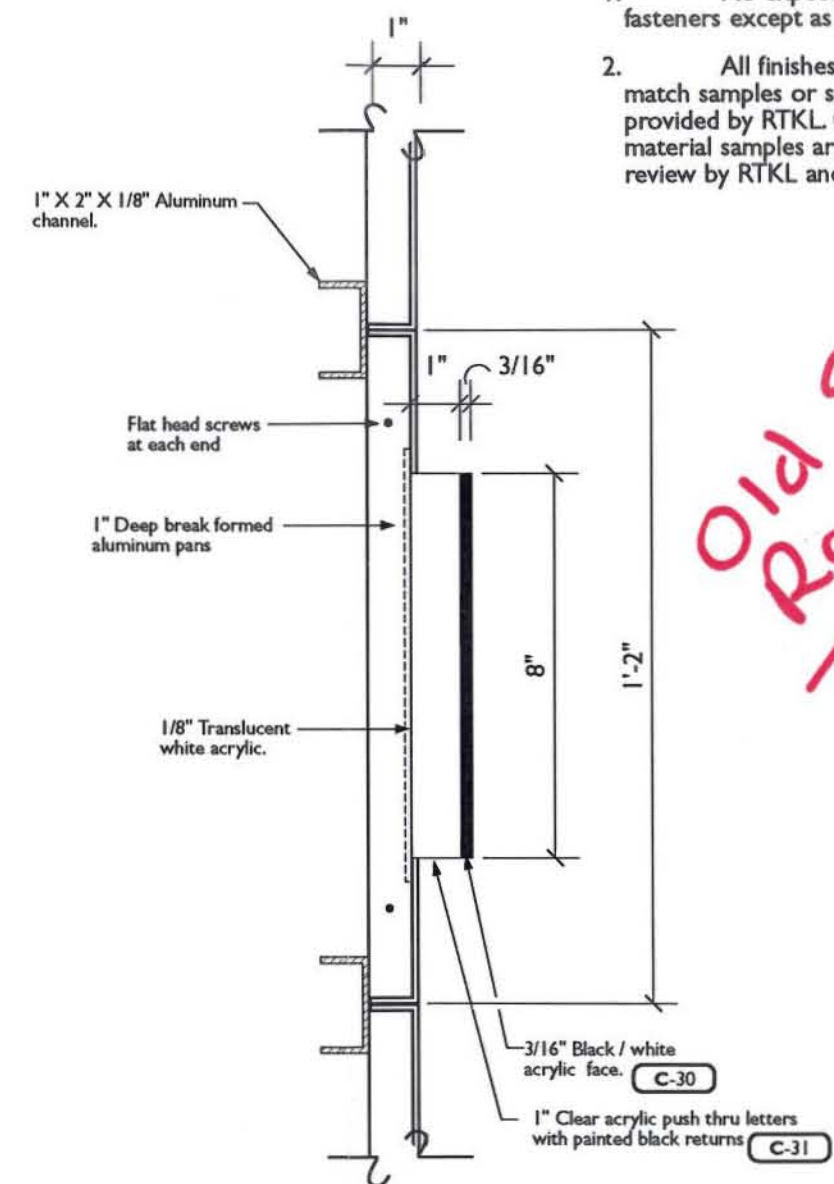
Old Sign Removed

PA2010-118 for SA2010-010
550 Newport Center Drive
Irvine Company



01 FRONT VIEW
Scale: 3/8" = 1'-0"

02 SIDE VIEW
Scale: 3/8" = 1'-0"



C ENLARGED VIEW
Scale: 3" = 1'-0"

This Sample has been reviewed and is:

- ☐ Approved Without Exception
- ☐ Approved As Noted
- ☐ To Be Revised and Resubmitted

By _____
Date _____

REVISIONS:

1	05/07/03	3	08/07/03	5	11/11/04
2	06/06/03	4	11/09/04		

FASHION ISLAND SIGNAGE AND GRAPHICS CENTERWIDE PHASE 2

CLIENT Cuesta Construction	CONTACT ANDY KEIF	DRAWING TITLE RESTAURANT MONUMENT		
DATE 11 NOVEMBER 2004	JOB # 03-0168	SCALE NOTED	DESIGNER BG	SHEET # 6.0

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