

**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 November 26, 2010

ACTIONS TAKEN BY THE PLANNING DIRECTOR OR PLANNING DEPARTMENT STAFF

Item 1: Newport Coast Shopping Center Sign Program – Comprehensive Sign Program
No. CS2010-004 (PA2010-143)
21101 – 21185 Newport Coast Drive

A request to amend the existing Newport Coast Shopping Center sign program.

This item was approved on November 24, 2010 Council District 6

Item 2: Newport Beach Cars - AutoNation – Comprehensive Sign Program No.
CS2010-005 (PA2010-149)
445 E. Coast Highway

A request to allow for additional wall signs and a traffic directional sign to facilitate access by patrons to the showrooms and service departments for the various automotive manufacturers located at the facility.

This item was approved on November 24, 2010 Council District 5



James W. Campbell, Acting Planning Director

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.	Comprehensive Sign Program No. CS2010-004 (PA2010-143)
Applicant	Irvine Company
Site Address	21101 – 21185 Newport Coast Drive Newport Coast Shopping Center Sign Program
Legal Description	P BK 318 PG 27 PAR 2

On **November 24, 2010**, the Zoning Administrator approved a request to amend the existing Newport Coast Shopping Center sign program. The following is a list of the approved modified signs and new signs:

Modified Signs

Sign Type 'A' - Project Monument Sign

- Maximum sign area allowed increased from 40 square feet to 90 square feet
- Maximum letter height allowed increased from 20 inches to 36 inches

Sign Type 'B' - Tenant Monument Sign

- Maximum number of signs allowed increased from two (2) to five (5)
- Maximum logo and letter height allowed increased from 16 inches to 36 inches
- The number of allowable tenant names on the sign can increase from three to four if the project name is not a part of the sign

Sign Type 'C' - Building 300 Primary Signs,

Sign Type 'D' - Building 300 Secondary Signs,

Sign Type 'E' - Building 100 and 200 Major Tenant Signs, and

Sign Type 'F' - Building 100 and 200 In-Line Tenant Signs

- Signs are now allowed to be internally illuminated

Added Sign Types

Sign Type 'L' - Project Wall Signs

- A new, internally illuminated project wall sign on building 100 and on building 200; maximum sign area 90 square feet, maximum sign height 3.75 feet, maximum sign length 24 feet, and maximum letter/logo height 36 inches

Sign Type 'M' - Tenant Blade Signs

- New, non-illuminated tenant blade signs at the public entrance of each business, maximum sign height 2 feet, maximum sign length 3 feet, located perpendicular to the tenant store frontage

Sign Type 'N' - Tenant Display Window Sign

- New tenant display window signs in (3) existing 7-foot by 15-foot windows facing Newport Coast Drive and (8) existing 7-foot by 15-foot windows facing San Joaquin Hills Road, one sign per window, maximum sign area 75 square feet, maximum letter/logo height 36 inches

The property is located in the NPR-PC (Newport Ridge Planned Community) District. The Zoning Administrator's approval is based on the following findings and subject to the following condition(s).

FINDINGS

1. The Land Use Element of the General Plan designates the site for "Neighborhood Commercial" (NC) land use. The signs are accessory to the primary use.
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 11 (Accessory Structures). This class exempts construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to on-premise signs.
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 for large multi-tenant sites to establish a comprehensive and cohesive set of sign parameters while allowing flexibility to achieve a higher quality design presentation while avoiding inappropriate signage that could impact the neighborhood or City.
- 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 shopping center is comprised of a surface parking lot surrounded on three sides by four separate buildings, three of which are multi-tenant. Due to the amount of commercial retail space within the four separate buildings and the location of the parking spaces, additional project and tenant directory signs will provide greater convenience and safety for visitors to the site.
- 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 all the project's signs into a single sign design theme that will create a unified architectural statement and limit signage and the overall size of signs on building wall facades.
- There is a reasonable need for the number, location, type, and size of signs throughout the center to provide adequate identification of the buildings and to direct pedestrian and vehicular traffic throughout the center and to destination points.

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 sign area shall be measured by two perpendicular sets of parallel lines that surround the proposed sign copy area.
3. Signs are limited to the designated building facades and street frontages and shall comply with the limitations specified in the Newport Coast Shopping Center Sign Program 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 Department 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 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 signs shall be exercised as necessary.
6. A building permit shall be obtained prior to commencement of installation of the signs.
7. 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.
8. New monument signs shall not impede visibility from the existing traffic signal cabinet to the intersection of San Joaquin Road and Newport Coast Drive. The location of the monument signs shall be approved by the Public Works Department.
9. All illuminated wall signs on the exterior perimeter of the shopping center facing residential properties shall be shut off by 10 p.m. and not allowed to be turned back on until 6 a.m. the following day.
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 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.
12. 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.

13. 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 Newport Coast Shopping Center Sign Program, including, but not limited to, 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/ems

Attachments: ZA 1 Vicinity Map
 ZA 2 Sign Program

VICINITY MAP

Comprehensive Sign Program No. CS2010-004
PA2010-143

21101-21185 Newport Coast Drive



Newport Coast Shopping Center Sign Program

**21101-21185 Newport Coast Drive
Newport Beach, CA 92657**

formerly known as
Newport Ridge Retail Center Sign Program, dated 12/8/00
(with Pages 3 & 4 dated 1/25/01 and Page 5 dated 1/24/01)
approved by the County of Orange

11/3/10

Owned by:

Irvine Company, Retail Properties

and

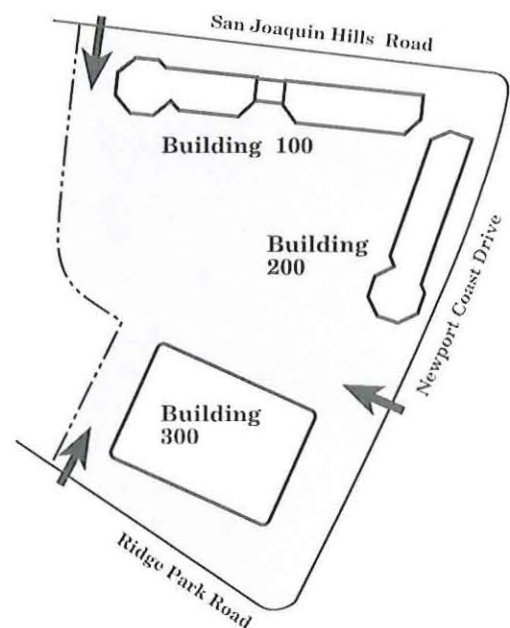


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PROJECT DESCRIPTION

The Newport Coast Shopping Center is planned to be an upscale neighborhood center of approximately 100,000 square feet of large and small retail tenants. It is planned to be developed in a manner that is compatible with the character of the Newport Coast community.

The goal for signs at the Newport Coast Shopping Center is to continue the high quality of existing retail centers by the same owner with harmonious signs that are visually-related to the buildings and that will not adversely affect surrounding land uses.

INTENT OF THE SIGN PROGRAM

The sign program's intent is to identify appropriate design criteria for permanent and temporary signs for the Newport Coast Shopping Center

The intent of the criteria is to establish guidelines for designing signs that reinforce the high quality conveyed by the architecture, landscape architecture, lighting, and interior design. No intent is made to modify applicable Federal or State codes and ordinances.

The owner reserves the right to permit reasonable deviations from the criteria in the sign program, provided that the criteria's intent is maintained, and the quality and character of the deviating sign(s) are consistent with the overall requirements of the sign program.

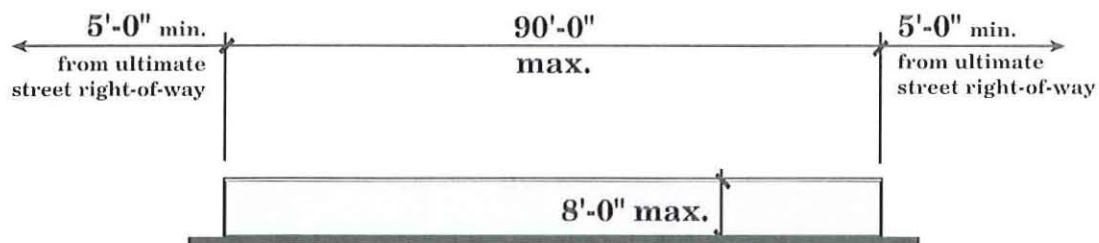
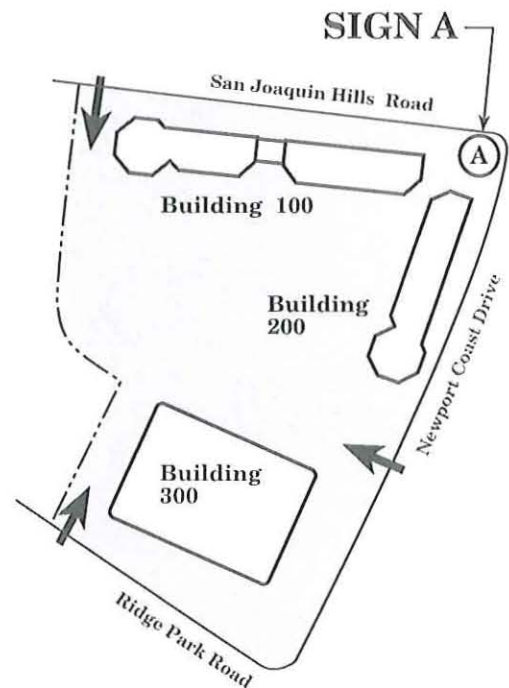
ORGANIZATION OF THE SIGN PROGRAM

Standards for each of the sign types are stated on the following pages, one page for each sign type. Described for each sign type are the intent, content, location, maximum quantity, and maximum size of signs. General standards are stated for sign colors and materials.

Sign Type A

Project Monument Sign

Intent	A architectural feature integrated with the landscape to identify the project
Content	Project name
Location	Outside of sight distance triangles at corner of San Joaquin Hills Road and Newport Coast Drive
Quantity	One, maximum
Orientation	Diagonal to intersection
Sign Size	8 feet, max. sign height; 90 feet, max. sign width; 90 square feet, max. area of sign copy
Letter Size	36 inches, maximum letter / symbol height
Material	Compatible with architecture of retail center; individual letters, applied or routed
Illumination	Concealed, external, low-profile, floodlighting; or internally-illuminated in a manner that lights only the copy and not the sign background. Exposed neon is not permitted
Letterstyle	Designated project typeface and registered trademarks allowed
Color	Sign copy color should contrast with background color

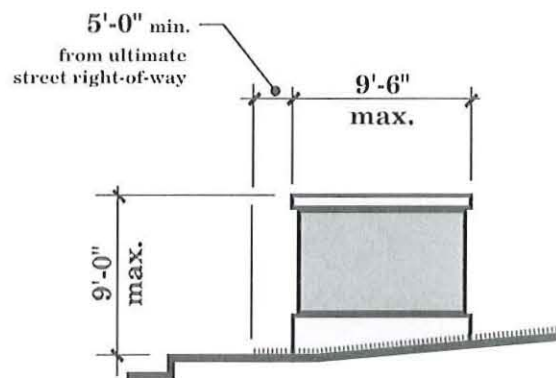
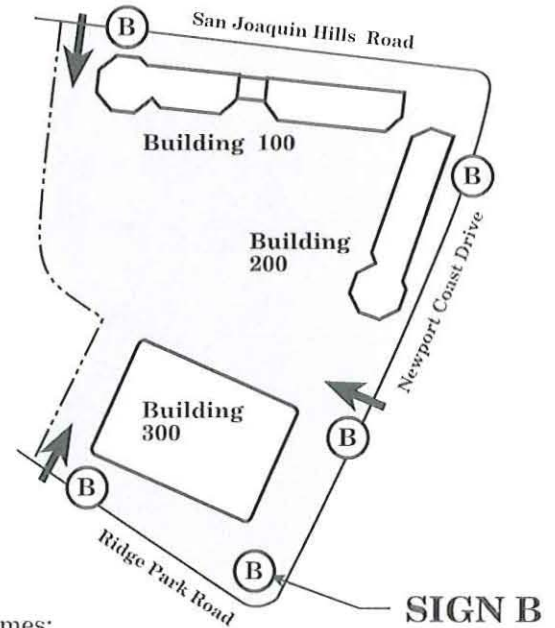


Elevation

Sign Type B

Tenant Monument Sign

Intent	A monument sign to identify the project, project address, and tenant names
Content	Project name and up to three tenant names; or up to four tenant names
Location	Outside of sight distance triangles (minimum 5 feet from ultimate street right of way)
Quantity	Five, maximum
Orientation	Diagonal to intersection, if on corner; perpendicular to curb, if at project entry
Sign Size	9 feet, maximum sign height; 9.5 feet, maximum sign width
Letter Size	36 inches, maximum letter / symbol height
Material	Compatible with architecture of retail center; individual letters, applied or routed
Illumination	Concealed, external, low-profile, floodlighting; or internally-illuminated in a manner that lights only the copy and not the sign background. Exposed neon is not permitted
Letterstyle	Designated project typeface and registered trademarks allowed
Color	Sign copy color should contrast with background color

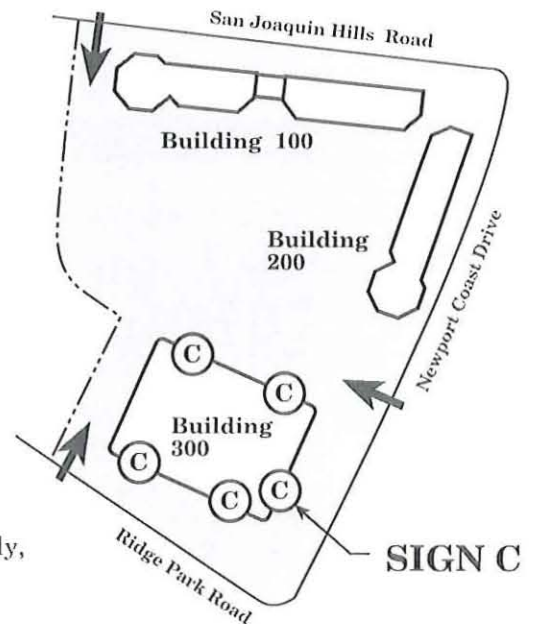


Elevation

Sign Type C

Building 300 Primary Sign

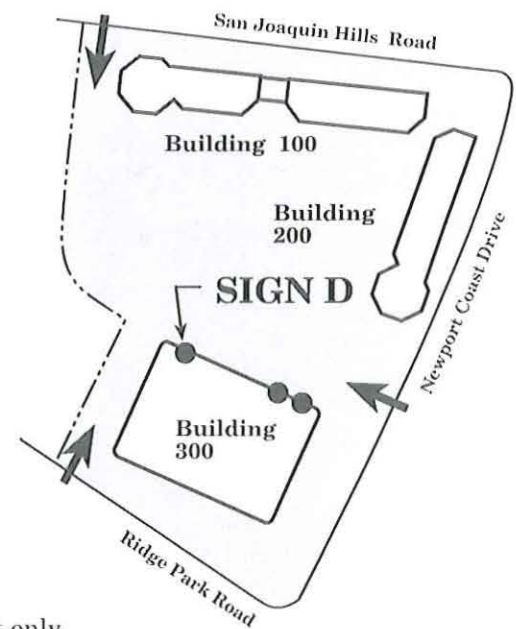
Intent	A wall sign to identify the primary business in Building 300
Content	Name and/or logo of primary business only, such as "Pavilions Food & Drug" Subtitles are not allowed
Locations	At lease space, on towers, in four of the five locations shown in plan
Quantity	Four, maximum
Orientation	Parallel to wall facing street or parking lot
Sign Size	4 feet, maximum sign height; 19 feet, maximum sign length 304 square feet, maximum aggregate sign area (388 square feet, maximum aggregate sign area for Sign Type C and D)
Material	Individual letters, applied. Cabinet signs are not permitted
Illumination	Halo-illuminated or internally-illuminated. Exposed neon is not permitted
Letterstyle	Designated project typeface and registered trademarks allowed
Color	Sign copy color should contrast with background color



Sign Type D

Building 300 Secondary Sign

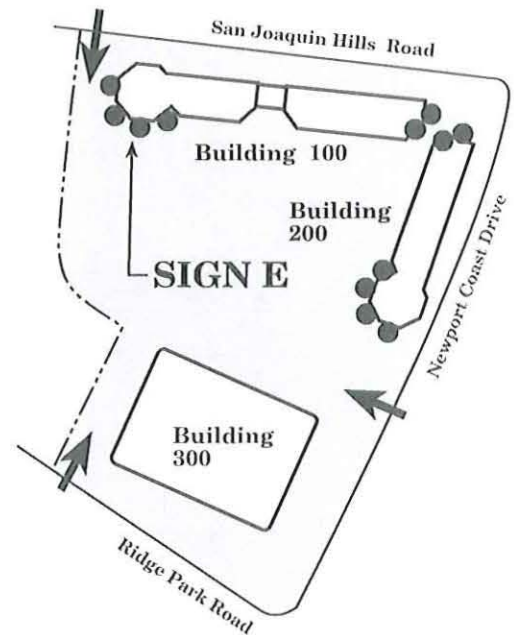
Intent	A wall sign to identify the secondary businesses or departments in Building 300
Content	Name of secondary business or department only. Subtitles are not allowed
Locations	At lease space, under arches, in locations shown in plan
Quantity	One sign per secondary business or department, maximum Three signs per building, maximum
Orientation	Parallel to wall facing parking lot
Sign Size	24 inches, maximum sign height 14 feet, maximum sign length 84 square feet, maximum aggregate sign area (388 square feet, maximum aggregate sign area for Sign Type C and D) 18 inches, maximum letter height
Material	Individual letters, applied. Cabinet signs are not permitted
Illumination	Halo-illuminated or internally-illuminated. Exposed neon is not permitted
Letterstyle	Designated project typeface and registered trademarks allowed
Color	Sign copy color should contrast with background color



Sign Type E

Building 100 / 200 Major Tenant Sign

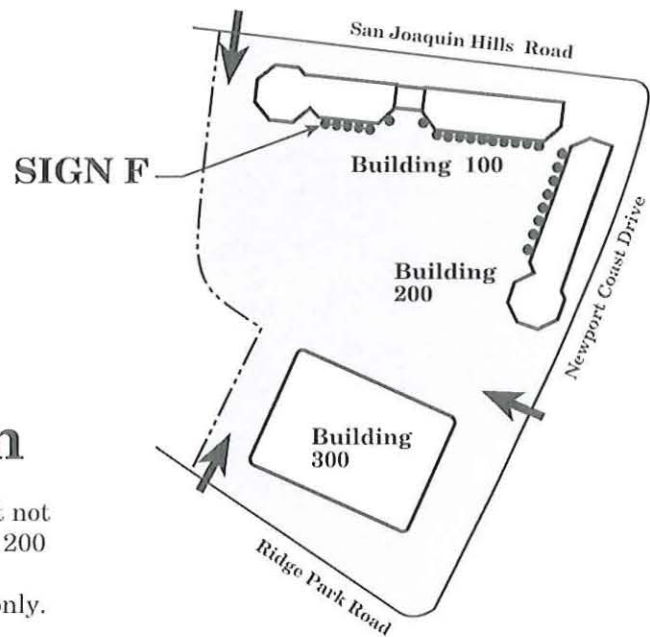
Intent	A wall sign to identify a tenant at the end of Building 100 and 200
Content	Name and/or logo of business only. Subtitles are not allowed
Locations	At lease space, centered above storefronts, as shown in plan
Quantity	For tenants with 4500 square feet or less: One sign, maximum For tenants with more than 4500 square feet: Two signs, maximum, but not on the same elevation
Orientation	Parallel to wall facing parking lot
Sign Size	18 inches, maximum sign height 20 feet, maximum sign length for signs at west end of Building 100 16 feet, maximum sign length for signs at east end of Building 100 20 feet, maximum sign length for signs at south end of Building 200 16 feet, maximum sign length for signs at north end of Building 200
Material	Individual letters, applied. Cabinet signs are not permitted
Illumination	Halo-illuminated or internally-illuminated. Exposed neon is not permitted
Letterstyle	Designated project typeface and registered trademarks allowed
Color	Sign copy color should contrast with background color



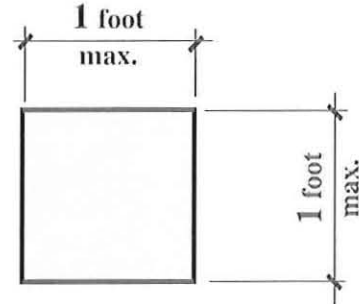
Sign Type F

Building 100 / 200 In-line Tenant Sign

Intent	A wall sign to identify a tenant not at the end of Building 100 and 200
Content	Name and/or logo of business only. Subtitles are not allowed
Locations	At lease space, centered above storefronts, as shown in plan
Quantity	For tenants with 4500 square feet or less: One sign, maximum For tenants with more than 4500 square feet: Two signs, maximum, but not on the same elevation
Orientation	Parallel to wall facing parking lot
Sign Size	18 inches, maximum sign height 15 feet, maximum sign length, typical 16 feet, maximum sign length, if on tower on diagonal to parking lot 20 feet, maximum sign length, if on tower parallel to parking lot
Material	Individual letters, applied. Cabinet signs are not permitted
Illumination	Halo-illuminated, internally-illuminated, or spot-illuminated. Exposed neon is not permitted
Letterstyle	Designated project typeface and registered trademarks allowed
Color	Sign copy color should contrast with background color



Sign Type G

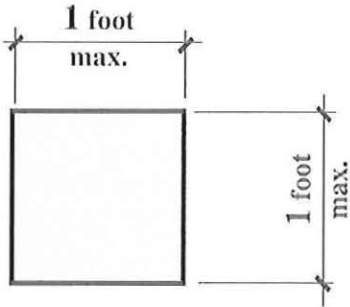


Tenant Sign at Entry Door

Intent	A window sign to provide information to pedestrians	
Content	Name of tenant and hours of operation	
Location	On glass at entry door	
Quantity	Maximum of one window sign per tenant	
Sign Size	2 square feet, max. sign area 1 foot, max. sign height 1 foot, max. sign width	
	Tenant name:	2 inches, max. letter height
	Store hours / phone numbers:	1 inch, max. letter / number height
Design	Simple white letters affixed to glass for hours of operation	
	No other signs mounted on the window or visible through the window are permitted	
	Neon "open" signs installed inside the lease space and visible from the street or parking lot are prohibited	

Sign Type H

Tenant Sign at Service Door

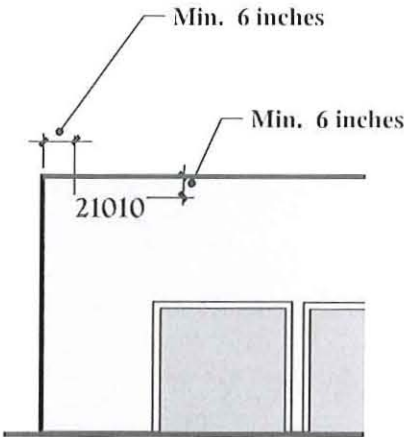


Intent	Wall sign to direct service personnel		
Content	Tenant's name and space number / address		
Location	At service doors		
Quantity	Maximum of one sign per service door		
Sign Size	2 square feet, max. sign area		
	1 foot, max. sign height		
	1 foot, max. sign width		
	Space number / address:	3 inches, max. letter / number height	
	Tenant name:	1 inch, max. letter height	
Design	Square panel with white copy on a solid, single-color background		

Sign Type I

Address Sign

Intent	Wall sign to direct emergency personnel
Content	Address number
Location	6 inches min. from building corner 6 inches min. from parapet
Quantity	As required
Orientation	Parallel to wall facing street or parking lot
Sign Size	Maximum sign height is 12 inches
Material	Individual numbers, applied. Cabinet signs are not permitted
Illumination	As required. Exposed neon is not permitted
Letterstyle	Designated project typeface
Color	Sign copy color should contrast with background color



Typical Elevation

Sign Type J

Tenant Sign on Awning

Intent	An awning sign to identify a business
Content	Name and/or logo of business only. Subtitles are not allowed
Locations	On canvas awning where awnings occur, as prescribed by Landlord
Quantity	One sign, maximum, per awning within tenant's storefront elevation(s)
Orientation	On canvas awning facing parking lot
Sign Size	6 inches, maximum letter height 12 inches, maximum logo height 3 square feet, maximum sign area
Material	Silkscreen
Illumination	None
Letterstyle	Designated project typeface and registered trademarks allowed
Color	Sign copy color should contrast with awning color

Sign Type K

Temporary Ground Sign

Intent

A temporary ground sign to identify future uses at the center

A temporary ground sign to identify space for lease and property for sale

Temporary ground signs will be removed from the premises when tenants have been issued certificates of use and occupancy for 50% of the project

Content

Name of future use and related information
Name of broker and related information

Location

On site, outside of sight distance triangles (minimum 5 feet from ultimate street right of way)

Quantity

Maximum of one sign per future use per street frontage
Maximum of one sign per site available for lease or sale per street frontage

Size

Twelve feet high, maximum

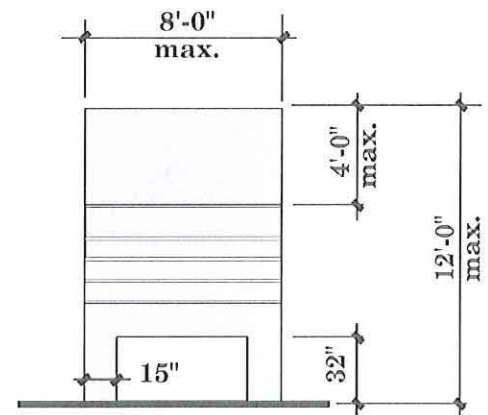
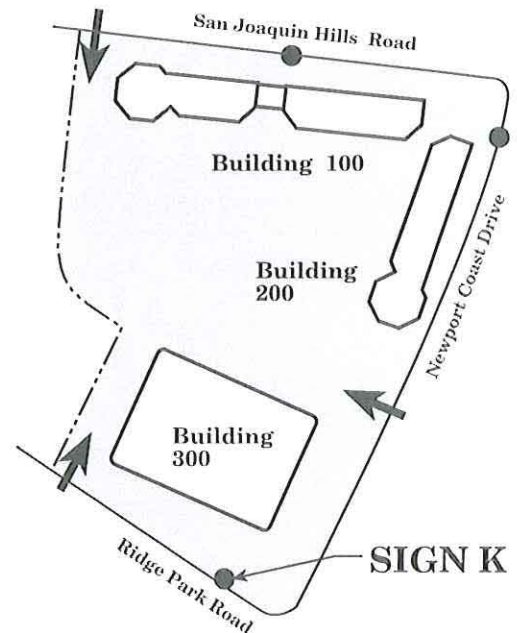
Design

All signs to have identical colors.

A rectangular form is not required.

Dimensions are given for reference.

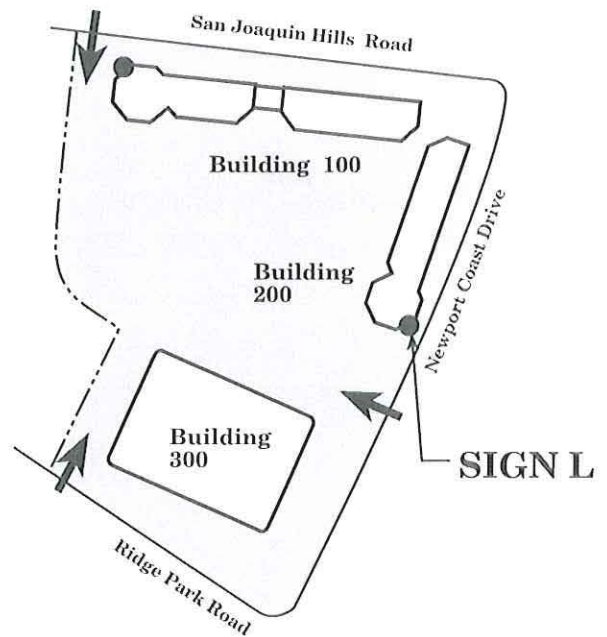
The large panel at the top is generally used to identify the name of the project, the type of land use, or the fact that the property is available for sale or for lease



Sign Type L

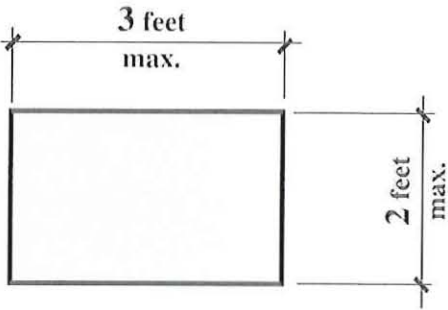
Project Wall Sign

Intent	A wall sign to identify the project
Content	Project name only
Locations	On the building elevations indicated on the plan to the right
Quantity	Two, maximum
Orientation	Parallel to diagonal wall facing street as shown above
Sign Size	3.75 feet, maximum sign height 24 feet, maximum sign length 90 square feet, maximum area of sign copy
Letter Size	36 inches, maximum letter / symbol height
Material	Individual letters, applied. Cabinet signs are not permitted
Illumination	Internally-illuminated. Exposed neon is not permitted
Letterstyle	Designated project typeface
Color	Sign copy color should contrast with background color



Sign Type M

Tenant Blade Sign

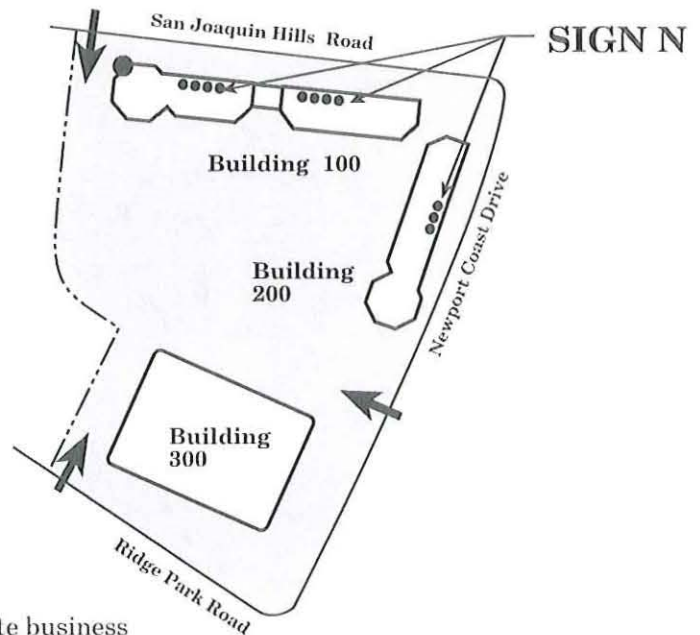


Intent	A projecting sign to identify a business to pedestrians
Content	Name and/or logo of business only. Subtitles are not allowed
Locations	At public entrance to store
Quantity	One sign, maximum, per public entrance to store
Orientation	Suspended from bracket or awning support Perpendicular to the tenant frontage
Sign Size	2 feet, maximum sign height 3 feet, maximum sign length
Material	Panel
Illumination	None
Letterstyle	Designated project typeface and registered trademarks allowed
Color	Sign copy color should contrast with panel color

Sign Type N

Tenant Display Window Sign

Intent	A sign to enliven existing display windows facing major streets
Content	Name and/or symbol of on-site business with background graphics
Locations	In (3) existing 7-foot by 15-foot display windows facing Newport Coast Drive and in (8) existing 7-foot by 15-foot display windows facing San Joaquin Hills Road, as shown in plan
Quantity	One sign per 7-foot by 15-foot display window
Orientation	Parallel to glass
Sign Size	75 square feet, maximum, in each 7-foot by 15-foot display window
Letter Height	36 inches, maximum
Material	Individual letters applied to acrylic bar located behind storefront glass with digital print behind. Cabinet signs are not permitted
Illumination	Indirect lighting behind storefront glass. Exposed neon is not permitted
Letterstyle	Designated project typeface and registered trademarks allowed
Color	Dark sign copy with multi-colored background





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. CS2010-005 (PA2010-149)**
Applicant **Newport Beach Cars - AutoNation**
Site Address **445 E. Coast Highway**
Legal Description **Parcel 1 of Parcel Map Book 25, Page 46**

On **November 24, 2010**, the Zoning Administrator approved the following: a request to amend the existing AutoNation sign program (MD2004-092 for PA2004-278) to allow for additional wall signs and a traffic directional sign to facilitate access by patrons to the showrooms and service departments for the various automotive manufacturers located at the facility. The property is located in the RSC (Retail Service Commercial) District. The Zoning Administrator's approval is based on the following findings and subject to the following condition(s).

FINDINGS

1. The Land Use Element of the General Plan designates the site for "General Commercial" (CG) land use. The signs are accessory to the primary use.
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 11 (Accessory Structures). This class exempts construction, or placement of minor structures accessory to (appurtenant to) existing commercial, industrial, or institutional facilities, including but not limited to on-premise signs.
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 for large multi-tenant sites to establish a comprehensive and cohesive set of sign parameters while allowing flexibility to achieve a higher quality design presentation while avoiding inappropriate signage that could impact the neighborhood or City.

- 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 subject property is comprised of approximately 4 acres of land and is located between and accessible from both East Coast Highway and Bayside Drive. Due to the large size of the property, the location and configuration of the building and roadways, and the operational characteristics of the facility, additional tenant wall signs for the various individual vehicle dealers and directional signs will provide greater convenience and safety for visitors to the site.
- 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 all the project's signs into a single sign design theme that will create a unified architectural statement and limit signage and the overall size of signs on building wall facades.
- There is a reasonable need for the number, location, type, and size of signs at the subject site to provide adequate identification of the buildings and vehicle dealers and to direct vehicular traffic to the service departments.

CONDITIONS

1. The development shall be in substantial conformance with the approved plot plan and sign details (Sign Program Table/Matrix), except as noted in the following conditions.
2. The sign area shall be measured by two perpendicular sets of parallel lines that surround the proposed sign copy area.
3. The final location of signage shall be reviewed and approved by the Public Works Department to ensure that the signage does not impact vehicular sight distance.
4. Signage shall not be located within vehicular drive aisles or impact vehicular circulation.
5. Signs are limited to the designated building facades and street frontages and shall comply with the limitations specified in the AutoNation Sign/Table Matrix included in this approval and the provisions of Chapter 20.67 of the Newport Beach Municipal Code.

6. Anything not specifically approved by this Comprehensive Sign Program is prohibited. Revisions to the program may be approved by the Planning Department 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 shall 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 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 Zoning Administrator may add to or modify conditions of this approval, or revoke this approval upon a determination that any sign that is authorized by this approval has been altered beyond the parameters of the authorization and therefore beyond the justification.
12. 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.
13. This approval shall expire unless exercised within 24 months from the date of approval as specified in Section 20.93.050 of the Newport Beach Municipal Code, unless an extension is approved prior to the expiration date of this approval, in accordance with Section 20.93.050 (B) of the Newport Beach Municipal Code.
14. 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 AutoNation Sign Program, including, but not limited to, CS2010-005. 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 Zoning Administrator 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/ems

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

VICINITY MAP

Comprehensive Sign Program No. CS2010-005 PA2010-149



445 E. Coast Highway

**AUTONATION
445 EAST COAST HIGHWAY
SIGN PROGRAM TABLE/MATRIX
(CS2010-005 for PA2010-149)**

NORTH ELEVATION (facing East Coast Highway)

Sign Number	Dealer Name	Sign Type	Sign Size & * Maximum Sign Area (Sq. Ft.)	Status
1	Multi-Dealer	Monument sign (23 ft ½ in H x 9 ft. W), internally illuminated	Maximum Vertical Dimension, any letter or logo, 36 inches. Maximum Sign Area: 18 square feet for each panel	Existing, no change
2	Multi-Dealer	Directional monument sign (3 ft. H x 4 ft. W), non-illuminated	Maximum height, 4 feet. Maximum sign area, 12 square feet	Replace existing
3	Bentley	Wall sign, internally illuminated/Bentley Service Sign	Maximum vertical dimension, letters or logos, 4 feet. Maximum sign area, 16 square feet.	Existing, no change
4	Bentley	Wall sign, internally illuminated/Bentley Logo Sign	Maximum vertical dimension, letters or logos, 30 inches. Maximum sign area, 14 square feet	Existing, no change
5	Bentley	Wall sign, internally illuminated/Newport Beach Letters Sign	Maximum vertical dimension, letters or logos, 30 inches. Maximum sign area, 50 square feet	Existing, no change
6	Porsche	Wall sign, internally illuminated/Porsche Letters Sign	Maximum vertical dimension, letters or logos, 24 inches. Maximum sign area, 60 square feet.	Replace Existing (42 sq. ft.)
7	Porsche	Wall sign, internally illuminated/Newport Beach Letters Sign	Maximum vertical dimension, letters or logos, 24 inches. Maximum sign area, 31 square feet	New
8	Audi	Wall sign, internally illuminated/Audi Logo Sign	Maximum vertical dimension, letters or logos, 36 inches. Maximum sign area, 24 square feet	Replace Existing (8 sq. ft.)


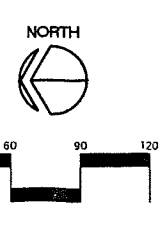
**AUTONATION
445 EAST COAST HIGHWAY
SIGN PROGRAM TABLE/MATRIX
(CS2010-005 for PA2010-149)**

WEST ELEVATION

9	Audi	Wall sign, internally illuminated/Audi Letters Sign	Maximum vertical dimension, letters or logos, 24 inches. Maximum sign area, 32 square feet	New
10	Audi	Wall sign, internally illuminated, Audi Logo Sign	Maximum vertical dimension, letters or logos, 24 inches. Maximum sign area, 6 square feet	New
11	Audi	Wall sign, internally illuminated, Audi Service Sign	Maximum vertical dimension, letters or logos, 24 inches. Maximum sign area, 19 square feet	Replace Existing (18 sq. ft.)
12	Porsche	Wall sign, internally illuminated, Porsche Service Sign	Maximum vertical dimension, letters or logos, 24 inches. Maximum sign area, 18 square feet	Replace Existing (14 sq. ft.)
13	Porsche	Wall sign, non-illuminated, Porsche Logo Sign	Maximum vertical dimension of sign, 48 inches. Maximum sign area, 24 square feet	Existing, no change
14	Multi-Manufacturer	Directional monument sign, non-illuminated, Service directional sign	Maximum Sign Height: 4 feet Maximum Sign Area: 6 square feet	New

Compliance Required:

- The maximum sign area represents the controlling limitations.
- Area is the area measured by two perpendicular sets of parallel lines that surround the proposed logo and sign copy.
- 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.



Key Plant:

Project:

**NEWPORT
AUTO CENTER**

**445 EAST PACIFIC COAST HIGHWAY
NEWPORT BEACH, CA. 92660**

Title:

MASTER SIGN PROGRAM

Project No.
20336109002

Scale
1" = 30'-0"

Drawing No.

Sheet

Revision

MSD1

0



Stantec Architecture Inc.
19 Technology Drive
Irvine, CA
92618-2334
Tel. 949.923.6000
Fax. 949.923.6121
www.stantec.com

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Consultants

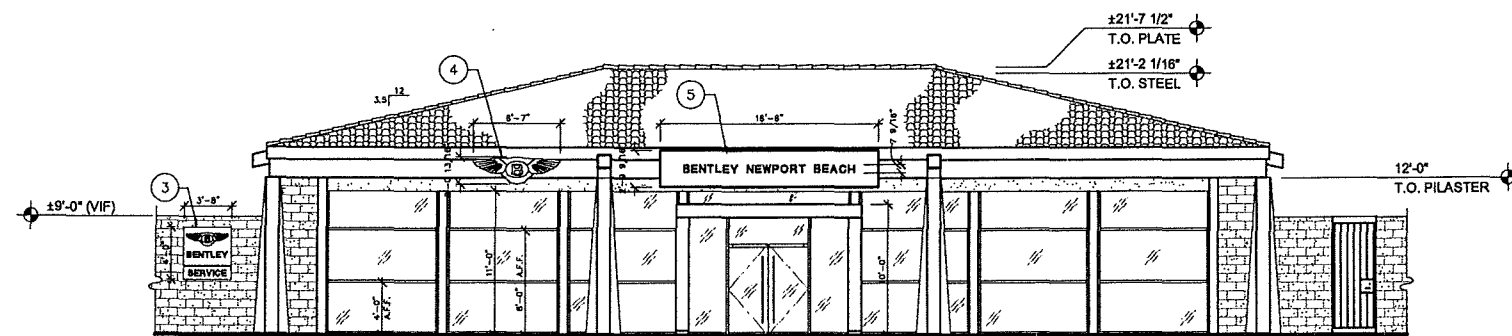
Client

**NEWPORT
AUTO CENTER
SHOWROOM EXPANSION
AND REMODELING
FOR**

AutoNation.

200 SW 1ST AVE., 14TH FLOOR
FORT LAUDERDALE, FL 33301

Key Plan:



NORTH ELEVATION (BENTLEY SHOWROOM)

Revision	By	Appd.	12/08/10
PLANNING REVISION			TYJML/DO
Revision	By	Appd.	2010.10.14
SIGN PROGRAM SUBMITTAL			TYJML/DO
ISSUED			
File Name:	Des.	Chd.	Dep.
Permit-Seed			TYJML/DO

Project:

**NEWPORT
AUTO CENTER**

448 EAST PACIFIC COAST HIGHWAY
NEWPORT BEACH, CA. 92660

Title:

EXISTING BENTLEY SHOWROOM
SIGNAGE ELEVATION

Project No.	Scale
2036109002	3/16" = 1'-0"
Drawing No.	Sheet
MSP2	0



Stantec Architecture Inc.
19 Technology Drive
Irvine, CA
92618-2334
Tel. 949.923.6000
Fax. 949.923.6121
www.stantec.com

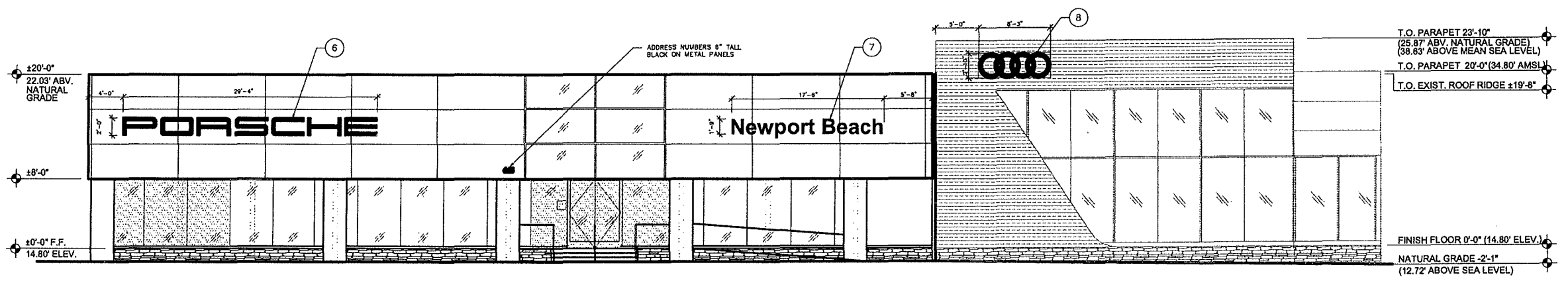
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**NEWPORT
AUTO CENTER
SHOWROOM EXPANSION
AND REMODELING
FOR
AutoNation.**
200 SW 1ST AVE., 14TH FLOOR
FORT LAUDERDALE, FL 33301

Key Plan:



NORTH ELEVATION

PORSCHE SHOWROOM

NEW AUDI SHOWROOM

PLANNING REVISION	By	Appd.	10/06/10
Revision	By	Appd.	11/01/00
ISSUED	By	Appd.	2010.10.14
Issued	By	Appd.	11/01/00
Permit Seal	Des.	CHKD.	Des.
Permit Seal	Des.	CHKD.	Des.

Project:
**NEWPORT
AUTO CENTER**
445 EAST PACIFIC COAST HIGHWAY
NEWPORT BEACH, CA. 92660
Title:
AUDI/PORSCHE SHOWROOM
SIGNAGE ELEVATION
Project No. 2008109002 Scale 3/16" = 1'-0"
Drawing No. Sheet Revision
MSP3 0

\\STANTEC\projects\2008109002\architecture\interior\showroom\signage\porsche\mvp.dwg
20/10/10 2:50 PM By: B. Black, Project Manager



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19 Technology Drive
Irvine, CA
92618-2334
Tel. 949.923.6000
Fax. 949.923.6121
www.stantec.com

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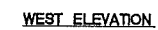
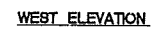
Client

NEWPORT AUTO CENTER SHOWROOM EXPANSION AND REMODELING FOR

AutoNation

200 SW 1ST AVE., 14TH FLOOR
FORT LAUDERDALE, FL 33301

Key Plans:



PLANNING REVISION			10/06/18 TY.MA.DM
Revision	By	Appd.	
SIX PROGRAM SUBMITTAL			2010.10.1 TY.MA.DM
Issued	By	Appd.	
File Name:		Dwn.	Chkd.
			Deqn.
Permal-Seal			TY.MA.DM

Project

**NEWPORT
AUTO CENTER**

445 EAST PACIFIC COAST HIGHWAY
NEWPORT BEACH, CA. 92660

Title: **AUDI/PORSCHE SHOWROOM
SIGNAGE ELEVATION**

Project No.	Scale
2036109002	$3/16" = 1'-0"$
Drawing No.	Sheet
	Revision

MSP4 of 0



Stanlee Architecture Inc.
19 Technology Drive
Irvine, CA
92618-2334
Tel. 949.923.6000
Fax. 949.923.6121
www.stanlee.com

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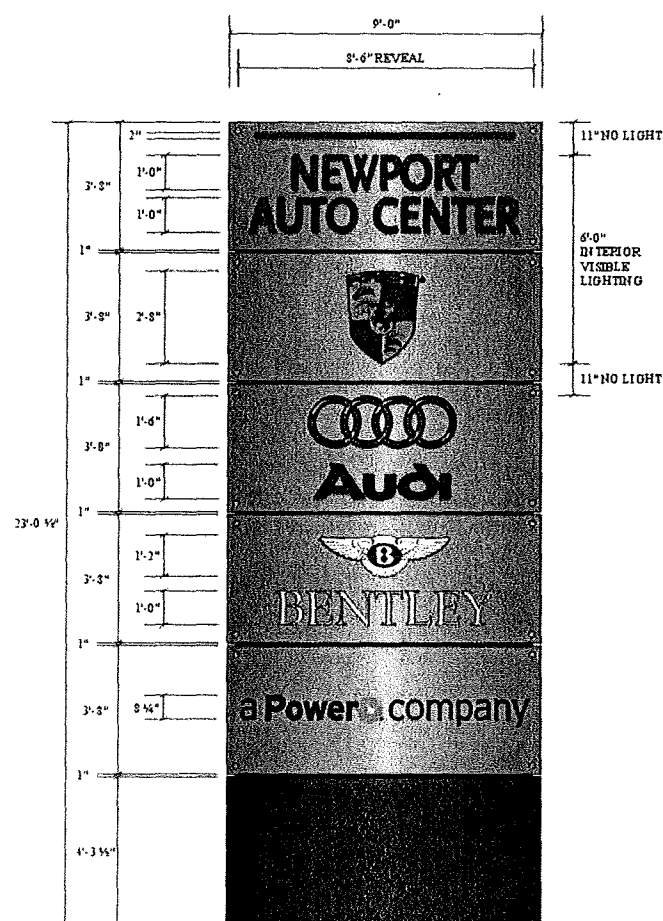
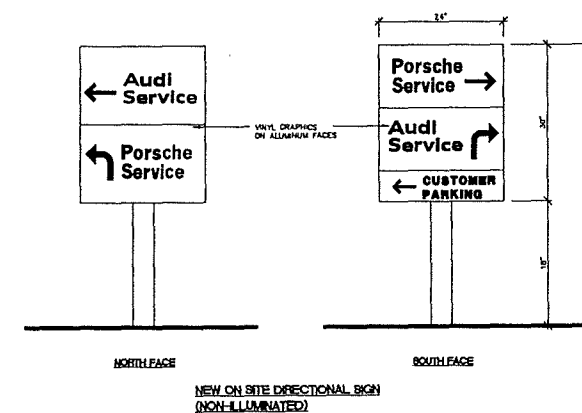
Client

**NEWPORT
AUTO CENTER
SHOWROOM EXPANSION
AND REMODELING
FOR**

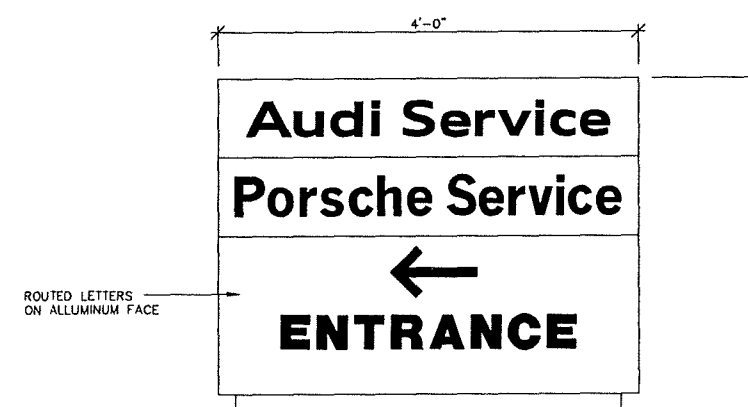
AutoNation.

200 SW 1ST AVE., 14TH FLOOR
FORT LAUDERDALE, FL 33301

Key Plan:



EXISTING INTERNALLY ILLUMINATED
MONUMENT SIGN, PCH FRONTAGE



NEW DIRECTIONAL MONUMENT SIGN
AT BAY SIDE DRIVE ENTRANCE
(NON-ILLUMINATED, DOUBLE FACED)

PLANNING REVIEW	By	Appd.	10/08/10
Revision			YY.MM.DD
SIGN PROGRAM SUBMITTAL			2010.10.14
Issued	By	Appd.	YY.MM.DD
File Name	Des.	Chk.	Des.
Permit-Seal			YY.MM.DD

Project:

**NEWPORT
AUTO CENTER**

445 EAST PACIFIC COAST HIGHWAY
NEWPORT BEACH, CA. 92660

Title:

PROPOSED MULTI-BRAND
MONUMENT SIGN ELEVATION

Project No.
2036109002

Scale

Drawing No.

Sheet

Revision

MSP5

of

0