

**CITY OF NEWPORT BEACH  
COMMUNITY DEVELOPMENT DEPARTMENT  
PLANNING DIVISION 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 April 1, 2011

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**ACTIONS TAKEN BY THE PLANNING DIRECTOR OR PLANNING DEPARTMENT STAFF**

Item 1: Hoag Ancillary Service Signs – Staff Approval No. SA2011-002 (PA2011-051)  
1 Hoag Drive

This item was approved on March 31, 2011

Council District 2

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



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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



## COMMUNITY DEVELOPMENT DEPARTMENT

### PLANNING DIVISION

3300 Newport Boulevard, Building C, Newport Beach, CA 92663

(949) 644-3200 Fax: (949) 644-3229

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

## **PLANNING DIRECTOR ACTION LETTER**

**Application No.**                      **Staff Approval No. SA2011-002 (PA2011-051)**

**Applicant**                              **Hoag Memorial Hospital Presbyterian**

**Site Address**                         **1 Hoag Drive (APN 423-011-30)**  
**Hoag Ancillary Service Signs Staff Approval**

**Legal Description**                 **Lot 172, Block 1**

On **March 31, 2011**, the Planning Director approved the following: a determination that two proposed emergency entrance identification signs and one proposed valet parking identification sign are a minor change to the existing sign program (Modification No. MD2005-091) and waive the requirement to file a new modification permit application. The specifications for the proposed signage are as follows:

1. A 10 square-foot wall sign on the main canopy facing Hoag Drive.  
(Emergency Identification Canopy Sign 1.01)
2. An 8 square-foot wall sign on the entry canopy.  
(Emergency Identification Entry Sign 2.01)
3. A 10.5 square-foot directional wall sign on the entry canopy.  
(Valet Parking Identification Sign 3.01)

The property is located in the PC-38 (Hoag Hospital Planned Community) District. The approval is based on the following findings and subject to the following conditions.

### **FINDINGS**

1. **Finding:** That the proposed signage is in accord with Title 20 of the Newport Beach Municipal Code (NBMC), Modification No. MD2005-091 (PA2005-200), and the purposes of the district in which the site is located.

### **Facts in Support of Finding:**

1. The placement of the three proposed signs is within the hospital campus and will not adversely affect neighboring properties. The proposed signs will not cause visual blight or encumber the property rights of any adjacent parcels.

2. The proposed signs will provide for efficient traffic circulation for vehicles en route to the Emergency Department and Valet Parking area. They will assist in providing an effective method of communication to improve the flow of vehicle traffic on campus, as well as vehicles entering and exiting the campus.
3. The waiver of the filing of a new modification application is appropriate in this case since the signs will not adversely affect neighboring properties and are a minor change to the previously approved sign program (Modification No. MD2005-091).
4. The addition of the signs will be consistent with the previous sign program (MD2005-091) approvals that permitted both primary and secondary identification signs for the Emergency Department.
5. Two wall signs will be mounted on the canopy structure located over the main drive aisle to the Emergency Department facing Hoag Drive. One sign (Emergency Identification Entry Sign 2.01) will serve as a secondary entrance identification sign for the Emergency Department. It will not exceed the maximum allowable sign area (50 square feet) for secondary entrance identification signs. The other sign (Valet Parking Identification Sign 3.01) will serve as a directional sign for vehicles traveling through the hospital campus. This sign is minimal in size and will not be visible from adjacent properties. It will be designed to allow for proper readability as required by the original sign program.
6. One wall sign (Emergency Identification Canopy Sign 1.01) will be mounted on the canopy attached to the Emergency Department building near its entrance. This sign will serve as a primary entrance identification sign for the Emergency Department. It will not be visible from adjacent properties and will not exceed the maximum allowable sign area (70 square feet) for primary entrance identification signs.

### **CONDITIONS**

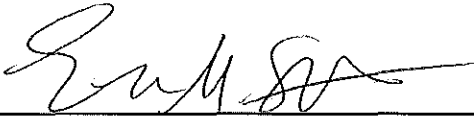
1. The signs shall be limited to the size and location as depicted on the approved plans that are made a part of the original sign program by action of this approval.
2. The signs shall be subject to approval of the Building Department and the Public Works Department.
3. The Planning Director may add to or modify the conditions of this staff approval, or revoke this permit upon a determination that the construction which is the subject of this approval causes injury, or is detrimental to the health, safety, peace, morals, comfort, or general welfare of the community.
4. To the fullest extent permitted by law, the 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 related (directly or indirectly) to the City's approval of the **Hoag Ancillary Service Signs Staff Approval** including, but not limited to, Staff Approval No. SA2011-002 (PA2011-051). 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 the 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 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.

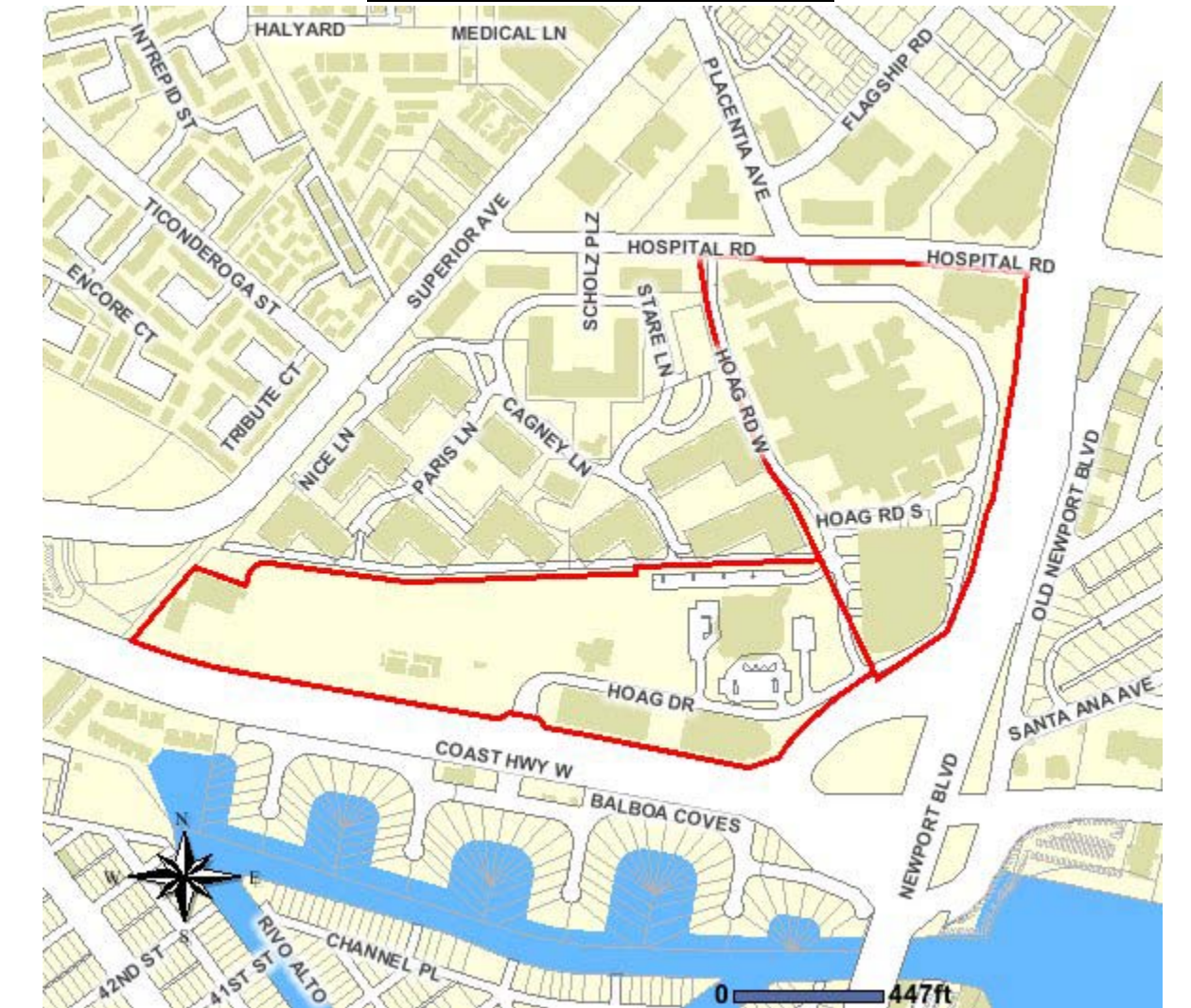
On behalf of James W. Campbell, Acting Planning Director

By:   
Erin M. Steffen, Planning Technician

JWC/ems

Attachments: PD 1 Vicinity Map  
PD 2 Table Matrix of Discretionary Sign Permits  
PD 3 Project Plans

# VICINITY MAP



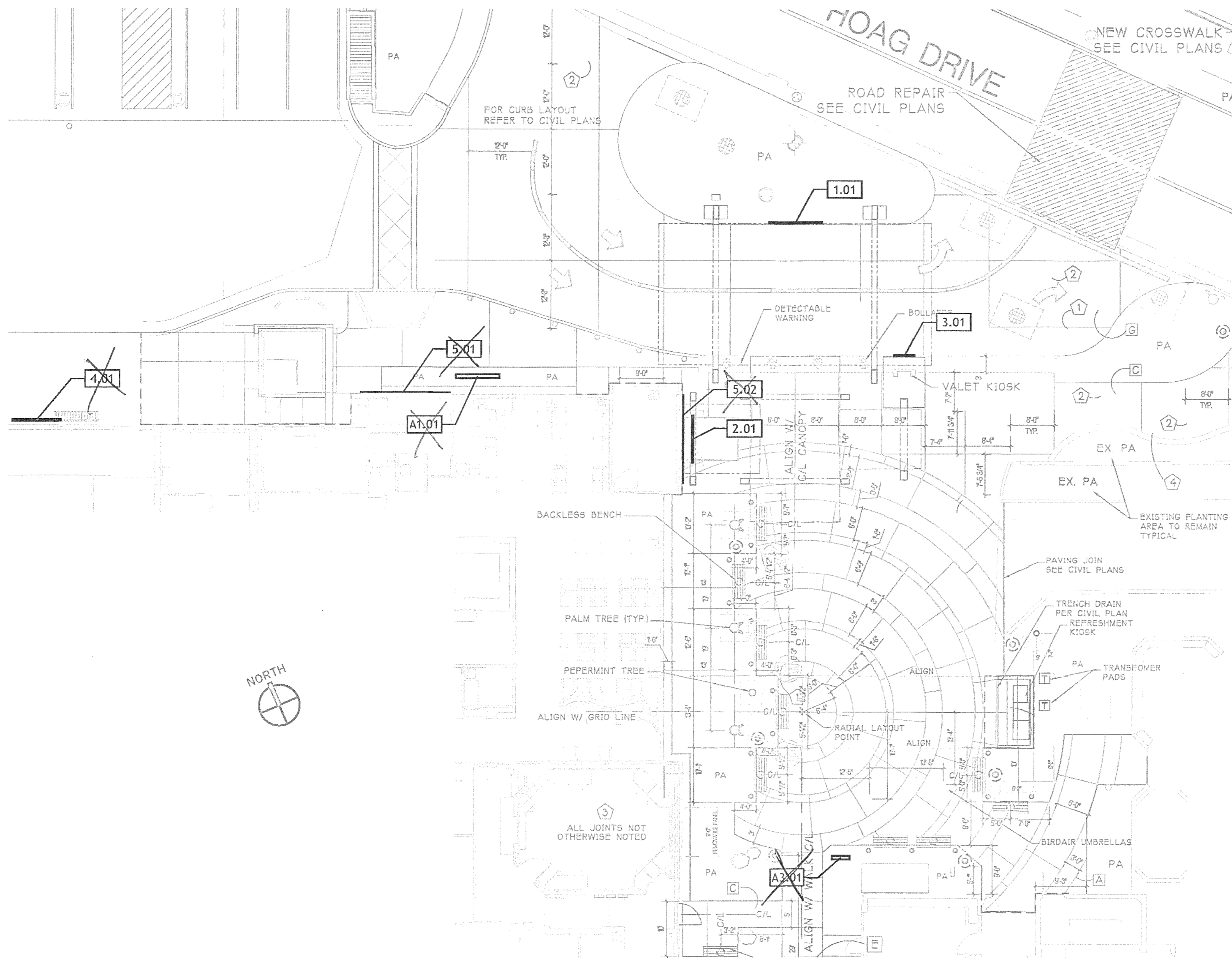
Staff Approval No. SA2011-002  
PA2011-051

**1 Hoag Drive**

**TABLE-MATRIX**  
**SA2011-002 (PA2011-051)**  
**1 Hoag Drive**

The following table identifies all approved discretionary applications at the subject property that impact signage. Please refer to each project file for further information.

<b>Type of Sign(s) &amp; Location</b>	<b>Description</b>
Project identification signs and signs for traffic/pedestrian circulation and way-finding purposes located throughout the Hoag Hospital Campus	Refer to Modification Permit No. MD2005-091 (PA2005-200)
Two Wall Signs on the Child Care Center building	Refer to Staff Approval No. SA2007-015 (PA2007-220)
Two Temporary Signs located at the entrance to the Emergency Department	Maximum Height: 16 feet Maximum Sign Area: 24-square-feet and 34-square-feet  Refer to Staff Approval No. SA2009-001 (PA2009-009)
Secondary wall sign located on the Conference Center building located within the Lower Campus facing West Coast Highway	Sign area shall be consistent with the regulations set forth in the Hoag Memorial Hospital Presbyterian Planned Community  Refer to Staff Approval No. SA2010-011 (PA2010-129)
Canopy Wall Signs and Valet Parking Directional Sign	Refer to Staff Approval No. SA2011-002 (PA2011-051)



**Sign Type Summary**

No.	Sign Types	Qty.
1	Emergency Identification Canopy Sign	1
2	Emergency Identification Entry Sign	1
3	Valet Parking Identification Sign	1
4	Ambulance Entry Identification Sign	1
5	Major Donor Sign	2

*Not part of Staff Approval*

**Approved Per Permit Number X2011-0238**

A1	Vehicular Directional	1
A3	Campus Freestanding Directory	1

SITE ADDRESS  
**1 Hoag Drive - Building 17**  
**Newport Beach, Ca**

OWNER INFORMATION  
**Hoag Memorial Hospital Presbyterian**  
**Attention: Nancy Soo (949) 764-4493**  
**500 Superior Ave. Suite 300**  
**Newport Beach, Ca**

Robert Heyer / *[Signature]*  
 DESIGNER (PRINT/SIGNATURE)

**1 Project Sign Location Plan Detail**  
 Scale: 1" = 20'-0"

**OUTDOOR DIMENSIONS**  
 5325 East. Hunter Avenue  
 Anaheim, California 92807  
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 www.outdoordimensions.com

YOUR SIGNATURE ACKNOWLEDGES FULL APPROVAL DESIGN LAYOUT AND CONTENT, RELEASING OUTDOOR DIMENSIONS FROM RESPONSIBILITY IN REGARD TO INCORRECT DESIGN AND INFORMATION. COLORS SHOWN ARE ONLY REPRESENTATIVE OF THE ACTUAL COLORS SPECIFIED. FINAL COLORS WILL BE MATCHED AS CLOSE AS POSSIBLE. DESIGNS ARE THE PROPERTY OF OUTDOOR DIMENSIONS UNTIL PURCHASED BY THE CLIENT.

CLIENT APPROVAL (PLEASE CHECK BOX)  
 As Shown     With Changes

CLIENT SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

REVISIONS

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SALES REPRESENTATIVE  
**Jennifer R.**

DESIGNER    START DATE  
**RH    03.10.11**

CLIENT/PROJECT  
**Hoag - Hoag Hospital N.B. - Ancillary Identification Signage**


SHEET TITLE  
**Sign Location Plan**

JOB NUMBER  
**00000**

SHEET  
**HH - LP 1**

SITE ADDRESS  
**1 Hoag Drive - Building 17**  
**Newport Beach, Ca**

OWNER INFORMATION  
**Hoag Memorial Hospital Presbyterian**  
**Attention: Nancy Soo (949) 764-4493**  
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**Newport Beach, Ca**

Robert Heyer /   
DESIGNER (PRINT/SIGNATURE)

### Color Schedule

- A1 Translucent White Acrylic - Acrylite 7328
- P1 Matthews - MP20062 - Ivory Metallic/Satin
- P2 Matthews - MP00643 - Red/Satin
- P3 Matthews - Custom to match canopy color
- P4 Matthews - Custom to match PMS Warm Grey 11
- V1t Avery - Translucent - A9340-T - Red

Color Schedule - For sign types A1 & A3 (previously approved per permit number X2011-0238)

- A1 Translucent White Acrylic - Acrylite 7328
- P1 Matthews - MP20062 - Ivory Metallic/Satin
- P2 Matthews - (Paint to match) PMS 288C/Satin
- P3 Matthews - MP00643 - Red/Satin
- V2o Avery - A9 Opaque - A9580-O - Sapphire Blue



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SALES REPRESENTATIVE  
**Jennifer R.**

DESIGNER **RH**    START DATE **03.08.11**

CLIENT/PROJECT  
**Hoag - Hoag Hospital N.B. - Ancillary Identification Signage**

SHEET TITLE  
**Color Schedule**

JOB NUMBER  
**00000**

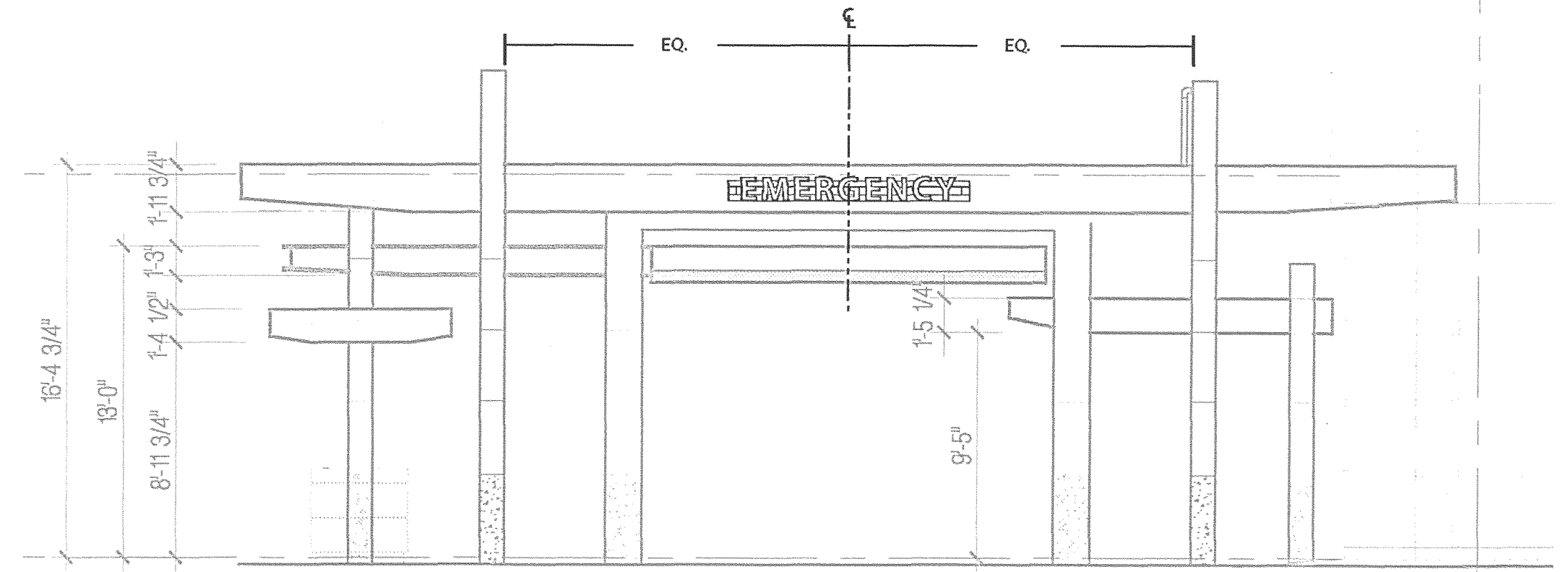
SHEET  
**HH - CS**



SITE ADDRESS  
**1 Hoag Drive - Building 17**  
**Newport Beach, Ca**

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**Newport Beach, Ca**

Robert Heyer / *[Signature]*  
 DESIGNER (PRINT/SIGNATURE)

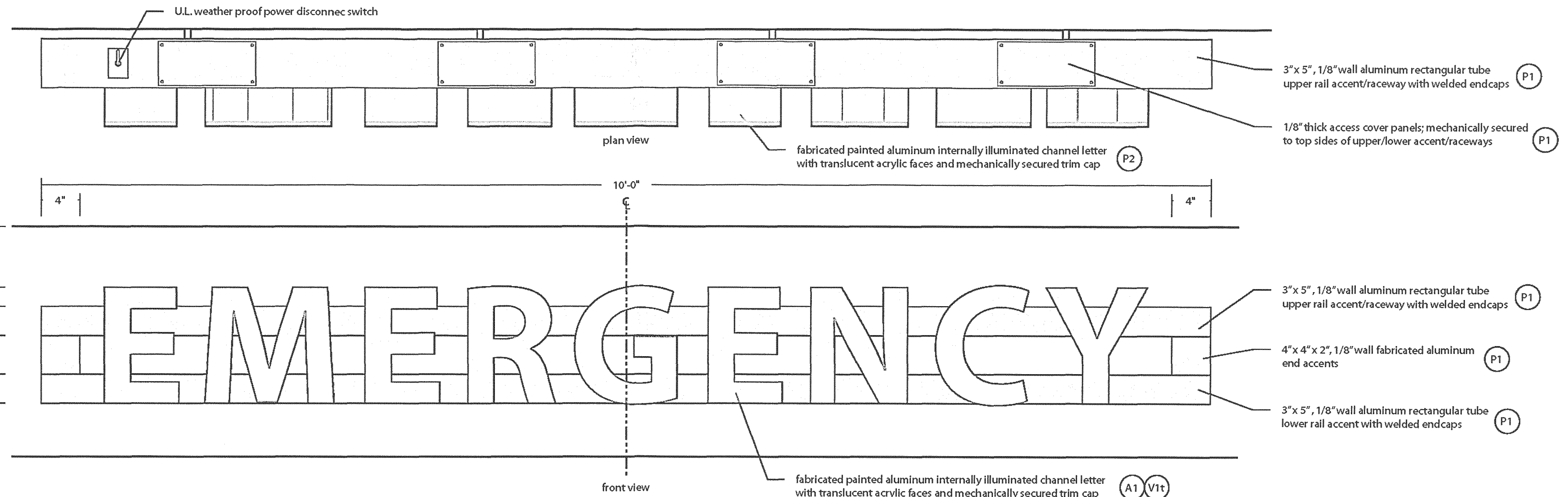


1.01

**1 Canopy - North Elevation**

Scale: 1/8" = 1'-0"

ALL FABRICATION AND  
 INSTALLATION IN  
 ACCORDANCE WITH  
 LISTED  
 AND  
 N.E.C.  
 SPECIFICATIONS



**2 Detail Views**

Scale: 1" = 1'-0"

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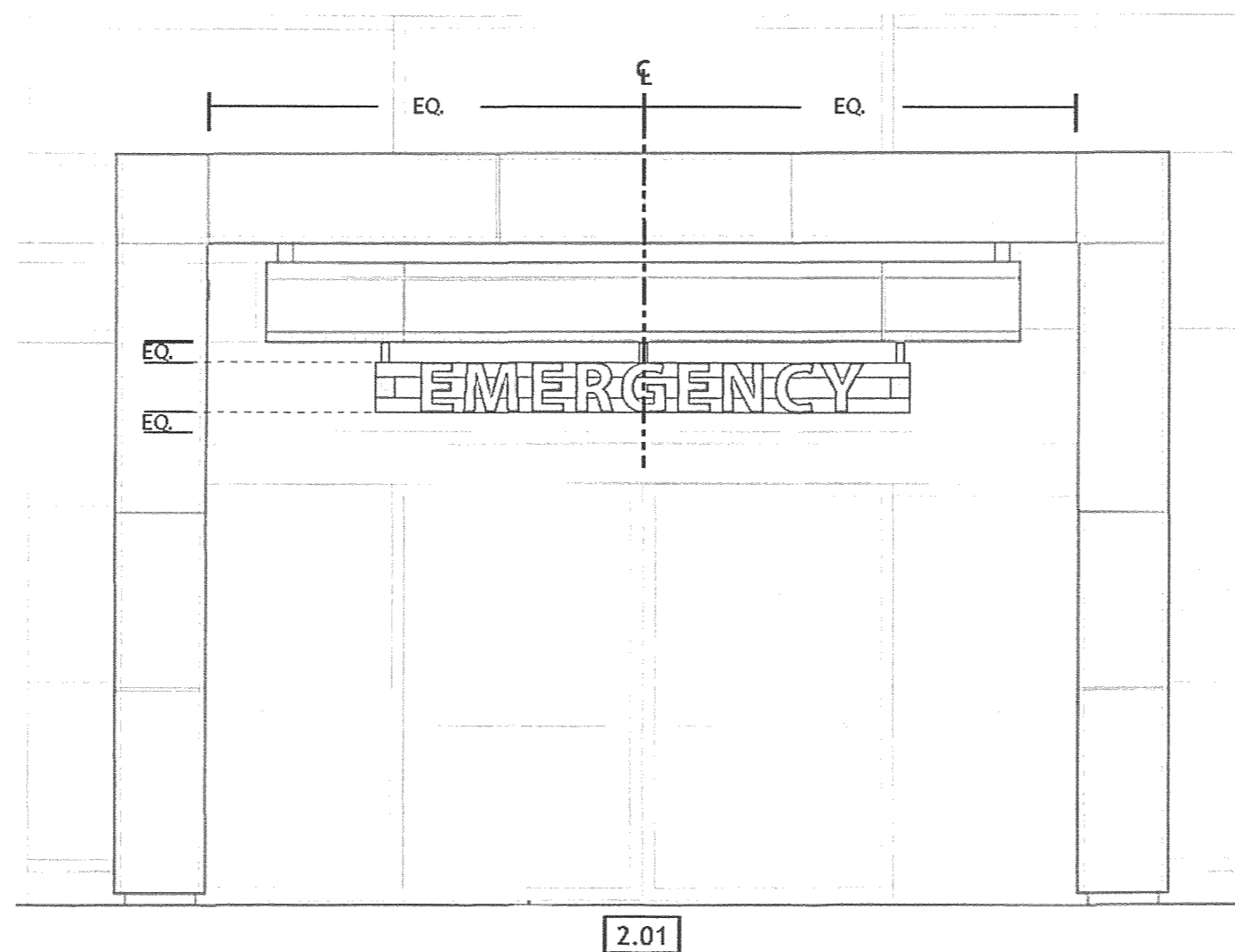
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 As Shown  With Changes  
 CLIENT SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

REVISIONS  
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SALES REPRESENTATIVE  
**Jennifer R.**  
 DESIGNER START DATE  
**RH 03.08.11**

CLIENT/PROJECT  
**Hoag - Hoag Hospital N.B. - Ancillary Identification Signage**  
 SHEET TITLE  
**Emergency Identification Canopy Sign**

JOB NUMBER  
**00000**  
 SHEET  
**HH - 1.0**



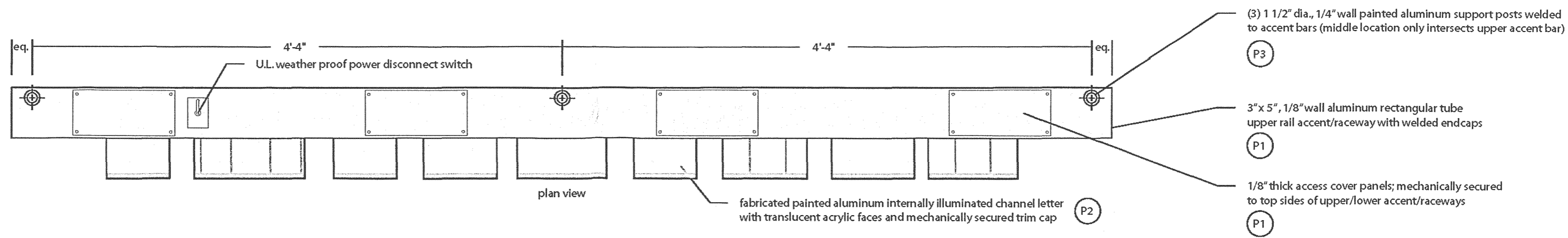
**1 Pedestrian Entry Canopy - West Elevation**

Scale: 1/4" = 1'-0"

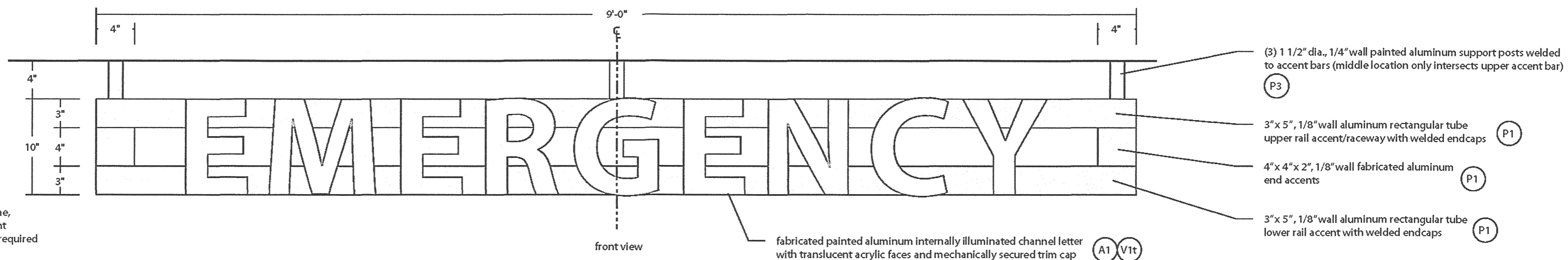
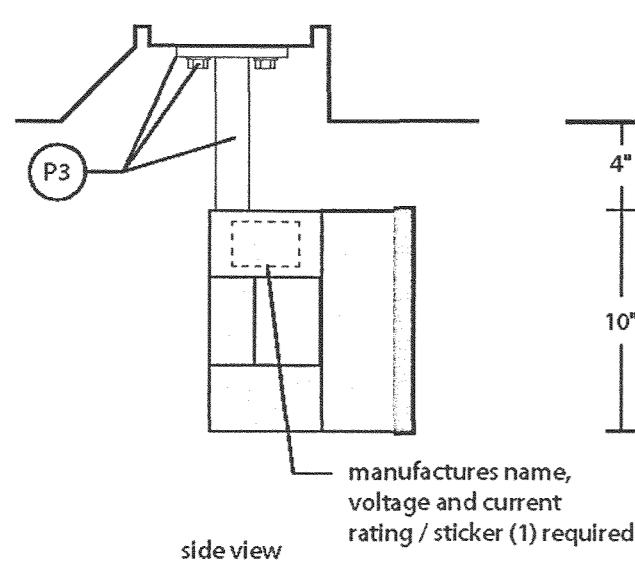
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**Newport Beach, Ca**

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Robert Heyer / *[Signature]*  
 DESIGNER (PRINT/SIGNATURE)



ALL FABRICATION AND INSTALLATION IN ACCORDANCE WITH  
 LISTED AND N.E.C. SPECIFICATIONS



**2 Detail Views**

Scale: 1" = 1'-0"



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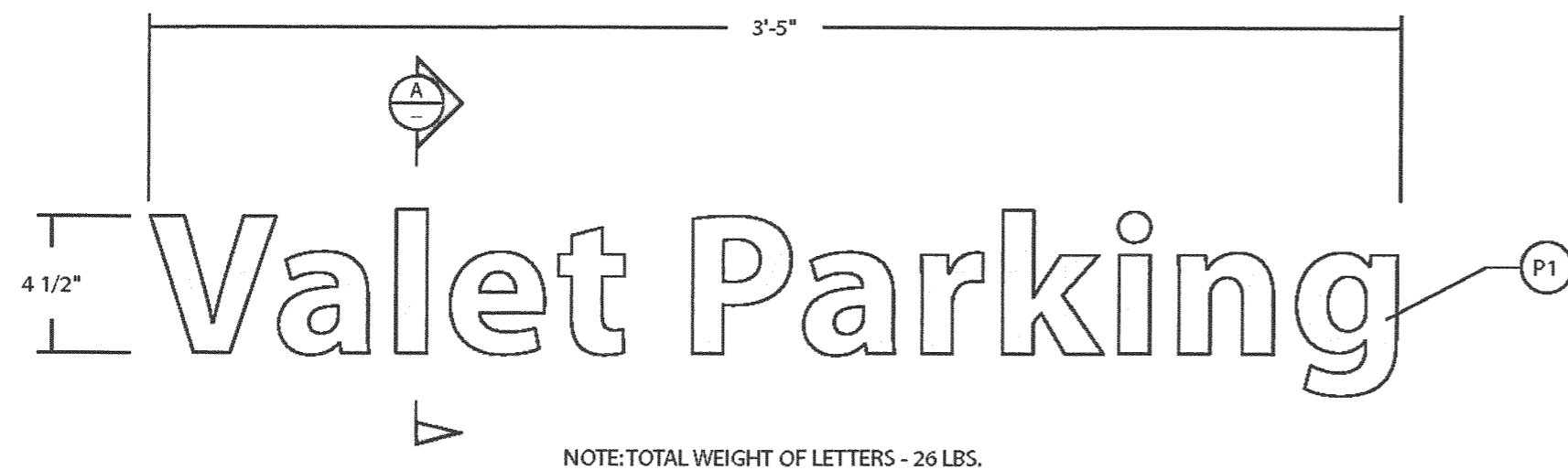
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**Jennifer R.**  
 DESIGNER START DATE  
**RH 03.08.11**

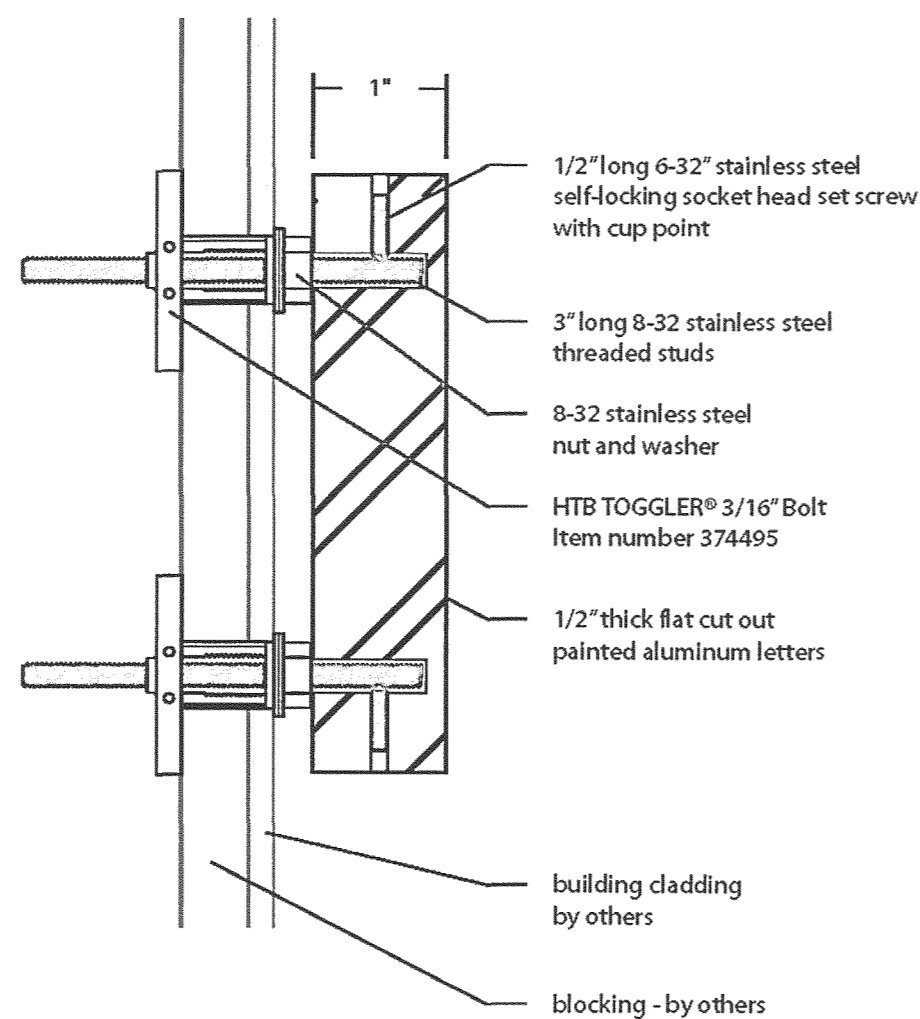
CLIENT/PROJECT  
**Hoag - Hoag Hospital N.B. - Ancillary Identification Signage**  
 SHEET TITLE  
**Emergency Identification Entry Sign**

JOB NUMBER  
**00000**  
 SHEET  
**HH - 2.0**

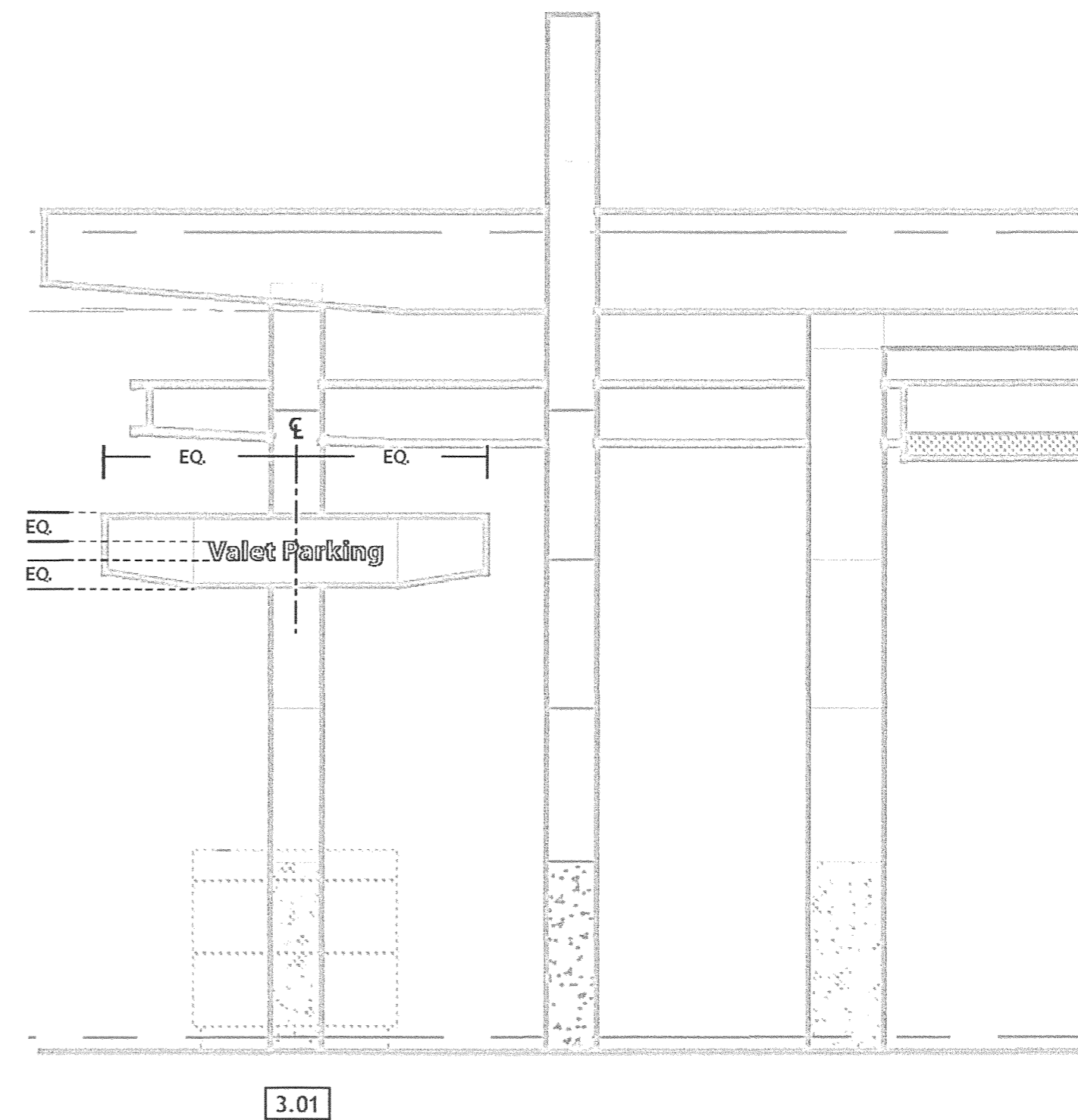


NOTE: TOTAL WEIGHT OF LETTERS - 26 LBS.

**2** Detail View  
Scale: 1 1/2" = 1'-0"



**A** Section  
Scale: 1:2 (half size)



**1** Valet Canopy - North Elevation  
Scale: 1/4" = 1'-0"

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Newport Beach, Ca**

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**Robert Heyer /**  
DESIGNER (PRINT/SIGNATURE)



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CLIENT SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

REVISIONS  
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SALES REPRESENTATIVE  
**Jennifer R.**  
DESIGNER START DATE  
**RH 03.08.11**

CLIENT/PROJECT  
**Hoag - Hoag Hospital N.B. - Ancillary Identification Signage**  
SHEET TITLE  
**Valet Parking Identification Sign**

JOB NUMBER  
**00000**  
SHEET  
**HH - 3.0**