



**CITY OF NEWPORT BEACH  
COMMUNITY DEVELOPMENT DEPARTMENT  
PLANNING DIVISION ACTION REPORT**

**TO:** CITY COUNCIL, CITY MANAGER AND PLANNING COMMISSION

**FROM:** Kimberly Brandt, Community Development Director  
Brenda Wisneski, Deputy Community Development Director

**SUBJECT:** Report of actions taken by the Zoning Administrator, Hearing Officer, and/or Planning Division staff for the week ending June 8, 2012

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**COMMUNITY DEVELOPMENT DIRECTOR  
OR PLANNING DIVISION STAFF ACTIONS**

Item 1: Famima!! Sign Program Change – Staff Approval No. SA2012-011 (PA2012-56)  
2200 West Ocean Front

Action: Approved

Council District 1

**APPEAL PERIOD:** An appeal may be filed with the Director of Community Development or City Clerk, as applicable, within fourteen (14) days following the date the action or decision was rendered unless a different period of time is specified by the Municipal Code (e.g., Title 19 allows ten (10) day appeal period for tentative parcel and tract maps, lot line adjustments, or lot mergers). For additional information on filing an appeal, contact the Planning Division at 949 644-3200.



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)

**COMMUNITY DEVELOPMENT DIRECTOR ACTION  
LETTER**

**Application No.** Staff Approval No. SA2012-011 (PA2012-56)  
**Applicant** Famima Corporation  
**Site Address** 2200 West Ocean Front  
Famima!! Sign Program Change

**Legal Description** Lot 1, Block 22 of the Newport Beach City Subdivision

On June 8, 2012, the Community Development Director approved the following: a staff approval determining that the proposed, pedestrian-oriented blade signs facing West Ocean Front and 22<sup>nd</sup> Street are in substantial conformance with Comprehensive Sign Program No. CS2009-002, approved February, 25 2010. The property is located in the MU-W2 (Mixed-Use Water Related) District.

**I. Background**

The subject property is located on the corner of West Ocean Front and 22<sup>nd</sup> Street. In 2010, Comprehensive Sign Program No. CS 2009-002 was approved to incorporate and establish sign guidelines for the multi-tenant building. The existing sign program allows one pedestrian-oriented blade sign for the tenant located within Suite 'B' and was conditioned to allow minor changes due to a change in tenant or use that do not substantially deviate from the original approval to be approved by the Director.

**II. Proposed Changes**

The addition of two illuminated, pedestrian-oriented blade signs fronting on West Ocean Front and 22<sup>nd</sup> Street for the main tenant within the building. The new signs will be approximately 5 square feet in size. No other changes are requested.

A building permit will be obtained for the new signs and updated plans to reflect the changes will be retained in the Comprehensive Sign Program file.

**III. Determination**

Pursuant to Section 20.42.120.F (Revisions to Comprehensive Sign Programs), the Director may approve revisions to a comprehensive sign program if the intent of the original approval is not affected. The applicant proposes to install and add to the sign program two, small pedestrian-oriented blade signs for the main tenant located

within 2200 West Ocean Front. The double-faced, illuminated blade signs would be approximately 5 square feet in area, located on the West Ocean Front and 22<sup>nd</sup> Street frontages, and would provide improved pedestrian visibility, which upholds the intent of the original approval. Furthermore, the additional signage is a negligible increase in overall sign area and retains uniformity for the building while ensuring there is no proliferation of excess signage.

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On behalf of Kimberly Brandt, Community Development Director

Prepared by:



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Benjamin M. Zdeba  
Planning Technician

GR/bmz

Attachments:    CD 1 Vicinity Map  
                      CD 2 Revised Sign Matrix  
                      CD 3 Plans

# **Attachment No. CD 1**

Vicinity Map

# VICINITY MAP



Staff Approval No. SA2012-011  
PA2012-56

2200 W. Oceanfront

# **Attachment No. CD 2**

Revised Sign Matrix

**(PA2012-056 for SA2012-011)**  
**REVISED TABLE MATRIX**

Comprehensive Sign Program  
 2200 Ocean Front West

Designated Street Frontages:  
 A Ocean Front West  
 B 22<sup>nd</sup> Street

<b>A – WALL SIGNS(1)</b>		
<b>Suite Address</b>	<b>Primary Frontage Size limitations where applicable</b>	<b>Secondary Frontage – Size limitations where applicable</b>
2200	A - 1.5 square feet/linear foot of store frontage or maximum area of 75 square feet, whichever is less	B - 50% of allowable primary sign allowance or maximum area 37.5 square feet, whichever is less
2200A	B - 1.5 square feet/linear foot of store frontage or maximum area of 75 square feet, whichever is less	NA
2200B	B - 1.5 square feet/linear foot of store frontage or maximum area of 75 square feet, whichever is less	NA
<b>B – AWNING SIGNS(1)(2)</b>		
<b>Suite Address</b>	<b>Number and Location</b>	<b>Size</b>
2200, 2200A, 2200B	Various above doors and windows <ul style="list-style-type: none"> <li>• Signage limited to letters centered on lower valance area only as depicted on the approved plans</li> </ul>	Maximum letter height: 6 inches Maximum Projection: 22 inches
<b>C – BLADE SIGN (1)(2)</b>		
<b>Suite Address</b>	<b>Number and Location</b>	<b>Size</b>
2200	Two, one on West Ocean Front and one on 22 <sup>nd</sup> Street	Maximum Projection: 3 feet Maximum Area: 6 square feet Minimum Clearance: 8 feet
2200 B	One	Maximum Projection: 22 inches Minimum Clearance: 8 feet
<b>D – TEMPORARY SIGNS</b>		
<b>Suite Address</b>	<b>Number, size, and duration</b>	
2200, 2200A, 2200B	Subject to all requirements of 20.42.090 (Standards for Temporary Signs)	

# **Attachment No. CD 3**

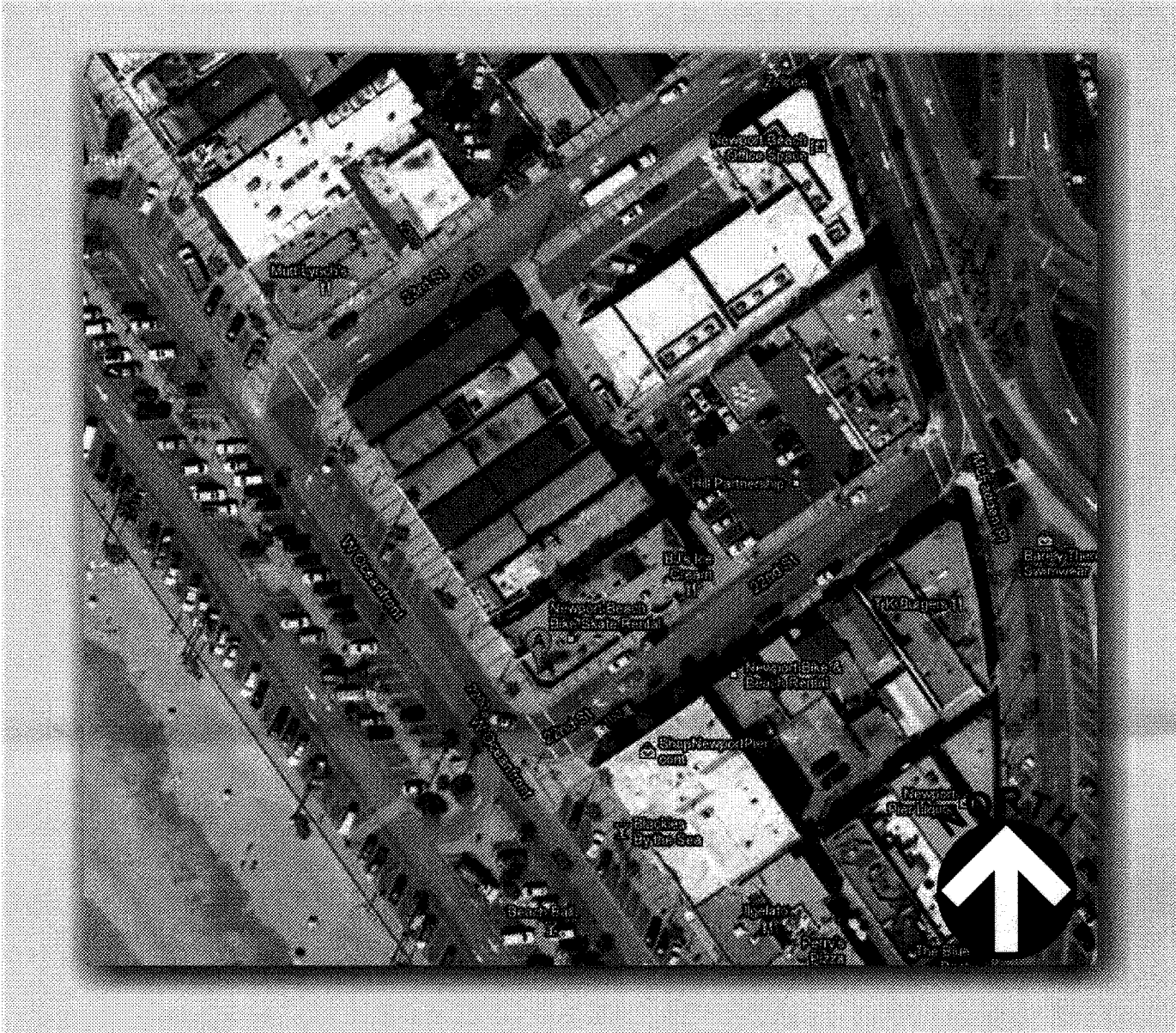
Plans



# Famima!!

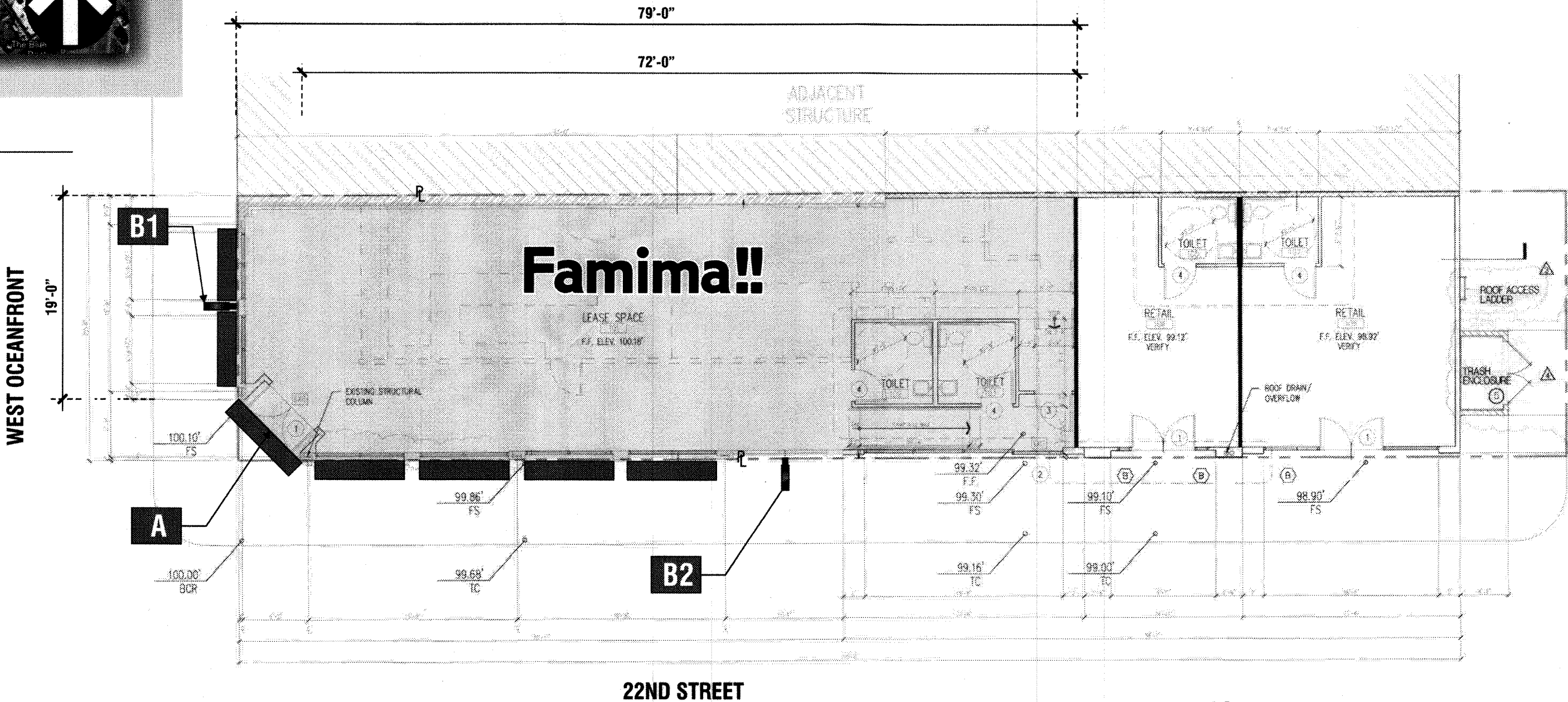
CONVENIENCE STORE

2200 West Oceanfront, Newport Beach, CA. 92660



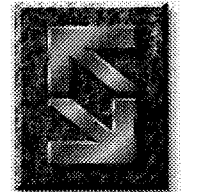
1 VICINITY MAP  
SCALE: NTS

**Parcel #:** 047 143 12  
**Legal Description:** Lot 1 of Block 22 of Newport Beach, as per map recorded in book 3, page 26 of the miscellaneous maps, in the office of the county recorder of said city.  
**Property Owner:** Fran Ursini  
 25 Cambria Drive  
 Corona Del Mar, CA 92625  
 (949) 500-0764 - email fran.ursini@hotmail.com  
**Architect:** HPI Architecture  
 Stephanie Fox, Leed AP ID + C  
 115 22nd Street  
 Newport Beach, CA 92663  
 (949) 675-6442



1 FLOOR PLAN  
SCALE: 1" = 10'-0"





**superior**  
electrical advertising

1700 West Anaheim Street  
Long Beach, California  
90813-1195  
Phone: 562.495.3808  
Facsimile: 562.435.1867  
www.superiorsigns.com

Project:  
**Famima!**

Address:  
**2200 West Oceanfront  
Newport Beach, CA**

Account Manager:  
**STAN JANOCHA**

Designer:  
**M. Miller 3.50**

Scale: **AS NOTED**

Design No.: **12-03-4653-02**

Date: **03.06.12**

Reg. No.:

Revisions:  
R1 05-03-12 mdm (1.0) reduce size of sign "A" add awning copy  
R2 05-07-12 mdm (1.5) delete sign "C", move sign B1.

**APPROVALS**

**FOR JOB CHECK DATE**

Acct. Mgr.

**FOR CONSTRUCTION DATE**

Acct. Mgr.

Design

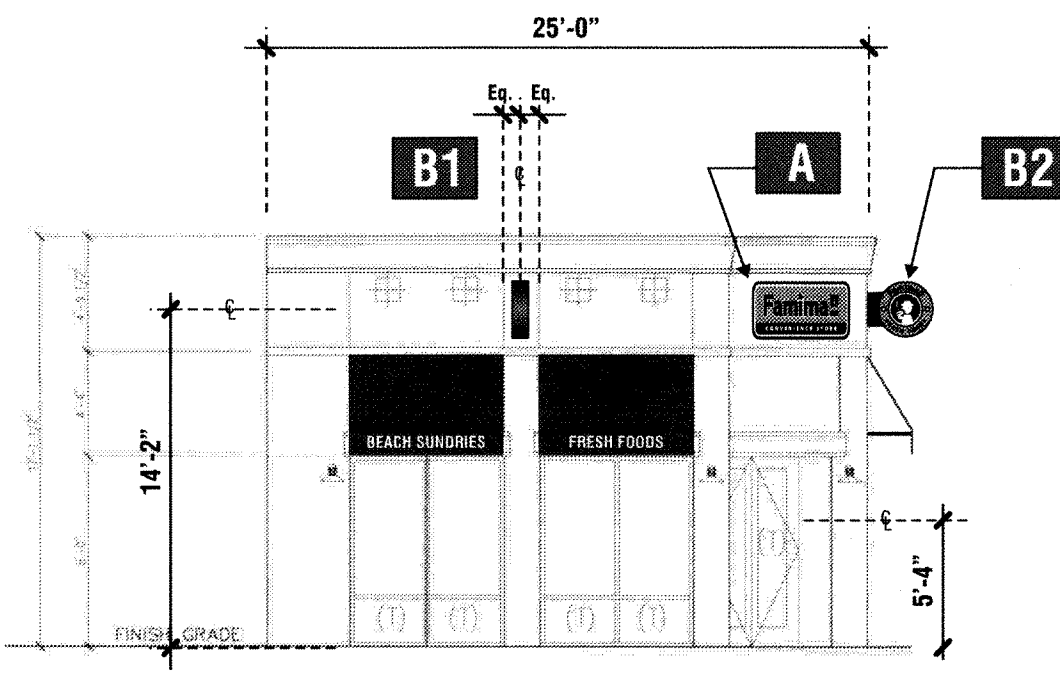
Production

**FOR INSTALL ONLY DATE**

Acct. Mgr.

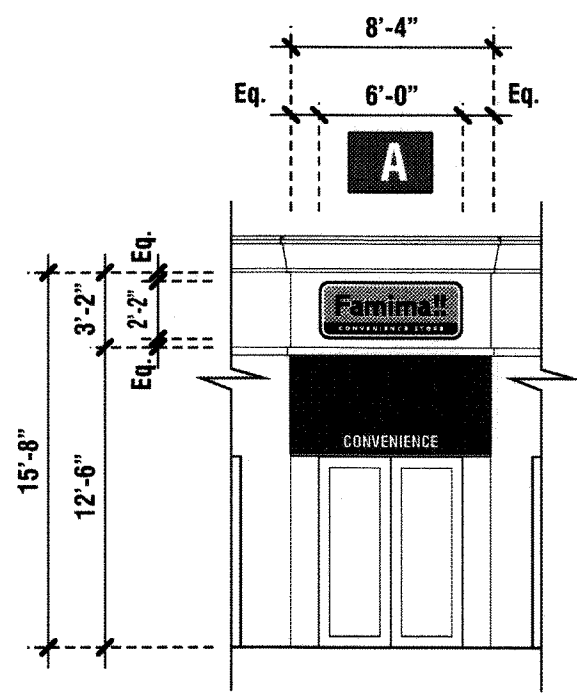
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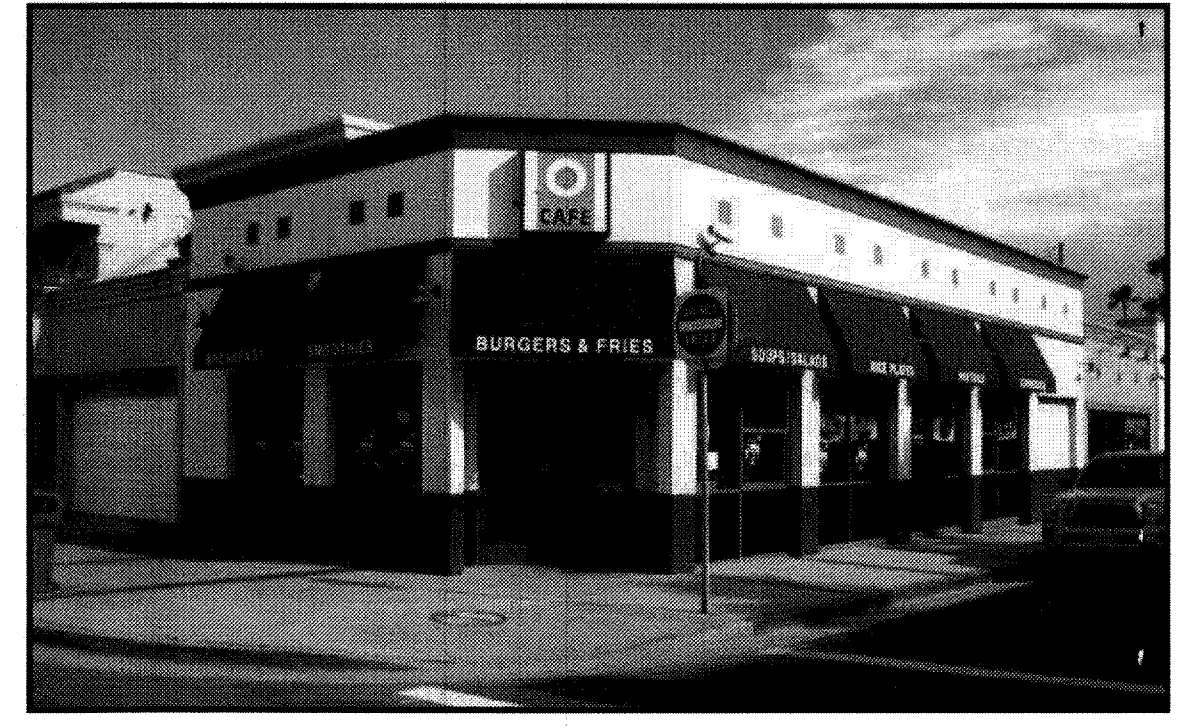


**1** WEST ELEVATION  
SCALE: 1/8" = 1'-0"

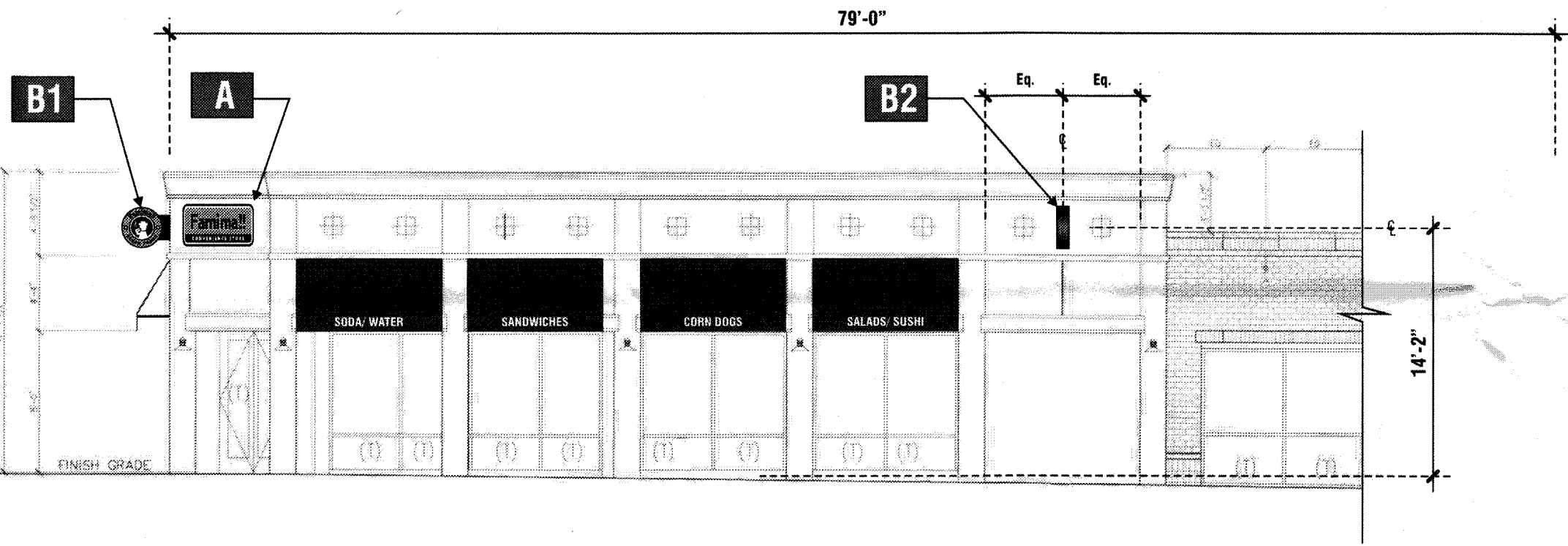
NOTE: existing canopies to be resurfaced with new Sunbrella Material  
Exact color to be determined.



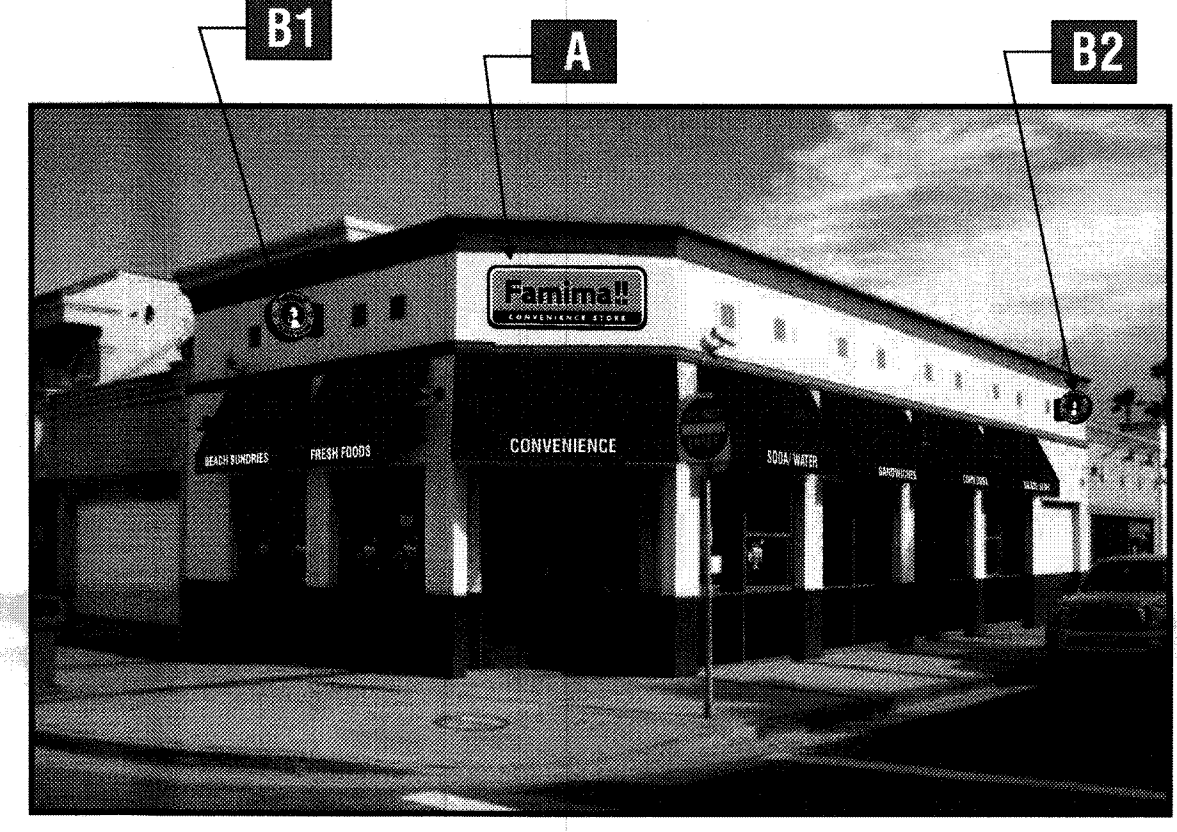
**2** SOUTH/WEST (CORNER ENTRANCE) ELEVATION  
SCALE: 1/8" = 1'-0"



**3** EXISTING CONDITIONS - SOUTH (STOREFRONT) ELEVATION  
SCALE:NTS



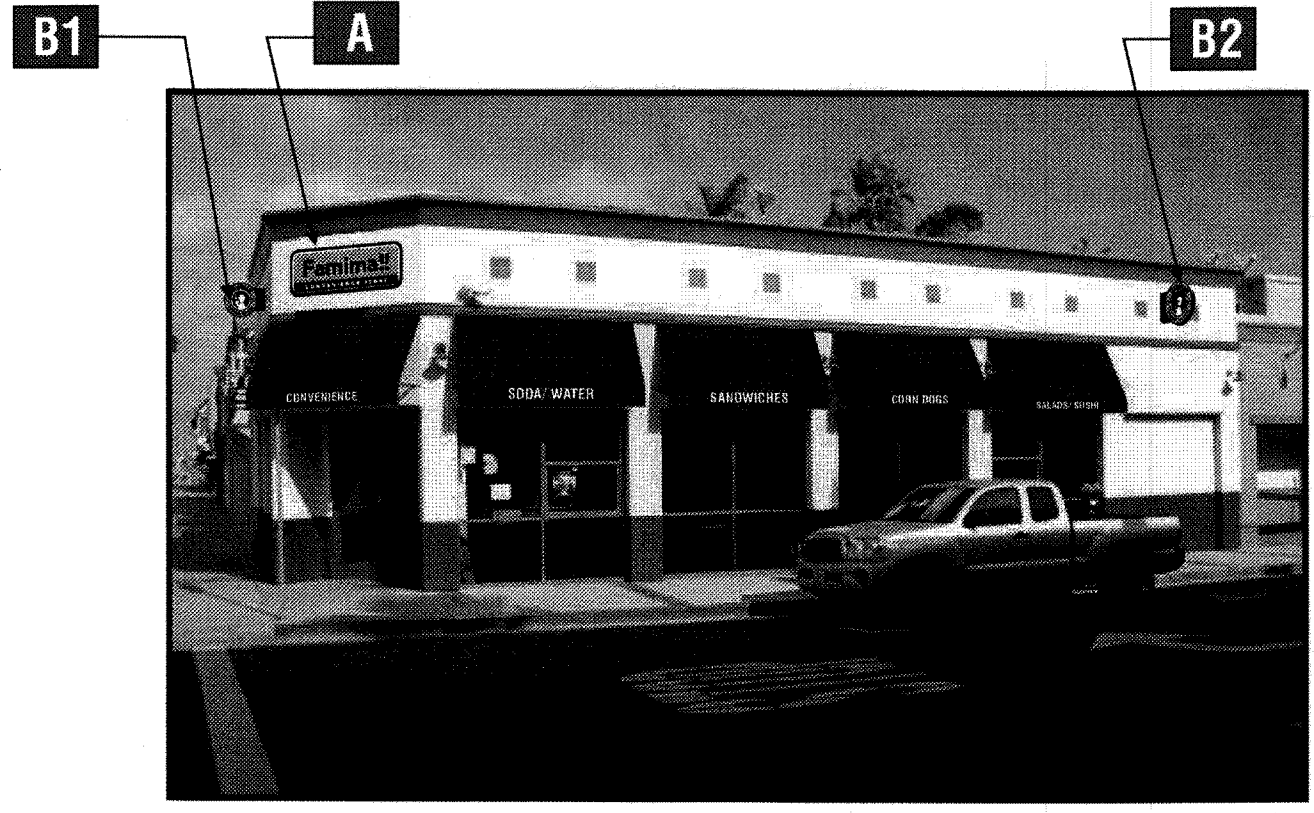
**5** SOUTH ELEVATION  
SCALE: 1/8" = 1'-0"



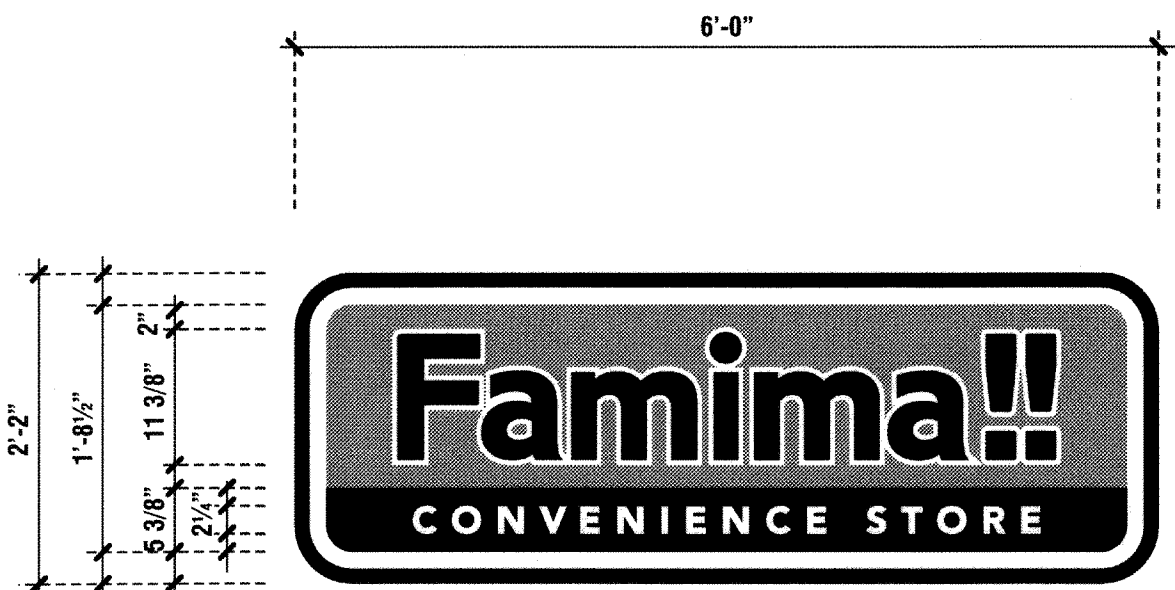
**4** PROPOSED CHANNEL LETTERS AND BLADE SIGNS  
SCALE:NTS



**6** EXISTING CONDITIONS - SOUTH/EAST ELEVATION  
SCALE:NTS



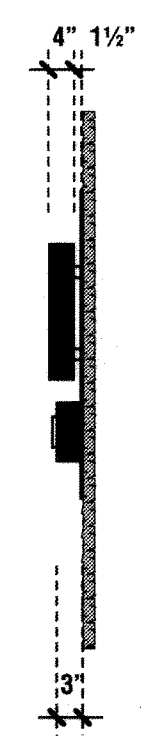
**7** PROPOSED CHANNEL LETTERS AND BLADE SIGNS  
SCALE:NTS



**A** CUSTOM FABRICATED ALUMINUM CHANNEL LETTERS AND PLAQUE MOUNTED TO ALUMINUM PANEL 12.96 Square feet  
 QUANTITY: ONE (1) REQUIRED SCALE: 3/4" = 1'-0"

- SPECIFICATIONS:**  
 CUSTOM FABRICATED ALUMINUM CHANNEL LETTERS AND PLAQUE MOUNTED TO ALUMINUM PANEL
- .080 ALUMINUM BACKER PANEL WITH PAINTED AND VINYL DETAILS.
- FAMIMA!!: CUSTOM FABRICATED ALUMINUM DUAL ILLUMINATED 4" DEEP CHANNEL LETTERS**  
**FACES:** WHITE ACRYLIC WITH APPLIED BLACK VINYL WITH BORDER CUT OUT TO SHOW THROUGH WHITE.  
**RETURNS:** 4" BLACK ALUMINUM  
**TRIMCAP:** 3/4" BLACK  
**ILLUMINATION:** WHITE LED MODULE UNITS  
**BACKS:** CLEAR LEXAN  
**LETTERS PEGGED OFF BACKER 1 1/2"**
- CONVENIENCE STORE: CUSTOM FABRICATED 3" DEEP CHANNEL PLAQUE**  
**FACES:** ALUMINUM FACES WITH ROUTED COPY.  
**COPY:** 1/2" DEEP CLEAR ACRYLIC WITH WHITE APPLIED FIRST SURFACE AND DIFFUSER VINYL APPLIED SECOND SURFACE.  
**RETURNS:** 3" DEEP ALUMINUM RETURNS PAINTED FLAT BLACK.  
**ILLUMINATION:** WHITE LED MODULE UNITS
- COLORS:** WHITE  
 BLACK  
 JUNGLE GREEN - AVERY #A9634-T (PMS#375C)

**NOTE:** FIELD VERIFY ALL MEASUREMENTS AND CONDITIONS PRIOR TO ANY FABRICATION



**1** STRUCTURAL DETAILS - SIDE VIEW  
 SCALE: 1/2" = 1'-0"



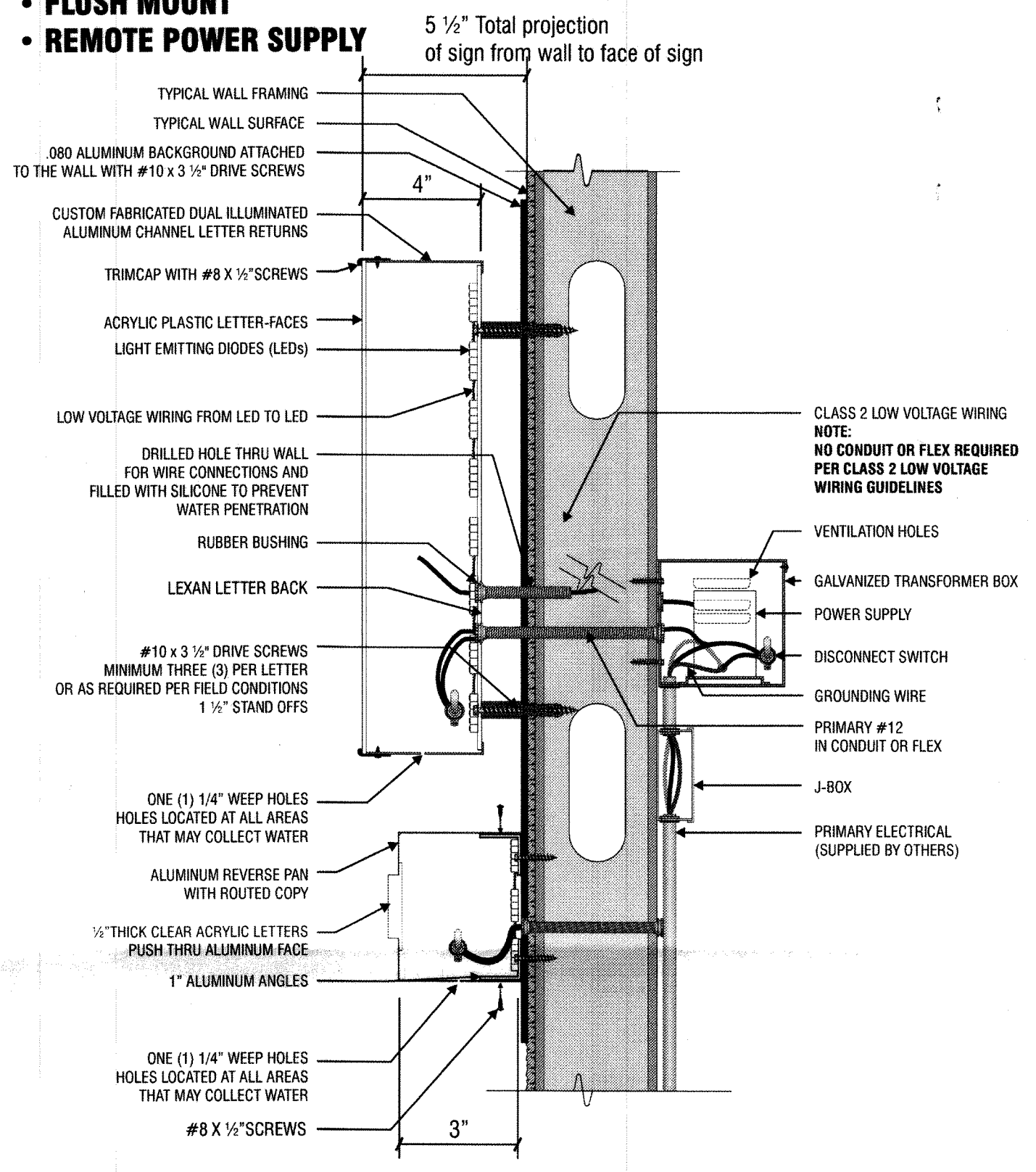
**2** PERSPECTIVE VIEW  
 SCALE: NTS

**Note to All Contractors**

**120 Sign Voltage**

This sign is intended to be installed in accordance with the requirements of Article 600 of the National Electrical Code and/or other applicable local codes. This includes proper grounding and bonding of the sign. All wall penetrations to be sealed with UL Listed silicone sealant.

- L.E.D. FACE LIT CHANNEL LETTERS
- ACRYLIC PLASTIC FACE
- FLUSH MOUNT
- REMOTE POWER SUPPLY



**3** TYPICAL SECTION DETAIL - LED FACE LIT CHANNEL LETTER  
 SCALE: NTS

**ALTERNATE ATTACHMENT METHODS**

HARDWARE	BUILDING CONSTRUCTION			
	MASONRY	WOOD	METAL / ACM	PLYWOOD / EFIS
MINIMUM FASTENERS				
1/4" BOLTS THRU WALL	X	X	X	REQUIRES BLOCKING BY INSTALLER
1/4" LAG BOLTS W/SHIELD	X	----	----	----
1/4" LAG BOLTS	----	X	----	REQUIRES BLOCKING BY INSTALLER
1/4" TOGGLE BOLTS	HOLLOW BLOCK ONLY	----	X	THRU BOTH PLYWOOD AND EFIS MATERIAL



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**M. Miller** 3.50

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**FOR CONSTRUCTION DATE**  
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Design

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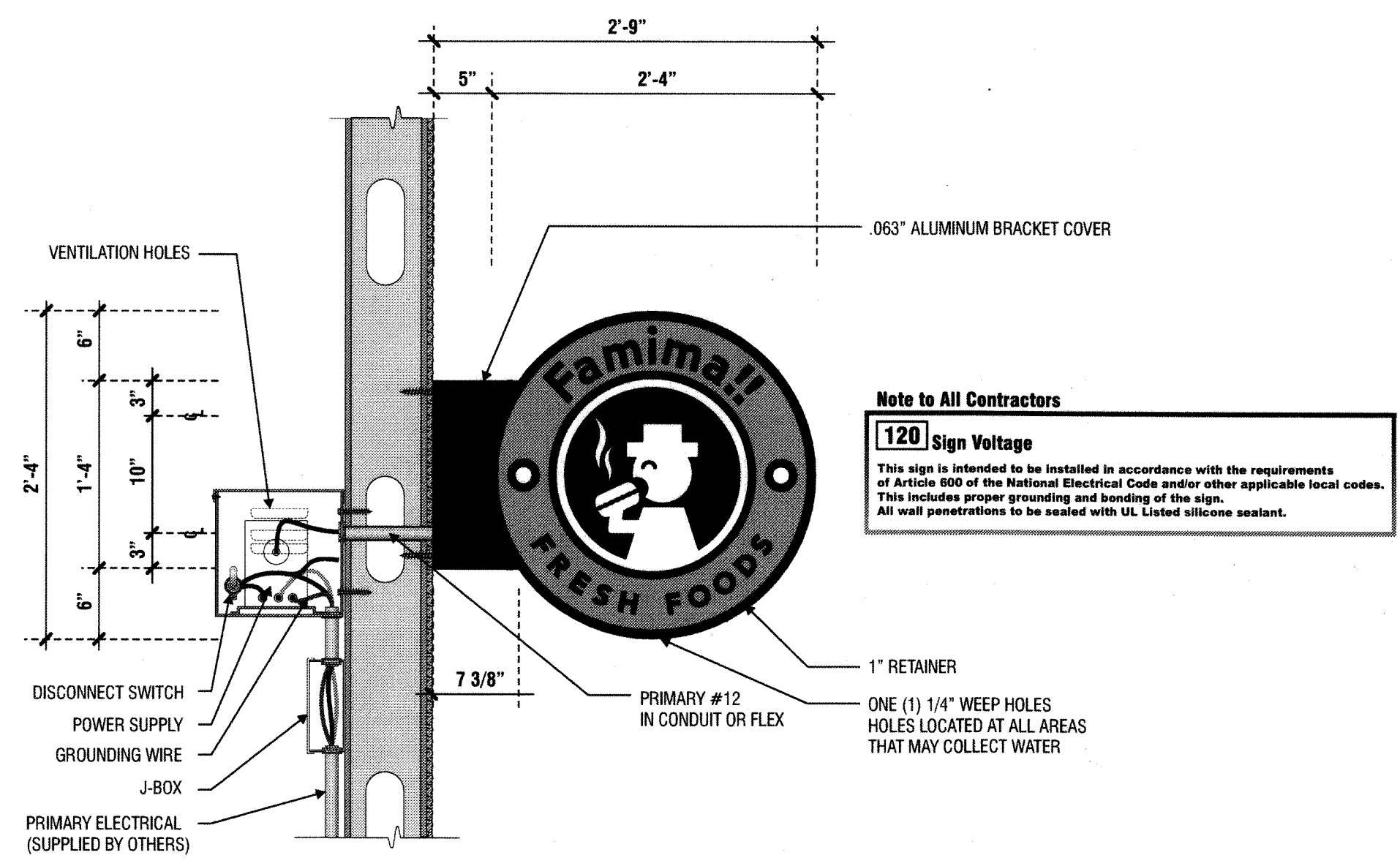
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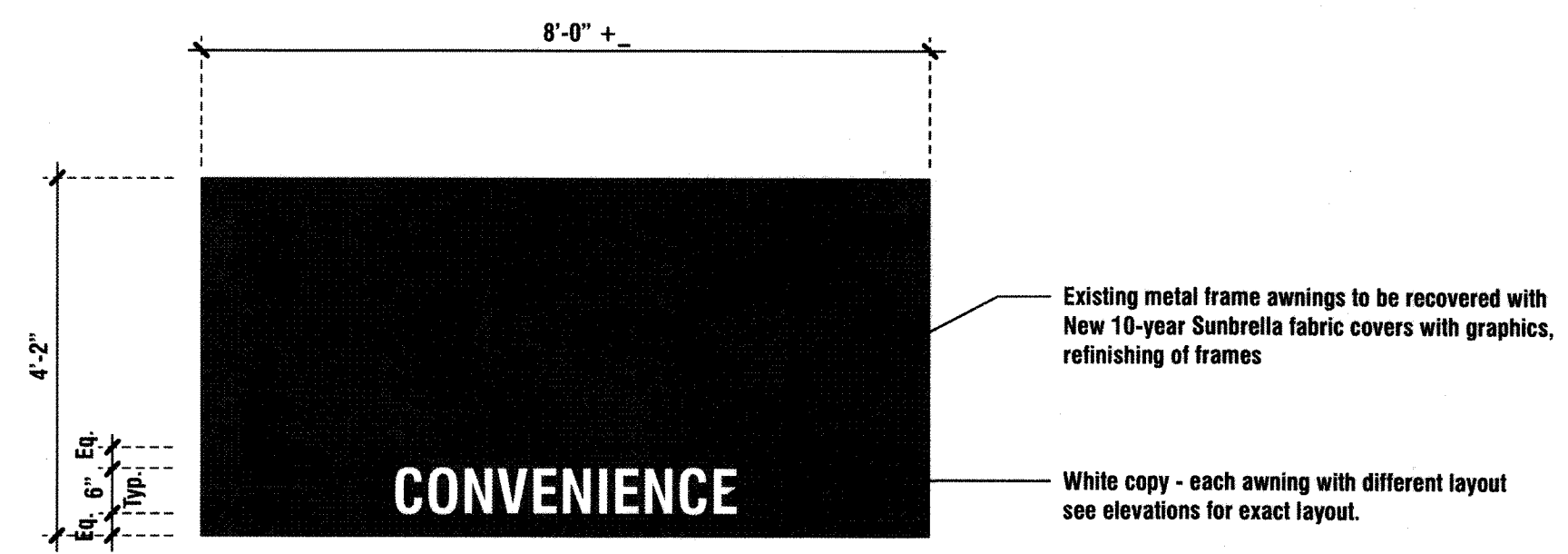


**B1 B2** SIGN ELEVATION / DOUBLE FACE LED ILLUMINATED BLADE SIGN 4.23 Square Feet  
QUANTITY: TWO (2) UNITS REQUIRED SCALE: 1" = 1'-0"

**SPECIFICATIONS:**

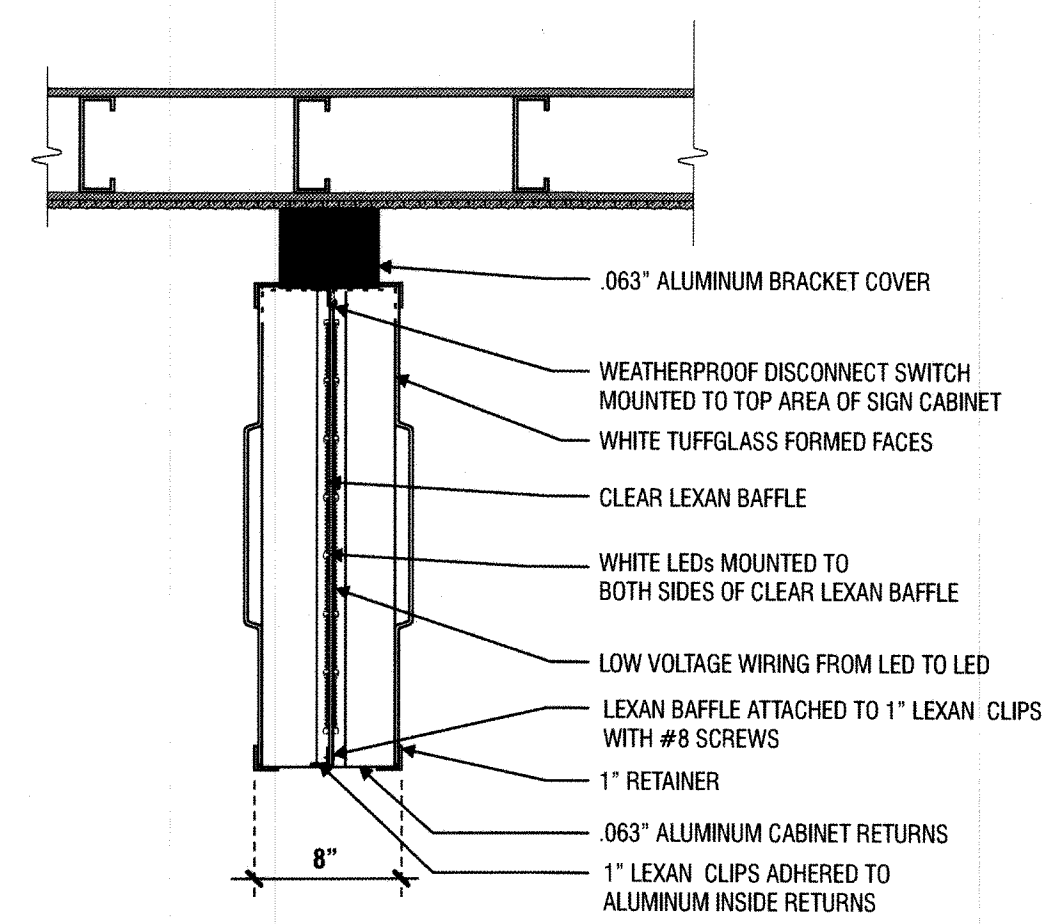
- BLADE:** DOUBLE FACE INTERIOR ILLUMINATED BLADE SIGN
- FACES:** WHITE TUFFGLASS WITH GREEN AND BLACK VINYL OVERLAYS  
OUTLINE REVERSED OUT TO SHOW THRU WHITE
- RETAINERS:** 1" x 1" ALUMINUM RETAINERS PAINTED MATHEWS BRUSHED ALUMINUM
- RETURNS:** 8" DEEP ALUMINUM RETURNS PAINTED MATHEWS BRUSHED ALUMINUM
- ILLUMINATION:** WHITE LEDs MOUNTED TO CLEAR LEXAN BAFFLE
- SUPPORT TUBES:** 1 1/2" x 1 1/2" DIAMETER ALUMINUM TUBES WITH ALUMINUM COVER  
ALUMINUM COVER TO FOLLOW CABINET RADIUS AND PAINTED FLAT BLACK
- COLORS:** WHITE TUFFGLASS  
BLACK  
JUNGLE GREEN - AVERY #A9634-T (PMS#375C)

**NOTES:** FIELD VERIFY ALL MEASUREMENTS AND CONDITIONS PRIOR TO ANY FABRICATION

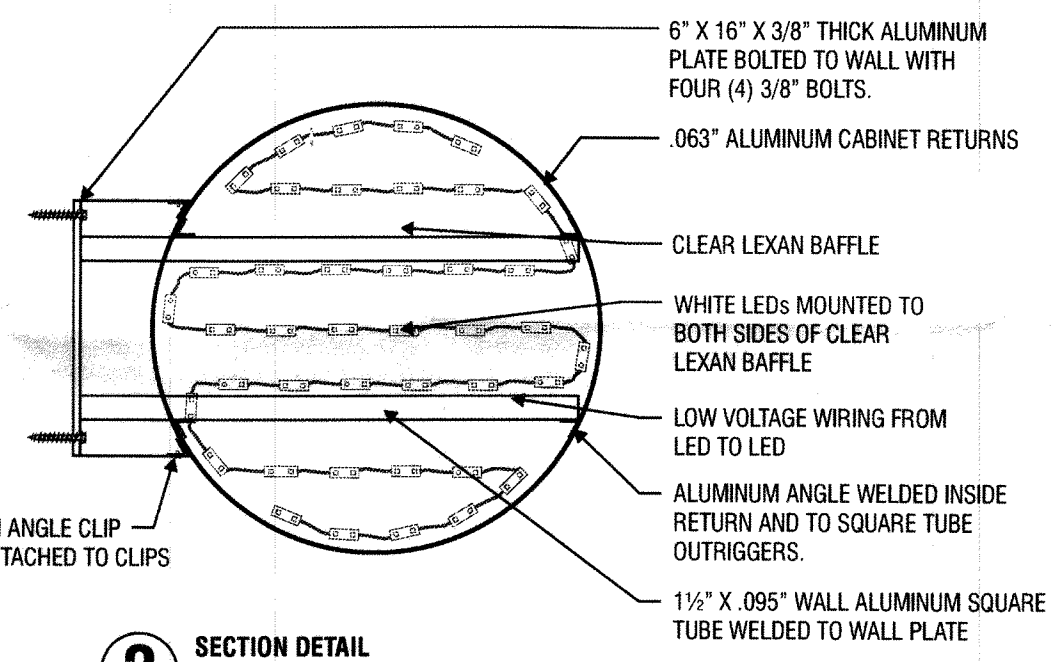


**C** SIGN ELEVATION / REFACE EXISTING AWNINGS SCALE: 1/2" = 1'-0"  
QUANTITY: SEVEN (7) REQUIRED

**28" DIAMETER BLADE SIGN  
8" DEEP LED ILLUMINATED**



**1** PLAN VIEW SECTION  
SCALE: 1" = 1'-0"



**2** SECTION DETAIL  
SCALE: 1" = 1'-0"

**APPROVALS**

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Acct. Mgr.	
FOR CONSTRUCTION	DATE
Acct. Mgr.	
Design	
Production	
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