



**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 and/or Planning Division staff for the week ending November 8, 2013

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

Item 1: Between The Sheets Signage – SA2013-012 (PA2013-224)  
377 East Coast Highway

Action: Approved

Council District 5

**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

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## **COMMUNITY DEVELOPMENT DIRECTOR** **ACTION LETTER**

**Application No.**           **Staff Approval No. SA2013-012 (PA2013-224)**  
  **Between the Sheets Signage**

**Applicant**                   **Gerard Signs & Graphics, Inc.**

**Site Address**               **377 E. Coast Highway**

**Legal Description**       **Portion of Block 54 of the Irvine Subdivision**

On **November 7, 2013**, the Community Development Director approved Staff Approval No. SA2013-012. This approval is based on the following findings and subject to the following conditions.

### **PROJECT SUMMARY**

Determination that the increase in number of signs is consistent with Modification Permit No. 2002-065 which allows an increase for individual tenants occupying multiple suites, if approved by the Director.

### **ZONING DISTRICT/GENERAL PLAN**

**Zone:** (CG) Commercial General  
**General Plan:** (CG) Commercial General

### **PROJECT DESCRIPTION**

Modification Permit No. MD2002-065, approved on August 7, 2002, established the sign program for the property and authorizes the Director to approve an increase in the number of signs for an individual tenant. Tenants are allowed up to two signs when located at the corner of the building. The subject business, "Between the Sheets", is located on a corner and will occupy five suites. A total of four signs are requested. One sign would face Bayside Drive and three would be located at the entrance facing the parking lot. The size and location of the signs are consistent with the approved sign program. The proposed signs are presented as Attachment 1.

## **FINDINGS**

- A. Based on the original floor plan for the center, the subject business will occupy five suites. Therefore, if the suites were occupied by separate businesses, five signs facing the parking lot would be permitted. The request is to locate three signs in this area. One sign would include the business name, "Between the Sheets" and the other signs would indicate the store merchandise, "Home Furnishings" and "Fine Linen".
- B. The combined lineal frontage of the store is 132 feet justifies an increase in the number of signs. The sign program allows walls signs up to 1.5 square feet per lineal foot of the tenant space. The total sign area of the signs facing the parking lot is 55 square feet which is smaller than permitted in the sign program.

## **CONDITIONS**

1. The signs shall in substantial conformance with the approved plans and elevations as provided as Attachment 1 of this letter.
2. A building permit shall be obtained prior to commencement of construction.
3. 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 Between the Sheets Signage including, but not limited to, the Staff Approval No. SA2013-224. 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.

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By:



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Kimberly Brandt, AICP  
Director

Attachment: CD 1 Project Plans

# **Attachment No. 1**

Project Plans

**CLIENT**

BETWEEN THE SHEETS  
377 PACIFIC COAST HWY  
NEWPORT BEACH, CA

**PROPERTY OWNER:**

RUSS FLUTER  
FLUTER PROPERTIES  
2025 W. BALBOA BLVD.  
NEWPORT BEACH, CA 92663

**PROJECT**

(4) ILLUMINATED WALL SIGN  
FACE LIT CHANNEL LETTERS  
W/ RACEWAYS

**DATE** 10/18/13

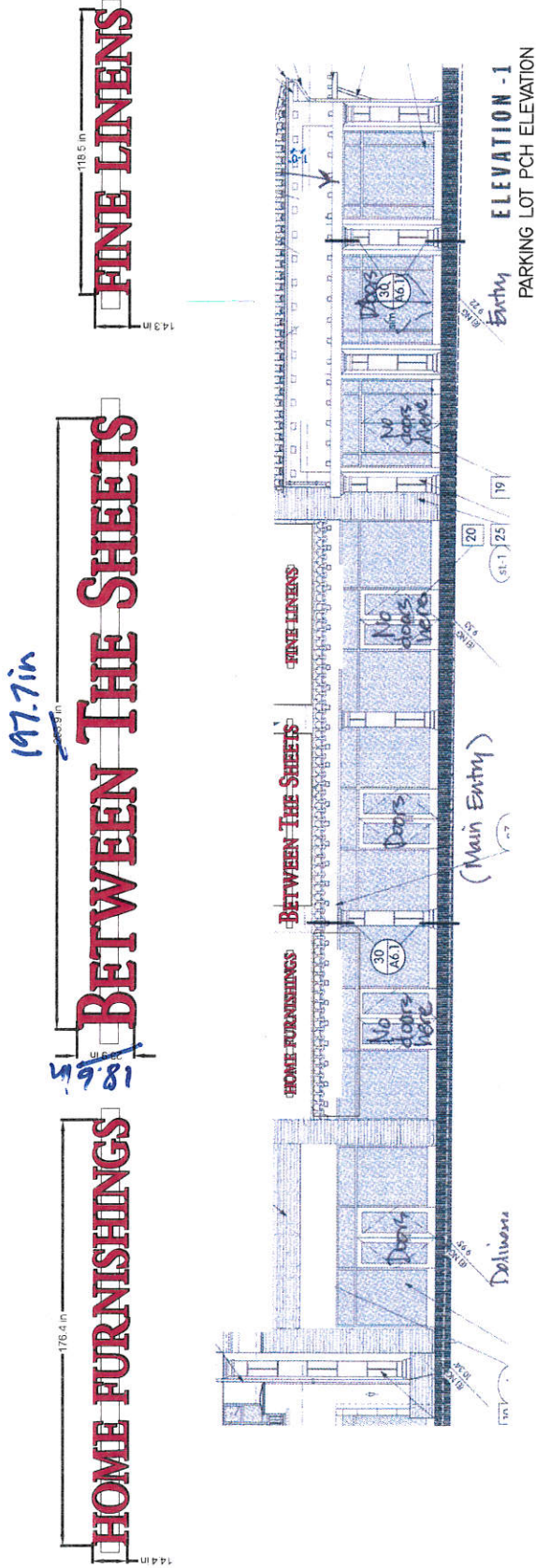
**QUANTITY** 4 AS SHOWN

**SCALE** AS SHOWN

**DRAWN BY** JG

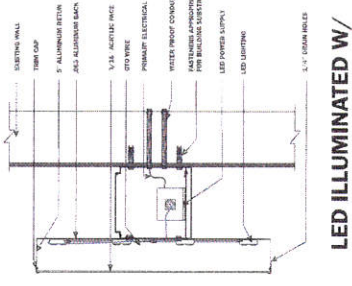
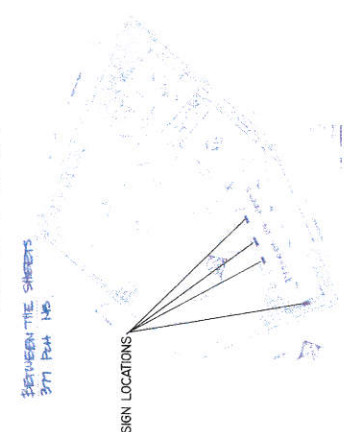


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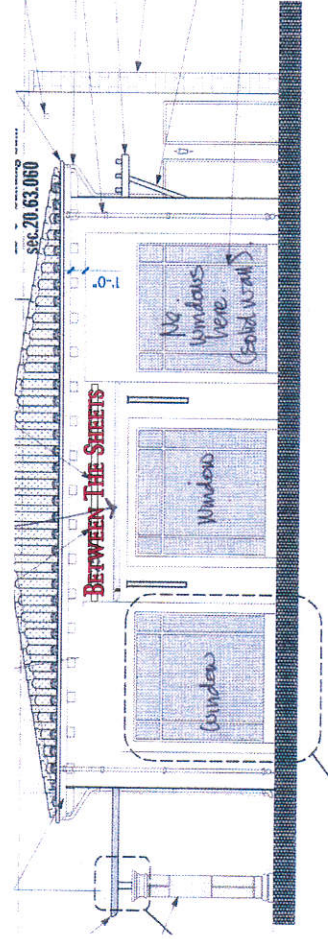
132 LINEAR FT. FRONTAGE  
TOTAL SQ. FT. OF SIGNAGE ON THIS ELEVATION = 55

**SITE PLAN**



**LED ILLUMINATED W/  
RACEWAY**

**BAYSIDE DRIVE ELEVATION**



40 LINEAR FT. FRONTAGE  
TOTAL SQ. FT. OF SIGNAGE ON THIS ELEVATION = 19

**Notes:**  
All Work to Comply with 2011 Calif. Building Codes and 2011 Calif. Energy Efficiency Standards for Sign Lighting.  
Provide 20 amp dedicated circuit for signage with automatic time clock control  
Sign installer to identify sign circuit breaker and updated electrical panel directory.

**Specifications**  
Cover with Vitrinolex Channel Letters  
Finish: 316 Steel (see drawing #207)  
1" Back from Cur  
LED Illuminated  
Recessed, Aluminum Fabrication - Finger One Finishes - Chalk Black - Reveal Fin-Finished White  
Mounting: 4x10x1/2", 1/2" Bolt  
Electrical Requirements: 20 amp/240vaf. 1-phase panel

PA2013-224 for SA2013-012  
377 E. Coast Highway  
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