



**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 October 23, 2015

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**COMMUNITY DEVELOPMENT DIRECTOR  
OR PLANNING DIVISION STAFF ACTIONS**  
(Non-Hearing Items)

Item 1: Comprehensive Sign Program No. CS2015-011 (PA2015-162)  
Site Address: 2801 W. Coast Highway

Action: Approved

Council District 3

**APPEAL PERIOD:** An appeal or call for review 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

100 Civic Center Drive, P.O. Box 1768, Newport Beach, CA 92658-8915

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

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## **ZONING ADMINISTRATOR ACTION LETTER**

**Application No.**            **Comprehensive Sign Program No. CS2015-011 (PA2015-162)**

**Applicant**                **Tako Tyko Signs**

**Site Address**            **2801 W. Coast Highway**  
**2801 West Coast Highway Comprehensive Sign Program**

**Legal Description**      **A portion of Lot H of Tract 919**

On **October 23, 2015**, the Zoning Administrator approved Comprehensive Sign Program No. CS2015-011. The sign program allows for the following signage and deviations:

1. **Sign Type.** Sign 2 (Building Address) establishes address signage on the building for which the proposed signage exceeds the size limitations for exempt signs under the Zoning Code.
2. **Sign Location.** Under the Zoning Code, signage is typically limited to the first floor level. The comprehensive sign program allows for signage to be placed on or above the second story level of a multi-story building. On the West Coast Highway frontage, Sign 2 (Building Address), Sign 3 (Building Identification), and Signs 4-6 (Tenant Wall Signs) are proposed to be located on the existing elevator override above the first floor level. On the water frontage, Sign 7 (Restaurant Secondary Sign) is proposed above the first floor level.
3. **Sign Area.** Under the Zoning Code, secondary wall signage is typically limited to 50 percent of the sign area of primary frontage wall sign. The comprehensive sign program allows sign area increases of up to 30 percent in area. A sign size increase of up to 30 percent (21 square feet) is requested for Sign Type 7 (Restaurant Secondary Sign).

The applicant proposes a comprehensive sign program that includes permanent address signage, building identification, and tenant wall signs at an existing restaurant and office building. The sign program is necessary because three or more permanent signs are proposed and the locations of the signs deviate from the Zoning Code sign standards. The applicant requests a total of one address sign, one building identification sign, and six tenant walls signs.

The building at 2801 West Coast Highway has recently undergone renovations to accommodate a new restaurant tenant and improve building identification. The building architecture and frontage on the water are the basis for deviations as allowed under the Comprehensive Sign Program for sign type, number, and location.

The subject property is located within the MU-W1 (Mixed-Use Water Related) Zoning District and the General Plan Land Use Element category is MU-W1 (Mixed-Use Water Related).

This approval is based on the following findings and standards and subject to the following conditions.

## **I. FINDINGS**

Pursuant to Section 20.42.120 (Comprehensive Sign Program) of the Zoning Code, approval of a Comprehensive Sign Program is required whenever signage is proposed for development where there are three or more tenant spaces on the same lot and whenever signs are proposed to be located on or above the second story on a multi-story building. In accordance with Section 20.42.120.E (Comprehensive Sign Program: Standards), the following standards and facts in support of such standards are set forth:

### Standard:

- A. *The proposed sign program shall comply with the purpose and intent of this Chapter (Chapter 20.42: Sign Standards), any adopted sign design guidelines and the overall purpose and intent of this Section (Section 20.42.120: Comprehensive Sign Program).*

### Facts in Support of Standard:

1. In compliance with the purpose and intent of the Sign Standards, the proposed Comprehensive Sign Program provides the site and the uses with adequate identification and way-finding without excessive proliferation of signage. Furthermore, it preserves community appearance by regulating the type, number, size, and design of signage in a comprehensive and coordinated fashion.
2. The sign program establishes a sign type for address signage (Sign 2) located at the West Coast Highway frontage that exceeds the size limitations for exempt signage in the Zoning Code.
3. The sign program allows for one address sign (Sign 2), building identification sign (Sign 3), six tenant wall signs (Signs 4-6 and Signs 8-10), and Sign 7 (Restaurant Secondary Sign) to be mounted above the first floor level on the West Coast Highway and waterfront facades of the building. The locations of these signs are intended to fit the architecture of the building and improve visibility to vehicles and boaters as they approach the building along each frontage.

4. The proposed signs above the first story on the building are beneficial and can be viewed from a greater distance for drivers and boaters due to their location and placement on each building frontage. The location of the larger restaurant secondary sign (Sign 7) along the water frontage will improve the visibility for this primary tenant from Newport Harbor. The size increase above 50 percent of the primary frontage sign area is within the 30 percent sign area increase allowed with the approval of a comprehensive sign program.

Standard:

- B. The proposed signs shall enhance the overall development, be in harmony with, and relate visually to other signs included in the Comprehensive Sign Program, to the structures and/or developments they identify, and to surrounding development when applicable.*

Facts in Support of Standard:

1. The signs have been designed to be integral with the design and architectural character of the buildings and other site improvements.
2. The proposed signage will enhance the overall development of the site. It will provide adequate identification of the site and will also improve the pedestrian experience.

Standard:

- C. The sign program shall address all signs, including permanent, temporary, and exempt signs.*

Facts in Support of Standard:

1. The sign program includes all project signage. Temporary and exempt signs not specifically addressed in the program shall be regulated by the provisions of Chapter 20.42 (Sign Standards).

Standard:

- D. The sign program shall accommodate future revisions that may be required because of changes in use or tenants.*

Facts in Support of Standard:

1. The Comprehensive Sign Program is designed to be effective for future tenants of the building.

2. It is not anticipated that future revisions will be necessary to accommodate constant changes in tenants or uses. However, flexibility has been incorporated into the Sign Program Matrix to allow minor deviations from the proposed signs.
3. Consistent with Chapter 20.42 (Sign Standards), the Community Development Director [or his/her designee] may approve minor revisions to the Comprehensive Sign Program if the intent of the original approval is not affected.

Standard:

- E. The program shall comply with the standards of this Chapter, except that deviations are allowed with regard to sign area, total number, location, and/or height of signs to the extent that the Comprehensive Sign Program will enhance the overall development and will more fully accomplish the purposes and intent of this Chapter.*

Facts in Support of Standard:

1. The Comprehensive Sign Program authorizes building address, building identification, and tenant wall signage and requests deviation in the type, location, and area of signs prescribed in the Zoning Code. The signs are designed to be complimentary to the building's restaurant and office use and are harmonious with the surrounding buildings and uses.
2. The sign program establishes a sign type for address signage (Sign 2) and requests deviation in the size and location of this signage to allow for adequate visibility of the site for pedestrians and vehicles approaching along West Coast Highway. Given the increased speed of vehicles passing by along West Coast Highway, the additional prominence of the building address will assist patrons as they locate the site.
3. The sign program allows for building signs to be placed above the first floor level. The proposed sign placement allows for appropriate building and tenant identification that is complimentary to the modified building façade following renovation. The façade provides an updated and modern entry for the building and improves pedestrian, boater, and vehicle visibility as patrons approach the primary entrances of the building along West Coast Highway and from Newport Harbor. The other tenant wall signs on the water frontage are mounted on the first level building eyebrow to more closely match the building's architecture.
4. Sign Type 7 (Restaurant Secondary Sign) is mounted on the waterfront facade facing Newport Harbor. The proposed sign area and placement improves visibility for this primary tenant as patrons approach the building via boat.

Standard:

- F. *The Approval of a Comprehensive Sign Program shall not authorize the use of signs prohibited by this Chapter.*

Facts in Support of Standard:

1. The program does not authorize the use of any prohibited sign types.

Standard:

- G. *Review and approval of a Comprehensive Sign Program shall not consider the signs' proposed message content.*

Facts in Support of Standard:

1. The program contains no regulations affecting sign message or content.

**II. CONDITIONS**

1. The development shall be in substantial conformance with the approved site plan, floor plans, and building elevations stamped and dated with the date of this approval. (Except as modified by applicable conditions of approval.)
2. Comprehensive Sign Program No. CS2015-011 shall expire unless exercised within 24 months from the date of approval as specified in Section 20.54.060 (Time Limits and Extensions) of the Newport Beach Municipal Code, unless an extension is otherwise granted.
3. The project is subject to all applicable City ordinances, policies, and standards, unless specifically waived or modified by the conditions of approval.
4. The applicant shall comply with all federal, state, and local laws. Material violation of any of those laws in connection with the use may be cause for revocation of this Use Permit.
5. This Comprehensive Sign Program may be modified or revoked by the Zoning Administrator if determined that the proposed uses or conditions under which it is being operated or maintained is detrimental to the public health, welfare or materially injurious to property or improvements in the vicinity or if the property is operated or maintained so as to constitute a public nuisance.
6. Locations of the signs are limited to the designated areas and shall comply with the limitations specified in the Sign Program Matrix included in Attachment ZA 2.
7. All signs must be maintained in accordance with Section 20.42.170 (Maintenance Requirements) of the Newport Beach Municipal Code.

8. A building permit shall be obtained prior to commencement of the construction and/or installation of the signs.
9. The signs visual character and mounting heights shall comply with the California Building Code.
10. 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 **2801 West Coast Highway Comprehensive Sign Program** including, but not limited to, **Comprehensive Sign Program No. CS2015-011 (PA2015-162)**. 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:** 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. For additional information on filing an appeal, contact the Planning Division at 949 644-3200.

On behalf of Brenda Wisneski, Zoning Administrator

By:



Makana Nova  
Associate Planner  
GR/mkn

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

# **Attachment No. ZA 1**

Vicinity Map



## VICINITY MAP



Comprehensive Sign Program No. CS2015-011  
(PA2015-162)

**2801 W. Coast Highway**

# **Attachment No. ZA 2**

Sign Program Matrix Table

**2801 West Coast Highway**

Comprehensive Sign Program CS2015-011 (PA2015-162)

Friday, October 23, 2015

Sign Number	Sign Type	Quantity	Sign Height	Sign Area	Max. Letter/Logo Height	Location/Frontage
1	2. Restaurant Wall Sign	1	3 feet 11 inches	36 sq ft	42 inches	West Coast Highway building frontage, centered over front entry
2	3. Building Address	1	1-foot	3 sq ft	12 inches	West Coast Highway building frontage, upper left portion of elevator override
3	3. Building Identification	1	1-foot 6 inches	19 sq ft	18 inches	West Coast Highway building frontage, upper left portion of elevator override
4-6	4. Tenant Wall Sign	3	10 inches	10 sq ft per sign	10 inches	West Coast Highway building frontage, elevator override
7	5. Restaurant Secondary Sign	1	2 feet 1 inch	21 sq ft	25 inches	2nd floor eyebrow of water frontage
8-10	6. Water Frontage Tenant Wall Signs	3	2 feet	34 sq ft per sign	24 inches	1st floor eyebrow of water frontage

Compliance Required:

- Note, the signs visual character and mounting heights shall comply with 2013 California Building Code Section 11B-703.
- Temporary Banner Signs shall comply with the Chapter 20.42 of the Zoning Code.
- All signs shall substantially conform to the stamped and dated approved set of plans.
- Pursuant to Section 20.42.120.F of the Zoning Code, the Planning Director may approve minor revisions to the Sign Program if the intent of the original approval is not affected.
- All additional exempt signs shall comply with the standards prescribed in the Zoning Code.

# **Attachment No. ZA 3**

Project Plans

*2801 West Coast Hwy.  
Newport Beach, CA 92663*



Revisions:

No.	Date	No.	Date
01	08/05/15		
02	08/06/15		
03	08/25/15		
04	09/18/15		
05	09/21/15		
06	10/15/15		

Approvals:

Client

Designer

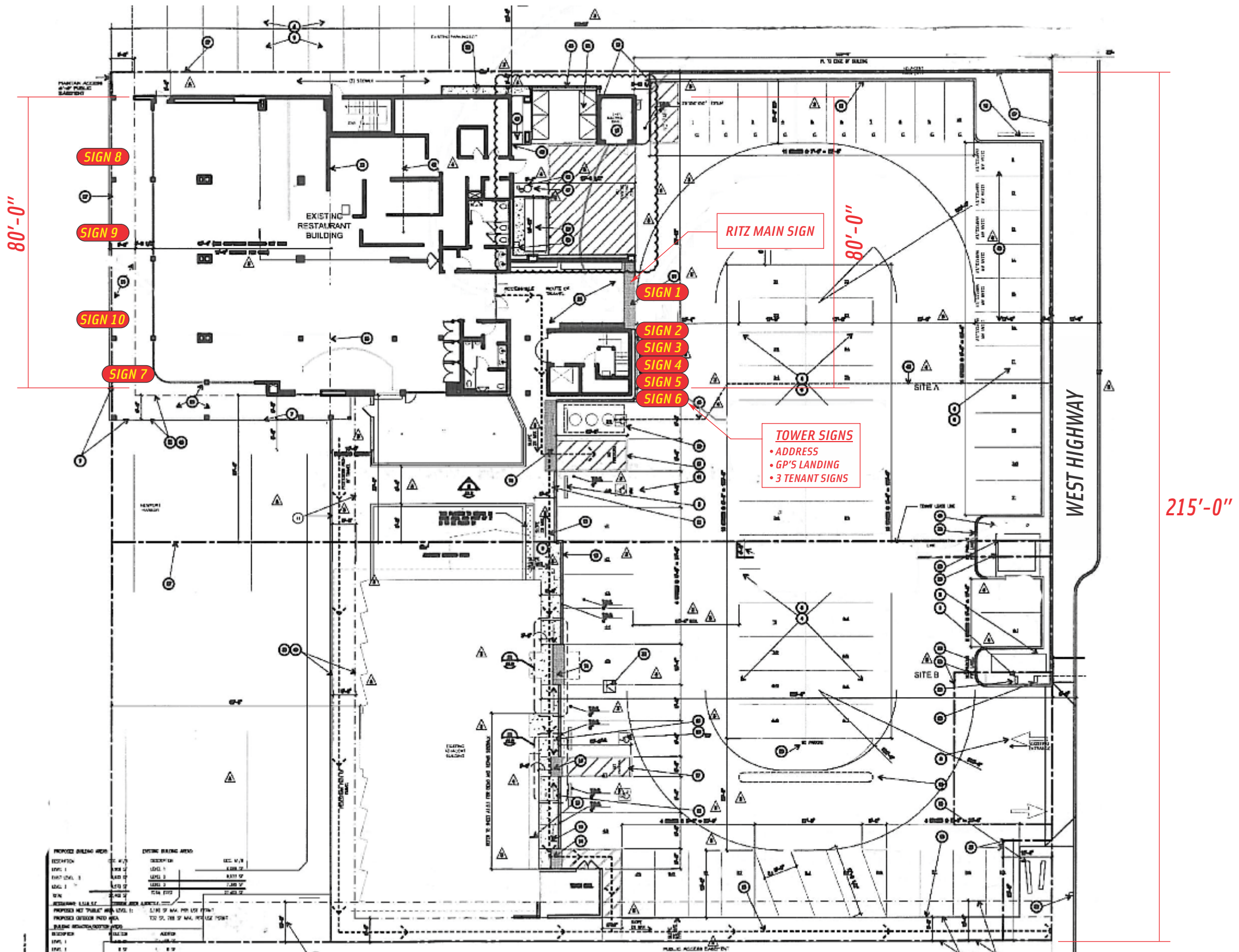
Project Manager

Salesperson

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Sheet Number:



**SITE PLAN - NOT TO SCALE**

Job Name:  
**THE RITZ PRIME SEAFOOD**

Address:  
**2801 West Coast Hwy  
 Newport Beach, CA 92663**

Account Representative:  
**Ruben Cielak**

Designer:  
**Jesse Abellaneda**

Date:  
**08-04-2015**

Scale:  
**As Shown**

File Name:  
**The Ritz Sign Program R2**

Revisions:

No.	Date	No.	Date
01	08/05/15		
02	08/06/15		
03	08/25/15		
04	09/18/15		
05	09/21/15		

Approvals:

Client \_\_\_\_\_

Designer \_\_\_\_\_

Project Manager \_\_\_\_\_

Salesperson \_\_\_\_\_

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PROPOSED NORTH ELEVATION - SCALE: 1/4"=1'-0"

Job Name:  
**THE RITZ PRIME SEAFOOD**

Address:  
**2801 West Coast Hwy  
Newport Beach, CA 92663**

Account Representative:  
**Ruben Cielak**

Designer:  
**Jesse Abellaneda**

Date:  
**08-04-2015**

Scale:  
**As Shown**

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Designer

Project Manager

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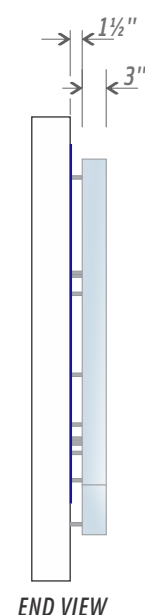
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**SOUTH ELEVATION**

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



END VIEW



**EXISTING SIGN**

**MANUFACTURING SPECIFICATIONS:**

**"THE RITZ"**

FACES: STAINLESS STEEL  
RETURNS: STAINLESS STEEL  
BACKS: 3/16" CLEAR LEXAN  
ILLUMINATION: BLUE LED MODULES  
BACKER: .063, PAINTED COBALT BLUE (PMS 273C)

**"PRIME SEAFOOD"**

FACES: STAINLESS STEEL  
RETURNS: STAINLESS STEEL  
BACKS: 3/16" CLEAR LEXAN  
ILLUMINATION: WHITE LED MODULES

**NOTE:**

LETTERS LOGO TO BE PEGGED-OFF FROM WALL and LOGO FROM ALUMINUM BACKER with ALUMINUM STUDS AND SPACERS

**SIGN 1**

**MANUFACTURE & INSTALL**

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

ONE (1) SET "HALO-LIT" REVERSE PAN CHANNEL LETTERS and LOGO

AREA: 36 SQ. FT.





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 Ph: 323.937.4445 • Fax: 323.937.3912  
 www.takotyko.com

Job Name:  
**THE RITZ PRIME SEAFOOD**

Address:  
**2801 West Coast Hwy  
 Newport Beach, CA 92663**

Account Representative:  
**Ruben Cielak**

Designer:  
**Jesse Abellaneda**

Date:  
**08-04-2015**

Scale:  
**As Shown**

File Name:  
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Sheet Number:

## LEGEND

- ① STAINLESS STEEL RETURNS
- ② STAINLESS STEEL FACES
- ③ 3/16" CLEAR LEXAN BACKS
- ④ 1/4" DIAMETER ALUMINUM SPACERS
- ⑤ 1/4"x6" LONG WOOD SCREWS
- ⑥ 120VDC OUTPUT
- ⑦ CLASS 2 POWER SUPPLY
- ⑧ CONNECTION WIRE
- ⑨ RIGID CONDUIT
- ⑩ 063 ALUMINUM BACKER
- ⑪ NYLON ANCHORS
- ⑫ WEEPHOLES
- ⑬ 2"x2"x3/16" ALUMINUM ANGLE FRAME
- ⑭ .063 ALUMINUM PANEL FOR LED PLACEMENT
- ⑮ WHITE LED MODULES
- ⑯ 1/2" WHITE ACRYLIC PUSH-THRU with STAINLESS STEEL OVERLAY
- ⑰ BLUE LED MODULES.

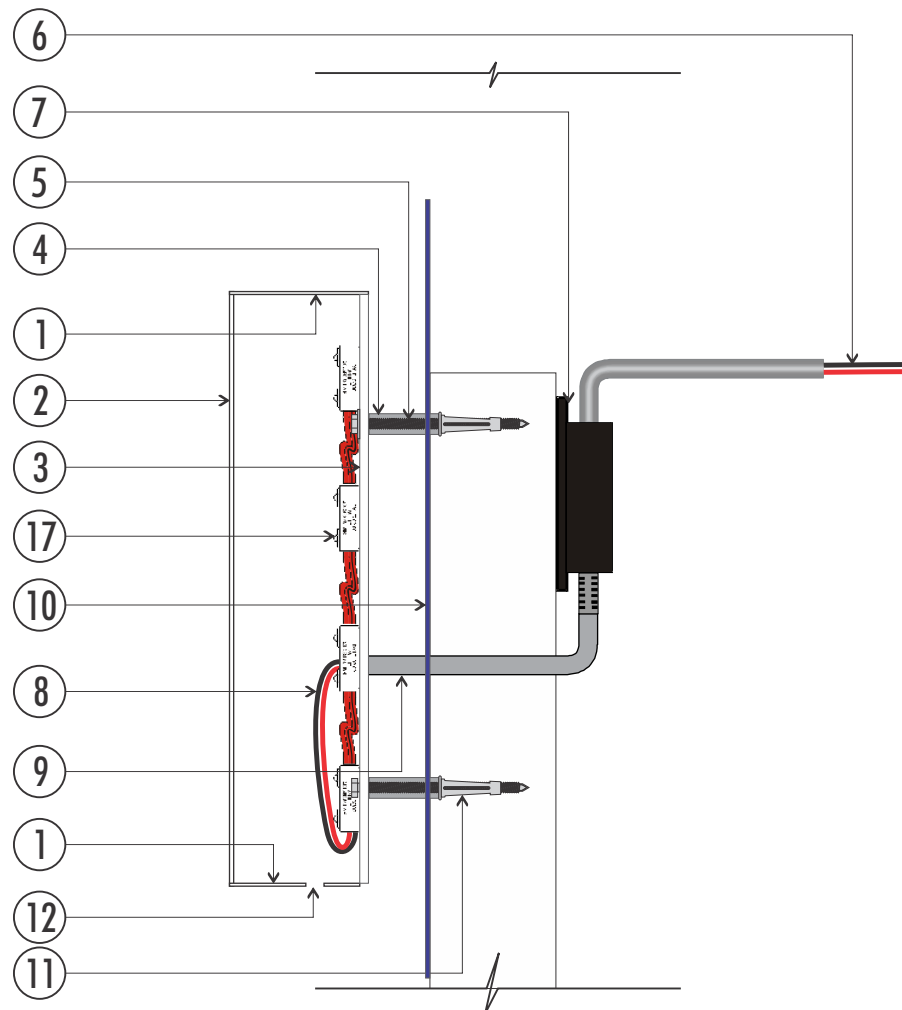
INSTALL IN ACCORDANCE WITH THE **NEC** AND **LOCAL** ELECTRICAL CODE

1. Contact the local authority having jurisdiction prior to installation.
2. If this sign is not provided with a disconnect switch, then disconnect switch must be provided at the site.
3. The channel letters should be assembled and mounted as shown in the figure.
4. Use only the mounting hardware provided with each letter and transformer.
5. Only UL flexible metallic conduit (indoor use only), rigid conduit, electrical metallic tubing or liquidtight flexible metal conduit can be used between the grounded transformer enclosure and the electrode receptacles. The total length of flexible conduit in any ground return path must not exceed 6 feet.

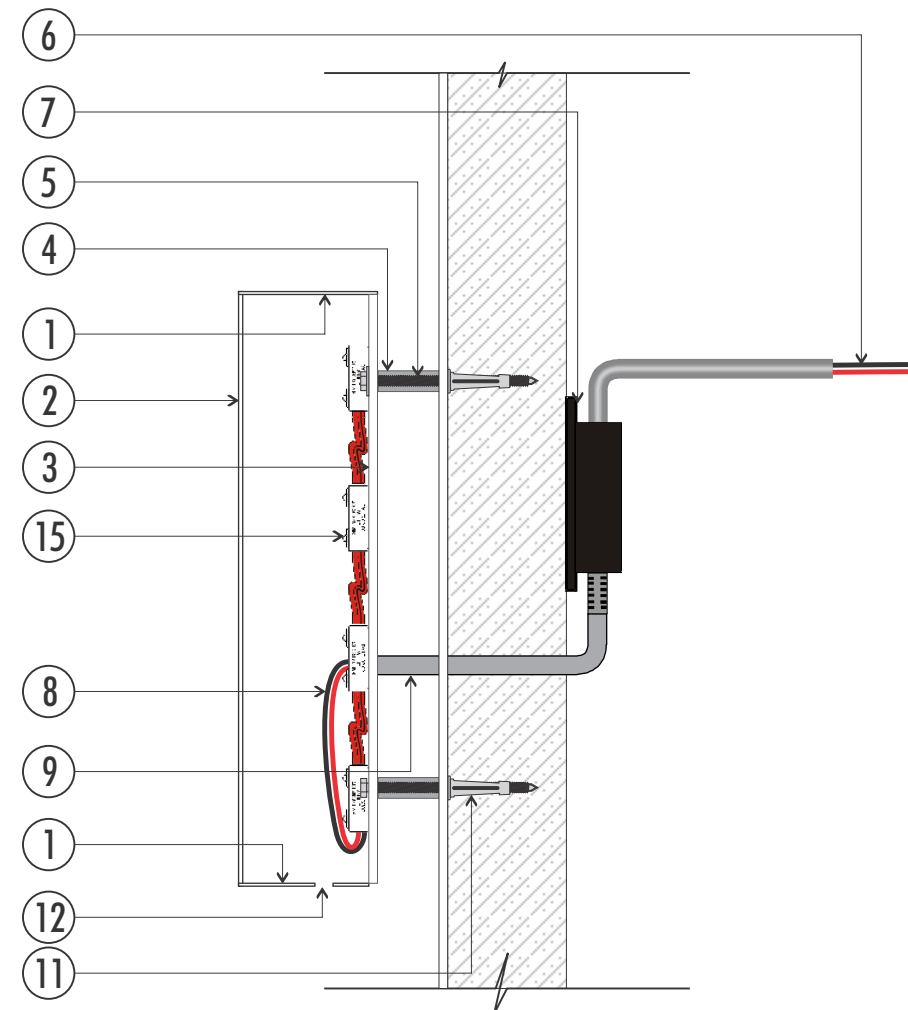
Note: The suitability of the grounding and bonding is to be determined by the local authority having jurisdiction.

6. Locate and mount the remote transformer enclosure inside the building, in a location accessible to inspection by the local authorities.
7. Connect transformer primary to a 120 volt ac branch circuit supply.

**THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRIC CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.**

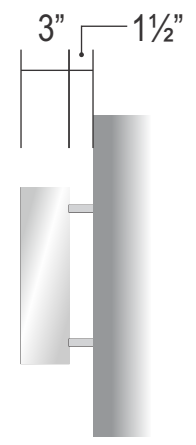
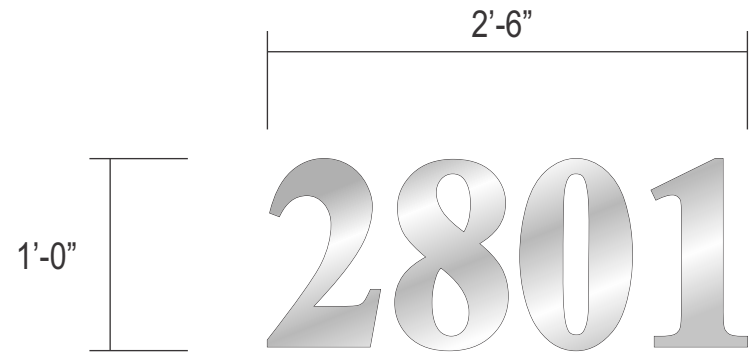


**DETAILS FOR SIGN 1: REVERSE (HALO) LIT "THE RITZ" LETTERS**  
 NOT TO SCALE



**DETAILS FOR SIGN 1: REVERSE (HALO) LIT "PRIME SEAFOOD" LETTERS**  
 NOT TO SCALE

**NOTES:**  
 No visible fasteners including counter-sunk screws.  
 No visible UL or other manufacturing labels.  
 No visible disconnects  
 Sheath all conduits and fasteners and paint to match storefront.



END VIEW

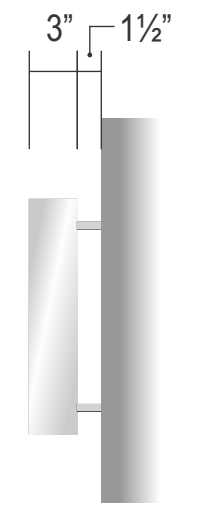
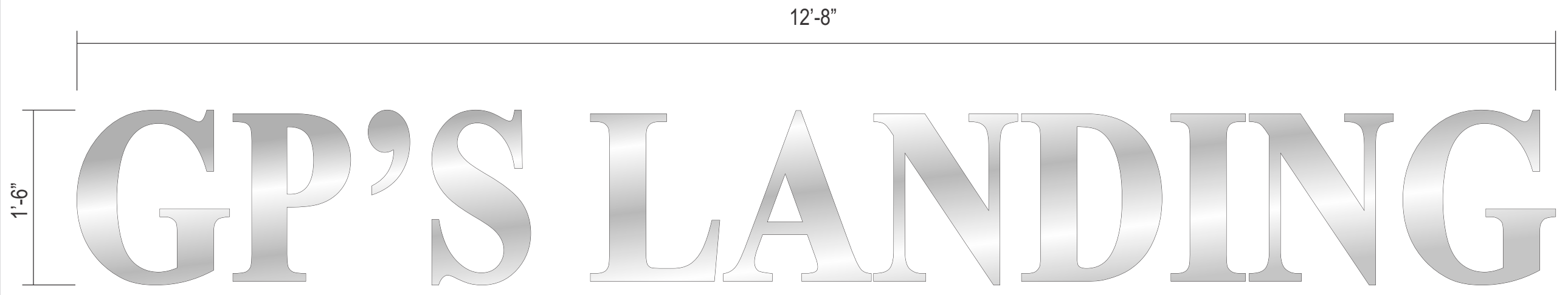
**SIGN 2**

MANUFACTURE & INSTALL:  
ONE (1) SET REVERSE LIT BRUSHED STAINLESS STEEL CHANNEL LETTERS

SCALE: 1"=1'-0"  
AREA: 2.31 SQ. FT.

**MANUFACTURING SPECIFICATIONS**

FACE: BRUSHED STAINLESS STEEL  
 RETURNS: BRUSHED STAINLESS STEEL  
 BACKS: 3/16" CLEAR LEXAN  
 ILLUM.: COOL WHITE LED MODULES



**SIGN 3**

MANUFACTURE & INSTALL:  
ONE (1) SET REVERSE LIT BRUSHED STAINLESS STEEL CHANNEL LETTERS

SCALE: 1"=1'-0"  
AREA: 19 SQ. FT.

**MANUFACTURING SPECIFICATIONS**

FACE: BRUSHED STAINLESS STEEL  
 RETURNS: BRUSHED STAINLESS STEEL  
 BACKS: 3/16" CLEAR LEXAN  
 ILLUM.: COOL WHITE LED MODULES



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Account Representative:  
**Ruben Cielak**

Designer:  
**Jesse Abellaneda**

Date:  
**08-04-2015**

Scale:  
**As Shown**

File Name:  
**The Ritz Sign Program R2**

Revisions:

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Approvals:

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Designer \_\_\_\_\_

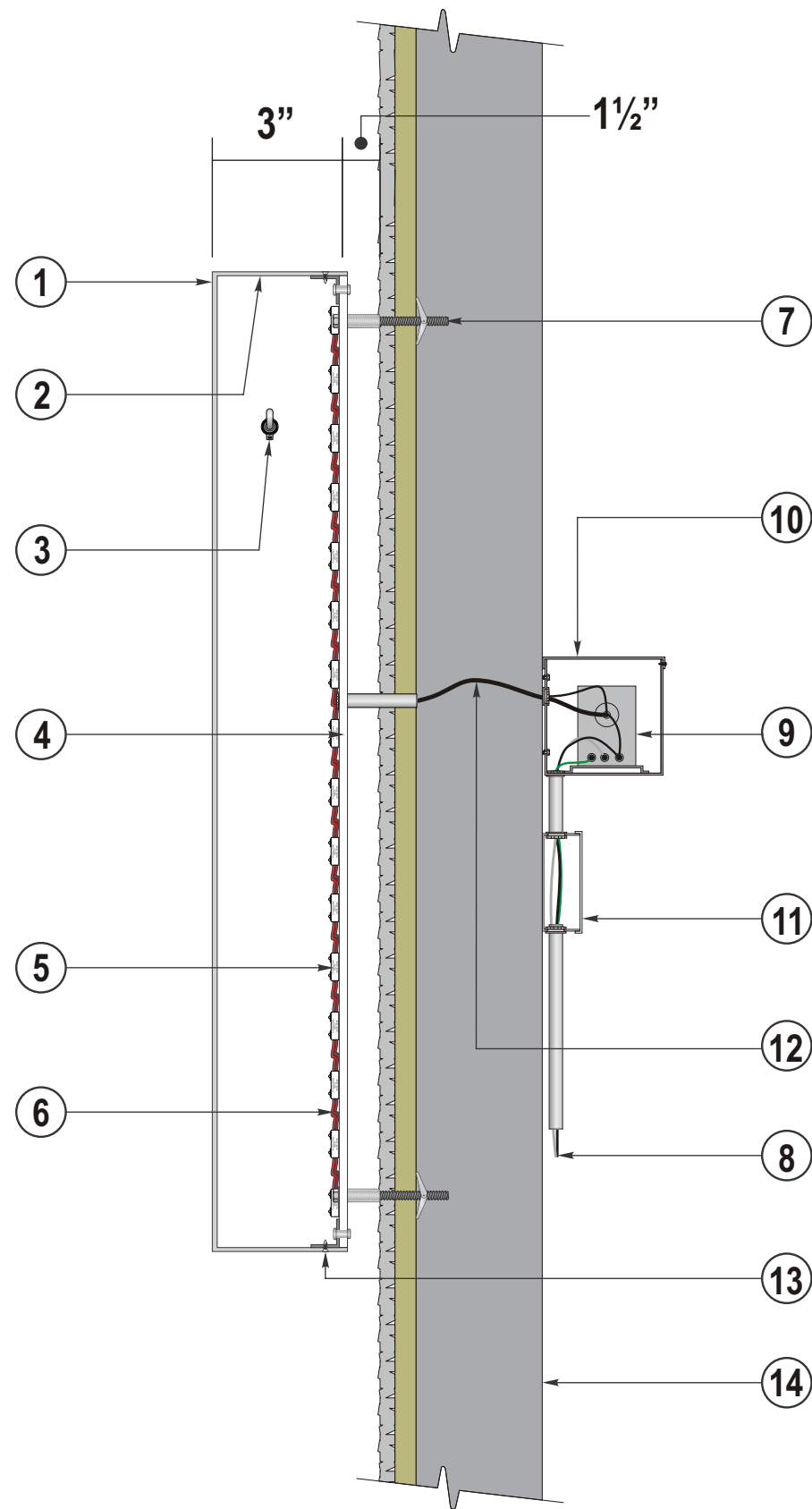
Project Manager \_\_\_\_\_

Salesperson \_\_\_\_\_

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**DETAILS FOR SIGN 2 & 3: TYPICAL LED REVERSE CHANNEL LETTERS**  
**SECTION DETAILS NOT TO SCALE**

- ① BRUSH STAINLESS STEEL
- ② BRUSH STAINLESS STEEL
- ③ DISCONNECT SWITCH
- ④ 3/16" CLEAR LEXAN BACK
- ⑤ COOL WHITE LED MODULES
- ⑥ LOW VOLTAGE WIRING FROM LED TO LED
- ⑦ 3/8" X 4" TOGGLE BOLTS
- ⑧ PRIMARY ELEC. BY OTHERS
- ⑨ POWER SUPPLY
- ⑩ TRANSFORMER BOX
- ⑪ J-BOX
- ⑫ CLASS 2 LOW VOLTAGE WIRING
- ⑬ CLEAR LEXAN CLIPS RIVETED TO LEXAN BACKS & ATTACHED TO RETURNS WITH COUNTER SUNK SCREWS
- ⑭ TYPICAL WALL SURFACE



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Designer:  
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05	09/21/15		

Approvals:

Client \_\_\_\_\_

Designer \_\_\_\_\_

Project Manager \_\_\_\_\_

Salesperson \_\_\_\_\_

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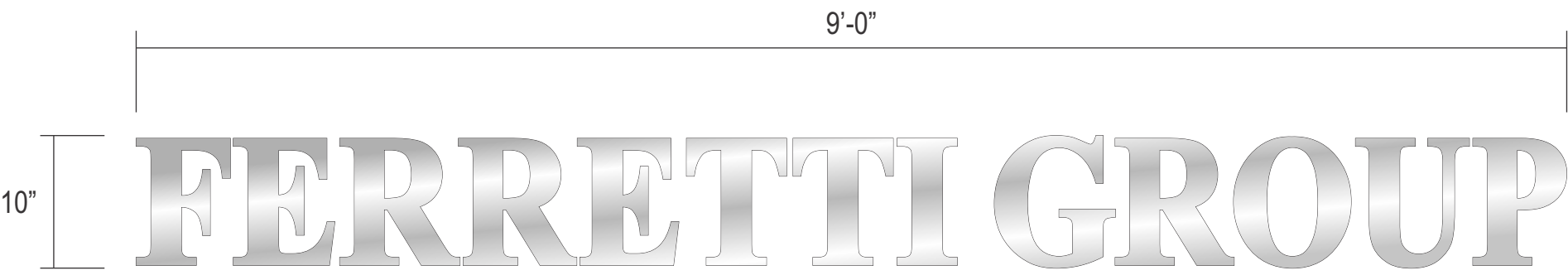
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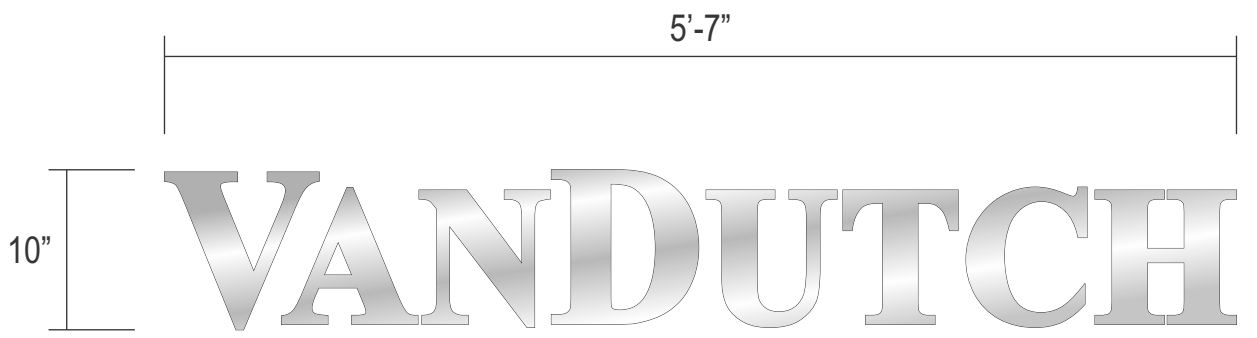
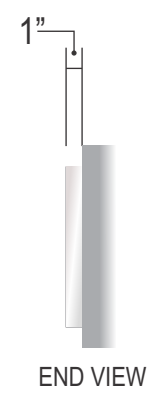
**SIGN 4** MANUFACTURE & INSTALL:  
ONE (1) SET FABRICATED NON-ILLUMINATED BRUSHED STAINLESS STEEL LETTERS

SCALE: 1"=1'-0"  
AREA: 9.86 SQ. FT.



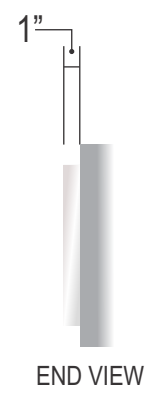
**SIGN 5** MANUFACTURE & INSTALL:  
ONE (1) SET FABRICATED NON-ILLUMINATED BRUSHED STAINLESS STEEL LETTERS

SCALE: 1"=1'-0"  
AREA: 7.5 SQ. FT.



**SIGN 6** MANUFACTURE & INSTALL:  
ONE (1) SET FABRICATED NON-ILLUMINATED BRUSHED STAINLESS STEEL LETTERS

SCALE: 1"=1'-0"  
AREA: 4.65 SQ. FT.



Job Name:  
**THE RITZ PRIME SEAFOOD**

Address:  
**2801 West Coast Hwy  
 Newport Beach, CA 92663**

Account Representative:  
**Ruben Cielak**

Designer:  
**Jesse Abellaneda**

Date:  
**08-04-2015**

Scale:  
**As Shown**

File Name:  
**The Ritz Sign Program R2**

Revisions:

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05	09/21/15		

Approvals:

Client

Designer

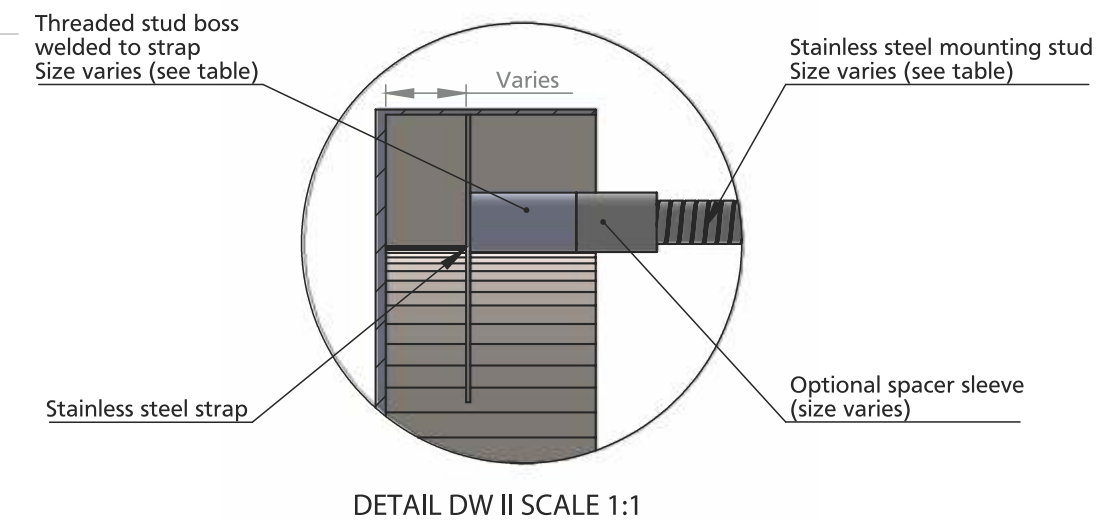
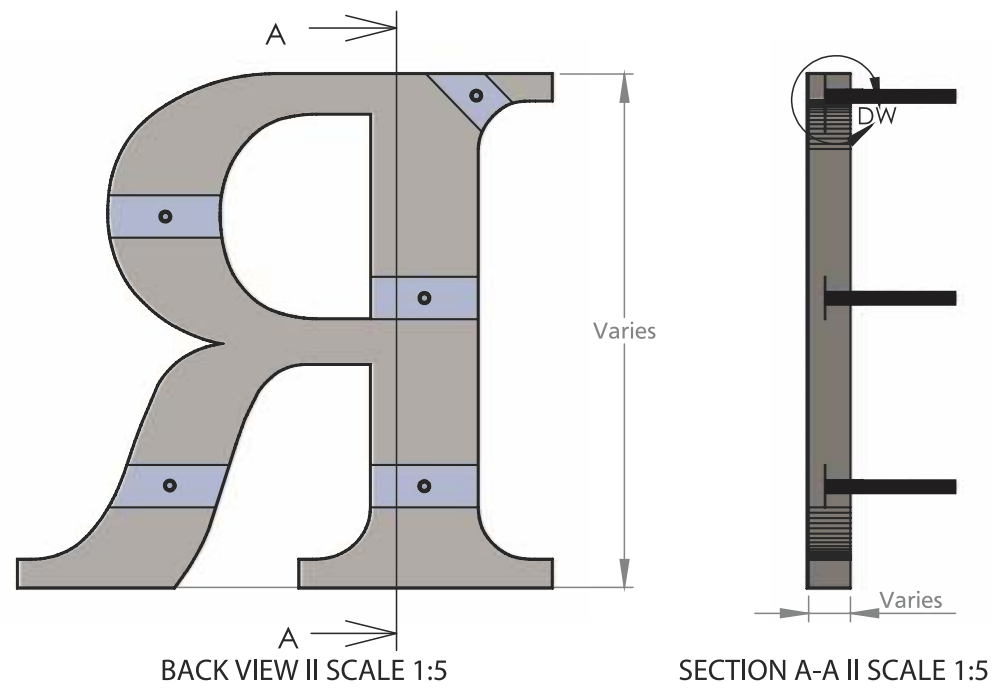
Project Manager

Salesperson

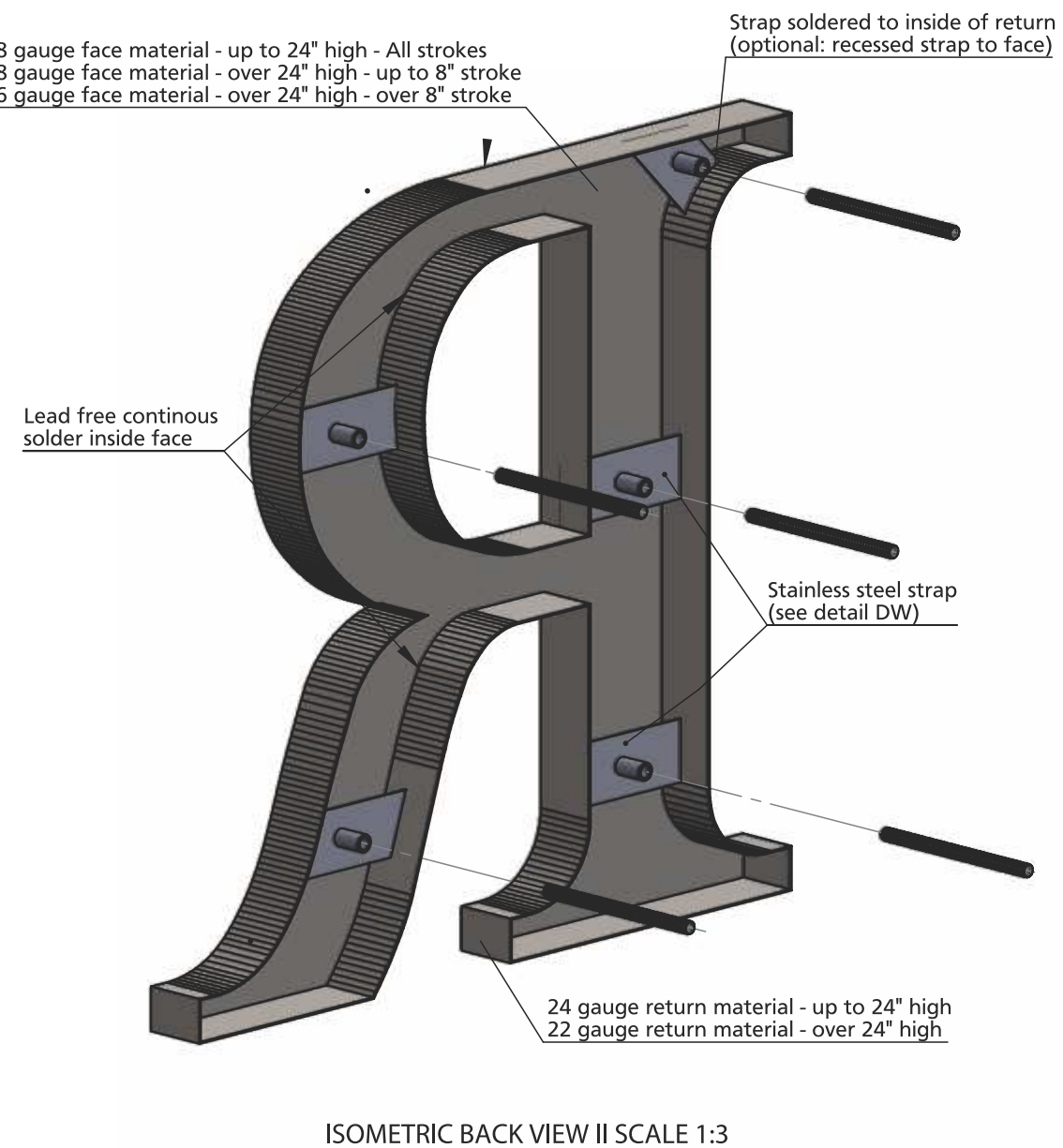
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18 gauge face material - up to 24" high - All strokes  
 18 gauge face material - over 24" high - up to 8" stroke  
 16 gauge face material - over 24" high - over 8" stroke



# STAINLESS STEEL METAL FACE NO BACK - STRAP MOUNT

## DETAILS FOR SIGNS: 4, 5 & 6

Job Name:  
**THE RITZ PRIME SEAFOOD**

Address:  
**2801 West Coast Hwy  
Newport Beach, CA 92663**

Account Representative:  
**Ruben Cielak**

Designer:  
**Jesse Abellaneda**

Date:  
**08-04-2015**

Scale:  
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Approvals:

Client \_\_\_\_\_

Designer \_\_\_\_\_

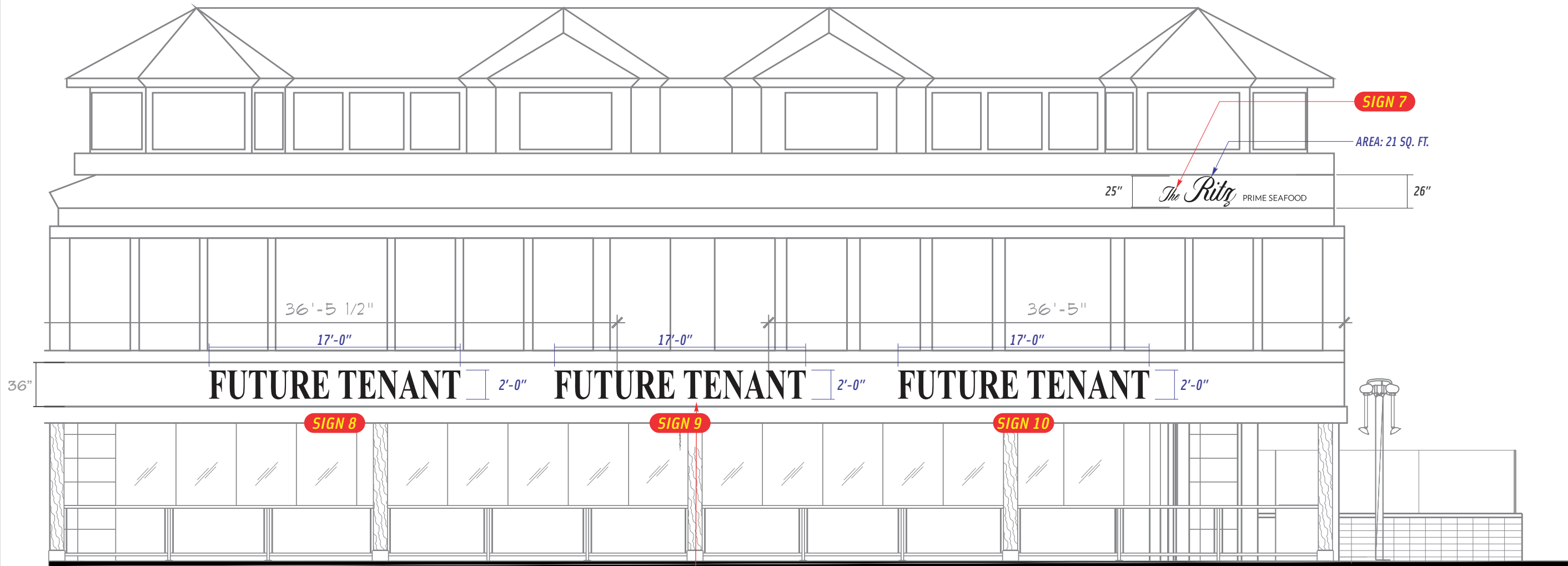
Project Manager \_\_\_\_\_

Salesperson \_\_\_\_\_

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TENANT SIGNAGE: TIMES NEW ROMAN, BOLD . DIMENSIONAL NON-ILLUMINATED STAINLESS STEEL LETTERING, PINNED OFF • RITZ SIGNAGE: BACK-LIT (BLUE) DIMENSIONAL POLISHED STAINLESS STEEL LETTERING

**MAXIMUM SQ FOOTAGE: 34 SQ. FT. PER SIGN ALLOWED**

**PROPOSED SOUTH ELEVATION - NOT TO SCALE**

Job Name:  
**THE RITZ PRIME SEAFOOD**

Address:  
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Newport Beach, CA 92663**

Account Representative:  
**Ruben Cielak**

Designer:  
**Jesse Abellaneda**

Date:  
**08-04-2015**

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Approvals:

Client \_\_\_\_\_

Designer \_\_\_\_\_

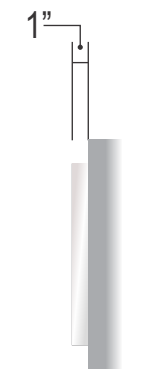
Project Manager \_\_\_\_\_

Salesperson \_\_\_\_\_

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Sheet Number:



END VIEW

**SIGNS: 8, 9, & 10**

MANUFACTURE & INSTALL:  
ONE (1) SET FABRICATED NON-ILLUMINATED BRUSHED STAINLESS STEEL LETTERS

SCALE: 1"=1'-0"  
AREA: 34 SQ. FT.

Job Name:  
**THE RITZ PRIME SEAFOOD**

Address:  
**2801 West Coast Hwy  
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Account Representative:  
**Ruben Cielak**

Designer:  
**Jesse Abellaneda**

Date:  
**08-04-2015**

Scale:  
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Approvals:

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Designer

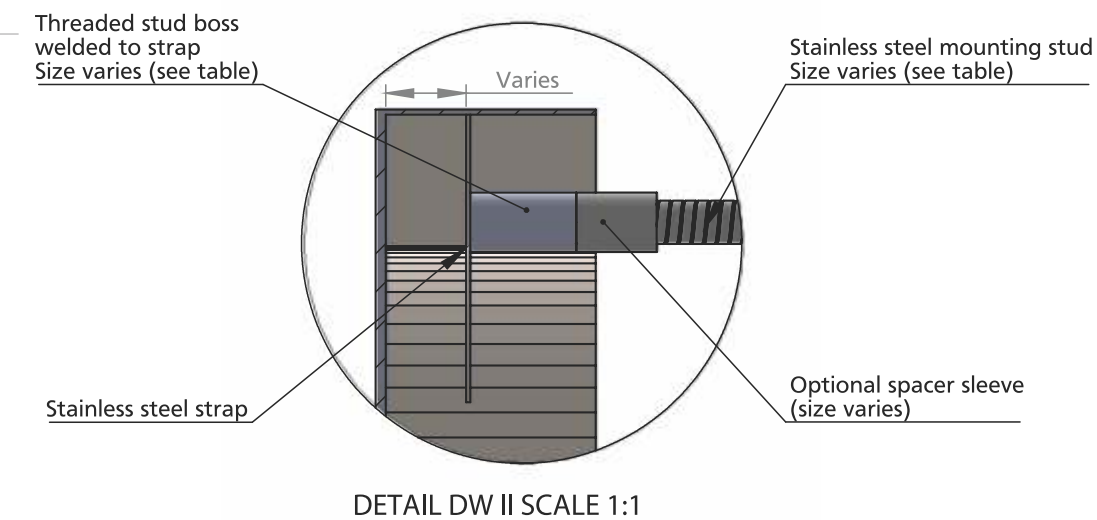
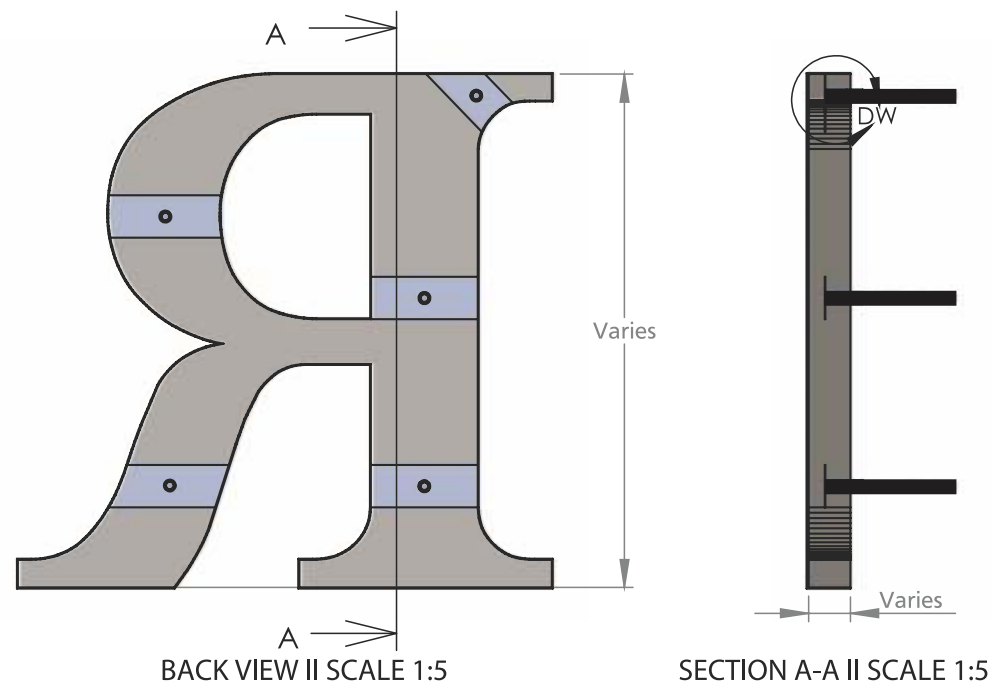
Project Manager

Salesperson

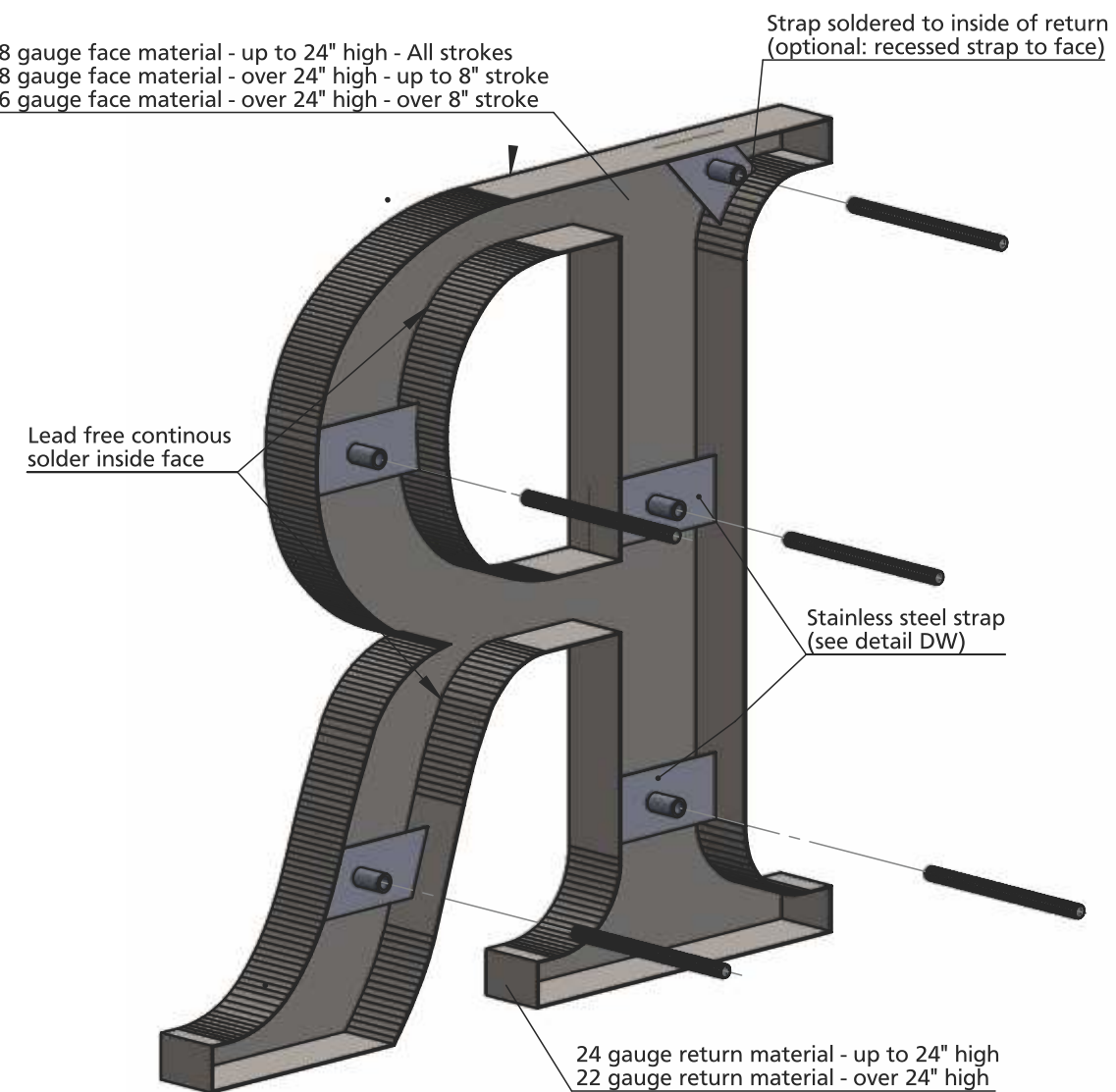
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18 gauge face material - up to 24" high - All strokes  
 18 gauge face material - over 24" high - up to 8" stroke  
 16 gauge face material - over 24" high - over 8" stroke



# STAINLESS STEEL METAL FACE NO BACK - STRAP MOUNT

## DETAILS FOR SIGNS: 8, 9 & 10



Job Name:  
**THE RITZ PRIME SEAFOOD**

Address:  
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Newport Beach, CA 92663**

Account Representative:  
**Ruben Cielak**

Designer:  
**Jesse Abellaneda**

Date:  
**08-04-2015**

Scale:  
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File Name:  
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Approvals:

Client

Designer

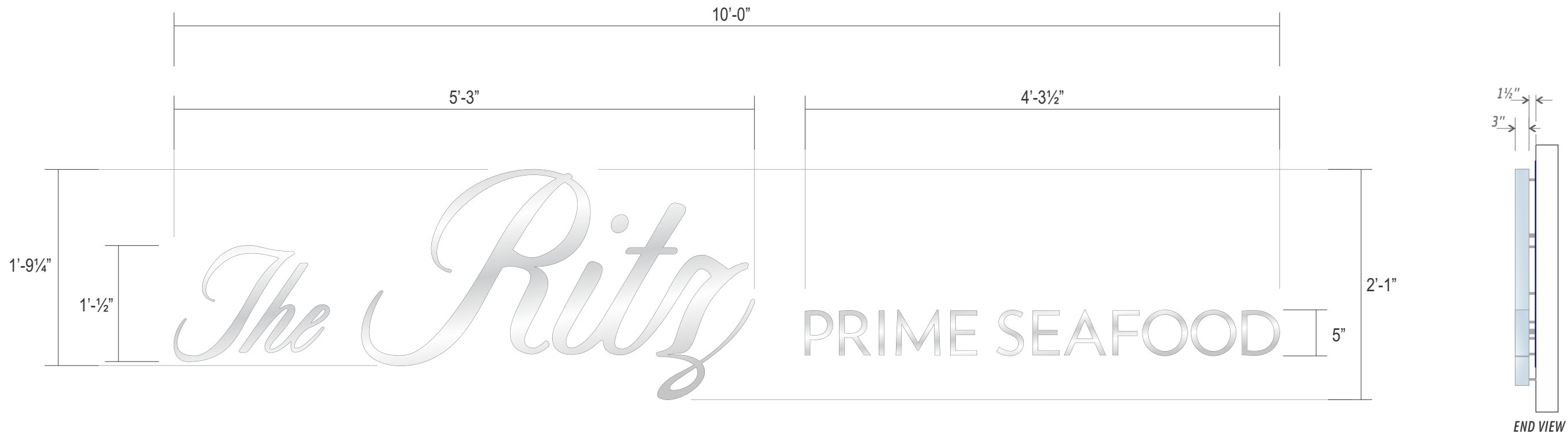
Project Manager

Salesperson

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Sheet Number:



**SIGN 7**

**MANUFACTURE & INSTALL SCALE: 1" = 1'-0"**

**ONE (1) SET "HALO-LIT" REVERSE PAN CHANNEL LETTERS**

**AREA: 21z SQ. FT.**

**MANUFACTURING SPECIFICATIONS:**

**"THE RITZ"**

- FACES: STAINLESS STEEL
- RETURNS: STAINLESS STEEL
- BACKS: 3/16" CLEAR LEXAN
- ILLUMINATION: BLUE LED MODULES
- BACKER: .063, PAINTED COBALT BLUE (PMS 273C)

**"PRIME SEAFOOD"**

- FACES: STAINLESS STEEL
- RETURNS: STAINLESS STEEL
- BACKS: 3/16" CLEAR LEXAN
- ILLUMINATION: WHITE LED MODULES

**NOTE:**

**LETTERS LOGO TO BE PEGGED-OFF FROM WALL and LOGO FROM ALUMINUM BACKER with ALUMINUM STUDS AND SPACERS**

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**LEGEND**

- ① STAINLESS STEEL RETURNS
- ② STAINLESS STEEL FACES
- ③ 3/16" CLEAR LEXAN BACKS
- ④ 1/4" DIAMETER ALUMINUM SPACERS
- ⑤ 1/4"x6" LONG WOOD SCREWS
- ⑥ 120VDC OUTPUT
- ⑦ CLASS 2 POWER SUPPLY
- ⑧ CONNECTION WIRE
- ⑨ RIGID CONDUIT
- ⑩ 063 ALUMINUM BACKER
- ⑪ NYLON ANCHORS
- ⑫ WEEPHOLES
- ⑬ 2"x2"x3/16" ALUMINUM ANGLE FRAME
- ⑭ .063 ALUMINUM PANEL FOR LED PLACEMENT
- ⑮ WHITE LED MODULES
- ⑯ 1/2" WHITE ACRYLIC PUSH-THRU with STAINLESS STEEL OVERLAY
- ⑰ BLUE LED MODULES.

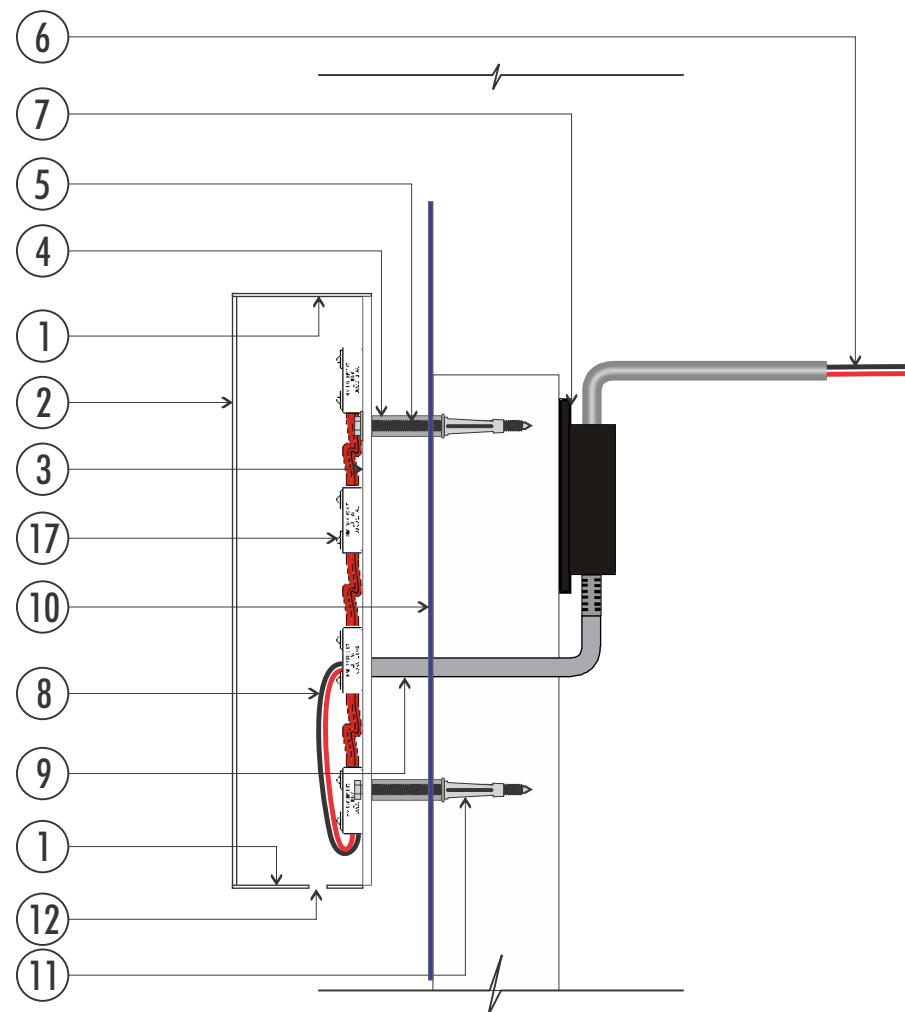
INSTALL IN ACCORDANCE WITH THE **NEC** AND **LOCAL** ELECTRICAL CODE

1. Contact the local authority having jurisdiction prior to installation.
2. If this sign is not provided with a disconnect switch, then disconnect switch must be provided at the site.
3. The channel letters should be assembled and mounted as shown in the figure.
4. Use only the mounting hardware provided with each letter and transformer.
5. Only UL flexible metallic conduit (indoor use only), rigid conduit, electrical metallic tubing or liquidtight flexible metal conduit can be used between the grounded transformer enclosure and the electrode receptacles. The total length of flexible conduit in any ground return path must not exceed 6 feet.

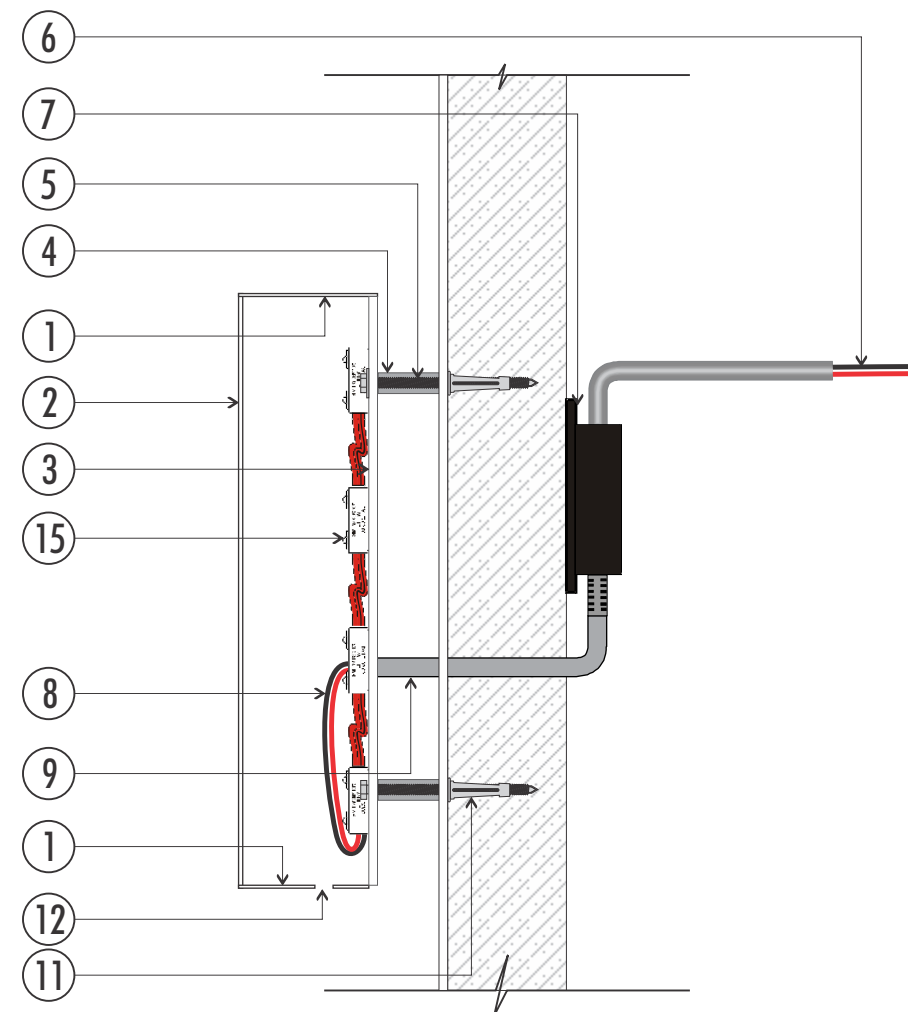
Note: The suitability of the grounding and bonding is to be determined by the local authority having jurisdiction.

6. Locate and mount the remote transformer enclosure inside the building, in a location accessible to inspection by the local authorities.
7. Connect transformer primary to a 120 volt ac branch circuit supply.

**THIS SIGN IS INTENDED TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 600 OF THE NATIONAL ELECTRIC CODE AND/OR OTHER APPLICABLE LOCAL CODES. THIS INCLUDES PROPER GROUNDING AND BONDING OF THE SIGN.**



**DETAILS FOR SIGN 7: REVERSE (HALO) LIT "THE RITZ" LETTERS**  
NOT TO SCALE



**DETAILS FOR SIGN 7: REVERSE (HALO) LIT "PRIME SEAFOOD" LETTERS**  
NOT TO SCALE

**NOTES:**

- No visible fasteners including counter-sunk screws.
- No visible UL or other manufacturing labels.
- No visible disconnects
- Sheath all conduits and fasteners and paint to match storefront.



RENDERING OF PROPOSED NORTH ELEVATION - NOT TO SCALE

Job Name:  
**THE RITZ PRIME SEAFOOD**

Address:  
**2801 West Coast Hwy  
Newport Beach, CA 92663**

Account Representative:  
**Ruben Cielak**

Designer:  
**Jesse Abellaneda**

Date:  
**08-04-2015**

Scale:  
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File Name:  
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Approvals:

Client \_\_\_\_\_

Designer \_\_\_\_\_

Project Manager \_\_\_\_\_

Salesperson \_\_\_\_\_

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Sheet Number:

# 2801 W. Coast Hwy (Sign Program – Sign Matrix)

**Sign 1** – (Permitted and Existing) The Ritz primary wall sign.

**Sign 2** – (Proposed) 2801 address numbers to be 12” in height max. Font to be (Times New Roman – Bold) be backlit (Warm White) dimensional polished stainless steel lettering.

**Sign 3** – (Proposed) GP’s Landing to be 18” in height max. Font to be (Times New Roman – Bold) be backlit (Warm White) dimensional polished stainless steel lettering.

**Sign 4,5,6** – (Proposed) Tenant signs to be 10 in height max. Font to be (Times New Roman – Bold) with polished stainless steel lettering. Sign text length to be confined within sign wall area with a minimum of 6” indentation from wall edge to sign wall edge on either side.

**Sign 7** – (Proposed) Ritz secondary eyebrow sign. Sizes determined by City of Newport Beach Planning Dept. which are Back-lit (Blue) dimensional polished stainless steel lettering. Sign is optional only for the primary tenant of the building.

**Signs 8, 9, 10** – (Proposed) 1st floor tenant signs to be area dimensioned and spaced evenly apart throughout length of building frontage. Signs **8, 9, 10** will have a maximum sign area of **24”** in height and **17’-0”** in length. With letter height maximum per City of Newport Beach Sign Code. Signs will consist of (Times New Roman – Bold) dimensional stainless steel lettering, pinned off tower wall to no further than 2”.

## Specifications

All future proposed signs must meet this sign program approval, and City of Newport Beach sign codes and regulations for building permits and other requirements. Any other sign type not listed here must meet City of Newport Beach sign regulations and codes for consideration and approval, and that specific change if allowed will require a sign program amendment upon request for permit. Changes to this adopted and approved sign program must have full permission from property owner and/or property management to make changes or amend, and that must be submitted to City of Newport Beach (Planning Dept.) for review before any change are made and/or permit is requested.

## Information:

Contact sign program and property manager for specific questions about this sign program.



5010 Venice Blvd., Los Angeles, CA 90019  
Ph: 323.937.4445 • Fax: 323.937.3912  
www.takotyko.com

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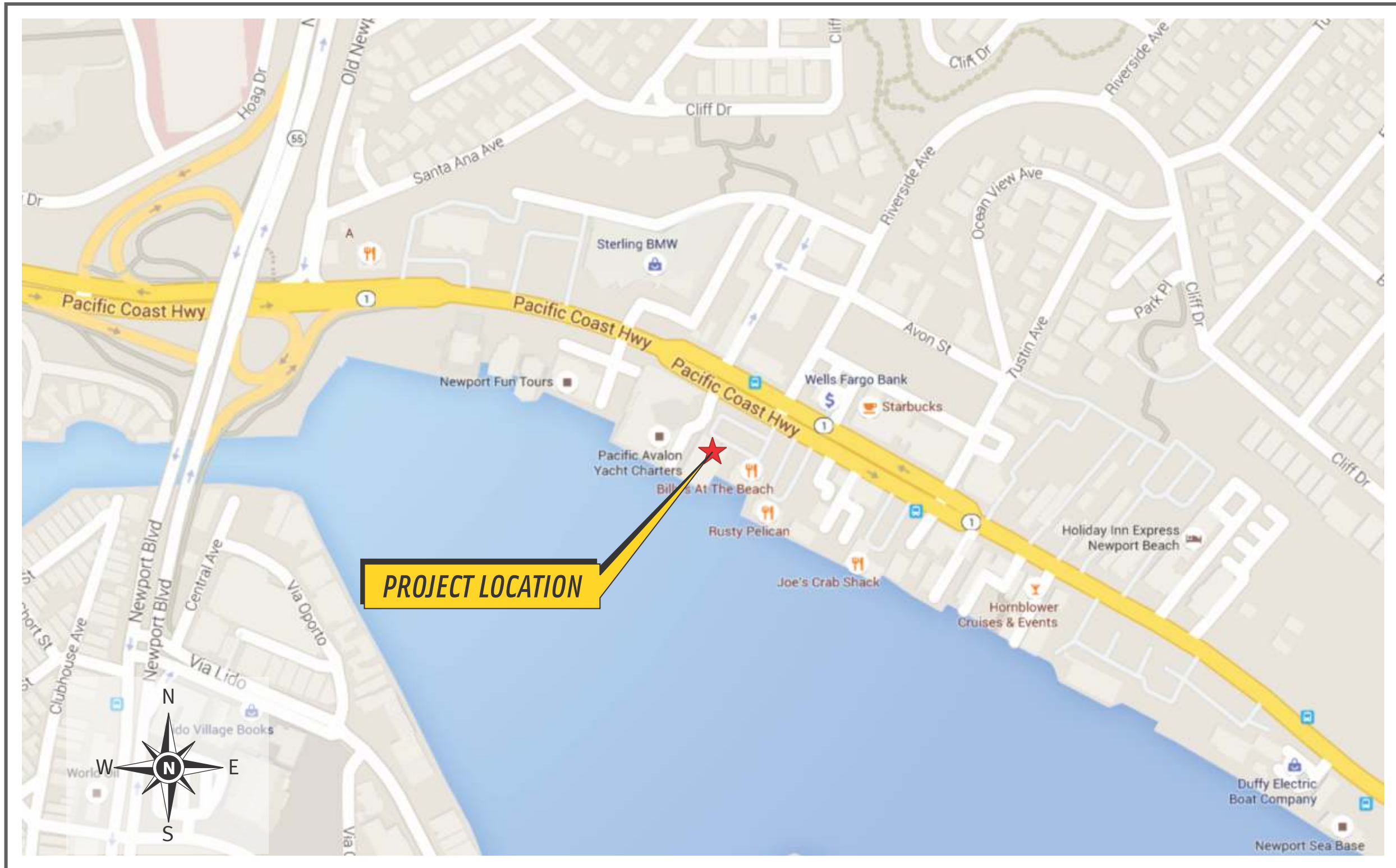
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**SITE PLAN ~ NOT TO SCALE**