



**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 April 22, 2016

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

Item 1: Chevron Comprehensive Sign Program No. CS2016-002 (PA2016-034)
Site Address: 1550 Jamboree Road

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

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

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ZONING ADMINISTRATOR ACTION LETTER

Application No. **Comprehensive Sign Program No. CS2016-002 (PA2016-034)**

Applicant **West Wind Consulting, Inc.**

Site Address **1550 Jamboree Road**
Chevron Comprehensive Sign Program

Legal Description **Parcel 2 of Resubdivision 0290**

On April 22, 2016, the Zoning Administrator approved Comprehensive Sign Program No. CS2016-002. The approval is in accordance to the provisions of Chapter 20.42 (Sign Standards) of the Newport Beach Municipal Code.

A Comprehensive Sign Program is required whenever three or more nonexempt signs are proposed for a single-tenant development and to allow the following deviations from the Zoning Code:

1. Increase the number of canopy signs allowed to two per street frontage, where the Zoning Code allows for one per street frontage only;
2. Allow wall signs to be located outside of the middle fifty (50) percent of a frontage (Signs 2 and 3);
3. Allow the installation of two methods of sale signs (Sign E3) on each service island, where the Zoning Code allows for one only; and
4. Allow the installation of two logos and two fuel station number signs per service island, where the Zoning Code allows for methods of sale signs only.

The property is located within the Commercial General (CG) zone. The General Plan Land Use Element category is General Commercial (CG). The property is not located in the Coastal Zone. This approval is based on the following findings and standards and subject to the following conditions.

FINDINGS AND STANDARDS FOR APPROVED SIGNS

Finding

- A. *The project is exempt from environmental review under the requirements of the California Environmental Quality Act pursuant to Section 15311, Class 11 (Accessory Structures).*

Facts in Support of Finding:

1. Class 11 exempts minor structures accessory to existing commercial facilities, including signs. The proposed signs are incidental and accessory to the principal commercial use of the property and do not intensify or alter the use.

Standard

- B. *The proposed sign program shall comply with the purpose and intent of this Chapter [Chapter 20.42], 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. A Comprehensive Sign Program is required whenever three or more nonexempt signs are proposed for a single-tenant development. The request is for five new wall signs on a food market and car wash of an existing Chevron service station, and includes two ground signs, canopy signs, and service island signs.
2. The Comprehensive Sign Program complies with the purpose and intent of Newport Beach Municipal Code Chapter 20.42 (Sign Standards). The monument signs provide necessary identification for motorists in close proximity, while the canopy signs allow the service station to be identified by motorists from a farther distance. Since the service station is located on a corner lot between two major streets, the proposed signage is necessary to identify the station to vehicles traveling from multiple directions of the intersection.
3. The purpose of a comprehensive sign program is to integrate all of a project's signs. It provides a means for the flexible application of sign regulations for projects that require multiple signs. The ground signs will have a façade that matches the architectural finish of the service station. The wall signs on the food mart and car wash will have a similar font, color, and chrome finish. The proposed signage provides incentive and latitude in the design and display of signs.
4. Approval of this Comprehensive Sign Program includes deviations to the number, location, and size of signs. It allows the flexible application of the sign regulations to achieve a unified design theme that meets the purpose and intent of the Zoning Code.

5. The Comprehensive Sign Program is consistent with the Citywide Sign Design Guidelines Manual. The proposed signs are designed to be compatible with the building in terms of size, location, legibility, and materials. All wall signs effectively identify the service station without creating sign clutter by using legible text and contrasting with the background. The wall signs on the food mart and car wash will have a bright chrome finish mounted on walls with contrasting colors. The size of the signs does not dominate the façades, but are appropriately located to identify the service station to vehicles travelling towards the property.

Standard

- C. 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 site is developed as a service station with multiple structures and uses, including individual service islands, a large canopy, a food market and a car wash. Five wall signs, two ground signs, four canopy signs, and multiple service island signs are part of the comprehensive sign program to allow for adequate identification of the various uses.
2. The wall signs for the food market will consist of one reverse illuminated sign with channel letters, and two non-illuminated signs with channel letters. There is a maximum of one sign per frontage allowed. All wall signs on the food market will be centered on the building frontage or centered over the access doors and will be visually appealing due to the symmetry in design.
3. The wall signs for the car wash will consist of two non-illuminated wall signs with channel letters, with a maximum of one sign per frontage. The car wash signs will be identical on each frontage and will integrate with the project site by using similar materials and color.
4. The sign program prohibits cabinet sign designs and requires future signs to maintain similarly proposed individual channel designs.
5. The existing ground signs located at each entrance of the service station on San Joaquin Hills Road and Jamboree Road are nonconforming due to height and will be allowed to remain until replacement is needed in the future. However, to maintain architectural compatibility with the façade of the food market, a condition of approval has been added requiring a matching architectural finish on ground signs. Also, both ground signs will be located in landscaped areas, making the sign visually appealing to the surrounding development.
5. Proposed signs will not obstruct public views from adjacent roadways because there are no public views through or across the subject property.

6. The signs are sited to not interfere with sight distance from any street, driveway, or parking area.

Standard

D. The sign program shall address all signs, including permanent, temporary, and exempt signs.

Facts in Support of Standard

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

Standard

E. 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 the service station and ancillary services it provides (i.e. food mart and car wash) by providing additional sign opportunities.
2. The Comprehensive Sign Program establishes allowed type, number, location, and area of signage with flexibility to accommodate any existing and future service station tenants.
3. It is not anticipated that future revisions to the Comprehensive Sign Program will be necessary to accommodate a change in tenants or use. However, the Community Development Director may approve minor revisions to the Comprehensive Sign Program if the intent of the original approval is not affected.
4. Currently, there are two existing ground signs and channel letter canopy signs that are legal, nonconforming. These signs may remain in place, but may not be structurally altered. If there are proposed changes to these signs in the future, they will be brought up to conformance with the standards of this sign program.

Standard

F. The program shall comply with the standards of this Chapter [Chapter 20.42], 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 [Chapter 20.42].

Facts in Support of Standard

1. The Comprehensive Sign Program allows for deviations regarding the number, location, and area of signs. The approval conforms to all other standards of Zoning Code Chapter 20.42, and enhances the overall development by integrating all of the project's signs with the overall site and structure design into a unified statement.
2. Allowing deviation from the Zoning Code for the number of logo signs allowed on the canopy is appropriate given the location and orientation of the building. The service station is located on a corner lot between San Joaquin Hills Road and Jamboree Road, both of which are streets with heavy vehicular traffic. The additional logo signs will serve to enhance the identification of the service station for motorists travelling on both San Joaquin Hills Road and Jamboree Road. Also, there is an existing Shell service station across San Joaquin Hills Road that has multiple signs per street frontage on the canopy. Additional logo signs for Chevron will help motorists differentiate between the two service stations.
3. Allowing deviation from the requirement that Signs 2 and 3 be located in the middle 50 percent of a frontage is appropriate given the architectural design of the building, which limits the placement of signs. However, Signs 2 and 3 shall be centered on the access doors into the business.
4. Allowing deviation from the Zoning Code for the installation of two methods of sale signs, two logos, and two fuel station number signs per service island, where the Zoning Code only allows for one methods of sale sign, is appropriate because the additional signage will serve to identify the fuel stations and direct customers to the correct service island.

Standard

G. The approval of a Comprehensive Sign Program shall not authorize the use of signs prohibited by this Chapter [Chapter 20.42].

Facts in Support of Standard

1. The Comprehensive Sign program does not authorize the use of prohibited signs.

Standard

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

Facts in Support of Standard

1. The Comprehensive Sign Program contains no regulations affecting sign message content.

CONDITIONS

1. All proposed signs shall be in substantial conformance with the approved plans, Comprehensive Sign Program Matrix Table, and provisions of Chapter 20.42 of the Newport Beach Municipal Code, unless otherwise indicated in the following conditions.
2. Anything not specifically approved by this Comprehensive Sign Program is prohibited.
3. A building permit and/or sign permit shall be obtained prior to commencement of installation or demolition of signs.
4. A copy of this letter shall be incorporated into the plan check sets of plans prior to issuance of building or sign permits.
5. Illuminated signs shall be regulated in accordance with the provisions of Section 20.42.070 of the Newport Beach Municipal Code. If, in the opinion of the Community Development Director, existing illumination creates an unacceptable negative impact on surrounding land uses or sensitive habitat areas the Director may order the dimming of light sources or other remediation upon finding that the site is excessively illuminated.
6. Signs shall be maintained in a clean and orderly condition.
7. Nonconforming ground signs shall not be structurally altered, although its copy and pictorial content may be changed.
8. The architectural finish of the ground signs shall match the architectural façade of the service station. The landscape hedge around the base of the ground signs shall be maintained.
9. Nonconforming canopy signs may not be altered and their copy may not be changed.
10. The Community Development Director may approve revisions to the Comprehensive Sign Program if the intent of the original approval is not affected. Revisions that would substantially deviate from the original approval shall require approval of a new/revised comprehensive sign program by the Zoning Administrator.
11. 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 Division, 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.

12. 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.
13. This approval shall expire and become void unless exercised within 24 months from the actual date of review authority approval, except where an extension of time is approved in compliance with the provisions of Title 20, Planning and Zoning, 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 1550 Jamboree Road Comprehensive Sign Program including, but not limited to, Comprehensive Sign Program No. CS2016-002 (PA2016-034). 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 or call for review may be filed with the Director of Community Development within 14 days following the date of action. For additional information on filing an appeal, contact the Planning Division at (949) 644-3200.

On behalf of Patrick J. Alford, Zoning Administrator

By:



David S. Lee, Planning Technician

JM/dl

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

Attachment No. ZA 1

Vicinity Map

VICINITY MAP



Comprehensive Sign Program No. CS2016-002
PA2016-034

1550 Jamboree Road

Attachment No. ZA 2

Comprehensive Sign Program Matrix

Exhibit "B"

SIGN PROGRAM MATRIX

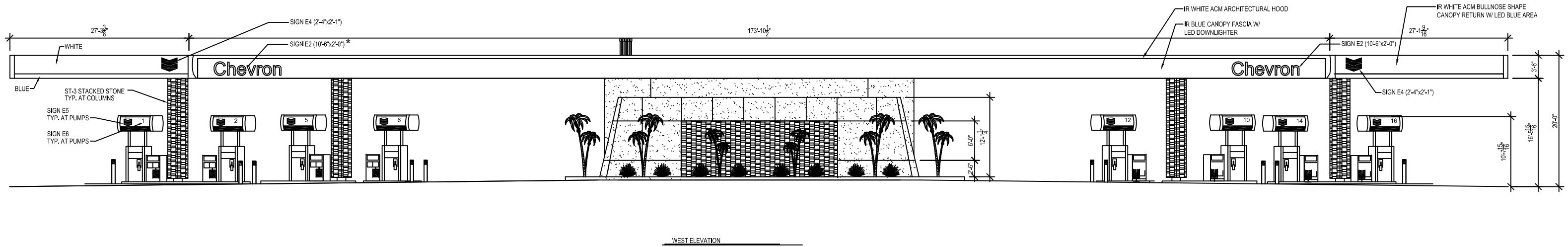
| Sign Type | Sign Regulations |
|----------------------|--|
| Ground Signs | <u>Sign E1:</u> <i>Maximum number: One per street frontage</i> <i>Area: 36 square feet when combined with a fuel price sign</i> <i>Maximum Height: Not to exceed 4 feet</i> |
| Canopy Signs | <u>Signs E2 and E4:</u> Logo Only <i>Maximum number: Two per street frontage</i> <i>Area: 6 square feet</i> |
| Service Island Signs | <u>Sign E3:</u> Method of Sale Only <i>Maximum number: Two per service island</i> <i>Area: 4 square feet</i> <u>Sign E5:</u> Logo Only <i>Maximum number: Two per service island</i> <i>Area: 4 square feet</i> <u>Sign E6:</u> Fuel Station Number Only <i>Maximum number: Two per service island</i> <i>Area: 4 square feet</i> |
| Wall Signs | <u>Signs 1, 2, and 3:</u> <i>Maximum number: One per building frontage</i> <i>Area: 1 square foot per linear foot of building frontage</i> <i>Placement: Sign 1: Middle 50% of building frontage</i> <i>Signs 2 and 3: Centered over doors</i> |
| Car Wash Signs | <u>Signs 4 and 5:</u> <i>Maximum number: One per building frontage</i> <i>Area: 1 square foot per linear foot of building frontage</i> <i>Placement: Middle 50% of the building frontage</i> |

NOTES/REQUIREMENTS

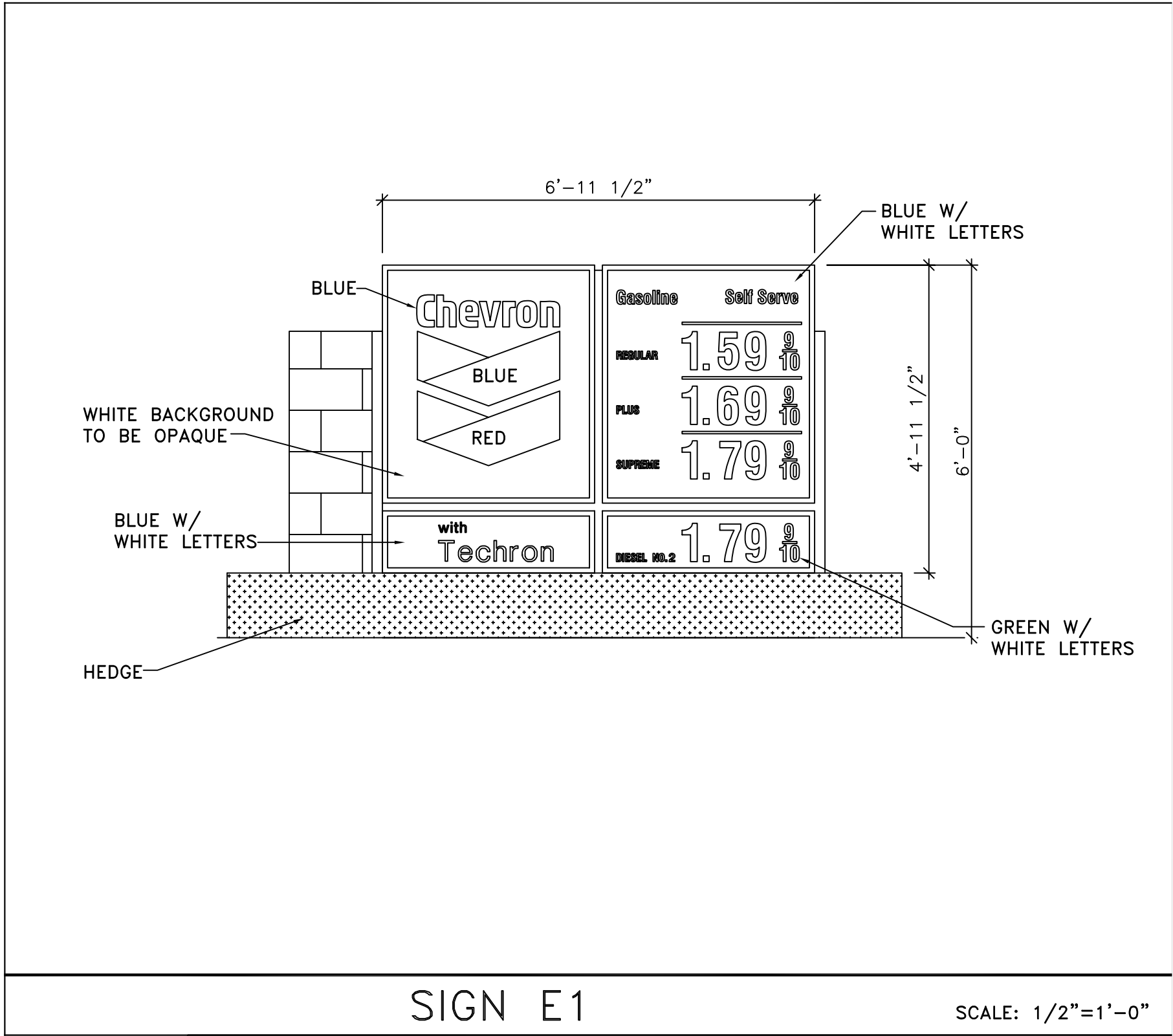
- a) Requirements for all signs per Municipal Code Chapter 20.42, except as provided in this sign matrix.
- b) Sign designs shall be consistent with Citywide Sign Design Guidelines Manual
- c) Sign area is the area measured by two perpendicular sets of parallel lines that surround the proposed logo and sign copy. All signs shall substantially conform to the approved attached sign matrix.
- d) Pursuant to Section 20.42.120.F of the Zoning Code, the Community Development Director may approve minor revisions to this approval if the intent of the original approval is not affected.
- e) Cabinet sign designs are prohibited

Attachment No. ZA 3

Project Plans



* SIGN E2 IS EXISTING NON-CONFORMING; TO BE REPLACED WITH CONFORMING LOGO SIGN IN FUTURE (COPY MAY NOT BE REPLACED)



- * EXISTING GROUND SIGN IS NON-CONFORMING DUE TO HEIGHT
- * EXISTING SIGN MAY NOT BE STRUCTURALLY ALTERED, ALTHOUGH ITS COPY AND PICTORAL CONTENT MAY BE CHANGED
- * THE ARCHITECTURAL FINISH SHALL MATCH THE ARCHITECTURAL FACADE OF THE SERVICE STATION
- * LANDSCAPE HEDGE AROUND THE BASE OF GROUND SIGNS SHALL BE MAINTAINED



EXTERIOR SIGN

Project: NEWPORT #285
Address: California
Date: April 8th, 2016
View: Exterior
Sales Rep: Pat Dean
Designer: Scott
Design #: Th012016

SCOPE

**FURNISH AND INSTALL
EXTERIOR SIGNAGE**

REVISIONS

Rev (1):
Rev (2):
Rev (3):
Rev (4):
Rev (5):

FINAL APPROVALS

Client:
Estimate:
Design:
Sales Rep: *Authorized Signatures*

Page #: 1 of 3

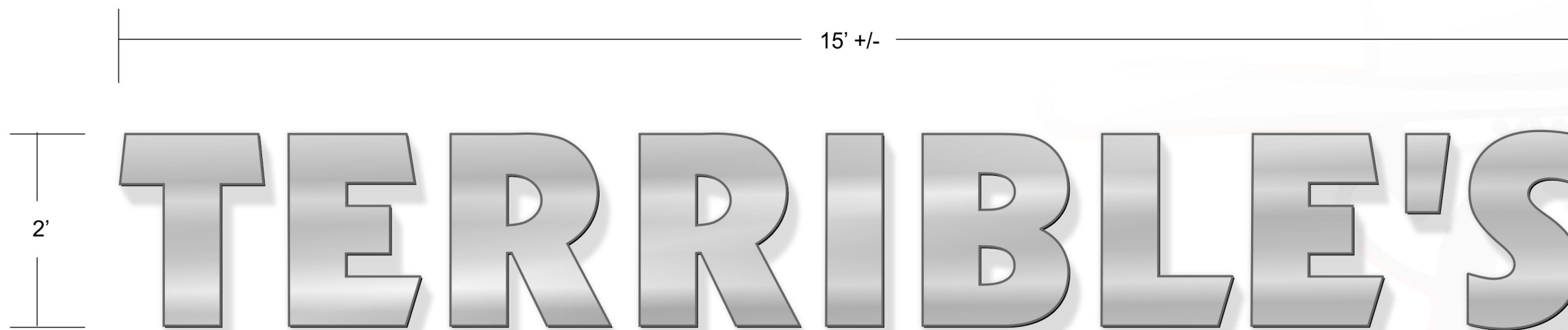


SUNSET LIGHTING

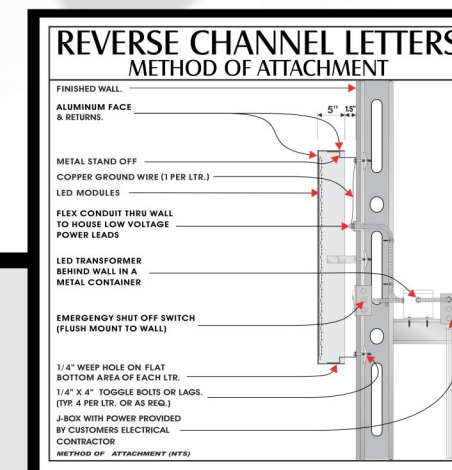
5115 S. ARVILLE ST. • LAS VEGAS, NV 89118
ph: 702.873.4463 • f: 702.873.5657
www.PatricksSigns.com
NV LIC #62560



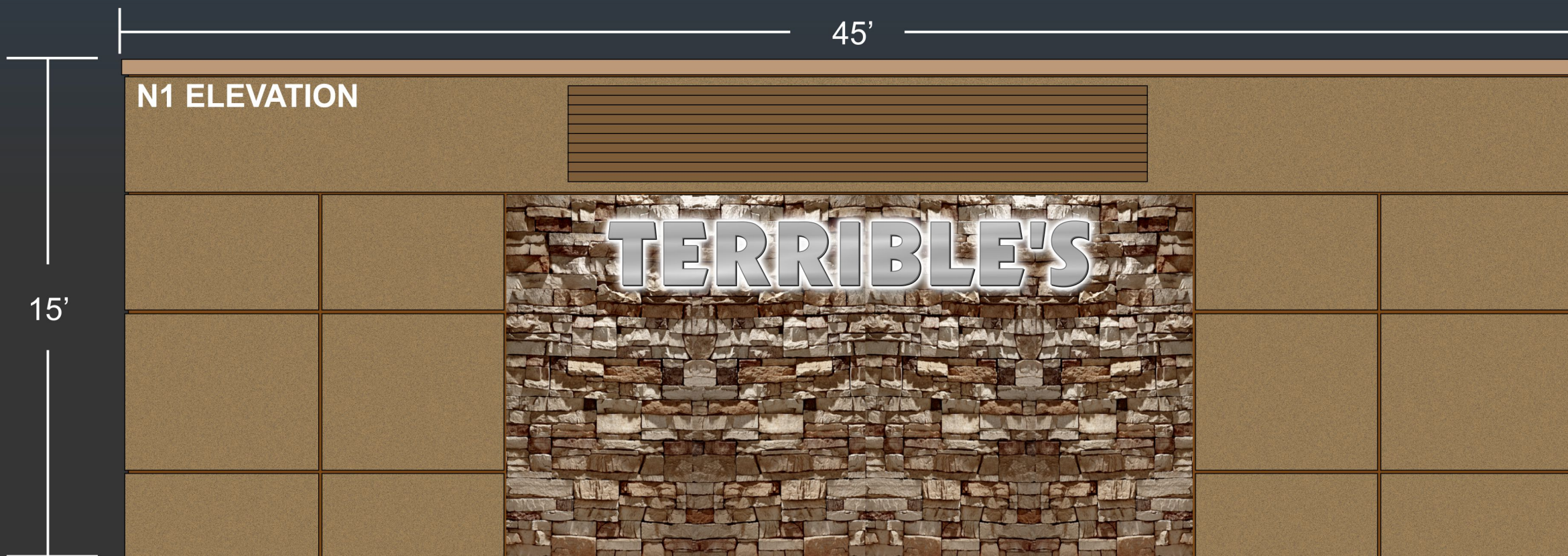
PRINT 11 17 ACTUAL SIZE



FRONT ELEVATION VIEW/ SCALE: 3/4" = 1' 0"



**FURNISH AND INSTALL (1) SET OF REVERSE ILLUMINATED CHANNEL LETTERS.
2' TALL / 5" DEEP WITH CHROME FINISH. WHITE LED HALO LIGHTING TO
WASH FAUX ROCK FASCIA. STUD MOUNTED 1 1/2" FROM FASCIA.**



FRONT ELEVATION VIEW/ SCALE: 1/4" = 1' 0"

SIGN LOCATION: 1



EXTERIOR SIGN

Project: NEWPORT #285
Address: California
Date: April 8th, 2016
View: Exterior
Sales Rep: Pat Dean
Designer: Scott
Design #: Th012016

SCOPE

FURNISH AND INSTALL EXTERIOR SIGNAGE

REVISIONS

Rev (1):
Rev (2):
Rev (3):
Rev (4):
Rev (5):

FINAL APPROVALS

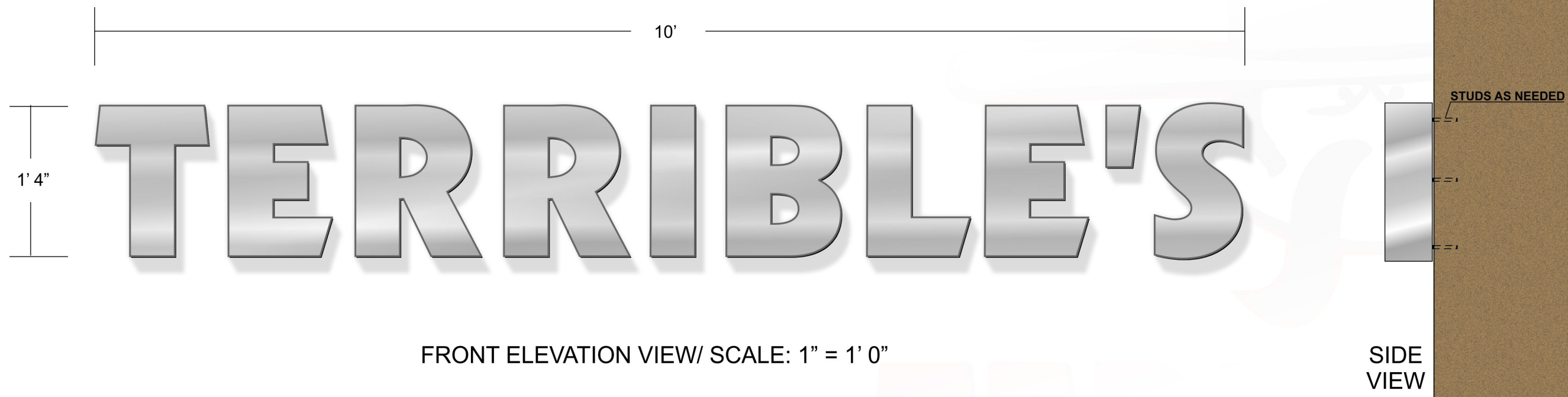
Client:
Estimate:
Design:
Sales Rep: *Authorized Signatures*

Page #: 2 of 3

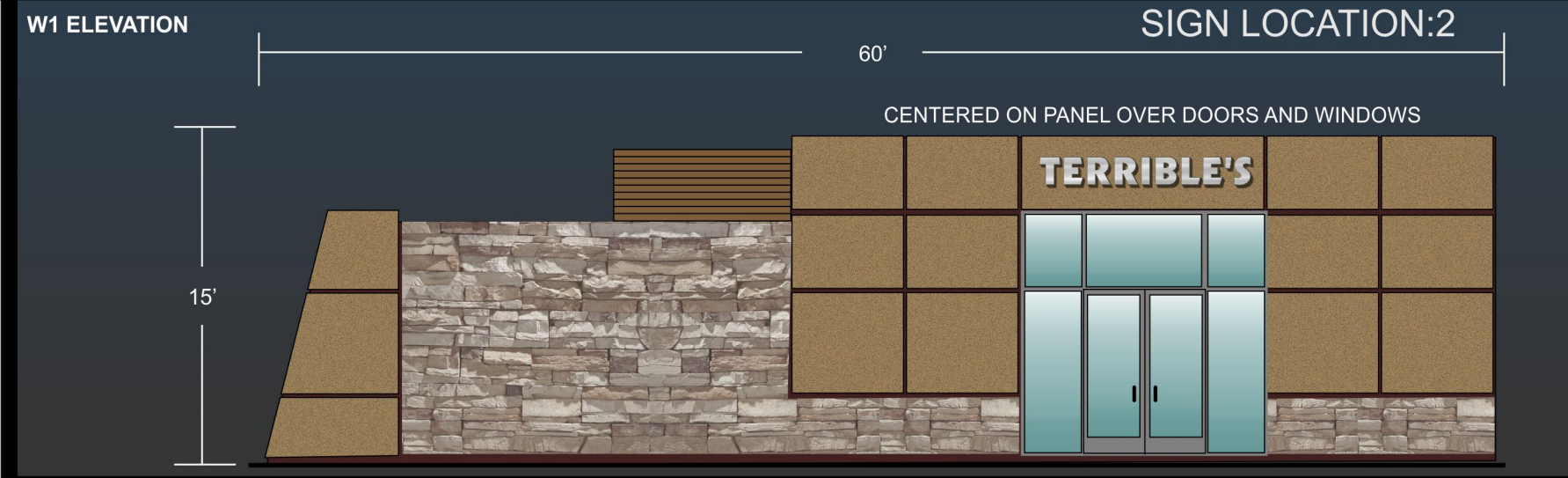
PATRICK'S signs
SUNSET LIGHTING
5115 S. ARVILLE ST. • LAS VEGAS, NV 89118
ph: 702.873.4463 • f: 702.873.5657
www.PatricksSigns.com
NV LIC #62560

THIS SIGNAGE/ARTWORK IS FABRICATED TO MEET UL REQUIREMENTS AND WILL BE LABELED ACCORDING TO THE UL GUIDELINES

THIS DESIGN/ARTWORK WAS CREATED BY PATRICK'S SIGN COMPANY. IT IS NOT TO BE COPIED, REPRODUCED OR EXHIBITED IN ANY FASHION WITHOUT THE EXPRESSED WRITTEN CONSENT OF PATRICK'S SIGN COMPANY.



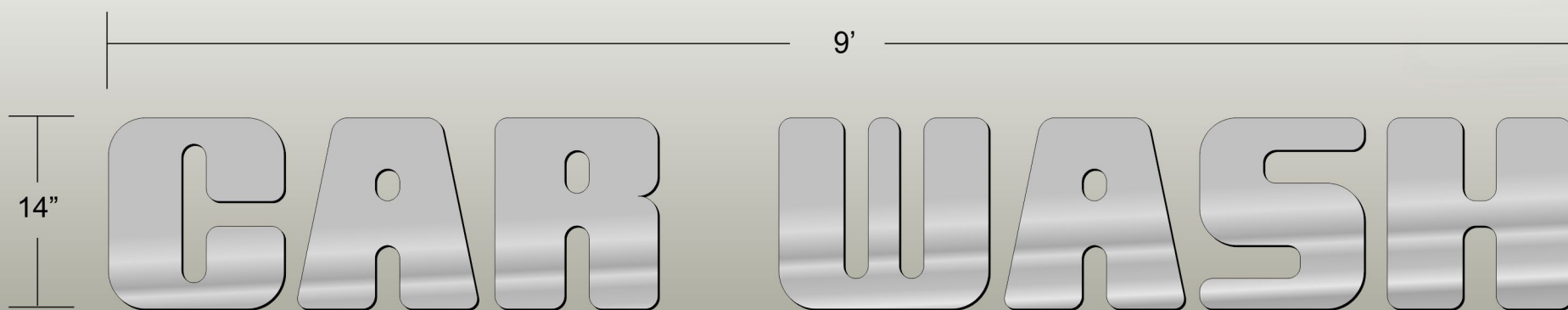
FRONT ELEVATION VIEW/ SCALE: 1" = 1' 0"



FRONT ELEVATION VIEW/ SCALE: 1/8" = 1' 0"

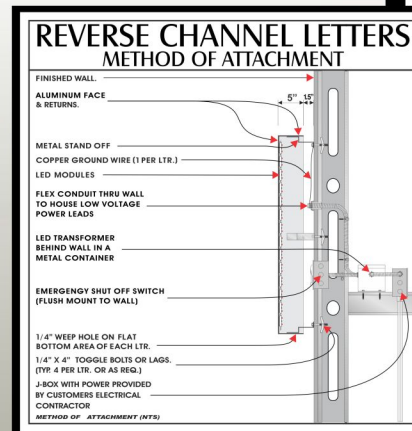
FURNISH AND INSTALL (1) SET OF REVERSE NON-ILLUMINATED CHANNEL LETTERS. 5" DEEP WITH CHROME FINISH. STUD MOUNTED FLUSH TO FASCIA.

SIGN LOCATION: 4 & 5



FRONT ELEVATION VIEW/ SCALE: 1" = 1' 0"

10.5 SQUARE Ft



**NON-ILLUM.
M.O.A.**



**SIDE
VIEW
NTS**



EXTERIOR SIGN

Project: NEWPORT #285
 Address: California
 Date: _____
 View: Exterior
 Sales Rep: Pat Dean
 Designer: Scott
 Design #: Th012016r4

SCOPE

**FURNISH AND INSTALL
EXTERIOR CAR WASH
SIGNAGE**

REVISIONS

Rev (1): _____
 Rev (2): _____
 Rev (3): _____
 Rev (4): _____
 Rev (5): _____

FINAL APPROVALS

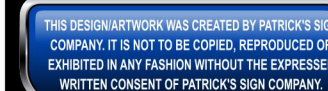
Client: _____
 Estimate: _____
 Design: _____
 Sales Rep: *Authorized Signatures*

Page #: **3 of 3**

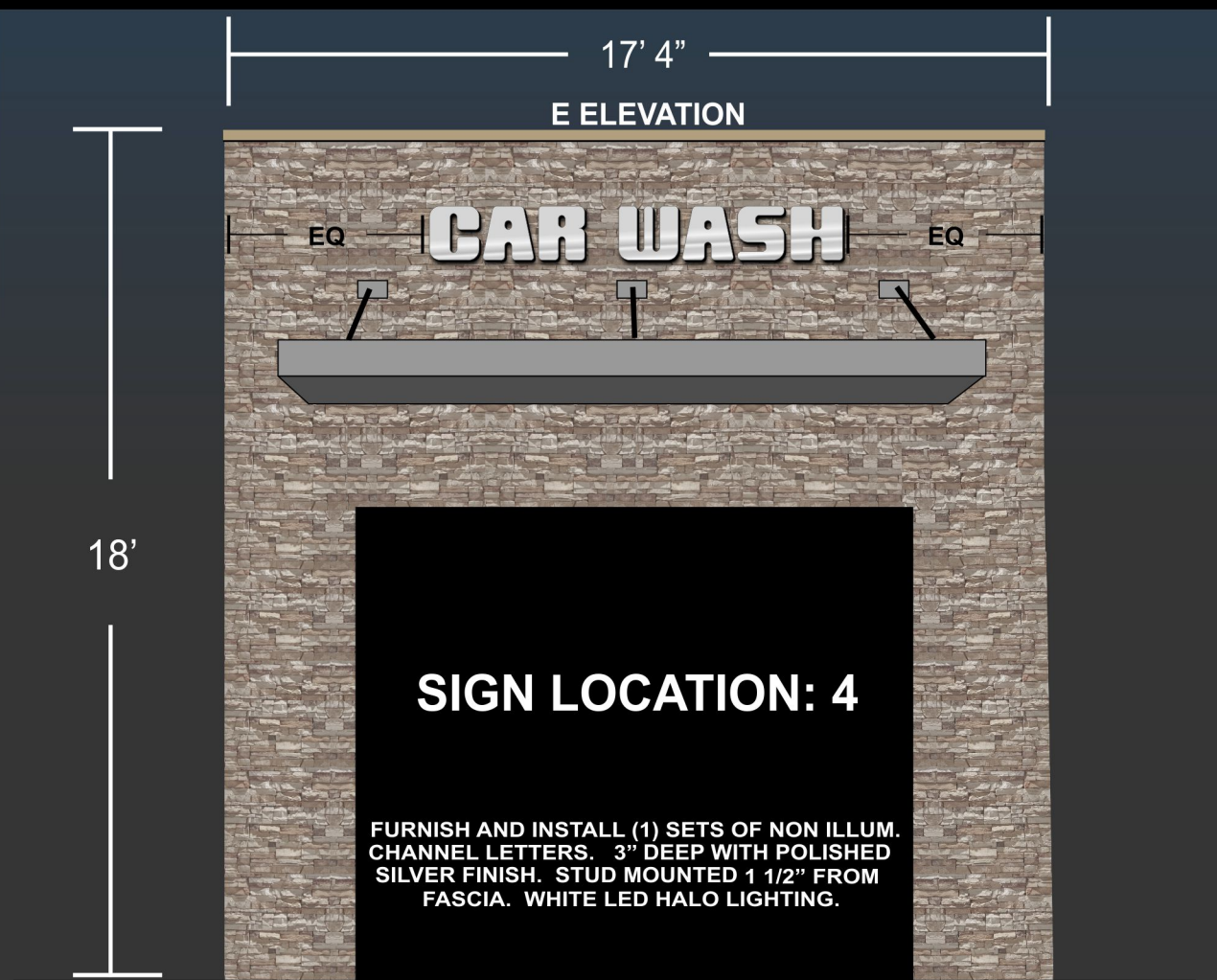


SUNSET LIGHTING

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 ph: 702.873.4463 • f: 702.873.5657
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 NV LIC #62560



PRINT 11 17 ACTUAL SIZE



SIGN LOCATION: 4

FURNISH AND INSTALL (1) SETS OF NON ILLUM. CHANNEL LETTERS. 3" DEEP WITH POLISHED SILVER FINISH. STUD MOUNTED 1 1/2" FROM FASCIA. WHITE LED HALO LIGHTING.



SIGN LOCATION: 5

FURNISH AND INSTALL (1) SETS OF REVERSE ILLUMINATED CHANNEL LETTERS. 3" DEEP WITH POLISHED SILVER FINISH. STUD MOUNTED 1 1/2" FROM FASCIA. WHITE LED HALO LIGHTING.

PROPOSED SIGNAGE/ SCALE: 1/4" = 1' 0" **NON-ILLUM.**

PROPOSED SIGNAGE/ SCALE: 1/4" = 1' 0"

ILLUMINATED