



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

TO: CITY COUNCIL, CITY MANAGER AND PLANNING COMMISSION
FROM: Seimone Jurjis, Community Development Director
SUBJECT: Report of actions taken by the Zoning Administrator and/or Planning Division staff for the week ending December 8, 2017.

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

- Item 1: Greubel Alternative Setback Determination - Staff Approval No. SA2017-012 (PA2017-210)
Site Address: 800 West Ocean Front
Action: Approved Council District 1
- Item 2: Ong Comprehensive Sign Program No. CS2017-014 (PA2017-219)
Site Address: 493-495 Old Newport Boulevard
Action: Approved Council District 2
- Item 3: Hoag Health Center Comprehensive Sign Program No. CS2017-016 (PA2017-227)
Site Address: 500 Superior Avenue
Action: Approved Council District 7

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.



CITY OF NEWPORT BEACH

100 Civic Center Drive
Newport Beach, California 92660

949 644-3200

newportbeachca.gov/communitydevelopment

VIA EMAIL

December 7, 2017

Bradford Smith Architect
425 30th Street #22
Newport Beach, CA 92663
bradsmitharchitect@gmail.com

**Subject: Staff Approval No. SA2017-012
(PA2017-210)
800 West Ocean Front
Greubel Alternative Setback Determination**

Dear Mr. Smith,

It was a pleasure working with you on the above referenced application. Please be advised that the subject application was approved by the Community Development Director on December 7, 2017 and **effective on December 22, 2017**. A copy of the approved action letter with findings and conditions is attached. If you have any questions, please do not hesitate to contact me directly. Thank you and I look forward to working with you again in the future.

Sincerely,

David S. Lee, Planning Technician

JM/dl

CC:
Jerome Greubel
510 W. Chapman Ave
Orange, CA 92868
jeromegreubel@msn.com



COMMUNITY DEVELOPMENT DEPARTMENT

PLANNING DIVISION

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

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COMMUNITY DEVELOPMENT DIRECTOR ACTION LETTER

Application No. **Staff Approval No. SA2017-012 (PA2017-210)**

Applicant **Jerome Greubel**

Site Location **800 West Ocean Front**
Greubel Alternative Setback Determination

Legal Description **Lot 4 (easterly half of lot thereof) and Lot 5 (easterly half of lot thereof) of Block 7, East Newport Tract**

On **December 7, 2017**, the Community Development Director approved Staff Approval No. SA2017-012 authorizing an alternative rear setback. This approval is based on the following findings.

PROJECT SUMMARY

The applicant is requesting an alternative rear setback due to the atypical orientation of the lot and development limitations created by the Code required rear setback. Specifically, the proposal is to reduce the rear setback for a single-family residence from the Code-required 10-foot setback to a 5-foot setback. The requirements for side and front setbacks would remain the same, at 3 feet and 7 feet respectively.

Under existing conditions with a rear setback of 10 feet, redevelopment could result in a buildable area¹ of 1,247 square feet, and a maximum floor area (including garage) of up to 2,494 square feet. Under proposed conditions with an alternative rear setback of 5 feet, redevelopment could result in a buildable area of 1,392 square feet, and a maximum floor area (including garage) of up to 2,784 square feet (Attachment No. CD 2).

ZONING DISTRICT/GENERAL PLAN

- **Zone:** Single-Unit Residential (R-1)
- **General Plan:** Single-Unit Residential Detached (RS-D)
- **Coastal Zoning District:** Single-Unit Residential (R-1)
- **Coastal Land Use Category:** Single Unit Residential Detached (10.0-19.9 DU/ AC) (RSD-C)

¹ "Buildable area" is defined by Chapter 20.70 (Definitions) of the Zoning Code as the area of a development site, excluding the minimum front, side, and rear setback areas as applied to residential properties only.

BACKGROUND

The subject property and surrounding area were originally subdivided in 1904. At that time, Lots 1, 2, 3, 4, and 5 were oriented east towards 8th Street. Subsequent to the original subdivision, Lots 4 and 5 were reoriented to face West Ocean Front. The subject lot does not have alley access, which was provided in the original orientation, thus garage access will be from 8th Street. The reoriented lots are highlighted in Attachment No. CD 1.

Although the subject property currently requires a 10-foot rear yard setback, it was developed in 1915 (according to Orange County Assessor records) with a rear setback of approximately 3 feet 8 inches. City permits show a variety of maintenance and alterations occurring since.

FINDINGS

Pursuant to Section 20.30.110 C (Setback Regulations and Exceptions – Alternative setback area location) of the Zoning Code, the Community Development Director may redefine the location of the front, side, and rear setback areas to be consistent with surrounding properties in cases where the orientation of an existing lot and the application of the setback area are not consistent with the character or general orientation of other lots in the vicinity.

To determine whether the proposed rear setback is appropriate, staff analyzed: 1) the compatibility of the proposed setbacks with the required setbacks on lots within the surrounding area; and 2) the resulting true floor area ratio (maximum building square footage allowed divided by lot size) to ensure that the proposed setbacks do not result in more floor area than neighboring lots with typical lot configurations.

This approval is based on the following facts:

1. The proposed 5-foot rear setback will allow for the development of a single-unit dwelling on the property that is within the range of sizes at nearby lots and provides a reasonable setback from the adjacent residence.
2. The 10-foot rear setback is not a typical setback for R-1 properties on the peninsula where typical lots have a 5-foot rear alley setback. The requested 5-foot rear setback is compatible with the existing and required setbacks of the immediately adjacent properties. Within the local vicinity, lots abutting alleys are subject to the standard 5-foot rear setbacks. If the subject property were still oriented to abut the alley to the east (Ocean Front Alley East), the property would be subject to a 5-foot rear setback.
3. Strict application to the subject property of the default setback regulations for an R-1 property results in a rear setback greater than other properties in the vicinity and a floor area limit lower than other properties in the vicinity.

4. Due to the difference in lot size and variation in setback areas between the subject property and surrounding lots in the area, staff has employed a true floor area ratio (FAR) method by which the total building square footage allowed on the site is divided by the total site area. This method allows for an equitable comparison of floor area to lot area. A lot comparison exhibit is provided in Attachment No. CD 3. Properties that are representative of typical lot size and configuration within the surrounding area were used.
5. The 5-foot rear setback requested for the subject property results in a FAR of 1.326, which is identical to the FAR for lots west of the subject property on West Ocean Front and within the range of typical lots in the surrounding area (1.24 to 1.46 FAR).

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.

On behalf of Seimone Jurjis, PE, CBO, Community Development Director

By:



David S. Lee, Planning Technician

JM/dl

Attachments: CD 1 Vicinity Map
CD 2 Setback Exhibit
CD 3 FAR Analysis

Attachment No. CD 1

Vicinity Map

VICINITY MAP

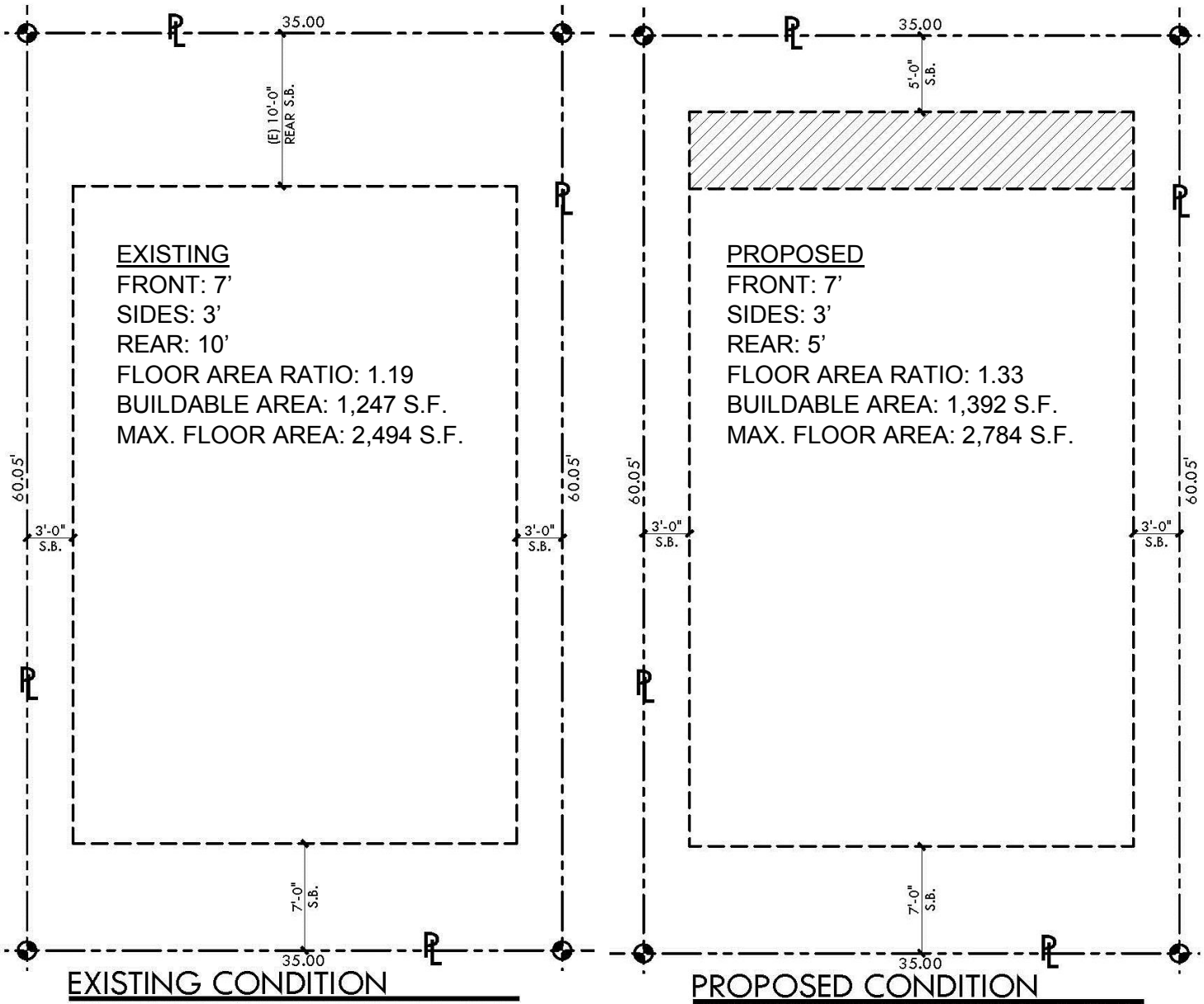


Staff Approval No. SA2017-012
PA2017-210

800 West Ocean Front

Attachment No. CD 2

Setback Exhibit



EXISTING

FRONT: 7'
 SIDES: 3'
 REAR: 10'
 FLOOR AREA RATIO: 1.19
 BUILDABLE AREA: 1,247 S.F.
 MAX. FLOOR AREA: 2,494 S.F.

PROPOSED

FRONT: 7'
 SIDES: 3'
 REAR: 5'
 FLOOR AREA RATIO: 1.33
 BUILDABLE AREA: 1,392 S.F.
 MAX. FLOOR AREA: 2,784 S.F.

35.00
 (E) 10'-0"
 REAR S.B.

35.00
 5'-0"
 S.B.

60.05'

60.05'

60.05'

60.05'

3'-0"
 S.B.

3'-0"
 S.B.

3'-0"
 S.B.

3'-0"
 S.B.

7'-0"
 S.B.

7'-0"
 S.B.

35.00

35.00

EXISTING CONDITION

PROPOSED CONDITION

Attachment No. CD 3

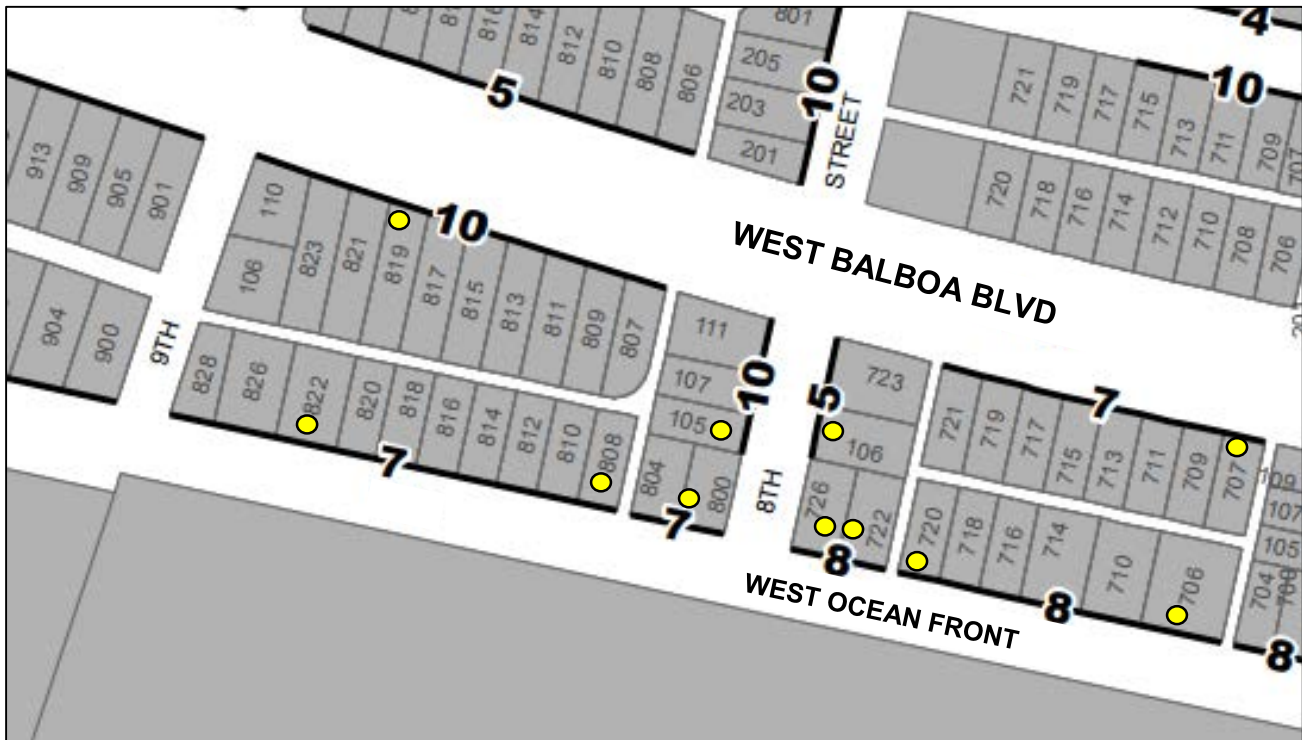
FAR Analysis

FAR Analysis Table

| Property Address | Lot Size (SF) | Buildable Area (SF) | Max Floor Area (Buildable SF x 2) (SF) | Floor Area Ratio | Required Setbacks |
|-----------------------------------|---------------|---------------------|--|------------------|-------------------|
| 800 W. Ocean Front | 2,100 | 1,247 | 2494 | 1.188 | F:7 R:10 S:3 |
| Proposed Alternative Rear Setback | 2,100 | 1,392 | 2,784 | 1.326 | F:7 R:5 S:3 |
| Neighboring Lots | | | | | |
| 808 W. Ocean Front | 2,100 | 1,392 | 2,784 | 1.326 | F:7 R:5 S:3 |
| 822 W. Ocean Front | 3,150 | 2,146 | 4,292 | 1.363 | F:7 R:5 S:4 |
| 105 08 th St. | 2,100 | 1,320 | 2,640 | 1.257 | F:10 R:5 S:3 |
| 106 08 th St. | 2,800 | 2,040 | 4080 | 1.457 | F:5 R:5 S:3 |
| 720 W. Ocean Front | 2,100 | 1,368 | 2,736 | 1.303 | F:8 R:5 S:3 |
| 726 W. Ocean Front* | 2,363 | 1,436 | 2,871 | 1.214 | F:8 R:10 S:3 |
| 722 W. Ocean Front* | 2,363 | 1,436 | 2,871 | 1.214 | F:8 R:10 S:3 |
| 706 W. Ocean Front | 4,200 | 2,964 | 5,928 | 1.411 | F:8 R:5 S:4 |
| 707 W. Balboa Blvd. | 2,100 | 1,392 | 2,784 | 1.326 | F:7 R:5 S:3 |
| 819 W. Balboa Blvd. | 3,151 | 2,160 | 4,320 | 1.370 | F:10 R:5 S:3 |

* Properties with similar configurations as the subject property, i.e. properties that were also reoriented. Existing development does not conform to required setback standards.

Setback/Reference Map





CITY OF NEWPORT BEACH

100 Civic Center Drive
Newport Beach, California 92660

949 644-3200
newportbeachca.gov/communitydevelopment

VIA EMAIL

December 8, 2017

Hung V. Ong M.D. Inc.
495 Old Newport Blvd #200
Newport Beach, CA 92663
949-646-7546
Bellacaraderm.tina@gmail.com

**Subject: Comprehensive Sign Program No. CS2017-014
(PA2017-219)
493-495 Old Newport Blvd
Ong Comprehensive Sign Program**

Dear Mr. Hung V. Ong M.D. Inc.,

It was a pleasure working with you on the above referenced application. Please be advised that the subject application was approved by the Zoning Administrator on December 8, 2017 and **effective on December 22, 2017**. A copy of the approved action letter with findings and conditions is attached. If you have any questions, please do not hesitate to contact me directly. Thank you and I look forward to working with you again in the future.

Sincerely,

Jaime Murillo
Senior Planner
PA/jm

cc:
Mike Heffernan
Sunset Signs
mike@sunsetsignsoc.com



COMMUNITY DEVELOPMENT DEPARTMENT

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ZONING ADMINISTRATOR ACTION LETTER

Application No. **Comprehensive Sign Program No. CS2017-014 (PA2017-219)**
Applicant **Hung V. Ong M.D.**
Site Address **493-495 Old Newport Boulevard**
Legal Description **Parcel 1 of Lot Merger LM2010-005**

On **December 8, 2017**, the Zoning Administrator approved Comprehensive Sign Program No. CS2017-014. This approval amends and supersedes Comprehensive Sign Program No. CS2012-009, previously approved on October 25, 2013, which established design parameters for wall signage for a multi-tenant office building.

This approval is in accordance to the provisions of Chapter 20.42 (Sign Standards) of the Newport Beach Municipal Code and amends the previously approved sign matrix to allow the following changes and deviations:

1. Reduce the number of allowed walls signs on the primary frontage from three signs to two signs;
2. Allow the installation of a monument sign with an average height of 6.5 feet, where the Zoning Code limits average height to 6 feet maximum (8.3 percent increase);
3. Increase the maximum sign area of a wall sign on the primary frontage to 97.5 square feet, where the Zoning Code limits maximum sign area to 75 square feet (30 percent increase); and
4. Increase the allowed logo height to 60 inches, where the previous sign program limited letter and logo height to 42 inches (43 percent increase).

The subject property is located within the Office General (OG) Zoning District and the General Plan Land Use Element category is General Commercial Office (CO-G). 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

- A-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

- B-1. A Comprehensive Sign Program is required whenever signs are proposed to be located on or above the second story of a multi-tenant building, and to allow for deviations in sign height and sign area. The request is for two wall signs to be located on the second story of the primary frontage, one multi-tenant wall sign on the second story of the secondary frontage, and the installation of a new monument sign.
- B-2. The proposed Comprehensive Sign Program complies with the purpose and intent of Newport Beach Municipal Code Chapter 20.42 (Sign Standards) because it provides the multi-tenant office building with adequate identification while guarding against an excessive proliferation of signage. It preserves and enhances community appearance by regulating the type, size, location, quantity, and illumination of signs. Through said regulations, the Comprehensive Sign Program will enhance the safety of motorists and pedestrians by minimizing the distraction of signs, as well as to protect the life, health, property, and general welfare of City residents and visitors.
- B-3. The Comprehensive Sign Program is consistent with the Citywide Sign Design Guidelines Manual because the proposed signs are designed to be compatible with the building design in terms of scale, size, and materials. As proposed, signs are designed to effectively communicate a commercial message without creating sign clutter through the use of legible text that contrasts with the background. The location and size of the signs do not dominate, but rather are consistent with the proportions of the façade on which they are located.

Finding

- 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

- C-1. The proposed comprehensive sign program will restrict future signage and enhance the overall development of the site while still providing adequate identification of the site and to the individual tenants. The request reduces the number of allowed wall signs and total sign area on the primary frontage from three 75-square-foot signs (225 square feet total) to two walls signs totaling 172.5 square feet. The sign revisions will not contribute to an overabundance of signage that will have a detrimental effect on the neighborhood.
- C-2. The proposed signage along the primary frontage adjacent to Newport Boulevard will be installed so that it is located in a logical, design-conscious manner that fits within the unique architectural design of the building. Given a building setback of approximately 120 feet from the Newport Boulevard vehicular travel lanes, the proposed maximum sign area, letter, and logo heights are appropriate in order to provide signage legible to motorists travelling on Newport Boulevard.
- C-3. The proposed multi-tenant panel wall sign located on the secondary frontage provides visibility of tenant signage to motorist traveling south on Old Newport Boulevard and avoids the need for individual tenant signs along that frontage.
- C-4. The design of the proposed monument sign complements the unique architectural design of the building and provides tenant identification for motorist traveling north on Old Newport Boulevard. The existing multi-tenant panel wall sign located on the secondary frontage provides visibility of tenant signage to motorist traveling south on Old Newport Boulevard and avoids the need for individual tenant signs along that frontage.

Finding

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

Facts in Support of Standard

- D-1. The proposed 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.

Finding

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

Facts in Support of Standard

- E-1. The project site is for the use of multiple tenants and the Comprehensive Sign Program has been designed to be effective for such use.
- E-2. The Comprehensive Sign Program establishes allowed type, number, location, and area of signage with flexibility to accommodate any existing and future tenants.
- E-3. It is not anticipated that future revisions to the Comprehensive Sign Program will be necessary to accommodate changes in tenants or uses. However, the Community Development Director may approve minor revisions to the Comprehensive Sign Program if the intent of the original approval is not affected.

Finding

- 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

- F-1. The Comprehensive Sign Program allows for deviations with regards to the location and height of wall signs which will aid and enhance the identification and visibility of tenants from the adjacent roadways. The deviation in sign location also allows for wall sign placement that better conforms to the unique architectural lines of the building.
- F-2. Allowing the increased logo height for both walls signs on the primary frontage and increased sign area for one wall sign allows for increased visibility and legibility of the signage as viewed from Newport Boulevard. The building is located approximately 120 feet back from the vehicle travel lanes on Newport Boulevard due to the large landscaped right-of-way and built on pad that is approximately 20 feet higher in grade, resulting in decreased sign visibility.
- F-3. Allowing the deviation in average sign height of the monument from 6 feet to 6.5 feet accommodates an architectural design element that mimics the unique architectural design of the building.
- F-4. 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 architectural statement.

- F-5. The locations of the signs are reasonable and will be adequately separated to avoid visual clutter and satisfy the intent of the sign code provisions.

Finding

- 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

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

Finding

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

Facts in Support of Standard

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

CONDITIONS

1. Comprehensive Sign Program No. CS2012-009 shall become null and void upon implementation of Comprehensive Sign Program No. CS2017-014,
2. All proposed signs shall be in substantial conformance with the approved sign 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.
3. Anything not specifically approved by this Comprehensive Sign Program is prohibited.
4. A building permit shall be obtained prior to commencement of installation of the signs.
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. Signage shall not project into the public right-of-way.
8. Monument sign location shall comply with City Standard STD-110-L (Intersection Line of Sight Requirements).
9. 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.
10. 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.
11. 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.
12. 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.
13. 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 Ongoing Comprehensive Sign Program including, but not limited to, Comprehensive Sign Program No. CS2017-014 (PA2017-219). 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 within 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 Patrick Alford, Zoning Administrator

By:



Jaime Murillo, Senior Planner

PA/jm

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

Attachment No. ZA 1

Vicinity Map

VICINITY MAP



Comprehensive Sign Program No. CS2017-014
PA2017-219

493-495 Old Newport Boulevard

Attachment No. ZA 2

Comprehensive Sign Program Matrix

COMPREHENSIVE SIGN PROGRAM MATRIX

**493-495 Old Newport Boulevard
CS2017-014 (PA2017-219)**

**Frontages: Primary: Newport Boulevard (West Building Elevation)
Secondary: Parking Lot/Old Newport Boulevard
(Northeast Elevation)**

| Primary Frontage: NEWPORT BOULEVARD Size limitations where applicable | Secondary Frontage: PARKING LOT/OLD NEWPORT BOULEVARD Size limitations, where applicable |
|---|---|
| Sign Locations B1 and B2 – Wall Signs Wall Sign Limitations: <i>Maximum Number: Two</i> <i>Maximum Sign Area:</i> Sign B1- 97.5 square feet Sign B2- 75 square feet <i>Maximum Letter Height: 42 inches</i> <i>Maximum Logo Height: 60 inches</i> <i>Location: May be located above 2nd story</i> <i>Distance: 25 feet between wall signs</i> | Sign Location C1 – Wall Sign or Multi-Tenant Wall Sign Wall Sign Limitations: <i>Maximum Number: One</i> <i>Maximum Sign Area: 37.5 square feet</i> <i>Maximum Letter or Logo Height: 36 inches</i> <i>Location: May be located above 2nd story</i> |
| Sign Location A1 – Monument Sign Monument Sign Limitations: <i>Maximum Number: One</i> <i>Maximum Sign Area: 20 square feet</i> <i>Maximum Sign Height: 7 feet</i> <i>Maximum Average Height: 6.5 feet</i> <i>Location: 10 feet back minimum from P.L.</i> | |

NOTES/REQUIREMENTS:

- a) Requirements for all signs per Municipal Code Chapter 20.42, except as provided in this sign matrix.
- b) 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.
- c) Cabinet sign types shall be prohibited on primary elevation.
- d) Cabinet sign type on secondary frontage shall consist of an opaque background and the only portion of the sign that may appear as illuminated is the actual lettering and/or a registered trademark or logo.

Attachment No. ZA 3

Sign Plans

MASTER SIGN PROGRAM

Prepared For :

Property Owner

Bella Cara Dermatology

495 Old Newport Blvd.

Newport Beach, Ca 92663

Zoning Designation : Commercial Office

Architect

Wood, Burghard, Swain Architects

(WBSA)

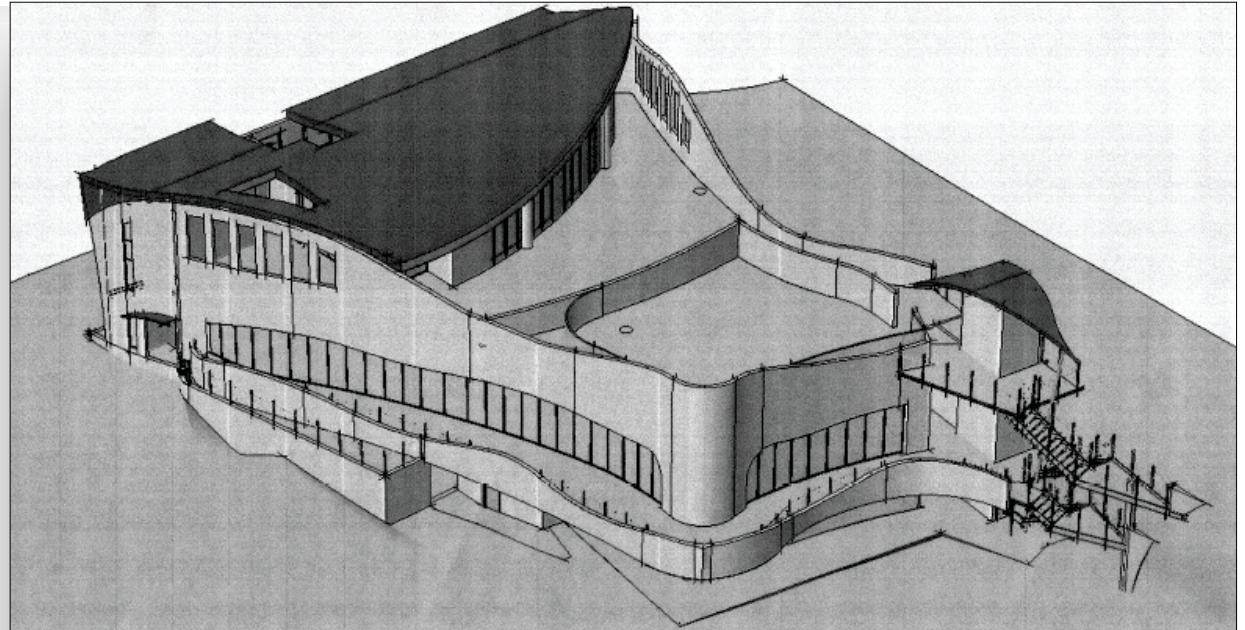
4850 Barranca Parkway Suite 203

Irvine, Ca

Governing Municipality

City of Newport Beach, Ca

Planning Division



Prepared By :



Program Designer:

111 W. Dyer Rd., Unit F

Santa Ana, CA 92707

714.641.0064

714.641.0065 fax

Contact: Hector Betancourt

November 20, 2017

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Sign Type Chart

| SIGN TYPE | SIGN-SPECIFICATION PAGE | DESCRIPTION | GENERAL LOCATION | MAX. QUANTITY | MAX. SIGN AREA | MAX. LETTER HEIGHT | MAX. LOGO HEIGHT | ILLUMINATION PERMITTED? |
|-----------|-------------------------|---|--------------------|---------------|----------------|--------------------|------------------|-------------------------|
| A | 4 | Monument Sign | Ground Mounted | 1 | 20 sq. ft. | | | YES |
| B1 | 6 | Wall Sign | Building Fascia | 1 | 97.5 sq. ft. | 42" | 60" | YES |
| B2 | 6 | Wall Sign | Building Fascia | 1 | 75 sq. ft. | 42" | 60" | YES |
| C | 7 | Building-Top Tenant Marquee (Secondary Frontage) | Skyline (Building) | 1 | 37.5 sq. ft. | 5" | YES | YES |




GENERAL REQUIREMENTS

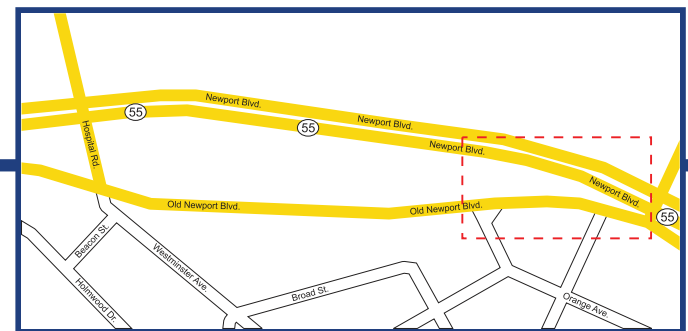
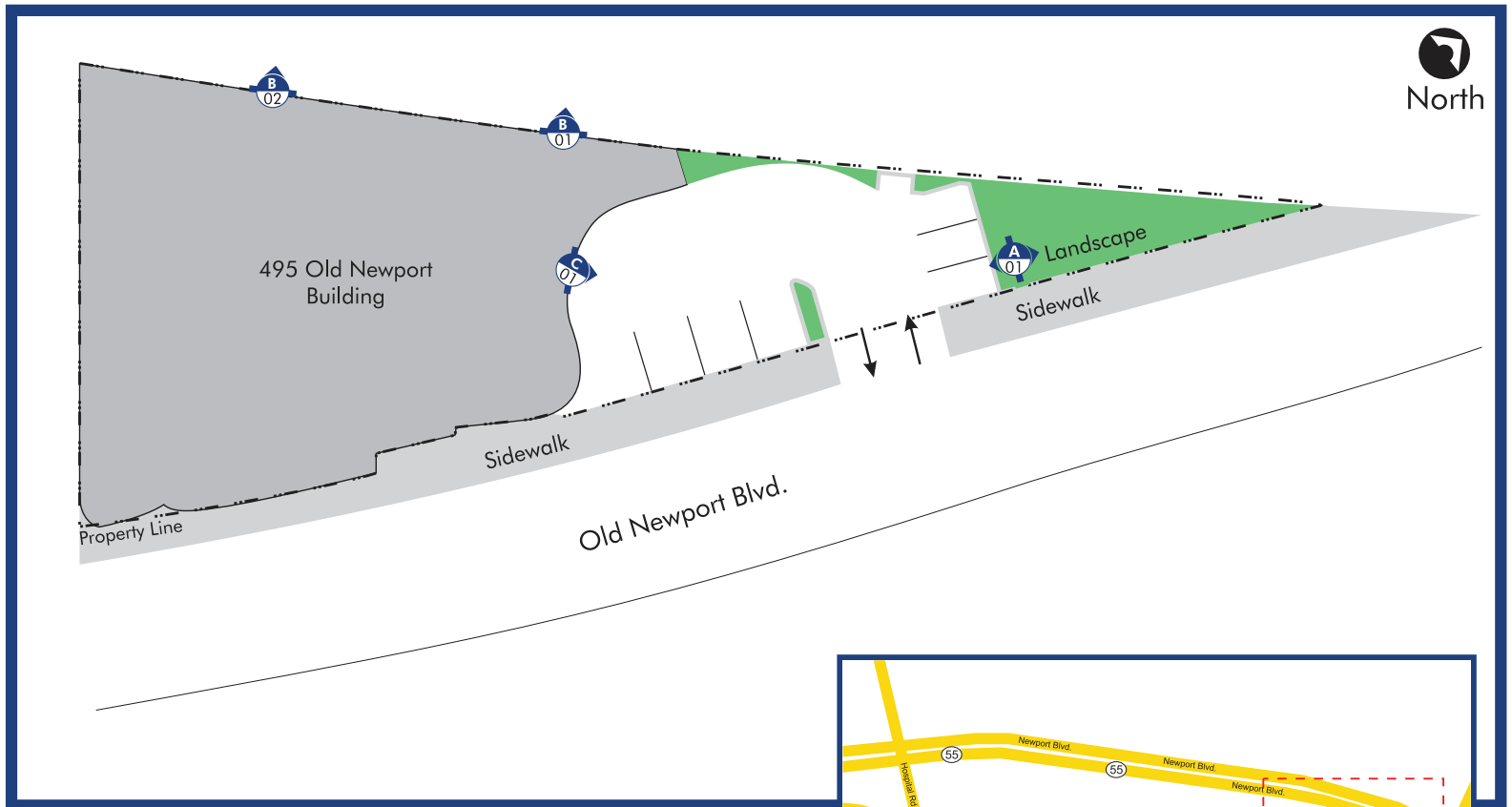
1. Submittal: Tenant's sign contractor shall submit (3) sets of detailed drawings indicating: the sign location (as regulated in this sign program), the sign layout and colors, and the method of construction and installation. Landlord shall review plans, and return one set of plans, approved or noted for corrections. Plans "noted for correction" must be resubmitted for final approval.
2. Upon receipt of Landlord approval, tenant's sign contractor shall acquire all necessary permits from the City of Newport Beach prior to starting production. All permit fees are the responsibility of the tenant.
3. Sign construction, installation and maintenance costs shall be paid by the tenant. Signage must be maintained to remain in "like new" condition in all cases. All non-conforming and non-maintained signage shall be corrected by the tenant within 30 days of landlord notification. Any corrections not corrected in the 30 day period shall be corrected by the landlord, and billed back to the tenant at the full cost incurred.
4. Tenant's sign contractor shall provide copies of Worker's Compensation, General Liability Insurance and any other information requested by Landlord prior to starting the sign installation.
5. Each tenant signage submittal shall be reviewed on an individual basis, and approved or rejected based on the guidelines set forth in this sign program, and based on the sign compatibility to the architecture of the sign area it is to be installed upon. Final approval to be at the landlord's discretion, and also pending City of Newport Beach approval.
6. The standard signage norm throughout the center shall be monument signage. Logos will be allowed on a case by case basis based upon the chart on page 1 of this package..
7. Overall maintenance of all other signage will be the responsibility of the landlord. Signage must be maintained to remain in "like new" condition in all cases.
8. Prohibited Signage Guidelines:
 - a. No animated, flashing or audible signs.
 - b. No exposed lamps or neon tubing.
 - c. No exposed crossovers and/or conduit.
 - d. No painted wall lettering or graphics.
 - e. No signage located in suite that can be seen from the exterior.
 - f. No signage design prohibited by City or State law.
9. Any additional requested signage not covered in this sign program shall fall under review of the City of Newport Beach general signage criteria.

Site Map

LOCATION
 495 Old Newport Blvd.
 Newport Beach, Ca 92663

SIGN TYPE LEGEND

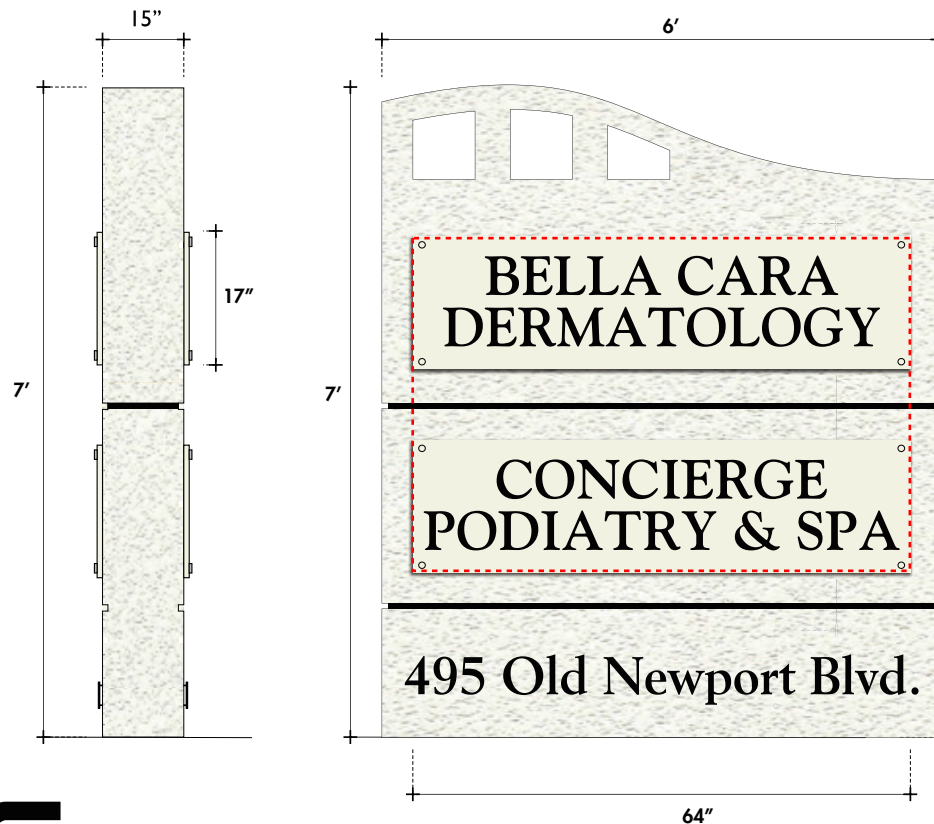
-  Monument Sign
-  Wall Signs
-  Tenant Marquee



SIGN TYPE A (Main Identification Monument Sign)



City of Newport Beach



This monument sign will be an internally illuminated aluminum sign canister with a painted stucco finish. The building address letters and numbers at the bottom will be 1/2" thick aluminum pin-mounted letters painted black. On the front and back sides of the monument there will be 4 boxtop aluminum tenant inserts (8 total). These inserts will display 4-3/8" tall routed copy backed with day/night acrylic. Day/Night acrylic looks black during the day but illuminates white at night. The type-style used will be Goudy Bold in most cases. Fonts besides Goudy Bold may be used at the discretion of the landlord. No logos will be allowed. Tenant information will be centered on the tenant panels.

Monument sign will be double-sided and internally illuminated.

Sign Area
64"x43" = 19 SF (20 SF max.)

Colors Used



P-100
GLACIER WHITE
(Stucco finish)

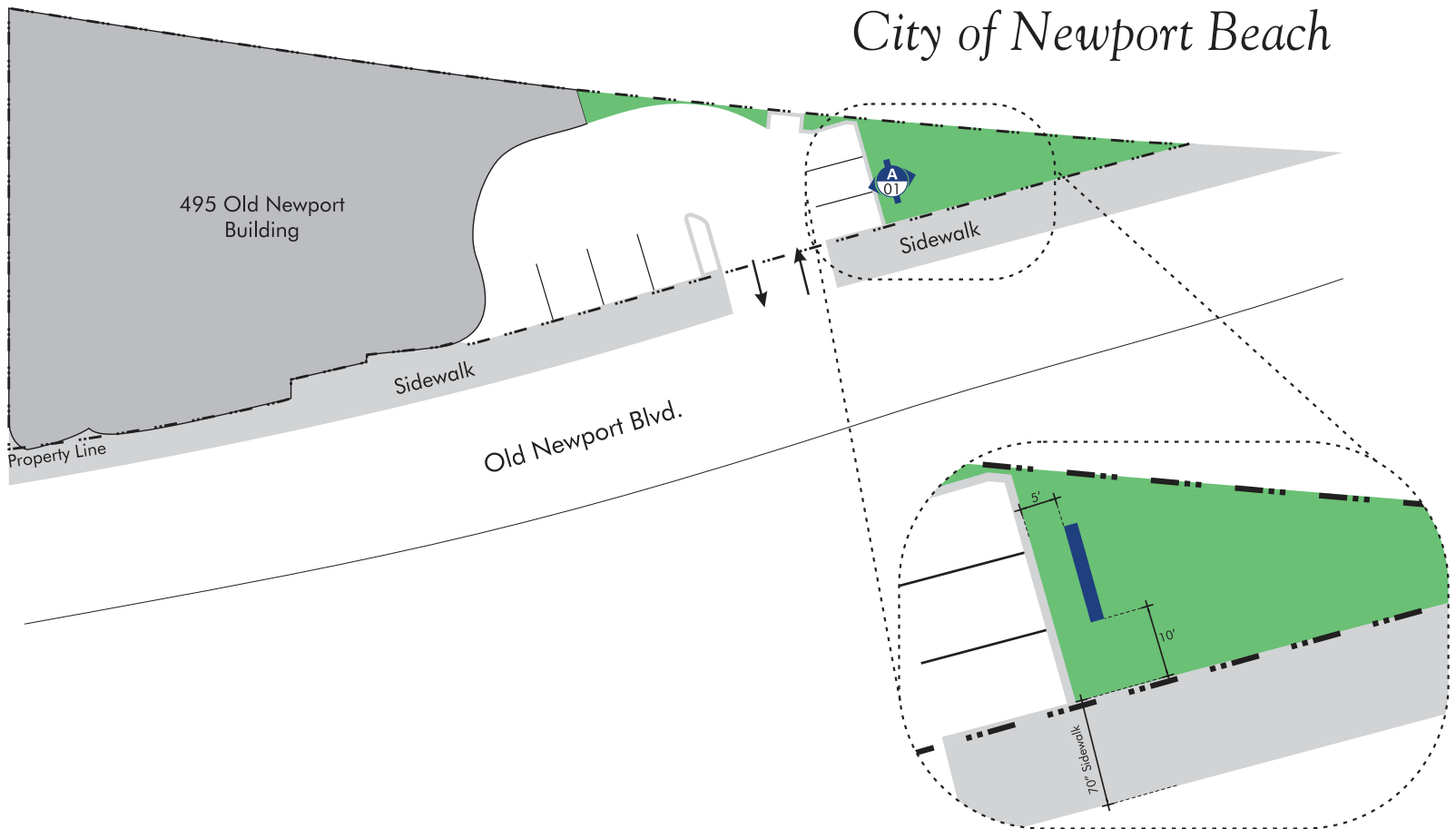


Pearl White
(Automotive grade finish)



Black Enamel
(Automotive grade finish)

SIGN TYPE A (Main Identification Monument Sign - Setback Information)



*This monument is to be a minimum of 112" from the street corner.

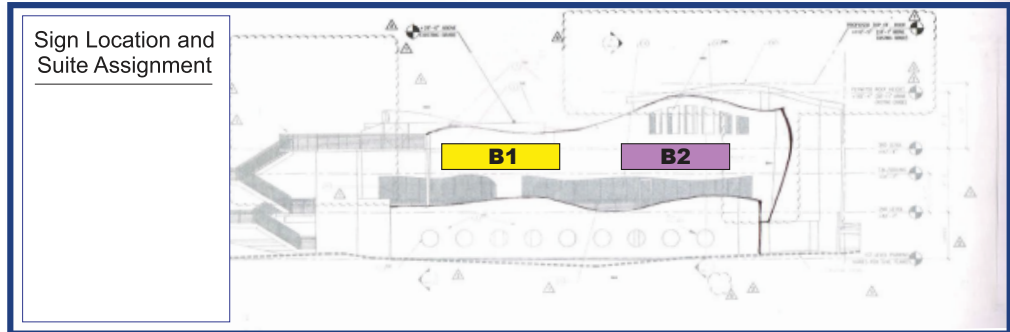
SIGN TYPE B (Wall Signs - Elevations)



Building Top channel lettering will be made from 3" or 5" deep (depending on illumination) LED illuminated channel lettering mounted directly to building fascia in locations shown. Letters/logos will have automotive grade painted returns (edges) in ALL cases. Each Building Top Channel Lettering set must have a meter to show energy usage for sign. Energy usage shall be billed directly to tenant at the tenant's expense. Building Top Channel Lettering shall be limited to the restrictions listed below.

- Letters/logos will be allowed to have the following illumination options:
- A - Front Lit
 - B - "Halo" Illumination
 - C - A combination of Front Lit & "Halo" Illumination
- *see page eight (8) for details

City of Newport Beach



SIGN TYPE B (Channel Lettering Illumination Options)



City of Newport Beach

Front Lit

Labels in diagram: Building Fascia, 5" deep metal returns, Class 2 LED lighting (low voltage), Translucent acrylic face, Trim Cap with screws into metal returns, Drain holes (Min. 2 per letter) *Outdoor Only, 3/16" x 3" long stainless steel screws with expansion sleeves and/or toggles depending upon wall conditions (Min. 4 per letter) *All penetrations sealed with RTV silicone, Class 2 low voltage wire (letter to power pack), Class 2 low voltage wire (letter to power pack), To dedicated power supply (min. 20A, with time-clock control), Approved fasteners, Ground (to permanent set screw), Interior ceiling structure.

Side View

Example:

"Halo" Illumination

Labels in diagram: Building fascia, Approx. 1" spacing from wall to allow for halo lighting, 5" deep metal returns, Class 2 LED lighting (low voltage), #10 set screws through returns into metal clip, 3/16" x 3" long stainless steel screws with expansion sleeves and/or toggles depending upon wall conditions (Min. 4 per letter) *All penetrations sealed with RTV silicone, Class 2 low voltage wire, Class 2 low voltage wire (letter to power pack), 12v power pack with disconnect switch UL listed, To dedicated power supply (min. 20A, with time-clock control), Approved fasteners, Drain holes (Min. 2 per letter) *Outdoor Only, Ground (to permanent set screw), Interior ceiling structure.

Side View

Example:

Front Lit & "Halo" Illumination

Labels in diagram: Building fascia, Approx. 1" spacing from wall to allow for halo lighting, 5" deep metal returns, Class 2 LED lighting (low voltage), Translucent acrylic face, Trim Cap with screws into metal returns, Drain holes (Min. 2 per letter) *Outdoor Only, 3/16" x 3" long stainless steel screws with expansion sleeves and/or toggles depending upon wall conditions (Min. 4 per letter) *All penetrations sealed with RTV silicone, Class 2 low voltage wire, Class 2 low voltage wire (letter to power pack), 12v power pack with disconnect switch UL listed, To dedicated power supply (min. 20A, with time-clock control), Approved fasteners, Ground (to permanent set screw), Interior ceiling structure.

Side View

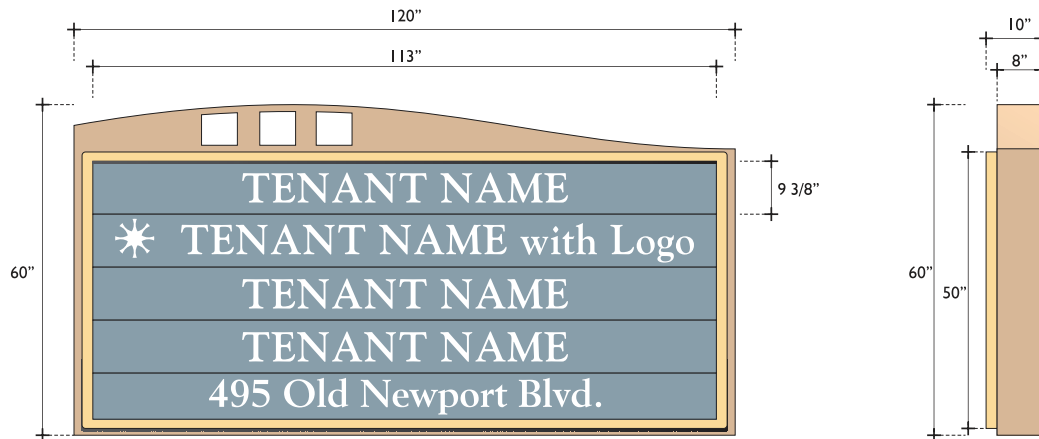
Example:

Night View:

SIGN TYPE C (Tenant Marquee)



City of Newport Beach



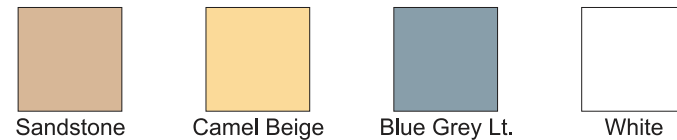
The Tenant Marquee is a internally illuminated aluminum sign canister with five illuminated inserts. Each insert will have routed copy with translucent white acrylic backers. These inserts will display 5" tall routed copy. The typestyle used will be Goudy Bold in most cases. Fonts besides Goudy Bold may be used at the discretion of the landlord. Logos are allowed. Tenant information will be centered on the tenant panels.

The overall size of this canister will be 120" wide by 60" tall by 10" deep.

The overall s.f. of the sign area is 37.5 s.f.

Tenant Marquee is single-sided and illuminated.

Colors Used



SIGN TYPE C (Tenant Marquee Elevations)



City of Newport Beach

Tenant Marquee will be made from 10" deep fluorescent cabinet mounted directly to building fascia in location shown. Letters/logos are allowed.

Tenant Marquee shall be limited to the restrictions listed below.

Letters/logos will be allowed to have the following illumination option:

A - Fluorescent-lit Cabinet

In no case shall any Tenant Marquee exceed 60" (5') in height or 120" (10') in length. Size of sign will be determined by whatever limitation is encountered first. The maximum square footage for this type of sign shall be 37.5 Sq.Ft. Locations will vary depending on elevation.

Logos will be allowed on a case by case basis at the sole discretion of building ownership/management. There will be no typestyle or color restrictions for this type of sign, however final approval shall be determined exclusively by building ownership/management. In no case shall letters/logos exceed 5" in height.

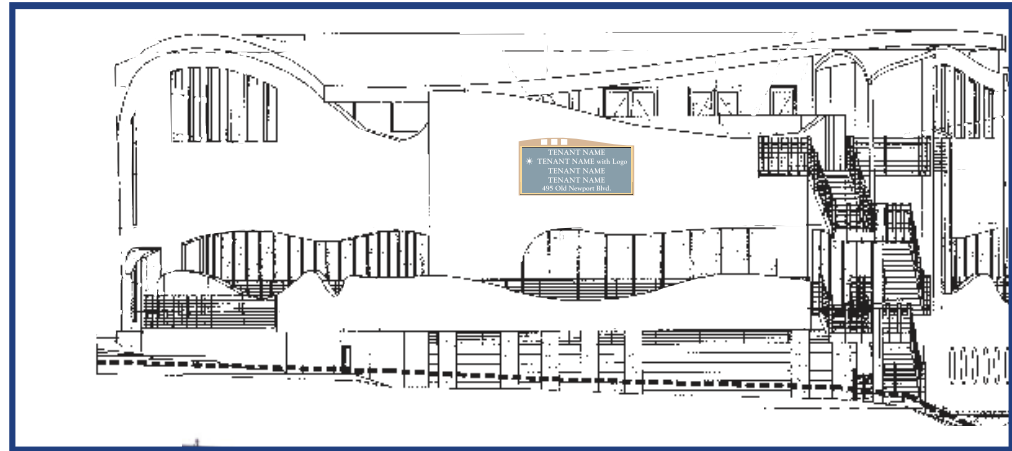
Sign eligibility & location shall be determined exclusively by building ownership/management as described in lease agreements/CC&R's. Sign plans will be submitted to building ownership/management prior to submission to the city and will include dimensions, materials, locations on elevations, type of illumination, and colors used. Two (2) sets of plans shall be submitted for approval to building ownership/management in all cases. Upon approval, one set of plans will be returned to the tenant for submission to the City of Newport Beach.

Permit submission shall be the sole responsibility of the tenant. Tenant is responsible for any/all costs incurred. All signs shall comply with the guidelines set forth in this sign program and the regulations set forth by the City of Newport Beach.

Upon termination of lease agreement, tenant shall be responsible for removal of signs and restoration of sign area to near new condition. Should tenant fail to remove signs within 30 days of vacating the property, building ownership/management will remove signs and tenant will be billed for the full cost incurred.

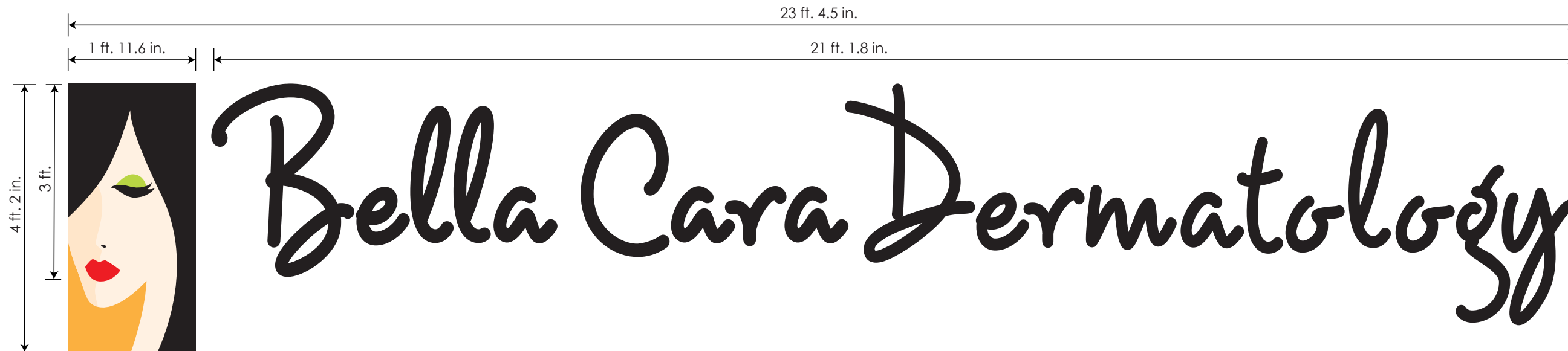
Note:

Signs are intended to be installed in accordance with the installation instructions provided with the sign sections and the NEC. Authorities having jurisdiction are responsible for the ultimate decision to approve an installation.



495 Old Newport Blvd
Newport Beach, CA 92663

For Reference



Customer: Bella Cara Dermatology
Job #: 17468-S1
Project Mgr: TJ
Designer: Jessica B.
Date Created: 7.28.17

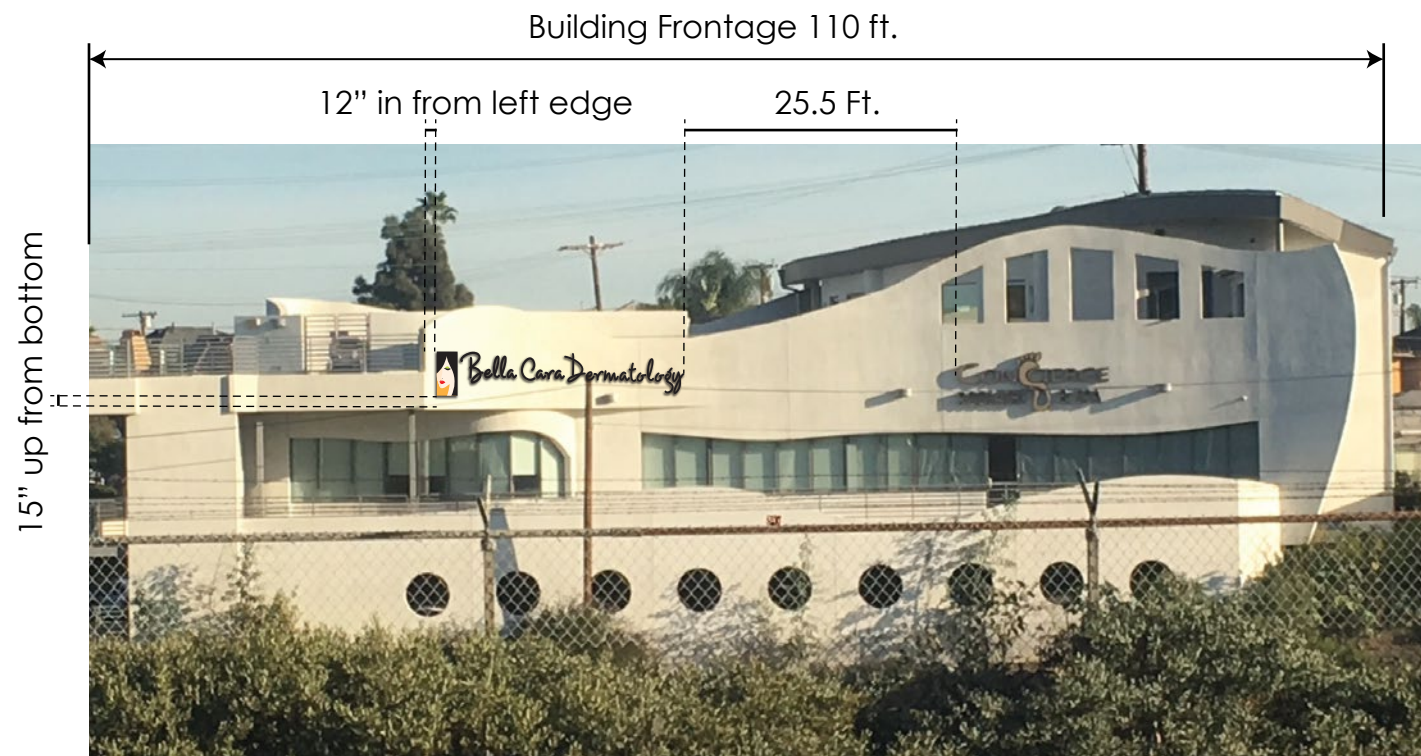
REVISIONS

| DATE | DESIGNER |
|----------|----------|
| 8.3.17 | |
| 9.13.17 | |
| 9.25.17 | |
| 11.27.17 | |

Sign Details

Total Sign Square Feet: 97.4

NTS
Front and back lit logo
Illuminated reverse channel lettering



Elevation

NTS

Proposed sign location



Site Map

NTS

ARTWORK DISCLAIMER

Please review this proof carefully for all details, including color, materials, and spelling. Please notify us of any changes required or errors. Once approved, Sunset Signs will not be responsible for any incorrect design, layout, content, information, or misspelling.

DESIGN REVIEW APPROVAL

Production Signature _____ Date _____

CLIENT APPROVAL

Client Signature _____ Date _____

PROJECT MANAGER APPROVAL

Project Manager Signature _____ Date _____

FILE INFORMATION

File: Building Sign.ai
Path: 2017/Bella Cara Dermatology



COMMUNITY DEVELOPMENT DEPARTMENT

PLANNING DIVISION

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

949-644-3200

www.newportbeachca.gov

ZONING ADMINISTRATOR ACTION LETTER

Application No. **Comprehensive Sign Program No. CS2017-016 (PA2017-227)**

Applicant **Newport Healthcare Center**

Site Location **500 Superior Avenue**
Hoag Health Center Sign Program Amendment

Legal Description **Irvine Subdivision, Portion of Lot 169, Block 2**

On **December 1, 2017**, the Zoning Administrator approved Comprehensive Sign Program No. CS2017-016, allowing a change to the number of signs allowed by an approved sign program for a multi-building, multi-tenant medical office complex located at 500 Superior Avenue. The amended Comprehensive Sign Program provides for the installation of one additional monument sign.

The property is located within the Office Medical (OM) Zoning District. The General Plan Land Use Element category is Medical Commercial Office (CO-M). The property is not located within 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 Guidelines pursuant to Section 15311, Class 11 (Accessory Structures).*

Fact in Support of Finding:

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].*

Fact in Support of Standard:

The amended Comprehensive Sign Program is consistent with the Citywide Sign Design Guidelines Manual as well as the previously approved Hoag Health Care Center Sign Program. The proposed monument sign is designed to be compatible with the architecture of the medical office complex in terms of size, location, legibility, and materials. The proposed monument sign effectively identifies the location of the medical office complex without creating sign clutter by using legible text on a contrasting background. The proposed monument sign is appropriately sized and sited to identify the location of the medical complex to pedestrians and vehicular traffic along Superior Avenue, consistent with the land use designation for 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 multi-building, multi-tenant medical office complex. The additional monument sign will become part of the existing Comprehensive Sign Program to allow for adequate identification.
2. Allowing the proposed monument sign will improve identification of the medical office complex for pedestrian and vehicular traffic along Superior Avenue.
3. The proposed monument sign has been designed to comply with all applicable development standards and will not obstruct public views from adjacent roadways because there are no public views through or across the subject property.

Standard:

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

Fact in Support of Standard:

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.

Finding:

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

Fact in Support of Standard:

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.

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 amended Comprehensive Sign Program only allows for a deviation in the number of signs for the medical office complex; otherwise, 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 architectural design through appropriate sizing and style.
2. Allowing a deviation from the Zoning Code for the number of signs is appropriate given the overall size of the medical office complex, which encompasses 13.7 acres developed with three multi-story office buildings and two multi-story parking structures. Allowing the proposed monument sign along Superior Avenue will improve identification of the site from that public way.

Standard:

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

Fact in Support of Standard:

The amended 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.

Fact in Support of Standard:

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

CONDITIONS

1. This approval replaces and supersedes Comprehensive Sign Program CS2008-010, which upon vesting of the rights authorized by this Comprehensive Sign Program, shall become null and void.
2. The proposed monument sign shall be in substantial conformance with the approved plans, Comprehensive Sign Program Matrix Table, and provisions of Chapter 20.42 (Sign Standards) of the Newport Beach Municipal Code, unless otherwise indicated in the following conditions.
3. Anything not specifically approved by this Comprehensive Sign Program is prohibited.
4. A building permit and/or sign permit shall be obtained prior to commencement of installation or demolition of signs.
5. The proposed monument sign shall be located so as to comply with the City's STD-110-L sight distance standard.
6. Illuminated signs shall be regulated in accordance with the provisions of Section 20.42.070 (Standards for Permanent Signs) 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.
7. Signs shall be maintained in a clean and orderly condition.
8. 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.

9. 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.
10. 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.
11. 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.
12. 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 Hoag Health Center Sign Program Amendment including, but not limited to, Comprehensive Sign Program No. CS2017-016 (PA2017-227). 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:



Liane Schuller
Contract Planner

BMZ/lis

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

Attachment No. ZA 1

Vicinity Map

VICINITY MAP



Comprehensive Sign Program No. CS2017-016
PA2017-227
500 Superior Avenue

Attachment No. ZA 2

Sign Program Matrix

Table Matrix

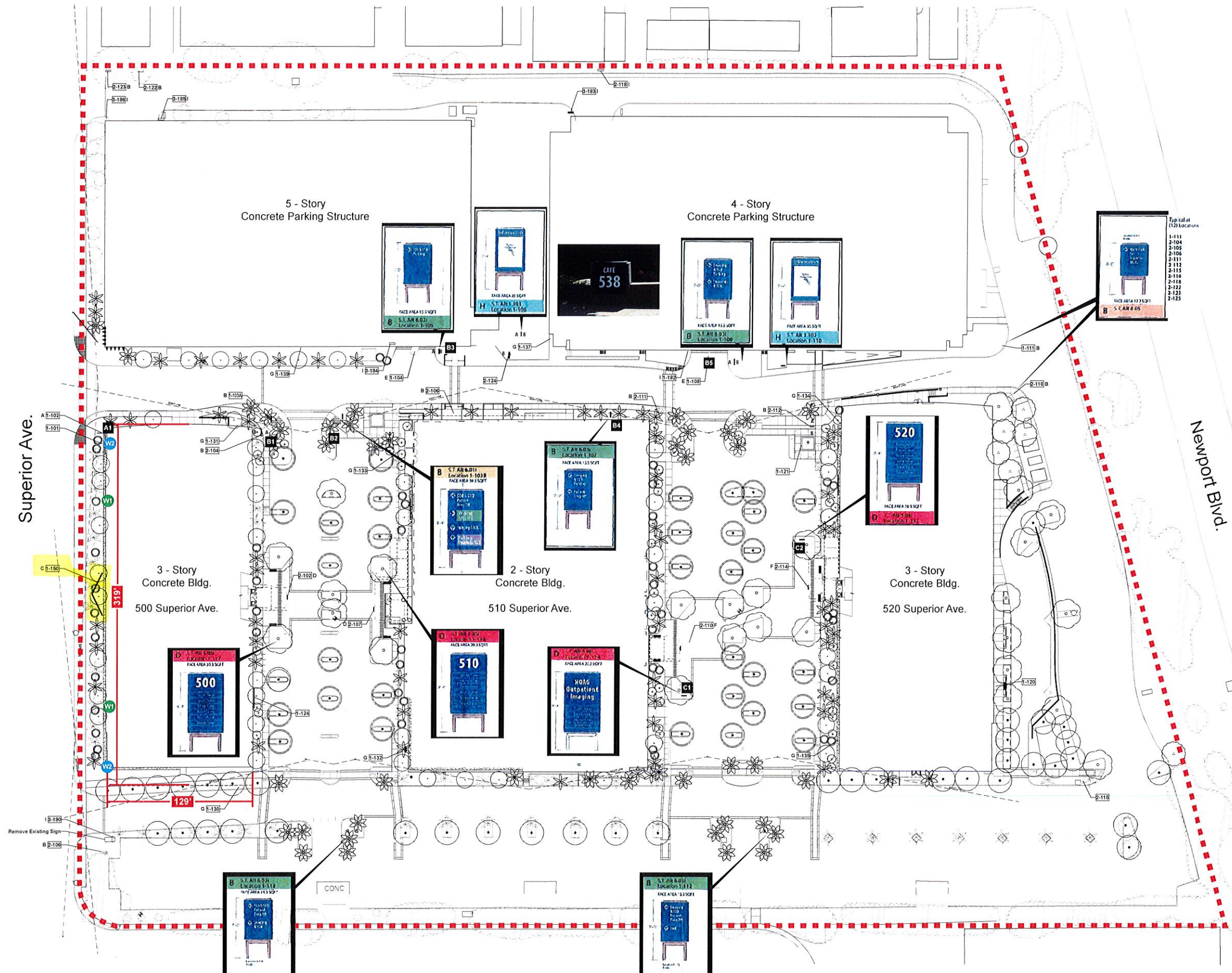
Comprehensive Sign Program
 Hoag Health Care Center
 500 – 540 Superior Avenue

Fields highlighted indicate the changes being requested with this application. All other fields are from the existing sign program (CS2008-010).

| 500-540 Superior Blvd. | | Primary Frontage Size limitations where applicable | Secondary Frontage Size limitations, where applicable |
|--|---|--|--|
| 500 Building | Wall Signs (4) Location: Superior Blvd/West Elevation W1 (2) - Maximum Sign Area: 97.5 sq. ft. W2 (2) – Maximum Sign Area: 57 sq. ft.. | Wall Sign Location: East Elevation Maximum Sign Area: 37.5 sq. ft. | |
| 510 Building | Wall Sign Location: West Elevation Maximum Sign Area: 75 sq. ft. | Wall Sign Location: East Elevation Maximum Sign Area: 37.5 sq. ft. | |
| 520 Building | Wall Sign Location: Newport Blvd./East Elevation Maximum Sign Area: 97.5 sq. ft. | Wall Sign Location: West Elevation Maximum Sign Area: 48.75 sq. ft. | |
| Note: Wall signs shall be vertically equidistant from the top and bottom of the architectural feature it's placed upon | | | |
| Sign type | Number and Location | Size | |
| A Large Freestanding Sign (L Shaped Structure) | Number: One Location: 540 Superior Blvd (SW Corner of Parking Structure) | Maximum Height: 24 ft. Maximum Width: 11 ft. Maximum Area: 97.5 sq. ft. (for each face) | |
| B Site Directional Sign | Various locations throughout the project site 1-111, 2-104, 2-105, 2-106, 2-111, 2-112, 2-115, 2-116, 2-118, 2-122, 2-123, 2-125 1-105, 1-107, 1-109, 1-112, 1-103 | Maximum Height: 4 ft. 8 in. Maximum Area: 3.9 sq. ft. Maximum Height: 6 ft. Maximum Area: 4.7 sq. ft. Maximum Height: 7 ft. Maximum Area: 6.5 sq. ft. Maximum Height: 9 ft. 4 in. Maximum Area: 9.3 sq. ft. | |
| C Monument Sign - Address | Number: One Location: 500 Superior Avenue Maximum Sign Area: 96.25 sq. ft. | Maximum Height: 5'-6" ft. Maximum Length: 18 ft. 6 in. x (2) Minimum Letter Height: 2'-7" ft. | |
| D Monument - Tenant Directory | Various locations throughout the project site not visible from adjacent properties | Maximum Height: 9ft. 4 in. Maximum Sign Area: 16 sq. ft. | |
| E Projecting Sign - Parking Structure Identification | Number: One on each parking structure | Minimum Clearance: 8 ft.* Maximum Vertical Height: 10 ft. Maximum Horizontal Projection: 5 ft. | |
| F Building Main Entrance Address/Identification | Various locations throughout the project site May be wall-mounted, mounted on architectural projections, or other mounting approved by the Planning Division. | Maximum Height: 18 in Minimum Clearance: 8 ft.* | |
| G | Various locations throughout the project site | Maximum Height: 24 in. | |

Attachment No. ZA 3

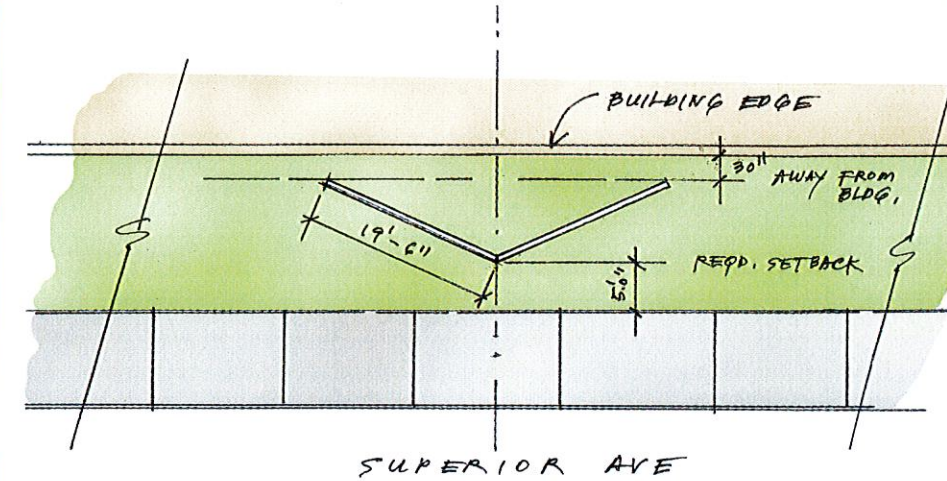
Project Plans



Updated Overall Signage Diagram

Hoag Health Center Newport Beach

Date: August 14, 2017



4 PARTIAL PLAN VIEW
N.T.S

C 1-150
Address Number Range

SIGN TYPE: Low Concrete Wall with Smooth Plaster Finish

LOCATION: Refer to Message Schedule and Location Plan

SIZE: Address Number Range on Concrete Wall

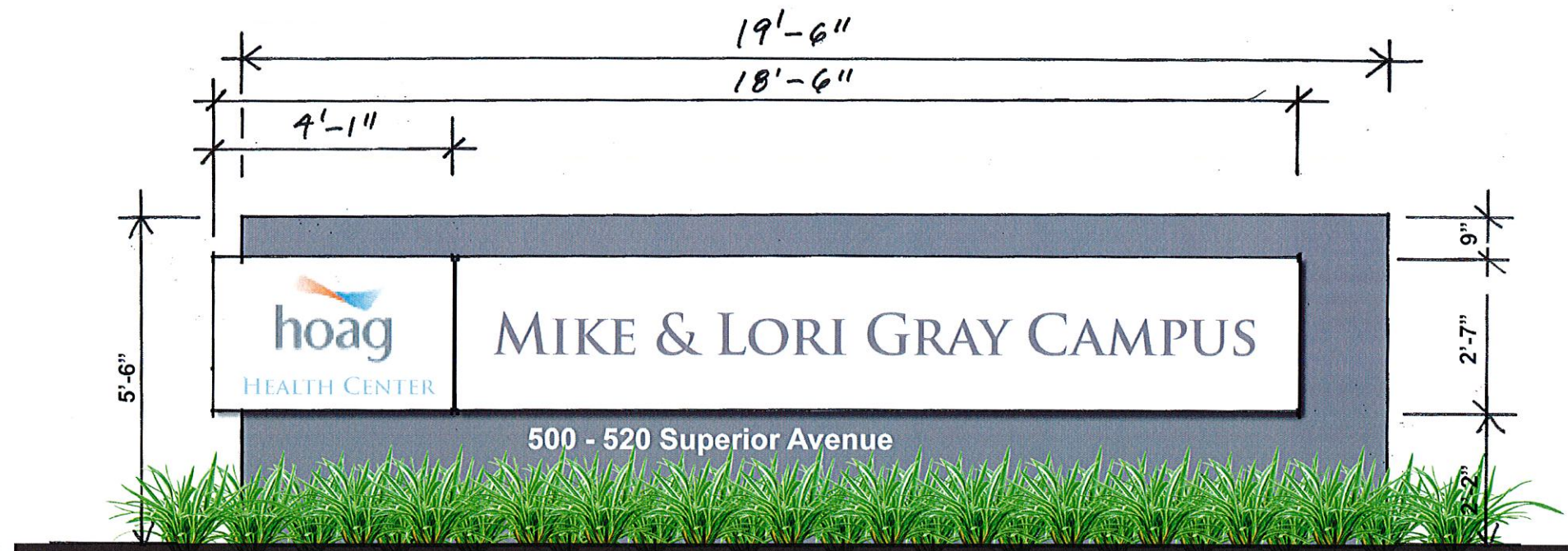
AREA: 12" letters

USE: Identification of Address Range

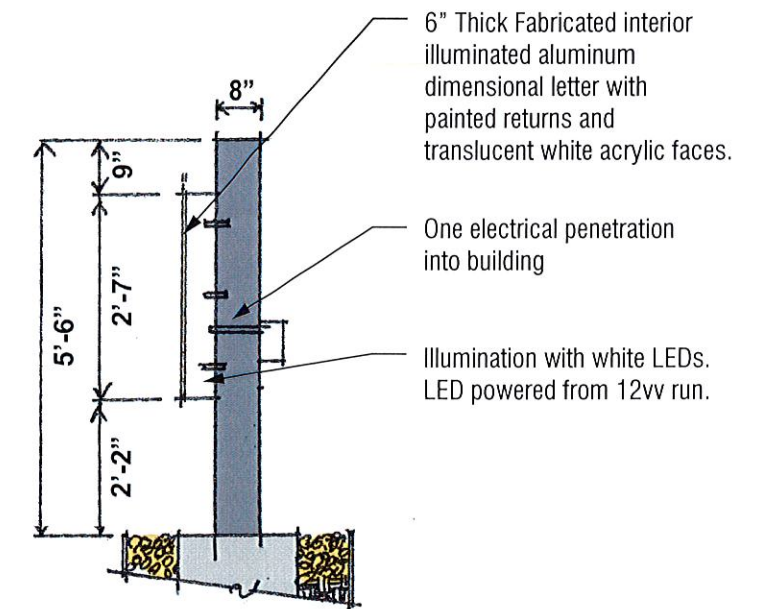
TYPE: Plate Cut Letters with Painted Finish on Concrete Wall

COLORS: Concrete Sign Painted to Match Building Accent Color with Silver Copy

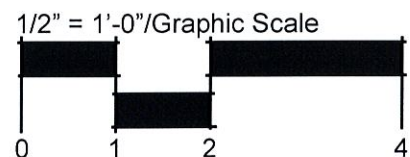
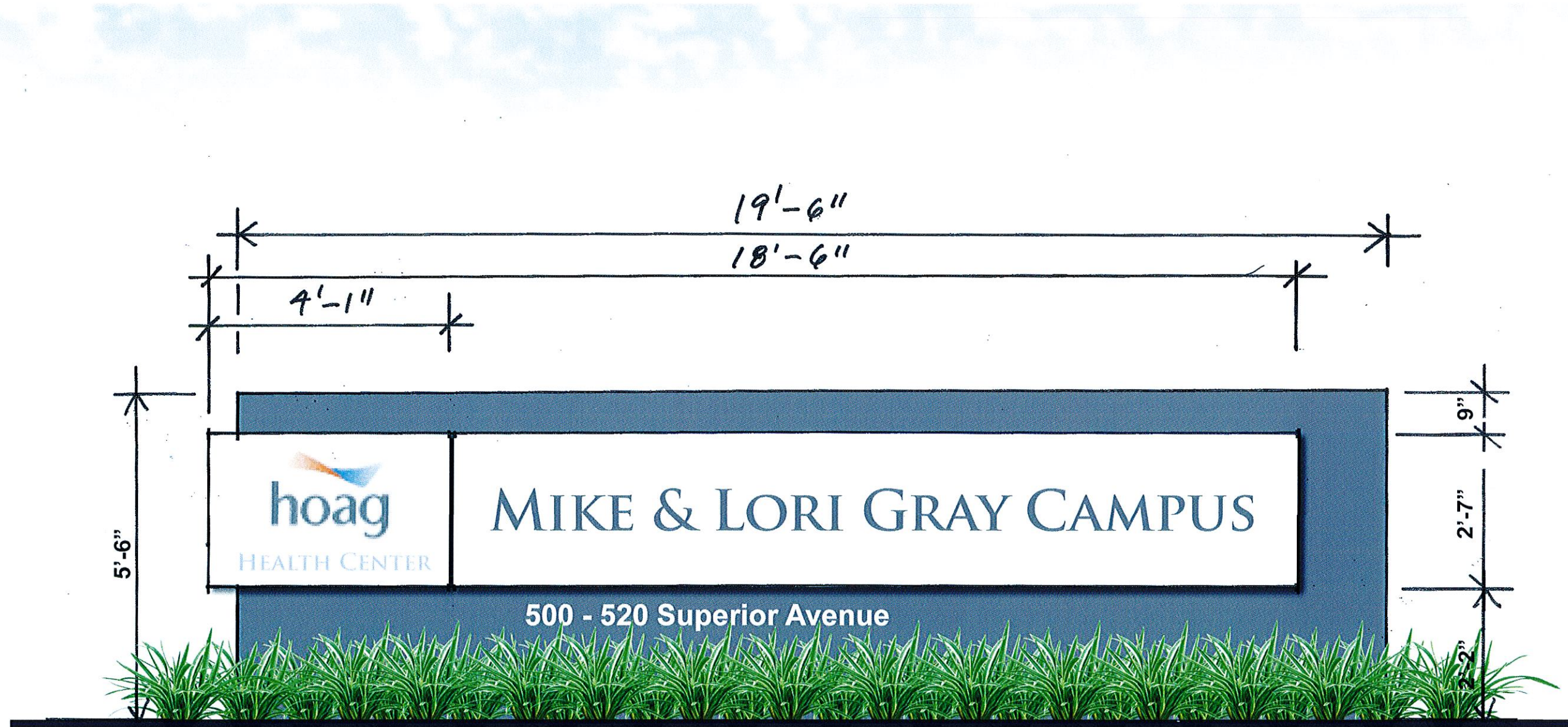
3 INSTALL DETAIL
N.T.S



1 ELEVATION
3/8" = 1'-0"



2 SECTION
3/8" = 1'-0"



Revised Elevation Sketch

Hoag Health Center Gray Superior Monument

Date: October 16, 2017



Rabben/Herman
design office

Landscape Architecture Master Planning Urban Design



Rabben/Herman
design office
Landscape Architecture Master Planning Urban Design