



CITY OF NEWPORT BEACH COMMUNITY DEVELOPMENT DEPARTMENT PLANNING DIVISION ACTION REPORT

TO: CITY COUNCIL, CITY MANAGER, AND PLANNING COMMISSION
FROM: Seimone Jurjis, Assistant City Manager/Community Development Director
SUBJECT: Report of actions taken by the Zoning Administrator, and/or Community Development Director for the week ending September 15, 2023.

ZONING ADMINISTRATOR PUBLIC HEARING ACTIONS SEPTEMBER 14, 2023

Item 1: Sedrak Residence Coastal Development Permit (PA2023-0087)
Site Address: 216 East Balboa Boulevard

Action: Approved by Resolution No. ZA2023-058 Council District 1

COMMUNITY DEVELOPMENT DIRECTOR OR ZONING ADMINISTRATOR ACTIONS (Non-Hearing Items)

Item 1: Superior Medical Center Sign Program (PA2023-0009)
Site Address: 1525 Superior Avenue

Action: Approved Council District 2

Item 2: Moshayedi Sign Program (PA2023-0060)
Site Address: 2600 East Coast Highway

Action: Approved Council District 6

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 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.

RESOLUTION NO. ZA2023-058

A RESOLUTION OF THE ZONING ADMINISTRATOR OF THE CITY OF NEWPORT BEACH, CALIFORNIA, APPROVING A COASTAL DEVELOPMENT PERMIT TO DEMOLISH AN EXISTING FOUR (4)-UNIT DWELLING AND CONSTRUCT A NEW THREE (3)-STORY DUPLEX INCLUDING TWO (2) ONE (1)-CAR GARAGES AND TWO (2) ONE (1)-CAR CARPORTS WITH TWO (2) DETACHED ACCESSORY DWELLING UNITS LOCATED AT 216 EAST BALBOA BOULEVARD (PA2023-0087)

THE ZONING ADMINISTRATOR OF THE CITY OF NEWPORT BEACH HEREBY FINDS AS FOLLOWS:

SECTION 1. STATEMENT OF FACTS.

1. An application was filed by Jodi Ditolla, on behalf of the owner concerning property located at 216 East Balboa Boulevard, requesting approval of a coastal development permit.
2. The lot at 216 East Balboa Boulevard is legally described as Lot 9 Block 4 in Newport Bay Tract.
3. The applicant requests a Coastal Development Permit (CDP) to demolish an existing nonconforming 1,610-square-foot fourplex (4-unit dwelling) and construct a new 1,840-square-foot, three (3)-story, duplex, with two (2) carports, and two (2)- single-car garages (407-square-feet). The project also includes two (2) accessory dwelling units (ADUs) above the garages consisting of 310 and 348 square feet. The four (4) parking spaces proposed would provide conforming parking for the duplex where there is no existing parking on-site.
4. The subject property is categorized as RT (Two Unit Residential) by the General Plan Land Use Element and is located within the R-2 (Two-Unit Residential) Zoning District.
5. The subject property is located within the coastal zone. The Coastal Land Use Plan category is Two Unit Residential (RT-E 30.0-39.9 DU/AC), and it is located within the Two-Unit Residential (R-2) Coastal Zoning District.
6. A public hearing was held on September 14, 2023, online via Zoom. A notice of the time, place, and purpose of the hearing was given by the Newport Beach Municipal Code (NBMC). Evidence, both written and oral, was presented to and considered by, the Zoning Administrator at this hearing.

SECTION 2. CALIFORNIA ENVIRONMENTAL QUALITY ACT DETERMINATION.

1. This project is categorically exempt pursuant to Title 14 of the California Code of Regulations Section 15303, Division 6, Chapter 3, Guidelines for Implementation of the California Environmental Quality Act (CEQA) under Class 3 (New Construction or Conversion of Small Structures) because it has no potential to have a significant effect on the environment.

2. Class 3 exempts the demolition and construction of up to six (6) units in a multi-unit residential structure in an urbanized area. The proposed project consists of the demolition of an existing nonconforming 1,610-square-foot fourplex (4-unit dwelling) and construct a new 1,840-square-foot, three (3)-story, duplex, with two (2) carports, and two (2)- single-car garages (407-square-feet). The project also includes two (2) accessory dwelling units (ADUs) above the garages consisting of 310 and 348 square feet. The four (4) parking spaces proposed would provide conforming parking for the duplex where there is no existing parking on-site and therefore qualifies within this exemption.
3. The exceptions to this categorical exemption under Section 15300.2 are not applicable. The project location does not impact an environmental resource of hazardous or critical concern, does not result in cumulative impacts, does not have a significant effect on the environment due to unusual circumstances, does not damage scenic resources within a state scenic highway, is not a hazardous waste site, and is not identified as a historical resource.

SECTION 3. REQUIRED FINDINGS.

By Section 21.52.015 (Coastal Development Permits, Findings, and Decision) of the Newport Beach Municipal Code, the following findings, and facts in support of such findings are set forth:

Finding:

- A. *Conforms to all applicable sections of the certified Local Coastal Program.*

Facts in Support of Finding:

1. The proposed development complies with applicable residential development standards including, but not limited to, floor area limitation, setbacks, height, and parking.
 - a. The maximum floor area limitation is 3,350 square feet and the proposed floor area is 2,905 square feet.
 - b. The proposed development provides the minimum required setbacks, which are five (5) feet along the front property line abutting East Balboa Boulevard, three (3) feet along each side property line, and five (5) feet along the rear property line abutting the alley.
 - c. The highest guardrail is less than 24 feet from the established grade (9.12 feet NAVD88) and the highest ridge is no more than 29 feet from the established grade, which complies with the maximum height requirements.
 - d. The project includes garage parking for a total of two (2) vehicles in single-car garages as well as two (2) covered carport spaces, complying with the minimum four (4)-car parking requirement for duplexes. Pursuant to State Law, the two (2) ADUs do not require additional parking as they are detached and will be constructed in conjunction with a new multi-unit project. Currently, the site does not

include any parking spaces for the four (4)-unit development. Therefore, on-site parking is being improved on-site from zero spaces to four (4) spaces for the proposed duplex. The project's net increase of four (4) parking spaces will improve the availability of street parking in the surrounding neighborhood and reduce impacts to public parking spaces.

2. The neighborhood is predominantly developed with two (2)- and three (3)-story, two (2)-unit and multi-unit residences. The proposed design, bulk, and scale of the development are consistent with the existing neighborhood pattern of development.
3. The development is located on an inland property in a developed area approximately 670 feet from the mean high tide line. The project is separated from the Pacific Ocean by Balboa Boulevard, two (2) rows of residential development, the public boardwalk and a wide sandy beach (approximately 500 feet wide).
4. The finished floor elevation of the proposed development is 10.40 feet (NAVD88), which complies with the minimum 9.00-foot (NAVD88) elevation standard. The identified distances from the coastal hazard areas coupled with the higher finished floor elevation will help to ensure the project is reasonably safe from coastal hazards for the economic life of the structure.
5. The property is in an area known for the potential of seismic activity and liquefaction. All projects are required to comply with the California Building Code (CBC) and Building Division standards and policies. Geotechnical investigations specifically addressing liquefaction are required to be reviewed and approved before the issuance of building permits. Permit issuance is also contingent on the inclusion of design mitigation identified in the investigations. Construction plans are reviewed for compliance with approved investigations and CBC before building permit issuance.
6. The project design addresses water quality with a construction erosion control plan and a post-construction drainage system that includes drainage and percolation features designed to retain dry weather runoff and minor rain event runoff on-site. Any water not retained on-site is directed to the City's storm drain system.
7. Proposed landscaping complies with Implementation Plan Section 21.30.075 (Landscaping). A condition of approval is included that requires drought-tolerant species. Before the issuance of building permits, the final landscape plans will be reviewed to verify invasive species are not planted.
8. The project site is not located adjacent to a coastal view road, public access way, or coastal viewpoint as identified in the Coastal Land Use Plan. The nearest coastal viewpoint is the Balboa Pier and Peninsula Park more than 1,500 feet away, which is not visible from the site. The East Ocean Front public boardwalk and beach is approximately 250 feet from the site, but the site is not visible from the boardwalk or the beach due to intervening structures. The proposed duplex and two (2) detached ADUs maintain a building envelope consistent with the existing neighborhood pattern of development.

9. The project does not contain any unique features that could degrade the visual quality of the coastal zone. Existing State Law and Title 20 of the NBMC allows two (2) detached ADUs above a garage up to the height limit of the underlying zoning district if the principal unit(s) provide code compliant parking (two (2) garage spaces and two (2) carport spaces). However, California Coastal Commission staff has provided direction stating that State Law governing ADUs may supersede the Title 21 (Local Coastal Program Implementation Plan) standards prior to the adoption of updates to Title 21 of the NBMC that would make Title 21 consistent with State Law. Therefore, the two (2) proposed ADUs are allowed pursuant to State Law provided there are no impacts to coastal resources. The two (2) detached ADUs are well below the 24-foot flat roof height limit at approximately 19 feet.
10. The proposed duplex includes a third floor that meets all of the required step backs, height and floor area limits. The floor area of the ADUs are 310 square feet and 348 square feet. The total floor area of the development is 445 square feet less the maximum allowable square footage (2,905 square feet proposed where a maximum of 3,350 square feet is allowed). Additionally, the project does not contain any unique features that could degrade the visual quality of the coastal zone. Based on the small size of the units, the overall square footage of the development, scale of existing development onsite and in the vicinity, and compatibility with the existing rooflines (the ADUs above the garage are only 19 feet tall), no impacts to coastal views are anticipated.

Finding:

- B. *Conforms with the public access and public recreation policies of Chapter 3 of the Coastal Act if the project is located between the nearest public road and the sea or shoreline of any body of water located within the coastal zone.*

Fact in Support of Finding:

1. The project site is located between the nearest public road and the sea or shoreline. Implementation Plan Section 21.30A.040 (Determination of Public Access/ Recreation Impacts) requires that the provision of public access bear a reasonable relationship between the requirement and the project's impact and be proportional to the impact. In this case, the project replaces an existing nonconforming four (4) units with a new duplex, a carport and a detached garage with two (2) ADUs above the detached garage. The existing four (4) units do not provide any on-site parking therefore, the residents use street parking or public parking lots in the vicinity. The use of this public parking directly impacts public access to the surrounding beach area that is a high tourist and visitor destination. The proposed project will provide the required four (4) parking spaces for the duplex and improve public access opportunities in the surrounding area by reducing the property's reliance on public parking. Additionally, the proposed ADUs are only 310 square feet and 348 square feet, a studio and a one (1) bedroom, which will minimize their demand for parking. Therefore, the project does not involve a change in land use, density, or intensity that will result in increased demand for public access and recreation opportunities. Furthermore, the project is designed and sited (appropriate height, setbacks, etc.) so as not to block or impede existing public access opportunities.

2. Vertical access to the East Ocean Front beach and the Pacific Ocean is available across Balboa Boulevard East along Coronado Street to where it meets the public boardwalk. The terminus of Coronado Street and the public boardwalk is approximately 250 feet south of the site. Lateral access is also available on the public boardwalk and beach. The project does not include any features that would obstruct access along these routes.

SECTION 4. DECISION.

NOW, THEREFORE, BE IT RESOLVED:

1. The Zoning Administrator of the City of Newport Beach hereby finds this project is categorically exempt from the California Environmental Quality Act under Section 15303 under Class 3 (New Construction or Conversion of Small Structures) of the CEQA Guidelines, California Code of Regulations, Title 14, Division 6, Chapter 3 because it has no potential to have a significant effect on the environment.
2. The Zoning Administrator of the City of Newport Beach hereby approves Coastal Development Permit (PA2023-0087), subject to the conditions outlined in Exhibit "A," which is attached hereto and incorporated by reference.
3. This action shall become final and effective 14 days following the date this Resolution was adopted unless within such time an appeal or call for review is filed with the Community Development Director by the provisions of Title 21 Local Coastal Program (LCP) Implementation Plan, of the Newport Beach Municipal Code. Final action taken by the City may be appealed to the Coastal Commission in compliance with Section 21.64.035 (Appeal to the Coastal Commission) of the City's certified LCP and Title 14 California Code of Regulations, Sections 13111 through 13120, and Section 30603 of the Coastal Act.

PASSED, APPROVED, AND ADOPTED THIS 14TH DAY OF SEPTEMBER 2023.



Benjamin M. Zueba, AICP, Zoning Administrator

EXHIBIT "A"

CONDITIONS OF APPROVAL

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. *Prior the issuance of a building permit, the accessory dwelling units (ADUs) shall require a deed restriction that prohibits separate sale of the ADU and prohibits rental or leasing of the ADUs for 30 days or less.*
3. *All parking spaces shall remain clear and free obstructions for the parking of vehicles. No storage (except for the parking of vehicles) is allowed within the required parking spaces. The carport spaces shall remain accessible through the garage at all times.*
4. No demolition or construction materials, equipment debris, or waste, shall be placed or stored in a location that would enter the sensitive habitat, receiving waters, or storm drains or result in impacts to environmentally sensitive habitat areas, streams, the beach, wetlands or their buffers. No demolition or construction materials shall be stored on public property.
5. The applicant is responsible for compliance with the Migratory Bird Treaty Act (MBTA). In compliance with the MBTA, grading, brush removal, building demolition, tree trimming, and similar construction activities shall occur between August 16 and January 31, outside of the peak nesting period. If such activities must occur inside the peak nesting season from February 1 to August 15, compliance with the following is required to prevent the taking of native birds under MBTA:
 - A. The construction area shall be inspected for active nests. If birds are observed flying from a nest or sitting on a nest, it can be assumed that the nest is active. Construction activity within 300 feet of an active nest shall be delayed until the nest is no longer active. Continue to observe the nest until the chicks have left the nest and activity is no longer observed. When the nest is no longer active, construction activity can continue in the nest area.
 - B. It is a violation of state and federal law to kill or harm a native bird. To ensure compliance, consider hiring a biologist to assist with the survey for nesting birds, and to determine when it is safe to commence construction activities. If an active nest is found, one (1) or two (2) short follow-up surveys will be necessary to check on the nest and determine when the nest is no longer active.
6. Best Management Practices (BMPs) and Good Housekeeping Practices (GHPs) shall be implemented before and throughout the duration of construction activity as designated in the Construction Erosion Control Plan.
7. The discharge of any hazardous materials into storm sewer systems or receiving waters shall be prohibited. Machinery and equipment shall be maintained and washed in

confined areas specifically designed to control runoff. A designated fueling and vehicle maintenance area with appropriate berms and protection to prevent spillage shall be provided as far away from storm drain systems or receiving waters as possible.

8. Debris from demolition shall be removed from work areas each day and removed from the project site within 24 hours of the completion of the project. Stockpiles and construction materials shall be covered, enclosed on all sites, not stored in contact with the soil, and located as far away as possible from drain inlets and any waterway.
9. Trash and debris shall be disposed of in proper trash and recycling receptacles at the end of each construction day. Solid waste, including excess concrete, shall be disposed of in adequate disposal facilities at a legal disposal site or recycled at a recycling facility.
10. Revisions to the approved plans may require an amendment to this coastal development permit or the processing of a new coastal development permit.
11. The project is subject to all applicable City ordinances, policies, and standards unless specifically waived or modified by the conditions of approval.
12. The applicant shall comply with all federal, state, and local laws. A material violation of any of those laws in connection with the use may be caused by the revocation of this coastal development permit.
13. This coastal development permit 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 are detrimental to the public health, and welfare or materially injurious to property or improvements in the vicinity or if the property is operated or maintained to constitute a public nuisance.
14. *Before the issuance of building permits, the applicant shall submit a final construction erosion control plan. The plan shall be subject to review and approval by the Building Division.*
15. *Before the issuance of building permits, the applicant shall submit a final drainage and grading plan. The plan shall be subject to review and approval by the Building Division.*
16. *Before issuance of a building permit, a copy of the Resolution, including conditions of approval Exhibit "A" shall be incorporated into the Building Division and field sets of plans.*
17. *Before the issuance of a building permit, the applicant shall submit a final landscape and irrigation plan. These plans shall incorporate drought-tolerant plantings, non-invasive plant species, and water-efficient irrigation design. The plans shall be approved by the Planning Division.*
18. All landscape materials and irrigation systems shall be maintained by the approved landscape plan. All landscaped areas shall be maintained in a healthy and growing condition and shall receive regular pruning, fertilizing, mowing, and trimming. All

landscaped areas shall be kept free of weeds and debris. All irrigation systems shall be kept operable, including adjustments, replacements, repairs, and cleaning as part of regular maintenance.

- 19. Construction activities shall comply with Section 10.28.040 (Construction Activity – Noise Regulations) of the Newport Beach Municipal Code, which restricts hours of noise-generating construction activities that produce noise to between the hours of 7:00 a.m. and 6:30 p.m., Monday through Friday. Noise-generating construction activities are not allowed on Saturdays, Sundays, or Holidays.
- 20. All noise generated by the proposed use shall comply with the provisions of Chapter 10.26 and other applicable noise control requirements of the Newport Beach Municipal Code. The maximum noise shall be limited to no more than depicted below for the specified periods unless the ambient noise level is higher:

Location	Between the hours of 7:00 AM and 10:00 PM		Between the hours of 10:00 PM and 7:00 AM	
	Interior	Exterior	Interior	Exterior
Residential Property	45dBA	55dBA	40dBA	50dBA
Residential Property located within 100 feet of a commercial property	45dBA	60dBA	45dBA	50dBA
Mixed Use Property	45dBA	60dBA	45dBA	50dBA
Commercial Property	N/A	65dBA	N/A	60dBA

- 21. Before the issuance of the building permit, the applicant shall pay any unpaid administrative costs associated with the processing of this application to the Planning Division.
- 22. Should the property be sold or otherwise come under different ownership, any future owners or assignees shall be notified of the conditions of this approval by the current property owner or agent.
- 23. This Coastal Development Permit filed as PA2023-0087 shall expire unless exercised within 24 months from the date of approval as specified in Section 21.54.060 (Time Limits and Extensions) of the Newport Beach Municipal Code, unless an extension is otherwise granted.
- 24. To the fullest extent permitted by law, the applicant shall indemnify, defend and hold harmless the City, its City Council, its boards and commissions, officials, officers, employees, and agents from and against any 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 Sedrak Residence CDP including but not limited to, Coastal Development Permit filed as PA2023-0087. This indemnification shall include, but not be limited to, damages awarded against the City, if any, costs of suit, attorney’s fees, and other expenses incurred in connection with such claim, action, causes of action, suit, or proceeding whether incurred by the applicant, City, and/or the parties initiating or bringing such proceeding. The applicant shall indemnify the City for all the City’s costs,

attorneys' fees, and damages, which the City incurs in enforcing the indemnification provisions outlined in this condition. The applicant shall pay to the City upon demand any amount owed to the City under the indemnification requirements prescribed in this condition.



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

Subject: Superior Medical Center Sign Program (PA2023-0009)
▪ Comprehensive Sign Program

Site Location 1525 Superior Avenue

Applicant Caliber Signs & Imaging Inc.

Legal Description Parcel 1 of Parcel Map No. 81-707

On **September 14, 2023**, the Zoning Administrator approved Comprehensive Sign Program filed as PA2023-0009 establishing a comprehensive sign program for an existing medical building. This approval is in accordance with the provisions of Chapter 20.42 (Sign Standards) of the Newport Beach Municipal Code (NBMC).

LAND USE AND ZONING

- **General Plan Land Use Plan Category:** (CO-M) Medical Commercial Office
- **Zoning District:** (OM) Office - Medical

SUMMARY

As listed in the attached Comprehensive Sign Program Matrix (Attachment No. ZA 2) and required by Chapter 20.42.120 (Sign Standards, Comprehensive Sign Program) of the NBMC. The Comprehensive Sign Program covers all signage for the project including the following:

- Two (2) project identification signs;
- Ten (10) tenant signs;
- One (1) monument sign;
- One (1) vehicle directional sign;
- Ten (10) suite identification signs; and
- Four (4) parking restriction signs.

A comprehensive sign program is required for this site because the project is proposing signs on the second story of a multi-story structure. The Comprehensive Sign Program will allow the following deviations from Chapter 20.42 (Sign Standards) of the NBMC:

1. More than one (1) primary sign per building; and
2. Freestanding signs that are set back less than ten (10) feet from the edge of a driveway.

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).*

Fact in Support of Finding

1. Class 11 exempts minor structures accessory to existing commercial facilities, including signs. The proposed Comprehensive Sign Program (hereafter "Program") includes 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 (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. The purpose of a comprehensive sign program is to integrate all project signs. A comprehensive sign program provides a means for the flexible application of sign regulations for projects that require multiple signs to provide incentive and latitude in the design and display of signs, and to achieve, not circumvent, the purpose of Chapter 20.42 of the NBMC. As proposed, the Program will allow the installation of two (2) project identification signs, ten (10) tenant signs, one (1) monument sign, one (1) vehicle directional sign, ten (10) suite identification signs, and four (4) parking restriction signs. The font, colors, and materials of all proposed signage are coordinated to complement the architecture of the building.
2. The Program complies with the purpose and intent of Chapter 20.42 of the NBMC because it provides the medical office building with adequate identification while guarding against an excessive proliferation of signs. Project identification signs and tenant signs will be limited to reverse illuminated channel letters proportional to the building façade in the general locations depicted on the project plans. The monument sign will be limited to one (1) monument sign with a height of five (5) feet and width of ten (10) feet with a total sign area of 50 square feet.
3. The Program includes one (1) monument sign that is set back five (5) feet from the edge of the driveway, where a minimum ten (10) -foot setback from the

driveway is required by the NBMC. This sign cannot feasibly be placed at least ten (10) feet from the driveway. Relocating the sign farther away from the driveway to the southwest is not feasible due to the location of the existing disabled accessible parking space adjacent to the monument sign. Relocating the monument sign farther away from the driveway to the southwest is not feasible due to the location of existing mature trees adjacent to the monument sign. Relocating the monument sign farther away from the driveway to the south or north would require location within a narrow landscape area within five (5) feet of the front property line, which is not an allowed sign location pursuant to Chapter 20.42 of the NBMC.

4. In addition, the new monument sign is proposed in the same location as the existing monument sign and is not encroaching further into the requirement, which has not proven detrimental to visibility or circulation at the site. The monument sign complies with all other standards of Section 20.42.070 (Sign Standards, Standards for Permanent Signs) of the NBMC to the greatest extent possible, including compliance with height, sign area, illumination, and landscaping standards. The Public Works Department has reviewed the location of the freestanding monument sign and determined that it will provide adequate sight distance at the intersection of the driveway with Superior Avenue. A condition of approval has been included to ensure the freestanding monument sign complies with City sight distance standard 105.
5. The Program includes two (2) project identification signs, where a maximum of one (1) sign per primary building frontage is allowed. The additional sign is needed to provide the site with adequate visibility and identification due to the unique orientation of the medical office building in relation to Superior Avenue. The existing medical office building frontage faces south while Superior Avenue runs at an angle from northeast to southwest. The addition of one (1) project identification sign will allow for greater visibility to vehicular traffic traveling in both directions along Superior Avenue. The project identification signs comply with all other standards of Section 20.42.070 of the NBMC, including compliance with height, sign area, and illumination standards.
6. The Program is consistent with the Citywide Sign Design Guidelines because the proposed signs are designed to be compatible with the building design in terms of scale, size, and materials. The proposed signs are designed to effectively identify the facility property without creating sign clutter by using legible text that contrasts with the background. Tenant signs are limited to one (1) per tenant to limit the creation of excessive and confusing proliferation of signs. The placement and size of the signs are consistent with the proportions of the street frontages on which they are located. The proposed signage is adequately spaced to prevent large clusters of signage and appear less obtrusive to neighboring motorists and pedestrians.
7. The proposed tenant signs comply with the regulations for permanent signs identified in Table 3-16 of Section 20.42.070 of the NBMC.

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 with an existing medical office building and the signage design has been integrated with the design and character of the building. The number and location of signs will not contribute to an overabundance of signage that will have a detrimental effect on the neighborhood.
2. The proposed project identification signs are located along Superior Avenue. The signs are designed such that they are visible to motorists along Superior Avenue and are compatible with the design of the development. The proposed monument sign is located near the driveway along Superior Avenue, where vehicular access to the site is located. The location of the proposed monument sign ensures visibility to motorists and pedestrians along Superior Avenue and identifies the location of the driveway. The sign is designed and sited such that it is visible to motorists along Superior Avenue without being excessively visually obtrusive to other visitors to the area.
3. Each tenant will be permitted signage under the submitted Superior Medical Center Sign Program Matrix (Attachment No. ZA 2) to allow tenants in the multi-tenant building to have one (1) wall sign. The size and location of the letters and logos of the signs will ensure that adequate visibility is provided, and not be abrupt in scale with the individual tenant frontage.
4. All proposed signage will be in harmony with the character and architectural style of the building. The placement and size of the project identification signs are complementary to the building's frontage and will comply with the limitations in the sign matrix and project plans. The proposed signs have been designed to use a consistent color pallet that is complementary to the building façade. The proposed signs are not excessively illuminated.
5. All proposed signage will be in harmony with the character and architectural style of the building. The placement and size of the wall signs are complementary to and in scale with the building's large frontage and will comply with the limitations in the Sign Matrix included in the project plans.

Standard

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

Fact in Support of Standard

The Program includes all project signage. Any future temporary and exempt signs not specifically addressed in the program shall be regulated by the provisions of Chapter 20.42 of the NBMC.

Standard

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

Fact in Support of Standard

The Program has been developed to be effective for the medical office building and development on the site. The Program provides adequate identification from Superior Avenue. It is not anticipated that future revisions to the comprehensive sign program will be necessary to accommodate changes in tenants or uses. However, consistent with Section 20.42.120 (Sign Standards, Comprehensive Sign Program) of the NBMC, the Community Development Director may approve minor revisions to the 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 (Sign Standards)], 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 (Sign Standards)].

Fact in Support of Standard

Facts 3 and 4 in Support of Standard B are hereby incorporated by reference.

Standard

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

Fact in Support of Standard

The Program does not authorize the installation of any new 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 Program contains no regulations affecting sign message content.

CONDITIONS OF APPROVAL

Planning Division

1. The development shall be in substantial conformance with the approved site plan, details, and elevations, except as noted in the following conditions.
2. Upon demolition or substantial structural and nonstructural changes to the exterior of the development on which this approval is based, this Program shall be rendered nullified, and a new comprehensive sign program shall be obtained in accordance with the zoning code provisions in effect at the time the new development is approved.
3. 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 No. ZA 2.
4. All signs shall be maintained in accordance with Section 20.42.170 (Sign Standards, Maintenance Requirements) of the NBMC. Temporary and exempt signs not specifically addressed in the program shall be regulated by the provisions of Chapter 20.42 (Sign Standards) of the NBMC.
5. In accordance with 20.42.060 (Sign Standards, Provisions Applying to All Sign Types), each illuminated sign shall be subject to a thirty (30) day review period, during which time the Director may determine that a reduction in illumination is necessary due to negative impacts on surrounding property or the community in general. In addition, and at any time, the Director may order the dimming of any illumination found to be excessively bright. The Director's determination will be made without regard to the message content of the sign.
6. In accordance with Section 20.42.120(F) (Sign Standards, Comprehensive sign Program) of the NBMC, the Community Development Director may approve minor revisions to the Program if the intent of the original approval is not affected. This may include deviations on the tenant configurations, such as combining or dividing suites.
7. Prior to issuance of building permits, the applicant shall submit to the Planning Division an additional copy of the approved architectural plans for inclusion in the Planning file. The plans shall be identical to those approved by all City departments for building permit issuance. The approved copy shall include architectural sheets only and shall be reduced in size to 11 inches by 17 inches. The plans shall accurately depict the elements approved by this approval and shall highlight the

approved elements such that they are readily discernible from other elements of the plans.

8. A building permit shall be obtained prior to commencement of the construction and/or installation of the signs.
9. A copy of the approval action letter, including conditions of approval and sign matrix, shall be incorporated into the City and field sets of plans prior to issuance of the building permits for the freestanding signs, and the initial wall sign installations to identify this approval as the authority for location, size, and placement.
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 **Superior Medical Center Sign Program including, but not limited to Comprehensive Sign Program filed as PA2023-0009** and the determination that the project is exempt under the requirements of the California Environmental Quality Act. 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.

Building Division

11. Accessible parking signs shall comply with California Building Code (CBC) 11B-502.6& 11B-502.8.

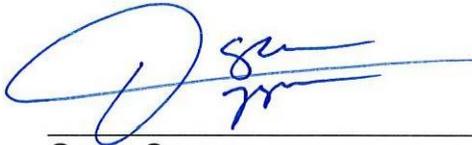
Public Works Department

12. The freestanding monument sign shall comply with City sight distance standard 105.

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. For additional information on filing an appeal, contact the Planning Division at 949-644-3200.

Prepared by:

Approved by:



Oscar Orozco
Assistant Planner



Benjamin M. Zieba, AICP, Zoning Administrator

CC/oo

Attachments: ZA No. 1 Vicinity Map
 ZA No. 2 Comprehensive Sign Program Matrix
 ZA No. 3 Project Plans

Attachment No. ZA 1

Vicinity Map

Attachment No. ZA 2

Comprehensive Sign Program Matrix

SIGN SUMMARY

Page	Sign Code	Description	Sign Location	Max. Quantity per building face	Max. Sign area per sign	Min & Max. Letter/Logo Height	Logos Allowed.	Illumination Permitted?.	Sign permit required.
13, 14	PID	PROPERTY ID WALL SIGN	WALL	Max. 2 per elevation (Total 2 per Building)	64.00 Sq. Ft	16"/36"	YES	OPTIONAL	YES
15, 16	TID	TENANT ID WALL SIGN	WALL	1 per Tenant	1 Sq. Ft. per 1 Lineal Foot of Frontage	16"/36"	YES	OPTIONAL	YES
17, 18	BA	BUILDING ADDRESS	WALL	1 / Elevation. (Max 4 / Building)	7.00 Sq. Ft	18"	N/A	YES	NO
19	MS	MONUMENT SIGN	GROUND	1	50.00 Sq. Ft	N/A	YES	OPTIONAL	YES
20	DIR	VEHICULAR DIRECTIONAL	GROUND	1 per entrance	4.75 Sq. Ft	N/A	YES	YES	NO
21	FID	SUITE ID (Front)	WINDOW / DOOR	1 per suite	2.25 Sq. Ft	1.25"	YES	YES	YES
22	PR	PARKING RESTRICTIONS SIGN	GROUND	4	8.00 Sq. Ft	1.25"	N/A	N/A	NO
23	H	HANDICAPPED PARKING SIGNS	GROUND	1/Parking Spot	N/A	N/A	N/A	N/A	NO

Attachment No. ZA 3

Project Plans

SIGN PROGRAM

SUPERIOR MEDICAL CENTER

M E D I C A L B U I L D I N G

1525 Superior Ave, Newport Beach, CA. 92663



Updated 07/28/2023

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1	Cover
2	Table of contents
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4	General Requirements
5	Prohibited Signs
6	Sign Summary
7	Vicinity & Site Map
8	Line of Sight Details
9	Line of Sight Details
10	Monument location & Landscape Footage
11	Isometric View
12	Elevations
13	Property ID Wall Sign (PID)
14	Property ID Wall Sign (PID)
15	Tenant ID Wall Sign (TID)
16	Tenant ID Wall Sign (TID)
17	Building Address (BA)
18	Building Address (BA)
19	Double Faced Illuminated Monument Sign (MS)
20	Double Faced Non-Illuminated Directional Sign (DIR)
21	Front Suite Identification (FID)
22	Parking Restrictions Sign (PR)
23	Handicap Parking Sign (H)

PROJECT INFORMATION

PROJECT ADDRESS:
**1525 Superior Ave
Newport Beach, CA.
92663**

PROPERTY OWNER:
**JAFAM CORP.
3200 Inland Empire
Ontario, CA.
91764**

UPDATED
12/20/22

PREPARED BY:
**Caliber Signs & Imaging
17981 Sky Park Circle,
Suite M,
Irvine, CA. 92614
Tel. 949.748.1070
Fax 949.748.1072**

GENERAL REQUIREMENTS

A. PURPOSE AND INTENT

The purpose of this sign program is to ensure that the signage at Superior Medical Center reflects the integrity and overall aesthetic values of the Center and the City of Newport Beach, CA. Conformity with this program will be strictly enforced, and any non-conforming signs will be removed by the Owner's Association at the building owner's expense.

B. GENERAL OWNER/TENANT REQUIREMENTS

1.- Prior manufacture of any sign in the Center, each building owner shall submit to Owner's Association for written approval, two copies detailed drawings. These drawings shall include the building elevation to which the signs are to be attached, sign dimensions, graphics, location, colors, and method of attachment. This approval must be obtained prior to submittal to the City of Newport Beach, CA.

2.- All signs shall be reviewed for conformance with this criteria and overall design quality. Approval or disapproval of sign submittals based on aesthetics of design shall remain the sole right of the Owner's Association.

3.- Prior to the install and manufacture of any sign, the Owner shall obtain a sign permit from the City of Newport Beach, CA.

4.- The owner shall pay for all signs, related materials, and installation fees . (including final inspection costs).

5.- Fascia signs will be limited to occupant's name, logo, and/or logotype. The use of brand name logos will not be allowed on the sign unless it is specifically included in the tenant D.B.A.

6.- In the event an occupant vacates his premise, it is his responsibility to patch all holes and paint surface(s) to match existing color fascia.

7.- The Owner's Association reserves the right to periodically hire an independent sign inspector, at occupant's sole expense, to inspect the installation of all signs. Each building owner will be required to have any discrepancies and/or code violations, request for sign removals, or discrepancies not corrected within fifteen (15) days of notice, may be corrected by the Owner's Association at Building Owner's expense.

8.- All building sign shall be installed prior to opening for business, only after City permits are secured.

9.- Cooperative occupant advertising, signing or seasonal event signing will require a specialty event sign permit from the City of Newport Beach, CA.

C. GENERAL SPECIFICATIONS

1.- Sign sizes shall be limited to maximum widths shown on each building elevation, and also shall not exceed the general sizes outlined. Owner's Association has the final discretion when reviewing the proposed signage and reserves the right to not allow signage, even if it meets this criteria herein.

2.- Signs shall be fabricated per the specifications shown.

3.- All signs and their installation shall comply with all local building and electrical codes.

4.- Sign company to be fully licensed with the City and State and shall have full workman's compensation and general liability insurance.

5.- All electrical signs will be fabricated by a U.L. approved sign company, according to U.L. specifications.

6.- All penetrations of exterior fascia are to be sealed watertight (color and finish to match existing building exterior) No roof penetrations shall be made without Owner's prior written consent.

7.- Tenant, at tenant's expense, shall immediately repair any damage caused by tenant's sign contractor which has occurred to the premises during the course of installation of tenant's sign (s)

6.- All conduits, transformers, junction boxes and openings in building surfaces shall be concealed. Any necessary exposed hardware must specifically be approved by Owner and City prior to installation and must be finished in a manner consistent with quality fabrication practices. Exposed hardware shall be finished in a manner consistent with quality fabrication practices.

7.- Signs shall be placed in locations as shown on elevations with Owner's Association approval.

8.- All signs shall have its sign permit number, name of fabricator, and date of installation in a visible location.

9.- Any tenant's sign left thirty (30) days after that occupant vacates the premises shall become the property of the Owner's Association unless previous arrangements have been agreed upon by Owner's Association unless previous arrangements have been agreed upon by Owner's Association and Building Owner.

A. PROHIBITED SIGNS

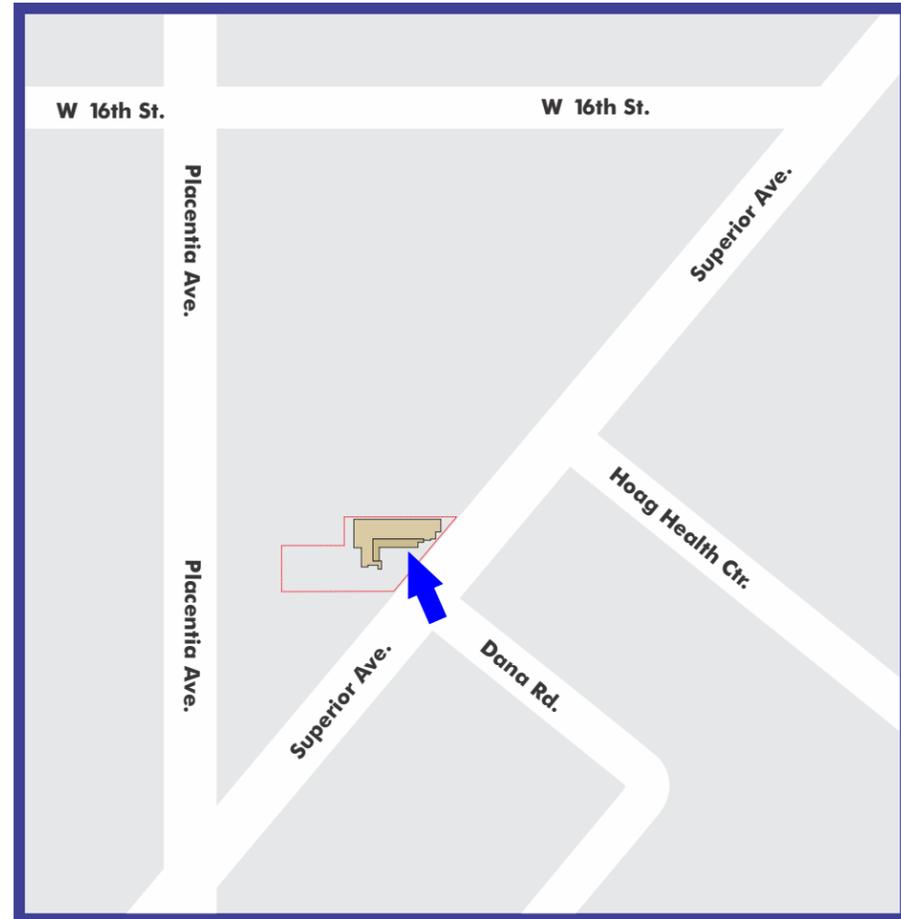
- 1.- Permanent advertising devices such as attraction boards, posters, balloons, pennants, banners and flags. Temporary signage requires advanced express written Owner approval prior to installation.
- 2.- Flashing, animated, audible, revolving or other signs that create the illusion of animation are not permitted.
- 3.- Signs constituting a traffic hazard. No person shall install or maintain, or cause to be installed or maintained, any sign which simulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any other words, phrases, symbols or characters in such manner as to interfere with, mislead, or confuse traffic.
- 4.- Signs in proximity to utility lines. Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines than are prescribed by the Laws of the State of California are prohibited.
- 5.- Signs within the public *right-of-way* except those required by law for traffic control, information and hazard identification.
- 6.- Any sign erected or attached to any tree, utility pole or traffic control pole or box within any public right-of-way with the exception for City identification signs.
- 7.- Any sign or sign structure which is structurally unsafe or constitutes a hazard to the health, safety, or welfare of persons by reason of design, inadequate maintenance or dilapidation.
- 8.- Any advertising device involving animals and human beings.
- 9.- Signage painted directly on wall.
- 10.- Vehicle signs. Signs on or affixed to trucks, automobiles, trailers, or other vehicles which advertise, identify or provide direction to a use or activity not related to its lawful activity are prohibited.
- 11.- Light Bulb String. External display, other than temporary decorative holiday lighting which consist of unshielded light bulbs are prohibited. An exception hereto may be granted by the owner when the display is an integral part of the design character of the activity to which it relates.
- 12.- Signs not deemed architecturally compatible with the entire center per the approval of owner and all applicable city departments.

SIGN SUMMARY

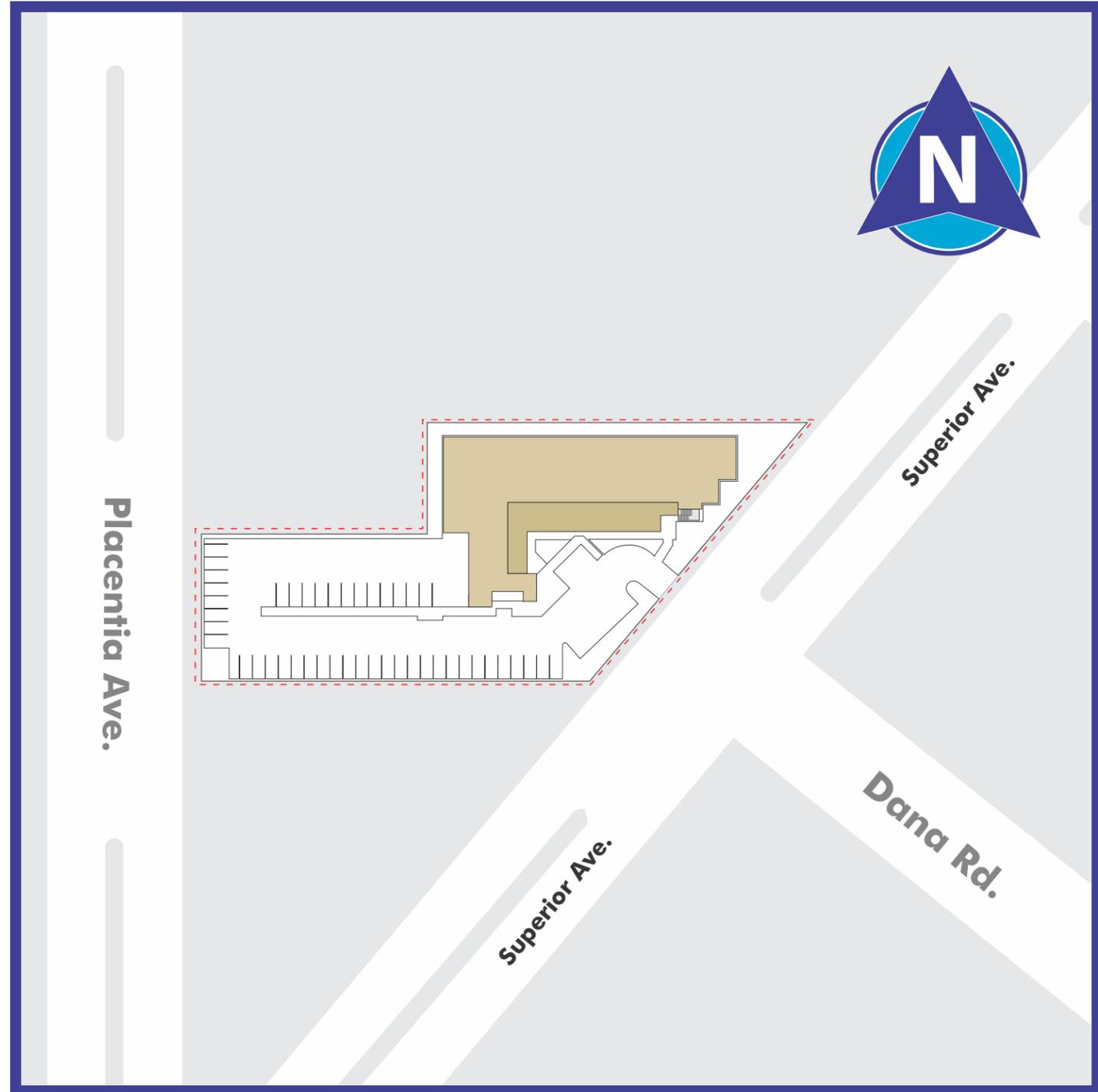
Page	Sign Code	Description	Sign Location	Max. Quantity per building face	Max. Sign area per sign	Min & Max. Letter/Logo Height	Logos Allowed.	Illumination Permitted?.	Sign permit required.
13, 14	PID	PROPERTY ID WALL SIGN	WALL	Max. 2 per elevation (Total 2 per Building)	64.00 Sq. Ft	16"/36"	YES	OPTIONAL	YES
15, 16	TID	TENANT ID WALL SIGN	WALL	1 per Tenant	1 Sq. Ft. per 1 Lineal Foot of Frontage	16"/36"	YES	OPTIONAL	YES
17, 18	BA	BUILDING ADDRESS	WALL	1 / Elevation. (Max 4 / Building)	7.00 Sq. Ft	18"	N/A	YES	NO
19	MS	MONUMENT SIGN	GROUND	1	50.00 Sq. Ft	N/A	YES	OPTIONAL	YES
20	DIR	VEHICULAR DIRECTIONAL	GROUND	1 per entrance	4.75 Sq. Ft	N/A	YES	YES	NO
21	FID	SUITE ID (Front)	WINDOW / DOOR	1 per suite	2.25 Sq. Ft	1.25"	YES	YES	YES
22	PR	PARKING RESTRICTIONS SIGN	GROUND	4	8.00 Sq. Ft	1.25"	N/A	N/A	NO
23	H	HANDICAPPED PARKING SIGNS	GROUND	1/Parking Spot	N/A	N/A	N/A	N/A	NO

VICINITY MAP

VICINITY MAP

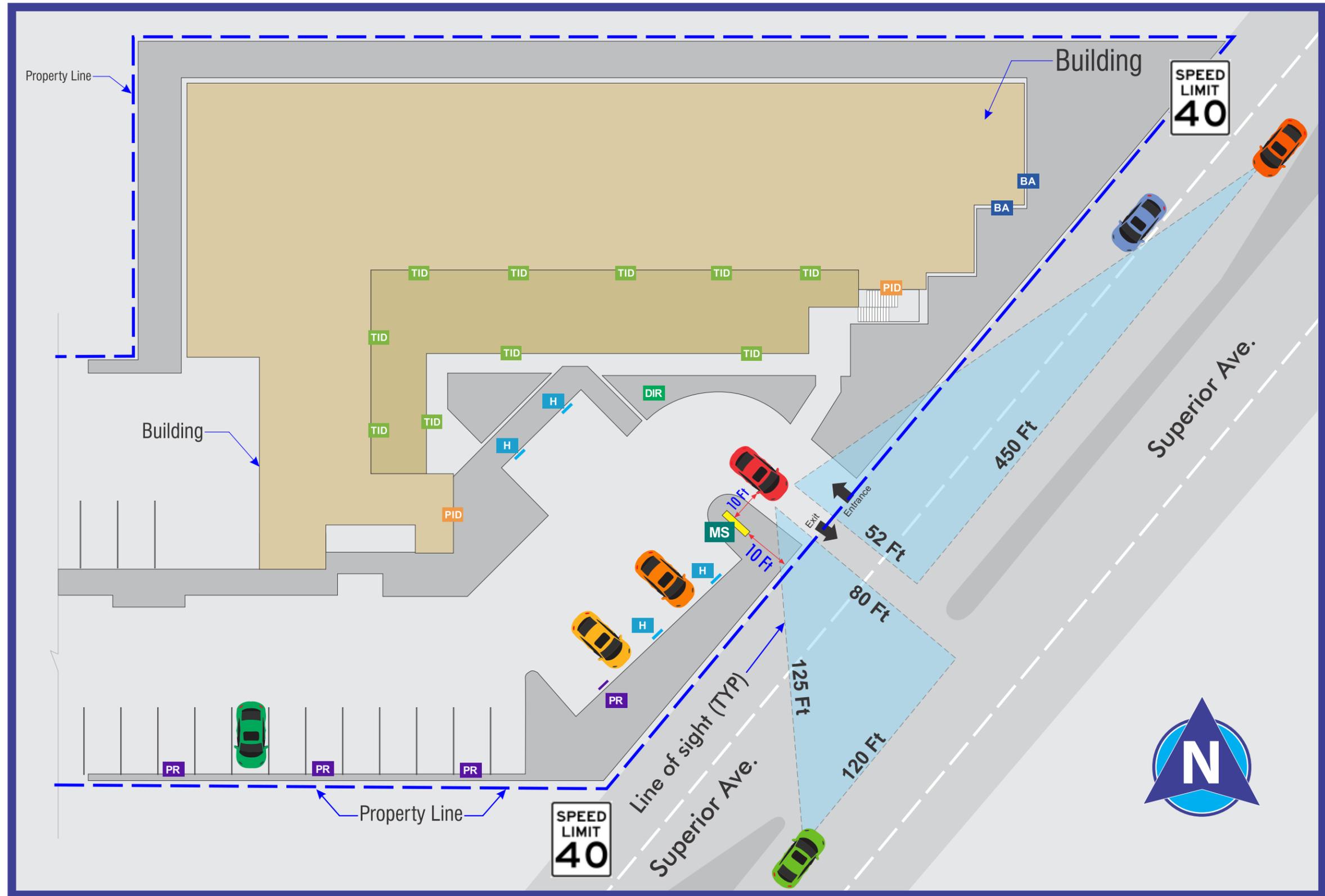


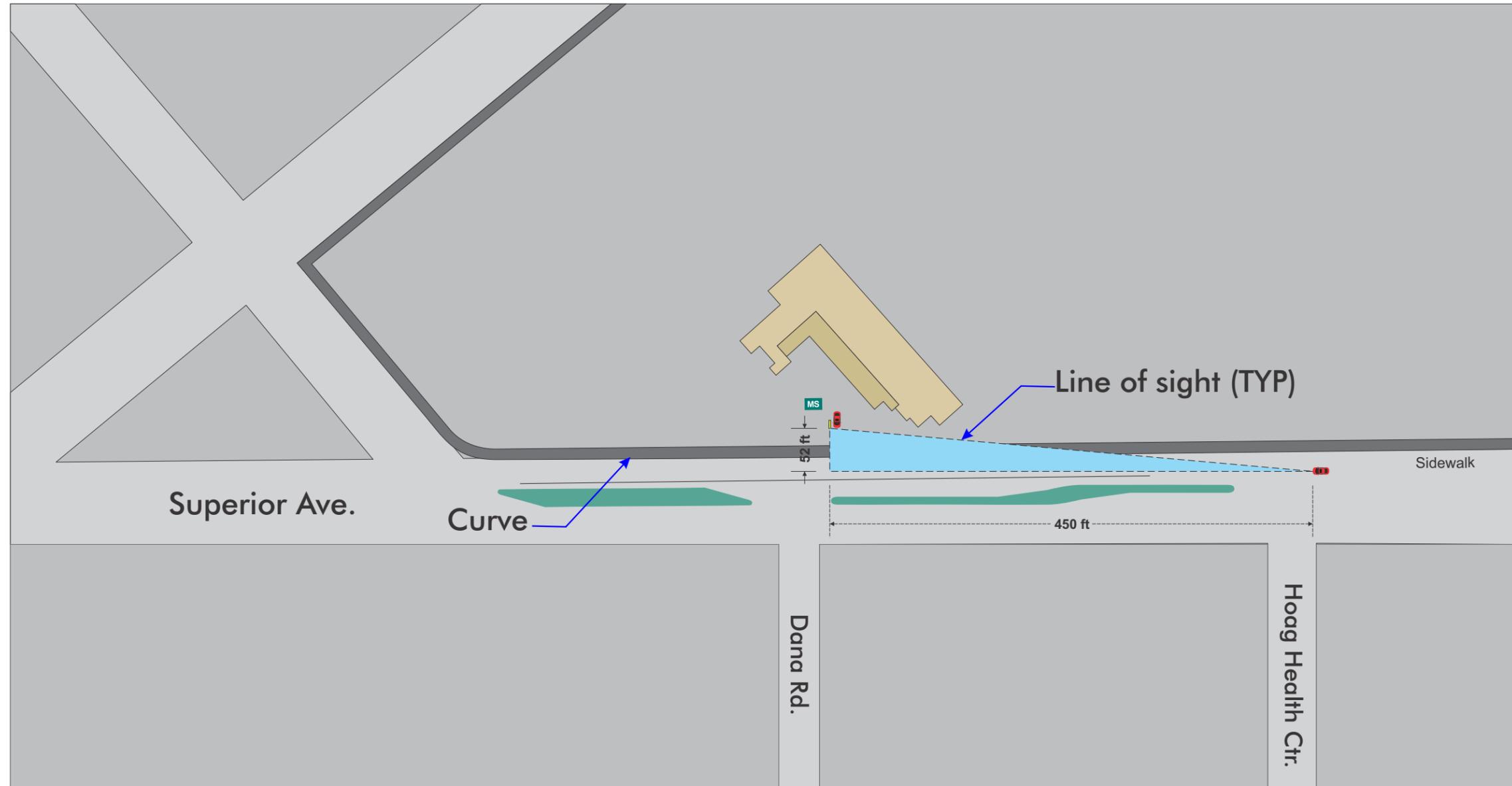
SITE PLAN



LINE OF SIGHT

STD 105 - INTERSECTION LINE OF SIGHT REQUIREMENTS

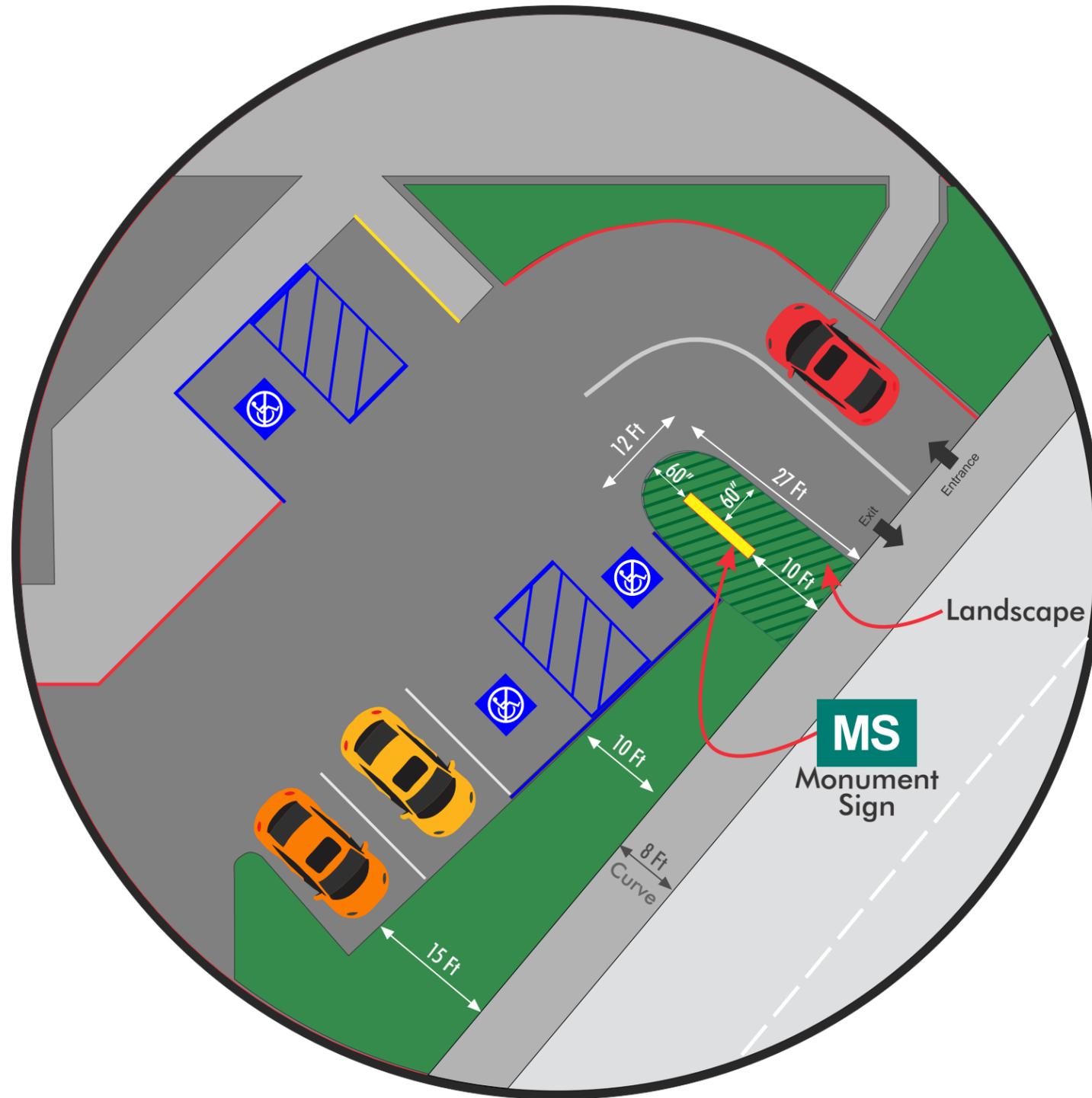




DISTANCE (FT)

	S	Y ¹	X	X ¹
MAJOR	525	37	37	13
PRIMARY	450	25	25	13
SECONDARY	350	18	18	6
COMMUTER	200	0	0	0

MONUMENT LOCATION AND LANDSCAPE SQUARE FOOTAGE



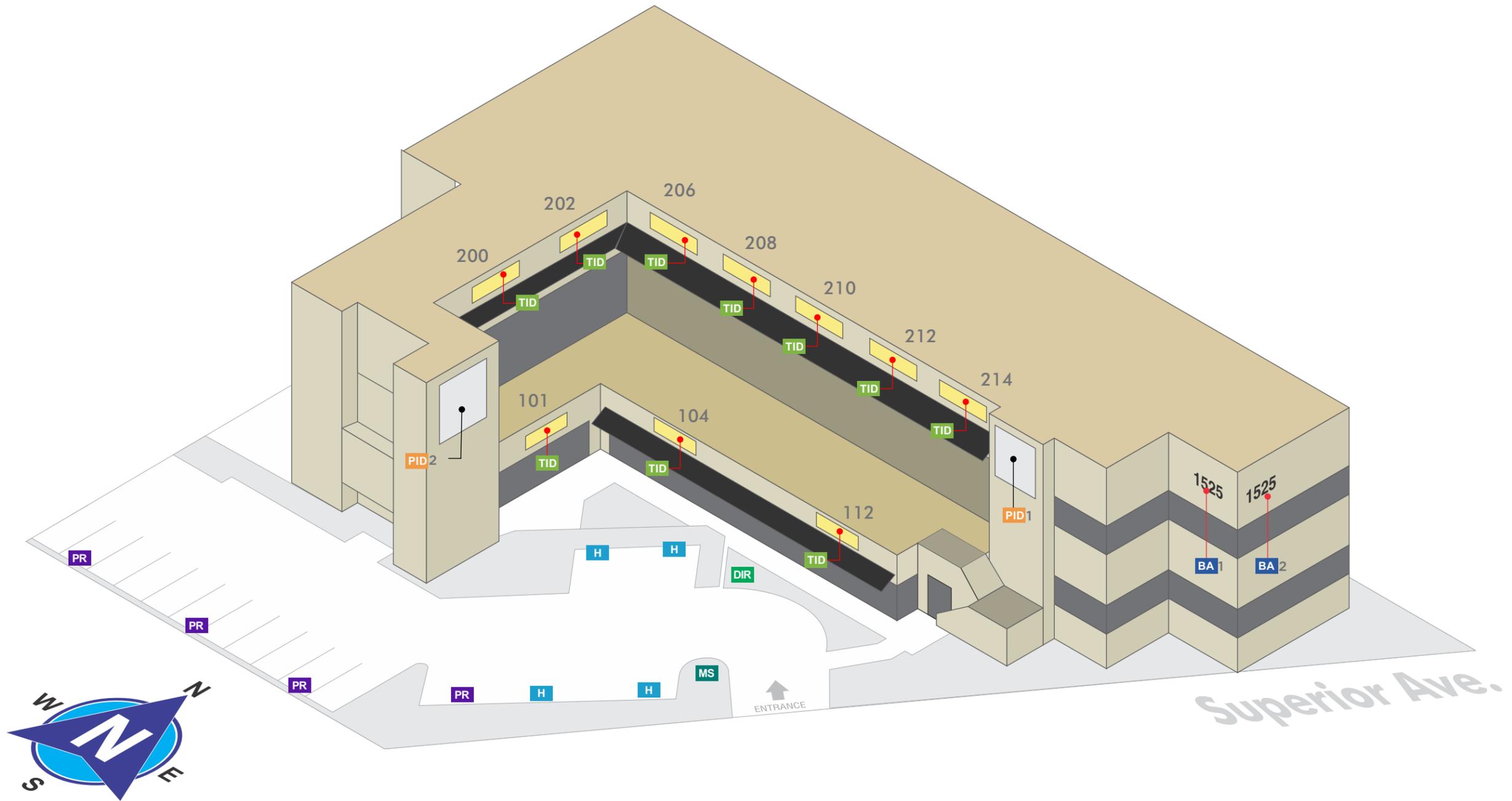
Landscape

Existing landscape meets Sign code requirements and has a total of 324 Sq. Ft.
Code NBMC 20.42.080 © (10)

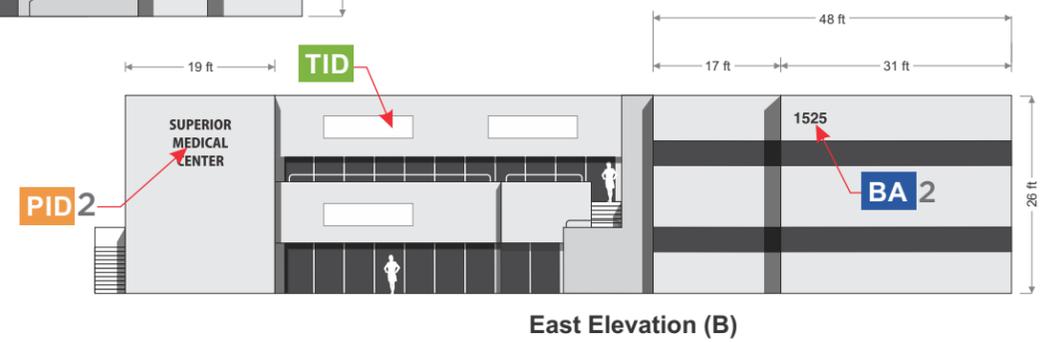
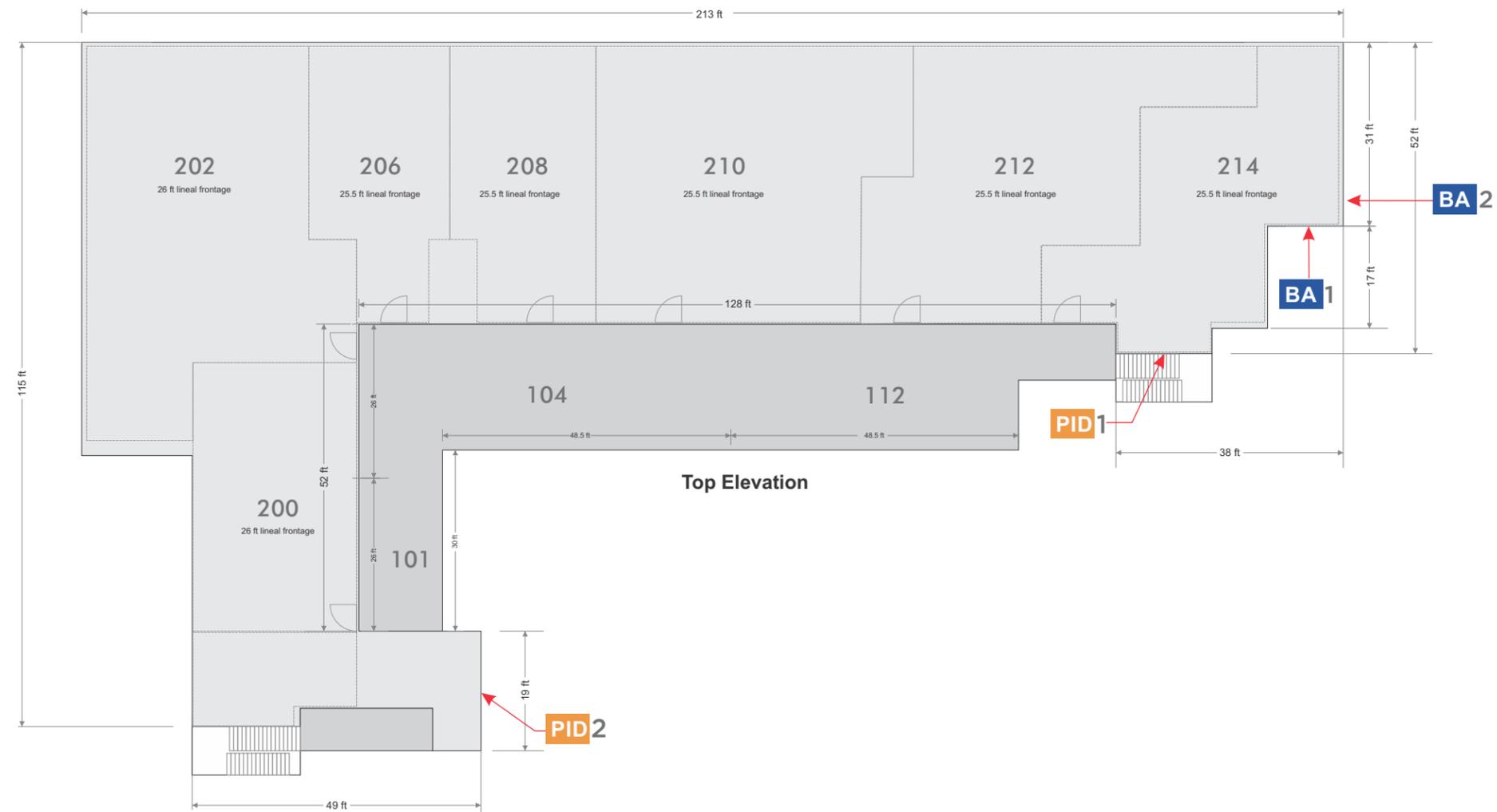
MS
Monument Sign

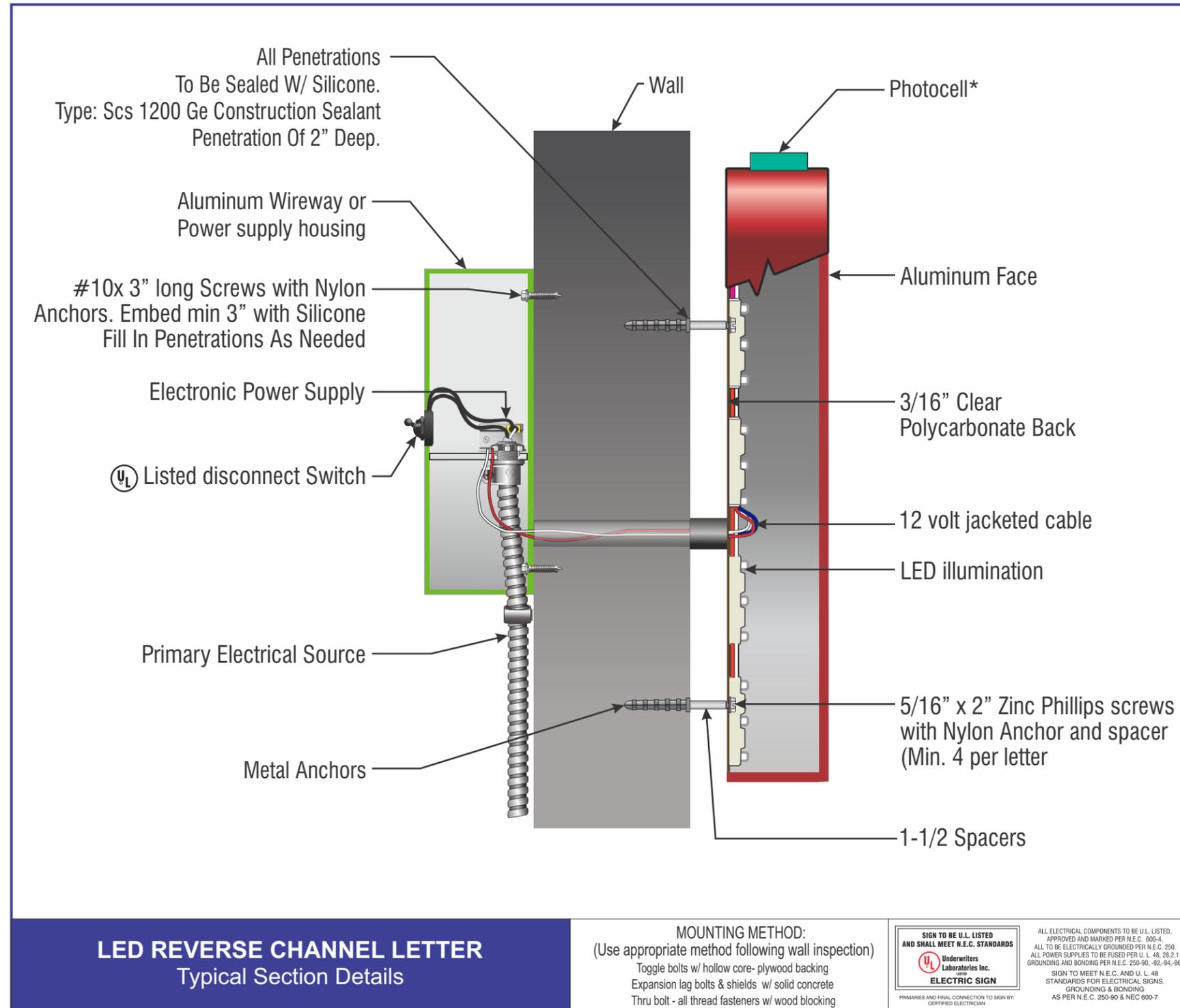
Monument is located in the existing entrance landscape within 60" from the edge on each side.
Total of 50 Sq. Ft.

ISOMETRIC VIEW



ELEVATIONS







Average frontage per suite 25 lineal feet
Allowed 37.50 Sq Ft per suite

Sign to be centered vertically and
horizontally on the corresponding suite sign band

Quantity: Max. 1 per tenant, located above primary entrance

Letters: Back lit channel letters

Faces: .080 aluminum faces painted black

Returns: 3" deep aluminum returns painted black (.060")

Trimcap: No trim caps

Illumination: White LED illumination

Backs: 3/16" clear polycarbonate

Mounting: Mounted to wall with 1.5" spacers (spacers painted black)

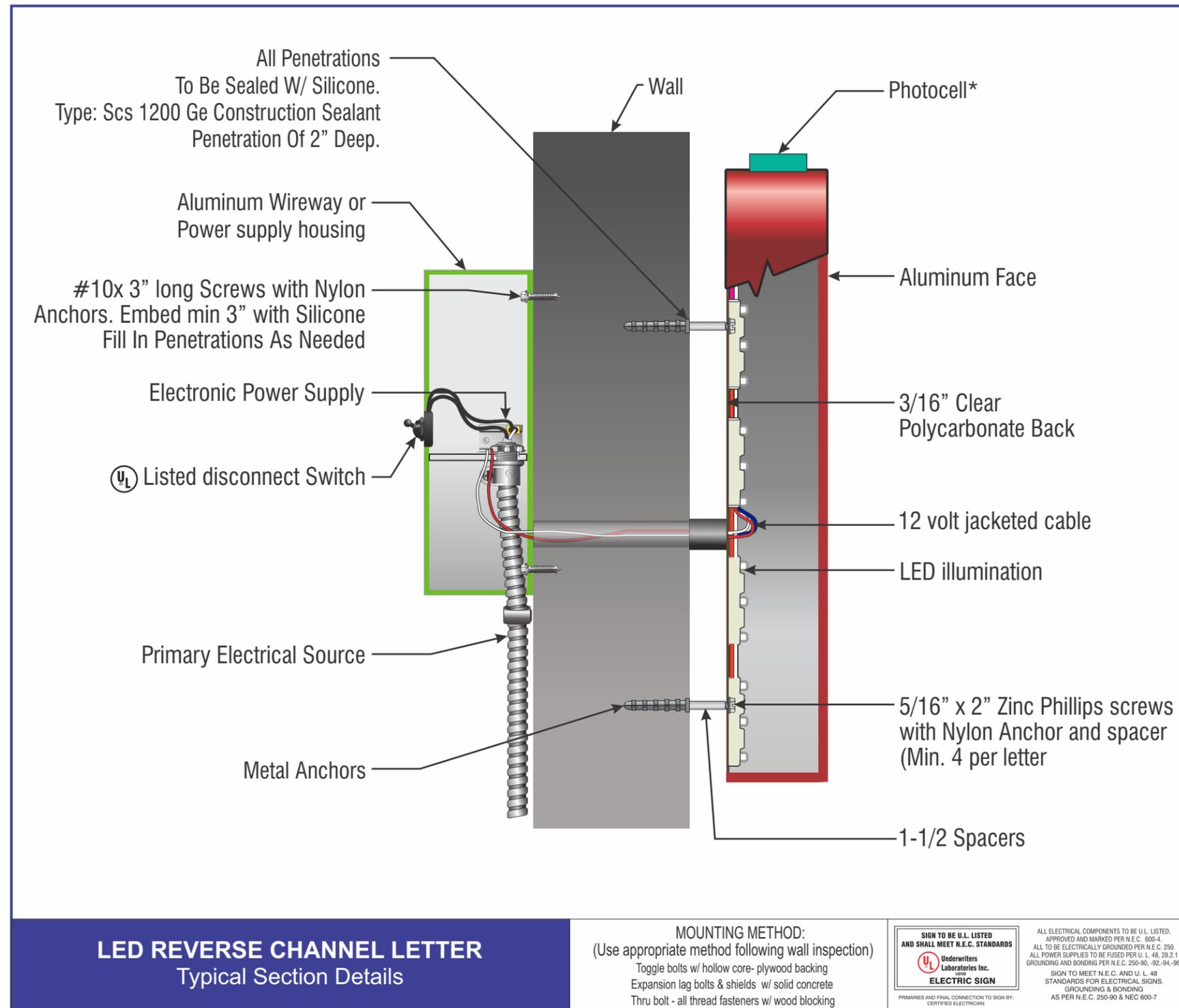
Quantity: (1) one set required

Letter height: Min 16" Max 36"

Logo/overall height: 36"

Max. Width: 144"

Max. Area: 37.50 Sq. Ft





Quantity: 2 per elevation, max. 4 for building.

Letters: Non-illuminated channel letter

Faces: Black Acrylic faces

Returns: 5" deep black returns

Trimcap: Black trimcap

Illumination Illuminated

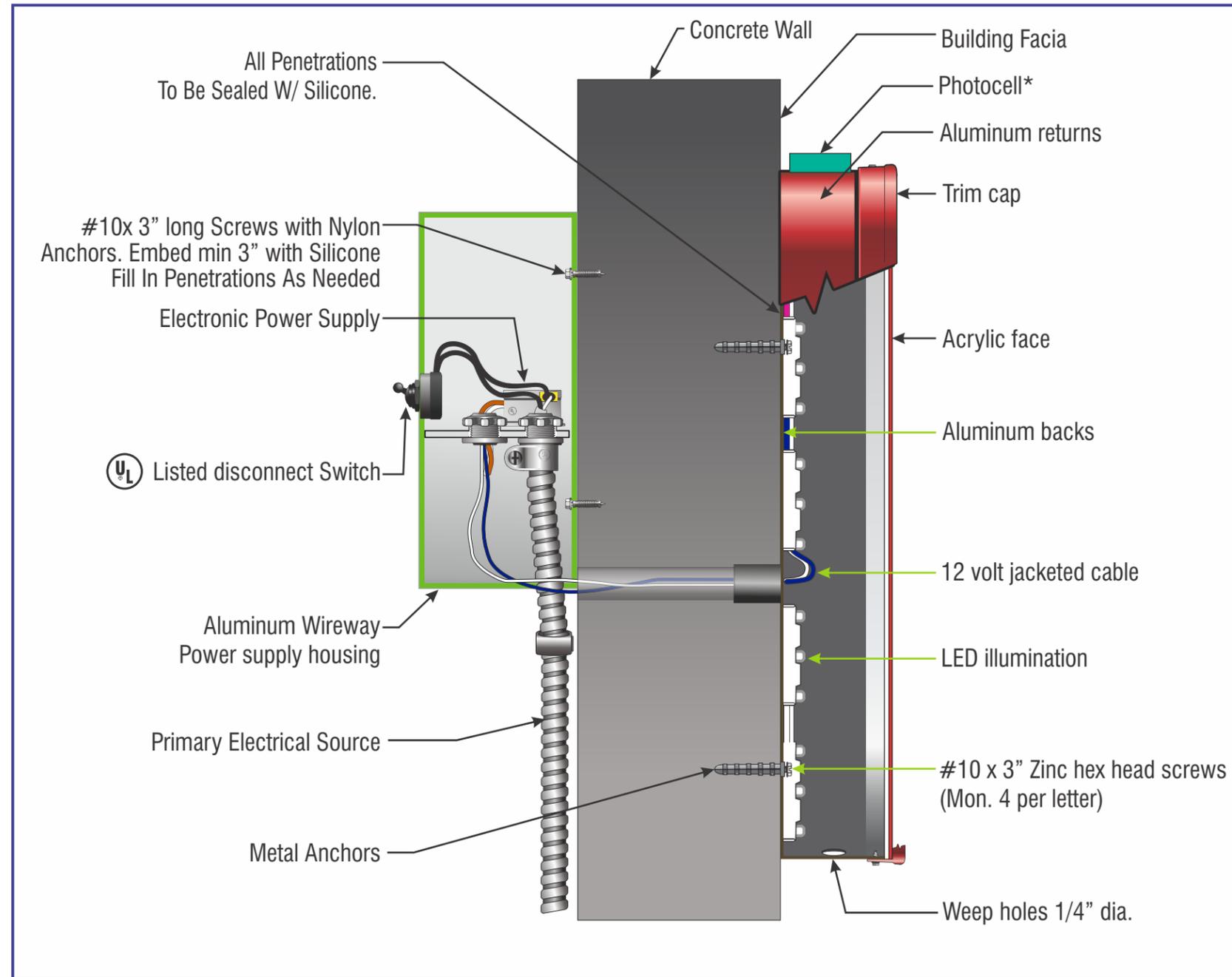
Backs: .080 aluminum

Mounting: Flush mounted to wall with appropriate fasteners

Max. Letter height: 18"

Max. Signage Height 56"

Total Sign Area Allowed 7.00 Sq. Ft.



FRONT-LIT CHANNEL LETTER
Typical Section Details

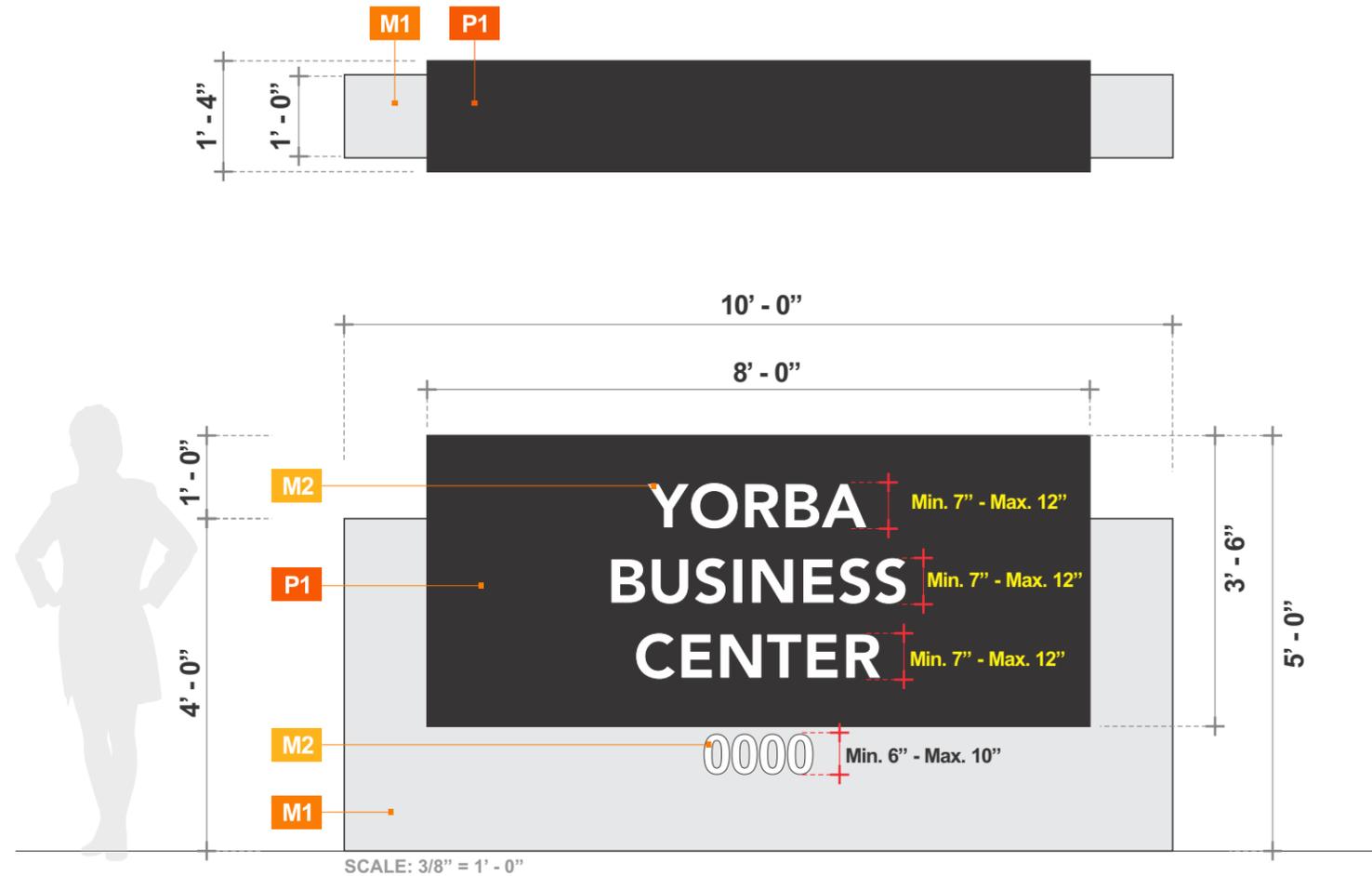
MOUNTING METHOD:
(Use appropriate method following wall inspection)
Toggle bolts w/ hollow core- plywood backing
Expansion lag bolts & shields w/ solid concrete
Thru bolt - all thread fasteners w/ wood blocking



ALL ELECTRICAL COMPONENTS TO BE U.L. LISTED, APPROVED AND MARKED PER N.E.C. 600-4. ALL TO BE ELECTRICALLY GROUNDED PER N.E.C. 250. ALL POWER SUPPLIES TO BE FUSED PER U.L. 48, 20-2.1 GROUNDING AND BONDING PER N.E.C. 250-90, -92, -94, -96. SIGN TO MEET N.E.C. AND U.L. 48 STANDARDS FOR ELECTRICAL SIGNS, GROUNDING & BONDING AS PER N.E.C. 250-90 & NEC 600-7

DOUBLE-FACED ILLUMINATED MONUMENT SIGN

MS



FINISH SCHEDULE	
P1	BLACK AUTOMOTIVE ENAMEL PAINT (Smooth Finish)
M1	BRUSH ALUMINUM WITH CLEAR-COAT FINISH
M2	WHITE PUSH THRU ACRYLIC

Quantity: 1

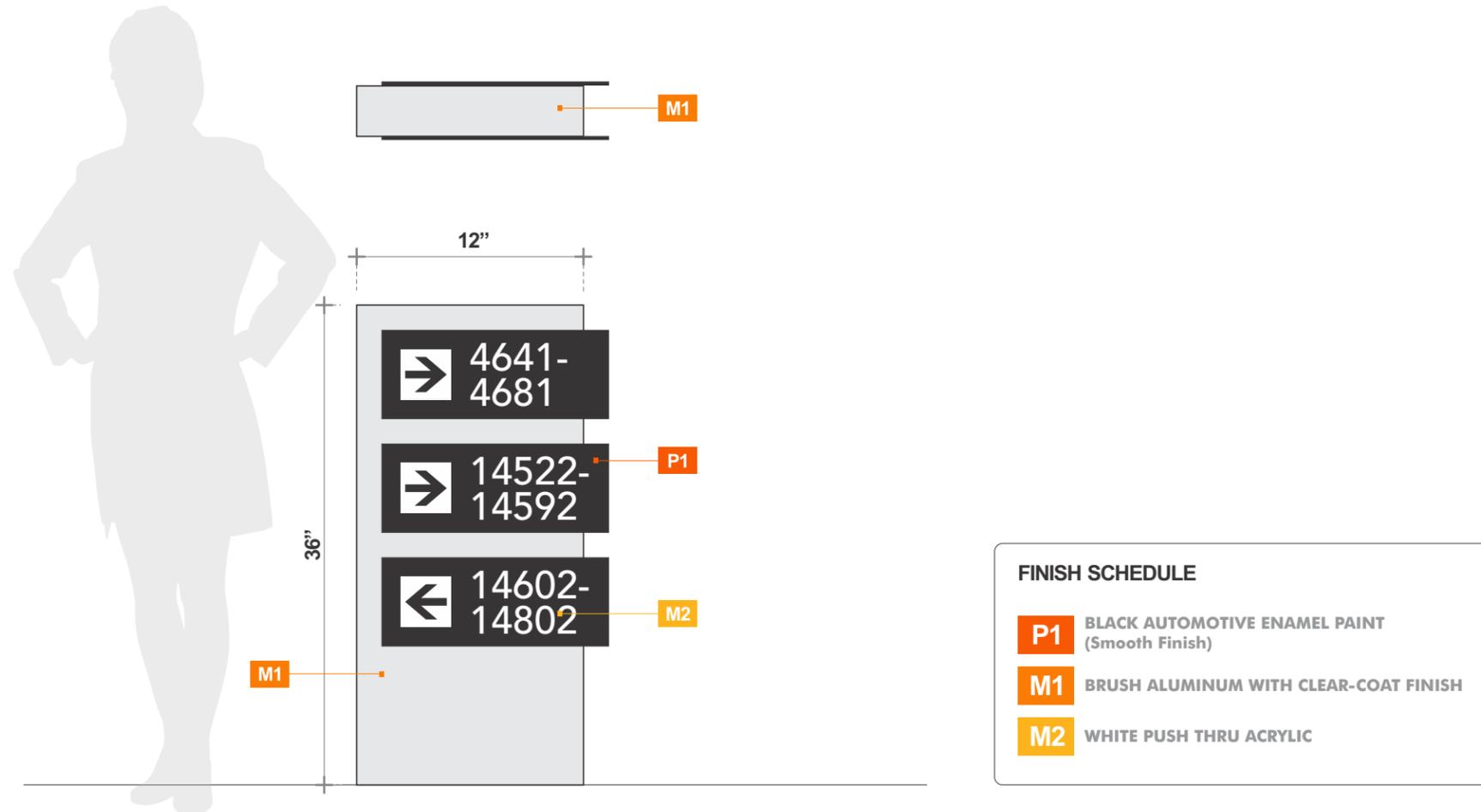
Area: 50.0 Square Feet Max.

Construction: Monument sign and base are fabricated from aluminum with brushed aluminum and black paint finish as noted in schedule. Project identification and address numerals are 1/2" thick white push-thru acrylic. Decorative squares are 1/2" thick push-thru acrylic faced with brushed aluminum.

Illumination: Internal white LED

Typeface: Avenir 65 Medium

Font Size: Main logo/copy Min. 7" - Max. 12" and address number Min. 6" - Max 10"



Quantity: Max 1

Area: 3.00 Square Feet Max.

Construction: Monument sign and base are fabricated from aluminum with brushed aluminum and black paint finish as noted in schedule. Address numerals are applied white vinyl. Arrows and decorative squares are brushed aluminum, installed flush to face.

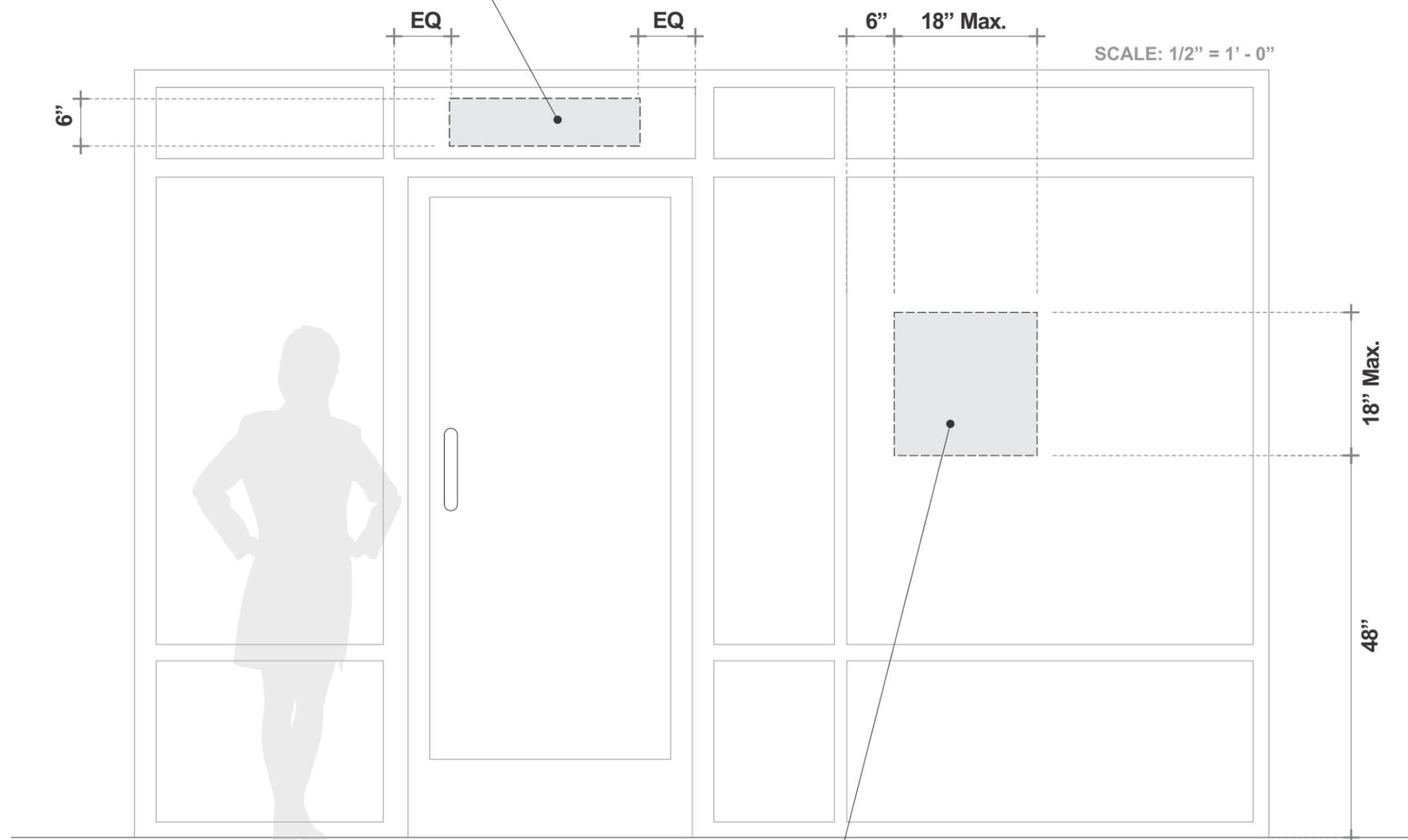
Illumination Not illuminated.

Typeface: Avenir 65 Medium

SUITE NUMBER

6" **G-1**

Font: Avenir 65 Medium



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

OPERATING HOURS/EMERGENCY INFO

1-1/4" **HOURS OF OPERATION**

Monday-Friday
7:30am - 4:30pm

1" **Saturday**
9:00am - 2:00pm

In case of emergency
000-000-0000

Quantity: 1 suite number and one set of operating hours per public entrance.

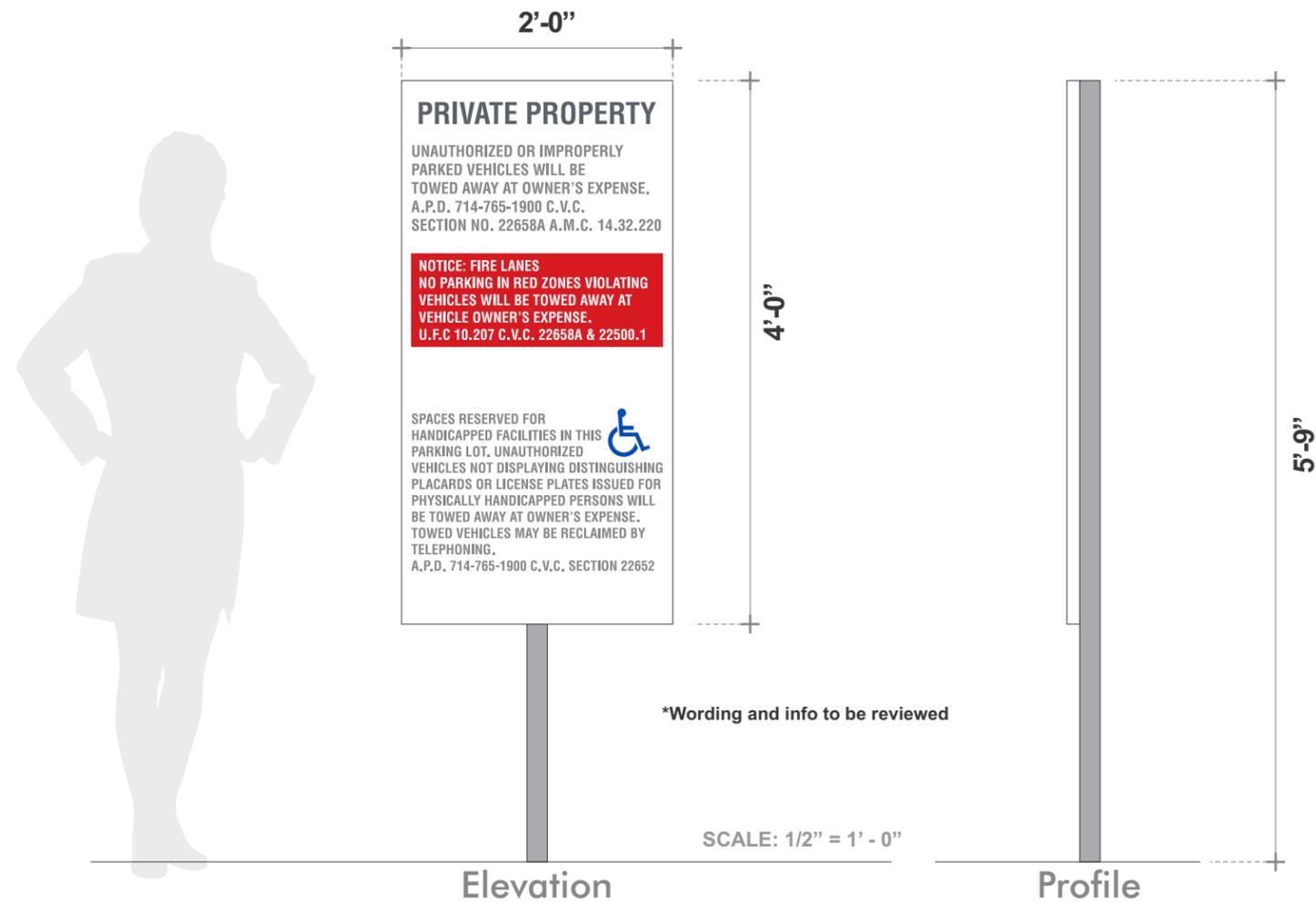
Material: High-performance vinyl, applied to exterior of storefront window glass.

Color: White

Font: Avenir 65 Medium

Character heights: Suite number 6"

Operating hours" 1-1/4", all other copy to be 1", all lines of copy to be left-justified



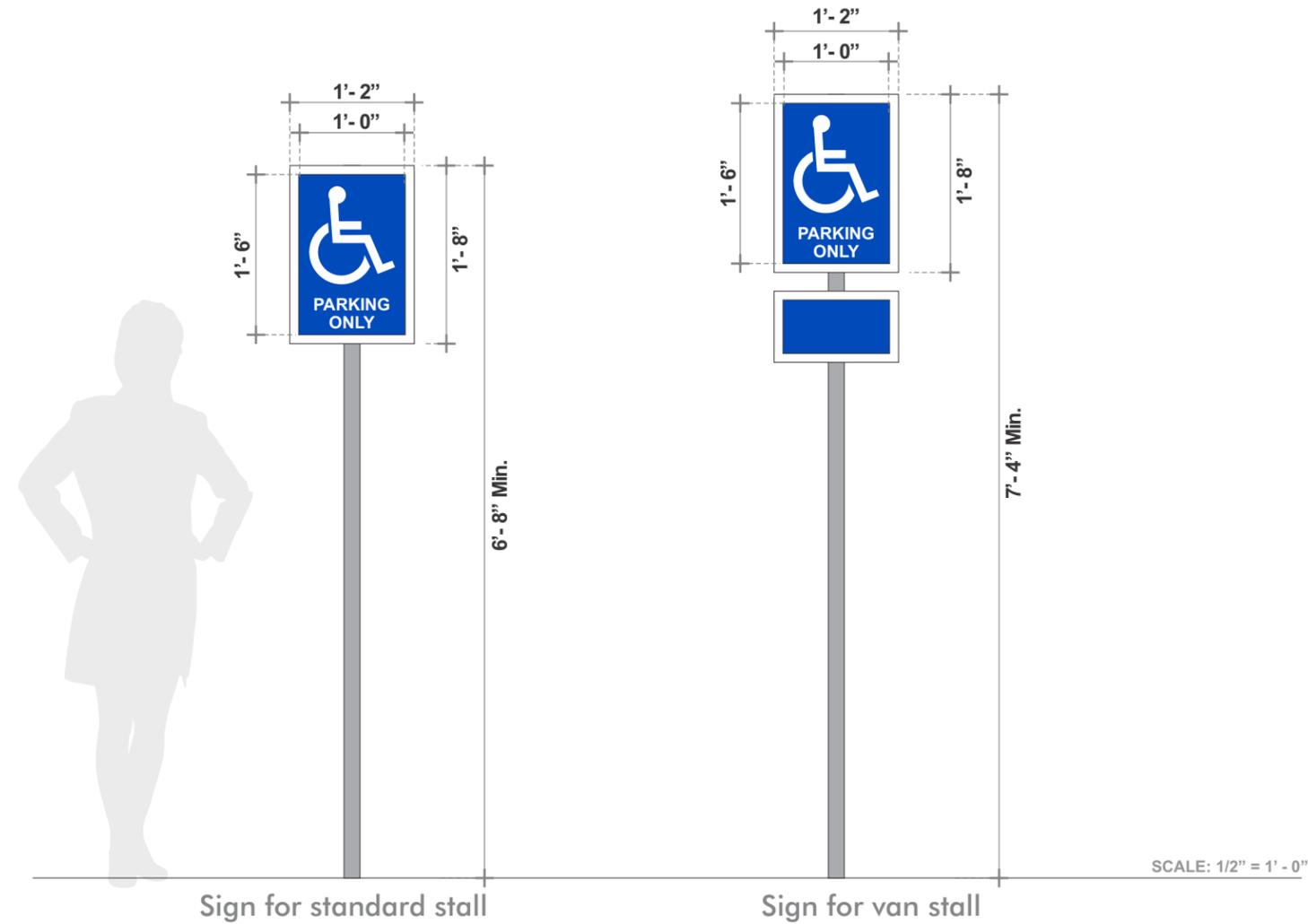
Quantity: Total 4

Materials: Single faced sign and reveal to be fabricated from aluminum with aluminum angle subframe. Aluminum to have smooth automotive enamel paint finish as noted. Copy and graphics to be vinyl applied to painted face of sign. Base is painted concrete

Installation: Sign to be installed to face of 2" aluminum square tube post. Post to have smooth automotive enamel finish as noted

HANDICAPPED PARKING SIGN

H



Quantity: 1 per handicapped parking stall

Materials: Single faced aluminum sign panels with smooth automotive enamel paint finish and reflective blue and white vinyl copy and graphics applied to one face. Note: paint back if the signs to match face

Installation: Signs to be installed to face 2" aluminum square tube post. Post to have smooth automotive enamel finish as noted.



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

Subject: **Moshayedi Sign Program (PA2023-0060)**
▪ Comprehensive Sign Program

Site Location **2600 East Coast Highway**

Applicant **Ryan Ybarra**

Legal Description **Parcel 1 of Resubdivision No. 0792**

On **September 14, 2023**, the Zoning Administrator approved the Comprehensive Sign Program filed as PA2023-0060 establishing a comprehensive sign program for an existing multi-tenant, multi-story commercial retail and office building. This approval is in accordance with the provisions of Chapter 20.42 (Sign Standards) of the Newport Beach Municipal Code (NBMC).

LAND USE AND ZONING

- **General Plan Land Use Plan Category:** Corridor Commercial (CC)
- **Zoning District:** Commercial Corridor (CC)

SUMMARY

As listed in the attached Comprehensive Sign Program Matrix (Attachment No. ZA 2) and required by Section 20.42.120 (Comprehensive Sign Program) of the NBMC, the Comprehensive Sign Program covers all signage for the building, including the installation of tenant wall signs, eyebrow signs, and directory signage for each of the eleven existing and/or future tenants.

A comprehensive sign program is required for this site because it is a newly renovated multi-story, multi-tenant building. The Comprehensive Sign Program includes the following deviation requests from Chapter 20.42 of the NBMC:

1. To allow a sign for each of the eleven tenants on the East Coast Highway and Dahlia Avenue frontages, and a small sign on the directory wall for tenants located on the second floor; and,
2. To allow wall signs to be located within the middle 75 percent of tenant frontage where the NBMC requires wall signs to be located within the middle 50 percent of the tenant frontage; and,

3. To allow walls signs located along the same frontage to be separated by less than 30 feet; and,
4. To allow two primary signs (Sign A1 on East Coast Highway and Sign B1 on Dahlia Avenue) for the anchor restaurant tenant that is in the corner (Suite 100) with two frontages where only one primary sign is allowed; and,
5. To allow a 30-percent increase in sign area for Sign B1 beyond what the NBMC allows; and
6. To allow directory signage for each tenant on an existing parapet wall that extends past the roofline and faces East Coast Highway.

This approval is based on the following findings and standards and is 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 under 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 Comprehensive Sign Program (hereafter “Program”) includes signs that 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 an existing multi-tenant development of three or more tenant spaces are proposed on the same lot and whenever signs are proposed to be located on or above the second story on a multi-story building. The existing site is on the corner of East Coast Highway and Dahlia Avenue and includes a newly renovated multi-tenant building with eleven tenant suites for existing and future tenants.

2. The existing development is unique with two sides that face residential properties that do not provide logical opportunity for commercial signage. This leaves East Coast Highway and Dahlia Avenue as the most practical and compatible frontages for signage. Additionally, the frontages on East Coast Highway and Dahlia are abutting public sidewalks with no opportunity for any freestanding signs.
3. As proposed, the Program includes twelve wall signs for the eleven current and future tenants on the first and second story walls and eyebrows. All but one wall sign (Sign B1) will comply with the area allowed by the NBMC for wall signs. Several of the signs will have a smaller area than allowed by the NBMC to fit well with other signs on the same wall. The height of the letters of all the signs are smaller than allowed to fit proportionally upon the wall or eyebrow. Importantly, the signs collectively meet the intent of the NBMC without allowing a proliferation of signage.
4. The signage for second floor tenants is limited in location and size due to the design of the building and to reduce the appearance of cluttered walls. Therefore, to provide clear identification for the second-floor tenants, there will be an allowance for one additional two-square-foot name on the directory wall facing East Coast Highway. The tenants with small eyebrow signs (Signs A7 and B6) on the second floors will be allowed two signs, one on each side of the directory wall (Signs C1 and C2) to provide additional visibility for both directions of traffic along East Coast Highway.
5. The increased number of signs, and increased area for Sign B1 provide necessary identification for motorists traveling in both directions on East Coast Highway, which is a wide street with heavy vehicular traffic.
6. The purpose of a comprehensive sign program is to integrate all project signs. It provides a means for the flexible application of sign regulations for projects that require multiple signs. The font, colors, and materials of both the wall and ground sign will complement the architecture and colors of the commercial building. The proposed signage provides incentive and latitude in the design and display of signs.
7. Approval of this Program includes deviations to the number, location, and type 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 NBMC. The Program provides opportunity for adequate identification while guarding against the excessive and proliferation of signage. The signs are well designed and are limited in size and location to preserve the community's appearance along the Corona del Mar commercial corridor while maintaining compatibility and respecting the residential uses that face the site.

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 for use by multiple retail and office commercial tenants. The proposed signage design has been integrated with the design and character of the buildings.
2. Each tenant will be permitted signage that will ensure adequate visibility for identification purposes on the premises and from East Coast Highway to the greatest extent possible.
3. Each tenant will be permitted signage under the Program to allow tenants in the multi-tenant building to have wall or eyebrow signs and a small tenant directory sign for second-floor tenants. If the frontage of any tenant space is changed, deviation from this approval shall be reviewed by the Planning Division to determine substantial conformance with this approval. The size and location of the letters and logos of the signs will ensure that adequate visibility is provided, and not be abrupt in scale with the individual tenant frontage.

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 Newport Beach Municipal Code Chapter 20.42 (Sign Standards).

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 project site use is for multiple commercial tenants and has been designed to be effective for such uses.
2. It is not anticipated that future revisions to the Program will be necessary to accommodate normal changes in tenants or uses. However, flexibility has been incorporated into the Sign Program Matrix to allow minor deviations from the proposed signs. For example, tenants associated with Signs A1 and B1 have the option to use awning signs instead of wall signs, if they choose.

3. Consistent with Chapter 20.42, the Director may approve minor revisions to the Sign Program if the intent of the original approval is not affected. Condition of Approval No. 6 allows minor changes to the proposed sign program should tenant spaces be consolidated or increased in the future, but it does not allow for a net increase in overall allowed signage.

Standard

- F. *The program shall comply with the standards of this Chapter [Chapter 20.42], except that deviations are allowed about signing 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 Program requests deviations in the number of signs, location of wall signs, and type of signs which will enhance the identification and visibility of the commercial tenants from East Coast Highway and Dahlia Avenue. The site is unique in that it is larger than a typical commercial lot along the Corona del Mar commercial corridor with 17,824 square feet in building area. The building also maintains multiple frontages, at the corner of East Coast Highway, Dahlia Avenue, Fifth Avenue, and an alley. Fifth Avenue and the alley face the rear yards of residential properties and do not provide opportunity for signage to identify the building. Therefore, East Coast Highway and Dahlia Avenue are the only frontages appropriate for commercial signage for the large two-story, multi-tenant commercial building. The design of the building which was recently renovated and modernized includes two-stories and the opportunity for commercial and office tenants along this high-profile commercial corridor.
2. The sign provisions of the NBMC generally limit tenant signs to one wall sign per tenant frontage. The unique size and location of the building does not afford frontages along East Coast Highway or Dahlia Avenue for all the tenants. Therefore, appropriate identification warrants additional wall signs on the first and second floor. The Program includes the additional wall signs but also limits to smaller letter heights and areas to match proportionally to the walls without over cluttering or a causing a proliferation of signage.
3. The existing building as designed does not provide adequate areas between existing windows to support the minimum 30-foot required separation between wall signs. However, the placement of the proposed wall signage is limited to the middle 75 percent of the tenant width and provides a proportionate length to the wall or eyebrow it is placed on. The centering, placement and variation of sizes provide adequate distance to avoid visual clutter and satisfy the intent of the NBMC provisions.
4. The anchor restaurant tenant in Suite 100 is the only tenant on the corner of East Coast Highway and Dahlia Avenue with two frontages. The Program allows both

frontages for this tenant to have primary wall signs at 1.5 times the tenant frontage. Additionally, one of these signs (Sign B1) is the only sign in the Program requesting the 30-percent-increase in area to allow for a 26-square-foot sign (instead of a 20 square foot maximum sign).

5. The unique design of the recently renovated building includes large window areas along East Coast Highway and Dahlia Avenue. Therefore, the second-floor tenants are only provided small eyebrow signs. The existing building includes a unique two-sided parapet wall facing both sides of East Coast Highway. This wall provides opportunity for additional identification for the second-floor tenants that only have small eyebrow signs. The directory wall signage for each tenant displays the individual name of tenants and are two square feet each. It provides additional signage on both sides of the directory wall to allow visibility for motorists on East Coast Highway. The second floor tenants with the smallest eyebrow signs (Signs A7 and B6) have directory signage on both sides of the parapet, while the other second floor tenants are provided signage on one side of the parapet.

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 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 Program contains no regulations affecting sign message content.

CONDITIONS OF APPROVAL

1. The development shall be in substantial conformance with the approved site plan, details, and elevations, except as noted in the following conditions.
2. Upon demolition or substantial structural and nonstructural changes to the exterior of the development on which this approval is based, this Program shall be rendered nullified, and a new comprehensive sign program shall be obtained for the new or altered development by the NBMC provisions in effect at the time the new development is approved.

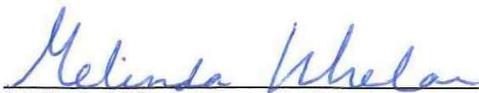
3. Locations of the signs are limited to the designated areas and shall comply with the limitations specified in the Sign Program Matrix included in Attachment No. ZA 2.
4. All signs shall be maintained by Section 20.42.170 (Maintenance Requirements) of the NBMC. Temporary and exempt signs not specifically addressed in the program shall be regulated by the provisions of Chapter 20.42 of the NBMC.
5. 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 No. ZA 2 and any applicable sight distance provisions of Chapter 20.42 of the NBMC.
6. In accordance with Section 20.42.120(F) (Revisions to Comprehensive Sign Programs) of the NBMC, the Community Development Director may approve minor revisions to the Program if the intent of the original approval is not affected. This may include deviations in the tenant configurations, such as combining or dividing suites. There shall be no net increase in the allowed number of signs without an amendment to this sign program.
7. Prior to the issuance of building permits, the applicant shall submit to the Planning Department an additional copy of the approved architectural plans for inclusion in the Planning file. The plans shall be identical to those approved by all City departments for building permit issuance. The approved copy shall include architectural sheets only and shall be reduced in size to 11 inches by 17 inches. The plans shall accurately depict the elements approved by this approval and shall highlight the approved elements such that they are readily discernible from other elements of the plans.
8. A building permit shall be obtained before the commencement of the construction and/or installation of the signs.
9. A copy of the approval action letter, including conditions of approval and sign matrix, shall be incorporated into the City and field sets of plans before issuance of the building permits for wall sign installations to identify this approval as the authority for location, size, and placement.
10. To the fullest extent permitted by law, the applicant shall indemnify, defend and hold harmless the City, its City Council, its boards and commissions, officials, officers, employees, and agents from and against any 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 ***Moshayedi Sign Program including, but not limited to the Comprehensive Sign Program filed as PA2023-0060*** and the determination that the project is exempt under the requirements of the California Environmental Quality Act. This indemnification shall include, but not be limited to, damages awarded against the City, if any, costs of suit, attorney's fees, and other expenses incurred in connection with such claim, action, causes of action, suit,

or proceeding whether incurred by the applicant, City, and/or the parties initiating or bringing such proceeding. The applicant shall indemnify the City for all the City's costs, attorneys' fees, and damages that the City incurs in enforcing the indemnification provisions outlined in this condition. The applicant shall pay to the City upon demand any amount owed to the City under the indemnification requirements prescribed in this condition.

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. For additional information on filing an appeal, contact the Planning Division at 949-644-3200.

Prepared by:

Approved by:



Melinda Whelan
Assistant Planner



Benjamin M. Zieba, AICP, Zoning Administrator

LAW/msw

Attachments: ZA No. 1 Vicinity Map
 ZA No. 2 Comprehensive Sign Program Matrix
 ZA No. 3 Project Plans

Attachment No. ZA 1

Vicinity Map

VICINITY MAP



Comprehensive Sign Program
PA2023-0060

2600 East Coast Highway

Attachment No. ZA 2

Comprehensive Sign Program Matrix

COMPREHENSIVE SIGN PROGRAM PA2023-0060

TABLE-MATRIX- 2600 EAST COAST HWY

Designated Frontage

1. East Coast Highway
2. Dahlia Avenue
3. Fifth Avenue – Not allowed
4. Parking Lot – Not allowed

SIGN TYPE AND LOCATION	FRONTAGE DESIGNATION SIGN LIMITATIONS/RESTRICTIONS
Wall Signs First Floor Tenants A1** and A2 A4*, A5, B1**	<p>East Coast Highway <u>Sign Area:</u> 36 sq ft. max. <u>Letter/logo Height:</u>18 inches max. <u>Sign Length:</u> not to exceed 75% of tenant width <u>Location:</u> centered within tenant width <u>Font:</u> Black Uniform <u>Illumination:</u> Per Zoning Code Section 20.42.060H.</p> <p>Dahlia Avenue <u>Sign Area Max.:</u> B1- 26 sq. ft., A4 – 24 sq. ft., A5- 36 sq. ft. <u>Letter/logo Height:</u> 18” max.* <u>Sign Length:</u> not to exceed 75% of tenant width or for A4 not to exceed 75% of area between awnings <u>Location:</u> centered within tenant width <u>Font:</u> Black Uniform <u>Illumination:</u> Per Zoning Code Section 20.42.060H.</p> <p>* A4 tenant is allowed two lines for letters/logo above door 18” max letter height for each line. 36” total sign height including both lines. ** A1 and B1 tenant can have awning signs instead of wall signs</p>
Wall Signs Second Floor Tenants A10 and A11	<p>East Coast Highway <u>Sign Area:</u> 25 sq. ft. max. <u>Letter/logo Height:</u>12 inches max. <u>Sign Length:</u> not to exceed 75% of tenant width <u>Location:</u> centered within tenant width <u>Font:</u> Black Uniform <u>Illumination:</u> Per Zoning Code Section 20.42.060H.</p> <p>Dahlia Avenue <u>Sign Area:</u> 45 sq. ft. max (A10) and 36 sq. ft. max. (A11) <u>Letter/logo Height:</u>18 inches max. <u>Sign Length:</u> not to exceed 75% of tenant width <u>Location:</u> centered within tenant width <u>Font:</u> Black Uniform <u>Illumination:</u> Per Zoning Code Section 20.42.060H.</p>
Eyebrow Signs A3 first floor, A7, A8, A9 and B6 second floor	<p>East Coast Highway <u>Sign Area:</u> A9 - 23 sq. ft. max, B6 – 9 sq. ft. max <u>Letter/logo Height:</u>12 inches max. <u>Sign Length:</u> not to exceed 75% of tenant width <u>Location:</u> centered within tenant width <u>Font:</u> Black Uniform <u>Illumination:</u> Per Zoning Code Section 20.42.060H</p>

	<p>Dahlia Avenue <u>Sign Area:</u> 23 sq. ft. max. <u>Letter/logo Height:</u> 12 inches max. <u>Sign Length:</u> not to exceed 75% of tenant width <u>Location:</u> centered within tenant width <u>Font:</u> Black Uniform <u>Illumination:</u> Per Zoning Code Section 20.42.060H</p>
<p>Directory Wall Panels C1 (Available for all second-floor tenants) and C2 (Available for tenants in A7 and B6)</p>	<p>East Coast Highway <u>Sign Area:</u> 2 sq. ft. <u>Letter Height:</u> 6" *no logos allowed <u>Sign Length:</u> 42" max. <u>Font:</u> Black Uniform <u>Illumination:</u> Per Zoning Code Section 20.42.060H.</p>
<p>All window and other exempt signs</p>	<p>In accordance with Chapter 20.67</p>

Attachment No. ZA 3

Project Plans

SIGN CRITERIA FOR TENANTS AT: 2600 E. COAST HWY, CORONA DEL MAR, CA. 92625

This Sign Criteria has been established for the purpose of assuring a visually coordinated, balanced and appealing signage environment at 2600 East Coast HWY, for the mutual benefit of all tenants and occupants. Conformance with the Sign Criteria will be strictly enforced and any installation of non-conforming or unapproved signs shall be corrected at the expense of the tenant or occupant, so as to be brought into conformance. It is encouraged, however, if Tenant believes an aesthetically pleasing sign can be designed for its identity which may not strictly comply with this criteria, Tenant may submit such sign design with a letter of justification stating reason why the exceedance is appropriate and Landlord will review the same on its merits.

A. GENERAL REQUIREMENTS:

1. Each tenant shall submit to the Landlord for Landlord's written approval, detailed drawings drawn to scale, indicating the location, size, layout, design and color of the proposed signs, including all lettering and or graphics, a site plan indicating the location of the Tenant's premises, and a building elevation showing sign placement. Sign drawings shall specify materials, colors, illumination, size, location and method of attachment. Note: All sign layouts shall include a digital image of the building frontage with proposed sign in a scaled format to include adjacent tenant signage. Proposals will be reviewed for conformance with the Sign Criteria and overall design quality. All signs shall be reviewed and approved in writing by the Landlord in conformance with these criteria and overall design quality as well as Tenant's lease agreement. Approval or disapproval of sign location and drawings based on aesthetics of design shall remain the sole right of the Landlord.

2. Submit three sets of sign plans (in full color) that have been reviewed and approved with a signature by the Landlord to the City of Newport Beach for approval of a sign permit prior to the start of any sign construction or fabrication.

3. Prior to installation, all permits for such signs, as well as their installation, shall be obtained and paid for by the tenant or occupant. Such signs must comply with local planning, building and electrical codes.

4. Each tenant or occupant must have installed an approved sign before opening for business.

5. Upon removal of any sign, any and all damage to the building fascia or sign area will be repaired by Landlord at the tenant's (or occupant's) expense.

6. All signs must meet U.L. specifications and must bear the U.L. label in an inconspicuous location.

7. Each tenant (or occupant) shall be responsible for the fulfillment of all the requirements and specifications set forth in this Sign Criteria. Landlord shall have the right to inspect the installation of all signs and any corrections that are required shall be at the tenant's (or occupant's) expense.

B. GENERAL SPECIFICATIONS:

1. All work is to be performed by a professional sign company. All sign contractors must have a C-45 license and must carry liability insurance with a total aggregate policy limits of not less than One Million Dollars (\$1,000,000.00).

2. No audible, flashing or animated signs will be permitted. No mini lights will be permitted. No exposed lamps, raceways, crossovers, conduits, conductors, transformers or similar devices shall be permitted. No rooftop signs are permitted.

3. No Projection above or below the net sign area will be permitted. All signs must be within the dimensional size limits as set forth in this Sign Criteria.

4. Two (2) rows of lettering may be used only if approved by the Landlord and the City of Newport Beach. Two (2) rows of lettering shall in no event exceed the permitted maximum sign height.
5. Each tenant (or occupant) shall pay for its sign(s) and installation (including final connection, transformers and all other labor and materials) and maintenance of its signs.

6. Each Tenant (or occupant) shall be fully responsible for all actions of its sign contractor and other sign representatives, including repair of any damage caused by installation.

7. In the event Tenant vacates the premises, Tenant shall be responsible for the removal of any wall and/or logo sign.

8. Electrical service to all signs will be connected by Tenant to each tenant's (or occupant's) electrical meter.

9. All electrical signage shall bear the Underwriter Laboratories (UL) label of approval. All conduit, transformers, junction boxes, openings in the building surface, etc. shall be concealed. No raceways or sign cabinets (boxes) are allowed. The City of Newport Beach and the Landlord shall approve the method of installation.

10. Tenant shall be fully responsible for the operations of their sign contractor and shall indemnify, defend and hold harmless the Landlord and his agents from damages or liabilities resulting from its contractor's work.

11. Landlord reserve the right to require the Registered trademarks, herein referred to as Registered Corporate Identity, pertains to corporate logos and logotypes that have been registered and are on file with the UNITED STATES PATENT AND TRADEMARK OFFICE in Washington, D.C.

12. Signs not covered by these criteria are subject to prior review and approval of the Landlord and shall conform to the requirements for the City of Newport Beach Sign Standards and the City Code.

13. Sign Manufacturer Labels. Sign manufacturer name, & state license number to be inconspicuously labeled & attached on top exterior of the sign letters.

C. CONSTRUCTION AND INSTALLATION REQUIREMENTS:

1. Letter fastening and clips must be concealed.

2. No labels will be permitted on the exposed surface of signs, except those required by local ordinance, in which event, such labels must be placed in an inconspicuous location.

3. Design, layout and materials for signs shall conform in all respects with the sign design requirements and limitations contained in this Sign Criteria. The maximum height for letters in the body of the sign shall be as set forth in this Sign Criteria.

4. Each tenant (or occupant) must verify the exact sign location and size limitation with Landlord prior to fabrication and installation.

5. All penetrations of the building structure required for sign installations must be sealed in a watertight condition and must be patched to match adjacent finish.

6. All upper level sign copy shall consist of individual face lit channel cut letters. Signage may be trimcapless, or with trim cap. All letter faces to have black perforated vinyl applied to white acrylic.

7. All trim caps to be ¾" black. Letter returns to be 4" deep and painted black or match the face color of tenant's sign.

8. All first level signs shall be individually LED internally illuminated reverse halo letters. All lettering to have black faces and black returns. Sign illumination shall be consistent in all letters and components of sign. LED's to be 6500 white with a max of 1w per module.

9. Sign seams shall be concealed at tops of letters for returns and face trim caps. No light leaks at seams or edges of letters are allowed.

10. Exposed equipment, such as junction boxes, transformers, lamps, tubing, conduits, etc., is prohibited.

11. Where architectural building conditions occur, letters shall be flush mounted on custom fabricated raceway shelf. Tenant shall use Landlord's designated contractor for the fabrication of the shelf.

12. Sign faces are to be black only. The logo graphic portion of a sign may be permitted to have more than one color. If multiple colors for logo graphics are proposed they are subject to review and approval by the Landlord and the City of Newport Beach. Sign colors shall compliment the colors used for the buildings and the project as a whole. Colors or color combinations which interfere with legibility of the sign copy or which interfere with viewer identification of other signs shall not be used. Fluorescent, "day-glo", and similar colors shall not be used.

13. Upper level tenants are allowed a tenant panel on the Directory wall. Northside (C1) wall with a 3.25" letter height maximum. No logos allowed. All copy must be in 1/2" thick white acrylic and font to be used is Gotham Bold. Southside (C2) wall will allow only 2 tenants 210-A7 and 200 - B6 and are to be 1" thick sign foam painted black with black acrylic faces.

D. SIGN SPECIFICATIONS:

1. Quantity: One (1) sign per building elevation fronting Tenant's leasehold premises, with a maximum of two (2) signs on allowable elevations.

2. Tenant Sign Area: Tenant signs may not be greater than 75% of their total leasehold frontage. Architectural building conditions could restrict tenant sign area further from that which is allowed by this Sign Criteria. All signage to be centered within sign band area.

3. Letter Size: Letter height shall not exceed eighteen inches (18") in height for a single line of copy or twelve inches (12") in height for double row of copy, however, a single line layout is recommended. Overall sign height shall not exceed the given sign band height when a double row of copy is used.

4. Corporate Logos: Corporate logos may be permitted in conjunction with individual letters up to a maximum of 25% of the permitted sign area and shall not exceed the height of the sign. Corporate logos are required to be multi-dimensional graphic elements; flat faced logo signs (e.g., "can" or "cabinet" style signs are prohibited). The proposed design and fabrication details are subject to approval of the Landlord and the City of Newport Beach.

5. Tenants with two (2) or more exposed elevations excluding the rear elevation may have one (1) additional sign for a total of two (2) signs if approved by landlord.

E. PROHIBITED SIGNS:

1. Signs constituting a Traffic Hazard: No person shall install or maintain, or cause to be installed or maintained, any building sign which stimulates or imitates in size, color, lettering or design any traffic sign or signal, or which makes use of the words "STOP", "LOOK", "DANGER" or any words, phrases, symbols, or characters in such a manner as to interfere with, mislead or confuse the public

2. Signs in Proximity to Utility Lines: Signs which have less horizontal or vertical clearance from authorized communication or energized electrical power lines that are prescribed by the laws of the State of California are prohibited.

3. Wall signs may not project above the top of a parapet, the roof line at the wall, or roof line. Signs on mansard roofs and equipment screens are prohibited.

4. No sign shall project above or below the signable area. The signable area is defined in the attached Exhibit for tenants.

J. EXCEPTIONS:

Exceptions to the above may be submitted for review to the City. Before submitted to the City, all changes must first be approved in writing by the Landlord.

K. OTHER RESTRICTIONS:

1. ILLEGAL SIGNS - Any sign that is deemed not to be in conformance with the approved Sign Plan or erected without government approval or permits is considered an illegal sign. The Landlord may, as its sole discretion and at Tenant's expense, correct, replace or remove any illegal sign.

2. ABANDONMENT OF SIGNS - A sign is considered abandoned when its use is discontinued because the premises upon which it is located becomes vacated and unoccupied for a period of more than 90 days. The Landlord may, at its sole discretion and at Tenant's expense, replace or remove any abandoned sign.

3. INSPECTION - The Landlord reserves the right to hire an independent electrical engineer at the Tenant's sole expense to inspect the installation of all signs and to require any discrepancies and/or code violations corrected at the Tenant's expense.

L. CITY APPROVAL:

All tenants/occupants must obtain approval from the City of Newport Beach Community Development Department for all sign(s). Notwithstanding approval of any sign(s) by Landlord, such sign(s) shall not be permitted unless approved by the City.

SIGN MATRIX

SUITE #	CURRENT TENANTS	SQ.FT. OF SUITE	LEASEHOLD WIDTH	MAX SIGN WIDTH	MAX LETTER HEIGHT	MAX SQ.FT. OF SIGNAGE
	FIRST FLOOR TENANTS					
100 - A1	SUGARFISH	1718	24.5'	75% OF LEASEHOLD WIDTH	18"	36 sq.ft
110 - A2	AVAILABLE	1943	24.5'	75% OF LEASEHOLD WIDTH	18"	36 sq.ft
120 - A3	AMERICAN CANCER SOCIETY	2590	30'-3"	75% OF LEASEHOLD WIDTH	12"	22.6 sq.ft
130 - A4	AVAILABLE	2268	30'-3"	75% OF AREA BETWEEN AWNINGS	18"	23.4 sq.ft
140 - A5	BAMBOO BISTRO	1943	24.5'	75% OF LEASEHOLD WIDTH	18"	36 sq.ft
100 - B1	SUGARFISH	1718	13'-2"	75% OF LEASEHOLD WIDTH	18"	26 sq.ft
	SECOND FLOOR TENANTS					
210 - A7	AKENS PARKER	1142	24.5'	75% OF LEASEHOLD WIDTH	12"	24.5 sq.ft
220 - A8	AVAILABLE	1092	24.5'	75% OF LEASEHOLD WIDTH	12"	24.5 sq.ft
240 - A9	SPACE INVESTMENT	1927	30'-3"	75% OF LEASEHOLD WIDTH	12"	22.6 sq.ft
250 - A10	ECC CAPITAL CORP	2453	30'-3"	75% OF LEASEHOLD WIDTH	18"	45 sq.ft
260 - A11	AVAILABLE	1824	24.5'	75% OF LEASEHOLD WIDTH	18"	36 sq.ft
200 - B6	MAY'S DERMATOLOGY	820	12'	75% OF LEASEHOLD WIDTH	12"	9 sq.ft
	DIRECTORY TENANTS					
C1	AKENS PARKER	N/A	N/A	42"	3.25"	1.3 sq.ft.
C1	AVAILABLE	N/A	N/A	42"	3.25"	1.3 sq.ft.
C1	SPACE INVESTMENT	N/A	N/A	42"	3.25"	1.3 sq.ft.
C1	ECC CAPITAL CORP	N/A	N/A	42"	3.25"	1.3 sq.ft.
C1	AVAILABLE	N/A	N/A	42"	3.25"	1.3 sq.ft.
C1	RANA MAYS, MD	N/A	N/A	42"	3.25"	1.3 sq.ft.
C2	AKENS PARKER	N/A	N/A	42"	3.25"	1.3 sq.ft.
C2	RANA MAYS, MD	N/A	N/A	42"	3.25"	1.3 sq.ft.



chris@risingsign.net
www.risingsign.net

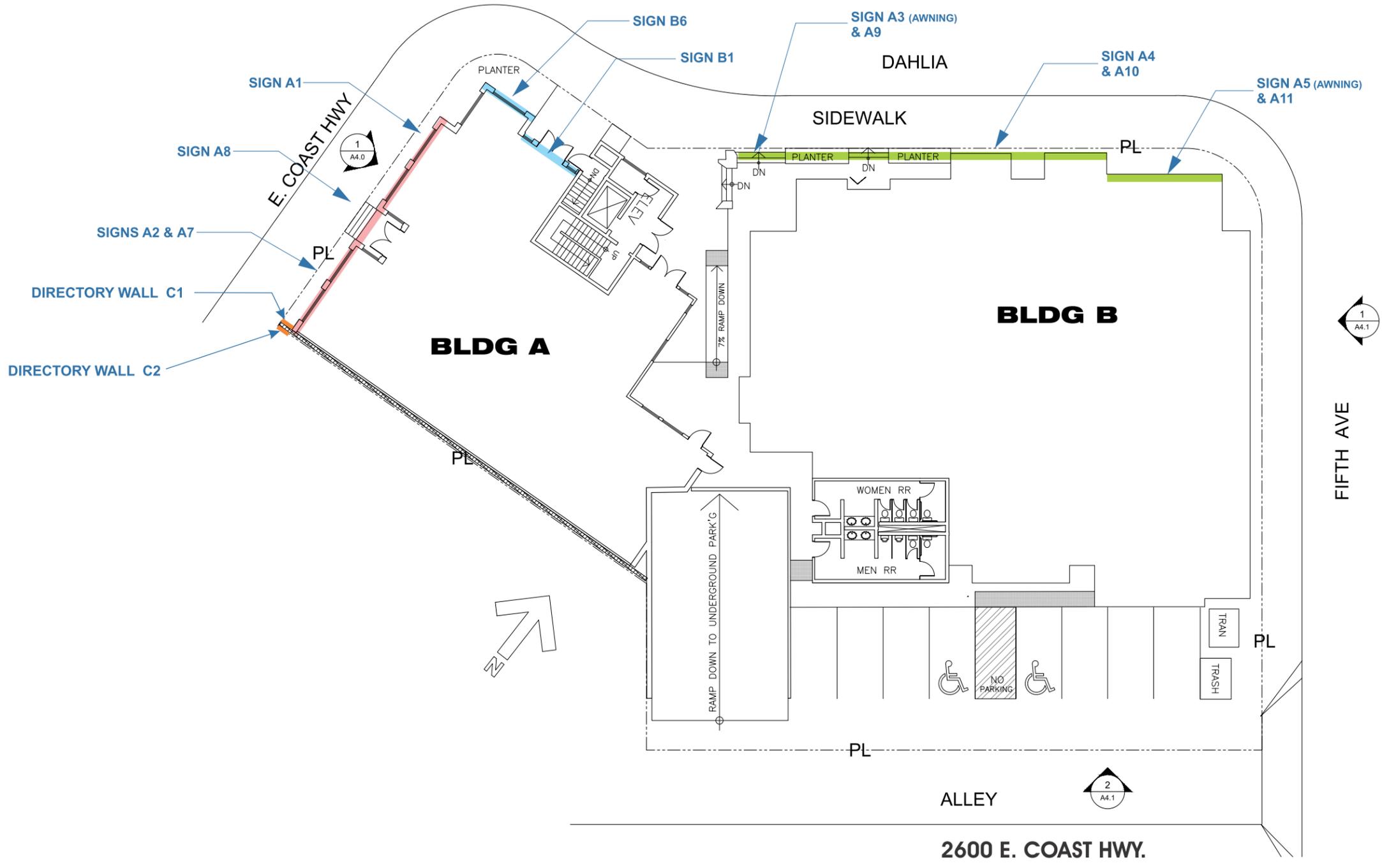
cell.....949.872.7244
office.....714.698.8144

PROJECT: 2600 PCH - SIGN MATRIX
SITE: 2600 E. COAST HWY
CDM, CA. 92625

NOTES:

SCALE: NTS
DATE: 06/29/23
REVISED:

SITE PLAN & SIGN LOCATIONS



chris@risingsign.net
www.risingsign.net

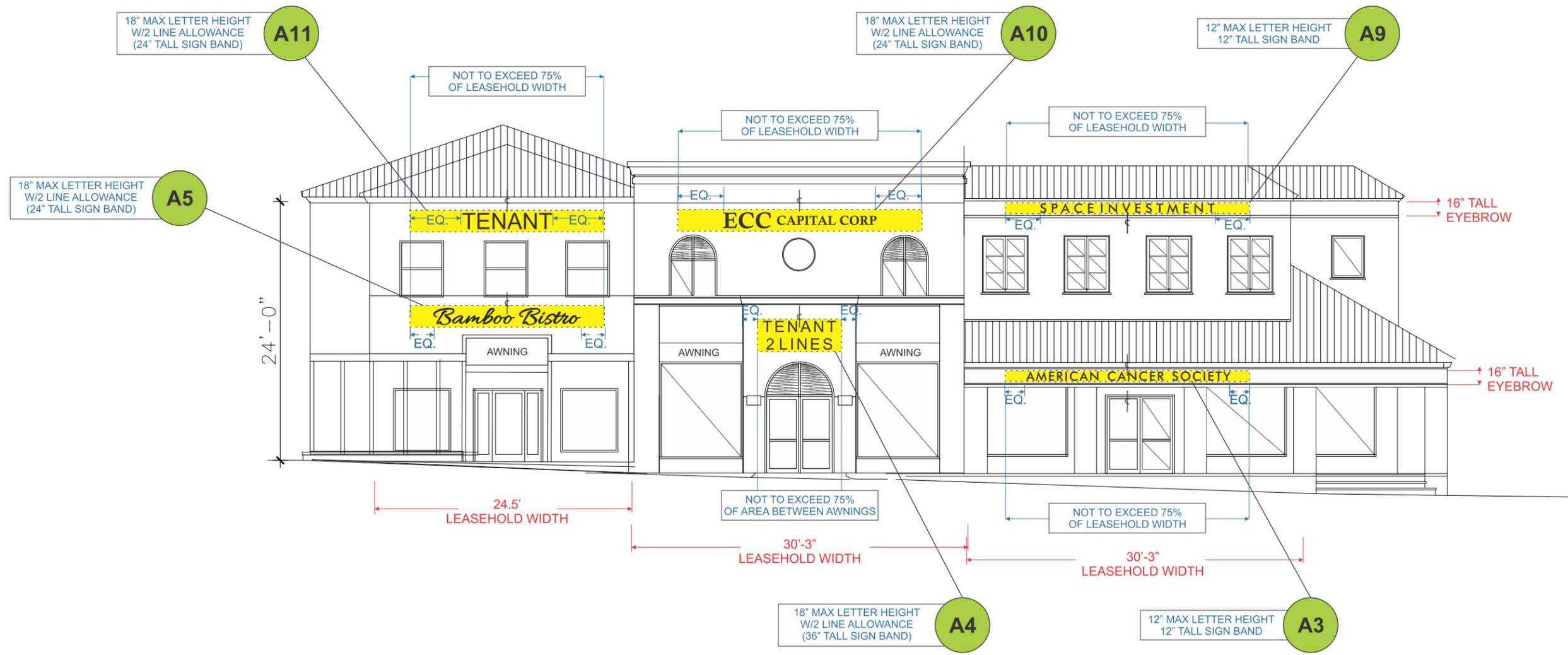
cell.....949.872.7244
office.....714.698.8144

PROJECT: 2600 PCH - SIGN MATRIX
SITE: 2600 E. COAST HWY
CDM, CA. 92625

NOTES:

SCALE: NTS
DATE: 06/29/23
REVISED:

SIGN LOCATIONS & DIMENSIONS - DAHLIA AVE. WEST ELEVATIONS



chris@risingsign.net
www.risingsign.net

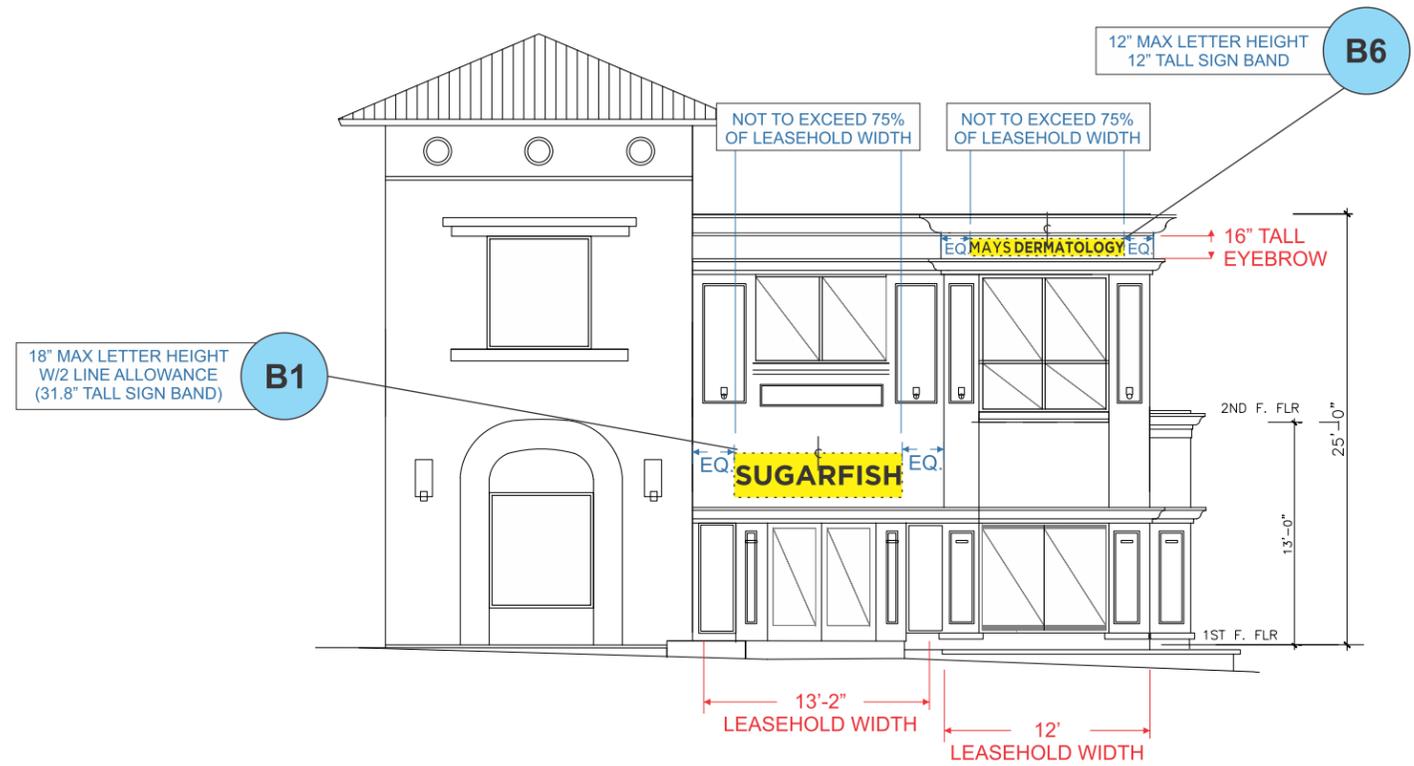
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office.....714.698.8144

PROJECT: 2600 PCH - SIGN MATRIX
SITE: 2600 E. COAST HWY
CDM, CA. 92625

NOTES:

SCALE: 3/32" = 1' DATE: 06/29/23
REVISED:

SIGN LOCATIONS & DIMENSIONS - DAHLIA AVE. WEST ELEVATIONS (CONTINUED)



chris@risingsign.net
www.risingsign.net

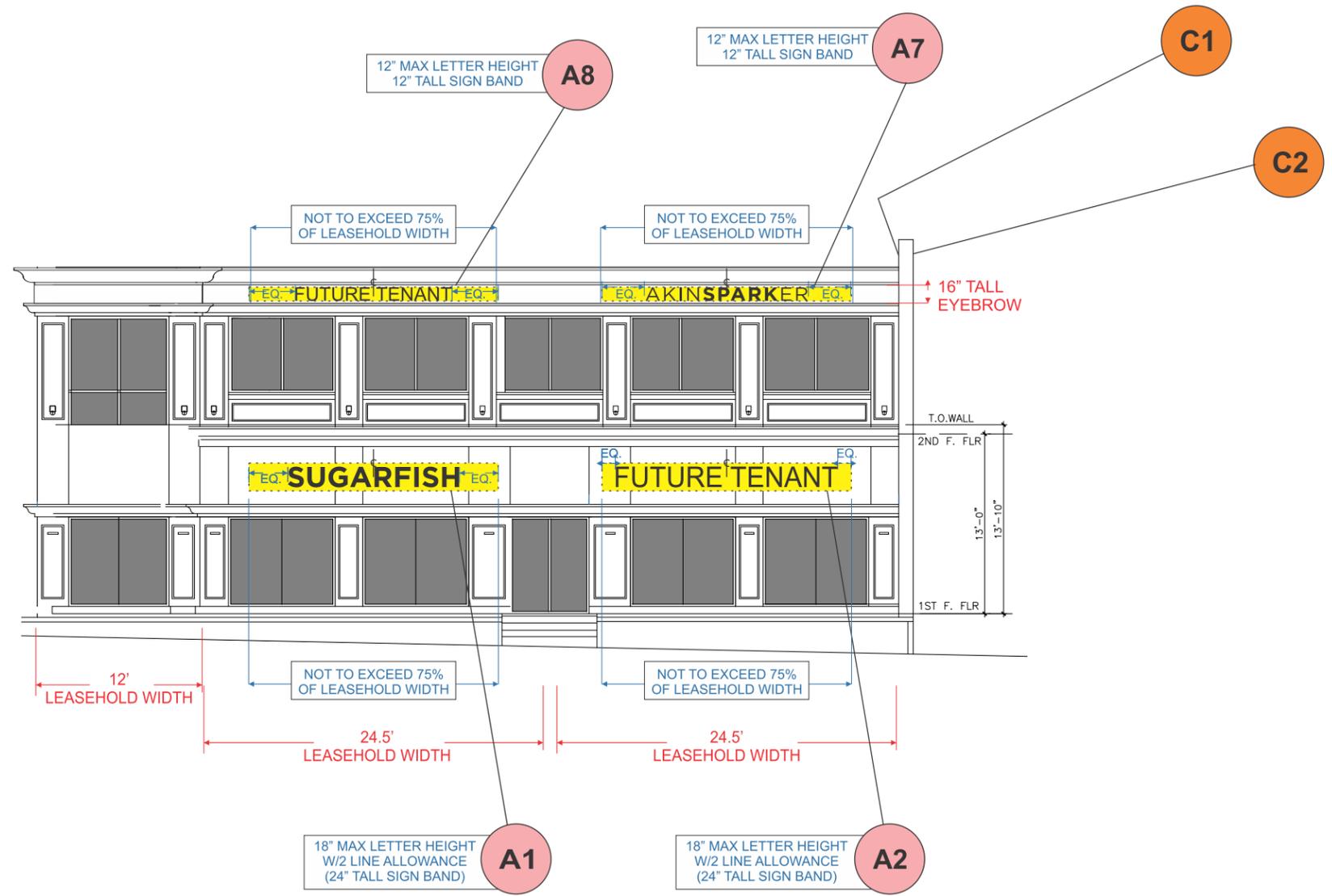
cell.....949.872.7244
office.....714.698.8144

PROJECT: 2600 PCH - SIGN MATRIX
SITE: 2600 E. COAST HWY
CDM, CA. 92625

NOTES:

SCALE: 3/32" = 1' DATE: 06/29/23
REVISED:

SIGN LOCATIONS & DIMENSIONS - PACIFIC COAST HIGHWAY



chris@risingsign.net
www.risingsign.net

cell.....949.872.7244
office.....714.698.8144

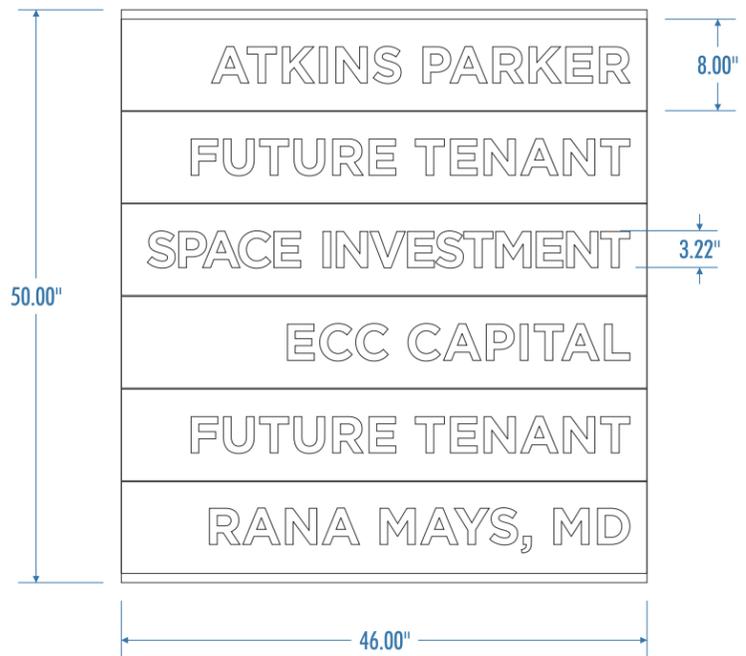
PROJECT: 2600 PCH - SIGN MATRIX
SITE: 2600 E. COAST HWY
CDM, CA. 92625

NOTES:

SCALE: 3/32" = 1' DATE: 06/29/23
REVISED:

C1

(NORTH FACING WALL)



1" DEEP ALUMINUM BACKGROUND WITH REMOVABLE TENANT PANELS PAINTED SATIN BLACK

1/2" THICK WHITE ACRYLIC

C1



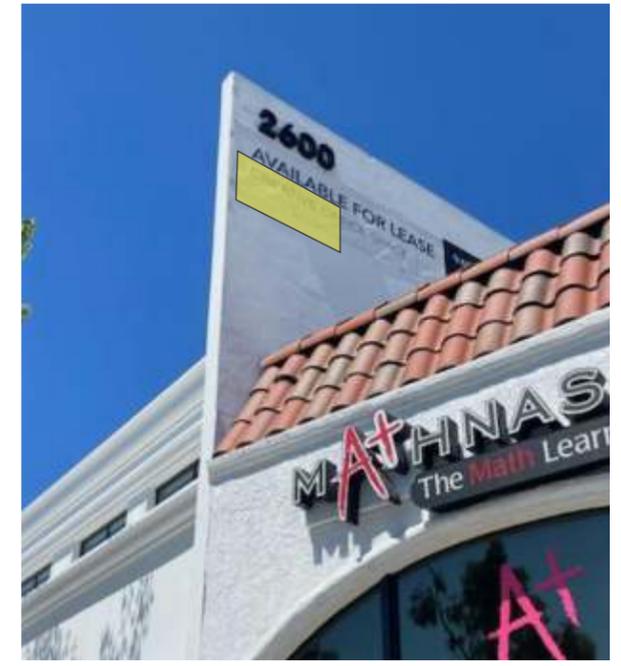
C2

(SOUTH FACING WALL)



1" THICK HIGH DENSITY FOAM LETTERING PAINTED BLACK WITH SATIN BLACK ACRYLIC FACES.

C2



chris@risingsign.net
www.risingsign.net

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office.....714.698.8144

PROJECT: 2600 PCH - SIGN MATRIX
SITE: 2600 E. COAST HWY
CDM, CA. 92625

NOTES:

SCALE: NTS
DATE: 06/29/23
REVISED: