



# Comprehensive Sign Program Information

Community Development Department  
Planning Division  
100 Civic Center Drive / P.O. Box 1768 / Newport Beach, CA 92658-8915  
949-644-3204  
[www.newportbeachca.gov](http://www.newportbeachca.gov)

## General Information

The purpose of a Comprehensive Sign Program is to integrate all of a project's signs, including a project identification sign with the overall site design and the structures' design into a unified architectural statement. A Comprehensive Sign Program provides a means for the flexible application of sign regulations for projects that require multiple signs in order to provide incentive and latitude in the design and display of multiple signs and to achieve, not circumvent, the purpose of [Chapter 20.42](#) of the City of Newport Beach Zoning Code. The approval of a Comprehensive Sign Program shall be required whenever any of the following circumstances exist.

1. Whenever 3 or more separate tenant spaces are created or proposed on the same lot;
2. Whenever 3 or more non-exempt signs are proposed for a single-tenant development;
3. Whenever signs are proposed to be located on or above the second story on a multi-story building;
4. Whenever a structure has more than 300 linear feet of frontage on a public street;
5. Whenever an existing multi-tenant development of 3 or more tenants is being remodeled or rehabilitated to the extent that the value of the work will be greater than 20 percent of the replacement cost of the building;
6. Whenever a theater or cinema use requests to deviate from the standards of this Chapter. The Comprehensive Sign Program may allow marquee signs, brighter lights, and design features not otherwise authorized by this Chapter if the sign is generally consistent with the adopted sign design guidelines and the purposes of this Chapter. Approval shall not be based on message content;
7. Whenever the Director determines that a Comprehensive Sign Program is necessary because of special project characteristics (e.g., the size of proposed signs, limited site visibility, a business within a business, the location of the site relative to major transportation routes, etc.); and
8. A Comprehensive Sign Program shall not be used to override the prohibition on new billboards set forth in Section 20.42.030.F.

## Application Requirements

To apply please provide the following:

- A. A Planning Permit Application for a Comprehensive Sign Program
  - B. Four (4) sets of reduced 11"x17" plans, which include the following:
    - The existing and proposed site/plot and elevations plans. The plot plan must display the entire property, property lines, adjacent streets, and existing building(s) on site. The elevation plans must display frontages showing the maximum height and area of each sign.
  - C. Four (4) completed Comprehensive Sign Table Matrix Worksheets. The Comprehensive Sign Table Matrix Worksheet is attached to this information packet. A version of the document is also available in word format. Please visit the Planning Department or call (949)644-3200 to request a word version of the document be sent via email.
  - D. Filing Fee
- A filing fee is required at the time of filing to partially defray the cost of processing and other expenses. The Planning Department will advise you of said fee.
- E. Electronic Copy

All of the above submittal items are required to be submitted in electronic format (i.e., USB flash drive or CD-ROM) as determined by the Planning Department prior to application submittal.



# Comprehensive Sign Program Matrix Worksheet

Community Development Department  
 Planning Division  
 100 Civic Center Drive / P.O. Box 1768 / Newport Beach, CA 92658-8915  
 949-644-3204  
[www.newportbeachca.gov](http://www.newportbeachca.gov)

Please Designate:

1. Street Frontage/parking lot frontage

Frontages: A \_\_\_\_\_  
 B \_\_\_\_\_  
 C \_\_\_\_\_  
 D \_\_\_\_\_

2. In the table below designate frontages for each tenant space, as primary or secondary (street, parking lot, building elevation, other) and designate maximum number of signs per tenant.
3. Area limitations, maximum vertical or horizontal dimensions, and maximum logo area or vertical or horizontal dimensions per sign.
4. Project identification signs, wall, monument or pylon with area and vertical and horizontal dimensions.

Site and Suite No. or Building Address Assign as necessary	Primary Frontage Size limitations where applicable	Secondary Frontage Size limitations, where applicable
Insert Suite No. Here	Choose a Frontage: A B C D 1.5 square feet/linear foot of store frontage or max area of _____ sq ft. Maximum vertical dimension, sign or logos, _____-inches. Minimum distance shall be _____ linear feet from the secondary sign.	Choose a Frontage: A B C D 50% of allowable primary sign allowance _____ sq ft. maximum. Maximum vertical dimension, sign or logos, _____ in. Minimum distance shall be _____ linear feet from the primary sign.
Insert Suite No. Here	Choose a Frontage: A B C D 1.5 square feet/linear foot of store frontage or max area of _____ sq ft. Maximum vertical dimension, sign or logos, _____-inches. Minimum distance shall be _____ linear feet from the secondary sign.	Choose a Frontage: A B C D 50% of allowable primary sign allowance _____ sq ft. maximum. Maximum vertical dimension, sign or logos, _____ in. Minimum distance shall be _____ linear feet from the primary sign.
Second Floor Office Suites	Choose a Frontage: A B C D Signs proposed or NONE permitted?	Choose a Frontage: A B C D Signs proposed or NONE permitted?
Project Identification Signs (Wall, Pylon or Monument)  List sign location and/or frontages proposed and number per frontage. Specify maximum vertical and horizontal dimensions and sign area	Choose a Frontage: A B C D Maximum vertical dimension, sign or logos, _____ in. Minimum distance shall be _____ linear feet from the secondary sign.	Choose a Frontage: A B C D 50% of allowable primary sign allowance _____ sq ft. maximum. Maximum vertical dimension, sign or logos, _____ in. Minimum distance shall be _____ linear feet from the primary sign.
Address sign location (monument, etc)	Choose a Frontage: A B C D Maximum vertical and horizontal dimensions and sign face area.	Choose a Frontage: A B C D Maximum vertical and horizontal dimensions and sign face area.
Other Signage (awning, blade, etc)		



# Comprehensive Sign Program Matrix Worksheet

Community Development Department  
 Planning Division  
 100 Civic Center Drive / P.O. Box 1768 / Newport Beach, CA 92658-8915  
 949-644-3204  
[www.newportbeachca.gov](http://www.newportbeachca.gov)

Please Designate and fill in the table below:

1. Street Frontage/parking lot frontage  
 Frontages: A \_\_\_\_\_  
                   B \_\_\_\_\_  
                   C \_\_\_\_\_  
                   D \_\_\_\_\_
2. In the table below designate frontages for each tenant space, as primary or secondary (street, parking lot, building elevation, other) and designate maximum number of signs per tenant.
3. Area limitations, maximum vertical or horizontal dimensions, and maximum logo area or vertical or horizontal dimensions per sign.
4. Project identification signs, wall, monument or pylon with area and vertical and horizontal dimensions.

Site and Suite No. or Building Address Assign as necessary	Primary Frontage Size limitations where applicable	Secondary Frontage Size limitations, where applicable
Other Signage (awning, blade, etc)		