



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

TO: CITY COUNCIL, CITY MANAGER AND PLANNING COMMISSION  
FROM: Seimone Jurjis, Community Development Director  
SUBJECT: Report of actions taken by the Zoning Administrator, and/or Planning Division staff for the week ending July 9, 2021.

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

Item 1: Jobot House Comprehensive Sign Program No. CS2021-002 (PA2021-108)  
Site Address: 3101 West Coast Highway

Action: Approved

Council District 3

**APPEAL PERIOD:** An appeal or call for review may be filed with the Director of Community Development or City Clerk, as applicable, within fourteen (14) days following the date the action or decision was rendered unless a different period of time is specified by the Municipal Code (e.g., Title 19 allows ten (10) day appeal period for tentative parcel and tract maps, lot line adjustments, or lot mergers). For additional information on filing an appeal, contact the Planning Division at 949 644-3200.



## COMMUNITY DEVELOPMENT DEPARTMENT

### PLANNING DIVISION

100 Civic Center Drive, P.O. Box 1768, Newport Beach, CA 92658-8915  
949-644-3200

[www.newportbeachca.gov](http://www.newportbeachca.gov)

### **ZONING ADMINISTRATOR ACTION LETTER**

**Subject:** Jobot House Comprehensive Sign Program (PA2021-108)  
▪ Comprehensive Sign Program No. CS2021-002

**Site Location** 3101 West Coast Highway

**Applicant** Shubin Donaldson

**Legal Description** Parcel 1 of Parcel Map No. 81-713  
City of Newport Beach, County of Orange  
State of California

On July 7, 2021, the Zoning Administrator approved Comprehensive Sign Program No. CS2021-002. This approval is in accordance to 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:** Mixed-Use Water 1 (MU-W1)
- **Zoning District:** Mixed-Use Water (MU-W1)
- **Coastal Land Use Plan Category:** Mixed-Use Water Related (MU-W)
- **Coastal Zoning District:** Mixed-Use Water (MU-W1)

#### **SUMMARY**

A comprehensive sign program is required to allow a new pylon sign along the front property line to deviate from several NBMC standards. The only other signs on the property are incidental signs such as parking, coastal access, and directional signage. No additional freestanding signs nor wall signs are proposed. The request includes deviations to the following standards for pylon signs:

1. Minimum distance from the sign support to the property line (5 feet required vs. 4 feet 3 inches proposed).
2. Minimum size of the pylon supports (1 foot 6 inches vs 6 inches proposed)
3. Maximum distance between pylon supports (3 feet vs 3 feet 6 inches proposed).

The property is located within the Mixed-Use Water (MU-W1) Zoning District. The General Plan Land Use Element category is Mixed-Use Water 1 (MU-W1).

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 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. A comprehensive sign program is required whenever a proposed sign does not meet the minimum or maximum size standards of the NBMC. In this case, the proposed sign includes three (3) deviations to standards of the NBMC. The deviations are minor, and result is a slightly smaller and more “open” pylon sign. The deviations to allow for narrower support posts and a greater distance between the two (2) support posts would create an opening in the lower area of the sign structure. The proposed opening would provide opportunities to see through the signage when navigating along West Coast Highway or entering and existing the adjacent driveway.
2. The purpose of the Sign Standards (NBMC 20.42.010 – Purpose) is to allow each sign user an opportunity for adequate identification while guarding against the excessive and confusing proliferation of signs by appropriately regulating the time, place, and manner under which signs may be displayed. The proposed sign program allows the user to provide adequate identification for anchor tenants and is the only permitted sign on the property.
3. 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. The proposed pylon sign has a similar contemporary shipyard style that is consistent with the design theme of the commercial building.
4. Approval of this Comprehensive Sign Program includes deviations to the dimensions of signage. It allows the flexible application of the sign regulations to

achieve a unified design theme that meets the purpose and intent of the Zoning Code. The font, colors, and materials of the pylon sign will complement the architecture and colors of the commercial building.

#### 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 office and commercial tenants, and the signage design has been integrated with the design and character of the building.
2. Proposed identification signage has been consolidated to one (1) sign that will identify the two (2) main tenants. The proposed sign will ensure adequate visibility is provided on site and from West Coast Highway to the greatest extent possible.
3. The proposed sign complies with the maximum height and maximum sign standards of the NBMC and no other signs are requested on the site, reducing the potential for sign clutter or proliferation.
4. If the tenancy changes, deviation from this approval shall be reviewed and approved 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 sign.

#### Standard

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

#### Fact in Support of Standard

1. The Comprehensive Sign Program addresses all project signage. Temporary and exempt signs not specifically addressed in the sign program shall be regulated by the provisions of 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 is for the use of multiple commercial tenants and has been designed to be effective for such uses as there is space on the sign for additional or replacement tenants.
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.
3. Consistent with Chapter 20.42 (Sign Standards), the Director may approve minor revisions to the Sign Program if the intent of the original approval is not affected.

### Standard

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

### Facts in Support of Standard

1. The proposed sign is requested in conjunction with a recent remodel to the property that included modifications to the existing commercial building. There is an existing planter wall located near front property line that has been remodeled. However, the planter wall cannot be moved from its current location without reducing the landscaping area along West Coast Highway or by removing existing parking spaces. The proposed sign support is located adjacent to the planter wall to create as much distance as possible from the front property line to the sign support. The minimum distance of five (5) feet from the property for pylon signs is not feasible in this case due to the existing planter wall condition. Therefore, the applicant has provided the greatest distance possible while providing identification for the property that meets the minimum letter size of six (6) inches.
2. The proposed sign includes three (3) deviations to standards of the NBMC. The deviations are minor, and result is a slightly smaller and more “open” pylon sign. The deviations to allow for narrower support posts and a greater distance between the two (2) support posts create an approximately five (5)-foot-high by three (3) feet six (6)-inch-wide opening in the lower area of the sign structure. The proposed opening would create opportunities to see through the signage when navigating along West Coast Highway and improving sight distance for vehicles entering and existing the adjacent driveway. The Public Works Department has reviewed the proposed sign for compliance with line of sight standards.
3. The project site is located in Mariners’ Mile, which is subject to the Mariners’ Mile Design Guidelines (MMDG). The MMDG includes objectives and criteria for various sign types along Mariner’s Mile. The objective is to encourage legibility, visual

coherence, and coordination. In this case, the signage complies with the minimum size requirements for copy and is visually compatible with the recently remodeled building onsite. Further, the MMDG encourages removing of any existing non-conforming signs. The proposed project includes the removal of an existing non-conforming pole sign with internally illuminated translucent face and replacement with a conforming sign type.

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

1. The Comprehensive Sign program does not authorize the use of prohibited signs. The project removal of an existing non-conforming pole sign with internally illuminated translucent face and replacement with an allowed sign type.

Standard

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

Fact in Support of Standard

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

**CONDITIONS**

1. The development shall be in substantial conformance with the approved site plan, details, and elevations, except as noted in the following conditions.
2. 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 (Sign Standards) of the Newport Beach Municipal Code or required by the Public Works Department.
3. All signs shall be maintained in accordance with Section 20.42.170 (Maintenance Requirements) of the Newport Beach Municipal Code. Temporary and exempt signs not specifically addressed in the program shall be regulated by the provisions of Chapter 20.42 (Sign Standards) of the Newport Beach Municipal Code.
4. In accordance with Municipal Code Section 20.42.120.F (Revisions to Comprehensive Sign Programs) of the Zoning Code, the Community Development Director may approve minor revisions to the Sign Program if the intent of the original approval is not affected.

5. Prior to 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.
6. A building permit shall be obtained prior to commencement of the construction and/or installation of the signs.
7. 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.
8. 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 **Jobot House Comprehensive Sign Program including, but not limited to Comprehensive Sign Program No. CS2021-002 (PA2021-108)** 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.

**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:



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Liz Westmoreland, Associate Planner



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Jaime Murillo  
Zoning Administrator

MS/law

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 No. CS2021-002  
PA2021-108  
**3101 West Coast Highway**

# **Attachment No. ZA 2**

Comprehensive Sign Program Matrix

**SIGN MATRIX**

**STREET FRONTAGE / PARKING LOT FRONTAGE**

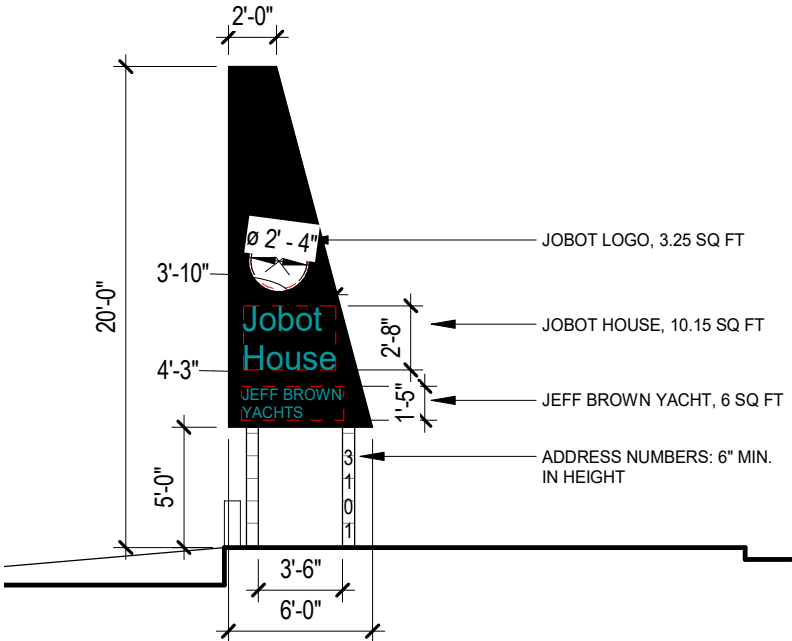
- A:** 287' (NORTH FRONTAGE)
- B:**
- C:**
- D:**

**BUILDING ADDRESS/ SUITE INFO**

**PRIMARY FRONTAGE**

3101

FRONTAGE A - STREET  
 SIGN HEIGHT = 20'  
 SIGN WIDTH = 6' AT WIDEST  
 TOTAL SIGN SF: 70  
 TENANT LETTERS:  
 JOBOT HOUSE: 1' HIGH LETTERS, 10.15 SQ FT TOTAL  
 JEFF BROWN YACHT: 6" HIGH LETTERS, 4.3 SQ FT TOTAL



# **Attachment No. ZA 3**

Project Plans

WEST COAST HIGHWAY

D=0727'55" R=1870.00' L=243.65'

(E) NONCOMPLIANT SIGN

3121 WEST COAST HIGHWAY

3101 WEST COAST HIGHWAY

2901 WEST COAST HIGHWAY

N17° 05'21"E 242.73'

N20° 58'26"E 242.89'

**ShubinDonaldson**

ShubinDonaldson Architects LLC

32 EXECUTIVE PARK #115  
IRVINE, CA 92614  
714.352.5353

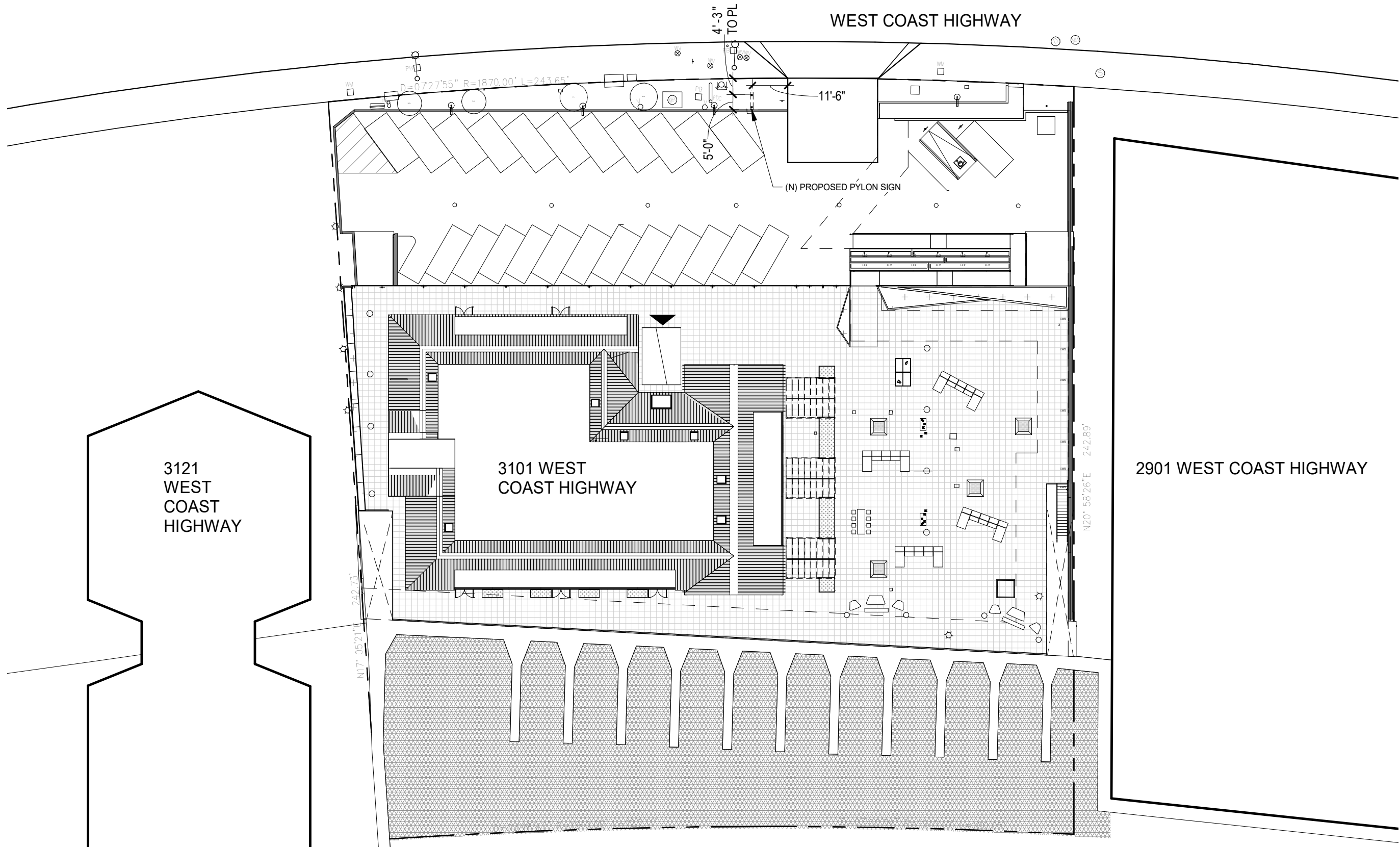
JOB NAME: 3101 PCH  
JOB NUMBER: 1730

**SITE PLAN - EXISTING**

REV. #	ISSUE DATE	DESCRIPTION	SCALE:	ISSUED BY
2	10/18/18	PLAN CHECK REVISIONS	1/32" = 1'-0"	

**SK.01**

SKETCH No.



**ShubinDonaldson**

ShubinDonaldson Architects LLC

32 EXECUTIVE PARK #115  
IRVINE, CA 92614  
TEL 714.352.5353

JOB NAME: 3101 PCH  
JOB NUMBER: 1730

**SITE PLAN - PROPOSED**

REV. #	ISSUE DATE	DESCRIPTION	SCALE:	ISSUED BY
2	10/18/18	PLAN CHECK REVISIONS	1/32" = 1'-0"	

**SK.02**

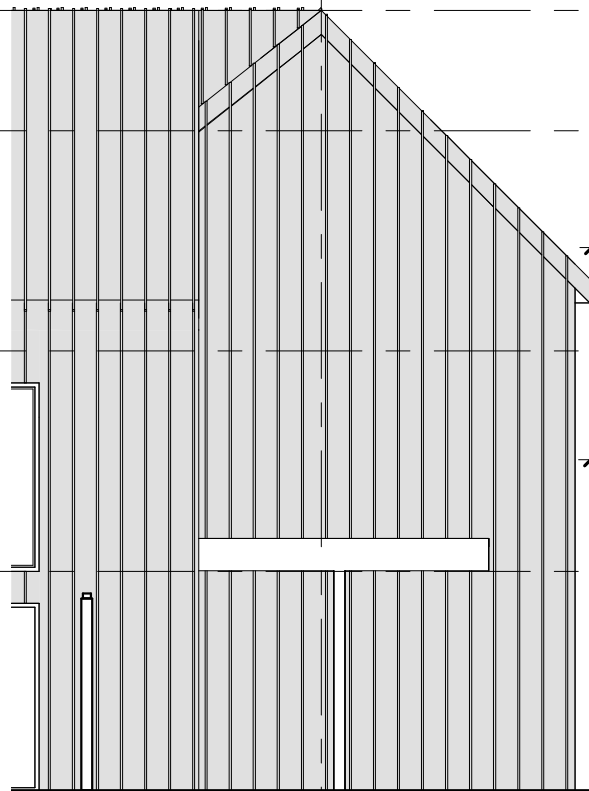
H

J

K

L

M



75'-10"

66'-7"

66'-4 1/2"

20'-0"

5'-0"

7'-6"

3'-6"

3'-6"

4'-3"

6'-0"

ROOF - PITCH (149)  
42' - 11"

ROOF - FLAT (144)  
37' - 11"

LEVEL 4 (134.83)  
28' - 9"

LEVEL 3 (125.67)  
19' - 7"

LEVEL 2 (116.50)  
10' - 5"

LEVEL 2A (110.09)  
4' - 0"

STEEL, DARK PATINA

JOBOT LOGO

ADDRESS NUMBERS: 6" MIN.  
IN HEIGHT

4" HSS COLUMN CLAD IN IPE

SIDEWALK

STREET

PL

NOTE: SF OF SIGN FACE = 70'

**ShubinDonaldson**

ShubinDonaldson Architects LLC

32 EXECUTIVE PARK #115  
IRVINE, CA 92614  
TEL 714.352.5353

JOB NAME: 3101 PCH  
JOB NUMBER: 1730

# SITE - ELEVATION

REV. #	ISSUE DATE	DESCRIPTION

SCALE:

1/8" = 1'-0"

ISSUED BY

## SK.03

SKETCH No.

6/11/2021 4:41:44 PM



**SIGN MATRIX**

**STREET FRONTAGE / PARKING LOT FRONTAGE**

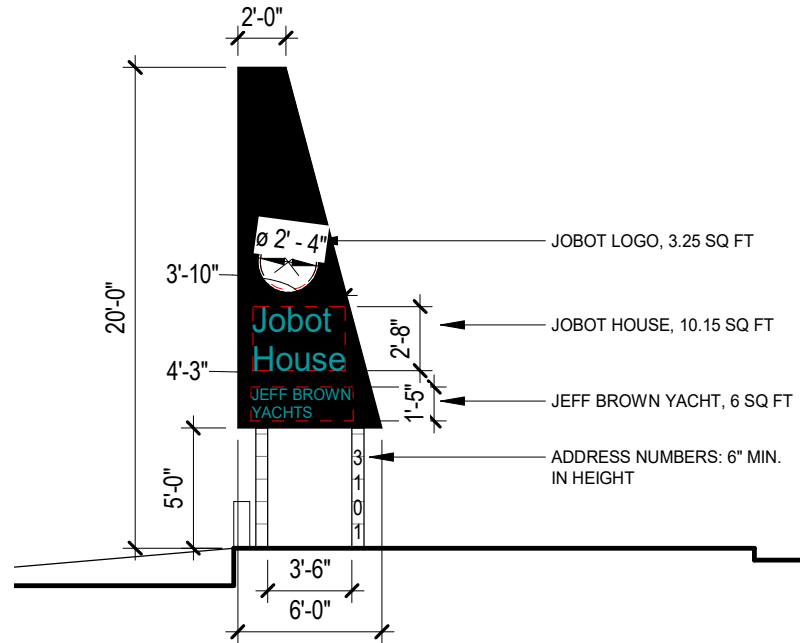
- A:** 287' (NORTH FRONTAGE)
- B:**
- C:**
- D:**

**BUILDING ADDRESS/ SUITE INFO**

3101

**PRIMARY FRONTAGE**

FRONTAGE A - STREET  
 SIGN HEIGHT = 20'  
 SIGN WIDTH = 6' AT WIDEST  
 TOTAL SIGN SF: 70  
 TENANT LETTERS:  
 JOBOT HOUSE: 1' HIGH LETTERS, 10.15 SQ FT TOTAL  
 JEFF BROWN YACHT: 6" HIGH LETTERS, 4.3 SQ FT TOTAL



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 TEL 714.352.5353

JOB NAME: 3101 PCH  
 JOB NUMBER: 1730

**SIGN MATRIX**

REV. #	ISSUE DATE	DESCRIPTION	SCALE:	ISSUED BY
			1/8" = 1'-0"	

**SK.04**

SKETCH No.



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JOB NAME: 3101 PCH  
JOB NUMBER: 1730

**SITE - ELEVATION 2**

REV. #	ISSUE DATE	DESCRIPTION	SCALE:	ISSUED BY
			1/8" = 1'-0"	

**SK.05**