



**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 August 6, 2021.

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

Item 1: Plaza Corona del Mar – Comprehensive Sign Program No. CS2021-003 (PA2021-121)
Site Address: 3918 - 3928 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 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

ZONING ADMINISTRATOR ACTION LETTER

Subject: Plaza Corona del Mar Comprehensive Sign Program (PA2021-121)
▪ Comprehensive Sign Program No. CS2021-003

Site Location 3918 - 3928 East Coast Highway

Applicant Marcelo Lische, A.I.A.

Legal Description Lot 1 of Tract No. 17386

On August 6, 2021, the Zoning Administrator approved Comprehensive Sign Program No. CS2021-003. 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:** Multiple Residential (RM)
- **Zoning District:** Multiple Residential (RM)

SUMMARY

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

1. Minimum distance from the sign to the property line (5 feet required versus 3 feet, 6 inches proposed).
2. Maximum width of monument sign (9 feet maximum versus 16 feet, 6 inches proposed)

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 sign is incidental and accessory to the residential 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. The proposed sign is requested in conjunction with a recent redevelopment of the property that included a residential development. The development contains six (6) detached dwelling units above a common subterranean parking structure. In this case, the proposed sign includes two (2) deviations to standards of the NBMC for sign width and location.
2. The width deviation results in a longer sign face for a total of 16 feet, 6 inches (or 7 feet, 6 inches beyond the standard width allowed). However, the sign is behind a planter area and the exposed sign face only measures 2 feet, 9 inches tall, whereas up to a maximum 6-foot-tall sign is allowed. The proposed sign support is located adjacent to an existing planter and creates as much distance as possible from the front property line to the sign support. The minimum distance of 5 feet from the property for monument signs is not feasible in this case due to the location and width of a Code-compliant accessible entry pathway. Therefore, the applicant has provided the greatest distance possible while providing identification for the property that meets the minimum letter size of 6 inches.
3. The proposed width and location would provide opportunities to identify the project when navigating along East Coast Highway.
4. The purpose of the Sign Standards (NBMC Section 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 provides adequate project identification for the residential tenants and is the only permitted sign on the property.
5. The purpose of a comprehensive sign program is to integrate all project signage, including a project identification sign, with the overall site design and the structures' design into a unified architectural statement. The proposed monument sign's contemporary style is consistent with the design theme of the building. The sign

would feature a smooth concrete face and stainless-steel lettering that accents the exterior stucco and metal roofing of the residential and commercial structures.

6. Approval of this Comprehensive Sign Program includes deviations to the width and location of the signage. The sign's increased width allows the sign height (proposed at 2 foot, 9 inches) to be 54 percent lower than the maximum sign height allowed (6 feet). It will enable 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 monument sign will complement the architecture and colors of the residential and commercial buildings.

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 residential tenants, and the signage design has been integrated with the design and character of the buildings.
2. Proposed identification signage has been consolidated to one (1) sign that will identify the residential development. The proposed sign will ensure adequate traffic visibility is provided on site and from East Coast Highway.
3. The proposed sign is below the maximum height and maximum sign standards of the NBMC and no other project identification signs are requested on the site, reducing the potential for sign clutter or proliferation.
4. As shown on the elevations of the project plans, the sign is appropriately sized and will complement the development.
5. If the tenancy changes, deviation from this approval shall be reviewed and approved by the Planning Division to determine substantial conformance with this approval.
6. 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 Chapter 20.42 (Sign Standards) of the NBMC.

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. It is not anticipated that future revisions to the program will be necessary. The proposed sign is intended to identify a residential development and changes are not anticipated.
2. Consistent with NBMC 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].

Fact in Support of Standard

1. Facts in Support of Standard B.2, B.3 and B.4 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

1. The Comprehensive Sign Program does not authorize the use of prohibited signs. A monument sign is an authorized standard sign type. A comprehensive sign program may allow the project's requested deviations from sign standards.

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 the sign's 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. The sign shall not exceed a total width of 16 feet, 6 inches, and a total height of 2 feet, 9 inches.
3. Location of the sign is limited to the designated areas and shall comply with the limitations specified in the Project Plans included in Attachment No. ZA 2 and any applicable sight distance provisions of Chapter 20.42 (Sign Standards) of the NBMC or required by the Public Works Department.
4. All signs shall be maintained in accordance with 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 (Sign Standards) of the NBMC.
5. 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.
6. 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.
7. A building permit shall be obtained prior to commencement of the construction and/or installation of the signs.
8. A copy of the approval action letter, including conditions of approval, 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.

9. 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 **Corona del Mar Plaza Comprehensive Sign Program including, but not limited to Comprehensive Sign Program No. CS2021-003 (PA2021-121)** 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:



Patrick Achis
Assistant Planner



Jaime Murillo
Zoning Administrator

BMZ/pda

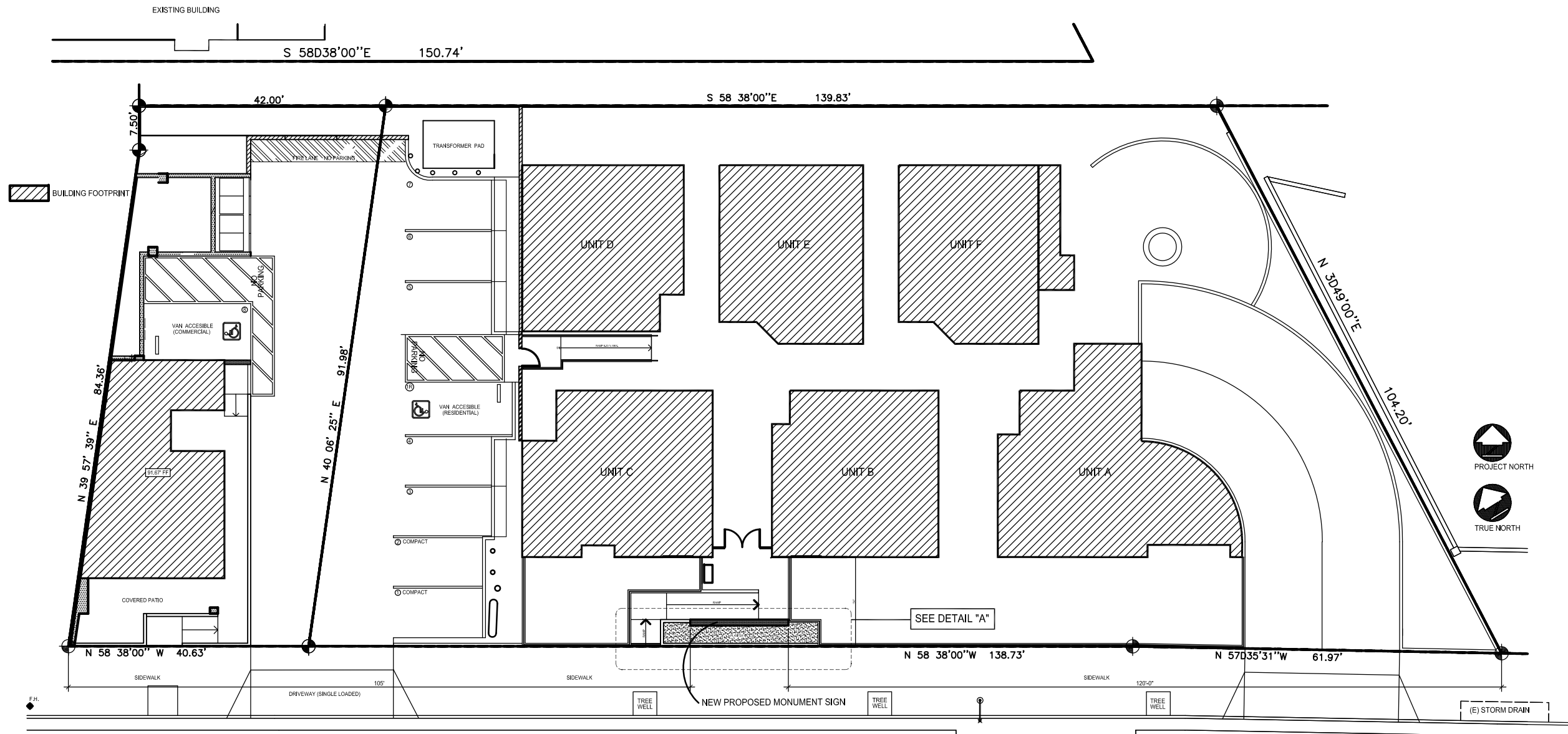
Attachments: ZA 1 Vicinity Map
ZA 2 Project Plans

Attachment No. ZA 1

Vicinity Map

Attachment No. ZA 2

Project Plans



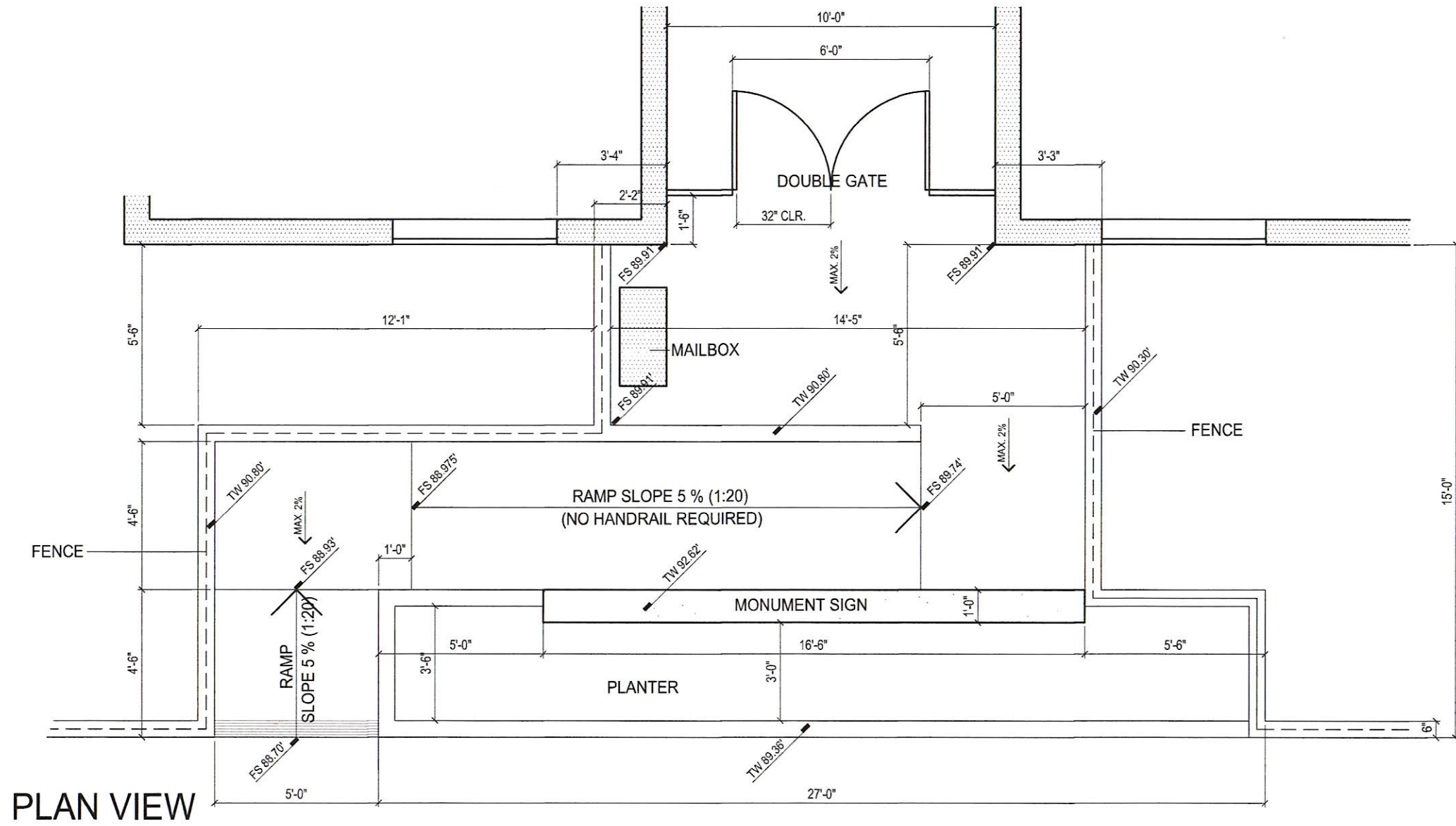
SCOPE OF WORK: BUILD NEW CONCRETE MONUMENT SIGN WITH STAINLESS STEEL LETTERS AND LED LIGHTING

EAST COAST HIGHWAY

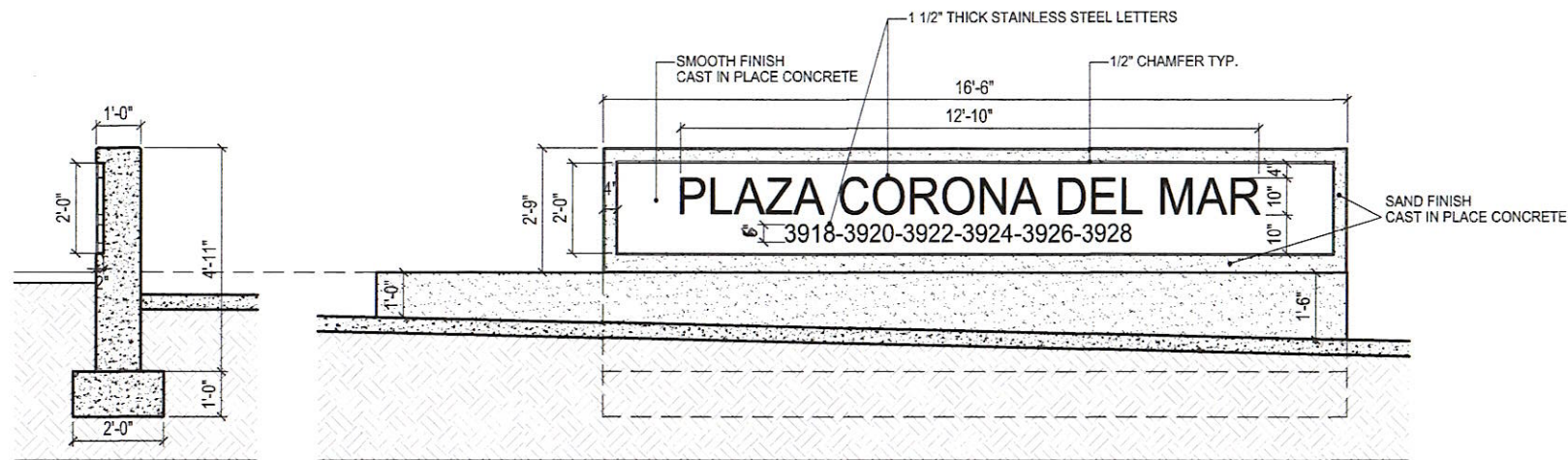
MONUMENT SIGN LOCATION

MARCELO E. LISCHÉ, ARCHITECT AIA
 2152 DUPONT DRIVE, SUITE 255
 IRVINE, CA. 92612

PLAZA CORONA DEL MAR
 3900 / 3928 E. COST HIGHWAY
 CORONA DEL MAR, CA. 92625



PLAN VIEW

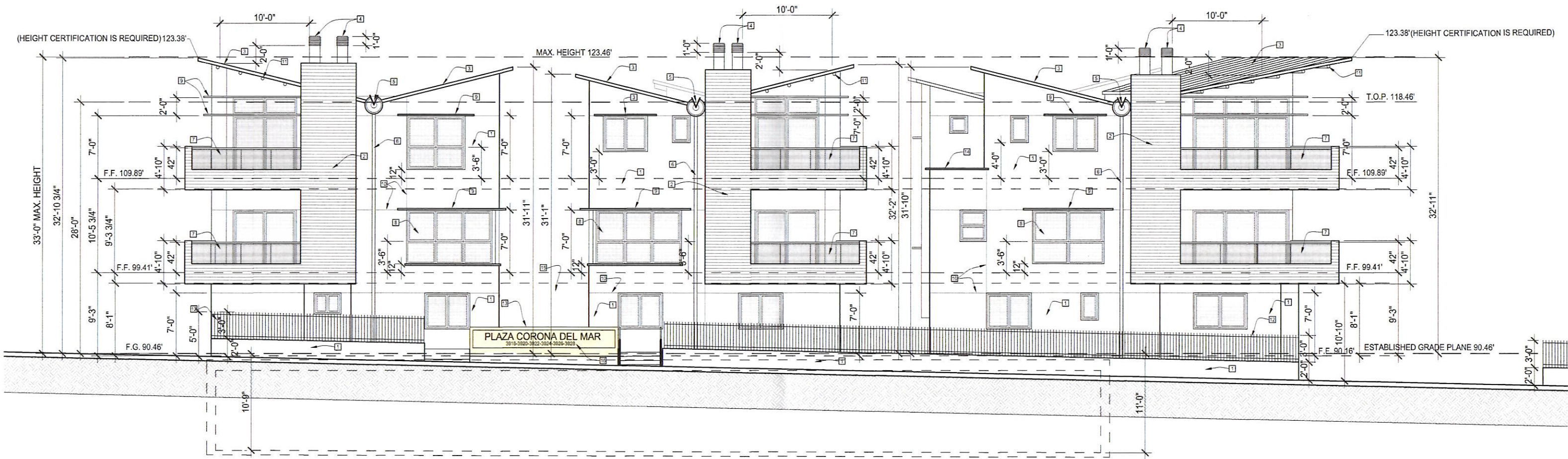


SECTION

FRONT VIEW

MARCELO E. LISCHÉ, ARCHITECT AIA
 2152 DUPONT DRIVE, SUITE 255
 IRVINE, CA. 92612

PLAZA CORONA DEL MAR
 3900 / 3928 E. COST HIGHWAY
 CORONA DEL MAR, CA. 92625



SOUTH ELEVATION (street front)