



**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 June 3, 2022.

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

Item 1: Coast Business Center, Ltd. Amendment – Comprehensive Sign Program No. CS2022-001 (PA2022-050)  
Site Address: 2121 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](http://www.newportbeachca.gov)

**ZONING ADMINISTRATOR ACTION LETTER**

**Subject:** Coast Business Center, Ltd. Amendment (PA2022-050)  
▪ Comprehensive Sign Program No. CS2022-001

**Site Location** 2121 East Coast Highway

**Applicant** Coast Business Center, Ltd.

**Legal Description** Parcel 2 Resub 0659

On **June 3, 2022**, the Zoning Administrator approved Comprehensive Sign Program No. CS2022-001 (PA2022-050) for a multi-tenant office building located at 2121 East Coast Highway. 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-G (General Commercial Office)
- **Zoning District:** OG (Office - General)
- **Coastal Land Use Plan Category:** COG-B (General Commercial Office)
- **Coastal Zoning District:** OG (Office - General)

**SUMMARY**

A request to amend an existing comprehensive sign program for an existing multi-tenant commercial office building. The Applicant has reassessed site identification needs since the existing Comprehensive Sign Program CS2007-002 (PA2007-084) was granted in 2007. Comprehensive Sign Program No. CS2022-001 is requested to reduce the sign areas, standardize fonts, and adjust sign placement requirements. There is no change to the total number of allowed signs. The wall signs for this building are specifically allowed on the architectural fascias in the locations described below and in the Sign Matrix. Specifically, the following changes are proposed:

1. Removal of the minimum 20-foot distance requirement between signs on adjoining fascias.
2. Reducing sign letter heights and widths, and requiring sign centering within each of the fascias, to better fit the architectural fascias of the building.
3. For Sign Types B1 and B2, allowing an exception to the sign centering requirements to allow for better visibility due to building orientation, but maintaining a minimum separation of 12 feet to the edge of the fascia to maintain adequate sign separation from Sign Type C.

4. A reduction in the lettering height and length of the signs on panels of the existing monument sign to provide additional tenant identification. There is no change to the existing monument sign structure.

Once approved and effective, this Comprehensive Sign Program shall supersede Comprehensive Sign Program No. CS2007-002 (PA2007-084). The amended sign program, including conditions of approval and the updated Sign Matrix, is included as Attachment No. ZA 2.

The signs included in this Comprehensive Sign Program are exempt from coastal development permit requirements pursuant to the City's certified Local Coastal Program, NBMC Section 21.52.035(C)(2). The approval allows the placement of attached accessory signage to the fascias of the existing building in addition to one existing monument sign and does not involve a risk of adverse environmental effect, affect public access or views, or involve a change in use contrary to the Coastal Act.

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], 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 existing comprehensive sign program provides adequate and organized identification for the tenants of the existing commercial office building; however, the property owner has realized the aesthetics would benefit from a more standardized font and letter height, consistent with the intent of the Zoning Code. The changes are

summarized in this action letter and provided in detail in the updated Comprehensive Sign Program Matrix found in Attachment No. ZA2.

2. The Comprehensive Sign Program complies with the purpose and intent of NBMC Chapter 20.42 (Sign Standards). The reduction in sign sizes and adjusted placement requirements provide a better fit for the building fascias, preventing proliferation of signage. The Comprehensive Sign Program also provides the necessary identification for motorists travelling in both directions on Coast Highway, which is a street with heavy vehicular traffic.
3. The reduction in the lettering height for the signs on the existing monument sign panels allows for increased tenant identification opportunities, including for those building tenants that are not afforded wall signage. Given the monument sign's location close to the walkway and street, the reduction in letter height does not affect visibility.
4. The purpose of a comprehensive sign program is to integrate all of a project's signs. It provides a means for the flexible application of sign regulations for projects that require multiple signs. The font, colors, and materials of the fascia signs and ground sign will complement the architecture of the office building. The signage provides incentive and latitude in the design and display of signs.
5. The Comprehensive Sign Program will maintain the deviations to the number and location of signs as approved by the original comprehensive sign program and allows the flexible application of the sign regulations to achieve a unified design theme that meets the purpose and intent of the Zoning Code.

#### 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 building is intended for multi-tenant office use and the signage design affords multiple tenants sign identification that is integral with the design and character of the building.
2. The total number of signs allowed is not changing. The proposed changes will improve the visual design by reducing the sizes and fitting upon the fascias consistently. All signage will use uniform black font to create further design consistency throughout.
3. This Comprehensive Sign Program will integrate the previously approved monument sign and fascia signs at 2121 East Coast Highway into a single design theme to

create a unified architectural statement and provide reduced and limited signage on the building wall fascias.

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 office 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 Comprehensive 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 Comprehensive Sign Program if the intent of the original approval is not affected.

Standard

*F. The program shall comply with the standards of this Chapter [Chapter 20.42 - Sign Standards], except those 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 Comprehensive Sign Program will maintain the allowance for the 16 existing fascia signs, including upper-level fascia signs, in order to provide enhanced identification and visibility for the multiple tenants of the office building. Due to the building's design

with multiple vertical jogs along the building frontages, it creates multiple and logical opportunities for additional signage without cluttering the building.

2. Due to the multiple vertical jogs along the building frontages, several of the building fascias are narrow and limit placement within the center 50 percent of the fascia. Additionally, this limits the ability to maintain the required 30 feet of separation between Sign Types C and B. However, the proposed changes improve the condition by requiring signs to be centered within the fascia and include a maximum lettering length so as to provide the proper scale to the fascia upon which the sign is located. For Sign Types B1 and B2, these signs are exempt from the centering requirement to provide enhanced visibility to motorist driving south on East Coast Highway, but requires a minimum distance of 12 feet to the edge of the fascia to ensure adequate separation from Sign Type C.
3. Instead of increasing the size of the monument sign structure, which may not be possible with the existing adjacent walkways, the applicant has requested a reduction in the lettering size on the panels. This will allow additional panels for the 16 tenants that are existing in the office building and that are not afforded wall sign opportunities. The panels will maintain simple and uniform fonts to enhance readability of signage and improve the aesthetics.

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.

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 OF APPROVAL**

1. The proposed signs shall be in substantial conformance with the approved plans, Comprehensive Sign Program Matrix Table, and provisions of Chapter 20.42 (Sign Standards) of the NBMC, unless otherwise indicated 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 Comprehensive Sign Program shall be rendered nullified and a new Comprehensive Sign Program shall be obtained for the new or altered development in accordance with the Zoning Code Provisions in effect at the time the new development is approved.
3. This Comprehensive Sign Program shall supersede Comprehensive Sign Program No. CS2007-002 (PA2007-084). All appropriate conditions are incorporated into this approval.
4. All signs shall be maintained in accordance with NBMC Section 20.42.170 (Maintenance Requirements). 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.
5. In accordance with NBMC 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. This may include deviations on the tenant configurations, such as combining or dividing suites.
6. A building permit shall be obtained prior to commencement of construction and/or installation of any signs.
7. If reconstructed or relocated, the final location of freestanding sign shall be reviewed by the City Traffic Engineer and shall conform to City Standard 110-L to ensure that adequate sight distance is provided, unless otherwise approved by the City Traffic Engineer.
8. All work performed within the public right-of-way shall be reviewed and approved by the Public Works Department under an encroachment permit/agreement if required.
9. The applicant shall comply with all federal, state, and local laws. Material violation of any of those laws in connection with the use may be cause for revocation of this approval.
10. 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 either the current business owner, property owner or the leasing agent.

11. This approval shall expire and become void unless exercised within 24 months from the actual date of review authority approval, except where an extension of time is approved in compliance with the provisions of NBMC Title 20 Planning and Zoning.
12. To the fullest extent permitted by law, applicant shall indemnify, defend and hold harmless City, its City Council, its boards and commissions, officials, officers, employees, and agents from and against any and all claims, demands, obligations, damages, actions, causes of action, suits, losses, judgments, fines, penalties, liabilities, costs and expenses (including without limitation, attorney's fees, disbursements and court costs) of every kind and nature whatsoever which may arise from or in any manner relate (directly or indirectly) to City's approval of the **Coast Business Center, Ltd. Amendment including, but not limited to Comprehensive Sign Program No. CS2022-001 (PA2022-050)** 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:



Melinda Whelan  
Assistant Planner



Jaime Murillo  
Zoning Administrator

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



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Comprehensive Sign Program No. CS2022-001  
(PA2022-050)

**2121 East Coast Highway**

# **Attachment No. ZA 2**

Comprehensive Sign Program Matrix

## COMPREHENSIVE SIGN PROGRAM CS2022-001

### TABLE-MATRIX- 2121 EAST COAST HWY

#### Designated Frontage

1. East Coast Highway – fascia widths: 20, 50 or 80 linear feet
2. Avocado Avenue – fascia widths: 20 linear feet
3. Parking Lot – Not allowed

SIGN TYPE AND LOCATION	FRONTAGE DESIGNATION SIGN LIMITATIONS/RESTRICTIONS
<b>Wall (Fascia) Signs Major Tenants Primary Location A1 and A2;</b>	<b>East Coast Highway (50 ft fascia frontage element)</b> <u>Sign Area:</u> 25 sq ft. max. <sup>1</sup> <u>Letter/logo Height:</u> 12 inches max. <u>Sign Length:</u> 25 feet max. <u>Location:</u> centered within fascia <u>Font:</u> Black Uniform <u>Number of Signs:</u> Two <u>Illumination:</u> Per Zoning Code Section 20.42.060H.  Major tenants are permitted both a Sign Type A and B
<b>Wall (Fascia) Signs Major Tenants Secondary Location B1 and B2</b>	<b>East Coast Highway (80 ft. fascia frontage element)</b> <u>Sign Area:</u> 25 sq. ft. max. <sup>1</sup> <u>Letter/logo Height:</u> 12 inches max. <u>Sign Length:</u> 25 feet max. <u>Location:</u> 12 feet min. to the edge of the fascia <u>Font:</u> Black Uniform <u>Number of Signs:</u> Two <u>Illumination:</u> Per Zoning Code Section 20.42.060H.  Major tenants are permitted both a Sign Type A and B
<b>Wall (Fascia) Signs Minor Tenants C1, C2, D1 and D2</b>	<b>East Coast Highway (20 ft. fascia frontage element)</b> <u>Sign Area:</u> 22.5 sq. ft. max. <sup>1</sup> <u>Letter/logo Height:</u> 12 inches max. <u>Sign Length:</u> 18 feet max. <u>Location:</u> centered within fascia <u>Font:</u> Black Uniform <u>Number of Signs:</u> Four <u>Illumination:</u> Per Zoning Code Section 20.42.060H.  Maximum of one sign for each minor tenant
<b>Wall (Fascia) Signs Minor Tenants E1 and E2</b>	<b>Avocado Avenue (20 ft. fascia frontage element)</b> <u>Sign Area:</u> 22.5 sq. ft. max. <sup>1</sup> <u>Letter/logo Height:</u> 12 inches max. <u>Sign Length:</u> 18 feet max. <u>Location:</u> centered within fascia <u>Font:</u> Black Uniform <u>Number of Signs:</u> Two <u>Illumination:</u> Per Zoning Code Section 20.42.060H.  Maximum of one sign for each minor tenant.

<sup>1</sup> Sign area and length does not include size cabinet. In no case shall the sign cabinet exceed the size of the fascia.

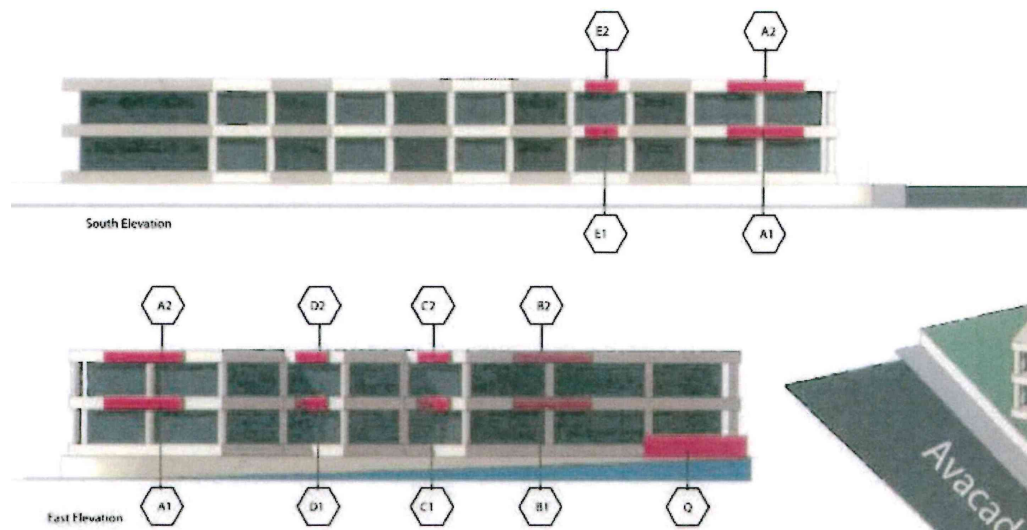
<b>Monument Sign- Q Project Identification and Tenant Directory</b>	<b>East Coast Highway</b> <u>Size:</u> Existing 4-foot 6-inch tall by 23-feet 6-inches long <u>Lettering Size:</u> Minimum 3-inch lettering <u>Font:</u> Black Uniform <u>Illumination:</u> Internally or externally illuminated. Opaque background per sign panel with letters illuminated or halo-illuminated only. Illuminated blank space on panel background is prohibited.
<b>All window and other exempt signs in accordance with Chapter 20.67</b>	

# **Attachment No. ZA 3**

Project Plans

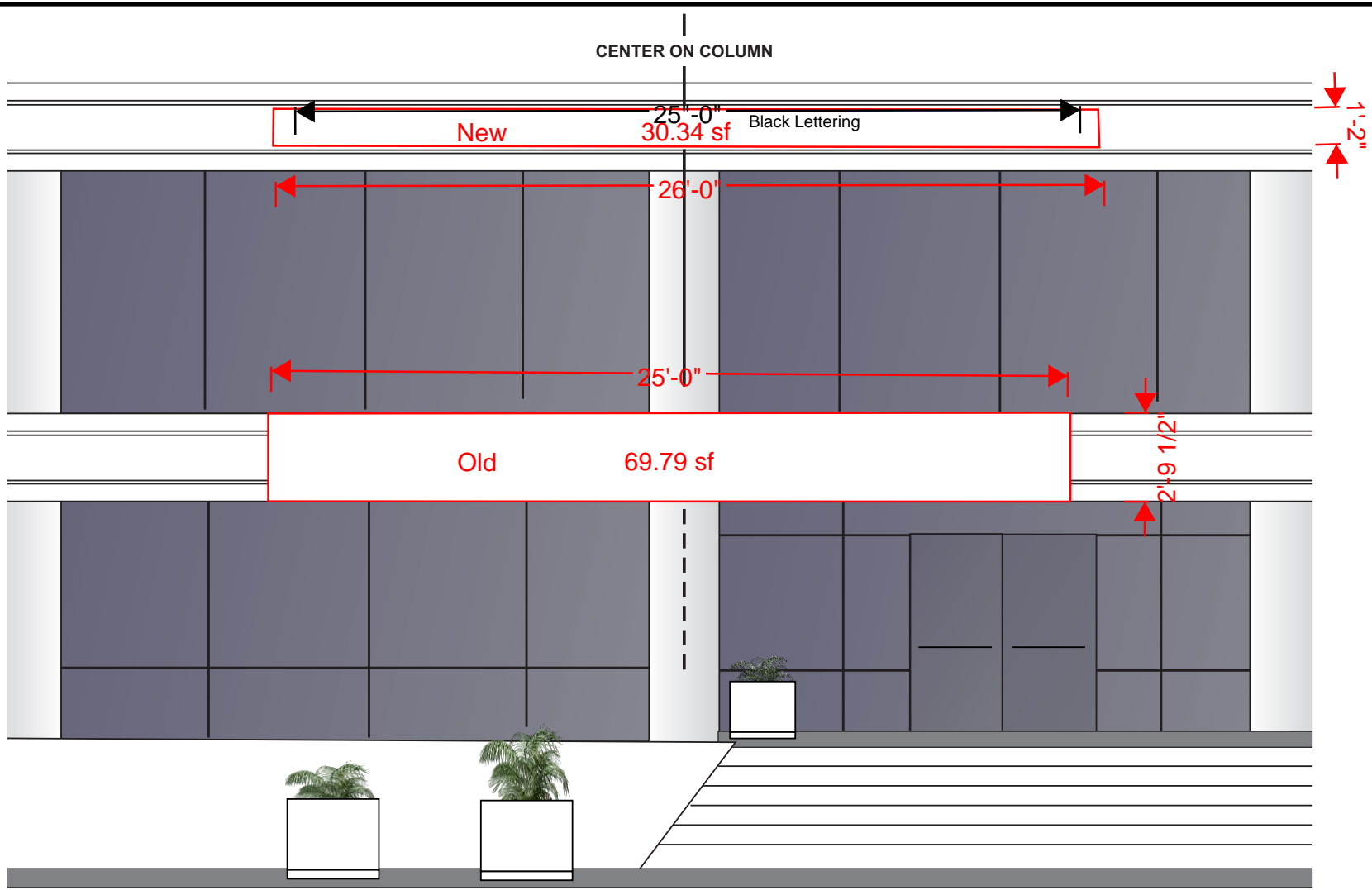
# Sign Locations on Building

## MINOR & MAJOR TENANT SIGNABLE LOCATIONS



C-E: Minor Tenant Signable Area Locations  
A-B: Major Tenant Signable Area Locations  
Q: Primary Site Identification Sign

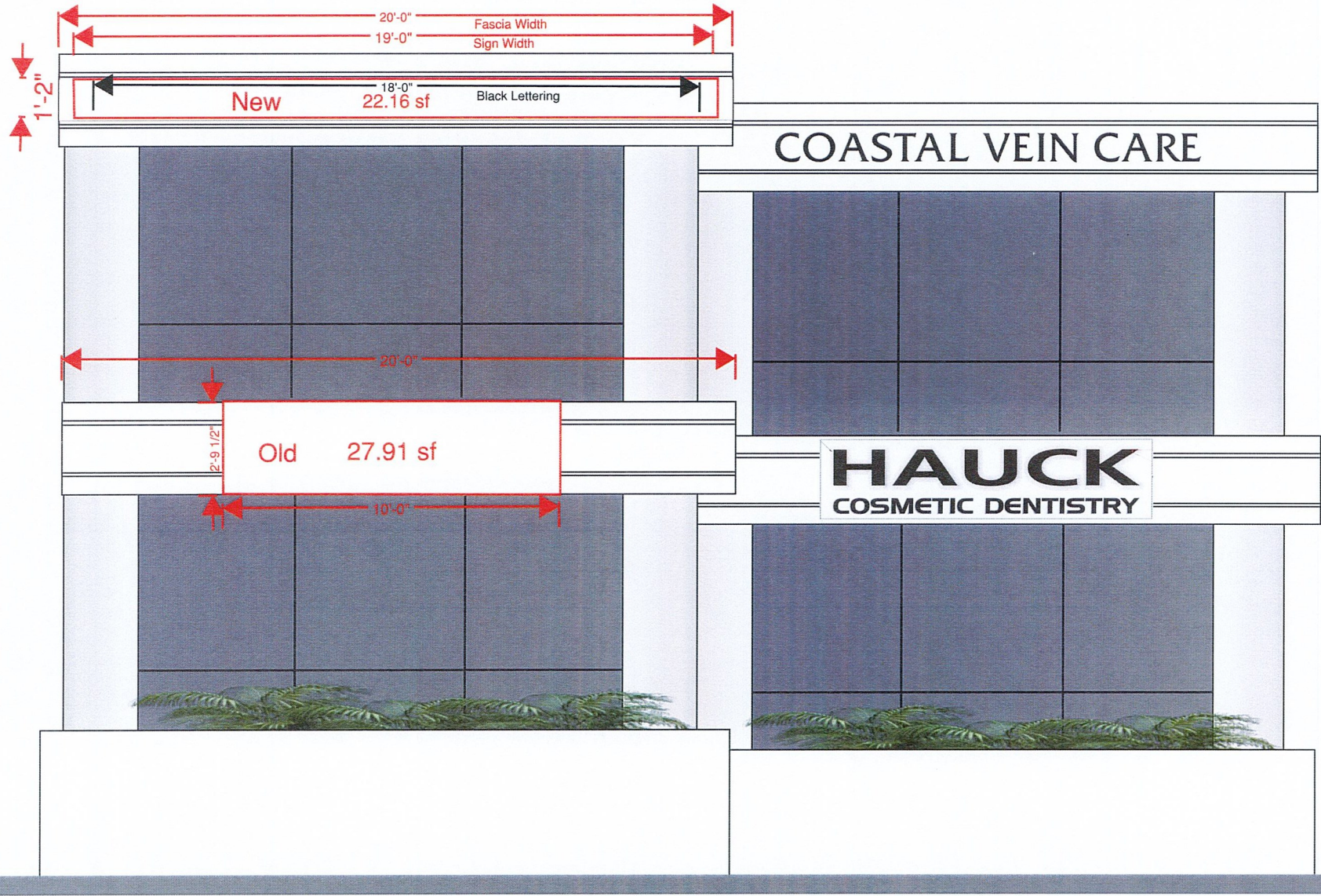




## Major Sign Standards

56% Reduction in Face Sign Surface Area under the new standard.



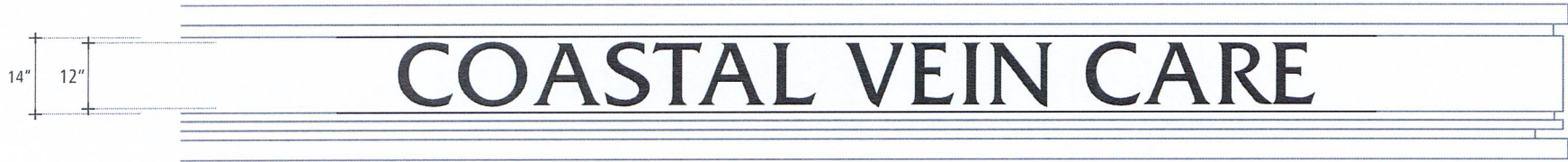


## Minor Sign Standards

24.76% Reduction in Face Sign Surface Area under the new standard.

### Building Signage Square Foot Reductions

Sign Location		Old Sign Standard			New Sign Standard				
Location	Type	Maximum Dimensions	Maximum Sq. Ft. by Maximum Dimensions	Maximum Sq. Ft. Area Per Plan	Maximum Dimensions	Maximum Sq. Ft. by Maximum Dimensions	Maximum Sq. Ft. Area Per Plan	Maximum Dimensions Lettering	Maximum Sq. Ft. by Lettering Dimensions
A1	Major	33.5"x214.9"	50.0	50	14"x312"	30.33	30.33	12"x300"	25
A2	Major	33.5"x214.9"	50.0	50	14"x312"	30.33	30.33	12"x300"	25
B1	Major	33.5"x300"	69.8	70	14"x312"	30.33	30.33	12"x300"	25
B2	Major	33.5"x300"	69.8	70	14"x312"	30.33	30.33	12"x300"	25
C1	Minor	33.5"x120"	27.9	30	14"x228"	22.2	22.5	12"x216"	18
C2	Minor	33.5"x120"	27.9	30	14"x228"	22.2	22.5	12"x216"	18
D1	Minor	33.5"x120"	27.9	30	14"x228"	22.2	22.5	12"x216"	18
D2	Minor	33.5"x120"	27.9	30	14"x228"	22.2	22.5	12"x216"	18
E1	Minor	33.5"x120"	27.9	30	14"x228"	22.2	22.5	12"x216"	18
E2	Minor	33.5"x120"	27.9	30	14"x228"	22.2	22.5	12"x216"	18
Building Total			407	420		254.52	256.32		208
Reduction in Total Sq. Ft. Footprint For Building						152	164		212
Percentage Reduction Sign Footprint overall Building						37.46%	38.97%		50.48%



**A** **NEW INTERNALLY ILLUMINATED REVERSE PAN CHANNEL LETTERS ON EXISTING RACEWAY**

NEW INTERNALLY ILLUMINATED REVERSE PAN CHANNEL LETTERS,

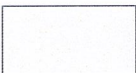
FACES AND 1" DEEP RETURNS PAINTED SATIN BLACK

LETTERS TO BE PIN MOUNTED OFF OF

1" DEEP OVERSIZED RACEWAY,

PAINTED TO MATCH VISTA SHELL WHITE

WHITE LED'S TO HALO ILLUMINATE.



**VISTA 32 SHELL WHITE**



***SIMULATED NIGHT VIEW***

# New Standard

FABRICATED ALUMINUM WIREWAY  
1" SQUARE TUBE FRAME  
WITH .090 ALUMINUM SKIN

1 1/2" SPACER WITH #10  
METAL SCREWS FOR LETTERS  
INTO RACEWAY,  
MINIMUM (4) PER LETTER

POWER UNIT: SLOAN LED  
AC INPUT: 100-240VAC  
DC OUTPUT: 60 WATTS - 12V / 5A

PAINT INTERIOR OF  
LETTER WHITE  
WHITE LED ILLUMINATION

ALUMINUM FACE  
3/16" CLEAR LEXAN

.090 ALUMINUM RETURNS

CONCRETE WALL

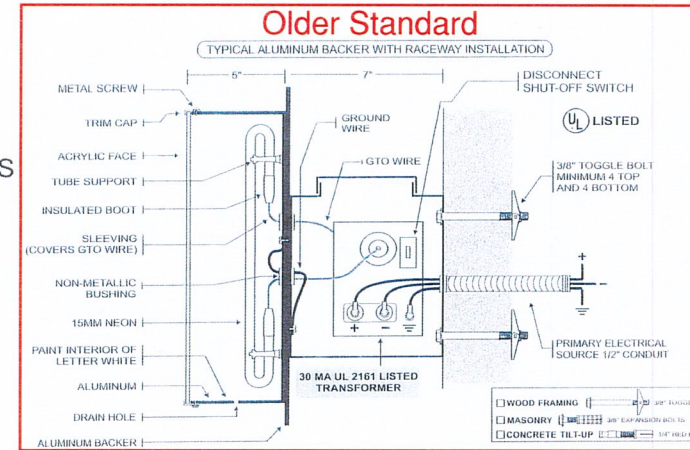
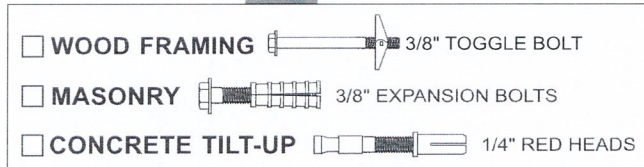
J-BOX

PRIMARY  
ELECTRICAL  
SOURCE  
1/2" CONDUIT

DISCONNECT  
SWITCH

16 GAUGE COATED LED LOW VOLTAGE WIRE

5/16"x2" #10 METAL SCREWS, MIN. 1" EMBEDMENT  
SET EVERY 4'-0" MINIMUM, OR AS NEEDED

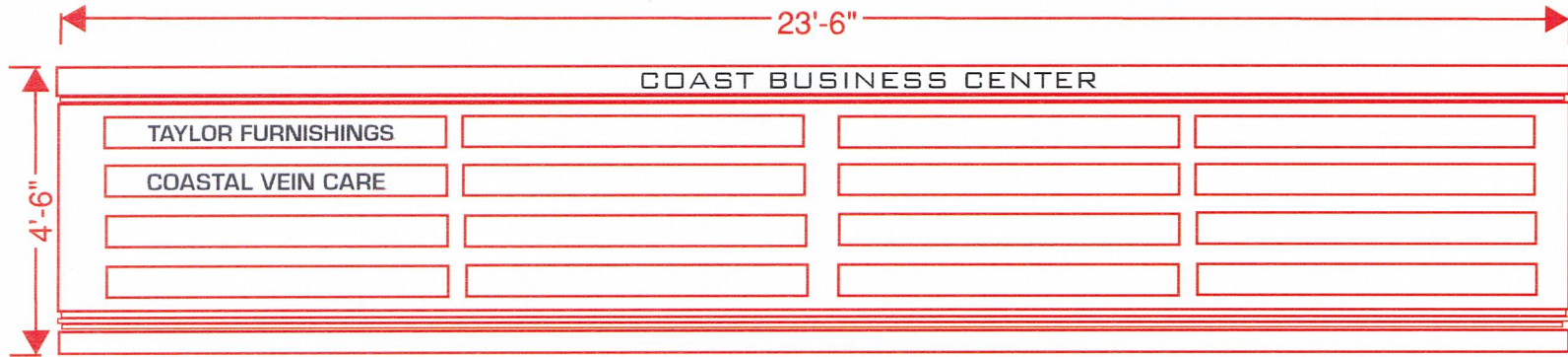
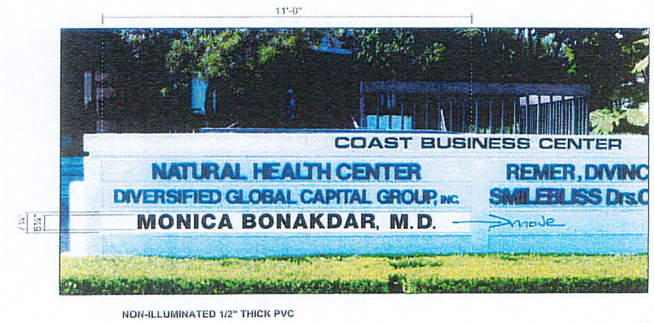


OLD SIGN LETTERING DEPTH	NEW SIGN LETTERING DEPTH	REDUCTION
10" - 15"	< 3.5"	> 65-77%

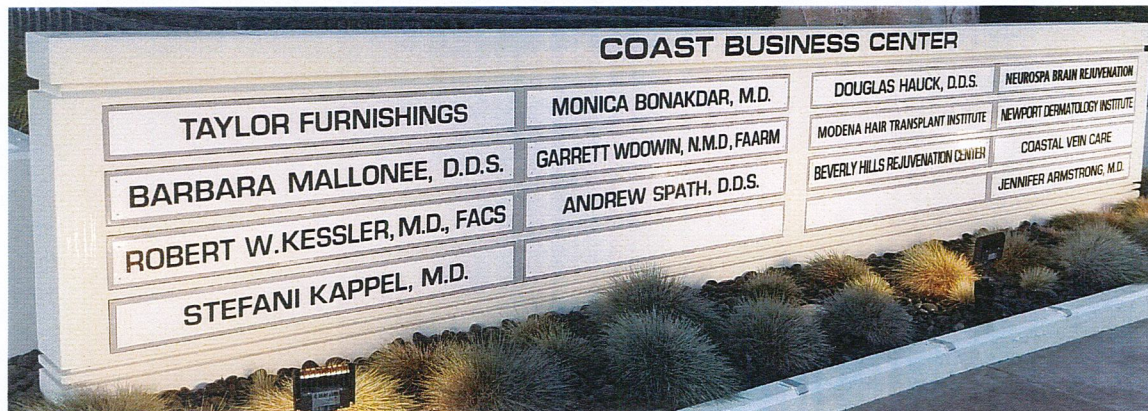
# MONUMENT SIGN



## OLD SIGN



## NEW SIGN



OLD SIGN			NEW SIGN			REDUCTION		
LETTERING HEIGHT	SIGN		LETTERING HEIGHT	SIGN		LETTERING HEIGHT	SIGN	
6"	WIDTH	LENGTH	2.5" - 3"	WIDTH	LENGTH	50-58%	WIDTH	LENGTH
	3/4'	11'		1/2'	5' 3 3/4"		33.33%	51.70%

All New Lettering will be 3" Lettering

**COMPREHENSIVE SIGN PROGRAM CS 2020**

SIGN TYPE AND LOCATION	FRONTAGE DESIGNATION SIGN LIMITATIONS/RESTRICTIONS
Wall Signs Major Tenants Secondary Location A1 and A2.	<p><b>East Coast Highway</b>                      ~ 50 ft frontage fascia element                      Maximum sign area of 30.33 Sq. Ft. Maximum lettering length 25 Sq. Ft.                      Maximum vertical sign dimensions, 14". Maximum lettering height 12".                      Uniform font.                      Maximum sign length shall be 26 feet. Maximum lettering length 25 Feet.                      Only Major Tenants may have a maximum of two signs one each in the A or B elevation locations.</p>
Wall Signs Major Tenants Secondary Location B1 and B2.	<p><b>East Coast Highway</b>                      ~ 80 ft frontage fascia element                      Maximum sign area of 30.33 Sq. Ft. Maximum lettering length 25 Sq. Ft.                      Maximum vertical sign dimensions, 14". Maximum lettering height 12".                      Uniform font.                      Maximum sign length shall be 26 feet. Maximum lettering length 25 Feet.                      Only Major Tenants may have a maximum of two signs one each in the A or B elevation locations.</p>
Wall Signs Minor Tenants Primary Location C1, C2, D1 and D2	<p><b>East Coast Highway</b>                      ~ 20 ft frontage fascia element                      Maximum area of 22.5 Sq. Ft.                      Maximum vertical sign dimensions, 14". Maximum lettering height 12".                      Black Uniform font                      Maximum sign length shall be 19 feet. Maximum lettering length 18 feet.                      Maximum of one sign each for each minor tenant.</p>
Wall Signs Minor Tenants Primary Location E1 and E2	<p><b>Avocado Avenue</b>                      ~ 20 ft frontage fascia element                      Maximum area of 22.5 Sq. Ft.                      Maximum vertical sign dimensions, 14". Maximum lettering height 12".                      Black Uniform font.                      Maximum sign length shall be 19 feet. Maximum lettering length 18 feet.                      Maximum of one sign each for each minor tenant.</p>
Monument Sign - Q Project	<p><b>East Coast Highway</b>                      Existing 4 foot 6 inch tall by 23 feet 6 inches long                      Externally illuminated.                      Opaque background per sign panel with letters                      16 Panel with 2.5" - 3" lettering. Black Uniform Font.                      3" lettering going forward.                      Illuminated panel blank space background is prohibited.</p>