



City of Huntington Beach  
**DESIGN REVIEW BOARD  
MEETING AGENDA**

**THURSDAY, FEBRUARY 12, 2009  
HUNTINGTON BEACH CIVIC CENTER  
2000 MAIN STREET, LOWER LEVEL, ROOM B-8  
3:30 P.M.**

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**ROLL CALL:** Chair Blair Farley, Charles Davis, Scott Hess, Ed Kerins, James Mallewick

- A. PUBLIC COMMENTS:** Public comments for items not scheduled on the agenda.
- B. AGENDA ITEMS: (Procedure:** Staff Presentation, DRB Disclosures, DRB Discussion, Applicant Comments, Final Comments, Motion/Vote.)
- B-1 SIGN CODE EXCEPTION NO. 2008-005; PLANNED SIGN PROGRAM NO. 2008-004 (LIBERTY CENTER SIGNS – CONTINUED FROM THE JANUARY 8, 2009 MEETING)**

**Applicant:** Michael Fein, 714 Oceanhill Drive, Huntington Beach, CA 92648  
**Request:** **SCE:** To permit (a) a total wall sign area of approximately 787 sq. ft. in lieu of 196 sq. ft., and (b) a multi-tenant monument sign with a total sign area of approximately 116 sq. ft. in lieu of 45 sq. ft. and a height of 23 ft. 6 in. in lieu of 10 ft.; **PSP:** Review the design, colors, and materials for a proposed planned sign program for a multi-tenant commercial center.

**Project Location:** 17701-17721 Beach Boulevard, 92647 (west of Beach Boulevard, between Newman Avenue and Liberty Drive)

**Recommended Action:** Recommend Approval with Modifications to the Director of Planning  
**Project Planner:** Andrew Gonzales, Associate Planner

**B-2 DESIGN REVIEW NO. 2009-003 (STOP-N-GO SIGNS)**

**Applicant:** Diana Mohler, 1696 Commerce Street, Corona, CA 92880  
**Request:** Review the design, colors, and materials for two business identification signs consisting of a wall sign and an approximately 6ft. 9 in. high freestanding sign.

**Project Location:** 20361 Beach Boulevard, 92648 (southwest corner of Knoxville Avenue and Beach Boulevard)

**Recommended Action:** Recommend Approval with Modifications to the Director of Planning  
**Project Planner:** Ethan Edwards, Associate Planner

**B-3 DESIGN REVIEW NO. 2008-045 (KOURY MIXED-USE BUILDING PLANNED SIGN PROGRAM)**

**Applicant:** Jeff Bergsma, 221 Main Street, Unit S, Huntington Beach, CA 92648  
**Request:** Review the design, colors, and materials for a proposed planned sign program for a multi-tenant mixed-use building.

**Project Location:** 214 5<sup>th</sup> Street, 92648 (east side of 5<sup>th</sup> Street, between Olive Avenue and Walnut Avenue – Downtown)

**Recommended**

**Action:** Recommend Approval with Modifications to the Director of Planning  
**Project Planner:** Ethan Edwards, Associate Planner

**B-4 DESIGN REVIEW NO. 2008-044 (THE STRAND KIOSKS – CONTINUED FROM THE JANUARY 8, 2009 MEETING)**

**Applicant:** Kathleen Kim, 6922 Hollywood Boulevard, Los Angeles, CA 90028  
**Request:** Review the design, colors, and materials for eight freestanding kiosks (retail carts) within The Strand development.  
**Project Location:** 500 Pacific Coast Highway, 92648 (east side of 5<sup>th</sup> Street, between Walnut Avenue and Pacific Coast Highway – Downtown)

**Recommended**

**Action:** Recommend Approval with Modifications to the Director of Planning  
**Project Planner:** Ethan Edwards, Associate Planner

**C. DRB MEMBER COMMENTS/ ISSUES**

**D. ADJOURN TO THE MARCH 12, 2009 REGULAR MEETING**

**Appeals**

Under the provisions of the Huntington Beach Zoning and Subdivision Ordinance, the Design Review Board's action is final unless an appeal is filed to the Planning Commission by the applicant or an interested party. The appeal must be in writing and must set forth, in detail, the action and grounds by which the applicant or interested party deems themselves aggrieved. The appeal must be accompanied by a filing fee of One Thousand, Two Hundred Eighty Seven Dollars (\$1,287) if the appeal is filed by a single family dwelling property owner appealing the decision on their own property and One Thousand Five Hundred Sixty Nine Dollars (\$1,569) if the appeal is filed by any other party. The appeal shall be submitted to the Secretary of the Planning Commission within ten (10) calendar days of the date of the Design Review Board's action. Design Review Board actions that are listed as "Recommendation to the Director of Planning, 'Zoning Administrator', or 'Planning Commission'" under the Recommended Action are non-appealable, since final action is taken by the stated body.