



City of Huntington Beach Planning Department
STAFF REPORT

TO: Planning Commission
FROM: Scott Hess, AICP, Director of Planning
BY: Andrew Gonzales, Assistant Planner
DATE: June 10, 2008

**SUBJECT: APPEAL OF THE ZONING ADMINISTRATORS APPROVAL OF
CONDITIONAL USE PERMIT NO. 08-006 (HB MOTOR CARS ELECTRONIC
READERBOARD SIGN)**

APPLICANT: Shawn Record – Yesco, 5405 N. Industrial Parkway, San Bernardino, CA 92407

APPELLANT: Blair Farley, Planning Commissioner

PROPERTY

OWNER: Howard Label, 5 Rue Fontaine, Newport Beach, CA 92660

LOCATION: 16401 Beach Blvd., 92647 (west side of Beach Blvd., north of Heil Ave.)

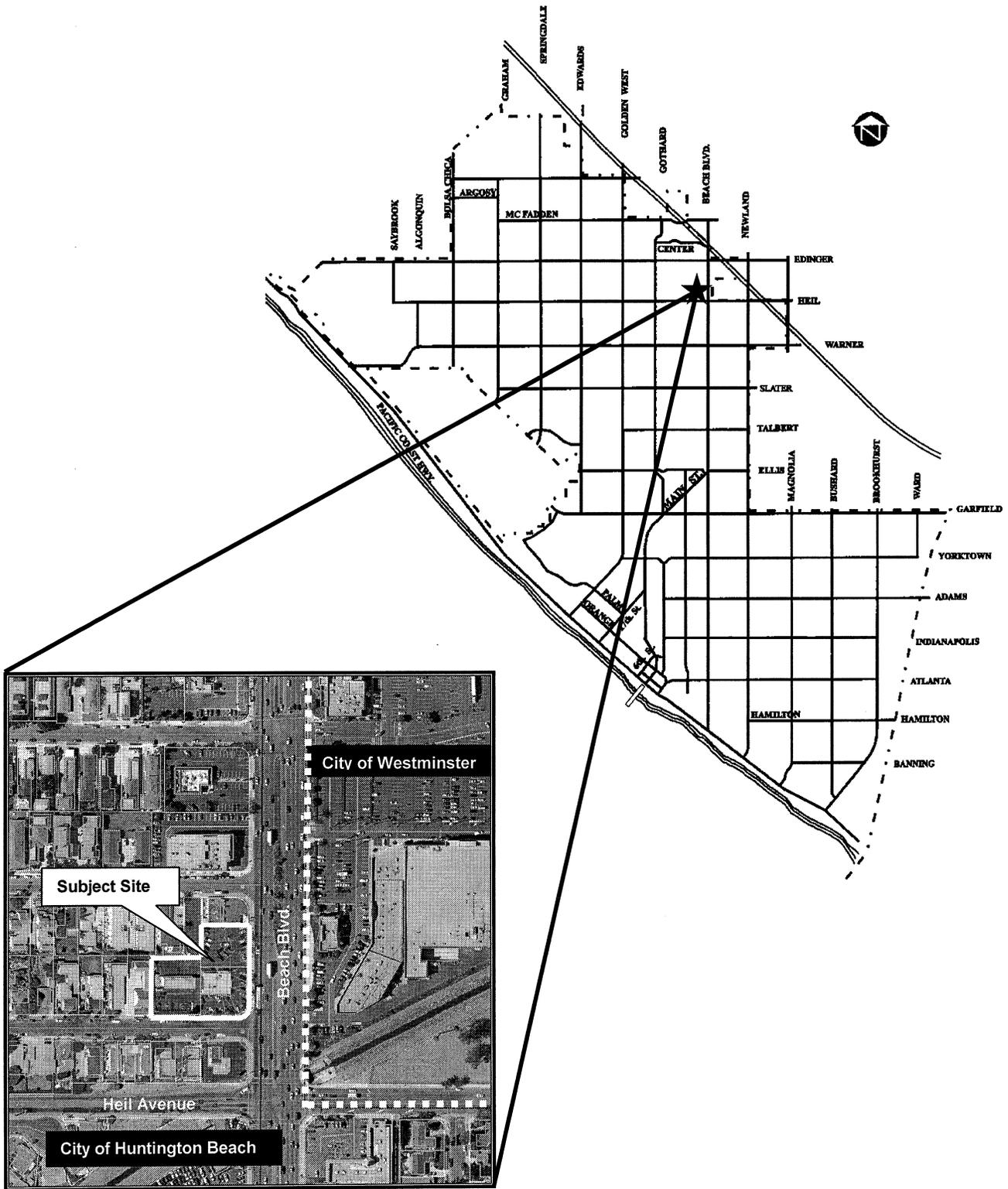
STATEMENT OF ISSUE:

- ◆ Conditional Use Permit No. 08-006 request:
 - To permit the construction of a 25 ft. high, 115 sq. ft. electronic readerboard sign.

- ◆ Staff's Recommendation:

Approve Conditional Use Permit No. 08-006 based upon the following:

 - The proposed electronic readerboard sign conforms with the standards and criteria as set forth in *Chapter 233 – Signs* of the Huntington Beach Zoning and Subdivision Ordinance (HBZSO).
 - The proposed electronic readerboard sign is compatible with other signs on the site and in the vicinity.
 - The proposed electronic readerboard sign will not adversely impact traffic circulation in adjacent right-of-way or create a hazard to vehicular or pedestrian traffic; and
 - The proposed electronic readerboard sign shall not have adverse visual impacts on adjoining commercial and/or residential neighborhoods.



VICINITY MAP
CONDITIONAL USE PERMIT NO. 08-006
(HB MOTOR CARS ELECTRONIC READERBOARD SIGN – 16401 BEACH BLVD.)

RECOMMENDATION:

Motion to:

- A. “Approve Conditional Use Permit No. 08-006 with findings and suggested conditions of approval (Attachment No. 1).”

ALTERNATIVE ACTION(S):

The Planning Commission may take alternative actions such as:

- A. “Deny Conditional Use Permit No. 08-006 with findings for denial.”
- B. “Continue Conditional Use Permit No. 08-006 and direct staff accordingly.”
- C. “Approve Conditional Use Permit No. 08-006 by reducing the sign in overall height and sign area with revised findings and revised conditions of approval.”

PROJECT PROPOSAL:

Conditional Use Permit No. 08-006 represents a request to permit the construction of a 25 ft. high, 115 sq. ft. freestanding electronic readerboard sign. The electronic readerboard sign is proposed at an existing automobile dealership and will be located within a landscape planter adjacent to Beach Blvd. The electronic readerboard sign will advertise the sale of onsite vehicles.

The electronic readerboard will measure approximately 90 sq. ft. in sign area with an additional 25 sq. ft. of sign area devoted to business identification. The business identification portion of the sign will be internally illuminated. The proposed sign area is comprised of approximately 9’-4” of sign structure that will be placed on a 15 ft. 8in. high, 4 ft. wide, and 2 ft. deep base/column that will be architecturally enhanced to match the colors and materials of the main building (Attachment No. 1 - Condition No. 1b).

The operational characteristics of the sign will comply with the standards as defined within the HBZSO. The electronic readerboard will have a shade screen and a photocell for reducing the illumination intensity. The maximum measurable light output of the electronic readerboard is noted on the plan as not to exceed 50 ft. candles at any property line which is consistent with the parameters identified in Section 233.12 – *Electronic Readerboards* of the HBZSO. In addition, the sign will incorporate technology which will allow for manual control of illumination levels during the daytime and nighttime hours. As identified in the project implementation code requirements (Attachment No. 6), the proposed sign is limited to operational hours of 6:30 AM to 10:30 PM. Additionally, at least 10 percent of the message time, or any percentage deemed necessary by the City for emergency conditions, is required to be devoted to a minimum of 1.6 hours for public service announcements. The message displayed on the electronic readerboard is required to not operate in a continuous motion. The speed of the message is limited to one for every four seconds, and the minimum interval between messages is to be at least one second. The intent of this section is to ensure that electronic readerboards are not operating in a continuous motion so as to visually impact vehicular/pedestrian traffic from changes in illumination levels due to message transitions. Finally, such signs are restricted from light intensity changes and are required to be of a maximum measurable light output as measured from any given property line. The aforementioned

requirements are used as safety mechanisms to ensure that messages are viewed without difficulty, do not disrupt vehicular and pedestrian traffic, and are not unnecessarily impacting adjoining properties.

Zoning Administrator Action:

On April 23, 2008, the Zoning Administrator approved the electronic readerboard sign with the modifications recommended by the Design Review Board (DRB). The applicant spoke in favor of the request and noted that the proposed electronic readerboard sign complies with all development standards of the base zoning district and is designed to compliment the surrounding buildings and area. No other interested parties were present at the public hearing meeting. The Zoning Administrator found that with the recommended conditions of approval (Attachment No. 4) the proposed electronic readerboard sign will be compatible with the surrounding area and adjacent neighborhood and approved the request with the suggested findings and conditions of approval.

Appeal:

The Zoning Administrator's approval of Conditional Use Permit No. 08-006 was appealed by Planning Commissioner Blair Farley, for reasons cited in an appeal letter dated April 30, 2008 (Attachment No. 5). The basis of the appeal is that the proposed electronic readerboard sign may be incompatible with the long term development plan of Beach Blvd. and may lead to the proliferation of similar signs along Beach Blvd. In the event the Planning Commission finds that a reduced sign is more compatible with the surrounding area, an alternative action (Motion C) has been provide for consideration.

Study Session:

The following are issues that were raised during the Planning Commission Study Session on May 28, 2008:

- *Compatibility*

The Planning Commission expressed concern that the proposed electronic readerboard sign may be inconsistent with the long range development plan of Beach Blvd. The formation of the development requirements, known as the Beach/Edinger Specific Plan, are conceptual in nature and currently do not include any sign criteria to address future signs. In contacting the consultants preparing the specific plan, a recommendation has not been finalized to address criteria for signs. The consultant was unsure if the proposed readerboard sign would meet the long term vision of this area, provided general comments only, and had no recommendations (Attachment No. 7).

- *Urban Design Guidelines*

Several Planning Commissioners asked staff how the readerboard sign complies with the City's Urban Design Guidelines. A discussion regarding the proposed sign's compliance with these guides can be found in the Urban Design Guidelines section of this staff report.

Subject Property And Surrounding Land Use, Zoning And General Plan Designations:

LOCATION	GENERAL PLAN	ZONING	LAND USE
Subject Property:	CG-F2-a (Commercial General – 0.50 max. floor area ratio – Auto District Overlay)	CG (Commercial General)	Automobile dealership
North and South of Subject Property (across Alhambra and Glencoe Drives)	CG-F2-a	CG and RM (Residential Medium Density)	Commercial/ Multi-Family Residential
West of Subject Property	CG-F2-a	RM (Residential Medium Density)	Multi-Family Residential
East of Subject Property (across Beach Blvd.)	N/A (within the City of Westminster)	N/A	Commercial Shopping Center

General Plan Conformance:

The General Plan Land Use Map designation on the subject property is Commercial General. The proposed project is consistent with this designation and the goals and objectives of the City’s General Plan as follows:

A. Land Use Element

Policy 15.4.2: Require that the site and structures of an automobile district be designed to convey a high quality character and be compatible with adjacent land uses, considering the following:

- d. Incorporation of well-designed and unified signage, including temporary signs pennants, and balloons.

B. Urban Design Element

Objective 1.1: Identify and reinforce a distinctive architectural and environmental image for each district in Huntington Beach.

C. Economic Development Element

Objective 3.3: Upgrade and modernize high-activity nodes and districts.

The construction of an electronic readerboard sign will improve the architectural quality of the current sign by integrating architectural components of the site’s buildings to provide a distinct but consistent visual character in the area. The electronic readerboard provides an opportunity to upgrade and modernize the look and technology of the existing sign. In addition, the project enhances the

economic development potential by increasing visibility of the automobile sales business along Beach Blvd.

Zoning Compliance:

The proposed electronic readerboard sign is located in the Commercial General (CG) zone and is permitted with a conditional use permit subject to review by the DRB and approval by the Zoning Administrator. In addition, a list of City Code Requirements, Policies, and Standard Plans of the HBZSO and Municipal Code has been provided to the applicant (Attachment No. 7). The proposed electronic readerboard sign complies with the sign requirements, including maximum sign height, maximum sign area, and minimum separation distances to residences. The sign will be required to comply with the maximum lighting intensity of the HBZSO. A copy of Section 233.12, *Electronic Readerboards*, of the HBZSO is provided for informational purposes (Attachment No. 8).

Urban Design Guidelines Conformance:

The Huntington Beach Urban Design Guidelines (UDG) contains guidelines specific to signs (Chapter 8-Signs). The proposed electronic readerboard sign generally conforms to the objectives and standards contained in the Guidelines, including the following:

- Freestanding signs should be placed within landscaped area(s), perpendicular to approaching traffic and positioned to provide clear lines of sight at intersection and driveway approaches.
- Each sign should incorporate a 2 ft. high (min) base. The base materials should match those utilized on the development it serves.
- Freestanding monument sign should be setback from the public right-of-way a minimum of 1 ft.

The proposed electronic readerboard sign complies with the aforementioned design guidelines as stipulated in *Chapter 8 – Signs* of the UDG. The sign will be located within a landscaped planter and will be perpendicular to Beach Blvd. and sited to prevent any potential impact to pedestrian and vehicular visibility. Furthermore, the proposed sign contains a dominate column (15 ft. high, 4 ft. wide) that exceeds the minimum 2 ft. base requirement and as designed is not considered a pole sign. Recommended conditions of approval No. 1a and 1b further upgrades the design of the sign by requiring that the sign be treated with colors and material that match the onsite buildings and that an architectural cap is provided to the top of the electronic readerboard sign. The proposed sign, with the suggested conditions of approval, will improve the architectural quality of the current sign by integrating architectural components of the site and creating a distinctive visual character in the area.

Environmental Status:

The proposed project is categorically exempt pursuant to Class 11, Accessory Structures, Section 15311 of the California Environmental Quality Act because the project involves the construction of an on-premise freestanding sign that is accessory to the existing vehicle sales use.

Coastal Status: Not applicable.

Redevelopment Status: Not applicable.

Design Review Board:

On April 10, 2008, the Design Review Board (DRB) recommended approval of the electronic readerboard sign with modifications to the Zoning Administrator. The DRB discussed concerns with the location and design of the sign. The DRB recommended the following modifications:

- An architectural cap shall be provided on the top of the electronic readerboard sign.
- The sign's encasement shall be treated with colors and materials that match that of the main building.
- A metal blinder shall be provided around the perimeter of the electronic readerboard sign that projects a minimum of 2 inches beyond the face of the sign.
- The electronic readerboard sign shall be relocated further south subject to review and approval by the Design Review Board.

Commissioner Farley voted in opposition of the DRB's recommendation stating that the sign may be incompatible with the long term development plan of Beach Blvd. despite the suggested modifications and may lead to the proliferation of similar signage along this highway. The applicant has submitted revised plans, which include alternative designs, to address the DRB's recommended modifications (Attachment No. 9).

Other Departments Concerns and Requirements:

The Departments of Building and Safety, Fire and Public Works have reviewed the proposed project and identified applicable code requirements (Attachment No. 6).

Public Notification:

Legal notice was published in the Huntington Beach/Fountain Valley Independent on May 29, 2008, and notices were sent to property owners of record and tenants within a 500 ft. radius of the subject property, individuals/organizations requesting notification (Planning Department's Notification Matrix), applicant, and interested parties. As of June 3, 2005, no communication supporting or opposing the request has been received.

Application Processing Dates:

DATE OF COMPLETE APPLICATION:

March 14, 2008

MANDATORY PROCESSING DATE(S):

May 13, 2008

Conditional Use Permit No. 08-006 was filed on February 12, 2008 and deemed complete on March 14, 2008. The Zoning Administrator acted on the application on April 23, 2008, in compliance with mandatory processing times.

ANALYSIS:

The proposed project represents a request to upgrade an existing freestanding sign with a 25 ft. high electronic readerboard sign. The business owner's intent is to upgrade and modernize the appearance and technology of the existing sign and enhance the overall sign opportunities and increase the economic potential of the automobile dealership by increasing the sites visibility along Beach Blvd. The existing auto dealership is located on an approximately 38,400 sq. ft. parcel with approximately 200 linear feet of Beach Blvd frontage. The existing lot size and street frontage is significantly less than the typical auto dealership found along Beach Blvd. As an alternative to an electronic readerboard sign, the site is permitted one freestanding sign, a maximum height of 10 ft. and a maximum sign area of 45 sq. ft. However, taking into consideration the site's limited street frontage, minimal adjacent traffic yielding devices (e.g., stop signs, crosswalks, etc), and street and onsite landscaping, the level of visual exposure to the site and the auto sales is limited. The project proposal assists in mitigating these issues by advertising the sale of onsite vehicles in a highly visible medium. The alternative of providing a 10 ft. high freestanding sign will not allow clear and adequate business identification for the auto dealership.

The proposed sign will not have adverse visual impacts on adjoining commercial or residential properties and will not be detrimental to the general welfare of persons working or residing in the vicinity. The proposed sign will be located more than 150 ft. from adjacent residences and is conditioned to be located in front of the auto dealership's main building which will provide a visual barrier from nearby residences. Additionally, the sign will not adversely impact traffic circulation in adjacent right-of-way or create a hazard to vehicular and pedestrian visibility at driveways and street intersections. The proposed sign will provide clear lines of sight, allow for manual control of illumination levels during daytime and nighttime hours, and, as conditioned, will provide a 2 in. deep blinder around the display screen to minimize impacts from glare. The sign will be compatible with the site and surrounding area because the sign, as conditioned, will incorporate architectural ornamentation along the sign's column and encasement to further match the colors and materials utilized onsite. Moreover the sign be will be comparable in height and sign area in comparison to existing signage along Beach Blvd.

The electronic readerboard sign conforms with the standards and provisions as set forth in Section 233.12 and with the sign requirements in terms of maximum sign height, maximum sign area, and minimum separation distances to residences. The sign will comply with the maximum lighting intensity identified in the HBZSO. The project will not adversely affect the General Plan and is consistent with the Land Use Element designation of CG-F2-a (Commercial General – 0.50 max. floor area – Auto District Overlay) on the subject property. The project is consistent with the goals and policies of the General Plan because the sign will enhance the character of the automobile district with a distinctive and high quality freestanding sign. The proposal will upgrade and modernize an existing freestanding sign with one that improves signage opportunities and economic development potential by increasing visibility of the subject sales business along Beach Blvd.

ATTACHMENTS:

1. Suggested findings and conditions of approval – CUP No. 08-006
2. Site Plan and Elevations dated received February 12, 2008
3. Narrative dated received February 12, 2008
4. Zoning Administrator minutes dated April 23, 2008
5. Planning Commissioner Farley appeal memo dated April 30, 2008
6. Code Requirements letter dated April 7, 2008
7. Beach and Edinger Specific Plan Consultants email dated March 27, 2008
8. HBZSO Section 233.12 – *Electronic Readerboards*
9. Revised Site Plan and Elevations dated May 29, 2008

ATTACHMENT NO. 1

SUGGESTED FINDINGS AND CONDITIONS OF APPROVAL

CONDITIONAL USE PERMIT NO. 08-006

SUGGESTED FINDINGS FOR PROJECTS EXEMPT FROM CEQA:

The Planning Commission finds that the project will not have any significant effect on the environment and is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to section 15311 of the CEQA Guidelines, because the project involves the construction of an on-premise freestanding sign that is accessory to the existing vehicle sales use.

SUGGESTED FINDINGS FOR APPROVAL - CONDITIONAL USE PERMIT NO. 08-006:

1. Conditional Use Permit No. 2008-006 for the construction of a freestanding electronic readerboard sign will not be detrimental to the general welfare of persons working or residing in the vicinity or detrimental to the value of the property and improvements in the neighborhood. The electronic readerboard sign will be located more than 150 ft. from adjacent residences and is conditioned to be relocated to an area in front of the main building to block visibility of the sign from nearby residences. Furthermore, the sign is conditioned to provide a 2" deep metal blinder around the display screen to minimize impacts from glare onto adjacent properties. The proposed sign will not impact traffic circulation in adjacent right-of-way or create a hazard to vehicular and pedestrian traffic on Beach Blvd. and Alhambra St. because the sign will not obstruct visibility at driveways and street intersections. In addition, the sign will incorporate technology which will allow for manual control of illumination levels during the daytime and nighttime hours.
2. The electronic readerboard sign will be compatible with other signs on the site, in the vicinity, and with surrounding uses because the electronic readerboard sign will be similar to existing readerboard signs along Beach Blvd. The proposed signage will be consistent with existing vehicle dealership signage in terms of size, height, and location. The sign design will be brought up-to-date and consistent with similar signage in the surrounding area. To ensure compatibility with the site, the sign is conditioned to incorporate colors and materials found on the subject property.
3. The proposed electronic readerboard sign conforms with the standards and criteria as set forth in Section 233.12 and the provisions of the base district and other applicable provisions in Titles 20-25 of the Huntington Beach Zoning and Subdivision Ordinance (HBZSO). The proposed electronic readerboard complies with the sign requirements in terms of maximum sign height, maximum sign area, and minimum separation distances to residences. In addition, the sign will not have adverse visual impacts on adjoining commercial and/or residential neighborhoods because it will be required to comply with the maximum lighting intensity of the HBZSO. Electronic readerboard signs are allowed with approval of a conditional use permit.

4. The granting of the conditional use permit will not adversely affect the General Plan. It is consistent with the Land Use Element designation of CG-F2-a (Commercial General – 0.50 max. floor area – Auto District Overlay) on the subject property. In addition it is consistent with the following goals and policies of the General Plan:

LU 15.4.5: Require that the site and structures of an automobile district be designed to convey a high quality character and be compatible with adjacent land uses, considering the following:

- d. Incorporation of well-designed and unified signage, including temporary signs pennants, and balloons.

UD 1.1: Identify and reinforce a distinctive architectural and environmental image for each district in Huntington Beach.

ED 3: Upgrade and modernize high-activity nodes and districts.

The construction of a freestanding electronic readerboard sign will improve the architectural quality of the current sign by integrating and architectural components of the site's buildings to provide a distinct but consistent visual character in the area. The electronic readerboard provides an opportunity to upgrade and modernize the look and technology of the existing sign. The project enhances signage opportunities and economic development potential by increasing visibility of the automobile sales business to Beach Blvd.

SUGGESTED CONDITIONS OF APPROVAL - CONDITIONAL USE PERMIT. NO. 08-006:

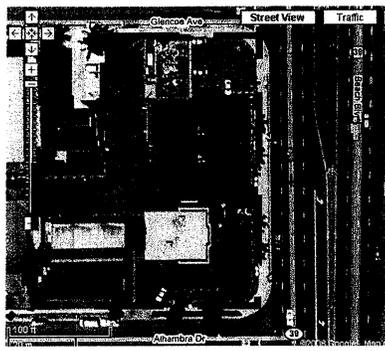
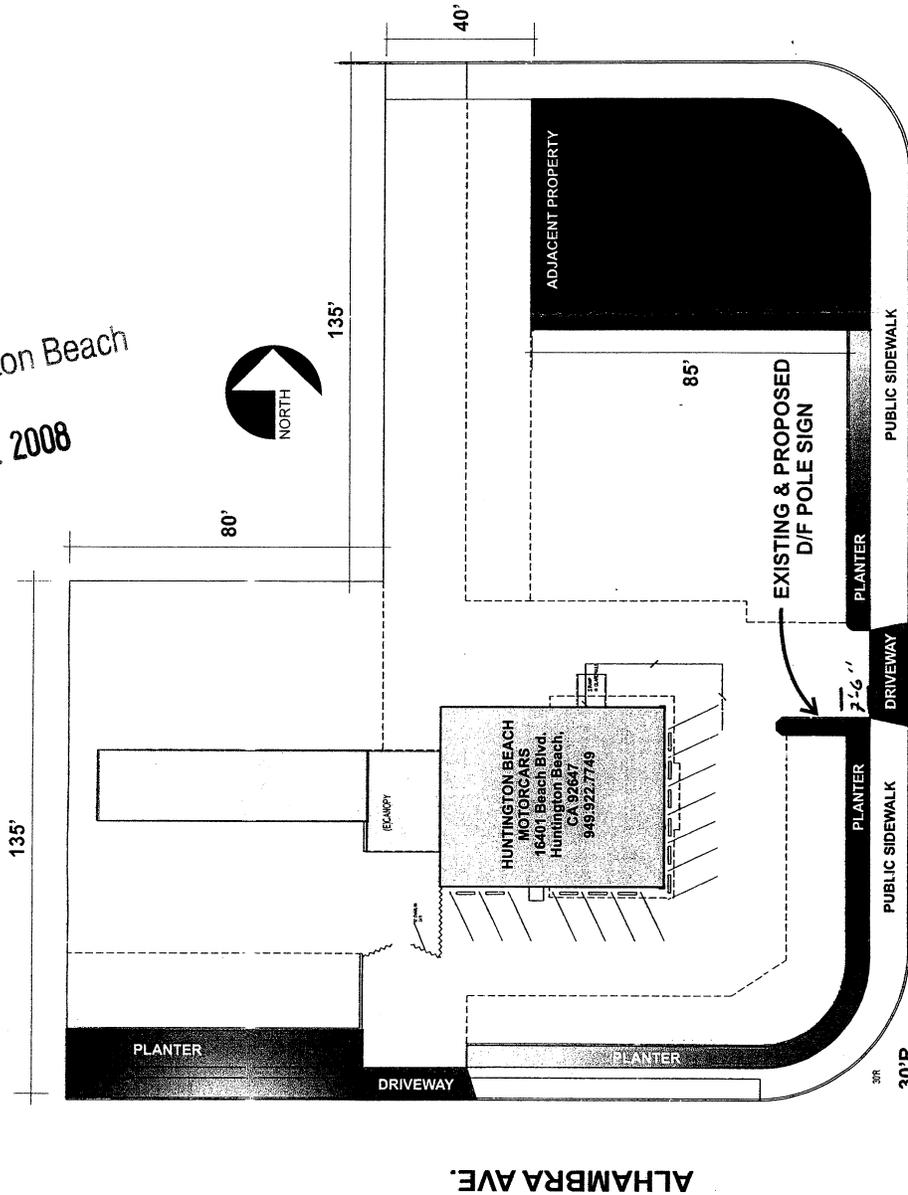
1. The site plan and sign elevations received and dated February 12, 2008 shall be the conceptually approved design with the following modifications:
 - a. An architectural cap shall be provided on the top of the electronic readerboard sign.
 - b. The sign's encasement shall be treated with colors and materials that match that of the main building.
 - c. A metal blinder shall be provided around the perimeter of the electronic readerboard sign that projects a minimum of 2 inches beyond the face of the sign.
 - d. The electronic readerboard sign shall be relocated further south subject to review and approval by the Design Review Board.
2. Prior to submittal for building permits:
 - a. The Design Review Board shall review and approve the final electronic readerboard design concept plans.
 - b. The applicant shall notify Caltrans and provide written verification to the Planning Department that no issues exist with the electronic readerboard sign.
3. During demolition, grading, site development, and/or construction, the following shall be adhered to:
(PW)

- a. All existing onsite (and offsite) palm trees shall be protected in place.
 - b. No existing trees shall be damaged or removed.
4. Incorporating sustainable or “green” building practices into the design of the proposed structures and associated site improvements is highly encouraged. Sustainable building practices may include (but are not limited to) those recommended by the U.S. Green Building Council’s Leadership in Energy and Environmental Design (LEED) Program certification (<http://www.usgbc.org/DisplayPage.aspx?CategoryID=19>) or Build It Green’s Green Building Guidelines and Rating Systems (<http://www.builditgreen.org/index.cfm?fuseaction=guidelines>).

INDEMNIFICATION AND HOLD HARMLESS CONDITION:

The owner of the property which is the subject of this project and the project applicant if different from the property owner, and each of their heirs, successors and assigns, shall defend, indemnify and hold harmless the City of Huntington Beach and its agents, officers, and employees from any claim, action or proceedings, liability cost, including attorney’s fees and costs against the City or its agents, officers or employees, to attack, set aside, void or annul any approval of the City, including but not limited to any approval granted by the City Council, Planning Commission, or Design Review Board concerning this project. The City shall promptly notify the applicant of any claim, action or proceeding and should cooperate fully in the defense thereof.

City of Huntington Beach
 FEB 12 2008



LEGAL DESCRIPTION

Tract 522 of Lot 17
 Block B and Lots 18 through 20

CONTACTS

Owner: Howard L. Abel
 16401 Beach Blvd.
 Huntington Beach, CA 92647
 949.922.7749

Applicant: Tony Shreve (YESCO)
 1443 South Cucamonga ave.
 Ontario, CA 91761
 909.923.7668

SCALE: 1/32" = 1'

CALIFORNIA CONTRACTOR LICENSE NO. 045 250729
 THIS SHEET IS TO BE INSTALLED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 16 OF THE MUNICIPALITY OF HUNTINGTON BEACH. CONSULT OTHER APPLICABLE LOCAL CODES. THIS INCLUDES FEDERAL, STATE AND LOCAL CODES. CONSULT THE CONTRACTOR FOR ANY QUESTIONS. ALL MANUFACTURERS' AND SUPPLIER'S INFORMATION IS FOR INFORMATION ONLY. TO VIEW DATA IS NOT INCLUDED IN THIS PROPOSAL.

PROD. APPROVAL	DATE	BY	DRAWINGS	DESIGN NO.	SHEET NO.	SCALE	DATE	BY	FIRM NAME/LOCATION ADDRESS
CLIENT			ORIG. DES.	R1	OF 2	NOTED	02/02/07	TorK	HUNTINGTON BEACH MOTOR CARS
SALES			REVISIONS	R2		NOTED	02/26/07	TorK	16401 Beach Blvd.
DESIGN				R4		NOTED	10/23/07	TorK	Huntington Beach, CA, 92647
ESTIMATING									S. Record
ENGINEERING									SALESPERSON
EXPEDITING									

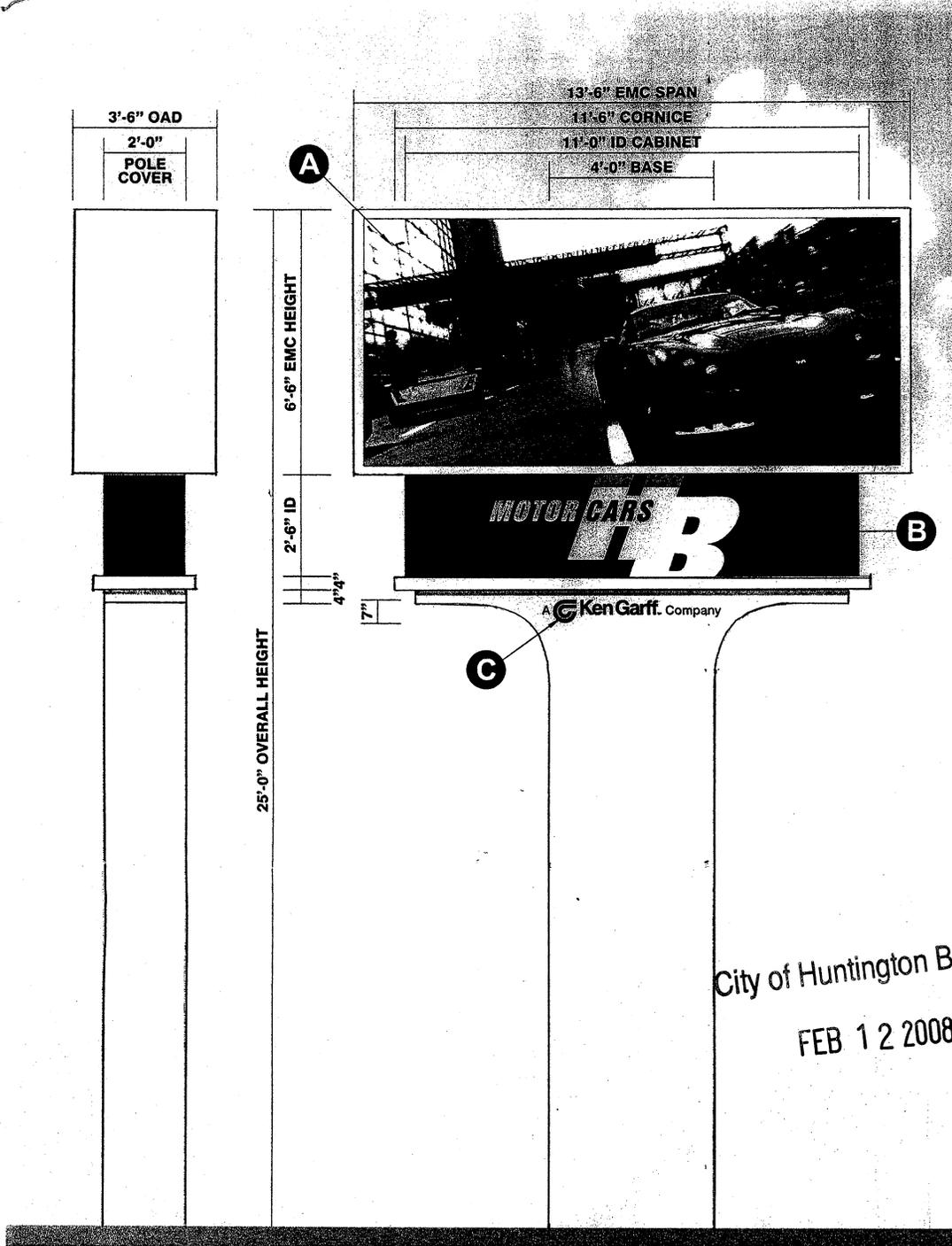
07-8131.5
 FILE DESIGN NUMBER

NOTE: COST FOR PROVIDING NECESSARY ELECTRICAL WORK TO VIEW DATA IS NOT INCLUDED IN THIS PROPOSAL.

W.D. NUMBER

NOTE: COST FOR PROVIDING NECESSARY ELECTRICAL WORK TO VIEW DATA IS NOT INCLUDED IN THIS PROPOSAL.

Los Angeles Division
Young Electric Sign Company
 1443 So. Cucamonga Ave., Ontario, CA. 91761 (909) 923-7668
 YESCO® CALIFORNIA CONTRACTOR LICENSE NO. 045 250729



07-8131.5
 ALL DESIGN NUMBERS

FIRM NAME/LOCATION ADDRESS
HUNTINGTON BEACH MOTOR CARS
 16401 Beach Blvd.
 Huntington Beach, CA. 92647
 SALESPERSON **S. Record**

PROG. APPROVAL	DATE	SCALE	DATE	BY
CLIENT		NOTED	09/02/07	Tork
SALES		NOTED	09/26/07	Tork
DESIGN		NOTED	09/26/07	Tork
ESTIMATING		NOTED	10/23/07	Tork
ENGINEERING		NOTED	11/06/07	Tork
EXPEDITING				

DRAWINGS

ORIG. DES. REVISIONS	DESIGN NO.	SHEET NO.
	R1	1 OF 2
	R2	
	R4	

CALIFORNIA CONTRACTOR LICENSE NO. 045 25779
 YBSCO, CALIFORNIA CONTRACTOR LICENSE NO. 045 28079

LOS ANGELES DIVISION
YOUNG ELECTRIC SIGN COMPANY
 1443 So. Cucamonga Ave., Ontario, CA. 91761 (909) 923-7668
 YBSCO, CALIFORNIA CONTRACTOR LICENSE NO. 045 28079

RECEIVED

City of Huntington Beach
 FEB 12 2008

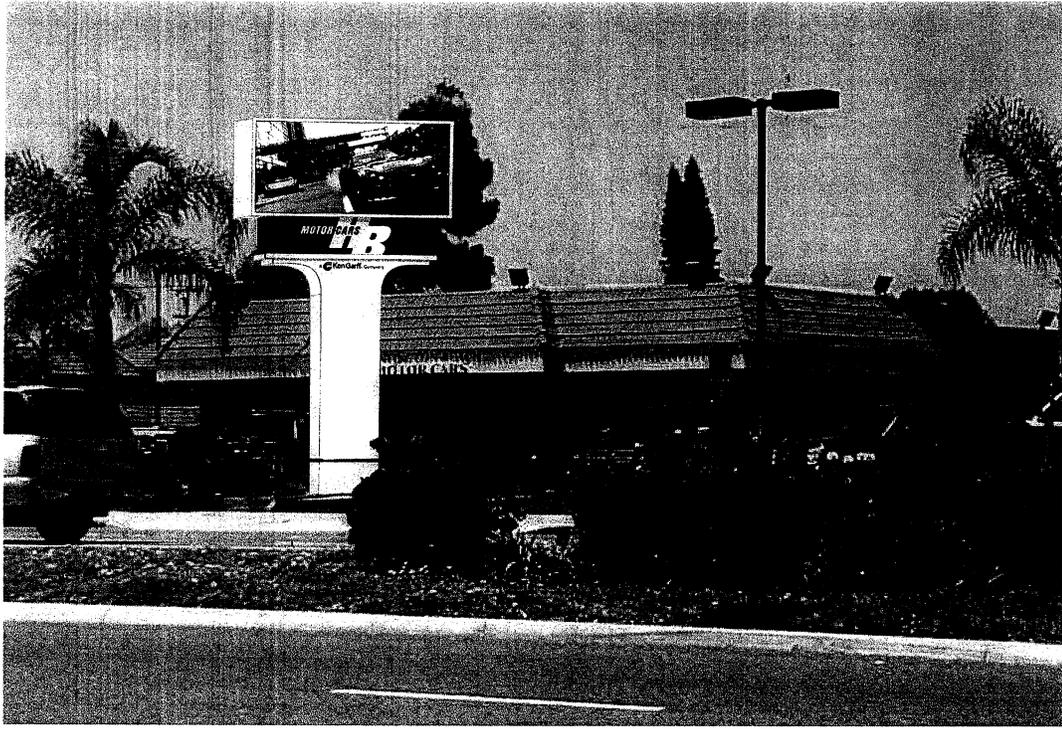
MANUFACTURE & INSTALL ONE (1) D/F PYLON SIGN w/FULL-COLOR LED

Scale: 3/8" = 1'-0"

- [A] D/F LED TO BE FULL-COLOR 20mm 88 X 192 MATRIX LED CABINET RETAINER & RETURN TO BE BRUSHED ALUMINUM FINISH
- [B] ID CABINET TO BE FULL-BLEED PANA-FLEX with BLACK & GREY VINYL OVERLAY INTERNAL ILLUMINATION PROVIDED BY CWHO FLUORESCENT LAMPS
- [C] KEN GARFF COPY TO BE VINYL OVERLAY BLACK & RED VINYL COLORS

POLE COVER TO BE BRUSHED ALUMINUM FINISH

THE MAXIMUM SIGN AREA SHALL BE 115 SQUARE FEET; 90 SQUARE FEET FOR MESSAGE; AND 25 SQUARE FEET FOR OTHER INFORMATION.
 THE MAXIMUM HEIGHT OF A FREESTANDING ELECTRONIC READERBOARD SIGN SHALL BE 25 FEET.
 THE ELECTRONIC READERBOARD SHALL HAVE CYLINDERS, A SHADE SCREEN AND A PHOTOCCELL FOR REDUCING THE INTENSITY OF LIGHTING AT NIGHT.
 THE MAXIMUM MEASURABLE LIGHT OUTPUT OF THE ELECTRONIC READERBOARD SHALL NOT EXCEED 50 FOOT-CANDLES AT ANY PROPERTY LINE.



NEW SIGN ELEVATION



EXISTING SIGN POLE

City of Huntington Beach

FEB 12 2008

ATTACHMENT NO. 2.3

CALIFORNIA CONTRACTOR LICENSE NO. 046 282728
 THIS DRAWING IS INTENDED TO BE REPRODUCED IN ACCORDANCE WITH THE REQUIREMENTS OF ARTICLE 10 OF THE NATIONAL ELECTRICAL CODE (NEC) AND THE NATIONAL ELECTRICAL CODE (NEC) APPLICATIONS (LOCAL CODES). THIS INCLUDES PROJECT GOVERNANCE AND PROVISIONS OF THE SAME. COPIES REPRODUCED IN THIS MANNER ARE UNAUTHORIZED. CONTACT THE DESIGNER FOR PERMISSION TO REPRODUCE THIS DRAWING.

PROG. APPROVAL	DATE	BY	DRAWINGS	DESIGN NO.	SHEET NO.	SCALE	DATE	BY	FIRM NAME/LOCATION ADDRESS
CLIENT			ORIG. DES.	R1	2 OF 2	NOTED	08/02/07	Torik	HUNTINGTON BEACH MOTOR CARS
SALES			REVISIONS	R2		NOTED	09/26/07	Torik	16401 Beach Blvd.
DESIGN				R4		NOTED	10/23/07	Torik	Huntington Beach, CA. 92647
ESTIMATING						NOTED	11/06/07	Torik	SALESPERSON
ENGINEERING									S. Record
EXPERTING									

07-81315
 FILE DESIGN NUMBER
 M.C. NUMBER
 ANY COURT ACTION CONCERNING THIS ELECTRICAL WORK TO BE AVOIDED IS NOT INCLUDED IN THIS PROPOSAL.

Los Angeles DIVISION
YOUNG ELECTRIC SIGN COMPANY
 1443 So. Cucamonga Ave., Ontario, CA. 91761 (909) 923-7668
 YESCO, CALIFORNIA CONTRACTOR LICENSE NO. 046 282728

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YESCO

YOUNG ELECTRIC SIGN COMPANY

Los Angeles Division

909-923-7668 Telephone
909-923-5015 Fax

1443 South Cucamonga Avenue
Ontario, California 91761-4510

February 1, 2008

City of Huntington Beach
Planning Department
2000 Main Street
Huntington Beach, CA 92648

RE: Pylon Sign on Beach Blvd. for Huntington Beach Motorcars

To whom it may concern:

Huntington Beach Motorcars is proposing to construct a double-faced pole sign with an electronic reader board per the following specifications:

The maximum sign area shall be 115 square feet; 90 square feet for message; and 25 square feet for other information. The maximum height of the electronic reader board freestanding sign shall be 25'. The electronic reader board will be a full color, 20 mm, 88 x 192 matrix L.E.D.

Thank you,
YOUNG ELECTRIC SIGN COMPANY

Tony Shreve
Account Executive

City of Huntington Beach
FEB 12 2008

DRAFT

MINUTES
HUNTINGTON BEACH OFFICE OF THE ZONING ADMINISTRATOR
Room B-8 - Civic Center
2000 Main Street
Huntington Beach California

WEDNESDAY, APRIL 23, 2008 - 1:30 P.M.

ZONING ADMINISTRATOR: Mary Beth Broeren

STAFF MEMBER: Andrew Gonzales, Rami Talleh, Judy Demers, (recording secretary)

MINUTES: January 2, 2008
February 13 & 20, 2008
March 5 & 12, 2008
April 9, 2008
APPROVED AS SUBMITTED

ORAL COMMUNICATION: **NONE**

ITEM 1: CONDITIONAL USE PERMIT NO. 2008-006 (HB MOTOR CARS ELECTRONIC READERBOARD SIGN)

APPLICANT: Shawn Record
PROPERTY OWNER: Howard Label, 5 Rue Fontaine, Newport Beach, CA 92660
REQUEST: To permit the installation of a 25 ft. high, 115 sq. ft. electronic readerboard sign for an existing automobile dealership.
LOCATION: 16401 Beach Blvd., 92647 (west side of Beach Boulevard, north of Heil Avenue.
PROJECT PLANNER: Andrew Gonzales

Andrew Gonzales, Assistant Planner, displayed project plans and photographs and stated the purpose, location, zoning, and existing use of the subject site. Staff presented an overview of the proposed project and the suggested findings and conditions of approval as presented in the executive summary.

Mr. Gonzales stated that no written or verbal comments were received in response to the public notification.

Mary Beth Broeren, Zoning Administrator, confirmed with staff that the readerboard sign is in compliance with all code requirements. She inquired as to the notification of Caltrans.

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THE PUBLIC HEARING WAS OPENED.

Tony Thompson, the business owner, agreed to comply with all staff recommendations and suggestions. He mentioned that he is trying to purchase the adjacent property which would make it easier to have the sign more centrally located to the property.

Ms. Broeren reviewed the staff recommendations with Mr. Thompson. Ms. Broeren engaged in discussions concerning the notification of Caltrans. She mentioned that Beach Blvd. is a state highway and her experience has been that Caltrans needs to receive notification.

Shawn Record, the applicant, contacted his partner to confirm the Caltrans process. He did assure the Zoning Administrator that they would make contact with Caltrans on Thursday, April 24, 2008.

THERE WERE NO OTHER PERSONS PRESENT TO SPEAK FOR OR AGAINST THE REQUEST AND THE PUBLIC HEARING WAS CLOSED.

Ms. Broeren stated that she was going to approve the request with the condition that Caltrans is notified.

CONDITIONAL USE PERMIT NO. 2008-006 WAS APPROVED BY THE ZONING ADMINISTRATOR WITH THE FOLLOWING FINDINGS AND CONDITIONS OF APPROVAL. THE ZONING ADMINISTRATOR STATED THAT THE ACTION TAKEN BY THE ZONING ADMINISTRATOR MAY BE APPEALED TO THE PLANNING COMMISSION WITHIN TEN (10) CALENDAR DAYS.

SUGGESTED FINDINGS FOR PROJECTS EXEMPT FROM CEQA:

The Zoning Administrator finds that the project will not have any significant effect on the environment and is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to section 15311 of the CEQA Guidelines, because the project involves the construction of an on-premise freestanding sign that is accessory to the existing vehicle sales use.

SUGGESTED FINDINGS FOR APPROVAL - CONDITIONAL USE PERMIT NO. 2008-006:

1. Conditional Use Permit No. 2008-006 for the construction of an electronic readerboard sign will not be detrimental to the general welfare of persons working or residing in the vicinity or detrimental to the value of the property and improvements in the neighborhood. The electronic readerboard sign will be located more than 150 ft. from adjacent residences and is conditioned to be relocated to an area in front of the main building to block visibility of the sign from nearby residences. Furthermore, the sign is conditioned to provide a 2" deep metal blinder around the display screen to minimize impacts from glare onto adjacent properties. The proposed sign will not impact vehicular and pedestrian traffic on Beach Blvd. and Alhambra St. because the sign will not obstruct visibility at driveways and street intersections. In addition, the sign will incorporate technology which will allow for manual control of illumination levels during the daytime and nighttime hours.
2. The conditional use permit will be compatible with surrounding uses because the electronic readerboard sign will be similar to existing readerboard signs along Beach Blvd. The

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proposed signage will be consistent with existing vehicle dealership signage in terms of size, height, and location. The sign design will be brought up-to-date and consistent with similar signage in the surrounding area. To ensure compatibility with the site, the sign is conditioned to incorporate colors and materials found on the subject property.

3. The proposed conditional use permit will comply with the provisions of the base district and other applicable provisions in Titles 20-25 of the Huntington Beach Zoning and Subdivision Ordinance (HBZSO). The proposed electronic readerboard complies with the sign requirements in terms of maximum sign height, maximum sign area, and minimum separation distances to residences. The sign will be required to comply with the maximum lighting intensity of the HBZSO. Electronic readerboard signs are allowed with approval of a conditional use permit.
4. The granting of the conditional use permit will not adversely affect the General Plan. It is consistent with the Land Use Element designation of CG-F2-a (Commercial General – 0.50 max. floor area – Auto District Overlay) on the subject property. In addition it is consistent with the following goals and policies of the General Plan:

LU 15.4.5: Require that the site and structures of an automobile district be designed to convey a high quality character and be compatible with adjacent land uses, considering the following:

d. Incorporation of well-designed and unified signage, including temporary signs pennants, and balloons.

UD 1.1: Identify and reinforce a distinctive architectural and environmental image for each district in Huntington Beach.

ED 3: Upgrade and modernize high-activity nodes and districts.

The construction of an electronic readerboard pole sign will improve the architectural quality of the current sign by integrating and architectural components of the site's buildings to provide a distinct but consistent visual character in the area. The electronic readerboard provides an opportunity to upgrade and modernize the look and technology of the existing sign. The project enhances signage opportunities and economic development potential by increasing visibility of the automobile sales business to Beach Blvd.

SUGGESTED CONDITIONS OF APPROVAL - CONDITIONAL USE PERMIT NO. 2008-006:

1. The site plan and sign elevations received and dated January 10, 2008 shall be the conceptually approved design with the following modifications:
 - a. An architectural cap shall be provided on the top of the electronic readerboard sign.
 - b. The sign's encasement shall be treated with colors and materials that match that of the main building.
 - c. A metal blinder shall be provided around the perimeter of the electronic readerboard sign that projects a minimum of 2 inches beyond the face of the sign.
 - d. The electronic readerboard sign shall be relocated further south subject to review and approval by the Design Review Board.

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2. Prior to submittal for building permits:
 - a. The Design Review Board shall review and approve the final electronic readerboard design concept plans.
 - b. The applicant shall notify Caltrans and provide written verification to the Planning Department that no issues exist with the electronic readerboard sign.
3. During demolition, grading, site development, and/or construction, the following shall be adhered to: **(PW)**
 - a. All existing onsite (and offsite) palm trees shall be protected in place.
 - b. No existing trees shall be damaged or removed.
4. Incorporating sustainable or "green" building practices into the design of the proposed structures and associated site improvements is highly encouraged. Sustainable building practices may include (but are not limited to) those recommended by the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) Program certification (<http://www.usgbc.org/DisplayPage.aspx?CategoryID=19>) or Build It Green's Green Building Guidelines and Rating Systems (<http://www.builditgreen.org/index.cfm?fuseaction=guidelines>).

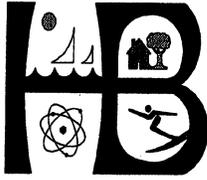
SUGGESTED FINDINGS FOR PROJECTS EXEMPT FROM CEQA:

The Zoning Administrator finds that the project will not have any significant effect on the environment and is exempt from the provisions of the California Environmental Quality Act (CEQA) pursuant to section 15311 of the CEQA Guidelines, because the project involves the construction of an on-premise freestanding sign that is accessory to the existing vehicle sales use.

THE MEETING WAS ADJOURNED AT 1:50 PM TO THE NEXT REGULARLY SCHEDULED MEETING ON WEDNESDAY, APRIL 30, 2008 AT 1:30 PM.

Mary Beth Broeren
Zoning Administrator

:jd



CITY OF HUNTINGTON BEACH

City Council Communication

City of Huntington Beach

APR 30 2008

TO: Scott Hess, Planning Commission Secretary

FROM: Blair Farley, Planning Commissioner *EF of HF*

DATE: April 30, 2008

**SUBJECT: APPEAL OF THE ZONING ADMINISTRATOR'S APPROVAL OF
CONDITIONAL USE PERMIT NO. 08-006 (HB MOTOR CARS
ELECTRONIC READERBOARD POLE SIGN)**

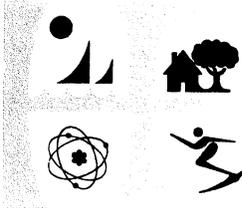
I am hereby appealing the Zoning Administrator's April 28, 2008 approval of Conditional Use Permit No. 08-006. The request is to permit the construction of an electronic readerboard pole sign for an existing auto dealership located at 16401 Beach Boulevard (westside of Beach Blvd., north of Heil Ave.).

The basis of my appeal is that approval for the development of the proposed electronic readerboard may be incompatible with the long term development plan of Beach Boulevard. Additionally, the proposed signage may facilitate business/property owners to pursue similar signage along this highway. Taking into consideration that the City is pursuing changes to the development standards along Beach Boulevard, especially with signage, the implications associated with such development should require further review and consideration by the Planning Commission.

Pursuant to Section 248.18 of the HBZSO, the Planning Commission shall hear an appeal from the decision of the Zoning Administrator.

SH:HF:ag

Cc: Planning Commissioners
Paul Emery, Interim City Administrator
Herb Fauland, Planning Manager
Andrew Gonzales, Assistant Planner
Stephen Herman, Property Owner



City of Huntington Beach

2000 MAIN STREET

CALIFORNIA 92648

DEPARTMENT OF PLANNING

Phone 536-5271
Fax 374-1540

April 7, 2008

Tony Shreve
1443 S. Cucamonga Avenue
Ontario, CA 91761

**SUBJECT: CONDITIONAL USE PERMIT NO. 2008-006 AND DESIGN REVIEW NO. 2008-007 (HB MOTOR ELECTRONIC READERBOARD POLE SIGN) – 16401 BEACH BOULEVARD
PROJECT IMPLEMENTATION CODE REQUIREMENTS (REVISED)**

Dear Applicant,

In order to assist you with your development proposal, staff has reviewed the project and identified applicable city policies, standard plans, and development and use requirements, excerpted from the City of Huntington Beach Zoning & Subdivision Ordinance and Municipal Codes. This list is intended to help you through the permitting process and various stages of project implementation.

It should be noted that this requirement list is in addition to any "conditions of approval" adopted by the Zoning Administrator. Please note that if the design of your project or site conditions change, the list may also change.

The attached project implementation code requirements may be appealed to the Planning Commission as a matter separate from the associated entitlement(s) within ten calendar days of the approval of the project pursuant to the Huntington Beach Zoning and Subdivision Ordinance Section 248.24. The appeal fee is \$494.00.

If you would like a clarification of any of these requirements, an explanation of the Huntington Beach Zoning & Subdivision Ordinance and Municipal Codes, or believe some of the items listed do not apply to your project, and/or you would like to discuss them in further detail, please contact me at agonzales@surfcity-hb.org or 714-374-1547 and/or the respective source department (contact person below).

Sincerely,

Andrew Gonzales
Assistant Planner

Enclosures: Planning Department requirements dated April 21, 2008

Public Works Department requirements dated March 6, 2008
Fire Department requirements dated March 5, 2008
Building Department requirements dated March 3, 2008

Cc: Steve Bogart, Public Works – 714-536-5431
Lee Caldwell, Fire Department – 714-536-5531
Edward Lee, Building and Safety Department – 714-374-1538
Herb Fauland, Planning Manager
Jason Kelley, Planning Department
Howard Label, 5 Rye Fontaine, Newport Beach, CA 92660
Project File



**CITY OF HUNTINGTON BEACH
PLANNING DEPARTMENT
(REVISED)**

PROJECT IMPLEMENTATION CODE REQUIREMENTS

DATE: APRIL 21, 2008
PROJECT NAME: HB MOTOR ELECTRONIC READERBOARD SIGN
ENTITLEMENTS: CONDITIONAL USE PERMIT NO. 2008-006; DESIGN REVIEW NO. 2008-007
PLANNING APPLICATION NO.: 2008-029
PROJECT LOCATION: 16401 BEACH BOULEVARD, HUNTINGTON BEACH
PROJECT PLANNER: ANDREW GONZALES, ASSISTANT PLANNER
TELEPHONE/E-MAIL: (714) 536-1547/ AGONZALES@SURFCITY-HB.ORG
PROJECT DESCRIPTION: **CUP:** TO PERMIT THE CONSTRUCTION OF A 115 SQ. FT., 25 FT. HIGH ELECTRONIC READERBOARD FOR AN EXISTING CAR DEALERSHIP; **DR:** TO REVIEW THE DESIGN, COLORS, AND MATERIALS ASSOCIATED WITH THE CONSTRUCTION OF AN ELECTRONIC READERBOARD SIGN.

The following is a list of code requirements deemed applicable to the proposed project based on plans received and dated February 12, 2008. The list is intended to assist the applicant by identifying requirements which must be satisfied during the various stages of project permitting and implementation. A list of conditions of approval adopted by the Zoning Administrator in conjunction with the requested entitlement(s), if any, will also be provided should the project be approved. If you have any questions regarding these requirements, please contact the Plan Reviewer.

CONDITIONAL USE PERMIT NO. 2008-006:

1. The site plan and elevations approved by the Zoning Administrator shall be the conceptually approved design with the following modifications:
 - a. All plans shall depict the readerboard sign outside a triangular area formed by measuring ten ft. from the adjacent intersecting driveway and street.
 - b. All plans shall depict the omission of "A Ken Grarff Company" from the sign's content.
 - c. The site plan shall depict the electronic readerboard sign a minimum 150 ft. distance to any residence.
 - d. The electronic readerboard sign shall include the street address with minimum six inch numerals at a minimum two ft. height above the adjacent grade.

2. Prior to submittal for building permits, the following shall be completed:
 - a. Zoning entitlement conditions of approval, code requirements identified herein and code requirements identified in separately transmitted memorandum from the Departments of Fire and Public Works shall be printed verbatim on one of the first three pages of all the working drawing sets used for issuance of building permits (architectural, structural, electrical, mechanical and plumbing) and shall be referenced in the sheet index. The minimum font size utilized for printed text shall be 12 point.
3. The use shall comply with the following:
 - a. The electronic readerboard shall have cylinders, a shade screen and a photocell for reducing the intensity of lighting at night.
 - b. The maximum measurable light output of the electronic readerboard shall not exceed 50 foot-candles at any property line.
 - c. Where a site has an electronic readerboard, temporary banners, balloons, flags, etc. shall be permitted a maximum of 15 days per calendar year.
 - d. Hours of operation: 6:30 AM to 10:30 PM. At least 10 percent of the message time, or any percentage deemed necessary by the City for emergency conditions, shall be used for public service announcements.
 - e. Messages in an electronic readerboard shall be no faster than one message every four seconds, and the minimum interval between messages shall be at least one second. Continuous motion of messages is not permitted.
 - f. Light intensity changes (other than between day and night uses) are not permitted.
 - g. Off-premises signs, installed for the purpose of advertising a project, subject or business unrelated to the premises upon which the sign is located is prohibited.
4. The applicant and/or applicant's representative shall be responsible for ensuring the accuracy of all plans and information submitted to the City for review and approval.
5. Conditional Use Permit No. 2008-006 shall become null and void unless exercised within one year of the date of final approval or such extension of time as may be granted by the Director pursuant to a written request submitted to the Planning Department a minimum 30 days prior to the expiration date.
6. The Zoning Administrator reserves the right to revoke Conditional Use Permit No. 2008-006 pursuant to a public hearing for revocation, if any violation of the conditions of approval, Huntington Beach Zoning and Subdivision Ordinance or Municipal Code occurs.
7. The project shall comply with all applicable requirements of the Municipal Code, Building & Safety Department and Fire Department, as well as applicable local, State and Federal Fire Codes, Ordinances, and standards, except as noted herein.
8. Construction shall be limited to Monday – Saturday 7:00 AM to 8:00 PM. Construction shall be prohibited Sundays and Federal holidays.
9. The applicant shall submit a check in the amount of \$50.00 for the posting of the Notice of Exemption at the County of Orange Clerk's Office. The check shall be made out to the County of Orange and submitted to the Planning Department within two (2) days of the Zoning Administrator's approval of entitlements.

10. All landscaping shall be maintained in a neat and clean manner, and in conformance with the HBZSO. Prior to removing or replacing any landscaped areas, check with the Departments of Planning and Public Works for Code requirements. Substantial changes may require approval by the Zoning Administrator.
11. All permanent, temporary, or promotional signs shall conform to Chapter 233 of the HBZSO. Prior to installing any new signs, changing sign faces, or installing promotional signs, applicable permit(s) shall be obtained from the Planning Department. Violations of this ordinance requirement may result in permit revocation, recovery of code enforcement costs, and removal of installed signs.



CITY OF HUNTINGTON BEACH PUBLIC WORKS DEPARTMENT

PROJECT IMPLEMENTATION CODE REQUIREMENTS

DATE: MARCH 6, 2008

PROJECT NAME: HB MOTOR ELECTRONIC READERBOARD SIGN

ENTITLEMENTS: CONDITIONAL USE PERMIT NO. 2008-006; DESIGN REVIEW NO. 2008-007

PLANNING APPLICATION NO: 2008-0029

DATE OF PLANS: FEBRUARY 12, 2008

PROJECT LOCATION: 16401 BEACH BOULEVARD, HUNTINGTON BEACH

PROJECT PLANNER: ANDREW GONZALES, ASSISTANT PLANNER

TELEPHONE/E-MAIL: 714-374-1547 / AGONZALES@SURFCITY-HB.ORG

PLAN REVIEWER: STEVE BOGART, SENIOR CIVIL ENGINEER

TELEPHONE/E-MAIL: 714-536-5431 / SBOGART@SURFCITY-HB.ORG

PROJECT DESCRIPTION: **CUP:** TO PERMIT THE CONSTRUCTION OF A 115 SQ. FT., 25 FT. HIGH ELECTRONIC READERBOARD FOR AN EXISTING CAR DEALERSHIP;
DR: TO REVIEW THE DESIGN, COLORS, AND MATERIALS ASSOCIATED WITH THE CONSTRUCTION OF AN ELECTRONIC READERBOARD SIGN.

The following is a list of code requirements deemed applicable to the proposed project based on plans as stated above. The items below are to meet the City of Huntington Beach's Municipal Code (HBMC), Zoning and Subdivision Ordinance (ZSO), Department of Public Works Standard Plans (Civil, Water and Landscaping) and the American Public Works Association (APWA) Standards Specifications for Public Works Construction (Green Book), the Orange County Drainage Area management Plan (DAMP), and the City Arboricultural and Landscape Standards and Specifications. The list is intended to assist the applicant by identifying requirements which shall be satisfied during the various stages of project permitting, implementation and construction. If you have any questions regarding these requirements, please contact the Plan Reviewer.

THE FOLLOWING DEVELOPMENT REQUIREMENTS SHALL BE COMPLETED PRIOR TO ISSUANCE OF A BUILDING PERMIT:

1. An "Illumination Study" shall be submitted for approval by the Public Works Department prior to permit issuance. The "Illumination Study" should demonstrate that the proposed electronic reader board sign is in compliance with Section 21466.5 of the California Vehicle Code (CVC) which reads as follows:

ATTACHMENT NO. 6.6

21466.5. Light impairing driver vision.

No person shall place or maintain or display, upon or in view of any highway, any light of any color of such brilliance as to impair the vision of drivers upon the highway. A light source shall be considered vision impairing when its brilliance exceeds the values listed below.

The brightness reading of an objectionable light source shall be measured with a 1.5 degree photoelectric brightness meter placed at the driver's point of view. The maximum measured brightness of the light source within 10 degrees from the driver's normal line of sight shall not be more than 1,000 times the minimum measured brightness in the driver's field of view, except that when the minimum measured brightness in the field of view is 10 foot-lamberts or less, the measured brightness of the light source in foot-lambert shall not exceed 500 plus 100 times the angle, in degrees, between the driver's line of sight and the light source.

The provisions of this section shall not apply to railroads as defined in Section 229 of the Public Utilities Code.

2. An Encroachment Permit shall be required for all work within CALTRANS' right-of-way.

ATTACHMENT NO. 6.7



CITY OF HUNTINGTON BEACH FIRE DEPARTMENT

PROJECT IMPLEMENTATION CODE REQUIREMENTS

DATE: MARCH 5, 2008

PROJECT NAME: HB MOTOR ELECTRONIC READERBOARD SIGN

ENTITLEMENTS: CONDITIONAL USE PERMIT NO. 2008-006; DESIGN REVIEW NO. 2008-007

PLANNING APPLICATION NO.: 2008-0029

PROJECT LOCATION: 16401 BEACH BOULEVARD, HUNTINGTON BEACH

PLANNER: ANDREW GONZALES, ASSISTANT PLANNER

TELEPHONE/E-MAIL: (714) 374-1547/ AGONZALES@SURFCITY-HB.ORG

PLAN REVIEWER-FIRE: LEE CALDWELL, FIRE DEVELOPMENT SPECIALIST

TELEPHONE/E-MAIL: (714) 536-5531/ LCALDWELL@SURFCITY-HB.ORG

PROJECT DESCRIPTION: **CUP:** TO PERMIT THE CONSTRUCTION OF A 115 SQ. FT., 25 FT. HIGH ELECTRONIC READERBOARD FOR AN EXISTING CAR DEALERSHIP;
DR: TO REVIEW THE DESIGN, COLORS, AND MATERIALS ASSOCIATED WITH THE CONSTRUCTION OF AN ELECTRONIC READERBOARD SIGN.

The following is a list of code requirements deemed applicable to the proposed project based on plans received and dated February 12, 2008. The list is intended to assist the applicant by identifying requirements which must be satisfied during the various stages of project permitting and implementation. If you have any questions regarding these requirements, please contact the Plan Reviewer- Fire: LEE CALDWELL, FIRE DEVELOPMENT SPECIALIST.

PRIOR TO DEMOLITION, GRADING, SITE DEVELOPMENT, ISSUANCE OF GRADING PERMITS, BUILDING PERMITS, AND/OR CONSTRUCTION, THE FOLLOWING SHALL BE REQUIRED:

- a. No requirements this section. (FD)

THE FOLLOWING CONDITIONS SHALL BE MAINTAINED DURING CONSTRUCTION:

- a. Fire/Emergency Access and Site Safety shall be maintained during project construction phases in compliance with HBFC Chapter 14, Fire Safety during Construction and Demolition. (FD)
- b. Discovery of soil contamination or underground pipelines, etc., must be reported to the Fire Department immediately and the approved work plan modified accordingly in compliance with City Specification #431-92 Soil Clean-Up Standards. (FD)

Fire Department City Specifications may be obtained at:
Huntington Beach Fire Department Administrative Office City Hall 2000 Main Street, 5th floor Huntington Beach, CA 92648 or through the City's website at www.surfcity-hb.org

If you have any questions, please contact the Fire Prevention Division at (714) 536-5411.

S:\Prevention\1-Development\1-Planning Department - Planning Applications, CUP's\Beach 16401 Electronic Reader Board Sign CUP# 2008-006, DRB 2008-007 3-5-08.doc

ATTACHMENT NO. 6.9



**CITY OF HUNTINGTON BEACH
BUILDING AND SAFETY DEPARTMENT
PROJECT IMPLEMENTATION CODE REQUIREMENTS**

DATE: 03/03/2008
PROJECT NAME: HB Motor Electronic Reader-board Sign
ENTITLEMENTS: Conditional Use Permit No. 2008-006: Design Review No. 2008-007:
Planning Application No. 2008-029
PROJECT LOCATION: 16401 Beach Blvd., Huntington Beach
PROJECT PLANNER: Andrew Gonzales, Assistant Planner
PLAN REVIEWER: Edward S. Lee, Plan Checker II
TELEPHONE/E-MAIL: (714) 374-1538 / elee@surtcity-hb.org
PROJECT DESCRIPTION: **CUP:** To permit the construction of a 115 sq. ft., 25 ft. high electronic reader-board for an existing car dealership; **DR:** To review the design, colors and materials associated with the construction of an electronic reader-board sign

The following is a list of code requirements deemed applicable to the proposed project based on plans received and dated 02/12/08. The list is intended to assist the applicant by identifying requirements which must be satisfied during the various stages of project permitting and implementation. Electrical, plumbing, and mechanical items are not included in this review. If you have any questions regarding these comments, please contact the plan reviewer. Compliance is required prior to building permit issuance and all applicable items must meet the Huntington Beach Municipal Code (HBMC) and the California Code of Regulations (CCR or Title 24).

II. CODE ISSUES:

GENERAL:

1. The codes in effect are: 2007California Building Code ('07CBC), 2007California Plumbing Code ('07CPC), 2007California Mechanical Code ('07CMC), 2007California Electrical Code ('07CEC) and 2007California Energy Efficiency Standards as adopted by the City where applicable.
2. A building permit shall be required for the proposed reader-board sign with structural calculation & details prepared by a California registered engineer.

ATTACHMENT NO. 6.10

Gonzales, Andrew

From: Erik Calloway [erik@ftburbandesign.com]
Sent: Thursday, March 27, 2008 5:46 PM
To: Medel, Rosemary
Cc: DaVeiga, Paul; Gonzales, Andrew
Subject: RE: Beach Blvd. Signage Issue

Rosemary,

A number of issues would factor in to this that we have not fully looked into yet. But, in general:

- 1) We would not permit signs that advertise off-site businesses so the sign would have to be advertising only for the used car lot.
- 2) We would generally restrict this type of sign, especially in locations where we want to encourage housing, due to the "bad neighbor" issues and to begin to improve the character of this important City corridor.
- 3) The Core Team has discussed restrictions on used car lots throughout the corridor as a use (I don't remember off the top of my head about used car sales in this segment). As a result, if the sign triggered the development regulations, it would probably not be allowed.
- 4) Regardless of the electronic nature of the sign, we would place some limit on size of freestanding signs (both height and square footage). Although we have not developed these numbers, this sign sounds pretty big.

Of course, there may be some instances that we permit this type of sign, but they would probably be reserved for special situations. A last factor is that we will want to review the existing code to see how any new regulations relate to the current regulations.

Erik Calloway
Associate
Freedman Tung & Bottomley
101 New Montgomery Street
6th Floor
San Francisco, CA 94105
T: 415-291-9455
F: 415-291-9633
erik@ftburbandesign.com
www.ftburbandesign.com

From: Medel, Rosemary [mailto:rmedel@surfcity-hb.org]
Sent: Tuesday, March 18, 2008 4:06 PM
To: Erik Calloway
Cc: DaVeiga, Paul; Gonzales, Andrew
Subject: Beach Blvd. Signage Issue

Erik, we have had a request to consider the installation of a 25 foot high reader board sign for a used car lot on Beach. The exact address is 16401 Beach Blvd (west side of Beach between Warner and Slater). Of issue is that the type of reader board will show images similar to a big screen TV. Now while it would require a conditional use permit to the Planning Commission, do we have an argument that this is not in keeping with the vision of the Beach & Edinger plan? The specifics on the proposal are: 115 sq. Ft/90 sq. ft. for message and 25 square feet for other information. The electronic reader board will be a full color, 20 mm, 88 x 192 matrix L.E.D. What are your thoughts on this proposal?

ATTACHMENT NO. 7.1

5/30/2008

- F. Flashing, moving, pulsating, or intermittently lighted signs, mechanical movement signs, including searchlights, except electronic readerboards and public service signs such as those for time and temperature. (3334-6/97)
- G. Animals or human beings, live or simulated, utilized as signs. (3334-6/97)
- H. Projecting signs, except canopy or awning signs and under-canopy signs, subject to subsections 233.06(A) and 233.06(E). (3334-6/97, 3360-12/97)
- I. Signs which constitute a nuisance or hazard due to their intensity of light. (3334-6/97)
- J. Signs visible from and within 100 feet of an R district which are illuminated between the hours of 10:00 PM and 7:00 AM unless they identify an establishment open for business during those hours. (3360-12/97)
- K. Off-premises signs, including billboards or advertising structures installed for the purpose of advertising a project, subject or business unrelated to the premises upon which the sign is located, except subdivision directional signs and multiple user electronic readerboards. (3334-6/97)
- L. Abandoned signs and signs which no longer identify a bona fide business conducted on the premises. Such signs shall be removed by the property owner within 60 days of the business' closing date. The sign panel may be turned over (blank side out) if the sign complies with code. (3334-6/97, 3360-12/97)
- M. Signs on any public property, including signs affixed to utility poles, or projecting onto the public right-of-way, except political signs and those required by law. This section shall not prohibit the placement of advertising panels on public service items including, but not limited to, trash receptacles, bicycle racks, bus benches, transit shelters, and telephone booths, within public rights-of-way or in publicly-operated beaches or parks provided such items are placed in accord with an agreement granted by the City Council. (3334-6/97, 3360-12/97)
- N. Vehicle signs, signs affixed to automobiles, trucks, trailers or other vehicles on public or private property for the basic purpose of advertising, identifying or providing direction to a use or activity not related to the lawful use of the vehicle for delivering merchandise or rendering service. Any such vehicle signs which have as their primary purpose to serve as a non-moving or moving display are prohibited. (3334-6/97)

233.12 Electronic Readerboards

Electronic readerboards may be permitted subject to the review by the Design Review Board, and approval of a conditional use permit by the Zoning Administrator. (3334-6/97, 3360-12/97, 3711-06/05)

- A. Required Findings: Prior to approving a conditional use permit to allow an electronic readerboard sign, the Zoning Administrator shall make the following findings: (3334-6/97, 3711-06/05)
 - 1. The proposed electronic readerboard sign conforms with the standards and criteria as set forth in this chapter; (3334-6/97)
 - 2. The proposed electronic readerboard sign is compatible with other signs on the site and in the vicinity; (3334-6/97)

3. The proposed electronic readerboard sign will not adversely impact traffic circulation in adjacent rights-of-way or create a hazard to vehicular or pedestrian traffic; and (3334-6/97)
4. The proposed electronic readerboard sign shall not have adverse visual impacts on adjoining commercial and/or residential neighborhoods. (3334-6/97)

B. Readerboard Sign Criteria: (3360-12/97)

1. Electronic readerboards may be freestanding or wall type signs. (3334-6/97)
2. The maximum number of electronic readerboards shall be one per site. (3334-6/97)
3. The maximum sign area shall be 115 square feet; 90 square feet for message center; and 25 feet for other information. (3334-6/97)
4. The maximum height of a freestanding electronic readerboard sign shall be 25 feet. (3334-6/97, 3360-12/97)
5. The electronic readerboard shall have cylinders, a shade screen and a photocell for reducing the intensity of lighting at night. (3334-6/97)
6. The maximum measurable light output of the electronic readerboard shall not exceed 50 foot-candles at any property line. (3334-6/97)

C. Location Requirements: (3334-6/97)

1. Electronic readerboards shall only be allowed on parcels abutting a freeway and on parcels abutting Beach Boulevard, excluding the portion along Beach Boulevard designated as a landscape corridor south of Adams to Pacific Coast Highway. (3334-6/97)
2. Minimum lot frontage: 200 feet. (3334-6/97)
3. Minimum distance between electronic readerboards: 150 feet. (3334-6/97)
4. Minimum distance to any residence: 150 feet. (3334-6/97)

D. Other Standards: (3334-6/97)

1. Where a site has an electronic readerboard, temporary banners, balloons, flags, etc. shall be permitted a maximum of 15 days per calendar year. (3334-6/97)
2. Hours of operation: 6:30 AM to 10:30 PM. At least 10 percent of the message time, or any percentage deemed necessary by the City for emergency conditions, shall be used for public service announcements. (3334-6/97)
3. Messages in an electronic readerboard shall be no faster than one message every four seconds, and the minimum interval between messages shall be at least one second. Continuous motion of messages is not permitted. (3334-6/97)
4. Light intensity changes (other than between day and night uses) are not permitted. (3334-6/97)
5. In addition to the electronic readerboard sign, one monument sign, maximum of seven (7) feet in height and a maximum fifty (50) square feet in sign area,

may be permitted and all other signage shall be brought into conformance with this chapter. (3334-6/97)





LOS ANGELES DIVISION
 1443 South Cucamonga Avenue, Ontario, CA 91761
 Telephone: (909) 923-7668 Fax: (909) 923-6615
 www.yesco.com

CLIENT INFORMATION

Name: Huntington Beach
 Motor Cars
 Address: 16401 Beach Blvd.
 Huntington Beach, CA
 Sales Exec: Shawn Record

SCALE	DATE	BY
08/20/07	TOR	

REVISIONS

Date: 04/14/08 By: TOR
 Revised design & added site plan
 Date: 04/17/08 By: TOR
 Revised callout

CUSTOMER APPROVAL

- ACCEPTED WITH NO CHANGES
- ACCEPTED WITH CHANGES AS NOTED
- REVISIONS NOTED AND RE-SUBMIT

(Customer Signature) _____ (Date) _____

PRODUCTION APPROVAL

(State Exec. Signature) _____ (Date) _____

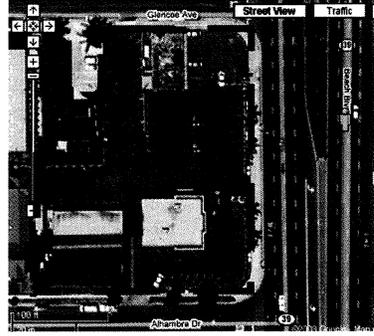
(Production Mgr. Signature) _____ (Date) _____

Design 07-8131-7

Sheet 1 of 3

This sign is intended to be installed in accordance with the requirements of Article 90B of the Municipal Code of the City of Huntington Beach. This includes proper spacing and banding of the sign.

The applicant certifies that the sign is the property of the applicant and that the sign is not a trademark or service mark of any other person. The applicant certifies that the sign is not a trademark or service mark of any other person. The applicant certifies that the sign is not a trademark or service mark of any other person.



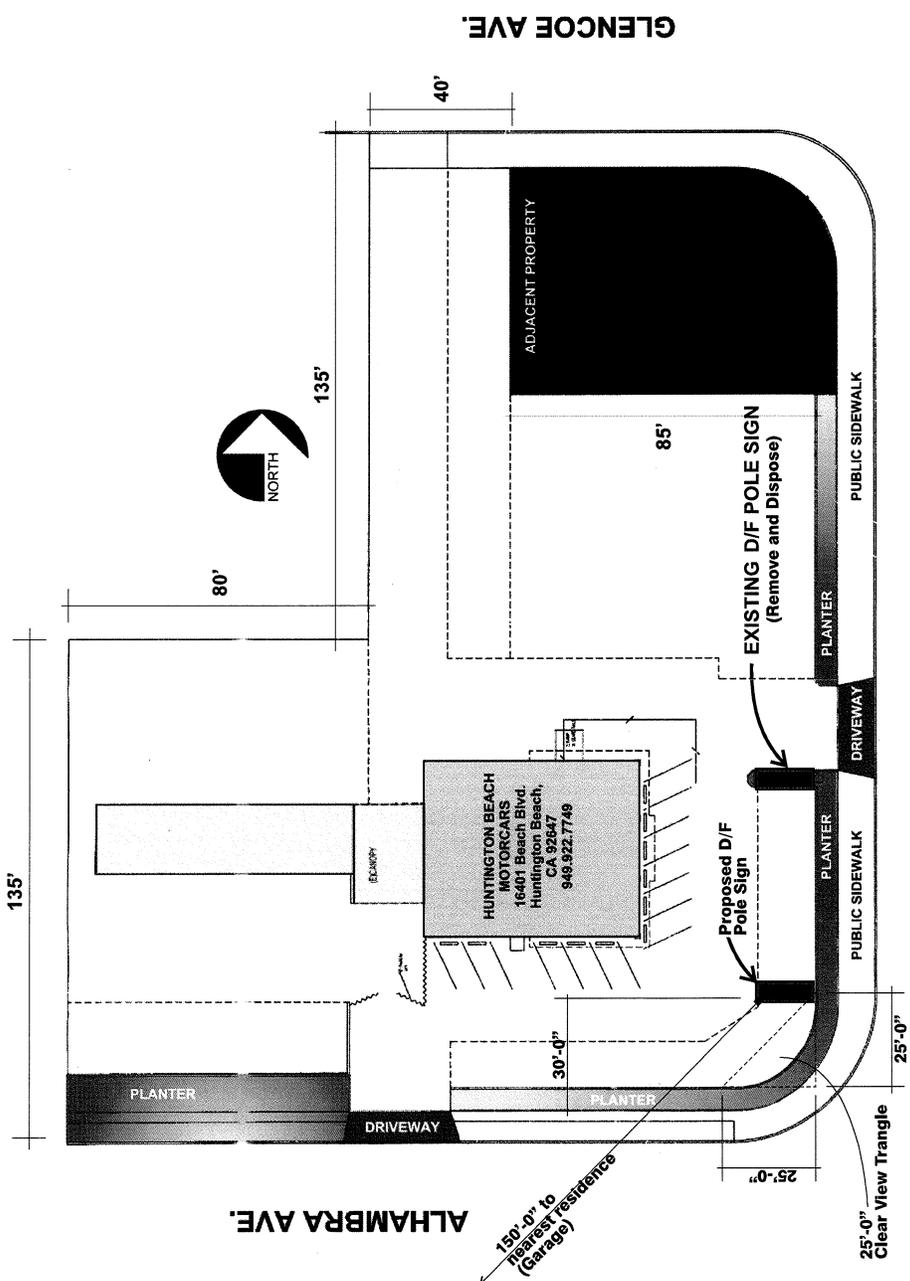
LEGAL DESCRIPTION

Tract 522 of Lot 17
 Block B and Lots 18 through 20

CONTACTS

Owner: Howard L. Abel
 16401 Beach Blvd.
 Huntington Beach, CA 92647
 949.922.7749

Applicant: Tony Shreve (YESCO)
 1443 South Cucamonga ave.
 Ontario, CA 91761
 909.923.7668



SCALE: 1/32" = 1'

BEACH BLVD.

City of Huntington Beach

MAY 29 2008

OPTION 1



City of Huntington Beach
MAY 29 2008

MANUFACTURE & INSTALL ONE (1) D/F PYLON SIGN w/FULL-COLOR LED

Scale: 3/8" = 1'-0"

- [A] D/F LED TO BE FULL-COLOR 20mm 88 X 192 MATRIX
- [B] ID CABINET TO BE FULL-BLEED PANA-FLEX with BLACK & GREY VINYL OVERLAY
INTERNAL ILLUMINATION PROVIDED BY CWHO FLUORESCENT LAMPS

SIGN CABINET/POLE COVER TO BE PAINTED TO MATCH BUILDING COLOR & TEXTURE

THE MAXIMUM SIGN AREA SHALL BE 115 SQUARE FEET; 90 SQUARE FEET FOR MESSAGE; AND 25 SQUARE FEET FOR OTHER INFORMATION.
THE MAXIMUM HEIGHT OF A FREESTANDING ELECTRONIC READERBOARD SIGN SHALL BE 25 FEET.
THE ELECTRONIC READERBOARD SHALL HAVE CYLINDERS, A SHADE SCREEN AND A PHOTOCCELL FOR REDUCING THE INTENSITY OF LIGHTING AT NIGHT.
THE MAXIMUM MEASURABLE LIGHT OUTPUT OF THE ELECTRONIC READERBOARD SHALL NOT EXCEED 50 FOOT-CANDLES AT ANY PROPERTY LINE.

ALTERNATIVE 'A'

© 2008

This drawing is intended to be used for the construction of the sign. It is not to be used for any other purpose. The sign is intended to be installed in accordance with the requirements of Article 609 of the National Electrical Code (NEC) and the requirements of the local jurisdiction. The sign is intended to be installed in accordance with the requirements of Article 609 of the National Electrical Code (NEC) and the requirements of the local jurisdiction. The sign is intended to be installed in accordance with the requirements of Article 609 of the National Electrical Code (NEC) and the requirements of the local jurisdiction.

Design 07-8131-7
Sheet 2 of 2

PRODUCTION APPROVAL
(Date)
(Date)

CUSTOMER APPROVAL
 ACCEPTED WITH NO CHANGES
 ACCEPTED WITH CHANGES AS NOTED
 REVISIONS AS NOTED AND RESUBMITTED
(Date)
(Date)

REVISIONS
NOTED
DATE: 04/14/08 BY: Tork
REVISION: Revised design & added site plan
DATE: 04/17/08 BY: Tork
REVISION: Revised callout

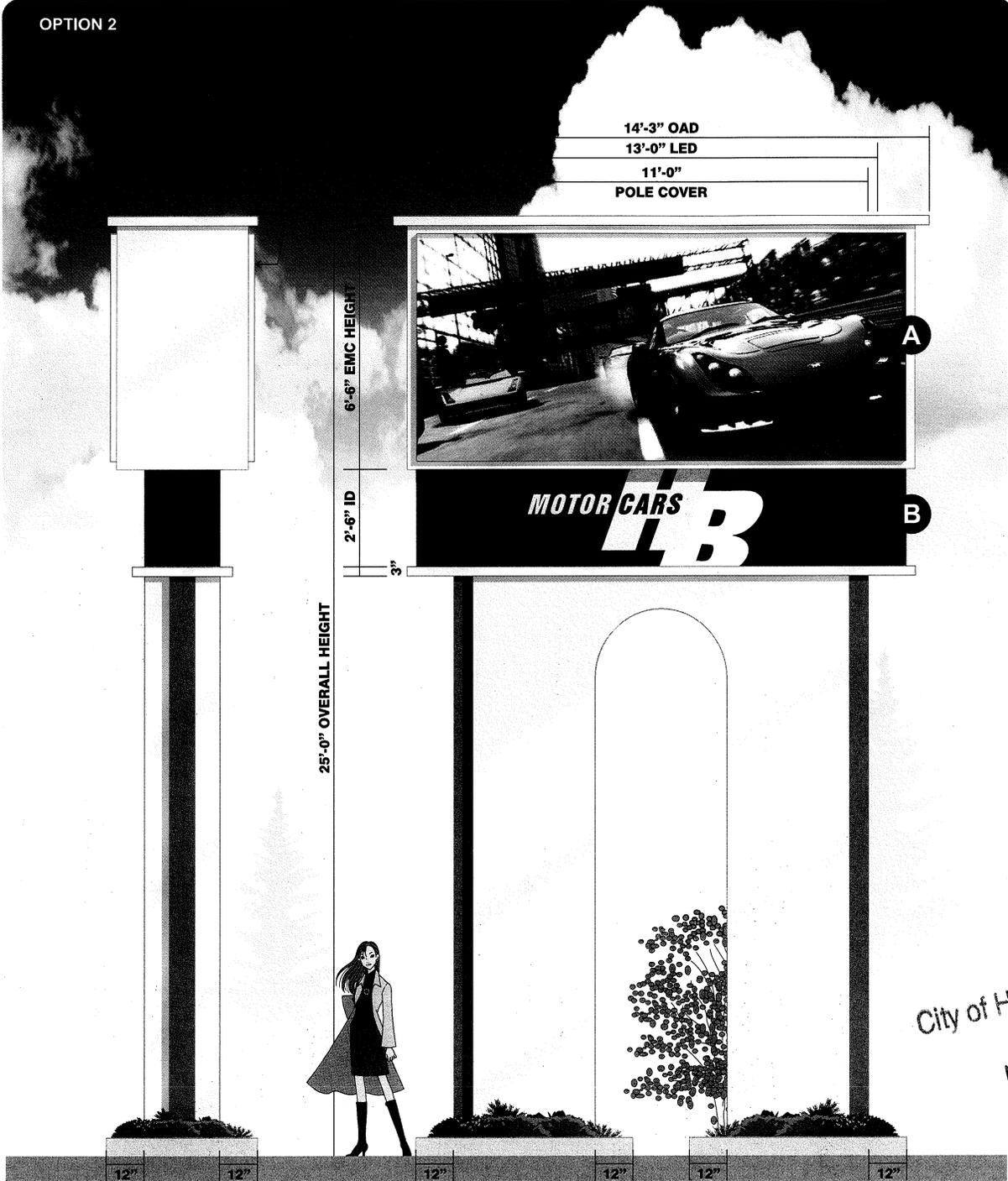
CLIENT INFORMATION
Name: Huntington Beach
Motor Cars
Address: 7601 Beach Blvd.
Huntington Beach, CA
Sales Exec: Shawn Record

LOS ANGELES DIVISION
1413 South Oceanway Avenue, Orange, CA 91771
Telephone: (949) 952-9888 Fax: (949) 952-9815
www.yescosign.com

YESCO

ATTACHMENT NO. 9.2

OPTION 2



14'-3" OAD
13'-0" LED
11'-0"
POLE COVER

6'-6" EMC HEIGHT

2'-6" ID

25'-0" OVERALL HEIGHT

A

B

MOTOR CARS
IB

City of Huntington Beach
MAY 29 2008

MANUFACTURE & INSTALL ONE (1) D/F PYLON SIGN w/FULL-COLOR LED

Scale: 3/8" = 1'-0"

- [A] D/F LED TO BE FULL-COLOR 20mm 88 X 192 MATRIX
- [B] ID CABINET TO BE FULL-BLEED PANA-FLEX with BLACK & GREY VINYL OVERLAY
INTERNAL ILLUMINATION PROVIDED BY CWHO FLUORESCENT LAMPS

SIGN CABINET/POLE COVER TO BE PAINTED TO MATCH BUILDING COLOR & TEXTURE

THE MAXIMUM SIGN AREA SHALL BE 115 SQUARE FEET; 90 SQUARE FEET FOR MESSAGE; AND 25 SQUARE FEET FOR OTHER INFORMATION.
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ALTERNATIVE "B"

© 2008

<p>LOS ANGELES DIVISION 1445 South Ocean Boulevard, Suite 100, Huntington Beach, CA 92648 Telephone: (949) 922-2484, Fax: (949) 922-2815 www.yesco.com</p>		<p>CLIENT INFORMATION</p> <p>Name: Huntington Beach Motor Cars Address: 18401 Brea Blvd Huntington Beach, CA Sales Exec: Shawn Record</p>													
<p>CUSTOMER APPROVAL</p> <p><input type="checkbox"/> ACCEPTED WITH NO CHANGES <input type="checkbox"/> ACCEPTED WITH CHANGES AS NOTED <input type="checkbox"/> REUSE AS NOTED AND RESUBMIT</p> <p>Customer Signature: _____ (Date) _____</p>		<p>PRODUCTION APPROVAL</p> <p>Client Exec. Signature: _____ (Date) _____ Production Manager Signature: _____ (Date) _____</p>													
<p>DESIGN 07-8131-7</p> <p>SHEET 3 of 3</p>		<p>REVISIONS</p> <table border="1"> <thead> <tr> <th>NO.</th> <th>DATE</th> <th>BY</th> <th>REVISION</th> </tr> </thead> <tbody> <tr> <td>1</td> <td>04/17/08</td> <td>BY: TOK</td> <td>Revised design & added site plan</td> </tr> <tr> <td>2</td> <td>04/17/08</td> <td>BY: TOK</td> <td>Revised callout</td> </tr> </tbody> </table>		NO.	DATE	BY	REVISION	1	04/17/08	BY: TOK	Revised design & added site plan	2	04/17/08	BY: TOK	Revised callout
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DOCUMENT NO. 9.3