



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

**THURSDAY, NOVEMBER 13, 2008  
HUNTINGTON BEACH CIVIC CENTER  
2000 MAIN STREET, LOWER LEVEL, ROOM B-8  
3:30 P.M.**

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**ROLL CALL:** Charles Davis, Scott Hess, Ed Kerins, David Moore  
Chair Blair Farley (ABSENT)

- 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. 2008-003 (HUNTINGTON SURF & SPORT WINDOW SIGNS – CONTINUED FROM THE SEPTEMBER 11, 2008 MEETING)**

**Applicant:** Aaron Pai, 300 Pacific Coast Highway, Huntington Beach, CA 92648  
**Request:** To permit window signs that (a) identify non-business name, and (b) exceed 15% of window areas (varying up to 100%) on a unit's façade fronting Main St. and Pacific Coast Highway.

**Project Location:** 300 Pacific Coast Highway, 92648 (northeast corner of Main St. and Pacific Coast Hwy.)

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

***A MOTION WAS MADE BY KERINS, SECONDED BY MOORE, TO RECOMMEND APPROVAL OF SIGN CODE EXCEPTION NO. 08-003 TO THE DIRECTOR OF PLANNING WITH MODIFICATIONS.***

**VOTE: 3-0-1-1 (HESS ABSTAIN, FARLEY ABSENT)**

**B-2 SIGN CODE EXCEPTION NO. 2008-004 (HUNTINGTON SURF & SPORT GIRLS WINDOW SIGNS – CONTINUED FROM THE SEPTEMBER 11, 2008 MEETING)**

**Applicant:** Aaron Pai, 300 Pacific Coast Highway, Huntington Beach, CA 92648  
**Request:** To permit window signs that (a) identify non-business name, and (b) exceed 15% of window areas (varying up to 100%) on the unit's façade fronting Main St. and Walnut Ave.

**Project Location:** 126 Main Street, #103, 92648 (southeast corner of Main St. and Walnut Ave.)

**Recommended Action:** Recommend Denial to the Director of Planning  
**Project Planner:** Jill Arabe, Planning Aide

***A MOTION WAS MADE BY MOORE, SECONDED BY DAVIS, TO RECOMMEND DENIAL OF SIGN CODE EXCEPTION NO. 08-004 TO THE DIRECTOR OF PLANNING.***

**VOTE: 3-0-1-1 (HESS ABSTAIN, FARLEY ABSENT)**

**B-3 SIGN CODE EXCEPTION NO. 2008-002 (JACK'S SURFBOARDS WINDOW SIGNS – CONTINUED FROM THE SEPTEMBER 11, 2008 MEETING)**

**Applicant:** Ron Abdel Fattah, 7575 Reynolds Circle, Huntington Beach, CA 92647

**Request:** To permit window signs on the 1<sup>st</sup> through 4<sup>th</sup> floor of a multi-story commercial building that will: (a) identify a non-business name, (b) be located above the second floor, (c) and exceed 15% of window areas (varying up to 100%) on the unit's facades fronting Main Street and Pacific Coast Highway.

**Project Location:** 101 Main Street, 92648 (northwest corner of Main St. and Pacific Coast Hwy.)

**Recommended Action:** Recommend Denial to the Director of Planning

**Project Planner:** Andrew Gonzales, Associate Planner

***A MOTION WAS MADE BY DAVIS, SECONDED BY MOORE, TO RECOMMEND APPROVAL OF SIGN CODE EXCEPTION NO. 08-002 TO THE DIRECTOR OF PLANNING WITH MODIFICATIONS.***

**VOTE: 3-0-1-1 (HESS ABSTAIN, FARLEY ABSENT)**

**B-4 SIGN CODE EXCEPTION NO. 2008-005; PLANNED SIGN PROGRAM NO. 2008-004 (LIBERTY CENTER SIGNS – CONTINUED FROM THE OCTOBER 9, 2008 MEETING)**

**Applicant:** Michael Fein, 714 Oceanhill Drive, Huntington Beach, CA 92648

**Request:** **SCE:** To permit (a) a total wall sign area of approximately 254 sq. ft. in lieu of 196 sq. ft. for the "Longs Drugs" east building elevation, and (b) a multi-tenant monument with a total sign area of approximately 116 sq. ft. in lieu of 45 sq. ft. and a height of 23'-6" in lieu of 10 ft.; **PSP:** To 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 Blvd., between Newman Ave. and Liberty Dr.)

**Recommended Action:** Continue to the January 8, 2009, Design Review Board meeting

**Project Planner:** Andrew Gonzales, Associate Planner

***A MOTION WAS MADE BY HESS, SECONDED BY MOORE, TO CONTINUE SIGN CODE EXCEPTION NO. 08-005 & PLANNED SIGN PROGRAM NO. 08-004 TO THE JANUARY 8, 2009 REGULAR MEETING AT THE REQUEST OF THE APPLICANT.***

**VOTE: 4-0-1 (FARLEY ABSENT)**

**B-5 DESIGN REVIEW NO. 2008-034 (CARPETS & FLOORING WALL SIGN)**

**Applicant:** Joe Cavazos, Sign Methods, Inc., 1749 E. 28<sup>th</sup> St., Signal Hill, CA 90755

**Request:** Review the design, colors, and materials of a wall sign for a new industrial building.

**Project Location:** 19062 Goldenwest St. Bldg B, 92648 (east side of Goldenwest St., south of Garfield Ave.)

**Recommended**

**Action:** Approval

**Project Planner:** Jill Arabe, Planning Aide

***A MOTION WAS MADE BY HESS, SECONDED BY MOORE, TO APPROVE DESIGN REVIEW NO. 08-034.***

**VOTE: 4-0-1 (FARLEY ABSENT)**

**B-6 DESIGN REVIEW NO. 2008-035 (BLUFF TOP PARK RESTROOMS)**

**Applicant:** City of Huntington Beach, Community Services Department

**Request:** Review the design, colors, and materials of four, 140 sq. ft. double-stall restrooms and three, 70 sq. ft. single stall restrooms.

**Project Location:** Dog Beach (ocean side of Pacific Coast Highway, between 9th St. and Seapoint St.)

**Recommended**

**Action:** Recommend Approval to the Zoning Administrator

**Project Planner:** Jill Arabe, Planning Aide

***A MOTION WAS MADE BY HESS, SECONDED BY MOORE, TO RECOMMEND APPROVAL OF DESIGN REVIEW NO. 08-035 TO THE ZONING ADMINISTRATOR WITH MODIFICATIONS.***

**VOTE: 4-0-1 (FARLEY ABSENT)**

**C. DRB MEMBER COMMENTS/ ISSUES**

**C-1 COMMERCIAL OFFICE SALE/REAL ESTATE SIGNAGE (KERINS)**

**KERINS PROVIDED AN ANALYSIS OF THE CITY'S OFFICE SALE/REAL ESTATE SIGNAGE REGULATIONS TO SIGN ORDINANCES OF SURROUNDING MUNICIPALITIES. A MOTION WAS MADE BY KERINS, SECONDED BY DAVIS TO CONTINUE THE ITEM TO THE DECEMBER 11, 2008 REGULAR MEETING.**

**D. ADJOURN TO THE NOVEMBER 20, 2008 SPECIAL 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.